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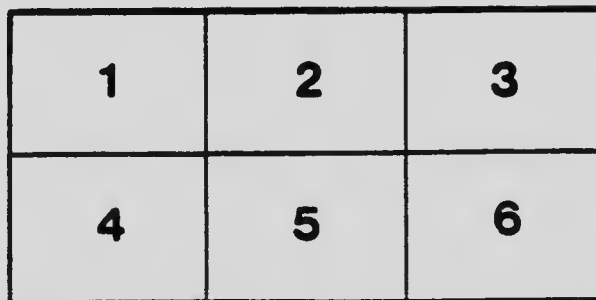
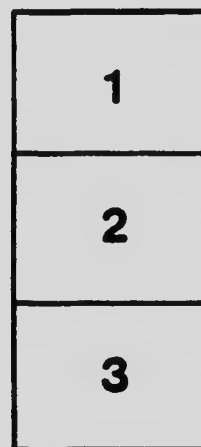
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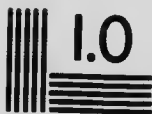
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# Saskatoon

SASKATCHEWAN  
WESTERN CANADA

December  
1916



*Beautiful Saskatoon—The University City of Saskatchewan.*

## CHEAP POWER

- Unlimited Purest Water.
- Unique Geographical Location.
- Phenomenal Railway Facilities.
- Unsurpassed Agricultural Territory.
- Exceptional Educational Advantages—  
University of Saskatchewan and  
Agricultural College.

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## Cheap Power

Saskatoon's is now THE CHEAPEST STEAM GENERATED ELECTRIC INDUSTRIAL POWER IN THE PRAIRIE PROVINCES. The sole Western plant of THE QUAKER OATS COMPANY, of Chicago, is one of the important industries now operating here.

## Natural Gas

In July, 1916, a franchise for the supply of natural gas was granted by our city to a large and highly responsible concern controlling vast tracts of what is deemed by Dominion Government and other expert authorities to be the most logical and, therefore, one of the likeliest gas fields in the West. It is located about one hundred miles west of Saskatoon. Drilling operations were immediately commenced.

The enterprise involves a heavy expenditure by the company. This, however, is believed to be fully warranted by the absolute certainty of success. For Saskatoon such success will mean INDUSTRIAL GAS at the entirely remarkable price of MERELY FIFTEEN CENTS PER THOUSAND CUBIC FEET, which would thus render ours one of THE VERY CHEAPEST INDUSTRIAL POWERS IN THE ENTIRE DOMINION.

The maximum price for domestic gas will be 25 cents per thousand cubic feet, or equivalent to THE CHEAPEST FUEL AVAILABLE ANYWHERE.

## Dominion Interior Elevator

### A VERITABLE BOON TO FARMERS

Because SASKATOON IS THE CENTRE OF ONE OF THE GREATEST GRAIN GROWING DISTRICTS IN THE WORLD, she was selected as the location of the Dominion Government's huge Grain Elevator—capacity of initial unit, 3,500,000 bushels—which has now operated for the past two years.

This splendid facility is equipped with all the latest grain handling and treating devices. Its whole purpose is to enable the farmer—AT THE MINIMUM EXPENSE—to handle OR TO HOLD his grain, with a view to securing full grade and highest market price.

The Elevator has proved a veritable boon and blessing to our farmers and certainly constitutes still another of the outstanding advantages of SASKATOON'S GREAT AGRICULTURAL DISTRICT.



**Saskatoon, December, 1903,—a few shacks,—113 hopeful souls.**

#### **SASKATOON YESTERDAY AND TODAY**

**I**N December, 1903, Saskatoon was but a sprinkling of shacks upon the bank of the great South Saskatchewan River. Her total population then numbered 113 hopeful souls. Most of them were young people of good class—cultured and resourceful; and early in the day there came to them, strange as it may seem, a clear and almost inspired sense of the inestimable potentialities of this great Province. Nevertheless, the whole West, and particularly our portion thereof, was still a veritable terra incognita—raw, void and absolutely undemonstrated. Yet, in spite of that fact, an unarguable, instinctive conviction of the imminence of wondrous things obsessed every soul in the little shack hamlet of Saskatoon. In the eternal order of things they somehow knew that the inestimable agricultural potentialities of these inconceivable expanses of virgin prairie had been withheld



**A Residential Section, which indicates prosperity and good taste.**

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

from the ken of mankind until the proper moment, and that moment—something within them whispered—had at last come.

Now, place your finger on the centre of any map of Western Canada—just where all the railways meet—and you will grasp the amazing foresight of those pioneers of thirteen years ago. Would it have been possible to select a more favorable strategic, geographical location for this city? For not only is it on a beautiful river, in the middle of the West and of Saskatchewan, but also in the very heart of the largest and most fertile expanse of agricultural country in the entire world. And, as in those days, it was the natural channel of travel between north and south, east and west, it is today the meeting and crossing place for all three great Transcontinental Railways and branches thereof, and is the only point of importance thereon for a distance of over 800 miles, or between Winnipeg and Edmonton. Was there not an obviously splendid opportunity for a city here, geographically remote from the competition of every other city in the West? There assuredly was—and those few pioneers realized it. That city became their one dream, their ideal toward which they labored with all the resourceful energy of their enthusiastic souls. And, today, that courageous ideal of yesterday finds its materialization in the beautiful, highly modern City of Saskatoon, with her happy, prosperous population of over twenty-one thousand. Today the commerce of Central and Northern



Our River—a picturesque glimpse.

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There are five great bridges over the big South Saskatchewan River at Saskatoon—and we need them all.



Saskatchewan surges in an incessant stream over five great bridges from its natural and logical source—SASKATOON.

**FINANCIAL STATEMENT:**

Assessed valuation for taxation (1916).....	\$37,689,722.00
Exemptions not included in above.....	2,796,110 00
REAL PROPERTY is assessed at ACTUAL VALUE and IMPROVEMENTS at 25% of value.	
TOTAL DEBENTURE DEBT, including Local Improvement Debentures .....	\$8,177,818.42
Less Sinking Fund and Public Utility Debentures. ....	5,637,185.70
<b>NET DEBENTURE DEBT.....</b>	<b>\$2,540,632.72</b>
Treasury Bills Outstanding.....	Nil
Value of Corporation's Assets, 31st December, 1915. ....	\$10,140,568.28
<b>TOTAL TAX RATE (1916)—</b>	
Public School Supporters.....	18.35 mills
Separate School Supporters.....	19.10 mills
CURRENT REVENUE, 1915.....	\$680,927.14
CURRENT EXPENSES, 1915.....	637,226.00
<b>SURPLUS .....</b>	<b>\$43,601.14</b>

**POPULATION:**

Dominion Census June, 1911:	Dominion Census June, 1916:
12,004	21,050
Or over 75% increase IN FIVE YEARS.	

**SCHOOL ATTENDANCE**

1906: 296	1916: 3,908
Or an increase of 1220% in TEN YEARS!	

**BANK CLEARINGS:**

1916: Jany. to Sept., Inclusive: \$28,494,594	1916: Jany. to Sept., Inclusive: \$41,884,571
Or an Increase for the NINE MONTHS of the present year of nearly 47%.	

**CUSTOMS REVENUE:**

1915: Jany. to Sept., Inclusive: \$254,985	1916: Jany. to Sept., Inclusive: \$427,295
INCREASE for NINE MONTHS of the present year of about 68%.	

**POSTAL REVENUE:**

1914-1915: Fiscal Year: \$736,494	1915-1916: Fiscal Year: \$1,328,303
Increase for year ending 31st March, 1916, over 80%.	

Last year, the wheat yield for the entire Province of Saskatchewan averaged 24.54 bushels per acre. Lots of Saskatoon's farmers had from 50 to over 55 bushels per acre.



Canada Building, Saskatoon,—one of the handsomest office buildings in the Dominion.

**OUR CITY—OUR DISTRICT—OUR LAND—OUR PEOPLE—  
AND YOUR OPPORTUNITY.**

Just in case any misconceptions of Western Canada should still linger in the minds of those elsewhere, it is probably well to make a few remarks as to things as they really are:

There is absolutely nothing that is even remotely wild and woolly in this West. There is an entire absence of dime novel lawlessness. In older countries, crime is largely due to poverty and sordid surroundings; we have no poverty, in the generally accepted sense, and we know nothing of sordid surroundings. Consequently, our crime is lower, or, at least, as low as in any other portion of the British Empire. We know nothing of humanity in rags and tatters.

The people here are clean-living, high-thinking, and hard-working. They are also genial, kindly, and infinitely hospitable.

Class distinctions do not obtrude to the suppression of humble worth. Honest industry and ability have placed many of lowly origin among Canada's greatest and most useful men of today.

There is absolutely no room here for the drone or the dissolute.

Ours is a beautiful city from every accepted standpoint—a city of wide, clean streets, large and imposing business blocks, and wonderful stores in which you may purchase at moderate prices everything required. Ours is also a city of

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**Saskatoon is a Beautiful, Healthy, Happy City, in the heart of a Wonderful Agricultural District.**



Saskatoon has Seventeen Places of Worship. All leading denominations are represented.

beautiful homes and gardens.—Indeed, it is "The Garden City of the West."

That Saskatoon is highly modern in all respects you will gather from the subsequent matter in this booklet. Therefore, in coming here from any larger, older centre you are losing merely the comfort of your friends there, and if you do not find it far easier to make lots of good friends here—well, the fault will be yours.

Our vast agricultural district is by no means an unenticing and monotonous wilderness. On the contrary, it possesses a picturesqueness peculiar to these prairies,—a subtle and absorbing charm that is solely their own; a charm that grows very swiftly upon those from other lands,—a spell that grasps once and holds always;—the spell of lights and shadows, of strange skies and wondrous sunsets, of exquisite wild flowers and living greens,—of vast distances and the pale blue mystery of a far horizon.

Nowhere is there a finer or more progressive agricultural community than ours. Our farmers have done well for the country and the country has done well for them. **THE CROP OF 1915 FAR MORE THAN PAID FOR INNUMERABLE FARMS.**

Parents, without leaving Saskatoon, your children can start in kindergarten, then go through public school and Collegiate, and finally through the University of Saskatchewan.

The phenomenal development of recent years has rubbed all the rougher edges from pioneering. Today the settler will experience nothing of the hardship and isolation of the past. Railways now streak throughout our district in every direction. They are dotted with towns and villages, with their stores, schools, churches and medical men.

In all the world there is no more fertile land than ours. Only a very trifling portion of it has as yet come under the plow. Oceans of it now yawn for settlement. **SETTLERS ARE OUR MOST URGENT NEED.** We want men to till the land, so that, transformed to productivity, it may make its tillers rich.

Not only is ours the most fertile land in the entire world, it is also very much the cheapest. However, thoughtful men recognize that the immense immigration inevitable after the war will certainly raise values very materially. They know that **NEVER AGAIN WILL IT BE POSSIBLE TO PURCHASE A FARM HERE AT ANYTHING LIKE PRESENT VERY LOW PRICES.** They see clearly that now is the time to act.

And, **TENNANT FARMERS** elsewhere are at last beginning to wonder why they should each year pay as much per acre in rent as would purchase outright an acre of the finest land here,—land richer than the very best corn land in Illinois!

Will you please re-read the foregoing three paragraphs? They may mean for you a new home and a far fuller, fairer hope;—a first real chance in life for yourself,—and, **AN HONORABLE AND ASSURED FUTURE FOR YOUR BOYS.**



Our Y.M.C.A. is one of the finest and best equipped in Canada.

From the past two harvests, the larger proportion of our farms have paid for themselves at least twice over! How could it be otherwise, with land so cheap, wheat so dear, and with yields running from thirty to over fifty bushels per acre?

## CLIMATE:

Thanks largely to the immense immigration of recent years, traditional misconceptions no longer delude, so that the climate of Western Canada is now generally recognized as one of the healthiest and most delightful in the world. And, why not, seeing that we are in the very same latitude as some of the most pleasant and popular portions of Europe. Of course, our winters are cold; but, it is cold of a nature peculiar to this West—a dry, sunlit, invigorating cold, which, to many, makes winter the most delightful season of the year. If you are an Old Countryman, or a dweller in low altitudes and humid atmospheres, you cannot for a moment estimate our cold from a basis of your own. Forty-five degrees Fahrenheit with you may involve far more discomfort than zero does with us. Our cold is dry, crisp and sunny; yours is penetrating, moist and miserable. As a rule, our winter sets in about the beginning of December and breaks up early in March. During January and February, short-lived cold snaps occasionally shrink the mercury to considerably below zero; but, during such spells the air is nearly always perfectly still, and the sunshine brilliant.

By the first week in May the whole country is clothed in vivid greenery,—and the long, long, glorious summer has commenced. In the Old Country, tomatoes, cucumbers, squash and pumpkins are grown under glass: Here, we grow them to perfection right in the open!



Amid sunshine and wild flowers on our river bank.

As Supply Centre for her exclusively controlled territory of over 47,000 square miles, embracing over 200 thriving points on about 2,500 miles of operating railways, Saskatoon's Wholesale Distributing business is the second-largest in the three Prairie Provinces, being exceeded by that of Winnipeg alone.

**HOTELS:**

Saskatoon has more and better hotel accommodation than any other two cities in the Province of Saskatchewan. Visitors may here enjoy all the comforts and conveniences popularly associated with the best establishments of older and much larger Eastern centres. Rates are very reasonable.



21st Street, looking west toward Canadian Northern Railway Depot.

**CHURCHES:**

There are no fewer than seventeen places of worship in Saskatoon, all the leading denominations being duly represented. Seven of our churches represent an expenditure of over \$840,000. Three of the larger of these will easily rank with the most beautiful religious edifices in the Dominion. In addition, we have a large and very fine Y.M.C.A., erected by our citizens, at a cost of over \$137,000. And, needless to add, the Salvation Army is also with us conducting its own splendid work.

**MUNICIPAL OWNERSHIP:**

We favor Municipal Ownership as far as is deemed desirable, and at present control our own water, light, power, street railway, sewerage and hospital, all of which have been operated profitably from the very outset.

**WATER:**

There is no purer, better water anywhere than that which flows from the taps in this city. Our supply is absolutely unlimited because it is drawn from the South Saskatchewan, a

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**We are all English-speaking people in Saskatoon.**

mighty river of from 1,000 to 1,500 feet wide, which hurries through the very heart of Saskatoon. Analysis makes our river water almost identical to that of Burton-on-Trent, England, from which the world's most famous beer is brewed. Nevertheless, every drop we use has passed through our Water Works Filtration Plant, which is deemed by experts to be one of the most perfectly equipped on the continent. Forty-four miles of mains are already laid throughout the city. On account of her unlimited water supply, **SASKATOON'S FIRE INSURANCE RATE IS THE LOWEST IN ALL SASKATCHEWAN.**

#### **ELECTRIC LIGHT AND POWER:**

Being Municipally Owned and Operated, our Light and Power Plant is not run to earn handsome dividends for a few shareholders; but solely for the purpose of providing our people with the best service at the lowest possible rate.

**SASKATOON'S IS THE CHEAPEST STEAM GENERATED ELECTRIC POWER IN THE PRAIRIE PROVINCES.** This renders the city additionally attractive for the location of industries. In the latter connection, it may interest to mention that the sole Western plant of **THE QUAKER OATS COMPANY OF CHICAGO** is established here. Therefore, our industrial proposition has been endorsed by the largest concern of its kind in the world. And, needless to add, our city was not selected until after very mature expert investigation of her recommendations in comparison with those of every other important Western centre. (See also **NATURAL GAS**, page 24.)

#### **STREET CAR SERVICE:**

We have fifteen and-a-half miles of up-to-date Electric Street Railway. It commenced operating in January, 1913, and



**The style and manner of the private life of a community is the true index to the measure of its prosperity.**

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On arrival here, call upon **The Commissioner, Board of Trade Offices**, just south of the **C. N. Ry. Depot**. He is there to help you.

has yielded a handsome profit for a considerable time past—an unique experience in Western cities.



Another view of Second Avenue, looking south.

**SASKATCHEWAN PROVINCIAL UNIVERSITY  
SASKATCHEWAN PROVINCIAL AGRICULTURAL COLLEGE  
SASKATCHEWAN PROVINCIAL COLLEGE FARM**

On 7th April, 1909, her selection as the seat of the above institutions made Saskatoon, for all time, the educational centre of the Province of Saskatchewan. These educational blessings place within the reach of the children even of our humblest settlers, the highest and best of that education which makes nobly useful men and mighty nations.

In the organization and operation of the University, the best educational ideals prevail, every advantage being taken of the experience of older institutions.

The University site indicates a careful consideration of the aesthetic side of things, and could scarcely be more picturesque. It includes a half-a-mile of well-wooded river front, and altogether covers about 1,333 acres of rich land.

In 1916-1917 the teaching staff numbers thirty-four professors, ten lecturers and a number of assistants. The students in attendance number over four hundred.

With the exception of theological degrees, the University is vested with the sole degree conferring power in the Province of Saskatchewan. The College of Arts and Science is thoroughly equipped and provides courses leading to the degrees of B.A., and B.Sc.

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**Saskatoon Wholesalers absolutely control the Distributing Business on about 2,500 miles of operating railways—or the distance from Montreal to Calgary, per C.P.R.!**



**AGRICULTURAL COLLEGE AND COLLEGE FARM:**

The Agricultural College opened in November, 1912, devotes its energies to a short course for farmers' sons, extending to three years. This course is being adapted to the requirements of boys who have passed through the public schools and who are engaged in farm work during summer. With this aim in view, the term is from November till March. The boys will therefore be able to work throughout the summer months and attend College in winter. The College also offers a four-year course leading to B.S.A.

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 principles. 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. In addition, a highly qualified corps of agricultural experts, acting under the College authorities, now carry on an energetic scheme of extension work throughout the Province. Excursions for farmers within the Province to the College Farm have also been instituted. Our agricultural community is thus enabled to see the exceedingly important work that is being done there, and, at the same



**Typical Saskatoon Schools, of which there are eleven. These were erected at a cost of considerably over a million dollars, and are now attended by 3,908 scholars.**

**Why not investigate Saskatoon's many Industrial Opportunities? One of them may be yours!**



**Collegiate Institute—considered one of the most imposing in Canada.**

time, to hear addresses delivered by experts. Last year over 150,000 persons were reached by the Extension Department.

The University provides a system of residences for students and supplies board.

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 work here in August, 1912. Over 150 students now attend. Meantime, the courses are conducted at the University.

#### **EMMANUEL COLLEGE:**

Located adjacent to the University, a cluster of little shacks, a small church, and two fine buildings constitute the nucleus of Emmanuel College—the first Anglican Theological College in the Province of Saskatchewan.

#### **PRESBYTERIAN COLLEGE:**

This beautiful building, toward which over \$80,000 was publicly subscribed, stands on the University Campus.

#### **COLLEGE OF LAW:**

The College of Law was opened in 1913, with a staff of two professors and four lecturers, and an attendance of forty students. The College offers a three years' course, leading to the degree of LL.B.

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To find Saskatoon, place your finger on the centre of any reliable map of Western Canada—just where all the Railways meet. Note particularly, that there are no other large cities anywhere near her.

**SCHOOL OF PHARMACY:**

In accordance with an agreement with the Pharmaceutical Association, the University opened a School of Pharmacy in January, 1914, with a staff of three professors and two lecturers.

**SCHOOL OF ENGINEERING:**

The University is providing a four years' course leading to the degree in Civil Engineering.

**PROFESSIONAL SOCIETIES:**

Terms of affiliation exist between the University and certain Professional Societies, whereby the University will take charge of the examinations required for admission into these professions. The arrangement already includes Accountants, Architects, and Druggists.

**SCHOOLS:**

In Saskatoon your child may commence in the kindergarten; then proceed through the public school and Collegiate Institute, and finally emerge from the University with his degree;—and all without having to leave our city. This point must appeal strongly to all parents.

The accompanying illustrations will indicate the exceedingly beautiful type of our eleven large schools, which ranged in cost from \$118,000 to \$156,000 each. In addition, our Collegiate Institute is considered one of the most imposing buildings of the kind in Canada. These institutions provide for the children of today an education of the very highest and most complete standard,—a standard which to their parents was absolutely unavailable anywhere, even at any money,—because it did not then exist.



Still another of our beautiful Residential Streets.

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Ten years ago, Saskatoon had 296 school children: Today, she has nearly 4,000.

**STREETS, SIDEWALKS AND PARKS:**

It seems but yesterday since Saskatoon knew neither streets nor sidewalks, and when one simply adopted the bee-line principle in passing to and from the scattered shacks of a straggling village of 113 hopeful souls. For, such was Saskatoon even in the memory of lads and lasses now attending our schools. But, it is very different today: Our fifty-nine miles of streets are beautifully defined, not merely by unbroken lines of stately business blocks and handsome residences, but also by the grateful presence of trees planted at either side of cement sidewalks, which streak through mile upon mile of boulevarding. For, the shack hamlet of yesterday now has fifty-four miles of cement and five miles of wooden sidewalk, and about six miles of paved streets. Along the latter we have installed 503 cluster Tungsten electric light standards.



**Saskatoon—a City of Beautiful Gardens and Beautiful Homes.**

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

It is only a few years since we emerged from the burden and stress of the pioneering stage into the enjoyment of every convenience and facility available in cities of the most modern character; and in the genial glow of our comfortable prosperity, the Call of the Beautiful comes to us clear and ringing: Already we have laid our fourteen parks, embracing over 400 acres, including ten acres devoted to City Nursery, Greenhouses, etc. And, because she is naturally beautiful, Saskatoon responds so readily to adornment. Today ours is the Garden City of the West—the city of innumerable exquisite gardens—gardens which exhibit the keen interest of our people in the beautification of their city, and, at the same time, indicate something of the amazing horticultural possibilities of our soil and climate.

**New Rural Schools are being created almost daily. Four residents and at least twelve children entitle to a school. Therefore, don't worry about educational facilities for your children.**



Third Avenue, looking north—an important commercial centre—practically all of which was constructed 1911-1912.

#### SEWERAGE:

Already we have forty-six miles of sewers laid throughout the city. Our entire system was planned by one of the most eminent firms of engineers on the continent, and therefore represents the limit of scientific perfection. In the attainment of this perfection, our City Fathers wisely deemed expense a very secondary consideration.

#### HOSPITALS:

Saskatoon has two large Hospitals,—the city's municipally operated institution, and Saint Paul's Hospital, conducted by the Grey Nuns. The equipment of both is the very latest, best and most complete known to medical science.

The function of these Hospitals extends to patients rich, poor, and of all creeds, who may come here from any portion of Saskatoon's immense territory. Thus, the humblest settler knows that, should sickness overtake him, the best attention and the highest medical and surgical skill are available for him here.

Saskatoon's hospital facilities will compare most favorably with those of any city in Canada. The care of the sick is an imperative duty with our kind-hearted people.

#### FIRE DEPARTMENT:

With an absolutely unlimited high pressure water supply available from 452 hydrants thoughtfully distributed throughout the city; with three fine fire halls and the latest and most complete fire fighting equipment in the hands of a highly trained brigade, working under a highly qualified chief, it is

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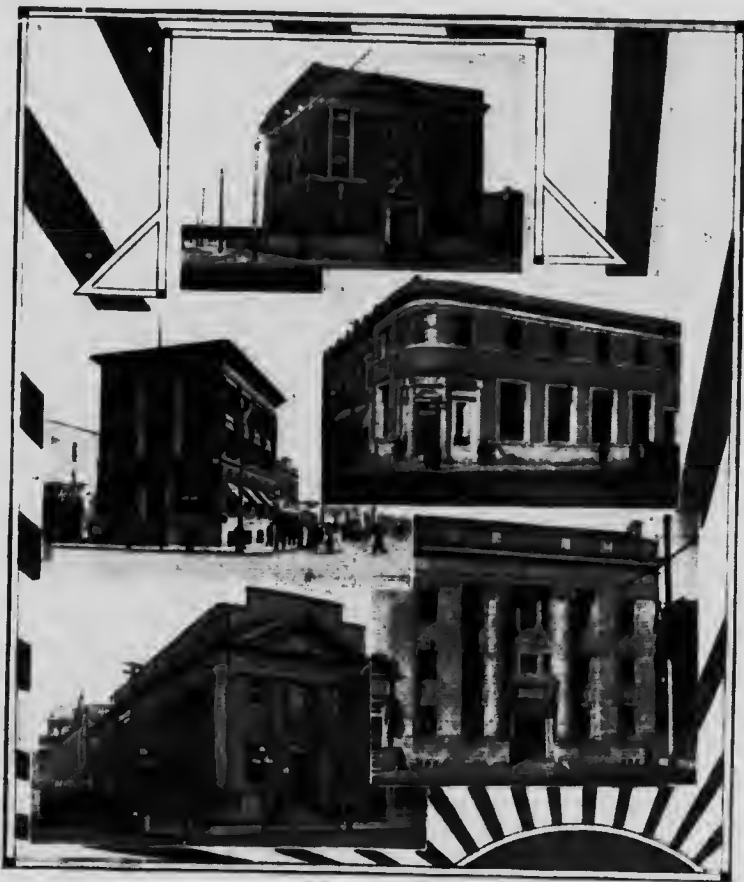
Those desiring practical agricultural information regarding Saskatoon District, should write The Commissioner, Board of Trade, Saskatoon—or call.

not remarkable that SASKATOON'S FIRE INSURANCE RATE IS THE LOWEST IN THE ENTIRE PROVINCE OF SASKATCHEWAN.

#### BANKS:

Saskatoon has no fewer than fifteen Chartered Banks, and, in addition, two Trust Companies conducting a banking business. Together, these institutions represent a total actual capital of about \$140,000,000! With one or two exceptions, they occupy their own large and stately buildings.

The presence of such a surprising number of banking establishments will be accepted, we believe, as conclusive evidence of the immense business done in this very wonderful young city.



A few of Saskatoon's Fifteen Chartered Banks, representing a total capital of over \$140,000,000.

Saskatoon's Electric Power is cheap enough for the sole Western plant of the Quaker Oats Company, of Chicago, established here.



We bent the world for Wheat, Oats, and other cereals.—nevertheless, our handsome, happy, healthy, hearty children are the finest crop this country produces.

#### NEWSPAPERS:

Our newspapers are as follow:

The Daily Phoenix—Morning.

The Saskatoon Star—Noon and Evening.

The Saturday Press and Prairie Farmer—Weekly.

It is said that cities may be accurately judged by their newspapers, and Saskatoon is entirely willing to be judged by hers;—for, on the entire American Continent, no city of her size issues sheets more creditable from every accepted standpoint. These place the Saskatonian and their tens of thousands of country subscribers in as close touch with current happenings as are the citizens of New York. Thirty passenger trains daily arriving and departing from our three railway



Second Avenue, looking north. One of our retail thoroughfares, where the beauty and class of our stores astonish strangers.

From the past two harvests, the larger proportion of our farms have paid for themselves at least twice over! How could it be otherwise, with land so cheap, wheat so dear, and with yields running from thirty to over fifty bushels per acre?

stations deliver newspapers on the day of their issue to farmers throughout an immense radius—a fact which progressive advertisers acknowledge by extensive patronage.

Should you desire a free copy of any of the above newspapers, simply write to The Commissioner, Board of Trade.

#### TELEPHONES:

The Provincial Government owns and operates our telephone system, both city and long distance. A better service does not seem within the limit of possibility. Long distance connections now enable you to talk to people hundreds of miles away in practically every direction. You can sit here in your own home or office and converse with someone in Winnipeg, about 500 miles east. (For Rural Telephones, see Agricultural Section, page 42.)



Original Traffic Bridge—one of our five.

#### COST OF LIVING:

The exceedingly reasonable cost of living in Saskatoon will pleasantly surprise the newcomer. The explanation is that Saskatoon being the only city on the three new Transcontinental Railways between Winnipeg and Edmonton—a distance of over 500 miles—is consequently the logical wholesale headquarters for an immense area of prosperous, well-settled country and for an equally immense volume of business. Naturally, this means keen competition and close prices. And, these close prices are passed along to the consumer, through the medium of retail stores of the most thoroughly up-to-date character, which are certainly second to none in Western Canada and of which even the oldest, largest Eastern centres might well be proud. Our stores will astonish you.

Nowhere are farmers more thoroughly organized for the protection of their own interests than in the Province of Saskatchewan. The Saskatchewan Grain Growers' Association is the largest and strongest farmers' organization in the world.





**Grandstand, Saskatoon Industrial Exhibition—the largest and most important in the Central West—where live stock aristocracy from all parts gathers annually.**

#### **SOCIETY:**

Make no mistake: Life here is very far from crude and uncouth. It is distinctly cultured and refined, and filled with endless bright happenings. We are dwellers in a beautiful, highly modern university city; and we have very high standards of citizenship. One of our characteristics is the marked absence of that exclusive social stiffness, which so needlessly handicaps the formation of friendships in older parts. The newcomer will find here all the delightful, genial sincerity so peculiar to this West; and if he cannot be happy—summer and winter—then, there must be something wrong; but, not with Saskatoon!

#### **BARS ABOLISHED:**

On 1st July, 1915, an Act of Parliament closed every liquor saloon in this Province, which has proved an inestimable boon. As a compromise, however, and where desired by any point, our Government operates between the hours of 9 a.m. and 5 p.m., liquor dispensaries for the sale, in restricted quantities, of package goods only.

#### **FRATERNAL SOCIETIES:**

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

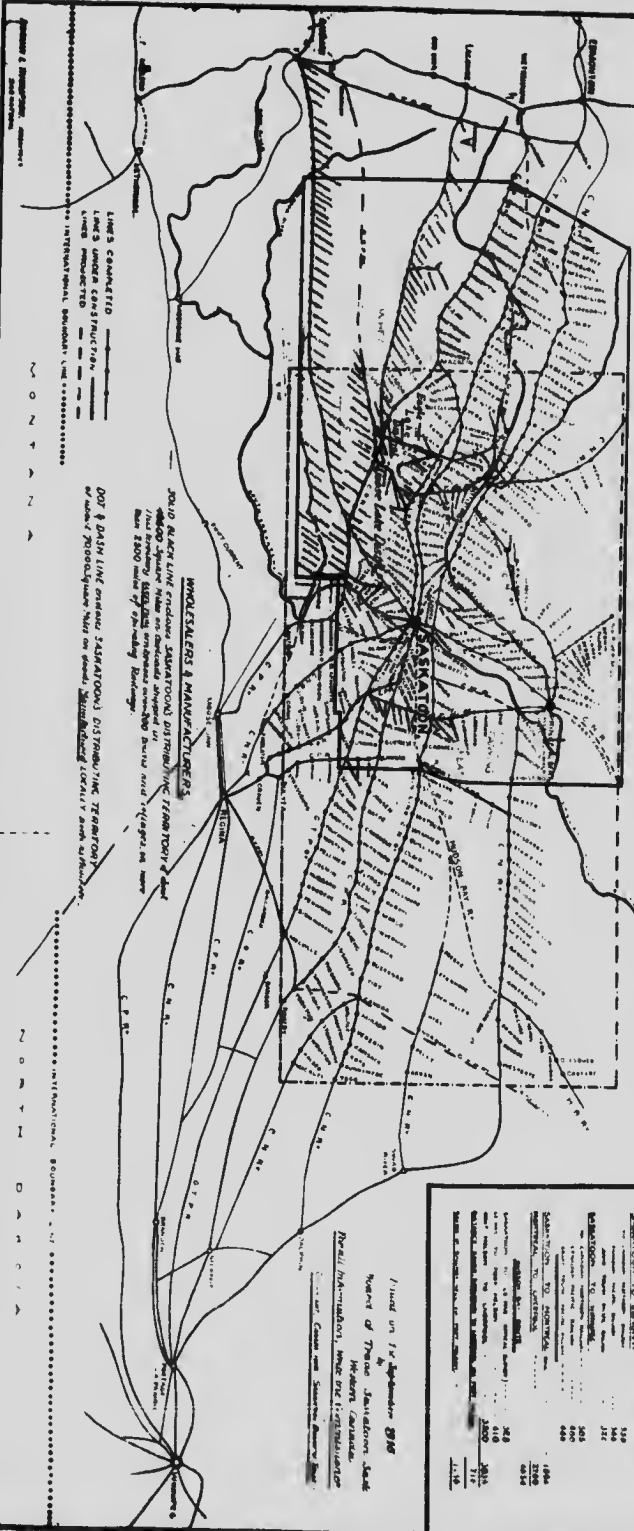
#### **SPORTS:**

Something in our splendid climate is, doubtless, responsible for the fact that Westerners are enthusiastic followers of all clean sports. In our busy lives we manage to find time for healthful recreation in baseball, football, golf, tennis, cricket, riding, shooting, etc.; while, during winter, all the hearty, invigorating pastimes of that season, such as curling, skating, snowshoeing, tobogganing, hockey, etc., etc., hold their jolly and glowing sway. For the youthful and mature of both sexes, Saskatoon provides ample and varied diversion. The same advantages, on a smaller scale, are offered by the smallest hamlet in our great district.

---

**In innumerable instances here, one crop has paid for the entire farm!**

**Shelton's Station, Central Railroad Shows Inevitable That Most Marvellous Commercial and Industrial Future Even Now So Definitely Foreshadowed by Her Wonderful Present.**



DISTANCE FROM SHILOH	
SHILOH TO SHILOH	0
SHILOH TO SHILOH	100
SHILOH TO SHILOH	200
SHILOH TO SHILOH	300
SHILOH TO SHILOH	400
SHILOH TO SHILOH	500
SHILOH TO SHILOH	600
SHILOH TO SHILOH	700
SHILOH TO SHILOH	800
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SHILOH TO SHILOH	1300
SHILOH TO SHILOH	1400
SHILOH TO SHILOH	1500
SHILOH TO SHILOH	1600
SHILOH TO SHILOH	1700
SHILOH TO SHILOH	1800
SHILOH TO SHILOH	1900
SHILOH TO SHILOH	2000

Printed in the Republic of Oregon  
 by the Oregonian Printing Co.  
 Portland, Oregon, U.S.A.

**ACTUAL FREIGHT RATE DEMONSTRATION OF SASKATOON'S EXCLUSIVE WHOLESALE DISTRIBUTING TERRITORY OF OVER 47,000 SQUARE MILES**  
(As Defined on Map Opposite)

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

The nearest large wholesale distributing points with which SASKATOON has to compete are Winnipeg, Edmonton and Regina.

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

**NORTH TO KINISTINO, competing with WINNIPEG:—**

Carload rate, Toronto to Winnipeg.....\$ .63  
L. C. L. rate, Winnipeg to Kinistino..... .63

Total rate, Toronto to Kinistino, when distributed from Winnipeg .....\$1.32

Carload rate, Toronto Saskatoon.....\$ .99  
L. C. L. rate, Saskatoon to Kinistino..... .32

Total rate, Toronto to Kinistino, when distributed from Saskatoon .....\$1.31

**SOUTH TO KENASTON, competing with REGINA:—**

Carload rate, Toronto Regina.....\$ .90  
L. C. L. rate, Regina to Kenaston..... .29

Total rate, Toronto to Kenaston, when distributed from Regina .....\$1.19

Carload rate, Toronto to Saskatoon.....\$ .99  
L. C. L. rate, Saskatoon to Kenaston..... .18

Total rate, Toronto to Kenaston, when distributed from Saskatoon .....\$1.17

**EAST TO HUMBOLDT, competing with WINNIPEG:—**

Carload rate, Toronto to Winnipeg.....\$ .63  
L. C. L. rate, Winnipeg to Humboldt..... .63

Total rate, Toronto to Humboldt, when distributed from Winnipeg .....\$1.26

Carload rate, Toronto to Saskatoon.....\$ .99  
L. C. L. rate, Saskatoon to Humboldt..... .24

Total rate, Toronto to Humboldt, when distributed from Saskatoon .....\$1.23

**WEST TO RANFURLY, competing with EDMONTON:—**

Carload rate, Toronto to Edmonton.....\$1.20  
L. C. L. rate, Edmonton to Ranfurly..... .26

Total rate, Toronto to Ranfurly, when distributed from Edmonton .....\$1.46

Carload rate, Toronto to Saskatoon.....\$ .99  
L. C. L. rate, Saskatoon to Ranfurly..... .46

Total rate, Toronto to Ranfurly, when distributed from Saskatoon .....\$1.45

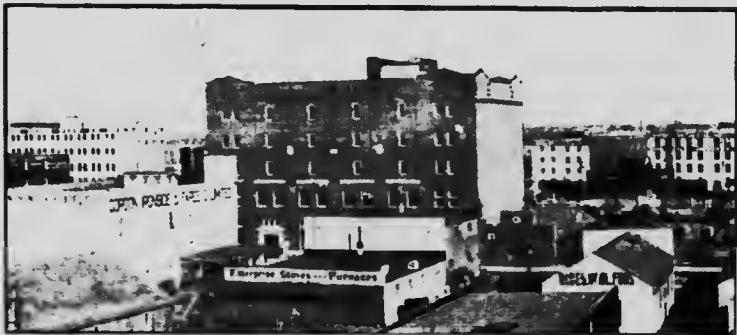


**Just one corner of our great Wholesale Section, where the second-largest Wholesale Distributing Business in Western Canada is conducted. See Map and Freight Rates, pages 20 and 21.**

The above actual freight rates demonstrate Saskatoon's absolute control of the Eastern Canada Distributing Business for 90 miles North and 50 miles South, and for 79 miles East and 260 miles West

on the Canadian Northern Railway (and approximately the same on the lines of the Canadian Pacific and the Grand Trunk Pacific), or, in other words, of A WHOLESALE DISTRIBUTING TERRITORY OF OVER FORTY-SEVEN THOUSAND SQUARE MILES of magnificent agricultural country, within which there are now fully TWO HUNDRED THRIVING TOWNS AND VILLAGES ON MORE THAN 2,500 MILES OF OPERATING RAILWAYS.

Can any other Western point demonstrate, as we have done, its exclusive freight rate control of a distributing territory which approaches Saskatoon's, either in extent or importance? Certainly not, for the obvious reason that SASKATOON



**Another glimpse of a section of Saskatoon's great Wholesale District.**

Saskatoon is destined to play a mighty reconstructive role in a world broken by the destructive forces of war. The significance of this fact is surely obvious to those alert to great opportunities.

IS THE ONLY CITY IN THE CENTRE OF THE WEST, AND THE ONLY LARGE POINT BETWEEN WINNIPEG AND EDMONTON ON THE THREE NEW TRANSCONTINENTALS—A DISTANCE OF 827 MILES! Further, neither upon her north nor south is there any competitive city adjacent to Saskatoon. Consult your map for confirmation.

#### WHOLESALE AND MANUFACTURERS:

The foregoing facts, in conjunction with the preceding pages, showing out of Saskatoon's Distributing Territory and Freight Rate Demonstration of its exclusive control, will convince wholesalers and manufacturers that, as a location, the recommendations of our City are not merely such as might be possessed by half-a-dozen other Western centres; but, on the contrary, are WHOLLY EXCEPTIONAL,—and, obviously so. This fact has already been recognized by upwards of two hundred leading Canadian and American concerns; and so it is that for some years SASKATOON HAS HANDLED THE SECOND-LARGEST WHOLESALE DISTRIBUTING BUSINESS IN THE THREE PRAIRIE PROVINCES, being exceeded by Winnipeg alone—as the railways will confirm.

There is a wonderful business waiting here for wholesalers in practically every line; also for all industries which may be successfully operated in the Canadian West.



Auto Parade, Second Avenue, Saskatoon.

Less than a century ago, New York State produced most of America's wheat, and Rochester, N.Y., was the great milling centre. Today, it is Minneapolis, 1,500 miles further west; but, TOMORROW, IT WILL BE SASKATOON.

**INDUSTRIES:****NATURAL GAS:**

On 26th July, 1916, a Natural Gas Franchise was granted by our city to a large and highly responsible corporation. This franchise stipulates that, at the very latest, gas must be available for distribution here within two years. However, as very deliberate expert investigation has located vast bodies of the gas within about one hundred miles of Saskatoon, it



**Sole Western plant of the Quaker Oats Co., of Chicago, to whom Saskatoon's Industrial recommendations appealed more favorably than those of all other centres in Western Canada.**

seems entirely probable that we shall have it in our homes and factories considerably before the expiry of the time mentioned. The price of the gas for industrial purposes will be 15 cents per 1,000 cubic feet, and 25 cents for domestic. This will mean that Saskatoon's already exceptional power proposition will be rendered still more attractive to manufacturers; and, in fact, when our geographical location, railway facilities, water supply, and exclusive tributary territory of over 47,000 square miles of magnificent and well-settled agricultural country are duly remembered, it will be obvious that the advantages offered by Saskatoon for the location of industries can not be duplicated in all Western Canada. Further, at 25 cents per 1,000 cubic feet for domestic purposes, natural gas is equivalent to the cheapest coal available in any portion of Canada.

Saskatoon's industrial life is already well awakened and displaying encouraging expansion. **THE SOLE WESTERN PLANT OF THE QUAKER OATS COMPANY, OF CHICAGO,** is numbered among the important concerns now manufacturing

**We have oceans of the very finest land. Why not secure some before the after-the-war immigration shall have greatly increased present very cheap prices? Why not start your boys here—and now!**



The Hills, of Lloydminster, in this District, have for years held the World's Oats Championship.

here; and they came here after carefully sizing up the comparative recommendations of every large point in Western Canada. This is all we ask of any industry seeking a location in the Prairie Provinces. Don't decide to establish elsewhere until you have thoroughly investigated Saskatoon. Toward this end our Board of Trade will gladly assist,—confidentially, if so desired.

#### BRIDGES:

Although her total population in 1903 was merely 113, there are now the following five great bridges spanning the mighty South Saskatchewan River at Saskatoon City, while the necessity for a sixth bridge is already pressing:

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
19th Street Traffic Bridge.....	1,000 feet long
25th Street New Traffic Bridge.....	1,593 feet long

The last named of above cost over \$600,000; and it is generally admitted that there is no more beautiful bridge anywhere. Four of its ten arches have a span of 150 feet,—the longest in Canada.

How many, even of the oldest river cities, can boast of five bridges? However, Saskatoon's possession of that number simply demonstrates her geographical location as the junction point and centre for the immense commerce of the whole Middle West,—which fact will be obviously confirmed by any map.

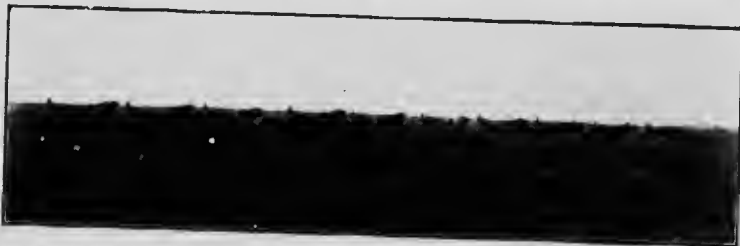
The Dominion Government distributes Pure Bred Males, free of charge, to associations of from ten to fifteen farmers. The Saskatchewan Government supplies farmers with stock on easy and generous terms.

## RAILWAYS:

The operating railway mileage now exclusively controlled by the wholesalers of Saskatoon is as follows:—

Canadian Northern Railway.....	1,235 miles
Canadian Pacific Railway.....	722 miles
Grand Trunk Pacific Railway.....	572 miles
Total .....	2,529 miles

This mileage involves a territory of more than 47,000 square miles, embracing over two hundred thriving points, for freight rate demonstration of which see page 21. It will be unnecessary to enlarge further upon the exceptional importance of our city as a great railway centre, if you will simply place your finger on the middle of any reliable map of the Canadian West,—just where all the railways meet. When you have done this, we may safely leave the conclusion with you.



Cutting a typical Saskatoon District Crop of Cereal Cash.

## HUDSON BAY ROUTE

As the logical Prairie terminus of this new railway—to be completed 1917,—its operation will benefit Saskatoon to a far greater extent than any other city in the West,—an assertion which will be sufficiently justified by the following table of official distances:

Saskatoon to Montreal, rail.....	1,894 miles
Montreal to Liverpool .....	2,760 miles
Total .....	4,654 miles
Saskatoon to Le Pas.....	328 miles
Le Pas to Port Nelson.....	410 miles
Port Nelson to Liverpool.....	3,200 miles
	3,938 miles

## DISTANCE SAVED SASKATOON TO LIVER-

POOL VIA PORT NELSON.....	716 miles
Saving in Railway Haul via Port Nelson.....	1,156 miles

This new line will place Saskatoon in direct touch with the shortest route to Great Britain, etc., via the Hudson Bay, and also on the shortest route from Great Britain, etc., to the Orient, via Hudson Bay and Vancouver. In addition, it will enable our importation of all manner of raw material and will thus greatly extend and stimulate our industrial activities. Further, and of infinitely greater importance, it will substitute

With merely the annual rent you are paying for your farm elsewhere, you could here purchase outright a bigger, far better farm. How many years have you paid rent?





**Dominion Government Elevator. Capacity 3,500,000 bushels. A veritable boon to our farmers.**

the first steel trail through a vast portion of Saskatchewan,—and a portion, remember, that is still in the southern half of our immense Province,—concerning which little or nothing is now known, save that it literally teems with almost every description of commercial and precious metals; contains great areas of excellent agricultural land, and has innumerable gigantic water powers waiting to be harnessed to the uses of man. Railways alone can release for the comfort and prosperity of millions the inestimable natural riches of this amazing terra incognita,—and the Hudson Bay Railway is the pioneer. It promises wonderful things for Saskatoon!



**Another Cutting Scene.**

**Good Roads we insist upon. During the past four years, our Government has spent about \$7,000,000 on this work.**

## AGRICULTURE

Railways, being commercial propositions, recognize that in a purely agricultural country **FERTILITY MEANS FREIGHT**. Hence, all the new transcontinentals streak from Winnipeg in a northwesterly direction through the Prairie Provinces, touching at Saskatoon, and, with the aid of numerous branches, tapping her vast, magnificent District. (See your map.)



**This single wheat crop more than paid for the entire farm; and, heavier yields were quite common throughout our Wonderful District.**

Now, if from an agricultural standpoint, our territory were merely ordinary, is it likely that our railway facilities would be so extraordinary? We leave the answer with you.

Again, if fertility means freight from a railway standpoint, it is obvious that to the farmer its significance is **PROSPERITY**;—and, certainly, in the entire wonderful Province of Saskatchewan, there is no more astonishing measure of agricultural prosperity than is so conspicuous everywhere throughout the Saskatoon District. In conclusive proof of this we point to the phenomenal progress of our city—the “Wonder City of the West.” Twelve years ago, a tiny shack hamlet of 113 people; today a highly modern centre of commerce and the supply source for over two hundred thriving points on about 2,500 miles of operating railways,—a beautiful city, with a thriving population of over 21,000! And, the whole secret of this amazing achievement is **LAND QUALITY!** But

**Sheep here are splendidly profitable. We have no parasitic diseases, and no winter rains. There is no duty on wool exported to U.S., and our Government markets at for the farmers. Yet, most of our mutton still comes from New Zealand!**

for the wonderful fertility of her great tributary district, nothing beyond the merely ordinary and commonplace would probably have characterized the history of Saskatoon.

It is folly to raise crops where they cannot be marketed except with heart-breaking labor and expense: Saskatoon District offers you land and transportation facilities that are unequalled. The surest road to PERMANENT WEALTH is a land purchase HERE!

**SOME COVETED ALL-THE-WORLD WHEAT AND OATS CHAMPIONSHIPS WON BY SASKATOON DISTRICT:**

- 1911—World's Best Wheat, Great Land Show, New York: Won by Seager Wheeler, Rosthern.
- 1913—World's Best Wheat, International Dry Farming Exposition, Tulsa, Okla.: Won by Paul Gerlach, Allan.
- 1914—World's Best Wheat, International Dry Farming Exposition, Wichita, Kas.: Won by Seager Wheeler, Rosthern.
- 1915—World's Best Wheat, International Dry Farming Exposition, Denver, Colorado: Won by Seager Wheeler, Rosthern.
- 1916—World's Best Wheat, International Dry Farming Exposition, El Paso, Texas: Won by Seager Wheeler, Rosthern.

The World's Best Oats Championship has been won for a number of consecutive years now by J. C. Hill & Sons, of Lloydminster. The winning of this Championship annually has become quite a habit with the Hills.



Threshing Scene. A little "let-up" for a snack on the field.

Eight thousand miles of Rural Telephones now annihilate all former isolation. They enable you to keep in touch with neighbors, to transact distant business quickly, or to call the Doctor in a hurry.



Seeding a few square miles of the infinite.

**1915 CROP STATISTICS FOR THE PRAIRIE PROVINCES:**  
(Dominion Government Figures)

	All Wheats bushels	Oats bushels	Barley bushels	Flax bushels
Saskatchewan ...	195,168,000	157,628,600	10,507,200	9,061,000
Manitoba .....	96,425,000	69,471,000	17,763,000	374,000
Alberta .....	51,355,000	107,741,000	6,984,000	1,124,000
	<u>342,948,000</u>	<u>334,840,600</u>	<u>35,254,200</u>	<u>10,559,000</u>

**Proportionate Yield 1915 Crop**

	Wheat per cent.	Oats per cent.	Barley per cent.	Flax per cent.
Saskatchewan .....	57	47	30	86
Manitoba .....	28	21	50	3
Alberta .....	15	32	20	11
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Total Value per Province of ABOVE FOUR CROPS ONLY, based for Saskatchewan, on the very conservative valuations of 81c for wheat, 28c for oats, 43c for barley, and \$1.50 for flax:

Saskatchewan—Wheat, Oats, Barley, Flax.....	\$220,359,000
Manitoba—Wheat, Oats, Barley, Flax.....	113,661,000
Alberta—Wheat, Oats, Barley, Flax.....	73,780,000
Total .....	<u>\$407,800,000</u>

In addition to above, do not forget that we also had our other field crops, our live stock and our dairy and poultry products, amounting to many millions of dollars more. However, even at the above conservative valuation, SASKATCHEWAN'S 1915 GRAIN CROPS—and grain crops alone—EQUALLED ABOUT \$440.00 FOR EVERY MAN, WOMAN AND CHILD IN THE ENTIRE PROVINCE—a per capita prosperity that never has been and probably never will be approached in any other portion of this or any other country.

**Saskatchewan's Average Yields Per Acre for 1915:**

Wheat bushels	Oats bushels	Barley bushels	Flax bushels
38.54	58.67	36.83	13.00



**Grain as far as the eye can see: Bread for Millions!**

**CROP SURENESS:**

It is well within the mark to state that in no section of the entire Dominion of Canada can one farm with less risk and more profit than in Saskatchewan's great district. Our soil is mostly a rich chocolate loam of wonderful fertility and most desirable texture. Being neither too light nor too heavy, it comes into heart very early in the spring, while retaining its warmth late into the fall. For this and similarly favorable reasons, **CROP FAILURE IS PRACTICALLY UNKNOWN WITH US.** If a man works intelligently, his reward is assured and ample. We have settlers who have harvested a full and profitable crop from the same land for ten, twelve, and in one case, for over twenty years! In innumerable instances, one crop has paid for the entire farm.



**Plowing stubble land.**

**Our Live Stock and Dairying Industries increase by leaps and bounds. You will be surprised at the high quality of our horses, cattle, sheep, swine, and poultry, and at the money they are making for our farmers.**



**These Turnips went fully thirty tons per acre!**

#### **SOIL FERTILITY:**

Speaking of the first foot of soil in Saskatchewan, Professor Shaw, one of the best known agronomists in the United States, says: "It is worth more than all the mines in the mountains from Alaska to Mexico, vast as they are. One acre of average soil in the Canadian West is worth more than twenty acres of average soil along the Atlantic seaboard. The man who tills the former can grow twenty successive crops without much diminution in the yields; whereas the person who tills the latter, in order to grow a single remunerative crop, must pay the vendor of fertilizers half as much for materials to fertilize an acre as would buy the acre in the Canadian West."

Again, Professor Farmer, a very eminent English agriculturist and chemist, expresses the following opinion: "Although we have hitherto considered the black earth of Central Russia the richest in the world, that land has now to yield its distinguished position to the rich, deep soil of Western Canada."

#### **MIXED FARMING:**

Every farmer knows that on land capable of producing the world's very finest wheat and oats, practically all other ordinary crops may be raised to similar advantage. Indeed, it will be obvious that with our entirely unequalled soil fertility, our long, glorious summer, and our seventeen inches of annual moisture precipitation,—most of which falls during the growing season,—all conditions favor the fullest results in every branch of field husbandry. Of course, at the outset, the new settler generally confines himself to wheat—the natural pioneering crop,—nevertheless, he is thoroughly alive, nowadays, to the wisdom of placing some stock on his farm just as soon as he is able to do so, and of otherwise diversifying

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**Twenty coveted prizes were won by Saskatchewan Clydesdale Horses at the International Live Stock Exposition, Chicago, 1913!**

his operations. This ambition being general, it is not remarkable that the affluence which the past few years have brought to the settlers of this new and favored District should have resulted in an expansion in mixed farming, which, it is hard to believe, has ever before been equalled anywhere. Do not make any mistake: We are by no means restricted to wheat, oats, barley and flax. This is a wonderful District, offering wonderful returns in every branch of field and animal husbandry.

#### **ROOT CROPS:**

Root crops with us show remarkable quality. Thirty tons of turnips per acre and four to five hundred bushels of potatoes per acre are quite ordinary crops. Remember, we use no barnyard or chemical manures; and we have **NO POTATO BUGS OR SIMILAR DISASTROUS SCOURGES**. Further, our city consumers are very seldom able to purchase their potatoes at under 90 cents per bushel. Yet, the shortage of local supply has frequently necessitated the importation of potatoes over hundreds of miles of expensive railway haul!

#### **ALFALFA AND OTHER TAME FODDERS:**

Our acreage under alfalfa, clovers and all the standard tame fodders expands with a swiftness almost incredible, yet, nevertheless, merely in keeping with the phenomenal development of our live stock and dairying industries. However, when we remember that, in addition to very heavy yields of tame



**Alfalfa yields us two heavy crops annually, and is very profitable.**

fodders, we have the rich and highly nutritive native grasses of our prairies, it is scarcely surprising, after all, that live stock and dairying should have become so popular with us.

---

**With merely the annual rent you are paying for your farm elsewhere, you could here purchase outright a bigger, far better farm. How many years have you paid rent?**



Our Pea Crops are literally wonderful. Of course, where the wild pea grows so luxuriantly, the soil is naturally adapted for tame varieties.

#### STOCK RAISING:

It will astonish many to learn that already,—practically within the lifetime of a child—the young “Grain Growing” Province of Saskatchewan has become the second-largest Stock-owning Province in the entire Dominion of Canada! It is probably very difficult for those elsewhere to grasp the magnitude of our sweeping expansion in the foregoing direc-



One of our International Champions. This young Pig (inc. Saskatchewan is already the second-largest stock-owning province IN ALL CANADA!



tion, seeing that we can scarcely do so ourselves. However, the following statistics issued by the Dominion Government, April, 1916, tell their own wonderful tale:—

**LIVE STOCK STATISTICS**

**Dominion Government Figures Received 27th April, 1916**  
**Estimated Number of Live Stock in Canada at June, 1915:**

	Horses	Milk Cows	Othe Catt's	Sheep	Swine
P. E. Island.....	36,898	47,023	59,593	86,640	40,792
Nova Scotia.....	63,244	128,814	144,458	205,542	53,402
New Brunswick..	65,827	101,665	96,437	111,026	72,533
Quebec.....	372,567	720,420	612,500	554,491	632,729
Ontario.....	903,527	1,077,808	935,606	611,789	1,469,573
Manitoba.....	317,847	157,494	246,603	50,880	163,308
Saskatchewan....	630,062	211,684	543,609	133,311	411,324
Alberta.....	544,772	183,974	660,000	238,579	229,696
British Columbia..	61,355	37,944	100,439	46,404	38,543

Total for Canada. 2,996,099 2,666,846 3,390,155 2,038,662 3,111,900

The estimated value per province is as follows:

	Estimated Value December, 1915	Percentage of Total Value
Prince Edward Island.....	\$ 8,503,726	1.13
Nova Scotia.....	20,005,888	2.68
New Brunswick.....	17,584,688	2.34
Quebec.....	124,334,307	16.56
Ontario.....	243,413,935	32.43
Manitoba.....	66,187,824	8.82
Saskatchewan.....	143,806,189	19.16
Alberta.....	111,227,910	14.81
British Columbia.....	15,597,094	2.07

Total value for all Canada.....\$750,667,561 100%



**Pigs for Prosperity! Our Western grain-fed Hogs are everywhere preferred by packers over all others. There's a quick fortune here in hog raising.**



**Group of Clydesdales. Ere very long, we shall be shipping pure bred horses the world over.**

Now, it will be obvious that, in so few years, a live stock expansion so unprecedented as above could happen only in a Province naturally and exceptionally adapted for the successful conduct of animal husbandry. And, at the present rate of our progress, it will not be very long until Saskatchewan achieves the proud place of Canada's premier stock Province. Our every condition is quite as favorable for the raising of the world's best horses, cattle, sheep and swine as for the growing of the world's finest wheat. Today it is the proud boast of our stockmen that nowhere will stock average a higher quality than they do here. We started right. We avoided scrubs and runts. We bought the best to be had,—and our wonderful natural conditions are enabling us to still further improve upon them. Already, many of the most coveted trophies offered on the American Continent have come to our breeders.

It may interest to add that fully two-thirds of Saskatchewan's stock is distributed throughout the upper portion of the Province—in Saskatoon District. Parasitic diseases are practically unknown here,—a recommendation of vital importance.

#### **DAIRYING:**

Dairying in Saskatchewan dates back merely to 1906. Therefore, it is only ten years old. Nevertheless, so naturally suitable is this Province—and particularly, our District—for its successful conduct that, already, in so short a time, it has become one of our most important and most promising lines; indeed, it is respectfully submitted that there is probably no parallel to the record development indicated by the following statistics:—

---

**Last year, one of our farmers realized \$37,773 from 664 acres crop, and similar records are very numerous here.**



**Carrots.** Our soil produces Root Crops that establish new and astonishing records in quality and yield.

**Annual Production, Saskatchewan Co-operative Creameries:**

Year	No. of Creameries	No. of Patrons	Pounds Butter Made
1907 .....	4	213	66,246
1910 .....	7	1,166	507,820
1913 .....	11	2,681	962,869
1914 .....	13	3,625	1,398,730
1915 .....	15	5,979	2,012,410
1916 .....	17	9,200	Est. 2,500,000

Then, add to above the record of



**Because conditions here are ideal for most profitable returns, our Dairying industry increases by leaps and bounds—in fact, we are already exporting butter!**

**Private Creameries:**

Year	No. of Creameries	Pounds Butter Made
1913 .....	9	1,250,000
1914 .....	12	1,500,000
1915 .....	13	1,800,000

The policy of the Saskatchewan Government Dairy Branch is exceptionally progressive and generous. It aims to help and encourage the dairyman in every possible way. As a result, Saskatchewan butter has achieved a most enviable reputation, particularly in British Columbia, where it is in constant and heavy demand, and where it successfully com-



**Experimental plots of clovers, Provincial Agricultural College Farm, Saskatoon. Clovers are now being grown to great advantage by many of our progressive farmers.**

petes with the highest grade New Zealand butter, which was formerly the standard of that market.

Our dairymen are making splendid money. Few of them owe anything; most of them have comfortable bank balances, which increase rapidly.

At Saskatoon there is a large and thoroughly up-to-date creamery, with an output of about one and-a-half tons butter daily. And, only a few years ago it was almost impossible to get enough milk for one's children, and all the butter was imported: **TODAY WE ARE EXPORTERS!**

**POULTRY:**

In this line there is big money here for the man who knows his business. Poultry could not thrive better than they do with us, nor could the industry be conducted under natural conditions more favorable than ours. In a district so largely

From the past two harvests, the larger proportion of our farms have paid for themselves at least twice over! How could it be otherwise, with land so cheap, wheat so dear, and with yields ranging from thirty to over fifty bushels per acre!



**No stock pays us better than Sheep. We have no parasitic diseases and no winter rains. The Government markets our wool. Nevertheless, we still import our mutton from New Zealand!**

devoted to grain production, it goes without saying that the very best feed is always cheap and plentiful. On the other hand, however, poultry products never fail to find a ready market at prices much more gratifying to the producer than to the consumer.



**Feed is cheap; the market is good. Prices always favor the producer. Therefore, Poultry Pays most handsomely.**

**On the three new Transcontinental Railways, Saskatoon is the only large centre between Winnipeg and Edmonton—a distance of over 800 miles! This significant fact will not escape WHOLESALERS.**

**MARKET GARDENING**

Our vegetables are a revelation to those from other parts; they grow to such perfection and in such variety. Anyone can grow them.—they simply grow themselves. In a normal season, tomatoes seeded in the open will ripen heavy yields of a quality that has no superior. This fact conveys a significant indication of the genial nature of our growing season, and will not escape the experienced truck gardener, for whom there is a very excellent opening.

**SMALL FRUITS:**

In this District, there is unquestionably a great future for the small fruit industry, which, while as yet in its infancy, is expanding most encouragingly. Berries of all sorts yield the most astonishing crops of a quality far ahead of any imported from elsewhere.



Typical of our Currant yields.

**NATURALIZATION:**

Without changing their citizenship, those from other than British countries may purchase and hold title to Western Canadian lands. If Homesteading, however, foreigners must declare their intention to become British subjects, and must be Naturalized before obtaining patents for their Homesteads. In the interval, they can hold possession, live upon the land, and exercise every right of citizenship.

To become a British subject, a foreigner must reside for three years in this country. Any party authorized to adminis-

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Canada is 250,000 square miles larger than the United States, with but about one-twelfth of the population. Lots of room for you and yours; but, hurry up!

ter oaths in a Canadian court will instruct how to proceed in the matter, which is perfectly simple.

If a British subject has taken out "Citizen Papers" in the United States, he can be "Repatriated" by taking out a certificate of naturalization after three months' residence in this country.

#### **FRIENDS FROM THE U.S.**

It will interest to remark that Saskatoon's Great District was first discovered and demonstrated for us by American farmers—men from Minnesota and North Dakota—in the year 1903. It is therefore but natural that, since then, this section of the Canadian West has been particularly popular with our friends from the South. They come here because the proceeds from the sale of their United States land will buy them four or five times as much **FIFTY PER CENT. BETTER LAND** in Saskatoon District.

#### **WE HAVE NO WAR TAX ON LAND.**

#### **THERE IS NO CONSCRIPTION IN CANADA:**

There is no conscription in Canada, nor is there likely to be. However, even supposing, for the sake of argument, that we had conscription here, it could apply to none save Canadian citizens, and it takes three years' residence to become one of such.

We have no War Tax on land, nor is there a tax of any kind on stock, chattels or improvements on farms.

In Saskatchewan, the only Provincial Government tax is for educational purposes, and must not exceed ten mills on the dollar's valuation. The tax for municipal purposes averages five cents per acre, and must not exceed 6¼c.



**Onions retail at 25c for four pounds. Nothing here can be grown more easily or to greater advantage. The market is unlimited.**

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**The Number of Cattle in Saskatchewan has increased 300% in the past twelve years. SASKATCHEWAN IS NOW THE SECOND-LARGEST STOCK-OWNING PROVINCE IN CANADA!**



640 acres Marquis wheat, near Saskatoon. This crop averaged 52 bushels per acre.

#### **RURAL TELEPHONES:**

The Government of this Province, by granting material aid toward the formation of rural telephone companies, places the convenience in question within easy reach of all fairly settled localities. As a result, such developments have been very remarkable. The rural telephone annihilates distance and isolation. It brings to one's home the voice and sympathetic touch of even a distant neighbor.

#### **RURAL SCHOOLS AND CHURCHES:**

Four residents in a district, with not fewer than twelve children of from five to sixteen years of age, can secure a rural school. Provision has therefore been made for educating the families of remotest settlers. In this Province educational facilities are of a high order, and the last excuse for illiteracy has been wiped out.

The church makes its appearance at a very early stage in the development of any new point. The leading denominations arrange for regular services in the school-houses of outlying points.

#### **RURAL MAIL DELIVERY:**

Wherever there is the small yet sufficient number of people to fulfill the very simple requirements, a Rural Free Mail Delivery will be established by the Dominion Government. A \$2.00 letter box is the total expense involved.

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In 1901, there were only 27,347 hogs in Saskatchewan: Today we have over 500,000. Packers everywhere prefer our Western grain fed hogs to all others.





One of our Residential Sections. Note boulevarding and then imagine the added beauty of a few years to the tens of thousands of trees planted along most of our streets.

#### HOMESTEADS:

The astonishing fertility of Saskatoon District has resulted in a constant and heavy demand for our Homesteads. Nevertheless, quite a number of these still remain. However, the only way to secure a homestead is to come here personally and make your selection from those available on your arrival at our Land Office. But, if you want 160 acres of the best land in the world for the trifling fee of \$10, better not wait too long!



Our great River, beautifully fringed with trees, supplies the final touch to the natural picturesqueness of this City.

**CANADIAN AGENCIES IN U.S.  
CHEAP TRANSPORTATION—BAGGAGE:**

The following are the Canadian Government Agents in the United States. Any of them will issue you a Certificate entitling you to reduced rates for yourself and freight on Cana-



**Twenty-third Street, East. Part of the Wholesale Section in the background.**

dian Railways from the United States boundary to Saskatoon. Railways allow free transport of 150 lbs. baggage with each full passenger ticket:—

- M. V. McINNES, 178 Jefferson Ave., Detroit, Mich.
- C. A. LAURIER, Marquette, Mich.
- C. J. BROUGHTON, Room 412, 112 W. Adams St., Chicago, Ill.
- GEORGE A. HALL, 123 Second Street, Milwaukee, Wis.
- R. A. GARRETT, 311 Jackson Street, St. Paul, Minn.
- FRANK H. HEWITT, 5th Street, Des Moines, Iowa.
- O. G. ROUTLEDGE, 301 East Genesee Street, Syracuse, N.Y.
- W. S. NETHERY, 82 Interurban Station Bldg., Columbus, O.
- G. W. AIRD, 215 Traction Terminal Bldg., Indianapolis, Ind.
- W. E. BLACK, Clifford Block, Grand Forks, N.D.
- J. M. MacLACHLAN, Drawer 197, Watertown, S.D.
- W. V. BENNETT, Room 4, Bee Bldg., Omaha, Neb.
- GEO. A. COOK, 2012 Main Street, Kansas City, Mo.
- J. L. PORTE, Room 6, Dunn Block, Great Falls, Mont.
- J. N. GRIEVE, Cor. 1st and Post Streets, Spokane, Wash.
- J. E. LA FORCE, 1139 Elm Street, Manchester, N.H.
- L. N. ASSELIN, Biddeford, Me.
- A. A. BOWLBY, 73 Tremont Street, Boston, Mass.
- F. A. HARRISON, 210 North 3rd Street, Harrisburg, Pa.
- J. C. KOEHN, Mountain Lake, Minn.

**The present individual consumption of wheat is from 6 to 7 bushels per annum. In 1871, there were 375 million bread-eaters in the world. Today, there are 517 million. There is no fear of over-production of wheat.**

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## S A S K A T O O N

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### FREIGHT REGULATIONS

1. Carloads of Settlers' Effects, within the meaning of the settlers' tariff, may be made up of the following described property for the benefit of actual settlers, viz.: Live stock, any number up to, but not exceeding ten (10) head, all told, viz.: Cattle, calves, sheep, hogs, mules, or horses; Household Goods and personal property (second-hand); Wagons or other vehicles for personal use (second-hand); Farm Machinery, Implements, and Tools (all second-hand); Soft-wood Lumber (pine, hemlock, or spruce—only) and Shingles, which must not exceed 2,000 feet in all, or the equivalent thereof; or in lieu of, not in addition to, the lumber and shingles, a Portable House may be shipped; Seed Grain, small quantity of trees or shrubbery; small lot live poultry or pet animals; and sufficient feed for the live stock while on the journey. Settlers' Effects rates, however, will not apply on shipments of second-hand Wagons.



Among the trees on our River Bank

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Less than a century ago, New York State produced most of America's wheat, and Rochester, N.Y., was the great milling centre. Today, it is Minneapolis, 1,500 miles further west; but, **TOMORROW, IT WILL BE SASKATOON.**



Twenty-first Street East, from First Avenue

Buggies, Farm Machinery, Implements, or Tools, unless accompanied by Household Goods.

2. Should the allotted number of live stock be exceeded, the additional animals will be charged for at proportionate rates over and above the carload rate for the Settlers' Effects, but the total charge for any one such car will not exceed the regular rate for a straight carload of Live Stock.

3. Passes.—One man will be passed free in charge of live



Wonderful how everything grows here!

With merely the annual rent you are paying for your farm elsewhere, you could here purchase outright a bigger, far better farm. How many years have you paid rent?



Canadian Pacific Railway Bridge—one of our five bridges.

stock when forming part of carloads, to feed, water, and care for them in transit. Agents will use the usual form of Live Stock Contract.

4. Less than carloads will be understood to mean only Household goods (second-hand), Wagons or other vehicles for personal use (second-hand), and (second-hand) Farm Machinery, Implements, and Tools. Less than carload lots must be plainly addressed. Minimum charge on any shipment will be 100 pounds at regular first-class rate.

5. Merchandise, such as groceries, provisions, hardware, etc., also implements, machinery, vehicles, etc., if new, will not be regarded as Settlers' Effects, and, if shipped, will be charged at the regular classified tariff rates. Agents, both at loading and delivering stations, therefore, give attention to the prevention of the loading of the contraband articles and see that the actual weights are way-billed when carloads exceed 24,000 lbs. on lines north of St. Paul.

6. Settlers' Effects, to be entitled to the carload rates, cannot be stopped at any point short of destination for the purpose of unloading part. The entire carload must go through to the station to which originally consigned.



Grand Trunk Pacific Railway Bridge—another of our five.

Last year, one of our farmers realized \$37,773 from 664 acres-wap, and similar records are very numerous here.

7. The carload rates on Settlers' Effects apply on any shipment occupying a car weighing 24,000 pounds or less. If the carload weigh over 21,000 lbs. the additional weight will be charged for. North of St. Paul, Minn., 24,000 lbs. constitutes a carload, between Chicago and St. Paul and Kansas City or Omaha and St. Paul a carload is 20,000 lbs. From Chicago and Kansas City north to St. Paul any amount over this will be charged extra. From points South and East of Chicago, only five horses or heads of live stock are allowed in carloads, any over this will be charged extra; carload 12,000 lbs. minimum.

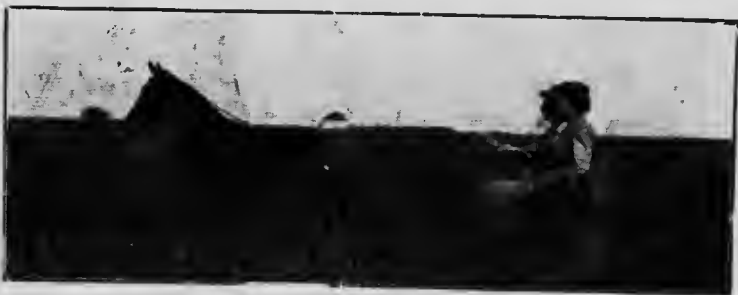
8. Minimum charge on any shipment will be 100 lbs. at first-class rate.

#### CUSTOMS:

Settlers' Effects as per clause 1 of the above section are admitted Duty Free into Canada. Additional stock up to any number may be admitted on payment of 25 per cent. of valuation at point of entry; but, ANY NUMBER OF REGISTERED STOCK MAY BE BROUGHT IN DUTY FREE, provided certificates of such registration are shown to the proper Customs officials.

SWINE ARE SUBJECT TO QUARANTINE AND SHOULD NOT BE BROUGHT INTO CANADA.

On no account attempt to smuggle or otherwise elude the Customs.—or, the result is likely to prove costly and inconvenient.



Gazing upon the fulfillment of their dreams

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On arrival here, call upon The Commissioner, Board of Trade Offices, just south of the C. N. Ry. Depot. He is there to help you.

5613x3c

**THE SETTLER'S TWELVE COMMANDMENTS**  
(Revised)

**Wheat Raising in a Nutshell:**

**COPYRIGHT—Canada—1916—Saskatoon Board of Trade**

- (1) Break the land two or three inches deep—as shallow as possible, and yet cut all the grass. Turn the sod over flat so that the grass will decay quickly.
- (2) Break before the end of June, and, if possible, by the middle of that month. **THIS IS HIGHLY IMPORTANT**, as late breaking does not produce profitable crops.
- (3) The earliest breaking should be back-set during the late 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, or pack and harrow thoroughly immediately after back-setting.
- (4) Frequently, the newcomer does not arrive until late in June. In the case of breaking done late in June, or in July, **FLOW DEEP**—say, four inches or more—and **DO NOT BACK-SET**. Pack the land, and after sod has partly decayed, disc it thoroughly and then harrow.
- (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.
- (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 into 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, packed and well harrowed 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. 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 seedling 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.

**JOHN BRACKEN, B.S.A.,**

Professor of Field Husbandry,

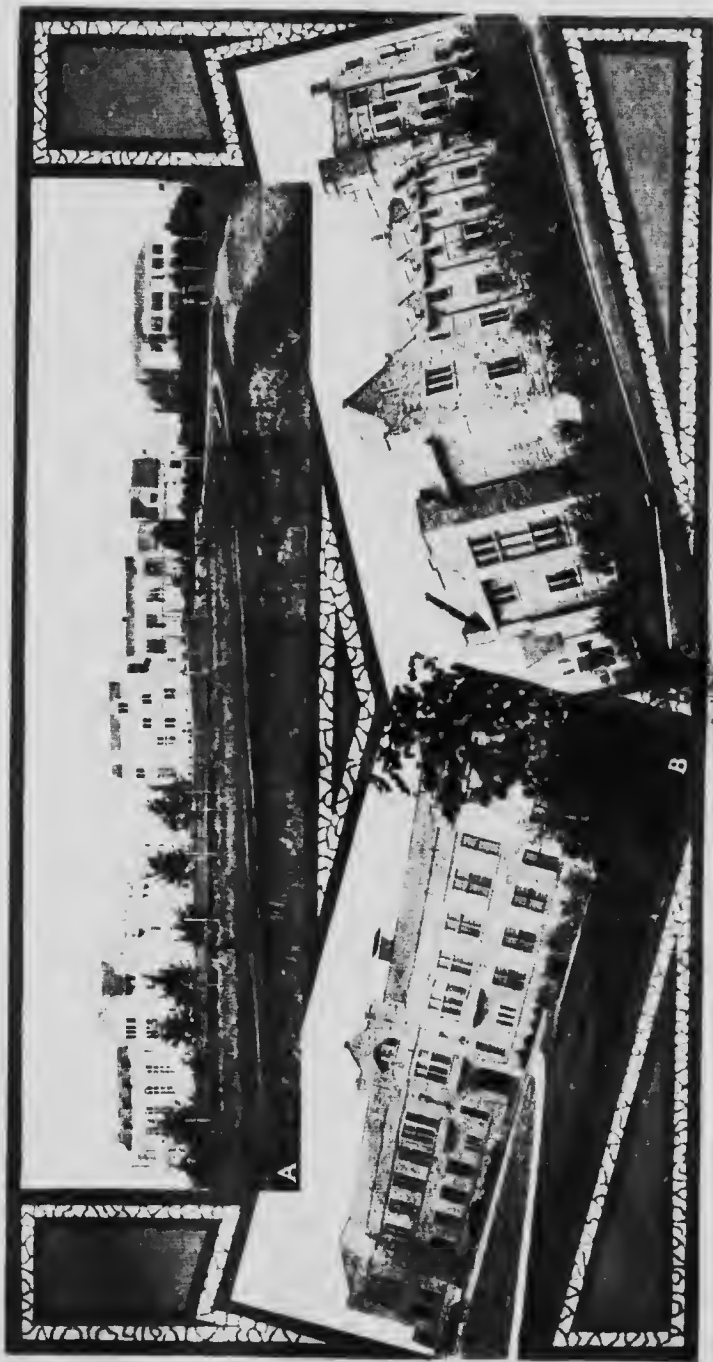
University of Saskatchewan, Saskatoon.

**HON. W. C. SUTHERLAND, M.P.P.,**

Saskatoon, Sask.

**F. MACLURE SCLANDERS, F.R.G.S.,**

Commissioner Saskatoon Board of Trade.



A few of the splendid buildings of the Provincial University and Agricultural College at SASKATOON  
 THE UNIVERSITY CITY OF SASKATOON





