

BELLEVILLE



THE GATEWAY TO
CENTRAL ONTARIO

BELLEVILLE

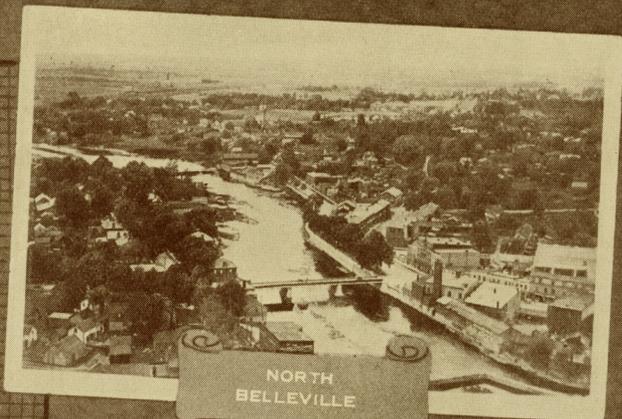
THE GATEWAY TO CENTRAL ONTARIO

The
Story
of one of
Canada's
Most
Prosperous
Cities
Told
Mainly
by
Pictures



FRONT STREET—BELLEVILLE'S MAIN BUSINESS THOROUGHFARE.

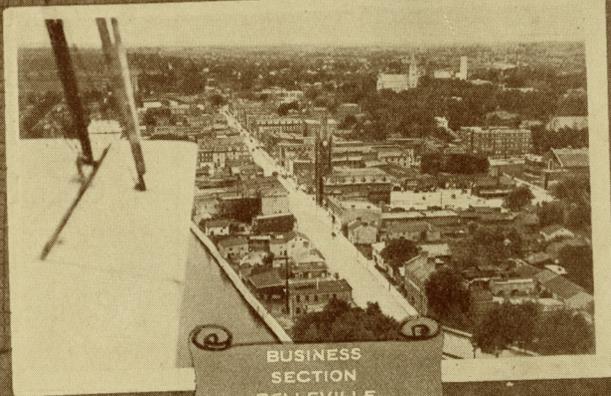
Published
by
Authority
of the
Belleville
City Council
and the
Belleville
Chamber
of
Commerce



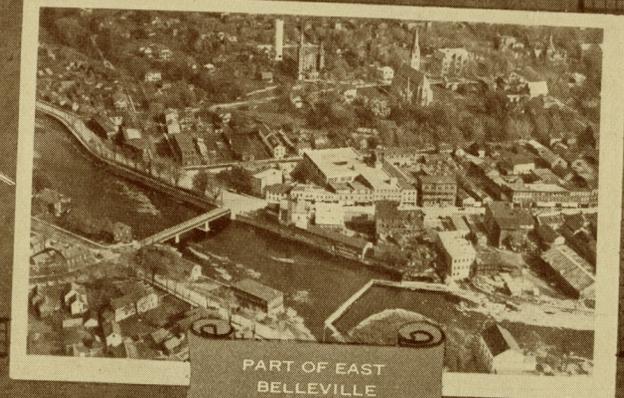
NORTH
BELLEVILLE



CENTRAL
BELLEVILLE



BUSINESS
SECTION
BELLEVILLE



PART OF EAST
BELLEVILLE

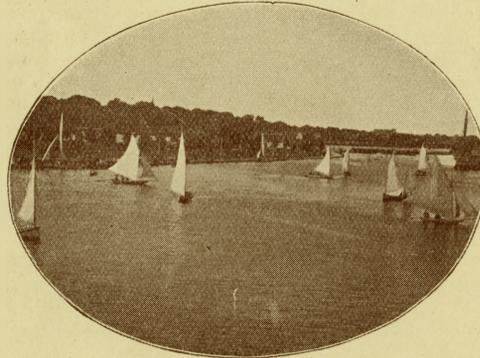


JUST A FEW FACTS ABOUT BELLEVILLE

OCCUPYING a situation of remarkable beauty where the River Moira has its confluence with the Bay of Quinte, the City of Belleville, Ontario, Canada, holds a position of surpassing commercial and industrial advantage.

A GREAT TRANSPORTATION CENTRE

The trunk lines of two great trans-continental railway systems, the Canadian National and Canadian Pacific, pass through the corporation bounds, with additional radiating lines to



BELLEVILLE HARBOR, WHERE THE MOIRA JOINS THE BAY OF QUINTE

all ports on the Great Lakes as well as to Central Ontario. Seven motor-bus lines operate between Belleville and other towns in the district. In addition to the main Provincial highway, east and west, the city is also connected by government highway with Picton on the south and Foxboro on the north, from which point it will be extended to Peterborough. In addition, there are hundreds of miles of County-Provincial highway of the best grade of gravel and macadam roads extending in every direction.

BELLEVILLE-MADOC HIGHWAY—A PICTURESQUE ROUTE



Madoc, Bancroft, Pererborough, Picton, Deseronto, Ottawa and all intervening stations. Thirty-six express trains arrive and depart each day from its two depots, giving quick access to all outlying points. Belleville is the main divisional point on the Canadian National between Toronto and Montreal and has the most commodious round-house in Canada. Extensive workshops are also maintained.

PICTURESQUE WATER ROUTES AND BEAUTIFUL DRIVES

The Bay of Quinte and the Murray and Trent Valley canals afford picturesque and convenient water routes to

PROVINCIAL HIGHWAY---EAST OF BELLEVILLE



POWER AND LIGHT

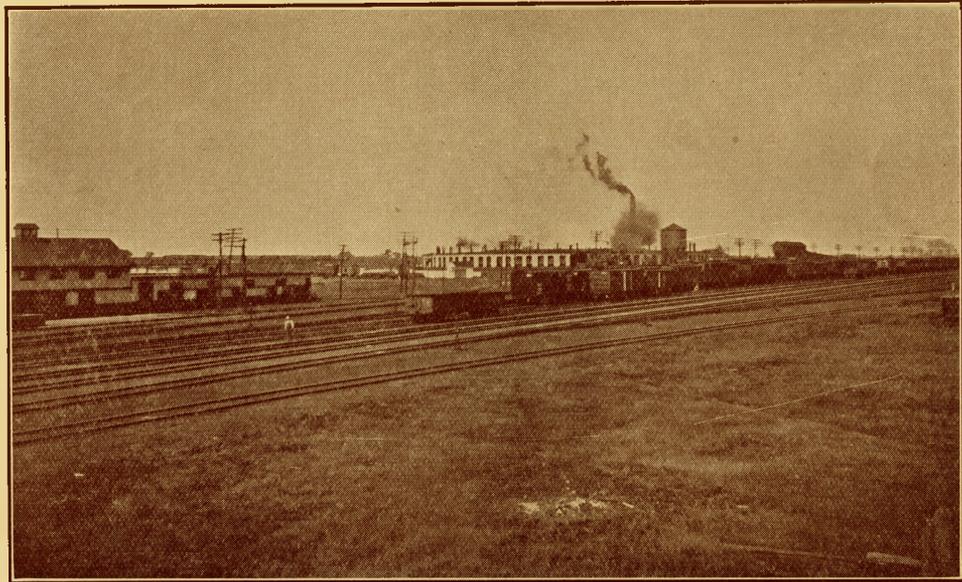
The system that supplies power to Belleville is owned by the government of Ontario and administered by the provincial Hydro-Electric Power Commission. Power costs vary, according to the peak-load and time factors, from \$20 to \$30 per h.p. per annum, the average being around \$25. Belleville is one of the best illuminated cities in America and lighting costs are extremely low. The source of power is the Trent river, a magnificent stream, with numerous waterfalls and rapids and a great volume at all seasons of the year. There have been extremely few interruptions of the service. The prospective development of the St. Lawrence powers will give Belleville another illimitable source of energy.

FAVORABLE LABOR CONDITIONS

Favorable labor conditions constitute one of Belleville's strong industrial attractions. The city has never had a strike in its history and the best of relations are maintained between employer and employed. The bolshevistic element is entirely absent. The "open shop" prevails. The great majority of the workers own their homes and practically all are Canadian or British-born. They are steady, dependable, intelligent and teachable. A plentiful supply of skilled and semi-skilled labor in all the usual lines can be depended upon. Labor costs are from ten to fifteen per cent. lower than in the larger centres because of more favorable living conditions in Belleville where all kinds of supplies are available on the market at wholesale prices.

THE CITY BEAUTIFUL

The creation of a permanent parks' commission in 1923 marked a most important progressive move in the history of the city. The aim of the commission is to make Belleville the cleanest, the most beautiful and the best city in which to live. The sum of \$50,000 is being devoted to the development of a recreation park in the western part of the city that will afford opportunity to young and old to take part personally in sports and derive the pleasure and invigoration that come from appropriate and seasonable amusements. The area of the new park is thirty-three acres.



CANADIAN NATIONAL ROUND HOUSE (largest in Canada) AND DIVISIONAL POINT



BELLEVILLE MOTOR EXHIBITION. APR. 1923



BELLEVILLE BOOTH C. N. EXHIBITION. 1923



MADE-IN-BELLEVILLE EXHIBIT, TORONTO, 1923



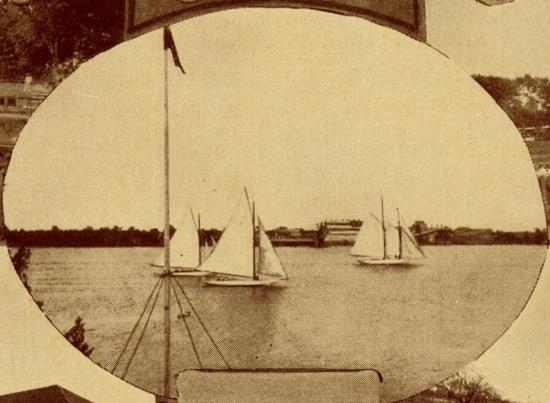
MADE-IN-BELLEVILLE EXHIBITION. OCT., 1922



BOWLING GREEN



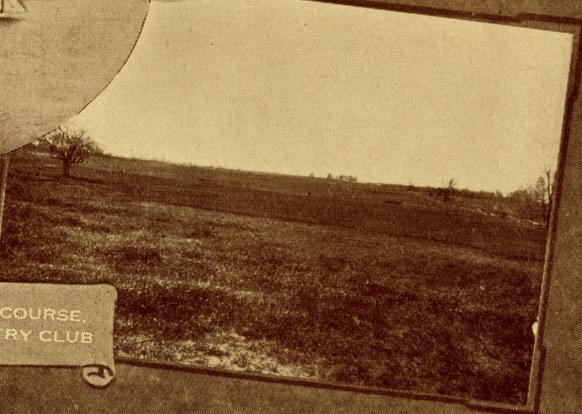
BASEBALL PARK



WATER SPORTS



COUNTRY CLUB



GOLF COURSE,
COUNTRY CLUB

SPORTS AND RECREATION

ONE of Belleville's greatest assets is the marvellous variety of sports, recreations and pastimes that are available at all seasons of the year.

The finest bass and trout fishing in America is undoubtedly found in the many hundreds of Laurentian lakes and spring-fed streams immediately to the north of the city. The Bay of Quinte also affords splendid

mashinonge, bass and pickerel fishing. Deer are still numerous in the woods of North Hastings and partridge abound in season.

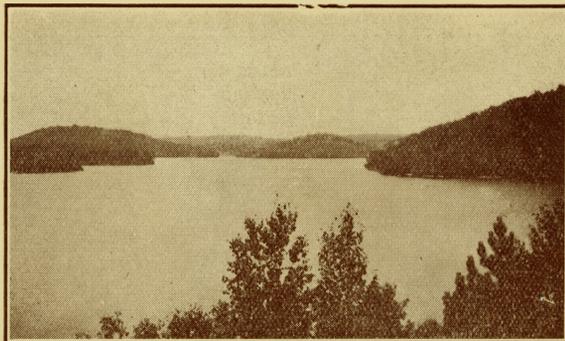
CHAMPION BALL TEAM

Belleville senior baseball team won the Provincial championship in 1919 and entered the finals on two later occasions.

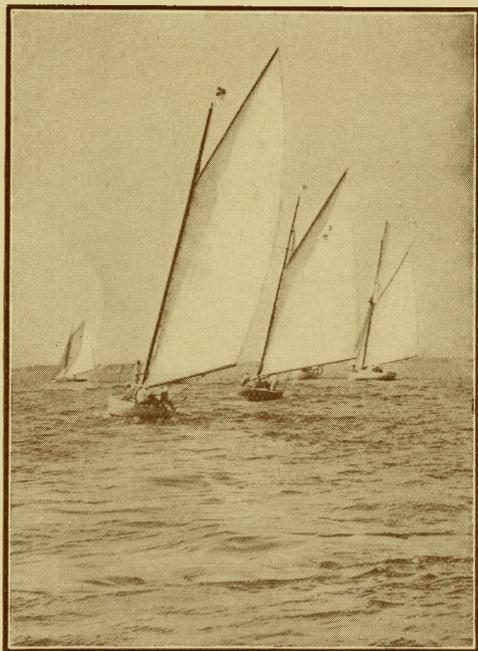
Lawn bowling, curling, golf, hockey, football and yachting are all backed by strong organizations. The Bay of Quinte County Club and the Belleville Golf Club both have splendid courses and extensive membership. The Belleville Yacht Club has conducted several international races with marked success. Belleville has long been famous as a yachting centre. The yacht "Atlanta", built in Belleville, contested for the America cup in 1881. The "Iolanthe", designed and built in Belleville and manned by Belleville sailors, beat the "America" the first winner of the America cup.

The Rotary and Kiwanis Clubs are strongly patronized. The Belleville Club Limited, a social organization, has a fine building and beautiful quarters. The Women's Canadian Club and the Horticultural Society are performing important functions in civic betterment and the beautifying of the city.

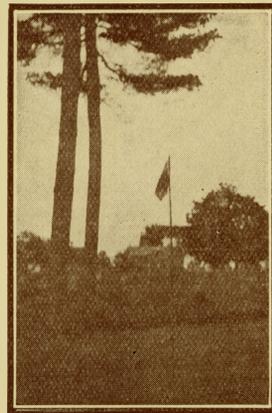
Belleville has three finely appointed moving picture houses where the best can be seen at moderate cost.



TROUT LAKE, NEAR BANCROFT, WHERE BEAUTIFUL SCENERY AND BIG FISH ABOUND

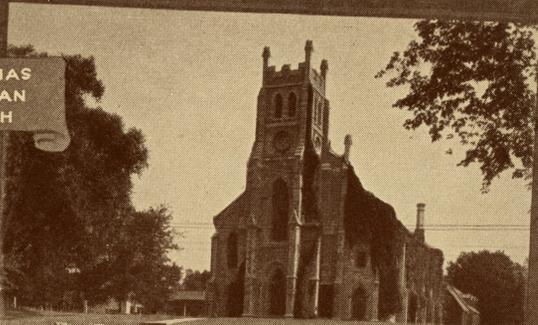


INTERNATIONAL YACHT RACES ON BAY OF QUINTE



BAY OF QUINTE COUNTRY CLUB

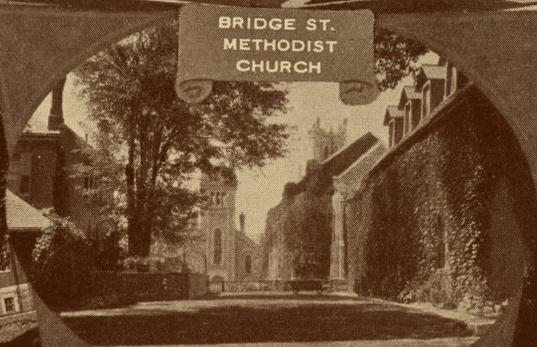
ST. THOMAS
ANGLICAN
CHURCH



VICTORIA AVE
BAPTIST
CHURCH



BRIDGE ST.
METHODIST
CHURCH

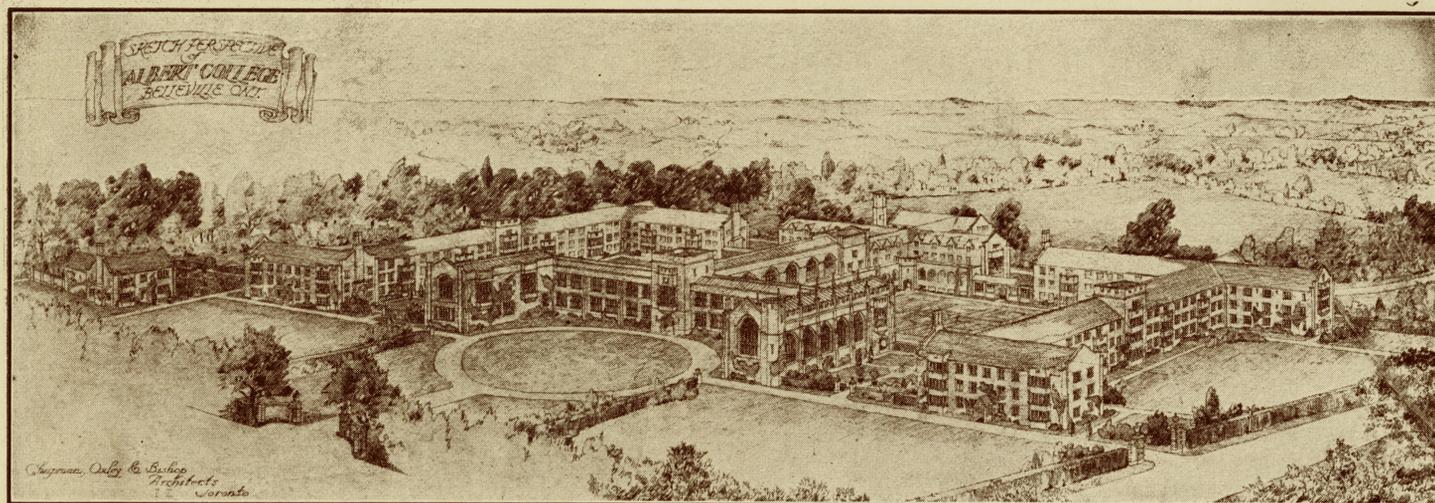


ST. ANDREWS
PRESBYTERIAN
CHURCH



ST. MICHAELS
ROMAN CATHOLIC
CHURCH





THE NEW ALBERT COLLEGE

FOR seventy years Albert College has occupied a prominent place in the educational life of this country. Born in sacrifice, it has been maintained throughout these decades—first as Belleville Seminary, then as Albert University and since the union of Canadian Methodism as a Secondary school in affiliation with the University of Toronto—by the sacrificial devotion of its original promoters and of those who have followed in their train.

After these years of struggle and achievement, marked by many changes but always with an upward lift, a crisis came in the spring of 1917, when a disastrous fire destroyed a portion of Massey Hall, the administration building. This serious loss made it inadvisable to rebuild on the present site, inasmuch as the grounds were quite inadequate for future extension.

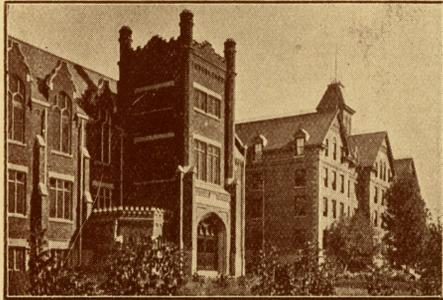
At a special meeting of the Board of Management held February 23, 1921, it was decided to limit the attendance in the new college to boys and men. The residence will be built on the house plan—fifty students to form a unit, each house to be presided over by two or more masters.

Everything in connection with the "New Albert" has been planned to enable its students to attain their highest development. Care has been taken to provide for the physical, mental and aesthetic culture of the boys and men who may in the years to come enter its halls. Much as the present management is concerned about these important acquisitions, much more concerned is it about the development and training of Christian leaders for the great and ever increasing tasks that face the world as the years come and go.

CITY HALL AND CHAMBER OF COMMERCE

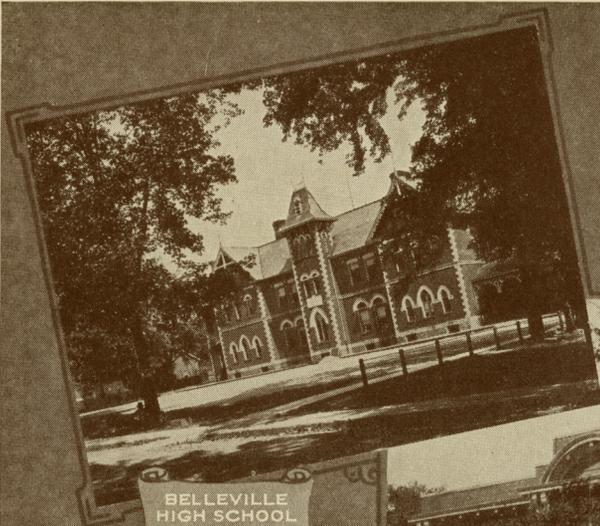
CONSPICUOUS for its stately architecture and its lofty tower, Belleville City Hall stands an enduring monument to the architect who designed it. The City Hall, in addition to providing a meeting place for the City Council, serves a great variety of municipal purposes.

The Belleville Chamber of Commerce has unquestionably the finest quarters devoted to this purpose in all Canada. The beautiful and massive office building was erected by one who was during his lifetime one of Belleville's most public-spirited citizens, the late Senator Corby.

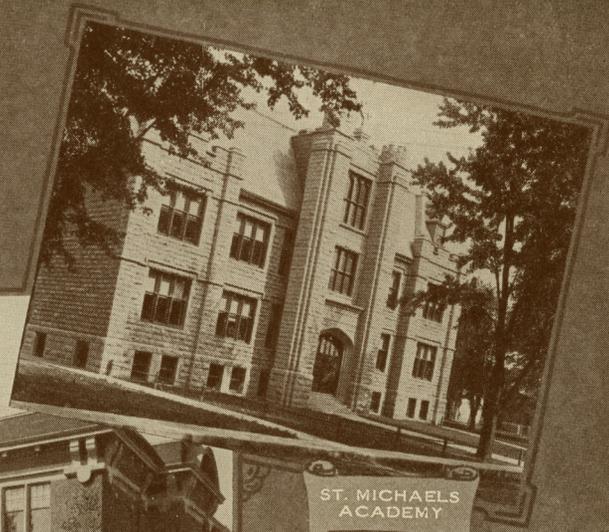


THE OLD ALBERT COLLEGE

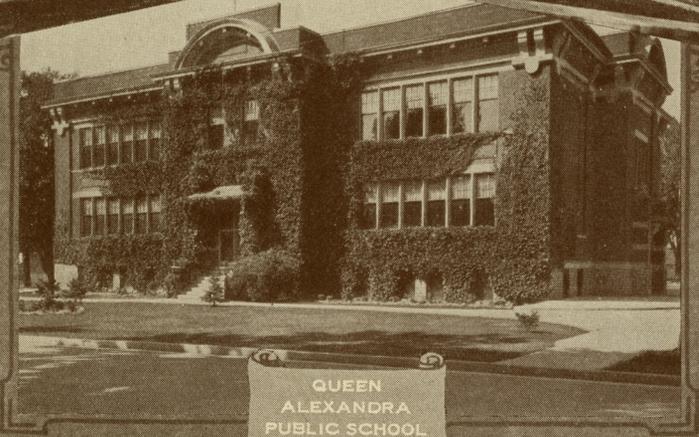
ESTABLISHED in 1857 by the Methodist Episcopal Church, Albert College was for many years possessed of university powers and here a large number of Canada's most famous men received their academic training. Since the union of the Methodist Churches in 1884, Albert College has been maintained as a preparatory school for the universities as well as a college of Commercial Subjects, Domestic Science, Expression, Art and Music.



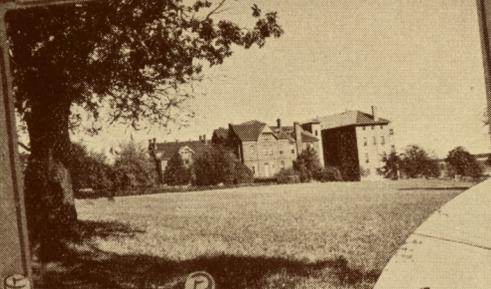
BELLEVILLE
HIGH SCHOOL



ST. MICHAELS
ACADEMY



QUEEN
ALEXANDRA
PUBLIC SCHOOL



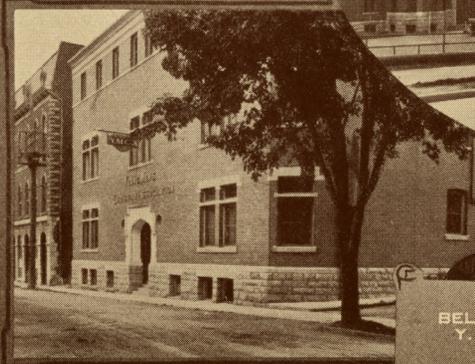
GENERAL HOSPITAL



UNION
STATION



ARMOURIES (AT LEFT)
CITY HALL (CENTRE)
POST OFFICE (AT RIGHT)



BELLEVILLE
Y.M.C.A.



PUBLIC LIBRARY



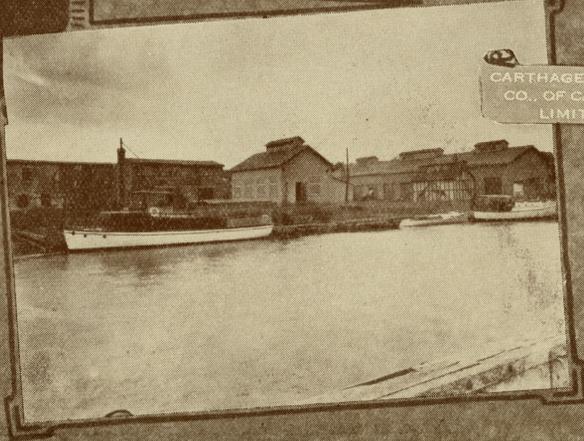
AMERICAN OPTICAL
CO. OF CANADA,
LIMITED



MARSH
ENGINEERING
WORKS



GRAHAMS
LIMITED



CARTHAGE MACHINE
CO., OF CANADA,
LIMITED

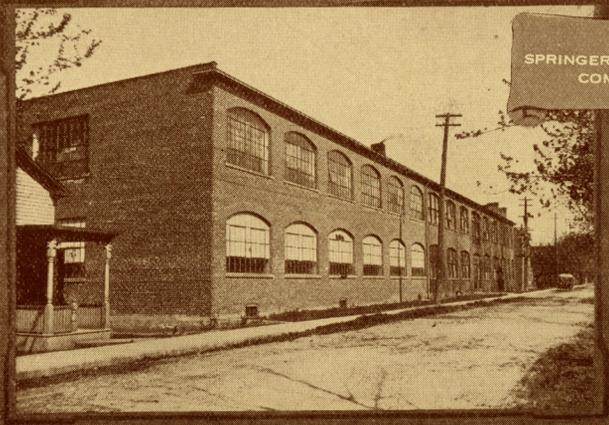
ALEMITE PRODUCTS
CO., LIMITED



BELLEVILLE HARDWARE
& LOCK MFG. CO.
LIMITED



SPRINGER LOCK MFG.
COMPANY



RIGGS MOTOR SALES





THE MOIRA FROM
UPPER BRIDGE

INTERNATIONAL
YACHT RACES
MASSASSAGA 1923



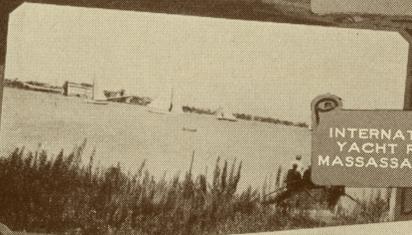
MASSASSAGA
SUMMER HOTEL



BAY OF QUINTE
BRIDGE



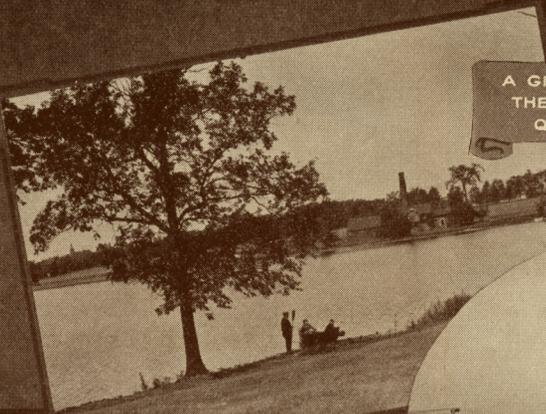
VICTORIA PARK



INTERNATIONAL
YACHT RACES
MASSASSAGA 1923



INTERNATIONAL
YACHT RACES
MASSASSAGA 1923



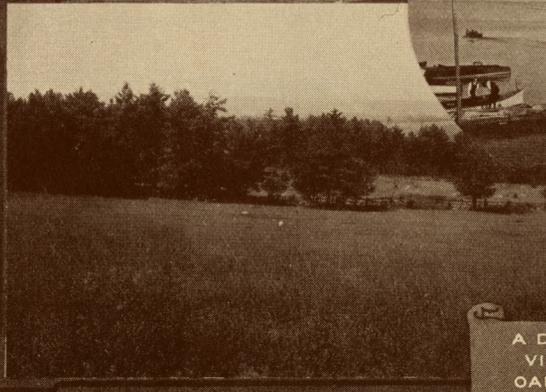
A GIMPSE OF
THE BAY OF
QUINTE



SCENE ON
MOIRA RIVER



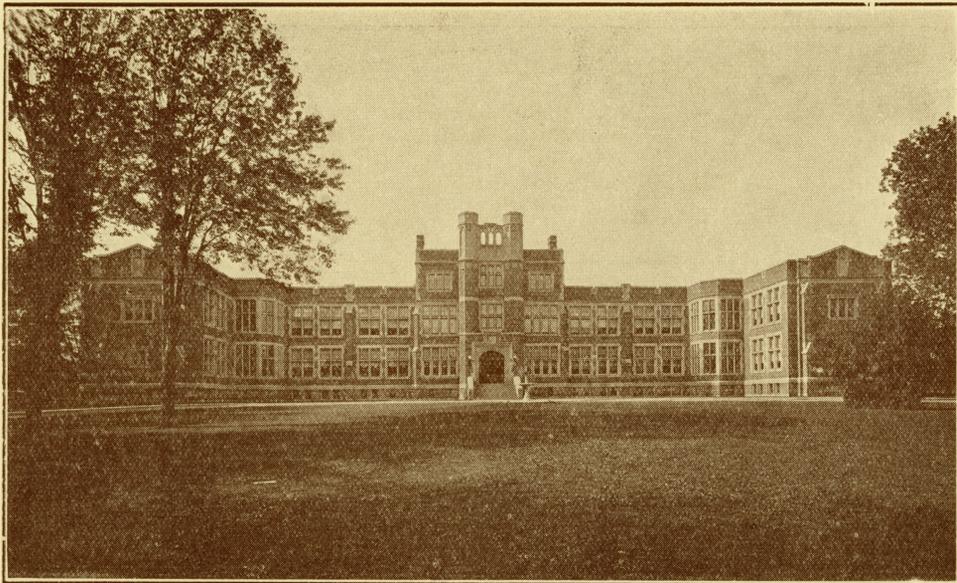
MASSASSAGA
PARK



A DISTANT
VIEW OF
OAK HILLS

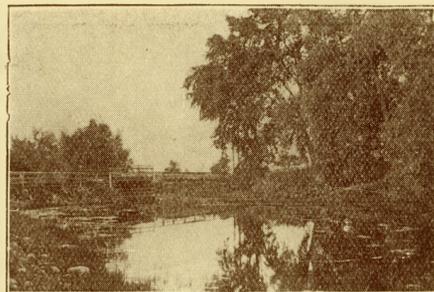


SUBURBAN
LANDSCAPE

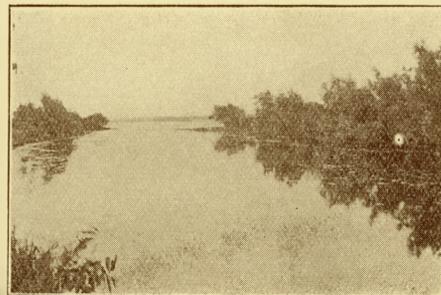


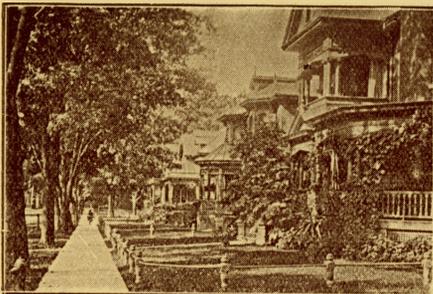
ONTARIO SCHOOL FOR THE DEAF—BEAUTIFUL NEW MAIN BUILDING—
ERECTED 1923

BELLEVILLE is noted for the excellence of its educational institutions and the remarkable architectural beauty of its churches. The Ontario School for the Deaf has achieved worldwide celebrity because of its surpassing accomplishments in the training and education of the deaf.



MANY supremely charming views continuously delight the eye of the traveller and gladden the heart of the sportsman.





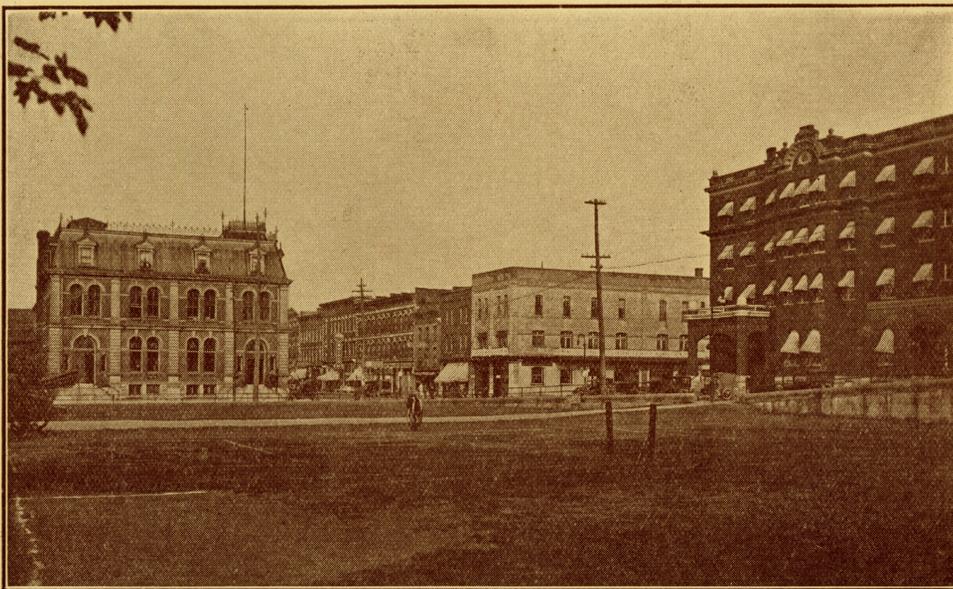
SHADE BORDERED
AVENUES

MANY thousands of tourists and camping parties annually visit Belleville and enjoy the manifold attractions of its wondrous environment of scenes like that depicted below and elsewhere in this volume.



PITCH YOUR TENT HERE

MAGNIFICENT shade trees form one of the glories of Belleville. No other city in Canada is so bounteously provided with great, wide-spreading trees and shade bordered avenues. Beautiful drives, alluring grounds for the camper and lakes and streams beyond number make up an environment of rare interest and charm. Belleville has the best hotel accommodation between Toronto and Montreal. The Quinte has a nation-wide reputation for the excellence of its cuisine and service while the Queen's, Belvidere, Crystal City, Docter's and Windsor eminently succeed in giving comfort and satisfaction to the travelling public.



BELLEVILLE POST OFFICE (left) BELLEVILLE CLUB (centre) HOTEL QUINTE (right)



RESIDENCE
G. K. GRAHAM



RESIDENCE
R. J. GRAHAM



HOME LT.-COL.
W. N. PONTON, K.C.



HOME
DR. G. H. STOBIE



HOME
C. M. REID



HOME, W. B.
NORTHRUP, K.C.



HOME, JOHN
ELLIOTT



HOMESTEAD,
LATE SIR MACKENZIE
BOWELL



HOME, DR. J. J.
ROBERTSON



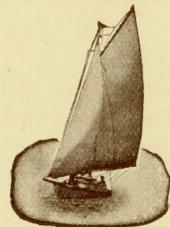
HOME, LT.-COL.
S. S. LAZIER

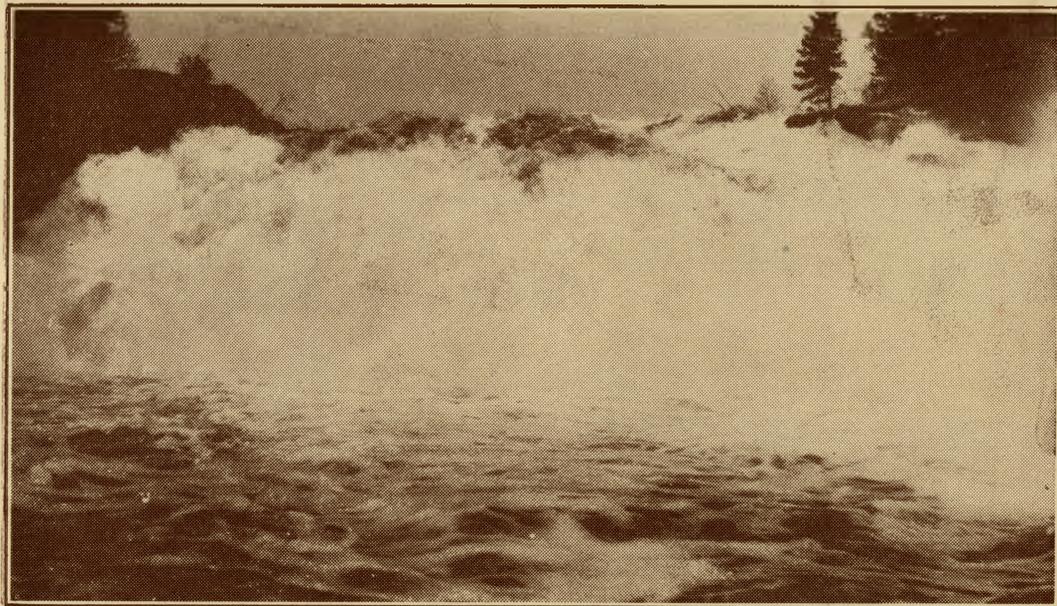


THE REFINERY OF
CANADIAN INDUSTRIAL ALCOHOL COMPANY LTD.
CORBYVILLE, ONT.

ALCOHOL, aside altogether from its uses as a beverage, is one of the most important agents in the manufacturing world. Its employment is absolutely essential in the preparation of an infinite number of commodities. The Canadian Industrial Alcohol Co., realizing the vastness of the field, set out a few years ago to supply the demand and has since become the largest producer of industrial alcohol and allied chemicals in the British Empire. Expert chemists are reclaiming what was formerly waste and turning out high-grade carbonic acid, stock foods and numerous other

by-products of the distilling process and thereby making profitable returns to the company and adding to the industrial wealth of the country. While the distillery is itself located in Corbyville, a northern suburb of Belleville, the majority of the workers have their homes in the city where they can enjoy the many opportunities for amusement, recreation and shopping in commodious mercantile establishments.



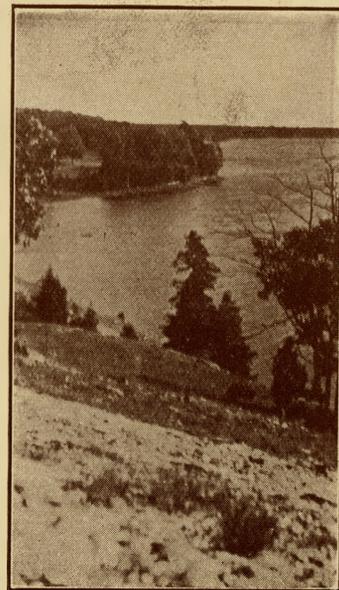


HIGH FALLS, YORK BRANCH, MADAWASKA RIVER.

HIGH FALLS, in the vicinity of Bancroft, is a scene of singular beauty and one of the important, though still undeveloped, waterpowers of Hastings County. The Belleville district is fortunate in being tributary to the splendid system of waterpowers along the Trent river, developed and administered by the Hydro Electric Power Commission of Ontario. The further prospective development of St. Lawrence power places Belleville in a most fortunate position in regard to an immense potential reserve.

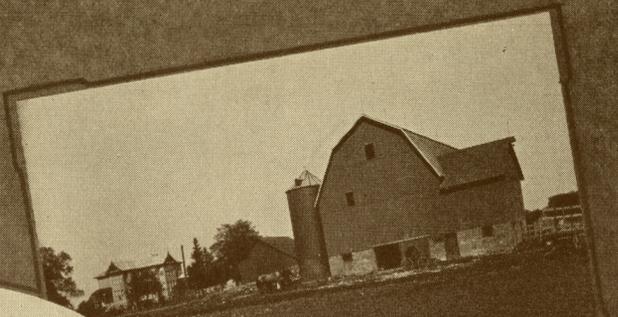
CROW LAKE

CROW LAKE is one of many hundreds of similar Laurentian lakes in the district immediately to the north of Belleville. Excellent fishing and magnificent scenery greet the tourist.

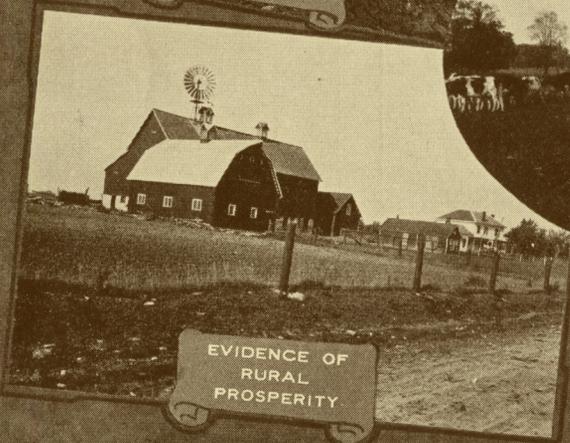




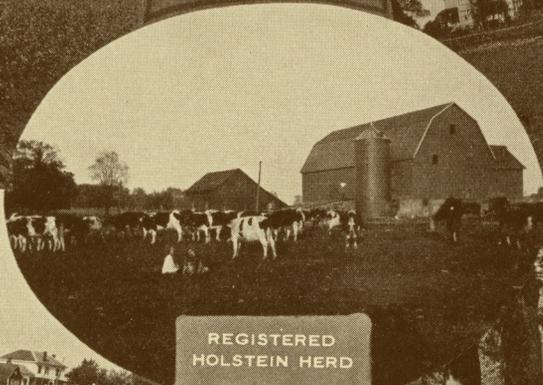
PROGRESS AND
CONTENTMENT



MODERN FARM
BUILDINGS



EVIDENCE OF
RURAL
PROSPERITY



REGISTERED
HOLSTEIN HERD



COLONIAL TYPE
FARM HOME

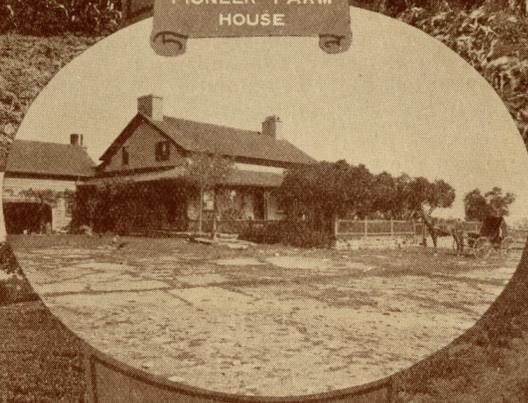
DISTRICT NOTED
FOR LUXURIANT
CORN



HARVESTING
HEAVY CORN
CROP



TYPICAL
PIONEER FARM
HOUSE



CANADA'S
BEST CELERY



TOMATOES
YIELD ABUND-
ANTLY

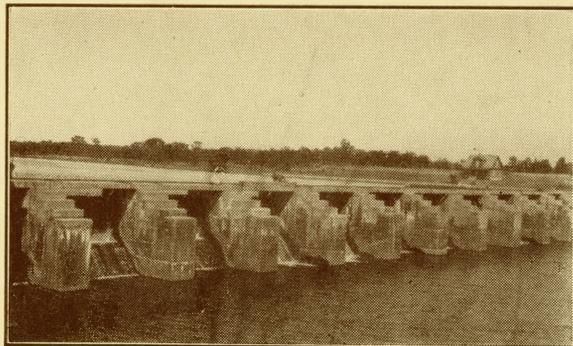


WHERE INDUSTRY THRIVES

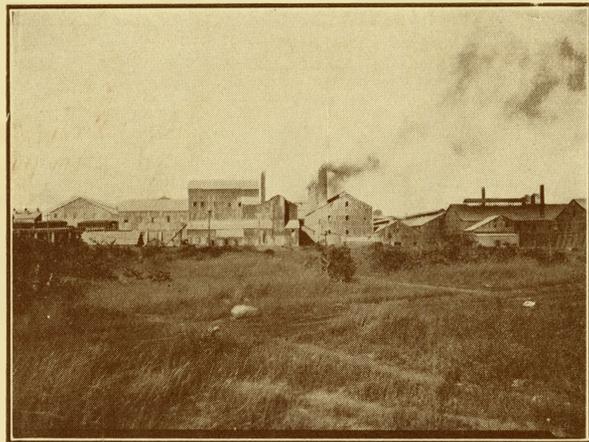
MORE than forty varied industries have already established themselves in Belleville and have found a congenial home. Belleville factories and shops are now turning out pulp and paper making machinery, hoisting engines, mining equipment, desiccated foods, optical goods, burrs, locks and builders' hardware, lubricating systems, woven labels, ties, gloves and sweaters, infants' and invalids foods, powdered milk, artificial ice, paper and cardboard, industrial alcohol and allied chemicals, electric steel, alloy and grey iron castings, cement, rubber tires and sundries, men's, women's and children's shoes, electric irons and appliances, butter, ice cream and cheese, shirts and overalls, aerated waters, boats, canoes and skiffs, furniture, caskets, builders' materials, confectionery, flour, cereals, wood working and fruit machinery, fur garments, waggons and motor-busses, cheese factory utensils and numerous other commodities.

MANY AMERICAN BRANCHES FIND CONGENIAL HOME

Realizing that Belleville's strategic position, about midway between the three largest cities of western Ontario and the three greatest centres of population in eastern Canada, was a most important element in success a number of the largest American industries have within a few



DAM AT FRANKFORD---ONE OF BELLEVILLE'S MANY SOURCES OF POWER



PLANT CANADA CEMENT CO.

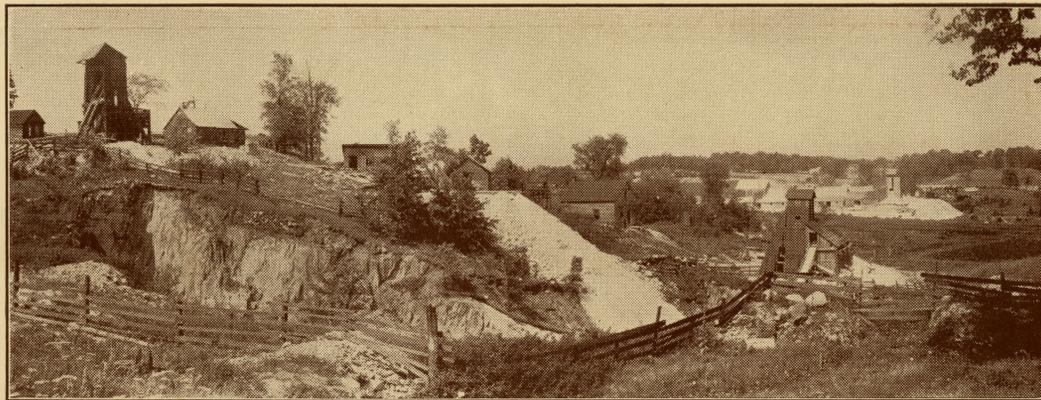
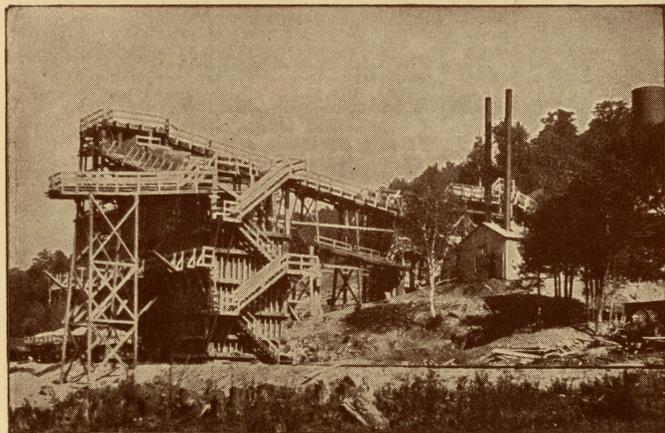
months of the time prior to writing, chosen Belleville as the home for their Canadian branches. Among these are such notable organizations as the American Optical Company of Southbridge, Mass., the world's largest manufacturers of spectacles and allied lines; the Bassick Mfg. Co., of Bridgeport, Conn., and Chicago, Ill., world's largest manufacturers of casters, furniture hardware and lubricating systems; J. & J. Cash, Inc., of South Norwalk, Conn., and Coventry, Eng., world's largest manufacturers of woven labels; the Carthage Machine Co., Carthage, N.Y., manufacturers of pulp and paper making machines; Mead Johnson and Co., of Evansville, Ind., manufacturers of infants' and invalids' foods and powdered milk; the Massey Concrete Products Company Limited, Chicago, Ills., and the International Burr Co., of Watertown, N. Y. No other Canadian city, having less than 50,000 population has attracted so many American branches in the same period of time. Belleville's advantageous location, low cost power, dependable labor, moderate living costs and exceptional educational facilities were the determining inducements. All these and a number of other Canadian industries were secured without giving bonuses, free sites or special inducements of that nature.

A NATURAL TREASURE HOUSE

THE COUNTY OF HASTINGS is one of nature's great treasure houses. In no area of equal extent on earth is there such a variety of geological formation and of mineral deposits. Many of the deposits reach huge proportions but the field is in the main unbroken and awaits the arrival of capital and enterprise to transform it into one of the world's most important centres of mining activity.

Gold, silver, copper, lead, zinc, iron (hematite, magnetite and iron

ROBERTSON WASH GRAVEL PLANT, HUNTINGDON

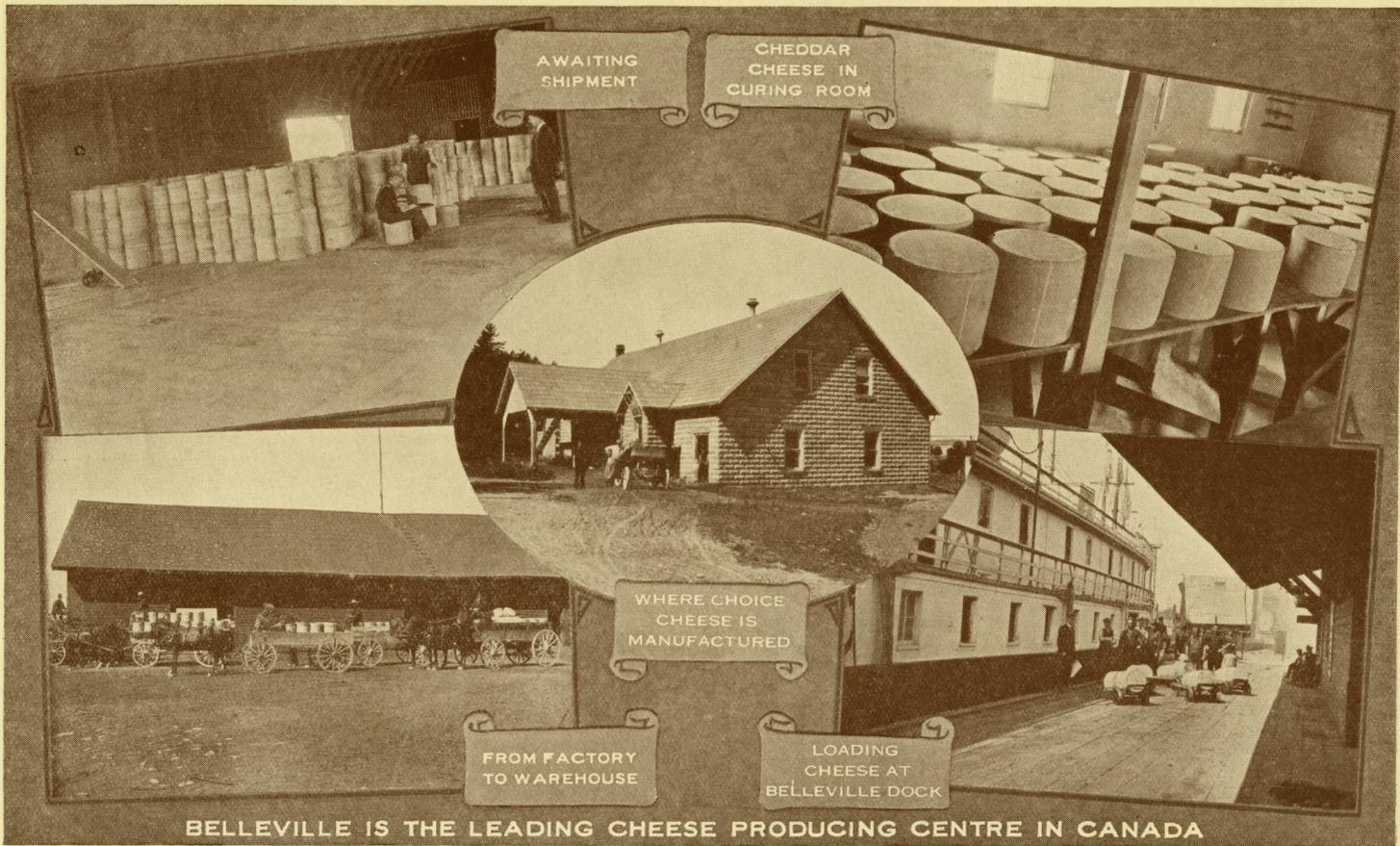


TALC MINES, NEAR MADOC

pyrites), talc, corundum, sodalite, dolomite, asbestos, mica, galena, titanium, molybdenum, sulphur, silica, slate, arsenic, marble, granite, limestone, lithographic stone, graphite, trap rock, ochre, pyrite, phosphate (apatite), barite, graphite, garnet, peat, clay (brick and cement), marl, gravel (highest grade for concrete work), natural gas, mineral oils and mineral water occur over a wide extent of territory and, for the most part, in commercial quantities.

Iron, both magnetite and hematite, and in the form of iron pyrites, is widely distributed, the known deposits of each would aggregate many millions of tons. Talc mining forms an extremely profitable industry near the village of Madoc. Fluorspar and feldspar have both been extensively mined, also corundum and iron pyrites. Gold-producing rock extends in a wide belt across the county, partly as free-milling ore but mostly in the form of mispickel (arsenical pyrites).

The Deloro Smelting and Refining Co., at Deloro turns out a great variety of insecticides as well as refined silver, cobalt and arsenic. The Nichols Chemical Co. at Sulphide, produces vast quantities of sulphuric, nitric and muriatic acids from the iron pyrites deposits nearby. The Hungerford and the Henderson mines near Madoc, are exporting an immense tonnage of refined talc. A. W. Robertson Ltd. are working at a mountain of gravel in Huntingdon with the finest wash gravel plant in the Dominion. Bancroft Marbles Ltd. quarry seventeen distinct and beautiful varieties of marble on their property near Bancroft.



AWAITING SHIPMENT

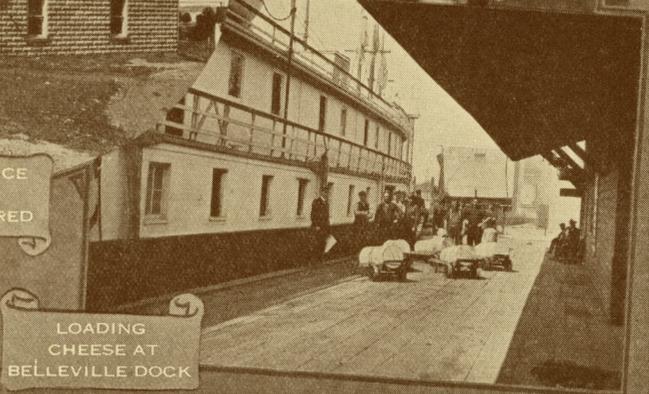
CHEDDAR CHEESE IN CURING ROOM



WHERE CHOICE CHEESE IS MANUFACTURED

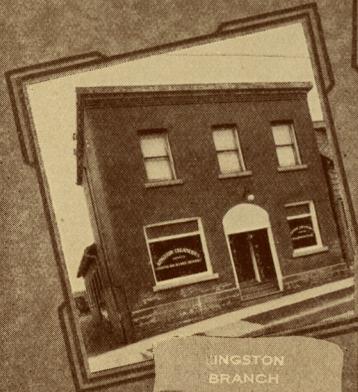


FROM FACTORY TO WAREHOUSE



LOADING CHEESE AT BELLEVILLE DOCK

BELLEVILLE IS THE LEADING CHEESE PRODUCING CENTRE IN CANADA



KINGSTON
BRANCH



HEAD OFFICE AND
PLANT, BELLEVILLE

THE FIVE PLANTS OF
BELLEVILLE CREAMERIES
LTD.



BANCROFT
BRANCH



NAPANEE
BRANCH



SHARBOT LAKE
BRANCH

BELLEVILLE LEADS IN PRODUCTION OF HIGH-GRADE BUTTER

... ..

PUBLIC SERVICES WELL MAINTAINED

BELLEVILLE owns and operates municipal waterworks and gasworks and maintains all public services in a high state of efficiency. The waterwork's mains reach every part of the city and are adequate in capacity for many years to come. The Tully gas system, the first of its kind in Canada, has just been installed and has reduced production costs to a fraction of what prevailed formerly. There is an abundant supply for any line of manufacturing.

Sanitation is amply provided for. There is a complete sewerage service and twice a week the garbage is collected from every dwelling in the city and carried to the municipal dumping ground. Belleville takes pride in being a clean city.

AREA, POPULATION, ASSESSMENT

Belleville occupies an area of 1800 acres. The population, by the Dominion census of 1921 was 12,206, showing the very substantial increase of 23 per cent. over the census of 1911. The suburban area contains several thousand more and the population of Belleville's trading area exceeds 50,000. The assessed value of property exceeds ten million dollars.

Belleville has branches of the seven most important Canadian banks—Commerce, Dominion, Molsons, Montreal, Royal, Standard and Union.

NOTABLE EDUCATIONAL CENTRE

The city is one of the notable educational centres of Canada. It is the home of Albert College (see page 10), the Ontario School for the Deaf (see page 18) and the Ontario Business College, the world's pioneer commercial school and still remaining the most widely attended business college in America. The recent completion of four new, commodious and thoroughly modern public school buildings, along with St. Michael's Academy, (the R. C. separate school), gives to Belleville what is beyond doubt the finest system of public schools in the province.

Belleville is also famous for the architectural beauty of its churches. All the leading denominations are represented.

NEWSPAPERS, PUBLIC LIBRARY, ETC.

Two wide-awake daily newspapers give a news service to the city that would be a credit to a place of far greater population.

The Corby public library, donated to the city through the beneficence of the late Senator Corby, contains more than 15,000 carefully selected volumes, and is housed in a most substantial building of cut-stone.

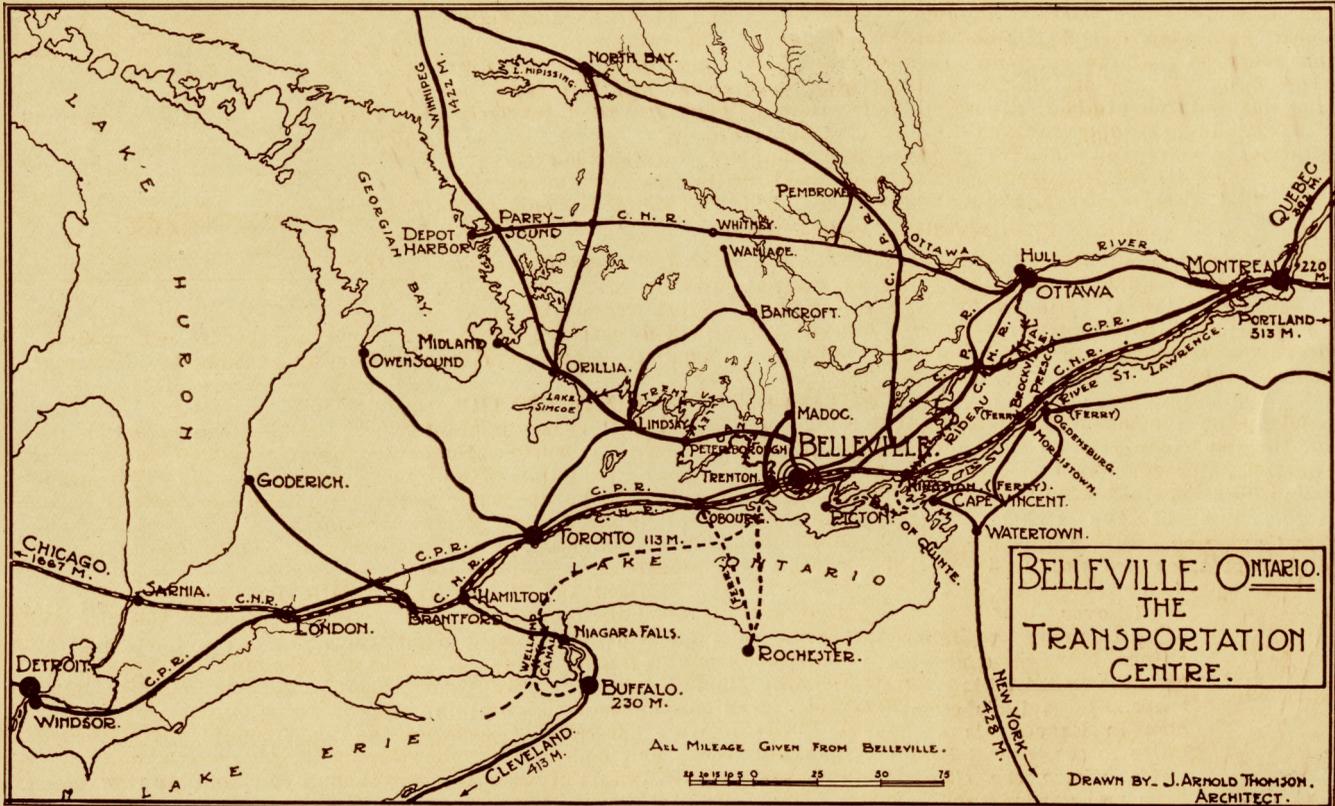
The Great War Veterans' Association has a splendid three-storey building with assembly-room and services for the use of its members. Belleville General Hospital has a most beautiful situation and has X-Ray and all the latest equipment. The Y.M.C.A. has a new and commodious building, one of the best in any city of this size. The Childrens' Shelter, donated by the late Thomas Ritchie, one of Belleville's philanthropists, is doing a great work for unfortunate children.



THE "ORIOLE"



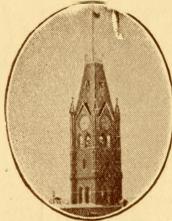
INVITING AND BEAUTIFUL



BELLEVILLE ONTARIO.
THE
TRANSPORTATION
CENTRE.

ALL MILEAGE GIVEN FROM BELLEVILLE.
 0 25 50 75

DRAWN BY J. ARNOLD THOMSON.
 ARCHITECT.



AGRICULTURE AND DAIRYING GREAT LOCAL INDUSTRY

BELLEVILLE is Canada's greatest cheese producing centre and holds a leading position in all lines of dairy production. "Belleville cheese" is a brand that means superb quality and brings enhanced prices in the markets of Great Britain. "Belleville Better Butter" has also won a favored place with a multitude of discriminating buyers. Practically all of the cheese factories are owned co-operatively by the producing dairy farmers.

Hastings and Prince Edward counties form one of the richest agricultural areas on earth. Cereals, fruits and vegetables are produced

in perfection. Well over half

of the canned vegetables in Ontario are put up by Prince Edward canneries. Apples, pears, plums, cherries and all kinds of small fruits yield enormous crops. Belleville's country market, the second largest in Canada, is a sight worth travelling many miles to see, especially on Saturday morning of each week, where the citizens can procure the choicest farm and garden products, in a fresh condition, without paying toll to middlemen. The market is conducted by the city for the benefit of the citizens.



BELLEVILLE MARKET---THE SECOND LARGEST COUNTRY MARKET IN CANADA

Learn more about the unrivalled advantages of Belleville and the Belleville District by writing today to

J. O. HERITY

Commissioner of Industries and Manager of the Chamber of Commerce,

BELLEVILLE, ONTARIO

