

D. R. FRASER & CO., Ltd.

Was Founded by a Man whose Enterprises have been Beneficial to City.
Pioneer Lumber Concern

THOUGH the natural resources of Edmonton and vicinity were a hundred fold more than what they are, their value would never have been demonstrated but for the foresight and wisdom of some of its early settlers and the facilities for building up our city would never have been produced but for their energies and enterprise. Raw materials while showing the fertility and productivity of country will never populate it until the pioneer of courage and perspicacity develops them to a useful state.

In this line of endeavor there have been a few men who have largely been responsible for the growth of this city and have influenced the settlement of Central Alberta. Among these hardy and sagacious old timers who had to endure hardships and privations before present conditions could be realized must be mentioned D. R. Fraser, founder of the Fraser Lumber and Flour Mills, and at present the senior member of the lumber concern of D. R. Fraser & Co., and also President of the Alberta Milling Co., Ltd.

It was in 1881 that the first Fraser's flour and saw mill was established on Fraser's Flats and in thirty years the operations of the business have increased not only in proportion to

lumber dealers in Edmonton this concern enjoys a patronage consistent with its long establishment and the reputation it has always had for trustworthy and straightforward dealings.

Handling rough and dressed spruce, laths, etc., an immense traffic in British Columbia fir and cedar, finishing lumber, mouldings, casings, turnings, sash, doors, shingles and other builders' materials are dealt in; while lime, ready roofings and other contractors' supplies are carried in such large quantities that no matter what extent a building boom might be developed, this concern would be able to furnish the supplies at short notice. Its buildings on Namayo avenue covering several acres, give an idea of the stock that is carried and as each line is constantly replenished there is no chance that any builder may be hindered in his work through lack of material.

D. R. Fraser & Co. is sole agent in Edmonton and vicinity for Paroid and Naponset roofings, these specially prepared products being known on this as well as the other side of the border as being the most durable, long lasting and economic compositions that can be used for this purpose.

The manufacture of spruce lumber which is the chief occupation of the company's own mill,

influence upon the prosperity and upbuilding of every one of them.

Twenty teams are used for transportation and deliveries and the expense of maintaining this establishment, taking fuel, lighting and other administration disbursements, are of such volume as to be a direct asset of the community.

All of which may be directly attributed to D. R. Fraser, who in the early days of western settlement left the Red River district, Manitoba, and decided upon locating in this part of Alberta. That was in 1879, two years previous to his establishing flour and saw mills. Since then the influence of this old timer has always been in evidence and has always been exerted for the community's welfare. Apart from the enterprises that have won Mr. Fraser commercial and industrial eminence, his public spirit has ever been displayed and he has been an investor in enterprises, a supporter of public utilities and an advocate of civic improvements, through which the betterment of Edmonton has been sought and accomplished. Mr. Fraser has held a number of public offices and in his services for the whole people, has shown the progressiveness, responsiveness and resourcefulness that have been characteristic of him in private affairs.



FRASER MILLS, EDMONTON

the population of this locality, but in proportion to the energies and ability that have been devoted to them.

Such has been the volume of transactions that a division of the business was indispensable and with concentrated and experienced attention being given to each line, there has been an advancement and expansion that gives each enterprise a leading position in their different fields.

The old sawmills have been replaced by more modern buildings and with machinery and equipment to care for the increased demands. Expert mechanics are employed and the lumber that is taken from the company's own timber districts is turned into finished material at the mills at the rate of from sixty to sixty-five thousand feet a day. The timber districts owned are on the North Saskatchewan so that in addition to offering a finished product to carpenters and builders the company is exploiting the forest regions of this section and demonstrating the natural resources of this locality.

The yards of D. R. Fraser & Co. on Namayo Avenue, occupy half a block to Kinistino Avenue, and as the most reliable as well as the oldest

has always been directed with such skill and thoroughness that it has come to be depended upon more than any similar product in the market. The company though having an enormous traffic, is one of those who has consideration for the individual builder as well as the one whose contracts demand very large amounts and the rule is that no order is too large or none too small for prompt and expert attention.

In connection with this treatment of fairness and justice to all, the firm may be said to act in other matters with the same discretion and liberality, and even in times when the demand was greater than the supply there was no disposition to crowd customers or to make them pay excessively for such a condition.

The operation of such a company means much more to the city than the production and distribution of the commodities in which it deals. On the contrary, employing more than seventy-five people, it has a payroll as large as any industry in this city with one or two exceptions and the employees of the company being all residents of the twin cities, distribute their wages in all channels of the cities' mercantile and financial institutions and have considerable

Very rightly he is considered one of our most influential citizens and is esteemed to a high degree by all residents of the city.

In the conduct of the D. R. Fraser & Co., Ltd., he has been assisted by Alexander Fraser, a junior member of the concern, and John Macdonald, manager. Alexander Fraser came to Edmonton three years after his brother located here and became associated with him in his mills. After residing here a number of years he took the direct supervision of the lumbering interests which obliged him to spend most of his time in camps and timber districts, such personal direction of this part of the operations, enhancing the reliability of the firm's production and methods and gaining for Mr. Fraser distinction as a particularly expert lumberman.

Mr. Macdonald, for years associated with the largest coal dealers and shippers in South Wales, came to this country and to the Fraser Company in 1903 and his executive and highly trained ability has been applied to the work he has in hand, by which he has furthered the interests of the Fraser Company, and in this new country has gained the recognition that such skill and integrity demands and merits.