

EVERYMAN'S
OPPORTUNITY



MOOSE JAW
CITY OF SUCCESSES

CANADIAN MACINTYRE
COMPANY LIMITED
MOOSE JAW, SASK.

ORIGINATED, EDITED, COMPILED, DE-
SIGNER AND PRODUCED BY THE
CLASSIFIED AD COMPANY
WORLD'S LARGEST CLASSIFIED AGENCY
GENERATING PROGRESSIVE, CONSTRUCTIVE
PRODUCTIVE DISTRIBUTION METHODS
KARPEN BUILDING, CHICAGO, ILL., U.S.A.

PRESS OF
GEO. G. RENNEKER COMPANY
312-314-316 WEST RANDOLPH STREET
CHICAGO ILL. ILLINOIS

Moose Jaw
The City of Successes

Canadian Macintyre Co. Limited



Top—Homesteaders on the Trail.
Bottom—Saskatchewan Is a Paradise for Sportsmen.



How About Tomorrow? And The Years Ahead?

THE question of *your own possibilities* is what concerns *you* most of all.

How about *tomorrow*, and the *day after that*, and *next year*?

What are *you* doing to make the result of *today's labor* insure comfort and plenty in the years to come?

The day of opportunity has not past, but the setting for it has changed. A half century ago the greatest possibilities for those on the American continent were to be found in the new land west of the Mississippi river.

For all the centuries since humanity started to write history the trend has been toward the West. The *final opportunity* of "growing up" with the country is to be found in Western Canada.

This new idea of "growing up" with the new land is a matter not of changing your residence, but of permitting your dollars to take advantage of the broader opportunities of this *final West*.

The Western Provinces Have Every Commodity But One

Everything that makes for commercial advancement and financial profit will be found in the Provinces of Saskatchewan and Alberta, Canada.

Only one commodity is lacking,—and that is *money*. This is because the opportunities so far out-balance the dollars that all the available capital is absorbed as rapidly as it is produced.

The opportunity that is placed before *you*, and that *you* will find explained in detail in this Booklet, differs from every other opportunity with which you have ever been familiar.

Instead of being based on one solitary line of progress, it is as broad as this new land of endeavor itself.

Indeed, this proposition is the outgrowth of the *personal experience* and *success* of the men back of it.

It is a *combination of possibilities*, each and every one of which has been undergoing a rapid evolution.

As you proceed, you will find that this plan virtually makes every resident of Western Canada a co-partner of yours.

It is unlike being tied down to the possibilities of one farm or one factory, because it hinges upon this truly marvelous *expansion* that dates back to the richness and productivity of the soil.

The Modern Mecca of the Ambitious

The Western Provinces of Canada are undergoing a similar evolution to that which marked the beginning of the Western Hemisphere.

The difference is that Saskatchewan and Alberta have at their command *every modern facility* for the transaction of business.

Thus we find that the hamlets of yesterday become the cities of today, and that tomorrow these cities have broadened into metropolitan centers of distribution.



Top—Hauling Wheat to One of Moose Jaw's Flour Mills.
Bottom—At the Freight Sheds.



Moose Jaw— The Center of Distribution

IN the Province of Saskatchewan a trifle over eight per cent of the land is under cultivation. Bear in mind, therefore, that the most appealing and attractive feature you will find, hinges on the relationship of the stupendous progress in the immediate past as compared with the breadth of possibilities for expansion during the next few decades.

If you were to invest any given sum of money in those sections of the continent that have reached their full maturity of growth, then the value and future of your money would be governed not by the possibilities of great future growth and expansion, but by the possible advancement of conditions in some small locality or section of a city.

Every municipality must eventually reach that condition where its opportunities can no longer appeal to the small investor. For example: The allurements that capital finds in New York, Philadelphia, Chicago, or St. Louis, is found chiefly in bartering in franchises or large endeavors of other natures, which are absolutely removed from the scope of the man or the woman having a few hundred, or a few thousand, dollars.

If you attempt to enter as a part owner into any business that does not give you *organization rights* and *privileges*, then you are withheld from the chief source of profit.

If you go to the other extreme, it will be easy enough for you to see that as an individual with limited means, you could not even enter a new country and become possessed of the *genuine* opportunities.

The entire object of our offer to co-operate with you is to make you an organizer with rights, privileges, and possibilities *equal* to those of all other organizers. We purpose to put you in position where you can take advantage of not one or two opportunities, but of *innumerable* opportunities that already exist in the metropolis of this *new* and *last* West.

Moose Jaw—The Center of Distribution

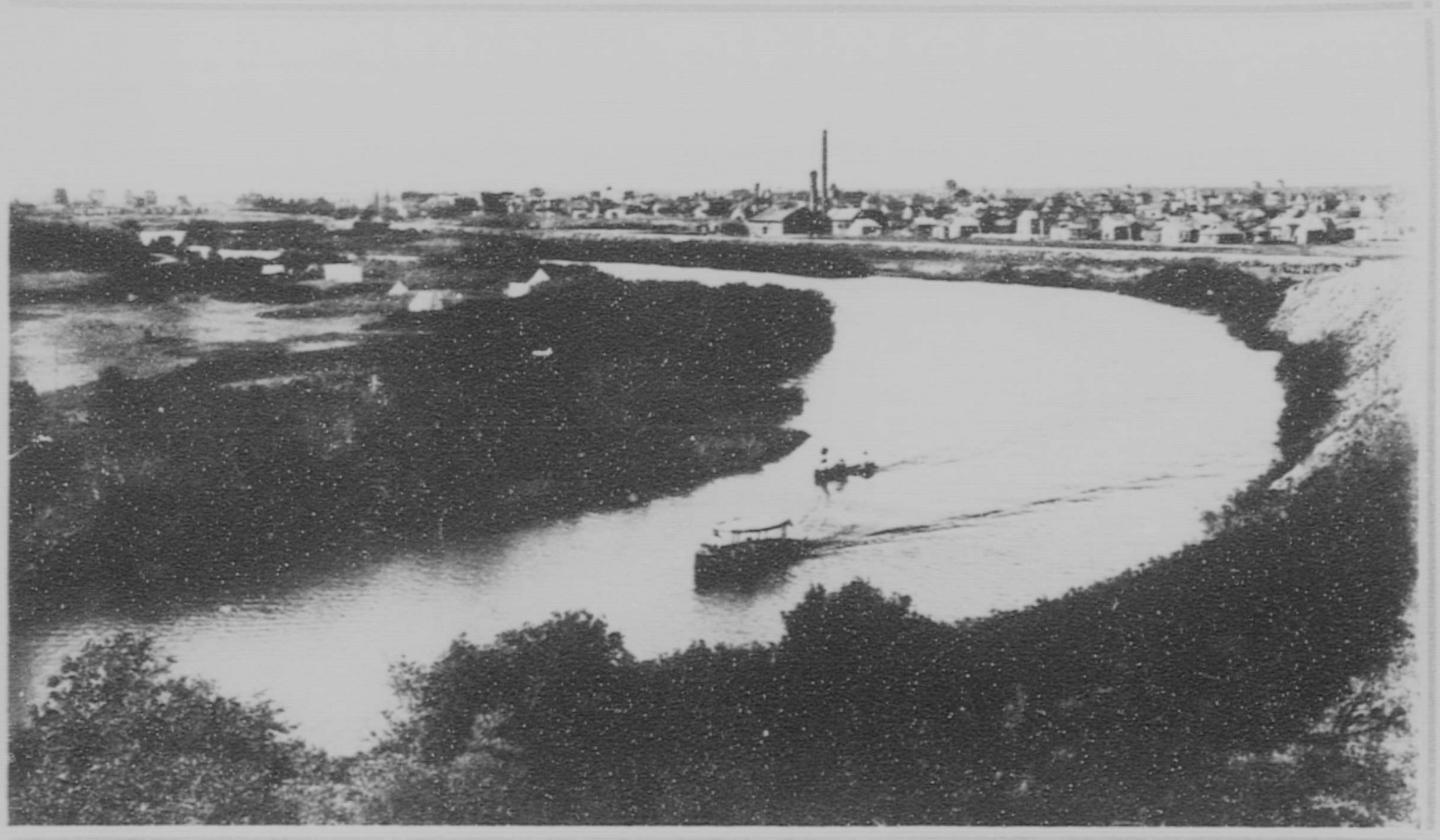
Keep before you these intimate truths: The growth in numbers, wealth, and production of any city depends not simply upon its *own* strength and force, but upon the *extent*, *productivity*, and *aggressiveness* of all of the territory tributary to it.

Study the facts carefully, and you must come to the conclusion that the *increase* in population in such cities as New York and Chicago is due chiefly to the *influx* of the *lowest-paid* foreign labor.

From a total of one million immigrants who enter the United States every year, the great majority settle in the *larger cities*.

While this statement may appear as a paradox, it cannot be denied: The principal growth of the large American cities is through *stagnation*.

During a period of ten or twenty years, there is practically no change made in the agricultural territory that is tributary to these large cities. The matter of basic production scarcely alters.



Top—Moose Jaw River.
Bottom—Fishing on the Moose Jaw River.



The Metropolis of a Vast Territory

NOW, contrast this condition with Moose Jaw and Saskatchewan; and, in fact, with Alberta considered as part of the situation.

Moose Jaw today is the metropolis of a vast, prolific territory, of which about ninety-two per cent is *potential* and eight per cent under production.

The principal stimulus in the growth of these Western Canadian towns reverts back direct to the opening of *more* agricultural territory.

The bulk of the immigration into Canada is composed of *practical farmers* who come with the money and the knowledge necessary to assure their success.

They have preceded the artisan.

Manufacturing has found its greatest difficulty in *keeping up* with this broadening *demand*; distribution in all its branches has scarcely been able to keep abreast of this wonderful *new growth* in agricultural Saskatchewan and Alberta.

The time has not come when the manufacturing and distributing enterprises are obliged to devote their thought and attention to competition. That time will not arrive, in the sense in which it is operative in the United States, during the present generation.

And in the center of this activity, with numerous lines of railways radiating from it, is the city of Moose Jaw that has grown from a prairie village to a city of 26,000 population in the past twelve years.

Do you wonder that Moose Jaw offers opportunities that cannot be duplicated any-

where else on the continent of North America? Do you realize that here is a city expanding at such a rate that *your money*, properly invested, can earn far beyond any given rate of percentage?

Right here let us tell you that this is not a plan for you to tie your dollars down in *one* single possibility. Before you have completed reading our proposition, you must come to the conclusion that we have devised a workable plan that places *you* at the very *hub* of the *wheel of progress*.

Moose Jaw — The City of Expanding Wealth

Throughout Western Canada, Moose Jaw is known as the city that never had a "boom." Its growth has not been forced. Its buildings have not been constructed in anticipation of future tenants, but to take care of the actual *overflow*, with its ever increasing insistence of demand.

Moose Jaw has *absorbed every dollar* of capital available, and has given in return greater security and better assurance of the future than has been true of any other new city in any other new country under the Sun.

Pioneering in Moose Jaw has had back of it the very *best* that modern methods and the facilities of today could insure.

It is the greatest example in the world of the up-to-now pioneer city; and yet, with all its progress, it is *still* a town on the *frontier* of the most wonderful domain that has ever been opened to aspiring and purposeful human beings.



Showing Farmers' Exhibit Which Extended Over Two Blocks.



How It Compares With American Cities

IN an architectural sense, Moose Jaw is more modern than any city of its size in the United States; and when it comes to the matter of investing money, remember that your investment can *never* be any *greater* than the foundation upon which it rests.

If you are going to build your house on the sands, don't expect it to be as enduring as though it were erected on *mother granite*.

Moose Jaw is the *corner stone* of your opportunities, both because of what is *now*, and of what it *will be*.

If Moose Jaw put forth no effort, it would be *great* in spite of itself.

Consider, then, what the answer must be, with an *aggressive, level-headed* set of business men whose *belief* in their city is so great that they turn all of the surplus funds back into further investments!

Go into New York or Chicago, or to London and Paris, and for every sentence you hear uttered about investing in enterprises at home, you will hear one hundred sentences spoken about possibilities located at a *distance*.

Ordinarily the theory that "the distant hills" are the most verdant and inviting, will be found operative, but in Moose Jaw the possibilities for investment are so great that it would be next to impossible to locate a man or a woman investing in any outside region.

The Thrift and Growth of Moose Jaw

It would be impossible to convey an adequate conception of Moose Jaw through

any sort of superficial description. Therefore, you will find in this Booklet numerous engravings, reproducing photographs, and in addition to that, we shall recite briefly some of the more important facts pertaining to the city; from these facts and figures we shall be able to convey a fair idea to you of a *combination of conditions* that exist in this city.

In the matter of growth, follow these figures closely:

In the year 1901, the population of Moose Jaw was 1,500; in 1906, it was 6,000; five years later it was 20,000; and *today* it is approximately 26,000.

This remarkable growth is *more* than merely interesting.

If we were to extend our research through Saskatchewan, we would find that Moose Jaw has moved forward in harmony with the Province itself.

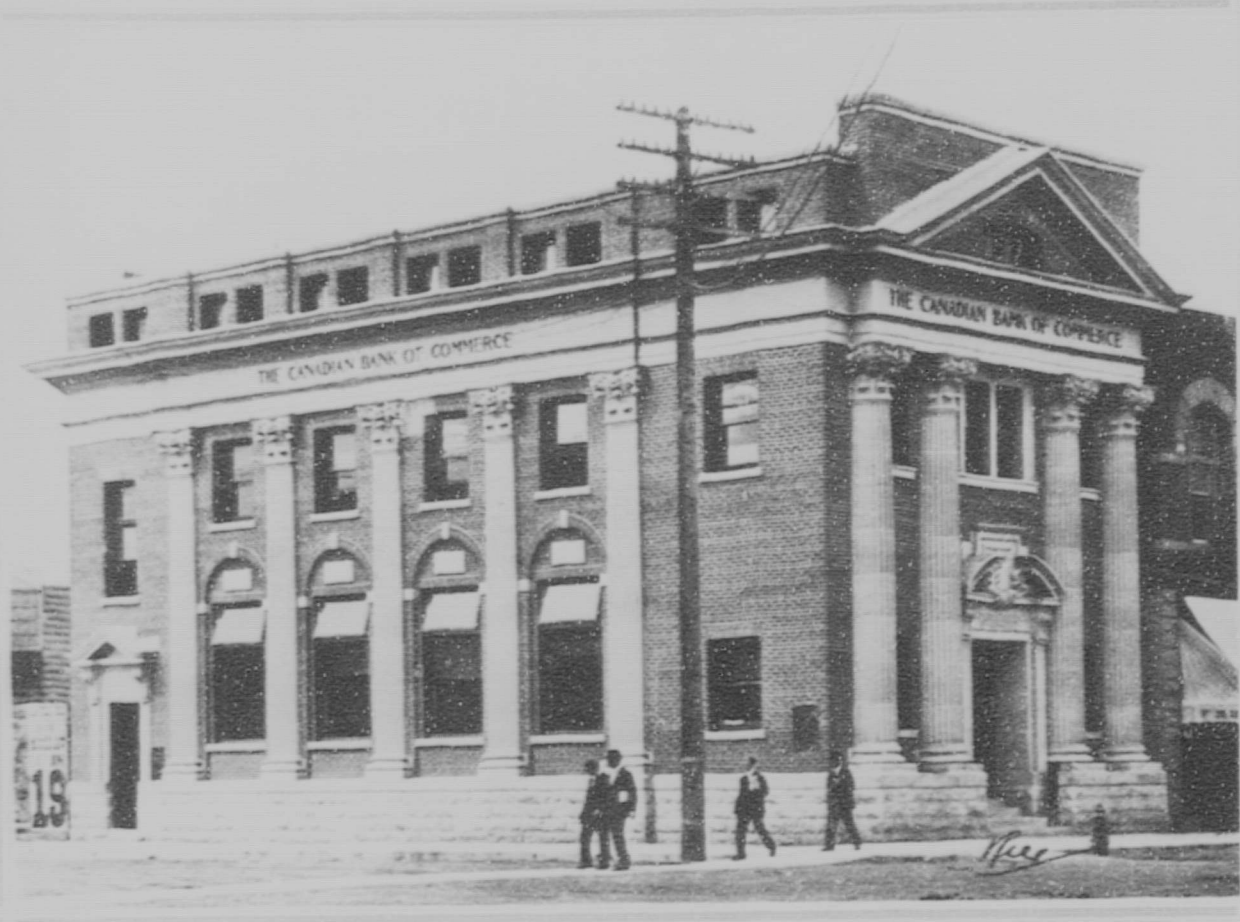
Out of a total of 155,000,000 acres in Saskatchewan, some 13,000,000 acres are under cultivation. This is about eight per cent, or one-twelfth.

Substantially all of the balance of this land *will be cultivated*, and each year is seeing *thousands upon thousands of acres added* to the allegiance of the plow and harrow.

If Moose Jaw did *no better* than keep abreast of this agricultural growth, then necessarily it would have to be a city of 300,000.

But Moose Jaw, beyond its expansion in harmony with Saskatchewan, is the *chief distributing center* of the Province.

As we shall show, its manufacturing has moved forward at a remarkable pace.



Top—One of the Many Banks.
Bottom—Bank of Montreal.



The Remarkable Growth Recorded by Statistics

NOW, if the same ratio were to obtain between agricultural and urban growth in Western Canada that we find in the United States, then *industrially* Moose Jaw should continue to *grow generations after* every acre is under cultivation.

To all cities there must be growth other than their population figures.

The clearing house in Moose Jaw was opened in February, 1911, during which month the clearings aggregated a little in excess of \$1,700,000; in October, 1912, these clearings were \$6,245,000. In other words, in one and two-thirds years the bank clearings in Moose Jaw showed a net increase of 300 per cent.

In the year 1910, the building permits totaled \$1,071,000; in 1911 they had grown to \$2,425,000.

We find, during 1912, that in the month of April the building permits exceeded \$1,000,000, or very nearly as much as for the entire year of 1910.

In May, 1912, these permits amounted to \$1,175,000. As this Booklet is prepared, every indication points to a grand total of at least \$5,000,000 for the year 1912; or *five times* as much as for 1910.

As you become familiar with this proposition, you are going to think of these figures, and they are going to *prove to you*, first: the tremendous expansion of Moose Jaw; and, second, the belief of Moose Jaw capital in its *own* city.

But even in the face of these most remark-

able increases in building permits, is the further startling fact that Moose Jaw is *not* building rapidly enough to take care of its *insistent demands*.—a point that we shall refer to later.

In the matter of municipal improvements, Moose Jaw proves absolutely that it is operated on modern lines.

There are over fifty-five miles of water-mains, and a new system has just been completed that brings the water twenty-two miles, from Caron Springs, at a cost of \$550,000.

This service will give Moose Jaw a supply of over one and a half million gallons of pure water daily.

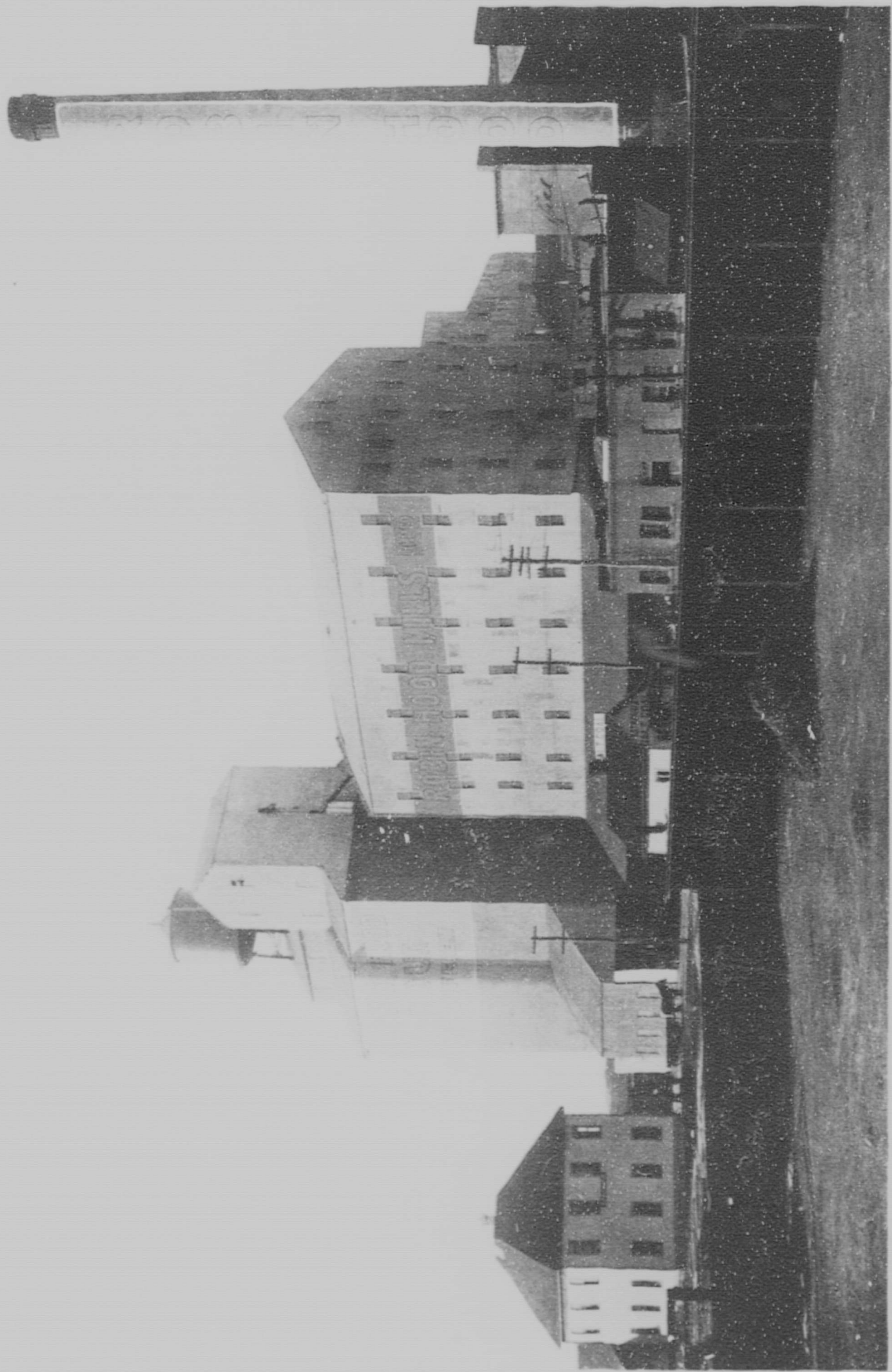
To further the already dependable fire protection, a high-pressure system has been installed, which includes a concrete dam on the Moose Jaw River, with a storage reservoir capacity of twenty-four million gallons.

In the year 1910, the assessments in Moose Jaw amounted to a little over \$13,500,000; in 1911, these assessments had more than *doubled*, amounting to \$27,700,000; the 1912 assessments will approximate \$52,000,000, or four times what they were in 1910.

This does not infer an increased imposition on Moose Jaw realty, but it is significant of the *growth* and *expansion* in this city.

This is proven by the fact that the tax rate is only 10 4-5 mills on the dollar.

From January, 1911, to October, 1912, the customs receipts have experienced a most noteworthy growth. They have expanded in that time from \$12,000 to \$55,000 for a single month.



Robin Hood Mill.



The Industrial Activities Are Enormous

THE city of Moose Jaw contains a large number of manufacturing and wholesale enterprises, and has operated along the lines of making the city *more* than a mere grain center.

The dominant idea has been and will be to make Moose Jaw *metropolitan* in every sense of the word.

This insures a *growth* both in *population* and *dollars*, far in *excess* of the relationship between the city and agricultural Saskatchewan.

The Canadian Pacific Railway has two thousand employes in Moose Jaw; the Robin Hood Flour Mills Co., Ltd., employs one hundred and fifty persons; the Saskatchewan Bridge & Iron Co., Ltd., has one hundred and thirty persons on its pay-roll, and this same company has been trying to increase its number of employes by 50 per cent, but has been unable to get the men.

In addition to this, there are numerous wood-working and foundry companies; there are factories of various descriptions; and a considerable number of publishing houses. Other employers of labor are entering the market, and among these may be mentioned the Canadian Standard Automobile Co., the Moose Jaw Flour Mills Co., Ltd., and a stock food enterprise, which together will employ more than two hundred people.

A glass bottle company, a concrete products company, and other new enterprises will double that number.

The manufacturing and distributing firms of Moose Jaw already have many hundred persons on their pay-rolls, and there is a *demand for skilled help* that is far in excess of the supply.

To convey an idea to your mind as to what

Moose Jaw is doing in a progressive way, we will merely state that upwards of \$1,500,000 is being expended for municipal improvements, that include a new water system, a subway, additions to parks and exhibition grounds, sewer and water-main extensions, public library, electric light extensions, fire-fighting apparatus, etc.; and that all of these improvements are being made *without* piling up tax burdens on the populace, as we find in so many of the older towns in the States.

Moose Jaw is planning on still further and more wonderful improvements for the coming year. These will include two new Railway stations at a total cost of \$1,250,000; a new Armory to cost \$150,000; a new immigration hall that will cost \$75,000; and a Y. M. C. A. building that will cost about \$250,000. The new City Hall will represent an additional cost of \$250,000.

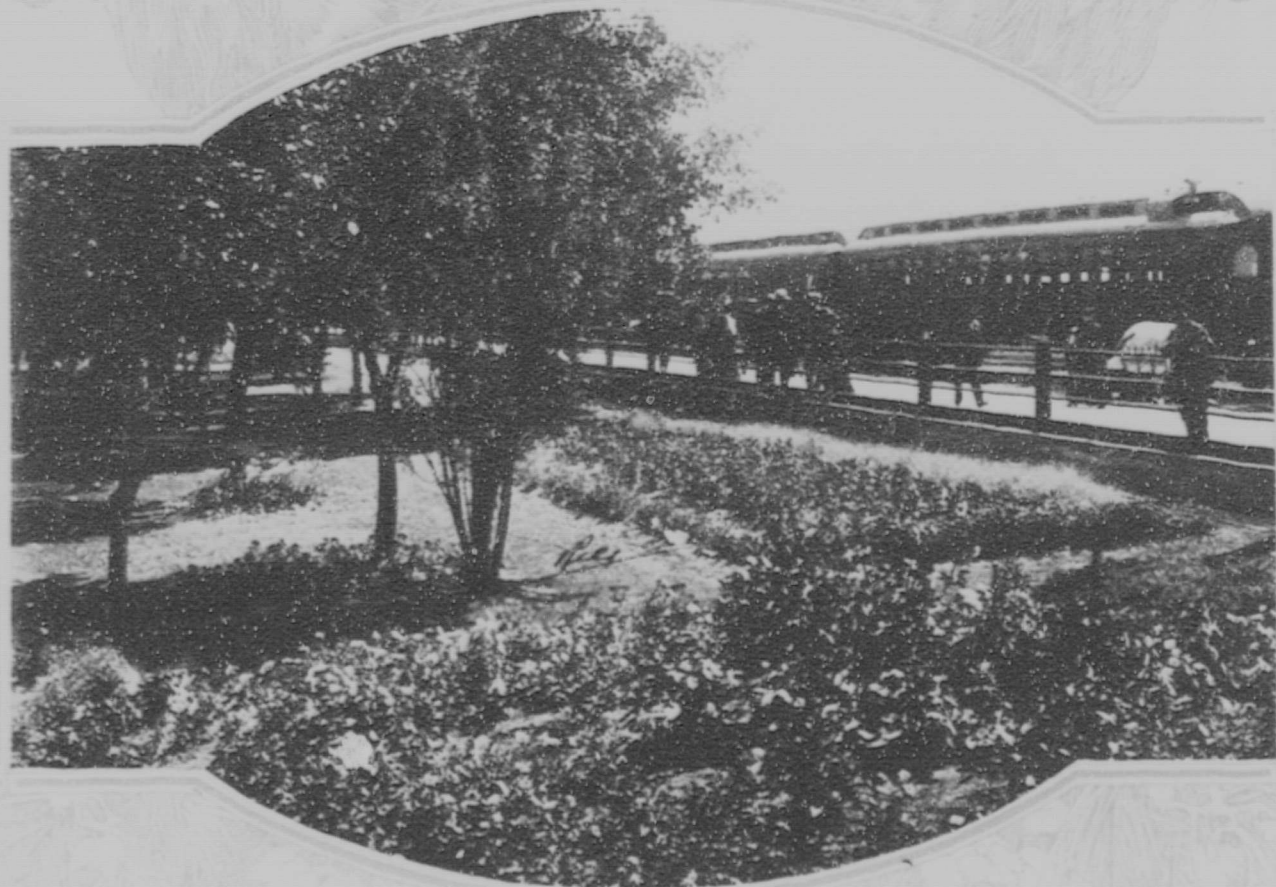
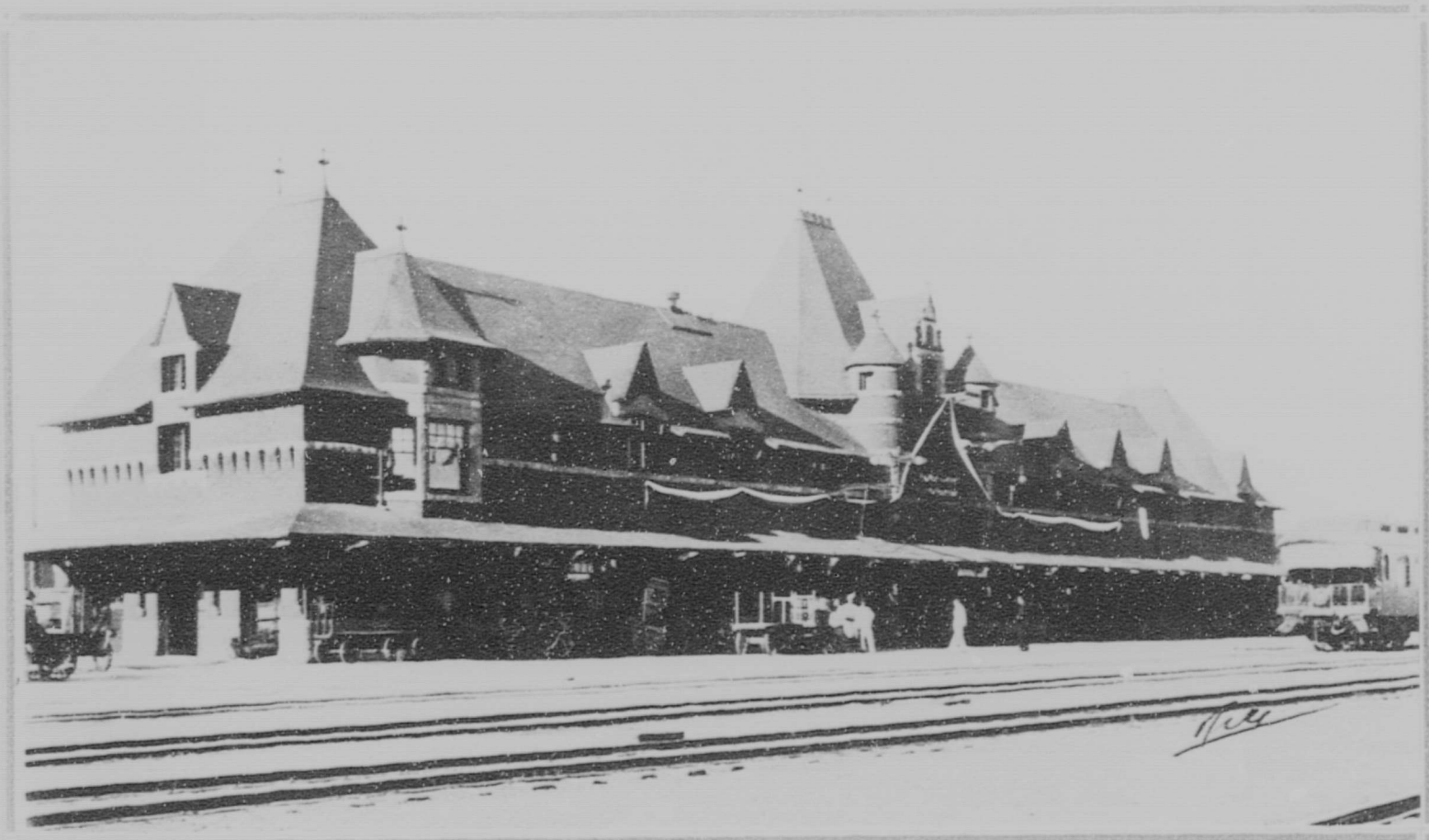
An Unlimited Coal Supply

You know that one of the chief factors in making a city desirable as an industrial center, is the question of *power*.

In June, 1912, Mr. D. B. Dowling, one of the foremost Geological Surveyors of Canada, was commissioned by the Geological Department of the Dominion Government to make a special survey of the coal deposit south of Moose Jaw.

He reported that, with an output of fifty tons a day, there was a sufficient deposit in this one field to supply the district for *two hundred years*.

The very fact that the presence of coal has been demonstrated is of vast significance, because Moose Jaw will become its own master in the power proposition with the development and exploration of these and other fields.



Top—C. P. R. Station.
Bottom—Gardens at C. P. R. Station.



Moose Jaw's Commanding Position

TWO prime factors enter into the subject of distribution of any locality:

One of these is the means of *transportation*, and the other is organized *merchandising*.

At this time in the City of Moose Jaw, in addition to its manufacturing and financial interests, there are nearly *forty* wholesale houses handling the various branches of staple merchandise.

These wholesalers distribute to *every point* of the compass surrounding Moose Jaw.

Their scope of distribution broadens as the agricultural activities in Saskatchewan expand.

Not only does Moose Jaw send out its merchandise to this great territory, but it is also a receiving and distributing point for grain.

The large flour mills in Moose Jaw consume a considerable amount of grain during the course of a year; one of these has an elevator that holds 250,000 bushels, and another is being built that will have a like capacity. A further private enterprise is financing the construction of a one-million-bushel elevator, and by the year 1915 this elevator is to be increased to a capacity of five million bushels.

A serious effort is on foot to have the Government make Moose Jaw one of the most important grain storage points in Canada.

In order to ease the transportation congestion that is entailed by hauling this enormous production of grain to Fort William, on Lake Superior, and to avoid the additional confusion contingent on the westward movement of grain after the opening of the Panama Canal, it is proposed to construct a number of enormous grain elevators in Moose Jaw.

Saskatchewan, with only about 8 per cent of its soil under cultivation, produced in excess of 212,000,000 bushels of grain in 1911.

The Railways recognize this growth in the Province and in the City. Within the coming year Moose Jaw will have fourteen distinct Railway outlets. The Railways centering in Moose Jaw, at this time, and with their branches radiating in every direction, include the Canadian Pacific, the Canadian Northern, the Grand Trunk Pacific, and the Soo Systems.

In the recent past, the Canadian Pacific completed operations on the big bridge spanning the Saskatchewan River at Outlook, giving Moose Jaw direct Railway communication with Edmonton and with the large industrial centers of the Middle Western States.

Moose Jaw, through its superior Railway connections, affords the shortest and quickest hauls from the large cities in the United States, and in this respect surpasses any other city or strategical transportation point in Western Canada.

In addition to all of the facts that we have set forth regarding the city of Moose Jaw, we might continue to name other truths that would further impress you.

The ideal location of the city, its schools, churches, places of entertainment, are all in harmony with this progressive municipality.

We have given you enough to demonstrate what Moose Jaw has done. What concerns *you* most is what Moose Jaw *holds in store for you*.

This is embodied in a combination of conditions that we have covered in a working plan so as to afford you the *greatest protection* and the *largest profit* possible.



A Busy Corner.



Moose Jaw's Need is Your Opportunity

WE have told you previously that as rapidly as industrial Moose Jaw has produced capital, it has absorbed that capital in its own expansion and its own enterprises.

Were you to come into the city of Moose Jaw, your greatest difficulty would be in finding a residence.

At this time there is not a modern apartment building in the city.

This same situation applies to business property.

An illustration is found in the recently constructed Hammond Building, where applications for space were four times as great as the capacity of the building.

Stores on the first floor were in even greater demand. The builders rejected all outside applications, confining their favors to Moose Jaw capital, and disappointing the major portion of even Moose Jaw applicants.

Rentals are high and it will be years before building operations can possibly catch up with the rapid growth and the demands.

You will recall that we pointed out that practically only 8 per cent of the available agricultural lands of the Province of Saskatchewan is under cultivation. We have shown you that Moose Jaw is the logical distributing metropolis of this entire region. It is the most important city between Calgary and Vancouver.

The solid growth of Moose Jaw should continue for at least a generation, during which time real estate values should expand without interruption.

On the basis of present property valuation

and the cost of materials and labor, improved Moose Jaw property will pay a *net return* amounting to 10 per cent; and for the better class property, 15 per cent.

The ratio of income as compared with investment cost is only one consideration to keep in mind; the other important feature is the steady enhancement in property values.

This continued advance is sufficient to not only offset depreciation of the buildings, but to actually add to the gross value of the property.

An important feature to consider is that Moose Jaw is in that period of its growth when *percentage* increases are most pronounced. For example, suppose a piece of property costing \$5,000 was worth, within a year, \$10,000. That would be a growth of 100%. The next year the increase in dollars is just as great as it was the year previous; namely, \$5,000. But the increase in percentage is less. It is only 50%. The third year, the property may be worth \$20,000, and while the actual monetary gain is identical, the growth in valuation over the year preceding is only 33 1-3%. Hence, were you to buy at \$20,000 and sell the next year at \$25,000, you would have made \$5,000 (as much as the first owner did during the first year, in dollars), but actually only 25% on your investment.

When cities attain a population of half a million, there is generally a smaller percentage possibility attached to even their best residential and business holdings, although the monetary gain may be large, figured in dollars without respect to percentage.

This is truly the *opportunity* period for capital in Moose Jaw—the beginning of an era of greatest percentage gains.



Top—One of Moose Jaw's Many Beautiful Homes.
Center—Residence.
Bottom—A New Street.



The Opportunity Period of Real Estate Investments

INVESTIGATION will prove to you that our arguments regarding property are tenable, and that in any community the period of actual profit in real estate investment must coincide with the era of greatest expansion.

There are just two ways in which cities attain their growth: One of these is by the settlement of new country tributary to those cities, and the other way is through industrial growth.

Moose Jaw is moving forward because of the stimulating influences of the *settlement* of new country around and about it, and because of the *up-building* of manufacturing and other industrial enterprises.

If you will refer to what has preceded this talk on real estate valuation and opportunity, you will see that Moose Jaw possesses *every* one of these basic essentials of growth.

Over 90 per cent of the agricultural land that is tributary to this city must yet be introduced to the activity of farming.

Moose Jaw, with its radiation of railway lines, will supply all parts of this vast region. It will be a *focal point* just as it is today, and every new town and every new district is going to contribute in some important degree to the prosperity of Moose Jaw.

During the past twelve years, this city has advanced from a prairie town to a modern city. During the next decade it should become, and no doubt will become, a city of more than *twice its present size*, and, very likely, *three or four times* its present wealth.

The entire Dominion of Canada is experiencing a growth all out of proportion to that of the United States.

To Mr. W. D. Scott, Superintendent of Immigration of the Dominion of Canada, is credited a statement that during April, May and June, 1912, the total immigration into

Canada was 175,000. In 1911, the immigration into Canada exceeded 350,000. The estimate for 1912 has been placed for 400,000.

The additions to the United States through immigration average one million persons a year.

Canada, therefore, is showing a growth through this source that is better than *one-third* of that of the United States.

The estimated gains during April, May and June of 1912 gave Saskatchewan over 20,000 and Alberta over 20,000—meaning that within three months these two provinces tributary to Moose Jaw gained approximately 40,000 through immigration, a very large part of which was from the United States.

This same ratio throughout the year would amount to 160,000 persons, or a gain of 80,000 for Saskatchewan and a like number for Alberta.

The majority of these immigrants are American farmers who have sold their lands in the States at top figures and who move into Saskatchewan and Alberta with the *capital* necessary to acquire land and conduct farming along modern lines.

The increase in numbers is gaining year by year, and either directly or indirectly Moose Jaw is called upon to supply numerous needs of these new settlers, as well as the established residents.

No matter what angle you take in considering the real estate situation in Moose Jaw, you must admit that the only answer is *greater growth* and that real estate values must of necessity continue to *rise*; but in the face of these truths remember that Moose Jaw is known as the city that *never had a boom*.

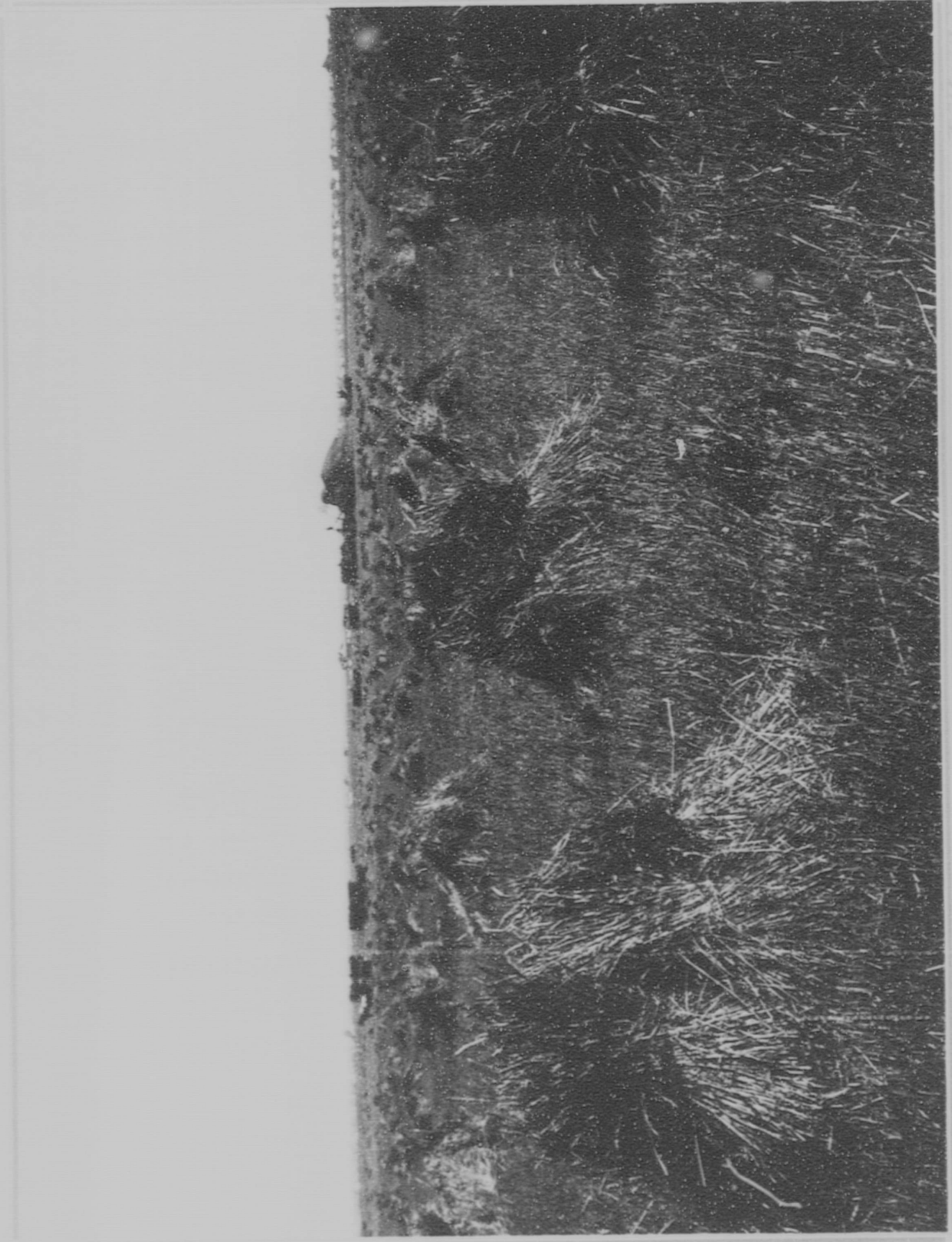
This municipality has not been built up like many of the towns in the States where the real estate activity was confined to *local gambling* in the advance of prices.



BIRDSEYE VIEW OF
MOOSE JAW



Top—Panorama of Moose Jaw Showing High Street at Its Intersection with Main Street.
Bottom—Panorama of Moose Jaw Showing Main Street Looking North Toward the Residential District.



Threshing Wheat Near Mouse Jaw.



No Parallel In All The United States

UNLESS you are a real estate specialist and know of exceptional opportunities here and there, and unless you have the capital necessary to enter into real estate investments on a large scale, there is no exceptional opportunity in the United States today.

The Western States, which are dependent agriculturally upon irrigation, have used the chief part of the available water supply; for the most part they have grown as rapidly in an industrial sense as their consuming territory will permit.

From year to year the advancement in their real estate is very nominal, and on the average it is not sufficient to off-set the building deterioration.

But the provinces of Saskatchewan and Alberta are *growing*.

Thousands of families are moving into this region every year with the capital and the skill essential to make them *productive units*.

There is one class that Moose Jaw *must* attract, and in order to set forth the proper inducements the city will be obliged to provide improved residential property on a scale heretofore untouched.

This class consists of the *skilled laborers*, such as mechanics and machinists, who are always in demand, and who must be enticed by something alluring.

It is not sufficient that they can find their particular kind of employment in Moose Jaw, but it is required by them that they find residential property suited to *their needs*.

It is discouraging to these skilled workmen

to come into Moose Jaw with their families and search the city in vain for rent signs.

The economics of living dictate that they be supplied with *houses* and *apartments*, rather than be obliged to rent rooms and board.

All of the mercantile firms in Moose Jaw are *thriving*. The increase in population in the city and the growth of tributary territory, are going to demand a continued *expansion* of *mercantile distribution*, both local and through wholesale channels.

Search as far and as carefully as you wish and at the end of your investigation you will not find any city, large or small, in the States that has the same complete combination of conditions making for the very *bed-rock* of *opportunities* in real estate investments.

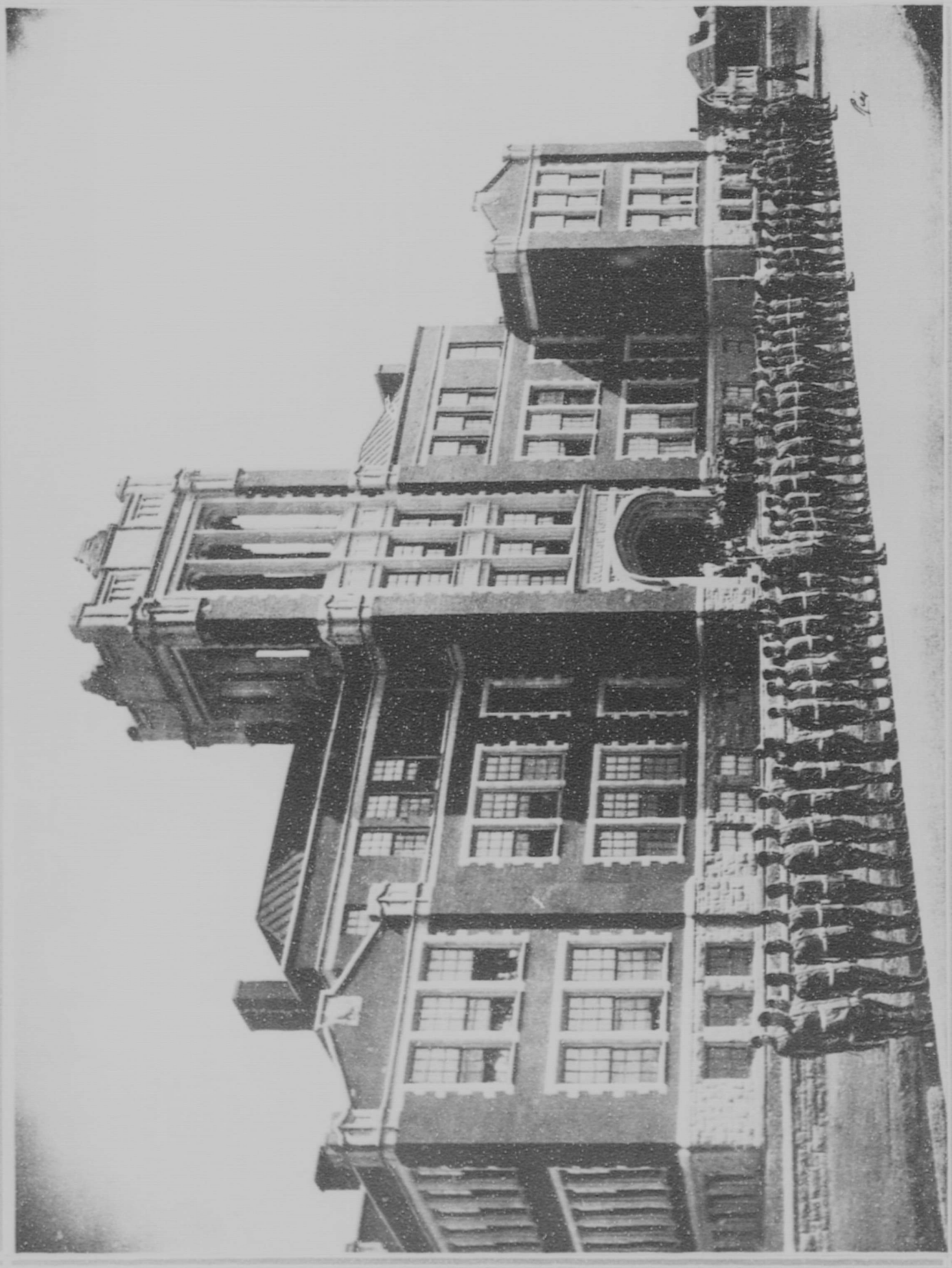
A Plan Designed for Your Security and Profit

You know that modern financial and commercial progress dictates the application of the *best methods* for the *safeguarding* of invested *capital* and the *up-building* of *profits*.

You who reside at a distance might not be able to select the investment in Moose Jaw that would yield the *greatest* returns.

Perhaps you lack the available capital to personally construct an apartment building or an office building.

You are likely familiar with the ordinary procedure in this kind of construction. You undoubtedly know most property is encumbered—men and corporations build beyond their actual available capital, offering their property and interest as *security* for the loans required.



The Collegiate Institute, Moose Jaw, Leads the Province in Education.



A Plan Surpassing All That Have Gone Before

OUR proposition to *you* is to make you a *founder* of an organization that will become both the *investor* and the *leader of money*.

It is a plan that encompasses a broader possibility than could be found in a single investment in any one piece of real estate.

We shall explain this plan briefly and clearly to you, so that you can see its *advantages*.

Keep in mind that this organization was formed to meet *actual conditions* and *real opportunities*. It pertains to Moose Jaw and its cumulative need and its possibilities.

There must be a center or a head to everything.

The Canadian Macintyre Company, Limited, is the *parent* of this progressive financial plan.

The Canadian Macintyre Company, Limited, is incorporated under charter from the Province of Saskatchewan with a capital stock of \$1,000,000, divided into 100,000 shares of a par value of \$10 each.

The capital stock consists of 30,000 shares of 6 per cent preferred stock and 70,000 shares of common stock.

At organization it was agreed to place in the treasury a total of 30,000 shares of the preferred stock and 30,000 shares of the common stock. It is the preferred stock that is being sold and inasmuch as all of the preferred stock was placed in the treasury at the organization meeting, it follows that the *treasury alone* will

profit through the sale of these preferred shares.

Now, with the purchase of each preferred share, you, as a stockholder, will receive one share of common stock. The reason for having both the preferred and the common is to give you a *double opportunity* of realizing profit.

You Will Be a Stockholder in The Parent Organization

The object of the Canadian Macintyre Company, Limited, is to act as a *directing, governing, and assisting* body in the formation of *subsidiary* corporations that will *construct* residential and business property.

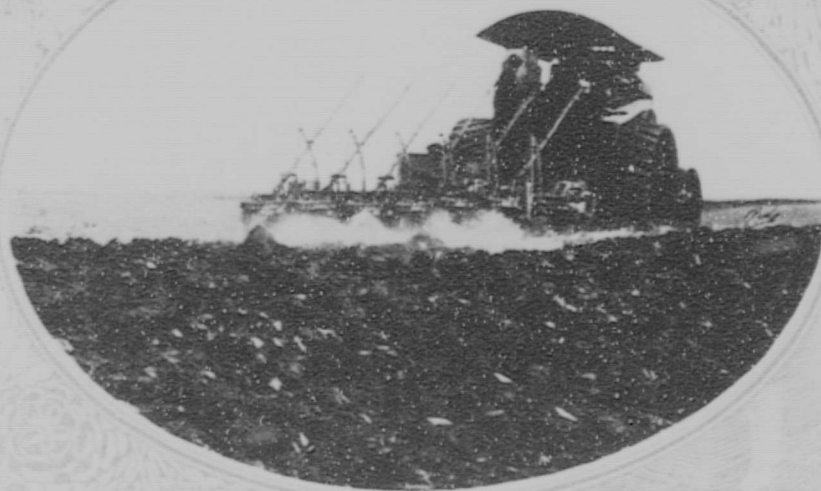
To comprehend the plan more fully, let us say that the directors of the Canadian Macintyre Company, Limited, secured an option on a valuable piece of downtown real estate.

Let us assume that the cost of the property and the cost of constructing a modern office building on it would total \$200,000.

There would be organized an Office Building Company with a capital of \$250,000, divided into 25,000 shares of common stock with a par value of \$10 each.

Now this Office Building Company would be dependent, as we shall explain, upon the Canadian Macintyre Company, Limited.

First of all, the Canadian Macintyre Company, Limited, would supply the necessary funds to secure the option and to make the Office Building Company an assured success.



Top—A Ranch in the Valley.
Center—Summer Fallowing with Gas Plowing Outfit.
Bottom—Harvesting Potatoes.



The Broadest Plan of Organization

IT would not be an unreasonable proposition for the Office Building Company to pay to the Canadian Macintyre Company, Limited, 5,000 shares of the capital stock of the Office Building Company.

This would be particularly true, because the financial plan of the subsidiary company would be based upon the *present cost* of real estate and the *present cost* of materials and labor, but beyond this is the truth that property values, both residential and business, are *increasing steadily* in Moose Jaw.

During the past five years *business property* in Moose Jaw has *increased in value about ten-fold, or 1000 per cent.*

The same rate of increase has also governed *residential property.*

Therefore, during the next five or ten years, the value of any of this property improved by our subsidiary corporations would certainly *advance far enough* to more than take care of the 10 per cent, 15 per cent or 20 per cent interest in the subsidiary corporations that would revert to the Canadian Macintyre Company, Limited.

We shall show you how the issued capital stock of these subsidiary concerns may be *less* than the actual *cost* of their property.

To make this situation plain, consider the following statements:

The Office Building Company, representing as we assume, a total investment of \$200,000, would be *capitalized* for only one-fourth more than the actual present investment. This is anticipating the future, not at the rate of 1,000 per cent, as the *past five years* have demonstrated to be a fact, but on the basis of *only* 25 per cent.

Is this an unreasonable anticipation, in a city that has moved forward in real estate values without a boom at the rate of 200 per cent a year for the past five years?

Another item of the plan now presents itself:

You as a stockholder in the parent organization, which is the Canadian Macintyre Company, Limited, will be given the opportunity of investing in the stock of each subsidiary corporation before that stock is offered to the public generally.

From *your* point of view, there could not possibly be any inflation even if real estate values did not advance.

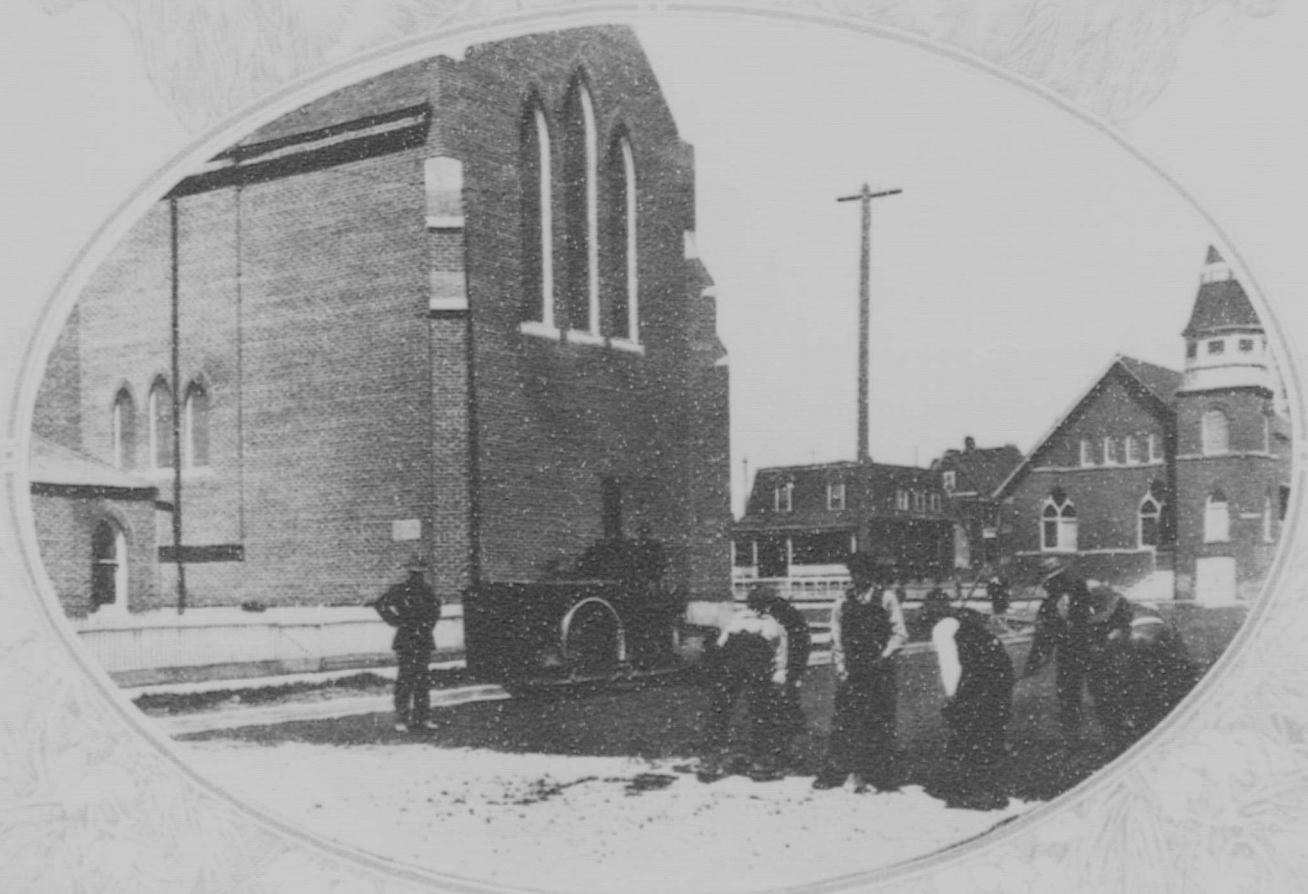
This is true because *all* of the capital, in excess of the actual investment, will go into the treasury of the Canadian Macintyre Company, Limited, of which *you* are a stockholder.

Thus, you have a *pro rata* interest in *all* of these subsidiary corporations whether you invest in them or not.

The Office Building Company will begin realizing revenue from the sale of its treasury stock.

This treasury stock will amount to the *entire capital* of each subsidiary company, with the exception of the promotion stock that goes into the treasury of the Canadian Macintyre Company, Limited.

The plan of organization, however, does not end here. The Canadian Macintyre Company, Limited, is realizing money from the sale of its preferred stock, and in order to hasten the success of the subsidiary companies, the parent organization will be in position to *buy* a liberal portion of the *bond issue* necessary in each subsidiary organization.



Top—Construction Work on Gordon-Ironside & Fares Packing Plant, Showing
Stock Yards—City in Distance.
Bottom—Paving on One of the Streets.



The Operation of This Plan

WE have assumed that the capital of the Office Building Company would be \$250,000. We have assumed that the cost of the land and the building would be \$200,000.

Now, let us say that there is a bond issue of \$100,000 (not part of the capital stock) a large portion of which would undoubtedly be taken up by the Canadian Macintyre Company, Limited.

The other \$100,000 would be supplied by the sale of the treasury stock of the Office Building Company at par.

The bonds could run for a period of ten or twenty years, as may be agreed upon. We will suppose that they carry an interest rate of 6 per cent, and that after a period of ten years the Office Building Company begins to retire its bonds.

Now, if this Office Building Company realized a total revenue over and above actual maintenance cost, taxes, etc., of \$20,000 a year, and if the interest and the sinking fund for the retirement of the bonds amounted to \$10,000, there would still be left a revenue of \$10,000 annually, available as dividends.

You recall that we said that *half* of the capital required to buy this property and construct this building came from the sale of treasury stock of the Office Building Company. If this amounted to 10,000 shares, as we originally assumed, and if the parent corporation received 5,000 shares, then there would be left in the treasury of the Office Building Company, that *could not participate in dividends*, 10,000 shares of its original capital of 25,000 shares.

The \$10,000 net, which would be available as dividends, would be payable to holders of the 15,000 shares *issued*, and *one-third* of this

would go into the treasury of the *parent* organization, which would hold the 5,000 shares of bonus stock for its good will, support and assistance.

You will note that we have placed the total earning rate at *only* 10 per cent on the office building. Experience proves that it would be *nearer* 15 per cent.

After the retirement of the office building bonds, you can see that the *total revenue* that would be paid to the holders of the Office Building stock would be practically *doubled*.

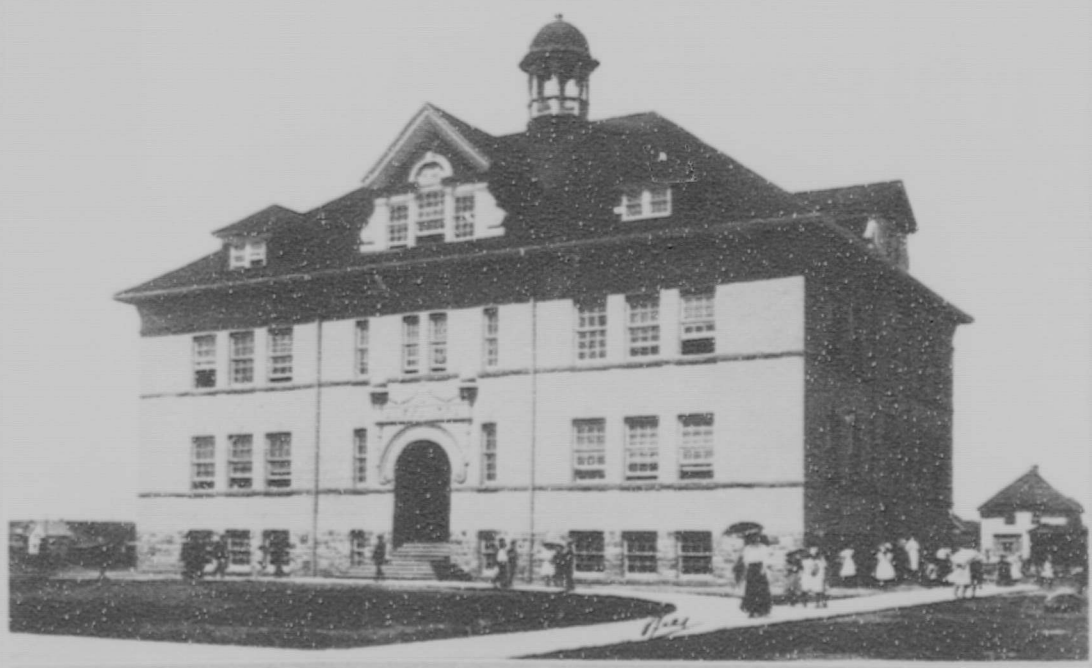
As an owner of a large portion of the bond issue, the Canadian Macintyre Company, Limited, would be earning 6 per cent on *this* invested capital.

These bonds would be secured by a *first mortgage* on the property. Hence, from the moment the Canadian Macintyre Company, Limited, *begins* to invest its money it is *secured by first mortgages*.

If it keeps its actual, original capital working at 6 per cent, the Canadian Macintyre Company, Limited, always has a source of revenue for the payment of its *preferred* interest. This *does not end* the source of profit by any means.

The Office Building Company is setting aside a sinking fund amounting to several thousand dollars a year so that at the expiration of ten years, it can begin to absorb its bonds and lessen its obligations.

In what direction will this subsidiary company turn its funds to the best advantage? It will turn them over to the parent organization, at an agreed rate of interest, and the parent organization will have this additional capital to employ, and it will be justified in the employment of that capital in the purchase of bonds in other subsidiary corporations, because it is *always secured* by first mortgages.



Top—A Business Block.
Center—Saskatchewan Government Telephone Building.
Bottom—Alexandra School.



The Possibilities of The Canadian Macintyre Company, Limited

NOW, we have taken an example of only *one* subsidiary company.

You will want to know *how many* there will be or can be. The number is unlimited, because if we had an organization one hundred times as large as we have, we should still find opportunities *greatly exceeding* our available capital.

As soon as the success of one subsidiary company is assured, we shall organize another, and *each one* will have a definite object in view. Some will construct office buildings; others stores; others hotels; others apartment buildings, and so on.

In practically *every* subsidiary company there will *remain in the treasury* a large part of its total capital stock, and hence when the Canadian Macintyre Company, Limited, as the parent, receives 15 per cent of the capital stock of a subsidiary organization, that stock will very likely amount to 25 per cent or 30 per cent of the stock *issued* by the subsidiary organization, because each of these companies will do a large part of its floating through the medium of *bonds*, which are not part of the capitalization.

The income to the Canadian Macintyre Company, Limited, will be *continuous*. As each subsidiary corporation retires its bonds, the *rate of earnings* on its stock will *increase*.

Now, let us assume that the Canadian Macintyre Company, Limited, has promoted only a nominal number of these subsidiary organizations. Where there are opportunities for hundreds of building projects, it would certainly be possible to have *at least* twenty of these subsidiary enterprises.

The Canadian Macintyre Company, Limited, would not have capital available to take

up all of these bond issues. Some of the stockholders would likely want to invest in the bonds, and the rest would be floated through the regular channel.

With twenty subsidiary organizations paying all the way from \$5,000 to \$10,000 a year to the Canadian Macintyre Company, Limited, because of its stock holdings in these other organizations, is it unreasonable to assume that the total of 70,000 shares of common stock would realize under \$140,000? This would be a profit of only \$2 for each share, or a dividend of 20 per cent.

Now, our preferred stock can easily continue to pay you 6 per cent interest, because there is a *place* for all of this capital in the *bonds* of the companies organized by the parent corporation.

You have paid for the preferred stock, but you have received the common stock as a *bonus*. The organizers of the Canadian Macintyre Company, Limited, retain as their interest only four-tenths of the capital, and all of their holdings are *common stock*, so that they can realize *no profit* from these holdings until the preferred interest has been paid, and the common stock participates in the earnings above that rate of preferment.

This is not at all like making promoters a *gift* of something, because *you* receive the same kind of bonus.

We who have organized the company, based on our knowledge, acquaintance and experience, can never make, on a share of our common stock, a cent more than you will make on a share of *yours*.

The money *you* invest is in the preferred stock, and *none* of that money is diverted to our personal use. Can you imagine a more clean-cut or a fairer proposition than this?



Top—One of Moose Jaw's Hotels.
Bottom—One of Moose Jaw's Hotels.



A Source of Profit Beyond the Rate of Earnings

SUPPOSE we have a total of twenty subsidiary companies, representing an actual original capital of \$3,000,000. Suppose that the Canadian Macintyre Company, Limited, owns, for its good will and assistance, one-third of this original capital stock issued by its subsidiary companies.

Now, you will find, by going back to our original example of the Office Building Company, that the cost of the land and the building was \$200,000, but that the total amount of stock issued was only \$150,000. Therefore, the total stock issue of that subsidiary company would amount to only 75 per cent of the *actual cost* of the land and buildings.

Here is a plan whereby, instead of *inflating* the capital to meet promotion needs, we actually *shrink* the capital under the original cost of land and buildings.

Hence, this capital of \$3,000,000, at the same rate, would represent an actual original cost value of \$4,000,000.

The Canadian Macintyre Company, Limited, which would own \$1,000,000 of this original \$3,000,000 in these various companies, would on the same basis have an interest worth not \$1,000,000, but \$1,333,000, as compared with the actual original cost of land and buildings.

But we go beyond this.

Property values, as we have shown you, *increased ten-fold*, or 1,000 per cent, in Moose Jaw in the past five years.

Thus, this original cost price of \$4,000,000 (with only \$3,000,000 of stock issued), would

increase to \$8,000,000, if the advance were only 100 per cent.

The stock interest of the subsidiary companies held by the parent organization, which would represent an actual value of about \$1,350,000, would have increased to a valuation of nearly \$3,000,000; therefore, back of the \$700,000 worth of common stock of the Canadian Macintyre Company, Limited, would be a valuation of approximately \$3,000,000, or at the rate of *better* than \$40 a share.

Were you to purchase 100 shares of the preferred stock of the Canadian Macintyre Company, Limited, par value \$1,000, you would receive as a *bonus*, 100 shares of the common stock, *costing you nothing*.

On the basis of our calculations, 100 shares of our common stock would *be worth* \$40 per share, or \$4,000. Your preferred stock would always be worth *par*, because it would be *earning its regular dividend rate*, and therefore your holdings would have *increased* to an *intrinsic value* of \$5,000.

With a *large number of stockholders*, and a *limited amount of stock*, what would be the *speculative demand* for these shares?

What would be the *result* if, in the next ten years, this property increased to *five times* its original cost?

Where is there another place on the continent that you can turn to invest money where your *original capital* is always secured, and where the *enhancement* of what you have bought can *increase* so substantially?



Top—Zion Methodist Church.
Center—New Presbyterian College.
Bottom—Y. M. C. A.



An Installment Investment

Do not complain that this opportunity is placed beyond you, because if you desire you may arrange to make your investment in a number of installment payments, as we shall explain in a letter accompanying this booklet.

It is immaterial to us whether you invest in one lump sum or defer your payments over a period of several months.

Responsibility of The Officials

No plan can be *greater* than the *men back of it*.

Here you have an enterprise that *creates* assets.

You must realize that these plans, carried out, *cannot help succeeding*.

The only point that you must have made clear to you now, is the *responsibility* of the men who *stand back* of this organization as its *directors* and *officers*.

Therefore, we place before you the facts and references concerning these men, so that all questions, hesitation or doubt must be removed.

We promise you also that *frequent, comprehensive reports* will be mailed to you.

We want your *co-operation*, but in *return* you are going to have *ours*. We want *you* to

realize that *you* are *protected* by *honesty* and *ability*, as well as by the wonderful *opportunities* of Moose Jaw.

The president of the Canadian Macintyre Company, Limited, is Mr. D. E. Macintyre.

The vice-president is Mr. C. E. Austin.

The secretary-treasurer is Mr. A. W. Macpherson.

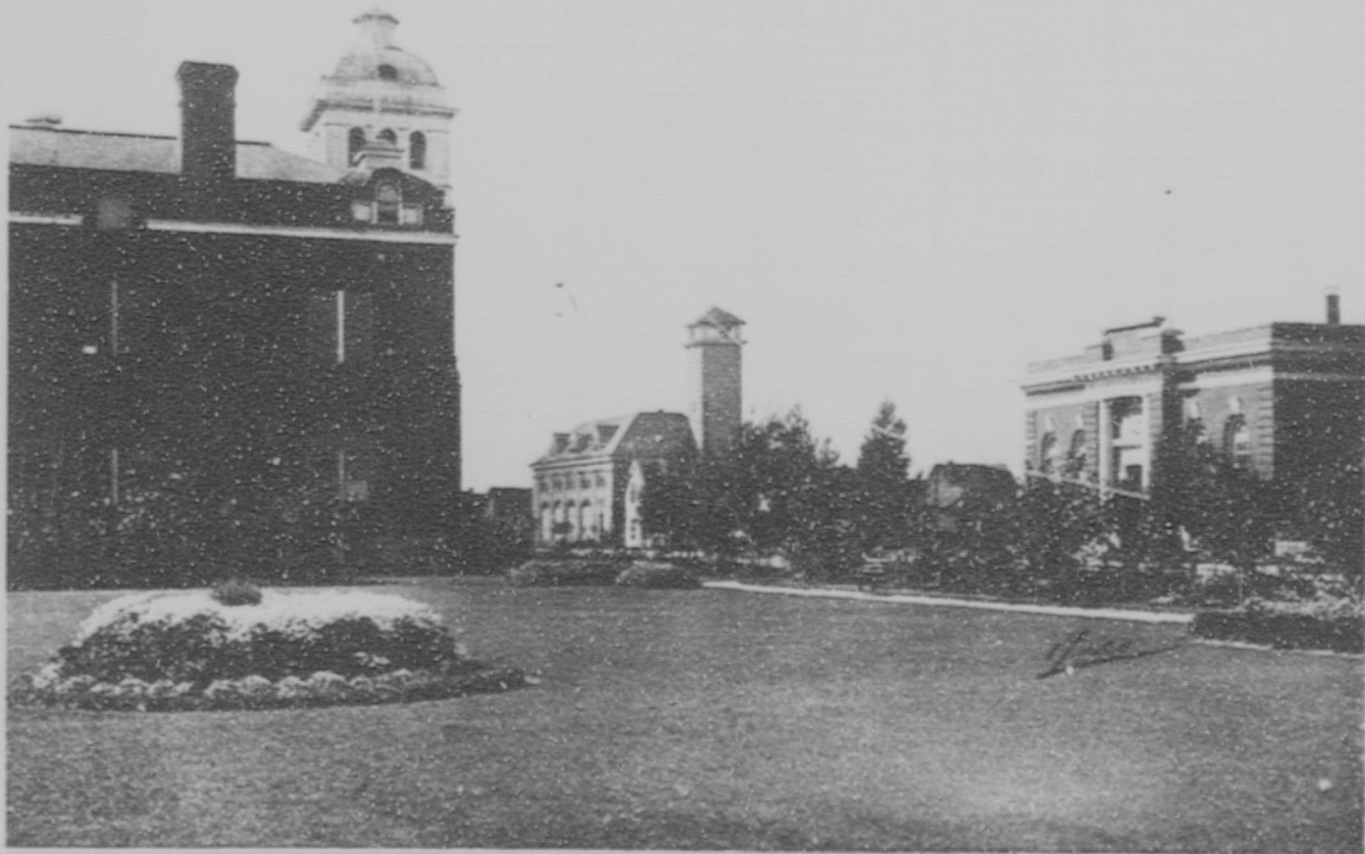
These men are known to all of the financial and business interests of Moose Jaw. Reference as to their reliability includes the Imperial Bank of Canada; the Moose Jaw Board of Trade; the Executors & Administrators Trust Company, and Mr. Alfred W. Maybery, ex-Mayor of Moose Jaw.

The following letters carry their own evidence, and whenever business men have displayed honesty and ability in any particular line, then they *command* the *respect* of investors who are going to put their money into a *similar* line.

Let us have *your reply* and *your order* at *once*.

Everything that we have covered in this book may be *proved* by the most searching *investigation* you may institute.

Our proposition is one that offers *security* and *profit* and the *greatest possibilities* of *increase in earnings* and in the *value of your securities*.



Top—One of Moore Jew's Pretty Parks
Bottom—City Hall Square.



BY becoming a stockholder in the Canadian Macintyre Company Limited, you become *interested* in *every subsidiary organization* formed by the *parent* company.

Without detracting from the strength of any one, *you profit* through the *success of every one*.

Read the accompanying letter, *fill in the order blank* and make *your remittance* in the form of a bank draft, a post office or express money order or cashier's check, **NOW**—payable to the

Canadian Macintyre Company Limited

HAMMOND BUILDING

Moose Jaw, Saskatchewan

Canada



Top—The Court House.
Bottom—Old City Hall.



Testimonials—From The Parties of The Third Part

These letters constitute documentary proof, or "exhibits." They are written by persons whose only object was to express the confidence they felt.

These letters are not presented as the sum total of the references of the Canadian Macintyre Company, Limited, but as fair specimens.

We court your sincerest investigation, and trust that you do not look upon this statement merely as a formal boast. We wish, earnestly, that you would look into our standing, and the facts pertaining to Moose Jaw, and to Western Canada. The more intimate that perusal and research, the more firmly convinced you will be that every statement in this book is dependable; indeed, under-estimated rather than given for its full par merits.

W. A. Brewster,
111 E. Cypress Ave.

Redlands, Cal., Sept. 5, 1912.

Messrs. Davis & Macintyre,
Moose Jaw, Sask.

Dear Sirs: As my business with your firm is about closed, I am writing to thank you for the businesslike way in which you have handled my property.

During the last two years your firm has managed the sale of, and made collections for about seventy lots, for me, in Moose Jaw City. I have every reason to thank you for the way you have looked after this work, and it is my intention that the sale of the balance of my property there, when it goes on the market, will be through your firm.

Very truly yours,
(Signed) W. A. Brewster.

YOUNG MEN'S CHRISTIAN ASSOCIATION.

E. J. Chegwin, B. A.,
General Secretary.

Moose Jaw, Sask., Aug. 21, 1912.

Mr. D. E. Macintyre,
City.

Dear Sir: It gives me pleasure to acknowledge the success which has attended the business relationships I have had with your firm. You have shown a fine insight into values which means so much both in the case of city property and farm lands. Your strict attention to the best business methods will certainly insure for

you the absolute confidence of vendors and purchasers. You will be glad to know that I have sold my Lynbrook Heights property at a good advance on the purchase price. I am holding my lots in Rosemont as they are continually advancing and are today in the best locality.

I shall always be glad for you to use my name as a business reference.

Yours sincerely,

(Signed) E. J. Chegwin, B. A.

HARRY F. STIRK,
Financial Agent.

Moose Jaw, Saskatchewan, August 16th, 1912.

To Whom It May Concern:

This is to certify that I have personally known Messrs. W. B. Davis and D. E. Macintyre of the firm of Davis & Macintyre, Limited, for some years. I have had considerable business relations with these gentlemen and at all times have found them very reliable, and for sound and conservative judgment respecting land values they are in my opinion unsurpassed.

I have no hesitation in recommending these gentlemen to any person who may contemplate establishing business relations with them.

Yours truly,
(Signed) Harry F. Stirk.

Owen Sound, Ont., Aug. 31, 1912.

Mr. D. E. Macintyre,
Davis & Macintyre, Ltd.,
Moose Jaw, Sask.

Dear Sir: I have yours of the 21st and have great pleasure in giving you a letter such as you ask for.

In the two years which I have been dealing with you, you have put through a number of transactions for me, and I cannot help mentioning one particular case in which in less than a year you made several hundred per cent for me.

Having known you for many years I have every confidence in you, and have no hesitation in advising my friends to place their Western matters in your hands.

Yours truly,
(Signed) Gladys Maitland.



Top—Printing Establishment of one of the Newspapers
Bottom—Land Titles Office, Moose Jaw.



These Letters Are From Men Who Actually Know

Toronto, Sept. 5th, 1912.

Messrs. Davis & Macintyre,
Moose Jaw, Sask.

Dear Sirs: With reference to your management of any sums of money with which I have entrusted you I wish to make the following statements: I have now been dealing with your firm for a period of two years and in that interval my money has been turned over on an average of about four times a year with a substantial increase each time. I have been glad to observe that you deal almost entirely with comparatively central real estate and have had little to do with the outlying subdivisions.

Yours truly,

(Signed) A. C. Oxley.

G. SAMWAY,
Grain Dealer.

Moose Jaw, Sask., Aug. 21st, 1912.

Davis & Macintyre,
Moose Jaw, Sask.

Gentlemen: I wish to purchase some more farm land. The investments you have made for me have been handled very satisfactorily. I know I can depend upon your judgment and statements as to the values. Taking advantage of your knowledge and experience has been to my profit. If you have anything listed that looks good, kindly let me know.

Yours truly,

(Signed) G. Samway.

To Whom It May Concern:

I have been a client of Davis & Macintyre, Limited, for about two years and now, as I have often done before, unsolicited, wish to express my utmost confidence in the firm. To be explicit, my profits have been about 50 per cent on \$20,000 worth of city property handled by them.

Yours faithfully,

(Signed) Norman L. Massey.

Collegiate Institute,

Moose Jaw, Aug. 23, '12.

Woolley Memorial Methodist Episcopal Church

Charles A. Kelley, Pastor.

121 East 56th St. Phone Normal 928.

Chicago.

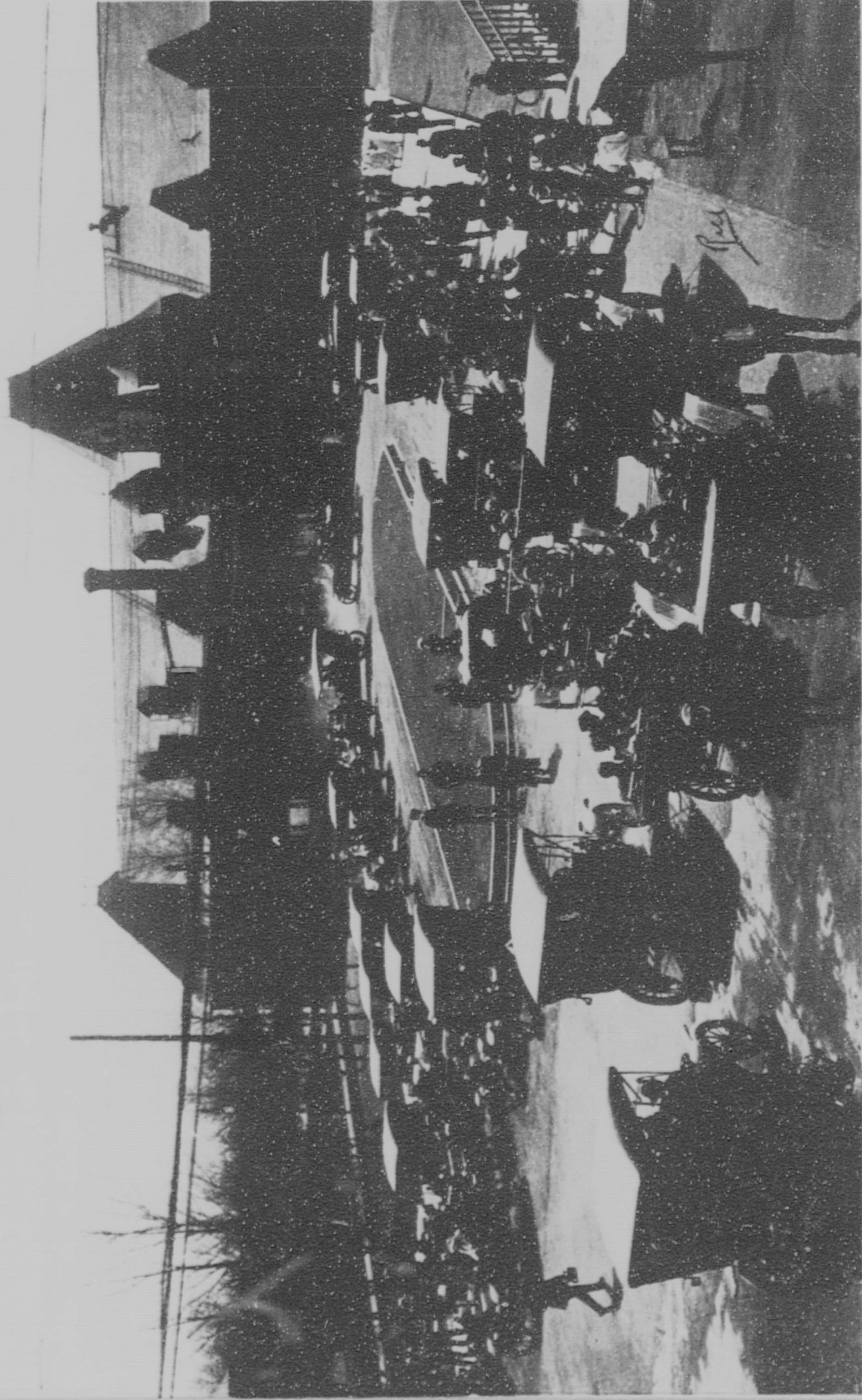
Sept. 3, 1912.

To Whom It May Concern:

I have some business dealings with Davis & Macintyre of Moose Jaw, and am glad to say that they are thoroughly reliable and capable. Those who have dealings with them can depend upon their representations. Their dealings with me and my friends have been honorable in every way.

Very truly yours,

(Signed) C. A. Kelley.



Automobile Club Meeting—Delegation of Shriners at Moose Jaw Station.

Handwritten note: 1914

Handwritten note: 1914