

C.P.R. Shares Western Canada's Expansion

The changing face of the Canadian Pacific Railway in the Canadian West reflects a nation-wide program to provide the newest and most efficient in transportation to meet the ever-changing national economy.

While various old-time services have disappeared, a multitude of new ones has sprung up to take their place.

In the past year the granting of

a transcontinental route for Canadian Pacific Airlines put Winnipeg right in the centre of C.P.A. world services linking five continents; a new \$1,750,000 building was opened at Henry and Lily streets to house Canadian Pacific communications and several railway offices; piggy-back's growth resulted in the building of a new terminal; extensive renovations were made to Company hotels in Winnipeg and Regina; rail-

way property and equipment was maintained at a high peak of efficiency, and centralized traffic control — push-button railroading — was inaugurated at Moose Jaw.

About the end of March increased efficiency of Canadian Pacific Telegraphs to all parts of Canada was noted when that company's western headquarters were transferred to the new C.P.R. building at Henry and Lily streets in Winnipeg. The one building now houses, to the advantage of all customers, such essential communications services as weather reports and maps for airports; air traffic control; transmission of radio programs; teletype services for newspapers and radio; private wire teletype networks; Telex service which goes by Canadian Pacific and Canadian National to more than 2,000 subscribers in Canada; and other telegraphic services for the railway, private subscribers and the general public.

Within the C.P.R. there is a breath of the new world—of expansion in new ways—of cutting off of dead branches—of integration and consolidation, all designed to give the customer the best of transportation

service. And transportation service is what the C.P.R. sells.

There's also a new department to give better service to shippers and save them money. Presently centred at Vancouver in a new \$840,000 building, it is designed to spread eastward and to provide, under one telephone number, services which will consolidate operations now embraced by less than carload rail freight traffic, rail express traffic, truck traffic, air express, air cargo and water transport.

Things are moving so rapidly today in Canada, and within the

C.P.R., that even the electronic brain which integrates all pertinent data for the C.P.R. has failed to keep up the pace. This machine, which gobbles up information from every waypoint in the system and turns it into facts which move freight and passengers more efficiently and economically, has had to be replaced for the third time in less than three years.

Now, it is capable of writing on magnetic tape up to 3,600,000 digits or letters a minute. And if it were fed the proper facts, it would turn out in a few seconds, no doubt, the truth that Western Canada and the Canadian Pacific Railway are proceeding nicely together after 78 years of mutually happy business companionship.

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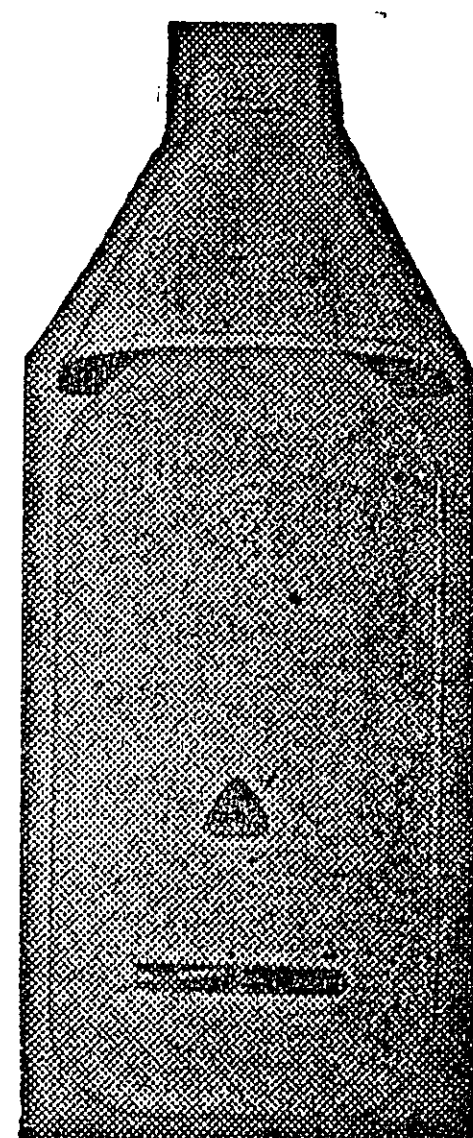
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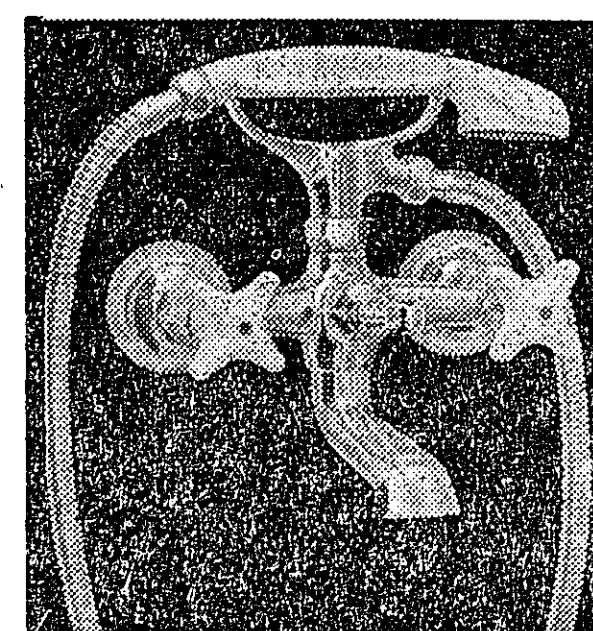
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THE SOUTH SASKATCHEWAN RIVER PROJECT

On July 15th, 1958, Premier T. C. Douglas signed an agreement between Saskatchewan and the Fed-

eral Government to build a dam and reservoir on the South Saskatchewan River near Outlook

This mammoth project together with its irrigation and power developments, will cost an estimated \$192

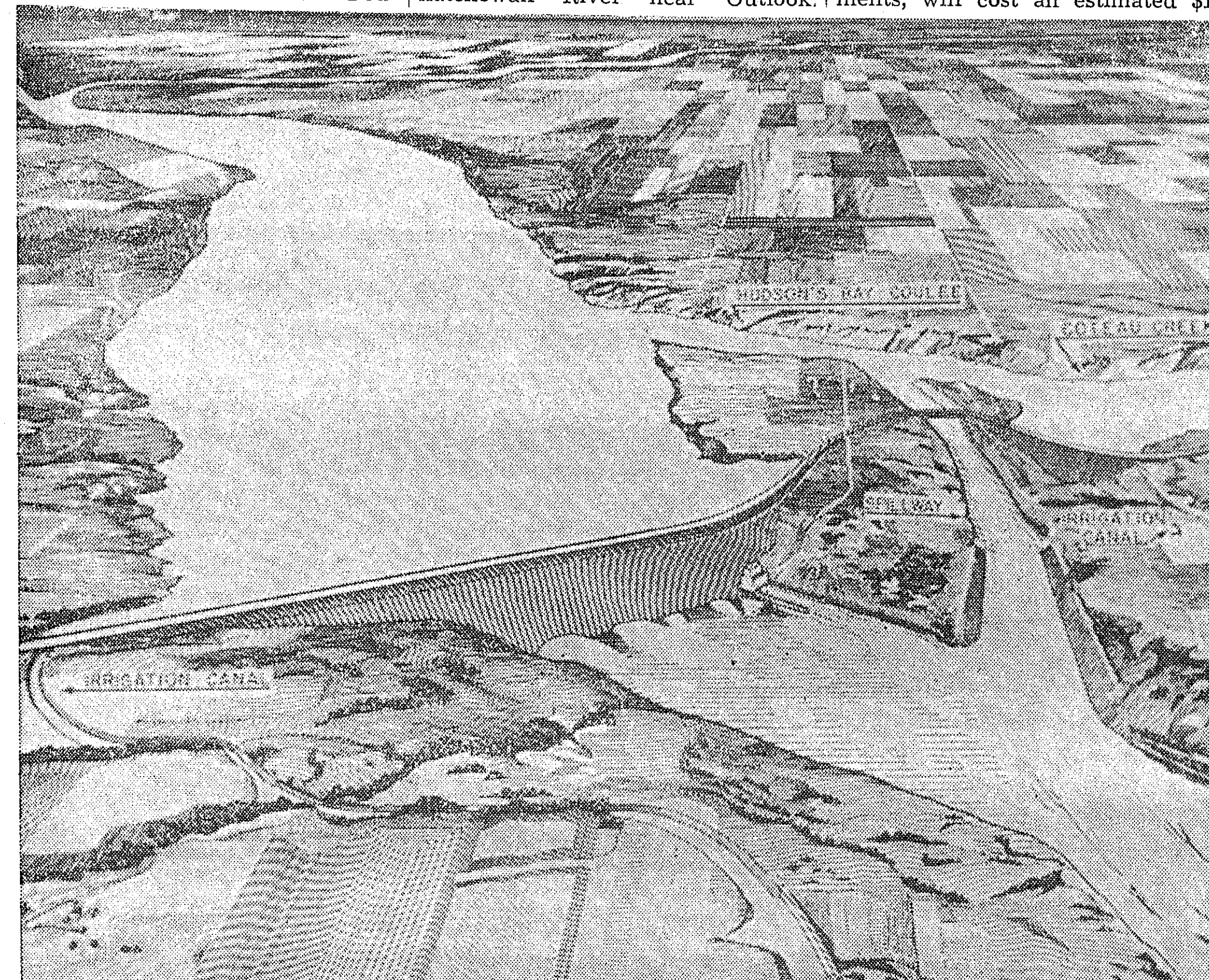
million. Of this Saskatchewan will contribute \$118 million.

Eventually the project will bring water to half a million acres of land, ending forever the farmer's worry about drought. Facilities for the irrigation of 50,000 acres will be ready when the reservoir is flooded in 1965. At first the incoming waters will be used to boost production of forage crops and livestock. Later, potatoes, sugar beets and truck gardening will come into their own. Under intensive cultivation, planners estimate that the value of crops in the newly watered lands will increase two and one-half times.

Building the dam will take an estimated 18 million man hours. During the building period, in the third and fourth years, 1,500 to 2,000 men will work on the project. When finished they will have built the largest rolled-earth dam in Canada. Backed up behind it, the waters of the South Saskatchewan will form a 140-mile long lake with 475 miles of shoreline.

Irrigation is only one of many blessings which the project will bring. Using the regulated flow of water from the huge reservoir, engineers will be able to harness

475 million kilowatt hours of electricity per year. Enough water will now be available for household and industrial needs—always a problem in this dry area. All this will encourage the growth of new industries in southern Saskatchewan. Even holidayers and tourists will benefit, for along the 475 miles of new shoreline, park sites and other recreational grounds will flourish.



AND THE DESERT SHALL BLOOM: Artist's sketch, above, is already becoming a reality for traditionally parched southern Saskatchewan.

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