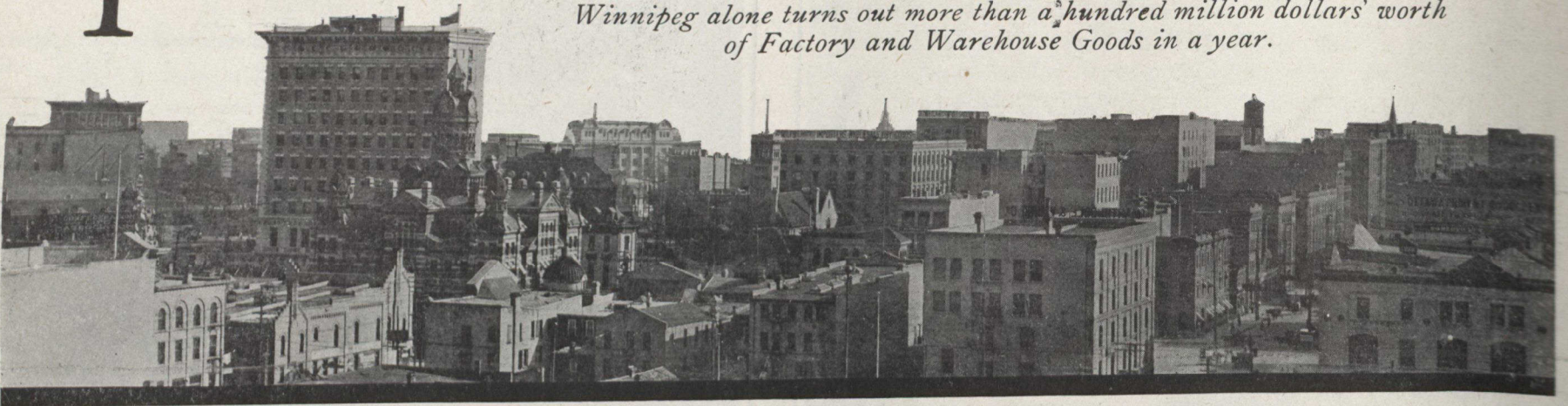


# THE MANUFACTURING WEST

*Winnipeg alone turns out more than a hundred million dollars' worth of Factory and Warehouse Goods in a year.*

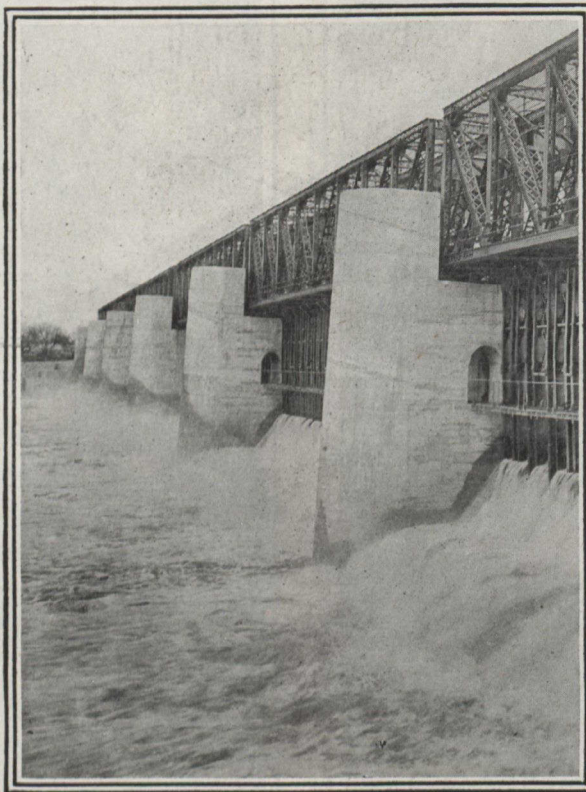


The heart of Winnipeg proper is in its Blocks of Wholesale Houses, its Factory Precincts and its Hundreds of Miles of Railway Tracks.

JUST as the machinery manufacturing in the United States took its way westward in response to the demand for quicker delivery and a greater volume of supply comparatively convenient to the field of demand, so the centre of manufacturing is shifting in Canada and, like the course of the empire, is taking its way westward. This is not to say that manufacturing in Eastern Canada is on the decline—or that it will be—but rather that manufacturing in the West is very greatly on the increase largely as a result of study of economical methods that has been made by Eastern United States manufacturers with big trade in Western Canada. This study, and the demand for quick delivery of goods, has brought about a considerable exodus of branch houses from Eastern Canada and the States to the West and a corresponding increase of factories—in actual operation or prospective—in Western cities and towns.

This influx of industries is being recognised by Western communities and practically every city or town of consequence from Port Arthur west, is doing what it can to attract as much industrial growth as possible. Publicity departments set forth, by printed page and by direct correspondence, the several advantages of their respective cities and boards of trade are ready and willing to take up the subject of a factory to be established, at any time and in any reasonable way. Each tries to offer the greatest possible inducement for the manufacturer in search of new fields of activity to come and supplement the wonderful agricultural development of the West with what gives some promise of becoming equally wonderful development along industrial lines. All of this—the need for supply nearer to the source of demand and the activity of Western communities to secure such a home supply—is having its due effect upon industrial conditions in the West, an effect which is excellent in its present and highly promising for the future.

By CHARLES F. ROLAND



St. Andrew's Locks on the Red River, below Winnipeg, have made the Western Metropolis a Port of Entry for ships drawing nineteen feet of water, carrying raw material up from Lake Winnipeg. The Locks were built by the Dominion Government, at a cost of \$1,250,000.

Among the Western Canadian cities that are taking a strong hold upon industrial growth, Winnipeg is naturally foremost. It is no disparagement to the other cities of the West to say this, since Winnipeg outnumbers by at least fifty thousand people, the largest other city of the West—Vancouver—and is more than three times as large as the third city—Calgary. An industrial census taken recently, in which all the shops and factories of the city are listed and their operations tabulated, shows that thirty-five new industries have been located in Winnipeg since 1908, the date of the last previous industrial summing up. This latest compilation of industrial facts and figures brings out the point that large and important houses are fixing upon Winnipeg as the location for branch factories.

The reasons for the selection of Winnipeg among the cities of the West as a location for new industries, are potent and numerous. The city is the chief financial and trade centre west of Toronto. Facilities for the transaction of business on a large scale are as good in Winnipeg as they are in any city of Canada. It is easy to get capital for legitimate business enterprises and the capacity of Winnipeg to make money for those who invest here has made the city a gathering place for capital from the United States, Great Britain and Eastern Canada and a central point for trade competition between the manufacturers of these several parts. In keeping with the national trend of man to congregate, Winnipeg has become the chief labour centre of the West and this point alone gives it an advantage over smaller places in the eyes of the manufacturer. In recognition of Winnipeg's rapid industrial growth and to assist in the further expansion which is sure to come, the civic government is making liberal provision. A huge power plant is being constructed by the city at Point du Bois and will furnish 60,000 horse-power for industrial and domestic uses. This plant will cost \$3,250,000 and



The Winnipeg Industrial Bureau is a live organisation. The seventy-two members shown in this picture took a trip in a special train to meet their customers; also to find out what the country is doing by way of crops, and what people are doing with their money.