Saskatchewan, the Empire of Superior Wheat

Golden Scepters of Grain Stand Out 43,000,000 Acres of Saskatchewan Soil in Profits Fulfillment of the Universal Ingenuity of Daily Bread.

The prairies of Western Canada need no introduction. The romance of their transition from the Buffalo hunting grounds of the red man to the wheat fields of his white brother is history already. Like the ocean, they stretch away in every direction from the eye until their gently undulating waves of verdure vanish in the distant horizon.

Day after day the early explorers pushed their way across these unbroken solitude, and night after night pitched their camps under the starry heavens, with the same vista always before them. Rejoicing the multitudes of gorgeous flowers and the luxuriant vegetation carpeting their route, they must have realized that a great heritage awaited the settler.

From these mighty plains have been formed three great provinces, the "prairie provinces" of Canada, of which Saskatchewan occupies the middle location. This province embraces the heart of the prairies, and here in the midst of the grain belt has developed within a few short years the greatest wheat-producing region of the world. Saskatchewan is essentially an agricultural province. The remarkable fertility of its soil, the wants which its prairies are brought under cultivation, and the wonderful success of its crops have resulted in rapid expansion.

The name "Saskatchewan" is a corruption of a Cree Indian expression signifying "rapid river." The history of the province is brief and uneventful compared with that of the older provinces of Canada. Saskatchewan and Alberta are the youngest of the Confederation, and as such have a political history dating back barely twenty years. The growth to provincial status dates from about the year 1870 when the lands now comprising the three prairie provinces and the territories were acquired by the Dominion of Canada. Prior to this date the history of Western Canada is the history of its fur trade, covering a period of some 300 years, and during which time the Hudson Bay Company claimed absolute authority under the terms of their royal charter and constituted the chief power throughout the entire area.

The surface of Saskatchewan amounts to 251,700 square miles. Of this 8,802 square miles are occupied by water, leaving 242,808 square miles of land. The area of the province exceeds that of any European country except Russia. Of the total area of Saskatchewan, some 70,000,000 acres are believed to be suitable for agricultural purposes. Of this not quite 20,000,000 acres have been put under cultivation. Most of the land area unsuitable for agriculture is capable of producing fisheries resources. The population, according to Dominion of Canada census of 1921, was 787,510, an increase in ten years of 265,078. Of the former figure, the rural population comprises 71.1%.

Before the building of railways, transport across the plains was by canoe on the extensive river systems and by wagon. The main routes for the fur traders...
were by the north and south branches of the Saskatchewan river and by numerous waters in the northern part of the province. The same method of travel still prevails in the northern half of Saskatchewan, where the railways have not yet penetrated. The rivers are of shallow depth and serviceable only for boats of lighter draft. Saskatchewan and Alberta are the only two provinces in Canada which have no direct communication with the sea.

In the province the construction of roads does not involve the felling of forests or the overcoming of abrupt heights. The vast herds of buffalo left a net work of trails which the Indians first used as principal travel routes. These trails were the first prairie roads, and although nearly obliterated by the ever-sweeping tide of settlers, some have been surveyed and established as permanent highways. Devoid of waterways and with the natural flatness of the prairie land which offered no obstacle to road-making, Saskatchewan is the domain proper of the automobile. The number of motor vehicles registered in Saskatchewan in 1921 was 61,184, of which number 59,061 were passenger cars.

The province has more automobiles per capita than any other country in the world except the United States, and the rail mileage in eighteen years has increased four fold comprising now about 6,400 miles excluding municipal owned spur tracks.

The climate of Saskatchewan is recognized as one of the assets of the province. Not only is it healthful and invigorating but its conditions are such as to stimulate the agricultural possibilities, especially in respect to wheat growing.

The winters are indeed cold but decidedly healthful. The snow is dry and powdery, so dry in fact as to allow the rolling of a snow ball, and the fall is exceedingly light. The air is crisp and elephants usually live free from clouds. By day the sunshine spreads a brilliant glow over the sky and land, and though its heat is small, it dispels all dampness from the atmosphere making the air exceedingly dry and light. This clear, dry cold is not the cold of a damp, still, seaseide winter with its slush and mud unferoot, or its deep snow, heavy atmosphere and lowering sky. At twenty-five degrees below zero children romp and play out of doors entirely unconscious of the cold. Men will tell you that at forty-five below they experience less difficulty in keeping warm than at zero in other countries.

The heat of summer is not oppressive and is abundant with sunshine; the nights are cool. The northern latitudes and extensive prairies give a long period of daylight. The temperature is high and the air exceedingly bright.

During the past ten years the average date of commencement of seeding operations has been April 10. Harvest begins early in August and is usually well under way by the middle of that month. Early frosts and autumn weather may be looked for in September.

Scientific investigation of the prairie soils of Saskatchewan have provided comprehensive knowledge and it may be said that the over-burden of soil is most generous and its quality far superior. Added to this is the wonderful percentage of arable land within the limits of such area—very trivial parts covered by water and nothing wasted by mountains which gives one of the most extensive and compact wheat-growing belts in the world. The soil of the prairies is peculiarly adapted to wheat growing.

 Wheat has therefore become to Saskatchewan the symbol of prosperity. The golden grain of her prairies is famous the world over and her marvelous yields of "No. | Hand" have placed her in a position of pre-emience among the wheat producing provinces and states of North America. In 1921 her wheat crop exceeded in value by $18,000,000 the total output of gold from the Klondike during the whole of its history. Its average for several years has been well over the hundred million bushel mark, while in 1921 it reached well beyond two hundred and fifty-two millions. This crop is composed entirely of the famous hard spring wheat which makes the finest of flour so eagerly sought by all classes and it does not include barley, oot and flax crops which, supplementing the foregoing figure give a total grain production bordering on 470,000,000 bushels. The entire area sown to wheat as yet has not exceeded one-sixth of the available area judged suitable for grain growing, so that the outlook for still greater yields is indeed encouraging. One dare hardly prophecy what the future may be expected to reveal, so stupendous has been the expansion in the last few years. The existing wheat belt, commencing at the international boundary line and extending north about 500 miles and with a width of 200 miles, has increased its yield 71 per cent, in two years.

The large straw-burning steam threshing engines, so common a few years ago, are now being replaced by kerosene and gasoline engines of the traction type which are also employed in ploughing and cultivating the land. The storing of the grain is provided for by 2,184 elevators, with a total capacity of nearly 69,000,000 bushels, in addition to the Moose Jaw and Saskatoon interior elevators of 3,500,000 bushels capacity each.

After threshing operations are completed as much land is ploughed as time will permit before freeze-up occurs. Usually less than half this work can be accomplished before winter sets in, the balance being left over until spring. It must not be supposed that farming in Saskatchewan is by any means limited to grain growing. Since the Provincial Government came into existence in 1905 it has been most active in providing for a national and complete system of farming that would guarantee the permanency of the industry and provide for its continued prosperity. In too many instances the richness of the soil has been the undoing of a new country. Lands have been mined, not farmed, and in a few years a depleted soil ensued. To guard against such disaster has been the constant effort of the Department of Agriculture, and the success achieved is strikingly evident in the improved methods of farming everywhere seen, particularly the tendency towards "mixed farming," and the remarkable yields in dairy products, wool, poultry and eggs, live stock, vegetables and kindred lines now found in all sections. Saskatchewan is good for extensive grazing and statistics for last year show over a million horses, a million and a half of cattle, or the total live stock amounting to 3,478,000 head including sheep and swine.

Saskatchewan has placed on her statute books many acts for the encouragement and betterment of agricultural conditions. The Farm Loan Board is authorized to lend money to farmers for productive purposes on alternate terms. Nearly 400 co-operatives associations throughout the province have been organized. Dairying is fostered in the province. The production of creamary butter has advanced to 7,080,052 pounds in 1921.

There are homesteaders in Saskatchewan who settled their "quarter" without means or capital who are today financially independent, in possession of an enviable farm home in the midst of smiling plenty. The proud boast of the province being king of the wheat-growing countries has been substantially made by Mr. Seeger Wheeler of Rosthern who has five times won the world's championship in the wheat class.

With improved agricultural conditions, better transportation facilities, rural telephones and good markets, the opportunities for success in grain farming, mixed farming, dairying, and poultry-raising are better than ever before, even if free homesteads are almost a thing of the past.
Success Built on Failure

The Barr Colony Whose Helplessness at First Gave the Country a Laugh and Who Subsequently Made Good

By Thos. Wentcombe—Agent

The border town of Llyodminster was placed on the map 21 years ago and so has now become of age. It was founded by the world-renowned Barr Colonists who settled here in the year 1900. There were originally 2,000 settlers in this party who came over on the old boat which was over by the other side. One venturesome fellow said he would try it with the first load, and having hitched on to the load, approached the edge, but his heart failed him, as it looked a long way to the bottom. Another said that the way he got down that rivet was to back the boat up and have the team pull up against the load so that all the teamster had to do was to sit up on the load and beat the horse on the tail, making him pull, whilst the wagon and load did its share at the other end. They got there all right. "Nuf" said.

Another of these settlers, after arrival at his quarter section, had not the necessary equipment and decided he would have to make some progress by hand as 10 acres had to be terraced up some time during the year. As he had not been around for quite a time they decided to hunt him up. When they found him he had dug up three acres of real virgin Canadian Western soil with a spade. That man deserved better luck. I could go on telling you all kinds of stories like the above that are really true, but these same settlers have since become enlightened and today are in a good financial position. They have grasped success from failure.

This point is no doubt due for a boom as the Canadian Pacific Railway is coming through this year and at the present time is a distance of 30 miles from Llyodminster. The district is one of the best. The land cannot be surpassed. The Llyodminster farmer has taken prizes for years in competition with the world, throughout the States, both in grain, grasses and live stock.

A STATION THAT IS A PICTURE

Imperial Oil Plant at Llyodminster in the heart of a rich district.

We have a beautiful oil warehouse, at this point, 40 by 60 on a corner lot, for the oil of all that the company could be expected to put in. We have an up-to-date pump house attached to the warehouse, and in the yard we have four tractors. (Continued on page 16)

Oil Powered Agriculture

More Than Four Thousand Tractors Were Sold Throughout Western Canada in 1923

From a yoke of oxen and stick plow to the ten-plow tractor is a long cry. With the former equipment a man could plow no more than half an acre per day, while the ten-plow tractor is rated as good for thirty acres, allowing the modern farmer to do sixty times as much work in one day as was done not so very long ago by the man using the primitive implement.

Human labor is the principal factor that has increased grain production costs during the past few years. The tractor appears to be the solution for this problem, for in spite of all the conferences in the world and all the talk that goes on as to how wages are to be reduced, it is quite probable that wages will not go very much below present levels. They are too high, it is true, but how to get them down is a problem for which nobody appears to have a solution, unless it is to be found in the direction of utilizing labor more economically, in other words, in the use of labor-saving equipment, to make possible greater production for each laborer.

The tractor business has now settled down to a steady gait. The experience of the past ten or fifteen years has added considerably to the information on types of tractor best adapted for use in this country and with their manufacturing in strong hands, the tractor is steadily improving in efficiency.

Additional to the prime function of the tractor as motive power for ploughing and other farm implements, its ability to turn belts power is increasing. On farms where there are silos, where future is saved for stock or where a threshing mill is to be operated, the importance of the tractor should not be underestimated.

For permitting due consideration there should be approximately 39,000 tractors on Western farms available for use at the beginning of the 1924 season. The outlook is for increased sales in 1924. Several tractor companies report sales to date as being considerably ahead of 1923.

The big steam, kerosene and gasoline burning tractors are not so popular as in the past. Since the advent of the small kerosene tractor most farmers have found that they cannot do without them, and they have proven economically successful. The large-scale farmers in the district now depend almost entirely upon Motor Power from the time the seed is put in the ground until the grain is hauled to the elevators.

Saskatchewan seasons, while productive and as a rule of wonderful growth, are short in duration like the salmon industry in British Columbia, and the farmer to make a success must work from early morning until late night during the six months of plowing, seeding and cutting of the grain. Often only a few days lost may mean the difference between harvesting a healthy crop and having a complete failure. Therefore the small tractor is coming into popular use more and more, for it can pay out twenty-four hours a day if needed while the horse cannot work longer than to get drunk. One of Imperial Oil's largest customers, six miles north of Moose Jaw, operates ten sections of land and during the busy season his twelve tractors will consume a full 480 gallon load of Imperial Royalite Oil each day, as they are pounding away from four o'clock in the morning until ten and eleven at night, especially during summer fallowing and seeding.

To give the service required by our farmer customers, the Imperial agents and tank truck drivers willingly work long and weary hours travelling their road often in the solitude of late night. They are the men behind the men behind the tractors and the world hours nothing of them in the annual rush to harvest the golden crops. But they carry on in silent support of Imperial Oil's distribution-wide effort for a success that is built on service.
Farmer and Citizen Working to One End

Following the rural activities in Saskatchewan, urban centres have sprung up with amazing rapidity, demonstrating thereby with striking force the source of wealth derived from the land. Cities, towns and villages have blossomed into existence to meet the requirements of their immediate vicinities as the land became settled and the growth of these centres has been entirely dependent on, and in harmony with, the progress of agricultural development.

The agricultural barometer indicates the state of the city's business as accurately as it does that of the farm. As the time for harvest approaches, the banker watches the weather as anxiously as the farmer. Railway companies and financial institutions send out an army of crop experts to keep them supplied with crop reports and estimates of the probable yield. Almost every business move depends on these reports which are always up-to-the-minute. The urban growth, as compared with the rural, has been greater. Some explanations may be offered in this respect. Census returns include as "urban" the population of villages, which, after all are largely rural containing many farmers whose lands adjoin. The same applies to a great extent to the towns.

Before roads or schools were available many farmers established their families in the nearest town and divided the advent of better roads came the automobile, permitting them to continue the arrangement to even better advantage and to bridge distances with greater facility. Children were formerly sent away for their higher education. Now they receive it in their own province, consolidated through good roads and gasoline.

The Lignite Centre

By A. G. Evans - April

Drumheller is nowadays counted one of the most important towns in Alberta owing to its being the most productive centre in the Alberta lignite field. The coal lies in eleven seams of varying thickness and qualities, but not all are marketable. By glacial action in prehistoric times a wide and deep valley was gashed across the country and it is in this that the coal mines are now situated. The mines extend up and down the valley and the town is similarly extended so that the miners can live close to their work. What was a homestead in 1911 now has a population of 6,000, with an additional 3,000 at the adjacent camps of Rosedale and Wayne. In the Drumheller district are 25 coal mines of which 18 are in Drumheller itself. The output last November was 300 carloads a day and capacity not reached. The payroll averages $25,000 a week.

The miners are heavy users of Imperial products. The company has a very fine station, 30' x 40' brick warehouse with half basement and elevator and four storage tanks.

Drumheller has now captured the Manitoba market to a very large extent and is making a place for itself in Dakota and Maryland. The future is regarded very optimistically by residents.

A Duck Hunting Expedition

By W. Wightman

On the highways of Saskatchewan every September, as is a familiar sight to see hundreds of automobiles loaded with hunters and their paraphernalia bound in the general direction of some lake where they camp overnight in preparation for an early morning shoot on the opening day. Before daybreak the parties get up, more often than not from an imperceptible sleep brought about by nervous anticipation of the forthcoming event.

They proceed to the lakeshore where some take to boats, some locate in the rushes, while others spread out around the lake. In time a shot is heard and the components of a party, by this time well distributed, scan the horizon for the appearance of ducks on the wing.

One may see the flock on the horizon coming his way. He crouches among the bushes or whatever may be handy. The ducks wing their way nearer the hunter at terrific speed, he grips the gun in a tense attitude of expectancy. When the whirring of the wings is the nearest possible point to his target he takes aim, not directly at the ducks, but some distance ahead, depending on wind. Duck shooting is a sport and not a sport. If a good shot, he is rewarded with a dull thud or toneless splash; beautiful mallard to be retrieved from land or water.

On opening day the ducks are not so wild as when the season is more advanced. They fly low and are easier marks. In the course of each day large numbers of ducks will leave the lakes and go to the wheat fields to feed, returning in flocks just at dusk in the evening. This is called the night flight and hunters who are familiar with their habits get excellent bags by lying in wait at the point where they return to the lake.

The first of many shooting trips which I enjoyed last year opened on September 14th in the afternoon when Bill Ryan, Joe Devine, Wilfred Snook of the Marketing Department and myself left Regina in Wilf's car for Cupar, a small town 150 miles distant, where are many lakes affording exceptional shooting in season.

We arrived at ten o'clock in the night. As the lakes were near town, we stopped at a hotel and left word to be called two hours before daybreak. We were dressed, breakfasted and on our way by three-thirty and arrived at the first location about five a.m. Joe and Wilf took one side of the lake while Bill and I remained on the other. Before many yards, Bill brought down the first bird, which flew several through the trees without waiting to rub the sleep from his eyes. It proved to be a crane.

After an hour's shooting at this first lake we decided to move to some smaller lakes which abound in the hilly and wooded country of this district. We travelled probably forty or fifty miles during the day over Indian trails and through the bush country in Wilf's car, from one small lake to another, and at each stop invariably one or two ducks were bagged.

With a long journey back to Regina to consider we were unable to remain at the lakes for a night flight, so took departure at four-thirty. However, with fifty ducks between the two of us we were well satisfied with the day's sport and quite content to return.

The home-bound trip brought us to Regina at midnight. There had been no car trouble of any kind during the three hundred and fifty miles of travel. We had enjoyed characteristic Saskatchewan weather, the vast expanse of prairie wheat fields, the woods and lakes near Cupar, and the excellent co-operation of our faithful friends Premier and Polarrtine, none of which is to be excelled.

Here is a Red River Cart which has replaced the pioneer builder.

Red River Cart next to the early days and is self-serve now. The Red River Cart is on the right.\n
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Flourish Regina

By J. A. W. McInnis

REGINA, now forty-two years old, had its genesis in a tent which perched on the present townsite in 1882. During the subsequent twenty years development was slow, the population in 1904 numbering less than four thousand. At that same period there was not a paved street in the town and anyone acquainted with the consistency of Regina mud can picture what the town must have been in wet weather when the streets were paved (or plastered) with nothing but mud.

Regina in those days was not a triumph in architecture, to touch lightly upon one of her shortcomings. For instance, the site of the great Saskatchewan Creamery once was grazed by a lonely livery stable. Where the Merchants Bank now stands there was a particularly ramshackle row of cottages. Well constructed buildings that now rear from the fertile soil of Regina were at that time occupied by less pretentious frame structures.

The town was fed by no more than one railway, the Canadian Pacific—and within the town limits vacant lots were more plentiful than houses. Distance was in every part abridged by cross-lot short cuts. Outlying blocks of lots, and not very outlying either, could be bought for a few hundred dollars. The wheel of progress had come to rest and Regina was stagnating.

And yet that little one-horse town was the capital of an area so vast that the European kingdoms could have been dumped upon it and lost for years unless some Indian or fugitive horse-chief craving extreme solitude happened to drop on it by accident.

Then came the influx of grain growers and Regina at last began to grow with startling rapidity. In twenty years an unenumerated city council has sponsored the development of the city to the enviable place of the largest city in the province.

That desolate village, crowning on a treeless and undulating plain, is now emblazoned by the town which for years taught its children in the old town hall because it was too impoverished to build a school house, now has educational establishments of the highest order, splendid commercial buildings, generously appointed public institutions, and substantial homes, all of them monuments to the unremitting labor of the Regina man and his mate.

Today, railroads run into Regina like spokes into a hub—twelve of them. The water system that was optimistically installed at the era of expansion to accommodate a conjectural 15,000 future citizens was inadequated and piggied in less than five years. Six days in every week at noon the sirens of many factories announce the mighty future for Regina’s manufactures. The commodious warehouses and colossal grain elevators proclaim this city an important distributing centre. Every year the surrounding seas of wheat bow in subservience to Regina.

Petroleum, in all its ramified forms, constitutes one of the chief diets of Industry and Agriculture in Saskatchewan. Of primary importance among the large manufacturing concerns in Regina stands the refinery plant of Imperial Oil Limited, an economic necessity constructed at a cost of $2,500,000. The refinery meets the requirements of the province ranging from the mammoth mills down to the operator of the tiniest tractor. Elsewhere in this issue appears the story of Imperial service and the strenuous work of distributing oil products during the boom season of harvest time.

In the early pre-refinery days kerosene came to Regina in wooden barrels. Consumers were then, as now, insistent upon calling this product “coal oil,” not understanding that coal oil was a what similar qualities secured from crude petroleum in the course of distillation. Oil tanks were unknown until Imperial Oil introduced them. The kerosene barrel was an institution and the prevailing price was 50 cents. Its uses were many. Often, the interior of the barrel would be set on fire to burn away the adhering oil, after which it would function as a rain barrel. Many who have been raised in the west will think back to the old rain barrel out by the wood shed and what sport it used to be catching the “wiggers.”

When sawed in two these same barrels were converted into wash tubs and as such decorated many a home. Before the innovation of running water in Regina millions of gallons of well water were hauled in the ex-kerosene barrels on the old-time “Red River cart” and stoneboats. The barrel has become one est. Train loads of crude oil rumble into the city where, at the Regina plant of Imperial Oil, it is refined and distributed to the consuming public in finished products.

Regina is striding steadily on in her forward march and Imperial Oil is in the ranks, keeping step with the pace of her progress and pouring in oil at farm and factory. The untouched and undeveloped resources of Saskatchewan breathe the rich warmth of potential wealth above and below the soil, ensuring for Regina a rosy future.
Moose Jaw
A City that Thrives on the “Bald Headed” Prairie
By B. LeFebre

Moose Jaw, so the Indian legend runs, had its inception fifty years ago when Lord Dunsmore with his wife and child camped on the banks of what is now known as the Moose Jaw River and there mended a broken wheel of his red river cart with the jaw bone of a moose. The Indians subsequently referred to the spot as the place where the white man found the moose jaw. It probably did not occur to the hardy pioneer that this trifling incident would provide a name and a site for one of the most prosperous cities in Saskatchewan.

The Canadian Pacific Railway reached the settlement in 1882 and from that day it commenced to grow until now it is third city of the province and houses 20,000 souls.

Moose Jaw is a railroad town. The freight and repair yards of the transcontinental railways are the largest in the world under private ownership. The C.N.R. and C.P.R. combined employ 3,000 hands, no mean proportion in a city of that size, particularly in the West.

Situated on the main government highway from Winnipeg to Bannf, the city, surrounded by a rich and well-developed wheat growing area, now finds itself the axis of a populous agricultural district. It has the largest oat milling facilities and the second greatest wheat mills in Western Canada; here originates the heaviest yearly volume of grain product traffic. The Robin Hood Mills, Limited, with their daily output of 5,000 barrels of flour and 2,000 cases of rolled oats are the principal contributors to the prosecution of this activity.

Here, too, are the headquarters of the Saskatchewan Creamery Co., Ltd., who have an annual output of more than two million pounds of butter. A few years ago Saskatchewan was importing butter, but today this company alone grades and exports many carloads to outside markets. The Federal Government has an immense interior storage elevator, capacity 3,560,000 bushels of grain. Imperial lubricants, greases and miscellaneous products are consumed in large quantities by all three of these industries.

A Tribute to the Late Richard Looney

We are sorry to announce the death of Mr. Richard H. Looney, who, previous to his demise had been employed by the International Petroleum Co., Limited, at their oil fields in Peru.

Last summer Mr. Looney was invalided up fromnegritos, having contracted diabetes and tuberculosis during the world war. The Company took care of Mr. Looney and sent him to St. Michael’s Hospital at Toronto, but after a hard fight he passed away on the eleventh of April and was buried at Mount Pleasant Cemetery on the fourteenth, when some of his friends from the offices at 56 Church Street witnessed the last rites.

Mr. Looney was engaged by the old Lagunitos Oil Company in 1911 and stayed until 1914. He then joined the colors and was with the Imperial Forces, going to France in the ranks of the first division, but later was promoted to Regimental Quarter-master Sergeant. He was awarded the Military and Distinguished Conduct Medals, remaining in France until after the close of the war.

Mr. Looney, subsequent to his discharge from the army, rejoined the International Petroleum Co. at their Negritos offices, but was never in good health during his last agreement so the medical officers recommended his return to the North for treatment. Former associates of Richard Looney understand the game struggle for life which he made during many months and only regret that it was not a successful one.

Five large lumber companies direct the activities of 210 lumber yards throughout the prairie provinces.

The light and power plants are municipally owned and operated. The city is well planned and has a substantial class of public buildings, business houses and residences. Its educational

Canadian Club Chooses Victor Ross for President

At the annual meeting of the Canadian Club held April 29th at the King Edward Hotel, Toronto, Mr. Victor Ross, director of Imperial Oil, Limited, and vice-president of International Petroleum Company, was unanimously elected president for the ensuing year.

Peter Gordon President Rotary Club

The annual election of officers for the Rotary Club of Hamilton was held in the Royal Connaught Hotel on April 24th. Our Mr. P. W. Gordon, Manager at Hamilton, was elected president for the ensuing year. With our hearty congratulations we extend the wish for a successful term of presidency.

The "Smithy" Up-to-Date

Beneath a spreading chestnut tree, (The smithy's old location)

The smith, a wealthy man is he,
He runs a filling station.
He labors like the busy bee,
And serves the population.

Although Saskatchewan is known as a prairie province, probably half of its entire area is more or less forested and the total amount of timber of merchantable size in the province is estimated to be 82,500 million feet board.
Builders of the Great West
By John Lockhart, Saskatoon

The pioneer builders have been accorded a reserved precedence in the annals of Western Canada. Since 1906, when the real boom of immigration commenced, people from the old lands have poured into the country in eager anticipations of the fortune that was to be reaped by till in the soil. Flamboyant pictures had been painted for them in their home land by the prophets of that great gospel of Emigration to Canada, and the faith that attended these people in their exodus savored of biblical precedent.

In growing numbers they came to cultivate the land, to sow the seed and reap the grain. With little or no capital and a heritage of loneliness, they struggled confidently with Nature to wrest from the virgin soil the embryonic hoards of grain.

But success hinged not on the confidence of the settler alone, across the wide spaces of prairie the faithful farmer joined hands with eastern manufacturers who sponsored and capitalized the development by supplying implements to the men.

The Saskatoon Bridge.

eless agriculture on long time payment plans.

Early in that stage of expansion, when long freight trains rolled westward with urgently required machinery, the construction deals of Imperial Oil were sounding out the optimism of their belief in the future of the West. Oil, the spouse of machinery, went by her husband's side as the van of the westward march. Those cognizant of the conditions which existed between 1908 and 1910 will concede that the credit system established by the implement and oil companies during that period made possible the tremendous development in those few years.

Since then, year after year, Imperial Oil Limited has followed the settlers, installing stove, washing machines in salient towns to facilitate quick and certain distribution. Wherever the railroad goes there will be found Imperial Oil, and indeed vast reaches of the west where rail has not yet penetrated are served by Imperial Oil. "Service" is the secret golden text of the organization, and that embraces a service which makes for perfect co-ordination between the farmer's demand and the Imperial supply.

The railways are still pushing into untouched places, and their vital function as the arterial system of this Dominion is importantly augmented by every new oil station. Last autumn I had the pleasure of witnessing the completion of such extension in an early stage of construction. Previous to that time the town of Elrose

formed the sole source of railway supply, oil tankage and elevator storage for a radius of 45 miles in all. For years farmers for years had been obliged to haul their grain that distance. Elrose was fed by the C. N. R. but the C. P. R. brought in an extension line which covered the country from about twelve miles south of Elrose and embraced all the country which had formerly hauled to Elrose.

When I was down in September, three new towns were in the making, each about twelve miles apart. Building activities were at their height. Temporary lines along the tracks were provided for the farmers to disgorge their grain.

The farmers were delighted to have the railway practically at their doors and to secure adjacent towns for their requirements. I counted eighteen wagon loads of grain in a continuous line being hauled into one of these towns. Scenes of greatest activity were evident. Temporary tents were set up during building operations.

A car load of grocery supplies was received that day and it was a hectic but encouraging sight to watch the goods being carried from the grocery store, checked and put on the shelves by one man and then sold at the other end of the counter by the van of the country storeman, followed by the Ideal Svedberg, while simultaneously the carpenters were rushing the work on the other side of the store, where the framework only had finished.

John Chinaman was on location overhauling the erection of his cafe and hotel, and did not fail to impress upon me that he would have nice beds and food for travelling people.

Here again Imperial Oil Limited was constructing tankage. Personal contact with these new fields and a close touch with all western railway development has enabled Imperial Oil Limited to be there with the oil when it is needed.

The Elrose example is not by any means an isolated one. Imperial Oil's extensive policy governs activities which have warranted an increase in delivery stations from 36 in 1906 unto approximately 1200 stations between Fort William and Vancouver. The organization has brought its products within reach of every farmer who carries on his work in Spring and Fall without loss of time, a feature of undeniable importance when it is considered that one machine tied up in the active season incurs a loss of $100 per day.

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Air View of Saskatoon.

Saskatoon
The Bridged Stronghold of Harvest Treasure
By J. Kershaw

Admirably situated on the banks of South Saskatchewan River, Saskatoon is the distributing centre for 47,000 square miles of territory. Its site, overlooking the valley of the river and commanding an extensive view of the prairies is ideal. The wide and well-planned streets flanked by avenues of trees, the parks and drives, and the general lay-out along sanitary, healthful and progressive lines, make it an attractive location for industries and homes.

It is the seat of the Saskatchewan Provincial University and the Agricultural College, and by virtue thereof is popularly called "The University City." The churches and educational institutions are celebrated for their beauty of architecture.

The unique geographical location of Saskatoon provides a favorable site for crossing the valley of South Saskatchewan river and the three great Canadian transcontinental lines have bridged the waters with immense structures. There are in addition two traffic bridges, one of steel and the other a reinforced concrete fabrication, 1695 feet in length.

The traffic of the district is thus focused on the city.

The organization of Imperial Oil, Limited is to be found an important cog in the wheel of Saskatoon's industry and continues to grow along with the city.

University of Saskatoon.
The Passing of the Horse

Something in a Reminiscent Vein by a Real Horse Fancier—In the Days Before Mechanical Equipment Drove the Equine from the Streets

YES! It was the high cost of living that did it. With hay at $55 and oats at $100 per ton, the cost of keeping horses became prohibitive and these conditions had to be considered from a business point.

In adopting motor equipment, which of course is the modern and most economical method of handling our business, the abolishing of the horse is inevitable. We have great pride in our high-class motor equipment, but after all, it is a mechanical production, that any firm with money can buy by paying the price. How different it is with horses! No matter what price is paid for a team, or how perfect the animals are, unless they are properly cared for, and each individual horse’s temperament is carefully studied, they will sooner or later deteriorate and become unacceptable. The greatest amount of skill and careful attention to feed, as well as a deep-seated personal love and pride for the horse, are all necessary to keep it in condition for daily work.

It would have been hard to find a stable containing a finer bunch of high-class heavy draught horses anywhere than those of Imperial, in the days of the horse. This in the first place was due to Imperial Oil Limited for passing estimates for the purchase of good animals and high-class harness; in the second place, proper selection and careful studying and mating of the numerous horses that were offered for sale was of the utmost importance. The tricks of the horse dealer are numerous, wonderfully and fearfully practiced, and the novice in the game has many pitfalls waiting for him. To go into the open market to buy heavy horses a man had to have a knowledge and a schooling in the game from his infancy, or he would certainly have something put over him. The fitting of a horse for sale is a science by itself—real art.

We look back with fond recollections and a very sad heart to the fact that our horses are gone. The visit to the stable on Sunday mornings, (when possibly some will say we should have been at Church), when the boys were all there, with their horses nicely groomed, the stable cleanly swept, the harness cleaned and the brass nicely polished, when each individual horse was admired and carefully examined in order to detect any possibility of blemishes that might develop; if the coat were not as sleek as usual, indicating some digestive troubles, his ration were carefully considered, mouth examined—possibly teeth required floating—all this is a thing of the past.

The real red letter event of the stable was when the Horse Show was on. All the leading stables in the city had an opportunity of going into the ring and settling as to the merits of their different horses. We were not so fortunate as some of the larger horse owners, on account of the fact that we hardly had any surplus stock, consequently our horses had to attend to their business, and were on the road every day, even up to the day of the Horse Show, and only able to get sufficient time off duty in order to enter the competition. The night before the eventful occasion, the stable was a very busy scene—grooming, preparing manes and tails, polishing hoofs, re-shoeing with extended shoes to improve the shape of the feet, then, entering the ring, while the boys waited spellbound in expectation of the Judge’s verdict. On not a few occasions we were awarded the Blue Ribbon. On one memorable day Brownie, the pride of the stable, won the Grand Championship for the best heavy draught horse over 1600 in all classes. He was perfect in every respect, tipping the scales at 2550—a fire up-standing horse—had the actions of a hackney, beautifully rounded out, short ribbed, massive flat boned, and four splendid legs. He was every inch a horse, one that a horse lover would go miles simply to look at. He won the Walkerville Trophy, a magnificent $5000.00 cup. He served Imperial Oil Limited for a great number of years, until his value on the books had depreciated to nothing. At last the poor fellow caught his foot in the frog of the C.P.R. track, and in his efforts to get free, he so shattered the hoof and the fetlock joint that mercy demanded a finish.

At the Horse Show in Vancouver, Imperial Oil Limited was represented with two horse teams, four horse team, six horse team, and one or two entries on the halter, and in these classes they kept up the reputation of the Company for their high standards in all departments.

In going back over these happy days, we cannot help but say something of the men who took such a personal interest in these animals. These men were not tied down by any eight hour law. They worked for the love of it, and many an hour they spent of their own time "dollying up" their horses in such a way that people would stand to admire them as they drove past. It goes without saying the large majority of these men were Scotch. The Scotchman seems to have a natural aptitude for this class of work.

Paying a visit to our stables today, we find in place of broken springs, discarded tines and battered radiators, cut gears—and in fact the whole outfit looks like the wreck of the "Hesperus." When the mechanic gets through with a motor truck there is nothing much left to admire. One trip through the stables makes a horse lover sick at heart, and he never wants to repeat his visit.

Maybe in the future we may have a return of Timothy at $7 and oats at $100 per ton, or straw for bedding at 39 cents per bale. In that event our stables may become inhabited by the nobility of God’s animals, the heavy draught horse.
Bowling at Regina

All who participated in the bowling activities at Regina last winter enjoyed a successful season. The usual inter-department league was formed consisting of eight five-man teams.

A Busy Winter

For the Imperial Oil Club at Regina

By Wm. Rennie.

Once a month during the past winter season, the Entertainment Committee of the Imperial Oil Club at Regina has sponsored a social evening in the Community Hall and these gatherings have been well attended.

The evenings were well organized and the programs excellently balanced. At one of the gatherings the well known speaker Rev. Archie Duncan Davison pleased the members of the Club with a profitable address on three letters in the alphabet "O.J.L." At various times some of Regina's premier artists contributed to the entertainment with songs, music and fancy dancing; and at the same time a number of fellow employees disclosed talent that was heartily appreciated.

Invariably the socials were followed by a light lunch and subsequently dancing, much of the music being provided by plant musicians.

The Entertainment Committee writes its appreciation of everybody's efforts and feels that it is in concord with other members in anticipating another such winter of pleasant associations.

Success Built on Failure

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storage tanks 11½ by 20, and also a barrel warehouse and garage combined. The whole station is a picture and the town speaks well of Imperial Oil, Limited, who are more than keeping up with the times at this point. When Imperial Oil, Limited, decided to put in a real oil depot, these people thought their town was to be a great city at once. They had heard of the Imperial Oil and you can surmise the reports that went around. They were willing to do anything to help our people along, and they have been doing it, as our records will show. Imperial Oil, Limited, are going to get their share of the business through this district's success, as no doubt the new territory that the C. P. R. is to open up will mean a lot of new farms and farmers, which all goes to increase business.

But the foundation of success in Lloydminster was originally laid by the Dary Colonists at whom everyone at first laughed, and who, in spite of all, made good.

SASKATCHEWAN is the prairie that fulfills Byron's rhapsody; "Boundless and Beautiful, for which the speech of England has no name." It is the country of the far horizon and the expansive view; a bountiful land, the breadbasket of the Empire, capable of supporting a human life to every acre and populated by scarcely one to every half mile. Of Saskatchewan it has been evident from the first that in its prairie sections it is capable of supporting the densest of Canada's rural population. It is a country of unvarying fertility with no waste acres; a country that makes for neighborliness and homogeneity. It is the nearest that Canada has to a melting pot. In its history of scarcely half a generation it has absorbed peoples from all lands and from this conglomeration of humanity in Saskatchewan is contributed a new type of Canadianism; foregathered folk, refreshed with the initiative of every nation and clinging to the soil as their natural habitat and home. By these are launched those experiments in statecraft which have startled and amazed the political sense of the older provinces, and from them arise the demands for co-operation in trade and co-ordination in industry, the new psychology which calls upon the secondary industries to function for the benefit of the primary industries rather than that the production branches remain forever the bond slave of the secondary.

On this psychology those who would enjoy the business of the farmers of Saskatchewan must be prepared to make Service the watchword.

This requirement Imperial Oil has already met and is making increasing efforts to meet as the country develops and expands and the population increases. No farming country in the world is better served than is Saskatchewan in the matter of petroleum products.

In making these provisions, Imperial Oil has been guided by the knowledge that Saskatchewan, with its wheat crop, is the keystone in the arch of Canadian prosperity and that failure in the supply of motive energy in the season of greatest demand would constitute a national calamity.
IF YOU work for a man, in Heaven's name work for him. If he pays wages that are just, work for him, speak well of him, stand by him and stand by the institution he represents. I think, if I worked for a man, I would work for him. I would not work for him a part of his time, but all of his time. I would give an undivided service or none. If put to the pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But I pray you, so long as you are part of an institution, do not condemn it. Not that you will injure the institution, not that. But when you disparage the concern of which you are a part you disparage yourself. And don't forget "I forgot" won't do in business.

—Elbert Hubbard.