

Foreword

Saskatoon, the commercial centre of the famous wheat-growing area of Central Saskatchewan, offers exceptional opportunities for legitimate commercial and industrial enterprise. The three Prairie Provinces of Canada, of which Saskatoon is the geographical centre city, form the Granary of the Empire, yet their surface is barely scratched. These Provinces have coal, oil, metals, chemicals, forests, fish and the most bounteous gift of fertile soil. Not only does the wheat, which has won the prizes for the world's best for years in succession, grow upon the magnificent land close to Saskatoon, but many herds of cattle and flocks of sheep graze upon its natural grasses. Wild berries, amongst them the famous "Saskatoons," grow in profusion upon its bushes. "Full many a flow'r is born to blush unseen" is more true of Western Canada than of any country ever imagined by the poet who wrote the words. Why it should be necessary to add that root crops such as potatoes and turnips, not to mention the whole host of common garden vegetables, will also grow to perfection, those who live here can only faintly understand. Perhaps it is because Western Canada has been the most maligned and misunderstood country that ever sought to allure men and women to dwell within its boundaries; yet, by reason of its open and accessible character, its fertility, and its natural charm, it has been the most easily and, consequently, the most rapidly settled country in the world.

Seventeen years ago Saskatoon was a hamlet containing a few scattered shacks, which sheltered a population of about a hundred men, women and children. Today it is a city on three transcontinental highways, with every modern convenience and a population of 30,000. The reasons are interesting, and it will be the purpose of this publication to indicate some of them.

Some who read these words may hitherto have visualized Western Canada as unproven, uncouth, undeveloped, and lacking in commercial stability, as well as those social refinements enjoyed in older settled communities. Saskatchewan may have seemed forbidding because of its distance; a country of which one knew little and in which it might be difficult to find suitable employment, much less become independent. Similar doubts have probably assailed those who have casually considered the establishment of western branches of their businesses, whether industrial, wholesale or retail. All, except those who were born here or came under special guardianship, have had just such doubts. Mere speculation and advice from those who have never been in the West are valueless. It is wise to doubt at first, the difference between the wise and the unwise being that the former resolves his doubts into definite information and action, while the latter just continues as he was—drifting and doubting—and the days pass into months and the months into years.

The needs of Western Canada can be summarized into one word—PEOPLE. There are over 800,000 in Saskatchewan already, but the Province will support millions.

Our need is your opportunity:

For reliable information about prospects in your particular business, sites, markets, prices, labor conditions or any other matters upon which you require specific and detailed answers, write—confidentially, if you wish—to

The Commissioner,
Board of Trade,
Saskatoon, Sask.