

Part X.

BUSINESS AND INDUSTRIAL OPENINGS

It stands to reason that a very rapid growth takes place in nearly all the cities, towns and villages throughout Western Canada in sympathy with the enormous influx of people to settle on the cheap and fertile lands. Splendid business openings exist in nearly all these rising towns for business men of means and experience. The development of some of these centres of settlement has been absolutely phenomenal. Those who are on the ground and are prepared to take advantage of the opportunities that now exist, and will be available for many years to come, will naturally profit by business investments made with foresight and good judgment.

PURCHASING POWER OF WESTERN FARMER.—The farms of Western Canada have produced this year by far the greatest crops in the country's history. The purchasing power in money, when the 1912 crop is all marketed, gives the enormous cash value to the country of approximately \$300,000,000. Western Canada is a big field, filled with a prosperous people. The remarkable development taking place is creating an unprecedented demand for home industries.

FACTORIES WANTED.—The needs of the West for manufactured goods are many and varied. It is true that some cities of this section—more notably Winnipeg, perhaps—have made progress along certain lines of manufacture, but the demand is so insistent and grows so rapidly that there is no hope that the West will be able to supply it for some years at least. It is true, too, that Western Canada, filled with the millions of people that it readily will support, will always be a good customer for the local manufacturers—a customer to be cultivated, attended to, and encouraged.

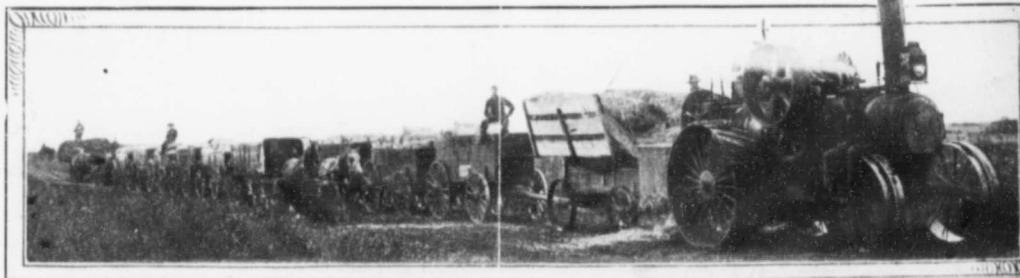
At present, one of the chief needs of the West, naturally, is farming machinery. In the three provinces of Manitoba, Saskatchewan and Alberta there exists to-day an open market

ready for exploitation by manufacturers and machinery agents second to none, and one that will grow with time, instead of being—as is the case of other markets—glutted when the immediate demand has been supplied.

In the three provinces of Manitoba, Saskatchewan and Alberta there are 357,016,778 acres of land, of which more than half is suitable for farm purposes. Of all this vast total, less than five per cent. is at present under cultivation, leaving the remainder as the future market to be supplied when the country is fully opened up. In the West, thousands of acres are used for the cultivation of wheat alone, and it is on these immense tracts of land that the value of up-to-date machinery, in making the work of cultivation as simple as possible, is fully recognized. Traction engines, hauling eight, twelve and fourteen gang plows, are being brought into use throughout the prairie provinces, and seeding, reaping and harvesting the grain are all carried on in the same large way. Harvesting machinery is often sold by the trainload, and it is by no means an uncommon sight to see a complete train of over forty cars loaded with threshing engines and separators coming into Western Canada from Eastern Canada or across the border.

About two hundred thousand farmers from the United States crossed into Western Canada in 1912. They brought with them goods and money estimated above \$100,000,000, and they brought more than that; they brought a big trade in all sorts of farm machinery and in dozens of other lines. Certainly, they will buy heavily and just as certainly will be most likely to buy the goods that are easiest to investigate, if the quality is there.

For full information regarding business and industrial openings in Western Canada, address Industrial Branch, Department of Natural Resources, Canadian Pacific Railway, Calgary, Alberta. The booklet, "Business and Industrial Opportunities in Western Canada" will be sent free upon request.



THE LAST CHAPTER OF THE FARMER'S YEAR.—Hauling the grain to the elevator.