

**TOMORROW** the Province of New Brunswick will clinch its hold upon the great Era of Development instituted by the Fleming Government by returning the same party with the greatest majority ever accorded a Government in the history of this Province. The reason is very plain. Conservatives, Liberals and Free-thinkers agree upon this. No Province in the confederation has shown a greater improvement in its fiscal affairs, or more development in its natural resources, in three years time than this thriving little block of territory so far East. It is a matter of personal pride to New Brunswickers that this condition obtains and regardless of party rivalries, factional jealousies and petty differences the overwhelming best element of voters will display their approval and loyalty Thursday, by sending back to Fredericton, with an even stronger endorsement than before, the honest and aggressive men--representing all vocations, classes and creeds--who have joined hands so successfully since March 3rd, 1908, in forwarding the interests of the province.

HON. J. K. FLEMING  
New Brunswick's Progressive Premier.

# CANADIAN CITIES AND CIVIC PRIDE

Organized Citizens Building Bigger and Better City--The Birth and Service of a Great Organization at Winnipeg

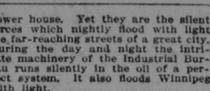
Winnipeg, the capital of Manitoba, is wise in its generation. Organization, co-operation and centralization of effort, the most potent human factors for good or evil in the world today, have been adopted and are being used with vigor and enthusiasm by the people of the Prairie Metropolis. Situated where East meets West, mighty forces are making Winnipeg, and everyone is taking a hand to use these favorable conditions to the best possible advantage. That "nothing succeeds like success" is probably as true in Winnipeg as elsewhere, but in Winnipeg they believe that success will stand stimulation and they don't leave "well enough" alone.

With the best talent administrative, professional, educational, commercial and industrial to draw from, Winnipeg has an organization for civic improvement of which centres of the old or new world might well be proud.

This is the Winnipeg Industrial Bureau, new in the sixth year of its public service. The meteoric rise to prominence and general recognition of the splendid body is worthy of more than passing interest, in these days when the "uses of advertisement" are universal.

Special Charter Granted  
Since inauguration five years ago up to the present the Winnipeg Industrial Bureau has had no official existence other than a registered name. Its multiplying activities and responsibilities, both financial and otherwise, have, however, rendered its establishment on a permanent basis expedient, and at the last session of the provincial legislature the necessary charter was granted by a private act. Under this act provision is made for representation on the Bureau directorate by twenty-four business bodies. These are the actual administrative organizations in every line of civic life as follows: The City of Winnipeg, the Canadian Manufacturers Association, the Winnipeg Real Estate Exchange, the Winnipeg Trades and Labor Council, the Winnipeg Bankers Association, the Winnipeg Builders' Exchange, the Wholesale Importers' Association, the Winnipeg Grain Exchange, the Commercial Travellers' Association, the Chartered Accountants' Association, the Canadian Credit Men's Association, the Canadian Industrial Exhibition Association, the Business Science Club, the University of Manitoba, the Winnipeg Public School Board, the Public Parks Board, the Winnipeg Wholesale Importers' Association, the Manitoba Architects' Association, the Winnipeg Advertising Men's Club, the Winnipeg Clinical Society, the Retail Merchants' Association, the Keepers' Association, the Civic Planning Commission and the Winnipeg Garden Club. In addition to these, a representative is appointed from every hundred active taxpayers to give aid to the financial support of the institution.

No Profit or Dividend  
It is provided by the charter of the newly incorporated organization that none of the members is to receive any profit or dividend, all the funds being used for the purposes of the Bureau. These funds are obtained from two sources--an annual grant from the city council, and yearly membership from business and professional firms in the city. In 1907 the civic grant to the Bureau was \$2,000; in 1908 \$4,000; in 1910 it was further increased to \$10,000, and as the work developed during 1911 the grant from the city was \$25,000, which amount has also been placed in the estimates by the city fathers for 1912. Today the Industrial Bureau has an affiliated membership of 10,000, who are associated with the various organizations and are supporting the institution. Eighty-one and eighteen leading banks, business, industrial and commercial firms annually contribute \$20 each for its maintenance, and in addition contributed last year for special campaigns subscribed to assist in immigration, educational work, trade expansion and for new quarters over \$67,000. Nine distinct standing committees, with a combined force of 97 business men as workers meet regularly in carrying on the work the Bureau has organized. All this requires organizing ability, and using its competent staff to the best advantage. Publicity has become an art, and in the Bureau's Committee on Publicity, headed by Winnipeg's most famous man, through his far-reaching work, the unique combination of strategies and genius with the indefatigable touch of the artist, Louis Berling, Paris, New York, Chicago and a score of the great cities all of them know the work of the Winnipeg Bureau far more intensely than the people of the prairie cities. Why? Because the hum of the great wheels of electric machinery is ceaselessly that cry has been made many heard beyond the walls of the fact since the



W. J. BULMAN  
Patriotic President of Winnipeg Industrial Bureau, who originated the Imperial "Home-Re-union" movement in Canada.

birth of the Bureau in 1907 the business of industrial Winnipeg has more than doubled, the output in 1911 being already near the \$40,000,000 mark. This is indeed a stepping stone to higher things, and the turnover of 1911 will show a far more brilliant record because the long power of the Bureau today is sending a mammoth cry into every corner of the continent, and its voice has grown attractive to the world.

Big Advertising Campaign  
In the spring of 1907 when the Bureau organized, there was commenced a world-wide campaign of publicity. In seven of the largest national magazines was inserted a double page advertisement giving the facts and figures to as many as eight million readers. As a result of this opening campaign the Bureau that year handled in the neighborhood of 15,000 direct enquiries. A system of follow-up was immediately organized, and the literature mailed out to these enquiries numbered as many as 250,000 pieces. Home people and visitors began to learn more of Winnipeg, and at the close of 1907 there were eleven business organizations affiliated with the work the Bureau had in hand. In 1908 five more business organizations had joined their directors in their efforts, and the number of representatives in that year had increased to twenty-two members. In 1909 there were added three more business bodies, and at the close of that year the Bureau had representatives guided the work of the Bureau. During 1910 and 1911 five more business organizations had joined forces with those already affiliated, and today the Winnipeg Industrial Bureau has an executive board forty-nine directors who represent

an educational committee which has arranged for practical talks given to the older boys in the public schools of the city by leading men of the different trades, industries and occupations in order to help boys to make their choice of what their life work is to be. The talks have been received with eagerness by the scholars, who take printed copies home, drawing the interest of the parents to the boys' assistance. There is also an educational fund provided this year to be applied for securing lectures by competent men. These lectures are delivered in the Bureau lecture hall, free of charge to employers and employees. This work is planned with clear-sighted business directness, and contains possibilities of immense advantage to the future general welfare. The Home-union and technical education work which have proved to be among the most valuable of the Bureau's undertakings, were first suggested by W. J. Bulman, this year's president of the Bureau, to whom great credit is due for the thought that originated and the energy that carried into effect these patriotic movements.

Fostering Home Markets  
In the year 1908 the Winnipeg Industrial Bureau, through the Trade Expansion committee, realized how important it would be for the development of trade in a country growing as fast as Western Canada to get in persons to come with the automobile and in this connection a business man's excursion was organized under the auspices of the Bureau and as many as seventy business men closed up their desks or ten days and took part in this tour. A special train travelled over two thousand miles of ter-

ritory and called at as many as thirty cities and towns in the three prairie provinces.

The City Beautiful  
Since organization the Industrial Bureau has taken an active part in assisting the city council in improving and beautifying the city and in laying out plans and providing for problems of city development. This has led to

Creates "Civic Spirit"  
The work of the Industrial Bureau has done more in creating a civic spirit in the commercial capital of the Canadian West than any other factor. Now, when Winnipeg makes a call for funds for the coming year of civic or country, the patriotic Winnipeg public spirit is aroused. In 1910 when the question of holding an International World's Exposition in Winnipeg was taken up, the citizens contributed and subscribed the necessary two and a half million dollars to meet the required local fund suggested by the government to be necessary at that time. In the same year Winnipeg contributed over one million dollars for other purposes of public good. Three hundred and fifty thousand dollars was raised in the Y.M.C.A. campaign. Later in the same year two hundred and seventy thousand dollars was subscribed for the care of homeless children and hospital purposes. The most remarkable and inspiring thing in Canada's history of Winnipeg is the remarkable above others, through the equalled records of civic growth inspiring by reason of faith and works of public spirited men. Yesterday an obscure trader, today a proud prince of fortune, but none the less owes much to the existence of this powerful civic organization ceaselessly and unflinchingly working for bigger and better things.



Headquarters of Winnipeg Industrial Bureau--covering 40,000 square feet--Permanent Exposition of Winnipeg Industries and Western Resources, Information Offices and Convention and Social Centre.

Publicity Pays  
A blaze of publicity for the prairie cities shined out from great arc lamps all over the world in every progressive land seeking markets for capital or its people. The great primal object of the Bureau is to stimulate the growth of Winnipeg by placing before the manufacturing interests of the world the brilliant opportunities in a city which must feed and satisfy the ever-growing industrial hunger of the prairie, and so the world-wide activities of this organization are centered on bringing industrial capital westward, to be invested in buildings, plants and schools to supply an abundant market for the energies of every man and woman in the prairie cities. The magnetism of the Bureau is bringing to the heart of Winnipeg the steel of industrial machinery and so every working day during 1911 one new factory opened its doors and provided permanent employment for twenty-five workers in the prairie city. Land, capital, railways on the one hand and power, market and labor on the other. In those six words lies the very life of industry. When in 1907 Winnipeg decided to add the final necessary link to round out her industrial life and open it to greater possibilities it commenced the work of building a great municipal hydro-electric power plant which, now completed, has reduced the price of electric current 300 per cent in the past six months. Five years ago the output of industrial Winnipeg lay around the \$20,000,000 mark. It was just big enough to throw into the minds of her business men the query, "Why not \$40,000,000?" That question, which slogan was "More Industry, whose slogan was "More Industries for the Prairie City." How successful was electric machinery is ceaselessly that cry has been made many heard beyond the walls of the fact since the

Permanent Exposition  
In this spacious edifice, conspicuous for its height, and covering forty thousand square feet of floor space, may be seen a permanent exposition of the products of the Industrial Bureau. The finest permanent exhibit of its kind in Canada, and an accompaniment of the Bureau's exhibition of five hundred, goes to make the Industrial Bureau's building the finest centre of progress in Winnipeg. The men who are behind the Industrial Bureau are workers of the future who by their toil and labor are doing a substantial and permanent prosperity for a future generation. There is no call upon them that is not promptly and generously answered. They have acquired the habit of setting together in the central, harmonious fashion. Down-right earnestness and a loyal spirit of fidelity to Winnipeg animates them. Visit the Industrial Bureau offices any week day, and you will probably find a committee of some ten to twenty-five leading business men lunching in their dining hall and discussing some problem of industrial, commercial or civic importance. In this manner the committee deal with problems which daily confront the growing city of Winnipeg.

White Woman Had 20 Cannibals After Her Hand.  
Of absorbing interest is the romance of the jungle unfolded by Miss Vera Simonton, a modern pioneer in petticoats, who returned to civilization a short time ago, after spending two years in the West African cannibal country, on the line of the Equator, and who is now engaged in writing a novel founded upon her experiences, entitled "Hell's Playground," which will shortly be published.

The Old Days  
The "old days" of our fathers--They had no picture shows--And if you had a headache--They bled you at the nose, The horse cars of our daddies--Would quickly make us sick; And we would do some cursing About the candle wick.

Wives Proposed  
On another occasion a native chief named Akanda sent a proposal through a delegation consisting of three native women, one of whom proved to be the keeper of his other wives, and the two others her assistants.

There are cracks in my back and lumps in my joints; and the hinges are rusty--the rheumatics hurt. But my spirit goes creeping along with the kids--I want to tie knots in some little boy's shirt.

"I'd have you know, Mrs. Blythe," said Mrs. King, "that my brother was a banister of the law." Mrs. Blythe turned up her nose, scornfully. "A fig for your banisters," she retorted, "I have a brother who is a corridor in the navy."--Saline.

## A Pretty Hat Which is Wore This Season



BY MAYBELLE MORTIMER.

The hat illustrated is the prettiest model that has been shown this season and it will be becoming to almost any woman under 40, whether she be blonde or brunette. It is especially becoming to the brown-haired, brown-eyed girl.

The maid with dark eyes always looks well in a hat that shades her eyes and, if the brim is made of soft materials it makes a better frame. The hat pictured was created by a popular French designer, who is famed for her perfect taste and the stunning effects she produces from the combination of the simplest materials.

The original model was made of fine white cotton crepe, the ruffles about the brim were cut circular fashion and were trimmed on the outside with narrow black velvet ribbon.

The crown was also made of fitted ruffles put on in an irregular manner. The finishing touch was the introduction of two large American beauty roses with their foliage on one side of the crown and one rose placed under the brim so that it would hang low over the hair.

Miss Louise Drew had this hat copied in coral cotton crepe by a Fifth-ave. milliner, the ruffles edged with coral velvet and the flowers were sweet peas which were in shades of coral.

It made a stunning stage hat, but lacked the distinction and refinement of the black and white model.

The black and white hats are the most popular of any in Paris and New York just at this moment and they are worn with all costumes and on all occasions.

The first proposal she received was from Orungu, a Kwomi chief, who came loaded with gifts of knives, tom-toms, beads, and quaint musical instruments, and offered them to Miss Simonton if she would become his thirteenth wife. She endeavored to parley with him by pointing out, with the aid of an interpreter, that thirteen was an unlucky number, on which he offered to dismiss one of his other wives and she could be his twelfth. But the offer was declined as diplomatically as possible.

Miss Simonton mentions the curious fact that the native chiefs whom she refused seemed to think that she rejected their proposals because she was not fat enough. She says that in the course of her travels in the jungle she found that, when a slim girl from ten to fourteen was betrothed she was put into the fattening-house and forced to eat bananas all day long; and that no native girl who does not possess an abundance of adipose tissue cares to become a bride.

All sorts of gifts were offered to this intrepid lady if she would con-

sent to make her home in the jungle--a dead snake, an elephant's ear, a lizard's eggs, skins of wild animals, carved ivory, and in which Mandingo were among the most remarkable gifts proffered.

Although her position was extremely dangerous at times, on account of the hostility of the natives, Miss Simonton's quaint remarks, apropos of her extraordinary marriage proposals, are: "I felt like a little girl in a strange ring-a-lings-ros, game, with the ring made up of twenty kings and their astonishing engagement presents."

"You wish to marry my only daughter," murmured the magnate. "Would you take from me all that I have to you take from me in my old age?" "By no means," declared the duke warmly. "We want you to keep at least \$50,000."--Sarah Heath, Boston.