

ability of the various districts for different kinds of farming, such as agricultural, dairy, hop-growing or stock-raising, and everything else that would be valuable for an intending immigrant to know.

The Company will then appoint special agents in Edinburgh, Glasgow, Liverpool, London and other commercial centres in Great Britain. They will also communicate with the agricultural schools and societies existing in nearly every county in England, Scotland and Ireland; also with the agents in Great Britain of the different Canadian Loan and Railway Companies, Banks and other public institutions; also with the Government Emigration Agents, and will, through these sources, become acquainted with the tenant farmers and others who are desirous of getting information as to the kinds of farms they can purchase here.

The Company will also endeavor to enlist in their service the delegates of the British farmers, who have during the last few years visited Canada in the interests of the small farmers in their own particular localities, and it is confidently hoped that through the aid and recommendation of these gentlemen the Company will be able to induce many of these to come to Canada.

It is proposed that at least a hundred thousand copies of these lists should be distributed by the Company, and its agents, among the farming community in Great Britain and Ireland; the Company will also advertise largely in the English, Scottish and Irish newspapers.

It is confidently hoped that in this way some hundreds of farmers, with moderate capital, say \$5,000 to \$20,000, will be induced each year to immigrate to this Province, and to purchase and settle on the farms from time to time offered for sale.

But such a work as this can only be done if those who have initiated it are supported by the public.

Considerable expense will be incurred in advertising, and making the objects of the Company known in Great Britain, and as all classes of the community will be greatly benefitted by its success, it is thought that a hopeful appeal for support and subscriptions may be made to those of our leading monetary institutions, that are more immediately interested in it, as well as our leading citizens and merchants.

It is well known that the best immigration agents are those who have a direct interest in bringing out immigrants, and inasmuch as this Company will be directly interested in disposing of the farms on their lists, in consequence of the small commission they will receive on a sale being effected, it is expected that they will secure quite a large number of the class of people above mentioned.

The following article on this important subject, taken from the *Mail* newspaper on the 25th of April last, is well worth perusal.

"There is a grave danger that, in the endeavor to settle the North-West, important interests may be neglected nearer home. There can be little doubt that for some years to come Ontario will lose some of its best well-to-do farmers, whom the offers of the Government and the Pacific Railway Company may attract to the rich lands from Winnipeg to the Rocky Mountains. Already not a few have sold their farms and gone hither. As the line approaches completion this emigration from a comparatively old country to a new one will undoubtedly increase; the value of real property will be seriously depreciated, and the wealth of the Province seriously diminished. It is high time that our people were awakened to a sense of the danger ahead. For the present men's thoughts are naturally directed to the North-West, and all the efforts of the Dominion are being put forth to settle it as speedily as possible from Great Britain and Ireland. To that policy, of course, we have no objection; but the question arises whether something

ought not to be done for the older Province, which is sure to be depleted to a greater or less extent of its wealth and population. Canada is inviting emigrants of the poorer class, eminently fitted to be useful colonists in the North West; but she cannot prevent men of capital from selling out here and taking advantage of the wide field for settlement. We shall thus have emigration as well as immigration, whilst Ontario will be a loser, rather than a gainer, from both.

The question cannot be faced too early, therefore how is this danger to be met? In what way may the blank spaces be filled up by agriculturists as wealthy at least as those who left it, or will certainly leave, taking their means with them. Surely by some supplementary scheme of immigration calculated to bring over moneyed settlers in their places. The class of settlers they will heartily welcome in the North-West hardly meet the emergency. What Ontario wants under the circumstances is fresh blood and also fresh capital. Now, no time could be more propitious for the new departure in the scope of our immigration system than the present. In Britain a succession of bad harvests has thoroughly disheartened the small proprietors and the tenant-farmers. They find themselves losing money year after year, and would gladly transport themselves to well-tilled farms in Ontario if they knew that any such were to be had. Some of the Irish Landlords again, and the better class of tenants who have saved money, may also be attracted hither. In the course of four or five years this Province will feel the want of such men without a doubt, and it is not a moment too soon to put the necessary machinery at work to gain them over. The class especially desired are men with families, having from, say \$10,000 to \$20,000, who could immediately purchase and occupy the splendid farms to be vacated by those who go West. Now that such a class of immigrants can be secured, if only the necessary means are taken to disseminate information on the subject there can be no doubt.

At present the idea appears to prevail in the Old Country that the Dominion only desires small tenant-farmers or agricultural laborers. These the country as a whole certainly does want in as large numbers as possible; but in addition we shall soon be in serious need in Ontario of small capitalists. Now that what has been called the North-West fever has set in, there can be no limit set to its effects on the older provinces. But we may partly judge of the future by the present. In two or three years the Pacific Railway will extend more than half-way to the Rocky Mountains, and there will be a certain efflux of population thither from Ontario at a constantly increased rate. By a fair amount of exertion, the balance may be redressed by means not over-expensive, and yet of intense utility if used in time. We are given to understand that an effort in this direction is to be put forth by an association to be called the "Canada West Land and Agency Company." Its chief objects will be to collect information throughout the Province regarding farms for sale with such additional facts regarding country soil, climate, immigrants, equipments, cost, etc., as may be useful to British emigrants with small capital. The Americans, unlike ourselves, have not neglected this very desirable class of settlers, and we can no longer let them have it all their own way. The Company contemplates establishing agencies at London, Liverpool, Manchester, Edinburgh and Glasgow, and probably at Belfast and London. They expect to receive assistance from banks, loan and insurance companies holding real estate, as well as from local agents. By this means the British agriculturist will be kept fully informed of the field to which he is invited under the old flag, and the movement once begun there is little fear of the result. We think that the project will be warmly taken

up, because it may be of an anxiety to us. Ontario must meet the one by the other, unless she is willing to see her capital, gradually, but not seriously, reduced by a real exodus."

Over seventy-five thousand dollars have been subscribed towards the organization of the Company by the following and other well-known gentlemen: The Hon. Sir William Pearce Howland, C. B., K. C. M. G.; the Hon. George W. Allan, Senator; Hon. R. M. Wells; Goldwin Smith, Esq.; J. S. Locke, Esq., (Financial Manager British Canadian Lumbering and Timber Company); Peter Paterson, Esq., (Governor British America Assurance Company); Samuel Nordheimer, Esq., (President Federal Bank); A. H. Campbell, Esq., (President British Canadian Loan and Investment Company); E. B. Osler, Esq., (Vice-President Credit Valley R'y. Company); H. S. Howland, Esq., (President Imperial Bank); W. F. McMaster, Esq., (A. R. McMaster & Bros.); R. N. Gooch, Esq., Manager North British and Mercantile Insurance Company, Toronto.

J. S. Playfair, Esq., (Vice-President Federal Bank); Robt. Hay, Esq., M. P., Toronto; Daniel McLean, Esq., Toronto; Alexander Manning, Esq., Toronto; Wm. N. Anderson, Esq., Toronto; Messrs. Elliot & Co., Toronto; W. H. Lockhart Gordon, Esq., Toronto; J. C. Kemp, Esq., Toronto; James Michie, Esq., Toronto; E. O. Bickford, Esq., Toronto; Messrs. O'Keefe & Co. Toronto; Messrs. Rice Lewis & Son, Toronto; Columbus Greene, Esq., Toronto; Noah Barnhart, Esq., Toronto; Thomas McGaw, Esq., Toronto.

Persons desirous of joining with the gentlemen above mentioned, in their endeavors to benefit the Province by securing the class of immigrants above mentioned, should send their names and addresses to one of the following gentlemen, who have been appointed a committee to receive subscriptions for shares in the Company.

The Hon. G. W. Allan, Toronto; J. S. Lockie, Esq., Toronto; A. H. Campbell, Esq., Toronto; E. B. Osler, Esq., Toronto; W. H. Lockhart Gordon, Esq., Toronto; or the Manager.

THE GREAT SECRET

—OF THE—

Wonderful Success of the

Williams Singer Sewing Machine

Lies in the fact that the material used in the construction is of a very

SUPERIOR QUALITY,
And that extraordinary pains are taken to see that every part is properly fitted and adjusted to its position.

Ladies who have used the Williams' Machines for TWELVE or FIFTEEN YEARS have remarked that they have not been subjected to the irritating annoyance endured by persons using other machines, such as breaking threads, skipping stitches, &c. They have also noticed with extreme satisfaction, that the Williams' Singer Machines are not subject to "fits," do not need repairs every few months, and do not get "played out" in two or three years' time, like some inferior machines. It has been found that three years constant use has no perceptible effect upon a Williams' Machine except, perhaps, to make it run a little lighter and smoother than at first.

We can refer intending purchasers to thousands of parties who have used our Machines for over ten years, and who are continually recommending their friends and acquaintances to get the Genuine Williams Machine, and to take no other. Hence the demand for our machines has grown to such an extent that, although it is only about three years since we built our new Factory, we find it necessary to again increase our manufacturing facilities, and are now engaged in building another new Factory, which, in addition to our present extensive works, will, we hope, enable us to fill our orders.

THE C. W. WILLIAMS MANUFACTURING COMPANY,
HEAD OFFICE AND SHOW ROOMS
347 Notre Dame Street, Montreal.