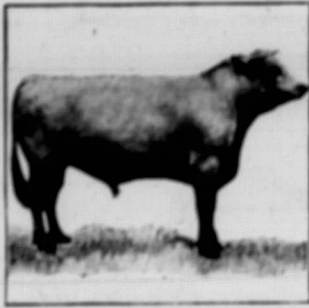


Winnipeg's Great Industrial



On Wednesday July 13th, the gates of the Winnipeg Industrial Exhibition will be thrown open for the twentieth annual Fair of Western Canada, marking over its last former predecessor the greatest forward leap in agricultural and industrial development that the Western New Land has seen, and making that fact an evident conviction to everybody by the increased material scope and manifold activities of this great annual exposition.

This is the season of fairs, and they are to be seen within the next few weeks in every centre of population in Canada. There is a circuit of big Western Exhibitions that starts in at Calgary June 30; jumps to Portage la Prairie for the few days immediately preceding Winnipeg, and thence progresses through the Inter-Provincial Exhibition at Brandon, July 25-29; the Regina Exhibition, August 2-5; Saskatoon Fair, August 9-12; to Edmonton, August 23-26. In addition, there are a number of the only relatively less important fairs which run the summer through.

But just as Winnipeg is the commercial metropolis of the West, just as the growth and expansion of Winnipeg reflects the growth and commercial expansion of her splendid westward stretching empire, so does the growth of the Winnipeg Industrial Exhibition, from its modest provincial beginning to an all embracing annual epitome of natural bounty and agricultural development, mark the rapid reclamation to man of the World's last great Garden of Promise.

The Winnipeg Exhibition for 1910 will run ten days instead of a single week, as heretofore. The lengthening of the period of its activity has been forced by the demands of its attendance, the increase in its exhibits, and the desire on the part of its directorate not to let the attraction of its myriad recreative features overshadow the more serious material benefits of the fair.

The last few years have witnessed a remarkable impetus in the really valuable work of the Exhibition. This movement took concrete form a few years ago, when the magnificent scale of prizes now on the Exhibition's books for showings of wheat was made.

King Grain

A separate building at the Exhibition is devoted to exhibits of wheat and farm grains; and in this little structure, without any of the noisy invitation of the vociferous "spieler," is shown the concrete example of the potential wealth that, after all, makes the Exhibition itself, Winnipeg the city, Western Canada the Empire, possible. The wheat behind these glasses, contesting for the large cash prizes, is the finest wheat in the World. In every Exhibition where wheat has been shown in an open competition, Western Canada's product, the No. One Hard of commerce, has captured the coveted ribbon over the showing of every other clime on the surface of the globe.

The Summer Fair in the Prairie City, July 13-23, gives promise this year of surpassing all others. It will provide a grand opportunity to Western Farmers to study the Products of Farm and Factory at close range

It seems surprising, in view of the facts pointed out, that there is not more spirited competition among the Grain Growers of the West in this department. Although splendid in the excellence of the product shown, there is too often a rather lamentable lack of competition in the wheat and grain showings. This year the Grain Growers of the West should awake to their opportunities and send in a selection from their granaries. A single consignment of grain can take \$270 in cash, besides an opening in the collective Exhibits Classification, where Sixty Dollars more is possible to a single exhibit.

Breeding Horses

The second great and important forward step that has been taken up by the Exhibition is in its encouragement of the breeding classes of horses. The rapid development of Western Canada has naturally made every farm feature a secondary consideration to the quick

is held out to breeders, especially in the Clydesdale classes, the popular draft breed.

All the horse premiums are most liberal. For instance, in Clydesdales a stallion could win \$150, while a mare could take in the magnificent sum of \$200, to say nothing of the medals and cups; and it is possible for a stud of Clydes of six to win \$880 in cash, including teams in harness on the line.

This should be a banner year in the exhibit of the Scotch breed. Other breeds of horses are provided for generously, a lot of classes for French Canadian horses having even been added since the publication of the prize list. The showing of carriage and fancy horses, too, is made the finest in this section of the nation.

The race track is to be given up to the heavy horses two whole afternoons this year, Monday, July 18th, and Wednesday, July 20, and on these afternoons



cular needs. Manufacturers are handicapped too, in the same way. They turn out new models in the shops, too often without adequate knowledge of what these machines will do under the varying conditions of use. For plows, plowing and threshing and traction engines, the famous Motor Contest of the Winnipeg Industrial Exhibition performs this duty of thinking for the manufacturer and buyer as no other agency on this earth. Its value is beyond estimation.

The great Fair is an annual gathering of a thousand varied interests and lends of activity. To some it means only sport and recreation; to many it is the holiday of the year, when a week's relaxation from the humdrum round of life is to be enjoyed. But to the thinking farmers and farmers' wives, the solid citizens who make up the backbone of the new Empire of the West, the Exhibition is a two weeks' course in liberal education, an event to be watched for its material advantages as well as its mere pleasures; for the thinking Outlander the opportunity for a bird's eye view of Western Canada and its opportunities that could not be gained in a month's constant travel.

The Exhibition commences July 13, and continues ten days.



HEAT CLAIMS VICTIMS.

A Chicago wire of June 19, said: Fifteen deaths, due directly to the heat, which has been beating down on Chicago for three days have been reported, four of them to-day.

The heat of to-day was not nearly so oppressive as that of Friday and Saturday, however. The dense humidity was gone from the atmosphere, and a brisk breeze that blew a part of the time directly off from the lake helped matters materially.

The highest temperature recorded to-day was 88 degrees at 10 o'clock in the morning; by 3 o'clock it had fallen 18 degrees. The weather man does not promise much relief from the hot weather for a day or so, at least. Tuesday, he says, showers may come, and this will help cool the air a little.



BIG STEEL MERGER

A consolidated \$25,000,000 steel merger, comprising the Hamilton Steel and Iron Company, the Montreal Rolling Mills, the Canada Screw Company, the Dominion Wire Company Limited and the Canada Nut and Bolt Company has been effected. The firm name is the Steel Company of Canada Limited. The headquarters will be at Hamilton. The basis of consolidation is a bond issue representing two-thirds the valuation of the fixed assets of the preferred stock to be divided between the bond issue and net assets and the common stock based on earnings of the constituent companies.



return grain crops, and Western Canada is largely a grain farm country. That this is an unhealthy condition of national agriculture is undoubtedly recognized by every thinking man. The profits from the wheat crops, rich though they are, have to pay toll to the cost of importing many other articles of farm production, besides the heavy drain on the land that is being sapped by continuous cropping by the same cereal. In no other one direction is this stock breeding and combined farm weakness of Western Canada illustrated than in the production of horses. The number of horses that are shipped into Western Canada and sold to the farmers, construction companies and the teaming interests of the new country reach such an appalling total that no investigator wants to publish it. The hopeful sign on the horizon, however, is held out by the healthy increase in the horse-breeding interests of the West, and this spirit is being fostered by the Exhibition in no uncertain manner. A magnificent showing of prizes

all the harness classes of horses are to be judged in front of the Grand Stand, and its thousands of interested spectators.

Tractor and Plowing Contest

This is the third great agricultural feature of the Fair, and in the recognition of this contest as the representative, original and most authoritative competition of its kind in the whole world, the Winnipeg Industrial Exposition naturally takes a conspicuous place. The farms of Western Canada, are, and from their situation and advantages should be farmed with every aid to nature that the ingenuity of man has been able to devise. Her broad prairies offer the ideal location for the use of labor-saving machinery, her lack of labor makes the use of these aids to agriculture imperative. Every farmer is called upon to invest large sums of money in expensive machinery to do his work for him; and in his selection he is too often handicapped by a lack of knowledge of just what he wants, just what implement is best devised for his parti-

