

The Northward Trek

PUBLISHED BY THE ATHABASCA LANDING BOARD
OF TRADE

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OFFICERS FOR 1910.

PRES. Wm. Leslie Wood

1ST VICE-PRES. L. Gagnon, 2ND VICE-PRES. Jas. H. Wood, 3RD VICE-PRES., J. L. Leasard

SECRETARY. A. L. Sawle.

Board of Trade F.C.
File #1, Item 2

85.25

GO TO ATHABASCA LANDING



Where is Athabasca Landing?

What is Athabasca Landing?

Why should you be interested in Athabasca Landing?

By dividing the Province of Alberta into Northern and Southern districts it will be found that Athabasca Landing is situated just twenty-five miles north of such a divisional line, and on the Athabasca River. This natural position makes Athabasca Landing the entrance to the north country, either by trail or waterway. All roads to the north and the famous "Last Great West," commence at Athabasca Landing and in a very short time steel rails will also run northward and westward from here. The eyes of the entire world are at present turned to western Canada in general and Alberta in particular and more particularly to Northern Alberta. Why is this district receiving so much attention? Because the incoming agriculturalists and ranchers are looking for homes, the capitalists for new fields of investment, the prospectors for new undeveloped territory, the manufacturers for new markets, the wholesalers for new distributing centres, the tourists for new scenes of wild grandeur, the laborers for steady employment, the farm hands for opportunities to obtain the fundamental principles of successful farming, the younger people for a young country and the older people for pleasant climate. All these classes will find such opportunities in Athabasca Landing and immediate vicinity. Are you not included in one of the above classes? If not write the Secretary of the Athabasca Landing Board of Trade for any information desired.

Dominion Land Surveyors are already going into the country on all four sides of Athabasca Landing for the purpose of subdividing, and by the end of the summer thousands of additional homesteads will be available. Within a radius of twenty-five miles of here nearly two thousand homesteads are available at the present time. The intending settler who prefers prairie land can obtain unexcelled prairie land just east and south of Athabasca Landing—land that is well watered with streams and small lakes. Settlers preferring land of brush and prairie can obtain such land west and north of Athabasca Landing.

There are several valleys in this district that are especially adapted to mixed farming, the rolling nature of them affording excellent pasture for cattle. During the greater part of the winter cattle can forage for themselves, it being necessary to feed hay only periodically.

Owing to the fact that the greater part of this district has been surveyed only within the last couple of years, great opportunities are offered to parties of settlers desiring to locate in close proximity to one another, thus forming colonies.

Practically all the small streams in this district have, growing along their banks, good patches of building timber.

Seeding was commenced this year in March—grain has been sown here the last week in May and fully matured and ripened before the first frost of fall, this is a long range of seeding time.

A Crop Has Never Been Destroyed By Hail In The Landing District.

Sheep and hog raising is being carried on by some farmers in this district with big success. These farmers are steadily going in for this business more extensively as it is found very profitable. Poultry raising and dairying are found to be very profitable.

The next few years will see great activity in railroad construction in this district. The A. & G.W. railway to the east of here is already under construction. Construction work will soon commence on the Edmonton-Athabasca-Landing Branch of the C.N.R. This line will in the near future be extended to Grand Prairie and Ft. Vermilion. This work means a ready market for the farmers' grain and good employment between seeding and threshing times.

This is the opportune time for entering this northern district. There are still large numbers of excellent homesteads available, close to ready markets and near to the railway line now under construction.

At Athabasca Landing we have a subagency of the Edmonton Land Office and all entries for homesteads may be made here with the least possible delay.

We also have an official government land guide to take intending settlers around the country.

Owing to the number of incoming settlers, a Commodious Immigration Hall has been erected here this month, and is now available to all intending settlers. New comers will be able to make this their headquarters while they are looking around for a suitable location.

The trek to the northern homesteads commenced the first of the year and promises to far exceed all previous records.

The number of new settlers since the first of the year, to date, far surpasses all previous years for the same period.

Join in the "Northward Trek" at once! Do it now!

Write the Secretary of the Board of trade, Athabasca Landing, for any information desired.

Athabasca Landing Board of Trade

The Officers for 1909

PRES. Wm. Leslie Wood.

1st. VICE PRES. I. Gagnon

2nd. VICE PRES. J. L. Lessard

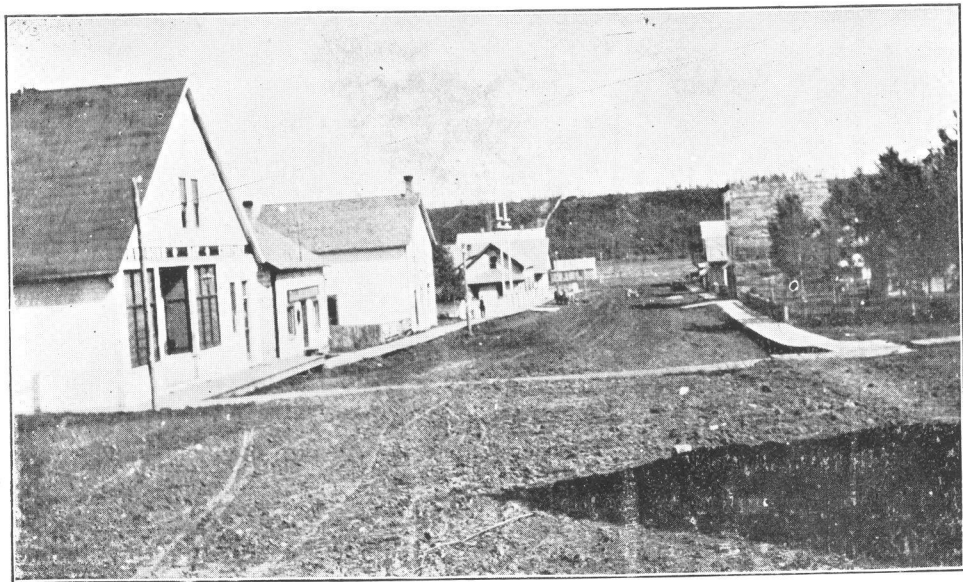
3rd. Vice Pres. Jas. H. Wood

SEC.-TREAS. Lance T. Smith

Athabasca Landing The Gateway To The Last Great West



Athabasca Landing is rapidly coming into its own. Its geographical position, being situated on the Athabasca River, one hundred miles north of Edmonton demands that it be the distributing point for years to come, to the wealthy north and north-west, mainly the world renowned Peace River District. Every assurance has been given us that the Canadian Northern Railway will extend their line from Edmonton to here this summer.



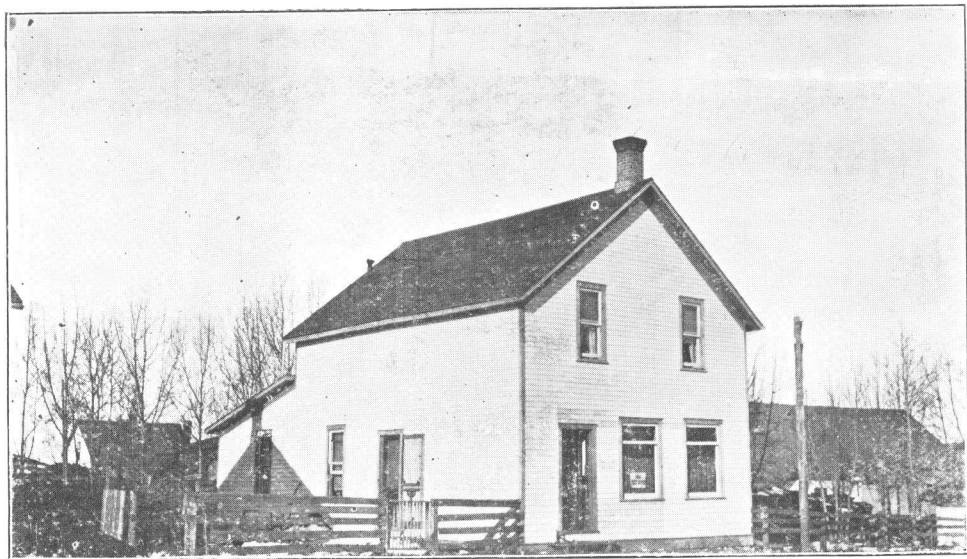
Strathcona Ave.

Athabasca Landing

(looking North towards river)

All settlers for the Peace River Valley must pass through Athabasca Landing, and in Athabasca Landing they can obtain all necessary supplies for their new homes. We have general stores and farm implement agencies that always carry full stocks for the new settlers. Land seekers need have no hesitancy in coming right through to Athabasca Landing, as they will find here not only a sub-agency of the Dominion Land Office, but also a qualified Land Guide.

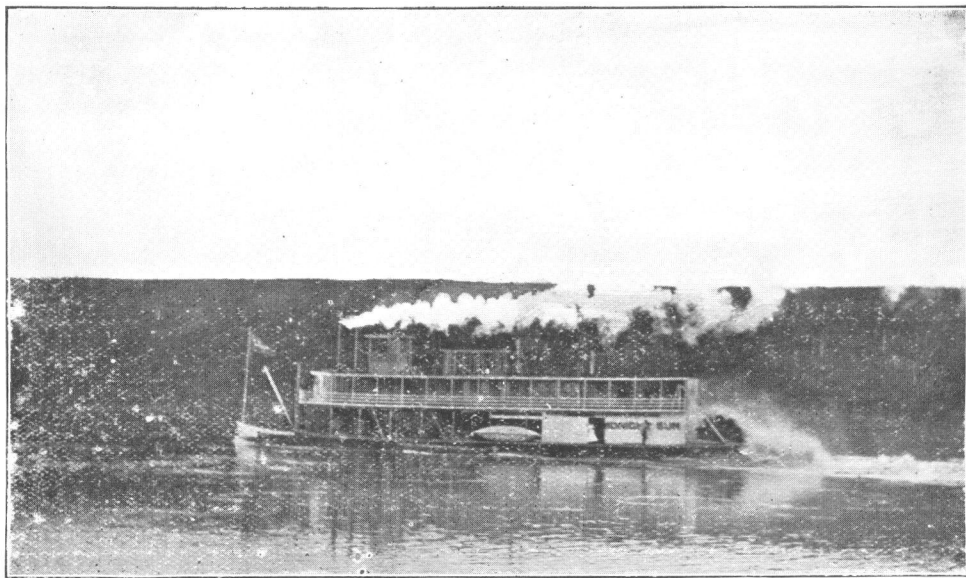
Only with great difficulty have the surveyors been able to keep ahead of the incoming settlers in this district; but there is now a large number of homesteads open for entry, within five and ten miles of the village. Why take a homestead in a section that is miles and miles from a settlement and market, when Athabasca Landing offers such good opportunities? The soil



Government Land Office and Post Office.

in this district is a black loam about six inches deep with a clay sub-soil. The land is comparatively clear, what clearing is necessary is easily accomplished as the timber is small. The country is rolling and adapted to both mixed farming and ranching. Oats have yielded as much as 70 bushels to the acre, but the soil of the district is regarded as being essentially adapted to wheat raising. The long days of summer sunshine has grain ready for cutting ninety days after sowing. Owing to the light snowfall and the prevalent Chinook winds in this district, cattle are allowed to run on the range nearly all winter, and are always in excellent condition in the spring.

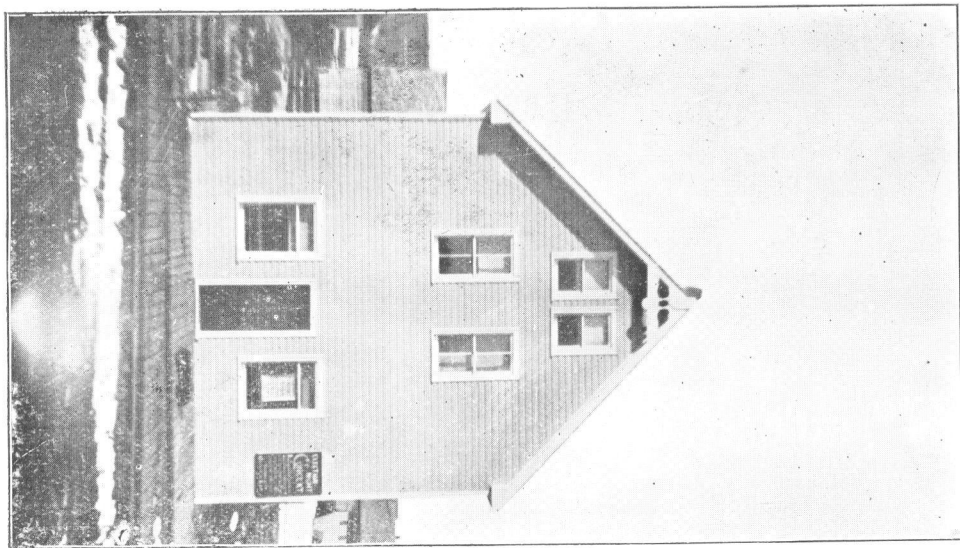
The Moral and Educational side of life is by no means neglected. The village has three established churches, a reading room and a public school which is now filled to its capacity and additional accommodation will soon



"Midnight Sun" on Athabasca River.

be required.

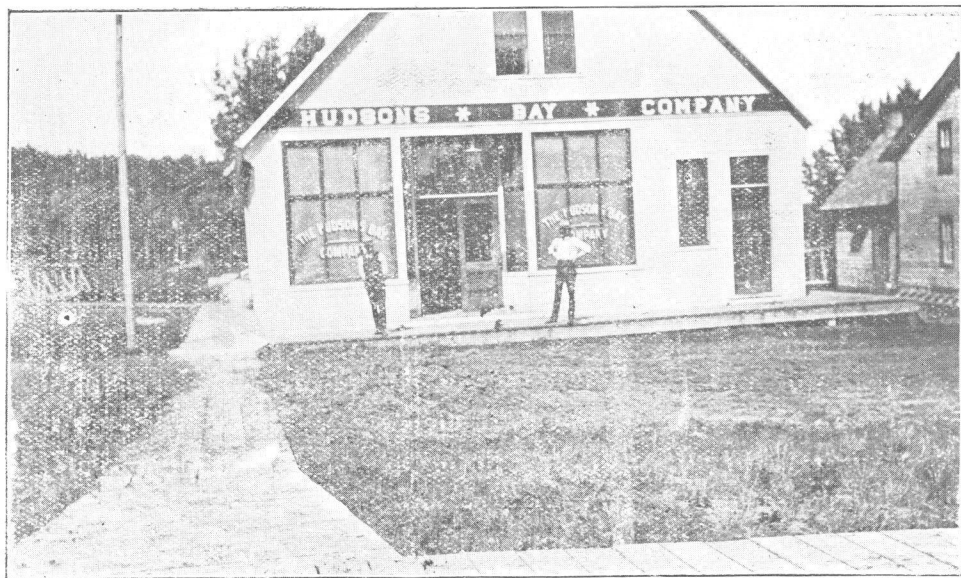
The building operations have been on the increase steadily, and this year promises more activities than any previous one. The village has just completed a commodious fire hall for the two chemical engines recently procured. The local sawmills and yards supply all the required building lumber. The best of building timber is obtained on the banks of the Athabasca River only twenty-five and thirty miles above the village and cut by the local mills; so the intending settler, or builder, is always sure of an ample supply at the lowest cost. The boring operations for oil a few years ago by the Dominion government proved unsuccessful for oil, but quite a flow of gas was struck, experts claim gas can be found in paying quantities. Below the village, at Pelican Rapids, on the Athabasca River the largest gas well in the world is locat-



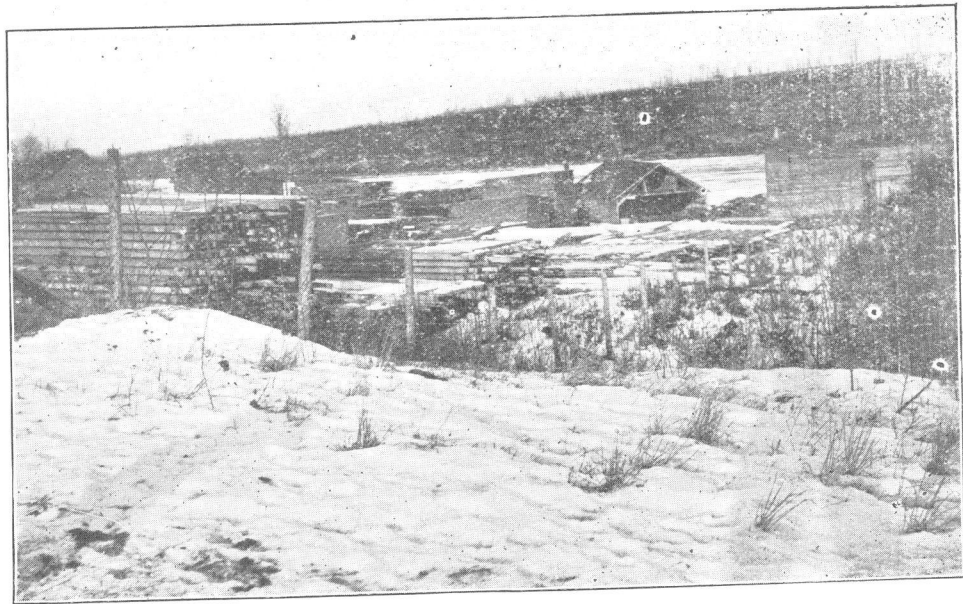
Methodist Hall and Reading Room.



Imperial Bank of Canada, Temporary Quarters



Hudson's Bay Store and Office.



Saw Mill and Yards.

ed. It has been burning uninterruptedly for years. Within a short distance of the village limestone is to be found in large quantities. What better inducement can be offered capitalists for investment than natural gas and limestone?

Within six and seven miles of the village lignite coal of the best quality exists and is only waiting for development.

During the past few winters extensive fishing operations have been carried on at Calling Lake, fifty miles due north of the village, where whitefish are found in abundance. During the winter of 1907-08 one hundred tons were exported to the American cities by agents, and the past season even surpassed this quantity. These fishing operations have been carried on in the past by non-settlers, but through the efforts of the Board of Trade, the govern-

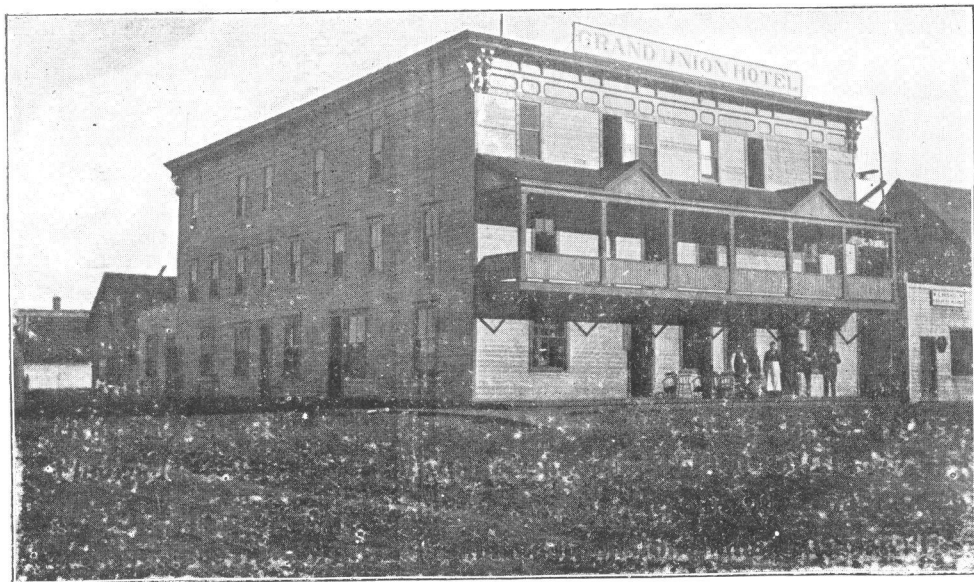


An Hour's Sport Near Athabasca Landing

ment have granted, that in the future, permits for fishing, for export, from all waters north of the Athabasca will be issued to settlers only. This assures winter occupation, with rapid and profitable returns, for the settlers.

What We Have

| | | |
|-------------------------|--------------------|--|
| 1 Bank | 4 General stores | Post Office |
| 2 Blacksmith shops | 1 Grocery store | 1 Public School |
| Board of Trade | 1 Hotel | 3 Restaurants |
| 3 Churches | 1 Harness Shop | 1 Reading room |
| 1 Curling rink | 1 Hospital | 2 Sawmills |
| 1 Dominion Land Office | 1 Implement Agency | Telegraph connections |
| 2 Feed stables | 1 Jeweller | Steamboat connections with Lesser Slave Lake and Ft. McMurray. |
| Fire protection | 1 Laundry | |
| 4 Fur Buyers | 1 Lodge | |
| 1 Government Land Guide | 2 Meat markets | |
| | 1 Newspaper | |



Grand Union Hotel.

What We Want

Brick yard

Baker and confectioner

Dentist

Druggist

Flour and feed

Furniture Store
and undertaking

Grist mill

Hardware Store

Homesteaders

Insurance agent

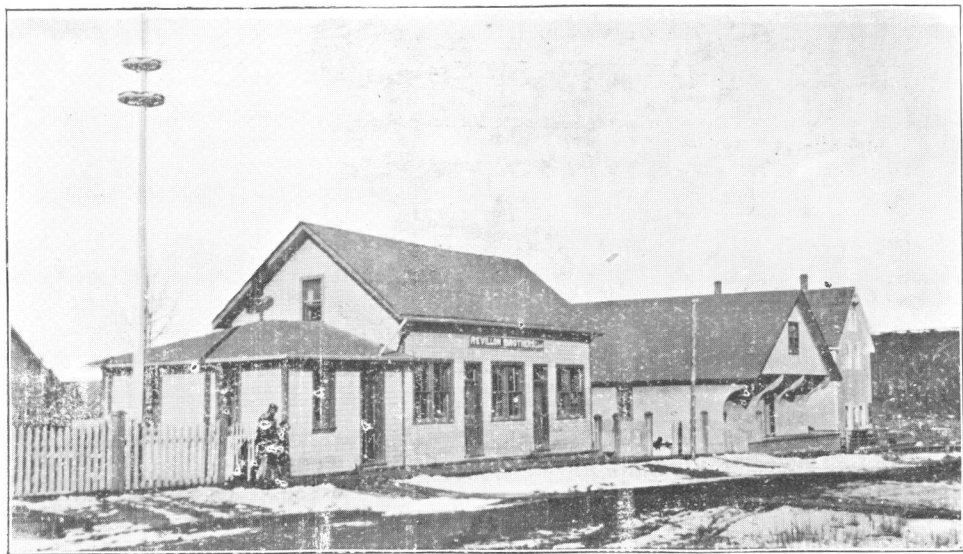
Lawyer

Livery stable

Physician

Tannery

(For information address the secretary of Board of Trade.)



Revillon Bros. Ltd., Store and Warehouse.

Facts Concerning Athabasca Landing



A thabasca Landing

T ar sands

H omesteads

A ltitude 2550'

B lack loam

A rea

S tock-raising

C oal

A ssessment \$83,482

L umber

A griculture

N atural gas

D airying

I ndustry

N avigable waters

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NORTHERN NEWS PRINT

