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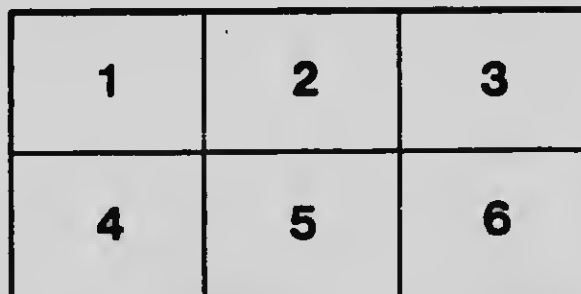
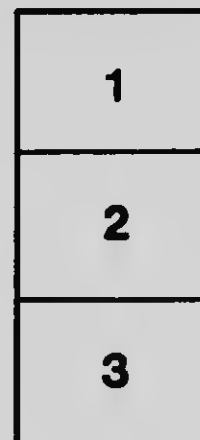
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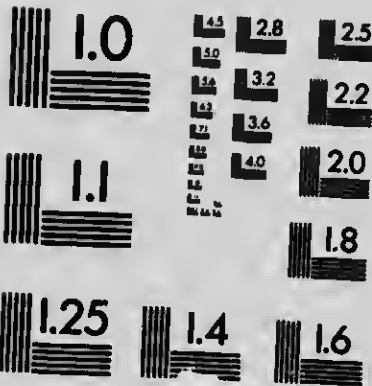
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Winnipeg's Permanent Exposition and Convention Centre

Instant Success of the New Enterprise of the Winnipeg Industrial Bureau. Home People and Strangers Gather at the Hall of Industry. Exhibition Space Nearly All Taken Up and Many Uses Made of the New Building by the Public, Far and Near. Educational and Industrial Features Supplemented by Many Conveniences for All Sorts and Conditions of Men, Women and Children. ■ ■

For further Copies of this Story apply to
CHAS. F. ROLAND
Editorial Department, Industrial Bureau
WINNIPEG

THE trite phrase "It fills a long-felt want," is an exact fit for the new industrial building that has been built by the Winnipeg Industrial Bureau, and which has been occupied as the Bureau's home for about a month. In that short time, the building has demonstrated its usefulness in so many ways that it would be difficult for the people of Winnipeg to get along without the new Hall of Industry, as the Bureau building has been appropriately named by the press of the city.

As often happens when a project of this kind is launched, it was prophesied by some that the new building would be a thing too big to be handled by the Bureau and that difficulties would be met with in disposing of the exhibition space offered to those who wish to make a showing of goods made in Winnipeg or of the natural resources of the country and its possibilities for profitable industrial enterprises and agricultural development.



Main and Water Street Entrance of Hall of Industry

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So far from this being true, the space for the exhibits that are put on show in the Hall of Industry has been taken up with great promptness so that very little remains to be let. Western cities with a laudable desire to display their advantages at a place so central; railroads that were quick to see the value of having an exhibit in a building into which thousands come to look at the things on show there; factories with lines of goods that are far more seen at such a place as the centrally-located building of the Industrial Bureau; firms that make goods that are in sharp demand among those who come to Western Canada; these all find the exhibition space in the new Hall of Industry a highly effective way of getting before the public, and the demand for this space will, beyond a doubt, increase as time goes on and the new building becomes better known as a centre where the stranger may get a comprehensive view of what is doing in Winnipeg and the West.

Strong Attraction For Strangers

Winnipeg's Hall of Industry has made the biggest sort of a hit with the man and woman who is in the city for the first time—perhaps only for a few hours. Here the visitor may get, almost at a glance, a good idea of what sort of a city Winnipeg is, and what sort of a country lies between here and the Rocky Mountains. There are exhibits of the goods that are produced in Winnipeg shops and factories, grain exhibits from the broad fields of the West, a big museum of stuffed animals and birds, and pictures that show the West in big and beautiful panorama. The railroads show how the traveller may go about the country and something of what he will see on his journey, and a dozen of the most progressive towns in the West have taken space in which they will have an array of publicity literature and very likely a man who will be able to tell the stranger within the gates all that is valuable for him to know about the town to which his feet are turned, perhaps a thousand miles away.

The building is thus a cyclopaedia of information for the newcomer to read and learn from, and it also does much to afford the home people more knowledge than they would otherwise come at with anything like the ease that attends the gathering of information at the new quarters of the Industrial Bureau; with a staff necessarily larger than he has had before, Commissioner Charles F. Roland is able to handle any inquiry for information with completeness and dispatch.

The building is also a time-saver to the busy man who has, perhaps, only a few hours to do all that he wishes to do in a preliminary visit to Winnipeg. If such a visitor is interested in industrial products, there is a collection of these at hand that can hardly fail of giving him an ocular demonstration of the very thing he wishes to know about. Formerly, it was necessary for such a seeker for information to go about the city, very likely to several parts of it, to gather together the facts he wished to secure. Very often such an investigation took two or three days and now the work is done with far more completeness and satisfaction in as many hours. The fact that several lines of the same product are assembled at the one place is a strong point in the making up of full and satisfying information on what is already being done here and gives the seeker for industrial knowledge

the opportunity of knowing just how the matter in which he is interested stands with relation to Winnipeg. Besides seeing for himself what is being done in any line that he has selected for investigation, the prospective investor in industrial enterprises here is able to get all corollary information—such as supply of raw material, transportation facilities, freight rates, trade possibilities, prospects for interesting local capital in the proposed enterprise—in short, all manner of information pertinent to his inquiry under the one roof and all at his very hand. The scheme is thoroughly complete in these respects and has demonstrated its capacity for good work in the few weeks that the Hall of Industry has been open for real business.

Ready Rendezvous Idea Well Worked Out

Thus the ready rendezvous idea has been well worked out by the Industrial Bureau and the building that was erected in the record time of two months, has become the gathering place for thousands of home folks and visitors so naturally and so easily that it seems to have always been a part of Winnipeg's equipment for taking care of the traveler and for helping the people of the city to carry on their various enterprises with promptness, pleasure and profit.

But the case was quite different before the Industrial Bureau took it upon itself to provide a central and commodious meeting place for the many gatherings that go to make up the business, social, industrial, educational, philanthropic, sports, and publicity activities of Winnipeg people. Winnipeg has been notably deficient in proper meeting places that were at once convenient and commodious without being costly. The auditorium of the Hall of Industry is not large enough to fill the requirements of big conventions that meet here, but it is fully large enough to furnish a good meeting place for dozens of smaller gatherings that take place in the evening and everynight life of the people of this city, as well as those who come here from other places for the purpose of meeting at a central point to take up matters that cannot be dealt with at a distance.

An idea of the usefulness of the Hall of Industry building along these lines can be had from the fact that nearly fifty gatherings have been held in the Bureau auditorium since the formal opening of the building, March first. These gatherings covered a wide range of activities and business, as is shown by the following list of names of some of the bodies that have used the auditorium as a meeting place: The Horticultural Society, the Electrical Association, the Advertising Men's Club, the Credit Men's Association, the Retail Merchants' Association, the Winnipeg General Hospital, the Knowles Boys' Home, the Committee on Technical Education, the Market Gardeners' Association, the Winnipeg Canoe Club, the Veterans' Brigade Executive, the Million for Manitoba League, the City Planning Commission, the Daughters of Empire, and meetings of the officers of the municipalities of Dauphin and Kildonan in connection with the Million for Manitoba League.

Serves the Whole Country

This shows the comprehensiveness of the scheme that has been worked out by the Industrial Bureau and how it is made to serve the

whole country instead of being confined within the limits of a city or a province. Just as the industrial and other exhibits serve the visitors from all parts of the world, the auditorium and committee rooms of the new Hall of Industry afford the home people and those from abroad a convenient meeting place for the consideration and transaction of any business they may have in hand. The Bureau auditorium seats four hundred comfortably and there are others small rooms that are used for meetings that can be accommodated in them and which afford a considerable number of bodies that had no regular meeting place of sufficient size at their disposal, until the Industrial Bureau provided such a place, with accommodations not at all inferior to those furnished by private corporations for such purposes.

Details of business comfort and convenience that are not to be had in private corporation offices are included in the layout of the Hall of Industry assembly rooms. Luncheons are served by the regular staff employed in the building and any number up to the capacity of the auditorium can obtain excellent service of this sort, to make the meeting that is to be held economical of time by using the lunch hour for the purpose. Smokeless flashlight apparatus makes it possible to get a picture of any assembly that desires to have such a souvenir of the event of meeting, and verbatim transcripts of addresses are obtainable by giving a short notice that this is desired. And the whole affair, in detail and in general, is in close touch with the daily press and publicity vehicles all over the world so that any body of men who use the Bureau building for a meeting place may, if they wish, get publicity for the event in the press of almost any part of the world they choose. In these ways, and in many others, the new building of the Industrial Bureau has advantages that are not easily duplicated anywhere and cannot be in any other city of Canada.

But it is not to stop at the point attained thus far, this work of the Industrial Bureau. New functions and new activities are being added from day to day and the Bureau executive has plans for greatly enlarging the field of usefulness of the Hall of Industry and the Bureau organization generally. The plan in general is to make the whole organization thoroughly competent and useful for those who patronize it in any way, either as a subscriber to the funds that are required to carry on this very important enterprise in the field of public service, as a firm or individual who hires space for exhibition purposes, or as a citizen who wishes to avail himself—or herself—of the uses of the Bureau and its building—any or all of them.

As an educational factor, the Hall of Industry is to be highly important. This will result naturally from the instructive character of the exhibits and the natural tendency of these is to be turned to the fullest account by using the building as a study ground for pupils in the city schools. The variety and class of the "Made-In-Winnipeg" goods on show at the Hall of Industry have surprised a good many of the men who thought they knew their Winnipeg well, and the value of these exhibits as a means of teaching the school children of the city, of all ages, what is being done by the manufacturers of their home city, is undoubted and very great. It is proposed

to take classes of the pupils to the building and to show them the variety and class of the industrial products on show there and to teach them something of the character of the raw materials that are required to make these goods and something, also, of the processes employed in the work.

To Help Working Men Also

There is also a plan in hand for taking the educational values of the Bureau into more mature circles of study by having evening lectures for the better teaching of workmen. For this purpose, skilled men will be secured in the several branches of industry and these experts will deal with different branches of work done here to the end that the knowledge of the men who work at trades and in shops will be increased and they will be able to learn the refinements of their art and to trace their work to its basic parts. They will, in this way, receive valuable technical information and become more valuable to their employers and be able to command higher wages for the better work they will do as a result of more knowledge and higher skill.

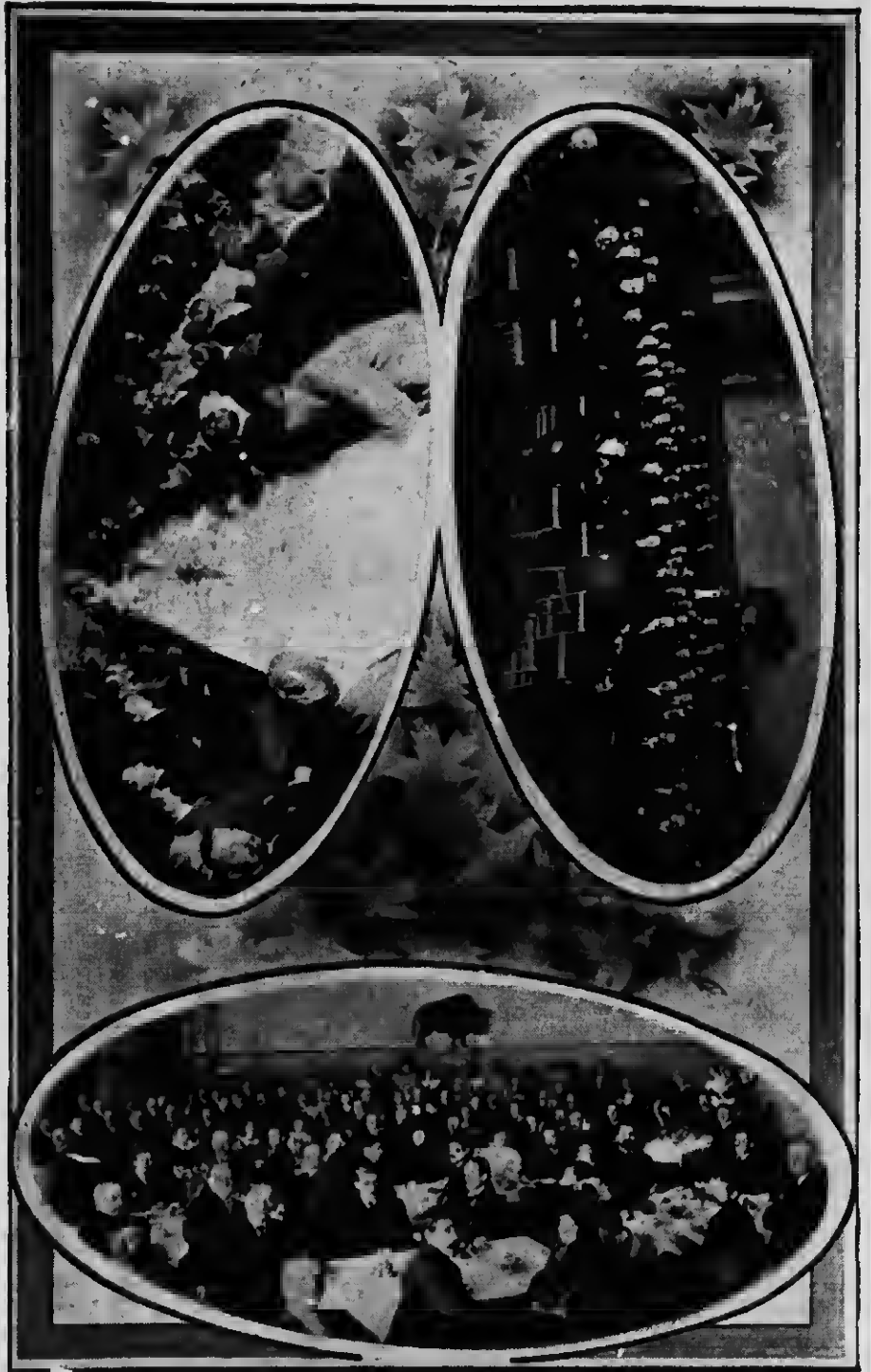
In these ways, the Winnipeg Industrial Bureau has taken up the task of making itself truly useful to the community which gives it its chief support and to the country of which that community is a part. Its work goes farther afield and touches the remote corners of the earth as well as the places nearer, and at home. The progress of the Bureau's work since the organization has entered its new home has borne out the highest hopes of the men who saw in the plan greater opportunities and better value for the outlay of time, money and energy required to maintain the Bureau and its work. At the early age of a month, the Hall of Industry finds itself none too large and the idea has taken such a fast and intense hold upon the public of Winnipeg and Western Canada that it will be necessary to make the new building larger soon and to increase its facilities in every way so that the plan that brought about the establishment of this first great permanent exhibition in Canada may be carried to its highest point of development.

Locate your Canadian Factory in the Central City of Canada, where you can get CHEAP POWER, cheap sites, low taxation, plentiful supply of raw materials, best of labor conditions and unexcelled railway facilities. Reports furnished free on the manufacturing possibilities of any line of industry by addressing CHAS. F. ROLAND, Industrial Commissioner, Winnipeg, Canada.

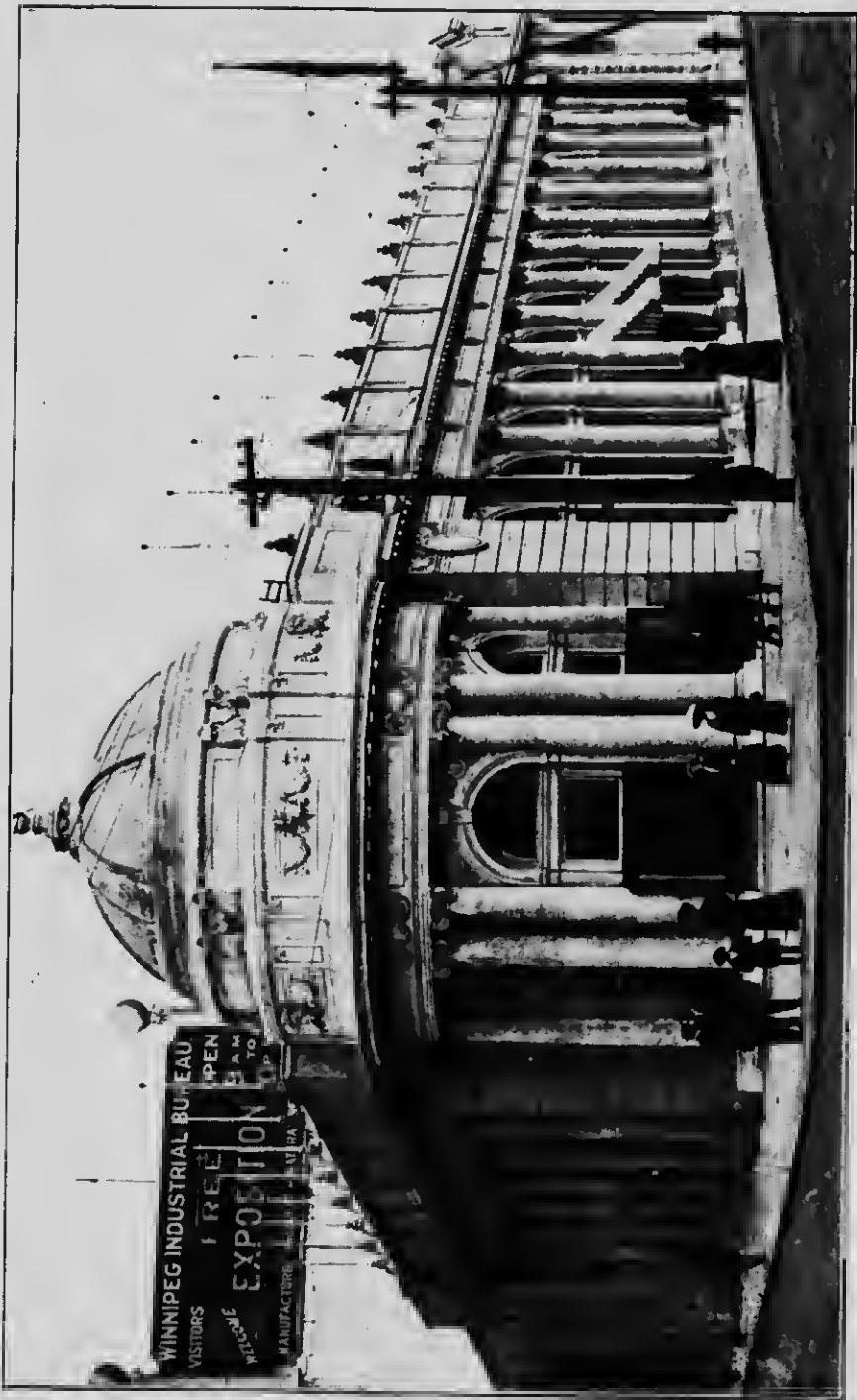


Dominion Government's Exhibit in Winnipeg's Permanent Exposition

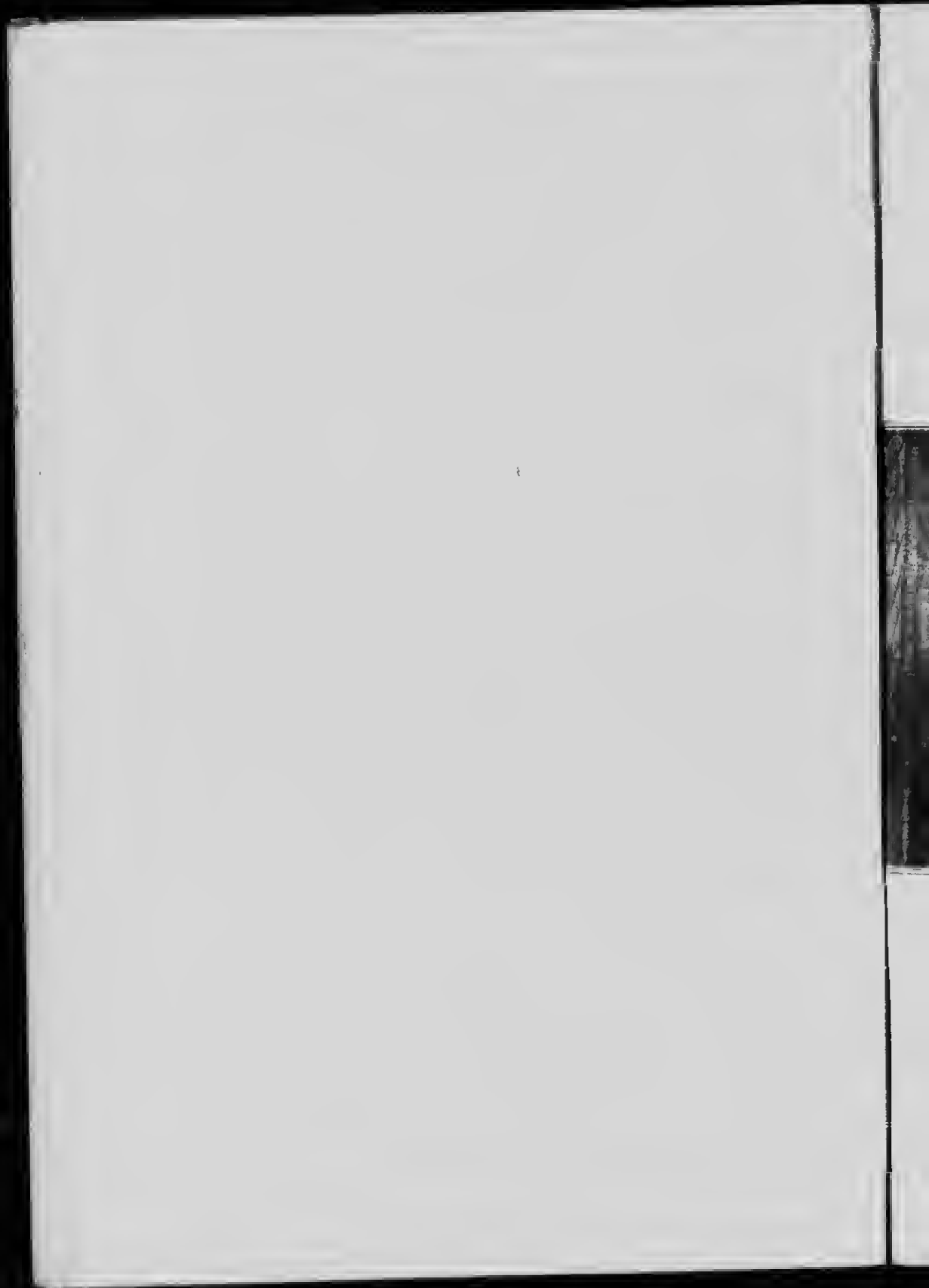
In this building are more than sixty exhibits of Winnipeg's manufactures and natural resources from all parts of Western Canada. Thousands of visitors see this Exposition every day and gather knowledge of the West. Conventions meet here and large quantities of pamphlets and literature are distributed. The building is a centre for information seekers and for tourists in Winnipeg.



Conventions in Session and at Lunch



New Home of Winnipeg's Industrial Bureau.—At the corner of Main and Water Street, where over 100 firms have leased space for exhibition purposes for three years. This handsome structure was put up by the public-spirited men of Winnipeg, as a means of advertising the city and providing central quarters for the carrying out of co-operative plans of city improvement.





**WINNIPEG INDUSTRIAL
BUREAU**
Auditorium, Convention and
Banquet Hall and
Board Room



Accommodation for Large or Small Gatherings—(1) Platform in Convention Hall. (2) Board Room, Winnipeg Industrial Bureau.
(3) Left Wing of Banquet Hall. (4) Right Wing of Convention Hall. Catering facilities in connection.

