



Landseekers Inspecting the Strathmore Irrigated Demonstration Farm.

Domestic Water Supply

Anywhere within this company's tract of land in the Bow River Valley, an abundance of good water may be obtained by driving a well from 50 to 100 feet. The cost ranges from \$2.25 to \$2.75 per foot completed.

Rural Telephones

One of the advantages awaiting the coming of the settler in the Irrigation Block is the telephone. In the construction of this irrigation system it was necessary to erect a telephone line between the various engineering headquarters and Calgary. The Government of Alberta controls all telephone lines in that province and is now constructing a rural system throughout the Irrigation Block which will be operated at cost for the benefit of the settlers. This, in conjunction with the company's system will give a most economical, complete and up-to-date rural service.

Experimental and Demonstration Farms

As a general rule, once a corporation that is in the land business has sold a new settler a farm, its interest in the transaction ceases. The Canadian Pacific Railway Company is in an entirely different position. When a parcel of land has been finally sold, that company's interest in the transaction does not cease. In fact, it only commences. The rail-

way company is vastly interested in the success of every individual purchaser, who at once becomes a valued patron of the road.

The Company realises that the bulk of the settlers coming into occupation on its irrigated lands, will be more or less ignorant of the proper methods of handling and applying water, and it, therefore, places at their disposal expert advice and assistance. The Company operates at central points farms devoted to demonstrating the agricultural possibilities of the tract. The staff of the company's demonstration farms is always ready to assist new colonists. On some of the farms are maintained pure-bred bulls and boars for the free use of the settlers.

The maintenance of these demonstration farms is in line with the general policy of endeavoring to create a prosperous agricultural community. The Company realises the difference between land selling and colonization, and that a somewhat paternal administration accelerates the results the Company is striving for, namely, the greatest possible measure of development in the shortest possible time.

Advanced Development Policy

In its efforts to encourage actual settlement at the earliest possible moment, the Company goes a step further. A great many purchasers of land are unable to move on to their farms at once and prefer to have the preliminary work done by contract, so as to get a crop growing and a cash revenue coming in shortly after going into occupation the following year. The Company, therefore, agrees to initiate farming operations for absentee land owners on a contract basis. No

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