

WHERE
DREAMS
COME
TRUE



WINNIPEG

WINNIPEG

PULSE OF
WESTERN
CANADA



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Facts About Winnipeg

From a Trading Post to a Metropolis in Thirty Years—An Amazing Record of Progress

IF one point of a pair of compasses be placed on the map of Winnipeg and the other passed through New York on the Atlantic seaboard, the compasses in their sweep will strike the shore of the Gulf of Mexico, then Vancouver Island on the Pacific Coast and also the borders of the Arctic Ocean on the north.

Winnipeg is the centre of North America.

Winnipeg's story has been a story of sound progress—progress that is the direct result of the natural advantages derived from unique geographical situation. Nestling in the very heart of the principal granary of the world, the pivotal point of five great railway systems, Winnipeg is destined to become one of the great metropoli of the world.

The Redman's in 1870—The Bartering Point world's greatest Wheat Centre in 1918.

Fort Rouge, a French fur trading post, which existed on the south side of the Assiniboine river 140 years ago, seems to be the first page of its history. The southern suburb of the city bears the name of Fort Rouge in commemoration of this fact, but it was not until 1812, when the Selkirk settlers arrived, that any reliable records are found concerning the early days of Fort Garry, now Winnipeg. Following that, the settlement made comparatively little progress towards becoming a city until 1873, when it was incorporated as a city with 1,869 inhabitants and an assessed value of \$2,076,017. In 1870 the population of the town was only 215.

In the fall of 1878 the first railway reached the city from the south, by which time the population had increased to about 6,500. In 1881, when the Canadian Pacific Railway was being pushed forward, Winnipeg became a centre of interest, culminating in a genuine land boom.

Continued on Page Four)

Tracing Winnipeg's Growth

(Continued from Page Three)

Now Covers an Area over Fifteen Thousand Acres

IN 1887 Winnipeg was made the grain inspection centre for the Province of Manitoba. Solid progress was made during the period of 1894-1900, and it was in 1893 that a bank clearing house was established. In 1894 the grain export figures had arisen to 18,000,000 bushels and the bank clearings to \$35,540,647.00.

Today Winnipeg is the world's greatest wheat centre and stands third among the Canadian cities in bank clearings.

Since the opening of the present century, Winnipeg has forged ahead with leaps and bounds. Winnipeg exists for the West and will continue to expand and become of international importance as the development of the vast acreage of Western Canada goes on. As yet only a small fraction of the tillable land of this great wheat area has received the touch of the plow.

It is the purpose of this little pamphlet to lay before you some interesting facts concerning the Winnipeg of today, in order that you may become interested in a city proud of its accomplishments. A city which has grown in such a short space of time from a little trading post containing about 200 pioneers to a metropolis of over 260,000 inhabitants; from a hamlet with only prairie trails and the rivers as avenues of communication,

Twenty-seven
Railway Lines
replace former
Buffalo Trails.

to a railway centre containing twenty-seven lines radiating in all directions; from a village with one street winding in and out and following the banks of the river to a city covering an area of 15,287 acres and having 500 miles of streets; from a commercial centre confined entirely to trading and exporting in furs to a metropolis having within its borders 350 wholesale and jobbing houses, 445 factories, and over 1,500 retail establishments.

A City Well Equipped

Asphalt Streets, Granolithic Walks, Hydro-Electric
Light and Power, Soft Water

WINNIPEG is the political capital of the Province of Manitoba and the commercial and financial centre of Western Canada.

It is situated at the confluence of the Red and Assiniboine Rivers, 60 miles north of the international boundary line and 49 miles south of Lake Winnipeg.

Winnipeg owns and operates its own hydro-electric power works, water works, street lighting system, stone quarry, fire alarm system, police signal system, fire service water works, asphalt plant and gravel pit. The city opened in April, 1919, one of the world's greatest water supply systems, capable of delivering to the city daily 100,000,000 gals. of pure soft water from Shoal Lake, Ontario, 90 miles distant. The cost of this undertaking was over \$16,000,000.00.

The population of Greater Winnipeg in 1919 was estimated at 262,000 (population in 1870 was 215). The city occupies an area of 15.287 acres, and has an assessed valuation of \$252,528,800.00. The tax rate for 1919 was 23 mills. Birth rate per 1,000 of population for the year 1918, 30.61. Death rate per thousand of population for the year 1918, 14.74.

Educational Facilities

Winnipeg has 52 public schools, with an attendance of 33,387; 6 colleges; the Provincial agricultural college, built at a cost of \$4,000,000.00; the University of Manitoba; art gallery; bureau of arts and arts museum; permanent exposition of products manufactured in the city; 3 libraries with 47 branches.

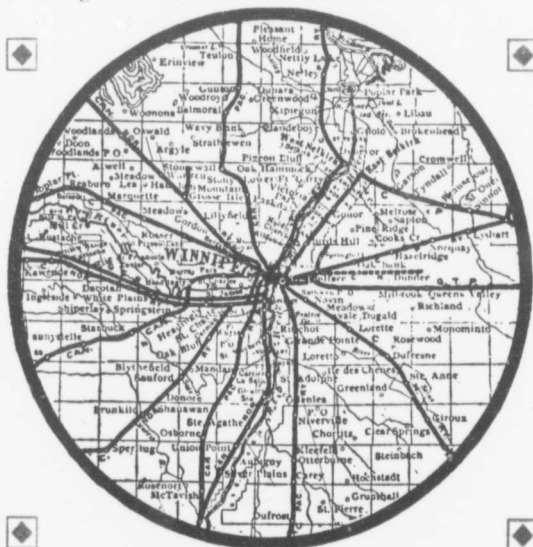
Railroad Facilities

Winnipeg is THE Distributing Point for the Whole of Western Canada

WINNIPEG possibly reaps more benefit from its unique geographical situation, than any other City in Canada. This fact alone has made this City the railroad centre of Western Canada.

Railroad building in the West has proven that all lines passing from the ports and factories of the East must pass through Winnipeg. Miles upon miles of private and public sidings within the City, and branches reaching to all parts of the Western Provinces, combine to assure manufacturers the quickest possible distribution of goods. The C.P.R. yards alone, in Winnipeg are the largest in the world owned by a single Company.

The map below shows the network of Railroads covering the Province of Manitoba alone.



Index of Importance

Now a Front-Rank Financial City—Third Largest Canadian Banking Centre

TWENTY-ONE chartered banks are located in Winnipeg. Bank clearings for the year 1918 were \$2,362,734,211.00. Winnipeg entered the million dollar class as a banking centre in the year 1911, and at present is the third largest banking centre of Canada. Winnipeg's bank clearings for the past six years are as follows:—

1914	\$1,370,960,806.00
1915	\$1,530,683,124.00
1916	\$2,061,795,257.00
1917	\$2,622,924,702.00
1918	\$2,362,734,211.00
1919	\$2,316,724,063.00

Telephone Rates Are Low

The telephone system of Winnipeg is owned and operated by the Provincial Government, who control over 35,000 local telephones, connecting with nearly 25,000 rural telephones throughout the Province of Manitoba. The business rate for the city is \$60.00 per year and residence rate \$30.00 per year. An automatic telephone system has been contracted for and will be installed in the near future.

Moderate Water Rates

Water rates in the city, for a four to eight-roomed house, are from \$1.75 to \$3.15 per quarter. Water rates for business purposes 20c per 1,000 gals., with discount of from 5 to 20 per cent., according to quantity used.

Industrial Possibilities

Cheap Power and Soft Water among the Unexcelled Inducements to Manufacturers

UNEXCELLED inducements are offered to manufacturers with the cheap power available. At the municipal plant, owned by the city, there is at present being developed over 47,000 h.p. Power is supplied for manufacturing purposes as low as $\frac{1}{2}$ ¢ per k.w.h. In addition to the many other advantages, including the soft water supply and very complete railway facilities with branches in every direction, Winnipeg offers great possibilities for trade in the Province of Manitoba. There are raw materials for many lines of industry available at Winnipeg, or in its vicinity. The flour miller and serial food manufacturer has available the world's standard wheat and all coarse grains of the highest quality.

A partial list of raw materials available now or capable of production would include small fruits for canning and pickling, sugar beets of very high quality for sugar making, hides from the finest cattle for tanning, clay for brick and pottery making, spruce and other woods suitable for pulp, minerals, gypsum, peat, salt, manganese and many other materials. The list of these raw materials is being constantly increased as the country opens up and its remoter parts explored.

Winnipeg has 490 factories, employing over 27,000 workers. Salaries for 1918 were about \$15,000,000.00. Manufactured product annually \$90,000,000.00.

Four hundred per cent. increase in manufactured products in ten years.	crease in manufactured product in 10 years 400 per cent. Retail dealers 2,000; wholesale and jobbing houses 420. Articles manufactured in the city: clothing, hats, electrical fixtures, tents, boxes, cement, carriages, cigars, confectionery, flour, harness, iron work, jewelry, soaps, wood fixtures, farm tractors, engines, steam boilers, structural steel, implements, breakfast foods, cabinets, caskets, etc., etc.
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Cheapest Power in World

Water Power gives an Abundant Supply of Electric Energy at Remarkably Low Rates

REALIZING the great advantages afforded to manufacturers, power users and householders generally, by having available an abundant supply of electric energy for power and lighting purposes, the city of Winnipeg has constructed its own hydro-electric power plant as a municipal enterprise. The municipal power plant of the city is located 175 miles from Winnipeg, and is now developing 47,000 h.p. with a capacity for an additional 60,000 h.p. The area of the power site is 438 acres, and provision has been made for future extension of the power house to give an ultimate capacity of 100,000 h.p. The Winnipeg Electric Railway Company, which operates the electric street car utility, the gas utility and also sells electric light and power, operates a plant 58 miles from the city, which is developing 34,000 h.p. at the present time, and has facilities for an ultimate capacity of more than double this amount. The company, in addition to its hydro-electric plant, has a large auxiliary steam power plant in the city of Winnipeg, ensuring continuous service to its customers.

POWER RATE.—Power is supplied for manufacturing purposes as low as $\frac{1}{2}$ c per k.w.h., 1c per k.w.h. for domestic use, $3\frac{1}{2}$ c per k.w.h. for lighting, with a discount of 10 per cent. At the present time there are over 600 power connections in the city. With the advent of municipal power, the cost of the electric light in Winnipeg has been reduced in a remarkable manner.

HOW THE COST OF ELECTRIC LIGHT IN WINNIPEG HAS BEEN REDUCED

In 1906 the lighting rate was 20c per k.w.h.; 1907, 10c per k.w.h.; 1911, $7\frac{1}{2}$ c per k.w.h.; 1912, $3\frac{1}{2}$ c per k.w.h. Discounts: Residence 10%, Commercial 10 to 20%.

A City Beautiful

Broad Streets, Well-kept Homes and Beautiful
Parks counted among Winnipeg's Attractions

WINNIPEG is a city of beautiful homes and beautiful parks. Well built and well-kept driveways encircle the business and residential section and wind in and out among the groves of Canadian maples and oaks which beautify the southern portion of the city. Over 120 miles of boulevards, 29 parks and 27 playgrounds are located within the city area. The total park area 1919 was 674 acres. Park valuation \$3,447,475.00.

Assiniboine Park, situated on the banks of the Assiniboine River, about three miles from the centre of the city, has an area of 282 acres. It was selected by the city for its natural beauty, and a great deal of time and money has been spent beautifying the roads, lawns and flower beds. Splendid driveways have been constructed through the park and also along the banks of the river connecting with the asphalt streets of the city in Crescentwood. The park contains a large conservatory and palm house, the only one of its kind in Western Canada, with a splendid selection of plants from all climes. There are tennis courts, cricket pitches, baseball grounds, ponds, vegetable gardens, horticultural gardens, and zoological gardens containing a collection of native animals, including the buffalo, the original inhabitant of Western Canada.

Kildonan Park, situated on the banks of the Red River, about three miles north from the centre of the city, contains 98 acres, and as a natural beauty spot compares very favorably with any park in Canada. Kildonan Park is reached by a splendid asphalt automobile road, a continuation of Main Street, or by a macadam driveway following the banks of the Red River through groves of oaks and maples. The park was purchased by the city in 1910 at a cost of \$163,-819.00.

Winnipeg has also acquired exhibition grounds with an area of 93 acres.

The value of park buildings is approximately \$280,-000.00.

445,996,700

Bushels of Grain grown in Western Canada in
1919, marketed through Winnipeg

WINNIPEG is the largest grain market in the world, where actual trading in grain is done. All the wheat trade of Western Canada is centred in this city, and it is here that the grain is inspected and the financing of the crop movement carried on.

Grain Crops of Western Canada, 1919:—

WHEAT	165,544,300 bush.
OATS.....	235,580,000 bush.
BARLEY	36,682,400 bush.
RYE	7,958,000 bush.
FLAX	232,000 bush.

There were, approximately, 2,000,000 barrels of flour manufactured in Winnipeg in 1919.

Canada's Greatest Live Stock Market

THE Winnipeg Stock Yards are the largest in Canada, and represent an investment of over \$1,000,000.00. The company operating the yards controls 200 acres of land, 50 acres of which are now occupied by 77 loading chutes, 750 cattle pens, 10 cattle corrals, 150 hog pens, 80 sheep pens. Capacity of yards is 10,000 cattle, 6,000 hogs and 4,000 sheep. There are five and one-half miles of alley-ways, six and one-half miles of railway track, six miles of sewers, and five miles of watermains at the stock yards.

1919 Receipts:—

CATTLE	367,944	HOGS.....	263,628
SHEEP.....	533,372	HORSES..	6,025

The Neck of the Bottle

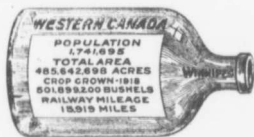
Enormous Potential Markets of Western Canada
—Winnipeg, the Commercial Centre

THE Canadian West is the greatest growing market in the world. Winnipeg is the logical outlet for the products of the agricultural West. Manitoba has 49,855 farms. Saskatchewan, 103,912, and Alberta 67,603. Saskatchewan alone grows 56% of all Canadian wheat.

Less than 14% of the available agricultural lands in the West (225,000,000 acres) is cultivated.

This new and wealthy market offers manufacturers opportunities such as will never occur again on this continent.

The West consumes annually thousands of car-loads of agricultural implements, furniture, hardware, sugar, automobiles, stoves and ranges, paints, tinware, shoes, confectionery and hundreds of other lines, which can be manufactured in the City of Winnipeg.



? Why Industries Should ? Locate in Winnipeg ?

WINNIPEG will become a great manufacturing centre—

Because the soil of Western Canada is rich and fertile beyond the dreams of agricultural avarice, and the consequent development which is taking place is creating an unprecedented demand for goods.

Because **WINNIPEG** is the pivotal point of five railroad systems, with 27 branches reaching all parts of the West.

Because **WINNIPEG** has available, and is easily accessible to abundant varieties of raw materials for the manufacturer, grain, wool, flax seed, sugar beets, barley, clay, straw, pulp, wheat, limestone and sand, iron and mineral deposits, scrap iron, gypsum, peat, salt, etc.

Because **WINNIPEG** is the greatest primary grain market in the world, and all produce of the agricultural West passes through its gates.

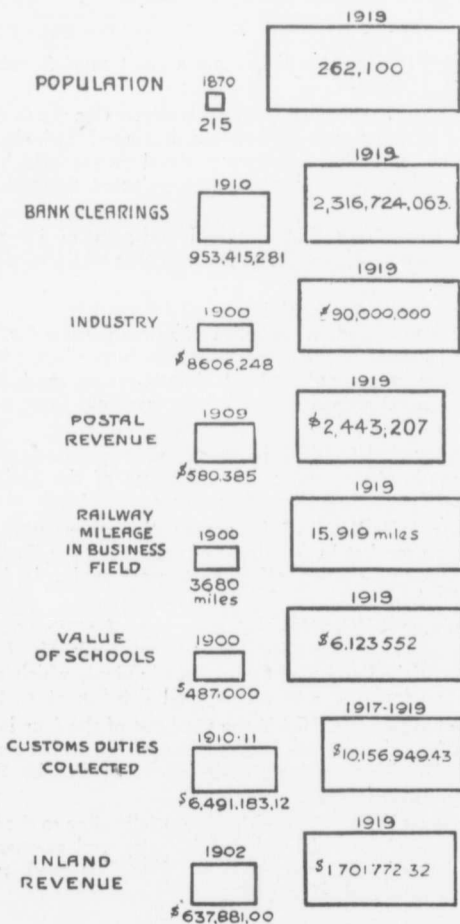
Because **WINNIPEG** is nearer the great growing Western market by hundreds of miles than the Eastern manufacturing cities, affording a great saving in long freight hauls.

Because **WINNIPEG** supplies manufacturers with cheap power, varying from $\frac{1}{2}$ to 1 cent per k.w.h., from the municipally owned hydro-electric plant, which also supplies domestic and commercial lighting at cost.

Because **WINNIPEG** is the youngest of the four large manufacturing centres in Canada, and has at her doors a market for manufactured goods unequalled by that of the other leading cities.

Because **WINNIPEG** citizens are fully alive to the importance of patronizing home industry and co-operate in this, as in all movements for the public good, with loyalty and enthusiasm.

Winnipeg's Progress




THE CITY

"For there is an air about the city, and it has a way with it, whereby a man may recognize one from another at once. There are cities full of happiness and cities full of pleasure and cities full of gloom. There are cities with their faces to heaven, and some with their faces to earth; some have a way of looking at the past and others look at the future; some notice you if you come among them, others glance at you, others let you go by. Some love the cities that are their neighbors; others are dear to the plains and to the heath; some cities are bare to the wind, others have purple cloaks, and some are clad in white. Some tell the old tale of their infancy, with others it is secret; some cities sing, and some mutter; some are angry. And some have broken hearts; and each city has her way of greeting Time."—Lord Dunsany.

FROM WINNIPEG FLOW OUT
THE INFLUENCES OF MER-
CANTILE, FINANCIAL, INTEL-
LECTUAL AND RELIGIOUS
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WINNIPEG PRESENTS THE
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USE THE
COUPON

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