



*Official Souvenir*  
*of*  
**REGINA**  
*Capital of Saskatchewan*

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HIS HONOR G. W. BROWN  
LIEUTENANT GOVERNOR OF SASKATCHEWAN





Official Souvenir  
of  
**Regina**

The Capital City of  
Saskatchewan

COMPILED BY  
T. W. SHEFFIELD, A. M. Ins. E. E.  
INDUSTRIAL COMMISSIONER

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PETER M. MARA, JR. MAYOR



COMMISSIONER M. P. PETERSON



A. E. CHEVERS, CITY CLERK



ROBT. MARTIN  
CHAIR. FINANCE COM.



CITY HALL  
REGINA



ALD. A. D. WRIGHT  
CHAIR. CITY HALL COM.



ALD. D. L. M. CANNEL  
CHAIR. RECEPTION COM.



J. A. WESTMAN  
CHAIR. FIRE, LIGHT & POWER COM.



A. I. SHAW  
CHAIR. RAILWAY COM.



CHAS. WILOUGHBY  
CHAIR. WORKS COM.



G. CUSHING  
CHAIR. PARKS COM.



ALD. ROBT. LINTON  
CHAIR. HEALTH & RELIEF COM.



ALD. J. E. DOERR  
CHAIR. WATERWORKS COM.



## Introduction

**C**ANADA greets the nations of the World with an open hand, freedom and liberty. Latest born in the sisterhood of nations, she stands pledged—not to the conquest of force, but the principles of peace. ¶ The Dominion and the Provinces of Canada stand in a unique position between the Old World and the New; representative on the Pacific seaboard of the ancient might of "Merry England" in the new sisterhood of the British Empire, and neighbor of the world's greatest Republic, the United States of America, thus standing as a powerful link in the cause of universal peace. ¶ The eyes of the World are now turned upon the Canadian West, half consciously, yet marvelling at the unbounded wealth being taken from the rich black lands of its prairies. These vast lands are open to the world and those equipped for work are welcome, for their wealth of opportunity awaits those who, by honest labor build up their own fortunes and the wealth of a nation. Predominant even over the products of its provinces, the industrial development of its resources and the remarkable prosperity of its enterprises, is the spirit of the people of the West. Their spirit is one both of confidence and purpose. Confidence, not only in their country, with respect to its wonderful material potentialities, but also in themselves, in the traditions of their race, in their institutions and the bright future of the civilization that they are working out. Purpose, to convert their visions of riches and high civilization, however glowing, into realities.

Not least remarkable about the spirit of the West is its work in forwarding the good understanding between Canada and the Old Country on one hand, and the United States on the other, uniting these powers in harmony and bringing in its train goodwill and mutual respect for each other, thus linking them in a union of common freedom for the benefit of the civilized world. Thus much has the West in the pride of its strength and its wonderful youth accomplished.

*Regina*, Queen City and Capital of Saskatchewan, has grown as the Province has grown, and in the future must grow in like manner. Its greatness is assured and its citizens, British and American, have firm confidence in its future prosperity and industrial and social progress.



W. F. WELLS  
1<sup>ST</sup> VICE PRES.



T. B. PATTON  
PRESIDENT



J. W. NAT  
2<sup>ND</sup> VICE PRES.



A. GIBBONS



CHAS. O. HODGKINS



R. J. BURDETT, SECY.



S. C. BURTON



W. L. MASON



J. S. CAMPBELL



L. W. PEARET



G. E. FORSYTHE



E. A. MCCALLUM



W. GORDON BISHOP



J. M. YOUNG



L. C. WALKER



J. A. ALLAN



B. G. DAFFER



H. G. SMITH



## Foreword

**R**EGINA has had progress equalled by few cities in Canada. Its growth in population and prosperity has been phenomenal. Its Transportation Facilities make it the Great Distributing Centre of the Canadian West. ¶ It is impossible in a brief brochure of this nature to cover all questions that may be asked, but it is hoped that its limited contents will be of service to visitors and persons interested in Regina. ¶ In the matter of illustrations, the compiler has endeavored to include such as will together convey, at least a fair impression of the present appearance and modern layout of the city. But it is only fair to say that those herein published and described could be in many respects quadrupled by views and observations quite as authentic and attractive. It may seem extravagant to claim for any city all the governing factors that enter into the building of a Western metropolis, yet this in many respects can be asserted in behalf of Regina.

Its geographical position and many other natural advantages respecting transportation; its history from a town of tents, and other features interesting to the financial and commercial world of Eastern Canada, Great Britain and the States; the unbounded wealth of the adjacent agricultural sections, the increasing prosperity of its surrounding cities, towns and villages, constitute so many advantages, that it would be difficult to enumerate.

That such favorable foundations and circumstances exist, is proved by the visible product of their very partial exploitation, as presented by a city less than twenty-five years old, having a population of considerably over 20,000, and growing now more rapidly than even its present citizens ever dreamt of. But no one knowing the circumstances doubts that the future of Regina is certain to be more remarkable than its past. The conditions governing its prosperity are increasing in number and in influence. The keystone of its foundation was laid when Canada's first transcontinental line decided upon the present site, as a likely centre to feed and supply the settlement following. Fifteen years ago, however, the illimitable wheat-growing possibilities of the Province of Saskatchewan began to be appreciated and developed and today the Canadian Pacific Railway is extending its steel tentacles to

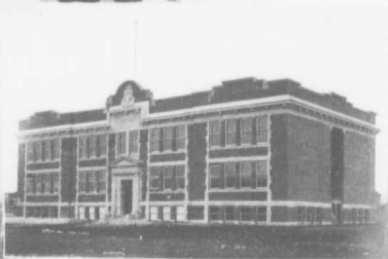




every centre of Saskatchewan, one of the most productive provinces in the world. Quick to realize the wisdom of this policy, the Grand Trunk Pacific and Canadian Northern saw the area and rich products of its fertile plain were too extensive to be efficiently served by one through line, resulting in their making Regina the central distributing point of the Canadian West. The opening and extension of the latter lines will add enormously to the business and progress of Regina, which, in the nature of things, must continue to be the commercial, distributing and financial centre of the Province. This does not necessarily imply that there are not other important and promising business centres in the Province, or that other such communities will not spring up in the future; there is this to be said, however, that if Regina meets all conditions in the same broad manner as hitherto she will assist their development and, consequently, her own at the same time.

That the chief city of the Province will continue to be Regina, no one disputes. The Regina of the future will be as unlike that of today as it is unlike that of its "tent foundation" some twenty years ago. This progressive city has already over twenty-five miles of railway tracks and sidings, including the most modern layout of spur tracks in the Dominion. From its freight sheds will be shipped the ever increasing products of its wheat fields to all parts of the world. There are also important routes to Chicago and the States through North Portal, and to Great Britain by the Hudson Bay route, and in the future via the Panama Canal to the markets of continental Europe. With all this, transportation facilities are increasing. The completion of the Grand Trunk Pacific line westward, united with the line from Regina to North Portal, where it connects with the Great Northern system, will, at an early date, provide the main artery for traffic between the Eastern American centres, Prince Rupert and the Japan trade.

The monetary value of all these advantages would be difficult to over-estimate; they can in all seriousness be said to be the real arteries pouring gold into the commercial coffers of Regina, and subsequently benefiting every city and town in the Province of Saskatchewan.



A FEW GENERAL VIEWS OF REGINA



*The Provincial Parliament Buildings*

Situated in the City of Regina in the Government Park south of Wascana Lake is the largest of any Provincial Government Building in Canada. It is being erected at a cost of over two million dollars and has been designed in the most modern and complete style for Government work.

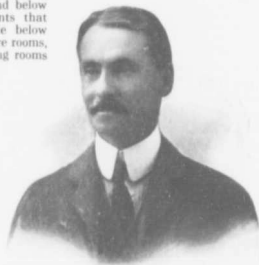
The main building is of limestone, known as "Tyndall" and comes from the famous Garson Quarries in Manitoba. This stone is peculiarly adapted to the style of architecture of the building (English Renaissance) and the architects Messrs. Edward & W. S. Maxwell, Montreal, have been wonderfully successful in combining the two. The main entrance which faces the City is approached by very wide granite steps. These are overlooked by the Executive Council Chambers, Governor's and Premier's Parlors on the floor above. From the vestibule a large rotunda opens out with post and telephone offices on either side. A grand flight of beautiful marble stairs leads to the still more beautiful main rotunda in the centre of the building and immediately under the dome. This is very rich in marble, eight enormous marble columns stand out from the four corners while eight other and smaller columns support the galleries which overlook this rotunda. Immediately opposite is the Legislative Assembly Chambers, richly decorated in polished oak, galleries for the Speaker and the public surround it, and across the corridors are offices for the Speaker and smoking rooms for the members. The wings go off from the main rotunda. East and west containing the committee rooms, libraries, stock room, reading and

waiting rooms and offices, all in connection with the Legislative Assembly. The Executive Council Chamber, Premier's and Governor's Parlors being in the north wing. On the floors above and below are the offices of the various departments that carry on the work of the Province, while below this again is the basement, containing store rooms, kitchen, staff lunch rooms, members dining rooms and in the east wing quarters for the janitors and engineers.

The building is in the form of a cross, four wings running out north, south, east and west, being 542 feet long and 280 feet across. The east and west wings are 75 feet wide, while the others are 144 feet wide. The dome is 90 feet high from the level and is covered with burnished copper. It is a fine monument to the West, characteristic of the faith of the people of Saskatchewan in the present and future prosperity of this the premier Province of the Canadian West.



THE HONOURABLE WALTER SCOTT  
*Premier of Saskatchewan*



F. W. G. HAUTAIN, ESQ., K.C.  
*Leader of the Opposition*



THE GREATER REGINA OF 1911

1. The East looking towards the West—Visit of the Canadian Manufacturers Association to Regina, Sept. 13, 1910
2. Post Office
3. City Hall
4. New Arrivals in Regina—100 in One Day, 1911
5. Twenty Miles of Freight Tracks, Regina



*The Greater Regina Club's Exhibition and Information Bureau*

The above illustrations show the Exhibition and Information Bureau of the Greater Regina Club, an organization maintained by the public spirited citizens of Regina for the Commercial Upbuilding of the City.

The past year has been one of unusual activity in every department of the Bureau and consequent heavy expenditure. The advertising campaign carried out in Great Britain the States and Eastern Canada has cost \$5,550, printing, \$4,550. The fact that the postage account was \$525.15 will convince the most sceptical that the replies received through the Bureau must have had far-reaching effects, not only for Regina, but Saskatchewan generally. Many new industries and branch houses have been brought to the City instrumentally through the Bureau.

*Honorary President* . J. H. Haslam

*President* . . . . . W. F. Kerr

*Vice President* . T. H. Robertson . *Treasurer* . George R. Whitmore

*Executive Committee:*

|                  |                 |                     |                  |
|------------------|-----------------|---------------------|------------------|
| J. F. Anderson   | J. F. L. Embury | Ald. D. S. McCannel | J. L. R. Parsons |
| W. G. Bishop     | J. H. Haslam    | Norman Mackenzie    | F. J. Robinson   |
| Thomas Blacklock | L. V. Kerr      | W. McInnes          | T. H. Robertson  |
| S. C. Burton     | W. F. Kerr      | E. A. McCallum      | George Sturdy    |
| J. F. Bole       | W. J. Leahy     | H. F. Mytton        | G. R. Whitmore   |
| T. T. Clemesha   | W. D. McBride   | John McCarthy       | J. M. Young      |

*Industrial Commissioner* . T. W. Sheffield, A. M. I. M.E. E.



REGINA'S AMATEUR THEATRICALS



*The Main Exhibition Building*

## *The Dominion Exposition*

*August, 1911*

The Saskatchewan Provincial Exhibition, in conjunction with the Greater Regina Club and Board of Trade, have brought the Queen City of the Plains and the wonderful resources of Saskatchewan before the industrial and agricultural communities of the world. The government and city authorities have adopted a wise policy in supporting such a splendid organization for the development of Saskatchewan. The Saskatchewan Provincial Exhibition has grown and prospered under the efficient and loyal organization of its members, so ably directed by its president, Mr. F. Bole, M.L.A., and its indefatigable secretary, Mr. L. T. McDonald. The magnificent buildings, layout and permanent plant equal anything between Toronto and the Coast. Indeed, in many respects, the buildings compare favorably with those in the grounds of the famous Toronto Exhibition. The growth and recent additions to the buildings have involved a capital expenditure of over \$250,000, covering an area of one hundred acres. The main building shown is typical of the class of fine exhibition buildings. This was designed by Messrs. Sharon & Darrach, Architects, Regina.



The Exhibition will undoubtedly be representative of the finest products of the East and West, bringing together under the different roofs fitting examples of work in the development of a mighty Nation. The most important items, after the commercial features of the Exhibition, are undoubtedly the amusements. In this connection the Attractions Committee of the Dominion Fair Board have been fortunate in bringing together the largest and highest class of entertainments ever brought into the West.

### *Officers for 1911*

#### *Patron*

His Honor Lieutenant Governor Brown

#### *Honorary Directors*

Hon. Walter Scott, Premier of Saskatchewan; Hon. W. R. Motherwell, Minister of Agriculture;  
F. W. G. Haultain, M.L.A.; W. M. Martin, M.P.; A. E. Whitmore, M.L.A.;  
F. C. Tate, M.L.A.; His Worship Mayor McAra

*President* . . . J. F. Bole, M.L.A.

*Vice President* . . . H. F. Mytton

*Secretary Manager* . . . L. T. McDonald

#### *Directors*

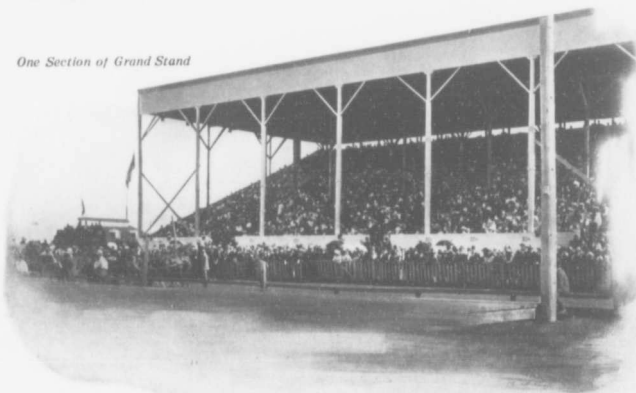
S. Beach  
W. G. V. Bishop  
P. M. Bredt  
A. B. Cook  
J. F. L. Embury  
A. Hammond  
F. H. O. Harrison  
P. Horn  
A. T. Hunter

J. K. Hunter  
W. F. Kerr  
Geo. Kinnon  
H. C. Lawson  
Geo. H. Marsh  
Robt. Martin  
John A. Mooney  
A. Mutch

E. A. McCallum  
M. McCausland  
R. McKell  
T. B. Patton  
J. L. R. Parsons  
W. R. W. Parsons  
J. R. Peverett  
J. C. Pope

F. J. Robinson  
J. W. Smith  
R. H. Taber  
J. D. Traynor  
J. A. Wetmore  
Geo. R. Whitmore  
W. M. Williamson  
J. M. Young

*One Section of Grand Stand*





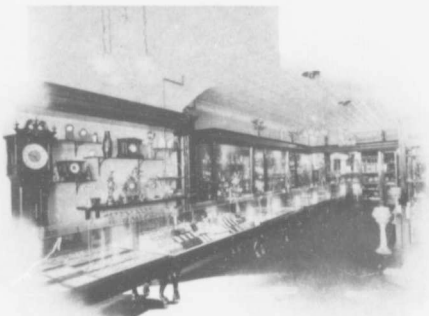


## Places of Interest to Visitors

**T**HE Dominion Fair Grounds and the Exhibition Buildings will have the finest examples of implements in the agricultural world. The produce sections will contain the finest exhibits of the fertile lands of the different Provinces ever gathered together. Examples of engineering appliances and manufactured goods of the East and West will be on view, representative of the works of a mighty nation. The amusements and racing will give pleasant relaxation to all, giving a round of sights both thrilling and amusing, comprising some of the latest marvels of the twentieth century and unequalled in the annals of spectacular exhibitions in the Canadian West. ¶ The visitor to the City will be well repaid by a visit the magnificent new Parliament Building, situate on the south side of Wascana Lake approached by Albert Street. The building is one of the finest examples of architecture in the Dominion, erected at a cost of over \$2,000,000. ¶ The City Hall of Regina is also worthy of a visit, being one of the finest in Western Canada.

*Boating Facilities*—The Lake adjoining the fine grounds of the Parliament Buildings will be found very attractive, offering splendid opportunities of viewing the building from advantageous positions, either from the grounds of the Park or Lake, where boats of every description can be hired for pleasure.

¶ The Regina Opera House, famed in the West for its high class productions, is especially deserving of a visit. The comfortable seating accommodation afforded, together with the general architectural design, will be found superior to anything west of Winnipeg.



Interior of  
Wheatley Bros. Store



The Barracks of the world-renowned Royal Northwest Mounted Police is open to visitors, which has many attractive features, including a splendid view of the Dominion Fair Grounds and the Parliament Buildings in the distance. The visitor interested in historical research will see on entering the grounds from the northwest the window through which the famous Louis Reil walked to the scaffold in 1885 which was practically the last stage in the Northwest Rebellion.

*The Board of Trade* through its Secretary, R. J. Burdett, will be glad to furnish visitors with all particulars on transportation and industrial questions.

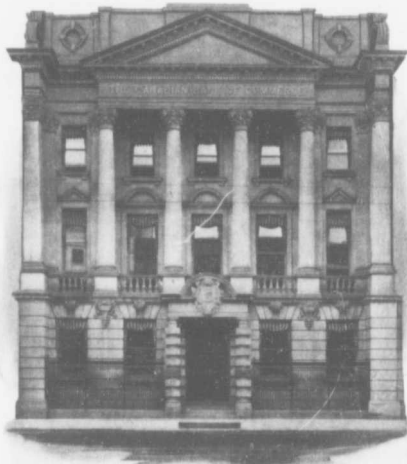
*The Greater Regina Club* through its Commissioner, T. W. Sheffield, will be glad to supply visitors with illustrated literature and particulars of Regina and Saskatchewan. Office open all day for the convenience of visitors.

*Rossie's Studio.*—The famous Rossie Studio is replete with the latest apparatus of the photographic world, being the most modern studio of the Canadian West, possessing many pictures of local interest.

*Government Experimental Farm.*—The visitor who has time will be well advised to visit the famous experimental farm at Indian Head, which is probably the finest of its kind in the Dominion. The trip can be made in a day, leaving Regina at 7.10 a.m. and returning at 8.20 p.m.

*Last Mountain Lake.*  
—Many pleasant excursions can be taken to the famous Last Mountain Lake resorts, offering unlimited facilities for boating, fishing, and bathing, passing en route some of the finest farms in the Dominion.

*Hotel Rates.*—King's Hotel, \$1.50, \$2, and \$2.50 per day; \$1 extra for another person in room. Wascana, \$3 to \$5 per day. Clayton, \$2 per day. Grand, \$2 per day.



*The Canadian Bank of Commerce*



## *The Fur-Bearing Animals of the Canadian West*

The principal fur-bearing animals of the Northwest furnish some of the richest furs to clothe man from the frigid winds of the North, making outdoor life in the coldest weather comfortable for the hunter, prospector and citizen.

The principal fur-bearing animals of the Northwest are chiefly the Beaver, Otter, Marten, Mink, Muskrat, Badger, Bear and Wolf, the Silver, Red and Black Fox. These furs are secured by Messrs. Barrie's, Limited, of Regina, in ever-increasing numbers to supply the great demand of their patrons, who, in purchasing their furs from this firm have the advantage of securing them direct "From Trapper to Wearer."

The furs are carefully selected by men of wide experience in order to eliminate any inferior skins being used in the manufacture of fur garments made by this firm, which is such an important feature to the wearer, giving them exceptional wearing qualities, combined with distinctive and original style.

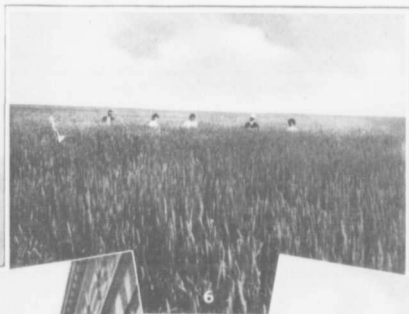
This firm imports furs from all parts of the world, making them up to suit any class of purchaser. They extend a cordial invitation to wearers of furs to examine their wide range of selection. For further particulars and catalogue write

*Barrie's, Limited*

*Hamilton Street Regina, Sask.*  
(Opposite City Hall)

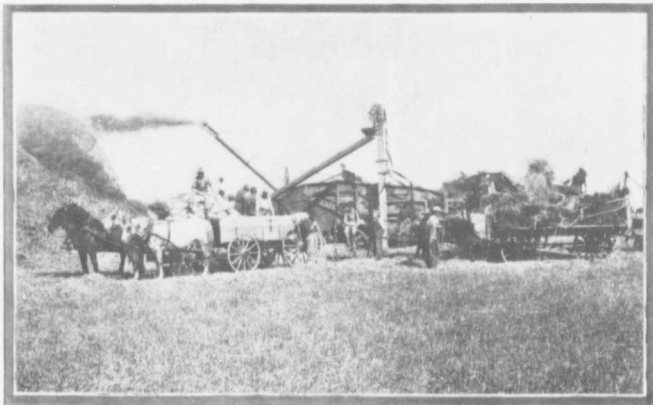
*W. W. Armstrong, Manager*





THE GREATER REGINA OF 1911

6. Wheat Field, one mile square, near Regina  
7. Scarth Street, looking south  
8. A Typical Residence  
9. A Business Centre  
10. Parliament Buildings, taken 1910



*A Threshing Scene Near Regina*

The above illustration is a typical threshing scene in Saskatchewan, being one of hundreds of similar cases building up the phenomenal returns from the rich farm lands surrounding the Capital City of Regina. *The final statistics from Government returns show that in 1910 the crop yields of Saskatchewan totalled over 145,071,663 bushels, value including all field crops over \$92,769,422, placing Saskatchewan first in the point of production in the Dominion.* These profitable returns from lands that were once valued at \$3 per acre and now valued at \$50, which is as low as they will ever be, should convince investors that the time is opportune to secure lands that in the near future will show highly profitable returns on their investments. The prices for raw prairie lands and lands under cultivation increase every season, which should encourage investors to take up land at once. The same phenomenal rise in prices has occurred with business lots. In 1905 these were valued at \$15 a foot, today the same are realizing anything from \$500 to \$800 a foot. These prices will practically double themselves within the next five years. Having this in view and feeling convinced these are conservative figures, we own and control some of the choicest farm lands in the Province, also residential and business properties in the City, which we are offering at reasonable prices. For full particulars and terms call upon

*TRACKSELL, ANDERSON & CO., South Railway Street, Regina, Sask.*



*The Glasgow House*

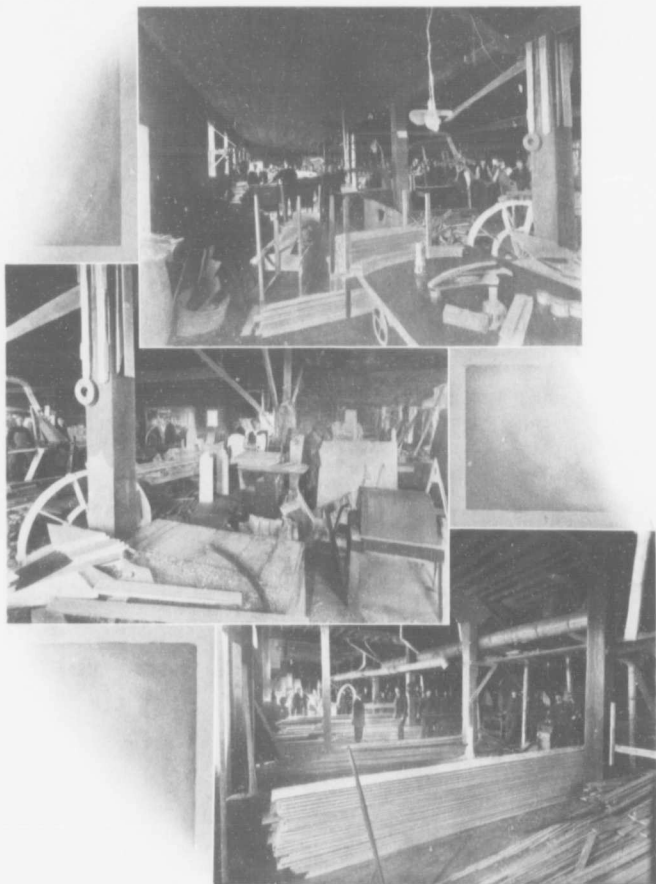
The above illustration shows the modern Departmental Store of R. H. Williams & Sons, Limited, which is undoubtedly one of the finest in the three Provinces, being equipped with the latest devices to meet the most exacting demands of their patrons, affording both excellent service and comfort when shopping.

The lighting of the different departments has been carried out on the most scientific lines giving the maximum amount of daylight combined with the latest system of heating and ventilation. The building itself is of steel and concrete construction, each floor being over 100 x 125 feet, giving 26,000 square feet of floor space, exclusive of power house, boiler rooms and elevator.

There are in all fourteen departments laid out similar to those shown, controlled by a selling staff of over 100 people, each department being replete with the latest styles and goods from New York, Paris and London, affording an endless variety of the choicest materials at reasonable prices. In connection with the departments the store has been furnished with writing room, rest and entertaining rooms, which have lent such an attraction to the modern store of the day for the use of customers and visitors.

The growth of the business has been as rapid as that of the city itself. The chief business offices and buying departments are representative of the progressive business men of the West. R. H. Williams, Esq. Mayor of the City and President of the Company, has the dual support of J. R. E. Williams, Vice President and Managing Director, and Russel H. Williams, Second Vice President, a combination difficult to eclipse in any city of Western Canada.

The public's appreciation of a store is measured by the service it offers. In this respect the buying public of Regina and the surrounding country have not been slow to appreciate the opportunities offered by this big store. The pleasant surroundings and well appointed departments are unequalled in any store between Winnipeg and Vancouver.



The above illustrations show three of the largest departments of the wood-working plant of Messrs. Cushing Bros., who supplied the whole of the woodwork for the new Provincial Parliament buildings, costing over \$2,000,000. They make the vision of the architect into a practical reality and add graceful charms to the business offices and homes of citizens and settlers by turning out some most expert work, combined with graceful execution in all branches of the building trade. The appreciation of the people of the West in their workmanship is borne out by the fact that the evergrowing demands of their patrons have necessitated the establishment, not only of a very large factory employing over 100 hands in Regina, but also extensive factories in Calgary, Edmonton and Saskatoon.



*A Few of Regina's Hotel*

The above illustrations represent four of the leading hotels in the City, which offer excellent accommodation and cuisine for visitors, at moderate prices. The King's Hotel has recently added two stories to meet the ever-increasing demands of its patrons. The same applies to the Wascana, which has added extensive additions to meet the ever-growing demands for accommodation in the City. The Grand Hotel offers every facility to visitors to the City and is noted for its excellent service. The rates for the different hotels will be found on the page giving list of places of interest to visitors.





*Lakeview Estate*  
*The Select Residential District of Regina*

The above illustration shows the Boat Club, with Lakeview property in the distance, making an ideal location for residences. The handsome Parliament Buildings erected at a cost of \$2,000,000, with beautiful parks and gardens, stand in the estate, having the advantage of easy access to the business section of the city and being situated half a mile from the site of the new Grand Trunk station, which will have one of the finest hotels West of Winnipeg. The estate is on rising ground, which is exceptionally well drained, making it the most suitable position for residential property. From the splendid design of houses being erected, and to be erected, it will be, without doubt, the centre of the finest homes in the three provinces.

The demand for lots is increasing and it is reasonable to expect that at the end of the season of 1911 there will be very few choice lots left. These are now selling at exceptionally low prices on easy terms.

It is advisable for investors to secure the selection now. For full particulars phone 145, write or call upon the owners,

*MESSRS. McCALLUM, HILL & CO., 1770 Scarth Street, Regina, Sask.*

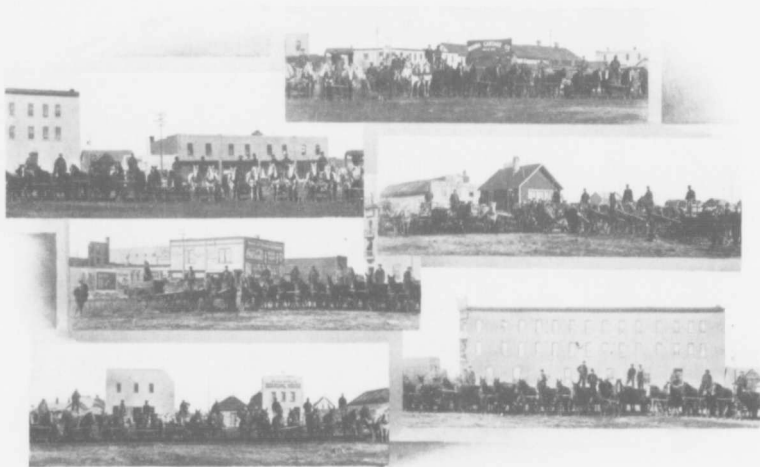


*The International Harvester Company of America  
The Largest Manufacturers and Distributors of  
Agricultural Implements in the  
Canadian West*

The above illustration shows the extensive distributing branch of the International Harvester Company, which is their largest branch warehouse in the Dominion. The gasoline tractors shown represent three trainloads, one of the hundreds of shipments coming into Regina each season. Recent increase in their business here necessitated the enlargement of the present offices, which cover an area of two acres. Notwithstanding this the general agent for Regina, Mr. W. P. Wells, has purchased a further half block of City property to meet the ever-growing requirements for International Harvester Company goods in Saskatchewan.

The volume of business handled each year runs in the millions of dollars—sufficient testimony in itself of the appreciation held by farmers in the Canadian West of the splendid workmanship, durability and utility of the many classes of agricultural implements manufactured by the International Harvester Company, which is, without doubt, the largest concern of its kind in the world.

Visitors to the City are cordially invited to visit the extensive show rooms where the various classes of implements and farmers' requisites will be shown, ranging from the simple single plough to the modern grain binder and latest type of gasoline tractors which have proved such money savers to hundreds of farmers in Saskatchewan.



*Regina Cartage Company's Equipment*

The above illustrations show at a glance the fine teams of horses and wagons and drays of the Regina Cartage Company. The original photograph had to be taken in six sections in order to show most of the teams in operation for this Company, many of the other teams could not be shown as they were in service at the time. The total value of the horses, mules and sleighs owned is \$43,000.

This enterprising Company recently removed the office effects, museum and furniture of the Saskatchewan Government to the new Parliament Buildings, costing over \$2,000,000, without one serious breakage of the valuable goods handled, which were shipped over new roads some two miles out of the City. The freight and passenger returns of Regina for April and May of 1910 were over \$550,000, which will give some idea of the magnitude of the business this Company is capable of handling. The equipment and service of the Company equals that of any freight handling Company in the Dominion.



*A Few of the Ford Cars Driven by Regina Citizens*

The above illustration shows a few of the famous Ford Motor Cars driven by Regina's citizens. The level roads of the City and surrounding country reduce running cost to a minimum, which has been a great factor in popularizing the automobile for business and pleasure purposes.

The recent services of the Ford car and the progress of transportation for passengers has established the superiority of its flexibility over any other system. It is not a far cry from the time when the automobile was regarded as a luxury for the rich. Today, by the superior design, material and high efficiency it is practically indispensable to men in every walk of life, especially the business man and the farmer, while the pleasures of touring are inseparably linked with all of its particular advantages, which will be readily appreciated from the fact that over one hundred and eighty factories in Canada and the United States are producing this year 150,000 automobiles.

The Ford cars shown represent the latest skill of the engineering world. Their strong design and perfect running engines have made them the popular car not only of Regina but throughout Saskatchewan.



*From Tent to City - Twenty-five Years' Progress*  
*An Interesting Review of Regina*

The above illustration gives at a glance the phenomenal growth of the Capital City. This is not an imaginary picture, the small shacks in the foreground are typical of their class twenty-five years ago. The arrival of the Canadian Pacific Railway is shown, laying the foundation for the City's future progress and present prosperity. The building to the left represents the City Hall, costing over \$205,000. The Post Office with its commanding tower and flagstaff, together with other characteristic buildings are shown, with the recently erected Parliament Buildings silhouetted against the sky, costing over \$2,000,000, undoubtedly one of the finest buildings in the Dominion. The rapid progress made has naturally increased the value of inside city property.

*In 1905 business frontage sold at \$15 per foot; by a steady rise in price the same realized \$800 per foot in 1911. The same phenomenal yet steady increase occurred with residential property. In 1905 it was worth \$2 a foot and in 1911 it realized \$25 to \$30 and is steadily increasing in value.*

The real opportunity is here and we are prepared to furnish full particulars of the many excellent and safe investments offered, any of which will give a splendid return on the amount invested, whether in cash or extended payments. We also own and control large tracts of choice selected Saskatchewan farm lands.

For full particulars and illustrated booklet, write, Phone 460 or call upon

**THE KERR LAND COMPANY** - 1821 Scarth Street, Regina, Sask.