

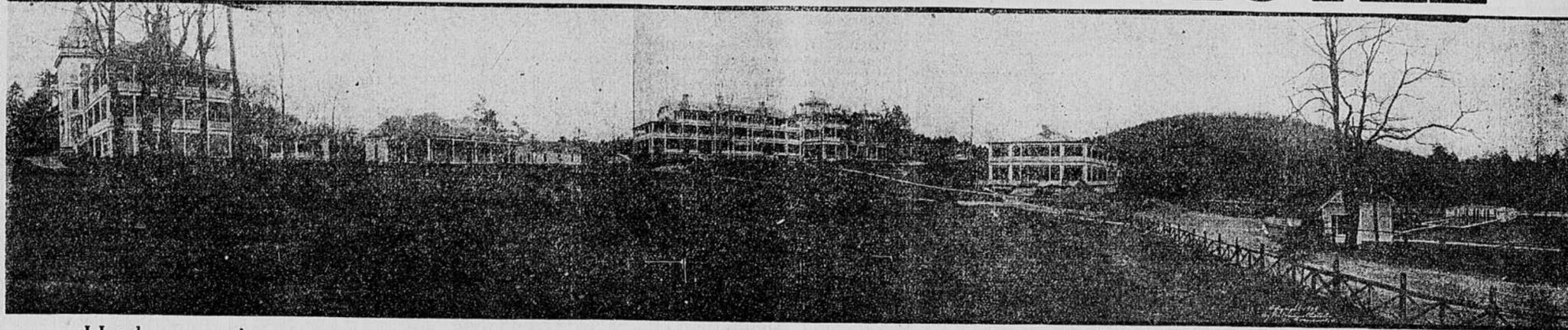
RICHMOND TRANSFER SECTION

RICHMOND TRANSFER CO.



TRAVELERS' SECTION 1912

NATURAL BRIDGE HOTEL



Hotels among the mountains—open all the year—a most picturesque spot in Blue Ridge Mountains—1,500 feet elevation. Modern hotel and cottages. Amusements, tennis, bowling alley, swimming pool and pool room, boating and fishing. Good orchestra in summer. First class livery.

The Bridge is old as the hills yet ever new. To the newcomer, a miracle; to the returning guest a friend—a most delightful place to spend the summer. The hotel is two and a half miles from the union station of the C. & O. and N. & W. railroads.

FOR RATES AND PARTICULARS WRITE

W. G. HAMILTON, Manager,

Natural Bridge, Virginia.

SELLING TICKETS TO THE WIDE WORLD

(Continued From First Page.)
 Spring vehicle for baggage succeeded the lumbering wagon, the splendid carriage succeeded the old-time omnibus and the cumbersome hack and now the taxicab and the automobile truck are succeeding all of these, and are long the horse and the carriage and the baggage wagon will be entirely retired to make place for these modern means of transfer.
 A year or more ago the company put on the taxicabs, and now has ten of them in active operation, and an order has just been placed with the manufacturers for five more, which will be on the streets in a few weeks. The company is also experimenting with the automobile baggage truck, and so far the experimentation with one machine has proven so very satisfactory arrangements are being made for a sufficient number, ten or a dozen, to do all of the baggage business, and thus dispense with the horse altogether. It is more than likely that by early fall the Transfer Company will have disposed of all of its horses and

will be using the taxicabs and the auto trucks altogether.
A Hunting Crew.
 The company keeps on its payroll only the very best of men for the business—men who look after it well. John M. Dunn is the general superintendent, and has immediate charge of the physical properties of the company. W. T. Darden, the secretary and treasurer, has charge of the financial end of the business. C. O. Alley is at the head of the ticket-selling department, and has for his assistants at the general office, 309 Main Street, R. J. Shepperson and R. R. Bacon, while H. M. Smith holds down a branch ticket and baggage-checking office at the Jefferson, and E. B. Peebles looks after a like branch office at Murphy's Annex. T. H. Shepherd has charge of the Pullman business, and makes all reservations for that company. Guy T. Mallownee is the bookkeeper, L. V. Lloyd and C. C. Britton, cashiers, and in charge of the baggage and passenger desks, with J. P. Davis as assistant. H. V. Lloyd has charge of the stations and theatrical business. J. A. Puller is stable manager, in charge of the live and rolling stock. V. T. Hancock has charge of the night service, and altogether these gentlemen make a team that works harmoniously together, and every member of the team tries to spread himself in the general in-

terest of the company and its thousands of patrons.
 The company operates its own wheelwright, blacksmith and harness shops, building all its wagons and theatrical trucks, making its harness and doing its own horseshoeing and iron work.
 The stock of the corporation is held for the most part by Richmond business men identified with the city's growth.
The Introduction of the taxicabs and the auto trucks necessitated a garage, and this is located at Jefferson and Canal Streets, and is in charge of Alfonso Gentil, a master machinist, who has made a specialty of automobile work.
Office to Be Refurnished.
 To meet the growing demand in the ticket department and in other departments the company is being forced to overhaul its big offices at 309 East Main Street, and the plans have been completed to make old 309 a new affair internally. New ticket cases, counters, desks and waiting-room furniture are to be put in, and when this work is completed, as it will be in about two months, Richmond will have one of the handsomest and best arranged transfer offices in the whole country.
Heavy European Bookings.
 The European business of the company this spring has been even larger

than in former years. A number of large parties have been booked and ticketed for travel in foreign lands.
 The company is known all over this country and Europe. Its office is really a gigantic railway and steamship centre, with business ramifications all over the world, and a source of complete and accurate information to any traveler, no matter what may be his destination. At these offices tickets may be bought to any point in the United States, Canada, Europe, Asia, or even Africa, and the ticket buyer can have choice of routes to any travelable point in the world. The facilities, convenience and information offered to the public can nowhere else be obtained in Virginia, and it is doubtful if there is a place in the United States that is better equipped for the transaction of this colossal business.
Travel Made Easy.
 The company has "traffic" arrangements with other transfer companies in the principal cities of the United States and Europe, whereby baggage may be checked from your house in Richmond to the house or hotel at which the traveler proposes to stop in the cities named. That is to say, a man living on Franklin Street and intending to go to Old Point, Norfolk, Washington, Baltimore, Philadelphia, Atlantic City, Newark, Jersey City, New York, Hoboken or Brooklyn, can have a check put on his trunk in his Franklin Street home and bother himself no more about it until he reaches the very house he is going to in any of the cities named, and on his arrival there the trunk will be in his room ready to be unlocked. European passengers can have their baggage checked direct to pier.
 To maintain this superb service the company has, of course, to keep up immense stables, feed many horses, keep many carriages, cabs, hotel busses and baggage wagons, besides employing a small army of men; but, as above stated, the noble horse is soon to step down and out, and the quicker moving taxi and auto truck will take his place.
Checks for Travelers.
 More than a year ago the Transfer Company added to its other big line of business a great feature for the comfort and convenience of travelers bound for foreign lands. It made an arrangement with the American Express Company by which it issues here in Richmond that company's "travelers' checks" on any European city. A Richmond man starting for a tour of Europe can call on the transfer company and make all necessary financial arrangements and have the necessary money handed to him in foreign parts just whenever and wherever he needs it. This has proven in the past year a great feature, and travelers starting on European tours have taken advantage of this great accommodation.
 Other cities in the country have first-class transfer companies—of course, they have—but no city on the map of the United States has more up-to-date or a better equipped concern than that which serves the traveling public turned towards Richmond or going hence, and no people have a better transfer service, locally and otherwise, than the Richmond Transfer Company affords the people of the best city in the country, which, of course, is Richmond—Greater Richmond.

chief joy of the climber's ambition—a "first ascent."
 He turns naturally, therefore, to the great continent of America, where he expects to find plenty of new things, and generally finds them on the largest scale. In mountaineering his confidence is not misplaced, and for him the paradise of the entire hemisphere is among the Rocky Mountains. Here, and here alone, the multitudinous conditions of Switzerland are combined—the wondrous glacial fields, the massing of majestic ranges, the striking precipices and snow-crowned peaks, the forest areas, clear lakes and peaceful valleys. Much of this majestic scenery may be enjoyed without passing out of sight of the transcontinental railroad, and some of the grandest mountains and the finest climbs are but a short distance from it. "If all the mountain climbers in the world were to make a combined attempt to explore the Canadian Rockies the task would not be completed within a century." With these and similar words, Edward Whymper, the first conqueror of the Matterhorn, challenges the mountaineers of the world to invade the Rockies of Canada. He offers to them the glory of a "first ascent," so dear to every mountain climber.
 Realizing the importance of preserving the beauty of this region, the Canadian government has set aside 5,732 square miles as a national park, in which the Canadian Pacific Railway

Company has built a number of charming chalets and hotels, each equally noted for its comfort and service, and the beauty of its location. Thousands of people from all parts of the world visit these resorts annually. The Canadian Pacific Railway line above all others merits the much-used description, "The scenic line of the world." From Calgary to Vancouver, a distance of 62 miles, the beauty and grandeur of the scenery is continuous. It is doubtful if any other railway in the world has a run of this distance with such remarkable attractions. That there is not a dull or uninteresting minute all the way is the testimony of every one who has made the journey.
 "It is like Switzerland and the Tyrol on a vast scale—or like a score of Switzerland with loftier mountains, larger lakes, mightier glaciers and stupendous grandeur, lack the element of beauty of the Canadian Rockies because the latter have the scenic grandeur of combined snowfield and forests."
 Only one regret is expressed by visitors, and that is when they have allowed themselves too little time to see this charming country. A stay of at least several days should be made at each of the resorts, in order to fully realize the magnificence of the surrounding mountains, which must

be viewed under the various atmospheric conditions.
 The wonderful changes in light and shadow, and the glories of sunrise and sunset in the Canadian Rockies are things never to be forgotten. Unfortunately the average tourist is all too prone to stop over only between trains and thus catch but a hurried glance of these glorious peaks, which is regrettable, inasmuch as frequently the greater beauty is missed entirely, though many thousands claim that traveling through these mountains without leaving the train has been the most enjoyable event and greatest scenic treat of their lives.
 Tourists and mountaineers can no longer be satisfied with repeating the ascents of the well-trodden peaks of the Old World, now that they have this vast new region thrown open to them—a region which Edward Whymper, with all the authority born of a lifetime spent in scaling the heights of Switzerland, the Andes and the Himalayas, has declared to be equivalent to "fifty or sixty Switzerlands rolled into one." Here the geologist, the botanist and the naturalist can find in every direction opportunities for original research work of the most valuable character; and the mountaineer and sportsman can revel in regions untrodden from the beginning of time. The health and pleasure-seeker can hardly fail here to obtain new energy and new inspiration, while the artist may find in the Rockies a new world to conquer and make his own.

THE NORTH WESTERN LINE

NORTHERN PACIFIC
YELLOWSTONE PARK LINE

Burlington Route

To and From The North Pacific Coast

The North Coast Limited
Operates To and From Chicago and Milwaukee
Over Chicago & North Western-Northern Pacific Lines
And the New Short Line Cutoff across Wisconsin.
FROM AND TO
New Passenger Terminal
Canal and Madison Sts., Chicago.

Standard Drawing Room, Compartment and Tourist Sleeping Cars, Coach, Dining Car and Observation-Library Car—all electric lighted. Barber and bath. Leave Chicago 10:00 P. M. daily.

The Northern Pacific Express ("Atlantic Express" when Eastbound)
Operates To and From Chicago
Over Burlington Route-Northern Pacific Lines
Via Aurora and the Mississippi River Route.
FROM AND TO
The Union Station
Canal and Adams Streets, Chicago.

Standard Drawing Room and Tourist Sleeping Cars, Coaches and Dining Car—all electric lighted. Leave Chicago 9:30 A. M. daily.

NORTHERN PACIFIC RAILWAY

Direct line to Yellowstone Park and Only Line to Gardiner Gateway—Official Entrance. P. W. Pummill, Dist. Pass. Agt., 711 Chestnut Street, Philadelphia. Panama-Pacific International Exposition, San Francisco, 1915.

THE Lexington

TWELFTH AND MAIN STREETS, RICHMOND, VA.

The Lexington Hotel is the most centrally located hotel in Richmond, being situated at the corner of Twelfth and Main Streets. All cars pass the Lexington Hotel.

We extend to the traveling public a most cordial invitation to make the Lexington Hotel their home while in historic Richmond.

Courteous treatment and personal attention is assured every guest. Telephone connection.

The dining-room is the largest in the city; the service leaves nothing to be desired. Special attention is paid to the cuisine, and this feature of the Lexington Hotel has merited and achieved an enviable reputation.

The Lexington is a short walk to the large department stores.

Cars to all parts of the city pass hotel door.

The Post-Office, State Library, City Hall and all public buildings are within one to three blocks of this hotel.

The Lexington has many attractions not found elsewhere. It is conveniently situated. All depots within three to four blocks. Wholesale centres within three blocks. This is an advantage to representatives of out-of-town firms.

The Lexington contains 200 rooms, large, light and comfortably furnished. Guests will find here every home convenience.

Hydraulic elevators with capable attendants in charge at all hours of the day and night.

The Lexington is one block from beautiful "Capitol Square," containing magnificent statutory and historical buildings, the most noted among them, Washington's Monument, recognized as one of the finest works of art in the world.

FELIX KEEGAN and JAS. E. DONAHUE, PROPRIETORS