

Winnipeg an Example of Western Progress

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 laboring 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.

The Time Ripe for Greater Industrial Development

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.

TO THE MANUFACTURERS:

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