

MAKING CANADA KNOWN IN STATES

Representative and Influential Audiences There Told of Canadian Development

[Under the auspices of the Bureau of Commercial Economics, Washington, D.C., Mr. Frank Yeigh, the well-known lecturer of Toronto, is making Canada known in the United States. The bureau is an international educational organization, having for its object the making known of the world, its peoples, resources and other outstanding features, to the rest of the world through illustrated lectures and motion pictures. While the bureau has the recognition of the United States Department of Education, because of its educational work, it is nevertheless independent in the sense of acting under its own charter, and is becoming more and more international in its scope, as it has on its free loan list, films donated by several foreign governments.]

Canada is represented by two lecturers, Mr. L. O. Armstrong and Mr. Frank Yeigh. The hundred lectures about concluded have been given before representative industrial, commercial, educational and similar organizations and bodies in the chief cities, from Chicago to New Orleans, and from the eastern seaboard cities to the Middle and Central West. *The Monetary Times* has asked Mr. Yeigh to recount in these columns something about this interesting tour. He does so in the following article.—Editor.]

The opportunity has been an unique one to tell the thrilling story of the Dominion, by word and picture, to audiences aggregating many thousands and to influential groups connected with chambers of commerce, bankers' institutes, clubs of all kinds, such as commercial, civic, rotary, credit men, foreign traders, union league, university, women's and athletic, to large gatherings in universities, colleges and high schools, to bodies of teachers, to conventions of different kinds, and in many churches.

Deep Interest in Canada.

I am glad of this opportunity to acknowledge the kindly and generous reception everywhere given to a Canadian representative, and of the deep interest taken in the Dominion. The part Canada has taken in the war has won the most outspoken admiration of our neighbors, and many have remarked: "You're doing what we should be doing in helping to fight on behalf of civilization and honor and international treaty and trust-keeping."

Widespread to a degree is the interest in Canada, apart from the war conditions. No longer is the educated American ignorant of his northern neighbor; mutual intercourse is removing that.

One discovers, too, the many points of contact between the United States and Canada, not only in reciprocal visits and travel, but in business and other enterprises. The chairman at a lecture in Toledo was a leading citizen of that city who, along with others, holds and operates large natural gas and oil interests in Alberta. In the Middle West cities, such as Kansas City, one meets many who know the Canadian West thoroughly, and who have land holdings there. I chanced in a drug store in the little university town of Lawrence, Kansas, and found that the proprietor is a member of a local syndicate holding a block of land on the Grand Trunk Pacific near Edmonton, that they are having good crops and visit their Canadian prairie farm almost every summer and speak enthusiastically of their investment.

Business Connections Here.

It was after a meeting of Pittsburgh business and professional men that a half-score spoke of their business connections, with branch industries in the Dominion, another remarked casually that he was interested in a Quebec pulp and paper mill, while a third said that he had Cobalt investments.

Yet it always comes as a surprise to a United States audience that there are between 500 and 600 branch American industries in the Dominion, and that the \$300,000,000 they represent is only a part of the billion dollars they have invested in our country, through various channels, and when pictures are shown of samples of these industries and their vast scale of operations, the wonder is increased in proportion. I am sure it was a surprise to the members of the Detroit Board of Commerce to be told that just across the river, in their neighboring city of Windsor, no less than 58 industries in that live Canadian industrial centre are branch United States ones, or that a similar proportion exists in

Hamilton, Toronto, Brantford and other cities, and I also venture to think that the Canadian story as a whole was new to some who attended the Windsor Board of Trade luncheon. Perhaps the manufacturer was right who said: "We in Canada need this form of pictorial publicity as much as the Americans."

Canadians are found everywhere in the States and generally in responsible positions. It was most gratifying to hear the many tributes to their high standing in their respective communities, and to the contribution they are making to the country of their adoption. The majority of them make no effort to conceal their love for the land of their birth, or the birth of their parents. In only one case did I meet a prominent ex-Canadian, in a Chicago bank, who said that as his bank was doing business with all the people of the Allied as well as the Central powers, he thought it only right not to advertise that he is a Canadian by birth, and therefore a Britisher, and probably he was justified in this point of view, having regard to the interests of his employers. But practically all one meets have no hesitation, no matter what their position may be, in expressing their love for and interest in their old Canadian home.

It was in St. Louis that several members of the City Club came up after the luncheon to have a hand-shake and, as they did so, each told of the part of the Dominion he was interested in and hailed from until it sounded like a map of the entire country, for there were Nova Scotians, Montrealers, several Ontarians, while the western provinces were represented.

British at the Head.

In one of the leading financial institutions of Chicago, the six chief officers are Canadians or Britishers, while in practically every bank one or more would easily be found. The city is in fact full of them, as is evidenced by a flourishing Canadian club, with permanent quarters. The same may be said of New York, Boston, Pittsburgh, Cleveland, Detroit and other large centres, both near and farther removed from the border. According to the last United States census of 1910, there were then 2,754,615 people in Uncle Sam's parish who were Canadian born or of Canadian parentage. On the other hand, the total arrivals into Canada from the United States, from 1897 to 1916, was 1,127,394, though it would be incorrect to assume that all had remained.

But few Americans realize the contribution Canada has made and is continually making to the educational life of their country. In visiting many colleges and universities, in a score of States, I did not discover one that had not one or more Canadians on their staff, occupying all grades of professorial positions, including the principalship in some cases, and they all seemed to be marked and outstanding men. One is naturally jealous that they are lost to Canada, though in some cases it is only temporarily, but there is the other point of view that it is a matter of pride that the Dominion is thus, through her sons, contributing to the higher life of a neighboring country and thus to the world. It is the same with all the professions and the ministry. It is quite safe in any large city to ask if there is a prominent clergyman who is a Canadian and they will tell you of Dr. Meldrum, in the old Stone Church in Cleveland, or Dr. Kerr in Pittsburgh, or Dr. Domoulin in Ohio, or Dr. J. L. Gordon in Washington. In the medical profession Canadian doctors in United States cities are numerous. I met three in a few minutes at a luncheon in St. Louis, and they hailed from St. Thomas, Woodstock and Chatham, respectively. One, Dr. Johns, is head of one of the largest insane asylums in the States, and, by the way, the head of the St. Louis' city nurses, is a Canadian and Canadian trained, Miss Gillis, as are many of her staff. Dr. Luton is an old Elgin County boy who ranks high in his profession.

Reasons for Pride.

So is it with lawyers and with the men of the engineering professions. You will soon find this out at the General Electric Works in Schenectady, or the Westinghouse plant at Pittsburgh. I found the heads of mining and electrical departments in many a college are Canadian born and for the most part Canadian trained, such as Professor E. S. Moore, in State College, Pa., while it is well known that the Ontario Agricultural College has its graduates in scores of similar colleges all through the Union. I found them everywhere. Uncle Sam has good reason to congratulate himself on the high quality of the men and women who have made his parish their home and scene of action, and Canada in its turn may well be proud of the reputation they everywhere hold and which is freely accorded them.