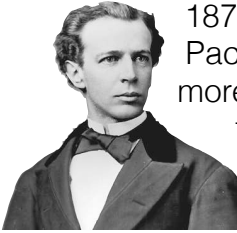


Newcomers: Settling the West

Promoting Settlement in the West

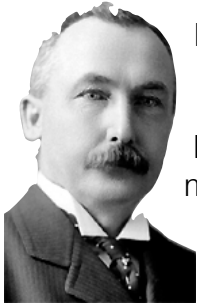


Wilfred Laurier

The Canadian government began to sell land in the West almost for free in 1872. There were only about 1000 settlers and Alberta when the Canadian Pacific Railway reached Calgary in 1883. The railway knew if it could get more settlers could make more money. The settlers would grow wheat and the railway would transport it to Ontario and Quebec.

The railway hoped to attract settlers by printing millions of posters and pamphlets and sending them to the United States, Britain, and Western Europe. By 1895, there were still only 26,000 settlers in Alberta.

In 1896, Wilfred Laurier was elected Prime Minister. He chose Clifford Sifton to be in charge of settling the West. First, he made it easier for settlers to find land. Next, he increased advertising using similar methods as the CPR. Sifton chose to send much of the advertising to poor farmers in the United States, Britain and Western Europe. He sent agents everywhere to tell people there was fine, cheap farm land in the West. They used the slogan of "The Last Best West."



Clifford Sifton

By 1901, there were 73,000 people in Alberta and by 1906, there were 185,000.

Not everyone agreed with the methods used to get settlers to come, and many people have strong opinions and prejudices people different than themselves.

The government continue to advertise for many more years and the West continued to grow.

Adapted from: **Alberta: A Story of the Province and It's People** Reidmore Book, 1993