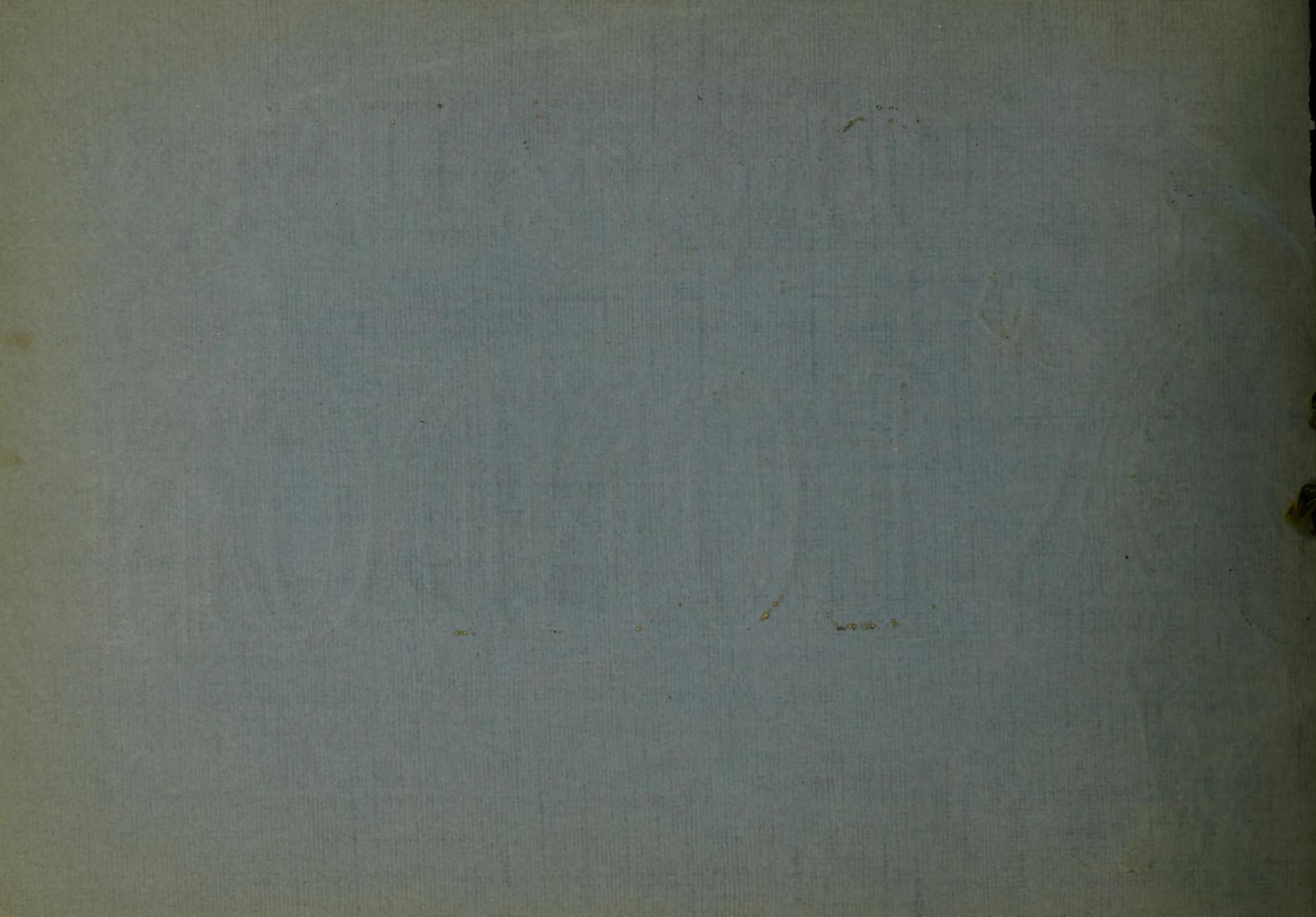


They All Say LONDON





LONDON



ONTARIO
CANADA

RESOURCES and ADVANTAGES

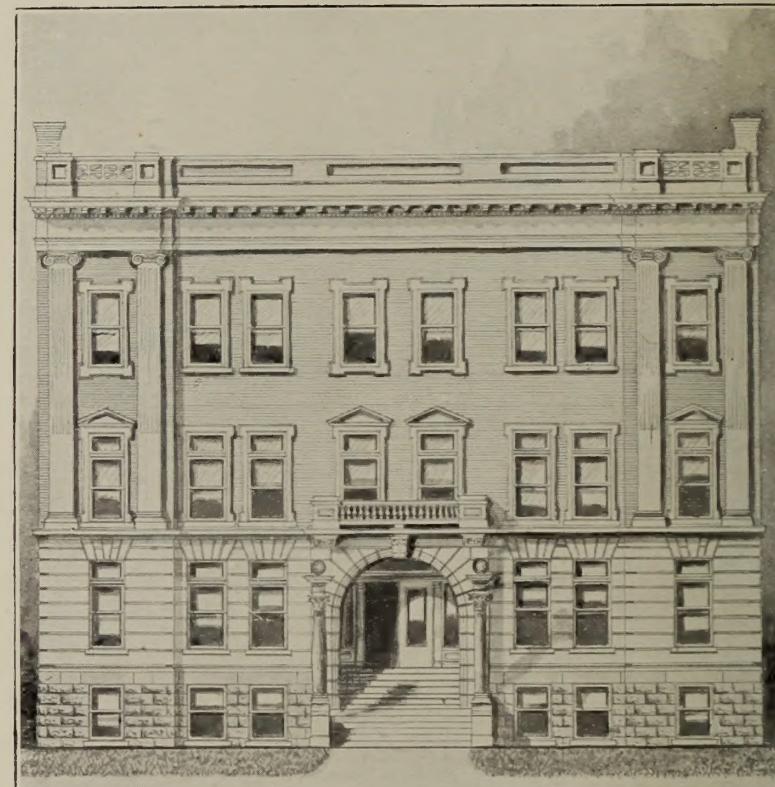
Prepared by the City Clerk and Issued by the
Council of the Corporation of the City of London



THE FOREST CITY

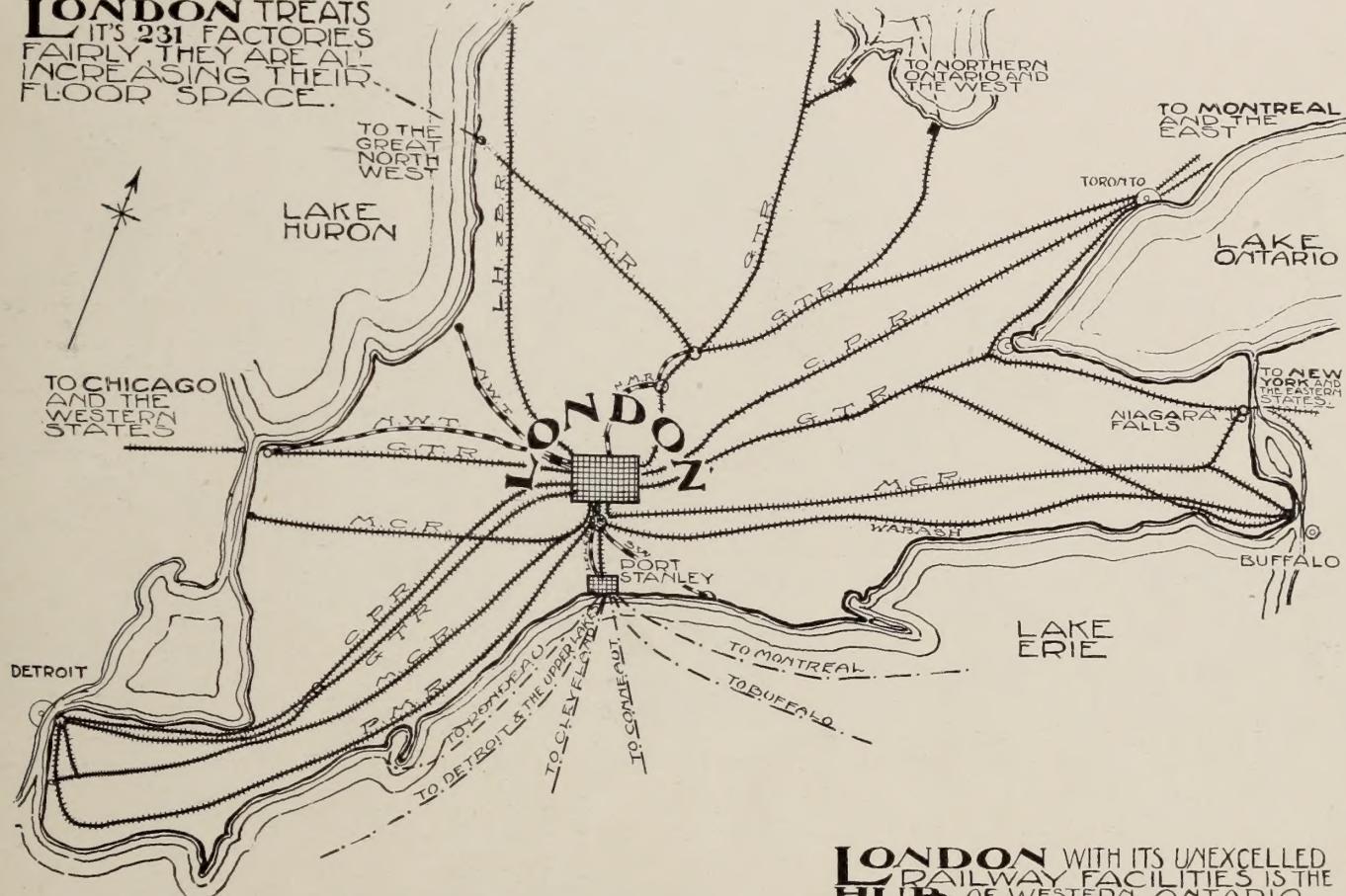
LONDON

- 1ST in the Dominion as a Stove Manufacturing centre.
- 2ND in Ontario for Savings and Loan Associations.
- 2ND in Dominion as a Cigar Manufacturing centre.
- 3RD in Dominion as a Wholesale Distributing centre.
- 4TH city in Ontario in population.
- 4TH in Dominion as a Bank centre.
- 5TH in Dominion as a Manufacturing centre.
- 5TH in Ontario for Building Operations in 1910.
- 7TH Dominion Post Office.



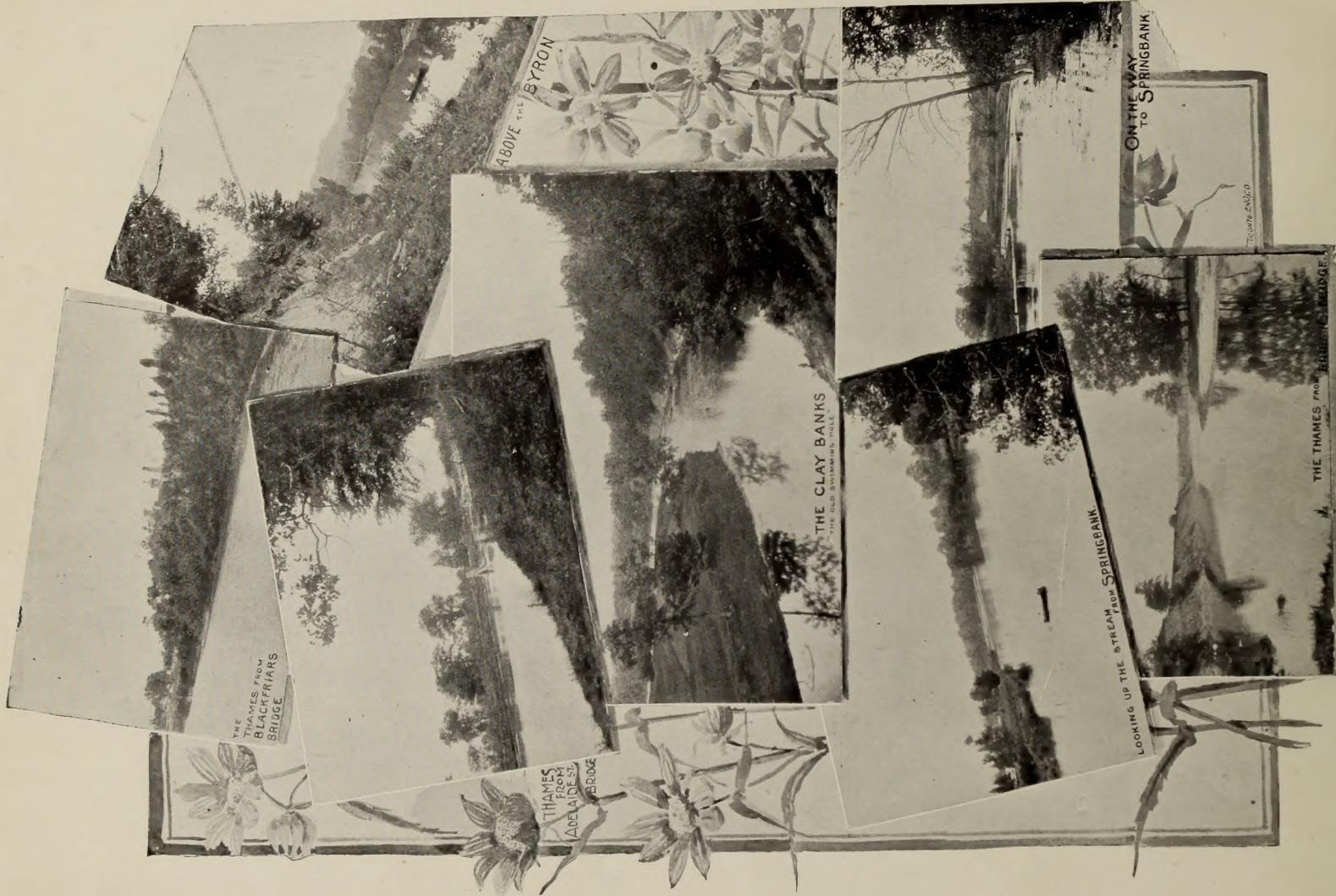
NEW MASONIC HALL.

LONDON TREATS
IT'S 231 FACTORIES
FAIRLY THEY ARE ALL
INCREASING THEIR
FLOOR SPACE.



LONDON WITH ITS UNEXCELLED
RAILWAY FACILITIES IS THE
HUB OF WESTERN ONTARIO

THEY ALL SAY "LONDON"



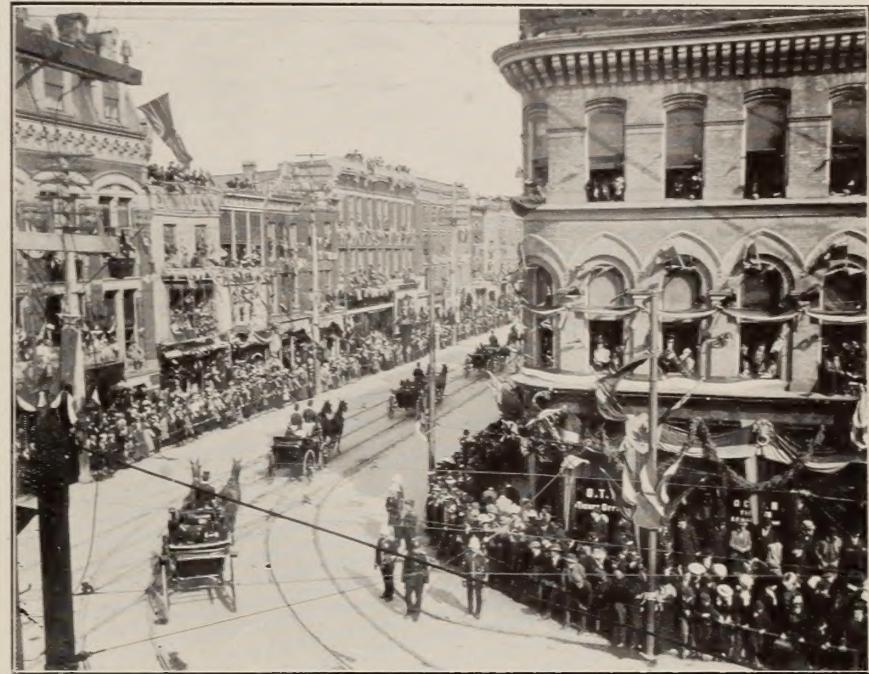
London, on the Thames, is a beautiful city. Around it are many magnificent driveways. It is doubtful that any city can supply better natural beauty spots.

LONDON IS A BEAUTIFUL CITY.



RICHMOND STREET, LOOKING SOUTH.

- 1826 First house built
- 1827 133 people
- 1838 Created a municipality
- 1840 Incorporated as a village
- 1848 Incorporated as a town; 4,688
- 1855 Incorporated as a city; 10,060
people
- 1864 Population 11,555



DUNDAS STREET, LOOKING EAST.

1910
*Niagara Power First
Used*

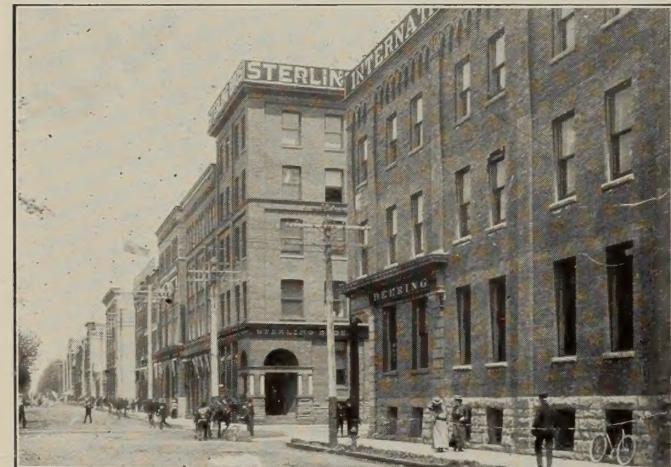
LONDON'S GROWTH HAS BEEN STEADY

Year	Assets	Population
1885—	\$12,565,620	- 26,254
1895—	15,654,060	- 33,427
1905—	20,141,161	- 41,742
1906—	21,713,034	- 43,154
1907—	22,951,558	- 44,707
1908—	24,663,715	- 47,769
1909—	25,664,484	- 49,531
1912—	31,694,805	- 52,370

London as a Wholesale Centre

Next to Toronto, this city is the most important wholesale centre in Ontario and stands third in the Dominion as a Distributing Point. The fact that there are upwards of 600 travellers employed by the manufacturing and wholesale houses in London, is a good indication of the immensity of the business transacted. Following is a list of the lines handled and the number of travellers employed in each line:

Millinery 15, Glassware and Crockery 15, Lithographers 25, Spramotor Machines 3, Hats, Caps and Furs 35, Cigar Boxes 4, Dry Goods and Smallwares 35, Lubricating Oils 5, Confectionery 35, Groceries

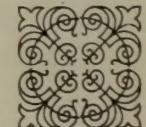


CLARENCE STREET, LOOKING NORTH FROM YORK ST.

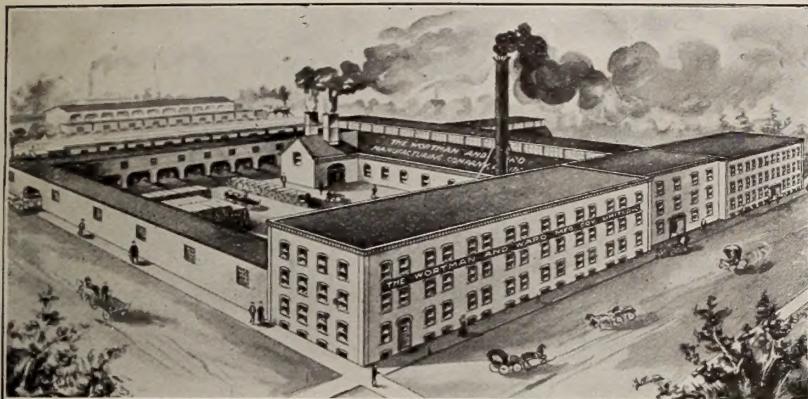


RICHMOND STREET, LOOKING NORTH FROM YORK ST.

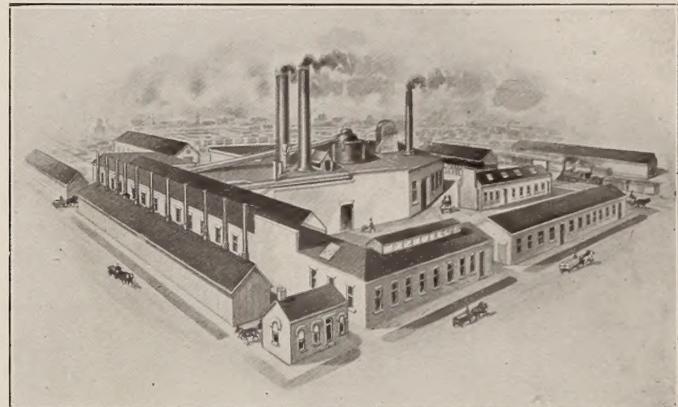
and Teas 50, Saddlery Hardware 5, Boots and Shoes 60, Seeds 4, Drugs and Chemists 10, Furniture 4, Cigars 60, Barrels and Coopers' Supplies 3, Hardware 35, Stationery and Typewriters' Supplies 12, Pianos and Organs 15, Acetylene Machinery 2, Machinery 10, Lumber 6, Brewers 15, Clothing 15, Founders 40, Carriages 5, Tanners 10, Spices and Grocers' Supplies 14, Fruits 4, Glass 6, Wire Fences 6, Agricultural Implements 35, Soap 2, Undertakers' Supplies 4, Ladies' Clothing 4, Jewelers 8, Miscellaneous 4.



LONDON IS THE THIRD DISTRIBUTING CENTRE IN THE DOMINION



WORTMAN & WARD CO.

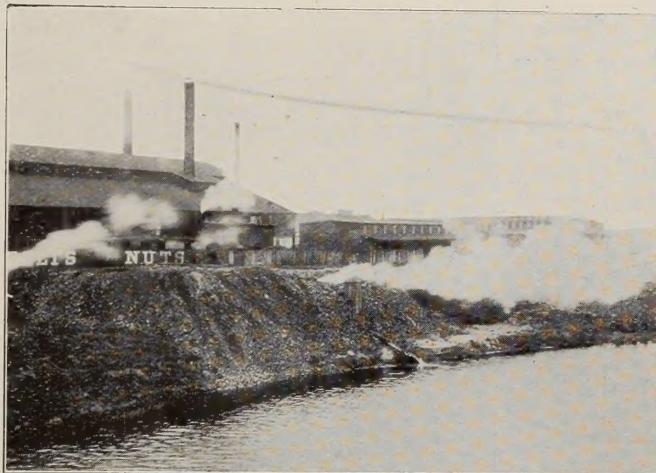


LONDON AND PETROLIA BARREL WORKS

Record for 1912

New Factories:

- (a) C. N. W. Shoe Co.
- (b) Richards Wilcox Co.
- (c) Carton Co.
- (d) Rossiter Brush Co.
- (e) Portable Granary Co
- (f) Eckert Vinegar Co.
- (g) Dennis Structural Steel Co.
- (h) Wrigley Gum Co.



LONDON ROLLING MILLS.

Improvements

- 5,136 miles of local improvements.
- 1,179 New Buildings valued at \$1,136,108.
- 1,116 Real Estate Transfers at \$1,923,335.

Business

- \$84,526,961.00 Bank Clearings.
- \$529,356.37 Inland Revenue.
- \$1,232,440.24 Customs Receipts.

NO TYPHOID CASES AND NO SMALLPOX IN THE CITY



EMPIRE MANUFACTURING CO.



DOMINION OFFICE FITTINGS CO.

London Annex



In December last the Council annexed a large section,
which it is proposed to make an industrial annex

Manufacturers receive a fixed assessment at land value
only, with exemption from building tax, and a
fixed tax rate of fifteen mills for
fifteen years.

In this region it is expected that six new industries will
locate in 1913.

It is right in the centre of labor supply.

In 1911 London gave eight fixed assessments to its estab-
lished manufacturers

MANUFACTURERS CANNOT FIND A BETTER LOCATION



RESIDENCE OF LATE SIR JOHN CARLING.

*London
is a
Beautiful
City*



RESIDENCE OF HON. SENATOR COFFEE.

The London Market

Is one of the sights of the city. It gives the householder a splendid market, on which are sold necessities and delicacies for the table almost as reasonably as in a country village. It is centrally located and covers a large area. On one day 800 vehicles were counted on the



SCENE ON LONDON MARKET.

Market Square. Over \$2,000,000 sales on the market and \$1,000,000 on cheese market in 1912.

The Cost of Living

London is not a dear place to live in, though a metropolitan city. Surrounded as it is by a rich agricultural country.

East London's

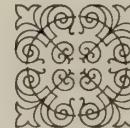
population, almost solely made up of well paid mechanics, owning their own homes or paying for them, has taxed the strenuous efforts of the city Board of



LONDON CONCRETE MACHINERY CO.



ONE OF LONDON'S FACTORIES.



DUNDAS STREET, LOOKING WEST FROM ELIZABETH.

LONDON OFFERS SITES FOR FACTORIES AT REASONABLE RATES

Education to keep the school accommodation of that big growing section ample for the increasing needs, and speak best of its growth and of what has been behind the growth.



POWER STATION, NIGHT SCENE.

Owned and operated by the
citizens of London

Electricity for everybody at cost

You can light your home with
brilliant and steady
Hydro-Electric
at

THREE CENTS A DAY

*Hydro-
Electric
Light and
Power*

Telephone 101 or 46
For Full Particulars



POWER STATION.



NO. 2 SUB-STATION.

Nine cents for one Hydro-Elec-
tric horse per day

Every dollar accruing over and
above meeting expenses
is used to
REDUCE THE TAXES





SIMCOE STREET SCHOOL.

London Schools Are Unsurpassed



LONDON COLLEGIATE INSTITUTE.



The Public Schools are 20 in number, has 165 teachers, and 8,105 pupils.

The Collegiate has 26 teachers, and 1,154 pupils.

The system of education is complete from Kindergarten to University.



LORNE AVENUE SCHOOL.

The Separate Schools are 7 in number, has 21 teachers, and 793 pupils.



ST. PETER'S SCHOOL.

London is an Educational Centre



PROTESTANT ORPHANS' HOME.

*Three
of London's
Twelve
Institutions
for
Sick and Poor*



AGED PEOPLE'S HOME.

One of the finest civic institutions in Canada is the Victoria Hospital; in fact it is a really remarkable pile of buildings, devoted to the care of the sick. They cover a whole square. There are many wards spreading each way from the administration building. Of these more than half are devoted to the care of poor patients, and there are also many fine airy rooms devoted to private work. In a large building to the right of the wards is the outdoor department, where medicines and advice are given



VICTORIA HOSPITAL.

poor people who are not ill enough to be placed in the hospital. There is also a fine Isolation Hospital, where contagious diseases, such as scarlet fever and diphtheria are treated.

In its hospital accommodations London occupies a high position among the cities in Ontario. That position is now strengthened by the addition of the London Health Association's splendid up-to-date Sanatorium for the treatment and cure of consumption, at Byron.

CHARITY BULKS LARGE IN THE ENDEAVORS OF THE CITY



NO. 2 FIRE STATION.

THEY ALL SAY "LONDON"

Fire Departments



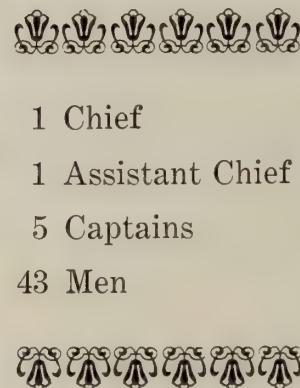
NO. 1 FIRE STATION.



NO. 3 FIRE STATION.



NO. 4 FIRE STATION.



- 1 Chief
- 1 Assistant Chief
- 5 Captains
- 43 Men



NO. 5 FIRE STATION.



THE PUMPING STATION.

*Plenty
of
Pure
Water*



WATER TEST ON MARKET.

The City of London owns its own Waterworks system. It was established in 1877, at a total cost, in round figures, of \$860,-000, with more recent additions and improvements. There are over 13,270 services. The reser-



CHILDREN'S DAY AT SPRINGBANK PARK.

THE PUREST WATER ON
THE CONTINENT

voir, close to the springs, is on a hill above the highest point in the city. The supply is abundant and as near absolute purity as possible. A complete artesian well system in addition gives 3,000,-000 gallons daily supply.

THE BEST WATER ON
THE CONTINENT



THE ARMOURIES, DUNDAS AND WATERLOO STS.

London, the Military Centre for Western Ontario

For many years London was an important garrison town, one or two regiments of the British Regular Army being stationed here. The Regulars were withdrawn soon after Confederation, and a few years after that the barracks were destroyed by fire and the grounds were handed over to the city by the Militia Department in exchange for the present grounds to the northeast of the city, on which stands the Military School.

LONDON IS HALF-WAY BETWEEN NIAGARA FALLS AND DETROIT

London Regiments

The Armouries are the Headquarters for District No. 1.

7th Regiment Fusiliers, 400 strong, is a "crack regiment."

No. 1 Company, R. C. R. of Infantry.

Canadian Signalling Corps No. 1.

First Hussars.

7th Regiment Fusiliers.

26th Regiment Middlesex L. Infantry.

Army Service Corps.

15th Field Ambulance Corps.

6th Field Battery.



WOLSELEY BARRACKS.

Inland Revenue Returns

London has 20 cigar factories, 6 bonding warehouses, 3 malt houses, 6 breweries and 2 petroleum refiners. In 1910 the inland revenue was \$368,076.99. In 1911, \$430,830.73, and in 1912, \$529,356.37.

Customs Returns

The duties collected at London Customs House for 1906 amounted to \$872,912.12; in 1910, \$98,479.73; in 1911, \$1,017,523.26; and 1912, \$1,232,440.24.



THE LONDON CUSTOMS HOUSE.

THEY ALL SAY "LONDON"



RESIDENCE OF HON. C. S. HYMAN.

*The
Most
Beautiful
City
in the
Dominion*



QUEEN'S AVENUE, LOOKING EAST FROM WILLIAM STREET.

London, Ontario, is preeminently a city of broad, well-shaded avenues and bright homes. The American continent contains no



A QUEEN'S AVENUE RESIDENCE.

more beautiful city than London. His Excellency Earl Grey describes the City as the most beautiful in the Dominion.



LONDON—EAST OF RICHMOND STREET

To the Manufacturer

LONDON is a MANUFACTURING CITY. 1912 saw the beginning of a new and vigorous campaign for new industries. During the first six months SEVEN new industries were added. The manufacturing interests of the City (covering seventy-four lines, numbering two hundred and thirty-seven), represent a capital of upwards of \$15,469,635, employing 12,000 hands and representing an annual wage bill of over \$4,375,831. In six years, 1905 to 1911, the City has grown from 40,104 to 52,739, and the assessment of all taxable property increased from \$20,141,161 to \$31,694,805.



THE McCORMICK BISCUIT FACTORY.

This steady growth is undoubtedly due to its central position in the western peninsula, its two transcontinental railways with network of branch lines, and the splendid supply of labor for all classes of industries, and its advantageous position with Port Stanley.

Port Stanley, a good harbor, 23 miles away, on which the government is spending much money, is connected by the city's own railroad, with fixed rates, making London a lake port. Coal for manufacturing purposes is obtainable for \$2.60 per ton.



THE COOK-FITZGERALD SHOE FACTORY.



London Post Office is Seventh in importance in the Dominion in point of revenue and more than that in working importance. There are 81 employees in the local office, 76 in the railway mail service and 10 in the inspecting department. It is the distributing centre for 700 offices. The inspectorate of London Division includes the 14 western counties of Southern Ontario, in which there are 1,025 offices, and supervises 900 mail contracts, exclusive of railways, at a cost of \$100,000. The Post Office is one of the hand-



THE LONDON POST OFFICE.

somest post office buildings in the Dominion. There are 36 letter carriers' sub-divisions in London and a general delivery of mail twice daily and more frequently in the business parts of the city. In the central district there are collections and deliveries every hour.

The revenue in 1910 was \$155,097.30. There were issued 18,662 money orders, amounting to \$186,653.07; the money orders paid numbered 65,358, and amounted to \$700,735.29. Postal notes cashed totalled \$107,712.55.



LONDON IS THE POSTAL DIVISIONAL CENTRE OF WESTERN ONTARIO



London Has

1. The purest water in America in an unlimited supply from artesian wells and springs, and has had no City cases of typhoid for years.
2. The largest stove works (McClary's) in Canada; brass works (plumbers' supplies); and printing and litho. houses.
3. The G. T. R. car shops, employing upwards of 400 hands.
4. Next to Montreal, the largest cigar manufacture in Canada.
5. 237 factories and all are enlarging their floor space.
6. Cheap coal from \$2.60 per ton.
7. Freedom from labor troubles, and excellent labor supply.
8. The cheapest domestic light (4½c) in Canada.
9. Power from \$20.00 up.
10. The Western University, Provincial Normal School, Roman Catholic Seminaries.
11. A population of 52,730, and an assessment of \$31,694,805.
12. The McCormick and Perrin biscuit factories and the Toasted Corn Flakes factory.
13. Three brass works and three shoe factories.
14. Two breweries (Labatt's and Carling's).
15. Two transcontinental railways, and seven branch lines.



COLLEGIATE GIRLS AT SPRINGBANK.



VICTORIA PARK.

16. Central location for Western Ontario.
17. A great wholesale business, and is the fifth distributing centre in Canada.
18. In Savings & Loan Associations is the second in Ontario.
19. As a bank centre is the fourth in Ontario.
20. The seventh Dominion Post Office.
21. The Ninth Dominion City in population, and the seventh in manufactures.
22. Springbank Park, five miles down the River Thames, is a natural beauty spot.
23. The trolley ride or motorboat trip to Springbank is most enjoyable.
24. Port Stanley and Lake Erie, one hour's ride by train or trolley, is London's summer resort.
25. Sites for any class of industries desiring locations extending from 100 foot lots up.
26. One of the best labor markets to be found anywhere in Canada.
27. A splendid Street Railway Service.
28. Lowest taxation (15 mills) and assessment (at land values only), for industries in factory district surrounded by the most densely populated portion of the City.
29. The Western Fair, held in September, shows to about 300,000 people during the week.

Admirable Shipping Facilities



ST PAUL'S CATHEDRAL.



ST. PETER'S CATHEDRAL.

London Churches

DUNDAS CENTRE
METHODIST CHURCH

FIRST PRESBYTERIAN CHURCH.

London has forty-three Churches. Some are models of beauty and grandeur. St. Peter's Cathedral (Roman Catholic) is one of the finest. St. Paul's Cathedral (Church of England) is one of the oldest. The First Methodist, St. Andrew's Presbyterian, Dundas Centre Methodist, and First Presbyterian are among the best known. St. James' Presbyterian and Askin Street Methodist are newer.

THE RELATIONS OF THE CHURCH TO CAPITAL AND LABOR HERE ARE UNIQUE

London—

What It Is

The largest City in Western Ontario.
A City of homes.
A busy manufacturing City.
A wholesale City.

The educational centre of Western Ontario with the Western University and the Provincial Normal School.
The Hub of Western Ontario.



ADELAIDE STREET BAPTIST CHURCH.



YORK STREET, EAST OF RICHMOND STREET.



BLACKFRIARS BRIDGE.

LONDON IS ONE OF THE HEALTHIEST CITIES IN CANADA

THEY ALL SAY "LONDON"



GRAND TRUNK FREIGHT HOUSE.

Railways:

GRAND TRUNK RAILWAY
PERE MARQUETTE RAILWAY
CANADIAN PACIFIC RAILWAY
MICHIGAN CENTRAL RAILWAY

The Interswitching System Connects
All Railways



MICHIGAN CENTRAL FREIGHT HOUSE.

LONDON OWNS PORT STANLEY RAILWAY

With Special Rates for Manufacturers

In 1854 the first railway entered the city. The Port Stanley road was next built by the city to control rates by giving lake connections. Now it is the railway centre of the west.

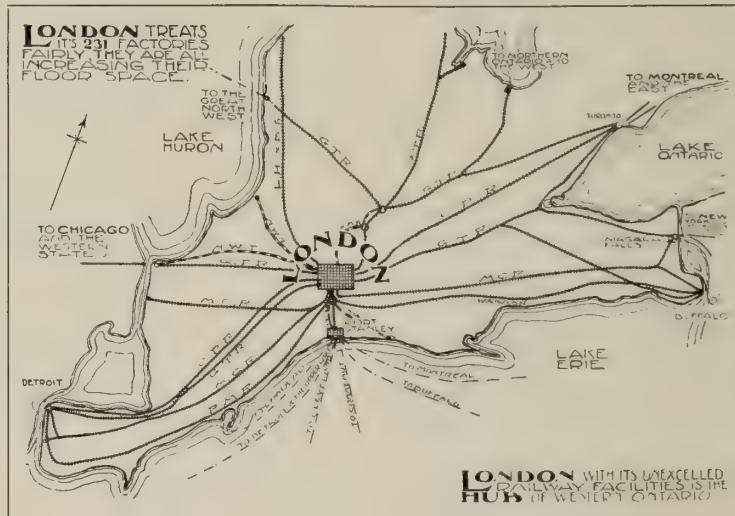
The London & Port Stanley Railway, owned by the city, 23 miles, makes London a Lake Port. Rates are fixed in favor of the manufacturer.



CANADIAN PACIFIC FREIGHT HOUSE.

Branch Railways:

Wabash Railway
London and Port Stanley Railway
St. Mary's Railway
London, Huron and Bruce Railway
Traction Company
London and Southeastern Railway
London and Lake Erie Railway and
Transportation Company



PERE MARQUETTE FREIGHT HOUSE.

London in 1912

Paid taxes on \$28,854,682.

Transacted \$84,526,961 in bank clearings.

Issued Building Permits for \$1,136,108.

Real Estate Transfers amounting to \$91,923,335.

Customs Receipts, \$1,232,440.

Inland Revenue Receipts, \$430,830.73.

Post Office Revenue, \$155,097.30.

Post Office Money Orders issued, \$186,653.07.

Post Office Money Orders paid, \$700,735.29.

Post Office Postal Notes cashed, \$107,712.55.

Maintained the largest departmental store in Western Ontario (Smallman & Ingram's).

***London
Is a Distributing
Centre***

GRAND TRUNK CAR SHOPS.

Around London is the Best Agricultural Land

LONDON'S GROWTH HAS BEEN STEADY BUT SOLID

The Free Press and Advertiser are the two largest papers in Western Ontario.

The purest water in America. The G. T. R. uses London water (Komoka) in its dining cars.

Manufactured stoves, cigars, agricultural implements, machinery of all kinds, clothing, carriages, boots and shoes and leather goods, goldware and silverware, foodstuffs, pianos, woodenware and many other goods.

The Fifth Census of Canada Bulletin shows that London is the seventh in the Dominion as a manufacturing centre, and the fourth in the Province, and shows that:

TABLE 1

Value of Products 1900	1910	Increase per cent. of Value	
		1900	1910
\$8,122,185	\$16,273,999	100.36	97.84

TABLE 2

1910		1900	
Capital	Wages	Capital	Wages
\$15,469,635	\$4,375,831	\$6,824,574	\$2,249,185



SCENE IN VICTORIA PARK.

*London,
the
Forest
City,
has
Beautiful
Streets
and
Drives*



SCENE IN QUEEN'S PARK.

Three magnificent Parks are the property of the city: Victoria Park (over fourteen acres), the heart of the city; Queen's Park (over thirty-five acres), in the east end.



SCENE IN QUEEN'S PARK.

Springbank Park (two hundred and seventy-two acres), between five and six miles distant on the river bank, a delightful ride by trolley car.

London's Public Library is exceedingly well equipped with 18,658 volumes, which are being constantly added to.



HYGIENIC INSTITUTE.



PUBLIC LIBRARY.

*The Library is
Taking a
Very
Useful Part in
Business
Training*



The Board are seeking to make this a Reference Library, and the means of increasing technical training.

Open access to all departments introduced. Library is very popular.



HOME OF THE Y. M. C. A.

THEY ALL SAY "LONDON"



DUNDAS ST. (South Side), EAST FROM RICHMOND ST.



RICHMOND STREET, NORTH FROM YORK ST.

LONDON
IS
THE
FOREST
CITY
—THE
FOURTH
LARGEST
CITY
IN
ONTARIO



DUNDAS ST. (North Side), EAST FROM RICHMOND ST.



DUNDAS ST., EAST FROM CLARENCE ST.



THE BANK OF BRITISH NORTH AMERICA.



THE BANK OF MONTREAL.

Banks

Bank of British North America (3 branches)

Bank of Montreal

Bank of Nova Scotia

Bank of Toronto (three branches)

Canadian Bank of Commerce

Dominion Bank

Home Bank of Canada

Imperial Bank

Molsons Bank

Merchants Bank of Canada

Royal Bank



London is the second largest Ontario Savings and Loan City and the fourth Bank Centre for the Dominion.



THE CANADIAN BANK OF COMMERCE.

LONDON IS THE HUB OF WESTERN ONTARIO



E. LEONARD & SONS' ENGINE AND BOILER WORKS.

Number of People in London's Industries

Its factories, covering seventy-four lines, number 237, employing in the aggregate upwards of 12,000 people. Among the leading industries are the following: The largest stove works in Canada, the McClary, employing 1,500 men, are here; Dennis Wire & Iron Co., 150; D. S. Perrin & Co., confectionery, 650; Empire Brass Works, 250; Dominion Office Furniture Co., 60; Greene-Swift Co., garments, 400; Vulcan Foundry, 60; London Foun-



ASYLUM WALK.

dry, 65; C. S. Hyman & Co., tanners, 200; Adam Beck Box Factory, 175; Murray Shoe Company, 120; Carling Brewery, 85; McCormick Biscuit Mfg. Co., 650; E. Leonard & Sons, engines, 210; Globe Casket Co., 90; F. T. Harding Co., automobiles, 20; London Box Works, 84; Wortman, Ward & Co., foundry, 95; Belton Lumber Co., sash and doors, 50; Columbia Handle Co., 60; Gorman, Eckert & Co., spices, 70; Geo. White & Sons, agricultural implements, 260; Battle Creek Toasted Corn Flakes Co., 40; London Rolling Mills Co., 150; W. H. Abbott, carriages, 10; A. B. Greer, carriages, 45; and many others.

Montreal alone exceeds London in cigar output.



DUFFERIN AVENUE.

*London
Streets
Are
Well
Shaded*



DUFFERIN AVENUE.

London's Public Utilities

Public Ownership

The City of London owns its own **water-works system**. The reservoir, close to the springs, is on a hill above the highest point in the city. The supply is abundant and as near absolute purity as possible. The artesian wells are a splendid success, giving an abundant supply and absolutely pure water.

The City owns and operates its own **electrical distribution system**. This plant takes power from the **Ontario Hydro-Electric Power Commission**. There is also an additional substation in the centre of the large manufacturing district for distributing power at 550 volts for heavy consumers.

The electric department during its first year, 1911, had a net surplus of \$6,392.16, and in 1912, \$17,296.76. The users of light were increased by 1,723. The City is now



DUNDAS STREET.

purchasing 3,164 Horse Power and the Peak Load has increased nearly fifty per cent.

The system includes a very comprehensive lay-out of street lighting. There are no better lighted streets on the continent.

Niagara Power may be secured very reasonably. All classes of lighting service is at the rate of $4\frac{1}{2}$ c per kilowatt hour. The lowest domestic lighting rate on the continent. The power prices range from \$20.00 to \$40.00 flat rate per horsepower, or per kilowatt hour fix charge from \$6.48 to \$12.15, with meter rate from a 67c to 2.84c, and there will be a reduction of about 15% on these prices early in 1913.

A Sewer Disposal Plant; a trunk sewer system of 14 miles, and 53 miles of lateral sewers.

The London and Port Stanley Railway, owned by the city, 23 miles, makes London a Lake Port. Rates are fixed in favor of the manufacturer.

Summer rate for passengers, thirty cents return.



ELECTRIC RAILWAY STATION, SPRINGBANK.

London's Summer Resorts

Easy to reach.

Your business need not be neglected.

Early train and trolley service.

Cheap rates in the summer

Good fishing and bathing.

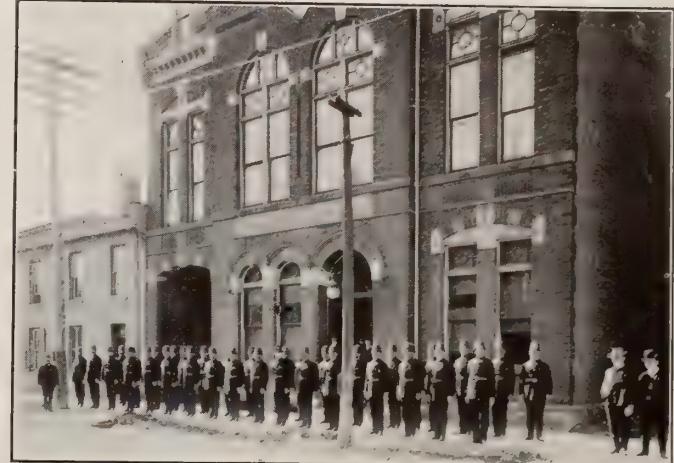
Grand places for picnics.

LONDON IS A GOOD PLACE TO LIVE IN



ASYLUM FOR THE INSANE.

*A
City to
Live
in*



FORCE AND POLICE STATION.



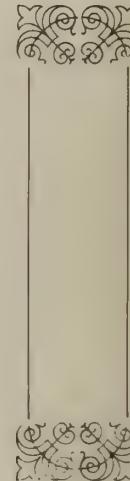
ST. JOSEPH'S HOSPITAL.

The city has two Hospitals, Victoria Hospital, probably the largest and best equipped in the province, located in the southern part, and erected by the city at a cost of upwards of \$275,000, and St. Joseph's Hospital in the northern part.

The Provincial Asylum for the Insane occupies 300 acres just outside the city limits.

Among the charitable institutions are the Protestant and Mount Hope Orphans' Homes, Home for Aged People, Women's Shelter, Children's Shelter, Convalescent Home and Home for Incurables.

LONDON'S HOSPITALS ARE THE BEST IN THE PROVINCE



GRAND STANDS WESTERN FAIR.

Forty years ago the Western Fair Association was established. Exhibitions are held in September each year, and in 1912 the estimated attendance was 125,000. The entries numbered 3,100 and the value of prizes offered was \$18,000. The Western Fair is one of the best annual exhibitions on the continent, and is an educational factor of national importance. The management is in the hands of elected representatives of several public organizations and all are actuated in furthering its interests. The dates of the forthcoming exhibition, 1913, are September 5th to September 13th. Prospective exhibitors or other enquirers for information should address Secretary A. M. Hunt, room 302 Dominion Savings Building, London Ontario.

THE WESTERN IS FAMOUS ALL OVER THE DOMINION



KING STREET, EAST FROM RECTORY STREET.

On March 2, 1792, Governor Simcoe smoked the pipe of peace with the silent, taciturn Mohawks and Onandagas on his first visit to the "Forks of the Thames."

Recognizing its advantages as the site of a town he thought to make it a capital of the newly-formed Province of Upper Canada. His plans and recommendations were not put into effect, and it was not till about the year 1826 that the first house was built near where the Grand Central Hotel now stands.

The business of the district centering in the mills and stores of Byron then called the "Westminster Plains." But the superior advantages of London gradually gained recognition, and one after another, the leading traders moved from "The Plains" to "The Forks," and that period of steady growth set in which has continued ever since and made London the capital of the Western part of the Province.

**1840—
2,000 People**

**1913—
Over 52,000
People**



SCENE AT SPRINGBANK PARK.



COURT HOUSE.

LONDON'S TRAVELLERS GO EVERYWHERE IN CANADA

CITY GOVERNMENT

The government of the City is vested in a Municipal Council consisting of the Mayor and twelve Aldermen elected annually by the citizens at large. The Council is a legislative executive body. Standing Committees: (1) Finance; (2) Board of Works; (3) License and Fire Department, prepare estimates, supervise finance, carries on public works, manages the Fire Department. Schools are under the control of the Board of Education, elected by the citizens for two years. The police are under the control of the Police Commissioners, consisting of the Mayor, the County Judge and the Police Magistrate. The water and electric system are under the control of the Waterworks Commissioners, elected by the citizens for two years.

THEY ALL SAY "LONDON"



TALBOT STREET, NORTH FROM KING STREET.

London's Public Utilities

The Street Railway system, splendidly equipped, has about 35 miles of tracks, giving a satisfactory service to all parts of the City and Springbank.

It would be difficult to find two more beautiful spots than Springbank Park and the River Thames. Port Stanley, on Lake Erie, is connected by traction line and steam railway.

The Lake Erie Transportation and Traction Co., giving hourly passenger and freight service to St. Thomas and Port Stanley.

The London Electric Co., vendors for power and light for commercial and residential use.

The City Gas Co., selling gas at 90c per 1,000 cubic feet.

The Bell Telephone Co., with 4,600 telephones in the City.

Four Taxicab Companies, with twenty taxis, and many small automobile liveries.

London's Building Sites

Another of London's important advantages is the number of building sites available for factories and residences, at reasonable rates. Many of the factory sites are situated most advantageously, being close to the railways and easy of access to the commercial centre of the city. The residence portion is growing rapidly, scores of new homes being erected annually. Still there is room for many more.

Building material is readily obtained. Bricks (white) of superior quality, are manufactured in the City in large quantities, as is also lime, the region abounding in limestone of the finest quality, while gravel and sand exist in abundance. Lumber and other material are extensively handled.



London
 Always
 Treats
 Its
 Factories
 Fairly



SOLDIERS' MONUMENT, VICTORIA PARK.

LONDON IS THE PRETTIEST CITY IN CANADA



ONE OF LONDON'S FACTORIES.

LONDON TREATS ITS FACTORIES FAIRLY

*London
Has:*

The largest Stove Works in Canada.

The G. T. R. Car Shops.

Next to Montreal the largest Cigar Manufacture.

231 Factories and all are enlarging their floor space.

Cheap Coal.

Cheap Power.

Freedom from Labor Trouble.



WESTERN UNIVERSITY.

London is the Educational Centre of the West

The recent addition of two institutions, St. Peter's Seminary and the Institute of Public Health, with prospects of rapid growth, confirms and strengthens London's position as **an educational centre**. The City can boast of this important group:

Huron College.

St. Peter's Seminary.

Sacred Heart Academy.

London Conservatory of Music.

Forest City Business College.

Western Business College.

Arts Department Western University.

London Medical College.

Institute of Public Health.

London Normal School.

London Collegiate Institute.

London Industrial School.

There are only a handful of Canadian cities which have so well-rounded an educational equipment as London. It has a university as the key-stone of the educational arch. **The Western University** will benefit greatly on the scientific side by the establishment of the Institute of Public Health, and citizens of London will place it on a stronger financial basis, in order to enlarge its activities.



THE WESTERN UNIVERSITY MEDICAL SCHOOL.



THE NORMAL SCHOOL.



SCENE IN VICTORIA PARK.



LONDON'S
PARKS:
VICTORIA
PARK
QUEEN'S
PARK
AND
SPRINGBANK
PARK
ARE
BEAUTIFUL
"BREATHING
SPOTS"



LONDON IS A HEALTHY CITY TO LIVE IN

One Hundred and Twenty-Seven Passenger and Freight Trains Pass Through Daily



SCENE ON THE RIVER THAMES.



SCENE ON TRACTION CO.'S ROUTE TO PORT STANLEY.

There has been **no serious disturbances between capital and labor.**

All roads lead to London, the natural centre of the peninsula. Undeniably this is the richest and most solid section of the banner province of the Dominion, and London has been termed the "**Hub of Western Ontario.**"

The stone fronts of the wholesales along block after block tell eloquently, though silently, of fortunes made and business success. **New industries are continually locating here,** and our established businesses are extensively enlarging.

LONDON with its suburbs has a population of 52,730. Dominion census for City without suburbs, 46,177 in 1911.

London is the centre of a district 100 miles in extent of the **finest agricultural land** in Ontario, and does more business each year than **any other three of the surrounding towns or cities together.** Its market is one of the largest in Ontario; over \$2,000,000 in produce was sold here in 1912, and in addition to this the Cheese market exceeded \$1,000,000. It is the **distributing centre for 1,000,000 people.**

Freight Rates

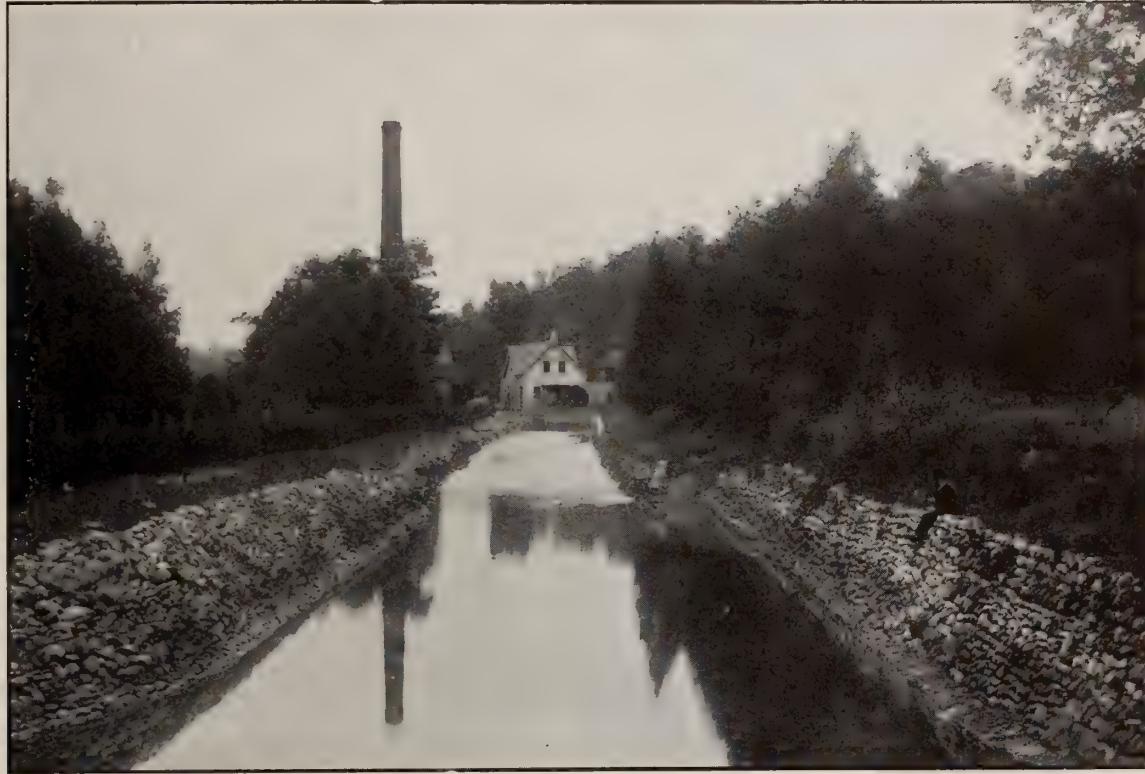
To the Northwest are the same as those of any other Ontario city. The city's own railroad of 23 miles give lake connections with special rates for manufacturers.

LONDON'S RAILWAY FACILITIES ARE UNSURPASSED

No
Typhoid
Fever



*Absolutely
Pure
Water*



ONE OF THE PONDS AT SPRINGBANK.

London is Famous for its Pure Water

London is famous for its water. There cannot be better water for domestic purposes.

There is an unlimited supply from artesian wells and springs of surpassing quality.

Situated on the highlands between the Lakes, with cool, wide, shady streets, and houses on liberally-sized lots, is

LONDON A HEALTHY CITY

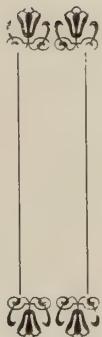


HEADLEY, RESIDENCE OF HON. ADAM BECK, M.P.P.,
Minister of Power.

*London
A
City to
Live
in*



RESIDENCE OF S. STEVELY, ex-Mayor.



Not only does London possess unrivalled advantages as a location for industries, as an educational and trade centre, but it is an ideal city in which to live. It has long been known as "The Forest City," and most appropriate is the appellation. The streets are broad and well paved, sidewalks of cement running along the greater part of the 133 miles of streets. The business streets with their handsome government, bank, wholesale and retail buildings, present a truly metropolitan appearance. The residence avenues and streets are the delight of the citizens and famous for their beauty all over the continent. On either side are magnificent homes, many of them approaching the dignity of mansions. Spacious lawns and boulevards, decked with overspreading maples, add an air of rare beauty to a scene of wealth and comfort.



LONDON IS ONE OF THE HEALTHIEST CITIES IN CANADA

London is the Centre of Western Ontario

This geographical fact has caused it for years to be known as the **leading wholesale centre** of the Province of Ontario. The natural centre of the peninsula, undeniably the richest and most solid section of the banner province of the Dominion, London has justly been termed the **Hub of Western Ontario**.



CORNER OF DUNDAS AND RICHMOND STREETS.

In the main business section of the city better known as "down town" to the natives, old established wholesale firms are solidly rooted, rearing the stone fronts of their edifices along block after block, telling the tale eloquently though silently, of fortunes built up and great trade conditions established.



DUNDAS STREET BRIDGE.

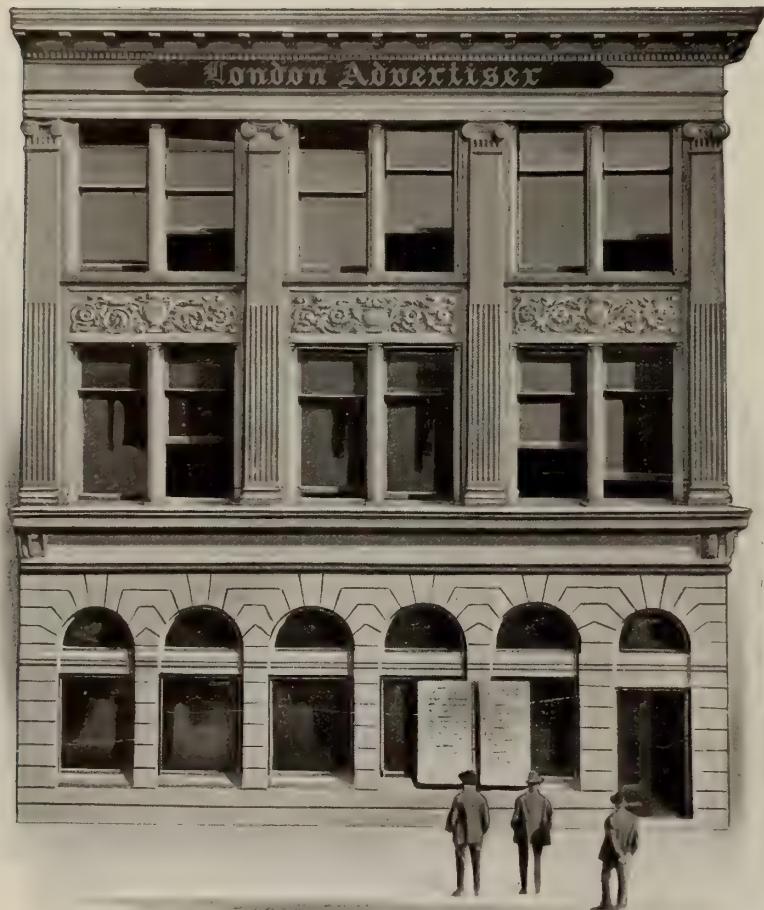
London does more business than the combined business of any other three places in Western Canada. . . .



SCENE ON THE RIVER THAMES.

MANUFACTURERS CANNOT FIND A BETTER LOCATION

*The "Advertiser" and "Free Press" are Superior to any
Outside of
Toronto*



IT has frequently been remarked by visitors from large American cities that the newspapers of London would do credit to cities with a population of 100,000. Not only is this true of the typographical appearance and mechanical side, but of the news-service as well.

The people of London could not be more satisfactorily informed of the news of the world were the largest papers on the continent placed regularly at their doors.

The Advertiser and Free Press, circulating as they do in every part of Western Ontario, have been well described as the city's best advertisement. They carry the name of London far and wide six days every week in the year, and their growing influence is well attested by their increased circulation in the last few years, the percentage of which stands well to the front among the newspapers of the Dominion.





QUEEN'S AVENUE BY NIGHT.



DOMESTIC
LIGHTING
AT $4\frac{1}{2}$ c
PER KILOWAT
IS THE
LOWEST
IN THE
DOMINION



ALL OF LONDON'S STREETS ARE WELL LIGHTED



A DUNDAS STREET RESIDENCE.

*Some
Nice
London
Homes*



QUEEN'S AVENUE

London, Ontario

London, Ontario, is pre-eminently a city of broad, well-shaded avenues and bright homes. His Excellency, Earl Grey, remarked that "London is a beautiful city, but nothing is more beautiful than your fine kept workingmen's homes. Every cottage stands on a piece of ground well cultivated, well cared for and prosperous looking."



A GRAND AVENUE RESIDENCE.

London is Sometimes Called the "Forest City"

Nearly seventy-five per cent. of the workingmen of London own their homes. This sense of possession guarantees a real citizenship and makes for patriotism and good government and has largely brought about the absence of serious disturbances between capital and labor.



YORK STREET, EAST FROM RICHMOND STREET.

*Good
Factory
Sites
Are Easily
Obtained*



DUNDAS STREET, EAST FROM MARKET LANE.

Distributing Centre

London is the center of a district 100 miles in extent of the finest agricultural land in Ontario, and does more business each year than any other three of the surrounding towns or cities together. Over \$1,400,000 in produce was sold here in 1908. The cheese market handles over \$1,000,000 in cheese. It is the distributing center for 1,000,000 people.



DUFFERIN AVENUE.

London—Where it is

Midway between Toronto and Detroit.
Midway between Buffalo and Detroit.
Twenty-three miles from Lake Erie,
connected by its own railway.
Opposite Cleveland on Lake Erie.
582 miles from New York, U. S. A.
384 miles from Chicago, U. S. A.
443 miles from Montreal, Que.
1,313 miles from Winnipeg, Man.
Longitude, 81 degrees; latitude, 43 degrees.



THE PIPE LINE ROAD.



AT THE FOOT OF DUNDAS STREET.



*The
River
Thames
Gives
Splendid
Boating*



BYRON DAM.



BELOW SPRINGBANK DAM.



PORT STANLEY SCENE.

PORT STANLEY IS LONDON'S HARBOR

Port Stanley, a good harbor, twenty - three miles away, on which the Government is spending much money, is connected by the city's own railroad, with fixed rates making London a lake port. Coal is consequently cheap here. Niagara power is distributed here by the city at very low rates. Coal, for manufacturing purposes is obtainable for about three dollars per ton.



SCENE AT SPRINGBANK PARK.

Beautiful Summer Resorts

London has two splendid summer resorts almost at her doors. A ride of about a quarter of an hour brings you to Springbank, undoubtedly one of the most beautiful natural parks in America. Here hundreds of citizens resort daily. Well-wooded

with beautiful shade trees, with the silent Thames running close by, it is a veritable paradise. A spacious pavilion affords rest and refreshment for the tired pleasure-seeker, and an up-to-date theatre, where excellent performances are put on, is a point of attraction nightly.

There are also several large, cleared spaces where the youth are given ample room for baseball and kindred sports. Port Stanley, some twenty-three miles away, on the north shore of Lake Erie, opposite Cleveland, is another of London's favorite breathing spots. It is reached by the city's own railway, and daily excursions are run during the heated term at the low return fare of thirty cents.

Here scores of Londoners



SCENE AT SPRINGBANK PARK.



**River Scene
Port Stanley**

have their summer cottages, and the business man is enabled to join his family early in the evening and return to the city early next morning without in the least interfering with his duties in the office or store. Port Stanley is likewise an ideal spot for picnicking, and during the summer months not a week goes by but hundreds of families spend a day on the sandy beach and the delightful picnicking grounds on the neighboring heights.



VIEW OF MACHINE SHOP.



*Education
for
Efficiency*



ALEXANDRA—LONDON INDUSTRIAL SCHOOL.

London Industrial and Art School



The best equipped Industrial School in the Province. All the shop rooms are supplied with the latest power machinery

DAY AND EVENING CLASSES

The Day Classes provide preparatory industrial training for boys and girls from 14 to 16 years of age

The Evening Classes for men to become more efficient at their daily occupation. Courses for women in the home activities—including dressmaking, millinery and cooking

AN INSTITUTION THAT IS MAKING FOR A GREATER INDUSTRIAL LONDON



*London
Is
Well
Supplied
With
Theatres*



London has six theatres. The Grand Opera House is a modern show house with a seating capacity of nearly two thousand. The Grand is on one of the best American circuits, and during the season the leading attractions of the continent appear there. The



THE FOYER THE GRAND.

moving picture theatres are well conducted and popular houses, there being five of these, viz.: The Princess, Empire, Majestic, Star and Unique, all giving afternoon and evening performances six days a week.

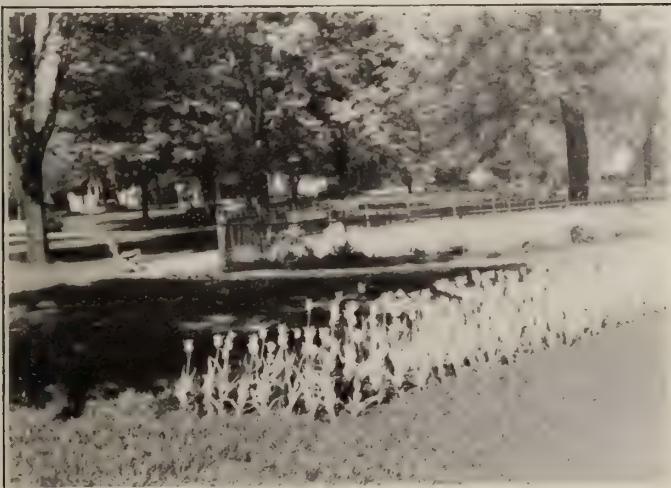


THE DAM.

*London
Has
Some
Excellent
Pleasure
Resorts*



THE THAMES FROM THE RESERVOIR.



THE TULIP BED.



THE GUNS AT VICTORIA PARK.



LONDON
HAS
PLENTY
OF
FACTORY
SITES
AND USES
THE
MANU-
FACTURER
SQUARELY



A SHADY WALK IN SPRINGBANK PARK.

LONDON IS A DISTRIBUTING CENTRE



A GLIMPSE OF THE THAMES.

*There are
Many
Beauty
Spots
Around
London*



G. T. R. EMBANKMENT.



SCENE AT PORT STANLEY.



BOATING ON RIVER.



SCENE IN VICTORIA PARK.



THERE
ARE
MANY
"BREATHING
SPOTS"
TO BE
FOUND
IN
LONDON'S
PARKS



ELECTRIC LIGHT AND POWER IS VERY CHEAP IN LONDON



CONVENT, QUEEN'S AVENUE.



*London's
Pleasure
Attrac-
tions*



VICTORIA AND ALEXANDRA APARTMENTS.

Three magnificent Parks are the property of the city:— Victoria Park (over fourteen acres), in the heart of the city; Queen's Park (over thirty-five acres), in the east end; Spring-



RESIDENCE OF SIR GEO. C. GIBBONS.

bank Park (two hundred and seventy-two acres), between five and six miles distant on the river bank, a delightful ride by trolley car.

THEY ALL SAY "LONDON"



INTERIOR OF SUBSTATION.

POWER at \$21.60 up, flat rate, per H. P. per year.

ELECTRIC LIGHT at $4\frac{1}{2}$ c per Kilowat.

POWER at less than \$21.60 on differential rates.

London Water Commissioners supply the purest WATER on the continent at less than 6-10c per gallon



SWITCH BOARD GALLERY—POWER STATION.

London's Streets Are Illuminated

"HYDRO" is the city's property.

As the people use it the price to the consumer will be reduced.

"HYDRO" is the best and cheapest light.

LONDON HAS MORE THAN TWO HUNDRED AND THIRTY FACTORIES

A City-Owned Railway

The City of London has owned for fifty years a line of railway known as the London and Port Stanley Railway, which connects the city with the lake port. The railway cost the city about \$1,200,000. It is at present leased to the Lake Erie and Detroit River R. R., and is operated by the Pere Marquette Railway. One of the clauses of the lease says: "That the lessees shall not charge more than fifty cents per ton for freight from Port Stanley to London, or from London to Port Stanley." Shippers of the city always have the lake competition open to them in case the rates of the steam lines should not prove satisfactory. The L. and P. S. R. is 23.66 miles long. The city last year received a rental of \$21,185.81 for the road.

A Four Hour Trip May Include:

*A Pleasant
Trolley
Ride*

*An Enjoyable
Sail On
Lake Erie*



A TRACTION CAR—LONDON TO PORT STANLEY.

Express Companies

Four express companies, the American and Canadian, the Dominion and the United States meeting all requirements.

Telegraph and Telephone

Connection with the great telegraph systems of the United States, as well as with the ocean cables, is maintained by two Canadian lines, the Canadian Pacific and Great North Western, and the service is the equal of any city in America. The city likewise has the Bell Telephone service, long distance and all.

LONDON'S ADVANTAGES AS A DISTRIBUTING POINT ARE UNSURPASSED



WATERWORKS POND, SPRINGBANK.



LONDON
HAS
THE PUREST
WATER
IN
THE
DOMINION



NO
TYPHOID
FEVER



LONDON HAS ONE OF THE FINEST FIRE DEPARTMENTS IN CANADA



McCLARY'S FOUNDRY.

TRANSPORTATION: G.T.R., C.P.R., P.M.R., M.C.R., L. and P.S.R.; 182 freight trains daily. S.W. Traction Co. Lake connection by city railway.

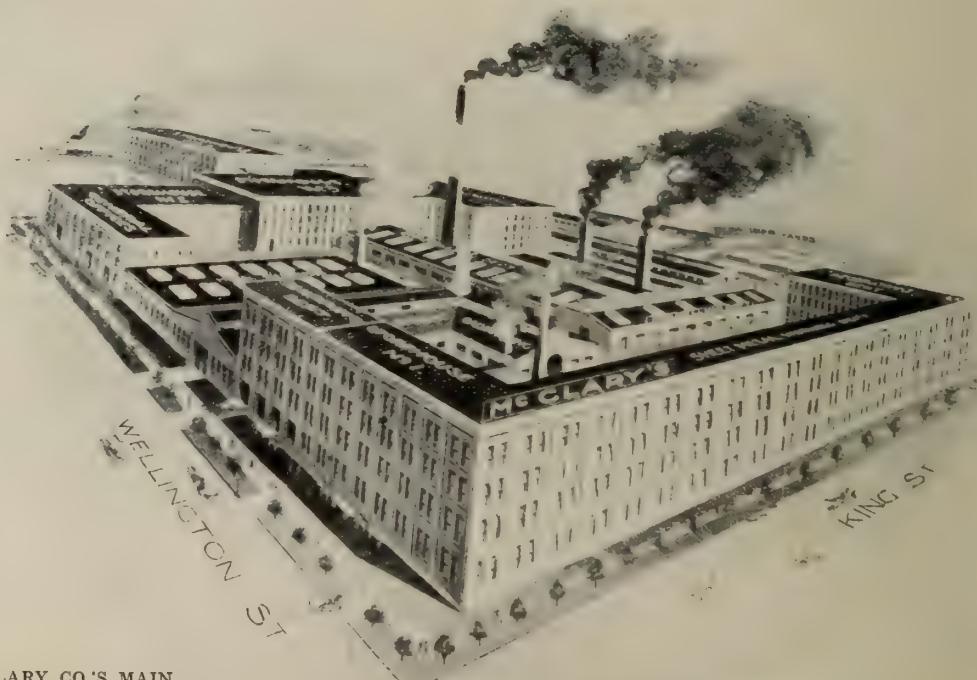
LABOR: Good supply. Wages reasonable. No labor troubles.

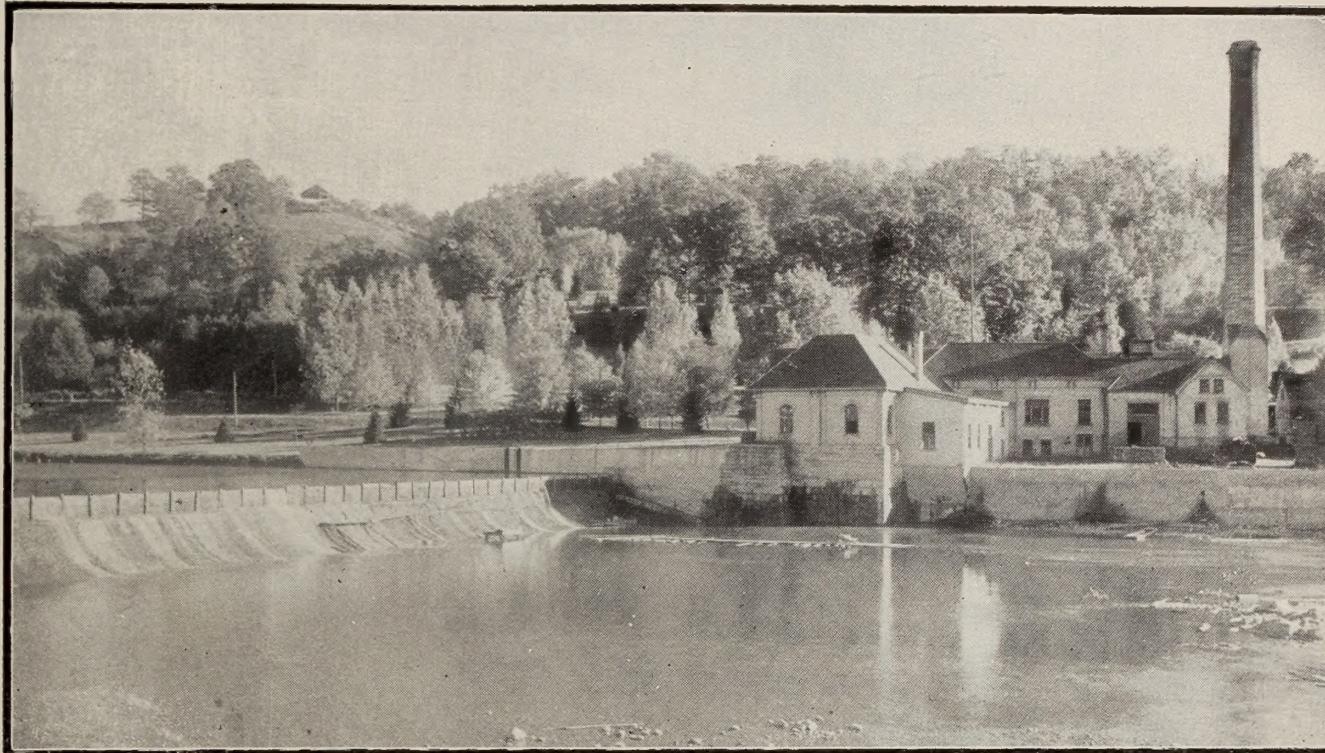
FACTORY SITES: Just what is needed, cheap, near railways.

BESIDES: Best Water on continent. Healthy City. Over 231 Factories now.

Write S. BAKER, City Clerk.

*Some Reasons Why London
is the Largest City West
of Toronto*

McCLARY CO.'S MAIN
OFFICE AND WAREHOUSE.



LONDON'S PUMPING STATION.

Miscellaneous Facts

Number of acres within City Limits—Ward 1, 1,240; Ward 2, 1,013; Ward 3, 1,030; Ward 4, 1,198; Ward 5, 1,824. Total, 6,302 acres.

Number of miles of streets in city, 136.

Number of acres in Victoria Park, 14.29; in Springbank, 272; in Queen's Park, 35.75. Total, 321.94.



Number of miles of cement walks, 151; lateral sewers, 55; trunk, 13½; cement kerb gutter, 40; kerb, gutter only, ¾; storm water sewer, .33.

Number of feet of streets paved under general tax—Bitulithic, 14,656; asphalt, 26,134; brick, 5,483; tar macadam, 3,834; reconstructed, 7,794; gravel, 2,456; graded, 845; total, over 13 miles.



SCHOOL PICNIC AT SPRINGBANK.



SCENE ON THE THAMES.



SCHOOL PICNIC AT SPRINGBANK.

An Invitation

Capitalists or Manufacturers in search of desirable locations in Canada in which to establish industries are invited by the Manufacturers' Committee of the City Council to visit London and see for themselves whether or not the case is overstated in these pages. The most rigid investiga-



ALEXANDRA SANATORIUM FOR CONSUMPTIVES.

tion is courted, the Committee feeling assured that it can only result in impressing the fact, that as a desirable place to do business and to live in it has no superior in America. Persons desirous of securing further information will receive courteous treatment by writing S. Baker, City Clerk, London, Ontario, Canada, or the Commissioner of Industries.

ADVERTISER JOB PRINT
London, Canada

