Canadian Pacific Railway Company

Department of Natural Resources

Land Branch

112 WEST ADAMS STREET
ROOM 1012 :: CHICAGO

Get Your Canadian HOME from the Canadian Pacific
CANADIAN PACIFIC RAILWAY

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Mr.L.J.Finley

Granger, Wash.

Canadian Pacific Railway Company

Department of Natural Resources
Land Branch

Colonization Section

ROOM 1012 - 112 WEST ADAMS STREET

LOCAL AND LONG DISTANCE TELEPHONE
CENTRAL 7118

Get Your Canadian HOME free Canadian Pacific
CANADIAN PACIFIC RAILWAY

Chicago March 24th 1914.

Mr.L.J.Finley
Granger, Wash.
Dear Sir:

Gen'l 102

You have realized the fact that in Western Canada lies the last great wheat country in North America--you know that these lands are being taken up by settlers with amazing rapidity and that yet for certain reasons which I shall try to make clear to you in this letter you can still get a choice farm at a cost that must seem ridiculously low to you in comparison with farm values in this country.

You are in fact just this near to the biggest opportunity ever presented to you; you realize its existence and know the main facts about it. But as I think about your request for information and what I have told you about our lands in Western Canada I wonder whether you have had a chance to dig out from the facts given you the points that will show not what others have done but what you can do for yourself today in Western Canada with the means you have hold of right now.

It's all very well to read about wonderfully fertile soil at a low price, to compare the amazing yields of the highest quality grain from these lands with less favored sections and think how others have made fortunes and become independent for life within the last few years, but somehow what others have done often fails to impress us with the fact that we can do as well and many times much better.

Yet I know that your best chance exists today in the Canadian West, no matter how well off you are today or on the other hand how hard a fight you may have to put up for a living. And I hope that in writing you again a personal letter in which I shall try to present for your consideration the facts about the opportunity itself, rather than about the land, you will be made to feel the enthusiasm for the proposition that I certainly feel myself.

For a big opportunity to make money you need two things. The first is a sure unmistakable continuous demand for large quantities of something that can be sold. The second is the means of filling that demand cheaply. If you have these two factors in your hand and the least push and enterprise, why you simply can't help making money--and a great deal of it!

Now you know all about wheat--everyone knows that every civilized nation in this world today is reaching out for more wheat, wheat, WHEAT--the demand grows stronger and bigger all the time, the call of every progressive country is for greater quantities of it, the consumption per capita of this world-feeding grain is constantly increasing. And here in the United States see what has happened. We are

at the turning point. If not already importing more wheat than we export we are on the verge of it. And our area of wheat-producing lands has practically ceased to increase. Where is the wheat going to come from to feed the millions that are added to our population every year? You know the answer--from the wheat lands of Western Canada. There's the first factor in your big chance to make a substantial fortune, a world demand that exceeds any other under the sun.

Now take the second factor of money-making, which is how to fill the demand cheaply. If you set about filling the wheat demand by purchasing land in the United States you are confronted by prices for good land ranging from $100.00 to $200.00 per acre. Buy this land and you find that you can make clear say 6% or a little more under favorable conditions. This is a fair return from your money invested but it is not filling the demand for wheat cheaply, and consequently it will never make you rich!

But in Western Canada, now, for a time very limited, certain natural conditions exist which make the best wheat lands amazingly cheap and on these lands you can raise wheat cheaply and market it at the highest prices. And so, with absolute certainty, I assert that if you buy land and raise wheat in Western Canada you will solve the problem of producing a commodity cheaply for which there is a tremendous, never-failing demand. Do this and you have every reason to expect great returns from your efforts. Your product is sold for cash -- the world is your buyer. This means that in a few years you should be one of the most substantial and independent of men!

I affirm all this with absolute confidence that you can do what I say, not because it sounds well in theory, but because I know it is the every day experience of our settlers in Western Canada.

Now you wish to ask me a reasonable question; if these Western Canada lands produce more and better grain than lands in the United States which sell for $100.00 to $200.00 per acre why are they not worth at least as much and why do you sell them for $11 00 to $30.00. Here's the answer:--they are worth to you many times the high-priced lands in the United States because the investment is yours and the difference in value to you is just the difference between 6% on your investment here and the much greater returns you have every reason to expect in Western Canada. But the proposition from our point of view is different. We want settlers. To get them we sell these lands at as low a price as will assure the class of able, independent farmers we want in Western Canada.

That is why we offer you lands at one-tenth their dividend paying value. We want our inducements to be so great that if you are energetic, ambitious and capable of making good you will let nothing stand in the way of your coming to Western Canada to help us build up this country and share in the prosperity of all who do come.

I want to give you the information that YOU want. Tell me what YOU have in mind. Let me answer any questions you may wish to ask. A reply from you will be appreciated very much.

Yours very truly,

M. E. Thornton

MET/FD

Colonization Agent.