

WINN**IPEG**

COMPLIMENTS OF

The Hall Company Limited

Brokers and Financial Agents

CAPITAL AND SURPLUS \$500,000

Real Estate

Insurance

Rentals

Stocks

Bonds

Investments

E. E. HALL,

PRESIDENT.

J. T. WHITLAW,

SECRETARY

Great West Life Building, Winnipeg.

Welcome to Winnipeg

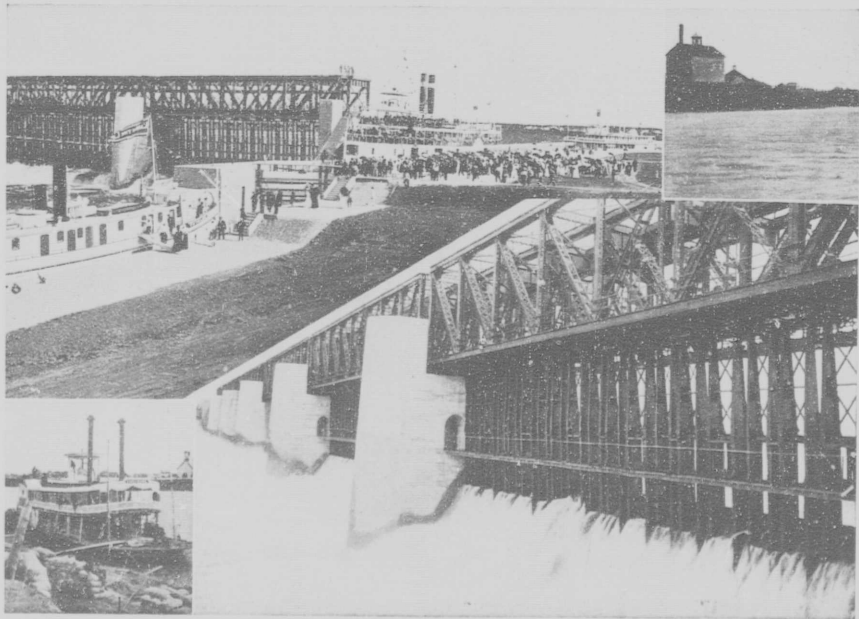
PROSPEROUS Winnipeg cordially invites you to come and see. Winnipeg offers something more than a bed, a bath, and a bill of fare. You will find opportunity and one of the most marvellous and impressive records of growth ever seen in the history of the world. Not long since the site of the historic Fort Garry, a Hudson's Bay Trading Post—now the metropolis, railroad and business centre of the Canadian West. We wish you to see the Winnipeg which had 275 people in 1870 and now has 172,000. Situated in almost the exact centre of the North American Continent, Winnipeg occupies geographically an unexcelled position for convention gatherings, and to-day enjoys an international reputation for the manner in which it has handled and cared for large crowds. With 65 hotels, all good and some equal to the world's best, and others in course of erection, Winnipeg is a city particularly well adapted for convention purposes.

Western Canada is the World's
Greatest Growing
Market

Winnipeg Offers the Finest Field
for Investment in Western
Canada



A BEAUTIFUL RESTING PLACE—The public parks of Winnipeg are well adapted for play and rest. Mothers take their children to play upon the green and shady lawns during the afternoons and long evenings. Winnipeg's parks are not disfigured, as are the parks of Europe by idlers and unemployed. There is work for all in Winnipeg, and the idler is a lonesome man.



ST. ANDREW'S LOCKS AND DAM—Constructed by the Dominion Government at a cost of \$1,250,000 and opened officially in July 1910. This great work has placed Winnipeg in direct water communication with Lake Winnipeg—an inland sea over 300 miles long and 100 miles wide—surrounded by great undeveloped resources that will now be brought into account by the growth of manufacturing in Winnipeg. The upper insert is Winnipeg's first warehouse, and the lower insert is an old time Red River freighter.

Winnipeg Occupies a Position of
Undoubted Supremacy in
the West

Winnipeg has cheap power, good
sites, best labor conditions
and railway facilities



HOLIDAY ON MAIN STREET, WINNIPEG—Main Street is the chief thoroughfare of Winnipeg. It is 140 feet wide, beautifully paved and has wide granolithic sidewalks. Double electric car tracks traverse the full length of the street within the city limits and fine buildings line its sides, making Winnipeg's principal street big, dignified and impressive—the more so since it is familiar history that it is no more than thirty years since what is now Main Street was a muddy prairie trail.

CITY HALL SQUARE—Facing Main Street and confronted by a well-kept small park, it is seen Winnipeg's City Hall, built in 1885. The city has grown so fast that the civic offices are to a large extent accommodated in adjoining office buildings. The tall building on the left is the Lead Office of the Union Bank of Canada, which has 266 branch offices.

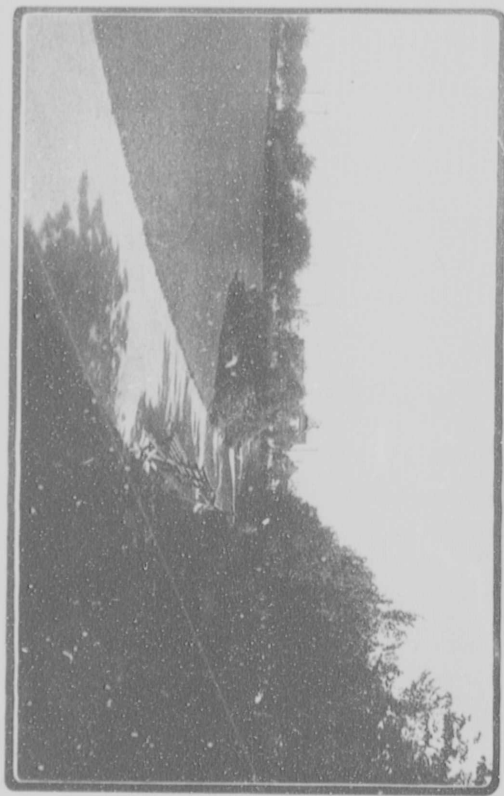


Winnipeg is the Natural Supply
City of Western Canada

All Roads Lead to Winnipeg, the
City of Opportunity



STOCK PARADE, WINNIPEG INDUSTRIAL EXPOSITION—Winnipeg's Annual Agricultural Fair, conducted for twenty-two years under the guidance of men of broad views and optimistic foresight, is now classed as the premier event of its kind in Canada. The above picture shows only a small part of the grand stand, as it appears during the ten days of the Fair.



THE PEOPLE'S PICTURE GALLERIES. The public parks of Winnipeg are adapted for play and rest. Made lively with flower beds and flowering shrubs, and furnished with alternating trees and stretches of sand, these parks are ideal centers for women and children during the hours of afternoon days.

CORNER OF LOMBARD AND ROBIT STREETS



CORNEROF MAIN STREET AND WILLIAM AVENUE

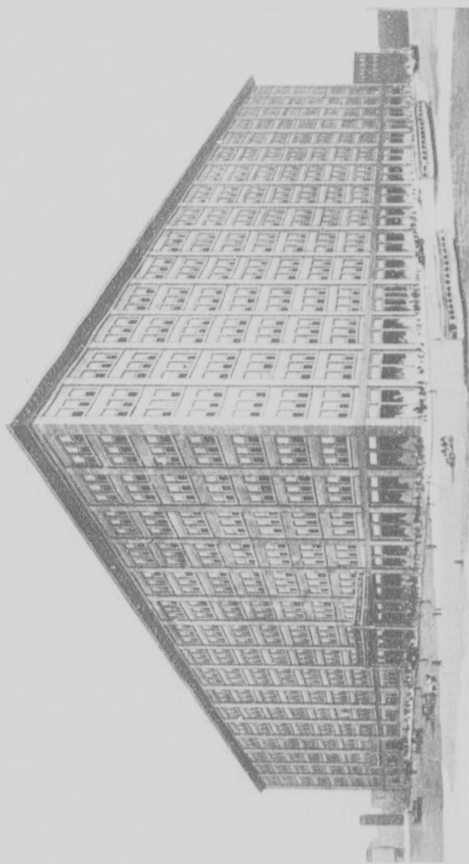




WINNIPEG'S FAREWELL TO THE DUKE OF CONNAUGHT Terminating his most enjoyable visit of 10 days in Winnipeg, H. R. Highness bade farewell July 10th. Winnipeg's society turned out in mass, and almost twelve hundred automobiles escorted the Royal party to the depot. This is one of the latest views of Main Street. Note the vast development.



THE DUKE OF CONNAUGHT'S VISIT TO WINNIPEG, JULY 1912.—This reproduction taken the day H. R. H. opened the Winnipeg Industrial Exhibition. To the left of the Duke is the Princess Patricia, who accompanied her father. Dispersed through the audience will be noticed many of Winnipeg's prominent citizens.



EATON'S STORE



An event that deeply stirred civic pride, and that happened during the closing hours of 1911, was the laying of the corner stone of the Winnipeg Industrial Bureau's Permanent Exposition Building, by His Honor D. C. Cameron, the Lieut. Governor of Manitoba. Over one hundred prominent business citizens were present at the ceremony, and Mayor R. D. Waugh, Ex-Mayor Sanford Evans, and President F. W. Heubach of the Industrial Bureau, all made patriotic speeches on the occasion.

**POPULATION OF
WINNIPEG**

1902	48,411
1904	67,262
1906	101,057
1908	128,000
1910	151,450
1911	172,000

INDUSTRIAL GROWTH

Increase in Winnipeg Factory Output

1900	\$ 8,66,248
1905	18,983,248
1910	36,000,000

260 Factories

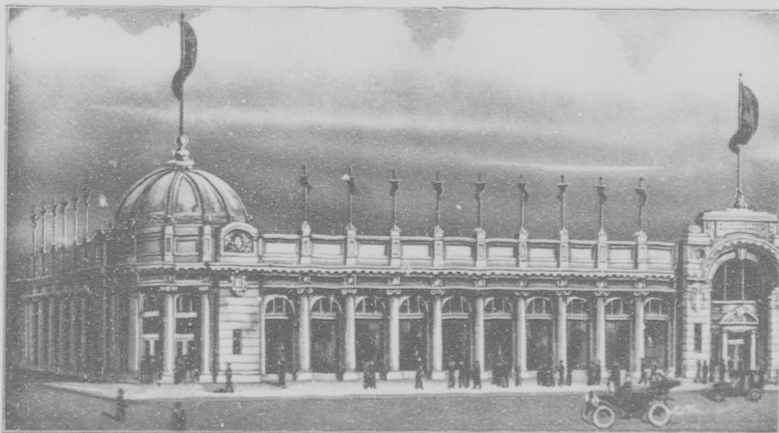
15,000 hands employed

\$40,000,000 invested

BUSINESS GROWTH

Winnipeg Bank Clearings

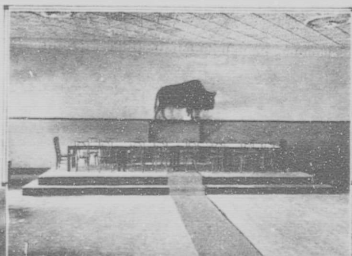
1902	\$ 188,370,033
1904	294,601,437
1906	504,585,914
1908	614,111,801
1910	953,415,281
1911	1,172,762,142



NEW HOME OF WINNIPEG INDUSTRIAL BUREAU—At the corner of Water and Main Streets, where 62 firms have leased space for exhibition purposes for three years. The 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. Reports furnished free on manufacturing possibilities of any line of industry by addressing Chas. F. Roland, Industrial Commissioner Winnipeg, Canada.

Come and see WINNIPEG,
Canada's Most
Progressive City

Most people combine
pleasure with business
when visiting Winnipeg



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

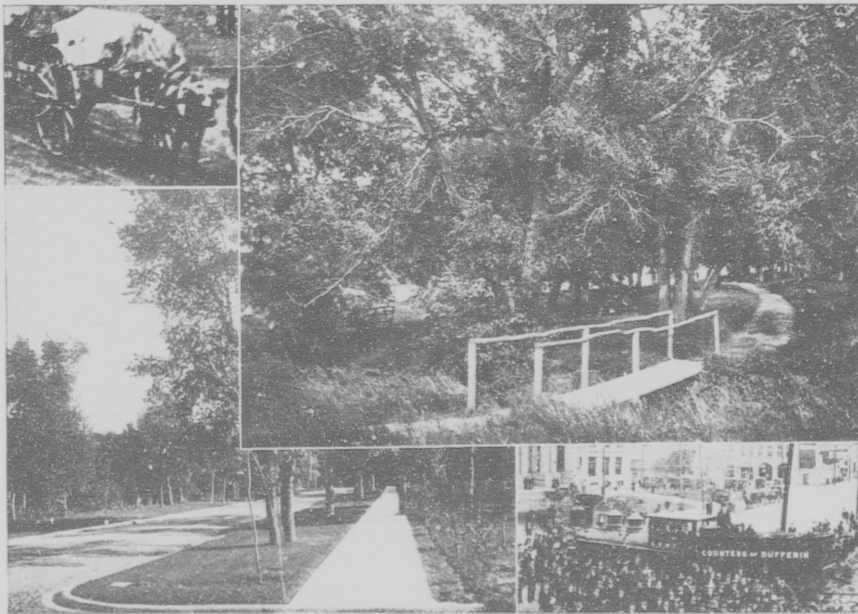


Winnipeg has perfected in
advance every arrangement
for your welcome,
for your convenience,
for your entertainment

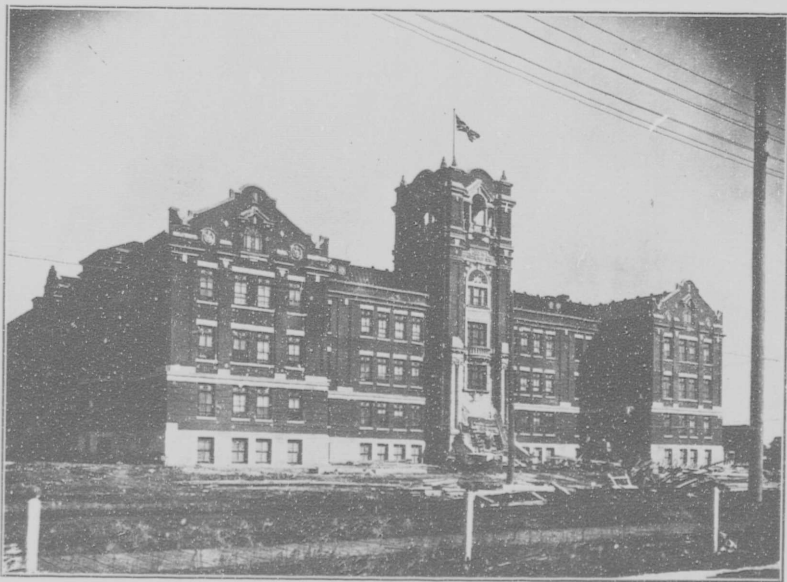
Winnipeg has an
international reputation for
entertaining large crowds



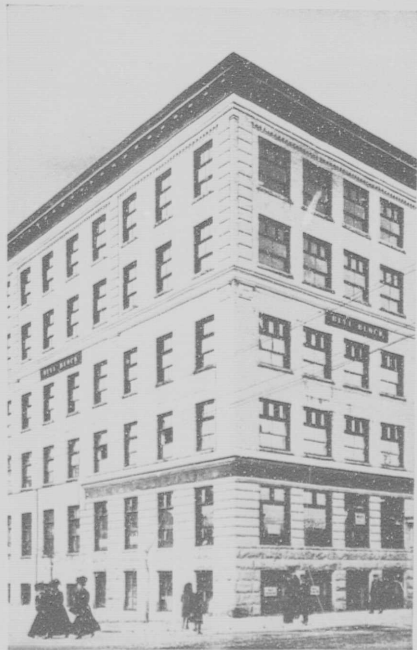
ACCOMMODATION FOR LARGE OR SMALL GATHERINGS—(1) Platform in Convention Hall. (2) Board Room, Winnipeg Industrial Bureau.
(3) Left Wing of Banquet Hall. (4) Right Wing of Convention Hall. Catering facilities in connection.



WHAT STORY WRITERS FEATURE—Winnipeg has labored widely and well to keep every natural beauty of the park grounds and to emphasize them as much as possible. The upper scene shows one effect of this wide endeavor. The lower left picture is a Winnipeg suburban street, well planned and kept. In the upper insert is shown what was known in 1877 as the "Edmonton Limited," starting on the western 1000 mile trail. At the bottom is shown the first engine to reach Winnipeg in 1863 now on exhibit in front the C.P. Ry. depot in Winnipeg.



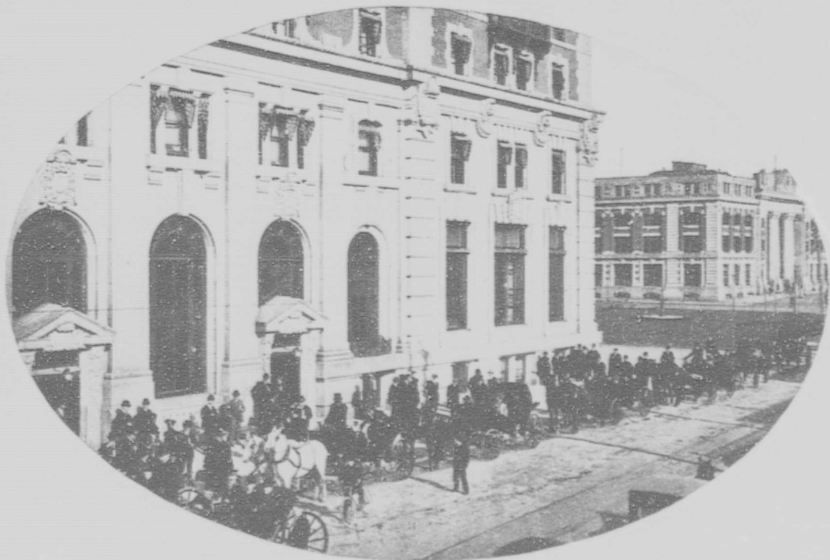
THE NEW TECHNICAL SCHOOL.—The Kelvin School, just completed at a cost of \$400,000.00—Winnipeg has always been proud of her Public Institutions, and this latest addition is certainly a credit to the progressive ideas of her School Board.



CORNER OF PRINCESS STREET AND CUMBERLAND AVENUE



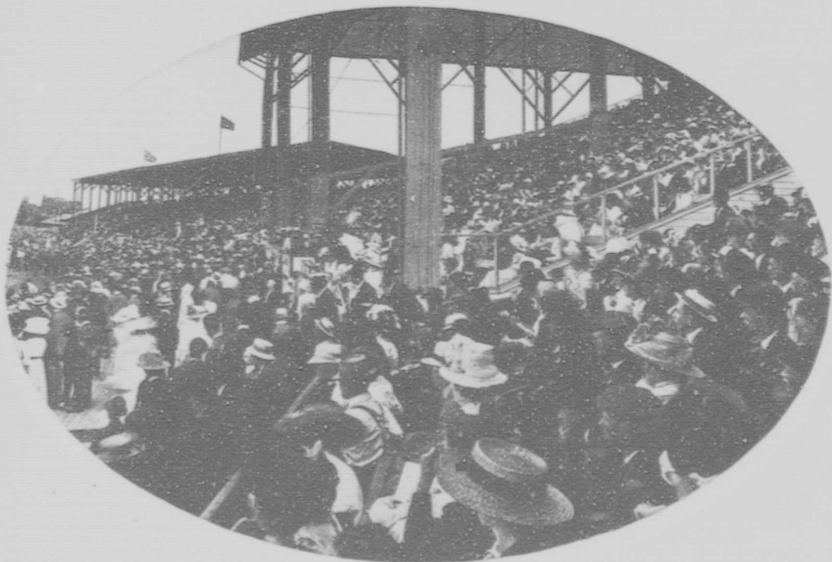
CORNER OF NOTRE DAME AVENUE AND PRINCESS STREET



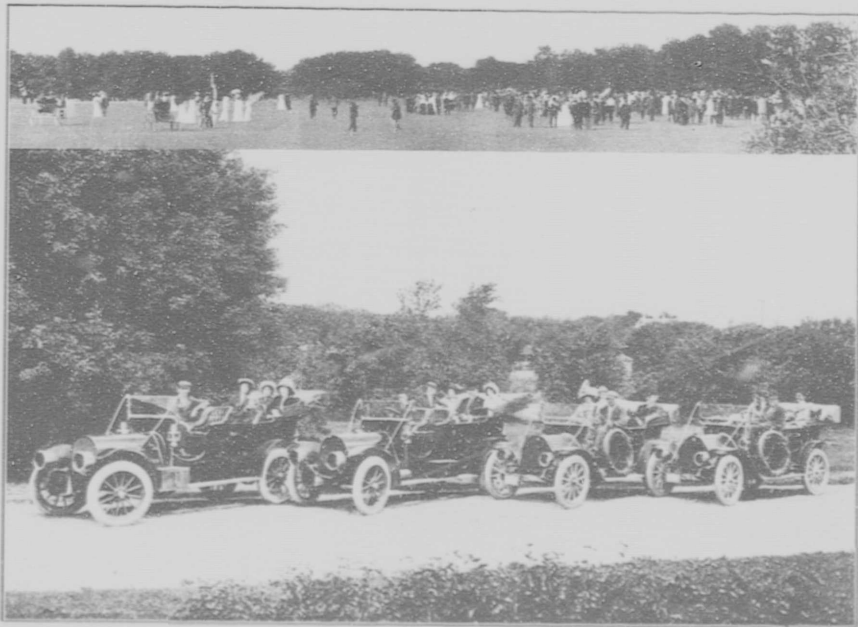
MANUFACTURING DELEGATES SIGHTSEEING—Few cities are better equipped for convention purposes than Winnipeg. The Royal Alexandra Hotel shown here is rated by travellers as one of the best in the world. It is convenient to the C.P.R. station and belongs to the same corporation. There are sixty hotels in Winnipeg, ranging in class and rates from \$1.00 to \$5.00 per day.



FROM BUSINESS TO BEAUTY—Many Winnipeg streets that are given over to business in the downtown section are transformed into residential streets as they extend into residence parts of the city. The change is seen from broad stretches of asphalt and wide sidewalks to narrower pavements flanked by boulevards and trees.



WINNIPEG'S ANNUAL EXHIBITION, held every year in July, is the great holiday event of the West. It is here manufacturers get in touch with the great purchasing element. Thousands of the finest show animals are exhibited, and from the grand stand shown above may be seen some of the latest race meets in America.



WINNIPEG PARKS—Well and wisely the Civic Authorities of Winnipeg have chosen to devote a deal of time and money to a public park system. The Public Parks Board, Civic Planning Commission, Garden Club and Horticultural Society are working in conjunction to make Winnipeg "A City Beautiful."



CORNER OF LOMBARD AND RORIE STREETS

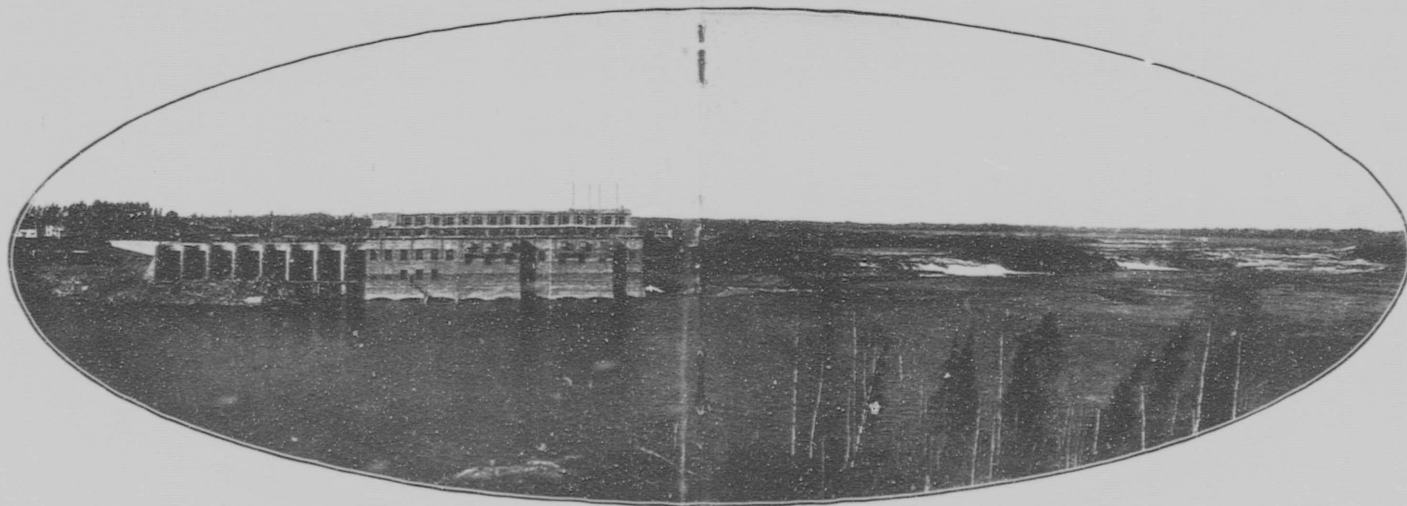


CORNER OF PORTAGE AVENUE AND GARRY STREET



SECTION OF C.P.R. STOCK YARDS, WINNIPEG—In 1906 a Winnipeg firm of live stock exporters held the foremost place in the world's cattle market. The present yards are being extended and plans are under way for a big union stock yards that will give adequate room for the increasing trade. Winnipeg has four abattoirs with a total killing capacity exceeding 5,000 head of stock per day.

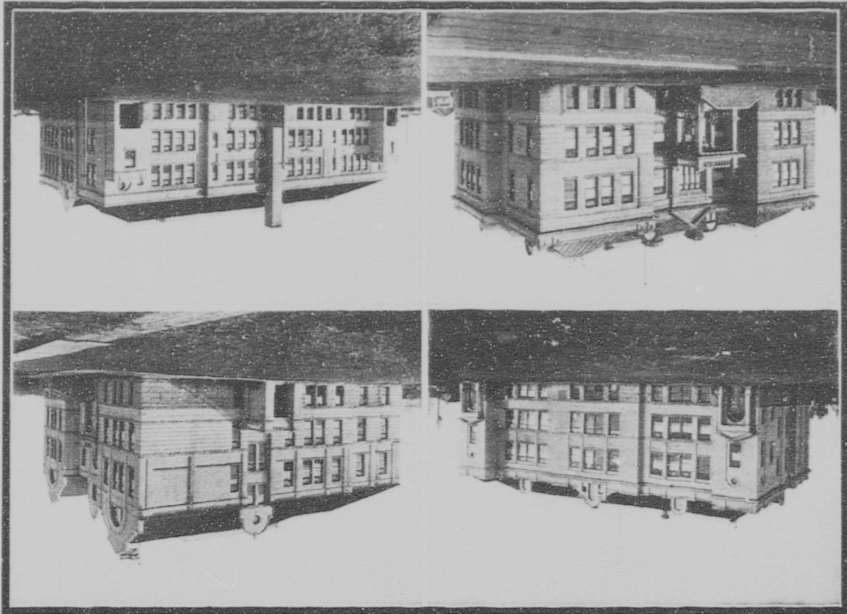
These works are located at Point du Bois on the Winnipeg River, 77 miles north-east of the City of Winnipeg. The water fall naturally 32 feet — is increased by the power development dam to 47 feet. Mill pond of 6,000 acres.



The total power available without storage is 60,000 horse power, which can be increased to 100,000 horse power. The cost of the works, including generating stations, transmission line and terminal stations, all completed and equipped, was \$4,000,000. Power and light is sold at cost.

MUNICIPALLY-OWNED POWER PLANT OF WINNIPEG, AT POINT DU BOIS
ON THE WINNIPEG RIVER

EDUCATIONAL FACILITIES UNEXCELLED.—The City contains excellent facilities for education, having 33 public schools with an enrollment of 17,000 pupils; there are six Parochial schools with 1,000 pupils; six Colleges, a University, Forestry, Agricultural College, Teachers, Ladies' schools and two magnificent technical schools under completion to cost \$400,000 each.



TOTAL ASSESSMENT

WINNIPEG REALTY VALUES

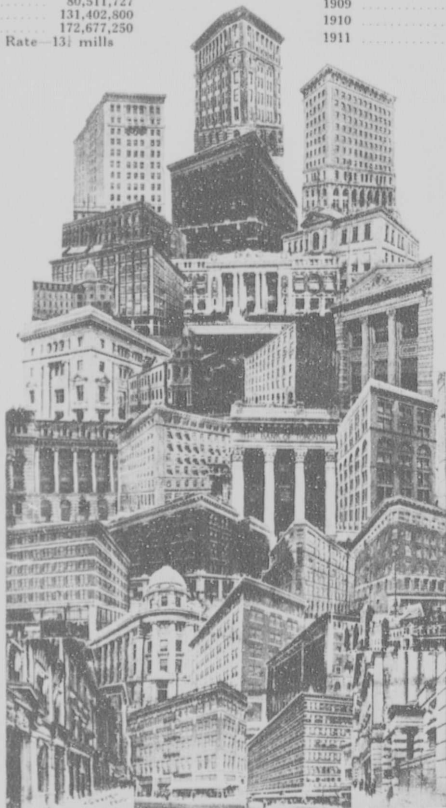
1900	\$ 25,077,400
1902	28,615,810
1905	62,727,680
1906	80,511,727
1909	131,402,800
1911	172,677,250

1911 Tax Rate—13½ mills

BUILDING GROWTH

WINNIPEG BUILDING PERMITS

1903-4-5	\$ 26,264,500
1906-7-8	24,444,300
1909	9,226,325
1910	15,116,450
1911	17,550,000



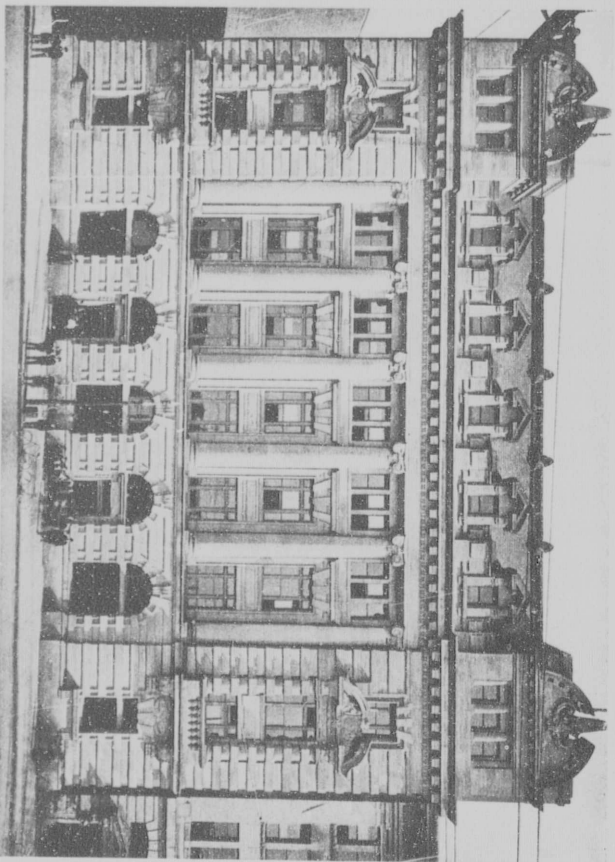
A GROUP OF WINNIPEG BUILDINGS, picturing the type of its Business. Blocks which have been erected in the past few years by big financial and commercial firms—showing their faith in Winnipeg's future by the investment in such magnificent structures.



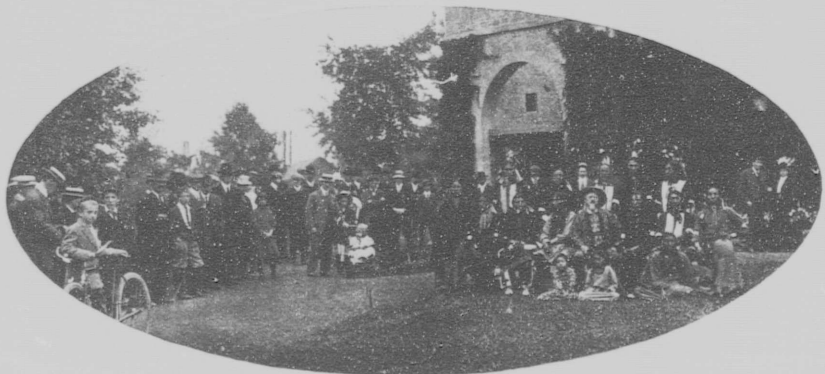
A WIDE EXPANSE OF PARK LAWN—No better land could be found for lawns than the Manitoba prairie. It is level, smooth and splendidly rich and fertile. Planted to grass and well tended it produces a fine growth of lawn carpeting. Flower beds flourish and supply good color effects in the handsome landscape scheme. Motoring and coaching is popular through these park drives as shown in the miniature inserts of this photograph.



CITY PLAYGROUNDS SCENE—Although Winnipeg is a comparatively young city it is exceedingly well equipped for educational purposes. One of the recent extensions of the educational system is the addition of a public playground system. In summer, vacation time, these playgrounds are well patronized and are a great boon to mothers and children.

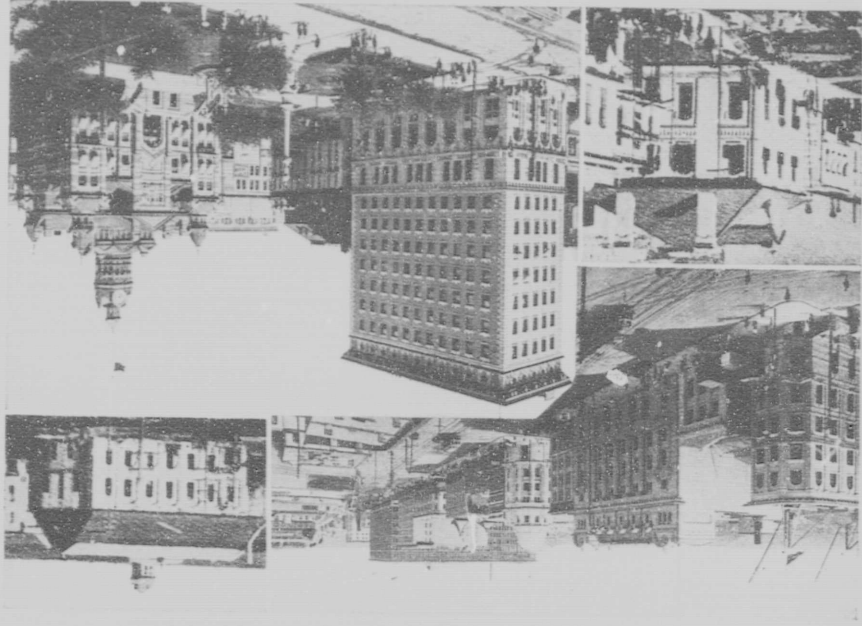


GOVERNMENT POST OFFICE AT WINNIPEG - The post office building now occupied by the department at Winnipeg, is a new and well appointed building, made necessary for an enormous increase in postal business. The new structure was opened for business in 1909 and now takes as the third office in Canada in volume of business transacted.

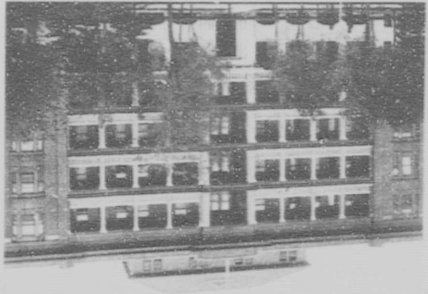
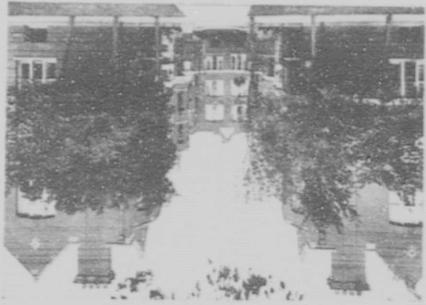
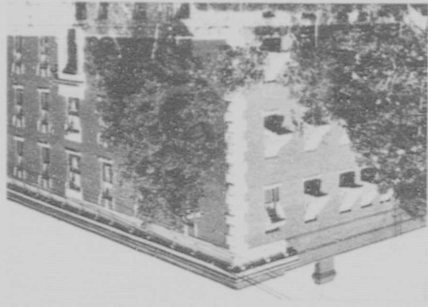


BUFFALO BILL AT FORT GARRY—When Col. Wm. F. Cody—Buffalo Bill—visited Winnipeg in 1910, he and his war chiefs sat for their picture at Old Fort Garry park. It is not many years—well within the life of Col. Cody—that Fort Garry was captured and held for a time, by Louis Riel, the half-breed leader of rebellions against Canadian government.

THE OLD AND THE NEW—Winnipeg presents a miracle of even growth without parallel on the continent. The small park in front of the City Hall shows in lower right view a portion of the city's show spots. It is kept fresh and beautiful throughout spring, summer and autumn with marvellous flowers and plants. The upper left hand view shows a portion of the north side of Portage Avenue looking west. The insert below shows the old Fort Garry, where Winnipeggers called for their mail in 1810, and the upper insert the old City Hall.



A GROUP OF WINNIPEG APARTMENT BLOCKS—It is estimated that nearly Ten Million Dollars has been invested in Apartment Blocks in Winnipeg. The magnificent apartments and general furnishings of many of these buildings cannot be surpassed in modern conveniences and comfort.





A FEW OF WINNIPEG'S LARGER CHURCHES—Winnipeg has long been famed for her magnificent Churches and her Church going people. We present a few, as shown above.



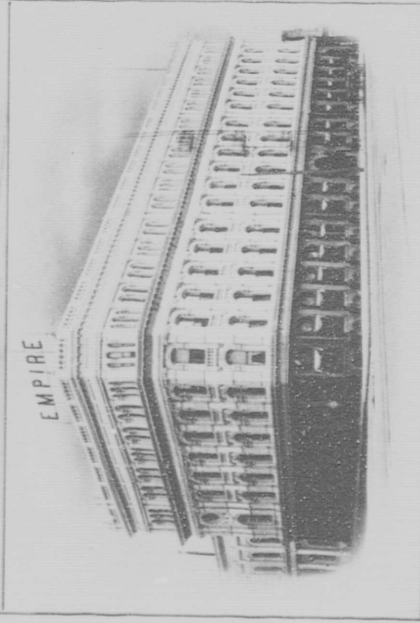
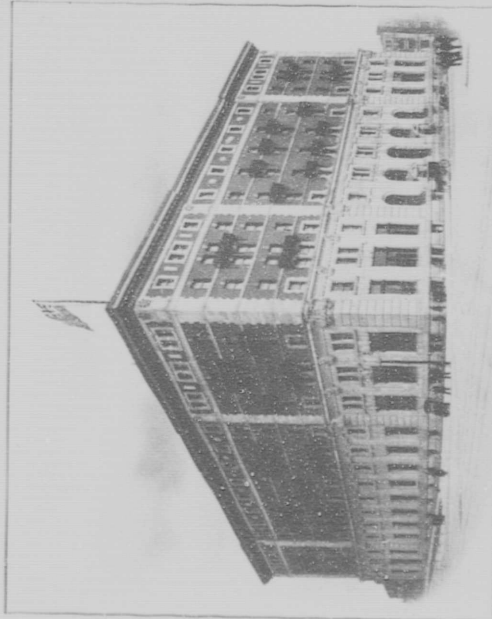
CHURCHES OF WINNIPEG—Winnipeg is famous for its fine churches, all of which are largely attended. There are 122 churches and missions, and the last church census taken shows the following denominations based on per 100,000 population: 18 per cent. Presbyterian, 17 per cent. Church of England, 13 per cent. Roman Catholic, 13½ per cent. Methodist, 5 per cent. Baptist, 5 per cent. Hebrew, 7 per cent. Evangelical, 3½ per cent. Congregational, 1 per cent. Salvation Army, 2½ per cent. other denominations and 8 per cent. no preference.

Winnipeg is the Marvel of
the age in Civic
Building

Winnipeg has made more progress
in thirty years than
most places do in a
century



THE "FORT GARRY" HOTEL—This palatial edifice is now being built by the Grand Trunk Pacific Railway, almost on the site of the historic fort of that name. The new hotel will cost \$1,500,000, will have fourteen stories and 330 rooms, each with outside light, bath, etc., and will represent the last word in hotel construction.



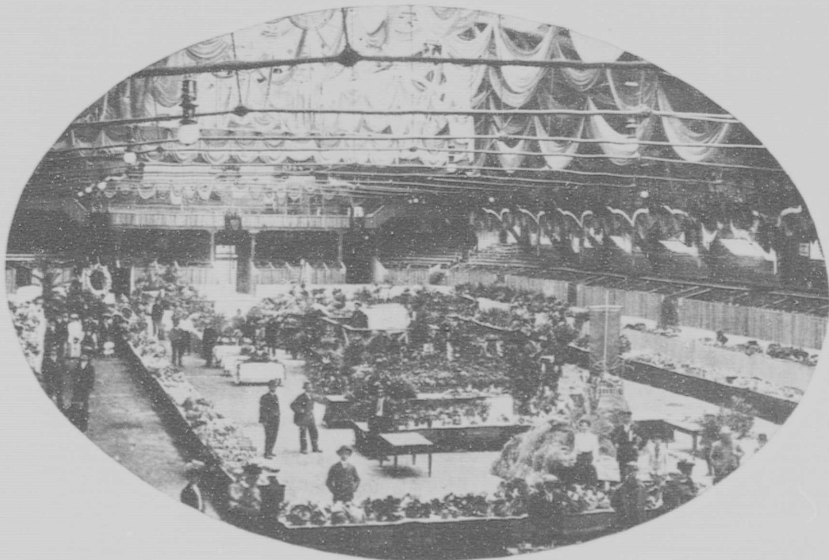
WINNIPEG HOTELS.—Here are two of the larger, centrally located, handsomely equipped, Winnipeg, hotels, the upper structure is that of the "Royal Alexandra," adjoining the C.P.R. Depot, the lower "The Empire" adjoining the Union Depot of the C.N. and G.T.P. Railways.

Winnipeg the City of Sunshine
and Health

You'll Like Winnipeg with her
Breezy Outlook on the
Western Prairie

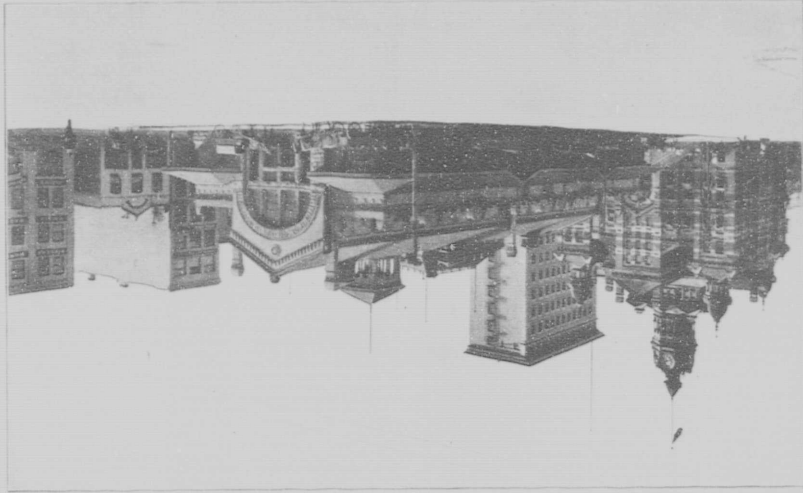


LUXURIOUS WINNIPEG HOTEL INTERIORS—(1) "McLaren" Hotel Rotunda. (2) "Royal Alexandra" Marble Staircase to Rotunda. (3) "St. Regis" Dining Room. (4) Royal Alexandra Dining Rooms. (5) "The Grange," Handsome Interior Decorations.



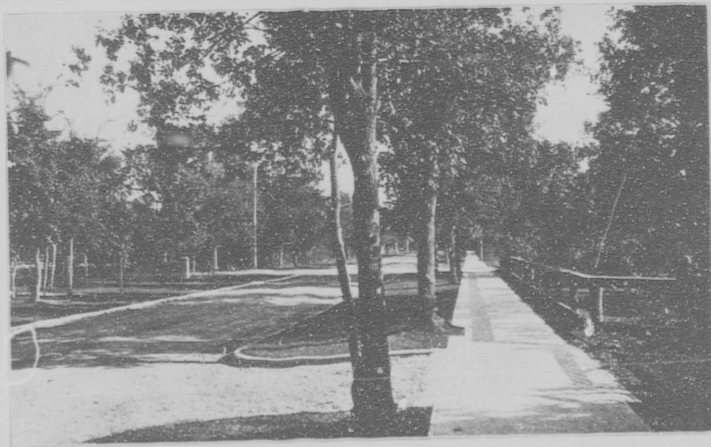
VEGETABLE SHOW AT WINNIPEG—Although Manitoba farming is very largely wheat farming, the day of market gardening and mixed farming is at hand, and great progress already has been made along these lines. All sorts of vegetables that grow in the temperate zone grow well here, and many kinds, such as cauliflower, potatoes, beets, celery, cucumbers, pumpkins and squashes, grow exceedingly well.

PRESENT CITY HALL AND MARKET HOUSE SITE, where it is proposed to erect a new City Hall Building to cost \$2,500,000. The extension in office space is necessary to accommodate the various departments created by the rapid growth of Winnipeg in the past ten years.



Winnipeg has Twenty-nine
Parks, Covering 506
Acres

The Dry, Bracing Climate of
Winnipeg Induces Cheerful
Optimism



SUMMER FOLIAGE IN WINNIPEG—So far from being barren of shady trees, the streets in and about Winnipeg are prolific of trees and shrubs. Many of these are natural, but forestry and landscape gardening have produced striking and beautiful results along Winnipeg's fine parks, boulevards and estates.



CORNER OF MAIN STREET AND PORTAGE AVENUE



CORNER OF McDERMOT AVENUE AND ARTHUR STREET

A Visit to Winnipeg will be Full
of Interest, Pleasure and
Opportunity

Winnipeg's Hotel Accommoda-
tion is Good, Reliable and
Reasonable



A BIRD'S EYE VIEW.—Winnipeg's skyline is changing so rapidly that a photograph of to-day may be out of date within the week. In two years—1910 and 1911—Winnipeg has put the enormous sum of \$32,460,200 into new buildings. In the first five months of 1912 over \$8,000,000 was added or a total expenditure of over \$41,000,000 in twenty-nine months.



CUSTOM HOUSE, COR. McDERMOT AVE. AND RORIE STREET



CORNER OF McDERMOT AVENUE AND CHARLOTTE STREET



WHEAT, THE WORLD'S WEALTH—The wonderful growth of Winnipeg has for its base the solid foundation of agricultural resources. From Government sources it is estimated that there are 200,000,000 acres of wheat lands available in Western Canada that will produce returns such as is pictured by positive proof production in the photograph shown above. Only seven per cent. of the wheat lands of Western Canada are occupied.



WESTERN FARM SCENE—The fields, the prairie and the farms of Western Canada are calling out for young people of purpose, of industry and ambition, and guarantees to them future happiness and prosperity. No country in the world can offer equal advantages and greater returns in mixed farming than Western Canada. In Manitoba mixed farming is profitable and much available land open for settlement.

WESTERN CANADA--THE LAND OF OPPORTUNITY

All experts in economics assert that agriculture is the basis of true wealth; that all other activities revert to the tilling of the soil for their base and source of life. Probably there has never been a more striking instance of the power of agriculture to create a nation that which is on view on the plains of Western Canada today. Here is a country where, no more than forty years ago, there were about 12,000 people, mostly half-breeds and Indians, but which has now a population of 1,281,118, and is adding to that rather considerable number at the rate of over a thousand a day. The soil of Western Canada is rich and fertile beyond the dreams of agricultural avarice, and produces crops year after year in unexcelled quality and higher average yield than any country in the world where farming is done on the same big scale. Wheat produces twenty to sixty bushels to the acre; oats from fifty to one hundred bushels and barley from thirty to sixty bushels.

The area of the three prairie provinces—Manitoba, Saskatchewan and Alberta—is 471,243,338 acres, including Manitoba's new area of 114,226,560 acres. Of this it is estimated that, exclusive of Manitoba's added territory, 200,000,000 acres are arable. In 1900 the acreage under crop—wheat, oats and barley only—was 3,491,413; in 1906 it had increased to 7,894,666, and last year, 1911, 14,626,234 acres were sown with these cereals. In addition to this 1,121,500 acres of flax were sown. The following table, giving the combined yield of wheat, oats, barley and flax, for Manitoba, Saskatchewan and Alberta, during the past ten years forms splendid evidence of the productive power and general importance of the Western Canada:—

GRAIN YIELDS OF WESTERN CANADA

Year	Wheat	Oats	Barley	Flax	Year	Wheat	Oats	Barley	Flax
1901	63,311,634	38,909,652	7,331,455	466,240	1907	70,944,582	72,513,561	19,187,279	1,734,065
1904	67,032,117	25,139,253	14,218,839	744,643	1908	96,863,609	108,987,835	42,050,625	3,165,349
1903	56,126,041	22,415,279	10,940,850	535,523	1909	118,109,000	163,998,754	30,524,000	2,833,162
1905	82,506,857	66,311,800	13,227,800	753,700	1910	101,336,213	108,301,090	16,993,120	2,038,950
1906	92,401,982	92,422,000	16,888,000	1,043,510	1911	192,083,000	414,819,000	42,023,000	14,782,000

The money value of last year's crop alone, taken from the Dominion Government census report, is \$211,929,000.

The railway mileage of the three prairie provinces is now 12,118 miles, having increased from a mileage of 3,680 in ten years. Immigration too shows a remarkable increase during that period. In the year 1901 49,149 new settlers entered the provinces; in 1906 this figure had increased to 189,064, and last year 228,164 individuals from all countries settled in Manitoba, Saskatchewan and Alberta, bringing cash and effects to the value of \$326,080,220.

That these facts and figures are only records of the beginning of progress and development in Western Canada, and that the future holds tremendous possibilities for this Last Best West, may be judged by the fact that less than eight per cent. of the available land is under cultivation. Commerce is measured by the power of the land to maintain population, and cities can grow to the limit of the crop resources that directly or indirectly support them. So that the future of Winnipeg, the economic manufacturing and shipping centre of Western Canada, will be measured closely by the size of the crops of the three Prairie Provinces—Manitoba, Saskatchewan and Alberta. Your Opportunity. Get close to this market.

PROVINCE OF MANITOBA

Manitoba, the most easterly of the three Central Provinces, lies in the centre of the North American continent and midway between the Pacific and Atlantic oceans, its southern boundary running down to the 49th parallel, which separates it from the United States. This year, by special act of the Dominion Legislature, the northern boundary has been extended to the 60th parallel of latitude, adding 114,226,560 acres to the province. Old Manitoba had 73,742 square miles, the new 252,211, the increase being 245 per cent. From being sixth in point of area among the provinces, Manitoba now moves up to fourth place. It will be exceeded in size by only three provinces—British Columbia, Quebec and Ontario. New Manitoba will be a maritime province with a coast line and port for ocean going steamers on the Hudson's Bay, one of the largest inland seas in the world.

Within its borders is Lake Winnipeg, a fresh water sea 2,000 square miles larger than Lake Ontario. Lake Manitoba is another large body of water, and scattered throughout the province are many others. The Red River of the north makes its winding way through the province and is joined at the spot where Winnipeg has been built, by the Assiniboine. The Winnipeg River is a stream of much importance for its water power, its possibilities in that line (with 78,000 horse power developed and transmitted to Winnipeg) being greater than that of Niagara Falls. By means of its waterways, Manitoba will eventually have water transportation to the salt seas—north by the way of the Red River, Lake Winnipeg and the Nelson to Hudson's Bay, or east by the way of rivers, lakes and canals, to the Great Lakes, only five hundred miles away.

Little more than forty years ago Manitoba was pure frontier—the very outpost of civilization. Its people were nearly all halfbreeds and Indians. Herds of buffalo roamed the prairie and were hunted for hides and choice cuts of meat. The Government was so weak and unstable that when it was proposed to join the Confederation, Louis Riel and a handful of halfbreeds seized the stores and post of the Hudson's Bay Company at Fort Garry and captured the white inhabitants of the settlement which is now the splendid city of Winnipeg. The rebellion was crushed and Manitoba joined the Confederation, but Riel rebelled again in 1885, and it took hanging to remedy this chronic upheaval of things governmental. There were no cities, no towns of size, no railroads, no factories or any stores outside of the post stores of the fur traders.

Today Manitoba has a population of over 500,000. Five million acres of land planted to wheat, oats, barley, flax and general crops, produce excellent results and make the Manitoba farmer the richest agriculturist in the world. 61,058,786 bushels of wheat, 73,786,683 bushels of oats and 29,000,000 bushels of barley were raised in Manitoba in 1911, and the filling up of the country and the growth of the cities and towns have promoted mixed farming and dairying so that these branches of agriculture are of very great importance and are gaining ground every year.

Manitoba has awakened to the importance of a vigorous campaign for people. Geographically situated so as to offer the farmer the greatest of combined advantages, those seeking opportunity, especially in mixed farming, are sure to respond in the coming year to the invitations that will be sent out to every corner of the world by the progressive movement started this year. Without taking to account the hundred and fourteen million acres to be added to the province this year, Manitoba has already 36,754,000 acres capable of cultivation. This equals 229,712 quarter sections of 160 acres each, and taking an average of four people to the quarter section, it will give a rural population of nearly a million people exclusive of cities, towns and villages, or, in other words, room and opportunity for an additional three-quarters of a million farming population.