

## Western Canada Market

Largest and most prosperous territory in the world now under development. The tune of the traction engine is sounding its note over 500,000 square miles of good agricultural country.

Chas. F. Roland, Commissioner, Winnipeg Industrial Bureau.

The needs of the West, for manufactured goods, are many and varied. It is true that some cities of this section—more notably Winnipeg, perhaps—have made progress along certain lines of manufacture, but the demand is so insistent and grows so rapidly that there is no hope that the West will be able to supply



Chas. F. Roland.

it for some years at least. It must be true, too, that Western Canada, filled with the millions of people that it readily will support, will always be a good customer for the manufacturer of other parts—a customer to be cultivated, encouraged, attended to.

At present, one of the chief needs of the West—naturally—is farming machinery. In the three provinces of Manitoba, Saskatchewan and Alberta there exists today an open market ready for exploitation by manufacturers and machinery agents, second to none, and one that will grow with time, instead of being—as is the case of other markets—glutted when the im-

mediate demand has been supplied.

The principal lines of machinery needed by the markets of the Canadian West, are all classes of agricultural machinery, including steam threshing, plowing and traction engines, municipal equipments, such as road scrapers, rollers, etc., railroad cars and supplies, pumping outfits for city wells, excavating and mill machinery, and, in fact, every type of machine generally used in the building up of a new country in which cities and towns are steadily rising in importance and others springing up.

In this farming machinery, there is greater demand than in any other line, and this demand will occupy a widening field as the country becomes more thickly populated. In the three provinces of Manitoba, Saskatchewan and Alberta there are 357,016,778 acres of land, of which more than half is suitable for farm purposes. Of all this vast total only 16,327,970 acres is at present under cultivation, leaving the remainder as the future market to be supplied when the country is fully opened up. Conditions on the great farms of the Canadian West are totally different from those which obtain in many countries, where most of the farming, is of a mixed nature. In the West, thousands of acres are used for the cultivation of wheat alone, and it is on these immense tracts of land that the value of up-to-date machinery is making the work of cultivation as simple as possible, is fully recognized. Traction engines, hauling eight, twelve and fourteen gang plows, are being brought into use throughout the prairie provinces, and seeding, reaping and harvesting the grain are all carried on in the same large way. Harvesting machinery is sold by the trainload, and it is by no means an uncommon sight to see a complete train of over forty cars loaded with threshing engines and separators, coming into Western Canada from Eastern Canada or across the border. United States makers of machinery are active and aggressive in their selling campaigns in Western Canada. It was boasted in an American magazine last year that one United States house sold \$1,200,000 worth of farm machinery in the Bow River Valley last season. Possibly the figures were exaggerated.

# SEEDS

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