# SETS REGINA BEFORE WORLD

## T. W. Sheffield, Publicity Commissioner Submits Report on Work Accomplished in First Six Months of Office

T. W. Sheffield, Publicity Commissioner, submitted the following report on the work done in the first six months of his tenure of office.

Mr. President and Gentlemen of the Greater Regina Club, Regina, Sask.

Dear Sirs:—The undersigned has the honor to submit the following brief report on the combined work of the different Committees for the first six months ending October 1, 1910:

**Advertising Campaign.**—Following the appointment of your commissioner on the first of April last, the external publicity committee, after careful deliberation, drew up a definite scheme for advertising the financial, industrial and commercial opportunities of Regina in Great Britain, Eastern Canada and the United States, as follows:

**Great Britain.**—The range of selection for advertising in Great Britain is very extensive and whilst it was possible to get a more general circulation, it was deemed advisable to confine our advertising to two or three mediums, advocating more interest being taken in Canada by the British public generally, and whilst several good publications could not be included in our present campaign, the following digest of results from each medium will no doubt be found interesting:

**The Standard of Empire, Great Britain.**—The cordial and strong support afforded by the above publication in publishing several articles by your commissioner, has been instrumental in bringing the opportunities of Regina prominently before a most desired class of the British public, replies coming in from several important commercial houses, together with inquiries from Hebart, Tasmania, South Africa, Australia, Portugal and France; in the latter case active negotiations have been undertaken with a similar institution to this to bring before the French public and visitors to Paris our advertising literature. The following letters are typical of the enquiries received, together with our replies:

"Linthorpe", Walkerville,
Newcastle on Tyne,
Northumberland, Eng.
11|10|'10.

The Industrial Commissioner,
Regina.

Dear Sir,—Having intentions of commercial business on my own account in Canada as a wholesale paint and oil merchant, and not knowing exactly where to locate, may I kindly ask if you will furnish me with particulars relating to this class of business in and around Regina and the possibility of my getting a suitable warehouse, etc.

I may say that I intend to import the best genuine white lead and perhaps you would be good enough to advise me if this would meet with a ready market.

Any other information which you think would be of any assistance to me in this direction I would greatly appreciate.

With anticipatory thanks, I am,

Yours faithfully,
(Signed) GEO. WARDLE.

Regina, Sask.
October 27th, 1910.

George Wardle, Esq.,
Newcastle on Tyne, Eng.

Re WHOLESALE PAINT AND OIL BUSINESS.

Dear Sir,—We have your esteemed letter of the 11th inst. and in reply, beg to state that, in our opinion, there is not a better location in Canada for a wholesale house of this description than Regina, Saskatchewan. There is not a house of this nature making a specialty of paints and oils. That the local demand is great is shown by the building permits for nine months of the present year which total $2,032,448; this does not include the new Parliament buildings being constructed at a cost of over $2,000,000. New buildings for the month of September alone totalled $209,750.

Aside from the local requirements, Regina is a distributing centre supplying 120 towns and villages within a radius of 100 miles. The transportation facilities are the best, Regina being situated on three main lines and eight branch lines. In connection with this vast system, the city owns and controls the whole of the industrial sections adjoining the main railway lines, which is laid out on the most modern plan of spur lines, each site being served by three tracks, one for loading or discharging and one connecting with main lines with suitable switch arrangements to minimize any delay in handling freight cars. The city sells the sites adjoining the spur tracks at a nominal figure to bona fire industrial concerns.

We shall have pleasure in a few days to forward you a booklet on Regina, which will give you further particulars, and are mailing today a map of the district tributary to Regina.

If there is any further information we can supply you with, our best services will be at your disposal.

Yours faithfully,
(Signed) T. W. Sheffield,
Industrial Commissioner.

5 Maurice Rd., Bristol,
July 6th, 1910.

The Industrial Commissioner,
Regina, Canada.

Dear Sir,—My relatives and I are connected with the trades checked in The Standard of Empire and some of us are thinking of trying Canada. I am crossing soon to have a look around and meanwhile I should be obliged if you would forward me particulars, etc., of these trades. I am,

Yours truly,
(Signed) Thos. A. Vernor.

Regina, Saskatchewan,

Thos. A. Vernor, Esq.,
Bristol, England.

Dear Sir,—We have to acknowledge your esteemed request for the souvenir as advertised and regret, owing to an unforseen delay, these have not been delivered to the publishers. In the meantime we have the pleasure to forward you special railway map and bulletin No. 1, giving you a few of the advantages of Regina's transportation facilities, commercial and industrial advantages.

Regina offers splendid opportunities for all classes of business; factory sites with very low prices with direct railway connections and one hundred towns and villages within a radius of one hundred miles of the city and main line to all points of Canada; specially low municipal tax assessments; cheap water and a reasonable supply of skilled and unskilled labor.

If you and your relatives are interested in the manufacture of felt and straw hats, it will no doubt interest you to know that felt hats to the value of $2,550,000 were imported into Canada last year under a tariff and during a period of world-wide depression. These figures will be largely exceeded this year through the wonderful revival of business and the remarkably rapid growth in Canada's population, estimated now to be 8,000,000.

There is not one hat factory in Canada catering for this ever-growing trade. When you recollect that an ordinary felt bowler hat costs from 8s to 18s, you will readily appreciate the unlimited opportunity there is for locating a hat factory in a central locality for this trade.

The same conditions apply to straw hats. Thousands and thousands of straws are destroyed in Saskatchewan after each harvest. Any British concern starting up would obtain not only a large portion of the trade now being supplied by the United States and other markets, but their share of the ever-growing home market.

Regarding the flax mills proposition I have pleasure in enclosing copy of a letter received from The Security Loan Company of this city which will tell you probably better than we can the great opportunity there is in Regina for this industry. It has also been suggested that the flax fibre could be used in making rope and binder twine, for which there is a great demand in this wheat growing district.

Concerning the two other industries, the manufacture of furniture and shirts and collars, we would state that this is a virgin field, there being no industries of this nature in the West, which in itself is sufficient assurity of success.

We shall be pleased to answer any further questions and will gladly furnish you with such information as you may desire.

Assuring you of our best services and awaiting your esteemed reply, I am,

Yours faithfully,
(Signed) T. W. Sheffield,
Industrial Commissioner.

Sunny Hill Dairy, Burton Rd.,
Derby, England,
October, 1910.

Sir,—Would you advise me to come out to Regina with $2,000 capital either to work up or purchase a good class of dairy business, or is this particular trade in the hands of large companies or combines?

Thanking you in anticipation, I remain,

Yours faithfully,
(Sgd.) Wm. Robinson,
President Derby and District Dairymen's Assn.

Regina, Saskatchewan,
October 20th, 1910.

Wm. Robinson, Esq.,
Sunny Hill Dairy,
Burton Road,
Derby, England.

Dear Sir,—I have to acknowledge with many thanks your esteemed letter requesting us to give you particulars in regard to Regina, in which connection we shall have pleasure in forwarding you one of the new issue of commercial souvenirs in the course of next week.

In the meantime, I would add, after making careful enquiries, there are illimitable opportunities here for a first class dairy business, there being no competing companies or combines in the city. At the present time it is even difficult to get the necessary amount of milk for ordinary household requirements, notwithstanding there are plenty of opportunities for grazing in and about Regina.

I have asked Mr. Robinson, Deputy Minister of Public Works, Regina, and he informs me also that there are plenty of opportunities; in fact, he stated himself that he would like to become financially interested, although there is no doubt that your capital will be ample to make a fair start on.

The population of Regina at the present time is estimated to be between 15 and 18,000, which is increasing rapidly owing to new industries, branch houses and general progress being made.

You will no doubt be interested to hear that I originally came from Derby and therefore feel particularly interested in your case.

If there is any further information I can give you, my best services will be at your disposal.

Yours faithfully,
(Signed) T. W. Sheffield,
Industrial Commissioner.

67a St. Paul's Ave.,
Wellesden Green,
London, N.W.
October 3rd, 1910.

Industrial Commissioner,
Regina, Sask.

Dear Sir,—Kindly send me illustrated history of Regina and other literature. I am leaving for Canada early in the new year. I have several thousands of capital which it is my intention to place in Canadian industrial and other investments. At the same time I want to live in a district where I can either practice my profession as a barrister or find some other opening. I have spent several years in South Africa as a business man, (newspaper and insurance). My age is 30.

Any information that you can give me will be appreciated. Would it be entirely inadvisable to leave England in January?

Yours faithfully,
(Signed) C. B. S. Phelan.

Peterborough, Ont.,
June 24th, 1910.

T. W. Sheffield, Esq.,
Regina, Sask.

Dear Sir,—In answer to yours of June 17th, would say that our object in selecting Regina as a distributing centre is, first, its locality, as it appears to us to be the most centrally located and when the proposed branch lines of railway are completed, it will be a desirable distributing point for Saskatchewan. We consider Saskatoon almost equal, but we favor Regina as it is on the direct line from here to Calgary, where we have already established a branch, so it would be more convenient for us to distribute from one house to the other by being on the direct line.

Yours truly,
(Signed) B. F. Ackerman & Co.

**Articles Published**

A special series of illustrated articles were prepared by the Commissioner for publication in Great Britain, Eastern Canada and the United States. In the former instance The Standard of Empire published the following:

"Real Estate Progress of the West," dealing with the extensive building progress of Regina.

"The Settler's Progress," dealing with the class of Britisher required in Regina and Saskatchewan.

"Opportunities of the West," dealing with general trade opportunities in Regina and Saskatchewan.

"Emigration by Selecting From the Middle Class of Great Britain," dealing with a specific policy of encouraging the wealthy middle classes of Great Britain to take up land and business opportunities in the Canadian West, special reference being made to Regina and Saskatchewan. This article created widespread interest, being specially republished in The Daily Standard, London, having a circulation of over 50,000, and commented upon also by over ten leading newspapers. Several prominent Government officials in Great Britain and Canada wrote favorably upon the scheme, including Premier Scott, Premier McBride, W. M. Martin, M. P., Lt.-Col. Gibson and ex-Premier Robinson of New Brunswick. Somewhat lengthy allusion is made to this, as it forcibly points out that the best advertising is obtained through articles that interest the general public it is desired to bring to Regina and Saskatchewan.

"Canada," Great Britain.—This medium published the following articles:

"Real Estate Progress of the West."

Regina, the Capital of Saskatchewan."

"Regina, the Metropolis of the Canadian West."

"The Call of the West."

Many important replies were received from this publication, although not quite so many as anticipated.

"Colonizer," Great Britain. — This paper published a three page illustrated article, "Regina, A Progessive City of Western Canada." Many replies were received from this, several families making arrangements to come out in April, as per letters received. The same paper published 1,000 large hangers with the title of its leading article, "Regina," as per specimens received.

""Canadian Gazette," Great Britain.—The Canadian Gazette are publishing a six-page, illustrated article dealing with commercial and business opportunities in Regina and Saskatchewan.

**Canadian Publications**

Canadian Century, Montreal.—This paper published an illustrated article dealing with the "Upbuilding of Cities," taking up one and a half pages. Many complimentary letters and requests for copies were received from this publication.

Canadian Manufacturer.—The Canadian Manufacturer published a two-page, illustrated article entitled "A Beautiful Commercial City; Regina, the Capital of Saskatchewan."

Industrial Canada.—Industrial Canada published a two page article on "Regina, the Distributing Centre of the West."

The Trail Magazine.—The Trail published a three page article, "Regina, A Beautiful Commercial City."

Several papers gave a quarter column and half column space in reviews of some of these articles.

Monetary Value of Articles Alluded To.—It is interesting to note the value of the articles based on the current advertising rates, which is considerably less than this class of matter would be inserted for had they appeared as advertisements, is as follows:

Standard of Empire, at $360.00 per page, six articles, totalling 9 columns, $720.00.

Special reprint in Daily Standard, London, $250.00.

Canada, five pages, $20.00.

Canadian Century, 1½ pages, $175.

Derbyshire Advertiser, one page, $150.00.

Industrial Canada, $125.00.

Canadian Gazette, $350.00.

Bristol Mercury, ¼ column, $10.00.

Toronto Globe, ¼ column, $10.00.

Aberdeen Free Press, ¼ column $20.00.

Winnipeg Telegram, 1 page, $100.00.

Manitoba Free Press, ¼ column, $10.00.

Dominion, Winnipeg, 4½ pages, $150.00.

Vancouver Province, ¼ column, $10.00.

Colonizer, London, 3 pages, $125.00.

Canadian Finance, Winnipeg, 2½ pages, $50.00.

Total $2,455.00.

Total cost of cuts and other disbursements for these articles, $150.00.

Grand total $2,305.00.

**Illustrated Advertisements**

Publications and posters sent out by the Greater Regina Club advertising Regina.

Great Britain:
500 post cards.
500 railway maps.
1000 large posters.
500 illustrated souvenirs.
1000 labor posters.
7 illustrated articles.
500 illustrated hangers.

Eastern Canada:
1000 illustrated souvenirs.
1000 illustrated hangers.
500 post cards.
5 illustrated articles.

The United States:
250 post cards.
500 railway maps.
500 illustrated bulletins, Regina.
500 illustrated hangers.
2 illustrated articles.

Correspondence in Connection With the Above.—In connection with the above, 5,000 enquiries were received and answered by the Greater Regina Club up to October 1st, averaging over 25 letters per day, as per stamp book record.

**Entertainments**

Industrial and Commercial Institutions Entertained and social events advertising the city undertaken by the Greater Regina Club and its members:

Entertaining 100 prominent business men of Winnipeg.

Entertaining Members of Chamber of Commerce, Bristol, G. B.

Entertaining United States journalists.

Assisting the city authorities in entertaining 250 Canadian Manufacturers.

Several financial agents, writers and newspaper representatives from Europe and the States.

General Baden Powell, Boy Scouts Movement.

Sir Ernest Shackleton.

Madame Melba concert.

All of which gave valuable publicity to Regina.

Meetings Held—25 executive meetings.

35 committee meetings.

10 finance committee meetings.

25 external publicity committee meetings.

The existing committees have in hand the following important projects:

Power supply for city,
Linseed oil factory,
Beet root industry,
Binder twine factory.
Standard illumination of Scarth St.

**External Advertising**

External Advertising; Vancouver and Winnipeg.—The Commissioner represented the interests of Regina at the first Exhibition held in Vancouver, where over 1,000 visitors signed the register and took away literature. The exhibit was awarded the diploma of merit.

The interests of Regina were also represented at the Winnipeg Fair in conjunction with the Board of Trade.

In connection with this, since the permanent exhibition was arected on Railway Street, over 1,000 visitors from the States and Eastern Canada have signed the register and taken away literature on Regina and Saskatchewan.

Bristol, Great Britain.—At the present time an active campaign is under way with the Chamber of Commerce and commercial institutions of Bristol, and several important firms are interesting themselves in Regina as a distributing centre. This, together with lectures just being given in Scotland by S. Chapman, who is specially drawing attention to the opportunities of Regina, Saskatchewan, will no doubt result in many inquiries from this source. There is every indication that the interest being aroused in the proper quarters of Great Britain will bring Regina very prominently before the notice of leading capitalists, commercial houses and the public generally.

**Business Secured**

Messrs. Ackerman, Son & Co., of Peterborough, Ont., harness makers, occupying four sites.

It will be of interest to the users of gas tractors to learn that the Hart-Parr Company will build their engines in Western Canada. C. W. Parr has been in the West, carefully sizing up the general situation and has announced that their line of gas tractors will be built here as soon as the necessary buildings can be erected, a site having been purchased at a cost of $15,000.

The National Wire Fence Company, of Prescott, Ont., will erect a factory at Regina, and early in the spring factory buildings will be erected, the first buildings to go up being three stories in height and arranged for making additions when necessary. F. K. French, the representative of the Company, states that the increase of their business in Western Canada has made this addition to their manufacturing plant necessary and with the production of their goods in Central Canada expect a much increased demand.

A. N. Kayper, of Pella, Iowa, has been in Regina looking for a location for the Pella Packing Company. A warehouse will be erected as soon as the necessary arrangements can be made.

The Holt Caterpillar Company of Peoria, Ill., contemplate establishing a branch here in the spring and have made arrangements to have their repair parts handled in the meantime by The Regina Machine and Iron Works.

Myers Fence & Iron Co., of Brandon, Man.

Messrs. Gordon & McKay, Toronto, branch house.

National Drug & Chemical Co., branch house.

Fred Evans & Co., of Des Moines, Iowa, Optical Grinding Store.

J. W. Drabble, of Matlock, Derbyshire, Kings Hotel. Residing and investing $7,000.

Four Belgium farmers opening out large market gardens near Regina; investing $5,000.

Soda Water Fountain Supply Co., Toronto.

A. M. White of Hamilton, circulation manager for The Leader Publishing Co.

Norman Ruse, of Hamilton, reporter for The Standard.

C. H. Wood, of Sheffield, England, now employed at Government House on joining work.

There are seven other strong prospects for April, including:

Wm. Robinson of Derbyshire, Eng., new dairy business, spending $2,000.

L. Long, barrister of London, Eng., locating in Regina and investing $37,000.

A. Horne, of Paisley, Scotland, will arrive in the early spring with wife and ten children to open out a boarding house as well as a millinery and dress making establishment.

The Monarch Machine Co., of Des Moines, Iowa, are making arrangements to move their factory to Regina.

**New Citizens Secured**

The total number of citizens coming into Regina through the new concerns alluded to and those registering at the Greater Regina Club, is, from a conservative estimate, one hundred and eighty. At present negotiations are being carried on with several concerns enquiring as to suitable locations in Canada.

From this and other indications there is every reason to believe that the results for 1911 will show considerable advance over the last six months work, especially in view of the fact that the permanent advertising literature has only been distributed during the last two months. There is no doubt that the foundation already established in Great Britain, the States and Eastern Canada, if systematically and persistently carried out on the policy already adopted, will be the means of securing for Regina her legitimate share with those cities in Canada which are making such a strong appeal to British and American capitalists, Industries and Commercial Houses.

Many minor matters of a purely administrative nature have been eliminated in this brief report in order to bring out the main features of the industrial campaign being carried on by the Greater Regina Club.

Yours faithfully
T. W. SHEFFIELD,
Industrial Commissioner.

## MADE FALSE OATH.

**Invesigation Shows Evidence of Plural Homesteading at Tisdale, Sask.**

Tisdale, Sask., Nov. 11.—Quite a stir has been caused here by the enquiry, conducted by E. C. Leech, of the Dominion Land Department, into cases where plural homesteading was suspected. William Johnson Boyd admitted he had four homesteads, at Wapella, Neepawa, Dauphin, and Tisdale, his explanation of the last one at Tisdale being that the three other ones were poor lands. The evidence heard showed that Boyd had proved on the previous homesteads and had been duly sworn when making the application for entry at Tisdale.

Similar cases are afoot against John F. Boyd, Samuel Johnson Boyd, jr., and Jacob J. Cathers. All these parties came west from Ontario in 1877 and the modus operandi lay in getting additional homesteads appeared to lie in dropping one of the Christian names and also in the fact that they were not finally sworn. The enquiry was adjourned.

## Murder and Suicide.

Victoria, B. C., Nov. 11.—Corporal John Bowlan was shot dead at Macaulay Point fort this morning by Gunner Charles Ratcliffe, who then committed suicide. The affair is supposed to have arisen out of an incident at the Rainbow banquet last night, when Bowlan reprimanded Ratcliffe for being boisterous. Ratcliffe, after killing Bowlan, terrorized the other men in the fort with his rifle and fired upon the soldiers and police, who attempted to advance over the exposed ground around the fort. When he saw that capture was certain, he put a bullet into his right eye and died immediately. The other soldiers who were in the fort are now under guard and military inquiry will be held.

Rev. R. H. Gilmour has been inducted as pastor of Knox church, Whitewood.


# Money To Loan

FARMERS: Time and expense are two great essentials in securing money. If you are in need of money see me before deciding.

GENERAL AGENT FOR

**Fire, Life and Accident Insurance**

**J. A. WESTMAN, REGINA**

Phone 403 P. O. Box 618



# Money to Loan

We are prepared to negotiate loans without delay, on improved and unimproved property at lowest rates of interest. Terms arranged to suit the borrower. Call for full particulars.

**TRACKSELL, ANDERSON & CO.**

1712 HAMILTON ST. . REGINA, SASK.


# CELEBRATES JUBILEE

## The Canadian Pacific Railway Company Completed Just Twenty-five Years Ago—Rapid Progress

The silver jubilee of the completion of the Canadian Pacific Railway as a transcontinental railway was reached last week and although there was no formal celebration of the event, the leading men identified with the carrying out of the project are naturally exchanging mutual congratulations.

It is a noteworthy circumstance that practically all the men who were at the head of the enterprise when it was being carried through to completion are still alive. Lord Strathcona, then Hon. Donald A. Smith, who drove the last spike uniting the Atlantic and the Pacific divisions of the rails, is yet hale and hearty, and still a member of the Company's directorate. So, too, are Lord Mount Stephen, who was then president of the Company, and Sir William Van Horne, then the general manager. Sir Thomas Shaughnessy, then the assistant general manager, now works as hard as ever in the office of president of the company and I. G. Ogden, then the comptroller, is still at the head of the accounting department. The only one of the original leading officials of the Company who has passed away is C. Drinkwater, who held the office of secretary until a year or two ago.

The last spike was driven in the Rocky Mountains on November 1, 1885, and the news of the completion of this tremendous transportation project was telegraphed around the world. Many congratulatory messages were received by the leaders of the enterprise, among them being one from Queen Victoria who congratulated the people of Canada upon the finishing of a work which she regarded as of the utmost importance to the Empire, since it welded a steel link uniting her eastern and western dominions by a new all-British route.

At the time of its completion the railway was simply a single track from Montreal to Port Moody on Burrard Inlet, with practically no feeders. Port Moody was soon found unsuitable, and the rails were pushed on to Vancouver, then a settlement surrounded by dense forests.

The total length of the rails in operation in 1885 was 4,337; today the Company owns, operates or leases, 15,225 miles, including the Soo and Marquette railways, which give it practically a second transcontinental route.

The total earnings of the Company in 1885 were $3,368,493, and the operating expenses $5,143,276. Last year the total earnings (railway alone) were $94,989,490, and the operating expenses $61,149,534.

The passengers carried in 1885 were 2,859,222. Last year the total was 11,172,891.

The freight handled in 1885 was 4,881,865 tons. Last year it was 20,555,368 tons.

The locomotives in operation in 1885 numbered 368. Today the Company has 1,334, each four times as big and powerful as the small engines which were the standard at the birth of the road. It had then 289 passenger cars, as against 1,515 today; 31 sleeping and dining cars, to 294 now; 7,838 freight cars, as against 48,850 today.

The first transcontinental train started from the old Dalhousie station on Notre Dame Street, Montreal. Today this old station forms a part of a huge terminal scheme on the development of which the Company is spending $3,000,000, while at Windsor St. one of the largest terminal schemes on the continent is being carried out.

The Company also has established big manufacturing shops, a chain of palatial hotels, largely provided with provisions from its own farms and has huge irrigation works, smelting enterprises, as well as express, telegraph and telephone systems.


**Minard's Liniment Lumberman's Friend.**



# MONOGRAM

## THE 1911 REO

Is quite the equal of many Cars costing $2,300 to $3,000. It has equal size, capacity and quality. Its long wheel base and large wheels give it the best riding qualities. Made in two types of bodies. Five Passenger Touring and Four Passenger Demi-detachable Tonneau. This Car and the Hupmobiles are in a class by themselves.

*Nothing better made at any price.*

**W. J. M. WRIGHT**

1743 Rose Street



# Re-Opening

OF

**REGINA TANNING WORKS**

On or about

**November 1st, 1910**

Watch for further Announcements

R. H. SCHULTZ,
Manager


## Fatal Smash-Up

Kalamazoo, Mich., Nov. 13.—Six persons are dead and 26 injured, four of whom will die, it is thought, as a result of a collision last night between a street car on the Kalamazoo city line and the Michigan United railways and a fast west-bound express train on the Michigan Central. All the dead and injured were passengers on the street car.