

THE ENGLISHMAN
AND HIS OPPORTUNITY

WESTERN
CANADA

THE LAST AND GREAT WEST

THE BRITISHER WHO COMES TO WEST CANADA
SEEKING BY INTELLIGENT HUSBANDRY AND
UNSTINTED LABOR TO EARN AND MAINTAIN
A COMFORTABLE LIVELIHOOD WILL FIND THAT
EVERY ENCOURAGEMENT OF NATURE LIES READY
TO HAND. DIFFICULTIES MAY CONFRONT HIM AT
FIRST, BUT SUCCESS WILL BE HIS IN THE END.



BRITISH PAPERS during the last few years have given a great deal of space to Canada. There have been many kind things said about the great Dominion that were true, just as there were many unkind things that were not true, either. Over-zealous land agents have printed the picture in too lurid colors, and some disappointed Englishmen who, for any one of a hundred good reasons did not "make good" in the new country, prevailed upon the editors of papers at home to publish letters that did but sorry justice to a real land of promise.

Since coming to Canada from England five years ago, my work had kept me constantly on the move. There are few corners of this great country that I have not visited, so I may claim to be rather familiar with conditions here, and I am going to set down a few facts that no one will be able to controvert, for they are what I present them—facts.

Certain Success for Adaptable Men

Canada—like every other progressive state on the face of the earth—has not a single vacancy for "the square man in the round hole." In spite of that, he comes encouraged by an over-zealous immigration agent who has not taken account of the man's unsuitability for changed conditions.

Broadly speaking, the success of the man or woman of natural adaptability and tact is assured beyond all doubt in this country. It does not follow here any more than it does elsewhere that because a man has been a cobbler all his life he cannot fare successfully.

Fortunes Lying Fallow

Of the many opportunities that present themselves to the intelligent and industrious settler, I should like to refer here to market gardening around Winnipeg, in which occupation there are many substantial little fortunes only awaiting to be gathered up. The first condition of profitable production of anything is a good and sufficient market. All of the advantages of production in the world cannot compensate for the lack of an adequate market; in fact they aggravate the situation by causing a glut that brings prices down so near the cost of production—or even below it—that the producer is pretty soon put out of business.

No such conditions exist about Winnipeg in relation to the market gardening industry. Here is a state of being where soil splendidly rich and thoroughly capable in a market garden sense, lies contiguous to a city that is conceded to be one of the best markets in the world for all kind of goods in which the people indulge themselves, and these be many and varied. One of the many is fresh vegetables. Evidence taken from the wholesale dealer at his depot of supplies, from the retail storekeeper, and from the consumers themselves, all piles up on the same point of proof—that the one hundred and fifty thousand people that make up the population of Winnipeg have hearty appetites for fresh vegetables of all kinds. And more; have financial ability and willingness to pay for what they like in grub, gaiety or gorgeous raiment.

Thus supplied with a good market for his produce, the market gardener who elects to do business in or around Winnipeg finds soil and climate in close accord with the sharp demands of the people for fresh vegetables and plenty of them. Western Canada has the finest summer climate to be found on the face of the earth; its days of enduring sunshine are joined to abundant rainfall, and

all sorts of vegetable growth are swift, sure and splendidly luxuriant.

Those who know how to take advantage of opportunity will find that there are fortunes to be made in market gardening around Winnipeg.

Hovels and Palaces

The writer knows among a few score, cases of "successful transplantation," an Englishman in Saskatchewan who with his wife, daughter and two sons has scored one of the best records in home building and crop raising in that wonderful prolific province, and whose only practical knowledge of farming was in handling the draft-horses employed in his business of a suburban laundry in England before he came west less than five years ago.

The same conditions that determine success or failure all over the world obtain here. They are not in the individual, not in his environment. "From the same material one man builds hovels and another palaces." That is as true of life in England as it is in Canada to-day.

The Man Canada does'nt Want

The brightest prospects that are held out to aspiring home-seekers and fortune-hunters in Canada may be realized with the same facility to-day as at any period in the past. The price of hard work for a few years; but it is cheerful occupation and there is a guaranteed return for a man's labor and money employed in mixed farming as well as in other directions in Canada that is not in the gift of any soil and climate on the globe—the Argentine alone excepted.

The man who Canada can afford to do without is the "cobbler or candle stick maker," who cannot or will not turn his hand to

anything else. The cities at the present moment are well supplied with that type of "Settler." He is the fellow who comes out with no aptitude whatever except for "his own job" and because he finds there are "no hands wanted" he goes home or writes home his wail of complaint.

On the other hand "not a single man or woman of good character need hesitate to come out to Canada with the purpose of taking a share in the cultivation of some part of her productive possibilities. Whether he or she is possessed of Capital or not is a matter of secondary consequence, but to be perfectly frank, for some time to come at least, it is needful that the immigrant who is to be of real and permanent use to himself as well as the state "must produce."

In market gardening, grain growing or in the breeding of stock, the chances are, despite all discrediting statements, the very best that any territory on the earth can offer to-day. With the slightest possible qualification, Canada's one source of wealth is in the land and it is by the cultivation of the still fallow lands that cities will grow and commercial enterprises will be fed as has been the case with the great republic to the South.

Greater Scope Than at Home

Not one but scores of business houses in Winnipeg and at other points in the West are prepared to assist intending settlers of the right type to the very last point that does not compromise their independence. The "right type" is indicated by the words "integrity", "industry" and "thrift." There are scores of thousands of English men and women who can respond to all of these and who today are eagerly seeking for a better return for their labor than they can possibly obtain in the growing congestion of things at home.

They have all the elements of success within themselves. They may be possessed of a little capital but they don't know just how

far that capital will go in establishing themselves in Canada. Some of them may have formed independently in a small way or have been employed as farm hands all their days; they are making a living and possibly saving a little but they fear to risk an assured position at home and take their chances abroad.

It is just here where the "assistance" referred to fits in and which is positively at the disposal of the satisfactory candidate. He may purchase a piece of land within easy reach of the market and he need not pay a cent of his ready money capital for two or three years and then have a period of at least ten years to complete the purchase.

Making Good On The Land

Not only so but assistance will be given to a bonafide settler who comes with the serious and single purpose of "making good on the land" even to the extent of being provided with the necessary stock and implements to make a start, and the land broken free to still further lessen the burden of a first effort. The only consideration is that he will actually occupy and cultivate the land and for which the owners are prepared to take payment in portion of the resulting crops.

The writer knows of specific cases in which the buyers paid \$30.00 per acre and \$15.00 respectively. The former was a very choice piece of land near to the social and educational advantages of a large town and the latter enjoyed the same favorable position but was not quite such good land throughout, but had the very best grazing where it could not be used for cereals or root crops.

In the one case the payments were completed in seven years, and in the other five years were found sufficient to acquire a clean bill of rights to the property, and both men are wealthy citizens to-day.

This does give assurance that is certainly needed in the face of the misrepresentative and conflicting statements which have been circulated in the old Motherland where it is impossible to verify on the spot one account or another.

It provides an opening at once for the family or for the young couple without children who are rightly advised that they should not take up a homestead at a point far distant from social life, at least until they have had experience which they can only acquire by living in close touch with neighbors who are farming to some purpose.

The Man With A Bit of Capital

Candidly the homestead now available and until the railway system has been further developed, are too far away from the railways track. But it is only a question of a few years of legitimate development until these points have been opened up where some of the finest land on the continent will be brought within easy reach of the world's markets.

In the meantime and while the newcomer is gaining experience and paying by his labor for a piece of land that can never depreciate in value, he is not precluded from selecting and acquiring his homestead. But the writer cannot advise penniless individuals to come out in the hope of taking up homestead duties at a remote point from the railway with the expectation of making good on it right away.

The man with a bit of capital cannot fail to employ it to far better purpose in Canada than he is ever likely to use it at home. He need not "risk" it until he has had every opportunity to test his investments on the spot. It is broadly on the land the value of which by the legitimate process continues to increase with every season in which it has come under the hand of the cultivator.

In the more thickly populated centres, land values have increased enormously within the short period of five years, many of these, no doubt, have been rushed up to a fictitious figure by real estate jobbers, but where large manufacturing and wholesale houses have been compelled to establish themselves in response to a demand that is almost unprecedented in its all but instantaneous growth, these values are at once legitimate and permanent.

A Splendid Future for Labor

This is notably the case with Winnipeg—Canada's great half-way-house from coast to coast and the Mecca of American immigration. At the present moment, the tide of experienced farmers who are selling out in the United States and coming across the line is out of proportion to all previous records. The class of European settlers is also more suited to the agricultural life than in former years, but the States people are to gain the ascendancy unless the Mother Country makes up to a knowledge of what has been common property in the hands of the Americans for a long time. They see a splendid future for their invested capital and labor in the new country, not only in the agricultural pursuits but in manufacturing the commodities on the spot that this ceaseless inflow of new life calls for.

Speaking generally of Canada and with a full knowledge of all the laudatory statements that have been published regarding the country, the writer emphatically states that all experience of his own is to the effect that not a single case need be turned down in which any man or woman of industrious, sober and frugal habits come out by intelligent husbandry seeks to make two ears of corn grow where only a blade of prairie grass grew before; to raise a herd of beef or dairy cattle on pastures where the buffalo were wont to roam, and send into the markets of the world some sheep, pigs or poultry from points where everything lies fallow and every encouragement and support of nature lies ready to the hand of the men who will work.

Further literature will be supplied free to those who are interested in the opportunities of Winnipeg and Western Canada. Special Reports will be furnished on the manufacturing possibilities of your line of industry by addressing

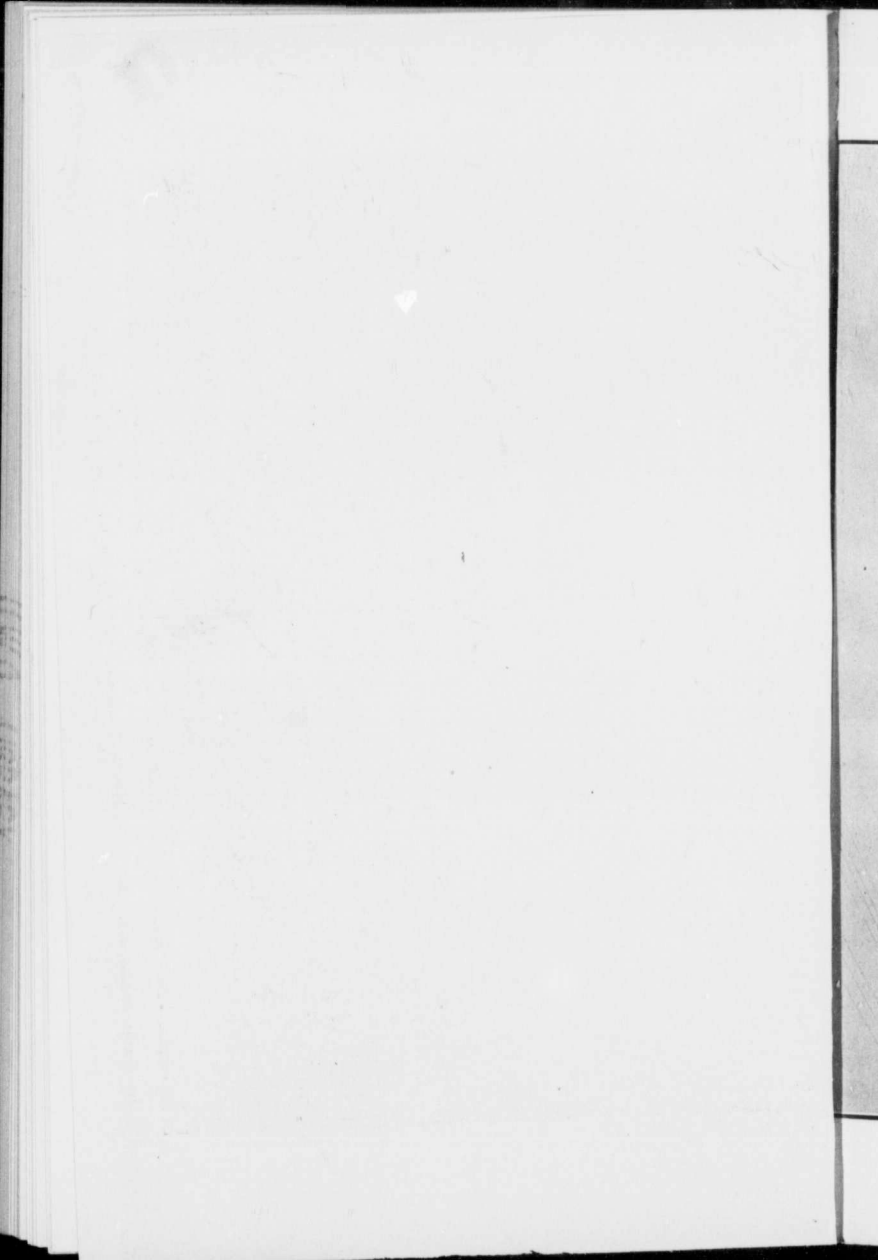
CHAS. F. ROLAND, Commissioner,

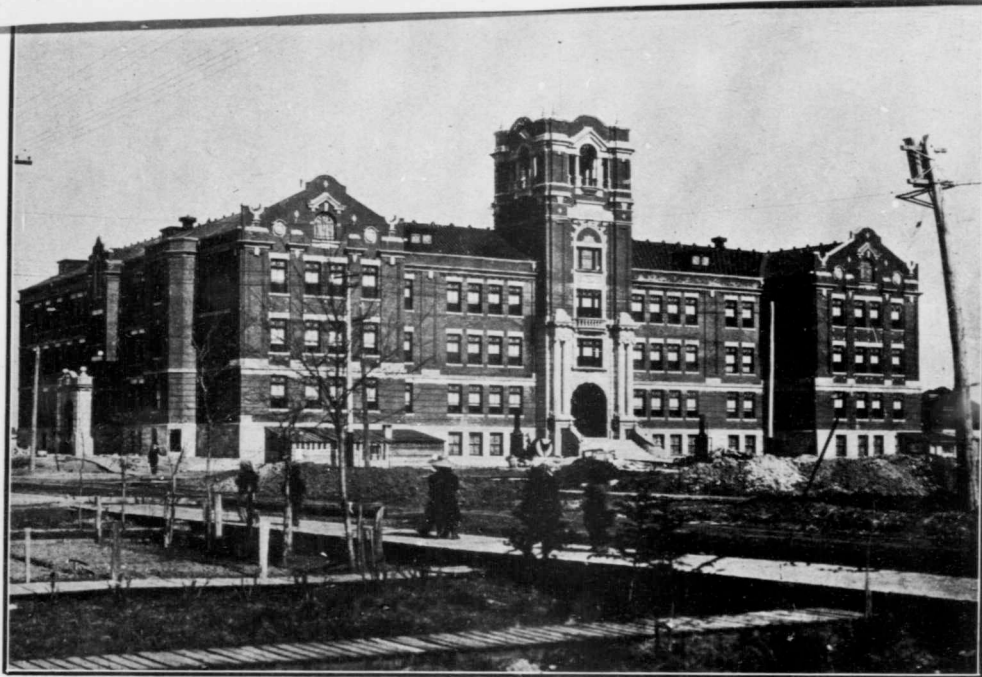
Winnipeg Industrial Bureau,

Winnipeg, Canada.



National Home Re-Union.—In 1911 the Bureau originated the Home Re-Union Movement, now adopted by 25 Canadian Cities. In twelve months Winnipeg assisted over 1,300 people from Great Britain, wives and families of deserving British workmen.





Technical Education in Winnipeg.—St. John's Technical School, one of Winnipeg's handsome new educational institutions. Under the auspices of the Winnipeg Industrial Bureau, "technical talks" are now given to the higher grades in all the leading schools in the city, by leading local men interested in the various industries. Winnipeg has two of the above institutions, the other being the Kelvin Technical School situated in another district of the city.