

Most of these goods could be made in Western Canada as cheaply as anywhere, and the makers and consumers would be greatly benefited by the setting up of factories to make all classes of goods that are not barred by some insuperable difficulty in a place which is at least a thousand miles to the consumer of these goods than the factories which the trade are.

New Factories and The Farmer

The greatest natural product of the West is wheat. Wheat is so easy to come at in the West that many of those who produce it are, in a way of speaking, "asleep at the switch" much of the time. No man's success is absolute, nor does any class get to riches without some effort. The wheat farmer has to work, and work hard, at certain seasons of the year, but he produces wheat in far greater quantity than home consumption demands and must, therefore, pay a considerable percentage of his gross income from his crop to railroads and selling agents. The establishment of industrial centres in the West increases the home demand for wheat and other farm products, and enriches the farmer in two ways—by buying his goods in greater quantity and greater variety and by producing manufacturers' goods for supplying the farmers' needs at lower prices than are possible for the factory located at a great distance from its market.

There is much talk in these days of the necessity of getting back to the land and it is certainly desirable that the millions of acres of fertile lands of Canada that are now unoccupied, shall be supplied with farmers as soon as possible. But these lands, by their unparalleled richness, and the low cost at which they are sold, constitute a strong attraction in, and of, themselves and are being rapidly taken up by the best classes of agricultural immigrants in the world. As the case stands, the farmer of the West produces a hundred million dollars' worth of grain for export while it requires the adding of manufactured goods to at least that amount to fill the demand for such goods over and above the capacity of Western factories to supply this demand.

The Rich Western Farmer

It is true that there is a shortage in the supply of other farm products, such as fresh vegetables, dairy products, eggs and poultry and the like, but of wheat there is plenty and the volume of the crop swells with each succeeding year, adding wealth and purchasing power to the agricultural population far beyond the capacity of Western manufacturers of necessities or luxuries to keep up with, and more, the Western farmer is of a kind and class who buys big and buys often. Where his poorer brother in less favored agricultural sections gets along with the necessities of life, the farmer of the West—where Wheat is King and every farmer his Majesty of the Exchequer—buys automobiles, books, pictures, pianos, and other luxuries, besides buying liberally more necessary goods. He makes more vacation trips and spends more money for a period of enjoyment than many farmers in less favored sections spend for a year's living expenses outside of what the farm produces.