

the west. That, however, is only the merest indication of the future; and now, with the City's Municipal Power Plant thundering out over the land the slogan: "Western Goods for Western People"; with vast quantities of raw materials at, and carried to, her door; and with peculiarly favorable conditions regulating Winnipeg's labor market; is it any wonder that the manufacturing interests of the East are following the stream of immigrants into the west; catering to these growing prairie markets, to keep their grip on power? That is the basis on which during 1911, twelve million dollars was invested in Industrial Winnipeg—at the "Meeting of the Waters and the Railroads."

### WHOLESALE

Today, the retail markets of the prairie provinces are fed from the wholesale sections of a dozen live Western cities—Arteries of Commerce—each of which can define a legitimate trade territory; and all of those territories pay tribute to the Prairie City. 1911 brought to Wholesale Winnipeg a trade of \$120,000,000, spread out over the far distances of the plains. Winnipeg, therefore, is the throbbing Heart-of-the-West; pumping the nation-blood of trade into those dozen arteries, which, in turn, redistribute the fluid into the myriad Veins-of-Commerce over the Prairies.

### STRUCTURAL

As recently as 1900 the bulk of Winnipeg's buildings were wooden affairs—with side-walks mainly of the same material. Last year a million dollars were expended on street improvements, while over twenty million dollars went into the buildings of Greater Winnipeg.

At long intervals, over the main business thoroughfares, elegant structures may be seen sky-ward; and, as it were, standing sentinel over the intervening spaces of modest older buildings.

The outstandingly beautiful buildings in the city today represent Commercial and Financial Winnipeg. Some of them are magnificent in design—some magnificent in capacity. The Union Depot of the Canadian Northern and Grand Trunk Pacific Railways is one of the latest, most striking proofs of a Greater Winnipeg

displaying a great contrast, Shakespeare puts into the mouth of Hamlet the words: "Look here upon this picture, and on this," but his comparison was not more strange than that provided on Portage Avenue today, in the sight of a one-roomed 10 x 12 establishment facing across the street one of the greatest departmental store structures in the world.

The buildings over Industrial Winnipeg are already large, and are already overcrowded. The educational institutions, hospitals, churches, are built along lines worthy of, and as broad as the principles they teach. And the residences of the citizens bespeak a prosperity, which fosters the eternal spirit of honor.