

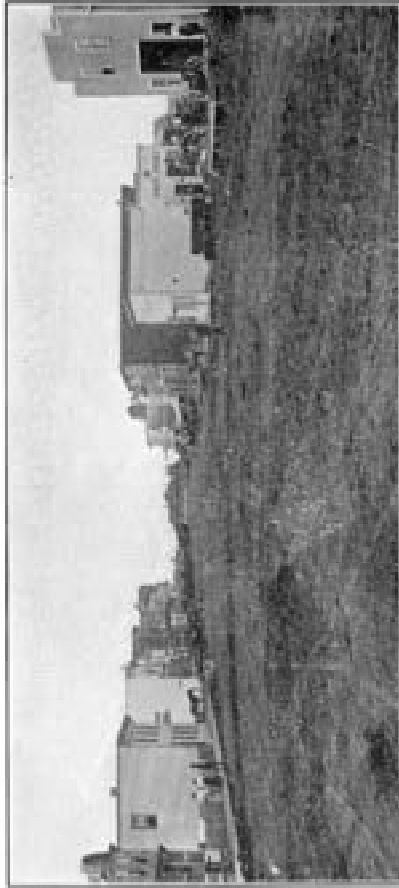
CAMROSE

—AFTER SEVEN YEARS

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Main Street, Camrose in 1907

CAMROSE is presented in this pamphlet to those who have already heard or read something about the progress of the leading cities and towns in Western Canada. It is hoped that it will furnish a comprehensive review of the circumstances connected with the upbuilding of Camrose and that it will be useful in supplying reliable information for those desirous of knowing the position which Camrose now occupies after Seven Years of Continuous Growth and Development.



Main Street, Camrose in 1914

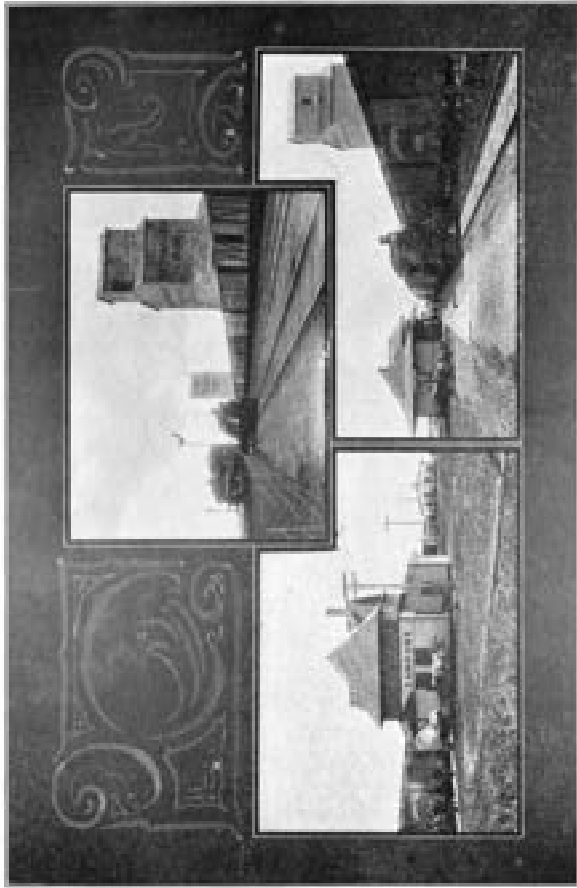
Tremendous Amount of Railroad Construction Work In the Camrose District

Territory which was once Undeveloped and Inaccessible now Remarkable for its Radiating Railway Lines. Activity of Railway Contractors has been the Barometer of Progress during the Past Seven Years. Most Important of all Railway Lines is Still Under Construction and Full Benefit of Railway Facilities is Yet to be Felt. Seven of these Railway Lines are Now in Actual Operation and the Eighth will be Completed by the Fall of 1914.

Terminations of railway development referred to above began with the construction of the C.P.R. line east and west which now extends through to Winnipeg. This was followed by the construction of the G.T.P. and C.N.R. lines through Camrose to Calgary. The C.N.R. then built a forty-five mile cut-off from Camrose to Edmonton and in the Spring of 1913 commenced work on the line northward of Camrose leading for Regina to link up the capitals of the three Prairie Provinces. Another hundred miles of this line will be built this year. The Camrose District is traversed by about 310 miles of railway lines which at the low estimate of \$20,000 per mile have cost \$6,200,000 to construct. Camrose has been the headquarters for much of this railway construction work and now that the era of development is drawing to a close there are railway lines radiating in eight directions, each one tapping a district that for productiveness is unsurpassed in Western Canada.



C.N.R. Construction Camps at the Crossing of the Battle River



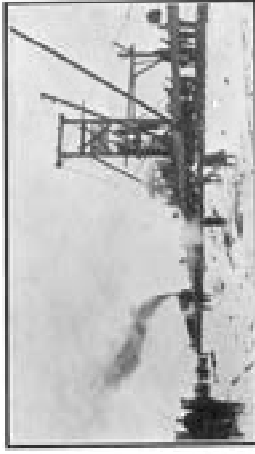
C.P.R., C.N.R. and G.T.F. Stations at Camrose

Camrose Is Now Served By The Three Great Canadian Transcontinental Railway Systems

HOW will you approach Camrose? From whatever direction you come, whether from the north, east, south or west, you may have access to Camrose over any one of the three competing railway systems and may alight at any one of the three railway stations. Although one of the youngest of Alberta towns, Camrose is so well supplied with railway facilities that by this midsummer at least twelve passenger trains will pass through the town daily. This number will increase with the completion of additional railway lines. You can get from Camrose to anywhere and from anywhere to Camrose as conveniently as to or from any city in Alberta. This extraordinary railway situation is making of Camrose a most popular place for business conventions and various gatherings in which a wide circle of people are interested. Commercial men find this a most convenient place of residence.

In fact the railways are the basis of all Camrose development. The wholesale business is dependent on the railway facilities. Schools and colleges are located here because Camrose is so easy of access. It is also the railway situation that gives the citizens such unbounded assurance that Camrose will yet become one of the most important cities of the province. This page does not exhaust the subject. Promotion is necessarily given to it on every page in this pamphlet.

Railway Lines Giving Marvelous Development to District Tributary to Camrose



In the Fall of 1913 Work on the C.N.R. Grade South-west of Camrose did not Close Down. Until November 15th. The above Illustration Touching is in the Winter Time.

THE RICH mixed farming country within a radius of thirty or forty miles of Camrose has quickly responded to the boon of railway facilities.

MANY NEW towns have sprung into existence and settlers, once far removed from a railway station, have now their choice of market towns on one or other of competing railway lines.

READY ACCESS to large city markets such as Edmonton and Calgary has accelerated production of live stock and dairy products.

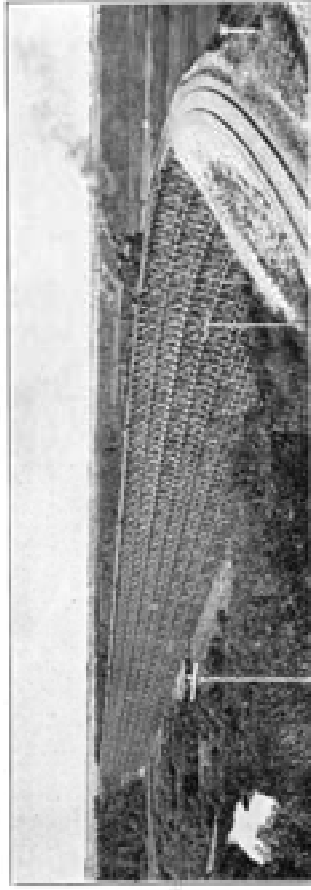
IN ONE DAY sixteen carloads of logs were shipped over the G.T.F. line to the packing houses at Edmonton. This train load alone meant \$15,000 in cash for the farmers in the Camrose district.

FROM THE practice of mixed farming the district is in splendid financial circumstances and credit farms may be seen on every hand.

THE ADVANTAGES of the district in the way of good roads, plentiful water supply, good schools, rural telephone lines and railway facilities are attracting new settlers every year.

IT, THEREFORE, follows that the development of the surrounding country and the increase in its population are keeping pace with the remarkable growth of Camrose.

NATURAL ADVANTAGES of the district have been most favorable for this development. Much of the land drained by the Battle River is unsurpassed in the province.



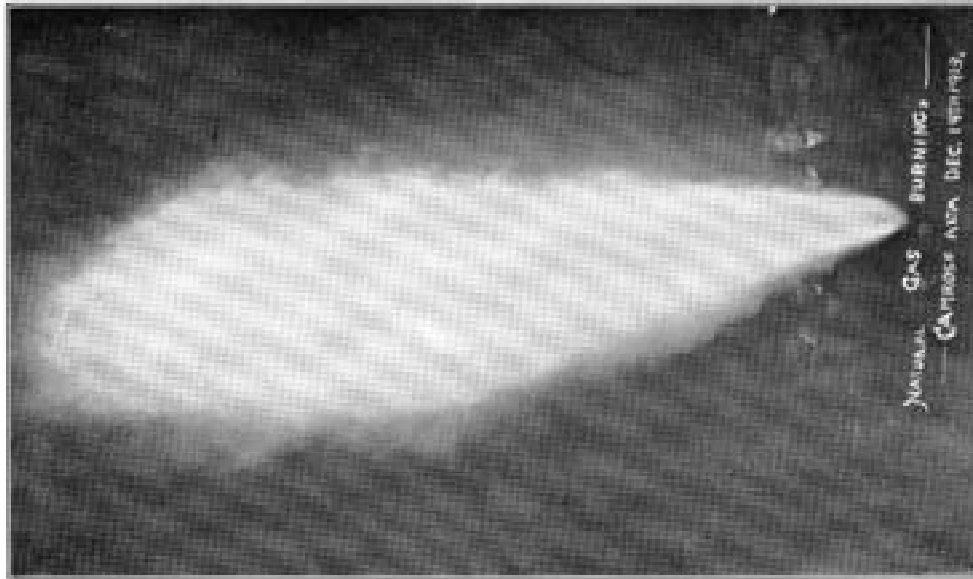
G.T.F. Trestle Bridge Across the Battle River, Eight Miles South of Camrose

Natural Gas

Many times the difference between doubt and certainty is a matter of tremendous moment. So was it in Camrose as regards natural gas. There was reason to believe that natural gas could be secured but the certainty of it was another thing. To seek an answer to this question a group of public spirited citizens, having only the best interests of the town in view, volunteered to loan the expense of sinking a test well and to hand it over to them at cost if satisfactory results were obtained. On December 19th a good flow of natural gas was reached at a depth of 1225 feet. The well was cased and the gas drawn away in a two inch pipe where the pressure was found sufficient to cause the gas to burn as shown in the accompanying illustration. All Camrose was present on that occasion.

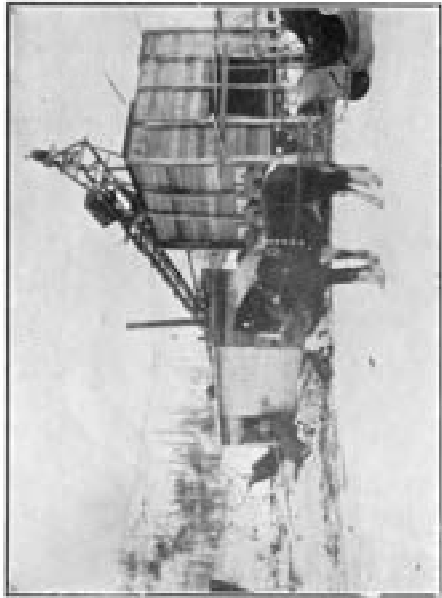
Since that time the flow has been pretty thoroughly tested and it has been found that when the gas is properly harnessed and a gas burning apparatus installed there will be a sufficient quantity to run the power and light plant of the town. This will mean a great reduction in the cost of operation of the power plant with consequent reduction in the rates for both light and power.

So now doubt has given way to certainty. We are certain that gas exists in commercial quantities in the Camrose field. We are certain that our present well has been a good financial proposition and that it will yield a handsome revenue on the investment. We are also certain that if we want more gas we can get all we want for all purposes by sinking additional wells. Natural gas may be considered one of the great commercial assets of Camrose.



NATURAL GAS BURNING
CAMROSE NOV. DEC. 1913

Coal --- A Wonderful Source of Wealth to the Camrose District --- The Key to Unlimited Commercial and Industrial Expansion

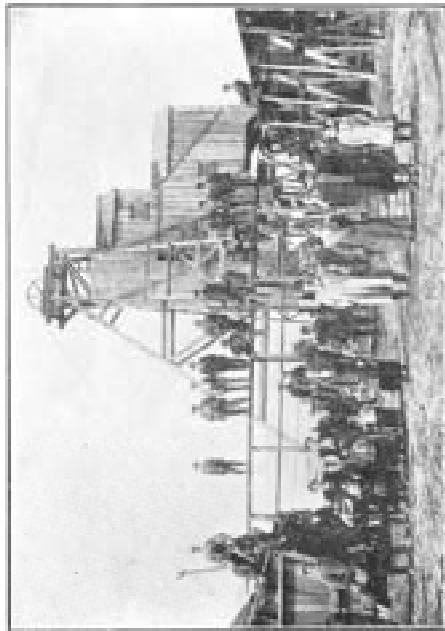


A Primitive Coal Mine in the Camrose District. Many Farmers have Private Mines and Supply Coal to their Immediate Neighborhood at from \$2 to \$3 per Ton

IN considering the tremendous importance of the coal mining industry in the Camrose district, no time need be lost in setting forth the results of scientific investigations. The fact is that the best lignite coal in terms of an average thickness of six feet, is being mined at various points in the district within a radius of sixteen miles from the town of Camrose. These mines, all well located on railway lines, are near the eastern extremity of Central Alberta coal areas and thus supply enormous quantities of coal to Saskatchewan and other Saskatchewan points.

Coal Makes Big Pay Roll

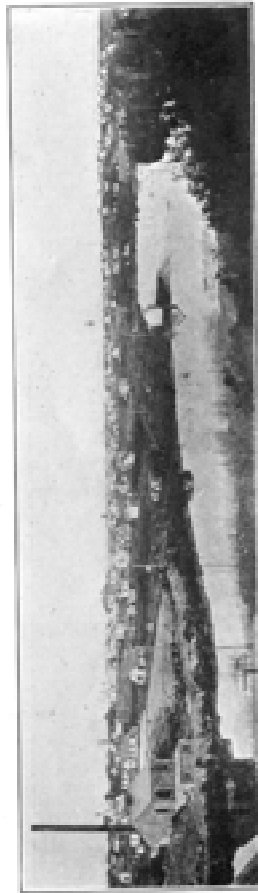
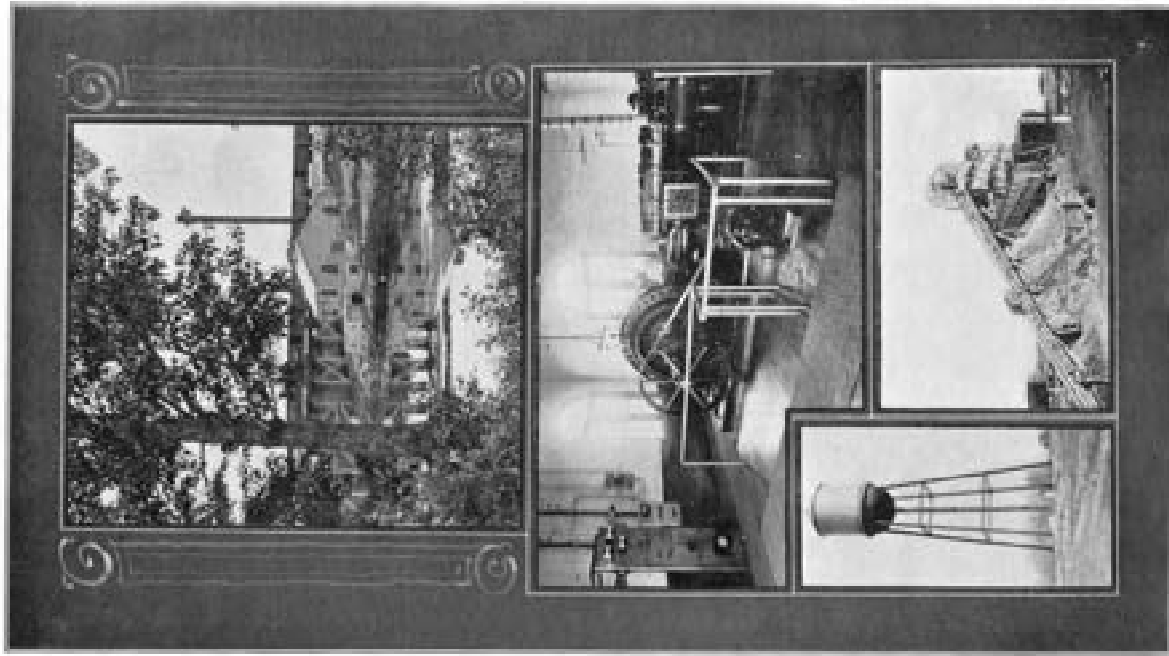
The five large company mines in the Camrose district and the score of smaller concerns easily mine a total of 1000 tons of coal per day during the winter months. These mines give employment to about 300 men and put a pay roll into circulation of not less than \$6,000 per week.



Scene at the Mine of the Battle River Collieries Ltd., Ten Miles East of Camrose

All Public Utilities Are Available in Camrose on Account of Unlimited Supply of Good Coal at Low Cost

The accompanying illustration shows Camrose public utilities as they will appear to the casual visitor to Camrose. There is a view of the electric light and power plant, presently situated on the north bank of Mirror Lake. The interior view of the power plant shows the generating machinery, to which has recently been added an auxiliary engine and dynamo, to meet the demand for a continuous day and night service. The lower illustrations show the coal mine of the Round Hill Collieries, Ltd., and the large reservoir of the Camrose waterworks system. No money was better expended than in these various public utilities.



On the Left Bank of Mirror Lake is Located the Municipal Power Plant. The Gas Well lies directly beyond but is not shown in this illustration.

What Does the Coal Situation Mean for Those Who Come to Live in Camrose?

The Coal Bin Can Always be Kept Full and the Coal Bill is Always Low—Residences and Business Places May Have All Public Utilities Without Being Charged Exorbitant Rates—There is no Danger of Depleting the Supply as the Town Rests on a Huge Coal Area—Coal is of Splendid Quality and Especially Suitable for Domestic Uses.

IN sinking the gas well at Camrose a fifteen-foot seam of coal was located at a depth of 100 feet. This demonstrates that the townsite rests on an unlimited supply of coal of excellent quality.

Most of the coal at present mined in the Camrose district is secured at a depth of from twenty to one hundred feet and its seams of from six to seven feet in thickness. Under these circumstances the coal is easily extracted, which to some extent accounts for the present large output of the district. In 1905 only 5,000 tons of coal were mined in the district. Today the annual output has reached over 60,000 tons, and the coal development of the coal mining industry has only commenced.

One of the greatest bonuses to the town of Camrose is the unlimited supply of coal at a price which is no hardship on the poorest resident. While in many parts of Saskatchewan coal is retailed at from \$8.00 to \$10.00 per ton, this same coal is available in Camrose at from \$3.00 to \$4.00 per ton. An analysis of the coal has frequently been made, and it has been shown to be a lignite of semi-bituminous quality admirably suited for domestic and industrial purposes.

With coal so readily to hand, it naturally follows that Camrose maintains a municipally owned electric light and power plant at a high state of efficiency, and that in comparison to the number of services installed the town can supply electric light and power at the lowest possible rates. Coal is supplied to the power plant at the remarkable low rate of \$2.50 per ton on a yearly contract. It is, therefore, safe to say that electric power can be generated from steam cheaper at Camrose than in any part of Alberta. When to this is added natural gas as a factor in producing power, the situation will have a far reaching effect on our industrial development.

The surplus of coal required for the Camrose district will always find a market outlet. Near railway lines are opening up to serve the country of the middle west, and in this country Camrose will have favorable access for the coal business. It will thus be seen that, considered from any standpoint, the coal mining industry of the Camrose district is fraught with tremendous possibilities.

Camrose is a Great Distributing Point for Central Alberta

Read these Facts:

The railway shipping facilities in and out of Camrose are not surpassed by any city in Western Canada.

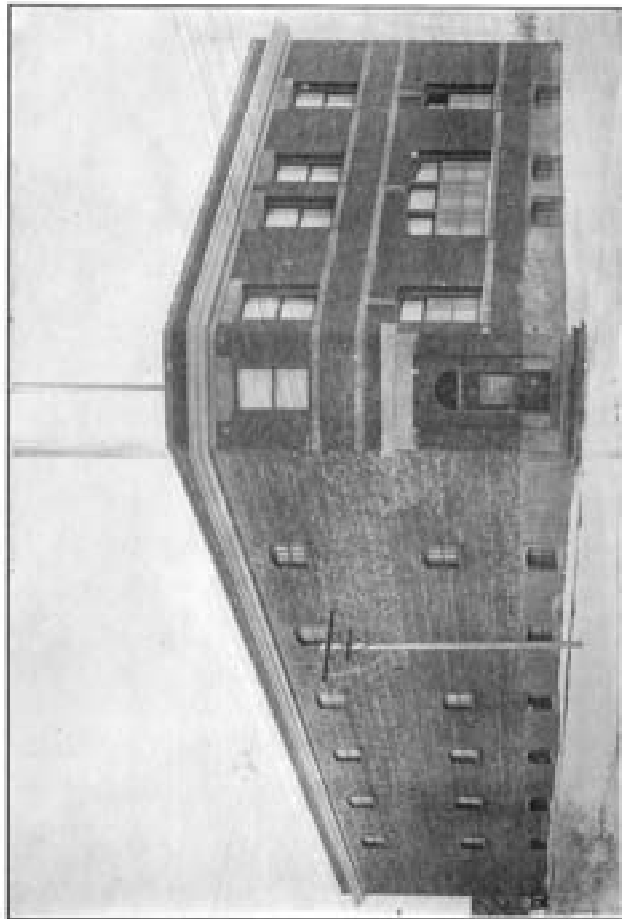
Wholesale firms now located in Camrose find that goods from the east can be laid down here more cheaply than in either Edmonton or Calgary.

Camrose is one of four towns in Alberta enjoying the advantage of a special town tariff. The others are: Edmonton, Calgary and Lethbridge and none of these has such an exclusive tributary territory.

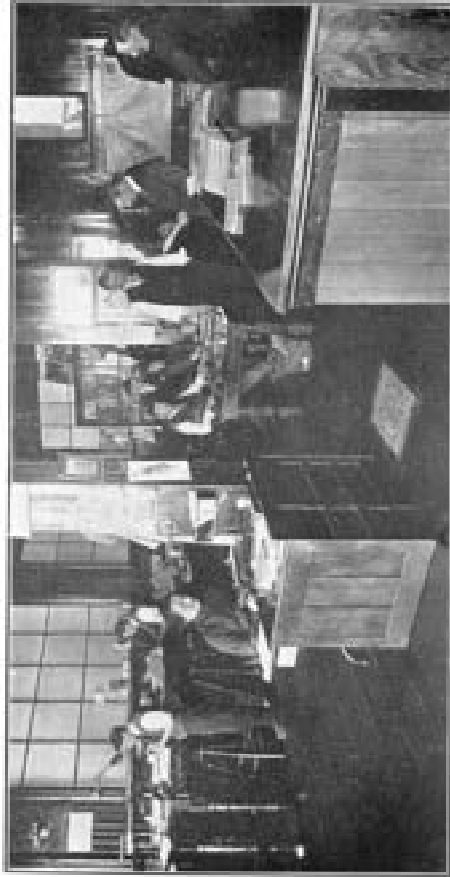
There are 150 towns to which freight rates are lower from Camrose than from either Edmonton or Calgary and only possible competitors in this territory.

The Camrose Board of Trade can supply exceptionally cheap sites along the industrial spurs to wholesale or distributing firms.

Low assessments, low taxes, low rentals and general cheap living must attract more and more from the more expensive centres.



The Alexander Grocery Co.'s Warehouse at Camrose. This firm, like the Camrose Grocery Co., is controlled by one of the largest wholesale grocery concerns in the continent.

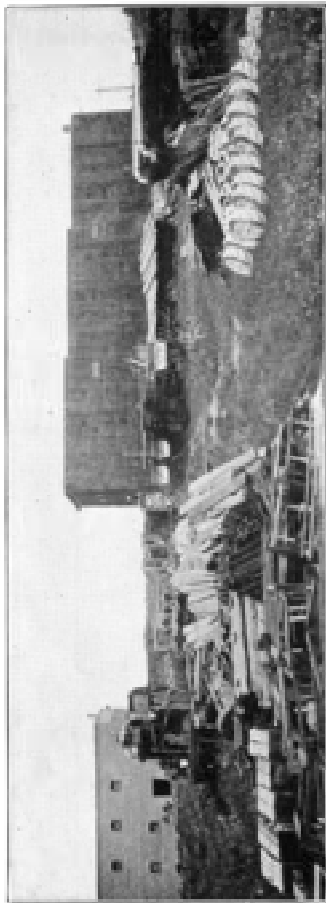


A Busy Corner in the Office of the Camrose Grocery Co.

THE distributing facilities at Camrose were early recognized by two pioneer western grocery firms, O. F. & J. Galt and Greenman & Co. These firms erected substantial warehouses at Camrose in the summer of 1910 but since their local concerns have passed into other hands. The Camrose Grocery Co. has a large office and travelling staff to cope with the requirements of the grocery trade. The Alexander Grocery Co. has a model warehouse and is a strong competitor for the business of the Camrose territory. Both concerns handle fruits as well as groceries.



Exterior View of the Warehouse of the Camrose Grocery Co.

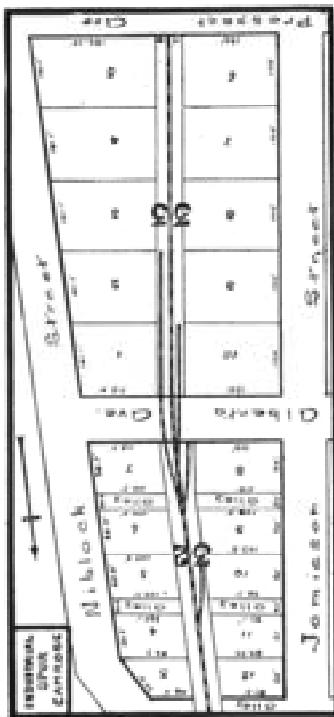


Caenrose is an important Distributing Centre for the International Harvester Co. There is a Great Opportunity Here for Machinery Firms to Utilize the Railway Facilities for their Alberta Business.

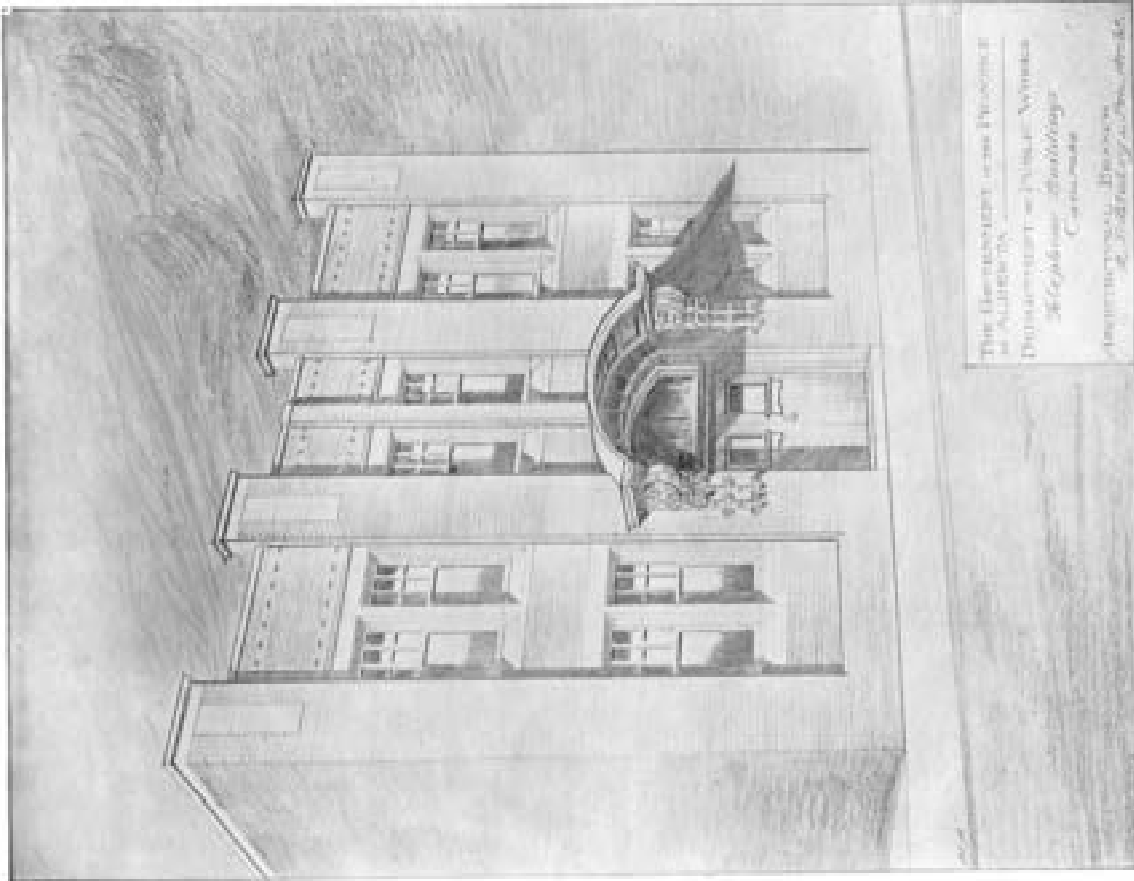
TWO great factors in the making of Caenrose a wholesale and manufacturing centre are the "spur" lines and the transfer switches. The former offer sites most advantageous for shipping while the latter link up the three transportation systems and permit of transferring goods from one line to another.

At present there are two spur lines, one running north and the other south of the C.P.R. main line to Winnipeg. On the spur line illustrated on this page are located the Caenrose Grocery Co., the Alexander Grocery Co., the International Harvester Co., the Calgary Brewing Co., and Francoeur Bros., wholesale manufacturers' agents. Other property along this spur is owned by the Globe Lumber Co., Toms & Ferson, of Calgary and Nicholson & Bain, commission merchants, of Winnipeg. On the spur running north of the C.P.R. are located the Vernon Fruit Co., the new plant of the Imperial Oil Co. and the material yards for the District Telephone System.

It is not too much to expect that within the next few years scores of wholesale houses and manufacturing firms will locate at Caenrose. Cheap sites, which are a very important consideration, may be secured along the above mentioned spur properties or along any of the numerous railway lines. There are still sites owned by the Caenrose Board of Trade, which are available at the merely nominal figure

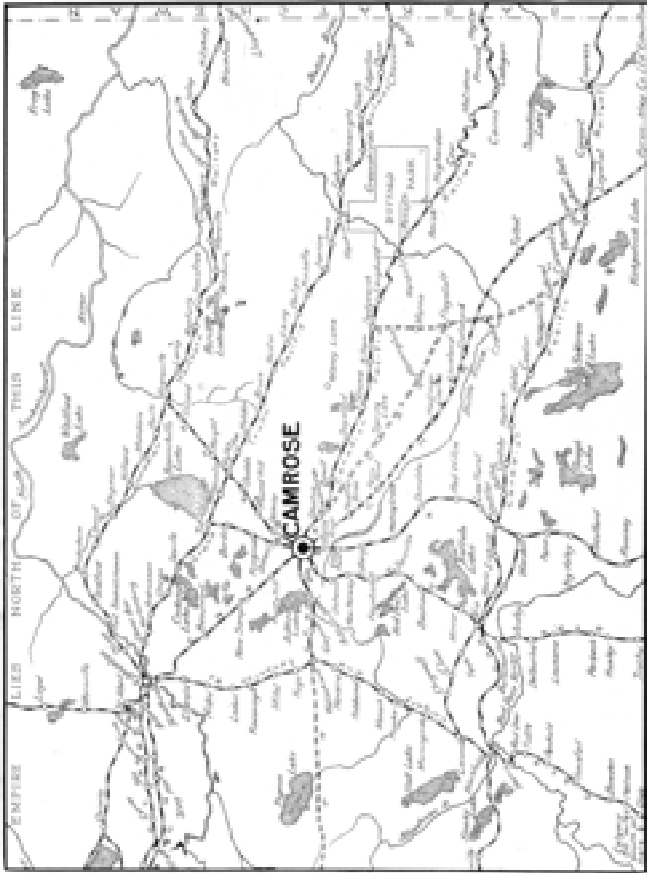


Caenrose Industrial Spur along which Warehouse Sites may be Secured from the Caenrose Board of Trade



This Description of the Proposed Administration Building is by the Architect
The Capital Building Co. Architects
 Architects: Messrs. J. H. & J. H. ...

The site has been acquired and the Excavation has been made for this Impending Building which will be the Government Central Telephone Exchange for Caenrose and Administration Building for the District Telephone System.



Map Showing Railways and Towns in the Camrose District in 1914

Farmers Prosper In a Progressive Community

FARMING becomes more profitable with the establishing of towns and the securing of railroads, wagon roads, telephones, convenient marketing points and greater population. The following information has been secured from Government records, census statistics and other reliable sources.

In 1907 the average price of raw land was 88 per acre. To-day the average is \$1.5 per acre. In 1907 beef sold at 3c per pound and hogs at 4c. To-day beef brings 7c and hogs 7 1/2c. Poultry too is worth double what it was then.

In 1907 the total value of the grain crop in the Camrose Constituency (17 townships) was \$350,000. Last year it slightly exceeded a million dollars.

In 1907 cultivation was very limited. To-day 80,000 acres are under cultivation, 50,000 acres in oats, 16,000 in barley and 11,000 in wheat. The average yield in 1913 was oats 55, barley 20 and wheat 25 bushels per acre.

From 1907 to 1914 cattle increased from 5,000 to 14,000, hogs 7,000 to 30,000, horses 4,000 to 8,000, poultry 30,000 to 100,000. The value of live stock increased from \$790,000 to \$2,415,000.

In 1907 the rush of settlement was just taking place. In the constituency there are 1,000,000 acres of arable land. There are 6,250 farms of 160 acres each, 1,000 of these being in use, with 8,000 people resident thereon. No where can farming pay better. Every condition is right. The Camrose Constituency needs 3,000 more farmers and they would be here in 30 days if they only understood.



View of Public and High School Building with Cottage Schools in the rear. The Normal School Classes were Opened in these Temporary Quarters in the Fall of 1912.

Camrose Offers Educational Advantages Not Surpassed in the Province of Alberta

IT is the grand privilege of Camrose school children to have educational facilities unsurpassed in the province. The school system here not only includes the public school and the high school, both of which are of a high standard of efficiency, but the normal school as well. As this institution is intrusted with the training of teachers for the province it naturally follows that the equipment for the work is of the best. Household arts, manual training, nature study and physical culture are in the normal school curriculum and studies in these departments are open to the public and high school students through an arrangement made with the Department of Education. It is therefore not surprising that so many parents are desirous of having their children educated at Camrose under these most advantageous circumstances.



Manual Training Department of the Normal School.



Where Household Arts are Taught Camrose Students.

Telephone Headquarters at Camrose

The Distributing Facilities at Camrose made it imperative for the Government of Alberta to Establish the Full Equipment Here for Handling the Telephone Business Over One Quarter of the Provincial System—This Alone Means a Good Pay Roll at Camrose and a Large Addition to the Permanent Population of the Town.

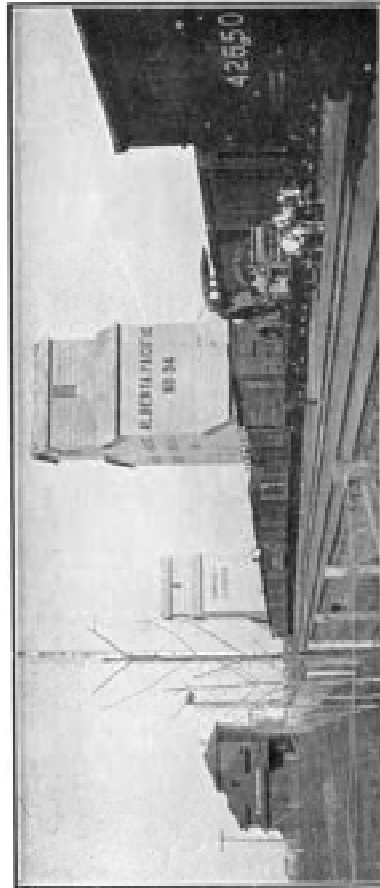
FOR the past few years long distance telephone lines have been following up the new railway lines out of Camrose. These telephone lines have linked up the various new towns that have sprung up and they have also made necessary the building of a great number of rural lines.

With all this business tributary to Camrose the Alberta government found it desirable to establish a district headquarters at this central point. A large material yard has been purchased which is located on a new line so that warehouse facilities may be secured. Arrangements have also been completed for the erection of an exchange building on Camrose Main Street.

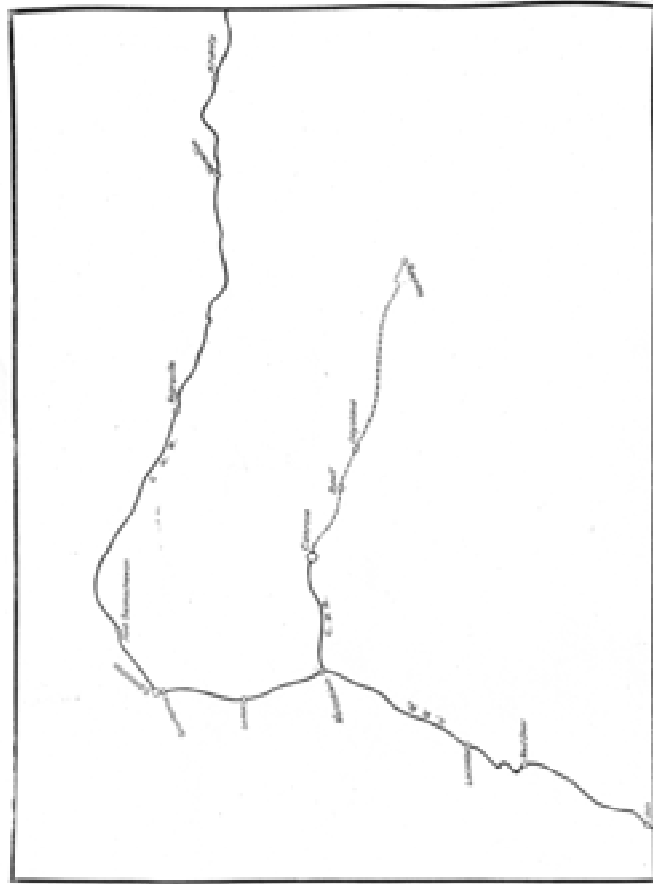
The building will be a two-story structure, a view of which appears on the opposite page. It will accommodate a considerable staff to handle the telephone construction and maintenance work over the Camrose territory and will also devote space to the local telephone exchange which is now in temporary quarters.

The equipment required for the construction and repair work will be stored at the material yard at Camrose and shipped out to the various points as required. The railway lines make it convenient to reach all portions of the territory thus reducing transportation charges for telephone supplies to a minimum.

But the importance of the telephone situation does not lie in the securing of a material yard or the erection of a building. The telephone business now extends to every corner of the settled portion of the province and represents an investment of over seven million dollars. One fourth of this great system will now be looked after from Camrose. This will mean the addition of a considerable number of families as permanent residents of the town and the opening of a large number of shops of from 25 to 50 men each, in and out of the town.



C.P.R. Railway Freight Yards Looking West from where the Spur Lines branch off the Main Line.



Map Showing Railways and Towns in the Camrose District in 1907

Wonderful Development in the Camrose District

RAILWAYS being prosperity and development in every line. The two maps shown on these pages are a striking illustration of this truth. Here are a few facts regarding the Camrose Provincial Constituency which comprises an area of approximately 40 miles square around Camrose.

In 1907 the Camrose Constituency had 39 miles of railway under construction. In 1911 there are 205 miles of completed road built at a cost of \$3,500,000.

In 1907 the first four railway shipping points were just being established. Today the constituency is served by 33 of these railway points, each the nucleus of a future town.

In 1907 the population of the constituency was 7,355. Today it is 12,500. Of these 8,000 are on the land and 4,500 are in the villages and towns.

In 1907 not a single telephone had been installed in the Constituency. Today there are, including both long distance and rural lines, 734 miles of telephone pole line with 1109 miles of wire circuits, the same poles often carrying more than one circuit. There are altogether 904 telephone subscribers, 301 in the towns and 603 among the farmers. This is a record not beaten in Canada.

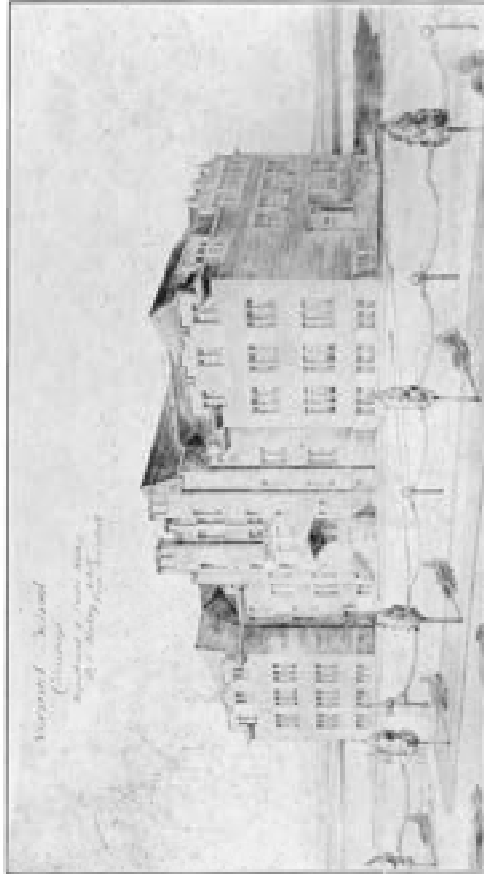
In 1907 practically no road work had been done. There was not a graded road in the district. Trails were followed, fields crossed, streams forded and mud holes caused. Today a system of good roads comprising in all more than 400 miles has been carried well to completion. Eighty new bridges and innumerable culverts have been built. The district is now famous as a good roads district.

The Normal School is a Very Potent Factor in Making Camrose a Centre of Education

WHEN the demand for school teachers became so great in the province that the Normal school at Calgary could not meet the requirements, the Department of Education found it necessary to build a new Normal School. It was desirable to have the institution located at some point in central Alberta which would be convenient of access from every quarter, the idea being that students from the western part of the province could attend the Normal school at Calgary while those in the central and northern part could also have a school quite close to hand. Camrose was chosen as the most suitable place by reason of its railway facilities. So firm was laid in having the Normal classes open in temporary quarters until such time as the steady building, a view of which appears on this page, is completed.

This coming of the Normal school has firmly established Camrose as a centre of education. True the High school and the Lutheran college had attracted students from a wide area but the Normal school is solidifying these institutions and contributing to their steady and permanent development. So many students are attending these schools of learning that Camrose is already recognized as a "college town."

Four debaters from the Camrose High School reflected great credit on the efficiency of our schools by winning the championship of the Alberta High School Debating League. Fifteen high schools of the province entered the contest and the final contest at Edmonton was between the representatives of Lethbridge and Camrose. The winning team brought home a silver trophy which will be held until the results of the league of next year are determined. It is significant that the four debaters who won out in the series all received their education in Camrose schools.



Normal School Building which is now Under Construction and will be Completed by the Fall of 1914 at a Cost of over \$250,000



Children at Work in the Nature Study Gardens under the Direction of Camrose Public School Teachers. The Most Advanced Teaching Methods have been Adopted at Camrose

Camrose Lutheran College, the Only Norwegian Educational Institution in Western Canada

Established Three Years Ago the College Now Has an Enrollment of Over 100 Students
Some of Whom Come a Distance of 350 Miles to Attend School at Camrose—This
Institution is a Magnet for Attracting Scandinavian Settlers to the Town and District.

THE Camrose Lutheran College is the institution of the Alberta Norwegian Lutheran College Association, organized on the 10th day of August, 1910, and incorporated by special act of the province of Alberta in the spring of 1913.

That an association of this kind should decide on Camrose as its headquarters for the province of Alberta is evidence that there are some very influential Norwegians living in the Camrose district and that the town of Camrose has some special merit as the home of such an educational institution. The fact is that Camrose is in the centre of a large Norwegian settlement. The Norwegians are among the best farmers of the district, and they are thrifty and in prosperous circumstances. Some of these have been associated with the upbuilding of Camrose, and, naturally, when the question of a Norwegian Lutheran College arose, Camrose was given the preference over several suggested sites in Western Canada. The wisdom of this choice has since been fully confirmed.

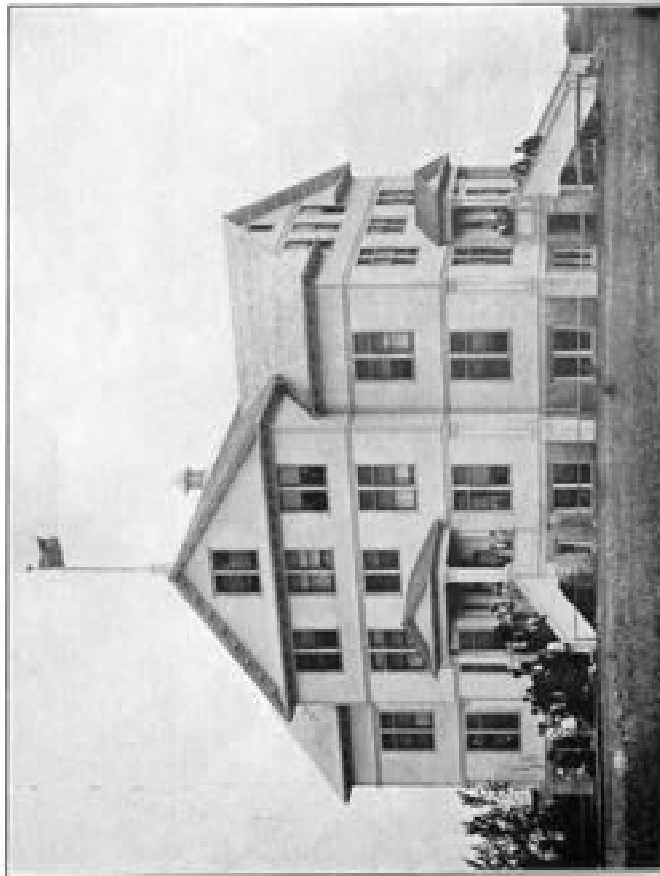
The college grounds comprise thirty acres, located only four and a half blocks south of the post office. This magnificent property is laid out with a view to erecting a main building and using the present building entirely as a college dormitory. Judging by the growth of similar institutions in the United States, the Camrose Lutheran College will in a very few years have a group of imposing buildings and hundreds of students in attendance. At present the enrollment is over 100, of whom sixty find a home in the college building.

The college curriculum comprises an academic course leading to university matriculation, a

business courses and special courses in theology and music, all under a capable staff of instructors. The college is based on the highest ideals of citizenship and aims to supplement, particularly among Norwegian people, the work of the leading educational institutions of the province.

Of the 100 Scandinavian students enrolled on the first day of the winter term of 1914, twenty-eight came a distance of 15 miles or less, twelve came a distance of 25 miles, eighteen came 50 miles, ten 100 miles, seventeen 150 to 200 miles and fourteen came from points in the neighboring province of Saskatchewan, 200 to 250 miles distant from Camrose.

Considering the special advantages which Camrose possesses, it is no wonder that this

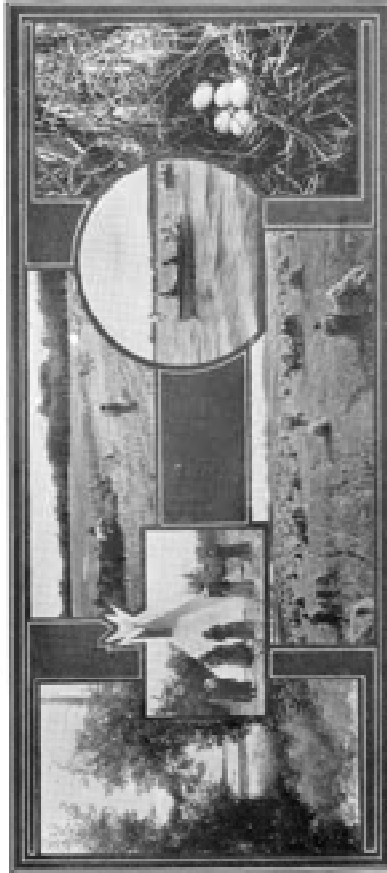


First Lutheran College Building Erected at Camrose

district takes precedence over the many Scandinavian settlements in the prairie provinces. The college makes Camrose the Norwegian center of Western Canada. The railway lines give Camrose considerable prominence, as ready access to the town is gained from the four points of the compass.

It naturally follows that other Scandinavian interests and activities center in Camrose. Every year a ski tournament is held here, which attracts the expert runners of the country and hundreds of spectators. The 7th of June is a great Norwegian holiday. "The Home to Norway" organization has its headquarters at Camrose.

While not forgetting the country of their birth, the Scandinavians of the Camrose district are loyal Canadians and, above all, are proud of the town of Camrose.



The Beauty of the Landscape and the Fertility of the Soil are Attracting Empire Builders to the Camrose District. Above Cut Shows Magnuson Lake Scenery and Four Farms Two Miles from Camrose.

Camrose Has No Financial Worries

Why Camrose Debitments Receive and Deserve Special Consideration—A Well Governed Town—Successful Public Ownership—Single Tax System In Its Purest Form.

THE financial position of a town cannot be judged from a mere statement of its assessment, its debt and its tax rate. In the case of Camrose these bare facts, even, are a splendid indication of the unusually capable administration the town has enjoyed, but the explanatory remarks which follow the figures given herewith are of still greater importance.

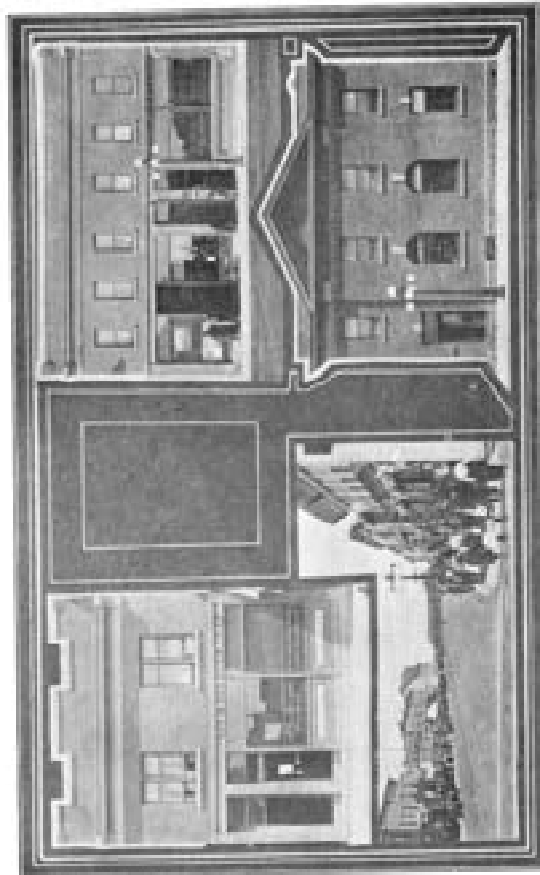
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| Net assessment for town purposes | \$1,767,456 |
| Additional net assessment for schools | 588,515 |
| Total net assessment | \$2,355,971 |
| Borrowing power, 20% of \$1,767,456 | \$353,491.20 |
| General debenture debt of Camrose | 177,292.32 |
| Unused borrowing power | \$176,198.88 |

Annual revenue from taxation, \$375,000. Tax rate for all purposes, 27 mills less 5 %.
Population of Camrose, 2,100.

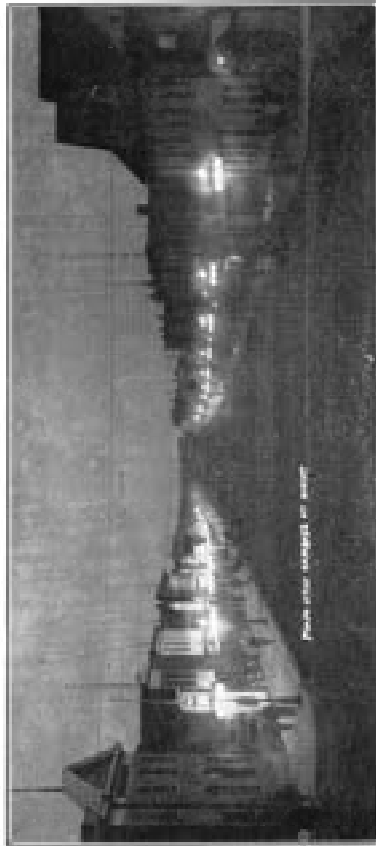
Assessment: Camrose is under the single tax system. There is no tax whatever on buildings or improvements, not on anything but land, and the revenues are not supplemented in any way by business tax, floor tax, licenses, or any other charges. This is very important. The Alberta law permits exceptions where municipalities find that they cannot finance on the single tax system. Many towns have taken advantage of this provision. All the cities have special charters and all impose some form of business or improvement tax. Camrose has stuck absolutely to single tax. Notwithstanding this fact, our tax rate is lower than in many towns, and even in some of the cities in Alberta. The valuation for assessment purposes, low, is low, being considerably lower than the market value of the property. The assessment for 1914 shows an increase of \$180,000.

Debenture Debt: Camrose is a municipal ownership town. The debt of Camrose is made up largely of investments in revenue-producing utilities. In addition to all the usual municipal assets Camrose owns its own Water and Sewer system, Light and Power plant, Public Market, Exhibition grounds and buildings, Municipal Hospital, Gravel pit and Industrial Site property. These things, along with splendid street improvements, ornamental walks, cluster lights, fire appliances, etc., would be expected to swell the debt, but so well has Camrose been governed, and so well has the money been spent, that the town has still an unusual borrowing power of \$175,000 (over half), while all about us towns have used all their power, and have been compelled to appeal for special legislation to give them greater latitude.

Solid Assets: What is there to make a town of Camrose? That is always a fair question. Many towns have absolutely nothing but a good farming territory. Even then they often become substantial towns of from 2,000 to 3,000 people. Camrose has all that any such town can have—a very attractive town-site—a good location—a metropolitan suburb forming territory—unlimited supplies of pure soft water—all modern conveniences and utilities. But these things are common enough and of themselves cannot make a large town. But Camrose has more. Camrose has seven lovely extra assets that are not common and that must settle this question for any man who is willing to be convinced. In addition to everything that other towns can have, Camrose has Railways in Eight Directions (both), Coal Mines right in the town, Natural Gas, successful Wholesale, Provincial Normal School, Secondary College, Telephone Headquarters, and, we might add, the best bunch of budding young business men in Western Canada. Other towns start grow—Camrose never grows. Other towns start in good security—Camrose is absolute security. These are the reasons why the investing public no longer hesitates to give preference to Camrose bonds.



Three of Canada's Leading Banks, Mohrns, Boyd and Merchants, Have Confidence in Camrose.



Camrose is Often Complimented on its Well Lighted and Otherwise Attractive Main Street.

Camrose, The Best Town in Alberta A Model Municipality

Interesting Facts About a Community Rapidly Growing Into Cityhood—Remarkable Spirit of Enterprise and Cooperation Shown by Camrose Citizens in all Matters Affecting the Public Welfare—Public Utilities Early Acquired and Quickly Expanding.

ONE of the notable features of Camrose is the superb location of the townsite. Situated on the elevation overlooking Stoney Creek river the town is afforded excellent natural drainage. Not the least important of other advantages is a most fortunate geographical location.

The acquiring of railway lines gave additional impetus to the ambitions of the town's first citizens. Civic improvements were undertaken with the assurance that Camrose would become one of the chief centers of population in the province.

A municipal electric light plant was installed three years ago at a cost of \$20,000. This was followed by a waterworks and sewerage system at a cost of \$100,000. The waterworks system in the business and leading residential sections of the town affords the best of fire protection. Fire insurance companies recognize this in fixing the rates.

Camrose has a Main Street which would do credit to a town with twice the population. Its leading attractions are a 100 foot roadway, ornate pavements fourteen feet wide and cluster lights. A programme of well graded roads, boulevard streets, parks and public playgrounds is receiving the hearty approval of the ratepayers.

Camrose is a town of beautiful homes. So great a factor has this been in attracting new residents that for the past two years the scarcity of houses has presented a serious problem for the town.

A splendid social atmosphere, excellent sanitary conditions and the abundant evidence of civic prosperity make of Camrose a most desirable town in which to live.

Municipal Hospital

That Municipal enterprise in Carrose includes any undertaking which has to do with the public welfare, is shown by the interest the citizens have taken in the municipal hospital. The need of such an institution was early felt and the present modest building was erected to meet those requirements. At the present time the hospital is unable to cope with the demands made upon it from such a large territory, with the result that the erection of a new hospital building is under serious consideration. The institution is managed by an elective hospital board, which is well supported by a most capable staff of nurses and an energetic Ladies' Hospital Aid.

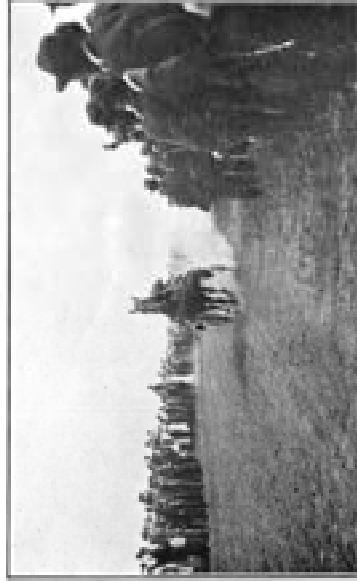


First Municipal Hospital in Carrose. The erection of a much more commodious building is now under consideration.

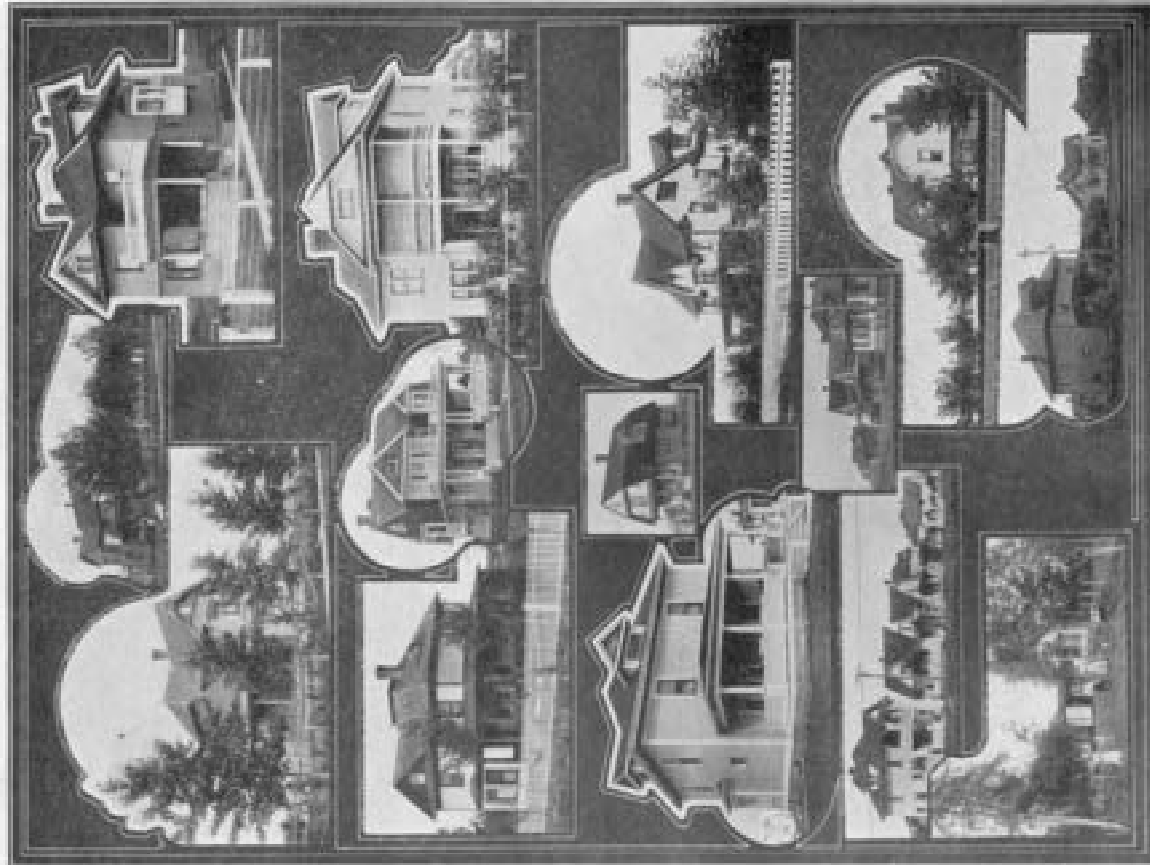
Public Parks and Playgrounds

NOT the next generation, but the citizens living in Carrose today, will yet have reason to be thankful, if they are not now, for the early provision made for breathing spaces and recreation grounds. The public school grounds were selected with the view to giving the children ample room for play. The high school, the normal school and the Lutheran college sites are splendid recreation areas but the largest open space of all is the "city park." Here are embowered the trap shooting, the twilight baseball and football games, and the athletic events in connection with the annual fall fair.

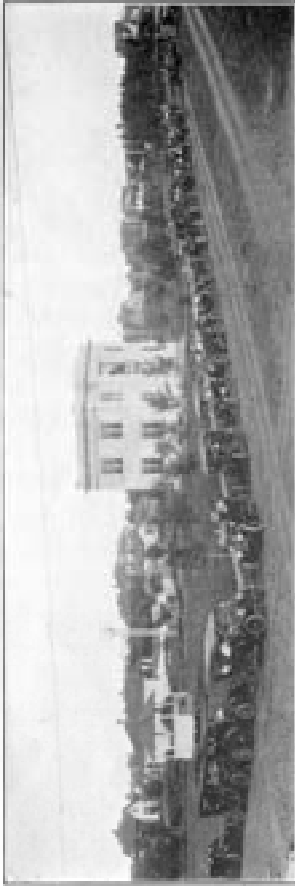
The question of beautifying Carrose is ever before the minds of the citizens and the acquisition of additional parks and playgrounds is a fixed policy of the municipal administration.



Horse Racing at the Fair Grounds under the auspices of the Carrose Agricultural Society



Group of Only a Few of the Handsome Homes in Carrose



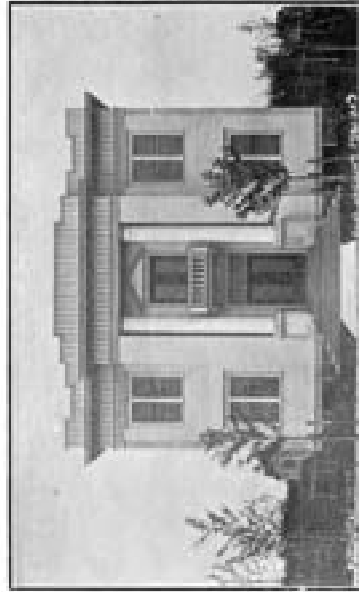
ANY migration that Westerners have no time to enjoy. We is a gross libel on Canadians. The citizens of Camrose not only have the desire to take all possible enjoyment out of life but they also have the opportunity. The automobile is a large extent affords this opportunity. It combines with well graded country roads and picturesque trails to make enjoying the chief recreation of Camrose citizens.

Camrose Canadian Club—The Community Spirit

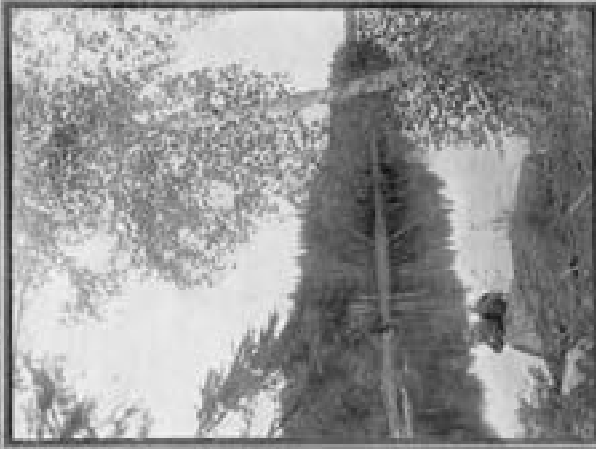
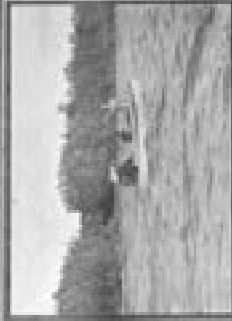
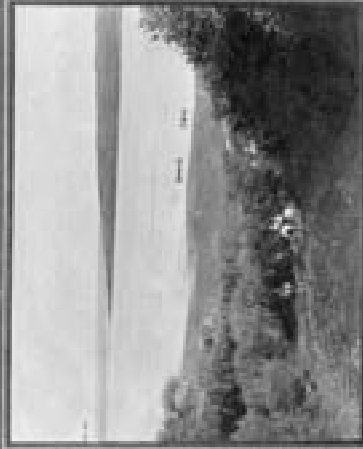
AN INSTITUTION which has done much to foster good citizenship is the Camrose Canadian Club. The community spirit was responsible for its organization and it has reflected that spirit ever since. Many questions of public welfare have been discussed in this building and many undertakings of great benefit to the community have had their inception here. Social functions, business men's luncheons and addresses by prominent visitors are among the club's activities. The club was an early object lesson in civic co-operation and it has done much to give Camrose citizens the reputation that "they are good fellows" and "they all pull together". This spirit means much for the future of Camrose. It means keeping the town normally clean. It means harmony in the civic administration and it means the making of Camrose a most desirable place in which to live.

Churches and Societies

Camrose is well equipped with religious, fraternal and social organizations. It has seven flourishing churches and local lodges of all the leading fraternal societies. The Canadian Club is the most important organization for the social betterment of the community but there are various societies in connection with the churches and schools which keep the young people of the town well occupied.

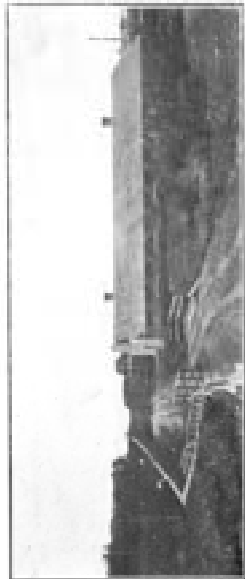


Camrose Canadian Club. This building is also seen in the background of the illustration above.



The many beauty spots in and around Camrose contribute to the great enjoyment of our four life and recreation. The two upper illustrations are views on Dried Meat and Mispagan Lakes, ten miles from Camrose. On the left are two scenes on Stoney Creek, and the other is a view on Buffalo Lake.

All Winter Sports Flourish at Camrose



View of the Combined Skating, Hockey and Curling Rink at Camrose

WHILE winter time does not by any means afford the chief recreations of the year, yet skating, curling and skiing are most heartily enjoyed by Camrose citizens. The Camrose rink is a social centre in the winter months. Skating and hockey are popular pastimes for the younger people while nearly every business man in town is a member of the Camrose Curling Club. The first annual bonspiel was held in January of 1911 and proved a great success largely because of the convenience in reaching Camrose from any point in the province. Local curlers are represented at all the principal bonspiels in the province and men always give a good account of themselves.

Skiing will perhaps never be the king of winter sports in Canada that it is in Northern Europe but nowhere in Canada is the sport so popular as in the Camrose District. Every year a tournament is held which is attended by great crowds of people and is made the occasion for a general holiday throughout the entire district. Many of the returns taking part in these competitions are the most expert



Thousands View Exhibition of the Norwegian National Sports at Camrose

in the Dominion. Some thrilling exhibitions are secured whenever they perform. The importance of Camrose in skiing circles is shown by this town being made the headquarters of the National Ski Association of Western Canada. With this organization are affiliated the various local ski clubs throughout the West. Their number will increase as the sport grows in popularity.

Game Galore Makes of the Camrose District a Sportsmen's Paradise

Visitors Come for Many Miles to Enjoy the Hunting Season. Nature was in her Best Mood when she Conceived the Idea of an "Indian Summer" Among Alberta's Famous Lakes and Rivers

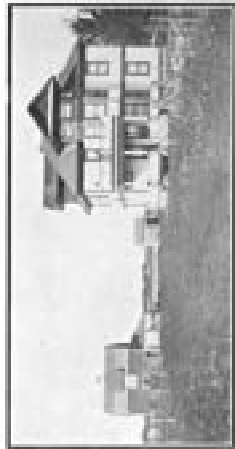
The charm of Western Canada no less than of the Camrose district, is the fall hunting season. Beginning at daylight on the 1st of September the sport is indulged in by one and all until late in November. Think of it! Three full months to take your shotgun and hunt the wily duck along sloughs, or river, or lake. The Camrose district is a veritable sportsman's paradise. Early in the shooting season the numerous small bodies of water are alive with ducks and by the 1st of October, ammunition may be expended on partridges and prairie chickens. Unlucky, indeed, is the sportsman who fails to bag a wild goose before "freeze-up."

So when you will to any part of this continent less favored by nature, and you find that midsummer is the ideal vacation time. But in Central Alberta the fall of the year is the time to enjoy life. Nature is then at her best. Hunting, fishing, sailing, camping and motoring continue to make this country and climate the most enjoyable under the blue vaults of Heaven.



"Bag" of Ducks and Wild Geese after a Few Hours' Run into the Country

Production Is the Watchword of the Camrose District



Farm Home of Chas. Duggan West of Camrose

GRAIN RAISING is a means to an end in the Camrose district THAT END is increased production in everything associated with mixed farming STOCK RAISING, chiefly cattle and hogs, requires very little care and expense and the results are very profitable. DAIRYING, POULTRY RAISING and vegetable producing are becoming important industries in the district. WHERE MIXED FARMING can be successfully carried on there is a most marked and constant prosperity among the tillers of the soil.



Pastoral Scene on Currier Gauge Five Miles South of Camrose. This Illustration Serves to Show the Park-like Country which is Characteristic of this District.

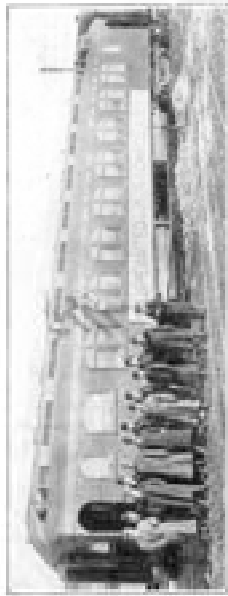
The Camrose Special Car Tour

Many in Eastern Canada into whose hands this pamphlet will fall will remember Camrose as the town represented in the East two years ago by a party of nine business men who carried with them in a special car an exhibit of all the products of the Camrose district. Since that time an effort has been made to renew acquaintances along the path followed in the tour. But in the meantime Camrose and its citizens have not been idle and the advancement that has taken place has been greater than was predicted by the men who told the story of Camrose on that occasion.

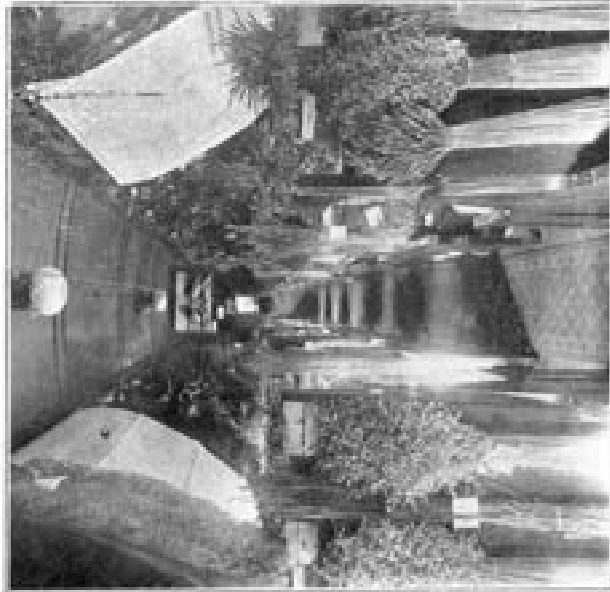
At that time the population was given as 1400. Today it is well over the 2000 mark. At that time the streets of Camrose were not very creditable, were poorly lighted with well worn wooden sidewalks in the business sections. Today the streets are well graded; splendid fourteen foot cement walks have a place on both sides of Main Street and rows of electric lights give a most attractive appearance to the business portion of the town. In the two years the addition of some 120 new residences has also proven the steady growth of Camrose.

Two years ago the Camrose party talked of railroads in eight directions but these had not all been built. Today regular services have been established on seven of these and the eighth is all ready for the street.

But two great acquisitions have been made about which nothing was said two years ago. Camrose has been made the telephone headquarters for one fourth of the province of Alberta. Last and most important of all is the Provincial Normal School which will cost when completed more than a quarter of a million. But these things are more fully dealt with elsewhere in this book.



Camrose Car on its 3,000 Mile Tour



Interior View of "Camrose on Wheels"