

PEMBROKE

CANADA'S NEXT CITY



HIS WORSHIP MAYOR MORRIS

Introduction

This booklet is intended, only to give one a fair idea of the beauties and advantages of the thriving town of Pembroke. So numerous are the wonders of the place, that we find it impossible in such limited space to touch upon everything. We have tried however to deal with the most important assets of the town in as satisfactory a way as possible and we earnestly trust that our efforts will meet with your approval. We have great faith in the future of Pembroke and hope that some time in years to come we will have the pleasure of cutting another souvenir booklet of Pembroke, describing it as a city.

June 1st, 1915

HAMILTON PUBLIC CO.

SEP 21 1936 Copl Meccar

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E. J. CHAMBERLIN, President

J. W. SMITH, Vice-Pres.

W. R. BEATTY, Sec-Treas.

We Manufacture We Claim
Colonial Lumber
to be Second to None

New Mill—Up-to-date Machinery—Stock well cared for.
Result, "Lumber that's Right" . . . It makes a difference



View of Saw Mill, East Side

PLANING MILL IN CONNECTION

THE COLONIAL LUMBER CO.

LIMITED

Pembroke, Ont.

Early Pembroke

(Contributed by Mr. W. R. White, K.C.)

THE TOWN OF PEMBROKE was founded and the first tree cut for a settlement, on the 24th of May, 1828, by the late Peter White. The founder of the Town, like so many other pioneers in Canada, had served his country. He joined the Channel fleet during the year 1812, and in 1813 came to Canada with Commodore Sir James Yeo and five hundred officers and seamen sent out to man the British fleet on Lake Ontario. He served till the close of the war, and then retired from the navy, and, coming to the Ottawa Valley, engaged in lumbering. In 1827, his partner disappeared from Quebec, with the proceeds of the sale of their timber, leaving Mr. White to pay the firm's debts, which he did, leaving him penniless. He, however, determined to continue lumbering, and had no trouble in getting financial assistance. At that time no licenses to cut timber were granted. The lumberman went into the woods, prospected and located his grove of pine, blazed the trees around it, marked the blazes with his initial, and started his lumbering operations.

Mr. White was of Scottish parentage, born in Edinborough, in 1794, and, with the hardy courage of his race, he, in the fall of 1827, started up the Ottawa from what is now Aylmer, to prospect for timber, and, in his explorations, reached what is now the Town of Pembroke, and while waiting in the spring, for a canoe to go down the river, started a clearing on what is now the old White homestead.

As a proof of the physical hardihood and indomitable courage of this pioneer of civilization, it may be incidentally mentioned, that, during the winter of 1827-28, he walked from Aylmer to Pembroke and back again, from Aylmer to Maitland on the St. Lawrence, and back again, and from Aylmer to Pembroke—in all, a distance of between five and six hundred miles.

He moved his family to a home he had built on the site of the now old homestead, began his lumbering operations and prospered fairly. He soon collected round him the workmen necessary for his lumbering operations, started a blacksmith shop, a

sleigh-maker, shoemaker, harness maker, and other mechanics whose works were necessary for the lumberman and settler. He also kept a small store, and, when it became necessary, established a school.

Attracted by the beautiful situation and by the magnificent forests of virgin pine, other lumbermen and settlers soon made their way up the Ottawa, and settled on the fertile lands in the neighborhood, and began to cut down the forests and convert the trees into square timber, which, each spring, was rafted up, and the rafts, with their crews of hardy, adventurous voyageurs, as careless and reckless as sailors, started out for the long and arduous journey to Quebec.

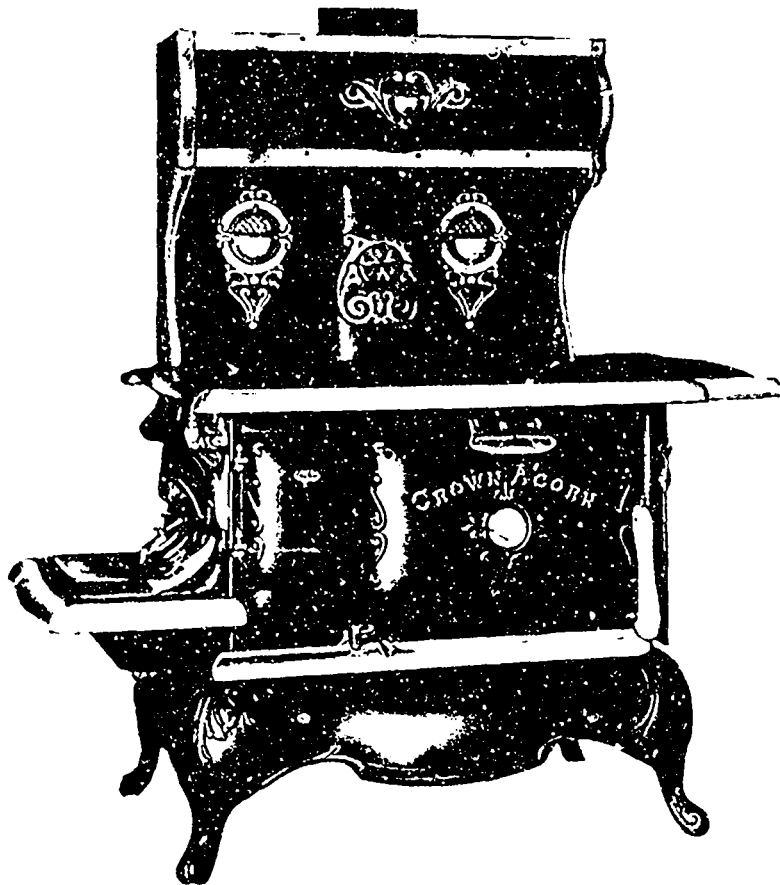
Like Mr. White, many came here to lumber, and made their homes. Others came to work for the lumbermen, and settled on the lands, and carved and burned their homes out of the forests, for Nature had done much to make the place a pleasant land to dwell in.

It would be impossible, within the limited space allotted to me, to give a full and accurate account of all the early settlers. At best, I can only record a few impressions that have left their marks upon my memory as a school-boy, beginning about 1848.

The Dunlops, John, Arumah and Hugh, were lumbering, and settled just East of the Town. D. Campbell Dunlop, another brother, kept a very fine hotel in Lower Town. John Supple, who lived for some years on the Allumette Island, moved into Pembroke and lumbered extensively and became a wealthy man. Christopher O'Kelly also lumbered, and later the Moffats, Richard White, J. & D. Bell, M. O'Meara, Heenan, and others.

The lands now comprised within the limits of the Town of Pembroke were owned as follows: Starting from the East—McNeil, Jardine, Daniel Fraser, Peter White, John Supple, A. Moffat, J. Miller, D. Porteous, and C. O'Kelly. The merchants of the early days were A. & W. Powell, who had a store on Victoria Street, about where the Drill Hall now stands. They did not remain long, but returned to

The Lee Manufacturing Company, Ltd.



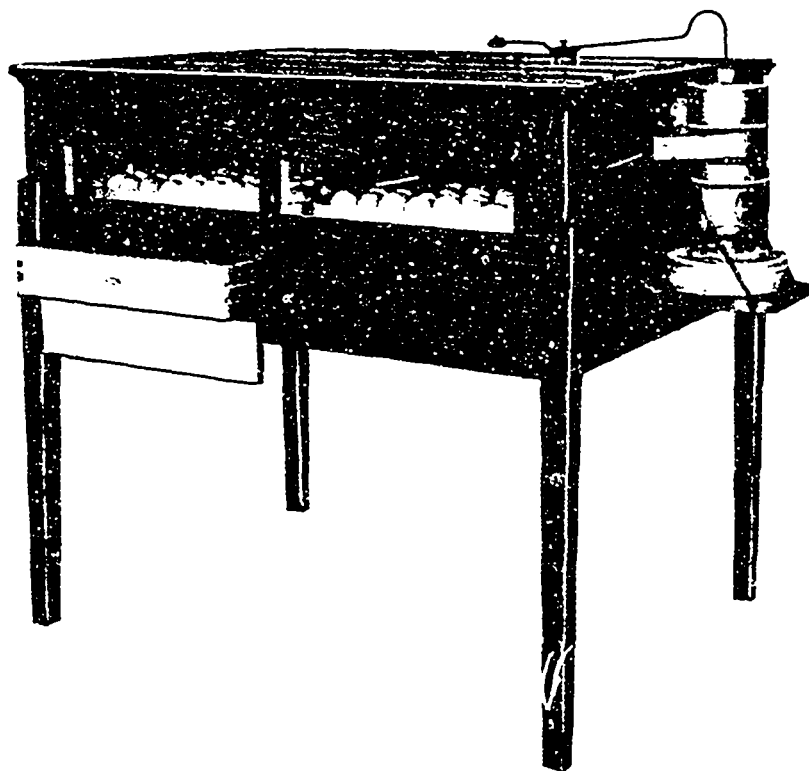
PEMBROKE



**"ACORN" Stoves
and Ranges**

**Refrigerators and
Kitchen Cabinets**

**School Desks and
Assembly Seating**



**"PEERLESS"
Incubators and
Brooders**

**Poultry and Poultry
Supplies**

The Lee Manufacturing Company, Ltd.

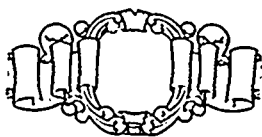
Bytown, where in course of time Alex became gaoler, and his brother William, sheriff. Daniel O'Meara, the founder of the O'Meara family here, had a store on the north-east corner of Pembroke and Victoria streets. Coutlee & Aird had a store in Lower Town. Edward Bourke, Joseph Rowan and Peter Hayes kept the first hotels. Frank Mooney (still living) and Michael Gorman made the swells' clothing, and John Ryan (still alive) their boots. Andrew Irving taught school. Alexander Moffat ground their flour, and John Supple owned a saw-mill which sawed their lumber in a leisurely way, Arthur Taylor as the sawyer. The first tannery in town was started by John Dewar.

I have only been able to name a few of the early settlers, and all those I have named as owners of the soil have left descendants who worthily sustain their reputations for business integrity, sagacity and energy built up by their ancestors. Many, doubtless, whom I have not named, are equally worthy of mention with those whose names appear in this article, but no one can appreciate the difficulty of writing such an article as this, and doing full justice to all. Recollection will fail, spite of every effort. This article is intended to deal only with the earliest

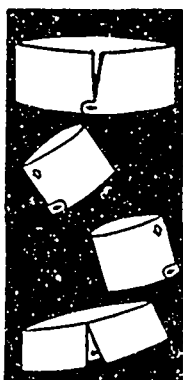
history of the Town, and, generally, the writer recollects with pride, that the men of these early days were men of energy, physically and mentally, and of strong business morality and rectitude. Upon such a foundation, was built the present prosperous Town, which may fairly claim to have no superior for its size and population, in the Province.

The men who followed the earlier settlers and helped to build up this little city in the woods, are, many of them, still alive and doing business in our midst. At the risk of omitting some one or more, whom I would not willingly leave out, let me name such men as T. and W. Murray, James Heenan, Walter Beatty, R. & J. White, A. Foster, J. P. and Alexander Millar, C. Chapman, W. A. Hunter, M. Howe, Edward and Thomas Clarke, Alex McDonald, W. C. Kennedy, &c.

The reputation of the Town, as a place where law was respected and obeyed, where people lived at peace and amity with each other, where each man helped his neighbor and where there existed only such differences of opinion as must arise among a free and enlightened people, is well established, and the present generation appears to be following faithfully in the footsteps of its predecessors.



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you will find
it

Economy

to use



Steam Pressed Collars

when turned under OUR NEW and ORIGINAL METHOD.

They Wear Twice As Long

Consult us about anything to be Cleaned.

We Are Always Dyeing

The Pembroke Laundry Cleaning and Dyeing Co.

The Town—Its Fathers

PEMBROKE is an incorporated town of almost 8,000 population. It is the county seat of Renfrew County, and is situated on the Muskrat and Indian rivers at their confluence with the Ottawa, which here expands, forming Allumette Lake. No other town in Canada has a more picturesque location. To see

residential streets, giving to them an appearance of perfect symmetry and adding materially to their attractiveness. Pembroke is widely noted as a town of beautiful residences and in that respect has no superior in Canada. From almost any point in the town one can see away across the glassy surface of Allumette Lake, the blue outline of the Laurentian



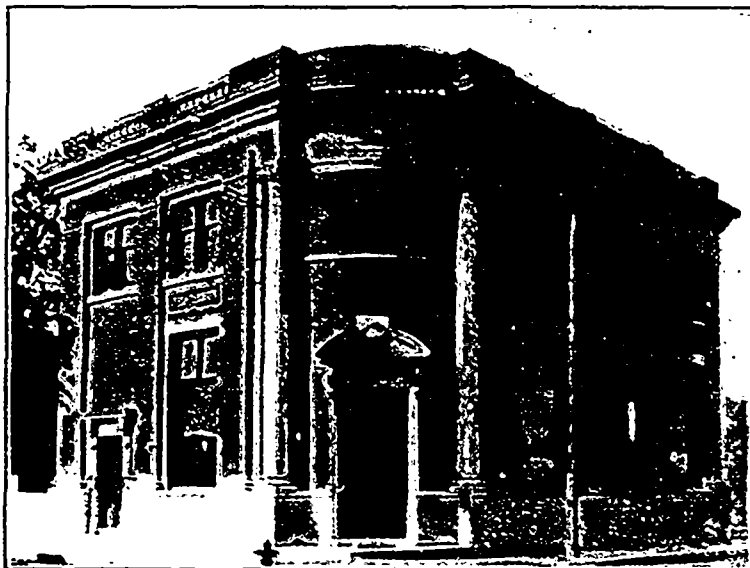
THE TOWN COUNCIL, 1915.

H. S. Bowden.	H. G. Harwood.	D. A. Jones.	A. Hamilton.	A. Woermke.
W. H. Bromley.	Dr. Irwin.	J. L. Morris.	T. H. Moffat.	W. L. Hunter.
Reeve.	W. R. Beatty.	Mayor.	A. L. Eastcott.	Deputy Reeve.

Pembroke from the lake front on an evening when the setting sun sends its slanting rays over the town, is truly one of the prettiest sights of the Ottawa. From the centre of Allumette Lake, the town seems almost to be a forest of maple trees with a church spire, tall public building or business block standing out here and there above the foliage. A person in the town, however, observes that these maple trees, luxuriant in green foliage, line both sides of all the

Hills on the Quebec side of the river. One man, prominent in the business affairs of Canada, while on a visit to Pembroke, made the declaration that the view he got from a certain point in the East end of the town, of Allumette Lake, with the Laurentians as a background, was the most beautiful sight he had ever seen in any part of Canada. The true beauties of Pembroke cannot be imagined by an outsider. One has to visit the town to appreciate its loveliness.

THE BANK OF OTTAWA



ESTABLISHED 1874

Head Office:
OTTAWA, CAN.

Capital Paid Up
\$4,000,000

Rest and Undivided Profits
\$4,978,299

Total Assets over
\$50,000,000

Manager of Pembroke Branch
H. R. WALKER

BOARD OF DIRECTORS:

Hon. George Bryson, President John B. Fraser, Vice-President
Sir Henry N. Bate, David MacLaren, Russell Blackburn, Denis Murphy,
Sir Henry K. Egan, Hon. Sir George H. Perley, E. C. Whitney.
George Burn, General Manager D. M. Finnie, Asst. General Manager W. Duthie, Chief Inspector

INSURANCE AND REAL ESTATE

Fire, Life, Accident and Sickness, Plate Glass, Automobile, Live Stock, Wind-storm and Tornado, Steam Boiler, Burglary, Marine Insurance, Fidelity and Guarantee Bonds. Real Estate Bought and Sold.

Your best interests will be served when you place your insurance and Real Estate business with this office, to which will be given careful and interested attention such as you will appreciate.

Town Ticket Agency Canadian Pacific Railway Co.

Steamship Ticket Agency.

Dominion Express Co.

C. P. R. Telegraph Office.

Johnston & Summers

FREEMAN BLOCK, PEMBROKE.

Established 49 years ago by D. C. Chamberlain. For 20 years conducted solely by Mr. Johnston.

Both for business purposes and residential purposes Pembroke is a most desirable town. Because of its advantageous surroundings, its commercial facilities, its advantages as a shipping and distributing point, its excellent sanitary conditions, and the thousand and one things that make the town a desirable place in which to live, it has attracted, during the past few years, capitalists and business men from afar.

The district surrounding Pembroke is one of the richest agricultural districts in Eastern Canada. The farmers are all well-to-do, while many of them have accumulated fortunes.

The town is located on the main line of two transcontinental railways, the Canadian Pacific and the Canadian Northern, which is rapidly nearing completion, while it has direct connection with the Parry Sound-Ottawa line of the Grand Trunk Railway. Its advantages as a shipping point are therefore plainly evident. The town is also on the proposed route of the Georgian Bay Canal.

Pembroke has an excellent sewerage system, valued at \$40,000, and a water works system valued at \$200,000, owned by the town. It has a well equipped fire brigade, of which Mr. J. M. Taylor is chief. The Town Council is considering the erection of a new up-to-date fire station, the present quarters of the brigade being in a section of the Town Hall building. In all, there are some twelve miles of granolithic walks in Pembroke, while all its streets are kept very clean and neat, the main ones being macadamized.

The chief shipments from the town are lumber, grain, steel office furniture, lumbermen's tools, steel ranges, live stock, flour and produce, woollen goods, and shooks. Three of the largest lumbering concerns in Canada are located in Pembroke: The Pembroke Lumber Company, The Colonial Lumber Company, and the Petewawa Lumber Company. The total yearly output of these three mills aggregates 60,000,000 feet. Descriptions of all the leading industries of the town will be found elsewhere in this book.

The town contains eight churches, a convent, public and separate schools, a high school, business college, court house, gaol, town hall, two moving picture theatres, a large opera house, a splendid drill hall, a huge skating rink, an up-to-date curling rink, three banks, Royal, Ottawa and Quebec, a Carnegie

Free Library, several hosteleries and stores of every description, all of them up-to-date. The press is well represented in the town by the Standard, Conservative, of which Mr. O. M. Alger is publisher, the Observer, Liberal, published by Mr. D. A. Jones, and the Deutche Post, a German paper, published by Mr. E. B. Christianson.

Located conveniently near the centre of the town is a splendid dock from which there is a daily boat service to Des Joachims and a half hourly service to Allumette Island, on the north side of which is situated the village of Chapeau. The dock on summer evenings and on Sundays is used as a place of promenade by the residents of the town.

One feature of Pembroke which more than all others is an inducement to manufacturers to locate in the town is the superfluity of electric power which is generated by the plant of the Pembroke Electric Light Company at Black River, a tributary of the Ottawa, about 24 miles from Pembroke. Any amount of power is available at \$12 per horsepower.

Pembroke is regarded by commercial men as one of the very best towns in Canada. During the past six months, which have been particularly hard ones, these men report little or no falling off of their business in Pembroke. The growth of the town has always been steady, but during the past few years, due to manufacturers realizing the real advantages of the town, it has taken a decided boom. Some time ago the boundaries of the town were found to be too small and a special act of Parliament was passed to have them extended. In the extreme west end of the town around the plants of the Steel Equipment Company of Canada, the Pembroke Shook Mills and the H. & H. Factory, a little city of fine and up-to-date residences has sprung up within the past two years. This section of the Town is known as Inglewood.

The Town Council this year is composed of particularly aggressive and capable men. These are: Mayor, J. L. Morris; Reeve, W. H. Bromley; Deputy-Reeve, W. L. Hunter; and Councillors H. S. Bowden, W. R. Beatty, A. L. Eastcott, D. A. Jones, Andrew Hamilton, Dr. H. Irwin, H. G. Harwood, T. H. Moffat, and A. Woernke.

The future of the town of Pembroke is very hard to imagine. It is bound to be a city in a very few years.

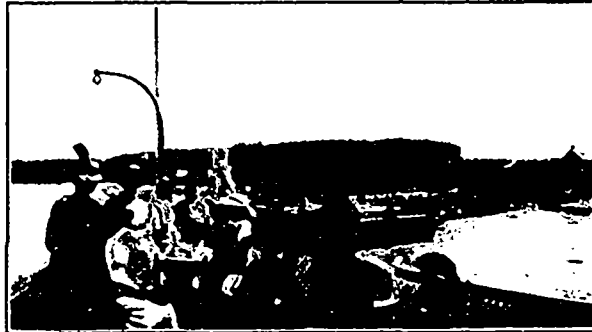
Spend Your Holidays on Beautiful Upper Ottawa

EXCELLENT FISHING AND HUNTING
IDEAL CAMPING GROUNDS
MAGNIFICENT SCENERY

Reached by

Steamer

S. S. Oiseau



Connecting with

C. P. R. and

G. T. R. at

Pembroke

"S. S. Oiseau" landing at Fort William, Que.

Illustrated Guide Book mailed on request

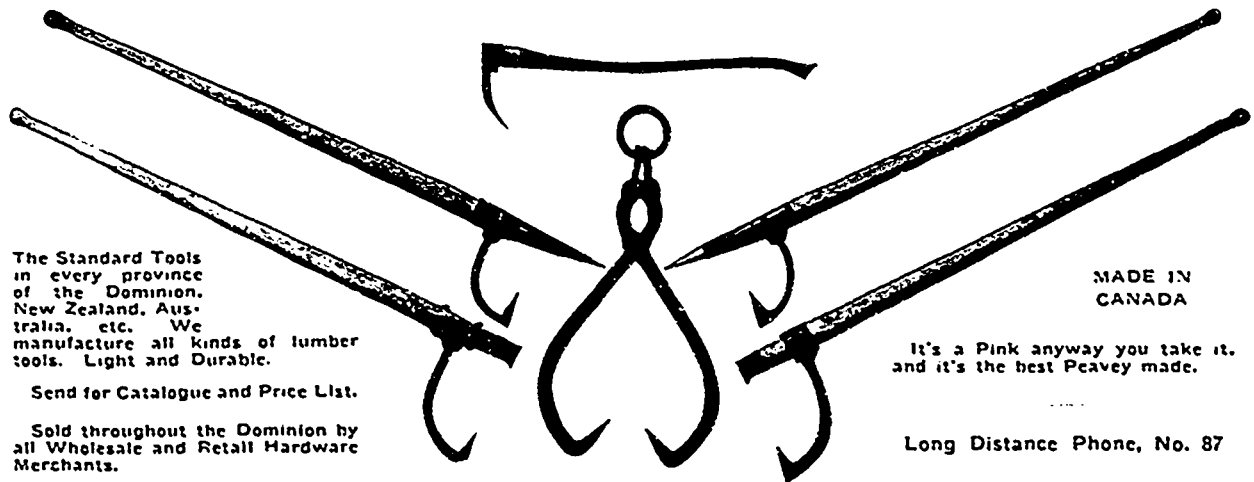
The Pembroke Transportation Co., Limited

PEMBROKE, ONT.

J. W. Smith, President

W. R. Beatty, Managing Director

Pink's Lumbering Tools



The Standard Tools
in every province
of the Dominion.
New Zealand, Aus-
tralia, etc. We
manufacture all kinds of lumber
tools. Light and Durable.

Send for Catalogue and Price List.

Sold throughout the Dominion by
all Wholesale and Retail Hardware
Merchants.

MADE IN
CANADA

It's a Pink anyway you take it,
and it's the best Peavey made.

Long Distance Phone, No. 87

THE THOMAS PINK COMPANY, Limited

Manufacturers of Lumber Tools

PEMBROKE

ONTARIO

THE BEAUTIES OF THE UPPER OTTAWA

THE OTTAWA RIVER is navigable for fifty miles above the Town of Pembroke and for three and one-half miles below the Town, and I doubt very seriously if a prettier stretch of river can be found in the Dominion of Canada than that fifty-three miles. At no point is the river less than 400 yards in width, while in places it is as wide as two miles and a half. The Saguenay truly is beautiful, the Thousand Islands adolized by many as the ideal place for spending a



THE STATELY OISEAU ROCK, WHICH TOWERS 500 FEET OUT OF THE WATER.

summer vacation, the Muskoka Lakes raved about by thousands as a camping ground, but we do not hesitate in saying that the beauties of these three spots do not surpass those of the Upper Ottawa River in any one particular. It is only because the Upper Ottawa has not been sufficiently advertised, that it has not attracted more summer tourists and campers. At present the River with its many islands is used as a summer rendezvous almost entirely by the citizens of Pembroke, although a few families from different parts of Ontario and some

from the United States visit it every summer. The time is not far distant, however, when the Upper Ottawa will be recognized as one of Canada's premier summer resorts and will attract tourists from all parts of the continent.

The Town of Pembroke boasts of a fleet of 150 motor boats, varying in style and size from the every-day putt-putt to the latest four-cylinder speed launch capable of travelling twenty-five miles an hour. All day Sunday and every evening during the summer these boats can be seen either running about Allumette Lake in front of the town or heading off in some appointed direction to the spot where the owner has his summer cottage, there to lie at anchor until the owner enjoys a Sunday's rest in shirt sleeves after a hard week's work, or until he has slept like a log in the dry, pure air, and is ready to return to work next morning, feeling like an entirely new individual. The owners of motor boats in Pembroke are not at all stingy. They never seem satisfied unless they have their boats filled with friends and are always anxious to take visitors to the town out for a sail. Every summer a regatta or two is held, the events of which are always keenly contested and greatly enjoyed by the residents of the Town, who flock to the Mackie Dock by thousands on the day of the regatta to witness the proceedings.

It is very hard to determine at just what point the Upper Ottawa is most beautiful. At Petewawa, just ten miles above Pembroke, where it is thickly dotted with islands, one cannot help but be impressed with what a really wonderful work of nature the river is; at Fort William, on the Quebec side, just four miles further, where a big summer hotel is located, it is exceptionally pretty, while about twenty-six miles from Pembroke, where the stately Oiseau Rock towers some five hundred feet out of the water, it is the height of picturesqueness.

The Ottawa River abounds with fish. Practically every species of fresh water fish, save the trout, have been caught in its waters. Anglers from the district surrounding Pembroke for 75 miles, come to the shores of the Ottawa River, and never leave until they have satisfied themselves with a splendid catch.

THE OLDEST ESTABLISHED BUSINESS IN PEMBROKE
1854

MICHAEL HOWE & SON
DEALERS & JOBBERS
FINE WINES, LIQUORS
AND CIGARS
DRY GOODS, GROCERIES & PROVISIONS
PHONE NO. 67
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PEMBROKE

ORDERS PROMPTLY ATTENDED TO. YOUR PATRONAGE SOLICITED

□

□

The Pembroke Lumber Co.

Unexcelled facilities to supply your wants in
Building Material of

**Lumber, Lath, Shingles, Windows,
Sash, Doors and Interior Trim.**

Pembroke

-

-

Ontario

In regard to the cottages on the many islands and both shores of the river, we can only say that some are very elaborate, others very comfortable and others very crude, but the occupants of all three classes have the times of their lives during the summer months and are always sorry when the cool



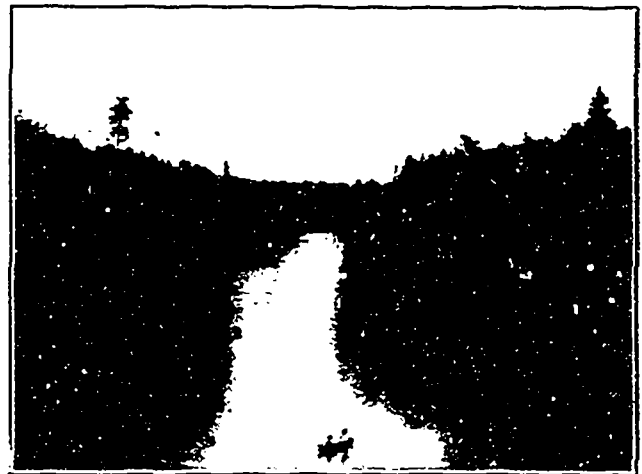
OTTAWA RIVER AT HIGH VIEW.—LAURENTIAN HILLS IN BACKGROUND.

September evenings force them to return to their winter houses in Town. The extreme enjoyment which all derive from the summer camping season is largely due to the splendid feeling of good-fellowship which exists between all the campers. The citizens of Pembroke make full use of the vast sheet of water God has placed at their doors and that is largely accountable for the excellent health which practically all of the residents of the Town enjoy.

For the convenience of the campers and summer tourists the Pembroke Transportation Company runs the Steamer "Oiseau" between Pembroke and Des Joachims daily while the steamer "D. B. Mulligan" owned by Captain Murphy plies between Pembroke and Desjardinsville every half hour. Not only does the Steamer Oiseau run daily trips up the river, but periodically during the summer moonlight excursions are held which are always largely patronized and greatly enjoyed.

Besides the two above-mentioned passenger steamers the Upper Ottawa Improvement Company operates a fleet of five steamboats on the river, which tow the logs which have been cut along the tributaries of the Ottawa to the saw mills of Pembroke and down to the timber chute at Morrison's Island, where they are released and taken by another boat to the saw mills at Braeside, Arnprior and Ottawa. The boats comprising the Upper Ottawa Improvement Company fleet at Pembroke are the "Alex Fraser," the "E. H. Bronson," the "Castor," the "Pollux" and the "Heracles."

Enough cannot be said in praise of the beauties of the Upper Ottawa River. We would only suggest that everyone into whose hands this book may happen to fall, pay a visit to Pembroke and the Upper Ottawa at their earliest convenience, and doing that, we know that they will return annually to partake of its enjoyment as the residents of Pembroke have



A PRETTY SPOT ON THE OTTAWA.

done ever since the Town was founded. The accompanying views will show much more effectively the true beauties of the Upper Ottawa than any amount of writing.

The Observer

AND OTTAWA VALLEY ADVOCATE.

Established 1854.

PEMBROKE, ONT.

DAN A. JONES, Pub. and Prop.

The Observer, a bright, wide-awake newspaper, keeping pace with a growing town and helping it to grow, is read in all the best homes in North Renfrew and is Pembroke's favorite weekly. Subscription lists are open to advertisers or prospective advertisers at all times and advertising rates are moderate. Its equipment for all classes of printing is complete and modern in every respect.

DAN A. JONES

Publisher and Proprietor.



Here
"Gifts that
will Last"
are shown
in great
variety.

Prompt and
Courteous
Store
Service.

PARTIAL VIEW OF
The R. B. HARRISON JEWELRY SHOP, Leacy Block, PEMBROKE.

Pembroke's Educational Advantages

THE Town has at hand excellent facilities for the education and instruction of both young and old. All her schools, five in number and a splendid convent, are equipped in a most up-to-date fashion and each institution boasts of a staff of teachers of an exceptionally high standard, well versed in the art



SHERIFF A. MORRIS
Chairman of the Board of Education

of administering to the educational needs of the child. A remarkable feature about the Town is, that very few of its children are sent to the preparatory schools in the cities, the parents realizing that a much better education can be procured right in the schools of the Town.

The five schools in Pembroke are, a Central Public School, an East Ward School, a West Ward School, a Separate School, and a High School. The Convent is known as the Convent of Mary Immaculate.

The Central Public School is situated at the corner of Church and Isabella street and with the grounds, covers over an acre of land. The building was erected in 1875, but has undergone extensive improvements since that time and has been added to, until now it is up-to-date in every particular, and very commodious. Miss C. I. Winters, the present principal of the Central, East Ward and West Ward Public Schools, has inaugurated a system of management and teaching which it would be hard to surpass, and is being ably assisted in carrying this system out by a capable staff of nineteen teachers.

The East Ward and West Ward Schools are

practically the same in design and each contains four class rooms. The East Ward School is situated at the corner of William and Alfred Streets and the West Ward School at the corner of Victoria and Millar streets. Both schools are surrounded by large playgrounds. So great has been the attendance at the West Ward School of late that the erection of a new school of greater capacity is being seriously contemplated. The staff of teachers who assist Miss Winters in the Central, East and West Ward schools consists of: Miss R. Dewar, Miss E. Anderson, Miss Madden, Miss Stewart, Miss MacDonald, Miss Beatty, Miss Charlesworth, Miss Prittie, Miss E. Winters, Miss J. Pointer, Miss G. Coxford, Miss J. Stewart, Miss Wienke, Miss Steele, Miss May Steele, Miss Carrie Millar, and Miss Lola Sparling. The Kindergarten Department, which is largely attended, is under the direction of Miss G. Burritt, with Miss E. Wienke as an assistant. The total number of pupils enrolled at all three schools is about eight hundred.

The High School, which was built in 1885, has been greatly improved and enlarged since that time. It is not what one would call a handsome building, but it has turned out some of the best men in Canada and that fact easily makes up for its homely appearance.



CENTRAL PUBLIC SCHOOL.

and is equipped in an up-to-date manner and is efficiently presided over by Principal U. J. Flach, M.A. A staff of five experts in their respective lines of work assist Mr. Flach in dispensing knowledge in this institution. These are Mr. F. D. Closs, Mr. J. Cameron, B.A., Miss Moir, Miss Rose and Miss Dickie. In connection with the High School a night Industrial School is conducted under the direction of Principal U. J. Flach, at which courses in shop

Beatty's Planing Mill

For all kinds of

**Moulding, Ship Lap, Clapboard and
Flooring**

We are prepared to do all kinds of dressing and resawing. Special prices for end matched Hardwood Flooring, put down and finished with Automatic Scraper and Sander.

The Pembroke Milling Co., Limited

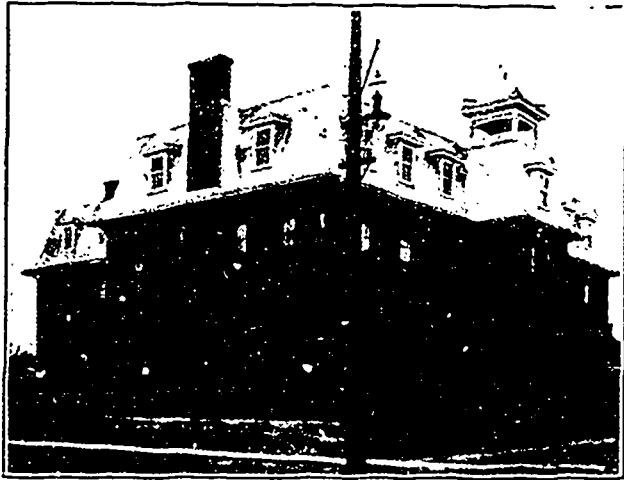
Millers of

**HIGH GRADE FLOUR
FEED AND GRAIN DEALERS.
FARMERS' GRISTING A SPECIALTY.
AMBER GRITS**

The National Health Breakfast Food. Builder of Nerve, Bone and Muscle.
Quality unexcelled.

The Pembroke Milling Co., Limited

mathematics, millinery, dressmaking, business English, structural drawing and mechanical drawing are given free of charge. Of late it has been found that the seating capacity of the High School, together with the building in general is inadequate for the Town and a special committee of the Board of Education has been named to arrange for the pur-



SEPARATE SCHOOL.

chase of a site on which to erect a new collegiate institute. The number of pupils attending the High School at the present time is about one hundred and eighty. Athletics in connection with the High School are encouraged, while a literary society has been an organization in connection with the school for many years.

The separate school of Pembroke was organized in the spring of 1864. The first school was erected in the east end of the Town. As the Town gradually grew westward the old school became too far removed from the centre of population and a new school, the one now being used at the corner of Isabella and Moffat streets was built in the year 1874. Since then, like all the other schools, it has been improved and enlarged to keep pace with the increasing population, until now it is one of the most spacious separate schools in the province of Ontario. On the third floor of the building is located a spacious assembly hall, where social evenings are held periodically by the young men of the Roman Catholic Church and debates are held quite frequently. The teaching staff of the Separate School consists of seven grey nuns and four young ladies, and the total number of pupils enrolled is about 550. The Separate School Board consists of Chairman J. J. Murray,

Angus Meehan, Wm. Duff, F. O. Parent, L. O. Payette, Mr. M. E. O'Gorman.

The Convent of Mary Immaculate is a four storey structure of red brick, solidly laid upon a stone foundation. It is under the patronage of the Rev. Bishop, who gives it much encouragement, assisting generally at the reading of the monthly reports and frequently bestowing prizes on worthy candidates. The institution is run by the Grey Nuns of the Cross. The building though plainly furnished is a model of neatness and cleanliness. The course of studies is conducted according to the revised regulations of the Education Department of Ontario for public and high school. Besides courses for the departmental examinations, courses in piano playing, mandolin, violin, and guitar playing are given.

The Board of Education for the Town of Pembroke this year is composed of: Chairman, Sheriff A. Morris, and Messrs. J. C. Stewart, Judge A. A. Fisher, R. L. McCormick, Dr. M. McKay, A. E. Cockburn, James Anderson, W. F. Fenton, J. G. Forgie, Michael Howe Jr., Thomas Lee, Alex. Watters, and Dr. F. C. Delahey. Colonel L. Irving is Secretary of the Board and Mr. Andrew Johnston, Treasurer.



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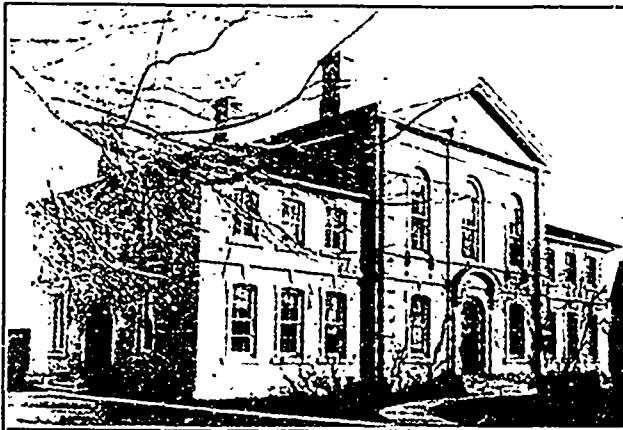


PEMBROKE'S PUBLIC BUILDINGS

The citizens of the Town of Pembroke have always prided themselves on the great number of splendid public buildings the town possesses. Of late years this number has been materially increased, until now it is safe to say that no other town of Pembroke's size in Canada can boast of as many excellent buildings. One slogan which the citizens of Pembroke have always had before them is, "When you do a thing do it well," and in erecting public edifices, this slogan was probably applied more rigidly than in any other line of work.

Owing to limited space in this book it will be necessary to curtail the descriptions of the several buildings to a certain extent, but we will endeavor, for the benefit of those who have never had an opportunity of visiting this beautiful town, to give an adequate idea of what each is like. The accompanying photographs will do the rest.

One of the oldest buildings in Pembroke, is the Renfrew County Court House. It is situated on spacious grounds in the east end of the town and is entirely surrounded by beautiful shade trees. The Court House, with its green lawn, is really one of the prettiest spots in Pembroke. The building is a two-storey structure with basement, and the jail, another two-storey building, joins on to the rear end of the Court House. The Court House is built of a beautiful freestone which was quarried on Morrison's Island, four miles from Pembroke. The building was



COURT HOUSE

completed in the year 1866. It is pronounced one of the finest County buildings in Ontario. Recently the interior has been completely overhauled and now presents a particularly pleasing appearance. On the main floor of the building are located the offices of Judge A. A. Fisher, Sheriff A. Morris, R. J. Roney, County Clerk, T. Henderson, County Treasurer, I. D. Bruels, Public School Inspector, and William Brown, gaoler. On the second floor is the Court room, the judge's retiring rooms, the grand and petit jury rooms and the offices of Mr. H. W. Perrett, Clerk of the County Court. The residence of Mr. William Brown, gaoler, a handsome brick structure, is to the extreme east of the grounds, and that of the turnkey to the rear of the Court House.

The Pembroke Post Office, a beautiful and imposing three storey structure of red sandstone, is situated on Pembroke street just where the Muskrat flows under the



POST OFFICE.

Pembroke street bridge to join the Ottawa. The cornerstone of the building was laid by Sir Hector Langevin, then Minister of Public Works, in the spring of 1890, and the building became occupied in January of 1891. The increase in business at the post office in late years made it necessary to enlarge the building and this was done last year, when an addition was built to the back of the building costing about \$12,000. Many improvements have been made to the interior of the building as well. A great many more boxes have been installed, while the public side of the office has been increased in size this year by a new arrangement of the doors and the moving back of the boxes. On the second floor of the building are the offices of Mr. Robert Russell, collector of Customs, and Mr. Thos. Clark, collector of Inland Revenue. The third floor is used as a residence by the family of Mr. Horace Church, the caretaker. Mr. W. A. Moffat is the postmaster, and has made many friends, since being appointed to that office, through his genial manner and efforts to please the public. He is assisted by a staff of five clerks in looking after the heavy business. The Pembroke Post Office is one of the finest to be found in any town in Canada.

The new Drill Hall, situated on Victoria street next to the curling rink, is constructed of solid brick on a concrete foundation. It measures 185 feet by 85 feet over all. It is floored with hardwood throughout, and is up-to-date in every particular. At both ends of the huge edifice are armories, officers' quarters, mess rooms and lecture rooms. This building was built during the past year, and will no doubt prove a very valuable asset to the town.

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to manufacturers and others desiring the same in large blocks at prices as low as \$12.00 per H.P. unrestricted service.

DUPLICATE GENERATING UNITS.

PRESENT INSTALLATION, 1500 H.P.

10,000 H.P. AVAILABLE.

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WAIST 7634 SKIRT 7609

W. A. Hunter & Sons

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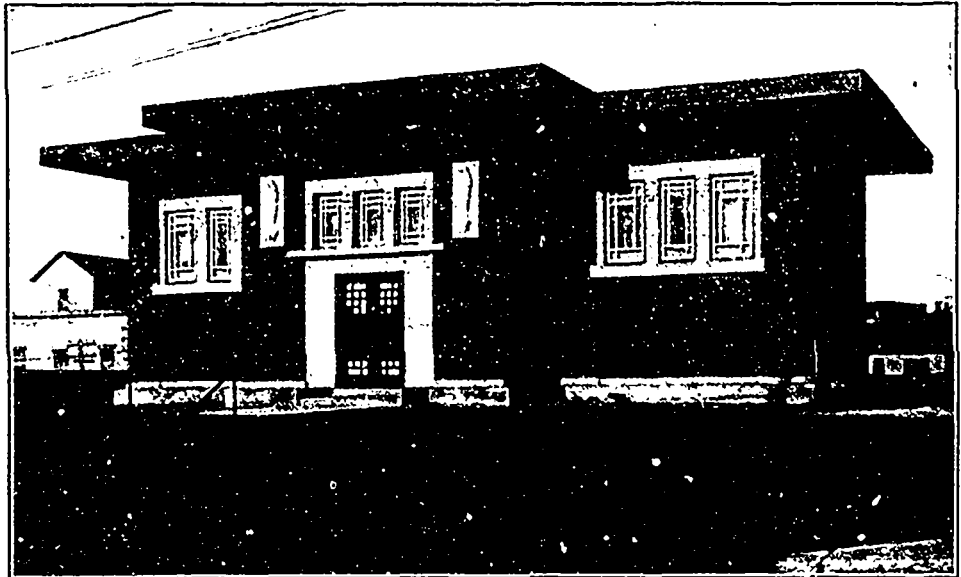
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A splendid assortment of Goods in all our lines:—
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CLOTHING, FURS, MEN'S FURNISHINGS, HARD-
WARE, PAINTS AND OILS, HAY WIRE, ETC., ETC.

AGENTS FOR BUTTERICK FASHIONS

Pembroke : : : Ontario

The now Carnegie Library, situated on Victoria street in the Centre Ward, on a portion of the Alexander Moffat property, though not a large one, is of such a neat design and so complete in equipment that it is indeed a credit to the town. For many years, ever since 1901, when Mr. Walter Beatty, as a member of the Library Board, proposed that Mr. Carnegie be asked for a grant for the library here, negotiations for the erection of the library had been under way, but it was not until the fall of last year that a Carnegie Library in Pembroke became a realization. At first Mr. Carnegie was asked for a grant of \$12,000. Plans were prepared and it was found that a satisfactory building could not be erected for that price, and Mr. Carnegie was induced to raise the grant to \$14,000. The building, including all interior fixtures and work on the steps and grounds, cost \$15,500, not including \$2,500 which was paid for the site. The building is of rather odd architectural design but is very neat and compact, and is the last step in library building. The whole main floor is taken up for library purposes, being finished in rich chestnut with attractive brass electric fixtures and stained windows. The basement is divided into a board room and large meeting room. Messrs. Kehoe Bros. of Pembroke were the contractors for the building. All the tables, desks and shelving were manufactured by the Steel Equipment Company of Canada, whose



CARNEGIE PUBLIC LIBRARY.

plant is in Pembroke. Miss Alma Beatty is the librarian in charge of the library, and a more efficient person to fill the position would be hard to find.

The new Grand Trunk Station is another building of which the residents of Pembroke justly feel proud, for it is the third finest station of the G.T.R. system. It is situated at the corner of Pembroke and Commercial streets, and has an architectural design all its own. It is a three-storey building, finished in stucco over red brick. On the north-west corner of the building is a big square tower which adds very considerably to the appearance of the building. The station is really the old Hunter Block completely remodelled, but in the new station one would never recognize the old building. The money expended in the transformation was about \$40,000. Besides this, improvements to the yard to the extent of \$25,000 are being made. Besides the station proper, consisting of a large general waiting room, a ladies' waiting room, a gents' smoking room, the agent's office and a huge baggage room, the building contains many offices, all equipped with the latest conveniences. The office of the Colonial Lumber Company is on the ground floor of the building in the north-east corner. Mr. F. O. Parent is the agent for the G.T.R. here and is very popular with the travelling public.



GRAND TRUNK DEPOT.

The Town Hall is the only public building in Pembroke which is not good enough for the town. It is a large building but is built upon such an old-fashioned design that it would indeed be difficult to make it appear at all handsome. At the time it was built, in 1884, it was considered an excellent building, and so it was, but the town has made such marked progress since then that now it is entirely inadequate. The town councils of late years have realized this, and many times the advisability of erecting a new one has been considered. The site it occupies on Renfrew Street just at the top of the Victoria Street Hill, is an ideal one. It is a solid brick building. The lower floor is occupied by the council chambers, the fire station, the town clerk's office and the lock-up, while the entire upper storey is fitted up as an amusement hall. To the rear of the Town Hall is the residence of the caretaker, Mr. Norman Morrison.

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Write for samples and quotations.

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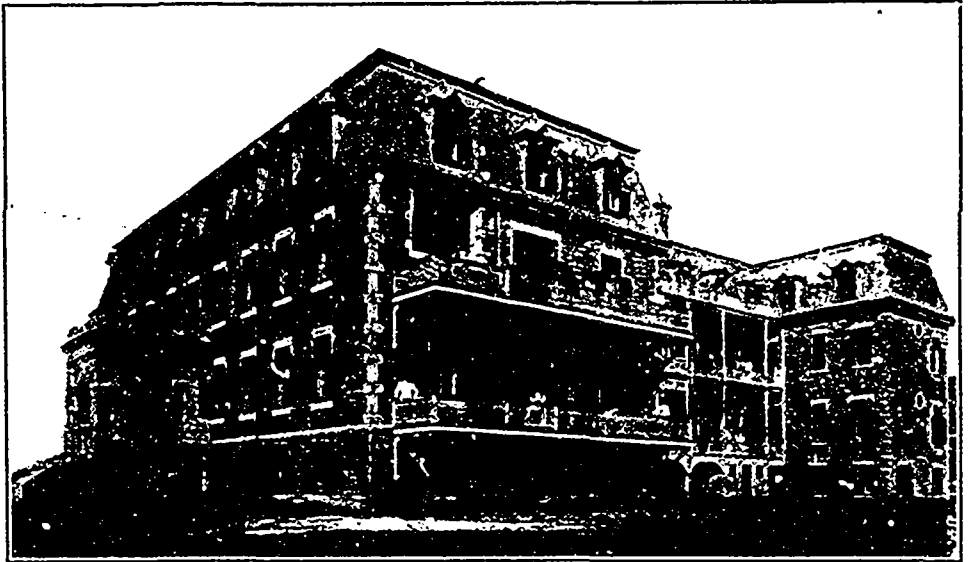
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The General Hospital, which was built in 1892, is a handsome, substantial and commodious stone building on the hill at the extreme southern end of McKay street. It commands a good view of Alouette Lake, and the Laurentian Hills, and has the best location that could have been procured in the town for a hospital. The hospital is equipped in a most complete fashion, and nothing has been neglected which in any way could be conducive to the comfort and convenience of the patients. Everything around the hospital is cheerful and scrupulously clean. The Pembroke General Hospital is as large as a great many city hospitals, and a great deal better than most of them. It is in charge of the Grey Nuns of the Cross, who are assisted by several lady helps. The building is valued at about \$65,000.



THE GENERAL HOSPITAL.

The Cottage Hospital is a three storey brick building with basement, situated on Centre Street. It was built in 1902. This institution is run upon most up-to-date lines, and is one of the most complete little hospitals in Ontario. For some time the enlargement of the hospital has been considered and this will likely be done in the near future. Miss Mann is superintendent of the Cottage Hospital.

The Town of Pembroke has in all eight Churches. Of these eight, three are of the German denomination. Five of the Churches, the Presbyterian, the Methodist, the Roman Catholic, German Methodist, and German Lutheran are large, substantial structures, finished in elegant

The Methodist Church, situated in the east end of the town at the corner of Pembroke and Alfred streets, is a large brick building of imposing design. Methodism came to Pembroke with late Peter White, father of Mr. W. R. White, K.C., the late Hon. Peter White, and the late Andrew White, in the year 1828, but a Methodist Church was not built until 1839. The present church was built in 1883, under the pastorate of the Rev. H. F. Bland. Since then it has been enlarged and greatly improved until today it truly is a beautiful building. It is equipped with a large pipe organ. Rev. W. H. Emsley, who at the time of writing is

in fashion. The Anglican, Baptist and Missouri German are smaller churches. Space will not permit us to go into too much detail in regard to the churches.



CALVIN PRESBYTERIAN CHURCH

The Presbyterian Church which was first organized in Pembroke in 1849, by the Rev. Andrew Melville. The corner stone of the present church, which is situated at the corner of Renfrew and Isabella streets, was laid in the year 1886. The building, which was enlarged and improved in 1911 at a cost of \$28,000, is of brick construction and is one of the handsomest churches in Ontario. It is equipped with a large pipe organ. The church and property are valued at some \$40,000. Rev. D. MacOdrum is the present minister. Mr. Methven is organist and choirmaster.



THE METHODIST CHURCH

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Endorsed by Kings, Emperors, Presidents of Republics, etc. The most successful business men, statesmen, professional men, educators and executives have these volumes as part of their permanent libraries. Many of them have purchased hundreds of volumes of one or more titles, for present purposes to their employees and best friends.

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HOMELIKE AND UP-TO-DATE.

135 ROOMS. UNEXCELLED TABLE.

The evening haunt of Pembroke's
big men, where the topics of the
day are discussed.

When in town stay at
The Copeland House.

in England, where he went as chaplain with one of the Prince Edward Island regiments, is the pastor. Rev. A. B. Ransom is supplying the pulpit during Mr. Elmsley's absence. Prof. C. J. L. Rickwood is organist and choirmaster.

The Roman Catholic Church, or St. Columba's Cathedral, is situated next to the Convent of Mary Immaculate on Renfrew street. It was built in the year 1874 of solid stone, and is one of the most imposing edifices in the town. The splendid church building of today is largely due to the efforts of that grand old man, Bishop Lorrain. In 1895 a handsome pipe organ was built into the church by Cassavant and Co., of St. Hyacinthe, Que.

The German Lutheran Church, situated in the west end of the town, is a handsome brick edifice, 45 x 85, of gothic design. It cost to build about \$5000. The present pastor is Rev. Kupfer.

The German Methodist Church on Cemetery street, in the west end of the town, is not a large church, but is substantially and neatly finished. It seats about 350 persons and the present pastor is Rev. Meyer.

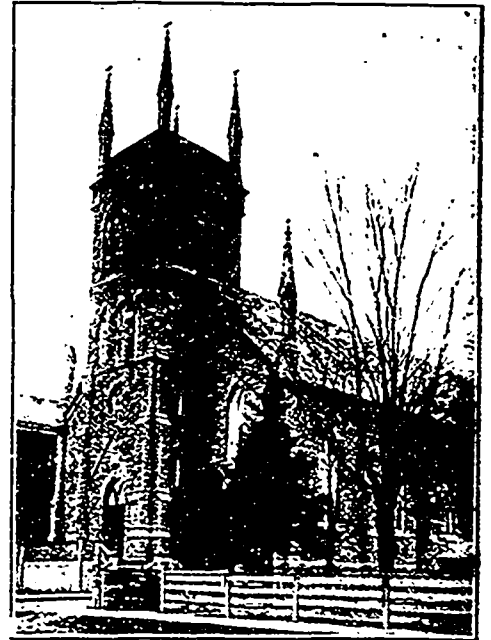
The Church of England, Pembroke street east, was built in the year 1864, and is of the Gothic style of architecture. The church is too small, and for some time the erection of a new one has been contemplated by the congregation. The present rector is the Rev. Aborn.

The Baptist Church, situated at the corner of Mary and Moffatt streets, was erected in the year 1875. The present pastor is the Rev. Ellis Fray.

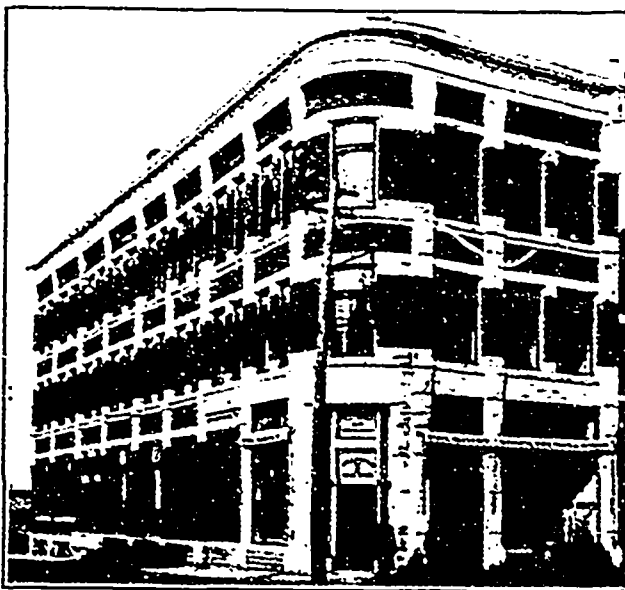
The pastor of the Missouri Lutheran Church is Rev. H. Landsky.

Besides the above mentioned buildings, the town possesses a large number of splendid business blocks. The three storey building of Mr. James F. Munro at the corner of Pembroke and Victoria streets, constructed of red brick and white marble, is one of the finest blocks in the Ottawa Valley. The stone building of Mr. James O'Kelly, three storeys high, is another beautiful building, while the Freeman Block and the J. W. Munro Block, the Fraser, Dickson, and Howe Blocks, are all great credits to the town. The fireproof building of Dunlop and Company, hardware merchants, is another of Pembroke's excellent buildings.

The schools have been discussed in another part of this book.



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At your service at all times, and you are always a welcome visitor to this store, and we will endeavour to make your visit profitable to all concerned.

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including Suits, Dresses, Blouses, Whitewear, and Mantles, Hosiery, Gloves, Underwear, Corsets, Neckwear, Handkerchiefs, and a varied range of Staple and Fancy Dry Goods.

We specialize in
CONTINENTAL GARMENTS,
CROMPTON'S CORSETS, and
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Interesting Information Regarding Pembroke

THE BOARD OF TRADE.

The Pembroke Board of Trade was first formed in the year 1895. At that time it was composed of: Archibald Foster, President, Alexander Millar, Vice-President, Andrew Johnston, Secretary, and Michael Howe, Treasurer, and a Council consisting of Wm. Murray, Walter Beatty, Hon. Peter White, Thomas Clarke, S. E. Mitchell, George Schmidt, and Isadore Martin. The present Board of Trade is made up of: J. W. Smith, President, E. A. Dunlop, Vice-President, D. A. Jones, Secretary, M. Howe, Treasurer, and a Council composed of Peter White, K. C., J. T. Stuart, Andrew Johnston, Mayor Morris, J. S. Fraser, T. H. Moffat, L. M. Chapman and Edward Behan. The activities of the organization of late have been many. Through the Board of Trade, several industries have been procured for the town. The Board is now taking up the matter of interswitching between the three railroads which run into the town, the C.P.R., the G.T.R., and the C.N.R. They are held up for a time however, due to the fact that the rates offered by the railroad companies are too high. It is expected that arrangements will be made in the near future at better and more economical terms. The Board is also urging the Bell Telephone Company to extend its wires from Pembroke to Mattawa, and this the Company has agreed to do, provided the C.P.R. grant the use of their poles for the purpose. The matter is being discussed by the railway company and a satisfactory report is expected at any time by the Board. Of late the town has been put to considerable inconvenience by a rather unsatisfactory western passenger train service. Through the efforts of the Board of Trade the C.P.R. has promised to have the matter remedied and has assured the Board that such a state of affairs will not occur again. The Board is also urging the local legislature to commence the construction of a good road between Pembroke and Mattawa, and are now busily engaged putting the Board of Trade Band on a good solid basis.

FIRE PROTECTION.

The Corporation of Pembroke recently installed a fire alarm system, similar to those used in the cities throughout the Dominion. The complete system cost about \$4,600, and was installed by the Northern Electric Company of Montreal. This system, coupled with Pembroke's splendid fire brigade, makes the fire protection of the town as good as could be wished for.

PEMBROKE'S PATRIOTISM.

The Town of Pembroke since the outbreak of the war has proved itself to be much more patriotic than most towns in Canada. Its contribution to the Patriotic Fund amounted to \$34,330.44, while it has given in men, over 200, all of whom were of an exceptionally high physical and moral calibre.



MR. J. W. SMITH,
President, Board of Trade.

INDUSTRIAL EVENING CLASSES.

One of the most promising and interesting features of our progressive town is the Industrial Night School. As a booming manufacturing centre Pembroke has seen the need of encouraging proficiency among its workmen, and hence the Industrial Classes have been established under the supervision of Principal Flach of the High School, who has been most enthusiastic in working up this branch of Education. These classes have been running for the past two years and it is most satisfactory to note that the attendance the second year showed an increase over that of the first year, a fact which was commented upon very favourably by the Inspector, Dr. Merchant, who expressed himself as greatly pleased with what was being accomplished here by the Industrial Night School Classes. All the citizens of Pembroke justly feel proud of the fact that they have been far-sighted enough to make a beginning along this practical line of education, for, more and more, the absolute need of technical and industrial training in Canada is being realised by both educators and business men, as is clearly evidenced

by the building of the splendid new Technical and Industrial High School in Toronto. It is true that at present our town has only made a beginning along this line, but this start is nearly a guarantee of what our progressive and alert citizens intend to do in the near future. The subjects taught and the staff employed during the past term were as follows:

Dressmaking—Misses Schmidt, Kelly and Mrs. Nienkirchen.

Millinery—Misses Brennan, Giroux and Tomlinson.

Business English—Misses Moir and Dickey.

Shop Mathematics—Mr. Flach.

Mechanical Drawing—Mr. Millar.

Structural Drawing—Mr. Keighley.

Total number enrolled, 213.

Total aggregate attendance, 2200.

TOWN OFFICERS.

The officers of the town at the present time are: W. J. Moore, Engineer; A. J. Fortier, Clerk; S. Sutton, Jr., Treasurer; Michael Gorman, Assessor, and J. H. Butler, Chief of Police. Mr. J. C. Stewart is Police Magistrate.

NATIONAL COUNCIL OF WOMEN.

In Pembroke there is a branch of the National Council of Women, the officers of which are: Mrs. A. Fisher, President, Mrs. H. J. Beatty, First Vice-President, Mrs. J. W. Smith, Second Vice-President, Mrs. E. A. Dunlop, Corresponding Secretary, Miss Rose, Recording Secretary, and Mrs. E. Bedard, Treasurer. With the Council are affiliated ten of the women's societies of the town. The Public Health Committee, of which Mrs. H. J. Beatty is convener, has been conducting an active campaign for the betterment of physical conditions in the town. An effort is being made to have medical inspection introduced into the schools.

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GENERAL CONTRACTORS

BUILD NOW—While labor is plentiful.

BUILD NOW—Because material is at rock bottom price.

BUILD NOW—While competition among contractors is keenest.

BUILD NOW—When real estate is cheap.

BUILD NOW—And keep the wheels of business turning.

BUILD NOW—Before the prices jump up again.

LET US FIGURE ON YOUR WORK.

ESTIMATES CHEERFULLY GIVEN.

Pembroke

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Wine and Spirit Importer

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FINE CIGARS.

SMOKE "THE KING" 10 CENTS.

DRINK RADIUM AND TOPAZ WINE.

MAIN STREET,

Pembroke

-

-

Ont.

CHILDREN'S AID SOCIETY.

A Children's Aid Society in Pembroke cares for the wants of the children of the poorer families and supports a number of children in the Children's Aid Shelter Home in the Town of Renfrew.

THE BOYS' BRASS BAND.

A unique organization in Pembroke is the Boys' Brass Band. This band is composed of twenty-two young boys of the town, none of whom are taller than four feet six inches. The Band was organized in 1912 with Mr. Alcorn as leader. In 1913 Mr. Frank Wheeler took the boys in charge and today the band compares favorably with many bands composed of grown-up men. The organization is sustained entirely by collections and private subscriptions. Such a novel organization is it that its services are in demand at many of the fall fairs in the neighborhood, while it has furnished music at the Barrisfield Cadet Camp for two summers. The members of the band are: Vincent Sly and L. Measor, tubas; Maurice Hamilton and Harry Wolsley, baritones; Emmerson Taylor, William Risteau and Frank Sucko, trombones; Alex. McDonald, James Horsborough, and Fred Fullerton, altos; Harry Smith, George Doering, Eldwin McGaughey, Albert Gould, L. Schultz, L. Lisk, and Elmer Taylor, cornets; Fred Noel, Lorne Willnitz and Thomas Ferneyhough, clarinets; B. McCarthy, and Richard Measor, drums.

PETEWAWA MILITARY CAMP.

The great Central Canada Military Training Camp, known as the Petewawa Military Camp, is just ten miles west of the town of Pembroke, and can be reached by

either boat, rail or the public road. This camp occupies a very picturesque location on a high plateau overlooking the Ottawa River, and is without a doubt the best training camp in the Dominion. At present it is being used as a detention camp. There are some 600 Austrians interned there, with a guard of about 1,000 men chosen from the 42nd Regiment, looking after them. The Detention Camp is in charge of Major de la Ronde, while Capt. Edwards is commander of the guard. During the summer months there are generally between ten and fifteen thousand men in training at the camp. Summer visitors to Pembroke never leave without paying a visit to the Petewawa Camp, and all declare this scene of a thousand and one activities and many colors, one of the most wonderful sights they have ever witnessed.

ATHLETICS.

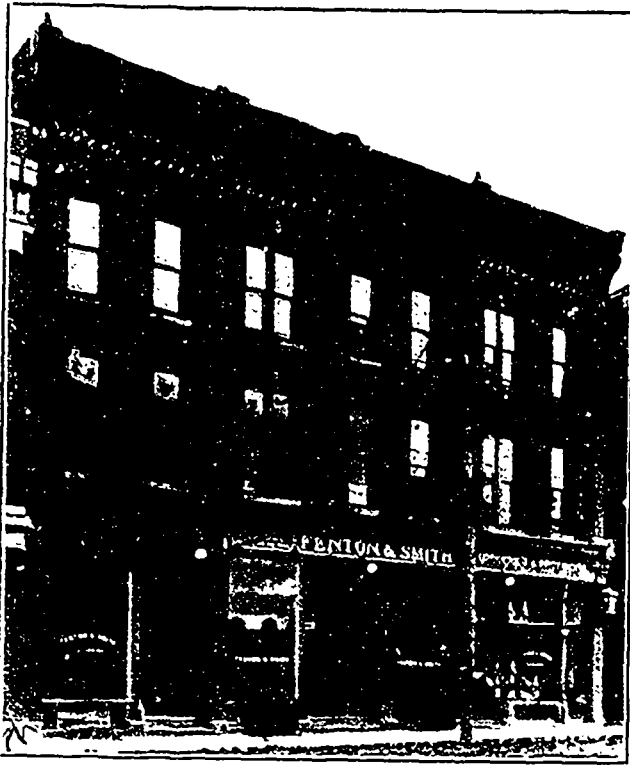
Athletics have always played an important part in the life of Pembroke. In the olden days lacrosse was the most important sport that the younger element of the town indulged in, but this of late years has given way to hockey and baseball. There is always a town baseball league and a town hockey league, while the senior hockey team is entered in the Upper Ottawa Valley Hockey League. Pembroke has turned out some of the very best hockey players in Canada, among these being: Hary Cameron of the Torontos, Hugh Lehmann of New Westminster, Frank Neighbor of Vancouver, and Allan Wilson who during the season of 1913-14 figured on the Ottawa team. Besides hockey and baseball, tennis, bowling, and curling are indulged in. The Tennis Club has a very fine lawn of three courts, while many private individuals have single courts on their residential properties.



Residence of Alex. Millar
Residence of Mrs. Arunah Dunlop and Mr. E. A. Dunlop

Esther Street.

Residence of James S. Munro.



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Carry in stock at all times a full stock of:
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 Gloves, Ladies' Ready-to-wear, Carpets,
 Rugs, Floor Oils and House Furnishings,
 Clothing, and Men's Furnishings and Tailor-
 ing, Hats, Furs, Groceries and Crockery.
 Dealers in Hay, Grain, and Farm Produce.

PEMBROKE ONTARIO.



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He did not expect to die so soon, but the unexpected happened. The uncertainty of life will be just as strikingly evidenced in the future as in the past. Yours may be one of the cases.

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North American Life Assurance Company.
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 MUSIC, FANCY, SPORTING
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PEMBROKE'S PROMINENT MEN



MR. PETER WHITE, K.C



MR. JAMES F. MUNRO.



MR G. V. WHITE, M.P.



MR. J. M. TAYLOR
Flee Chief and Prominent Odd Fellow.



MR. WILLIAM B. MARRUS.



BISHOP LORRAINE.

THE
Royal Bank
of Canada

Incorporated 1869.

Capital Authorized - - \$ 25,000,000
Capital Paid-up - - - 11,560,000
Reserve Fund - - - 12,560,000
Undivided Profits - - 614,062
Total Deposits - - - 136,051,208
Total Assets - - - - 179,404,054

Interest allowed on
Savings Deposits at
Highest Current Rates

Pembroke Branch:
R. L. McCORMICK, Manager.

**D. B. Warren
& Son**

PEMBROKE.

Established 30 years ago.

Insurance

of every description.

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MONEY TO LOAN
RENTALS

TELEPHONE 113.

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Prices Reasonable.

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WHITE & WILLIAMS

BARRISTERS, SOLICITORS, NOTARIES, ETC.
MONEY TO LOAN

Office—MUNRO'S BLOCK, PEMBROKE.

MR. PETER WHITE, K.C.

Mr. White was born in Pembroke on January 28, 1872, a son of the late A. Thomson White and Mary Ranson. He was educated at the Public and High Schools here and at Toronto University, where he received his B.A. in 1893, and his LL.B. in 1896. He was called to the Bar in Trinity term 1896, and opened a law office in Pembroke in December of the same year. He has continued practising in Pembroke since that time, and has met with unlimited success, it being necessary in 1908 to take a partner in the person of Mr. H. B. Johnson. Mr. White has gained fame of late years as a Crown Prosecutor, having been engaged in many of the most important murder trials in Canada. He is an enthusiastic stock farmer and a noted breeder of Shorthorn cattle. He is president of the Dominion Shorthorn Breeders' Association, president of the Ottawa Winter Fair, and a member of the National Live Stock Record Committee. Mr. White's cattle have captured prizes at the leading exhibitions in both Canada and the States. As a judge of cattle there is none better than Mr. White. Mr. White is a staunch Conservative and an active campaigner. He contested the riding of North Renfrew in 1902, but was defeated. Mr. White has had an extensive municipal career, being Reeve of the township of Pembroke for many years, Warden of Renfrew County, and Mayor of Pembroke for the year 1901. Mr. White is a Methodist in religion. He is a director of the Pembroke Lumber Co. and the Pembroke Electric Light Co.

MR. JAMES F. MUNRO.

Mr. Munro was born in the township of Fitzroy, Carleton County, in the year 1873. He received his early education there and came to Pembroke in 1890, entering the employ of his cousin, the late J. W. Munro, to learn the building trade. He remained in Mr. J. W. Munro's employ until the death of the latter in 1902. Mr. Munro then entered the railroad contracting business, his first job being on the C.P.R. After that he obtained a contract on the T. & N.O., and later a bridge building contract on the G.T.P. at St. Annes de Laporte, Quebec. In 1909 Mr. Munro entered the lumbering business. He is president of the Massey Lumber Company, which operates at Sable River. He is also senior member of the railroad contracting firm of Munro, Moffat and Fortin, which has just completed a job on the C.N.R. east of Pembroke. In 1911 Mr. Munro contested the riding of North Renfrew in the Liberal interests, but was defeated. Mr. Munro is a Presbyterian. He is a director of the Pembroke Woolen Mills Co., the Pembroke Lumber Co., the Steel Equipment Co., the Lee Manufacturing Co., and the Thomas Pink Co.

MR. G. V. WHITE, M.P.

Mr. White is one of the cleverest of the town's young business men. He was born in Pembroke in 1879, the son of the late Hon. Peter White, and Janet R. Thomson. Mr. White was educated at the Pembroke Public and High Schools and McGill University, Montreal, where he graduated in 1901 as a Bachelor of Science in Mining Engineering. After graduation, Mr. White spent six months in British Columbia examining iron ore deposits for the C.P.R. and later was employed in the Mineral Department of the Dominion Iron and Steel Co. at Sydney, N.S., for one and a half years. Mr. White is a director of the following companies: The Pembroke Lumber Co., The Thos. Pink Co., The Pembroke Woolen Mills, and The Steel Equipment Company of Canada. Mr. White is Captain of "F" Company 42nd regiment, and a member of the following Clubs: Rideau, Royal Ottawa Golf Club, and the Ottawa Hunt Club, all of Ottawa. On October 9, 1906, he, a Conservative, was elected to the House of Commons for the constituency of North Renfrew, rendered vacant by the death of his father, Hon. Peter White. He was re-elected at the general elections in 1908 and 1911. Mr. White is a Presbyterian in religion.

MR. J. M. TAYLOR.

Fire Chief and Prominent Odd Fellow.

Mr. Taylor was born in Ottawa in 1862, and was educated in that city. In 1884 he came to Pembroke and entered the employ of the late Mr. Francis, who conducted a painting and paper hanging business here. In 1896 Mr. Taylor opened a business of his own and this he has been conducting ever since with great success. Mr. Taylor has been Chief of the Fire Brigade for almost twelve years and it is largely due to his honest effort that the brigade is such a perfect organization today. Mr. Taylor has given his time unselfishly in the furtherance of its interests, while many persons in town owe the chief and his gallant fire fighters a debt which they can never repay. Time and time again when it seemed impossible to save a building from complete destruction by fire, by some clever manipulation the brigade have got the conflagration under control, preventing losses which would run away up into the hundreds of thousands of dollars. Mr. Taylor is one of the most active Odd Fellows in Canada. For two years he has been District Deputy Grand Master of District 43. Last fall he was presented with the veteran's jewel, having been a member of the Order for 25 years.

MR. WILLIAM B. MARKUS.

Mr. Markus was born at Golden Lake, Renfrew County, on March 4, 1869. He received his education there and came to Pembroke thirty-five years ago, entering the employ of the late J. W. Munro. Mr. Markus worked with Mr. Munro until he had thoroughly learned the building trade, and then started business for himself, with Mr. Ernest Schmidt as a partner. Since that time Mr. Markus has had different partners, and now he is President of the William Markus Limited, a contracting firm who have had a great deal to do with the building of Pembroke and whose reputation for splendid work is known not only locally. Mr. Markus served on the Town Council for a term and contested the North Renfrew riding as a Temperance candidate in the last Provincial election campaign.



MR. E. A. DUNLOP, M.P.P.

PEMBROKE'S BUSINESS VETERANS

Recently the Board of Trade gave a banquet to the grand old business men of the town. The function, which was most unique in character, was enjoyed by all present, and especially by the elderly guests. In one speech the old men who occupied the entire end of the head table, were spoken of as "a galaxy of youth and beauty." All the old gentlemen had been in business in Pembroke for over fifty years and the reminiscences which they told in their short speeches were amusing as well as intensely interesting. We were unable to procure photographs and biographies of five of the veterans, Francis Mooney, Hugh Fraser, James Stewart, William Durrell, and Michael Gorman.

MR. ALEXANDER MILLAR.

Mr. Millar was born in the city of Glasgow, Scotland, on April 25th, 1845. He is therefore seventy years of age. Mr. Millar emigrated to Canada on the 14th of November, 1863, coming directly to Pembroke, where he entered the employ of Messrs. Millar and Johnston. In 1864 these men dissolved partnership and Mr. Millar and his brother John P. started a general store. In 1865 they were burned out, and having no insurance lost everything they had in the world. Immediately after the fire they decided to erect a building of their own and while this was being done conducted their business on a small scale in a shack which the Town Council allowed them to build on Main street. After moving into their new building, business of the firm flourished until finally Millar Bros. extended their business by conducting branch stores in Mattawa and Des Joachims. In 1881 Mr. Alex. Millar and his brother dissolved partnership, his brother entering the lumber business, while Mr. Millar continued the general merchandise business. Mr. Millar built up one of the most successful businesses in the Town which he continued until the last big fire in 1908, which wiped out his store property completely. Following the fire, Mr. Millar devoted his whole time to managing the Pembroke Milling Company, and since then that business has been wonderfully successful. Mr. Millar has been manager of the Milling Company for twenty years, but up until the fire of 1908 devoted only part of his time to that concern. Mr. Millar has always been looked upon as one of the Town's most valuable residents. He was a member of the Board of Education for twenty-five years, occupying the position of Chairman of Contingencies. In religion he is a Presbyterian and in politics a Conservative. Mr. Millar is still hale and hearty, and can still be counted upon to render many more years of valuable service to Pembroke.

MR. THOMAS CLARKE.

Mr. Clarke was born in the County of Wexford, Ireland, on Christmas Day, 1832. He came to Canada in 1851, settling in Ottawa, where he clerked for a few years in a dry goods store. He then went to New York for a short while, and returned to Ottawa, entering the employ of Garland and Mutchmore. In 1864 Mr. Clarke came to Pembroke and started a dry goods store. This business he conducted successfully for about thirty years. After discontinuing that business he was engaged for three or four years in winding up bankrupt businesses in different parts of the country, and in 1898 was appointed to the office of Collector of Inland Revenue here, which position he holds at the present time. Mr. Clarke served for twenty years on the Board of Education, for five years of which he was chairman. Mr. Clarke was one of the most capable, as well as conscientious chairmen that body has ever had. He was a member of the Board of Trade for years. In religion Mr. Clarke is a devoted Presbyterian. He is 83 years of age.

MR. THOMAS PINK.

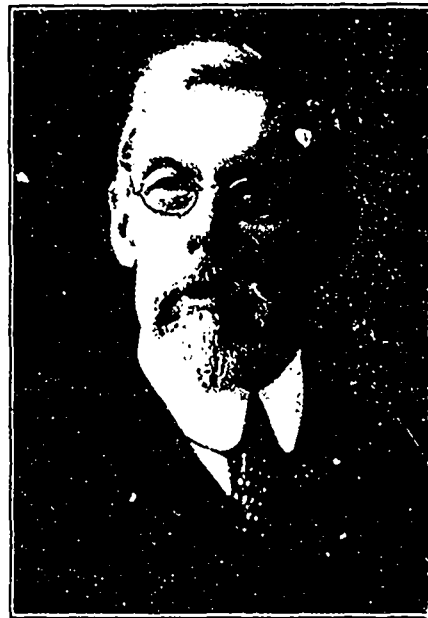
Mr. Pink was born in North Fleet, Kent, England, seventy-three years ago. When he first came to Canada he and his brother bought a farm at Clarendon, Pontiac County, which they operated for only a short time, moving to Bristol, where he started the blacksmithing trade. In 1865 Mr. Pink was engaged by Messrs. Kippen and Walker, the contractors who built the County gaol here, to do all the iron work on the building, and that is how Mr. Pink came to be a resident of Pembroke. After finishing his work on the gaol, which lasted some fourteen months, Mr. Pink, was persuaded by the lumbermen of Pembroke to stay here and was assured that he would be given plenty of work. Mr. Pink's first blacksmith shop was at the corner of Pembroke Street and Maple Avenue, at the back of the lot on which the old steam laundry stood for years, and which is now occupied by the brick tenement of Mr. Cornelius Chapman. The shop was a little log shanty. Mr. Pink continued in business in this shop for a number of years and then moved into a shop which was located on the corner opposite the present bank of Ottawa building. His business was mostly derived from the manufacture of hand-made peaveys for the lumber companies. As the demand for these articles increased, Mr. Pink was forced to increase his staff, and finally had to install an engine and machinery to supply the great demand. Mr. Pink's business continued to flourish until the present day, and he is now head of the manufacturing firm, The Thomas Pink Company, Limited. Mr. Pink possesses a reputation of absolute honesty in business dealings and is admired by all townspeople for his sympathetic disposition and good-natured manner. Mr. Pink served on the Town Council and Board of Education for a number of years. He is a Methodist in religion and a Conservative in politics. Mr. Pink always give his support to anything which he considered would be beneficial to the town.

MR. ALEXANDER McDONALD.

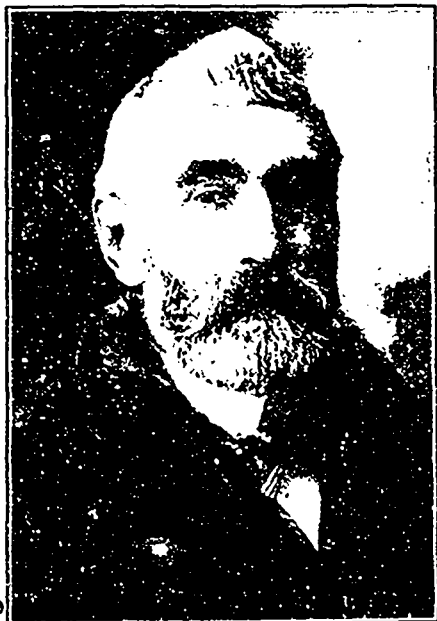
Mr. MacDonald was born in the township of Westmeath in the year 1837. He was baptized by the first Presbyterian minister in Bytown, Rev. John Cruickshanks, in a church where the present St. Andrew's Church stands. Mr. McDonald came to Pembroke first in the year 1845, but did not start to live here until 1853. He has followed the lumbering business all his days, his employers being Solomon Jones, John Supple, Richard White, John and David Bell. From 1859 to 1892 Mr. McDonald was foreman and general manager of the latter's lumber business. During Mr. McDonald's lengthy experience in lumbering, he helped to make and saw delivered in Quebec 64 rafts of timber, 55 of which were made under his own supervision. In politics Mr. McDonald is a Conservative, and in religion a Presbyterian. He is seventy-seven years of age. Mr. McDonald saw lumber cut right on the site of the present town of Pembroke.



MR. ALEXANDER MILLAR.



MR. THOMAS PINK.



MR. THOMAS CLARKE.



MR. ALEXANDER McDONALD.

MR. CORNELIUS CHAPMAN.

Mr Chapman was born in Grenville, P.Q., on December 21, 1845, and is therefore 69 years of age. He received his education in Grenville and came to Pembroke in 1863, when he entered the employ of his brother, Mr. W. D. Chapman, as clerk in the latter's hardware store. In 1873 Mr. W. D. Chapman retired from the hardware business, and Mr. Cornelius Chapman and Mr. Aruna Dunlop took it over in partnership. This firm carried on an extensive business for nineteen years, and upon Mr. Dunlop's demise, Mr. Chapman continued in the business for two years. He then retired, and has been living retired ever since, although he has large interests in the Pembroke Lumber Company, of which he is a director, the Pembroke Electric Light Company, and the Pembroke Milling Company, of which he is President, which keep him very busy. Mr. Chapman was a member of the Town Council in the years 1895 and 1896. He is a Methodist in religion and a Conservative in politics. Mr. Chapman is one of the largest property owners in Pembroke.

MR. A. J. FORTIER.

Mr. A. J. Fortier was born at Belle Riviere County, Two Mountains, P.Q., was educated at St. Scholastique College, and came to Pembroke in 1860. He was engaged in commercial business until 1875, when he was appointed Town Clerk, and opened an insurance office. He was appointed License Inspector for North Renfrew in 1880, succeeding the late Mr. Andrew Irving, which position he held for twenty-five years. He was appointed Secretary-Treasurer of the Separate School Board in 1874 and still holds the office. With this year he will complete his forty years' service as Town Clerk, and claims to be one of the oldest Municipal Clerks in the Province. He is an active member of several fraternal and charitable societies. He belongs to the class of business veterans who were banquetted a few months ago by the Board of Trade. Mr. Fortier has, during his fifty-five years residence, witnessed the growth of Pembroke from a lumbering village to the most prosperous town of the Ottawa Valley, and entertains the hope of yet seeing it a city.

MR. ALEXANDER MOFFAT.

Mr Moffat was born eighty-five years ago in Inverkeithing, Scotland. He came to Canada in 1834 with his father, who settled in New Edinburgh and worked in the mill of the late Hon. Thomas McKay. During the voyage across the Atlantic Mr. Moffat's father died of ship's fever, while at Quebec, where the ship was in dock, an explosion occurred, and Mr. Moffat's aunt and sister were scalded to death. Mr. Moffat, together with his brother William, was saved by his father. Mr. Moffat was educated at Bytown. The family remained in Ottawa for seven years, moving to Pembroke in 1842, where Mr. Moffat's father built a grist mill. Mr. Moffat worked with his father in the milling business for a number of years and finally his father was appointed postmaster, the first postmaster in Pembroke. Later Mr. Moffat was appointed to the position and he occupied it until 1908, when he was succeeded by his son William. Since then Mr. Moffat has been living retired. Mr. Moffat has always been a staunch Presbyterian, and has given his time unselfishly in furthering church work in Pembroke. Mr. Moffat is still active and can be seen about the streets of Pembroke almost any day. He enjoys nothing better than short conversations with his old friends whom he meets on the streets, while in winter time his favorite haunt is the curling rink, where he watches with keen interest the progress of the different games, for Mr. Moffat was one of the Town's best curlers in days gone by.

MR. JOSEPH BOURKE.

Mr. Bourke first saw the light of day in this very town of which he is now one of the most optimistic residents. He was born on the 21st of October, 1845, and received his education in the common schools here. In 1859 he entered the employ of Mr. James Heenan as a clerk in his store, which stood on the corner where the new Ottawa Bank building stands. He remained in the employ of Mr. Heenan for three years and then ran a store of his own for two years. After that he entered the employ of Messrs. T. & W. Murray, and he remained with that firm as book-keeper for forty years. He retired some twelve years ago. Mr. Bourke is one of the very strongest admirers of his home town. He believes implicitly that Pembroke is the best town in Canada. He has a great many friends in Pembroke and the surrounding district, and enjoys nothing better than a conversation with the old and young of the town, and a discussion of the olden times in Pembroke. He is seventy years of age and is a Roman Catholic in religion.



MR. CORNELIUS CHAPMAN



MR. A. J. FORTIER.



MR. ALEXANDER MOFFAT



MR. JOSEPH BOURKE.

MR. THOMAS MURRAY.

Mr. Murray was born in the Township of Goulbourne, County of Carleton, on the 18th January, 1836, and is therefore seventy-nine years of age. Mr. Murray was educated at Smith's Falls and moved to Pembroke in the year 1858, when he and his brother Michael opened a general store. Michael died shortly afterwards, and Mr. Murray took his brother William into partnership. The firm carried on an extensive general merchandise business, besides dealing in raw furs and lumber on a large scale. The business of the firm continually increased and the Murrays were so energetic that in time they were the owners of a series of branch stores, ten in number, at different points along the C.P.R. from Cobden to Chapleau. The firm also had several contracts from the C.P.R. while it was under construction, and furnished ties for the Company for a number of seasons, taking out in one season as many as 500,000 ties. Mr. Murray has been through thirteen political campaigns, five in the County of Pontiac, Quebec, and eight in the County of Renfrew. He has sat for twenty years in parliament, part of the time in the local house and part in the Commons. Mr. Murray is the only living member of the first parliament of Ontario. He always was and still is a staunch Liberal. In municipal politics Mr. Murray also took an active part, being a town councillor for a great many years and mayor of the town for three consecutive years in the "seventies." During the County Town agitation Mr. Murray spared neither time nor money in having Pembroke chosen as the county seat of Renfrew County. For the past eight or ten years Mr. Murray has been living retired. He is still active, despite his many years and is a very familiar figure about the town. Mr. Murray was always one of the most aggressive business men in the town. He is a Roman Catholic.

MR. MICHAEL HOWE.

Mr. Howe was born in the County of Tipperary, Ireland, in September, 1842. He is therefore seventy-two years of age. In 1862 Mr. Howe immigrated to Canada, entering the employ of the late William and Michael O'Meara in their general store business here. In 1883 Mr. Howe entered into partnership with the widow of Mr. Michael O'Meara and in 1897 took the business over and has been conducting it successfully ever since. Mr. Howe during his lengthy residence in Pembroke, has taken a keen interest in the welfare of the Town and has given his time unselfishly towards furthering its interests, having served a great number of years as Town Councillor, and thirty years as a member of the Separate School Board and Board of Education. Mr. Howe has always been the friend of the poor in Pembroke, giving liberally to charity at all times. At the present time he is Treasurer of the Pembroke General Relief Fund. Mr. Howe is one of the most active of the old men of Pembroke and looks as if he will be a bye number for many years to come. He is a Roman Catholic in religion and a valued member of the C.M.B.A.

MR. W. C. KENNEDY.

Mr. Kennedy was born in Ayrshire, Scotland, in 1833. He is therefore eighty-two years of age. He came to Canada with his parents in 1841, settling in Bytown, where he remained for two years, from whence he went to Quebec where he stayed until he came to Pembroke in the year 1851. When Mr. Kennedy first came to Pembroke he was employed in the shanties of Messrs. William and James Moffatt. He remained with that firm for seven years, when he entered the employ of Messrs. Bronson and Weston as a clerk in their lumber camps. Mr. Kennedy worked for that firm for twenty-three years. Since then Mr. Kennedy has spent all his time exploring, travelling and picking up limits for different lumber concerns. He made his last exploring trip in 1912. It is safe to say that no other man in Canada knows the wilds of the Dominion better than Mr. Kennedy. His exploring trips have taken him into practically all parts of the country between the Atlantic Ocean and the Rocky Mountains. Mr. Kennedy travelled the forests of Newfoundland, and four years ago spent three months in the pine forests of Mexico for an American concern. Mr. Kennedy is one of the town's most popular old gentlemen. He is a Presbyterian in religion.

MR. WALTER BEATTY.

Mr. Beatty was born in the Township of Young, County of Leeds, twelve miles from the present city of Brockville, on the ninth day of January, 1841. He is therefore seventy-four years of age. Mr. Beatty was educated in the township of Young and moved to Pakenham in 1859, where he learned the trade of a carpenter. On the twenty-ninth of March, 1863, he came to Pembroke, to work for Mr. Lawrence Naismith, and in the next few years proved such a valuable employee that in 1871 Mr. Naismith took him into partnership in his sash and door factory and general contracting business. After Mr. Naismith's death, Mr. Beatty continued the business, and it is still flourishing under the personal direction of the splendid old gentleman. Mr. Beatty is a devout Presbyterian and has always been one of the main pillars of the Presbyterian church in Pembroke. He is a staunch Conservative in politics and has occupied the presidency of the North Renfrew Conservative Association for many years. Mr. Beatty has also served his town well, being a Councillor for a great many years, and Mayor for the years 1884 and 1885. Mr. Beatty has always been popular with the public and has a reputation for honesty of which anyone might be proud. One point about Mr. Beatty which stands out more prominently than all others is the hospitality he extends to strangers to the town. The Beatty home in years gone by has served to relieve the loneliness of many a person's first month in a strange town.



MR. THOMAS MURRAY



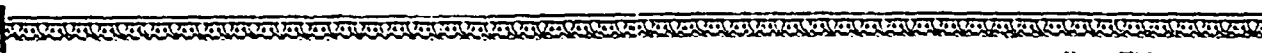
MR. W. C. KENNEDY



MR. MICHAEL HOWE



MR. WALTER BEATTY



MR. WILLIAM HUNTER.

Mr. Hunter was born in the County of Missisquoi, Lower Canada, in the year 1834, and is therefore 80 years of age. Mr. Hunter came to Pembroke on the 11th of November, 1854, and entered the employ of Mr. John Supple as a clerk. In 1861 Mr. Hunter commenced a general store business of his own, which he conducted for six years, and then entered into partnership with his brother Samuel. Shortly afterwards the two brothers introduced a hardware department into their store and continued business in partnership for nineteen years. At the end of that time the partnership was dissolved, Mr. William Hunter continuing the general store and Mr. Samuel Hunter the hardware store. Mr. Hunter, like all of Pembroke's grand old men, has an honorable record. He has always been an Anglican in religion and in the early days did much in putting the Anglican church on a sound basis in Pembroke. He served as a School Trustee for a number of years. Mr. Hunter still takes an active part in the business of W. A. Hunter & Sons, and can be seen at the store every day of the week.

MR. WILLIAM BEAMISH.

Mr. Beamish was born in the City of Quebec in the year 1846, and is therefore sixty-eight years of age. He was educated in Quebec, and in 1859 moved to Ottawa, where he learned the trade of a cabinet maker. After a sojourn of some six or seven years he went to Carp, where he remained for only a short time, coming to Pembroke in October, 1866, and entering the employ of the late Michael Hughes in his furniture and undertaking business. Mr. Beamish worked for Mr. Hughes for thirteen years and then entered the employ of Mr. Alexander Horn. After a lengthy term in Mr. Horn's employ, Mr. Beamish bought out the furniture end of the business, which he conducted for some years, and later entered into partnership with his brother, R. E., and purchased the whole business of Mr. Horn. Mr. Beamish and his brother conducted this business successfully for a number of years and finally they dissolved partnership and Mr. Beamish took full hold of the business and has been conducting it ever since. Mr. Beamish, on account of his agreeable disposition, has a large circle of friends in Pembroke. His career in business has been one of uninterrupted integrity. Mr. Beamish was a member of the Board of Education for many years, is a Methodist in religion, a Conservative in politics, and a member of the Masons, Foresters and Odd Fellows.

MR. W. R. WHITE, K.C.

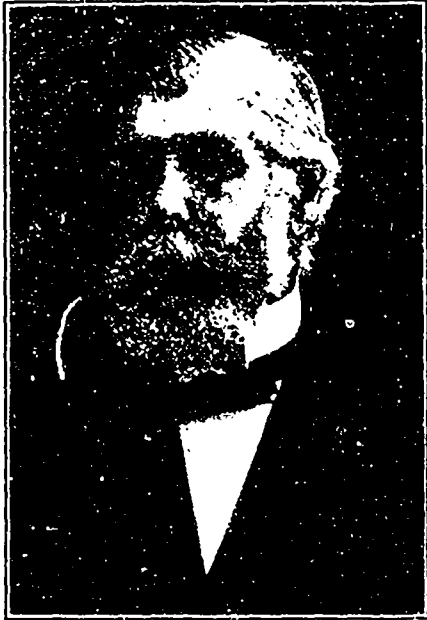
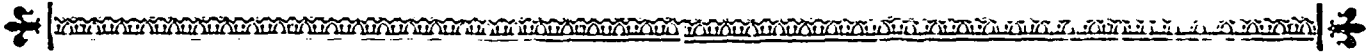
Mr. White was born on September 16th, 1843, and is therefore 72 years of age. His parents, the first white settlers in Pembroke, were natives of Scotland. Mr. White was educated in the schools at Pembroke and at Victoria College. He entered the study of law with the late Thomas Deacon, and spent two years in the law office of Roaf and Downey, Toronto. In 1868 he was called to the bar and opened an office in Pembroke. Right from the beginning Mr. White's ability as a lawyer was plainly conceivable. In 1889 he was appointed a Q.C. Mr. White has been a C.P.R. lawyer ever since that Company's inception. In 1892 he took as a partner Mr. W. H. Williams, and the firm has since been known as White and Williams. Mr. White has had lengthy municipal experience, being deputy reeve of the town for eight years, Warden of Renfrew County, and Mayor of Pembroke for the years 1891-1892. Mr. White has always been a strong Conservative. He took an active interest in many campaigns, but was never ambitious for political honor or preferment. Mr. White is a thirty-third degree Mason. In religion he is an Anglican. Mr. White is the oldest native born resident of the town.

MR. SAMUEL HUNTER.

Mr. Hunter was born in Missisquoi County, P.Q., in the year 1832. He came to Pembroke in the year 1868 and entered into partnership with his brother William in the general store business. This partnership lasted for 19 years, after which Mr. Hunter conducted a hardware business until 1913, when the Hunter block was burned. Mr. Hunter was a member of the Town Council for two years and Reeve for one year. He has always been one of the mainstays of the Presbyterian church, and was treasurer of that body for 45 years. Mr. Hunter, who is of a more or less reserved nature, is held in high esteem by all the citizens of Pembroke. His history in the business life of Pembroke has been one of continued honesty.

MR. EDWARD CLARKE.

Mr. Clarke was born in the County of Wexford, Ireland on October 30th, 1834. He is therefore eighty-one years of age. The family sailed for Canada in 1851, and after a rough journey of six weeks and three days landed in Quebec. From Quebec the family went to Montreal, and from there to By-Town, where Mr. Clarke remained until 1855. Mr. Clarke remembers Ottawa when Sparks Street was a wheat field. It was in Ottawa, in the employ of Mr. Alexander Heney, that Mr. Clarke learned the trade of a harness maker. In 1855, when Mr. Clarke came to Pembroke, he worked for the late John and David Bell for a year and a half, after which he started in business for himself, and from 1857 until 1915 conducted that business successfully. Mr. Clarke has just retired from business, but not on account of incapability, as he asserts that he feels splendidly, and certainly does not feel old. Mr. Clarke makes the boast that in all his business dealings he gave everyone value for their money. He has always been a devoted Methodist.



W. A. HUNTER.



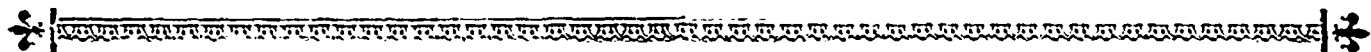
W. R. WHITE, K.C.



SAMUEL HUNTER.



EDWARD CLARKE.



Drugs and Medicines

Here is a drug store complete in every way. Fully stocked with everything any drug store sells, everything of the best class, sold at fairest prices—your goods delivered at no extra cost.

Your business is appreciated by personal, courteous, pleasing service methods, so good, so satisfactory, as to warrant your coming again and again.

Box's Drug Store

PHONE 200

PEMBROKE, ONT.



H. H. WALLACE
Principal

The
Pembroke Business College



Head to Foot
Outfitters
for
Man and Boy

The Oak Hall

INDUSTRIAL AND BUSINESS CONCERNS

THE PEMBROKE OBSERVER.

"Service" is the motto of Mr. Dan. A. Jones, editor and publisher of The Pembroke Observer, now regarded as one of Ontario's brightest weekly newspapers. Since he assumed control of The Observer, nearly four years ago, the paper has made steady advancement, and is now in the front rank, with its equipment completely renewed and modernized in every respect, and the business, under energetic and progressive management, is regarded as one of the most successful of its kind in the Ottawa Valley.

It is the constant endeavor of The Observer publisher to give "service" in all departments of the paper—to the readers, the advertisers, the patrons of the job printing department, and to the town, and it is but stating a fact acknowledged on all sides to say that The Observer has been a big factor in the steady progress which Pembroke has made during the past few years. The paper has given hearty support to every movement tending towards the town's betterment, and in many of them has led the way, while it has consistently supported everything in the nature of industrial expansion. Its pages are clean and wholesome, its views sane and progressive, and it is an asset of much value to the town. Its editor finds time also for public service, and besides being a member of the Town Council, is Secretary of the Board of Trade, Councillor of the Canadian Club, Secretary of the North Renfrew Liberal Association and is identified also with other local organizations.

THE PEMBROKE BUSINESS COLLEGE.

H. H. Wallace, Principal.

To bright young people who are anxious to get the right start in life, we recommend The Pembroke Business College. This Educational Institution, founded in 1903, has been in continuous operation, in this locality, for the past fifteen years, Mr. Wallace, the present principal and owner, having had charge for the past six years. The courses of study taught are: Commercial Bookkeeping, with all its various branches, which include Accountancy, Business Practice, Business Papers, Commercial Arithmetic, Commercial Law, Penmanship, Practical English Composition, Spelling and Dictation; Pitman Phonography, (Shorthand Course) which includes Shorthand, Typewriting, Correspondence, Practical English, Composition and Grammar, Business and Legal Forms, Manifolding, Filing, etc. Mr. Wallace, assisted by wide-awake and sympathetic teachers, maintains close touch with the wants of the business community, and the success of his efforts may be measured by the fact, that all the best offices in the home town employ his graduates exclusively, while fully 99 per cent. of Pembroke's young people, taking Business College courses, attend The Pembroke Business College. The spacious quarters, which are centrally located on the second floor of the Fraser Block, are steam heated, well lighted and ventilated, have polished hardwood floors, and are bright, healthful and sanitary in every respect. Mr. Wallace is a firm believer that bright, up-to-date surroundings make for healthy, up-to-the-minute business. Mr. Wallace, (whose cut is shown elsewhere), will be pleased to answer correspondence concerning The Pembroke Business College; a handsome prospectus as well as descriptive literature may be had for the asking. Young people interested in a business education will do well to come to Pembroke, where they are assured of catching some of the spirit of successful business enterprise.

THE PEMBROKE STANDARD.

The Standard has been a regular weekly visitor for nearly fifty years in hundreds of homes throughout North Renfrew and adjoining counties. Up to a very recent date it has been published by a joint stock company, but was purchased by Mr. O. M. Alger, of Tweed, on April 21st last. Mr Alger is a successful newspaper man of many years experience, and comes to his work very highly recommended. Under the new ownership The Standard will have the direct supervision and management of the owner, and every endeavor will be made to make it a newspaper that will not only continue to be welcomed among its old patrons and readers, but that its field of interest and usefulness may extend into hundreds of new homes. The mechanical equipment in both its newspaper and job work departments is of the very best, and every modern facility is provided for the turning out of the highest class of work. Every machine, from its fine big three magazine Model 8 Linotype, to its big two-revolution Babcock press, is of the latest design. The patrons of The Standard may be sure of receiving courteous treatment and that their work will be given prompt and careful attention.

THE PEMBROKE LAUNDRY, CLEANING AND DYEING CO.

Among those industries which seek to relieve the home keeper of all unnecessary labour, and produce results which are most desirable as well as being a matter of real live concern, we mention the modern cleansing establishments. The town of Pembroke is exceptionally well favored in this respect, having supported and developed one of the best plants in the country. It may just be that some of our readers are not aware of the importance of such a business. Imagine a respectable community to-day, in which there were no provisions for the proper, sanitary laundering of clothes and cleansing of garments! We believe many people do not give this matter the consideration that it should receive. As evidence of the increasing satisfaction and confidence placed in The Pembroke Laundry Cleaning and Dyeing Co., we find that regular, large shipments of personal linen and garments of all kinds, to be cleaned or dyed, are received by express, freight and parcel post, from points north, south, east and west as far distant as six hundred miles. Service is made possible to practically any person in that this firm is prepared to handle properly, not only the ordinary Shirt and Collar trade, of which perhaps most people think when they read the word "laundry," but have demonstrated that they know how to care for practically everything in wearing apparel or household goods.

D. B. WARREN AND SON Insurance Agents.

The foundations of this flourishing insurance business were laid about thirty years ago by the late D. B. Warren. Some four years previous to his death, which occurred in April, 1913, Mr. Warren, who had conducted the business himself until that time, found it necessary to have some one to assist him in looking after it. He thereupon secured the services of his son, C. E. Warren, and the firm adopted the name of D. B. Warren and Son. Shortly after Mr. Warren's death, his son took into partnership Mr. R. O. White, and these two gentlemen are now conducting the business successfully under the old firm name. The firm deals in insurance of all kinds, money lending, real estate and rentals.

NORTH AMERICAN LIFE ASSURANCE COMPANY.

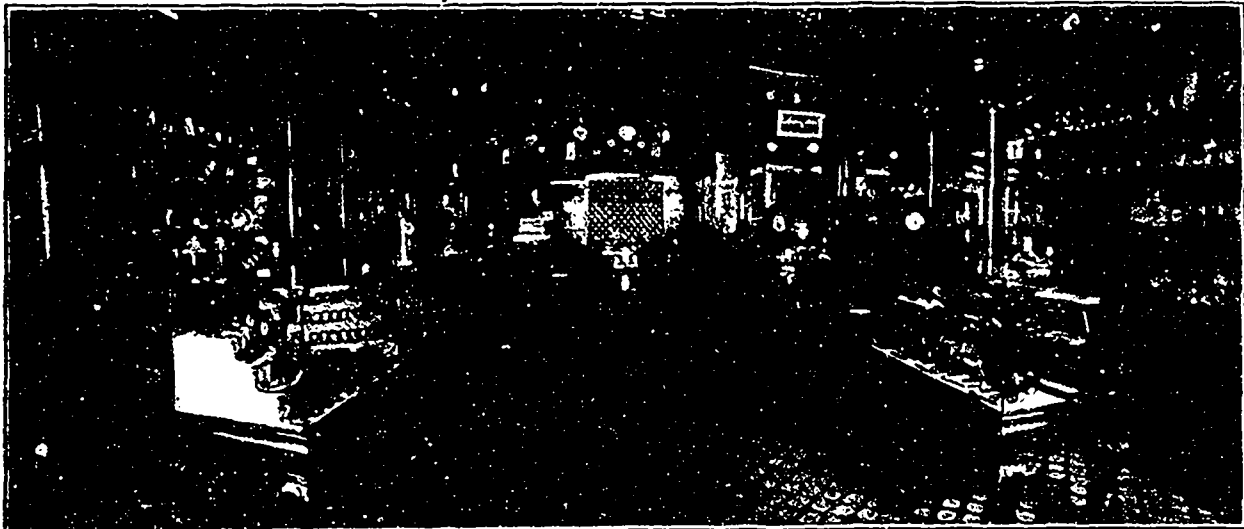
It is with a feeling of considerable satisfaction that we find in our midst a branch office of one of Canada's choicest and most up-to-date insurance institutions, viz., The North American Life Assurance Co. This Company, with its Head Office in Toronto, first came into being in 1881, just 34 years ago, during which time it has kept pace with the rapid advance of Canadian business life, and the demands of a critical insurance public. By its scrupulously fair dealing and consideration to policy-holders, it has earned the very enviable reputation as being a company "solid as the continent." Security to policy-holders is this company's prime consideration.

Business in force, over	\$54,000,000.00
Assets	\$14,916,000.00
Net surplus (for policy-holders)	\$ 2,116,000.00

The company's district office here is under the efficient management of Mr. F. R. Durnin, to whom enquiries may be addressed from interested parties in Renfrew and Lanark Counties.

THE LEE MANUFACTURING COMPANY, LIMITED.

This establishment, located at the corner of Pembroke and John streets, with a huge factory on the southern outskirts of the town, commenced business in 1905. In the foundry department are manufactured the excellent "Acorn" ranges, which have a continent-wide reputation, while in the factory department, Peerless Incubators and brooders, refrigerators, kitchen cabinets, washers, fireless cookers, etc., are made. The Peerless Incubator is recognized throughout Canada as the very best, while it is used extensively in South Africa and India. The Department of Agriculture, Russia, has accepted the "Peerless" incubator as their standard machine. In addition to the "Acorn" ranges the Company turns out several varieties of stoves, all known as "Acorn". The "Acorn" shanty stove is one most generally used by lumbermen and railroaders, while all the heaters used on the construction of the Canadian Northern Railroad, from Selwood Junction to Port Arthur, were supplied by the Lee Manufacturing Company. When running full force the Company employs about sixty men.



INTERIOR OF HARWOOD BROS.' JEWELLERY STORE.

HARWOOD BROS.

Jewellers and Diamond Merchants.

This jewellery store is known as the most up-to-date and modern jewellery establishment in the Ottawa Valley. It was established in the year 1872 and conducted by Mr. Edward Harwood, who retired from active business some four years ago. His two sons, Henry and George, energetic and capable young business men with years of experience, then took over the business and conducted it in such a manner that their success was assured from the start. Their staff of watchmakers and clerks is such that you feel confident you can intrust them with the most intricate jobs. Engraving of any description done on the premises is certainly a big factor to their prompt service. Harwood Bros. carry an enormous stock, and the finest selection of Diamonds, Watches, Rings, Silverware and Cut Glass in town, and everything that a modern jewellery store should contain. They make it a strong point of selling nothing but the highest quality, and in all transactions customers may rest assured that they are receiving goods as represented.

WILLIAM MARKUS, LIMITED.

General Contractors.

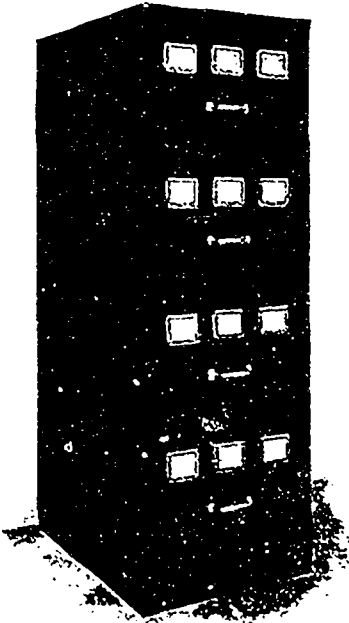
Very few contracting firms in Canada have gained for themselves such a splendid reputation in the art of building as the William Markus, Limited, general contractors, Pembroke. The foundations of this substantial business were laid many years ago, but the firm name William Markus Limited, was just adopted in March 1914, when Mr. Markus, John Mow, Charlie Pankle, John L. Lanke, and J. H. Bruck, banded together that they might do business on a really large scale. On all sides in Pembroke can be seen evidences of the work of this firm. Humble dwellings, elaborate residences, imposing business blocks, mighty factories, and many bridges, all bear the stamp of William Markus Limited. One feature of the firm, a slogan it might be termed, is the fact that only local labor is employed, while the firm purchases, as far as possible, all their materials in town. Owing to the fact that the firm operates its own quarry, gravel pit, and cement block plant, and has an up-to-date and complete equipment in every particular, it is able to contract at moderate prices.

**JOHNSTON AND SUMMERS,
Real Estate and Insurance.**

One of the most successful businesses in Pembroke is that of Johnston and Summers, Real Estate and Insurance Brokers. The business was founded some forty years ago by Mr. D. C. Chamberlain, but for the past twenty years Mr. Andrew Johnston has been identified with it and it is entirely due to his careful management that the business is such a substantial one today. The name "Johnston and Summers" was adopted some few years ago, when Mr. Johnston took as a partner Mr. J. Rowan Summers. Since Mr. Summers' death, however, the business has been conducted solely by Mr. Johnston. Besides handling insurance of every description, the firm deals largely in real estate, is Pembroke agent for the Dominion Express Company, Town Ticket Agent for the Canadian Pacific Railway Company, agent for steamship tickets, and conducts the C.P.R. telegraph office. The interior fittings of the Johnston and Summers office are very attractive, while it is one of the most completely and modernly equipped offices in the town.

THE STEEL EQUIPMENT COMPANY, LIMITED.

The Steel Equipment Company of Canada, whose immense factory with 40,000 square feet of floor space, is located in Pembroke, is one of the industries of which the residents of that town have real reason to be proud. It is one of the town's most recent acquisitions in the industrial line, but the splendid effects of its locating there, employing as it does such an immense staff, have long before this been felt by the business men and residents of the town in



general. Its factory, a huge building of concrete construction, is situated in the west end of the town and is equipped with every appliance to insure the turning out of the very best work. The product of the factory is steel office equipment, which includes filing cabinets, steel fur-

niture, steel shelving, vault fittings, and dozens of other articles which are too numerous to mention. Steel Equipment is recognized as the most satisfactory of office equipment and that turned out by the Steel Equipment Company



at Pembroke is of the very finest grade. The office of the Company is in the Union Bank Building, Ottawa.

THE PEMBROKE ELECTRIC LIGHT CO., LIMITED.

The Pembroke Electric Light Company, Limited, is one of the best paying concerns in the town. The power of the Company is generated at Black River, some fourteen miles from Pembroke, where a splendid plant is located, which now develops 1500 H.P. 10,000 H.P. is available, however, so that power for the town, even when it becomes a large city, is assured. One of Pembroke's chief boasts is that any quantity of power can be procured at the cheapest rate in Canada, \$12 per H.P. Recently the company introduced new rates for lighting which have reduced the cost to consumers about 30 per cent. The officers of the Company are: President and Managing Director, E. A. Dunlop; Secretary, Findlay Watt; Board of Directors, E. A. Dunlop, A. Miller, J. G. Forgie, J. F. Munro, and Peter White.

**DUNLOP AND COMPANY.
Hardware Merchants.**

The firm of Dunlop and Company, hardware merchants, is one of Canada's premier hardware concerns. Besides a large retail trade the firm conducts a huge wholesale business, much of which is derived from the different lumber concerns. The store is located in their own three-storey fire-proof building on Pembroke street, and is the most up-to-date and completely equipped store of its kind in Canada. The staff of the firm, including the hands in all departments, consists of fifty-four men, all of which are experts in their respective lines. Mr. E. A. Dunlop is President of the concern and Mr. F. W. Cockburn, manager.

THE COLONIAL LUMBER COMPANY.

The Colonial Lumber Company, which operates one of the very finest lumber mills in Canada, are successors to the old lumber firm of A. and P. White. The Company, which bought out the original firm about nine years ago, is composed of E. J. Chamberlin, President, President of the G.T.R. and G.T.P. Railways, J. W. Smith, Vice-President, W. R. Beatty, Secretary, and G. E. Fauquier, railway contractor of Ottawa, Director. The purchasing company rebuilt the mill in the winter of 1905-6 and since then have been improving their plant yearly, until it is now classed as one of Canada's most modern sawmills. Of course the output of the mill is mainly pine, but spruce, ash, basswood, hemlock and tamarac are included in its output, while oak, birch, and other woods are among the important assets of its extensive limits. The company employs about 200 hands at their mill and about 600 in the lumber camps. In connection with this up-to-date industry is a lath, picket and planing mill.

THE PEMBROKE LUMBER COMPANY.

The Pembroke Lumber Company is one of the foremost lumbering concerns in the Ottawa Valley, and enjoys the patronage of an extensive line of custom throughout the Dominion. Their saw mills are among the most modern on the continent. Their supply of raw material is drawn from the splendid limits in the Ottawa River watershed. In connection with the saw mill this company operates a first-class sash and door factory which at the present time is busy making ammunition boxes to carry the shells for our Canadian Artillery to the seat of war. The Company extends a hearty invitation to all persons desirous of visiting their plant during the coming season. Mr. A. L. Eastcott is manager of the Company, and Mr. A. E. Dunlop, M.P.P., is President.

THE PEMBROKE TRANSPORTATION COMPANY.

The Pembroke Transportation Company operates the steamer "Oiseau" between Pembroke and Des Joachim's, a distance of some fifty miles, on the Ottawa river. As a place for summer tourists and campers the Upper Ottawa is unexcelled by any other spot in Canada. The "Oiseau" runs daily trips up the river, and almost always has a large party of picnickers on board, while in the evenings moonlight excursions are held from time to time, which are always well patronized. Besides the tourist trade, the Company also handles a great quantity of freight. Mr. J. W. Smith is President, and Mr. W. R. Beatty, Managing Directors of the Company. For the coming summer season, Mr. Joseph Tessier, who knows both the boat and the river well, has been engaged as Captain.

WALTER BEATTY'S PLANING MILL.

Since 1871 Mr. Walter Beatty has been conducting a planing mill in Pembroke, having bought out Mr. Lawrence Naismith at that time. Through industrious efforts, Mr. Beatty has built up the business and made it a great success. The mill employs 15 hands the year round, and is fitted with all the latest machinery for the turning out of the best work. The firm specializes in moulding, ship lap, clapboards, flooring, dressing, resawing, and hardwood flooring. Mr. Beatty has done work on nearly all the important buildings in Pembroke.

M. HOWE AND SON, GENERAL MERCHANTS.

The business of Michael Howe and Sons was originally that of the late Messrs. William and Michael O'Meara, and was established in 1854. During its lengthy career the business has always stood for the very best in its line and to-day is one of Pembroke's most substantial general mer-

chandise concerns. It is located in Mr. Howe's own block on Pembroke street, the store being large and bright. Besides an extensive line of dry goods, groceries, etc., a wholesale wine and liquor store is conducted by the firm. Mr. Howe is assisted in looking after the business by his son, M. J. Howe.

THE PEMBROKE SHOOK MILLS LIMITED.

The Pembroke Shook Mills Limited, is one of Pembroke's newest manufacturing plants, being established here in the fall of 1912. The plant is located on the south portion of what was formerly the Engley Farm, having extensive private sidings off the main line of the Canadian Pacific Railway. The directors of the Company are Messrs. J. J. Nairn of Hamilton, President; D. Marshall, M.P., Aylmer; A. S. Nesbitt, M.P.P. Brighton; R. L. Innes, Hamilton; J. T. Stuart, Pembroke, who occupies the position of manager and Mr. W. E. Montgomery, superintendent of the works. The company employs 200 men and boys in their immense mill and run the entire year. In addition to a Box Manufacturing plant, they operate saw mills to supply the company with the raw material required. Besides using the C.P.R. as a transportation medium, they also import material over the G.T.R. and C.N.R., and during the summer months, bring large quantities of lumber down the Ottawa river. The plant is the largest individual shook mill plant in Canada.

THE THOMAS PINK COMPANY. Manufacturers of Lumbering Tools.

Probably no other firm's name is known better among the lumbermen of Canada than that of the Thomas Pink Company of Pembroke, manufacturers of lumbering tools. From the very earliest days of Pembroke Mr. Thomas Pink, the head of the present firm, furnished the lumbermen operating in this district with tools, but as time advanced the field of this firm increased, owing to the unexcelled quality of its products, until now the lumbering tools of the firm are found on all parts of this continent, as well as in many countries of Europe. The plant employs about forty men the whole year round, and is equipped with all the latest machines for the saving of time and the getting of best results. Besides the operating of its huge machine shop, the Company conducts an up-to-date automobile garage and is agent for the Ford, McLaughlin, and Overland cars.

THE PEMBROKE MILLING COMPANY, LIMITED.

The first flour mill was built in Pembroke in 1843 by the late Alexander Moffat. In 1865 the original frame building was replaced by a huge stone one and in 1894 was purchased from Mr. W. B. McAllister by the present Company. In 1908 the mill was completely destroyed by fire, but was rebuilt and now is one of the town's most imposing industrial buildings. The mill has a storage capacity of 40,000 bushels of grain and 12 cars of products. It turns out three brands of flour, "Sterling," "National," and "Pembroke Patent." Mr. Alexander Millar is Secretary-Treasurer and Manager of the concern and Mr. Cornelius Chapman, President.

J. M. TAYLOR, PAINTER AND PAPERHANGER.

Mr. Taylor has been conducting a painting and paperhanging business in Pembroke since 1896, and during that time has had work to do on many of the public buildings and most of the residences in Pembroke. In his line Mr. Taylor is an expert and employs a staff of master workmen only. His store, situated in the Freeman Block, Pembroke street, is spacious and up-to-date in every particular. Besides his regular business Mr. Taylor controls all the billboards in Pembroke.

THE COPELAND HOUSE.

The Copeland House, the largest and most up-to-date hotel in Pembroke, is within easy distance of all the railway stations and in the centre of the business section of the town. It is the favorite hotel of commercial men and in its rotunda may be met the principal men of the town, who resort there to talk over the affairs of the day. The hotel, which contains 130 rooms, is equipped most completely, while its table is always supplied with the best the market produces. The proprietor of the Copeland House, Mr. T. A. Sammon, is very popular with the traveling public and must be highly commended for the first-class hostelry he conducts. A feature of the hotel which always is admired by visitors to the town is the beautiful lawn on the west side of the building, luxuriant with green grass, and amply supplied with easy chairs for the use of the guests of the house.

JAMES O'KELLY, LIQUORS AND CIGARS.

The business of Mr. James O'Kelly, importer of wines and spirits and manufacturer of fine cigars, was established in 1888. So successful has this business been that in 1908 Mr. O'Kelly was forced to build a larger and more finely equipped plant than the one he had been using up to that time. The new O'Kelly Block on Pembroke street, a huge stone structure, is now one of the handsomest business buildings in town. Mr. O'Kelly imports especially the noted Radium and Topaz wines, while one of the cigars he manufactures is the much smoked "King." Mr. O'Kelly is a great lover of horses and always keeps at least one fast trotter in his stables. His horse "Tommy T" cleaned up in Canada and the States last season.

EDWARDS AND HARRISON, PHOTOGRAPHY.

Photography in the past few years has made rapid strides, and right in the town of Pembroke is a firm, that of Edwards and Harrison, which has kept pace with the art, and are capable of turning out the very best in up-to-the-minute photography. The reputation of this firm is not only local; persons come to Pembroke from points far distant to have pictures taken by Edwards and Harrison. Their work is of the very finest and has that delicate and artistic finish which is the true mark of a good photographer. The firm has been in business about twenty years, and is made up of Mr. W. H. Edwards and Mr. J. Harrison.

WILLIAM BEAMISH.

Furniture and Undertaking.

Mr. Beamish has been conducting a furniture and undertaking business in Pembroke for a great many years and during that time has enjoyed splendid success. His furniture stock is composed of the most up-to-date lines, while he employs all the up-to-date methods in his undertaking business.

H. S. BOWDEN, LADIES' READY-TO-WEAR.

Mr. Bowden first opened, "The Exclusive Dry Goods Store" in Pembroke on September 2, 1899, with a stock of General Dry Goods and Men's Furnishings. In the spring of 1904, Mr. Bowden determined to conduct the store as a lady's store exclusively and disposed of his stock of men's furnishings. His store to-day, one of the most up-to-date in Canada, is stocked with complete lines of women's ready-to-wear, dress goods, silks, hostelry, gloves, underwear, and a well assorted stock of staple dry goods. Mr. Bowden's store is located in the Russell Block on Pembroke street, and occupies two storeys, the upper one being used for the ready-to-wear department and the main

floor for the other lines. The store is particularly bright and roomy and the stock well displayed. The motto of the store has always been, "One Price to All."

R. B. HARRISON, JEWELLER.

The jewellery business of Mr. R. B. Harrison was established fifteen years ago by the present owner. Mr. Harrison's first store was of rather unpretentious design, but owing to the courteous and careful attention which he showed to all his customers, his business became so large that six years ago he was forced to move into more ample premises. His present store in the Leacy Block is without a doubt one of the finest to be found in any of the towns of Canada, and indeed surpasses in design and equipment many jewellery stores in the large cities. The interior of Mr. Harrison's store, finished in rich golden oak, with nickel trimmings, is really beautiful. Mr. Harrison handles gold and gold-filled jewellery, rings, silverware, cut glass, china, watches, clocks, and everything that is to be found in an up-to-date jewellery store. The watchmaking and repair departments cannot be surpassed, the workmen all being experts. Mr. Harrison attributes his success to his prompt, courteous and careful store service.

W. A. HUNTER AND SONS.

A firm which has always occupied a prominent place among the business concerns of the town is that of W. A. Hunter and Sons. It was established in 1861 by Mr. William A. Hunter, who is one of the pioneer settlers of Pembroke, and has always conducted a large and successful business. The present quarters of the firm are in the same building as Hunter and Company's wholesale grocery house on Pembroke street. The record of this firm has been one of uninterrupted integrity. The firm carries a complete assortment of the following lines: groceries, dry goods, carpets, linoleums, clothing, furs, men's furnishings, hardware, paints, oils, hay wire, etc., and is the Pembroke agent for Butterick Fashions. Mr. James C. Hunter is manager of the business.

THE OAK HALL.

The Oak Hall is a thoroughly up-to-date Clothing concern which succeeded Mr. W. Luxemburg, who conducted a clothing business here for a number of years. Through courteous attention and moderate prices this firm has succeeded in working up a splendid trade. The firm handles ready-made clothing, gent's furnishings, boots, shoes, hats, caps, trunks, valises and jewellery, and specializes in merchant tailoring. Mr. N. Cohen, manager of the firm, is very popular with the public. He is an athlete of note, starring on the diamond as a pitcher.

FENTON AND SMITH.

General Merchants.

The firm of Fenton and Smith has been in business since the year 1888. Their first store stood where the present grocery department of their business now is. To-day the firm of Fenton and Smith is one of the best known in the Ottawa Valley, while it occupies a large three-storey building on Pembroke street and carries complete stocks of dry goods and furs, of which they make a specialty, house furnishings, gent's furnishings and groceries. The firm also does an extensive business in hay, grain and farm produce. The success of this firm and the rapid strides it has made, necessitating the enlargement of its store from time to time, is no doubt due to its business-like methods and fair dealing. Mr. W. F. Fenton and Mr. James Smith are the heads of the firm.

**HUNTER AND COMPANY LIMITED,
Wholesale Grocers.**

The firm of Hunter and Company, Limited, Wholesale Grocers, bought out the wholesale business of R. W. Gordon and Company in 1902, and moved into their commodious new block on the north-east corner of Pembroke and McKay streets in 1913. An idea of the immense stock which the firm carries can be imagined from the fact that the total floor space of their premises is 20,000 square feet. Besides wholesale groceries, the Company handles a great amount of hay and grain, having buying agents at Meath and Cobden on the C.P.R. and Locksley on the G.T.R. They deal only with the trade and lumbermen. The firm has a private siding in the C.P.R. yard.

BOX DRUG STORE.

The Rexall Drug Store, owned by Mr. A. H. Box, and located at the corner of Pembroke and Victoria streets, in the east corner of the Copeland House Block, is one of the most completely stocked drug stores in Canada. Besides all the Rexall products, Mr. Box handles the Ansco Camera, Leggett's Chocolates, Maximum Rubber Goods, and Bell's Veterinary Remedies. Mr. Box is very popular with town-people and the success of his business is due largely to the quick service he gives his customers. Mr. Box makes a specialty of filling prescriptions, the dispensing department of his business being continually busy.

GRIGG BOOK AND STATIONERY COMPANY.

The Grigg Book and Stationery Company, of which Mr. A. Grigg is manager, possesses one of the very finest book stores in Ontario. Many visitors from the cities to Pembroke have remarked upon the excellence of this store and its complete stock, which consists of everything in

stationery, office furniture, musical instruments, typewriters, athletic goods, a splendid assortment of novelties, books of all descriptions and the latest periodicals. This firm attributes its success to the prompt and courteous service it has given the public. The Grigg Bookstore is located in the Fraser Block on Pembroke street.

**THE O'GORMAN COMPANY LIMITED.
Booksellers, Etc.**

The O'Gorman Company Limited, is the oldest book-selling and stationery establishment in Pembroke, and during its lengthy existence has always stood for the very best in its line. Its quarters on Pembroke street are up-to-date and commodious, and the firm always keeps a splendid stock of the very latest goods. Besides extensive stocks of books and stationery, music, fancy goods, sporting goods and musical goods are handled. The success of this firm is due largely to the efforts Mr. O'Gorman has always made to please the public.

DELAHEYS LIMITED, GENERAL MERCHANTS.

The firm Delaheys Limited was originally the firm of R. Delahey and Company, which occupied an important place among the business concerns of Pembroke for many years. Since passing into the hands of the new company the store has been wonderfully improved, until it is now recognized as one of the very finest stores in the Ottawa Valley. The store building, a spacious two-storey brick structure, is situated in the most central part of Pembroke. The firm carries an immense stock, including dry goods, gent's furnishings, rugs and linoleums, millinery, ladies' ready-to-wear and groceries. A strong factor in the success of this store is that most of their stock is imported direct. Mr. W. L. Hunter is President of Delaheys Limited, and Mr. L. M. Chapman, managing director.

