

Town Talk

LAND DEPARTMENT
CANADIAN PACIFIC RAILWAY COMPANY
WINNIPEG MANITOBA CANADA





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Canadian Pacific Railway Company
WINNIPEG, Manitoba, CANADA

1911 or 1912



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COMPETITION, it is said, is the life of trade, but in the literal application of this rule to city conditions it might be affirmed, with equal truth, that competition leads to the death of traders, inasmuch as it means the survival only of the strong. From the large number of inquiries received by the Land Department of the Canadian Pacific Railway it is evident that this stress of competition has been felt most severely in many of the centres of commerce in Eastern Canada, the Old Country and the United States, from



A Typical Country Store in New Town

whence the majority of these inquiries emanate.

As a provider of ways and means Western Canada has proved a veritable panacea for many of the ills with which human ambitions are afflicted, and while it is true that here, as elsewhere, fortunes are not to be had for the asking, yet it would be difficult, if not impossible, to point to a land where persistent effort, intelligently directed, will result in as generous a measure of independence as is almost certain to be obtained in Western Canada; and where the problem of adequate returns for capital and labor invested is so satisfactorily solved. Along the main and branch lines of the Canadian Pacific Railway, which now traverse

the prairie provinces in all directions, many thriving business communities have been established. So vast, however, is the agricultural territory to be served and opened up that, notwithstanding the thousands who have thus been enabled to avail themselves of the business openings thus afforded, there are still, with the continued construction of additional branch railway lines, numerous opportunities for engaging in profitable business undertakings, and if a perusal of this pamphlet shall serve to direct the attention of those less fortunately situated to the superior advantages enjoyed by the country merchant of Western Canada, its purpose will have been accomplished.

Ogema, Saskatchewan,
January 16, 1911.

We are pleased to report that since we established our general store at Ogema, the present terminus of the Weyburn-Lethbridge branch Canadian Pacific Railway, trade has been very active and we look for a continuation of good conditions throughout the coming season and seasons. American farmers have been flocking into this district for some time past and there is also a large Old Country settlement, English, Scotch and Irish. These settlers are purchasing large quantities of supplies at all points on this branch and particularly at Ogema where there are now several good business openings. It is our opinion that the storekeeper who chooses a location in a progressive agricultural district is assured of adequate returns for capital and labor expended.

—Moffett & Robertson.

NO GOOD-WILL TO PURCHASE

An attractive feature of beginning business in a new town in the west is that not a dollar has to be expended for the purchase of good-will, trade connections, book debts or any of the other appendages of an established concern. Except in rapidly growing communities the majority of business changes are represented by the transfer of established trade from one man to another; hence, the man who would engage in business under such conditions is almost invariably confronted by a demand upon his capital as compensation for good-will,

stock-in-trade, lease privileges, etc., which may represent a substantial amount varying from hundreds to thousands of dollars. While in many cases the value of such connections is no doubt fairly estimated, it is frequently the fact that inflated valuations may be placed upon these things, from which it is evident that the pursuit of business in a large city may provide many pitfalls for the unwary. The contrary is the case, however, in a new country town where the merchant has the opportunity of establishing his own trade connections, and is entirely free from those vexatious initial conditions which may confront him elsewhere.

CAPITAL REQUIRED

The amount of capital required to begin business will, of course, vary considerably in accordance with the conditions encountered, as there are many factors to be taken into consideration, but it need not be so large as is generally supposed. Suitable business sites can be purchased from the Railway Company on exceptionally favorable terms, and the first modest store can be erected at a very reasonable cost. It is not necessary to incur a large outlay in fixtures at first, as these can be added by degrees in proportion to the growth of business. The merchant himself is the main factor in the building up of a successful trade.

VARIED INTERESTS

The impression prevails that country conditions are apt to prove monotonous as compared with the bustle of city ways. On a little reflection, however, a good case can be made out for the country merchant who, not infrequently, combines many offices in one. He may conduct a general store business, act as village postmaster, hold an implement or coal agency, and in addition act in some public capacity in connection with the administration of village affairs. A man with so many varied interests at heart can scarcely be accused of leading a life of monotony. Further, it might be affirmed that the average city tradesman compelled, by stress of competition, to devote his whole attention to the

fostering of his business, has very little time or opportunity to engage in pursuits other than those immediately connected therewith.

COMPETITION IS REGULATED

An ever-present danger in the conditions which confront the struggling city merchant is the possibility of the big competitor setting up a more pretentious establishment across the way or next door. While this element can never be entirely eliminated, this distressing competition is not nearly so evident in the country town where personality and knowledge of one's customers count for more than mere

Elbow, Saskatchewan,
January 24, 1911.

I have been carrying on my business as a general merchant and jeweller in Elbow, Saskatchewan, on the Outlook branch of the Canadian Pacific Railway, since the year 1907, being the pioneer merchant of the town. The population has increased to 350 and the tributary farming population is nearly 4,000, which adds considerably to local trade. I have found business conditions most satisfactory, and there is no doubt that jewellers should, as such, or in conjunction with another business, be able to select numerous opportunities to profitably establish themselves in many of the new towns springing up along the extensive and constantly increasing branch lines of the Canadian Pacific Railway.

—Joseph La Berge.

window show. An analysis of conditions in a village with a population of 200 (tributary farming population 600) shows the following trades and professions represented: Lumber yard, hotel, telephone, two general stores, shoe store, drug store, two farm implement stores, livery stable, meat market, barber shop, baker and confectioner, pool room, harness shop, blacksmith shop and doctor; from which it will be seen that the trade of the village and district is most equitably proportioned. In divisional points and temporary railway termini, competition is of course more active, but the opportunities are greater.

CONDITIONS ARE DEPENDABLE

Country trade may be roughly classified into three sections: (1) trade derived from farming population, (2) trade derived from village population, (3) trade derived from travellers and transient population. By far the most important and dependable custom is, of course, that contributed by the farmers, and a very conservative estimate places the average tributary farming population at 500. Oftentimes this is greatly exceeded, and some small towns claim a tributary population up to 5,000,



Store of Mr. J. LaBerge, Pioneer Merchant and Jeweller of Elbow, Saskatchewan.

from which it will be seen what great opportunities there are for building up a reliable and permanent trade connection. Calculating the village population at from 200 to 1,500, it is evident that from this source also may be gathered a considerable amount of trade. The transient trade is, of course, an uncertain factor, but as a general rule it is no inconsiderable item and is a feature of the country trade which is more or less influenced by attractive window displays.

ADVERTISING EXPENSES ARE MODERATE

It has become an axiom that the success of any business depends largely upon the amount

of effective advertising accomplished, and no man can expect to build up and maintain a city trade without setting aside a very considerable appropriation for advertising expenditure. The intense competition, however, which forces a city merchant to undergo such heavy advertising expenses, is absent in the country, and effective advertising can be done at a very reasonable cost. Country newspaper space is cheap, and by this means, attractive store arrangement, the occasional distribution of circulars, and intelligent personal effort, the country merchant may, at a minimum expense, keep his business with sufficient prominence before his customers.

Macklin, Saskatchewan,
January 6, 1911.

Since coming to Macklin in 1909 I have had every reason to be satisfied with the volume of business which has developed. Macklin is 163 miles west of Saskatoon, and the general store which I have established under the name of the Macklin Trading Company derives a large amount of business from the tributary farming territory, in addition to a good local trade. Last year we sold from our store upwards of fifty-three carloads of goods, which will give some idea of the amount of trade which a country general store can do. The general growth of the country and the large number of incoming settlers both contribute to this result. The new towns which are continually being established on lines of the Canadian Pacific Railway in Western Canada, all afford similar opportunities and careful business management in a well selected location will be repaid by substantial profits in almost any line of business.

—Macklin Trading Company,
Per Chas. Eyre.

CITIES MAY BE EASILY REACHED

It does not follow that the country merchant, by reason of his vocation, is necessarily isolated from important centres of commerce. A glance at the map will show that along the lines of the Canadian Pacific Railway it is now possible within a few hours to reach some large centre. It would be difficult to point to a town which is more than a day's journey distant from the nearest city, and it is a well known fact that country merchants periodically

visit their nearest distributing point and do their own buying among the wholesale houses. At the same time he is, as a rule, situated far enough away not to be affected by competition from this source.

TELEPHONES AND TRANSPORTATION

The progressive telephone policy adopted by the provinces of Western Canada has proved a great advantage to country residents and the more enterprising towns and villages have not been slow to install local and long distance telephones. During fine weather many of the prairie trails are particularly adapted to automobile travel, and these useful vehicles of transportation are daily becoming more frequently used. It is no uncommon thing to count six or eight automobiles in a small village, and many farmers are pro-



The Macklin (Saskatchewan) Trading Company

viding themselves with these machines both as a luxury and a means of rapid transportation. Efforts are constantly being made to provide increased railway facilities, and the train service varies generally from a tri-weekly to three or four trains a day service, according as the line is newly constructed or established for some time, and to its relation to other branches. That such results are accomplished in such comparatively new territory should sufficiently indicate that on the whole the merchant does not suffer for lack of means of communication. The good roads propaganda which is sweeping through the western provinces will, when put into effect, greatly enhance the usefulness and pleasure of automobiling.

MERCHANTS MAY OWN THEIR PREMISES

The proportion of business and professional men owning their own premises and stores in a city is insignificant. Contrast this with the fact that practically every merchant, professional and business man in the new towns of Western Canada completely owns his store, office and residence, thus banishing the rent problem. This most desirable condition is made possible by the low price and favorable terms at which town and residential lots may be purchased when first offered for sale. The terms upon which this class of property may be secured from the Canadian Pacific Railway Company are as follows: One-third of the purchase money in cash and

Weyburn, Saskatchewan,
January 10, 1911.

My business, that of a stationery and fancy goods store, in Weyburn, Southern Saskatchewan, has been most satisfactory, so far as returns are concerned, since I established it in 1908. Business activity in Weyburn has been stimulated considerably by the steady influx of settlers, a condition which will continue for many years to come and which favorably affects business in the majority of new western towns. Some of the smaller towns of the west have perhaps not yet sufficient resources to support a stationery business alone, but this line could be, and is, profitably added to many other staple trades.

—D. C. Nixon.

balance payable in two equal instalments in six and twelve months respectively, with interest at eight per cent. per annum. Generally speaking, the average price for a well located business lot is \$300.00, and for a residential lot \$100.00. Many merchants clear sufficient in a few months to entirely pay for their property and buildings, and show a handsome profit in addition; so that it is within the means of everyone to own his property, which usually increases considerably in value.

OPENINGS IN A NEW TOWN

In order to convey a clear idea of what is needed, and therefore of the business and

professional openings in a new town, the following list is reproduced from the directory of a town of 700 population: Two hotels, two general stores, two hardware stores, three lumber yards, three livery and feed stables, two restaurants, drug store, tinsmith, blacksmith, meat market, barber shop and pool room, bakery, jewelry store, two real estate offices, physician, furniture store, bus and transfer line, harness maker, newspaper, shoe store, laundry, photograph gallery, two banks, four contractors and builders, four painters and decorators, millinery store, immigration hall, veterinary surgeon, three churches, opera house, machine shop, barrister, grain elevators, flour and feed store, dry goods store, stone mason, Dominion lands office and

Outlook, Saskatchewan,

January 11, 1911.

That Western Canada contains good locations for small newspaper plants to operate with an adequate margin of profit is apparent to us from our experience at Outlook, the first divisional town northwest of Moose Jaw on the C.P.R., where we established a newspaper, "The Outlook," in February, 1909. Since then we have added steadily to our plant which now comprises Catler press, Gordon press, Mentages folder, stapling machine and a full assortment of type. Our list of subscribers is about 1,300, and increasing, and the local business men patronize our advertising columns to a generous degree.

—J. J. White, Manager.

telephone exchange. In 1910, not less than forty new towns were established along the lines of the Canadian Pacific Railway. In some of these, business and professional openings occurred to the number of 100 and in others possibly only 25. At the low average of 50, however, it may be assumed that no less than 2,000 opportunities of the nature before described occurred in new towns last year along the prairie branches of this Company. No doubt the close of 1911 will see the record of last year fully equalled, if not surpassed, as the programme of railway construction is increasing, and the enormous number of available business and professional openings will therefore instantly be apparent.

CONDITIONS ARE IMPROVED

A number of factors contribute to make the lot of the present day merchant considerably more advantageous than would have been the

Kerrobert, Saskatchewan,
December 19, 1910.

We established a general store business at Kerrobert the day after the first sale of lots, which took place on September 14th, 1910. The growth of Kerrobert since that time has been very rapid and business conditions have fully measured up to our expectations. Our store has a frontage of sixty feet and the business has warranted us installing up-to-date fixtures. Although, at date of writing, Kerrobert is not yet more than three months old, upwards of 50 business and professional men have located here and future prospects are very bright.

—Hoggarth & Clendenan.

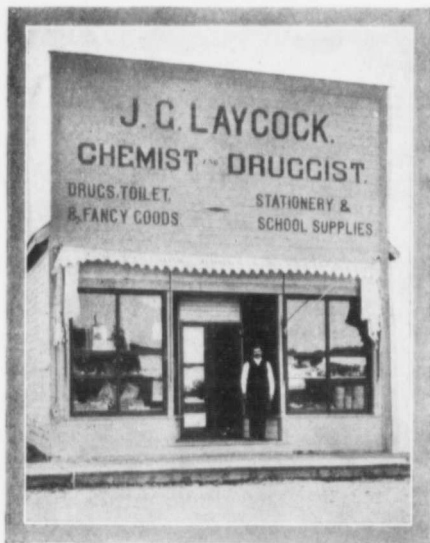
case a few years ago. In the first place, as has already been pointed out, transportation facilities and methods of communication have been greatly improved. Another, and probably the most important consideration, is the tremendous influx of settlers from all parts of the world, particularly from the Old Country and the United States. This will continue until the vast areas of the West are taken up. In place of the pioneer, who, a few years ago,



Two Months' Old Store of Hoggarth & Clendenan,
Kerrobert, Saskatchewan

brought little or no capital with him, is coming the wealthy American farmer who has sold out his valuable holdings in the States and is bringing in large sums of money. These

men are settling in the vicinity of new lines of railway and naturally prove good customers. In closing a description of settlement, a western newspaper said recently: "The towns cannot



An Asquith Druggist

Asquith, Saskatchewan,
December 21, 1910.

In March, 1907, I established a drug store business in Asquith, west of Saskatoon, on the Pheasant Hills branch, and in that year while Asquith was the terminus of the railway, business conditions were exceedingly good. The railway has now gone beyond Asquith and while trade has not been as brisk, business has been steady throughout. I am firmly of the opinion that many of the new towns being established along the lines of the Canadian Pacific Railway afford exceptional inducements for druggists to locate.

—J. G. Laycock.

get their freight in fast enough for the demand, and many thousands of dollars are being turned over the storekeepers' counters daily." Another encouraging feature is that a large

number of homesteaders have now received, or are about to receive, their patents and do not need to ask for credit from the merchant to the same extent as formerly. Many of these

Wilkie, Saskatchewan,

January 5, 1911.

We built our hardware store in Wilkie in the spring of 1909, commencing business immediately on completion of the building. We put in a foundation suitable to carry two stories if found necessary, and we are glad to state that business has enlarged to such an extent that it will be necessary to put on one of these stories in the coming season. We have found business a great deal better than we contemplated at first, and we think that any person desirous of going into business for himself cannot accomplish his purpose to better advantage than by starting up with the establishment of a new town in the west. We consider that one of the attractive features of starting business in this way is that there is no good-will to purchase.

—Dulmage & Spark.

homesteaders are also disposing of their land to farmers with capital. There is no doubt that under this new and still more prosperous regime the book accounts of the country



An Attractive Hardware Store, Wilkie

merchants are much more reliable, and in this, as in other respects, the western store-keeper of to-day has a distinct advantage over his predecessor.

HOW TO SECURE TOWN LOTS

Town lots may be secured either direct from the Land Department or through local sales solicitors who are furnished with applica-



Premises of the Lemberg Budget—Small, But Busy All the Time

tion forms, price lists and plans of the townsites. By communicating with the Land Department, Winnipeg, or with any of the sales solicitors referred to, as may be most convenient, prospective purchasers can secure without delay all necessary information. If property for which application is made has already been disposed of, the intending purchaser is instantly advised accordingly and his deposit either immediately returned or applied upon the purchase of other property as directed. In many townsites livery stables,

Lemberg, Saskatchewan,
December 21, 1910.

During the past year, as editor of the Lemberg Budget, I have found conditions very satisfactory in Lemberg and district, both as regards circulation and advertising patronage, and I am convinced that enterprising printers and newspaper men can find good openings in many of the new towns along C.P.R. lines now being constructed.

—David Bradley.

For the Budget Publishing Co.

blacksmith shops and lumber yards are restricted to certain sections of the town so that unsightly buildings may not encroach upon the business streets.

NUMEROUS OPENINGS IN ESTABLISHED TOWNS

From the foregoing it should not be inferred that business opportunities exist only in new towns. In a recent advertisement of a town established some time, good openings are stated to exist for the following: Photographer, two trained nurses, tailor, quick lunch counter, shoemaker, dressmaker, milliner, three grain elevators, steam laundry, veterinary surgeon, dentist and grist mill. It is evident, therefore, that many hundreds of business and professional openings are constantly occurring in towns already established.

LOCAL IMPROVEMENTS AND SPECIAL ADVANTAGES

Western Canadian towns have a reputation for progressiveness, and modern improvements and conveniences quickly follow the



Prospective Merchants Bidding at an Auction Sale of Lots

establishment of a new town. Water works, electric lighting plants, street improvements, substantial schools, municipal buildings and parks are installed and acquired as soon as is consistently possible with the financial ability of the town. Taxes are low and many of the towns possess the additional advantages of being situated close to rivers, water powers, lake resorts, coal deposits and timber reserves.

SPECIAL INFORMATION

The Land Department issues periodically special literature and maps dealing with the Company's townsites and farm lands, and a bulletin, "Western Progress," is published monthly by the Department. This bulletin is illustrated and contains the latest and

concise information concerning western development contributed by a large number of western correspondents. It also contains particulars of new maps, pamphlets and announcements concerning new townsites and many other matters of interest to prospective investors and home seekers, to whom it has proved of considerable assistance, and it will be sent free every month to all parties interested enough to file their names and addresses with the Land Department. Another publication of special interest is the townsite map showing the location of all branch lines and new townsites in the provinces of Manitoba, Saskatchewan and Alberta. It is revised frequently and forms an accurate geographical index to western development. Descriptive booklets and maps are also issued by many of the boards of trade in western towns, and requests for information addressed to secretaries of boards of trade will receive prompt attention. A special Information Bureau is maintained in connection with the publication of the bulletin, "Western Progress," and all obtainable information concerning agricultural and commercial development in Western Canada will be promptly furnished upon application.

Address all correspondence to Desk P,

LAND DEPARTMENT

Canadian Pacific Railway Co.

Winnipeg

Manitoba

Canada

F. T. GRIFFIN,

Land Commissioner

J. L. DOUPE,

Asst. Land Com.



PUBLICATIONS

"SASKATCHEWAN—WHERE WHEAT IS KING"—A guide to Saskatchewan for the intending settler and investor. This book is handsomely illustrated and will be accompanied by maps and price lists of lands for sale by the Canadian Pacific Railway Company in Saskatchewan.

"WESTERN CANADA"—An illustrated handbook of the Canadian West, giving particulars of climate, stock farming, dairying, wheat growing, mixed farming, homestead regulations, minerals, towns, railway development, etc., etc. A map of Western Canada is included.

"WESTERN PROGRESS"—An illustrated monthly bulletin presenting in concise form up-to-date information concerning agricultural and commercial conditions in Western Canada.

Map No. 1, showing lands from Winnipeg to the 2nd Meridian.

Map No. 2, showing lands in South-eastern Saskatchewan.

Map No. 3, showing lands along the Main Line, 3rd to 4th Meridians.

Map No. 4, showing lands in part of Western Saskatchewan, 3rd to 4th Meridians.

Map No. 5, showing lands C. & E. Railway in Southwestern Alberta.

Townsite map, showing location of new towns, branches under construction and existing lines.

Any of the above publications will be promptly sent free of charge on application to Desk P, Land Department, Canadian Pacific Railway Company, Winnipeg, Manitoba, Canada.

F. T. GRIFFIN,
Land Commissioner

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Asst. Land Com.

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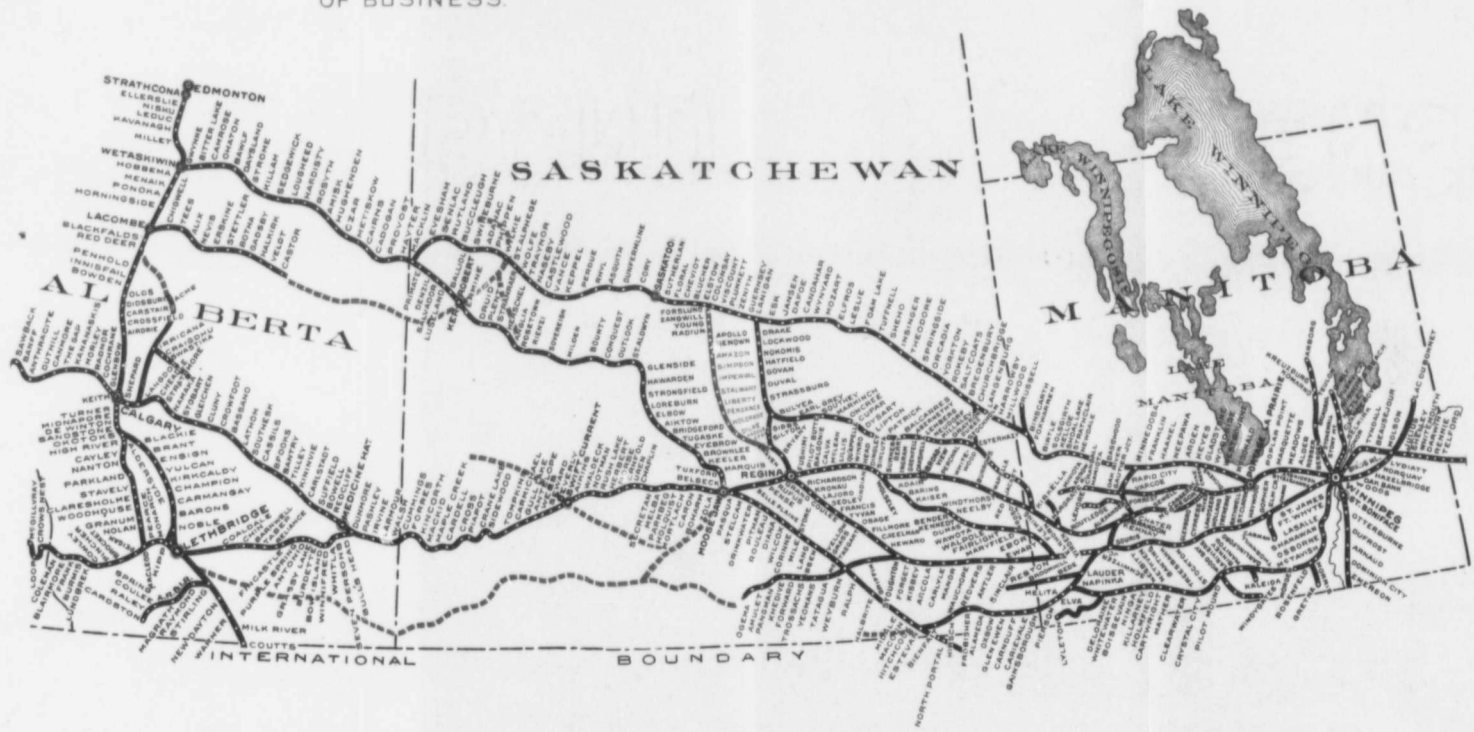
PHYSICS 309



PHYSICS 309

C.P.R. LINES IN MANITOBA, SASKATCHEWAN AND ALBERTA

PROJECTED BRANCHES, ON ALL OF WHICH CONSTRUCTION WILL BE UNDERTAKEN THIS YEAR, 1911, SHOWN IN RED. THE TOWNSITES TO BE ESTABLISHED ALONG THESE BRANCHES WILL PROVIDE HIGHLY DESIRABLE OPENINGS FOR ALL CLASSES OF BUSINESS.





C&P.R.