

and for homes for the people who are coming to Winnipeg from other parts.

Winnipeg's industrial development has kept proportionate pace with other lines of growth. A new census of industrial firms for 1911 shows that some thirty-three new manufacturers have established plants here during the year. This brings the total of manufacturing establishments in Winnipeg up to 276. The most careful estimate that can be made places the value of the manufacturing output at \$36,000,000, an amount which puts Winnipeg in fourth place among Canadian cities. The city power plant, completed in 1911, will do a very great deal to promote the industrial development of Winnipeg by reducing the cost of power to consumers. This plant is now delivering power and light to consumers at cost. Situated on the Winnipeg River at Point du Bois, where \$4,000,000 is being expended in developing one of the greatest natural water powers of Canada. This municipal power plant will furnish 18,000,000 horse power for use in the first installation, and competent engineers have laid the foundation for a plant at Point du Bois for the enormous output of 100,000 horse power.

As a wholesale distributing centre Winnipeg has advanced to the top of the list in Western Canada. The wholesale turnover of the city is not less than \$120,000,000, and is increasing very fast. The large firms that have established themselves in Winnipeg have set up many branch houses in other cities of the West and are covering the country very rapidly with a complete system of main and branch stores that must grow to enormous size through the demands made upon them. Winnipeg is attracting a deal of attention as a convention city. There are numerous good hotels in the city, and to this capacity for administering to the comfort of a large number of visitors is added easy access by railway from all parts of Canada and from the most thickly settled parts of the United States. An important instance of appreciation of Winnipeg as a convention city was that over 25 conventions held their meetings in Winnipeg in 1911. Through such gatherings as that of the British Association for the Advancement of Science in 1909, Winnipeg and the whole West obtain an advertisement to the world that cannot be estimated for value and class, proceeding as it did from a set of men who are foremost in their respective communities for accuracy of observation and reliability of statement. During the next few years Winnipeg will be the gathering place for a number of conventions made