

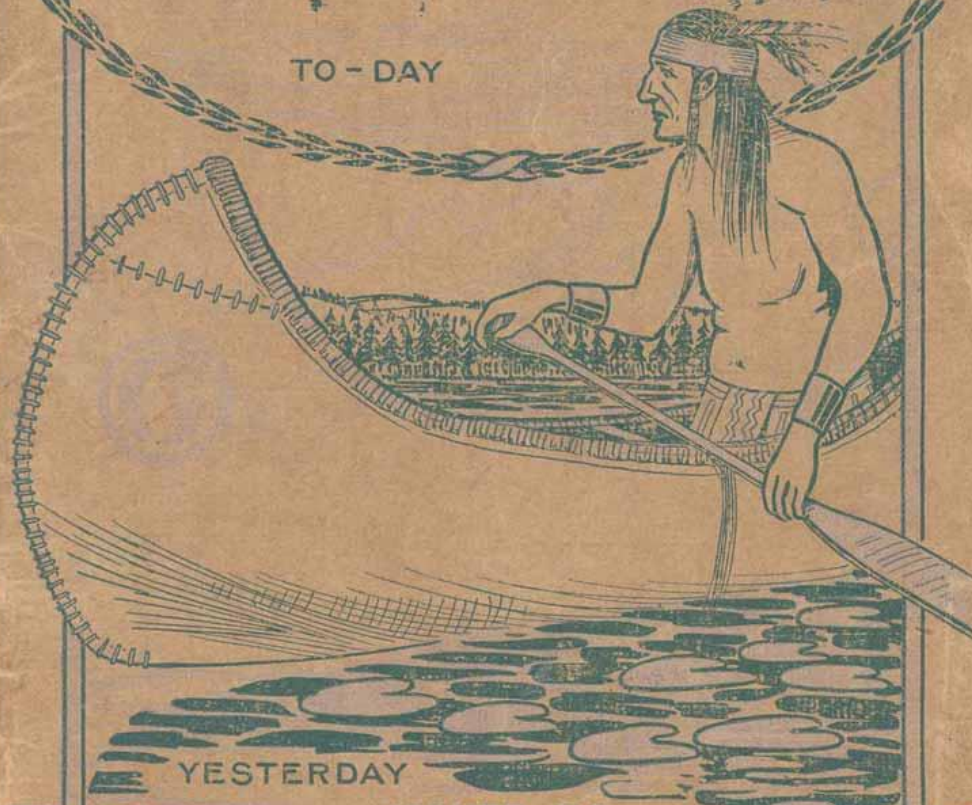
THE CAPITAL OF THE NORTH

GROUARD

ALBERTA

THE ONLY TOWN IN THE PEACE RIVER DISTRICT THE LAST GREAT WEST

FIVE RAILROADS
HEADING FOR
GROUARD



ISSUED BY
GROUARD BOARD OF TRADE

1913

BYRON-MAY CO. LTD.
EDMONTON

H.S.W.

Grouard

The Coming Metropolis
of the Great Peace

River Country

Alberta, Canada



Issued by

The Grouard Board of Trade

1913

PETER TOMKINS
President

OMER ST. GERMAIN
Sec.-Treas.

THE DOUGLAS CO., LTD.
EDMONTON

INTRODUCTION



THIS booklet is for the information of those looking for a new home, or a wider sphere in which to exercise their energies, in a district affording the best conditions both for business and enjoyment of life, with a mild and beautiful climate, of clear bracing air, with many hours of bright sunshine and modulated in the winter by the warm chinook winds from the Pacific Ocean, and free from the extremes of heat and cold, together with educational facilities, government, fertility of soil, natural resources and abundant opportunities for accumulating wealth.

To-day marks the greatest era of progress and physical development ever recorded in the history of mankind. This is an age and ours a country which puts value on backbone, energy, determination and persistence. We must banish forever the old theory and superstitious disbelief of the Easterner in the future of the great plains, that it was a barren land, fit home only for the Indian and the bison, the vast wilderness of the imagination of an age when men believed that civilization had made its last conquest and that no further portion of the New World, at least in the Northern zone, could be subdued by the hand of man. Carried forward by the momentum of our present prosperity and a score of forces which have been set in motion, we are entering upon an era of expansion the like of which has not been seen before.

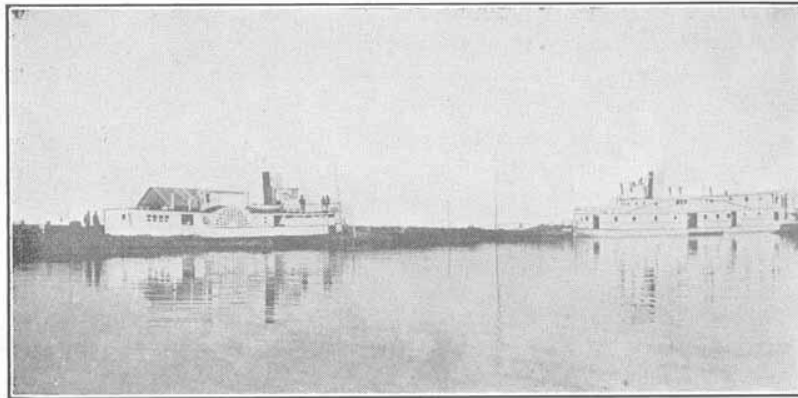
An honest effort has been made to set forth in this booklet the true facts about the advantages, resources and opportunities of the Peace River Country and GROUARD the distributing and commercial centre of that famous and vast domain.

Grouard

The Centre of The Peace River District



THE trend of settlement and the march of progress has now extended far into the last West and there are abundant indications that the famed Peace River District is the chief magnet of immigration into Northern Alberta and in fact the whole North-west, and principally on account of its unique strategic and central position has Grouard been the drawing card. It is surrounded by immense areas of virgin soil of an exceedingly productive character, vast forests of merchantable timber and a great wealth of undeveloped mineral resources.



Northern Transportation and Hudson's Bay Co.'s Steamboats at Grouard, Lesser Slave Lake, Alta.

Strategic Location of Grouard

For a century it has been the most important distributing point to which all roads of the great Northland converged. It was here at the end of navigation that the great fur companies, traders, missionaries, miners, prospectors and the Royal North-West Mounted Police all choose as their headquarters. It was here a half a century ago that the venerable patriot Bishop Grouard established his headquarters and built the first mission and the first steam-boat to ply upon the peaceful waters of Lesser Slave Lake, the largest, finest and only navigable lake in Alberta (named after the Slavi Tribe of Indians). Now that railroads are advancing and civilization increasing the Indian and halfbreed hunters and trappers are being crowded back to make room for their white brethren.

Grouard the Only Town in the Peace River District

The World has its eye on the West and the centre of this last Great West is Grouard at the West end of the largest lake in Alberta. Lesser Slave Lake which is eighty miles in length and admitted by one and all to be one of the finest fishing and game resorts of the North. It is through here that all the settlers, miners, prospectors, traders, trappers, tourists, writers and poets must pass on their way to the different points in the adventurous far North.

GROUARD—THE COMING METROPOLIS OF

Grouard is situated on two beautiful slopes, overlooking the lake to the South and over Heart River and Buffalo Bay and beyond for many miles to the West. The site is one of the choicest in the Province of Alberta. It is a singularly pleasing place and is abundantly provided with picturesque scenery, which will eventually be developed into beautiful parks and driveways. Ideal climatic conditions give an impetus to sport and pleasure, and the neighborhood of the lake furnishes constant opportunities for those who enjoy the water. Several rivers and large streams along with the magnificent lake afford a veritable paradise for gasoline launches, canoes and pleasure craft of every description, as well as supplying an economic means for the transportation of logs from distant points to be made into lumber by the sawmills here. Already quite a number of the residents own gasoline launches and before many summers this will undoubtedly be the most popular resort in Alberta and in the near future Grouard will have attained the dignity of the most fashionable city of the North.

Moreover Grouard stands out alone and prominent, a magnet attracting settlers and investors. Shrewd business men have recognized this as the most important point in the Peace River Country and have accordingly either invested their money or commenced business here, for the fruits derived from the development of the whole Peace River District will directly benefit Grouard.

Grouard is the only town in the Peace River Country and is over three hundred miles Northwest of Edmonton, the capital of the Province, and over two hundred miles from Athabasca (formerly Athabasca Landing) which is the nearest town.

The elevation at Grouard is about 1900 feet above sea level. There is an abundance of good water and sickness is practically unknown in this district.

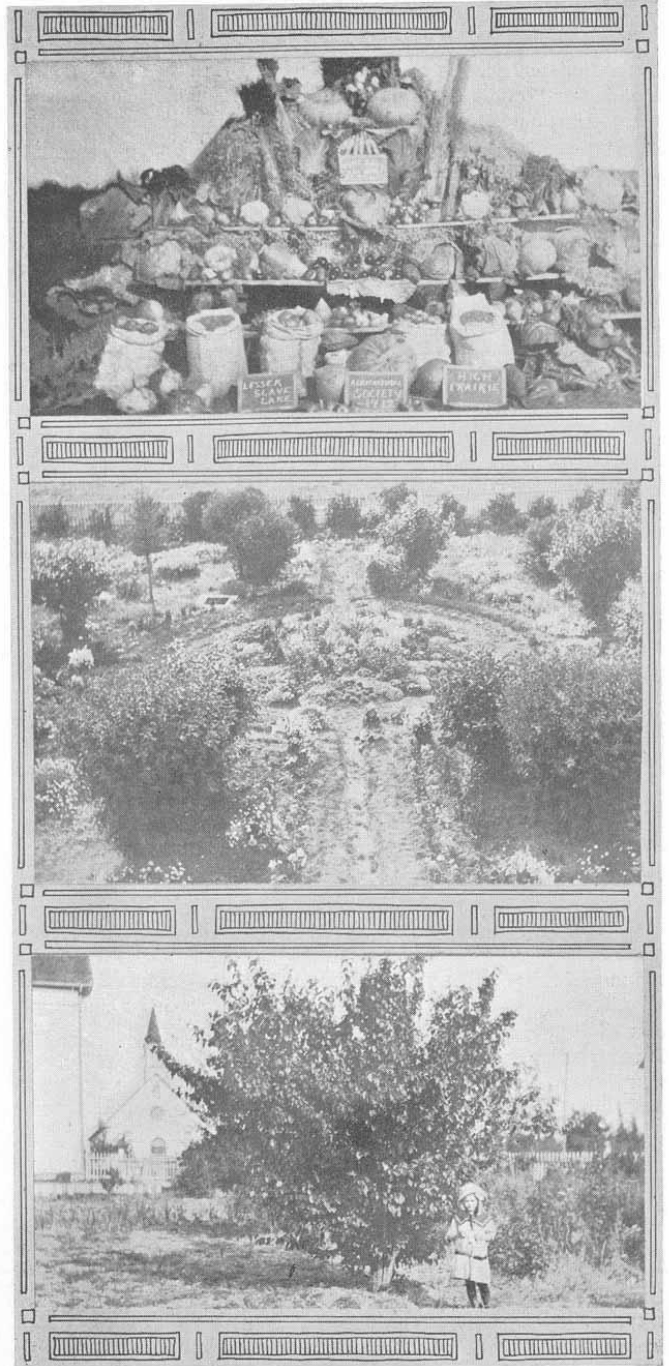


Dominion Land Office, Grouard

The population of Grouard to-day is over 1,000 persons; in less than a year ago there were only a few hundred. Yesterday it was a mere settlement; to-day it is a rapidly growing town.

Tributary to Grouard is one hundred million acres of agricultural land and which without, few cities have grown to be of much importance; this is plainly exemplified by the leading cities of Western Canada and the United States of America. The eyes of the farming world are now turned on the Peace River District.

THE GREAT PEACE RIVER COUNTRY

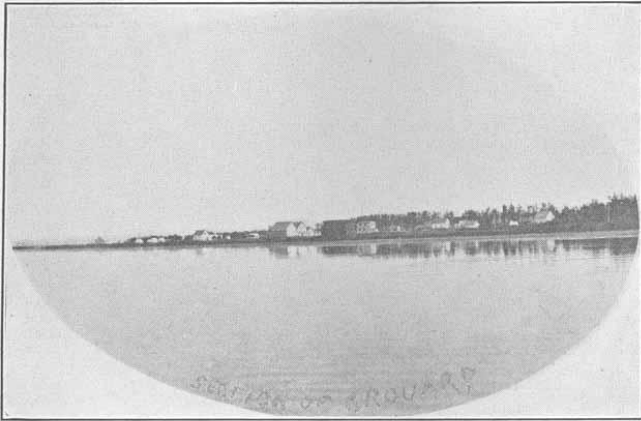


1. Vegetables grown in the Grouard District 2. R. C. Mission Garden
3. Apple Tree, R. C. Mission Garden, Grouard Seven

GROUARD—THE COMING METROPOLIS OF

Climate

Eminent scientists like Prof. Selwyn, Dr. Dawson, Sir Sanford Fleming and others have on behalf of the Canadian Government given the climate of Western Canada a thorough and scientific study. Their conclusions have been substantiated by the thousands of settlers who have come to the country. No one ever left Alberta because of the climate. The ridge of the Rocky Mountains falls as it approaches the North and permits the Western sea breezes to spread over the Peace River District reproducing practically the same conditions as obtained at the international boundary. These warm currents known as "chinooks" are full of the fragrance of the far-off sea, bearing beneficent moisture on their wings and pregnant with potential harvests.



Section of Grouard from Lesser Slave Lake

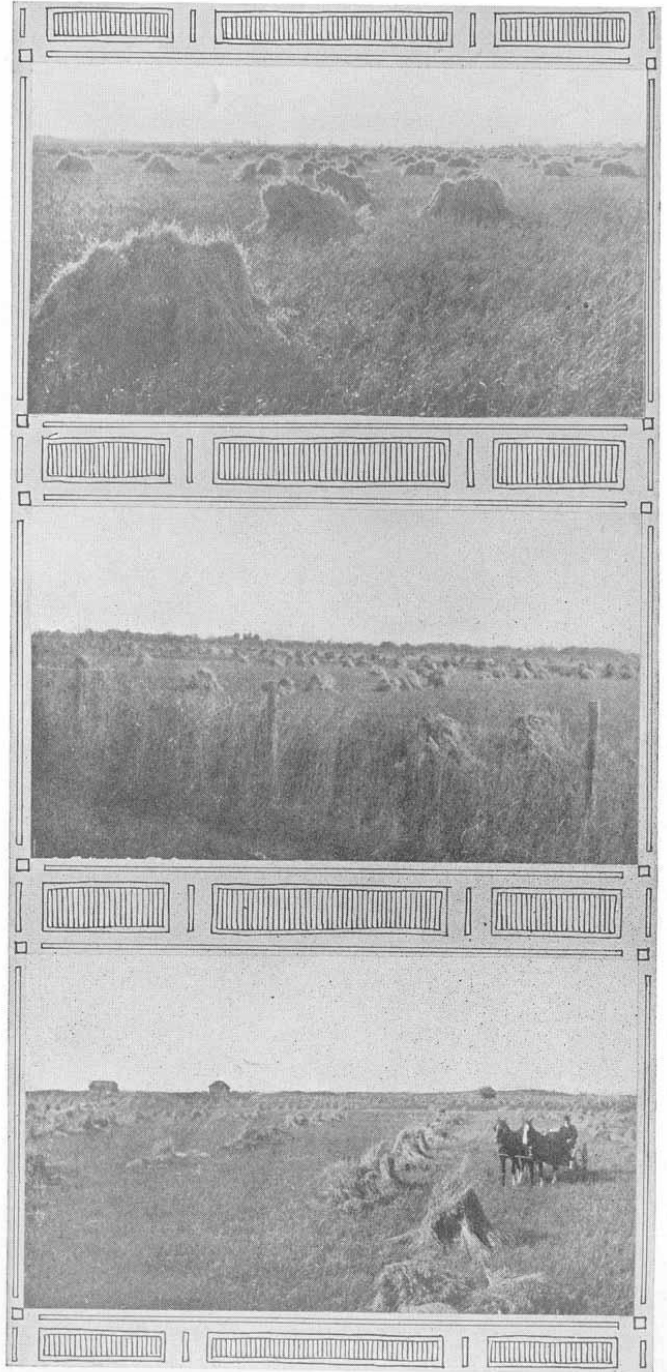
Agriculture

In the forefront of creative man stands the farmer. In no other calling is the opportunity for advancement so great. His is the most indispensable vocation in life. The famed Peace River District stands pre-eminent for fertility of soil, the luxuriance and abundance of its crops, and the suitability of its climate. Here is found prolific growth; here no drought nor cyclone terrors; an abundance of water and an absence of winds. Cattle multiply and thrive and a more select and diversified farming country could not be found on the globe.

Especially has nature been prodigal directly around Grouard. Here is a superabundance of grasses varying from three to seven feet in height. At least ninety-six different varieties of wild grasses have been identified, of which forty-six make excellent hay. There is absolutely no need for tame varieties, but timothy takes to the soil like a native and grows as fine as may be seen in any country. This summer (1912) about three thousand tons of hay were put up within a radius of three miles of Grouard and as much more could have been cut. Nowhere could the farmer do better

Eight

THE GREAT PEACE RIVER COUNTRY

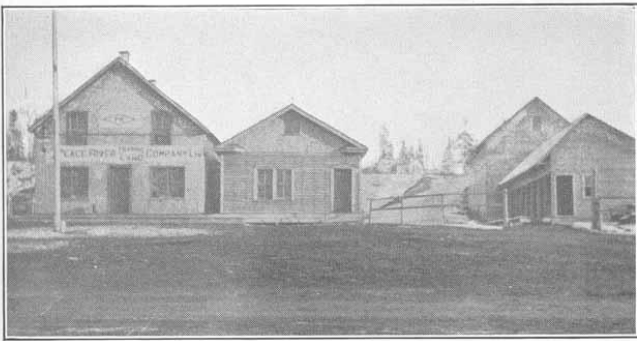


Agricultural Scenes near Grouard.

Nine

GROUARD—THE COMING METROPOLIS OF

than to direct his energies to dairying and stock raising; cattle are able to roam at large without attention the year round, since the warm chinook winds from the Pacific moderate the climate so that it is even much milder than many places hundreds of miles further South. The farmer or the rancher need not worry about markets. The demand for every product of the farm is so much greater and in excess of the supply produced that there will continue to be an extremely good market till long after the railroads arrive. The Government is soon to establish an experimental farm at Grouard.



Peace River Trading and Land Co.'s Offices at Grouard

An Illustration

As an illustration of what the Peace River Country can do we quote from a speech of Mr. Cornwall, M.P.P., as reported by the Edmonton Journal of November 15th, 1911.

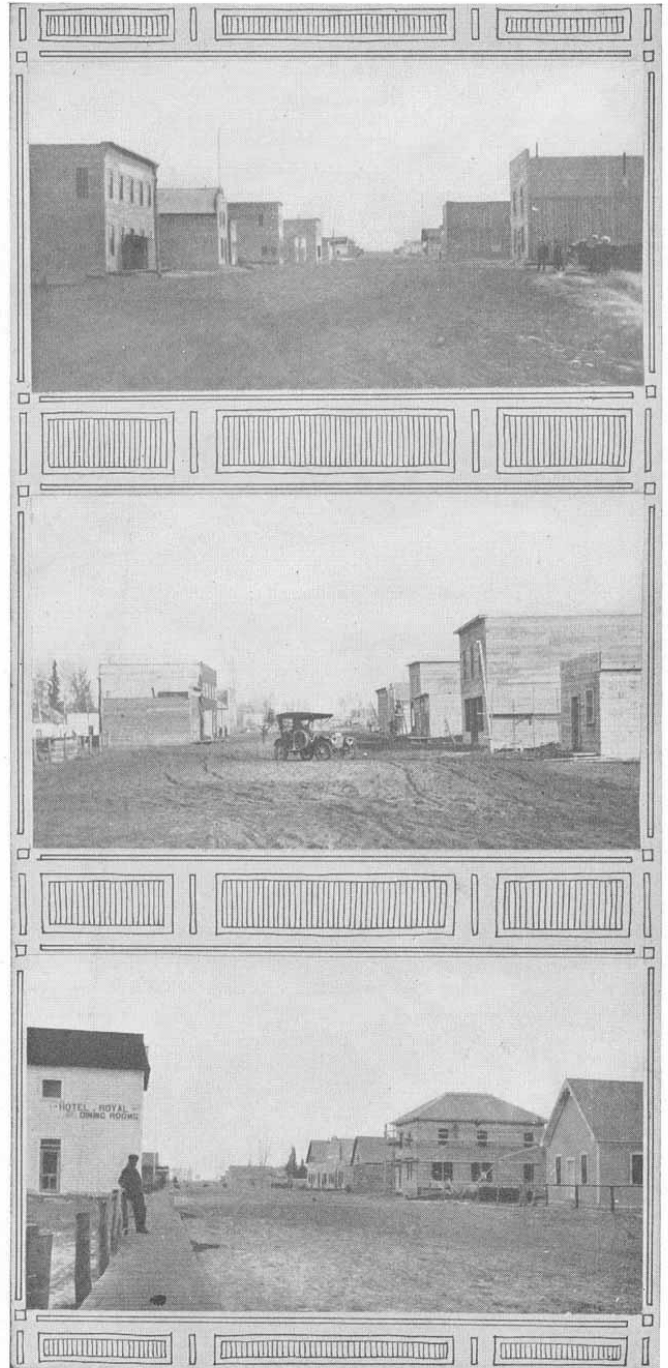
“Mr. Cornwall paid tribute to the late R. E. Young, former head of the map department of the Dominion Government, suggesting that he was the best posted man of all men in the world. He was the mainspring of everything the Government did, and he compiled anything that is of value pertaining to the North. What he has left will be the A.B.C. in the Archives to which all future students and historians will have to turn to delve out the early beginnings of the Peace River and MacKenzie River Basins.

A Comparison

“Mr. Young compared what had been done in Asiatic Russia in a province less advantageously located than is Alberta and the Peace River Country. He took one Province which geographically speaking was parallel with and might adjoin the Peace River and MacKenzie Basins. It is not even as well situated. What have the comparative primitive people in that Asiatic-Russian Province been able to do? They have a population exceeding 1,650,000 people. They grew in a year more than 11,000,000 bushels of oats. They did that all in 1907. The figures are unimpeachable, for Mr. Young secured them from the Minister of the Interior for Russia. The people there have 3,800,000 head of live stock; and the greatest surprise of all they exported 19,000,000 pounds of butter. But to where was that exported? To Great Britain; it all went to the British Isles. This fact was actually announced in a British Blue Book.”

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THE GREAT PEACE RIVER COUNTRY



Views of Main Street, Grouard

Eleven

GROUARD—THE COMING METROPOLIS OF

A Fertile Country

"Sometimes we hear people marvelling about the cities that will arise and grow up in Alberta and the North Country. It amuses me to hear people dubious of the rise of great cities along the waterways of this country. The cities in this Asiatic Russian Province have populations, some 43,000, many a great deal more than half that number. When we learn these facts we cannot pooh-pooh what can be done here. The climatic conditions here are better; it is milder. We have a better country; it is more fertile."



Residences at Grouard

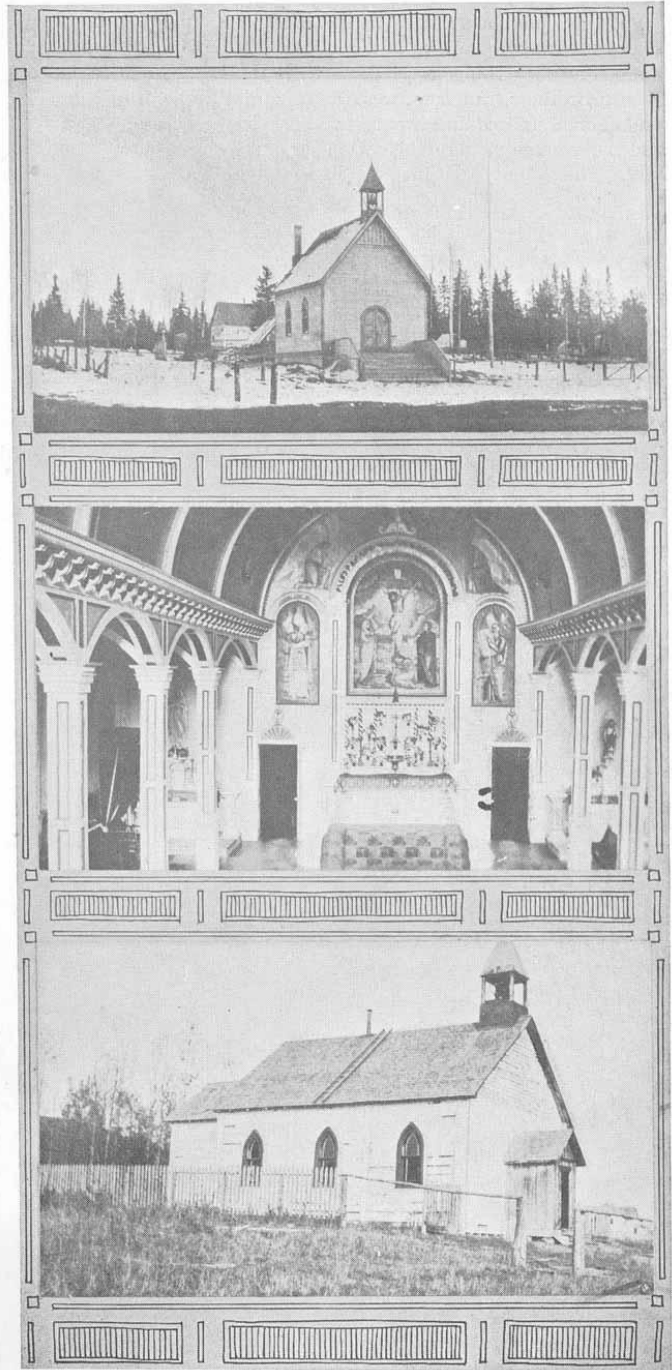
The following items from the Edmonton Daily Bulletin of October 12th, 1911, expresses the opinion of the well known English expert regarding the Peace River Country. "In no part of the country have I seen anything that conveyed to my mind such an impression of the vast extent and boundless possibilities" said the honorable F. E. Grosvenor, of London, England, to the Bulletin last evening, when seen immediately upon his return from a tour of the Peace River Country. "Glowing as are the reports of those who have recently visited the North Country they convey no impression of the reality. It is no exaggeration to say that it beggars description. There is room there for a population that will be numbered in millions and there are resources that will support that population."

"When people awake to the knowledge of its resources and the stream of population pours into its vast spaces the development will surprise the most sanguine of its citizens."

Grouard's prosperity and that of its territory is not dependent on its grain crops alone. Besides producing great crops and capable of producing much greater, the district is one of the richest for pastures, dairying and stock-raising that could be found. Cattle, horses, sheep and poultry do remarkably well. It is mixed farming and the production of beef, butter, cheese, bacon, in conjunction with grain growing that promotes solid and permanent prosperity. Roots and vegetables, including tomatoes, pumpkins and corn always grow to perfection in this district. It is a mixed farming district par excellence.

Twelve

THE GREAT PEACE RIVER COUNTRY



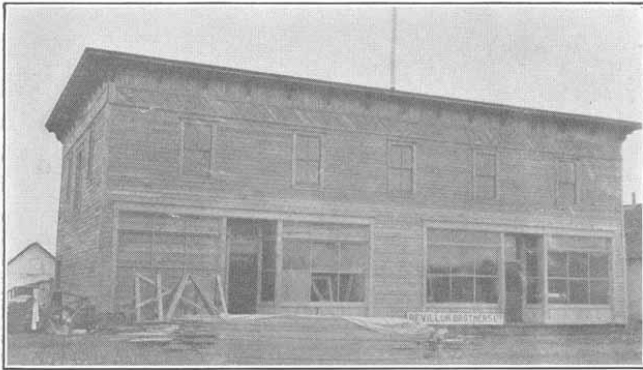
1. English Church. Interior R. C. Mission
Old English Mission, Grouard

Thirteen

GROUARD—THE COMING METROPOLIS OF

On September 1st, 1912, the farmers around Grouard had already threshed their grain and were safe from frost, and there is no such thing as a hail storm in the Peace River Country. Martin Brothers, ranchers, west of Grouard, threshed this summer (1912) one hundred and twenty-two bushels per acre off $7\frac{1}{2}$ acres and the average yield of their whole crop was over 100 bushels per acre. This is only one instance of the abundant harvests reaped in this district. The Roman Catholic Mission has a grist mill where they turn out enough flour for their own consumption and for the farmers who take their wheat there to be ground. The Peace River District possesses an ideal temperature for wheat which is the first physical law relating to wheat raising; and the second physical law fixes the greatest yield nearest the Northern limit of successful growth. The wheat that took the medal at Philadelphia in 1876 was grown in latitude 59, 750 miles north of the international boundary. Wheat that won the first place at the World's Columbian Exposition in 1893 was grown in the Peace River Valley.

The country generally has a parklike appearance with large stretches of prairie interspersed with poplar and spruce bluffs, which make ideal shelter for stock and as a rule affords the homesteader enough fuel and building material as well as serving to break the monotony and beautifying the landscape.



Offices of Revillon Freres Trading Co., Ltd., Grouard

Mineral Resources

Grouard is the centre of great coal areas. It has a mine nine miles South-west of the town. In the Swan Hills about twenty-five miles distant there is abundance of coal; the supply is inexhaustible, some of the seams measure over fourteen feet in thickness. Outcroppings can be seen in many places.

A copper mining claim adjoining the town has been recently recorded by an experienced miner who contends that the indications are excellent. He has a shaft sunk and intends forming a company for the purpose of developing it properly.

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Indications of oil can be seen in different parts of the district and even inside the town limits. In fact it has been found in sufficient quantities that it would burn.

An abundance of brick clay is found here and a brick yard will no doubt be established here next summer.

There are also extensive limestone deposits, marl, etc., and iron ore has been discovered in the Swan Hills.

Gold panning in the tributaries of Lesser Slave Lake has been carried on successfully by several persons who realized as much as four and five dollars each per day from the washings.



Western Hotel, Grouard

Geologists claim that there is natural gas everywhere in this district and a company here now have a drilling machine and over 2000 feet of piping and it is their intention to endeavor to either strike gas or oil this winter. The immense stratum which underlies certain parts of the Province lies beneath this district.

Timber

Along the North shore of Lesser Slave Lake and on the banks of the many rivers tributary to the lake there are millions of feet of good merchantable timber, consisting principally of spruce, poplar and birch. Some trees measure three feet in diameter. There will be at least four sawmills in operation here this winter. One of the mills already established here has a capacity of 20,000 feet per day. There are also natural and admirable facilities for pulp wood manufacture. There is timber in unlimited quantities suited for pulp wood.

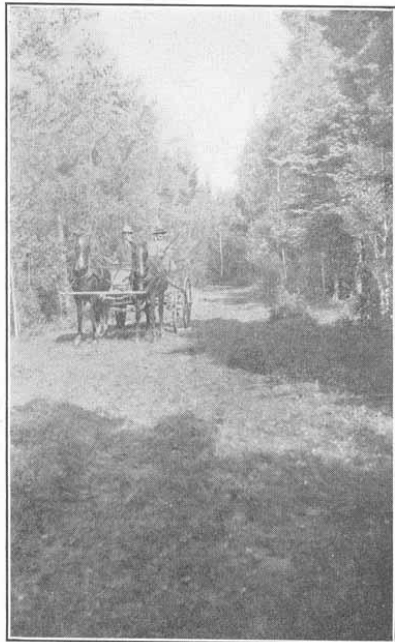
Navigation

At the present time eight large steamboats ply between here and the end of the steel at Athabasca, a distance of over two hundred miles, but still they cannot begin to handle the great volume of freight. The Northern Transportation Company are building two more large steamboats this winter. On Lesser Slave Lake there are two large steamboats and more are being built. The Hudson's Bay Company's boat on the lake has a capacity of 120 tons and will accommodate 100 passengers. The N. T. Co. have also

GROUARD—THE COMING METROPOLIS OF

a similar large and up-to-date boat on the lake. These boats are fitted up with most of the modern conveniences such as electric lights, baths and commodious state rooms. Besides these large boats there are a number of gasoline boats which carry both passengers and freight or tow scows.

Besides the enormous amount of freight brought in by these boats during the summer for the North Country still three Companies alone, namely: Hudson's Bay, Revillon Brothers and the Peace River Trading and Land Company, are bringing in over the ice this winter over \$5,000,000 worth of freight.

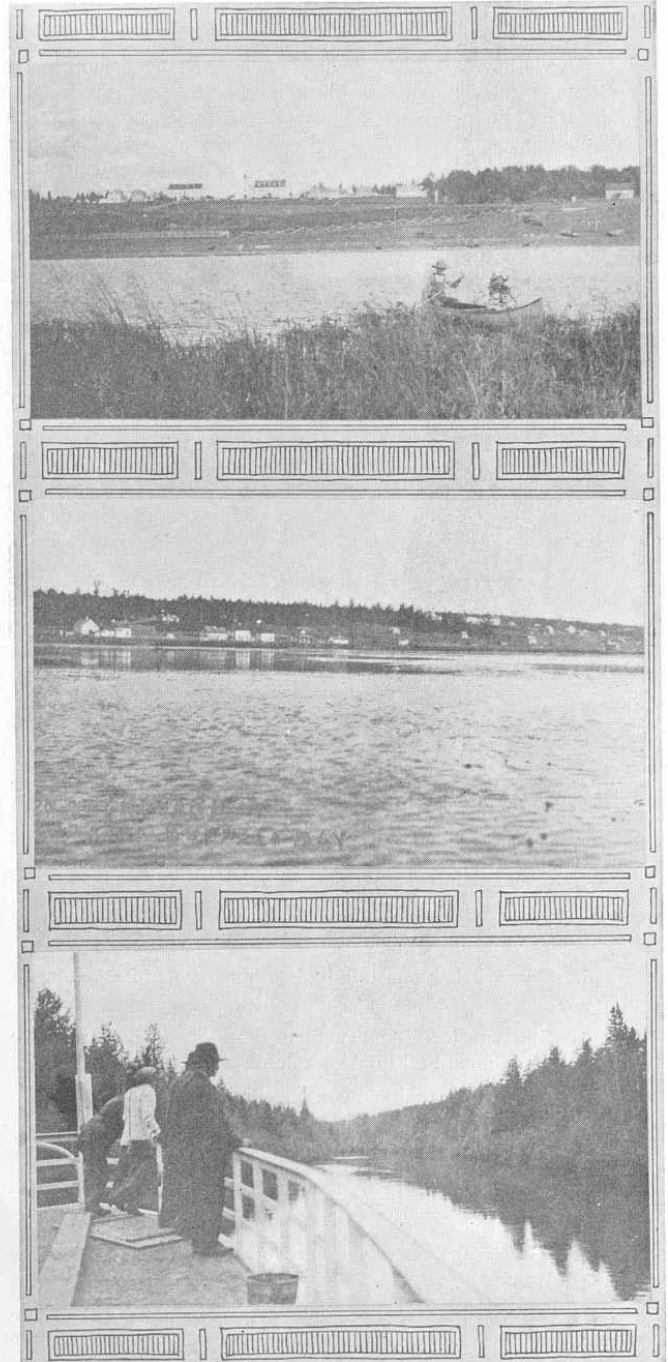


One of Grouard's many beautiful Driveways

Railroads

The importance of Grouard as a distributing and commercial centre has already attracted four railroads. The Edmonton, Dunvegan & B. C. Railway, The Canadian Northern and The Peace River & Great Western Railroads are guaranteed and so chartered as to make Grouard the natural distributing point. Grouard is also on the direct line of The Pacific and Hudson's Bay Railroad. The former of these railroads will be in active operation as far as the east end of Lesser Slave Lake by next summer. The Canadian Northern is now in operation as far as Athabasca. The Pacific and Hudson's Bay Railroad from the Pacific Ocean to Fort Churchill will give Grouard a direct and shortest possible outlet to both the Pacific and the Atlantic Oceans, and a direct line to Great Britain.

THE GREAT PEACE RIVER COUNTRY



1. Catholic Mission, Convent and Hospital Portion of Grouard from Buffalo Bay
3. On the way to Grouard

GROUARD—THE COMING METROPOLIS OF

Education Facilities

Seven thousand dollars is being borrowed by debenture by the Grouard School Board to establish adequate school accommodation for the rapid increase in the population, and as soon as lumber and building material can be obtained a large and roomy building will be erected. At present public school is being held in temporary quarters. There are also large and up-to-date schools at the English and Roman Catholic Missions.



Royal Hotel, Grouard

Pertinent Facts in Brief

1. **Grouard** is the distributing centre for the Peace River District and the far North.
2. **Grouard** is the only town in the Peace River Country.
3. **Grouard** is at the head of Navigation, and has three thousand miles of waterways.
4. **Grouard** has a population of over 1000.
5. **Grouard** has one hundred million acres of agricultural land.
6. **Grouard** has inexhaustible supplies of coal, extensive limestone deposits and all kinds of minerals.
7. **Grouard** has millions of feet of timber.
8. **Grouard** has control of all wagon roads leading into the Peace River Country.
9. **Grouard** has three railroads chartered to make this their distributing centre.
10. **Grouard** is over 200 miles North-west of Edmonton the Capital of Alberta.
11. **Grouard** has two chartered banks (three more have purchased property), three churches, three schools, two missions, one convent, hospital, Dominion Land Office, six general stores, two

Eighteen

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gent's furnishing stores, two drug stores, five hotels, four livery barns, four sawmills, three barber shops, three pool rooms, one bowling alley, four restaurants, two bakeries, one bottling works, one grist mill, Royal North-West Mounted Police, three doctors, one dentist, two lawyers, two veterinaries, moving picture theatre, club, public halls, Government telegraph and telephone, newspaper, and all these without railways; what will it do with the railways running?

12. **Grouard** has two miles of sidewalk.

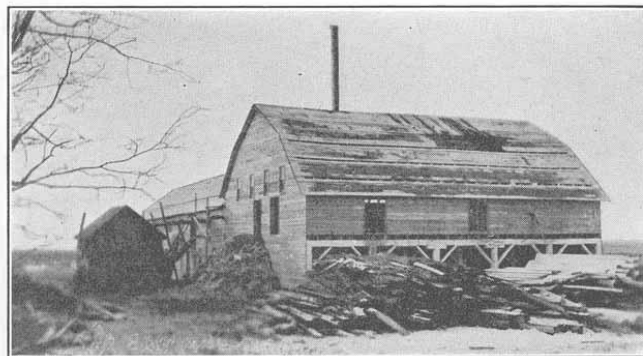
13. **Grouard** has a brass band of twenty pieces

14. **Grouard** will have an automobile garage next summer and electric light plant before.

There are openings for the following in particular: Furniture store, laundry, produce merchant, tinshop, wood yard, pulp mill, implement (farming) agency, harness shop, dairy and poultry farmers, carriage repair shop, sash and door factory, brick yard, shoemaker, carpenters and mechanics.

Conclusion

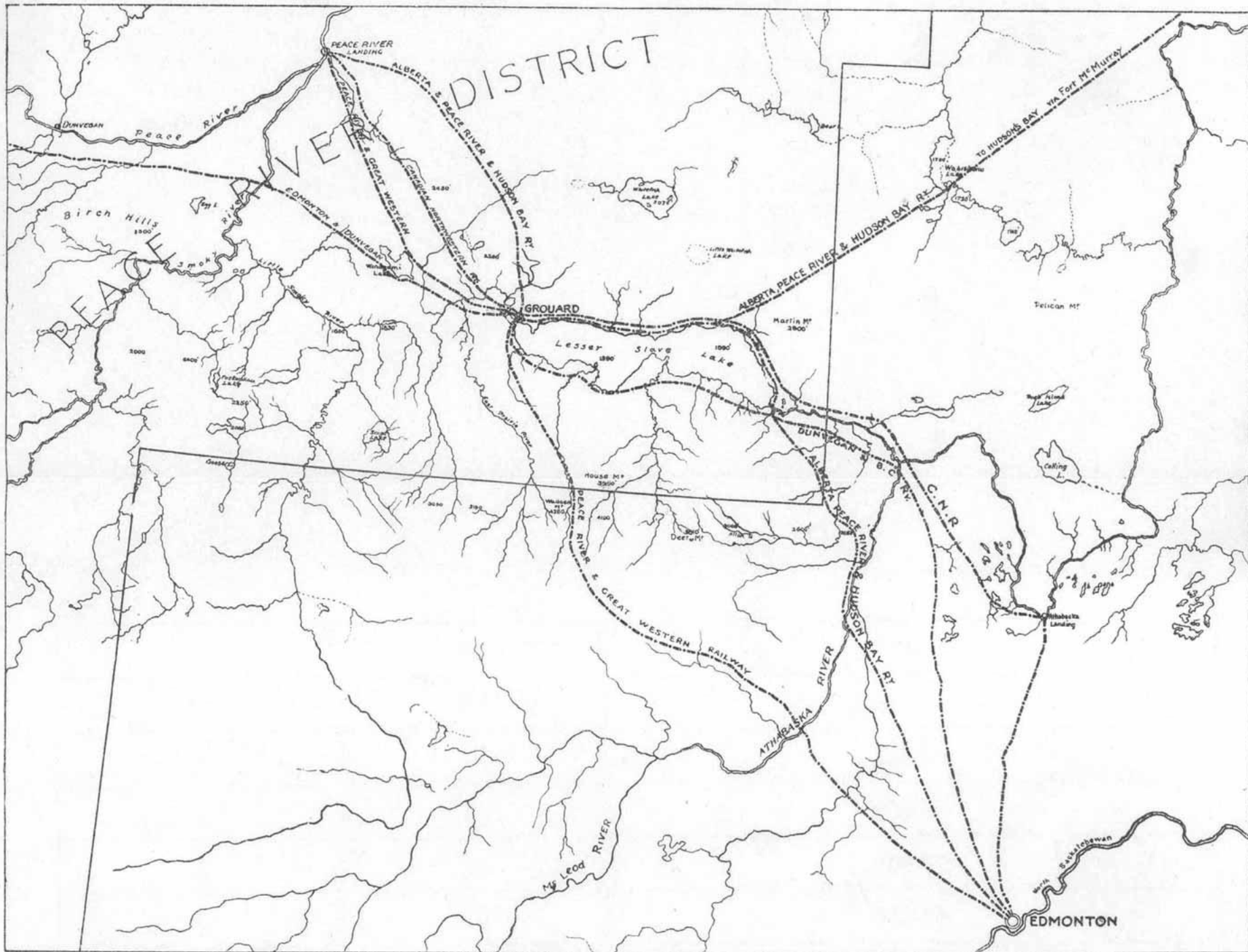
Not only is Grouard the Gateway, but it is situated right in the midst of this last greatest grain producing region of the globe; the heart of what will become one of the chief mixed farming and dairying districts of the continent; and the logical location of the greatest commercial and distributing centre for the Peace River Country. Grouard is the largest and most industrious and up-to-date town in Western Canada without a railroad. It stands in a paternal position in relation to the development of all the resources of the Peace River and McKenzie Basins, as the financial, commercial, industrial and distributing depot of all that 'prodigious domain.



Diamond P. Sawmill

One does not need to exaggerate about this last great west and its distributing centre—Grouard. The truth is great enough, even great enough to stagger the credibility of the most optimistic stranger. While this is a land of abundant opportunities, yet success waits here, as elsewhere, on individual effort and initiative. The man who has the initiative and the gumption to do things gets ahead to-day.

Nineteen



Grouard

The Coming Metropolis of the
Great Peace River Country
Alberta, Canada