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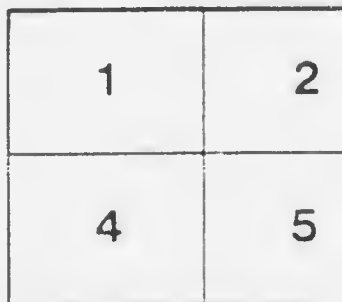
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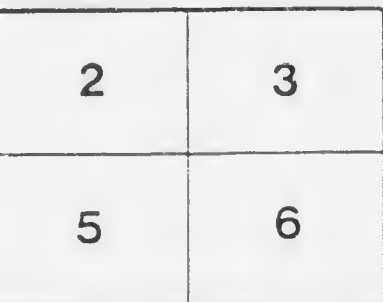
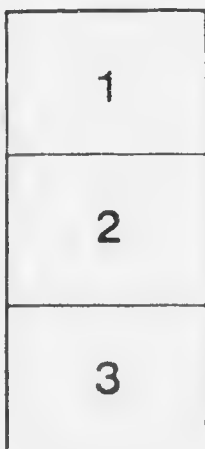
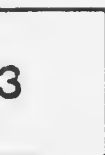
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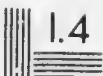
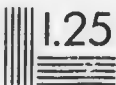
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SPRING, 1912

Saskatoon

SASKATCHEWAN
WESTERN CANADA

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City of Saskatoon.—All this was Prairie Eight Years Ago.

Cheap Power

Saskatoon's Electric Industrial Power is the Cheapest Steam Generated Power in Western Canada: but, by 1913, on completion of dam across South Saskatchewan River, Saskatoon's Industrial Power will be THE CHEAPEST WEST OF WINNIPEG



To Manufacturers— Industrial Inducements

OUR LATEST, GREATEST WORLD-RECORD

exemplifying the prosperity of our
people and the type of public
spirit with which they are imbued:

April 8th to 12th, 1912:

Within FOUR-AND-A-HALF-DAYS the citizens
of Saskatoon subscribed ONE MILLION DOLLARS
\$1,000,000 toward their INDUSTRIAL LEAGUE,
organized to encourage the location of suitable
Manufacturing Concerns, to which end the City
of Saskatoon is also prepared to grant generous
concessions.

Gift of

Offert par

RED CROSS COLLECTION.
KINBURN BRANCH.

1998



Saskatoon, 1903.

FOREWORD

YES, IT IS always hard and even bitter to part from friends and associations long familiar,—and, all the harder and more bitter because, at such a time, people somehow forget that friendships just as kind and faithful and sincere await honest folk wherever the Old Flag flutters,—and, especially in this dear Canada.

And, as for old associations,—well, after all, do they make you happier or sadder? Do they favorably influence your prosperity? How much do they mingle that is purely sentiment; how much that is merely maudlin or morbid? Could we not well afford to relinquish those old associations for associations entirely new, yet offering the tangible, practical advantages of hope, comfort, progress and prosperity which, after all, constitute the very meaning and essence of happiness?

Is a man wise in permitting a chain of old associations to fetter him permanently to a discontentedly unprosperous career?

• • • • •

IF UNDECIDED as to whether you ought or ought not to "Go West," just ask yourself the following questions and answer them thoughtfully and honestly:—

Frankly, am I content with my progress in a worldly sense,—or, have I stagnated?

Am I disheartened by the knowledge that others no more favorably equipped, are elsewhere winning splendid success, while I am getting along only in the matter of years?

If I continue here, what are my future prospects? Are they worth the present toil;—or, have I nothing brighter to hope for? And, what is my condition likely to be five, ten or twenty years hence? How much better;—or, how much worse?

Does my present employment call for my highest ability; or, do I know and feel myself qualified for far bigger, better things—had I but the chance?

Honestly,—am I satisfied; or, am I dissatisfied and discouraged?

The Commissioner, Board of Trade, Saskatoon, Sask., will gladly supply all information. Write him,—or call.

Now, if you have stagnated, have no brighter prospects for the future and are consequently dissatisfied and discouraged, and if you feel able for better things, desire them and are willing to strive for them,—then, as an intelligent man, you have no excuse for indecision,—Come West! Come to Saskatoon, where, of all places in the West, your success is most fully assured; where there are no poorhouses because there are no poor; where there is comfort, happiness and prosperity, and an unlimited field for your intelligence and energy.

As you are aware, hundreds of thousands of good people from older lands are now streaming into Western Canada—a circumstance which naturally suggests the following questions:—

- (1) Why do these good people leave their native lands?—and,
- (2) Why do they specially select this as the land of their adoption?

The answers are not far to find. It is the hopelessness of prevailing conditions in their own countries that compels such people to seek some other more favored



East Side, Second Avenue, looking south. All this was prairie about seven years ago.

sphere. And it is needless to add that, in making a change, they take special care to select for their new home the land offering in the most evident and abounding sense conditions precisely reverse to those from which they flee. Therefore, it would be strange did they not come here.

Every one knows that for an appalling number of honest toilers in more populous parts, the future is utterly void of the faintest promise of better, brighter things. It is rather a haunting and incessant source of dread which, toil as they may, it is impossibly beyond them to lift from their lives. In their hearts, they know that their future can never be brighter,—in their heart of hearts there is

Crop failure is unknown in Saskatoon District. It is a good year every year for every intelligent farmer.

always the fear that it may be darker,—that is, IF THEY REMAIN WHERE THEY ARE. Such people are now asking themselves: "ARE WE MAKING THE MOST AND THE BEST OF OUR LIVES for our own and our children's sakes?"—and, it is the intelligent, honest and most obvious answer that is bringing them here,—here, to this land of hope and of scope, where, of all countries, a poor man has the richest chances; where, above all things, he will get fair play, and where NO MAN DESERVING OF SUCCESS HAS EVER YET FAILED. And, nowhere in all Western Canada is success so freely offered, so easily attained or so universally enjoyed as in happy, healthy, beautiful, prosperous SASKATOON, and throughout the vast and unsurpassed agricultural territory tributary thereto.

In coming here, do not forget that the country is new to you even as you are new to the country. Therefore, it is quite possible that, at the outset, some



Prosperity Beautifully Evidenced. All this created 1911. Idylwyld Park.

slight discouragement may be your lot. If so, merely accept it as the brief and trifling travail of your birth into the fuller, fairer life that most certainly will be yours in this great land. IF YOU ARE STEADY, HONEST, INTELLIGENT AND HARDWORKING, YOU CANNOT FAIL. Each year your condition will improve. From the moment you arrive with us, you can pluck from your heart all dread of the future and cast it forever from you into the hopelessness of other days. Cling to this truth. Let it cheer you to forgetfulness of whatever little difficulties you may at first encounter.

If you are not the right man, however,—if you lack industry, are unreliable or unsteady, do not come here. It would be cruelty to say otherwise. Saskatoon is the very last place on earth for you. There is no room here for any but steady, energetic men, nor will the other type receive the slightest consideration or sympathy from our industrious, clean-living, high-thinking, hardworking people.

There are four Bridges over the South Saskatchewan river at Saskatoon. Three of these were building at the one time. A fifth Bridge now in prospect.

Our Beautiful City

The beautiful in nature is to most of us one of life's essentials. Therefore, it follows that natural charm in itself and surroundings is an exceedingly valuable asset to any city, for the reason that the beauty of a place goes far to influence its selection by those seeking a new home and sphere of effort. Saskatoon's picturesque loveliness is proverbial throughout the West, and has been a most potent factor toward her amazing development.

Now, although Western Canada is no longer a terra incognita to the outside world, the fact remains that many people are still restrained from coming here by the curiously persistent impression that to do so involves the sacrifice of all that is fair and fragrant in nature. However, the quickest way to intelligently and finally remove this misconception is, first of all, to remember that for richness and fertility our soil stands unsurpassed, and thereafter, to answer the following question: Is it reasonable to suppose that Nature is likely to overlook a soil affording such exceptional opportunity for a prodigal display of her charms? Surely no one would seriously believe that the land which grows the largest yield



Traffic Bridge One of our four bridges,—a fifth now in prospect.

of the finest wheat in the world can produce nothing else! Admitting this, can it be wondered that the most exquisite wild flowers abound here in profusion and variety in keeping with the peculiar richness of our soil: From the delicate crocus of early spring to the wistful-eyed Michaelmas Daisy, blooming on the very threshold of winter, strange, sweet flowers are everywhere; they cover our prairies like a radiant mantle spread in sunlight. And, as some rich gem fitly set, is the beautiful City of Saskatoon in the midst of her own beautiful District.

And, our river,—through the very heart of our City it passes in eternal flow,—a majestic thing, of life and light and shadow, upon whose waters the spent day lingers reluctant to a thousand nameless tinting, ere stealing exquisitely beneath the cloak of night. Our river!—priceless asset, ineffable blessing; think what it means to health, happiness and comfort! If you seek at once the inspiration of our people and the very soul of Saskatoon, go gaze upon our river.

Apart entirely from hygienic considerations,—can a city without a river be truly beautiful?

Frankly—*are you content?*

Epltoine of the Phenomenal History of
Saskatoon,
The Eight-Year-Old Western Wonder City

Illustrating the Swiftest Development in the annals of the Empire

BUILDING STATISTICS

1907	1908	1909	1910	1911
\$377,211	\$115,625	\$1,002,055	\$2,817,771	\$5,028,366

• • • • •

CITY ASSESSMENT

1906	1907	1908	1909	1910	1911
\$2,517,145	\$6,621,337	\$7,450,135	\$8,156,357	\$10,748,639	\$23,392,628

1912, conservatively, \$35,000,000

• • • • •

POPULATION

1903	1906	1911	Spring 1912
113	3,011	18,096	(Over 20,000)

• • • • •

SCHOOL ATTENDANCE

1906	1907	1908	1909	1911	Spring 1912
296	364	651	1113	1896	2,120



City Yards of Canadian Pacific Railway Company.

In six years, Saskatoon City Assessment has soared from \$2,517,145 to (conservatively) \$35,000,000!

It is also well to demonstrate that Saskatoon's amazing development is built upon a solid commercial basis, and the Postal and Customs statistics for the following fiscal years (ending 31st March) will do this conclusively:

POSTAL REVENUE

				Increase In Six Years
1905-6	1909-10	1910-11	1911-12	
\$9,985	\$37,204	\$58,376	\$86,876	770%

INCREASE 1911-12 \$28,500, or 48.6 per cent!

Therefore, for the fiscal year ending 31st March 1912, SASKATOON'S INCREASE ALONE, in many cases EXCEEDS the TOTAL Revenue of old and important Eastern points for the ENTIRE YEAR ending 31st March, 1911, which the following few examples will show:

TOTAL REVENUE

		1910-11
Belleville,	Ont.....	\$23,440.00
Chatham	"	30,011.32
Cobalt,	"	22,193.04
Galt,	"	27,026.85
Niagara Falls,	"	19,684.50
Owen Sound,	"	24,169.12
Port Arthur,	"	27,833.70
St. Catharines	"	30,228.30
St. Thomas,	"	29,215.50
Stratford,	"	23,765.93
Woodstock,	"	28,763.56
Sydney,	N. S.....	24,598.38

CUSTOMS REVENUE

				Increase 1911-12	Increase In Six Years
1905-6	1909-10	1910-11	1911-12	1911-12	Six Years
\$15,215	\$122,168	\$346,647	\$777,558	124%	5010% ^o

The foregoing Postal and Customs statistics display a record of progress and development that has never yet been approached either within the British Empire or throughout the entire world



The Main Secret of Saskatoon's Prosperity.

In the Old Country, men vainly seek for work! Here, in this New Country, employers as vainly seek for men! Mark the difference.

Causes and Effects

Less than eight years ago, there were but 113 people here, so that one need not sift the retrospective garrulity of be-crutched and toothless age for the annals of this city: There are lads and lasses at high school now who have lived through it all and can tell all there is to tell, for, they have seen Saskatoon grow from a slender sprinkling of shacks and 113 people, to the splendid, solid city of today with its prosperous population of over 20,000. And it is hard to believe that in the whole history of the world the children of men ever beheld a marvel more amazing.

Now, the solid development of a city and its tributary district certainly owes nothing to chance. On the contrary, such development results as the logical outcome of well-defined conditions most aptly illustrating the law of cause and effect. And, there have been many causes to effect the expansion of Saskatoon, but, before passing to the more material of these it is well to touch upon others which though abstract in character are, nevertheless, most potent



City Yards of Canadian Northern Railway Company.

In the first place, being so young, Saskatoon never knew the deterring influence of cherished tradition with its piled up load of obsolete precedent. Possessed of no past, we live in the present; and, in the present, work for the future.

Further, having no past, we have in consequence escaped the frequently hopeless handicap of old inhabitants. How many places have been woefully hindered by the retarding, ideal-subduing presence of well-meaning, yet unprogressive age which refuses either to join the silent majority or to cease from troubling in public affairs. It is even to-day as it was when the philosopher Bacon wrote:—"Men of age object too much, consult too long, adventure too little, repent too soon, and seldom drive business home to its full period, but content themselves with a mediocrity of success." Saskatoon is essentially a city of Young men; bright, resourceful, energetic fellows; men with high ideals and the courage and ability to strive for and achieve them; men who, above all else, have grasped the full value of those two potent influences—the sacredness of true citizenship and the irresistible power of unity.

Having no poor, we need no poorhouses,—so, we have none.

Now, let us briefly summarize the more material of the causes responsible for Saskatoon's phenomenal progress, all of which are later dealt with under their respective headings



New Y.W.C.A. Buildings: Last Season, the Citizens of Saskatoon within two days, subscribed \$137,000 toward Y.M.C.A. and Y.W.C.A. Buildings. A record in giving for the object in question.

Location

Glance at any map: Note Saskatoon's Strategic, Central ISOLATION—far removed from any other large city,—right in the middle of the West, and at the same time, in the centre of the Province of Saskatchewan, and in the very heart of the most fertile and extensive known wheat area.

Note also that, on the newer lines, Saskatoon is the only city touched between Portage la Prairie and Edmonton,—a distance of 740 miles!

SASKATOON IS THE ONLY CITY IN CENTRAL SASKATCHEWAN. There being no other large point near us, the vast surrounding territory is wholly ours, we having the competitive railway facilities and distributing freight rates to control it absolutely as under:—

On carloads shipped in, Saskatoon's Wholesale Distributing Territory extends to about 45,000 SQUARE MILES, stretching far into Alberta, indeed, to within 98 miles of Edmonton, and even now embracing over 200 thriving towns and villages on operating lines,—(an increase of about fifty within three years!)

On goods manufactured locally, such as flour, Saskatoon controls a distributing area of about 70,000 SQUARE MILES, within which there are at present over 290 bright young towns and villages.

KINDLY STUDY MAP ON PAGE 24; ALSO FREIGHT RATE DEMONSTRATION OF TERRITORY CLAIMED.—PAGE 25.

Write Commissioner, Board of Trade, Saskatoon, for all information. Don't hesitate to ask questions. The more you know of Saskatoon and district the more favorable your impression. Therefore, you cannot know too much.

It will be superfluous to enlarge upon the stupendous commercial significance to Saskatoon of an agricultural territory so enormous, so magnificent and now so well settled by a community so prosperous. Suffice it to add that SASKATOON NOW HAS THE SECOND-LARGEST WHOLESALE DISTRIBUTING BUSINESS IN WESTERN CANADA, being exceeded by Winnipeg alone!

Thoughtful perusal of the foregoing will convince that extraordinary Causes inevitably follow Effects of like character,—of which fact Saskatoon provides a clean cut and conclusive demonstration.



C. P. R. Station.



Canadian Northern Railway Station

Saskatoon is a Beautiful, Healthy, Happy City,—Happy because her people are prosperous.

Climate

Prior to quite recent years, the climate of Canada, and particularly of its Western portion, suffered from a degree of general, outside misconception inconceivably remote from all semblance of truth. The origin of this misconception has not yet yielded to explanation and is probably as mysterious as the persistence with which it adhered to the popular imagination. Very few years ago, Canada was associated—even in the minds of the Old Country cultured—with ice, snow and suffering untold. The picture had apparently no brighter side; it was unrelievedly sordid and uninviting—and, it might be added, quite absurd. However, the situation is now precisely reversed so that, today, the climate of Western Canada, relieved of all former fallacious conceptions, has taken an undisputed place among the healthiest and most pleasant on earth. And, why



River Drive, east side, Saskatoon. One of many beauty spots.

should not this be so? If you will but consult any map of the world it will be seen that we are in the same latitude as many of the most popular and delightful portions of Europe. Truly, the passing of the strange misconceptions alluded to has marked the advent of the wondrous tide of immigration now flowing in ever increasing volume toward this new and wonderful country which so little time ago was so thoroughly misunderstood by the very people we most require.

Of course, our winters are cold; but, it is a dry, invigorating, healthful, sunlit cold which, to many, makes winter the most delightful season of the year. If you are an Old Country man, do not estimate our cold from the basis of your

If you cannot find happiness in this Beautiful, Cheerful, Prosperous City, better abandon the quest. Happiness is not for you. You are wrongly made.

own,—the only cold you know. 45 degrees Fahrenheit frequently involves more discomfort in your land than zero does in ours:—a fact perhaps hard to credit; but nevertheless true.

As to our summer—our five, solid, glorious months of it enable us to grow to perfection tomatoes, cucumbers, squash, pumpkin, etc., all of which are seeded in the open. In the Old Country, could you seed such things in the open? Don't you generally grow them under glass?

Hotels

Visitors should make a point of wiring for accommodation at least two days prior to arrival here. For years back all of our hotels have each night



The King George Hotel, one of the finest in Western Canada. Saskatoon has eleven other first-class hotels.

been filled to capacity;—and, we have twelve of them, all comfortable, well conducted, thoroughly modern establishments.

Churches

All the leading denominations are represented in Saskatoon, there being fourteen different places of worship, while other five splendid churches are now being erected at a total cost of about \$420,000. Of course, we have in addition a flourishing branch of the Y. M. C. A., and of the Y. W. C. A., toward new buildings for which our citizens last spring contributed over \$137,000, within two days—a world's record of giving for the objects in question. And, it will be almost unnecessary to add that the Salvation Army is also present in our midst doing its own faithful work.

We are practically all English-speaking people in Saskatoon and District.



The College, Saskatchewan Provincial University, Saskatoon,—one of the many stately buildings upon which over \$1,000,000, was expended last year. Further heavy expenditure this year.

**Saskatchewan Provincial University
Saskatchewan Provincial Agricultural College
Saskatchewan Provincial Collogo Farm**

On 7th April, 1909, the announcement of her selection as the seat of the above institutions made Saskatoon, for all time, the educational centre of the Province of Saskatchewan.

There is no need to enlarge upon the magnificent meaning of these educational blessings to the people of this Province. Surely, it is sufficient to say that they place within the reach of the children of the humblest, the very highest and best of that education which has made nobly useful men and mighty nations.

In the organization and operation of the University and Agricultural College, the best educational ideals will prevail, and every advantage will be taken of the experience of older and better institutions.

The site selected for the University could scarcely have been more picturesque, and indicates a careful consideration of the aesthetic side of things. It includes half-a-mile of well-wooded river front, and altogether embraces about 1,333 acres of rich land. The main buildings are in process of erection and will be ready for occupancy this summer. They stand near the bank overlooking the South Saskatchewan river and commanding a view of the entire city.

IT IS THE AIM OF THE UNIVERSITY AND AGRICULTURAL COLLEGE TO SERVE THE ENTIRE PROVINCE IN THE WIDEST AND BEST POSSIBLE MANNER.

Without leaving Saskatoon, your children can start in kindergarten, then go through public school, Collegiate, and finally through the University of Saskatchewan. The whole gamut of education is here.

College of Arts and Science

At the outset, the University is devoting its energies to the establishment of a strong College of Arts and Science where candidates for the teaching profession will be instructed, and where students looking to one of the other professions may receive such instruction as will shorten their courses for admission to the profession of their choice by two or even three years.



Students' Residential Section, Saskatchewan Provincial University. Another of the Splendid buildings.

The College term for the Arts course is so arranged that students will be able to take charge of a summer rural school from May until about the end of September.



Lay Out of Campus, Saskatchewan Provincial University, and Saskatchewan Provincial Agricultural College, Saskatoon, planned for the eventual accommodation of about five thousand Students.

April 8th to 12th, 1912:

Within **FOUR AND-A-HALF DAYS**, the citizens of Saskatoon subscribed **ONE MILLION DOLLARS** (\$1,000,000.00) toward their **INDUSTRIAL LEAGUE**, organized to encourage the location of suitable Manufacturing Concerns, to which end the City of Saskatoon is also prepared to grant generous concessions.

A special feature of the courses is the instruction of candidates for teaching, in the rudiments of agriculture. By this means, it is hoped to render their efforts in elementary schools better adapted to the needs of a farming community.



The Barn, Saskatchewan Provincial Agricultural College, Saskatoon. Note silos and root cellars on left.

With the exception of theological degrees, the University is vested with the sole degree conferring power in the Province of Saskatchewan. The staff of the College of Arts and Science, consisting of nine to ten professors who will be supplied with library and laboratory equipment, will provide courses leading to the degrees of B. A., and B. Sc. The work of this College commenced in 1909.

Evening classes are being conducted in Saskatoon, Moose Jaw, Regina, Prince Albert and Rosthern, and will probably be offered in other places. This is but a part of the Extension Work by which it is proposed to take the University to those who cannot come to it.

AGRICULTURAL COLLEGE AND COLLEGE FARM:

The Agricultural College will probably open in 1912, and will at first devote its energies to short courses for farmers' sons, extending to two and possibly three years. These courses are being adapted to the requirements of boys who have passed through the public schools and who are engaged in farm work during the summer. With this in view, the term will be from November till March. The boys will therefore be able to work throughout the summer months and attend the College in winter.

The staff of the Agricultural College will consist of seven to eight professors, with four or five lecturers in addition.

The large farm attached to the Agricultural College is thoroughly equipped with stock, etc., and in every respect is operated on the most modern and approved methods. It is not an experimental farm in the ordinary sense: Its function is chiefly to augment the teaching of the College by practical demonstrations in the field. At the same time, the work of the College and Farm will be by no means restricted in character. On the contrary, a highly qualified corps of

Within Five Years, Saskatoon has expended over \$1,250,000, on Schools, not including the cost of sites now conservatively valued at over \$500,000.

agricultural experts acting under the College authorities are now carrying on an energetic scheme of Extension Work throughout the Province. It



Collegiate Institute,—cost over \$125,000. Within past five years Saskatoon has expended over \$1,350,000 on Schools!

is also the intention to institute a series of excursions for farmers within the Province to the College Farm, where work will be shown and addresses delivered by experts. Last year over 25,000 persons were reached by the Extension Department.

The University will provide a system of residences for all students and will supply board.

Any further information concerning classes, fees, etc., etc., may be had on application to the President of the University, Saskatoon, Sask.

Emmanuel College

Located adjacent to the University, a cluster of little shacks and a small church constitute the nucleus of Emmanuel College—the only Anglican Theological College in the Province of Saskatchewan. However, a fine \$60,000 building is now almost completed, and another \$40,000 building will be added this



Emmanuel Anglican College, Saskatoon,—the only Anglican Theological College in Saskatchewan.

When you come here, call upon The Commissioner, Board of Trade Offices, just south of C. N. R. Depot. He is there to help you.

year. In the meantime Principal Lloyd has upwards of one hundred students under his care.

Schools

Within the past five years, Saskatoon has spent over \$1,250,000, on schools,—not including the cost of sites now conservatively valued at \$500,000. Such an immense expenditure, naturally, involves large, thoroughly modern buildings: The accompanying cuts will show that our schools would do credit to any city in the Dominion. They are constructed on the latest and most approved principles and completely equipped. But, we have not contented ourselves merely with good buildings: We have been consistent in our aims;—we have provided good teachers for these good schools. To this end neither effort nor expense has



Victoria Schools, East Side—Three Years' Progress: The Little Stone School (recently removed) the Larger School Opened 1907; and the Big School Opened Spring, 1910.

been stinted; and the policy has shown its wisdom in the efficiency of pupils and in other far-reaching ways.

Of course, in a city of such rapid growth, the history of our schools has been largely a matter of extension after extension. How could it be otherwise when the number of pupils in attendance has jumped from 296 to over 2,100 within less than six short years! And yet, in the construction of our schools, the needs of the future were always anticipated as far as at the time seemed reasonable. Nevertheless, such anticipations have in each case fallen far short of the mark,—a feature interestingly illustrated in two of the accompanying cuts to which special attention is directed. The cut of the Victoria Schools shows three buildings on the same property and illustrates development in an interesting way. The second

In 1906, Saskatoon's School Attendance was 296: On 1st April, 1912, it had reached 2120,—or over 13 times the entire population of Saskatoon in 1883!

cut shows the Alexandra and Prince of Wales Schools, also on one property. The Alexandra School was opened in September 1907, and although deliberately built with a view to future requirements, became entirely inadequate by May 1908, when its capacity was exactly doubled. And similar experiences have been the lot of every other school in the city. The following is a list of these:—

King Edward.

Alexandra

Victoria.—Opened 1907: New \$15,000 school opened Spring 1910.

Prince of Wales.

Caswell Hill.

Collegiate Institute.—Cost \$125,000, opened September 1910.



New Princess School, Saskatoon.

School in the background opened September, 1907, and doubled in capacity May, 1908. New Building opened December, 1911. Four other magnificent Schools house Saskatoon's over 2,100 Scholars, to which three others will shortly be added.

In addition to above, five outside rooms are now in temporary occupation by overflow scholars,—a condition which will shortly be removed on completion of the three fine new schools now under construction.

With commendable foresight our school trustees have secured ten more school sites which will be built upon as necessity requires.

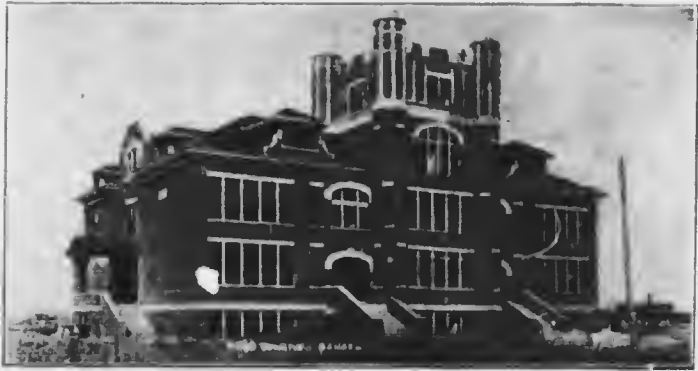
Now, here is the feature which must appeal strongly to all parents: Your child may commence in the kindergarten class; then proceed through the public school and collegiate institute, and finally emerge with his degree from the University;—and, all without having to leave Saskatoon. The whole gamut of education is here.

Nothing is more typical of the outstanding progress of our young city than the up-to-date character, quality and completeness of its educational facilities.

A man should sell his industry just as he sells a horse,—get the most he can for it: Therefore, come to Saskatoon District.

Streets, Sidewalks and Parks

If you seek the record example of the weirdly swift transformation that brains, energy and money can effect upon a piece of raw prairie, then, look no further than Saskatoon. Think of it!—little over eight years ago, there were but a few primitive shacks and one hundred-and-thirteen people where the beautiful and entirely modern City of Saskatoon stands today, with her prosperous population of over 20,000. The whole history of the world supplies no greater marvel. Truly, it seems but as yesterday since Saskatoon knew neither streets nor sidewalk, and when, in the absence of obstructions, one adopted the fee-line principle in passing to and fro. But, it is so very different now: Our streets are beautifully defined not merely by unbroken lines of imposing business blocks and residences, but also by the grateful presence of young trees planted at either side of the cement sidewalks which streak through mile upon mile of



New King Edward School, Saskatoon.

beautiful boulevarding. For, the shack hamlet of about eight years ago now has nearly twenty-one miles of cement sidewalks—to which a further twenty one miles will be added this season; and in addition, eight miles of wooden sidewalks, making fifty miles in all.

Last year, we commenced upon the paving of our principal streets, and before the end of the present season, three-and-a-half miles of such paving will be laid.

In the earlier, yet very recent days, there was little chance for the aesthetic side of things; but now, in the comfortable glow of our prosperity, the Call of the Beautiful comes to us clear and ringing;—and, because she is naturally beautiful, our city responds so readily and so delightfully to adornment. Already, we have laid out eleven parks embracing 388 acres;—and, we have only just commenced upon our Parks Board's splendid scheme of city beautification the carrying to completion of which will probably occupy the next few years.

April 8th to 12th, 1912:

Within **FOUR AND-A-HALF DAYS**, the citizens of Saskatoon subscribed **ONE MILLION DOLLARS (\$1,000,000.00)** toward their **INDUSTRIAL LEAGUE**, organized to encourage the location of suitable Manufacturing Concerns, to which end the City of Saskatoon is also prepared to grant generous concessions.

Electric Light and Power

Being municipally owned and operated, Saskatoon's Light and Power plant is not run to earn a handsome dividend for a few shareholders; but solely with the object of giving our citizens good service at the lowest rate.

As to Industrial Power,—that offered by Saskatoon, is today the cheapest steam generated power in Western Canada; but, by 1913, on completion of the river dam north of the city,—for the construction of which a charter was granted to The Canadian Agency, London, England,—Saskatoon's Industrial Power will be **THE CHEAPEST WEST OF WINNIPEG**. Such being the case, our city is, even now a peculiarly attractive centre for the location of industries.



New City Power House the highly modern equipment of which places it in a lone class.

Street Car Service

Altogether, The Canadian Agency, of London, England, will spend \$2,000,000 during the present year upon the construction of the above mentioned river dam, and in laying down of about **NINE MILES OF STREET RAILWAY** which, it is expected, will be operating before next winter. These nine miles will be merely the first instalment of a service which within a few years, will radiate in every direction throughout and adjacent to the city.

Municipal Ownership

The City of Saskatoon favors Municipal Ownership as far as is at present deemed practicable and judicious, and now controls its water, light power, sew-

Seeing that so many thousands have succeeded and are succeeding in Saskatoon and her District, the dread of failure will not restrain you—**if you are the man we want.**

erage and hospital, special reference to each of which is made herein. So far, our experience has been entirely gratifying,—a fact largely due to the faithful, able men composing our City Council. There is no graft in Saskatoon City Council; there never has been, nor is it at all probable that there ever will be. With us, true citizenship is too sincere an impulse.

Water

Surely water comes next to air as a fundamental human necessity,—good water, in ample and unfailing supply: The South Saskatchewan, a magnificent river of from a thousand to fifteen hundred feet wide, hurries through the very heart of Saskatoon City. Our water supply is, therefore, unlimited in the fullest sense.

In no part of the world are restrictions more stringent concerning the pollution of water supply sources than they are in Western Canada; and, in any case, there is no town of any kind above us for over five hundred miles so that



Saint Paul's Hospital, A Splendid New building in process of erection.

our water could not be other than absolutely pure. Analysis makes it almost identical in character to the water of Burton-on-Trent, England, from which the world's most famous beer is brewed.

In her river, Saskatoon is abundantly blessed. There could be no more splendid asset,—particularly in this Western country;—a fact of which we are gratefully conscious.

Of course, Saskatoon has an up-to-date Waterworks System, to which a filtration plant has recently been added at a cost of \$75,000, while a new pumping station will shortly be erected and installed with machinery to handle 6,000,000 gallons, per diem.

One of the most earnest aims of our City Fathers is that, at the earliest possible moment, there shall be water taps in every home, and no fewer than 24.30 miles of water mains have already been laid to which other thirteen miles are now being added.

To find Saskatoon, place your finger on the centre of any reliable map of Western Canada,—where all the railways meet. Note City's strategic, central, geographical ISOLATION.

Sewerage

At the outset, prior to laying down our sewerage system, we procured the services of one of the most eminent engineers in Canada. This gentleman has certainly upheld his reputation.

Naturally, it is a heavy undertaking to keep pace with the phenomenal growth of the city. Nevertheless, this is the aim of our strenuous Council, as will be evident from the fact that 22.65 miles of sewers are already laid, while another thirteen miles will go down this season. Large gangs of men are kept permanently employed on this work which is being rushed with all dispatch



City Hospital,—the first Municipally Owned and Operated hospital in Western Canada, the second in the Dominion. New \$300,000 building going up this season.

Hospitals

The first Municipally Owned and Operated Hospital in Western Canada—the second in the entire Dominion—was opened at Saskatoon, in April 1909.

Fifty-five beds is the capacity of the present building which cost over \$55,000, and is an imposing structure. Its interior is tastefully and conveniently laid out, and its equipment the latest known to science and the best that money could buy.

The function of this Hospital is not merely to tend the sick of our own city; but to care for all such physically afflicted as may come in from any of the numerous towns and villages in Saskatoon's extensive tributary territory.

There is no longer any doubt in the minds of our citizens as to the marked advantages of a Municipal Hospital: From the start, the venture has been one of unbroken success. In proof of this, a new \$300,000 Municipal Hospital will be commenced this Spring, the present one now being altogether inadequate for the needs of a city and district which, during recent years, have shown an almost incredible increase in population, and into which good people are now streaming as never before.

Frequently our farms pay for themselves in a single crop, thus explaining the astonishing prosperity of Saskatoon's agricultural community.

In addition to above, St. Paul's Hospital stands picturesquely located at the opposite end of the city. This institution is thoroughly up-to-date, and is conducted by the Grey Nuns, who afford the sick all that patient, skilful care for which these gentle women are alike noted and beloved throughout the world. In common with the City Hospital, the necommodation in St. Paul's has been seriously overtaxed for some considerable time; hut very soon now, its capacity—about sixty beds—will be fully doubled on completion of a fine new building now under construction.

From the foregoing it will be seen that Saskatoon's hospital facilities are keeping well abreast of progress and that they will compare favorably with those of any hospital centre in Canada



Fully half of the homes on this section of Fifth Avenue, were built during 1911

Fire Department

With so many fine buildings existing, and so many more either under construction or already arranged for, we naturally recognise the wisdom of a thoroughly up-to-date Fire Department. Neither effort nor expense has been spared to this end with results that are highly gratifying. From the very first, we worked along prudent lines, we purchased the best procurable equipment, always looking for guidance to the experience of older Canadian and American cities. Thus, with the most modern equipment,—which includes one 60 and one 80 H. P. Combination Chemical and Hose Motor Wagon,—in the hands of well trained men working under a qualified chief, and with an absolutely unlimited, high-pressure water supply available from 252 hydrants scattered judiciously throughout the city, our Fire Department has attained an unusual degree of efficiency

Saskatoon has four fine fire halls so located as to enable the prompt handling of an outbreak in any part of the city.

The Wheat and Oats which took the Championships against all-the-world competition at the great 1911 National Corn Fair, Columbus, Ohio, U. S. A., were both grown in Saskatoon's magnificent District, while Sir Thos. Shaughnessy's \$1000 prize offered at the Great Land Show, New York, November, 1911, for the world's best wheat, was won by Mr. Seager Wheeler, of Rosthern—also in Saskatoon District.

Public Work Completed During 1911 :

Intercepting Trunk Sewer.....	\$ 301,000
Water Filtration Plant.....	75,000
Street Paving.....	65,000
Cement Sidewalks.....	125,000
Sewer and Water Extensions and Connections.....	159,000
Grading and Improving Streets and Sundry Current Expenditure....	105,000
Extensions to City Hospital.....	55,000
Power House and Electrical Extension.....	290,000
Two New Fire Halls.....	50,000
Storm Sewers.....	35,000
Total.....	\$1,260,000

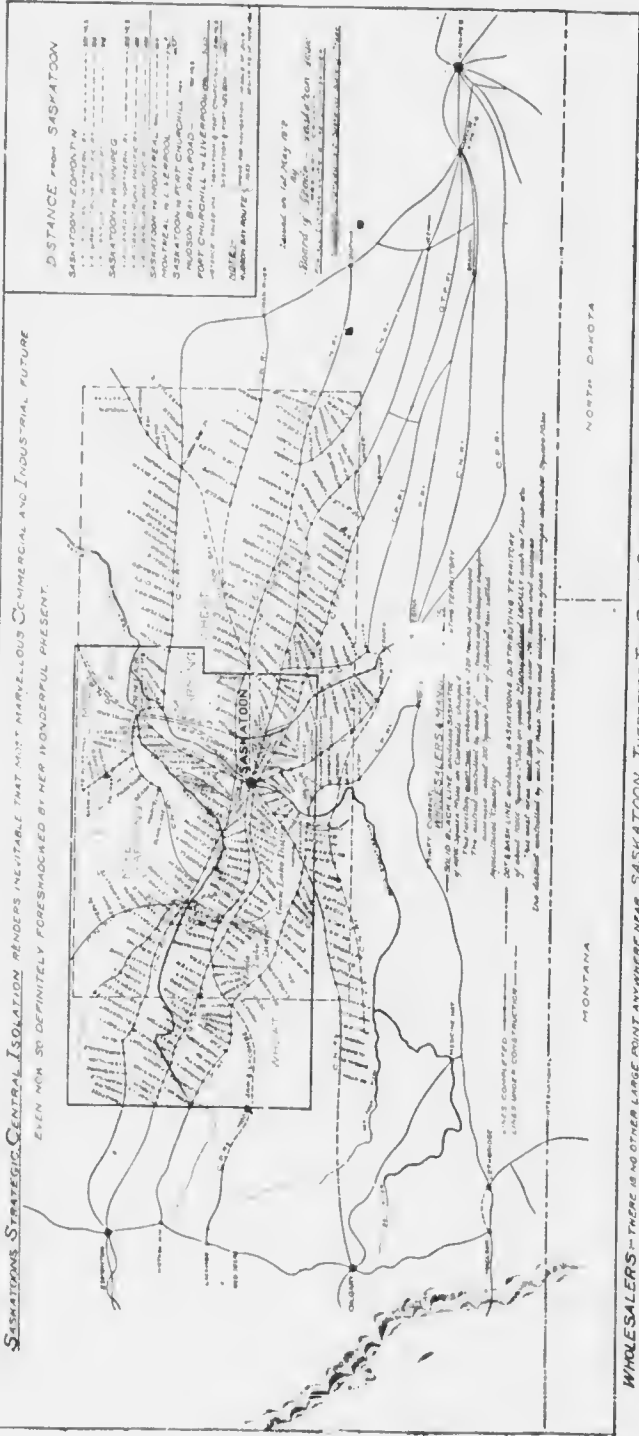
Main Features of Present Year's Public Work:

Thirteen Miles Water Mains and Sewers.....	\$ 180,000
Twenty-one Miles Cement Sidewalks.....	150,000
Three and One-half Miles Street Paving.....	400,000
Three and One-half Miles Tungsten Street Lights 420 Standards ..	35,000
Completion of New Pumping Plant, Capacity 4,000,000 Gallons per Day.....	80,000
Addition of 2,000 Kilowatt Turbine to Electric Plant.....	175,000
Extension of Lighting System.....	80,000
Installation of Police Patrol and Fire Alarm Systems.....	40,000
Board of Trade Building.....	8,000
New City Hospital.....	300,000
Installation of Sewage Disposal Plant.....	250,000
Storm Sewers.....	70,000
Subway, C. N. R. Tracks, 23rd Street.....	140,000
Subway, C. N. R. Tracks, 19th Street.....	120,000
Remodelling King Edward School for City Offices.....	15,000
Erection of City Storehouses.....	25,000
Purchase of Parks, Boulevards, Drives, etc.....	100,000
Mortuary and Chapel in Cemetery.....	10,000
Total.....	\$2,178,000

ADDITIONAL PUBLIC WORK CONTEMPLATED FOR THE PRESENT YEAR:

Municipal Abattoir.....	\$100,000
Swimming Baths.....	40,000
Milk Depot.....	10,000
Garbage Incinerator.....	15,000
Library.....	100,000
	\$265,000
Provincial 1912 Expenditure, Saskatchewan Provincial University Buildings, Saskatoon. (\$1,000,000 spent in 1911).....	60,000
Canadian Agency, London, England, 1912 expenditure on Street Railway and Power Dam.....	2,000,000
Conservative Estimate 1912 Building.....	7,000,000
Approximate total of Work programme for 1912	\$11,500,000

SASKATOON'S STRATEGIC CENTRAL ISOLATION REMAINS INEVITABLE THAT MAY MARVELLOUS COMMERCIAL AND INDUSTRIAL FUTURE
EVEN NOW SO DEFINITELY FORESHADOWED BY HER WONDERFUL PRESENT.



DISTANCE FROM SASKATOON

SASKATOON TO EDMONTON, P.M.	114
" " " " " " " " " " " " " "	114
SASKATOON TO WINDYBUSH	114
" " " " " " " " " " " " " "	114
SASKATOON TO MONTREAL	114
" " " " " " " " " " " " " "	114
SASKATOON TO CALGARY	114
" " " " " " " " " " " " " "	114
PORT CHARLOTTE TO LIVERPOOL	114
" " " " " " " " " " " " " "	114
WINDYBUSH (BY ROUTE) TO SASKATOON	114
" " " " " " " " " " " " " "	114

Based on 1st May 1912
Board of Trade - Saskatoon
Saskatoon, S. D. & C. Co.
Saskatoon, S. D. & C. Co.

**WHOLESALEERS - THERE IS NO OTHER LARGE POINT ANYWHERE NEAR SASKATOON. THEREFORE THE CITY'S STRATEGIC CENTRAL ISOLATION GIVES HER INDISPUTABLE
ABSOLUTE CONTROL OF ABOVE VAST DISTRIBUTING TERRITORY.**

WHOLESALE DISTRIBUTING RATES

(See Map Opposite)

As a basic example we take CAR LOADS of FIFTH CLASS goods, such as Groceries, Hardware, Liquors, Paper, etc., while the LESS THAN CAR LOAD RATE for Re-shipping is taken as THIRD CLASS, although small lots of the commodities mentioned take various classes, according to the Canadian Freight Classification.

The nearest large wholesale distributing points with which SASKATOON has to compete are Winnipeg, Edmonton and Regina. So far as Brandon, Portage la Prairie, etc., are concerned, the rate situation upon which the Saskatoon and Winnipeg comparison is based will apply approximately.

The following rates are per Lake and Rail, and are per 100 lbs.—

NORTHWARD		Competing
		With Winnipeg
Carload rate, Toronto to Winnipeg.....		\$.65
L. C. L. rate, Winnipeg to Kinistino.....		.77
Total rate, Toronto to Kinistino, when distributed from Winnipeg..		<u>\$1.42</u>
Carload rate, Toronto to Saskatoon.....		1.08
L. C. L. rate, Saskatoon to Kinistino.....		.34
Total rate, Toronto to Kinistino when distributed from Saskatoon....		<u>\$1.42</u>
SOUTHWARD		Competing
		With Regina
Carload rate, Toronto to Regina.....		\$.98
L. C. L. rate, Regina to Kenaston.....		.31
Total rate, Toronto to Kenaston, when distributed from Regina....		<u>\$1.29</u>
Carload rate, Toronto to Saskatoon.....		1.08
L. C. L. rate, Saskatoon to Kenaston.....		.18
Total rate, Toronto to Kenaston when distributed from Saskatoon....		<u>\$1.26</u>
EASTWARD		Competing
		With Winnipeg
Carload rate, Toronto to Winnipeg.....		\$.65
L. C. L. rate, Winnipeg to Carmel.....		.71
Total rate, Toronto to Carmel, when distributed from Winnipeg....		<u>\$1.36</u>
Carload rate, Toronto to Saskatoon.....		1.08
L. C. L. rate, Saskatoon to Carmel.....		.24
Total rate, Toronto to Carmel, when distributed from Saskatoon....		<u>\$1.32</u>
WESTWARD		Competing
		With Edmonton
Carload rate, Toronto to Edmonton.....		\$1.29
L. C. L. rate, Edmonton to Innisfree.....		.29
Total rate, Toronto to Innisfree, when distributed from Edmonton.....		<u>\$1.58</u>
Carload rate, Toronto to Saskatoon.....		1.08
L. C. L. rate, Saskatoon to Innisfree.....		.49
Total rate, Toronto to Innisfree, when distributed from Saskatoon....		<u>\$1.57</u>

Apart altogether from the freight savings shown in the foregoing, the point meriting most particular emphasis is—THE ADJACENCY of SASKATOON to HER OWN Territory. This enables the EXPEDITIOUS DELIVERY OF GOODS to consumers—an important economic consideration for manufacturers and wholesalers.

From the above comparative figures it will be seen that SASKATOON ABSOLUTELY CONTROLS THE EASTERN CANADA DISTRIBUTION BUSINESS for

90 Miles North and 40 Miles South, and for
71 Miles East and 250 Miles West

on the Canadian Northern Railway; or, in other words, a total actual WHOLESALE DISTRIBUTING AREA extending to almost FORTY-FIVE THOUSAND SQUARE MILES of the finest Agricultural land in the Dominion. This territory will be approximately the same on the Canadian Pacific and Grand Trunk Pacific Railways.

Banks

It is safe to gauge the commercial importance of a city by the number of its banking establishments. Banks are purely business propositions. Business is necessary to their existence just as they, in turn, are essential to the existence of business. In other words, banks and business are inseparable. Where business is there will the banks be also;—and the number of such banks is a reliable indication of the business available. Hence, Saskatoon has fifteen banking establishments representing a total actual capital of \$132,719,232. These are as follow:—

Canadian Bank of Commerce—and two branches of same
 Bank of Nova Scotia
 Union Bank of Canada
 Northern-Crown Bank
 Dominion Bank
 Quebec Bank
 Royal Bank
 Bank of Montreal
 Bank of Hamilton
 Traders' Bank
 Imperial Bank
 Bank of British North America
 Merchants' Bank;

And in addition to these fifteen, there is The National Trust Company, doing a banking business.

While Canadian Banks have done much toward the architectural adornment of older Eastern cities, they have by no means forgotten the West, a fact very obvious in Saskatoon.

Bank Clearings

The following comparative figures not only furnish positive proof of very remarkable development they also demonstrate the fact that Saskatoon is now doing the business of a city of at least one hundred thousand people:—

	1911	1912
January.....	\$ 3,321,645	\$ 7,010,084
February.....	3,509,684	7,028,056
March.....	3,853,317	8,403,431
April.....	3,729,268	9,307,095
	\$11,413,914	\$31,748,666—Increase 120%



Bank of Hamilton,—one of Saskatoon's Fifteen Banks.

As Supply Centre for an exclusively controlled territory of over 45,000 square miles, embracing more than 220 thriving points on operating lines, Saskatoon is now doing the business of a city from 75,000 to 100,000 people. Witness Bank Clearings.

Newspapers

In keeping with her general progressiveness, Saskatoon is well provided with first class newspapers, as the following list shows:—

- The Daily Phoenix,—Morning.
- The Weekly Phoenix.
- The Saskatoon Daily Star,—Evening.
- The Weekly Star.
- The Saturday Press.

The two Dailies (and their Weekly issues) offer their readers a full line of the identical dispatches going to the leading papers of largest cities. Consequently,



Home of "The Daily and Weekly Phoenix."

the Saskatoonian is entirely posted on current happenings no matter how remote.

The Saturday Press interestingly summarizes the main features of the week's news, and is largely of local appeal. It is well printed on good paper and nicely illustrated.

It may be asserted with perfect safety that no city of our size on the Continent of America is today issuing sheets more creditable than the above from every accepted standard.

As Saskatoon possesses ten different operating railway outlets which radiate throughout her extensive and well settled tributary territory, and as she has now thirty passenger trains daily arriving and departing at her three railway stations, the circulation of our newspapers is consequently widespread and large.

A glance at the map will show that Saskatoon is not merely located in the centre of Saskatchewan, but also right in the middle of the Canadian West, and at the same time, in the very heart of the most fertile and extensive known wheat area.

Telephones

Saskatoon's was the first Automatic Telephone system installed in the Dominion of Canada. This triumph of ingenuity reduces the act of 'phoning to minimum simplicity. It seems incredible that anything still simpler could be devised or is ever likely to be demanded. It works with scientific exactitude. It is never off duty. At any hour of day or night, it is there, at your service. It eliminates the human element with humanity's proneness to err. The Automatic is, unquestionably, the busy business man's 'phone.

Until recently, when it was taken over by the Provincial Government, Saskatoon's telephone system was operated by a local company which of late years



Home of "The Daily and Weekly Star."

found it impossible to cope with the very heavy demand for 'phones brought about by a phenomenal population increase, and a considerable amount of overloading resulted. However, the Government is now spending no less than \$250,000 in bringing the system to a perfection which will shortly place our service in a class by itself.

Being a Long Distance Telephone Centre, Saskatoon enjoys connections in every direction.

In six years SASKATOON'S POSTAL REVENUE HAS JUMPED FROM \$9,985, to \$86,876—an increase of 770%,—by far the greatest increase in the Dominion.

Cost of Living

Being the only city in Central Saskatchewan, far removed from any other large point, Saskatoon is the natural wholesale headquarters for Central Saskatchewan, which means the source of supplies for a vast, well-settled and prosperous territory. Consequently, the business of Saskatoon's over two hundred wholesalers is of astonishing volume, indeed, in the three Prairie Provinces, it is second only to that of Winnipeg,—a fact which any of the railway companies will confirm. Now, big business involves big buying, and big buying means fine prices by which, under competition, the retailer benefits; and he, in turn, being himself subject to competition, passes the benefit along to the consumer. This being so the cost of living in Saskatoon is reasonable.



Evening on the South Saskatchewan at Saskatoon.

As to our stores—they are certainly second to none in Western Canada,—a fact admitted by all newcomers to whom they prove a delightful surprise.

Society

Strangers who may be under the impression that our Western life is crude and uncouth will be very pleasantly disillusioned from the moment of their arrival in Saskatoon. Life here is by no means crude and uncouth. On the contrary, it is distinctly cultured and refined. The general prosperity has not outcropped in vulgarity; but, rather in an unostentatious enjoyment of such things simple, comfortable and beautiful as are dear to the soul of any tasteful, well-bred people.

If you come here you will stay here. And, you'll regret you hadn't come long ago.

Nor is life here by any means stale, flat and unprofitable, save to those who so live it. There is ever an endless chain of bright happenings; there is always an atmosphere of color and sparkle and go, and the very fragrance of the joy of life.

Summer and winter—each has her fitting round of pleasures; hearts are happy—hearts are kind; homes are tasteful and cosy and infinitely hospitable. Altogether, it is highly questionable if the healthy minded individual is anywhere less likely to suffer from ennui than in Saskatoon City.



1911 Wheat Crop in Saskatoon's Magnificent District made rich men of many comparatively recent settlers.

Saskatoon Home Re-union Association

The above Association, operating under the auspices of the Saskatoon Board of Trade, advances passages from the British Isles to this city, to the wives and children of honest, hardworking Old Country men already located in Saskatoon; but, who, owing to lack of money, were compelled to leave their wives and children behind until sufficient had been saved to bring them here. Thus, through the medium of the Association, families which otherwise might be severed for a considerable time, may be quickly re-united.

Let it be distinctly understood that the efforts of the Association extend solely to Britishers from England, Scotland and Ireland, and to no others.

No Old Country man, provided he is located in Saskatoon, will be denied the advantages of the Association if investigation proves him of good character, and provided his wife and family are normally healthy. Men who cannot supply satisfactory evidence of good character, need not apply. The passages advanced by the Association are re-payable by the applicant in such easy instalments as his wages may permit and as may be agreed upon by the Association.

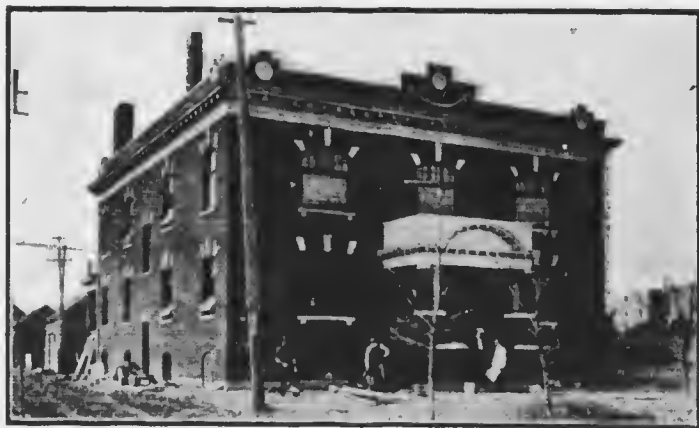
Lots of magnificent land available in Saskatoon's favored district.



20th Street, West, looking west. A centre of brisk and rapidly expanding commercial importance.

Fraternal Societies

All the leading fraternal societies have their thriving and popular branches in Saskatoon. Upwards of twenty organizations are represented,—a fact which guarantees an extra hearty welcome to many coming here from elsewhere



Saskatoon Club.

Without leaving Saskatoon, your children can start in kindergarten, then go through public school, Collegiate, and finally through the University of Saskatchewan. The whole gamut of education is here.

Bridges

There are already four, and will ere long be five big steel and concrete bridges spanning the South Saskatchewan at this, the youngest city in Canada. The significance of so remarkable a fact must be obvious to any intelligent individual: Do you know of many even old cities which can boast four bridges? Further, three of Saskatoon's four bridges were under construction at the same time. Such a circumstance not merely demonstrates a rapidity of development beyond precedent in the whole annals of the Empire; but also evidences a recognition of the importance of our city's strategic, geographical location in the very centre of things, and of the amazing commercial opportunities available therefrom.

Our bridges are as follow:—

Canadian Northern Railway Bridge.....	1,000 feet long
Canadian Pacific Railway Bridge.....	1,300 " "
Grand Trunk Pacific Railway Bridge.....	1,530 " "
Traffic Bridge.....	1,000 " "



Canadian Pacific Railway Company's Bridge, length 1,300 feet. One of Saskatoon's four bridges. A fifth now in prospect.

Railways

The splendid railway facilities now operating to Saskatoon, are already more than sufficiently important to win her distinction as a great, natural railway centre. And, do not forget that such facilities are, at present, almost entirely confined to the new main lines of the three big companies, which pass east and west. These, as will be evident, merely constitute the colossal framework upon which an intricate inter-threading of branch lines radiating north, south and in practically every direction, is now being swiftly and deftly woven.

That a veritable network of lines will, in the near future, spread through this whole vast district is a fact which the construction programmes of the different transportation companies already places beyond uncertainty.

Thirty Passenger Trains daily arrive and depart at Saskatoon's THREE Railway Stations. Twenty-two Mails are each day received and distributed at her Post Office.

However, the Saskatoon wholesaler even now controls the distributing business over 1686 miles of operating railways,—a distance greater by 263 miles than that from Winnipeg to Montreal,—which is 1423 miles.

Saskatoon's Railway Facilities Now Operating

- (1) The new line of the Canadian Pacific Railway Company, now completed from Winnipeg to Edmonton, via Wetaskiwin.
- (2) The new National Transcontinental (Grand Trunk Pacific) now operating for a considerable distance west of Edmonton.
- (3) The main line of the Canadian Northern Railway Company, from Winnipeg to Edmonton, connecting with Saskatoon via Warman Junction.
- (4) The Regina-Prince Albert branch of the C. N. R., now providing a splendid Pullman service from Saskatoon to Winnipeg, via Brandon, and placing Saskatoon on the new Transcontinental short cut of this aggressive young system.



Grand Trunk Pacific Railway Co.'s Bridge, length 1,530 feet. Another of our four.

- (5) The Saskatoon to Calgary (Goose Lake line) of the C. N. R., now operating to a point about 126 miles south-west of Saskatoon, and which will be operating to Calgary this autumn. Further important references to this line are made in paragraphs 19 and 20.
- (6) The closing of the short gap between Sheho and Lanigan on the C. P. R., has considerably shortened the mileage to Winnipeg, and a fourteen hour service from that city to Saskatoon will shortly be instituted.
- (7) The new Dahmeny-Laird branch of the C. N. R., tapping a very fine agricultural district.
- (8) New C. P. R. line proceeding south from Colonsay and joining the C. P. R. Main Line at Regina and connecting with all points U. S. and otherwise available therefrom.
- (9) Bulyea-Regina cut-off, proceeding south from Lanigan and providing a further direct connection with C. P. R. Main Line at Regina, and all points U. S. and otherwise available therefrom.

On the newer lines, SASKATOON IS THE ONLY CITY BETWEEN PORTAGE LA PRAIRIE AND EDMONTON, A DISTANCE OF 740 MILES! Wholesalers, do not overlook this significant fact.

Further Facilities Partially Operating, Now Being Constructed,—or Surveyed for Immediate Construction:—

- (10) Branch from Delisle on the C. N. R. Saskatoon-Calgary Line proceeding south, 46 miles to Conquest. This line will connect with the projected line of that Company which will practically parallel their Saskatoon-Calgary Line.
- (11) The Moose Jaw-Lacombe branch of the C. P. R. will be connected with Saskatoon before end of present year,—a development which will give our city direct communication with the United States
- (12) Line from a point on the main line of the C. N. R., between Vonda and Aberdeen, proceeding north-easterly to connect with the Prince Albert branch between Birch Hills and the South Saskatchewan river.



Machinery Hall,—Saskatchewan Provincial University, Saskatoon,—Where students are taught to handle tools and otherwise acquire the mechanical knowledge particularly essential to the agriculturist.

- (13) Extension of the C. N. R., Thunder Hill branch westerly, keeping from fifteen to twenty miles north of main line, and connecting with the Laird and Battleford branches
- (14) G. T. P. line, starting from Young, a point east of Saskatoon, on the main line of that Company, and proceeding north to Prince Albert.

Additional Facilities Materially Affecting Saskatoon, and for which Charters Have Been Granted to the Canadian Northern Railway Company:

- (15) Continuation of the Regina-Prince Albert line south to the International Boundary. This will give Saskatoon another direct and competitive connection with U. S. points.
- (16) From Russell, Man., westerly via Yorkton, to a point on the Saskatoon-Calgary line.

At any time, an idle man in Saskatoon is a useless man everywhere, all the time.

- (17) Line between Davidson and Disley, on the Regina Prince Albert branch, proceeding westerly and northerly to a point on the Saskatoon-Calgary line, tapping a very fine district of which Saskatoon is the supply centre.
- (18) Line from a point on the Winnipeg-Edmonton main line, north of Saskatoon, and proceeding northerly to Great Slave Lake.

Hudson Bay Line:

- (19) The Saskatoon-Calgary (Goose Lake) line of the C. N. R. will during this year be continued eastward from Saskatoon via Humboldt and Hudson Bay Junction to le Pas,—and from thence to tide water on the Hudson Bay. The steel is already laid from Hudson Bay Junction to le Pas, a distance of about a hundred miles. Work will be rushed.

Many years of patient investigation having fully confirmed the magnificent advantages of the Hudson Bay Route, the Dominion Government will now hasten the project to completion



Canadian Northern Railway Company's Bridge.—one more of our four

To fully appreciate the vital meaning of the Hudson Bay Route, see letterpress, north-east corner of railway map on page 25. Note how the distance to Liverpool is shortened,—indeed, it is by no means improbable that, when operating, the Hudson Bay Route will bring Saskatoon—the very centre of the West—within **about a week's journey** from the United Kingdom. Think of this stupendous Import and Export Freight and Passenger Potentiality, and of its Saskatoon significance!

- (20) And, now for the Westward end of above line: A line will be built from a point on the Saskatoon-Calgary branch near the crossing of the Red Deer river, northwesterly, through or near Innesfail and Rocky Mountain House, to the headwaters of Brasean and Macleod rivers, and from thence to the headwaters of the Thompson river, on to Vancouver. When the foregoing undertaking is completed, it will, on the west, place Saskatoon in direct touch with the Orient via Vancouver; and, on the north, with tide water on Hudson Bay, and the short route to Great Britain, etc.

Better hurry, if you want one of our Homesteads. They are going very rapidly. See page 44.



New Willoughby-Sumner Block, 3rd Avenue. One of many new Blocks.

(21) **The Grand Trunk Pacific Railway Company have selected Saskatoon as the Terminus of their Hudson Bay Line.**

The foregoing are merely a few of the more important of the further railway facilities which, when consummated, will easily make Saskatoon one of the greatest railway centres on the American Continent, for which distinction an entirely unique geographical location peculiarly adapts her. See any reliable map.

For several years past, Saskatoon has been the centre of the most extensive railway construction work in the whole world: It is highly probable that this record shall not pass from her for some considerable time to come.

A splendid type of people, a fine climate, a magnificent soil, an entirely unique geographical location, and railway facilities which are rarely equalled in older parts,—such are the recommendations which we respectfully submit to the agricultural, commercial and industrial world.

Agriculture

LAST FALL, SASKATOON DISTRICT TOOK QUITE ONE-THIRD OF THE TOTAL HARVEST HELP IMPORTED INTO THE VAST PROVINCE OF SASKATCHEWAN, UPWARDS OF 6,000 MEN HAVING BEEN DISTRIBUTED FROM SASKATOON BOARD OF TRADE OFFICES ALONE!

Now, as may be remembered, our 1909 crop was a specially fine one;—yet, barely 2,000 harvesters sufficed for its handling. Last year, however, we required **THREE TIMES THAT NUMBER!** Surely, a fact so remarkable not merely indicates a general recognition of the astonishing fertility of Saskatoon District; but, in addition, tells its own plain tale of the enormous and swift settlement taking place therein. Such considerations will not escape the hard-headed land seeker.

SASKATOON IS NOW DOING THE SECOND-LARGEST WHOLE-SALE DISTRIBUTING BUSINESS IN THE THREE PRAIRIE PROVINCES, being exceeded by Winnipeg alone. Any of the Railway Companies will confirm this statement.

Nowhere—in Canada or in any other country,—is a fuller measure of agricultural prosperity encountered than throughout Saskatoon' district. Such



On the Farm,—Saskatchewan Provincial Agricultural College, Saskatoon
Dean Rutherford on the right.

being the case, it will be obvious that Saskatoon's land must be of remarkable quality. Let us look further into this matter:

In little over eight years, the population of Saskatoon City has increased from 113 to over 20,000,—a record of development without parallel in the whole world. Therefore, in addition to being "The Wonder City of the West," Saskatoon is also the Wonder City of the Empire and of the world;—and the main source of this phenomenal achievement is LAND QUALITY. Why? Simply that in any agricultural country the growth of cities is controlled by the amount of settlement throughout the territory tributary thereto, while the settlement, in turn, will be governed by the extent and fertility of such territory, and by the transportation and other essential economic facilities therein available for the marketing of crops.

The Wheat and Oats which took the Championships against all-the-world competition at the great 1911 National Corn Fair, Columbus, Ohio, U. S. A., were both grown in Saskatoon's Magnificent District!

Sir Thomas Shaughnessy's \$1000 prize offered at the Great Land Show, New York, November 1911, for the world's best wheat exhibit, was won by Mr. Seager Wheeler, of Roathern, in Saskatoon District.

The map issued by the Dominion Government Department of the Interior will show that for several years now Saskatoon District has been getting the lion's share of settlement. And, any map will indicate how exceptionally our farmers are favored in the matter of transportation.

Now, every farmer will admit that there is little object in harvesting the heaviest of high-grade crops if he can only market them with heart-breaking labor

Settlers desiring practical agricultural information concerning Saskatoon and District, should write Commissioner, Board of Trade, Saskatoon,—or call.



Within ten minutes of the heart of the City. Saskatoon has eleven Parks, embracing 388 acres.

and expense. To be successful, he must have good transportation facilities as well as good land: Saskatoon District offers both. Hence its exceptional attractiveness to settlers; hence the marvellous settlement that has already taken place and is continually increasing in volume;—and, consequently, the phenomenal growth of Saskatoon City, the commercial centre of all. Locate where you will within our vast territory, and you can never be beyond convenient haul of a railway either operating or under construction,—or, surveyed for early construction. The map will show that almost all of our lands are to-day adjacent to operating lines.

NO CROP FAILURE.

And, it is not surprising that our farmers succeed so well: The crop never fails;—why, then, should the farmer? We have men here who have cropped the same land for as many as twenty-six consecutive years threshing each time a full, fine harvest. Of course, we have very few of such old-timers in our district:

Last Fall, SASKATOON DISTRICT TOOK FULLY ONE-THIRD OF THE TOTAL HARVEST HELP IMPORTED INTO THE VAST PROVINCE OF SASKATCHEWAN, upwards of 6,000 men having been distributed from the Saskatoon Board of Trade Offices alone!

hut, there are no end of similar successes extending to from five to eight years.

If a farmer here suffers crop failure, it is safe to say that the fault lies solely with himself. Crop failure can only result from laziness, carelessness or indifference to the correct and very simple methods of soil cultivation, concerning which no man need now remain in ignorance. See "Settler's Twelve Commandments," inside back cover. And, these correct methods involve no more labor than the plainly improper ones which invite failure. Therefore, the man who works intelligently for his crop will get it with the certainty of night following day. This is the guarantee of success offered in our District. Let he who doubts come and see for himself how faithfully this guarantee is fulfilled in an agricultural prosperity which must be seen to be credited



How readily Wheat responds to applied Agricultural Science! A magnificent field, Saskatchewan Provincial Agricultural College Farm, Saskatoon

Incredible as it may appear, it is nevertheless true that many of our well farmed lands pay for themselves almost every year. It is a wide recognition of such facts that has resulted in our heavy influx of settlers so that our acreage under cultivation expands beyond all precedent. So swift is this expansion that our more than fifty different agricultural implement firms have, all along, found it almost impossible to promptly handle all the business available. This was specially evident in the case of 1909, when there did not begin to be sufficient machinery in our District to thresh out the crop. Therefore, with the energetic co-operation of the Dominion Government Board of Railway Commissioners, and our three railways, a one-way freight was arranged for outfits imported here from all parts. By this means only were we able to handle the difficulty;—and

To find SASKATOON, place your finger on the centre of any map of the Canadian West. Saskatoon is the only City in Central Saskatchewan. Consequently the surrounding territory of about 45,000 square miles is indisputably, undisputedly Saskatoon's.

Saskatoon District was apparently the only one so situated. Mark this fact particularly.

As a further indication of the popularity of farm lands in our district, it may interest to state that the most successful sale of Government School Lands ever held in Western Canada, took place at Saskatoon, 27th and 28th June, 1910, when the sum of \$887,666.96 was realized, giving an average of \$17.72 per acre,—then by far the highest average price ever paid at such a sale. Why? Simply because it is usual to pay a little more for anything that is more than ordinarily good. That is why.

Friends from the U.S.

A great many of our settlers hail from the United States, and there is no class more sincerely welcomed. But, why do they come here? Simply because the proceeds from the sale of one section of their United States land, will buy them about four sections of **Fifty Per Cent. Better Land** in Saskatoon District. Such being the case, it would surely seem remarkable did they not come here!



How Small Fruits Thrive. Red and White Currants from a Saskatoon Garden.

AMERICAN LAND VALUES AT DIFFERENT PERIODS:

To illustrate the above, let us take the official census returns published by the United States Government, which show that the average value of farm lands per acre in 1850 was \$7.87; in 1860, \$14.67; in 1870, \$25.54, in 1880, \$29.15; in 1890, \$36.10; in 1900, \$53.06.

Taking a period of ten years, the average yield per acre, in bushels of Spring wheat was: Minnesota, 14.2; Wisconsin, 13.5; Iowa, 11; Nebraska, 12; Dakota, 13.5. The Manitoba yield for the same period was 21.5; and, as is generally

Saskatoon Wholesalers absolutely control the Distributing Business on 1,686 miles of operating railways—a distance 263 miles greater than that from Winnipeg to Montreal per C. P. R., which is 1423 miles.

known, the average yield in this newer province is much heavier than that of Manitoba, a fact readily confirmed by reference to Government statistics. However, let us accept Manitoba's average as a conservative basis of argument, and here is our proposition in a nutshell:—

It has been shown that the average price of United States farm lands in 1900, was \$53.06 per acre; and that the largest yield, over ten years, from the best of such lands was 14.2 bushels per acre. Now, against the foregoing, place the fact that first-class land in the Saskatoon District may be had at from \$18 to \$27 per acre, according to location; and, if properly tamed, as already stated, may pay for itself in one crop. The above is our proposition frankly and faithfully stated;—and you are the judge.

Mixed Farming

Any crop which may be successfully grown anywhere under similar conditions, may be as successfully grown here. Grasp this truth. Lands that will grow the finest wheat will also produce fine crops of any ordinary kind. With our soil fertility, our long summer months of steady sunshine, and our average moisture precipitation



One of our Fifty Implement Firms,—The Massey-Harris Co.'s Offices, showing portion of warehouses to rear.

of about seventeen inches, could it well be otherwise? Root crops thrive specially well and show remarkably heavy yields,—a fact which stock and dairymen would do well to remember. Potatoes are also a safe and exceedingly profitable crop and will readily produce from 300 to over 500 bushels per acre. So far, however, our farmers largely confine their attention to grain crops notwithstanding the fact that we have no potato bugs or similar scourges, and that Saskatoon consumers have never yet paid less than 90 cents per bushel.

Already, quite a number of our leading agriculturists have successfully raised **ALFALFA**, Clovers and other valuable legumes, and a large variety of similarly important fodders. Certainly, we are in no sense limited to wheat, oats and barley as successful, profitable crops: On the contrary, our agricultural scope is almost unrestricted. This being so, it is but natural that mixed farming should steadily increase in popularity, more especially, as it has proven unusually profitable.

April 8th to 12th, 1912:

Within **FOUR AND-A-HALF DAYS**, the citizens of Saskatoon subscribed **ONE MILLION DOLLARS (\$1,000,000.00)** toward their **INDUSTRIAL LEAGUE**, organized to encourage the location of suitable Manufacturing Concerns, to which end the City of Saskatoon is also prepared to grant generous concessions.

But, there is room here for a great many more mixed farmers than we now have; consequently, the demand for their products vastly exceeds the present available supply. For such men, no better opportunity offers anywhere.

DAIRYING:

A few first-class dairy farms adjacent to this city would be a veritable godsend to us and a source of handsome profit to their owners. Milk is always scarce, and at times, almost unobtainable. The ordinary retail price is 12 1-2 cents per quart. Here is a great opening for an experienced dairyman with moderate capital



International Harvester Co's Warehouse. Their 1911 Tractor and Thresher business at Saskatoon, was the largest done by them on the American Continent; while, in 1909, 1910 and 1911, their general business at Saskatoon was their greatest in Canada and second on the American Continent.

STOCK RAISING:

Already, stock raising has developed into one of our highly important branches. Cattle, horses, sheep and swine are winning the farmer his ample reward and the industry expands most encouragingly. Any experienced stockman will at once recognise the unusual advantages offered by this District.

POULTRY:

While progressing rapidly, our poultry industry is still in its early infancy, and has not yet been exploited on anything approaching a commercial

Wholesalers and Manufacturers should write Commissioner, Board of Trade, Saskatoon, for LARGE MAP showing Saskatoon's DISTRIBUTING TERRITORY and railway facilities enabling the undisputed control of same. The map is free.

scale. Yet, poultry thrive splendidly here, and lay throughout winter, if properly handled. In addition, feed stuffs of all kinds are very cheap, and from every standpoint, there is an exceptional opening here for many poultry farmers. At present, fowls are frequently unobtainable at any price. Under the most favorable conditions they are never plentiful and always dear, most of them being imported from distant points.

MARKET GARDENING:

It would be very difficult to find finer vegetables than those which so readily grow here in endless variety. It will be ample recommendation to the experienced gardener to mention that tomatoes, seeded in the open, ripen heavy yields of a quality hard to equal. And, we require market gardeners. The supply of vegetables at present available is merely sufficient to look after a small portion of the demand, while the cost of sufficient vegetables for a little soup, makes soup a luxury. There is no better opening for market gardeners on the entire Continent.



The John Deere Plow Company's Imposing Warehouse.

From the foregoing, it will be apparent that there is a splendid future here for energetic men in any and all branches of agriculture;—and, with our spreading network of railways and rapidly increasing population, conditions must grow continually more favorable.

THE POOR MAN'S PARADISE:

In conclusion, never for one moment forget that nowhere under heaven may a poor man with little money make more in less time than on good land in this District. A big proportion of our largest and richest farmers started not very many years ago in a very small way and with very small means.

Of course, as is obvious, the progress of the agriculturist possessed of ample funds wherewith to facilitate his operations, will be proportionately swifter and greater.

On pages 24 and 25, it is demonstrated that from Saskatoon, Wholesalers and Manufacturers can distribute throughout about 45,000 square miles (now embracing over 220 towns and villages on operating lines) with much greater economy and dispatch than from any other Western point.

Homesteads

When one remembers the exceptional fertility of Saskatoon District, and the surprislog agricultural prosperity resulting therefrom, it is not remarkable that our homesteads should be exceedingly popular and in strong, continuous demand: For instance—on 1st January, 1911, we had 7,500 available homesteads; but on 1st January, 1912,—a year later,—only 2970, remained. At a similar rate of demand WE SHALL NOT HAVE A SINGLE HOMESTEAD REMAINING BY THE FALL OF 1912. Therefore, do not delay too long. The enormous call for our homesteads will convince us to their desirability.

The splendid District over which our Land Office holds exclusive sway, is as follows:—

Total Area: 15,120 square miles, each square mile being equal to one section of 640 acres. This means a total of 9,676,800 acres, in which, as already stated there were TWENTY-NINE HUNDRED AND SEVENTY AVAILABLE FREE HOMESTEADS on 1st January 1912, or, in other words



Canadian Fairbanks-Morse Co.'s Fine New Premises. A year ago, this Company started here in a small shack office. Above splendid building demonstrates their discovery of Saskatoon's commercial actualities,—and potentialities.

FOUR HUNDRED AND SEVENTY FIVE THOUSAND TWO HUNDRED ACRES of land which the Dominion Government gives away to the settler in 160 acre Homesteads in return for the trifling entry fee of \$10. Thus, the cost of the land to the settler works out at about SIX CENTS PER ACRE. Imagine an acre of the finest land on earth at the price of one five cent cigar and a box of matches!

Or, let us go a little further: Say we take the real value of the land at \$18 per acre;—and it is easily worth that seeing that an acre frequently yields more than a net profit of \$18 from one crop. Now, on this basis, it will appear that when the Government charges 6 cents for something worth \$18, or 300 times 6 cents, the Government actually gives the settler \$6 worth for 2 cents. Were so

The Commissioner, Board of Trade, Saskatoon, Sask., will gladly supply all information. Write him,—or call.

individual to offer us six \$1 bills for 2 cents, we should question the genuineness of the bills. However, the Homesteader deals with the Dominion Government,—and there is nothing more genuine than good Western lands.

Synopsis of Canadian Northwest Land Regulations.

Any person, who is the sole head of a family, or any male over 18 years old, may homestead a quarter-section of available Dominion land in Manitoba, Saskatchewan or Alberta. The applicant must appear in person at the Dominion Lands Agency or Sub-Agency for the district. Entry by proxy may be made at any agency, on certain conditions, by father, mother, son, daughter, brother or sister of intending homesteader.

Duties—Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres solely owned and occupied by him or by his father, mother, son, daughter, brother or sister.



The Codville Co.'s New Warehouse their old premises having become entirely inadequate for the handling of vastly increasing business.

In certain districts a homesteader in good standing may pre-empt a quarter-section alongside his homestead. Price \$3.00 per acre. Duties—Must reside six months in each of six years from date of homestead entry (including the time required to earn homestead patent) and cultivate fifty acres extra.

A homesteader who has exhausted his homestead right and cannot obtain a pre-emption may take a purchased homestead in certain districts. Price \$3.00 per acre. Duties—Must reside six months in each of three years, cultivate fifty acres and erect a house worth \$300.

From the first paragraph of the above regulations, it will be seen that a Homestead cannot be secured by correspondence. The applicant must appear at the Dominion Lands Office, Saskatoon, in person; or by proxy as stipulated in said paragraph.

As there is a constant rush at our Lands Office, a Homestead which to-day is available, might be gone to-morrow. And, it is perhaps well to mention here that,

To find Saskatoon, place your finger on the centre of any reliable map of Western Canada,—where all the railways meet. Note City's strategic, central, geographical ISOLATION.

nowadays, there are no available homesteads comparatively adjacent to Saskatoon. The homesteader must go further afield; but, not necessarily beyond convenient reach of one of the many thriving little towns and villages throughout the District, or of a convenient railway, either operating or under construction,—or, shortly to be constructed.

Finally, there is but one way to secure a homestead and that is to come here personally and make your selection from those available on your arrival at our Land Office. Bear this in mind always.

Wholesalers and Manufacturers

Saskatoon now has THE SECOND LARGEST WHOLESALING DISTRIBUTING BUSINESS IN THE PRAIRIE PROVINCES, being exceeded by Winnipeg only. This statement will not seem so remarkable when it is re-



J. H. Ashdown & Co.'s New Wholesale Hardware Warehouse. Winnipeg and Eastern Wholesalers are swiftly awakening to the economic necessity of a Saskatoon location.

membered that Saskatoon's OVER TWO HUNDRED WHOLESALERS control beyond competition THE WHOLESALING DISTRIBUTING BUSINESS on

Saskatoon Wholesalers absolutely control the Distributing Business on 1,006 miles of operating railways—a distance 263 miles greater than that from Winnipeg to Montreal par C. P. R., which is 1423 miles.

1,686 Miles of Operating Lines,—(or, 203 miles more than distance from Winnipeg to Montreal per C. P. Railway,) radiating throughout a territory extending to no fewer than about

45,000 Square Miles, stretching as it does far into Alberta—indeed, to within 98 miles of Edmonton—and embracing over 220 thriving railroad points—(an increase of fully fifty within two years.)

• • • • •

Further, on goods manufactured locally, (such as flour, etc., etc., etc.) Saskatoon has upwards of 70,000 Square Miles Distributing Territory within which no other Western City can compete.



Saskatoon Milling Co.'s New 1000 Barrel Mill, where the finest wheat in the world becomes The World's Finest Flour.

SASKATOON'S STRATEGIC CENTRAL ISOLATION at once in the middle of the West and of the Province of Saskatchewan, and also in the very heart of the hard wheat belt, yet **FAR REMOVED FROM ANY OTHER LARGE POINT**, will explain the foregoing splendid facts which any of the railway companies will confirm. On the newer lines, **SASKATOON IS THE ONLY CITY TOUCHED BETWEEN PORTAGE LA PRAIRIE AND EDMONTON**, A DISTANCE OF 740 MILES—see any map.

The particular attention of Wholesalers and Manufacturers is directed to page 8 of this Booklet, where, under the heading "Location," Saskatoon's Distributing Territories are more fully dwelt upon. Also to the map on page 24 where on these territories are indicated,—and to the actual freight rate demonstration of same on page 25.

Now, can any Western City demonstrate its absolute control of a territory as extensive and important as Saskatoon's? Further, is the tributary territory of any Western city as favorably provided with competitive railway facilities? Such

In six years, SASKATOON'S CUSTOMS REVENUE HAS JUMPED FROM \$15,215, to \$777,558, an increase of 5010%,—by far the greatest increase in the Dominion.

considerations will, doubtless, influence the decision of any responsible concern in the selection of a Western location. Saskatoon's proposition could scarcely be more obvious; and it would be somewhat strange if, in this age of competition, each month did not add to our wholesalers. As a matter of fact, **THE NUMBER OF WHOLESALERS LOCATED IN SASKATOON HAS FULLY DOUBLED WITHIN THE PAST TWELVE MONTHS!** And, there is room and business for them all. Every wholesale house in our city to day is doing a heavy and profitable turn over, as a little investigation will confirm.

Industries

With her location and railway facilities, and with an unlimited supply of the world's finest wheat at her doors, Saskatoon cannot escape her by no means remote destiny as one of the world's great milling centres. Our new mill—capacity 1000 barrels per day—commenced operating January, 1911; and, from a variety of indications, we are justified in looking for the establishment of further flour and cereal mills in the near future.



A few of Saskatoon's Beautiful Homes.

So far as concerns other lines of industry, it may safely be stated that there is nowhere a more favorable location for any manufacturing concern that may be profitably operated in Western Canada.

Of course, when the present moderate cost of power shall have been materially reduced by the completion of our river dam, now under construction—(see Electric Light and Power, page 19.) Saskatoon will be rendered still more attractive from an industrial standpoint. However, we even now possess an exceedingly well awakened industrial life which shows a continual increase quite in sympathy with the phenomenal general development of our city.

April 8th to 12th, 1912:

Within **FOUR AND-A-HALF DAYS**, the citizens of Saskatoon subscribed **ONE MILLION DOLLARS (\$1,000,000.00)** toward their **INDUSTRIAL LEAGUE**, organized to encourage the location of suitable Manufacturing Concerns, to which end the City of Saskatoon is also prepared to grant generous concessions.

The Settler's Twelve Commandments

Wheat Raising in a Nutshell:

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1. Break the land one or two inches deep. Put a heavy roller over it. Turn the soil right over so that the crust and clods fall down.
2. Breaking should be done before the end of June. If it possible, by the middle of that month. THIS IS HIGHLY IMPORTANT as late breaking will not produce profitable crops.
3. All such early breaking should be back set during the later summer after the soil has rotted. In back setting the soil is simply put back into its original position, the furrows made up and about one to two inches of earth brought up with the plow to cover it. The end furrow immediately after back setting.
4. Frequently the new owner does not arrive in time in June. In the case of breaking done late in June plow FURROW four inches and DO NOT BACK SET. But merely disc them. Disc and then harrow. The more cultivation the better.
5. It is sometimes impossible to back set Extra Heavy Land. In this case the land should be treated as per FOURTH Commandment whether it be early or late breaking.
6. In Spring, harrow and sow as soon as the frost is out of the ground sufficiently to allow the seeder to go down the proper depth. Follow the seeder with a land packer and the packer with a harrow. The use of the land packer will add at least five bushels per acre to the crop.
7. DEPTH TO SOW. Scrap back the surface of the ground with the land seeder to ascertain the depth of the moisture from the surface. Adjust the seeder so that it will sow in the top of the moisture, not above it nor deep into it. But, just in the top of it.
8. SOW THE BEST, THOROUGHLY CLEANED SEED OBTAINABLE and nothing else. Pay for the BEST and get it.
9. After harvesting the first crop, the land should either be plowed, disced and packed in the Fall or where the soil is clean, the stubble may be harrowed off in the Spring, the land disced without plowing, and a second crop sown as per SIXTH Commandment.
10. Summer fallowing should start after the SECOND crop is taken off. Plow the summer fallow as soon as possible after seeding the other land you are cropping. NEVER leave this plowing till later time. Experience has proven that one early plowing is better than two. Weeds absorb moisture in your summer fallow. In the Spring following, put in your crop as per SIXTH Commandment.
11. After cutting first crop from summer fallow, allow the land to be till the following Spring. Then, simply burn off the stubble, disc up the surface, and put in second crop as per SIXTH Commandment. This second crop, if so put in, should be almost as good as the first. Summer Fallow land EVERY THIRD YEAR.
12. Sow a bushel and a half on new breaking and on summer fallow, and a bushel and a quarter on stubble. Before sowing, all seed should be treated for smut.

SENATOR E. J. MELICKE, Dumdurn, Sask.

IRON W. C. SUTHERLAND, Saskatoon, Sask.
Speaker Provincial House

COMMISSIONER F. MACLURE, SCLANDERS,
Saskatoon Board of Trade



21st STREET, SASKATOON

1912 EXHIBITION DATES AUGUST 8th



SASKATOON LOOKING EAST.

AUGUST 6th to AUGUST 9th, Inclusive

MADE IN
CANADA
CUSTOMER LABELS
PRINTED IN
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THE PHOENIX ICE PRINT



