

"What will happen," he continued, "when the remainder or even the half of the 200,000,000 acres that are available are brought under the plow?"

With the splendid progress already made, with the ever increasing transportation facilities, and an abundance of cheap power, there is every reason in the world to believe that Winnipeg within the next ten years will develop into the greatest manufacturing center of the Dominion. There is really nothing to prevent it.

None of the boosters of this campaign has any desire to oppose the importation of foreign goods, as they realize that a goodly part of the prosperity of the country comes from the handling of the \$150,000,000 turnover, but when there is an opportunity for the resident of Winnipeg to patronize home enterprise, the logical conclusion is that it is the best policy to do so.

If the 18,000 wage earners of Winnipeg alone would concentrate their demand on Winnipeg made products, it is a foregone conclusion that the merchants and manufacturers would have to do some tall scrambling to supply their wants. And why should this not be the prevailing condition?

The bulk of the commodities for which there is a call in every day life is made right here in Winnipeg. This not only includes wearing apparel but food products—the necessities as well as the luxuries. It stands to reason that goods can be made and sold in Winnipeg far cheaper than similar articles shipped here from markets thousands of miles distant, so that, all things being equal so far as quality is concerned, why not give the Winnipeg manufacturer, and the retail merchant as well, the benefit?

Cost of production is governed largely by the output. The greater the output the more cheaply can the single article be manufactured, and if the Winnipeg manufacturers were today enabled to double or treble their output, think what a reduction in price they could afford to make to the wholesale and the retail dealers.

But if Winnipeg is to keep on expanding as a manufacturing center and maintain the record achieved in recent years there must be united and concerted support from the home consumers. "Boost for Winnipeg and for Winnipeg manufactures," should be the watchword of the masses. It will mean more factories. It will mean larger payrolls. It will open up new avenues of employment. It will mean a renewal of prosperous conditions which will result in a bigger population, and a general increase of property values all along the line.

When you, Mr. Wage Earner, call on your grocer, for example, see to it that you insist on Winnipeg made food products. Winnipeg flour is the best in the world. The biscuits made here are just as good if not better than anything made down East. The same is true of the dairy products of Manitoba and of the meats that are prepared right here in our own city. Be patriotic! Be loyal to Winnipeg, and to Winnipeg interests, and we'll all join hands in the greatest forward movement this Western country has ever witnessed.



GRANDSTAND AT EXHIBITION GROUNDS.