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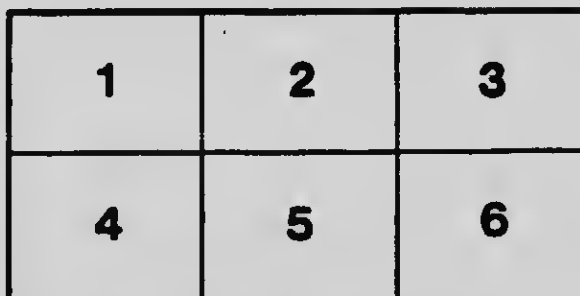
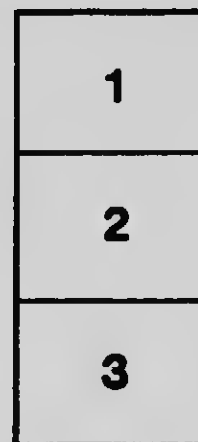
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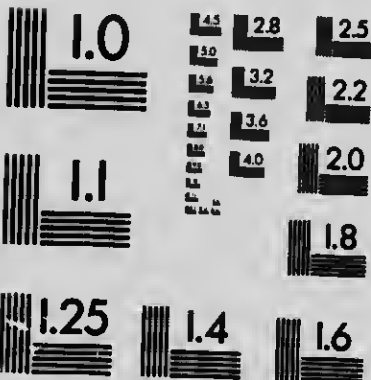
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FOR A
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For a Greater Canada

BY CHARLES F. ROLAND



RECENTLY drew attention to the fact that Canada is developing industrially, as well as agriculturally, and advanced the opinion that the true welfare of our community lies in setting up, and maintaining, a proper balance of city and country population and in developing each as the complement of the other. I shall try to show in this article that time and conditions are ripe for building up a great home market in Canada, and that the co-operation of the whole people along these lines will work wonders for the upbuilding of Canada.

The recent Government Census gave Manitoba 459,691 people; Saskatchewan, 453,508; Alberta, 372,919, and British Columbia, 362,768. Of these 194,205 live in cities or towns in Manitoba, 97,028 in Saskatchewan, 138,665 in Alberta and 172,915 in British Columbia. These figures show that the urban population of the West is increasing quite as fast as it ought to in proportion to the people who live on farms. In the present growing stage of the country's development there is bound to be a considerable shifting population, but the figures quoted give a fairly accurate statement of the proportionate parts of the population of Western Canada.

Canada's Home Market Getting Busy

The latest statistics show that fully a quarter of the entire population of Canada depend upon industrial pursuits for their living; that the industries of Canada employ a billion dollars of capital and more than four hundred thousand men, and that these men receive \$200,000,000 in wages each year. The product of Canada's factories is valued at \$300,000,000. These figures show that Canada's home market is already set up and doing business; but, large as the figures of industrial investment and industrial product are, there still remains a great void between the demand and supply of home-made goods in Canada. Since markets, like Nature, abhor a vacuum, the void is filled by imported goods. Canada imports vast quantities of manufactured goods from other countries. In 1910 we brought in \$250,000,000 worth of goods from the United States, \$95,000,000 worth from Great Britain and smaller, but still very considerable, quantities from other countries.

Many of these goods can be made as economically in Canada as anywhere on earth, and it is obvious that if they were made here, Canada would reap the benefits that would arise out of having industrial centres set up all over the country, from the increased demand for farm products in markets near at hand, from lower cost of production resulting from smaller transportation charges and no duty. All of these benefits are now dealt out to the people of other countries because Canada has failed, thus far, to take full advantage of her opportunities to supply her home people with home-made goods.

Canada's Products Deserve First Favor

When His Honor D. C. Cameron, Lieutenant-Governor of the Province of Manitoba, on the occasion of laying the cornerstone of Winnipeg's new Hall of Industry, on Dec 30th, made reference to the importance of Canadian cities developing a patriotic spirit in purchasing the products of their own industries he sounded a national note of most vital importance to the industrial development of Western cities as a whole, who are striving to build up their manufacturing interests.

His Honor even went further in saying that if Canadians are to receive their rightful share in the national prosperity, it is essential that the products of Canadian muscle and material be given first consideration.

The West is peculiarly weak in this respect. It is true that Winnipeg has made much progress along industrial lines, but the great market created by the enormous influx of new people is only supplied in very small part by the product of Winnipeg factories and the industries of other Western cities are not at all comparable with those of cities of same size in Eastern Canada in their capacity to supply the needs of the local market—the market that lies between the Great Lakes and the Pacific Ocean. It is not possible to find out exactly the total amount and value of manufactured goods that are brought into the West, but railroad receipts at Winnipeg of some of the heaviest lines of imports will give a fairly accurate idea of how great is the flow of industrial products into Western Canada through the Western country's chief gateway—Winnipeg. Records show that as many as 25,000 carloads of manufactured goods were received with bills of lading in 1910 reading—Winnipeg; of these 800 solid train-loads of commodities there could be at least 75 per cent., or 18,000 car-loads, made in the country.

In iron and the products of steel and iron, including structural steel, wire nails, hardware, machinery, iron pipe, stoves, furnaces and tinware as many as 6,535 car-loads figure in the total. Agricultural implements, automobiles, furniture, carriages, barrels, wagons, paints, organs and pianos were represented by 4,748 car-loads. Paper, sugar, brick, sewer pipe, glass products, crockery, paints, canned goods all figure largely in the table and range in quantities from 250 to 700 cars each in their respective columns. The dry goods imports are enormous, and the figures for bacon, butter, and dairy products are astounding when it is considered that Manitoba holds out special advantages for the production of these farm products.

Most of these goods could be made in Western Canada as cheaply as anywhere, and the makers and consumers would be greatly benefited by the setting up of factories to make all classes of goods that are not barred by some insuperable difficulty in a place which is at least a thousand miles to the consumer of these goods than the factories which produce them; the trade are.

New Factories and The Farmer

The greatest natural product of the West is wheat. Wheat is so easy to come at in the West that many of those who produce it are, in a way of speaking, "asleep at the switch" much of the time. No man's success is absolute, nor does any class get to riches without some effort. The wheat farmer has to work, and work hard, at certain seasons of the year, but he produces wheat in far greater quantity than home consumption demands and must, therefore, pay a considerable percentage of his gross income from his crop to railroads and selling agents. The establishment of industrial centres in the West increases the home demand for wheat and other farm products, and enriches the farmer in two ways—by buying his goods in greater quantity and greater variety and by producing manufacturers' goods for supplying the farmers' needs at lower prices than are possible for the factory located at a great distance from its market.

There is much talk in these days of the necessity of getting back to the land and it is certainly desirable that the millions of acres of fertile lands of Canada that are now unoccupied, shall be supplied with farmers as soon as possible. But these lands, by their unparalleled richness, and the low cost at which they are sold, constitute a strong attraction in, and of, themselves and are being rapidly taken up by the best classes of agricultural immigrants in the world. As the case stands, the farmer of the West produce a hundred million dollars' worth of grain for export while it requires the adding of manufactured goods to at least that amount to fill the demand for such goods over and above the capacity of Western factories to supply this demand.

The Rich Western Farmer

It is true that there is a shortage in the supply of other farm products, such as fresh vegetables, dairy products, eggs and poultry and the like, but of wheat there is plenty and the volume of the crop swells with each succeeding year, adding wealth and purchasing power to the agricultural population far beyond the capacity of Western manufacturers of necessities or luxuries to keep up with, and more, the Western farmer is of a kind and class who buys big and buys often. Where his poorer brother in less favored agricultural sections gets along with the necessities of life, the farmer of the West—where Wheat is King and every farmer his Majesty of the Exchequer—buys automobiles, books, pictures, pianos, and other luxuries, besides buying liberally more necessary goods. He makes more vacation trips and spends more money for a period of enjoyment than many farmers in less favored sections spend for a year's living expenses outside of what the farm produces.

For these reasons, there is no cause for fear that the city population of the West will soon become top-heavy for that of the farming districts. There is, as a plain matter of fact, room for thousands to locate in the West to engage in industrial work. There is room for the investment of millions of dollars of capital to establish and build up industries that shall make goods to be furnished to consumers who wait at the very shipping platform to take over factory products to their uses.

Canada's First Aim

Leaving all political bias out of the question, it must be admitted that the policy of self-development is a healthy one. Without any intention, or disposition, to shut herself off from other nations, Canada may well place the development of her own resources above all else. Industrial progress, like charity, should begin at home, and there is no clearer call to duty sounded to the people of Canada to-day than the building up of great industries for supplying the home market. Canada as a whole should make it her chiefest aim to bring the output of manufactured goods up to the demand in quantity and variety, as nearly as may be. It is not to be expected that we shall be able to make all the goods we require, nor is it desirable that any nation shall be completely self-contained in respect of its demand and supply. But there is such an immense gulf between what Canada makes and what Canada uses, that measures for bridging that gulf should be adopted of a character in keeping with the task to be performed.

Undoubtedly the West affords the largest field for local industrial growth. Here the people have been too busy farming and building cities and towns to give proper attention to manufacturers, but the great and insistent demand for manufactured goods has made its impression on the business mind. Men engaged in the building and in trade come directly in contact with the fact that they must go from one thousand to several thousand miles to get the things they need to carry on their business, and they see how the manufacture of these things close at hand would cheapen cost and help to strengthen the country commercially as well as industrially. They see how the gathering of great masses of wage earners will build up the home market for farm products and how increased agricultural activity will react for the prosperity of industrial classes. Sentiment for a greater Canada, the spirit of home development, is in the air, but it rests upon the solid substance of practical business and is backed by the compelling power of a real need.

Myriad Millions of Acres Free

Free land or cheap land is pretty well exhausted in the United States, and South America makes its appeal for settlers chiefly to the people of Southern Europe. Canada, on the contrary, has millions of acres of free land and other millions of acres of cheap land. Its form of government, while making the strongest appeal, perhaps, to the Anglo-Saxon, is yet attractive to men of all nations. The incomparable summer weather and the cold, bracing winters of Canada, attract and hold the strong individual and, all points considered, Canada has first

place among the countries of the world as a place in which new people may settle and make for themselves a home and business success proportionate to their ability, capacity for work and capital invested.

The wealth of Canada's partially developed natural resources is practically incalculable. Probably no other of Canada's natural resources exceeds, or will exceed, its agricultural possibilities. The development of Canada's agricultural resources depends upon the carrying out of an aggressive and scientific immigration policy, while the development of other natural resources will depend largely upon a policy for the tariff commission to adopt that will have a tendency of assuring capital that its investment in establishing manufacturing plants will be safeguarded.

90 Per Cent. of the West Still Untouched

With only ten per cent. of the vast stretches of the fertile lands of the West under crop, and with lumber, mineral and other natural resources, what a future there is for Canada! Eight millions population is a mere fraction of the people who will eventually find homes and good living in the Dominion. Some time, without doubt, Canada will be crowded, but between now and then there lies a long road hordered by countless opportunities, tapping the regions of success and wealth, driving straight into the heart of development that, already remarkable, will be the most tremendous made by any country occupying a like position with Canada to-day.

The marvellous growth of such cities as Winnipeg, Calgary, Vancouver, Saskatoon, Edmonton, Toronto, Hamilton and Montreal, shows the capacity of Canada for increase of population in civic centres. The increase of the Western wheat crops from fifty-four millions in 1904, to one hundred and seventy-five millions for the crop season of 1911, puts the growth of the farm population of Western Canada during the past few years into significant and convincing figures. Industrial output, banking figures, customs duties, statistics of export, immigration records and building figures go to prove growth and expansion so remarkable that the case of Canada as a headline attraction on the stage of the world's doings is made out and approved by the audience. But the time is ripe for the people of Canada to analyze what has been done, what is being done, and what ought to be done in the upbuilding and development of this heritage.

The Industrial Element of the West

When the myriad millions of acres of fertile land, now unoccupied, shall have been turned to the fullest account it is capable of, there will be a large and influential agricultural population. But there will also be a large and influential population engaged in other pursuits, and this fact is one that the makers of Canada should look to with greater care than they have.

The soil of the West has produced crops of great value for the farmer almost without effort on his part, certainly without any such effort as is necessary to produce any such returns from the same

investment in industrial pursuits. Under the benefits thus showered upon him, the farmer of the West has waxed and flourishing. Easy money has made him prosperous. There are, without doubt, more retired farmers in Western Canada than in any other country of like population in the world. But while the farmer has been growing rich there has grown up another element of the West that has not been nearly so much noticed as the farmer. This is the industrial element of the population, an element already large and growing rapidly. I think I am safe in saying that when the next industrial census of Canada is made public we shall find that the capital invested in industrial enterprises will greatly exceed one billion dollars and that this capital is furnishing employment to as many as half a million employees, who receive at least two hundred and fifty million dollars in wages yearly.

Industry Provides the Farmers' Market

The interest of the industrial classes is great, and interlocks closely with that of the farmer. A half million hardy factory employees and families of Canada consume as much as sixty million dollars' worth of the products of the farm annually. This shows the interest of city and urban population in each other. There is no more mistaken idea than that which regards the interests of the city and country population as being opposed. Nothing could be clearer than that the farmer and his city cousin are inter-dependent; the thing which is good for one is good for the other, and that which is bad for the one is hurtful to the other. Why should the agriculturist oppose the industrial development of our country? To take the instance of this inter-dependence that is closest to hand, the growth and progress of Winnipeg means as much to the farmers who are within trading distance of the city as the increase of the rural population within trading distance means to the merchants and tradesmen of Winnipeg—and this is very much indeed. The 150,000 people of Winnipeg must be fed, and a considerable part of the task of feeding them devolves upon the farmers who live near enough to send their products to the Winnipeg market, a market admitted to be one of the best for all sorts of farm products. There is, in fact, an almost constant shortage of such farm products as milk, butter, eggs, poultry and fresh vegetables in the Winnipeg market. Milk is easy to produce in the country about Winnipeg, and yet seven thousand pounds of milk are brought in each day for the use of Winnipeg people from Minneapolis.

Eastern Canada is, of course, stronger industrially than the West, but the West is taking on importance in an industrial way and will not any longer be content to hide its industrial light under a bushel. Out of the wonderful growth and prosperity of the West, there has sprung a great home market for the factory products of the country to which are added millions of dollars' worth of imported goods each year. Fostered by this market and its great growth from year to year, the industrial development of Canada has been almost as remarkable as the building up of the West. Not altogether because the case of Winnipeg is the most outstanding on the list, but because I am most familiar with it? I will take Winnipeg as my case in point to show how great industrial growth has been.

Winnipeg an Example of Western Progress

Primarily a trade centre for supplying further west points Winnipeg has taken on the quality and conditions of an important industrial city in addition to its prominence as the largest wheat market in the world, and the biggest trade and financial centre of Western Canada. Close to one of the best markets for manufactured goods in the world, Winnipeg has developed industrially along purely natural lines. The city has built a four-million-dollar hydro-electric plant to encourage the location of new industries, and has advanced from a place of small account in the industrial world, to be the fourth city in Canada in value of its industrial output. There are two hundred and fifty shops and factories in Winnipeg that employ 15,000 hands and paid these hands \$9,000,000 for their work in 1911. Building trades workers draw another eight millions in wages and the wholesale and jobbing houses distribute large amounts to their employees. Thus the laboring class alone make up a big capital-producing force, and the industrial field of the West, like the agricultural, has been barely touched. No less than \$120,000,000 worth of goods was brought into Winnipeg during the year. Many of these articles could be—and will be—made in Winnipeg at a considerable saving in cost and to the very great advantage of the cities and country. The city's growth makes for the betterment of the farmer's grist as a greater number of farmers build up city trade and city industries.

The Time Ripe for Greater Industrial Development

What applies locally to the West, applies, in a broader sense, to all Canada. Without trying to cut itself off from the outer world at all, why should not Canada make stronger and better directed efforts to supply the home market with the goods that are now brought in to the value of three hundred millions from other countries? The agricultural resources of our country are almost boundless, and it is clearly the determination of the people of many countries to help us develop them. It goes without saying that we are glad to have their aid; that we need it; that we invite it, but it ought to be the aim of every business man and every community to see that the city and country population of Canada are made as nearly as possible complements of one another.

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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.

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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."

