

development of the human frame. It is true, that on the farm there are disadvantages, but at the worst, these cannot be severe so long as the sun shines and the wind blows. Here the child may be born right, and, nourished by pure food and air, raised right.

Country life affords the opportunity for healthy family relations. Parents and children share the common labors from the latter's babyhood, and work together for the advancement of mutual interests and ambitions. In such a family, there is nothing to conceal. Life takes on dignity instead of affectation, honesty instead of sham, simplicity, pure affection and fidelity.

One of the greatest authorities on rural life, Professor L. H. Bailey, says the following about the farm:—

"I do not believe that people are to become wealthy on the farm, as a few do in manufacturing. I should not hold out that hope to men. There are certain men, here and there, who have great executive ability and see strategic points and take advantage of them, and who make a success of farming the same as they would of making shoes, or harness, or buttons, or anything else. But as a general thing the farmer should be taught that the farm is not the place to become wealthy. I do not believe it is. Certainly I should not go on a farm with that idea in view. If I wanted a healthy, happy life; if I wanted an independent and comfortable living, I do not know where I could better find it than on the farm. For those very things which appeal to an educated taste are the things which the farmer does not have to buy— they are the things which he has already."

When it is considered that there is little or no direct outgo for rent, and that nearly three-fourths of the food is produced at home, it will be found that the farmer's income is much greater than is usually estimated in money. In other words, \$500.00 income on a farm, under the conditions which prevail, provides for a more comfortable living than \$2,000.00 in the city.

"Back to the Farm"

is the message which is ringing through the large cities of the world, and is the call destined to be the means of transforming thousands of lives from conditions hardly better than servitude into the fullness of independent manhood.

The last generation developed our great industries and most of the enormous fortunes gained in financial and commercial pursuits. In the meanwhile, agriculture made strides of a kind. But the urban population increased in greater ratio than the rural population, until the world had unemployed problems, housing problems, and many others, indicating unhealthy economic conditions.

Now the city man joins the farmer in his "Back to the Land" call. Our social system is out of balance. The congestion of cities must be relieved and the surplus population diverted to the farm.

Many men have no hope of ever earning more than \$1,500 a year; the limit of a much larger number is \$1,200; a vastly greater number still will never command more than \$1,000; while those whose maximum possibility is \$800 are countless. It is only a very small percentage in any of these classes who are able to save any appreciable sum of money. Every one of them who is able-bodied and industrious, could have a much larger cash balance at the end of each year if he were cultivating the land.

Rural life is becoming more and more convenient and attractive, and, what is quite as important, more profitable, and there can be no doubt that a reaction has set in and that the tendency in the future will be towards the healthier and more independent country life. "God made the country and man made the city." It is the natural destiny of humanity gradually to drift back to the soil and to those surroundings most favorable for the creation of happy, prosperous homes.

To all such who desire to increase their net income; to acquire a property and to be independent; to work for themselves rather than for another; to have for themselves the total sum of their own labor instead of dividing it with an employer; to live a larger and fuller and freer and healthier life than that which is made up of days spent in the confinement of office or shop, and nights in the sunless chamber of a city flat; to secure a home where children can have an abundance of "out-of-doors," grass, flowers, trees and sunshine; where they can run and romp and play and make all the noise they wish and be well, we extend an invitation to investigate the special advantages offered in the Canadian Pacific Railway Irrigation Block.

To the Practical Farmer.

We also have a few words to address to the practical farmer. He has probably by this time carefully read the general literature issued by the Company, and has made up his mind as to whether Southern Alberta appeals to him or not. Whether or not, there is a business side to the question.

Are You the Owner of a Farm Clear of Incumbrances? If so, it is probably worth up to \$100.00 an acre, perhaps more. We would submit for your consideration, whether it would not be good business on your part to dispose of this property and with the proceeds therefrom purchase a farm within the Canadian Pacific Railway Irrigation Block, from two to four times larger than the area you now own. The chances are, that the land thus purchased would give you, acre for acre, net returns amounting to twice as much as your old farm would, and where you can buy **four** acres with the amount you now have invested in **one** acre, a very simple calculation will demonstrate that you can practically increase your net annual income eightfold by making the change.

You have probably old friends and relatives living all around you now, and your present conditions of life are quite satisfactory, yet an increase of several hundred per cent. in