

JUNE, 1913

# Saskatoon

SASKATCHEWAN,  
WESTERN CANADA

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*City of Saskatoon, Autumn, 1912—Nine Years Ago all this was Prairie.*

## CHEAP POWER

**S**ASKATOON'S IS THE CHEAPEST STEAM  
GENERATED ELECTRIC POWER IN  
THE PRAIRIE PROVINCES.

## Industrial Inducements

**W**ITHIN FOUR-AND-A-HALF DAYS, (April 8 to 12, 1912), 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.

## Cheap Power

Saskatoon's is THE CHEAPEST STEAM GENERATED ELECTRIC INDUSTRIAL POWER IN THE PRAIRIE PROVINCES.



On the 3d of June, 1913, SASKATOON was selected as the location of the Dominion Government's huge INTERIOR ELEVATOR, merely the initial unit of which will be of 5,000,000 bushel capacity, costing about \$2,000,000, and constructed with a view to indefinite extension. A SAMPLE MARKET will also be instituted,—and a GRAIN EXCHANGE will follow as a natural sequence.

The milling world will recognize the above as the Dominion Government's endorsement of Saskatoon as a great Grain Growing and Railway Centre, and may remember that the sole Western Canadian plant of THE QUAKER OATS COMPANY of Chicago, is already operating at Saskatoon.

## SASKATOON 1903

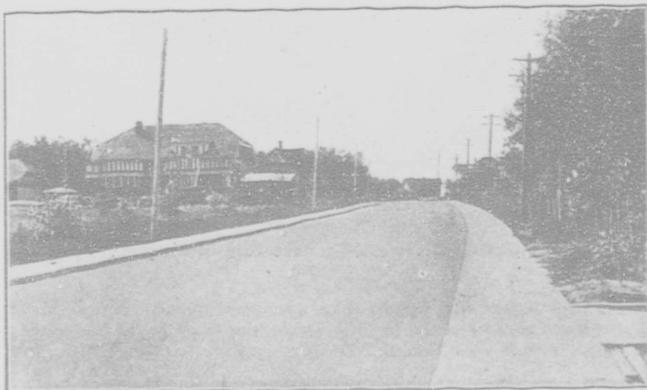


Saskatoon, 1903—a few Shacks,—113 Hopeful Souls.

### 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 a 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,



Prosperity Beautifully Evidenced. Saskatchewan Crescent, Idylwyld.  
A popular two-year-old residential section.

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

first of all, to remember that for 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 land which grows the largest yield 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 every-



Beautiful Saskatoon,—an exquisite little scene.

where; they cover our prairies like a radiant tapestry spread in sunlight. And, as some rich gem fitly set, is the fair 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 in a thousand nameless tintings ere steal-

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.

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ing exquisitely beneath the mantle of night. Our river!—priceless asset, ineffable blessing; think what it means in health, happiness and comfort!

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



Traffic Bridge—one of our four bridges.  
A fifth now in prospect.

Epitome of the Phenomenal History of  
SASKATOON

The Eight-Year-Old Western Wonder City

Illustrating the Swiftest development in the annals of the Empire

POPULATION

1903	1906	Oct. 25, 1911	Oct. 25, 1912
113	3,011	18,096	27,527

BUILDING STATISTICS

1907	1908	1909	1910	1911	1912
\$377,211	\$115,625	\$1,002,055	\$2,817,771	\$5,028,366	\$7,640,530

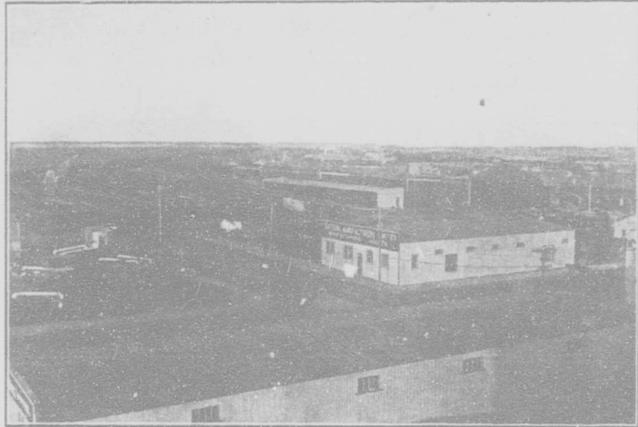
CITY ASSESSMENT

1906	1907	1908	1909	1910	1911
\$2,517,145	\$6,621,337	\$7,450,135	\$8,156,357	\$10,748,639	\$23,392,528
		1912	1913		
		\$39,867,335	about \$50,000,000		

SCHOOL ATTENDANCE

1906	1907	1908	1909	1911	Nov. 30, 1912	May 1st, 1913
296	364	651	1113	1896	2,956	3,397

In seven years, Saskatoon City Assessment has soared from \$2,517,145 to about \$50,000,000.



A Corner of Canadian Pacific Railway Co.'s City Yards. Capacity of Freight Sheds, tracks and other facilities recently trebled to meet enormously increasing business.

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 Seven Years
\$9,985	\$37,204	\$58,376	\$86,876	\$117,946		
1905-6	1909-10	1910-11	1911-12	1912-13		1,081%
INCREASE 1912-13, \$31,070, or 35.75%.						

#### CUSTOMS REVENUE

						Increase In Seven Years
1905-6	1909-10	1910-11	1911-12	1912-13	1912-13	
\$15,215	\$122,168	\$346,647	\$777,558	\$1,412,341	81.63%	9183%

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

#### CAUSES AND EFFECTS

Less than ten 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 lassies 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

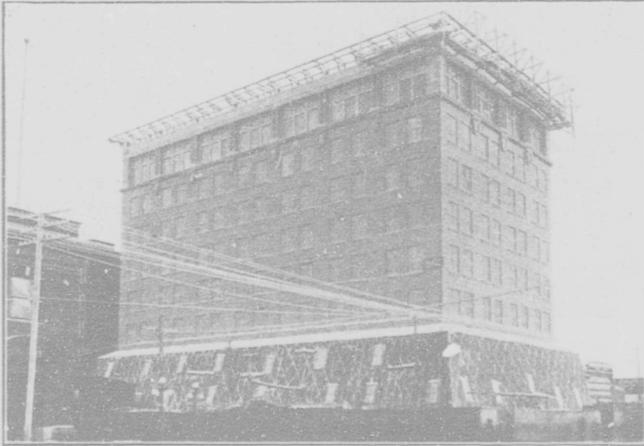
Write Commissioner, Board of Trade, for all information.

of about 30,000. And it is hard to believe that in the whole history of the world the children of men ever beheld a greater marvel.

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, potent:

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 today 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



The Canada Building—Mr. Allan Bowe,man's—one of the finest in the West

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.

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.

## 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 1,686 miles of operating lines.

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.



Canadian Northern Railway Station.

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

It will be superfluous to enlarge upon the stupendous commercial significance to Saskatoon of an agricultural territory so enormous and so fertile. Suffice it to add that SASKATOON NOW HAS THE SECOND LARGEST WHOLESALE DISTRIBUTING BUSINESS IN THE PRAIRIE PROVINCES, being exceeded by Winnipeg alone!

Thoughtful perusal of the foregoing will show that extraordinary Causes inevitably father Effects of like character,—of which law Saskatoon provides a clean cut, conclusive demonstration.

Saskatoon is a Beautiful, Healthy, Happy City.

## CLIMATE

Prior to quite recent years, the climate of Canada, and particularly of its Western portion, suffered from a degree of general, outside misconception remote from all semblance of truth. The origin of this misconception



Twenty-first Street, looking west from Second Avenue. We are busy dwellers in a busy city.

has not yet yielded to explanation and is probably as mysterious as the persistence with which it adhered to the popular imagination. Very few



King George Hotel,—one of our thirteen first-class houses.

years ago, Canada was associated—even in the minds of the cultured elsewhere—with ice, snow and suffering. The picture had apparently no brighter side; it was unrelievedly sordid and uninviting—and, quite absurd. However, the situation is now reversed so that today, the climate of Western Canada, relieved of all fallacious conceptions, has taken its place among the healthiest and most pleasant. And, why should this not be so? If you will but consult any map of the world you will observe 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 required.

Of course, our winters are cold; but, it is a dry, invigorating, 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 own.—the only cold you know. 45 degrees Fahrenheit frequently involve more discomfort in your land than zero does in ours:—a statement probably hard to credit, but true nevertheless.



The College, Saskatchewan Provincial University, Saskatoon,—one of the many stately buildings upon which over \$1,250,000, have been expended during past two years.

As to our summer,—our five glorious months of it enable us to grow to perfection, tomatoes, cucumbers, squash, pumpkins, 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?

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.

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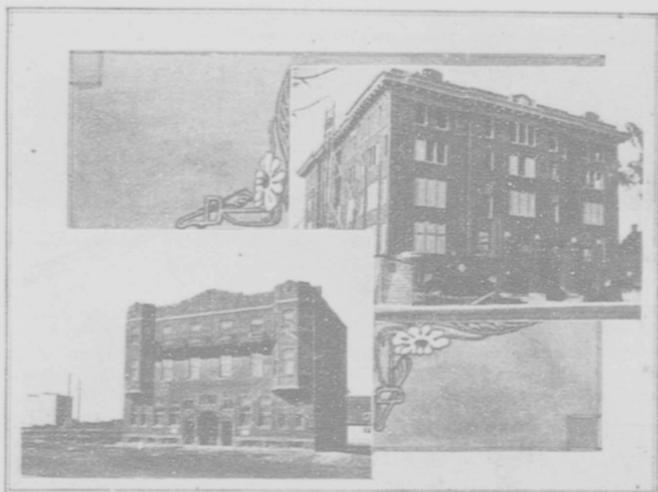
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## HOTELS

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



Within two days, the citizens of Saskatoon subscribed \$137,000 toward these new Y. M. C. A. and Y. W. C. A. Buildings—An all-the-world record of giving for the objects in question.

## CHURCHES

All the leading denominations are represented in Saskatoon, there being no fewer than seventeen places of worship, while other seven splendid churches are now under construction. These seven will represent a total expenditure of over \$840,000! Of course, we have in addition a flourishing branch of the Y. M. C. A. and of the Y. W. C. A., toward which splendid new buildings our citizens contributed over \$137,000, within two days,—a world's record of giving for the objects in question. And, it is superfluous to add that the Salvation Army is also present in our midst, doing its own faithful work. Only recently, its new barracks came into commission,—a very handsome erection.

SASKATCHEWAN PROVINCIAL UNIVERSITY  
SASKATCHEWAN PROVINCIAL AGRICULTURAL COLLEGE  
SASKATCHEWAN PROVINCIAL COLLEGE 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.

Many Industries may be very profitably operated at Saskatoon; write for particulars.



Students' Hall, Saskatchewan Provincial University. Another of the Splendid Buildings

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.



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

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 institutions.

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 site selected is picturesque, and includes many fine things. It includes about 100 acres for occupancy last year. The Saskatchewan river



Experimental Plant College.

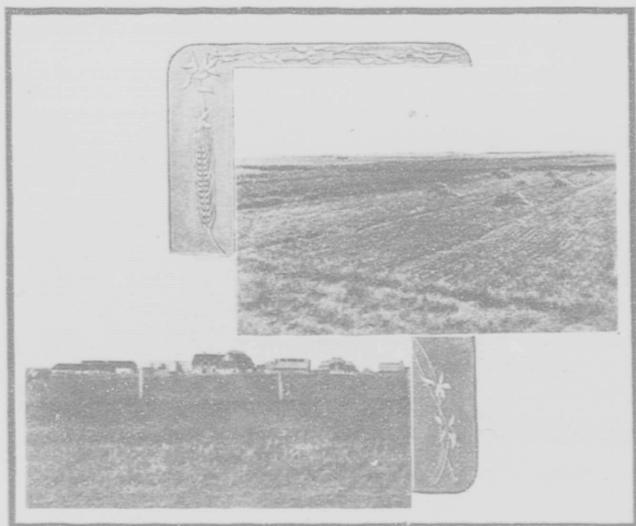
IT IS THE BEST COLLEGE TO S... AND BEST PO...

At the outset of the year, the teaching profession of the other professional courses for admission in three years.

The College is able to take in the end of September.

Within six years, not including the

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 were ready for occupancy last Fall. They stand near the bank overlooking the South Saskatchewan river and commanding a view of the entire city.



Experimental Plots and Farm Buildings, Saskatchewan Agricultural College, Saskatoon. The Buildings are, probably, the finest of their kind in the Dominion.

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

#### 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.

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.

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

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 eleven 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.

#### AGRICULTURAL COLLEGE AND COLLEGE FARM.

The Agricultural College opened November, 1912, and will first devote its energies to short courses for farmers' sons, extending to three years. These courses are being adapted to the requirements of boys who have



Collegiate Institute,—one of the most imposing in Canada.

passed through the public schools and who are engaged in farm work during the summer. With this aim 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 consists of seven 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 teachings 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 agricultural experts acting under the College authorities are now carrying on an energetic scheme of Extension Work throughout the Province. It 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 provides a system of residences for students and will supply board.

Industrial Development is travelling Westward and ever Westward, just as did settlement.

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

#### PROVINCIAL NORMAL SCHOOL.

This institution for the training of first, second and third class and high school teachers, commenced its good work here in August last. Over one hundred students now attend. Meantime, the courses are conducted in the Collegiate Institute.

#### EMMANUEL COLLEGE

Located adjacent to the University, a cluster of little shacks, a small



Emmanuel Anglican College, Saskatoon, — the first Anglican College in Saskatchewan. \$100,000 expended on buildings during past two years.

church and two fine buildings constitute the nucleus of Emmanuel College—the first Anglican Theological College in the Province of Saskatchewan. About 100 students in attendance.

#### PRESBYTERIAN COLLEGE

Over \$80,000 have been subscribed for the Presbyterian College; plans have been prepared and building operations commenced. This building is on the University Campus.

#### SCHOOLS

Within the past six years, Saskatoon has expended over \$1,500,000 on schools—excluding the value of sites, now conservatively estimated at over \$500,000. An expenditure so important naturally involves large and thoroughly modern buildings. In this connection, the accompanying cuts will show that our schools are of a character calculated to do credit to any city in the Dominion. There has been no stinting of expenditure either on their construction or equipment. Some indication of this may be gathered from the fact that we are now busily adding four large schools to our existing seven, and that three of these will cost no less than \$155,000 each, while the fourth is costing \$118,000.

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

Nor have we contented ourselves merely with good buildings: We have been consistent in our aims:—we have provided good teachers for our good schools,—the very best teachers that could be secured. The policy has demonstrated its wisdom in the high efficiency of pupils and in other gratifying directions.

Of course, in a city of such rapid growth, extension after extension has characterised the history of our schools. How could it be otherwise when the number of pupils in attendance has jumped from 296 to 3,397 within seven short years? And yet, in the construction of our schools, the needs of the future were always anticipated as far as the time seemed reasonable;—but, in each case, all such anticipations fell far short of the mark,—a feature interestingly illustrated in the accompanying cut of the Victoria Schools.



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

In addition to our seven existing schools and to the four more now under construction, we have a very imposing Collegiate Institute. This building was opened in September, 1910.

With characteristic foresight, our school trustees some time ago secured twenty further sites which will be used 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.

For all information, write Commissioner, Board of Trade, Saskatoon, Canada.

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## STREETS, SIDEWALKS AND PARKS

If you seek a 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!—less than ten 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 about 30,000. The whole history of the world supplies no greater marvel. Truly, it seems but yesterday since

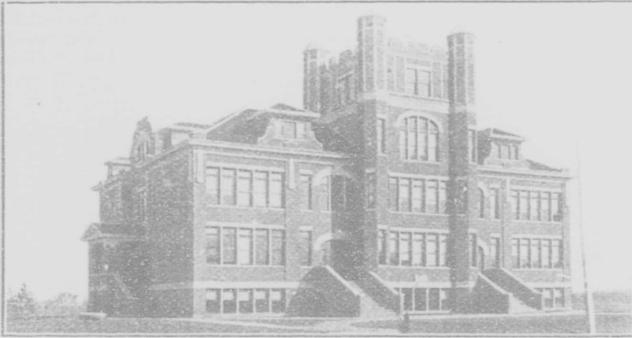


The type of Schools now required for our 3,397 Scholars. We have seven such schools. Four others at present under construction at a total cost of \$583,000.

Saskatoon knew neither streets nor sidewalks, and when in the absence of obstructions, one adopted the bee-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 beautiful boulevarding. For, the shack hamlet of less than ten years ago now has forty-two miles of cement and five miles wooden sidewalk,—or, forty-seven miles in all, to which many miles more is 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.

Last year, we commenced upon the paving of our principal streets, and now have three and-a-half miles of such paving laid. Along these three and-a-half miles we have installed 469 cluster Tungsten electric light



King Edward School. One of our Seven. Four more under construction at a total cost of £583,000.

standards which afford an illumination second in beauty and effectiveness to nothing of the kind existing elsewhere in the entire Dominion.

In the earlier, yet very recent days, life did not admit of much opportunity for the development of the aesthetic side of things; but now,



Glimpse of South Corner of City

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

Seven years ago, Saskatoon had 296 school children; Today she has 3,397,— a tenfold increase!

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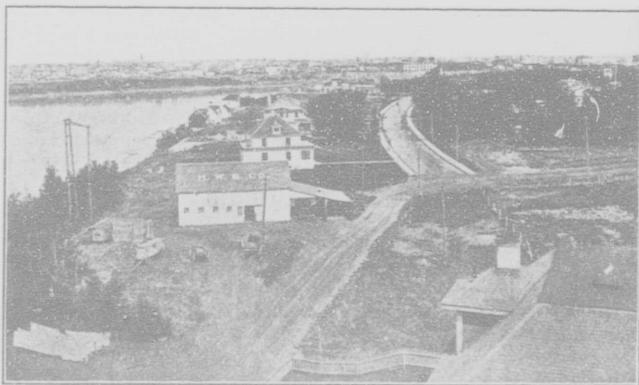
laid out fourteen parks, embracing over 400 acres, and including ten acres devoted to City Nursery, Greenhouses, etc.;—and, we have only just commenced upon our Parks Board's splendid and elaborate scheme of city beautification, the carrying to completion of which will probably absorb several years.

#### 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, street car system, sewerage and hospital, special reference to each of which is made herein. So far, our experience had been altogether encouraging,—a fact largely due to the faithful effort of the public-spirited citizens composing our able City Council.

#### WATER

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



Glimpse of corner of City, from east bank of river.

the fullest sense, for which reason—coupled with that of her very excellent and up-to-date fire-fighting equipment—**SASKATOON'S FIRE INSURANCE RATE IS THE LOWEST IN ALL SASKATCHEWAN.**

In no part of the world is the purity of water supply protected by more stringent laws than here in Western Canada; and in any case, there is no town above us for over five hundred miles, so that our water could not be other than pure. Analysis makes it almost identical in character to that of Burton-on-Trent, England, from which the world's most famous beer is brewed.

Every drop of water used here has passed through our Water Works Filtration Plant which is generally recognized by experts to be the latest and best known to science. The water that runs from the taps of Saskatoon homes is not merely scientifically pure, it is crystalline. Over thirty-three miles of mains are already laid.



New City Power House, the highly modern equipment of which places it in a lone class, enabling Saskatoon to offer the Cheapest Steam Generated Power in the Prairie Provinces.

#### 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 a good service at the lowest rate.

As to Industrial Power,—SASKATOON'S IS THE CHEAPEST STEAM GENERATED POWER IN THE PRAIRIE PROVINCES—a feature which renders our city peculiarly attractive for the location of industries. In the latter connection, it may interest to mention that last August, THE QUAKER OATS COMPANY of Chicago, decided to establish their sole Western Plant AT SASKATOON. Thus, our Power, and indeed, our Industrial proposition generally, has received the endorsement of the largest concern of its kind in existence,—a concern whose name is a household word throughout the entire world. And, it is superfluous to add that our city was not decided upon until after very mature expert investigation of her recommendations in comparison with those of other Western centres.

#### STREET CAR SERVICE

Our city has expended over \$500,000 upon the laying down of an initial thirteen miles of street railway. As previously mentioned, the system is Municipally owned and is Municipally operated. Within very few years, our car service will radiate in every direction throughout and adjacent to the city.

#### SEWERAGE

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

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.



Fifth Avenue, looking nor

Council, as will be evidenced of sewers are already laid. It is in process of construction, thereon. All work of this kind, large gangs of men be

The first Municipally Owned Canada—the second in the entire April, 1909.

Fifty beds is the capacity of its interior is tastefully furnished the latest known to science.

Remember, the function of a city is to care for the sick of our own city; but to come in from any of the numerous extensive tributary territory.

There is no longer any doubt of the marked advantages of a Municipally owned Municipal Hospital has been longer adequate for the needs of our city, have shown an almost which good people are now str

In addition to above, St. Mary's Hospital at the other end of the city. This is conducted by the Grey Nuns, and for which these gentle women of the world.

From the foregoing it will be well abreast of progress and a hospital centre in Canada.

We are all English speaking



Fifth Avenue, looking north—one of our best residential sections.

Council, as will be evidenced from the fact that almost thirty-two miles of sewers are already laid. In addition, a large Intercepting Trunk Sewer is in process of construction, over \$300,000 having already been expended thereon. All work of this kind is being rushed with every possible dispatch, large gangs of men being permanently employed.

#### 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,—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.

Remember, 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 its start, the venture has been one of unbroken success. In proof of this, a new \$500,000 Municipal Hospital has been arranged for, the present one being no longer adequate 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.

In addition to above, St. Paul's Hospital stands picturesquely at the other 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.

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

---

We are all English speaking people in Saskatoon.

## FIRE DEPARTMENT

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

With so many fine buildings existing, and so many more either under construction or already arranged for, we naturally recognize 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, and a steamer,—in the hands of well trained men working under a qualified chief, and with an absolutely unlimited, high pressure water supply available from 348 hydrants scattered judiciously throughout the city, our Fire Department has attained an unusual degree of efficiency.

In recognition of the foregoing, it will interest Manufacturers, Wholesalers and others to learn that SASKATOON'S FIRE INSURANCE RATE IS THE LOWEST IN ALL SASKATCHEWAN.

## LAST YEAR'S MAIN CIVIC IMPROVEMENTS

Thirteen Miles of 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, 469 standards	35,000
Completion of Pumping Plant, capacity 4,000,000 gallons per day	80,000
Additional 2,000 Kilowatt Turbine to Electric Plant.....	175,000
Extension to Lighting System.....	80,000
Installation of Police Patrol and Fire Alarm Systems.....	40,000
Board of Trade Building.....	8,000
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
Street Railway .....	500,000
Intercepting Trunk Sewer, 1911-12.....	301,000
Additional Fire Equipment.....	16,000

## Provincial 1912 Expenditure Saskatchewan Provincial University

Buildings at Saskatoon, (\$1,000,000 spent in 1911).....	60,000
1912 Building .....	7,640,530

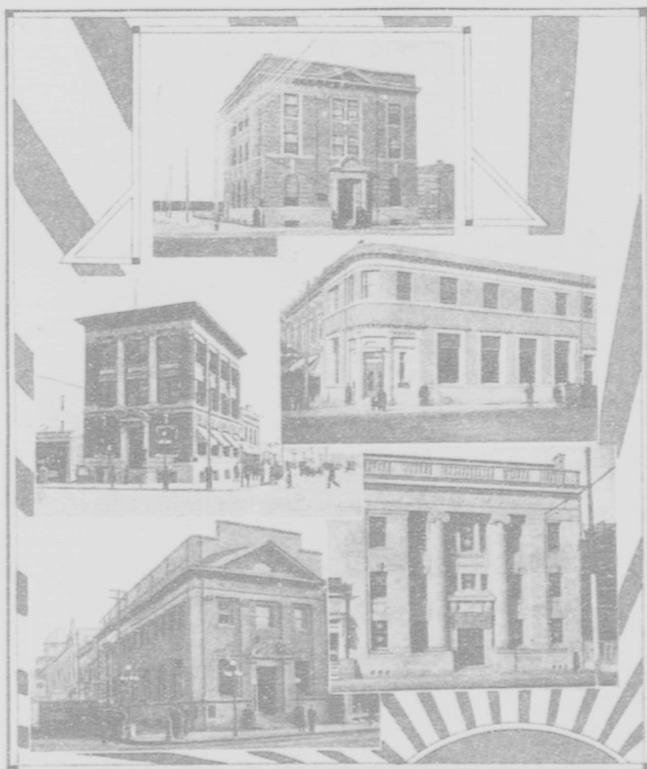
Approximate total of last year's work, not including sundry expenditures.....\$10,135,530

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 Thomas Shaughnessy's \$1,000 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.

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A few of Saskatoon's Chartered Banks, which represent a total actual capital of \$132,719,232. Altogether, Saskatoon has SIXTEEN Banks.

#### 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,

As Supply Centre for an exclusively controlled territory of 45,000 square miles, embracing more than 220 thriving points on 1,686 miles of operating lines, Saskatoon is now doing the business of a city of 100,000 people. Witness Bank Clearings.

Saskatoon has sixteen banking establishments representing a total capital of \$132,719,232. These are as follows:—

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

And in addition to these sixteen, 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 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
May .....	4,746,743	10,598,108
June .....	4,678,342	8,958,087
July .....	5,086,121	9,018,003
August .....	5,401,743	9,122,020
September .....	5,456,902	9,643,007
October .....	6,561,005	11,430,785
November .....	9,659,092	13,238,717
December .....	8,687,086	12,141,084
Total .....	\$64,090,948	\$115,898,477

Increase 80.83 Per Cent

or A MILLION DOLLARS A WEEK!



City Yards of Canadian Northern Railway. These Miles of Cars speak eloquently of our enormous business. And, remember, we have THREE such Railways.

Seven Years ago, Saskatoon had 296 school children; Today she has 3,397!

## WHOLESALE DISTRIBUTING RATES

(See Map on following page)

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.—

	Competing With Winnipeg
<b>NORTHWARD</b>	
Carload rate, Toronto to Winnipeg.....	\$.65
L. C. L. rate, Winnipeg to Kinistino.....	.77

Total rate, Toronto to Kinistino, when distributed from Winnipeg..\$1.42

Carload rate, Toronto to Saskatoon.....	1.08
L. C. L. rate, Saskatoon to Kinistino.....	.34

Total rate, Toronto to Kinistino, when distributed from Saskatoon \$1.42

	Competing With Regina
<b>SOUTHWARD</b>	
Carload rate, Toronto to Regina.....	\$.98
L. C. L. rate, Regina to Kenaston.....	.31

Total rate, Toronto to Kenaston, when distributed from Regina..\$1.29

Carload rate, Toronto to Saskatoon.....	1.08
L. C. L. rate, Saskatoon to Kenaston.....	.18

Total rate, Toronto to Kenaston when distributed from Saskatoon..\$1.26

	Competing With Winnipeg
<b>EASTWARD</b>	
Carload rate, Toronto to Winnipeg.....	\$.65
L. C. L. rate, Winnipeg to Carmel.....	.71

Total rate, Toronto to Carmel, when distributed from Winnipeg..\$1.36

Carload rate, Toronto to Saskatoon.....	1.08
L. C. L. rate, Saskatoon to Carmel.....	.24

Total rate, Toronto to Carmel, when distributed from Saskatoon..\$1.32

	Competing With Edmonton
<b>WESTWARD</b>	
Carload rate, Toronto to Edmonton.....	\$1.29
L. C. L. rate, Edmonton to Innisfree.....	.29

Total rate, Toronto to Innisfree, when distributed from Edmonton..\$1.58

Carload rate, Toronto to Saskatoon.....	1.08
L. C. L. rate, Saskatoon to Innisfree.....	.49

Total rate, Toronto to Innisfree, when distributed from Saskatoon \$1.57

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 DISTRIBUTING BUSINESS for

90 Miles North and 49 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.





Twentieth Street, west,—a centre of very important and rapidly expanding commercial importance.

#### NEWSPAPERS

In keeping with her characteristic progressiveness, Saskatoon has four first-class Daily Newspapers and three Weeklies of similar excellence, viz:—

The Daily Phoenix (Morning) and The Evening News.

The Weekly Phoenix.

The Saskatoon Daily Star, Noon and Evening issues.

The Saskatoon Weekly Star.

The Saturday Press.

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

WHOLESALEERS—THERE IS NO OTHER LARGE POINT ANYWHERE NEAR SASKATOON. THEREFORE THE CITY'S SEVERAL CENTRAL-LOCATION GIVES HER INDISPUTABLE, ABSOLUTE CONTROL OF ABOVE, WEST DISTRIBUTING TERRITORY.

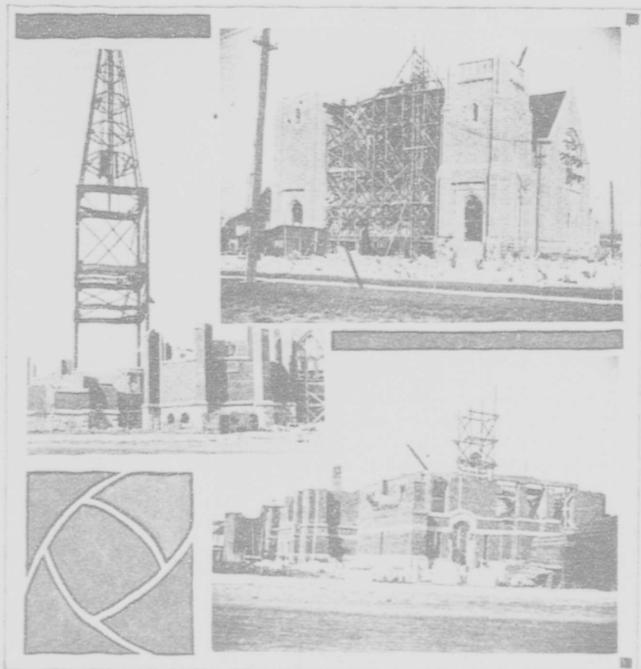
NORTH DAKOTA

MONTANA

Wholesale and Retail Dealers in the Empire State of Canada and the United States  
 The only one of our kind in the West  
 The only one of our kind in the West  
 The only one of our kind in the West  
 The only one of our kind in the West

## 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 a 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



Saskatoon has seventeen Places of Worship. Seven new Churches now under construction at a total cost of about \$844,000.

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 found it impossible to cope with the very heavy demand for 'phones brought about by a phenomenal population increase, and a con-

In seven years SASKATOON'S POSTAL REVENUE JUMPED FROM \$9,985 to \$117,946,—an increase of 1081.23%,—by far the greatest increase in the Dominion.

siderable amount of money expended no less than in other places our service is a

Being a Long Distance station in every direction

Being the only City other large point, Saskatchewan, Central Saskatchewan, settled, and prosperous over two hundred whole Prairie Provinces it is of the railway companies buying, and big buying



## Beautiful S

retailer benefits; and passes the benefit also living in Saskatoon is

As to our stores Canada,—a fact admitted lightful surprise.

If you come here come long ago.

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siderable amount of over-loading resulted. However, the Government has expended no less than \$250,000 in bringing the system to a perfection which places our service in a class by itself.

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

#### 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



Beautiful Saskatoon—another exquisite little scene.

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.

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.

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

## SOCIETY

Strangers who may labor under the impression that our Western life is crude and uncouth, will be pleasantly disillusioned from the moment of 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.

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



Cutting the Ripened Gold.

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.

## 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 reunited.

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

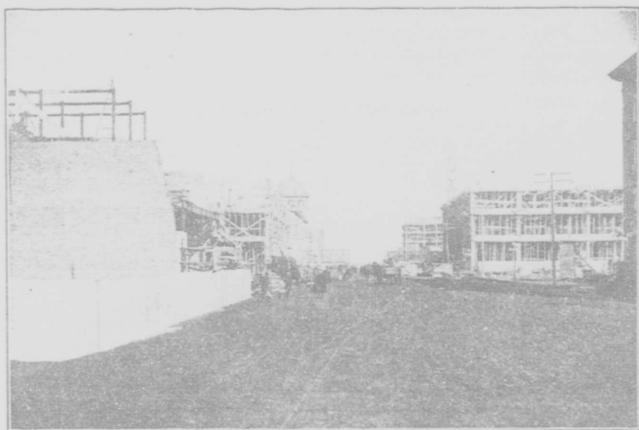
Lots of magnificent land available in Saskatoon's favored district.

Third Avenue  
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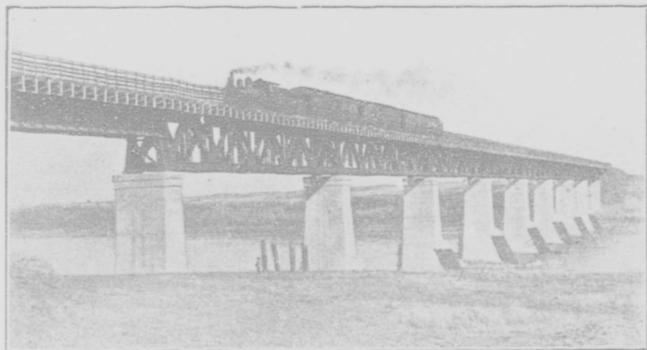
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Third Avenue, looking north from Twentieth Street,—a very remarkable picture of probably the greatest development ever seen at one time on any street in Canada.

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.



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

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.

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.

#### FRATERNAL SOCIETIES

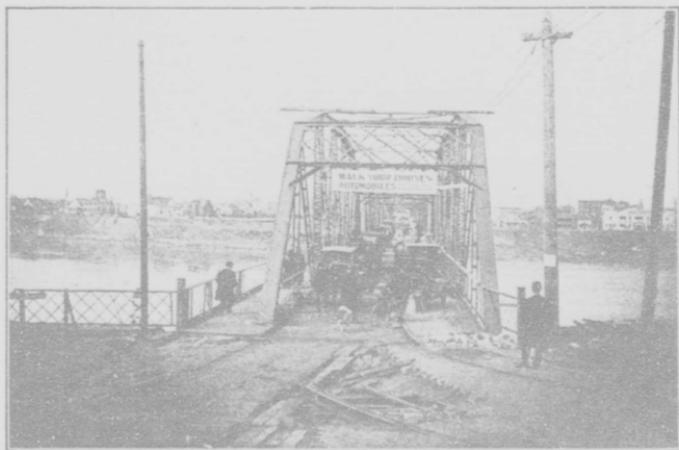
All the leading fraternal societies have their thriving and popular branches in Saskatoon. Upwards of twenty organizations are represented,—a fact which guarantees an extra hearty welcome to many coming here from elsewhere.

#### BRIDGES

Already there are 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 a fact so remarkable must be obvious: 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 self-same time. Such a circumstance not merely demonstrates a rapidity of development beyond precedent, but also a recognition of the importance of our city's strategic, geographical location in the very centre of things, and of the very remarkable commercial opportunities available therefrom.

Our bridges are as follows:—

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



The Traffic Bridge,—another of our four. Note the Traffic: Truly, it is well named.

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

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## RAILWAYS

The splendid 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.

However, the Saskatoon wholesaler even now controls the distributing business over 1,686 miles of operating railways,—a distance greater by 263 miles than that from Winnipeg to Montreal,—which is 1,423 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.



Breaking. Five Gasoline Engines, each hauling six 16 inch bottoms, and breaking in all a forty-foot strip of virgin land. This outfit will handle considerably over 100 acres per day.

- (3) The main line of the Canadian Northern Railway Company from Winnipeg to Edmonton, connecting with Saskatoon via Warman Junction.

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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.

- (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.
- (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 through to Calgary by this summer. 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 Dalmeny-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.

**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 this year,—a development which will give our city further 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.
- (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.
- (17) Line between Davidson and Disley, on the Regina-Prince Albert branch, proceeding northerly and westerly 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.



The type of buildings now being erected. The one on left is the new home of J. F. Cairns' Departmental Store, where any one can buy anything purchasable anywhere. Both buildings now completed and occupied.

#### Hudson Bay Line:

- (19) The Saskatoon-Calgary (Goose Lake) line of the C. N. R. will next 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.



Spadina Crescent, a beautiful residential section on west river bank. St. Paul's Church in background.

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.

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 the Saskatoon significance of this Freight and Passenger Potentiality.

(20) And now for the Westward end of above: 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 Innisfail and Rocky Mountain House, to the headwaters of Braseau 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.



Shorthorn Herd of Mr. R. W. Caswell, Saskatoon, which won every championship offered in shorthorn classes at 1912 Toronto Exhibition,—an unprecedented feat.

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 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, and it is highly probable that this record shall not pass from her for some considerable time.



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Truck Farming near Saskatoon; Big Money in Big Crops that Fetch Big Prices!

A splendid type of people, a fine climate, a magnificent soil, a commerce controlling 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

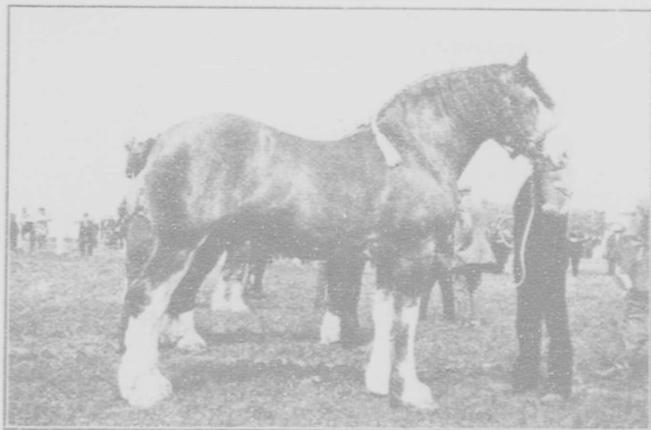
Your own map, or the one on page 25, will show that, with the exception of one line, all the others streak from Winnipeg through the Prairie Provinces, in a northwesterly direction. Only the original transcontinental

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

line does not do so for the simple reason that it was built early in the eighties and prior to all actual knowledge and experience as to the agricultural value of the country to its north. However, it was just the advent of such knowledge and experience that brought about the northwesterly route of all subsequent lines. For, railways do not operate on philanthropic principles. They are purely commercial propositions; and, as they are fed upon freight, they naturally go where most of it is available. Of course they recognize that, in a purely agricultural country, fertility means freight,—and, that is why they all centre at Saskatoon and radiate in every direction throughout the territory adjacent. Were our territory merely ordinary from a productive standpoint, would our railway facilities be so extraordinary?

Now, while fertility means freight from a railroad standpoint, it will be obvious that its agricultural significance is prosperity,—and, nowhere,—in Canada or any other country,—is there a fuller measure of agricultural prosperity than that conspicuous everywhere throughout Saskatoon District. However, as conclusive proof of the fertility of our lands it will scarcely be necessary to do more than point to the phenomenal progress of our City:

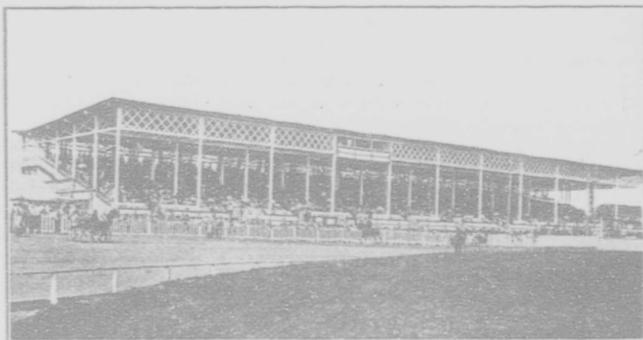
In less than ten years, the population of Saskatoon has increased from 113 to about 30,000,—a record of development without parallel in the whole world. Therefore, in addition to being "The Wonder City of the West,"



Hon. W. C. Sutherland's Clydesdale, "Revelenta's Heir," winner of championships and Sweepstakes, over all other breeds, at Brandon, Regina, Saskatoon and Edmonton, 1912. Mr. Sutherland owns several other noted winners.

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 con-

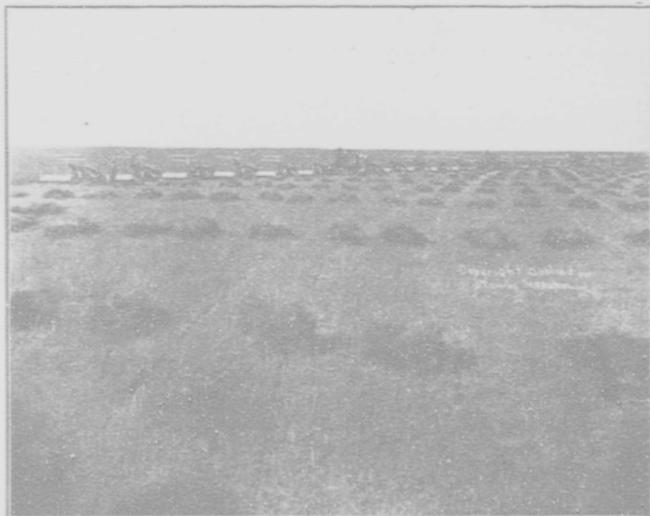
Saskatoon Wholesalers absolutely control the Distributing Business on 1,686 miles of operating railways—a distance 263 miles greater than that from Winnipeg to Montreal per C.P.R., which is 1,423 miles.



Grand Stand, Saskatoon Exhibition, 1912. Standing room only.

trolled 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!



Big Scale Farming: A Sea of Flax near Saskatoon: Four Gasoline Engines each hauling six 8 ft. Binders, cutting in all a 192 ft. swath, and tirelessly doing the work of ninety-six horses.

Sir Thomas Shaughnessy's \$1,000 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 Rothern, in Saskatoon District.

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 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 marvelous settlement that has already taken place and is continually increasing in volume,—and, consequently, the phenomenal growth of Saskatoon City, the commercial center 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 today 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-seven consecutive years, threshing each time a full, fine harvest. Of course, we have very few of such old-timers in our district; but there are no end of similar successes extending to from five to eight years.

If a farmer suffers crop failure here, it is safe to place the fault 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 ignorant. 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,



Our residential sections exhibit a taste in keeping with the culture of our community.

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Second Avenue, looking  
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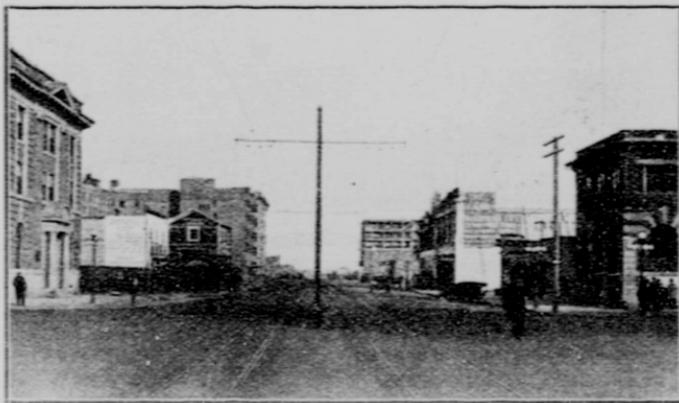
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Saskatoon District. Suel  
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On pages 24 and 25  
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the man who works intelligently for his crop will get it with the certainty of night following day. This is the guarantee of success offered in our District. Let he who doubts come here and see how faithfully this guarantee is fulfilled in an agricultural prosperity which to be appreciated must be seen.

The exceptional fertility of our lands has been largely responsible for the remarkable popularity of our District, and the consequent heavy influx of good settlers, so that our acreage under cultivation expands by leaps and bounds. Indeed so swift is this expansion that our more than fifty implement firms have always found it nearly impossible to promptly handle all the business offered them.

As a further indication of the popularity of 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.



Second Avenue, looking north from Twenty-second Street. Daily Phoenix on right of picture; Bank of Montreal on left. Other buildings indicate marvellous development of past two years.

#### 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!

On pages 24 and 25, it is demonstrated that from Saskatoon, Wholesalers can distribute throughout about 45,000 square miles (now embracing over 220 thriving towns and villages on 1,686 miles operating lines) with much greater economy and dispatch than from any other Western point.

## MIXED FARMING

It is needless to say that lands which produce the world's finest wheat will also grow fine crops of any ordinary kind,—in fact, any crop which can be successfully grown anywhere under similar conditions can be grown here with at least equal success. With our soil fertility, our long summer of steady sunshine, and our annual moisture precipitation of over seventeen inches, how could it be otherwise? Root crops thrive wonderfully and show heavy yields. Thirty tons per acre of turnips and four to over five hundred bushels per acre of potatoes are quite ordinary crops. And remember,



Twentieth Street, looking East from First Avenue.

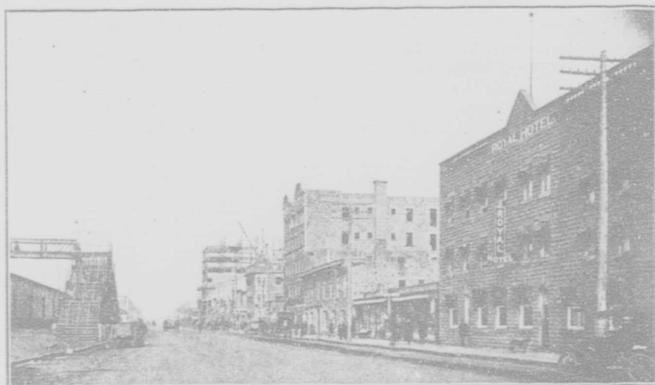
neither barn yard manure nor chemical fertilizer is used. As to the latter crop, it may interest to add that we have no potato bugs or similar scourges, and that Saskatoon consumers have never yet bought their potatoes under 90 cents per bushel!

**ALFALFA:** Quite a number of our leading agriculturists are successfully raising Alfalfa, clovers and other valuable legumes. Some of last season's yields have been quite remarkable and all of them most encouraging. Within the past few years, the production of a large variety of tame fodders has increased steadily, for it has now been demonstrated beyond argument that we can grow most of them safely and to surprising advantage. As a result mixed farming is becoming more and more popular. Certainly, it involves more work and a longer working season than does mere grain growing; but, just as certainly, it brings more money;—and, as a rule, intelligent people don't mind a little more work for a little more money. If you, reader, are familiar with Mixed Farming, we need you here. The demand for your products has always exceeded the supply available. For men such as you, 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

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



First Avenue, looking north from below Twentieth Street.

owners. Milk is always scarce, and at times almost unobtainable. The ordinary retail price is 12½ cents per quart. Here is a great opening for an experienced dairyman with moderate capital.

**STOCK RAISING:** At this year's Toronto Exhibition—the most important of its kind in the world—Mr. R. W. Caswell, of Saskatoon, won every Championship offered in the Shorthorn classes. The achievement stands without precedent in the annals of the great exhibition in question.

Further, Hon. W. C. Sutherland, of Saskatoon, not merely owns the Clydesdale "Bonnie Doon," unbeaten in her class in all Canada; but is also the possessor of the male and female Clydes which cleared up this year's

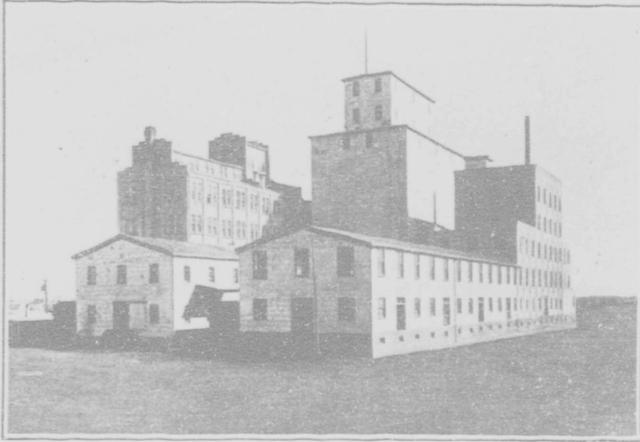


East side, Broadway, looking north,—a center of extraordinary building activity.

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

Championships at Brandon, Regina, Saskatoon and Edmonton,—the stallion winning over all breeds.

The foregoing facts will not be lost upon the intelligent stockman. From them he will draw his own conclusions as to the advantages of our District for the profitable handling of every branch of animal husbandry. Already our live stock industry has become quite important, and cattle,



On 8th August, 1912, The Quaker Oats Company, of Chicago, located their sole Western plant at SASKATOON. This after long expert investigation of our city's recommendations in comparison with those of all other important Western points. The inference is obvious.

horses, sheep and swine are all winning their breeders a very ample and sure reward. Nevertheless, local production falls far short of local demand, as some indication of which it might be mentioned that although sheep, properly handled, will show a net annual profit of over 50%, we are still compelled to import most of our mutton from the United States! Before locating elsewhere, let the experienced stockman come here and investigate. If he comes, he will stay,—that is certain.

**POULTRY:** While progressing rapidly, our poultry industry is still in its early infancy, and has not yet been exploited on anything like a commercial scale. Yet, poultry do splendidly with us, and if intelligently handled, will lay throughout the winter,—and it is safe to predict that, in this country of cheap food, poultry raising shall, ere long, have become one of the most popular and profitable branches on the farm, just as it now is in the United States, where the conditions are no more favorable than ours. In the meantime, fowls here are never plentiful and always dear, most of them being imported from distant parts, over long and expensive railway hauls. There is more money in poultry than in wheat to the man who knows his business;—and we can do with many such men.

In seven years SASKATOON'S CUSTOMS REVENUE JUMPED FROM \$15,215 to \$1,412,043, an increase of 9183%,—by far the greatest increase in the Dominion.

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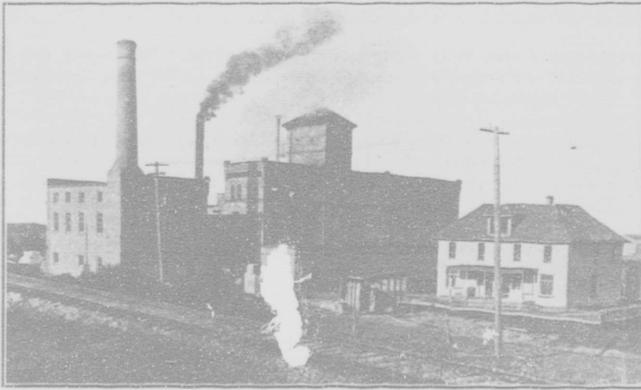
**MARKET GARDENING:**

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.

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.



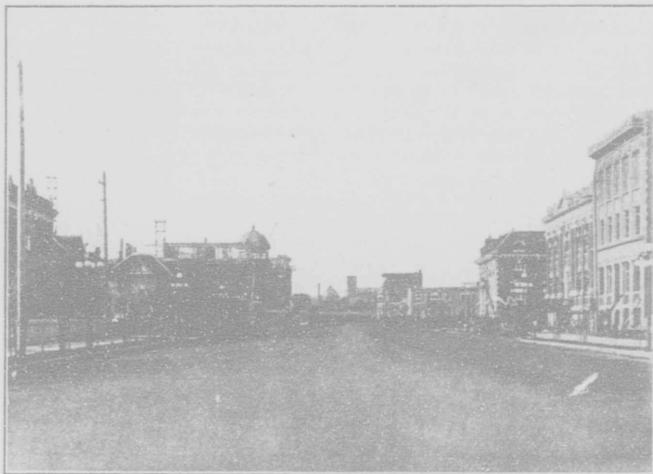
With our Exceedingly Fine Water and their Highly Modern Plant, the Hoeschen-Wentzler Brewing Company's Beer is, admittedly, second in quality to none in the Dominion.

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.

**HOMESTEADS**

When one remembers the exceptional fertility of Saskatoon District, and the surprising 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

Saskatoon's is the Cheapest Steam Generated Electric Power in the Prairie Province



Twenty-first Street, from Spadina Crescent, looking west toward C.N.R. Station. City Club on left. Oddfellows Building, Masonic Temple and Court House on right.

7,500 available homesteads; but on 1st January, 1913,—two years later,—only about 1,700 remained. Therefore, do not delay too long. The heavy demand for our homesteads will convince us as 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 about SEVENTEEN HUNDRED AVAILABLE FREE HOMESTEADS on 1st January, 1913, or in other words, TWO HUNDRED AND SEVENTY-TWO THOUSAND 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 500 times 6 cents, the Government actually gives the settler \$6 worth for 2 cents. Were an 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.

Why not investigate Saskatoon's Industrial Opportunities? One of them might be YOURS.



A Corner of Saskatoon  
sale houses hand  
Prairie Provinces  
alone.

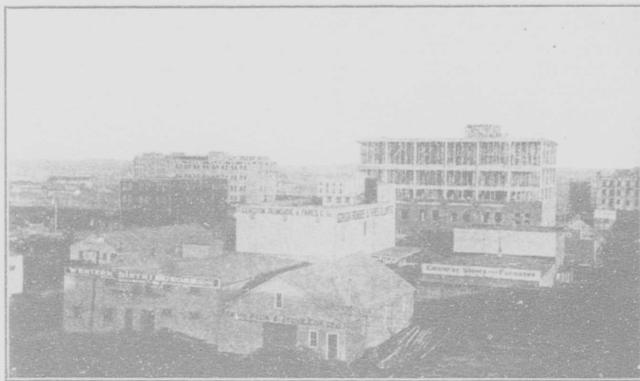
#### Synopsis of

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Saskatoon District  
and abounding success.



A Corner of Saskatoon's Wholesale Section where over two hundred wholesale houses handle the second-largest distributing business in the Prairie Provinces, its volume being exceeded by that of Winnipeg alone.

#### 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.



Canadian Pacific Railway Station.

Saskatoon District needs mixed farmers, and offers them an assured and abounding success.

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.

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 today is available, might be gone tomorrow. And it is perhaps well to mention here that 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.

#### WHOLESALESMEN AND MANUFACTURERS

Saskatoon now has THE SECOND LARGEST WHOLESALE DISTRIBUTING BUSINESS IN THE PRAIRIE PROVINCES, being exceeded by Winnipeg only. This statement will not seem so remarkable when it is remembered that Saskatoon's OVER TWO HUNDRED WHOLESALESMEN control beyond competition THE WHOLESALE DISTRIBUTING BUSINESS ON 1,686 Miles of operating Lines,—(or 263 miles more than distance from Winnipeg to Montreal per C. P. Railway:) radiating throughout a territory extending to no fewer than

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 three years).

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

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.

Seven years ago Saskatoon had 296 school children; today she has 3,397!!



Saskatoon Tent

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Saskatoon Tent & Mattress Factory.—a prosperous and rapidly expanding concern.

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 of page 24, whereon 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 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 EIGHTEEN MONTHS!** And there is room and business for them all. Every wholesale house in our city today is doing a heavy and profitable turn-over, which a little investigation will confirm.

#### INDUSTRIES

In the first place, **SASKATOON'S IS THE CHEAPEST STEAM GENERATED ELECTRIC POWER IN THE PRAIRIE PROVINCES.** Further, our city possesses an **INDUSTRIAL LEAGUE** toward which its citizens—**WITHIN FOUR AND-A-HALF DAYS**—subscribed **ONE MILLION DOLLARS (\$1,000,000.00).** This organization exists to encourage the location of suitable Manufacturing concerns, to which end the City of Saskatoon is also prepared to grant generous concessions.

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 Thomas Shaughnessy's \$1,000 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.

today she has

Already, our Industrial Life is well awakened and showing a continual increase fully in sympathy with the phenomenal development of our city. But the advent of next Fall will bring about a marked and most important expansion, as several large and well known manufacturers have recently completed arrangements to locate.

Of course, with her geographical location and railway facilities, and with an unlimited supply of the world's finest wheat and other cereals at her door, this City cannot escape her destiny as a great milling center. And in the foregoing connection, coming events have already cast tangible shadows—for, last August THE QUAKER OATS COMPANY OF CHICAGO decided to locate their SOLE WESTERN PLANT AT SASKATOON. Thus, our Industrial proposition has received the practical endorsement of this, the largest concern of its kind in existence,—a concern whose name is a household word all over the world. And, remember, Saskatoon was not selected until after long and very deliberate expert investigation of her recommendations in comparison with those of all other important Western centers. The inference is obvious.

In conclusion, we are respectfully convinced that there is nowhere a location more favorable than Saskatoon for any industry that may be profitably operated in Western Canada and all we ask is that those interested will kindly permit us to demonstrate our contention.



## THE SETTLER'S TWELVE COMMANDMENTS

(Revised)

Wheat Raising in a Nutshell:

COPYRIGHT—Canada, 1913—Saskatoon Board of Trade

- (1) Break the land one or two inches deep; but as shallow as possible. Turn the sod right over so that the grassy side is lying down flat.
- (2) Breaking should be done before the end of June, and, if 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 sod has rotted. In back-setting, the sod is simply put back into its original position, the grassy side up, and about one to two inches of earth brought up with the plow to cover it. Disc and harrow immediately after back-setting.
- (4) Frequently, the newcomer does not arrive till late in June. In the case of breaking done late in June, plow DEEP,—say, four inches,—and DO NOT BACK-SET; but, merely disc thoroughly, 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. If this second harrowing is done after the crop is up about two inches, so much the better. The use of the land packer will add at least five bushels per acre to the crop.
- (7) DEPTH TO SOW: Scrape back the surface of the ground with the hand so as 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 burned 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 after June. Experience has proven that one early plowing is better than two. Weeds absorb much moisture. Keep down weeds by cultivation, and so conserve the moisture in your summer fallow. In the Spring following, put in your crop as per SIXTH Commandment.
- (11) After cutting the first crop from summer fallow, where the land is clean, allow it to lie until 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.

To clean land foul with couch grass, French weed, mustard, wild oats or other noxious weeds, burn off stubble early in Spring, and double disc and pack. Then let land lie for three weeks and disc and harrow, thereafter seeding heavy to barley.

- (12) Sow a bushel and a half of wheat on new breaking and on summer fallow; and a bushel and a quarter on stubble. Before seeding, all seed should be treated for Smut.

SENATOR E. J. MEHLICKE, Dundurn, Sask.

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

COMMISSIONER F. MACLURE SCLANDERS.

F. R. C. I., F. R. II, S.  
Saskatoon Board of Trade.



Second Avenue, Saskatoon, looking North from Twentieth Street—This was Prairie only a few years ago: To-day it is probably one of the Busiest Business Thoroughfares in the Dominion.

1913 EXHIBITION DATES—AUGUST 5th, 6th, 7th, and 8th.