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1937



MAGAZINE OF PROGRESS

Published by
THE QUINTE BAY BEACHES
OF BELLEVILLE



BELLEVILLE, ONTARIO, CANADA
"THE CITY OF PROGRESS"

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and Prosperity

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MAGAZINE OF PROGRESS

An Illustrated Review Number

DESCRIPTIVE OF AND ILLUSTRATING A LIVE WIRE CITY • PEN SKETCHES
OF MANY OF THE LEADING BUSINESS HOUSES, MANUFACTURING AND
FINANCIAL CONCERNS LOCATED IN THIS PROGRESSIVE CENTRE

● MAGAZINE ORIGINATED AND COMPILED BY GEO. FINCH ●

BELLEVILLE

THE GATEWAY TO CENTRAL ONTARIO

"Beautifully Situated; Bountifully Endowed."

OCCUPYING a situation of remarkable beauty where the River Moira has its confluence with the Bay of Quinte, the City of Belleville, Ontario, holds a position of surpassing commercial and industrial advantage and is the centre of one of the finest sporting and recreation districts in America.

The picturesque Bay of Quinte forms the waterfront while to the north many hundreds of Laurentian lakes with their spring-fed streams provide a natural paradise for the hunter and angler.

Delightful drives over paved highways in all directions bring to view many supremely charming landscapes. Many thousands of tourists and parties annually visit Belleville and enjoy the manifold attractions for those in search of rest and recreation.

Belleville, because of its strategic position, about midway between Toronto, Hamilton and London, the three largest cities of Western Ontario, and Ottawa, Montreal and Quebec, the three greatest centres of population in Eastern Canada, is an ideal location for manufacturing enterprises.

Fifty thriving industries are located in the Belleville area, a large proportion of which are branches of American manufacturing corporations. Six of those so represented are the largest of their kind in the world.

In its civic development, Belleville has sought to maintain a high standard of cultural life, with clean and wholesome conditions amidst which to establish a home or rear a family. Educational and recreational facilities are of the best. Expansion in business and growth in population have come to Belleville, but these have been the incidental results of a policy founded upon sane judgment and an endeavour to attain what is best in Canadian citizenship.

Detailed information will be supplied on request of J. O. Herity, Manager Chamber of Commerce, Belleville.

BELLEVILLE'S ACCESSIBILITY

The trunk lines of the two great transcontinental railways pass through the corporation bounds with additional radiating lines to Madoc, Bancroft, Peterborough, Picton, Ottawa and all intervening towns, cities and villages. Belleville is the main divisional point on the Canadian National between Toronto and Montreal and has the most commodious round-house in Canada. Seven bus lines operate from the city including coast to coast service.

PICTURESQUE WATER ROUTES AND BEAUTIFUL DRIVES

The Bay of Quinte and the Trent and Murray Canals afford picturesque and convenient water routes to all ports on the Great Lakes as well as to the Kawartha Lake system and the marvellous panorama of the Trent Valley. Government highways lead to summer resorts and points of interest and beauty among which are the Sand Banks, Lake-on-the-Mountain, Bon Echo and Oak Lake. Pic-

turesque Prince Edward County, just across the Bay of Quinte from Belleville, affords delightful drives along orchard-lined highways and an ever-changing panorama of rocky bluffs, evergreen hillsides, romantic inlets, tarns and sand dunes.

THE CITY BEAUTIFUL

A permanent Parks Commission aims to make Belleville the cleanest, the most beautiful and the best city in which to live.

hills. The high altitude and the innumerable lakes surrounded by high wooded shores add to the beauty and health-giving qualities of the district. The red deer are abundant in the wilds of North Hastings and occasionally the moose is seen. Partridge and other game birds find here a natural habitat. Cottages may be had at reasonable rental at many of the most desirable and beautiful resorts or the transients may pitch their tents and enjoy to the full the unrestrained communion with nature.



CITY HALL AND CHAMBER OF COMMERCE

FACILITIES FOR RECREATION

All forms of seasonal sports and recreation are abundantly provided for. The Bay of Quinte Country Club, with commodious club house, golf course, tennis courts and facilities for swimming and boating, has a picturesque location on the shores of the Bay of Quinte, to the west of the city. The Belleville Golf Club has an excellent golf course at the east side of the city limits. Lawn bowling, baseball, canoeing, yachting, and other sports afford satisfaction to the most varied demands.

FINEST FISHING IN AMERICA

In the Bay of Quinte maskinonge up to fifty-seven pounds in weight have been caught while bass, pike and pickerel are to be had in abundance. But it is in the highlands of North Hastings that the finest fishing in America is to be had. The black bass is here found at its gamiest and best and the salmon trout is almost equally prolific of good returns while the speckled brook trout inhabits the many hundreds of crystal-clear streams that course down from the

QUINTE BEACHES OF BELLEVILLE

The citizens of Belleville have now entered upon a comprehensive scheme to develop the waterfront along the northern shore of the Bay of Quinte. The improvements will comprise a broad driveway and boulevard extending from the Government Dock to the easterly bounds of the city. A new bathing beach will be formed where there will be ample accommodation for the many thousands who will desire to take part in this form of recreation. The waters of the Bay of Quinte have an exceedingly agreeable temperature in the warmer months as contrasted with the beaches along Lake Ontario where cold water makes bathing impractical at certain periods of the summer. The waterfront will be suitably decorated with shrubbery and planted at convenient intervals with ornamental trees. The entire scheme will require several years for its full development but the bathing beach and other essential features will be open to the public in the summer of 1937.

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BELLEVILLE POST OFFICE (Left). BELLEVILLE CLUB (Centre) HOTEL QUINTE (Right)

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**COMPLETELY MODERN
CLEANING AND DYEING
PLANT IN THE CITY**

Belleville is to be congratulated on the enterprise and thoughtfulness shown in the project to prepare a suitable beach area for the convenience of young and old during the summer months. Progressiveness is a feature of Belleville's business life, and this is demonstrated by the fact that in this city is situated a cleaning and dyeing plant that is without equal in any place this size, comparing favourably with any establishment in the largest centres. MODERN CLEANERS AND DYERS, equipped with every scientific device to complete work of the highest standard, has been at the service of the public of Belleville and district for a number of years, with increasing patronage and confidence of their clients.

The plant, situated at 63 Moira Street West, is entirely modern in its equipment and con-

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stant research in the latest methods of handling newer fabrics keeps this firm at the forefront in the list of cleaners and dyers.

Skill, expert supervision and thorough attention to detail are characteristics of the work done here. The finest materials, delicate colours and the most exacting articles are treated carefully and returned to their owners in perfect condition.

To have within their own community a plant which executes such splendid work is a privilege of which the citizens of Belleville can well be proud. With Summertime here everyone feels the urge to look their best and to have their homes presenting their most charming appearance. At this time, MODERN CLEANERS AND DYERS, with office at 192 Front street, can be of invaluable assistance, keeping costumes fresh and spotless, home furnishings at their best, and providing storage for Winter garments. By phoning 729 prompt service is assured.

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VEGETABLES**

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AND
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R. B. GRAHAM - BELLEVILLE

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Exclusive Furriers

17 Campbell St.

DELANEY EXCLUSIVE FURRIERS, 17 Campbell street, Belleville, are the largest furriers in the Bay of Quinte district devoted exclusively to selling, remodeling, repairing, storing, cleaning and blending furs. Established twenty-four years ago by Joseph T. Delaney, today the industry has sprung from a small room with one employee and workmanship completed by hand with crude instruments to an organization that requires five thousand square feet of floor space for factory, office, and fur salon, that has every modern equipment and machines necessary to expediently complete a fur coat perfect in detail, and ten experienced employees who either operate these machines or whose other duties are equally as important to the great progress of Delaneys.

Ten years ago Mr. Delaney associated his son, J. Gordon Delaney with the Fur Industry and Delaneys have progressed under the combined management of father and son so much so that the firm is known from coast to coast both in Canada and the States.

Delaneys Furs are renowned for their Superior Quality, Exclusive Styles, at Unusual Savings. Whether it be a new or custom-made coat, or your own coat remodeled or repaired, Delaneys always maintain their same high standard of workmanship, materials and skins. The latest in fashions are always available for their customers.

Delaneys storage and cleaning facilities are unexcelled in the district. Storage with Delaneys relieves you of the burden of care and worries about your furs during the summer whilst in the fall you receive your furs like new again together with a world wide insurance policy good until next spring. Polar Bear Sawdust (safeway fur cleaning) is used exclusively in Delaneys factory for cleaning furs. Faded and worn furs are restored to their original lustre by Delaneys Blends, while all furs are water-repelled upon request.

For lasting beauty, whether you buy a new coat or have your own repaired, stored, cleaned, etc., it will pay you to let Delaney Exclusive Furriers be your furrier.

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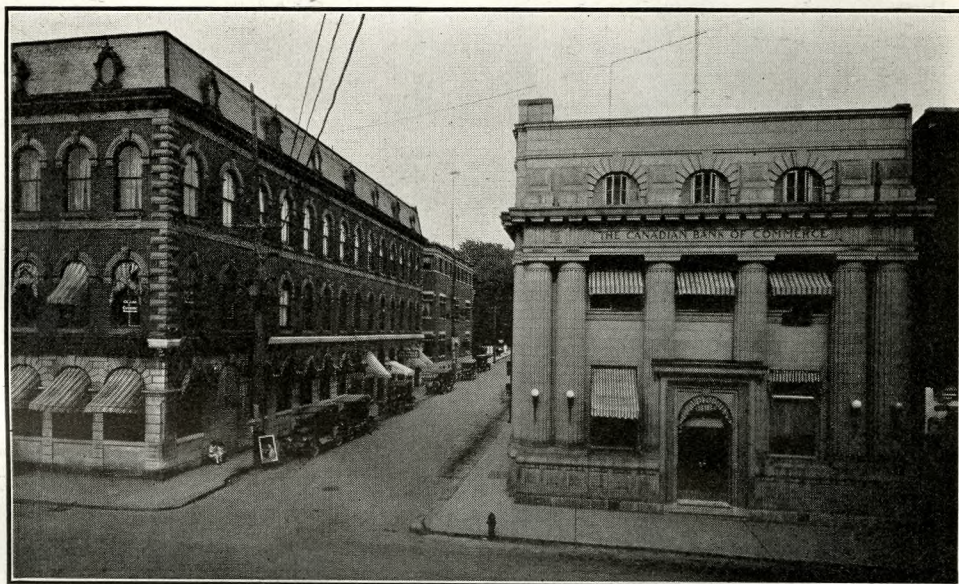
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ROYAL BANK (Left) BANK OF COMMERCE (Right)

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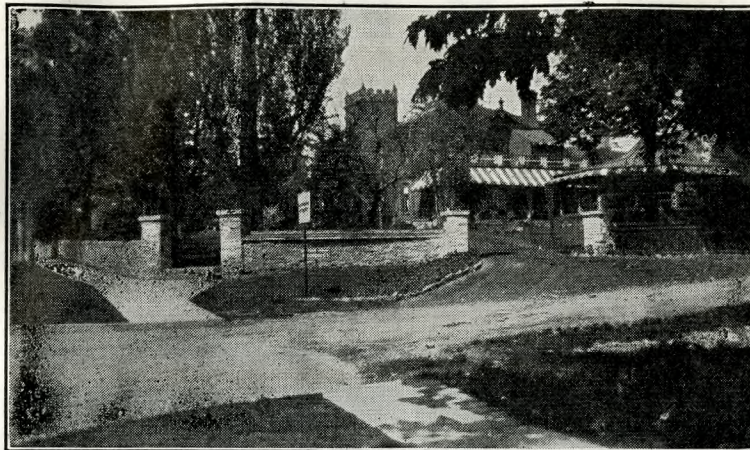
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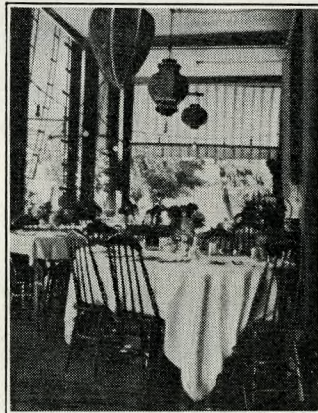
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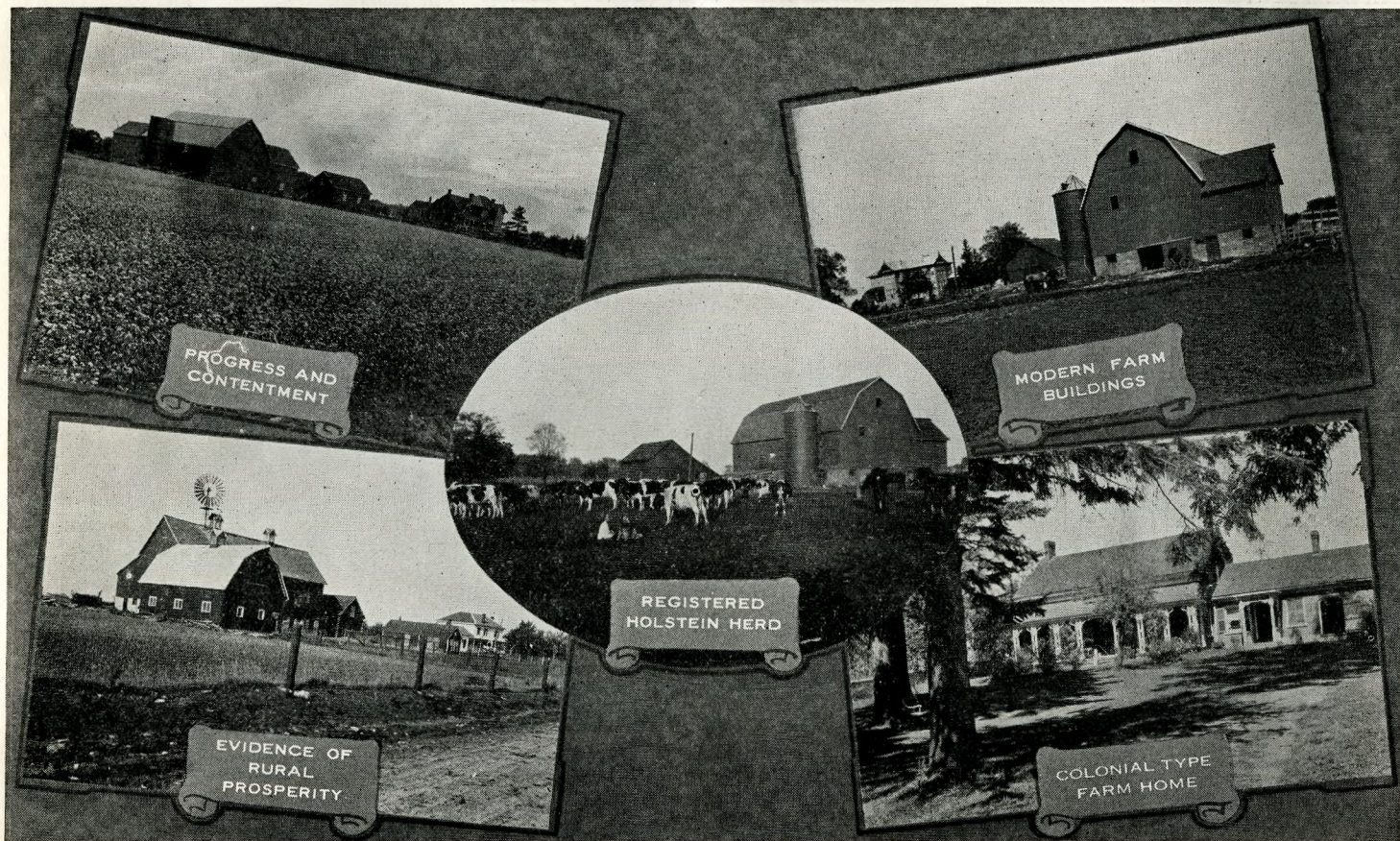
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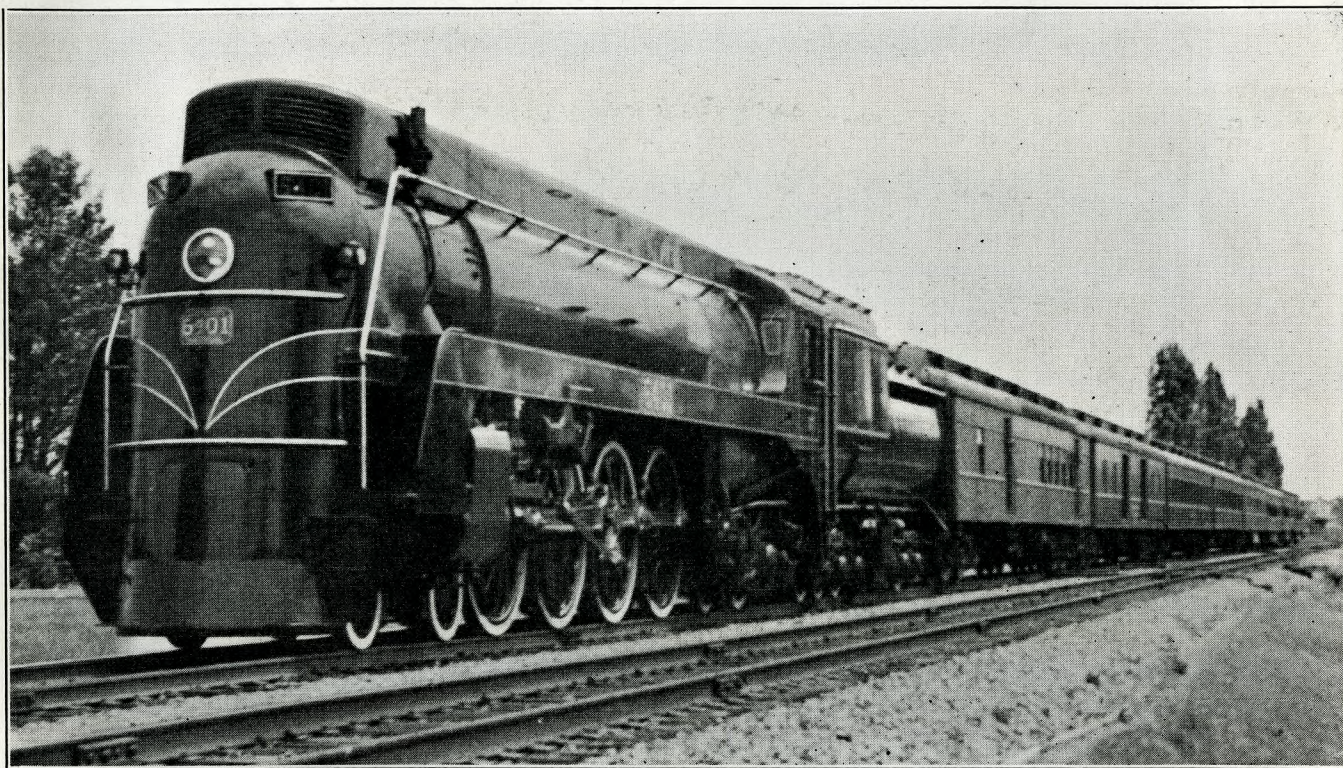
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In August, 1931, the SWIFT CANADIAN COMPANY opened a Dairy and Poultry Plant in Belleville. The building is located on Station street across from the Canadian National Railway Station. It is a modern brick and frame construction and is equipped with the most up-to-date equipment available.

The opening of this plant provided the farmers in this district with a year round market for cream, eggs and poultry. The policy of the Company which has enabled them to give satisfaction to the farmer producing the products they handle is summed up as one of handling a large volume with small profits. This policy is carried out so as to enable the farmer to get as large a return as it is possible to secure.



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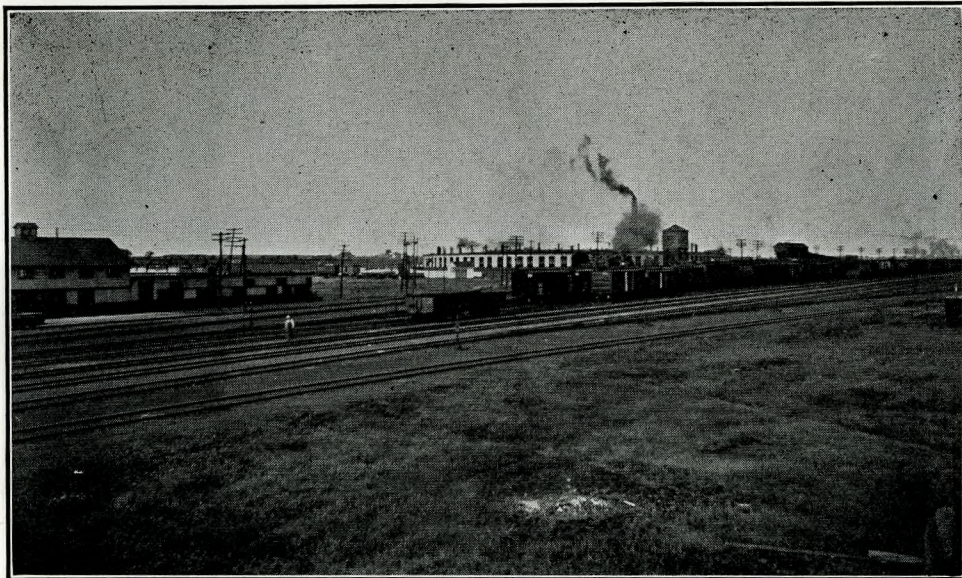
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GARN E. DOBBS

12 VICTORIA AVENUE

Plumbing, Heating, Sheet Metal and Electrical Contractor . . . is known to almost every citizen of Belleville, old and young, as "The Little Plumber Around the Corner".

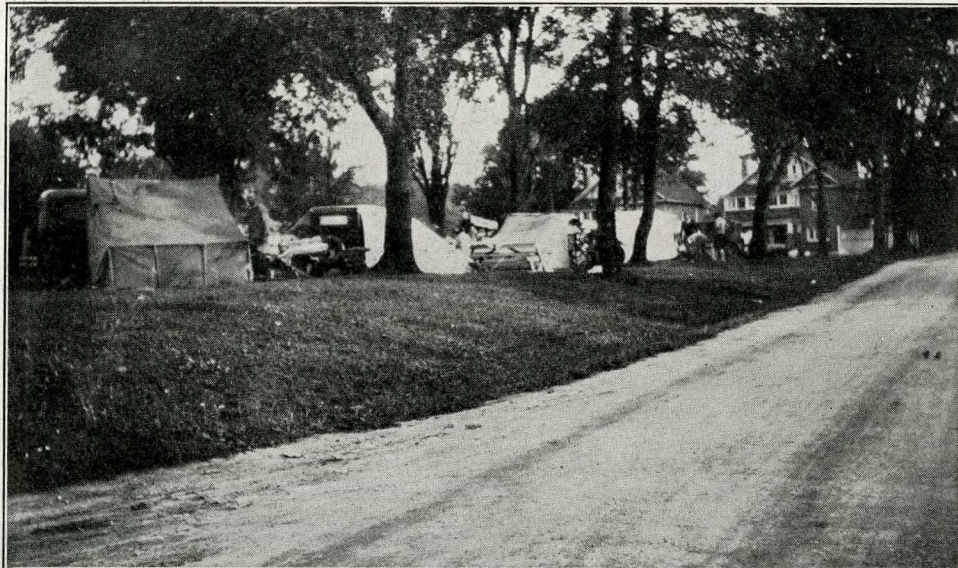
After wide experience as a journeyman in Belleville, Toronto, and other cities, he returned to this city and established his own business in the year 1914. Answering the call to the colors, he enlisted in the 155th Battalion, proceeded overseas and served in France with the 21st Battalion, returning with that unit in 1919. He immediately resumed his business activities, and from a very small beginning, has developed his business into one of the largest and most up-to-date in Eastern Ontario. His policy of "the finest workmanship and square dealing" has made a host of friends and customers of long standing.

Garn E. Dobbs is a native of Belleville and his reputation as a contractor and citizen is a record of what can be done in the "home town", and is summed up in the following verses, written by a poet friend and entitled,

OUR PLUMBER

You've lived in our town for a good many years
Garn,—you old Son-of-a-gun,
Seen some of life's laughter and much of its tears,
You old Son-of-a-gun.
You know all the folks that are really worth while
And always you greet them with cheery-faced smile
To serve them you've "hoofed it" for many a mile
You old Son-of-a-gun.

You're on the job early, you pay as you go,
Garn, you old Son-of-a-gun,
You're the kind of a man that but seldom says "No",
You old Son-of-a-gun.
On Sundays in Church, the old organ you've pumped,
At picnics, you ever are on the keen jump,
At home you're the busiest guy in the "dump",
You old Son-of-a-gun.



BELLEVILLE TOURIST CAMP

Why is it you do as
you well know
you do,
You old Son-of-a-
gun,
Hike around in the
rain or beneath
the skies blue,
You old Son-of-a-
gun.
You fixed up Brown's
faucet and charg-
ed not a cent,
Gave a ten dollar bill
to help pay old
Jones' rent,
Don't dare tell your
wife where the
last twenty went,
You old Son-of-a-
gun.
You're always afraid
that you're charg-
ing too much,
You old Son-of-a-
gun,
On figures you're sure
very often "in
Dutch"
You old Son-of-a-
gun.
Every job that you
get you vow must
be done right,

All "roughing" that's hidden away out of
sight
As well as all fixtures you leave gleaming
bright,
You old Son-of-a-gun.

It's just your darned pride to belong to the
town
You old Son-of-a-gun,
And do first-class plumbing through years of
renown
You old Son-of-a-gun.
You keep right on hustling with wrenches
and pot
And then cut the bill just as likely as not
Just to feel that to folks you're "Our Plumber",
that's what
You old Son-of-a-gun.

This firm employs none but first-class work-
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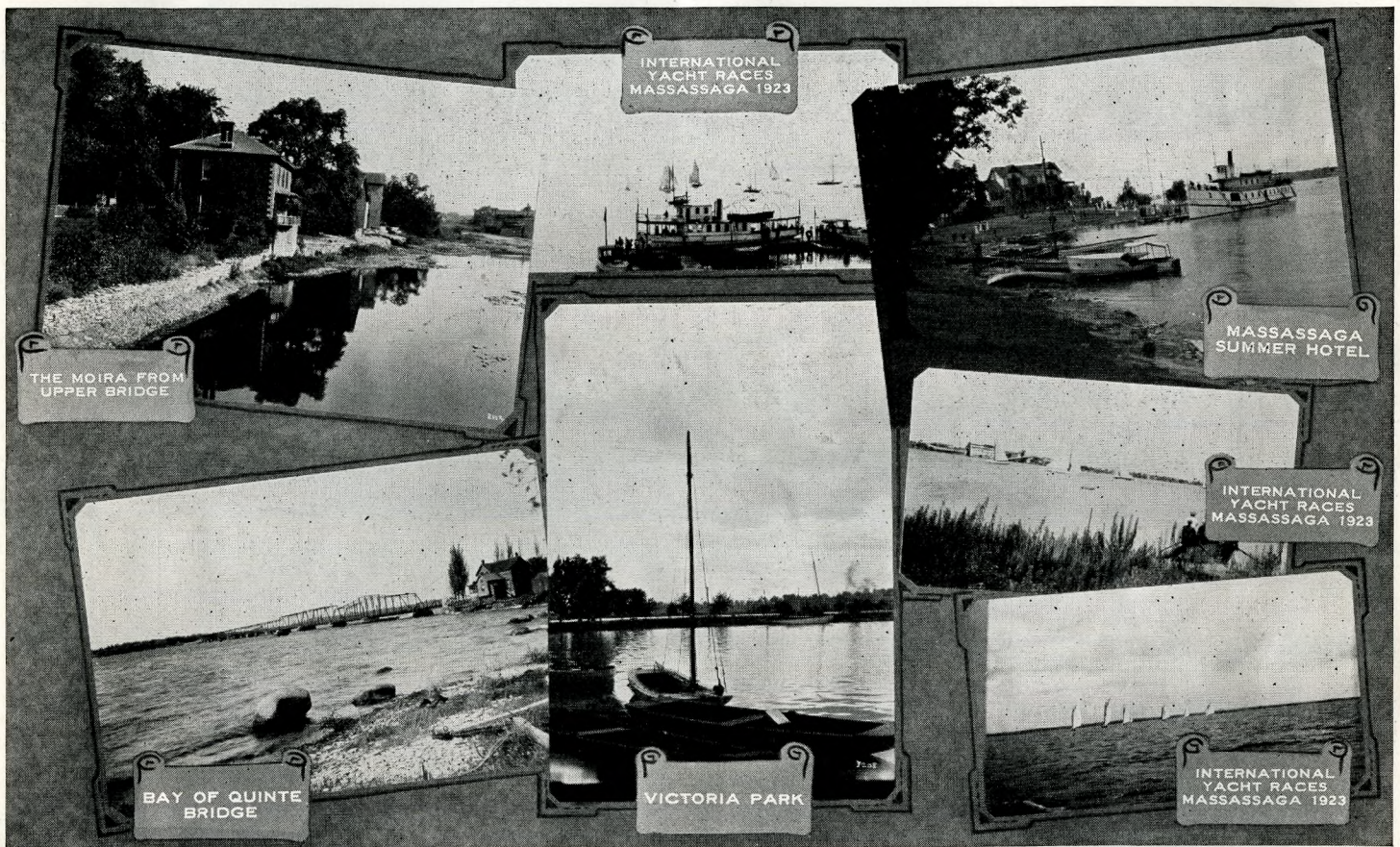
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PHONE

748

Phone

1984

or

570

Canadian industry that characterizes the facilities at the main plant. Competent engineers in the Sales Department will assist in laying out plans for new installations and revisions of present equipment.

All the popular machinery of S-A design is available to Canadian customers at prices which do not carry the import duties common to material manufactured in the United States.

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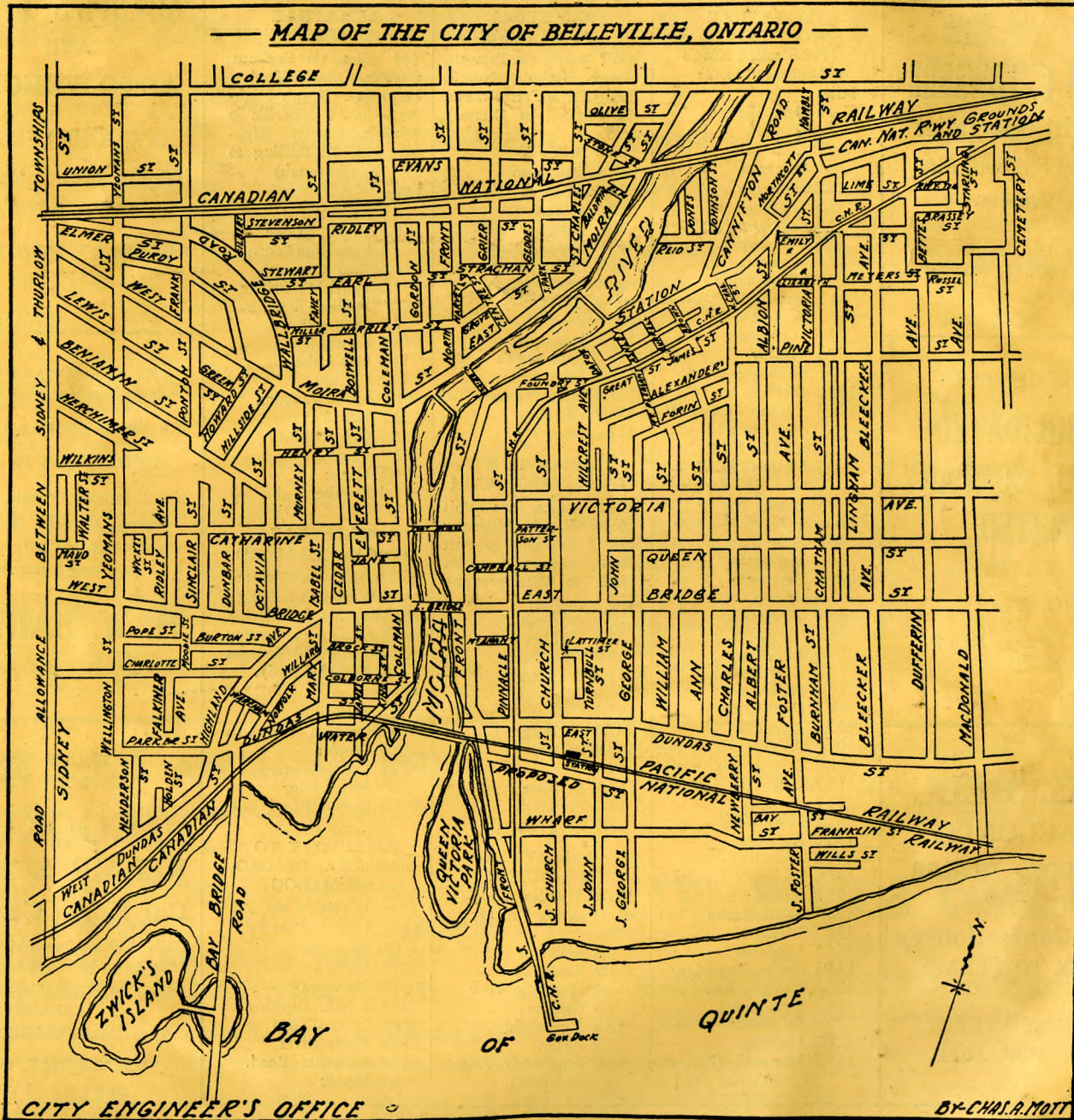
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Highway No. 2)

Miles
0.0 Belleville
10.6 Trenton
16.7 Smithfield
19.9 Brighton
27.9 Colborne
35.5 Grafton
42.5 Cobourg
49.8 Port Hope
52.7 Welcome
60.7 Newtonville
65.5 Newcastle
70.7 Bowmanville
79.6 Oshawa
83.5 ~~Whitby~~
90.1 Pickering
100.2 Scarboro
112.3 Toronto (King &
Yonge Streets)

**BELLEVILLE
TO MONTREAL**
(235.5 miles, King's
Highway No. 2)

Miles
0.0 Belleville
14.6 Marysville
20.2 Deseronto
37.8 Odessa
42.6 Westbrook
46.7 Cataraqui
50.0 Kingston
67.7 Gananoque
86.4 Mallorytown
98.7 Brockville
103.4 Maitland
109.8 Prescott
113.8 Ottawa Highway
118.7 Cardinal
124.7 Iroquois
132.1 Morrisburg
140.7 Aultsville
143.2 Woodlands
147.6 Dickson's Landing
151.2 Moulinette
152.7 Milles Roche
157.7 Cornwall
174.5 Lancaster
183.3 Quebec Boundary
190.6 Coteau Landing
208.6 Vaudreuil
209.4 St. Joan
227.2 Lachine
235.5 Montreal (Peel &
St. Catherine Sts.)

**BELLEVILLE
TO OTTAWA**
(172 miles, via Prescott,
King's Highway No. 2,
Belleville to Prescott, No.
16 Prescott to Ottawa)

Miles
0.0 Belleville
20.0 Deseronto
25.0 Napanee
37.8 Odessa
50.0 Kingston
67.7 Gananoque
86.4 Mallorytown
98.7 Brockville
103.4 Maitland
109.8 Prescott
117.0 Johnstown
124.0 Spencerville
136.0 Kemptville
147.0 North Gower
150.0 Carsonby
172.0 Ottawa

**BELLEVILLE
TO PETERBOROUGH**
(78.9 miles, via Port
Hope, King's Highway
No. 2 Belleville to Port
Hope, No. 28 Port
Hope to Peterborough)

Miles
0.0 Belleville
10.6 Trenton
16.7 Smithfield
19.9 Brighton
27.9 Colborne
35.5 Grafton
42.5 Cobourg
49.8 Port Hope
52.1 Dale
59.8 Bewdley
68.7 Fraserville
78.9 Peterborough

**BELLEVILLE
TO PICTON**
(22.5 miles, King's
Highway No. 14)

Miles
0.0 Belleville
1.9 Rossmore
8.5 Mountain View
9.9 Crofton
17.6 Bloomfield
22.5 Picton
24.6 Sandbands (via
Bloomfield)

**BELLEVILLE
TO PETERBOROUGH**
(64 miles, via Foxboro,
Stirling, Campbellford &
Hastings — King's High-
way No. 14 Belleville to
Stirling, County High-
way No. 72 Stirling to
Peterborough)

Miles
0.0 Belleville
0.5 Upper Bridge
3.0 Cannifton Turn
4.3 Ross' Corners
5.6 Fairfield's Bridge
6.8 Foxboro P.O.
7.2 Stirling Road
10.2 Chatterton
12.4 Oak Lake
15.4 Stirling
18.3 Anson Junction
22.7 Hoard's
32.0 Campbellford
42.0 Hastings
54.5 Keene
64.0 Peterborough

**BELLEVILLE
TO CAMPBELLFORD**
(37 miles, via Trenton
and Wooler, King's
Highway No. 2 Belleville
to Trenton, County
Highway No. 74 Trenton
to Campbellford).

Miles
0.0 Belleville
10.6 Trenton
20.5 Wooler
26.6 Codrington
33.3 Meyersburg
37.0 Campbellford

**BELLEVILLE TO
MARMORA, DELORO,
and MADOC**
(County High'y No. 71)

Miles
0.0 Belleville
15.4 Stirling
31.4 Marmora
33.9 C.N.R. Crossing
34.7 Deloro Turn
36.9 Moira River
45.4 Belleville Road.
46.0 Madoc

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AND
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C. W. BURR

Handy Highway Distance Table

*of Highway Distances between Belleville and the Larger Centres
of Population.*

BELLEVILLE TO	Miles	BELLEVILLE TO	Miles
Toronto, Ont.	112	North Bay, Ont. (via Toronto)	346
Hamilton, Ont.	156	Cochrane, Ont. (via Toronto and North Bay)	622
Niagara Falls, Ont.	190	Kingston, Ont.	50
Buffalo, N.Y.	220	Ottawa, Ont. (via Kingston and Smith's Falls)	165
Cleveland, Ohio	410	Ottawa, Ont. (via Prescott)	172
Pittsburgh, Pa. (via Niagara Falls) ..	470	Montreal, Que.	236
Philadelphia, Pa. (via Niagara Falls)	675	Quebec, Que.	420
Washington, D.C. (via Niagara Falls)	640	St. John, N.B. (via Quebec, Que., and Grand Falls, N.B.)	862
London, Ont.	236	Halifax, N.S. (via Quebec, Que., and St. John, N.B.)	1062
Detroit, Mich.	360	Boston, Mass. (via Montreal, Que.)	590
Port Huron, Ont.	350	New York, N.Y. (via Toronto and Niagara Falls, Ont.)	630
Chicago, Ill. (via Detroit)	645	New York, N.Y. (via Kingston, Ont., Cape Vincent, N.Y., Watertown, Utica, Albany)	390
Cincinnati, O. (via Detroit)	683		
Indianapolis, Ind. (via Detroit)	640		
Peterborough, Ont. (via Port Hope) 79			
Peterborough, Ont. (via Camp- bellford)	64		

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TO MAYNOOTH
(via Madoc, 95 miles—
King's Highway No. 14
Belleville to Foxboro,
County Highway No. 75
Foxboro to Maynooth).
Miles

0.0 Belleville
6.8 Foxboro P. O.
7.2 Stirling Road
9.5 Megginson's Cor.
10.8 Halloway
14.8 West Huntingdon
18.9 Ivanhoe P.O.
20.7 Ivanhoe Station
21.6 Crookston Turn
22.0 White Lake
25.2 Moira Lake
27.1 Marmor Road
27.5 Madoc
34.5 Eldorado
38.0 Bannockburn

60.0 Ormsby
70.0 Turriff Turn
80.0 Bancroft
95.0 Maynooth

BELLEVILLE
TO MARMORA
(via Stirling, 31.4 miles
—King's Highway No.
14).
Miles

0.0 Belleville
6.8 Foxboro P.O.
7.2 Stirling Road
10.2 Chatterton
12.4 Oak Lake
15.4 Stirling
19.4 Sine
20.8 Campbellford Road
22.1 Harold
24.0 Springbrook
25.9 C.P.R. Crossing
26.4 Bonarlaw
31.4 Marmor

B'VILLE TO TWEED
(24.4 miles — County
Highway No. 76).
Miles

0.0 Belleville
3.0 Cannifton
4.00 Corbyville
10.0 Plainfield
10.9 Latta
14.3 Roslin
17.5 Thomasburg
24.4 Tweed

B'VILLE TO BON ECHO
(via Tweed, 60.8 miles)
Miles

0.0 Belleville
24.4 Tweed
29.5 Actinolite
42.1 Flinton
47.3 Northbrook
53.5 Cloyne
57.0 Lake Mazinaw
61.4 Bon Echo

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LIMITED

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Best Wishes for Success to another
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Quinte Bay Beaches and the Arena
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PHONE 686

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Staff.

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Your Money

TAKE IT: From thousands of Goblin Owners.
TAKE IT: From the originators of the Vacuum Cleaner.

TAKE IT: As, an established Fact.

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UTMOST, in Length of Service.

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**AUTOMOTIVE
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and
EQUIPMENT

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This hardware business was established in 1868 by the late J. W. Walker, a native of Belleville. He was one of the best known hardware merchants in Eastern Ontario and by his adherence to the principles of business, honesty and integrity, he was successful in building up a large trade. He continued in the business until 1920 when he retired.

The business was then taken over by J. G. Galloway, the present president of the Company, the late C. E. Hanna, and C. C. Walker, employees of J. W. Walker for many years and experienced hardware men. They continued the business under the name of Walker Hardware Co., Ltd. In 1926 they enlarged and remodelled the store into one of the finest and best equipped hardware stores between Toronto and Montreal.

In 1933 H. W. Fox and W. M. Fox, two energetic young men, joined the firm.

This firm does a large business and have a complete stock of shelf and heavy hardware, contractors and builders supplies, cement, plasters, etc., mechanics tools, fishing tackle, camp supplies, and kitchen utensils. They also carry one of the largest stocks of paints, oils, glass, etc., in Eastern Ontario.

They have a courteous and efficient staff who endeavor to give the best service at all times.

Their motto is 'Service and Quality Goods at Reasonable Prices'.

A commodious Ladies' Rest Room, on the ground floor, is much appreciated by their customers and friends.

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Nature's Way
To Health

AQUA VITAE is a Latin phrase meaning "WATER OF LIFE".

Many users of AQUA VITAE claim that this mineral water is well named because of its marvellous healing and restorative properties.

From the chemical analysis it is difficult to explain the many things that AQUA VITAE does for the sick, ailing and apparently well, but when you notice how richly charged it is with minerals in the COLLOIDAL STATE, one can better understand why AQUA VITAE is of so much significance and of rare value in the promotion of health and the prolongation of life generally.

So few people as yet realize the necessity of minerals to their well-being—their importance in the prevention and alleviation of disease and how essential they are to the diet of every child in order that they be able to develop a strong bony frame, a normal intelligence and a sound nervous system—A BODY THAT DISEASE CANNOT ATTACK. It is pitiful the way that many children are scolded because they are dull, backward, irritable, nervous, etc. There is a cause and in many cases it is a lack of minerals which their bodies must have in order to develop normally and function properly. More will be said later about what a deficiency of minerals, especially CALCIUM, means to the human, animal and plant life.

Investigate and learn about the necessity of minerals to your well-being, and get convinced or otherwise on the matter. If you come to the decision that they do play such an important role in the prevention and alleviation of disease then investigate the possibilities of AQUA VITAE in the promotion of health and the prolongation of life. If you should come to the conclusion that AQUA VITAE does contain these possibilities then listen to no one until you have given it a fair trial. It has already helped many to get back the joy of living after everything else has failed. There are many natural born knockers who always express their opinions as facts, when they really know nothing about that which they are talking.

We believe that if AQUA VITAE were used as a prophylactic and the system kept mineralized by its use, cancer, diabetes, tuberculosis, digestive disturbances, etc., would not be so prevalent as they are today. If a lack of the proper minerals in your system is the cause for such diseases why then could they not be eradicated if the proper supply of minerals were provided. It seems logical that one should strive to not let such diseases get a foothold rather than to try to get rid of them after they are solidly rooted.

Our containers are sealed for your protection. Look for Aqua Vitae on the seal.

Belleville Aqua Vitae Company Limited

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(No. 2 HIGHWAY)
BELLEVILLE, ONTARIO

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All Work Guaranteed Satisfactory
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Phone 1562 194 Front St., Belleville

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Wottens Limited

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COMPLIMENTS OF

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BELLEVILLE, ONT.

J. & J. Cash, Inc., Belleville

J. & J. CASH, Inc., Belleville, is the Canadian Branch of the American Company of the same name, with headquarters at S. Norwalk, Conn. The American Company is affiliated with the English firm of J. & J. Cash Limited, Coventry, which can claim the distinction of being one of the oldest British industries. Started by John and Joseph Cash, nearly a century ago, the Company originally were large ribbon manufacturers. In the earlier years all Cash's Ribbon was made by home weavers. Seeing homework wasteful and unwieldy, Cash's built a colony of 48 houses around the present factory site. The upper stories of the houses were used as factory space for weaving and the downstairs for living quarters for the workers.

Claiming that this social-minded venture was spoiling labour, the conservative English trade boycotted Cash's ribbon, which threatened to close down the business. Hearing of this state of affairs, the head of one of the largest New York Department Stores, later to become Wanamakers announced he would buy nothing but Cash's ribbon. The news travelling to England quickly broke up the boycott.

Prosperity continued during the 1860's, but the lowering of the tariff on French ribbon in 1871 killed off many of the English Ribbon concerns and would have done the same for J. & J. Cash, had it not been for the ingenuity of the management in turning to the manufacture of Frilling, yards of which were used at the time in every woman's petticoat. As it had once been famous as a Ribbon producer, the company soon won fame as a manufacturer of Frilling.

In 1886, it was brought to the notice of the management that a good business could be built up in the weaving of Name labels.

The development of this idea progressed to such an extent that at the present day woven Names and Labels constitute the sole products of the Company.

The American plant was started in 1906 and incorporated in 1919. The Belleville mill was established in 1919 and one in Los Angeles in 1926.

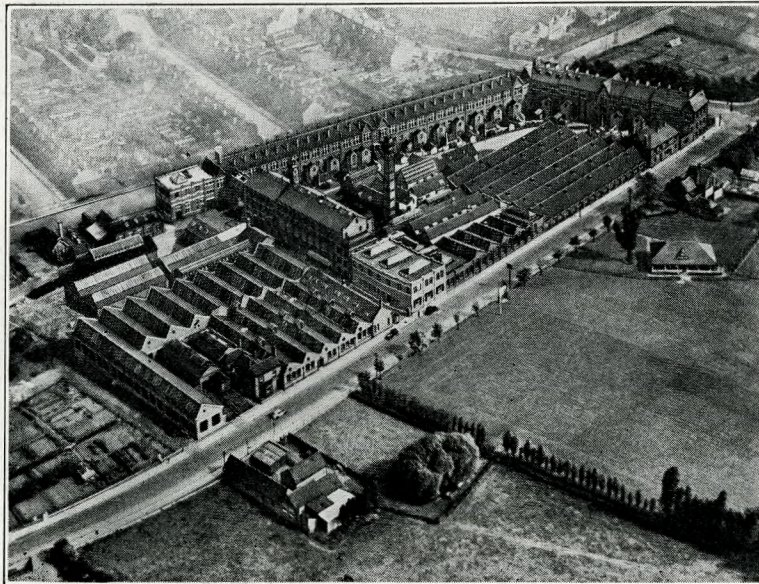
The people who live away from home, those who do considerable travelling, those who send their children away to school and to Nurses, Cash's Woven Names have come to be a necessity. Dry Goods Stores, Department Stores and Men's Furnishings throughout Canada take orders for the Names.

Besides Woven Names for identification purposes for personal use, J. & J. Cash, Inc., manufacture all types of woven trade mark labels for manufacturers of shirts, underwear, shoes and in fact all articles of apparel.

A visit to the Canadian plant which is situated on Grier Street, Belleville, is an interesting experience for any person. The Canadian management welcomes all visitors who desire to watch the weaving of Woven Names and Labels.

COMPLIMENTS OF GARAGE SUPPLY CO. LTD.

BELLEVILLE
Toronto - Hamilton



View of J. & J. Cash, Limited, Kingfield Works, Coventry, England.

J. Arnold Thomson

M. R. A. I. C.

Architect



93 Dundas E. Phone 1808

TOURIST - INDUSTRIALIST

To the tourist visiting Belleville or to those just passing through our city gates into the tourists Mecca of Hastings County and the Bay of Quinte area we want to say "Welcome" and "Nothing But the Best for Our Guests". So we have prepared for your pleasure by the improvement of our highways to points of interest throughout the County. To our own Dr. J. A. Faulkner, Minister of Health for the Province of Ontario goes the thanks of the City and County for the influence brought to bear upon his government in this connection.

Mayors, Reeves, Aldermen, Councillors and men of influence in the various municipalities have vied with one another in the protection of our natural heritage of beautiful lakes, wooded areas and wild life—our governments have provided artificial aids to Nature and have filled our streams with fish to delight the heart of Isaac Walton guests and neighbours from the South.

Here is the key and with it the freedom of our beautiful County of Hastings. May your stay with us be happy.

TO THE INDUSTRIALIST:

The City of Belleville offers rare opportunities for the location of plants, main or branch, and the absence of industrial upheavals so prevalent at this time. Belleville has yet to know what a strike means and present indications are that it never will, in a major sense at any rate, for the relationship of employer and employee in our various plants is on a high plane. One of our largest industrial employers speaks favourably of a union formed within his plant without outside influence. This union elects its committee who treats with the management on all matters pertaining to the welfare of the staff, including working conditions, hours of labour, wages, etc. By a spirit of co-operation and frankness on the

part of all parties a frame of mind has been engendered that bids fair to achieve permanent contentment and mutual material gain. This plant employs male and female labour and is a cross section of the city's employables reflecting favourably the industrious material available in the City of Belleville for any Industrialists who might be seeking a location for his plant where reasonable expectation of relief from industrial upheaval exists.

Unemployed men of our city cheerfully give service in return for relief afforded their families and there is not a city in the province for relief administration as particularly indicated by a sharply declining relief roll and diminishing cost of this service.

The eye of any discerning industrialists from the South seeking a location is particularly directed to the foregoing which coupled with a plentiful labour supply and low-powered costs plus a preferential position in bidding for the markets of the British Empire (see British Preference Tariff) some five hundred millions of souls should prove deciding points in favour of a British Empire location and that location Belleville.

LAURIE LEWIS,
Chairman of Welfare.

Ontario School for the Deaf

Established in 1870, this school continues to provide a suitable education for boys and girls who are deaf, or who have insufficient hearing to enable them to make progress in a public or separate school.

TERMS OF ADMISSION AND COST.

Any boy or girl in Ontario, between the ages of five and twenty-one years, who is totally or partially deaf, and who would be eligible to attend a public or separate school, if he or she were not deaf, may attend the Ontario School for the Deaf. All pupils must be free from any mental or physical defect other than deafness, that would prevent them from caring for themselves in the Residence and in the School.

Parents or guardians must arrange for transportation to and from the School and buy all necessary clothing. They are also required to pay \$50.00 per annum for each child to help defray the cost of food and sustenance. The balance of more than \$400.00 per annum, which is necessary to maintain a child is assumed by the Province of Ontario. If parents are financially unable to pay the fee for food and sustenance, they may submit a remission of fees form signed by the mayor or reeve of the municipality in which they live and exemption may be granted. In such cases the municipality does not assume any financial obligation as the total cost is paid by the Province.

For the present school year the average attendance is 292, the pupils coming from all parts of Ontario. Forty-five boys and girls are spending their first year at the School. Of these, twenty-one were under seven years of age, when admitted.

The School is organized into three sections, namely: Junior, Intermediate and Senior.

THE JUNIOR SCHOOL.

In the Junior School boys and girls between the approximate ages of five and eleven are grouped in regular grades of twelve pupils to a class, each in charge of a class teacher. Instruction is given in language, lip-reading, and oral speech as well as in the fundamentals of silent reading, writing, spelling, composition, arithmetic, and other fundamental subjects.

THE INTERMEDIATE SCHOOL.

Pupils between the approximate ages of eleven and fourteen are placed in the Intermediate School. Instead of being divided into grades, each under a class teacher, the Intermediate School is arranged into eight rotating groups which move from room to room or shop.

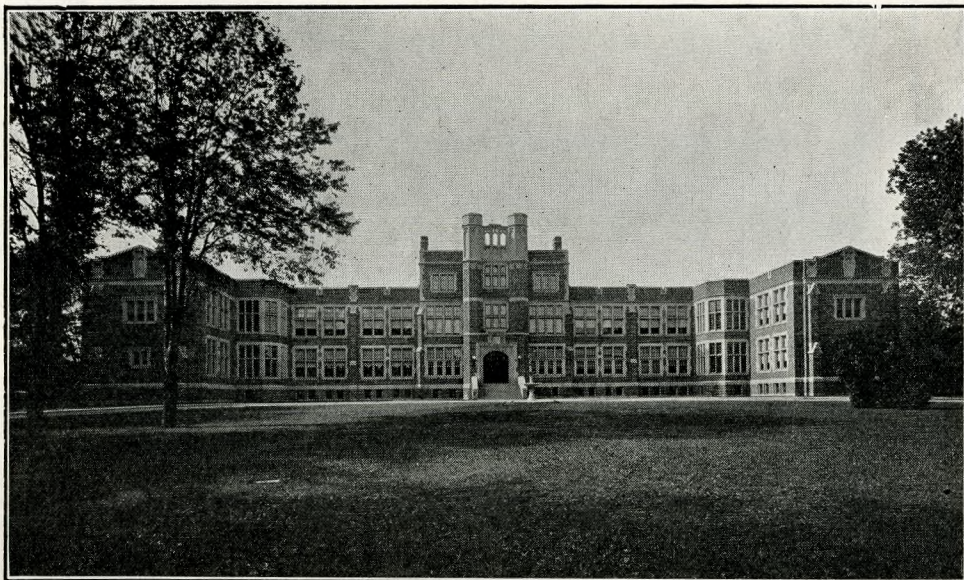
THE SENIOR SCHOOL.

The Senior School, comprising pupils from fifteen to twenty-one years of age, is likewise divided into eight rotating groups. Four of these groups during the morning and four during the afternoon session visit each day special academic classes in the social sciences (geography, history, and civics) arithmetic and grammar, reading and literature, English language and composition. There are also special classes for speech and speech-reading. During one or two periods per week each group receives instruction in art, rhythm, and business practice.

Intensive and specialized instruction is given in the Senior School. Courses in carpenter work, shoemaking and shoe-repairing, printing, baking, cleaning and pressing, barbering, caretaking, business, commercial art, and farming are provided for the boys. Courses in dressmaking, fancy sewing, beauty parlour work, laundry work, cooking, general housework, business, and commercial art are provided for the girls. The four groups which spend their mornings in the academic rooms, spend their afternoons in shop practice; the four afternoon academic groups attend the various shops during their morning periods.

At the present time there are 133 pupils in the Junior Department, 87 in the Intermediate Department and 73 in the Senior Department.

Several pupils receive High School Entrance certificates every year and during the succeeding year follow a course of study similar to work taken during the first year in a High School.



ONTARIO SCHOOL FOR THE DEAF

LIVESEY'S Meat Market



FINEST QUALITY
WESTERN
BEEF

18½ Bridge St.
Phone 2280

We Deliver
Promptly



TRENTON

Trenton is at the mouth of the Trent Canal on the Bay of Quinte. The population according to recent census is 7,050. Among the industries are a creosoting plant, cooperage, silverware factory, textile and paper mills and box factory.

Trenton has good transportation by water, rail and highway. Connection is made by water with all points on the Great Lakes, the St. Lawrence River and the Trent Canal. Three lines of railroad serve the town and provincial highways 2 and 33 intersect here.

Trenton has four hotels and numerous modern tourist homes.

The training base of the Royal Canadian Air Force is here.

Address all inquiries to local Chamber of Commerce.

Albert College Belleville, Ontario

Albert College is a residential school for young people. In its present form it is new, but as an institution of higher learning it is old, with a long and notable history and a rich tradition. It was founded in 1857 by the Methodist Episcopal Church to provide for their sons and daughters a centre of higher education under Christian influences. From 1866 to 1885 it possessed university powers. After the union of the various Methodist bodies in 1884, Albert became incorporated with Victoria University, and since that time it has carried on its work as a secondary college in affiliation with the university. During its history, both as university and college, Albert has held a conspicuous place among the educational institutions of the Dominion. It includes among its graduates some of the distinguished men and women of Canada, and it has given to the foreign mission field many of its gifted students.

The old college has now given place to the new. In 1926 the college moved into the magnificent new buildings which had been erected on a new site, and at the same time took on its new character as a college for young men and boys. In 1936, due to the many requests that came from prospective lady students who desired to take some of the special courses and at the same time avail themselves of the many privileges of residential life, the Board of Governors saw fit to set aside a separate residence for a limited number of young ladies. In the new the aim has been to preserve the best traditions of the old, while at the same time setting up those new ideals and adopting those new methods which represent the best in modern education.

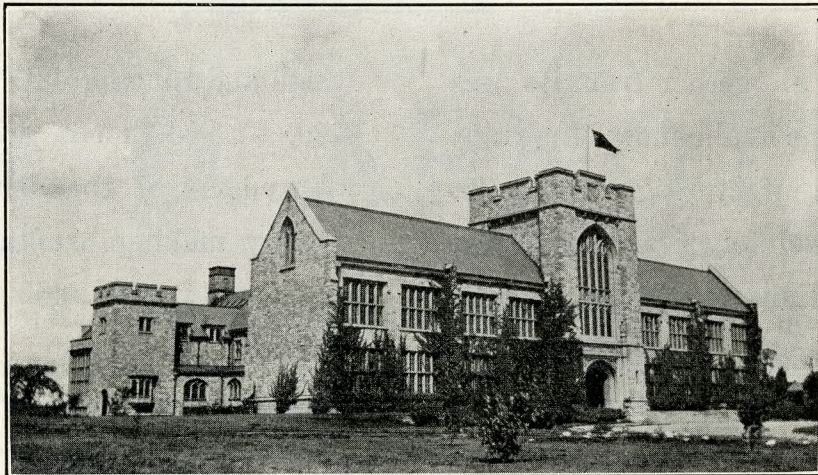
Albert College stands in a unique relation to the United Church of Canada. It is the only United Church College in the Province of Ontario to which boys are admitted. It provides a residential school of the first class to which the people of the United Church can send their sons and daughters. It serves as a preparatory school for numbers of candidates for the United Church ministry. But while a United Church institution, it is open to students of all denominations, and takes in any acceptable students who desire the same scholastic training as that given in the High Schools and Collegiate Institutes. The Masters have been chosen with special care and with a view to their fitness for residential life among young people. They reside in the building and have oversight over studies, study periods and residential life.

No history of Albert College can afford to omit reference to our Honour Roll of three hundred teachers and students, and twelve nursing sisters, who responded to the call of the Motherland in the Great War. "Albert" was represented on practically all the battle fronts of Europe. Twenty-eight made the supreme sacrifice, while eight received the Military Medal, seven the Military Cross, and three the Distinguished Service Order.

Our students have attained prominence in various walks of life. Some have achieved Parliamentary fame, both in Provincial Legislatures and in the Federal Government, and some in State Legislatures in U.S.A. But we rejoice most of all in that over sixty of our students are serving Christ in the foreign field.

COMPLIMENTS OF
THE BELLEVILLE
CLEARING HOUSE
ASSOCIATION

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Bank of Commerce
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BOATS, OARS, PADDLES
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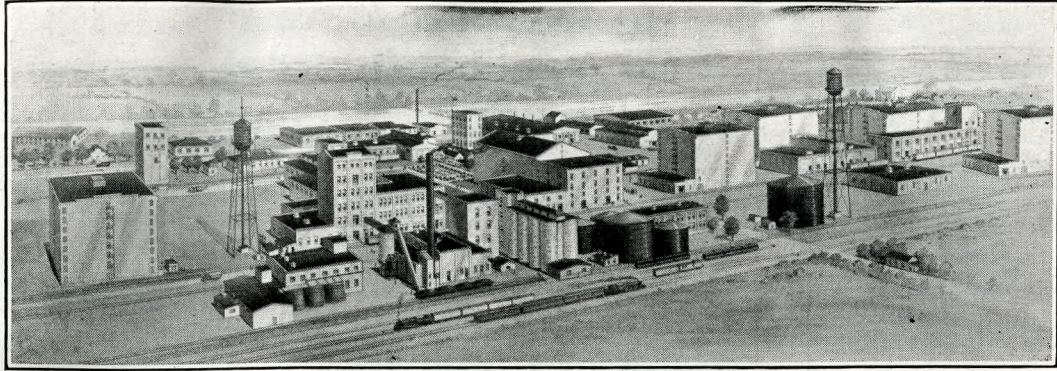
BELLEVILLE TWEED

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J. R. GUTHRIDGE
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KRESGE BUILDING

BELLEVILLE, ONT.

Phone 1825



The Refinery of
CANADIAN INDUSTRIAL ALCOHOL COMPANY, LIMITED
Corbyville, Ontario.

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 Company, 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.

COMPLIMENTS
of
**WISER'S
DISTILLERY
LIMITED**

***"The Home of
Corby's"***

**CORBYVILLE,
Ontario**

Established 1859

COMPLIMENTS
of
**CONSOLIDATED
DISTILLERIES
LIMITED**



COMPLIMENTS OF

R. D. ARNOTT

MAYOR OF THE
CITY OF BELLEVILLE

1937



MARTIN Funeral Home

For over 35 years, this firm has been engaged in the funeral directing profession in Eastern Ontario.

Established in 1902 by F. C. Martin and with 20 years of progress, in 1922 the firm name was changed to F. C. Martin & Son, when Floyd E. Martin became junior partner.

The present beautifully located, moderately equipped funeral home at 210 Church street in the heart of Belleville, Ont., was opened by this firm in 1931 and since the death of F. C. Martin, senior partner in 1933, Floyd E. Martin became head of the Martin Funeral Home, with eleven years experience as junior partner and for the past four and a half years as manager.

The beautiful funeral home is of the residential style with chapel seating 125, foyer, rest rooms and offices. Ample parking space for 50 funeral motors and no parking limit at the Church Street entrance.

Professional services of the highest type are assured with special attention to cases from out of town.

Full Cadillac Limousine and Studebaker Motor Equipment and two completely equipped Studebaker ambulances are maintained.

Efficiency.

Endowed by 35 years experience, enables this firm to give relief from every detail at that time when their services are required.

"Say It With Flowers"

T. GIVINS & SON

GREENHOUSE:

231 Bleecker Ave. - Phone 189

*Member of Florist Telegraph
Delivery Association.*

Belleville, Ont.

Crystal Pure

ICE

For year 'round protection
to Your Food —

Phone 2071

today — and have our
driver call.

COAL

GOOD COAL COSTS
LESS . . .

than coal of inferior quality. Contains more heat units per ton. Lasts longer. Burns better. Eliminates unnecessary waste. No matter what grade of coal you need it will pay you to let us supply your requirements. Good coal always costs less when you buy it here.

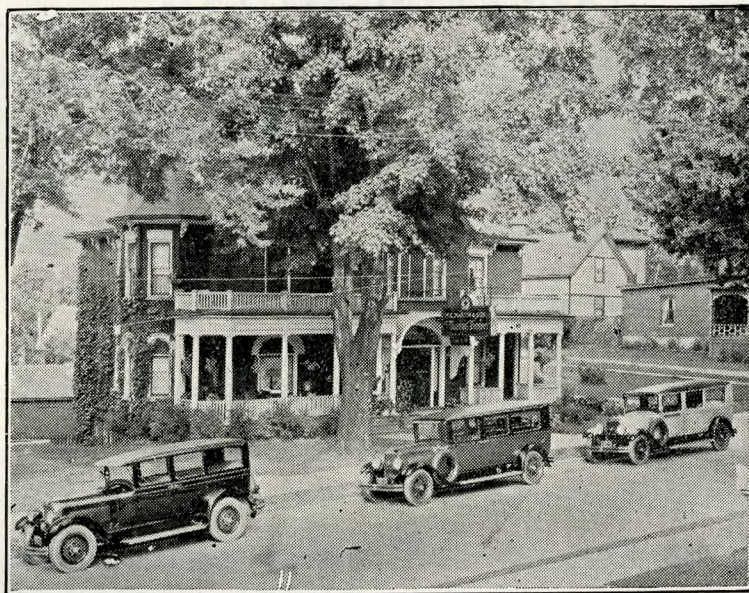
HARRY SMITH

152 PINNACLE ST.
PHONE 2071

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6

Modern Funeral Home



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OF

A
FRIEND

Storage - Mover

F. LaPalm

BELLEVILLE, ONT.

Every Load

Insured

Belleville Collegiate and Vocational School

The Secondary School supported by the Public of Belleville and Vicinity.

The School in which in all probability the majority of the young people of this City and District will spend a number of years in preparation for further careers at other schools, colleges, universities or in business.

The annual registration in this school has grown to one thousand students and the teaching staff to thirty-five.

The courses include instruction in academic subjects, commercial subjects and technical subjects. The equipment is modern and adequate. The various shops are well supplied with good machinery.

The masters are all well qualified, have had considerable experience in imparting instruction and are all interested in the welfare of the young people in the various courses.

Graduates of this school have invariably done well at the various universities and have filled important positions in not only Belleville but in many places scattered over the Dominion.

This School is inspected annually by at least a dozen Departmental Inspectors.

Careful attention is given to the health of the girls and boys and at all times they are supervised at both work and play.

Night School instruction has been given in this School for a number of years. In the past few years it was discontinued but classes no doubt will be begun again this Fall.

The Managing Board of Education is comprised of representative men of this City and are devoting a great deal of time to the welfare of the Secondary School.

Twenty-five years in the History of Belleville Collegiate and Vocational School.

In 1912 the Belleville High School had two hundred and twenty pupils and six masters.

The accommodation consisted of the second floor of the Queen Victoria School, situated on the present Collegiate and Vocational School site.

There were five class rooms and a small laboratory. The building had no electric lights and no running water except in the laboratory.

The course of study was exclusively the work for junior matriculation and honour matriculation.

From the year 1912, there has been a gradual growth and with the building of new public school buildings, the whole of the Queen Victoria School was occupied by the High School. This provided four additional class rooms and a small assembly room.

As time passed the assembly room was divided with class rooms. The stone building (the old grammar school) situated to the rear of the main building was used as an additional class room and household science room. The old parish hall belonging to St. Thomas Anglican Church was procured as an additional class room and later two class rooms were procured in the Y.M.C.A. building. In this way, seven or eight more class rooms were added to the original five rooms in 1912. The registration had grown to around four hundred pupils at the time the school accommodation had grown to eleven or twelve class rooms housed in four separate buildings.

In the short eight years since moving into the new building the registration has grown from four hundred to one thousand; in the twenty-five years from two hundred and twenty and six masters to a thousand students and thirty-five masters.

At the present time there are about four hundred new pupils start courses in the school each fall.

Night school work was started several years ago and proved a decided success and with improvement in general conditions, this work will be resumed this autumn.

Belleville is well equipped now, with four comparatively new public schools, St. Michael's Academy and the new Collegiate and Vocational building.

New courses of instruction will be started in September, which will eventually result in pupils obtaining a Secondary Graduation Diploma at the end of four years and a Secondary School Graduation Diploma with honours at the end of a five year course. The old junior matriculation, honour matriculation, commercial and vocational certificates and diplomas will soon be a thing of the past.

Beaches Committee

HON. PRESIDENT Mayor R. D. Arnott
 PRESIDENT Reg. Moncrieff
 VICE-PRESIDENT Geo. Finch
 TREASURER M. J. Vanner
 SECRETARY D. L. Fleming

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LIGHT COMMITTEE

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CARNIVAL COMMITTEE

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BELLEVILLE COLLEGIATE INSTITUTE AND VOCATIONAL SCHOOL

RAINBOW Ice Cream

SUPER QUALITY
FRESH MADE DAILY

10 Different Flavors
Including
FRUIT AND NUT BRICKS

*You've tried the rest — now try
the BEST!*

PROMPT DELIVERY

209½ Front St.

Phone 442

Beaches Committee

(Continued)

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ARTIFICIAL LAKE COMMITTEE

Jos. Shortt, M. Stork, Dr. Blakslee, R. Martin, H. Seldon.

CONSTRUCTION COMMITTEE

Chas. Mott, C. Clapp, F. Cushing, W. Watson, Harry Smith.

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M. Callaghan, L. Lewis, H. Armstrong, H. Bateman.

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NEW AND USED PARTS

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per cent.**

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(Opposite Library)

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ST. MICHAEL'S ACADEMY

BELLEVILLE, ONT.

COLLINS & CUSHING

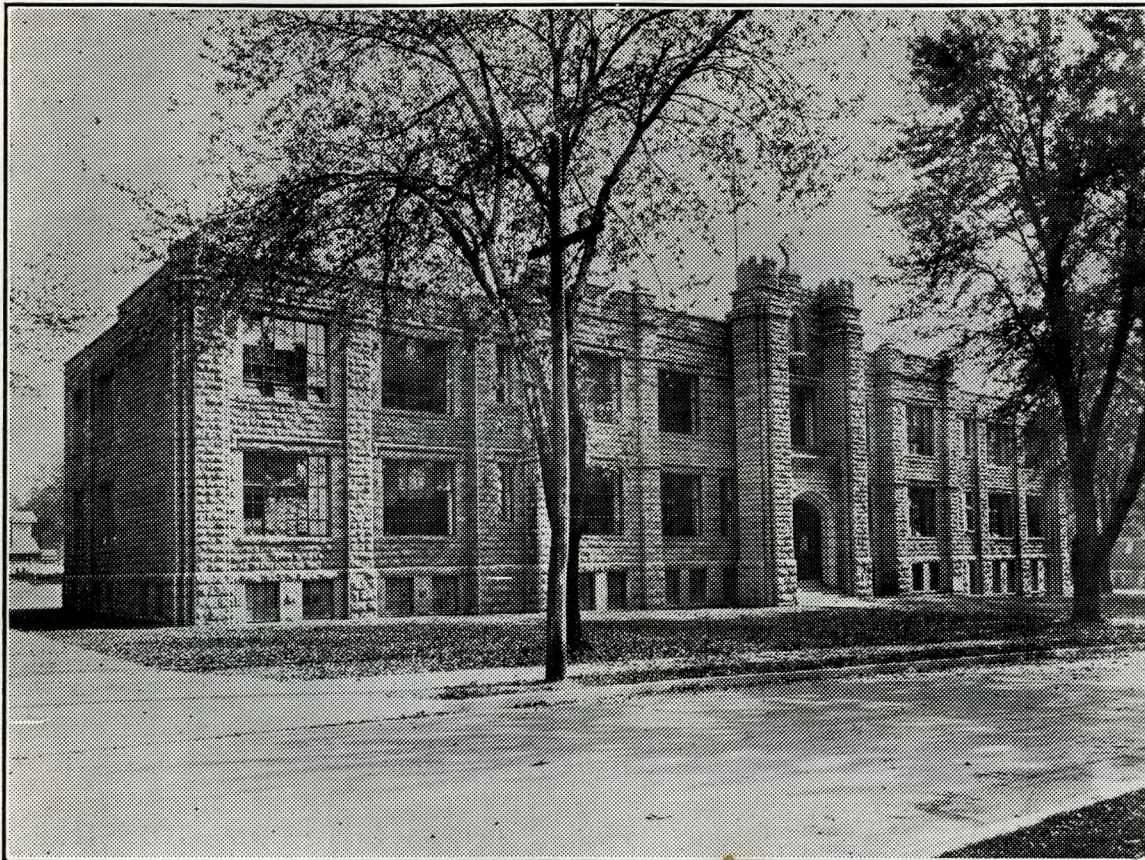
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Solicitors
for the
Corporation
of the City of
Belleville

Robertson Block

PHONE 162

RES. 1854



ST. MICHAEL'S ACADEMY

When

at

Trenton

Shop

at

COMPLIMENTS OF

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BELLEVILLE, ONT.

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DR. J. J. ROBERTSON

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DR. C. A. BRONSON

Belleville, Ont.

GRAHAM'S GARAGE

DEALER IN

**General Motors
Cars and Trucks**

ALL MAKES OF CARS REPAIRED

Phone 27

**THE
HOUSTON COMPANY**

LIMITED

51 YEARS OF STEADY EXPANSION

Golden anniversaries are always interesting, whether in domestic or business life. Among the progressive lumber and building supply concerns observing over 50 years of history are the Houston Co., Ltd., of Belleville, Ont., whose slogan for many years has been "Everything in the Construction of a building".

It was on April 1st, 1886, that the business was launched in Tweed, Ont., a prosperous village about 25 miles north of Belleville. The founders were the late Robert F. Houston and A. M. Van Dusen. Mr. Houston was a contractor by trade and had worked up a good connection around Madoc and Tweed. A steam sawmill was purchased by the firm and lumber in various sizes was turned out. In 1889 the partnership was discontinued and for 11 years Mr. Houston carried on alone. In 1900 he took his eldest son, John F., into partnership, and the firm became R. F. Houston and Son. In 1910 the company was incorporated and the present officers are: J. F. Houston, president; F. E. Houston, first vice-president and treasurer; and R. E. Houston, second vice-president and secretary.

The sons are well and worthily upholding the traditions and high business principles of the venerable founder. Since the business was removed from Tweed to Belleville, eight years ago, expansion has been the watchword and now the company serves all parts of Hastings and Prince Edward Counties, as well as adjoining municipalities. Ten acres of land and six buildings in Belleville belonging to the Steel Co. of Canada, which had been idle for several years, were acquired and gradually the planing mill and woodworking plant were transferred from Tweed to the larger

centre and considerable new equipment added.

In Tweed, the Houston Co. carried on a brick plant and also did contracting, but since removing to Belleville no construction work has been undertaken, while the firm have specialized in furnishing supplies to smaller dealers, contractors, farmers and others. The company say that there is nothing in the woodworking or building supply line which they cannot supply, and deliveries are made by motor truck over a wide territory.

The company do considerable advertising, not only in the daily and weekly press, but also use space on the side of their trucks for publicity purposes. These signs are changed frequently. The Houston Co. believe that all advertising should be of a timely character, and attention is called to the special services rendered. In October storm sash and doors are generally featured and in early spring screens and screen doors, windows, etc., as well as summer cottages, lawn and garden furniture, along with other allied lines.

All the woodworking equipment of the company is run by electricity and the buildings are well laid out. There are ample storage facilities and one structure is devoted exclusively to building supplies, with rooms fitted up for display of paints, varnish, stains, builders' hardware, etc.

COMPLIMENTS
OF

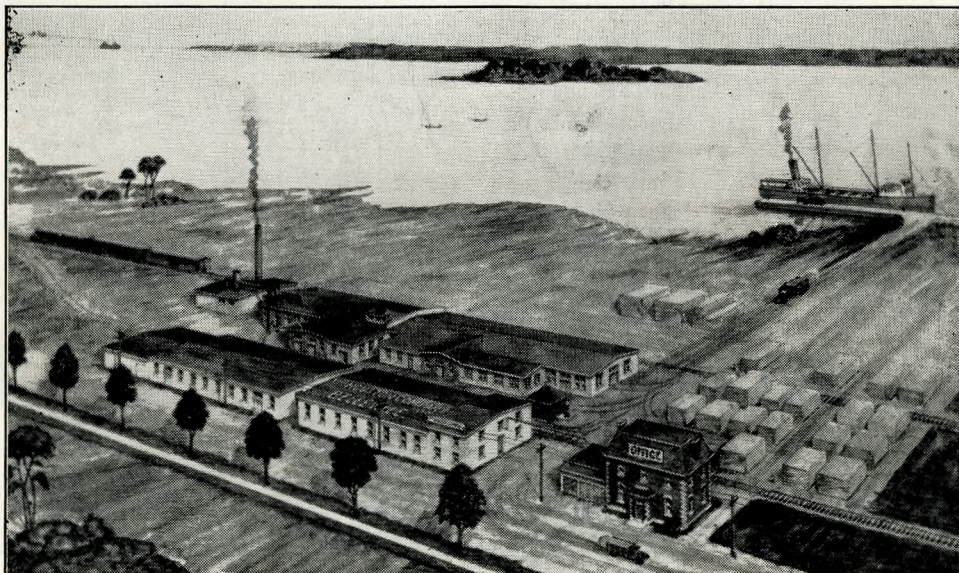
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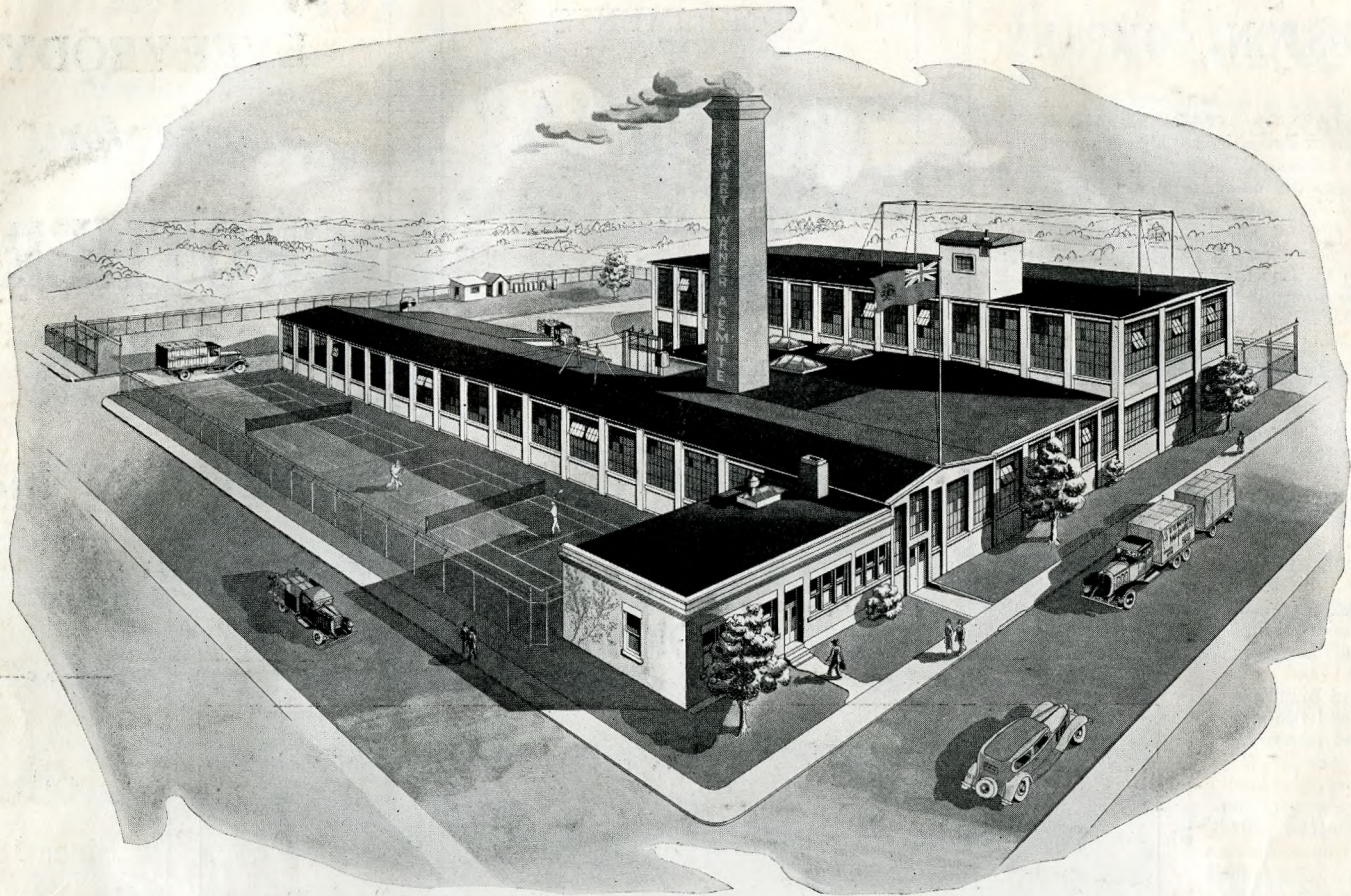
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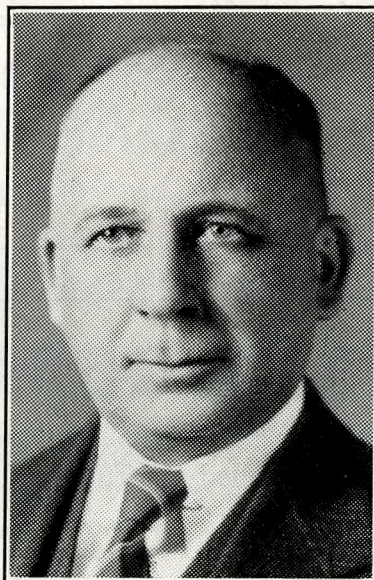
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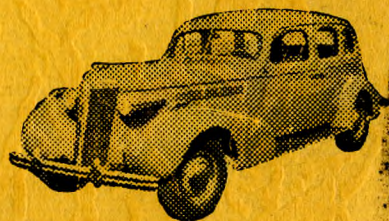
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