

greater number on a ranch — hence, if the small or average farmer can profitably raise stock on his farm,

WHAT MAY NOT REASONABLY BE EXPECTED

from a ranch of about 15,000 acres, and having capacity for 5,000 head or upwards? *The facts* in this connection are so patent that any elaboration is superfluous.

Unlike almost every other commercial, industrial or mining enterprise, where the average investor has to rely upon the glowing statements of the promoters, because he knows little or nothing about it himself, any stock-raiser or farmer can sit down in his own house, verify these statements, and approximately estimate what the increase and profits of the ranch, as well as his share of them, ought to be in any year. And being conveniently situated, easily and cheaply reached from any part of Ontario, the shareholders (who are always welcome) can visit the ranch, count up the cattle, etc., and practically take stock of the business at any time. These are facts that will commend themselves to every thoughtful investor. Nor is it necessary to point out to the stock-raiser, dealer, butcher, or exporter, the wide and practically unlimited field or market and demand for the products of the ranch. Unlike almost every other commercial or manufacturing business, it is not confined or limited to certain narrow and well-defined precincts, districts, provinces, or even nations. It is unlimited, and has no bounds.

ITS MARKET IS THE WORLD

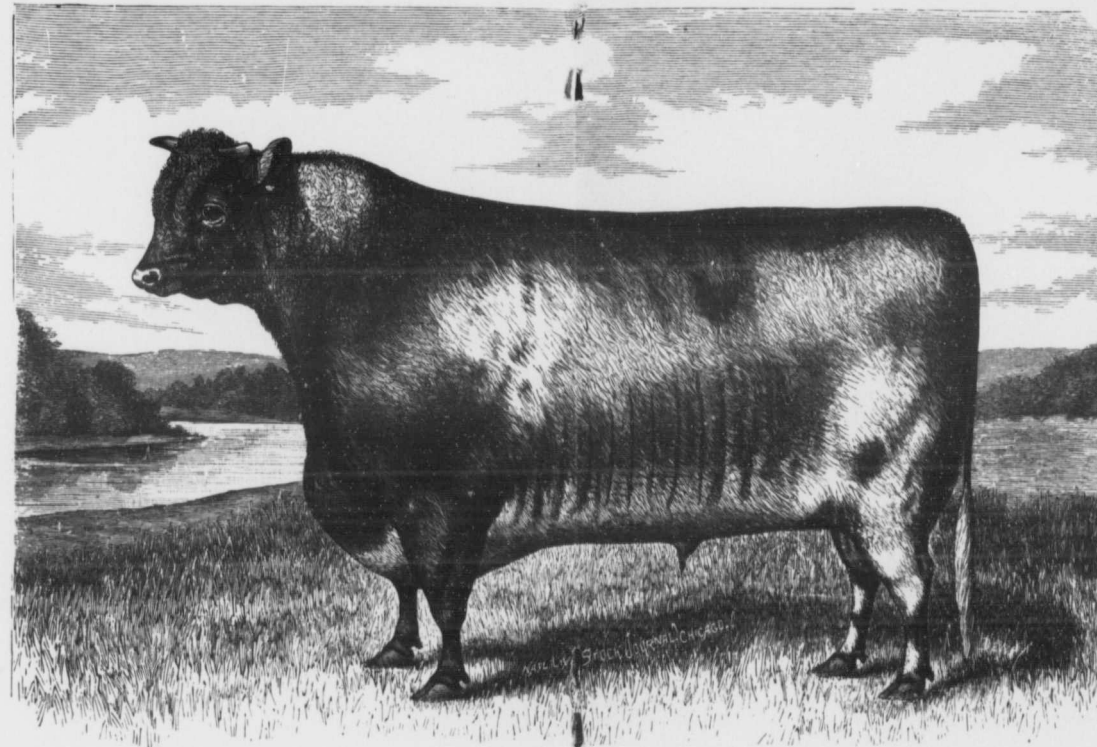
Insurrection, war, or even famine, usually so destructive to most commercial enterprises, rarely has any effect upon it, except to increase its trade.

It is entirely safe to assume that if a stock-raiser or rancher was requested to locate, plan and lay out a large block of land convenient of access and to markets, with all the requisites and advantages for an "*ideal ranch*," with

THE SEVERN RIVER RANCHING COMPANY

ORILLIA, ONTARIO, CANADA.

LIMITED



capacity for grazing, say, 5,000 to 7,000 head of cattle, besides sheep, hogs, etc., he would pass right over Ontario, and his mind would instantly soar away to the distant unoccupied lands of Alberta or the far West. He would probably try to locate it somewhere along the banks of the Bow, Belly, or Saskatchewan rivers, with as many coulees or other muddy water holes on it as possible. It would also doubtless be very remote from human settlement or transportation facilities of any kind, and several thousand miles distant from the seaboard or world markets, because it would not likely occur to him that such a large block of land (exclusive of its other unique advantages) could be acquired more conveniently situated, much less within twelve miles of the flourishing town of Orillia, Ontario, or with the unusual rail and water transportation facilities already established or in course of construction across or at convenient distances from all sides of the ranch, by which this ranch is now, or soon will be, practically surrounded, thereby ensuring

SHIPPING ADVANTAGES SUCH AS ARE ENJOYED BY NO OTHER RANCH IN AMERICA

and he would never have thought of such *lavish supply* and convenient distribution of the purest and freshest lake, river and spring water as is supplied by the various lakes and *two rivers* with which this ranch is provided. Much less would he have dreamed of the possibility of furnishing such a ranch with such economic advantages as

ELECTRICITY FOR LIGHT FOR THE BUILDINGS AND POWER

to run any sort of machinery, feed cutters, choppers, churns, etc., or having them available. Yet this is just what Nature and Science has done for the SEVERN RIVER RANCHES, which would thus appear to have been especially endowed with every advantage and convenience for an "*ideal ranch*."