

Sereni Estate

What's now the northwest corner of Bridgeland was once called Sereni Estate, as this old map indicates. In 1904, three Sereni brothers immigrated to Calgary from Novara, Italy (near Milan). One- Peter- became a master baker, while the other two brothers purchased farmland in the Balzac area. One of the farming brothers- Emilio- also purchased the tract of land that would come to be known as the Sereni Estate. The real estate ad below appeared in the Herald in 1907. By 1911 though, Emilio had sold the land, fearing that the city would continue to delay the extension of water services to the suburb. Emilio later became a captain in the Italian army, which in WW1 was on the Allied side.

CLOSE IN
- LOTS -

JUST THINK OF IT!

CLOSE IN
- LOTS -

Lots 3-4 of a mile from the Post Office at \$150 each

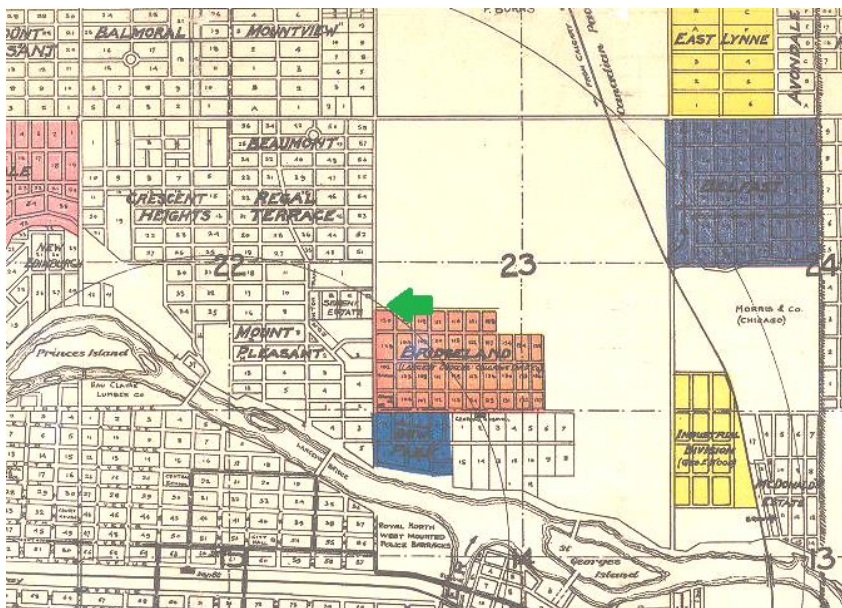
All fine view lots in the Sereni Estate. Not a sub-division, but just a few select lots.
Also 4 perfectly level view lots on corner at \$290 each. Close in lots, easy terms: only 1-4 cash, 3, 6 and 9 months.
Safer than a bank. 100 per cent. sure. Let us drive you to these: only takes ten minutes.

Over Northern Bank

COLGROVE LAND CO.

Open Evenings. Phone 818

Here's Sereni Estate on a 1913 map, when it was no longer in Sereni hands:



See below for more.

An ad for "West Bridgeland" appeared in Herald on Sept 2 1911. Sereni Estates was located due west of "West" Bridgeland, which is up the hill from the community that most of us think of as Bridgeland today. Lauder Avenue in the ad is 7th Ave NE today, east of Edmonton Trail, and named for "Doc" Lauder by James Barwis when he subdivided part of his quarter section in 1887. And as mentioned before "Mount Pleasant" in the ad is not today's Mount Pleasant, but is now southeast Crescent Heights.

THE CALGARY DAILY HERALD, SATURDAY, SEPT. 2, 1911

OPENING SALE, TUESDAY MORNING at 10 O'clock

SEWER
WATER
AND
LIGHT

"WEST BRIDGELAND"

These Lots are LESS than ONE MILE from POST OFFICE

CLOSE
TO
CAR
LINE

**Some Reasons
Why
West Bridgeland
Will Be
Snapped Up
Quickly :**

1. They are the finest view lots on the North Hill.
2. They are only a block and a half from the street car line.
3. They are less than a mile from city post office.
4. They have building restrictions of \$1,500 per lot.
5. Water, sewer, electric light ready by the time you are able to build.
6. Prices are right.

**A Few Words
of Advice to
the Careful In-
vestor and the
Homeseeker :**

By comparing the many advantages of this choice property, and the prices we are offering it for, with other subdivisions nearby, you cannot fail to be interested.

We wish to emphasize that you will find no drawbacks to this property. It has been kept off the market for over 20 years, which accounts for our being able to offer you such choice location together with a sensible building restriction to insure a good class of homes all around yours.

30 Beautiful View Lots---All the City Improvements

PRICES : \$550 to \$600 per Lot. TERMS : \$200 Cash, Balance 3 and 9 Months. Interest at 8 p. c.

Apply HENDERSON LAND Co. Exclusive Agents

814 FIRST STREET WEST
PHONE 6370

Page down for more on the Serenis, and the cottage school.



This is the Sereni Cottage School, built in 1911, and once located at 826 4th St NE. It was also referred to as the Mount Pleasant School, since the first Mount Pleasant district was once located west of here, across Edmonton Trail, as mentioned above. The cottage school was used over the years by the primary grades at Stanley Jones School, two blocks east. During WW2, courses for air force personnel were held there.

While Emilio and Mario Sereni together farmed their Balzac property, brother Peter remained in Calgary and operated the Palmetto Bakery on 8th Avenue downtown. In this picture, Peter's the one with the white apron. You might be able to make out the palmettos that formed part of the bakery's décor. Today, the bakery site is occupied by the Olympic Plaza.

