



The Winnipeg Business Men and their special train which in ten days travelled 2500 miles over Canada's three trans-continental roads, through three Provinces, visiting twenty-eight towns and cities.

WINNIPEG ON WHEELS

Unique Executive and Publicity Scheme of Western Business Men

WHEN Winnipeg undertakes to find out what the rest of the West is doing she does not depend on newspapers and railroad bulletins about crops. The business men of Winnipeg calculate that the first city on the prairie has a right to know at first hand what are the actual economic conditions of the huge plexas of towns and cities and the vast areas of farm lands dominated by the city of box cars and wheat.

For this purpose last year the business men of Winnipeg—manufacturers, store keepers, implement men, financiers, real estate operators, grain dealers and professional citizens organized a business itinerary covering the country between the 'Peg and the Rocky Mountains. This year the trip was more thoroughly organized, the distance covered was far greater and the actual results much more satisfactory. The business brains of Winnipeg found out what Calgary is doing to get its 100,000 population; how Edmonton is holding her own in the race with Calgary—with or without Strathcona; how Regina compares with Brandon and Prince Albert; what the old towns of the cow hills are doing to match the progress of the new packing-case towns in the Saskatchewan valley; what Saskatoon is doing to keep up in the race with towns that were old furposts before she had a railway; and finally, what all of them each in its respective area of wheat land and mixed farming does to emulate the example of the city on the Red and the Assiniboine with its estimated population of as many as Regina, Calgary, Edmonton, Prince Albert and Saskatoon combined and a civic programme second to none on the prairie.

The company got back to Winnipeg in ten days from the time they boarded the train outward bound. It is certain that they established a record for ground-covering and sight-seeing. In ten days these alert Western excursionists travelled upwards of 2,500 miles, slipping over the rails of three trans-continental roads. They made more than passing acquaintance with twenty-eight towns en route, situated in three different provinces.

The speed party which toured Manitoba, Saskatchewan and Alberta was typically representative of the best citizenship which has grown up in Winnipeg in the past ten years. They were the leading business men of the most purely commercial city in Canada. They were a cosmopolitan crowd. Hawk-eyed real estate men went into the dining-car, together with farm implement men, and carriage makers who had been wheelwrights. An occasional lawyer there was among the crowd; for the excursionists were just the sort of people a legal man likes to know.

The Winnipeg business men did not leave their desks to joy ride in three provinces. They went because each of them wanted to get an impressionistic view of conditions throughout the west before the harvest—and its rattle of threshers, loading of elevators, and long boat trek down the Great Lakes. The harvest is the barometer of prosperity in Canada; most particularly in Winnipeg, which lives by feeding the prairie. What better way for a Winnipeg carriage man to get a line on what would be his probable output than to drop into part of the territory where his firm sells and talk crops and the money market to his very customers? Then, there was the educative stimulus of talking to a host of other fellows from his own town, selling different goods in the same territory. There was the chance of a carriage man getting a new idea in advertising from an implement man, and a furniture man from someone else.



The Schedule Committee, Ald. F. W. Adams, L. C. McIntyre and Mr. J. T. Huggard, keep them moving.



Local town man negotiating a loan with R. T. Riley, President Northern Trust Co.



Capt. Carruthers, Ald. F. W. Adams and four of the largest grain operators in Winnipeg.



Country folk knocked off work to confab with the business tourists.

But the Winnipeg business men were inspired by other motives, too, than those of individual self-interest. They went on this excursion, a lot of them, to note the development of the towns which they visited. They became students of civic spirit. At Calgary, for instance, they tried to understand

by what magician's trick, by what method of boosting that city explains its phenomenal jump in population from 20,000 three years ago to sixty thousand this year. If Calgary could give Winnipeg any hints, then Winnipeg would get them into her bonnet. Largely this was a matter for Charles F. Roland, Winnipeg's hustling publicity man.

Of course Mr. Roland and the Winnipeg business men, when they got home, said there was no place like Winnipeg. That is real civic spirit. For if they did not believe in Winnipeg there would be no business men's excursion.

A Question of Crowns

THE editor of *M. A. P.*, the chatty London weekly, writes of "Crowns" as follows: "It is, I think, a great pity that the King should only wear his Crown once—or, reckoning the second day, twice in his life. This unapproachable bauble is brought to the Palace of Westminster whenever the Sovereign opens Parliament, and the rule is at present that on reading the speech from the Throne, he puts on his hat. Surely it might be arranged that the Crown should be worn instead, and that the people should see the Sovereign, thus covered, when he drives back to Buckingham Palace.

"At these ceremonies, Queen Victoria did wear a little diamond crown, which was passed on to Queen Alexandra, and will doubtless be resumed by Queen Mary next January. It is thus absurd that the Consort should appear crowned when the reigning Sovereign is content with the plumed hat of an admiral.

"Let me repeat—the resumption of the Crown at the opening of Parliament would involve no additional risk to the regalia. But the case is, perhaps, different when we come to the Indian Durbar. Still, even here, I should be inclined to let the Indian Peoples see their Emperor with Crown and Sceptre, all complete. If pageantry has any value at all, it would lie here.

"Moreover, the jewellery of the Indian potentates will, I imagine, far surpass that of the British regalia; yet they take the risk.

"Following this line of thought, I hold it to be a great pity that the peers, or the more ancient of them, do not revive the custom of driving to Court in the ancestral carriages which will figure so largely this week. The House of Lords has lost greatly in popularity by its neglect of those innocent spectacular functions which provide infinite delight to humble millions."

Guff for Hot Weather

THE reward of virtue awaits the moral philosopher who will explain the human economy of a climate varying from 40 below zero to several degrees above fever heat in the shade. Doctors and wisacres who understand the liver will argue that extreme heat is necessary for three months in the year in order to get the sebaceous gland system in operation—on the same principle as a Turkish bath. Others allege that swizzling heat capable of frying an egg on the sidewalk is good for vegetation. Some say they like it. There are other kinds of liars. Hot weather has its uses. It is like smallpox, and war and politics, and sometimes religion: it gives everybody the same thing to think about. The millionaire is as uncomfortable in 96 above zero as the man who carries the millionaire's horses. The philosopher who can explain the nebular hypothesis knows no more about what causes a heat wave than the young man who raises a "holler" because he can't buy hot-weather slush in a Puritan town on Sunday. Heat and cold are great social levellers. Hell is probably a superb democracy. Joking aside—it's poor business to reduce clothes at 100 in the shade. Clothes are just as necessary to keep heat out as they are to keep heat in.