

PEMBROKE AS SEEN BY AN OUTSIDER

In the special Industrial edition of the Ottawa Free Press on Saturday last Pembroke and Renfrew, the leading industrial centres of Eastern Ontario, loomed large. Several pages were given to a comprehensive write-up of Pembroke and the announcements of its manufacturers and merchants, and the conditions here were very faithfully recorded.

Ottawa papers have many times before published similar editions, but that of the Free Press last Saturday was probably the best of its kind yet given to the public and it should help greatly to stimulate business confidence in the Capital and the two principal towns of the Ottawa Valley.

The following excerpts from the write-up of Pembroke by the Free Press representative will be interesting as showing how this good town impresses a stranger who came here for the purpose of looking closely into business conditions. The numerous industries are dealt with separately, but the following is in part what the Free Press man thought of the town as a whole:

Situated on the Ottawa river at its confluence with the Muskrat and Indian rivers, with the majestic Laurentians looming in the background, and the limpid waters of Allumette visible from almost any point, the location of prosperous Pembroke is commanding and picturesque. In this busy industrial town the artistic and the material combine and blend in satisfactory proportions. The object of this sketch is primarily to proclaim to the world the commercial and industrial prosperity of Pembroke in a time of world-wide stress, but the many natural advantages and modern conveniences that make it a pleasant as well as a profitable town to live in are not to be ignored.

It is little wonder that the people of Pembroke are enthusiastic about their town. They have every reason to be satisfied that their lines have fallen in such a pleasant place. The evidences of permanency and thrift are apparent on all sides. The wide, pleasant streets, the beautiful residences, with their spacious gardens and lawns, indicate both prosperity and a cultivated taste. The pursuit of riches, the harnessing of forces of nature to do their bidding, has not blunted their perception of the beautiful; while the splendid churches indicate that the spiritual needs of the people are not ignored.

Pembroke is a unique community in many respects. Its strategic location from a distributing standpoint, its splendid sanitary conditions, its commercial and industrial facilities, its immense water powers, and other advantages have attracted men of capital and substance from far-off places, and the progress of the town has been little short of remarkable.

Pembroke has a body of business men at the head of its industrial and business enterprises that would be a credit to any city, and who would make their mark anywhere. Big lumber operators, factory executives, wholesale merchants and manufacturers have made Pembroke known far and wide. They are broad gauge, able men, who are known almost as well in Montreal, Toronto, Calgary and Ottawa as they are in Pembroke. They measure up with the best. They have recognized the advantages of Pembroke industrially, and they find the surroundings for their families all that could be desired in a purely residential suburb. The factories are modern, substantial structures of handsome and attractive appearance. The unsightly, disfiguring structures so frequently associated with factory towns are conspicuous by their absence in Pembroke.

Pembroke is also fortunate in being surrounded by an agricultural district of surpassing fertility and richness. The farmers are unusually prosperous. Their crops this year have been big, and they have been getting cash for their produce, and have been indulging in many improvements and luxuries. Many of these wealthy farmers are investors in the industrial enterprises of the town.

Pembroke is extremely fortunate in its transportation facilities. The town stands on the main line of two transcontinental railways—the Canadian Pacific and the Canadian Northern—while it has direct connection with the Parry Sound line of the Grand Trunk Railway. The town is also on the proposed route of the Georgian Bay Canal, and the people of the town and district are deeply interested in seeing this great project started as soon as possible. The report of the commission, which for a long time has been collecting information on the feasibility of this scheme will be eagerly awaited by the people of this enterprising town. The consummation of this project will materially add to their transportation facilities.

Pembroke is well to the front in the matter of public improvements. It has a water works system, owned by the town, a good sewerage system, and an efficient fire brigade.

The town has twelve miles of granite sidewalks, while the principal business streets are macadamized.

There are eight churches in the town, as well as a convent, public and separate schools, high school, business college, court house, town hall, two moving picture theatres, opera house, drill hall, a splendid skating rink, curling rink and three banks.

In the summer time there is a daily boat service to Des Jochims and a half hourly service to Allumette Island, a picturesque and delightful spot. The dock, from which the boats ply, is located near the centre of the town, and in the summer evenings, it is used as a promenade by the people of the town.

The foregoing are a few of the features that make Pembroke a pleasant place to live in. In every respect it is a clean, modern, bright, well-governed town. With practically all the public improvement and conveniences that are to be found in any well regulated modern city.

A Message of Hope.

The Free Press is at this time, however, more interested in Pembroke from an industrial standpoint. The object of this Prosperity Edition is to carry a "message to Garcia," a message of confidence, hope and optimism. It has a message of good-cheer for its readers. The feeling of buoyancy and sanguine expectation that The Free Press representative found prevailing in this aggressive town was a revelation. The message that The Free Press has for its many thousands of readers is infinitely more robust and convincing than it would have been otherwise. There is not a factory but is running full time. The war has caused no slackening of pace. The executive heads have sought out new markets, and new fields to conquer, and have kept and are keeping their plants running to their fullest capacity.

Immense quantities of lumber are being manufactured, steel office furniture, although somewhat of a luxury, is being turned out in large quantities. Some of the other exports of this busy town are lumbermen's tools, steel ranges, live stock, flour and produce, box shooks, woolen goods, gloves and mitts.

The Pembroke Lumber Co., the Colonial Lumber Co., and the Petawawa Lumber Co., which are located in Pembroke, are among the biggest lumbering concerns in Canada. The annual output of these mills aggregate 60,000,000 feet.

Cheap Power a Big Asset.

The abundance of electrical energy which is available in Pembroke has proved a powerful inducement to manufacturers. This power is generated by the plant of the Pembroke Electric Company, at Black River, a tributary of the Ottawa, about twenty-four miles from Pembroke. The energy is sold at the extremely low price of \$12 per horse power.

Pembroke is regarded by commercial men and wholesalers as one of the soundest and most prosperous towns in Canada. While business men in other parts of Canada find things pretty bad, there is little change in Pembroke. There is no unemployment, the artisans and industrial operatives are getting good wages, the farmers are more prosperous than ever, and the merchants as a consequence of this uninterrupted expansion, are sound and solvent.

Business Veterans.

A remarkable feature of the business life of Pembroke is the large number of veterans who are in business. A few months ago the Board of Trade gave a banquet to the grand old business men of the town. This unique function was of a most interesting character. The guests of honor had all been in business for over half a century and their reminiscences were both amusing and interesting.

Practically every business man in Pembroke owns his own home and business premises. Failures are unknown. These sturdy veterans have builded well, and the younger generation are following in their footsteps.

Co-operation.

The remarkable success of the various industries that have been established in the town, may in a large measure be attributed to the spirit of unity and co-operation which exists among the town's capitalists and captains of industry. The same men will be found on the directorates of practically all the industries of the place. They pull together, and invest their money in local concerns, whose success means the growth and advancement of the town where they have cast their lot.

Although the industries that have been established in Pembroke in recent years are many and varied, the big industry is still the lumber business and its by-products.

RED CROSS DONATIONS

The Women's Patriotic Committee acknowledge with thanks the following donations which are from July 5th to September 20th, inclusive:

Mrs J. T. Stuart, 6 hospital shirts; Miss Lila Barrand, 3 hospital shirts; Miss Mary Reid, 1 hospital shirt; Mrs Wm. Taylor, 2 prs. socks; Mrs F. W. Cockburn, 12 prs. socks, 2 hospital shirts; Miss May Childerhose, 5 prs. socks; Mrs T. Pink, 1 pr. socks; Mrs J. Perry, 23 hospital shirts, 5 prs. socks; Mrs A. Sly, 1 hospital shirt; Mrs W. G. Winters, 1 hospital shirt; Mrs Aken, 4 hospital shirts, 1 pr. socks; Mrs A. V. Summers, 4 hospital shirts, 1 pr. socks; Mrs Edward Summers, 19 hospital shirts, 4 prs. socks; Mrs George Fraser, 9 prs. socks; Mrs Thos. Wallace, 2 prs. socks; Mrs J. Reid, 4 prs. socks; W. M. S., Greenwood, 6 sheets, 78 pillow covers, 25 towels, 2 prs. socks, 2 combs, 82 handkerchiefs, 6 tooth brushes, 4 boxes candy, 1 box gum, 4 packages cigarettes, 6 rolls of bandages, 2 pillows, 2 quilts, cotton, face cloths and mouth wipes; Mrs J. Reeves,