



# Fredericton Merchants



Unite in congratulating the Waverley Hotel on its 100th Anniversary

Fredericton Newest

**MEN'S STORE**

congratulates

**THE WAVERLEY HOTEL**

on its 100th Birthday.

Let's all celebrate by wearing

Fashion Craft Clothes \$19.95 to \$32.50

Phone 543 : Opp. Normal School

**WM. T. WALKER & CO.**

Look For the Fashion Craft Sign

We unite with Fredericton merchants  
in wishing the

**WAVERLEY HOTEL**

continued success on their  
100th ANNIVERSARY

**J. F. TIMMINS**

Phone 181-11 for delivery

CONGRATULATIONS

**WAVERLEY HOTEL**

ON YOUR 100TH ANNIVERSARY

**GENERAL DAIRIES, LIMITED**

Pasteurized Dairy Products

Milk - Cream - Ice Cream - Butter

**MAY THE WAVERLEY**

**NEVER WAVER**

**FOR ANOTHER HUNDRED YEARS**

**LAWLOR & CAIN, LTD.**

"HOME OF HARDWARE"

Opp. Post Office

WE JOIN IN CONGRATULATING

**THE WAVERLEY HOTEL**

On Their

**100TH ANNIVERSARY**

AGE means a tradition of increased guest service in the Hotel Business — but GROCERIES ARE DIFFERENT!

You seek YOUTH and FRESHNESS in your Groceries and Meats.

Our MEATS and GROCERIES ARE NEW and FRESH!

**THRIFT MEAT MARKET**

FREE DELIVERY

58 Regent St.

Phone 1472

(By H. M. Paint)

Measured in terms of Canadian tradition, a century means much more than the same period in older countries. From the stirring days immediately following the Napoleonic Wars until today the Waverley Hotel has maintained a community tradition of hospitality which spans the growth of our city and the province through the changing years. It has served as a rallying point for the civic hospitality for which Fredericton has always been famed, and has as well a proud record of service to the travelling public.

Today it is celebrating a century of achievement with much in its past to point to with pride, and the assurance of a growing standard of usefulness and service in the future.

**Management in The Same Family**

Four generations of hotel men have carried on the ancient tradition of hospitality, namely: William Grieves, John B. Grieves, Mrs. Annie Grieves Dewar and Jack Grieves Dewar.

On three occasions the hotel has been visited by fire.

In ancient times Fredericton as the site of Government for the province was the centre of a highly educated and brilliant society out of all proportion to that of the usual Canadian town of similar size. Add to this the gaiety inseparable from a garrison town—for at that time a regiment of British troops was quartered here constantly, and among the officers were many young men of fine family and engaging manners.

It was a city of contrasts in those days, for as well as being the site of Government and a gay social centre it was the Key town in a vast lumbering industry, which drew the most hardy men of their time from every corner of the American continent.

Government officials, gallant young officers, hardy "white water men", and lumberjacks, filled the streets.

Fredericton owes much of its charm to its men of learning, its men of daring and its hardy pioneers. If strangers are ever inclined to censure its ways as leisurely at times, its past should give them pause—for there is good excuse to dream where history has been made.

To satisfy a public of such a varied nature required unique gifts, and a ready tact which might have puzzled the most brilliant hotel manager of today to understand the problems, which those who kept hotels 100 years ago in New Brunswick had to solve. It is necessary to give some account of the province in general and Fredericton in particular. The situation may be summed up in a phrase "LUMBER WAS KING".

There were greater profits, better wages and a better chance for the man without capital in the logging camps than were possible on the small farms carved with tremendous labor from the virgin forest. The isolated farmers grew barely enough for their own needs, and were unable in addition to supply the wants of the thousands of men employed in the logging camps.

By the latter part of April the melting ice and snow with heavy rains had swelled the streams in the spring freshet. The "stream drive" then commenced. The frenzied rush of the drive was on! Logs cut on the small streams were floated down to the main river. Daily the expert crew of lumberjacks pushed the drive downstream moving with the current. Stranded logs were manhandled into the stream again. Wet with river water, drenched with rain, blue with cold, stung by insects which hovered in clouds during the warm spring days, the lumberjacks toiled like giants to harvest their winters cut while the freshet lasted.

Sometimes standing erect, pole in hand they rode logs standing erect

through calm river reaches. Often sitting astride a log they guided their slippery steed through foaming torrents or across stream, through turbulent eddies. They were happy for they regarded the river as their highway and the forest as their home.

Upon reaching navigable waters the lumber was made into rafts which one or more men piloted as far down river as Fredericton. There a number of rafts were joined together to go down to Saint John. The rafts were steered by a small oar alone usually, but in many cases, as an additional safeguard a sweep or rudder was used as well. At the height of the spring freshet the current ran about eight miles an hour and the trip from Woodstock to Fredericton was made in a working day.

Stages or mail coaches connected the principal centres giving ready conveyance to any part of the province. Steamboats had already ascended the river as far as Woodstock, though the passage was rendered dangerous by large rocks which blocked the channel at Meductic. There was a ferry at Fredericton to the Devon side which was a great convenience. The mail coach ran three times a week to Fredericton from Woodstock. The mail coach to Saint John left from the Waverley and those wishing to send mail were advised in the Gazette that postage must be prepaid.

The scale of charges for stage coach transportation may interest the present generation.

Saint John to Fredericton 20 shillings.

Saint John to St. Andrews 20 shillings.

Saint John to Mirmachi via Petcodiac, Shediac and Richibucto 60 shillings.

Saint John to Mirmachi via Fredericton 60 shillings.

Fredericton to St. Andrews 20 shillings.

Fredericton to Woodstock 20 shillings.

Grand Falls to Point Levi five pounds.

Mirmachi to Bathurst 20 shillings.

Bathurst to Campbellton 30 shillings.

Fredericton merchants obtained their supplies from Saint John. In summer they were brought up in steamers which ran daily upon the river. Before the coming of the steamers, provisions and merchandise of all kinds were towed up river on large boats drawn by horses. These towboats had a capacity of 100 to 200 barrels. The freighters who conducted this business were a hardy race. At the tributary streams running into the Saint John river, they swam their horses, sitting or standing up on the saddles, in the spring time often surrounded by running ice.

The more domestic trade was conducted in canoes which in those days were extremely numerous on the river, every man being a capable riverman. From the old records we can visualize a long straggling town hugging the shore, the business section being confined to one street along the river bank.

The business centre seems to have been further down stream than today, concentrated around Waterloo Row. Lumber was king and the larger businesses catered to those engaged in that industry.

Lieut. Colonel Tom L. Baird in his book "Seventy Years of New Brunswick Life", gives a list of prominent Fredericton business firms in the year 1837.

At the upper end of town Robert Rankine & Co., dominated the business of supplying the lumber operators. Their stock was large and varied and the best that money could buy. To the north of their store and separated from them by a narrow

alley, J. A. & F. E. Beckwith had their business. Being of French descent, they controlled the business of the French operators in the Madawaska district.

Just above the Barker House was the store and dwelling of Jedediah Sleson, who carried on an extensive lumbering business in many parts of the province.

For many years the largest grocery store was Pickard, Gaynor and Workman, who had a stand above the new market house on a corner near the river. They were burnt out in 1825 in the great fire and Mr. Gaynor afterwards reopened on his own account on Waterloo Row below the Cathedral, which was in those days an ideal stand for country trade.

John and James Taylor conducted a large lumber business also in those palmy days.

The fur business was concentrated in the hands of a canny Scott, Peter Fraser. He had won the confidence of the Indians and by fair dealing secured the bulk of their trade in pelts.

Skating and Sleighing were the common winter amusements. The river Nashwaaksis and "Government Pond" were favorite resorts for skaters. The ladies, thickly clad in furs took long drives upon the river ice in defiance of northwest wind or sweeping drifts.

It was an age when everyone's ambition was to be a good neighbor. Throughout the winter, small parties, frolics and weddings were the rule.

In the summer, races on the river, steamboat excursions, picnics and regattas were a part of the life of the community.

It was a hospitable age. Abraham Gesner says,

"Any person of respectable address and appearance, who can tell a good story, sing a good song and play the fiddle may travel through New Brunswick free of expense."

To quote the same author again, "Generally speaking the ladies of Fredericton are fair and handsome", as for the gentlemen he admits, "They can scarcely be distinguished from the natives of Great Britain". Gesner gallantly comes to the defense of the Saint John ladies against the damning charge that they were too fond of riding down hill upon hand sleds with gentlemen. As regards this mixed coasting he says indignantly,

"There may have been one or two, who would engage in, 'this rustic sport', 'but I can affirm that the ladies of New Brunswick have as high a sense of decorum as those of the most refined society in England'.

Within the past few years the Waverley has been completely modernized. It has been enlarged and redecorated throughout, the greatest attention having been paid to the achievement of the maximum in guest comfort. A central heating system has been installed to assure guests of rooms which are warm in winter and cool in summer. The Waverley today is a modern hotel in every sense of the word—modern in equipment, in service, and in room furnishings. The installation of a telephone system which gives guests telephone service on their private room phones has been the latest of many improvements.

There is no doubt that with the modern policy, and wish to keep abreast of the latest in hotel improvement, shown by the present management, that this popular hotel is on the threshold of still greater expansion in the years to come. Fredericton citizens and a vast number of the travelling public will join in a wish for continued prosperity and steady growth throughout the coming years.

**GUESTS AT THE WAVERLEY**

are invited to see our spring showing  
of Men's Suits

**SCOVILS SPECIAL \$21.95**

**SCOVIL CO., LTD.**

Men's Shop

WE CONGRATULATE

**THE WAVERLEY HOTEL**

Upon their 100th Anniversary

The IDEAL of SERVICE is common to both the hotel business and the drug business—to give the best possible value at a reasonable price—to be sure that the public receive the best possible treatment and attention.

**ROSS - DRUG - UNITED**

**100 YEARS YOUNG!**

As the Waverley begins its second century of service we offer our congratulations. Fashion Plate — the Hallmark of Quality

**FASHION PLATE CLEANERS**

W. Raymond Crewdson, Prop.

100 Regent Street : Phone 945

May the years bring increasing success and an even larger measure of prosperity to

**THE WAVERLEY HOTEL**

Is our sincere wish upon their  
100th Anniversary.

**FARMERS' DAIRY, LTD.**

488 King Street : Phone 663

WE CONGRATULATE

**THE WAVERLEY HOTEL**

on their

**ONE HUNDREDTH ANNIVERSARY**

In 1838 the stage coach was the only means of transportation for Fredericton residents. It stopped at the Waverley to collect passengers and mails. TODAY our bus line offers swift economical transportation to passengers — just around the corner.

**CAPITAL TRANSIT LTD.**

625 Queen Street

Phone 400



BE GAY  
THIS SPRING

Wear a Bright, New

**SUIT?**

**COAT?**

**DRESS?**

OR

**HAT?**

**HURRY!**  
It Looks Like A  
SELL OUT!

You will find what you want at  
**WILBY'S READY-TO-WEAR**

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