

equipment were provided. The 1911 competition was supposed to have opened on July 5th and the majority of the manufacturers had their engines and men on the ground in readiness

any very large sum of money, but when it comes to the City of Winnipeg, it is an entirely different proposition.

During the 1911 competition, there was spent as a direct re-

two weeks the eyes of the traction engine world are centered upon Winnipeg and for months afterward there radiates from Winnipeg as a result of the Motor Competition data and in-

formation in regard to the Motor Competition.

As we have stated before, this is no reflection upon the Canadian Industrial Exhibition Association. They have done their work and done it well, but more is required. To Winnipeg will come the results and upon the shoulders of Winnipeg rests the duty of putting forth the effort.

Now what is required. In the first place a building should be provided, permanent, substantial and properly equipped with suitable testing apparatus. This building and equipment would cost in the neighborhood of \$9,000. A great deal of this money, however, in fact, considerable more than half of it, would be expended for testing instruments and these would last a (life time). In addition to this it would require a fund of about five thousand dollars per year to carry the thing on properly and if the City of Winnipeg ever found a good pace to spend five thousand a year they have got it right in the Motor Competition. As an advertisement to the city it is unequalled. As a direct result bringer in dollars and cents, it is without parallel. It is up to the City of Winnipeg to get busy.

That the Motor Competition is recognized as an important event by the manufacturers of traction engines and engine plows is evidenced by the fact that so many of the heads of firms and their principal representatives attended. The time of these men is worth money and they are not here for fun. Following the competition closely were to be seen the following people and their various concerns:—

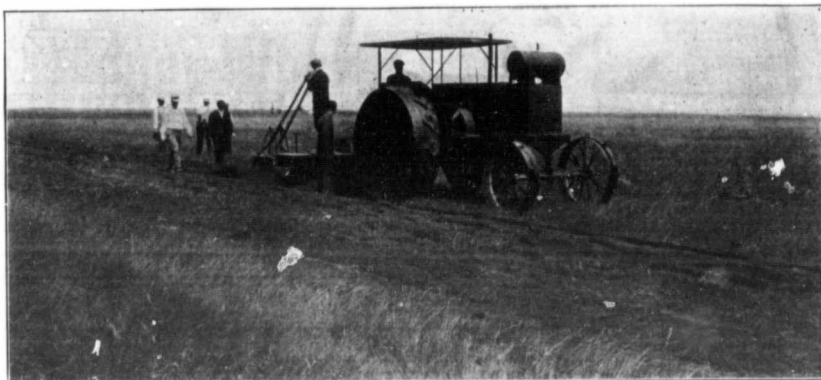
Aultman & Taylor Machinery Co.: Mr. J. E. Brown, Mr. Geo. W. Seaman, Mr. F. W. Galland.

M. Rumely Co.: Mr. I. W. Ellis, Mr. U. B. Rumely, Mr. B. G. Baker, Mr. J. Brunnimer, Mr. A. C. Berghoff.

Parlin & Orendorff Plow Co.: Mr. U. G. Orendorff.

Nichols & Shepard Co.: Mr. A. C. Hawthorne.

Kinnard-Haines Co.: Mr. O. B. Kinnard, Mr. Chester Kinnard. Goold, Shapley & Muir: Mr. J. W. Muir.



Flour City 15-30 pulling a 4-bottom John Deere Engine Gang (Winner Gold Medal Class B).

to enter into the test upon that date. The men that the manufacturers provide to look after their various engines in the test are among the highest paid in their whole organization and a day's salary means a great deal. It is fair to assume that it costs the manufacturers on an average of one thousand dollars per day to maintain their men and equipment for the purpose of entering the Winnipeg Motor Competition, and, to say the least, it is disheartening for these same manufacturers to have to sit idle and wait for equipment to be put into place.

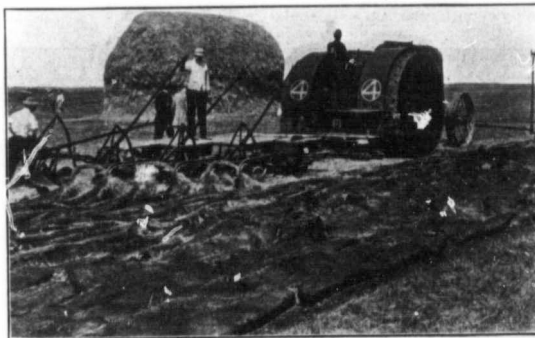
This is no reflection upon the judges. It is no reflection upon the organization under whose auspices it was held. It is simply an indication of the fact that more is required and that more must be provided. The contests that were held in 1908, 1909 and 1910 enjoyed a stretch of very favorable weather, especially during the brake tests, but it fell to the lot of the 1911 competition to undergo a stretch of weather such as only Manitoba can at times provide. It was cold, it was rainy, it was windy and as there was absolutely no protection from the weather, it made the contestants feel anything but good.

Now what can be done. If we might be pardoned for making a suggestion, we would like to state that viewed from the standpoint of actual benefits the Motor Competition is a thing to be fathered by the City of Winnipeg rather than by any organization therein. There is no better time to hold such a competition than during the Winnipeg Fair. At such a time the various manufacturers bring their machinery to Winnipeg for exhibition purposes, and the fair itself draws crowds that it would be hardly possible to get here at any other time. However, as a crowd-drawing attraction, we do not believe that the Motor Competition would warrant the Exhibition Association spending

the result of the Motor Contest between thirty and forty thousand dollars that would not have been spent otherwise. There was brought to the City of Winnipeg the heads of manufacturing concerns whose capitalization would represent between eighteen and twenty millions of dollars. It is fair to assume that if such a

formation that goes to every civilized country. If you were to visit the agricultural departments of the various foreign countries to-day and mention Winnipeg you would undoubtedly have the Motor Contest brought to your attention.

Winnipeg is becoming known as the Motor Contest City of the



The Gas Tractor Kerosene Tractor pulling a 6-bottom John Deere Engine Gang (Silver Medal Winner Kerosene Class).

competition were not being held that these men would not come here, but coming here they cannot help but be impressed with Winnipeg's possibilities as a trade center and as result they go home and concentrate more of their energies on the Canadian West.

But let us go further. Every engine that is sold in Western Canada means the turning over of more land, the raising of more wheat and an increase in the buying power of more farmers. It matters not whether these farmers live at Sintaluta, at Lloydminster, at Virden, at Dauphin, or any other place in the West. They buy from their local merchant or dealer, who, in turn, must buy from the Winnipeg wholesale house, and as a result, Winnipeg takes its share of the toll.

The Motor Competition is only one factor in this traction engine game, but it is one of the biggest factors at the present time. For

world. The city of New Orleans spent a king's ransom to establish herself as the world's cotton port. The city of Detroit, Mich., spent hundreds of thousands of dollars to establish herself as the convention city. It is now Winnipeg's turn to do something towards fixing herself in a position



The I H C 45 h.p. Gas Tractor pulling a 10-bottom P. and O. Plow.