

HUDSON'S BAY COMPANY



Land Department.

THE COMPANY OFFERS FOR SALE
Farming and Grazing Lands
 IN
**Manitoba and the
 North-West Territory**

On Easy Terms of Payment and without Any
 Conditions of Settlement or Cultivation Duties.

Town Lots Winnipeg, Edmonton, Ft. Francis,
 Rat Portage, Portage la Prairie,
for Sale at Victoria, Prince Albert,
 Ft. William, Ft. Qu'Appelle, etc., etc.

Trade Department.

THE COMPANY HAS GENERAL STORES
 AT
**Winnipeg, Vancouver,
 Victoria, Prince Albert,
 Calgary and Edmonton**
and Other Places,

Where Intending Purchasers Will Find the Best Goods
 of Every Description at Moderate
 Prices.

About the Hudson's Bay Company

The story of the Hudson's Bay Company since Henry Hudson set sail from London in 1607 for the north coast of Greenland to discover the northwest passage contains much that is highly romantic and exceedingly fascinating, indeed it reads like a story from the Arabian Nights. The company was incorporated by Royal Charter in 1670. It is the oldest corporation in the world, and when posterity shall demand the roll call of the famous corporations which have done so much for this great and glorious Dominion in its remote and almost inaccessible regions, the name of the Hudson's Bay Company will stand out in letters of gold. Through this company great advances were made in the civilization of Western Canada when the rest of the world considered it merely "a few acres of ice and snow."

The Minneapolis Journal would be glad to give the whole romantic story which preceded and followed the granting of the charter by that most bountiful of lavish donors—King Charles II. of England, but time and space will only permit a few hard facts dealing with the present day operations of this great company. By his "especial grace, certain knowledge and mere motion" Charles gave "to his beloved cousin, Prince Rupert," the Duke of Albemarle, the Earl of Craven, Lord Arlington, Lord Ashby, several baronets, knights and citizens—less than twenty in all—the territory which was henceforward to be the property of the Hudson's Bay Company. Worthy of notice is the high

rank of the nobles and gentlemen associated with a prince of the royal blood in this mercantile company. The charter was broad and liberal and gave the company the sole right of trading in Rupert's Land which embraced all lands drained by Hudson's bay and its tributaries. Here the company carried on fur trading for two centuries. With the advance of civilization and the development of the Dominion, competition and strife came which wrought many changes to chronicle which would require several volumes. The history of the Hudson's Bay Company since the amalgamation of the Western Territories with the Dominion is no longer that of a powerful trading corporation holding sovereign authority over a vast region, but its history is inseparable from the history of the Dominion and remains a proud record of progress, prosperity and perseverance.

The company still, however, continues to be the largest fur trading corporation in the world, and their annual sales in London, England, attract buyers from all parts of the world. The company has made giant strides in the mercantile world, and it is not too much to say that there is no concern of the kind in the old or new world that can be compared with it. Its business ramifications are so extensive and varied that they stretch from the Labrador coast to the boundary line between Alaska and British Columbia, and from the 49th parallel to the Arctic seas. They have trading posts as one may say in the utter-

most parts of the earth, and have developed a mercantile trade which reigns supreme.

They carry on a large milling business, and maintain flour mills at Winnipeg and Prince Albert. The headquarters of their mercantile business in Canada is at Winnipeg, and they have extensive branches at Battleford, Biscotasing, Calgary, Deloraine, Edmonton, Fort Frances, Fort William, Glenora, Kamloops, Lethbridge, Lower Fort Garry, Macleod, Mattawa, Missanabie, Nelson, Nipigon, Pincher Creek, Portage la Prairie, Fort Simpson, Prince Albert, Qu'Appelle, Quesnel, Rat Portage, Vancouver, Vernon, Victoria, Whitewood, Yorkton, and last and not least Winnipeg. In addition to the above formidable array of business houses the company own a fleet of steamboats which ply upon the Athabasca, Slave, McKenzie, Skeena and Stikene rivers. They have steamers also plying between London, England, and York factory, on Hudson's Bay; in fact, so widespread are the operations of the company that the out-of-the-way traveler who fancies himself "forty miles from soap, civilization and whiskey" may suddenly be agreeably surprised to find that an agent of the Hudson's Bay, with all the conveniences of life, is within reach.

The names given to some of the most distant and dreary of the northern posts of the company on Mackenzie river and the Great Slave Lake, seem to have been designed to keep up the spirits of their isolated occupants. Thus we have "Providence," "Reliance," "Resolution,"

"Enterprise," "Good Hope," and "Confidence." Many of these posts consist of little more than a group of shanties. Every Sunday the company's flag floats from the office of the factor at each post, thus serving as a kind of calendar for the natives to mark the passing of another week of time. It is a plain white pennant, bearing upon its surface the crest of the company, their motto "Pro Pelle Cutem" and the initials "H. B. C.," which one traveler who came upon it for the first time in the wilderness, interpreted to stand for "Here Before Christ."

As an illustration of what some of the outlying posts of the company are like, a brief description may be given of the most northerly permanent dwellings of white men on the Atlantic side of the American continent. These are to be found at Fort Chimo and Fort George, on Ungava Bay. Fort Chimo was established as a trading station by the Hudson's Bay Company about the year 1828, and continued until 1841, when it was abandoned, and re-established in 1866. About a dozen log structures, covered with boards, in most instances whitewashed, are arranged upon no definite plan, while the population is exclusively that of the servants of the company, several of whom have taken native Eskimo wives. The station is supported by the yield of furs from the district, by the capture of the white whale, of which some 200 are taken annually; by the dressed skins of the reindeer of which over 2,000 are often killed in course of a year, and by the large quantities of salmon

taken for export running from 25 to 50 tons annually, besides the export of about 120 barrels of porpoise and seal oil.

It is just twenty-one years since the company moved its headquarters from old historic Fort Garry, now within the limits of the city of Winnipeg, to the corner of Main, York and Fort streets. Here the company erected a huge structure covering a whole block, which contains the general offices and the departmental stores. There is no departmental establishment on the American continent that carries a more complete or diversified line of merchandise than the Hudson's Bay Company.

There is a unique trait about the Hudson's Bay store in its treatment of mail order customers that distinguishes it from all other concerns of its nature. To the observer this would perhaps be distinguished as human service as opposed to the merely mechanical service of the ordinary mail order systems. In point of fact it is like sending a shopping request to a city friend, expecting that perhaps you dislike to trouble your city friends with shopping commissions, much as you would appreciate having the advantage of their knowledge of what goods are in vogue, and what qualities are shown in the various stores. In sending an order to the Hudson's Bay Company you feel no such hesitation, and yet the shopper, who is detailed to fill your order, will not only select the best for you that the store can supply at your price, saving money where she can, but you benefit by her advice on many questions that it is hard for you to

decide while perhaps so many miles away from the metropolis.

It is exactly this helpful attention that is offered by the Hudson's Bay Store in serving its customers by mail. Its mail order buyers write their orders just as they would write confidential letters to a sister or cousin who was to do the shopping for them. That is because the Hudson's Bay Mail Order Department employs a large number of intelligent young women, each of whom takes the place of a confidential friend in the service she renders you. No personal friend could serve you more loyally; and no friend could serve you so intelligently as one of these young women, who not only know what is the best thing to buy, but what is the best bargain or the newest pattern the store offers.

The chief executive officer in Canada, is the commissioner, Mr. C. C. Chipman, whose headquarters are in Winnipeg, and from here he controls the entire business of the company in Canada. To stand at the head of such a time-honored, mammoth and successful corporation, and guide its destinies with unerring judgment, is not only a high honor, but demands a rare amount of tact, judgment, business energy, acumen and capacity. All these, combined with a high intelligence and sound reasoning powers, Mr. Chipman possesses to a high degree. He has, in addition, a marvelous mastery of details and an intimate and far-reaching knowledge of the minutest workings of this great business. He is enterprising and progressive, and one of those with whom it is a pleasure to do business.

Full Information will be given on application to **C. C. CHIPMAN,**
 Commissioner Hudson's Bay Company, Winnipeg.