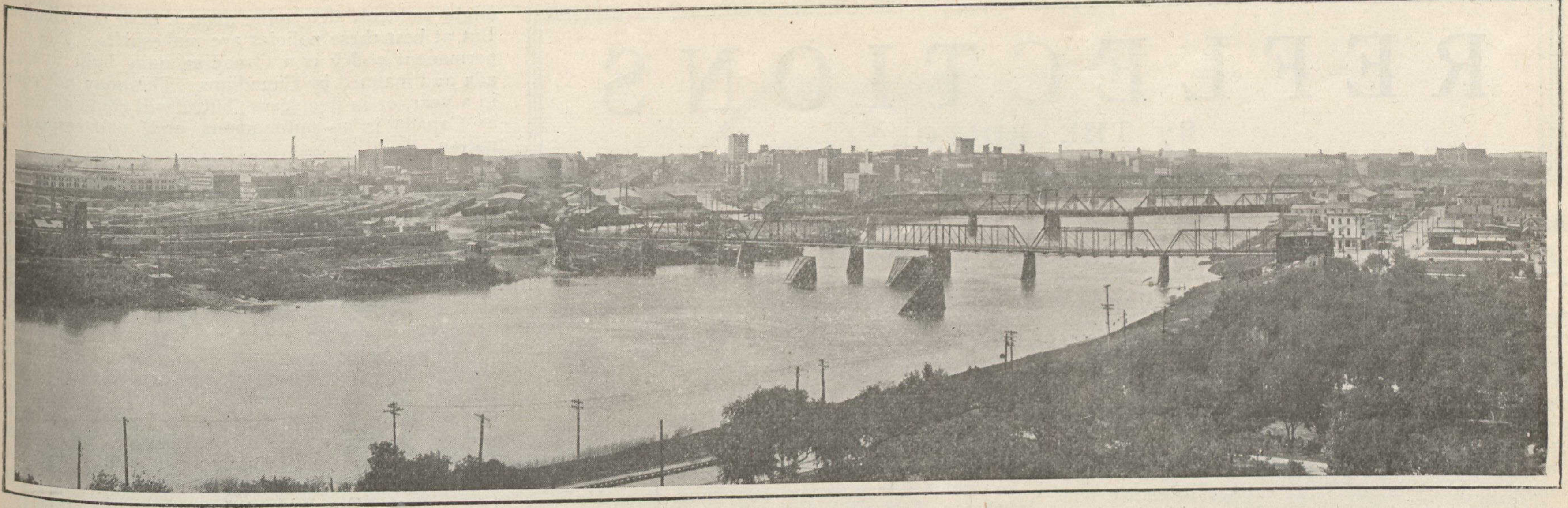


A NEW BIRD'S-EYE VIEW OF WINNIPEG

Three of the seven bridges over the Red River are here shown. The nearest to the camera is the Broadway Traffic Bridge, the second the Canadian Northern Railway Bridge, and the third the new Grand Trunk Pacific Railway Bridge.

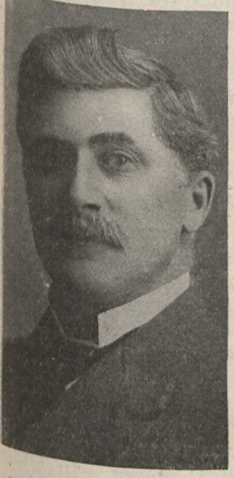
# FOR A GREATER CANADA

By CHAS. F. ROLAND

Industrial Commissioner for the City of Winnipeg.

*To accomplish solid national growth, agriculture and industry must move forward together.*

AT the present time Canada bulks bigger in the public eye than any other country. Free land or cheap land is pretty well exhausted in the United States, and South America makes its appeal for settlers chiefly to the people of Southern Europe. Canada, on the contrary, has millions of acres of free land and other millions of acres of cheap land. Its form of government, while making the strongest appeal, perhaps, to the Anglo-Saxon, is yet attractive to men of all nations. The incomparable summer weather and the cold, bracing winters of Canada, attract and hold the strong individual and, all points considered, Canada has first place among the countries of the world as a place in which new people may settle and make for themselves a home and business success proportionate to their ability, capacity for work and capital invested.



MR. CHAS. F. ROLAND.

The wealth of Canada's partially developed natural resources is practically incalculable. Probably no other of Canada's natural resources exceeds, or will exceed, its agricultural possibilities. The development of Canada's agricultural resources depends upon the carrying out of an aggressive and scientific immigration policy, while the development of other natural resources will depend largely upon a policy for the tariff commission to adopt that will have a tendency of assuring capital that its investment in establishing manufacturing plants will be safeguarded.

With only ten per cent. of the vast stretches of the fertile lands of the West under crop, and with lumber, mineral and other natural resources, what a future there is for Canada! Eight millions population is a mere fraction of the people who will eventually find homes and good living in the Dominion. Some time, without doubt, Canada will be crowded, but between now and then there lies a long road bordered by countless opportunities, tapping the regions of success and wealth, driving straight into the heart of development that, already remarkable, will be the most tremendous made by any country occupying a like position with Canada to-day.

The marvellous growth of such cities as Winnipeg, Calgary, Vancouver, Saskatoon, Edmonton, Toronto, Hamilton and Montreal, shows the capacity of Canada for increase of population in civic centres. The increase of the Western wheat crops from fifty-four million in 1904, to one hundred and seventy-five millions for the crop season of 1911 puts the growth of the farm population of Western Canada during the past few years into significant and convincing figures. Industrial output, banking figures, customs duties, statistics of export, immigration records and building figures go to prove growth and expansion so remarkable that the case of Canada as a headline attraction on the stage of the world's doings is made out and approved by the audience. But the time is ripe for the people of Canada to analyze what has been done, what is being done, and what ought to be done in the upbuilding and development of this heritage.

When the myriad millions of acres of fertile land, now unoccupied, shall have been turned to the fullest account it is capable of, there will be a large and influential agricultural population. But there will also be a large and influential population engaged in other pursuits, and this fact is one that the makers of Canada should look to with greater care than they have.

The soil of the West has produced crops of great value for the farmer almost without effort on his part, certainly without any such effort as is necessary to produce any such returns from the same investment in industrial pursuits. Under the benefits thus showered upon him, the farmer of the West has waxed fat and flourishing. Easy money has made him prosperous. There are, without doubt, more retired farmers in Western Canada than in any other country of like population in the world. But while the farmer has been growing rich there has grown up another element of the West that has not been nearly so much noticed as the farmer. This is the industrial element of the population, an element already large and growing rapidly. I think I am safe in saying that when the recent industrial census of Canada is made public we shall find that the capital invested in industrial enterprises will greatly exceed one billion dollars and that this capital is furnishing employment to as many as half a million employees, who receive at least two hundred and fifty million dollars in wages yearly.

THE interest of the industrial classes is great, and interlocks closely with that of the farmer. The half million hardy factory employees and families of Canada consume as much as sixty million dollars worth of the products of the farm annually. This shows the interest of city and urban population in each other. There is no more mistaken idea than that which regards the interests of the city and country population as being opposed. Nothing could be clearer than that the farmer and his city cousin are inter-dependent; the thing which is good for one is good for the other, and that which is bad for the one is hurtful to the other. Why should the agriculturist oppose the industrial development of our country? To take the instance of this interdependence that is closest at hand, the growth and progress of Winnipeg means as much to the farmers who are within trading distance of the city as the increase of the rural population within trading distance means to the merchants and tradesmen of Winnipeg—and this is very much indeed. The 150,000 people of Winnipeg must be fed, and a considerable part of the task of feeding them devolves upon the farmers who live near enough to send their products to the Winnipeg market, a market admitted to be one of the best for all sorts of farm products. There is, in fact, an almost constant shortage of such farm products as milk, butter, eggs, poultry and fresh vegetables in the Winnipeg market. Milk is easy to produce in the country about Winnipeg and yet seven thousand pounds of milk are brought in each day for the use of Winnipeg people from Minneapolis.

Eastern Canada is, of course, stronger industrially than the West, but the West is taking on importance in an industrial way and will not any longer be content to hide its industrial light under a bushel. Out of the wonderful growth and prosperity of the West, there has sprung a great home market for the factory products of the country to which are added millions of dollars worth of imported goods each year. Fostered by this market and its great growth from year to year, the industrial development of Canada has been almost as remarkable as the building up of the West. Not altogether because the case of Winnipeg is the most outstanding on the list, but because I am not familiar with it. I will take Winnipeg as my case in point to show how great industrial growth has been.

PRIMARILY a trade centre for supplying further West points, Winnipeg has taken on the quality and conditions of an important industrial city in addition to its prominence as the largest wheat market in the world, and the biggest trade and financial centre of Western Canada. Close to one of the best markets for manufactured goods in the world, Winnipeg has developed industrially along purely natural lines. The city has built a four-million-dollar hydro-electric plant to encourage the location of new industries, and has advanced from a place of small account in the industrial world, to be the fourth city in Canada in value of its industrial output. There are two hundred and fifty shops and factories in Winnipeg that employ 15,000 hands and paid these hands $9,000,000 for their work in 1911. Building trades workers draw another eight millions in wages and the wholesale and jobbing houses distribute large amounts to their employees. Thus the labouring class alone make up a big capital-producing force, and the industrial field of the West, like the agricultural, has been barely touched. No less than $120,000,000 worth of goods was brought into Winnipeg during the year. Many of these articles could be—and will be—made in Winnipeg at a considerable saving in cost and to the very great advantage of the cities and country. The city's growth makes for the betterment of the farmer's grist as a greater number of farmers build up city trade and city industries.

What applies locally to the West, applies, in a broader sense, to all Canada. Without trying to cut itself off from the outer world at all, why should not Canada make stronger and better directed efforts to supply the home market with the goods that are now brought in to the value of three hundred millions from other countries? The agricultural resources of our country are almost boundless, and it is clearly the determination of the people of many countries to help us develop them. It goes without saying that we are glad to have their aid; that we need it; that we invite it, but it ought to be the aim of every business man and every community to see that the city and country population of Canada are made as nearly as possible complements of one another. The present appears to be the psychological moment to take up this matter.