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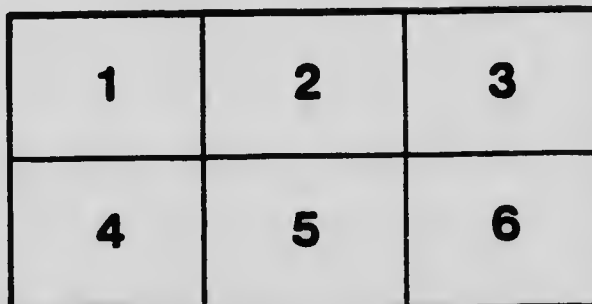
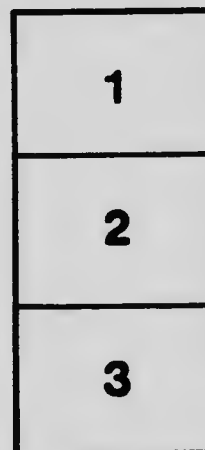
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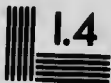
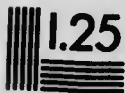
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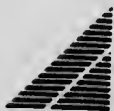
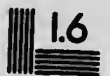
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WINNIPEG

THE GEM THAT IS SET IN
THE GOLD OF THE WHEAT!



CONTRIBUTED BY A
NEW COMER, WHO
HAS COME TO STAY

For additional copies of this Story
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WINNIPEG

THE GEM THAT IS SET IN THE GOLD OF THE WHEAT!

In 1804 the westward wave of immigration, over the supposedly illimitable territories of the United States, reached the southern extremity of Lake Michigan. A fort was established there; around which (by 1837) had grown up a population of about four thousand; and today the careful traveller may still discover that little frontier settlement in the centre of the city of Chicago.

Into that outpost at the foot of Lake Michigan, streamed the growing tide of land-hungry humanity, and it swept on into the West. And so, the frontier of civilization spread regularly and broadly across the land. By 1870 there were three hundred thousand people in the already great city of Chicago—but, in that year, there were as yet, only 215 souls in and around Fort Garry, in the far-away territories of North-West Canada. At the birth of Winnipeg, the Prairies were sleeping.

But the West is Awake To-Day! and Winnipeg is making civic history, in open competition with such progressive cities, as only the North American continent can show. Over the nineteenth century, the eyes of the world have been rivetted on the development of the areas and resources of the United States. To-day with a hundred million people between 'Frisco and New York, the eyes of the world turn northward to the last great vacant three hundred million acres of virgin soil over Western Canada. In 1912 these prairies are one of the brightest hopes of the

A hundred years ago, if anyone had predicted that Chicago would today take her place amongst the six greatest cities in the universe, that person would have been called "a dreamer"—and yet the years have matured that "dream." What, therefore, does the future hold for the already splendid Prairie City? I cannot say. I cannot be altogether sure. I only know that the years will bring increasing brilliance to Winnipeg: THE GEM THAT IS SET IN THE GOLD OF THE WHEAT.

PORTAGE AVENUE.

In the year 1900—The Dawn of Canada's Century—there were about forty thousand people in the city of Winnipeg. Up to that recent date, the one-time "Portage Trail" had not yet taken to itself, its present greatness. At that time (only yesterday, in the life of a city) it was still possible to stand and view a frequently quiet street; where, today—in the shadow of immense buildings—the clang of the street-car, the whistle of the auto, the rumble of freight traffic, and the hum of hurrying humanity, reminds the

traveller of an old world centre, in that it seems to run on for ever. If, within so short a period, that "trail" has been evolved into one of the most imposing wealthy thoroughfares in the Dominion; surely the decade ahead will bring tremendous developments to this Prairie Broadway, and assert her prestige in a still more striking manner amongst the Financial and Commercial strongholds of the world?

BANK CLEARINGS

The figures of Winnipeg's bank clearings over the past ten years speak for themselves; and far more eloquently than words:

| | | | | |
|------|---|---|---|-----------------|
| 1901 | - | - | - | \$107,000,000 |
| 1911 | - | - | - | \$1,170,000,000 |

So that, since 1901, Winnipeg has been adding to the business of her banks, an average yearly increase of over one hundred million dollars. That is the basis on which (age and population considered) Winnipeg stands in the forefront as the most-talked-of city on the continent.

GRAIN & RAILWAYS

Today Winnipeg holds the blue ribbon as the world's greatest real wheat market—and today, also, Winnipeg (as a wheat market) is in her infancy.

With the enormously increasing crops testing to the limit the labor and equipment resources of the railways, the energies of those powerful corporations are positively pathetic, as, each year with increasing difficulty, they strain their steel muscles in an endeavor to keep pace with the undreamed-of developments over the Prairies. In this triumvirate of Canadian Railroad power, Canada is amazing the world. And if that is the case today, with a total Western grain crop of not quite 400 million bushels, what position will they hold, in the worlds of Capital and Labor, in 1925—with a Billion Bushels of Grain from Saskatchewan alone? And what will this mean to Greater Winnipeg: the Mecca of the Railroads?

In providing several hundred miles of terminal facilities at Winnipeg, transportation experts thought they had their eyes on, and were discounting, the future; but today, already, that colossal trackage is tested beyond capacity, in receiving and handling those thousands of groaning grain-trains as they stream out of the West.

Today, Winnipeg is, in many ways, the premier railroad centre of the Dominion. Back of her, are the farms and myriad untilled acres of the Prairies; and just as the grain-growing acres of the West today, are only a fraction of the crop areas of tomorrow; so, too, the already tremendous transportation energies are only a meagre indication of the expansion which the future holds for railroad Winnipeg. A foreshadow of this development is to be seen in her already unique yards being increased by

several hundred acres; in the high-level right-of-way of the Great Northern Railway, into the heart of the city; in the mammoth erecting shops of the Grand Trunk Pacific (the "Angus Works" of the West); in the fact that this year will be spent on Western Canadian Lines over sixty millions of dollars. Undoubtedly within ten years, Winnipeg's Yard and Terminal activities will directly and indirectly support two hundred thousand people.

And yet, in face of this stupendous railroad activity, each year finds the transportation situation, in the West, grow more acute. Moving the grain crop of the Prairies is, today, the problem most affecting the welfare of the people in the west—and, no less, in the east. Witness that strange new cry: "There cannot be a progressive east without a progressive west,"—in other words: A greater Toronto depends upon a greater Winnipeg.

Ten thousand iron-horses on western farms, working from sun to sun, are a new power, against which the railways are waging a losing battle. The failure, however, is not a matter of finance; but might be laid at the door of the immutable facts that there are but twelve months within a year, and a labor market with limits well defined. That the corporate and financial interests to the east should make some tangible effort to remove from the west, the only shadow which stands out on the horizon; such, it seems to me, are the splendid possibilities of the time.

POWER

Seventy-seven miles north east of the City flows the mighty Winnipeg River; and there, one-fifth of the entire water-power of the Province of Manitoba rushes over the Falls of Point du Bois. For every second, through all the ages since the Atlantic and the Pacific parted company, and North America emerged from the silent deep, eighteen thousand cubic feet of White Coal have been dashing over the Falls of this great remaining water-way. In so far, therefore, as one hundred thousand horse-power is available, as the basis of a great manufacturing city, it is very evident that God has been good to Winnipeg. Here, at the door of the Prairie City, Nature furnishes a greater power than the City of Ottawa receives from the mighty river which bears her name.

INDUSTRIAL

In the West, agricultural and industrial expansion go hand in hand—the one completes the other. With a daily capacity in the neighborhood of ten thousand barrels, Winnipeg's milling machinery runs the twenty-four hours. What amazing scope for expansion, as the prairies become alive with people, and with the mills of the Prairie City spoon-fed from the grandest wheat-fields on the earth.

Each year the increasing requirements of the Prairies are striking a louder note in the manufacturing markets of the East—yet, in 1911, Winnipeg's factories kept forty million dollars in

the west. That, however, is only the merest indication of the future; and now, with the City's Municipal Power Plant thundering out over the land the slogan: "Western Goods for Western People"; with vast quantities of raw materials at, and carried to, her door; and with peculiarly favorable conditions regulating Winnipeg's labor market; is it any wonder that the manufacturing interests of the East are following the stream of immigrants into the west; catering to these growing prairie markets, to keep their grip on power? That is the basis on which during 1911, twelve million dollars was invested in Industrial Winnipeg—at the "Meeting of the Waters and the Railroads."

WHOLESALE

Today, the retail markets of the prairie provinces are fed from the wholesale sections of a dozen live Western cities—Arteries of Commerce—each of which can define a legitimate trade territory; and all of those territories pay tribute to the Prairie City. 1911 brought to Wholesale Winnipeg a trade of \$120,000,000, spread out over the far distances of the plains. Winnipeg, therefore, is the throbbing Heart-of-the-West; pumping the nation-blood of trade into those dozen arteries, which, in turn, redistribute the fluid into the myriad Veins-of-Commerce over the Prairies.

STRUCTURAL

As recently as 1900 the bulk of Winnipeg's buildings were wooden affairs—with side-walks mainly of the same material. Last year a million dollars were expended on street improvements, while over twenty million dollars went into the buildings of Greater Winnipeg.

At long intervals, over the main business thoroughfares, elegant structures may be seen sky-ward; and, as it were, standing sentinel over the intervening spaces of modest older buildings.

The outstandingly beautiful buildings in the city today represent Commercial and Financial Winnipeg. Some of them are magnificent in design—some magnificent in capacity. The Union Depot of the Canadian Northern and Grand Trunk Pacific Railways is one of the latest, most striking proofs of a Greater Winnipeg

displaying a great contrast, Shakespeare puts into the mouth of Hamlet the words: "Look here upon this picture, and on this," but his comparison was not more strange than that provided on Portage Avenue today, in the sight of a one-roomed 10 x 12 establishment facing across the street one of the greatest departmental store structures in the world.

The buildings over Industrial Winnipeg are already large, and are already overcrowded. The educational institutions, hospitals, churches, are built along lines worthy of, and as broad as the principles they teach. And the residences of the citizens bespeak a prosperity, which fosters the eternal spirit of honor.

In 1901 Winnipeg's assessment valuation was something over 28 million, and today runs into two hundred million dollars. Within the next decade, no twin-streets in the Dominion (and but few in the United States) will compare with Portage Avenue and Main in the magnificence of their buildings and the wealth of the interests they represent. Assuredly the valuation of properties along Portage and Main, ten years hence, will far exceed the present total assessment for the City of Winnipeg.

Notwithstanding the splendid record of the past decade, it does not supply a basis on which to estimate the activities which the next ten years will bring to structural Winnipeg. Because the initial years of the twentieth century found only "The Awakening"—whereas, today furnishes the interesting sight of large gangs of excavators searching for bed-rock on which to erect 10- to 15-storey buildings, not only in the low temperatures of winter days; but, in a blaze of electricity, through the long silent hours of the night.

THE CITY BEAUTIFUL

Nature has placed a very lovely territory within a stone's throw of the Mightiest City of The Mighty West—to develop, as it were, the highest aspirations of her people. The name "Prairie City" might lead a stranger to believe that Winnipeg is located on a featureless, unbeautiful plain. That name, however, need only imply that here is the Queenliest City of the prairies. The lovely, and deservedly popular, lake resorts and river frontage surrounding the city to the north, east and south, furnish a most essential requirement in the development of a really Greater Winnipeg. Around this Prairie City may be found picturesque suburban homes in a scenic setting of Nature's parks in all their careless grandeur; the wealth of many a landscape—tho' less rugged and without the mountains—irresistibly reminding one of the glens of Ireland. And over all, hangs the deep blue sky, finding reflection in the rivers and the lakes.

With electrical power a-plenty, it is now only a matter of time when Winnipeg's Radial-Car-System will represent one of her proudest achievements—connecting up, as it will, the unspoiled beauties of Nature, to the great heart of a metropolis; and bringing to the minds of the citizens, a wealth which has no price.

Pretty, well-kept parks in the most unexpected places over the city; wide boulevarded streets running on until the tree-lines seem to meet; long lines of solid prosperous homes; everything displays the fact that the West is no longer "The Great Lone Land," no longer "Our Lady of the Snows," but might be aptly termed "The Hope of the World" for a hundred years to come—a land capable of supporting millions of enlightened people, happy and progressive; with ideas as big and broad as their country.

THE OUTLOOK

In the vast territory between the Prairie City and the Rockies, lies a Three-Hundred-Million-Acre Farm which produced about four hundred million bushels of grain last year. However, for every acre which is tilled today, there are FIFTEEN ACRES still growing the age-old grasses of the prairies. In 1911 the Wheat Crop of the United States was 650 million bushels, and Russia produced 630 million bushels. Now the question before Western Canada is:— With fifteen times her present acreage only waiting for the plow; and with Immigration feeding her prairies at the rate of a million people within the next two years—how soon will the production of the West exceed last year's total Wheat Crop from the United States and Russia? It would seem to me that progressive old-world settlers—American immigrants—and traction plows, furnish a triple and sufficient cause for A BILLION BUSHEL OF WHEAT, TEN YEARS FROM TODAY.

During 1911 the Prairies swallowed scores of train-loads of Traction-engines; and, this year, Winnipeg will feel the result of those great new energies—coupled up with the activities of the 300,000 Immigrants welcomed last year from the greatest countries of the world. Yet, this year also, the prairies will absorb greater numbers of traction-plows; will again receive almost half-a-million people with the fire of action in their blood; and East and West, Winnipeg Stands at-the-Neck-of-the-Traffic.

Winnipeg's stock yards are today immense; and there are approximately one and a half million Cattle over the prairies. Twenty million head of beef cattle can lose themselves on the Empire pastures of the Prairie Provinces. The live stock industry in the west is full of the grandest possibilities.

What the West has, buried in the future, in people, railways, grain and cattle, will cause the pendulum of dominating influence in Commerce and Finance, to swing westward with the years. And so, today, May finds Financial Winnipeg racing far ahead of the great financial centres in the East; finds structural Winnipeg with already over Six Million Dollars expended since the first of the year; and finds many millions spent by the railroads on big locomotives to operate over Western lines. These activities may be taken as real signs of the times. Winnipeg is doing big things today; but the shadow of a vastly Greater Winnipeg looms up on the horizon of the years.

In the traffic office of the United States Railroad, there is at least one example of the growing interest of the people to the south in the acres of the Canadian West. This man, in addition to watching his traffic, has also his eyes on these prairies; on a particular patch of 4,000 acres—which, by the aid of five traction plows, has taken only 27 days in the breaking. The discs followed the plows, and they, in turn, were followed by the drills.

Thus are the prairies being developed, and Winnipeg must keep abreast. Time was when this 4,000 acres would have been the result of the combined energies of about three hundred settlers spread out over almost 75,000 acres of land. But things are changing; farming is becoming modernized; and never, in the world's history, has so much virgin soil been turned up to the pale light of the moon.

A splendid faith in the West; in the City of Winnipeg; in the future of Portage Avenue and Main is displayed by those shrewd capitalists who are hungry for Canadian Pacific stock on the Exchanges of London, Paris and Berlin.

What lies ahead for Winnipeg? She stands at the centre of a steel web, whose meshes reach out across the continent. Gibraltar holds the key to the Mediterranean; Winnipeg holds the key to a greater sea of prairie acres.

Placed, as she is, in the very pathway of an agricultural invasion whose extent finds no parallel in the annals of mankind; and having, within herself, all the attributes of wealth and power, in land and labor; what man, seeing this Prairie City attract to herself the fountain-head activities of Transcontinental Railroads; and centralize to herself, the financial and industrial markets which must arise, as the millions go out over the prairies—I say, what man, knowing these things, will say to the City of Winnipeg: "Thus far shalt thou go—and no further"?

Looking out over the prairies today, may be seen a score of cities pulsating with the high hopes of the future. Witness Calgary, "The Majestic City of the Foothills"; Edmonton, "The waking metropolis of the north"; the "stately Regina"; the railroad city of Moose Jaw; Saskatoon, "The Brilliant." These have a great present and a future full of dazzling promise. There are others with prospects not less bright. There are many, many centres of the future yet unborn.

BUT THE DAWN OF A GREATER DAY IS AT HAND, AND THOSE CITIES LOOK TOWARDS THE EAST, INTO THE FACES OF THE MILLIONS COMING WEST. WINNIPEG IS THE SUN—AND THE SUN IS ONLY RISING IN THE EAST.

