

turns into an imposing succession of show-windows, well set up and brilliantly illuminated. May I request you also to take a bird's-eye view of the French and Belgian press in its references to the Canadian Exhibition Train and a rapid close-up inspection of condensed statistics as to the results thereby accomplished. You may then pretty accurately draw your conclusions as to the value of this new formula to sell Canada's goods and products abroad, and to import bone and sinew to build up this country.

It must be remembered that the Canadian Exhibition Train constituted the second part of an agreement entered into between France and Canada in 1916, looking towards an increase of trade between the two countries. Mr. Clementel, then Minister of Commerce, now Minister of Finance, was generously offering Canada in the name of France a full reciprocal exchange of facilities, as the basis of this amicable agreement. In the tender days of its youth this understanding was confided to the right honourable junior member for Ottawa (Right Hon. Sir George E. Foster), the Minister of Trade and Commerce. I might almost say that in its swaddling clothes it was laid in the tender lap of a Foster mother. The right honourable gentleman received the newcomer with a sympathy not altogether free from anxiety. Promising as it was, how would it turn out when fully developed? Time would tell, and the Minister gave time full leisure to speak knowingly. Indeed, the first part of this bilateral agreement was only carried out in 1921, by the journey through Canada of the French Exhibition Train.

If the honourable the junior member for Ottawa entertained at first some doubts—if not as to the merits of the project, at least as to the most propitious time to carry it out—it must be said that these doubts had altogether vanished from his mind in September, 1921, when he addressed to the Canadian boards of trade, chambers of commerce, etc., a most convincing circular, from which I desire to read a brief extract. This official letter from the Minister of Trade and Commerce first announces and strongly commends the French train—then in the initial stages of its progress through the Dominion—but it also deals with the reciprocal advantages offered to Canada by the proposed Canadian train.

As a compliment to the French train exhibit, it is expected by the French Government, and greatly desired by the Department of Trade and Commerce that a similar train containing Canadian exhibits will next year make a tour through France for the purpose of presenting to the French buyers, in an attractive, picturesque and practical way, the resources of the Dominion.

There appears no better method to instil a greater knowledge and more intimate appreciation by the French and Canadian peoples of their respective capacities for an exchange of commodities to mutual advantage.

The privileges granted by the French Government are an exact replica of those which Canada has granted to the French Exhibition Train, but it must not be overlooked that in such an exchange of facilities, Canada will be the more largely benefited.

Canada will have a unique opportunity to advertise its resources to a market of 38,000,000 people, whereas in return, France will appeal to a market of less than 9,000,000 people. In addition, Canada will have the advantage of having an exhibit for an extended time in one of the most beautiful buildings in the world, where it would be viewed not only by the large population in Paris (2,850,000), but by the great travelling public, tourists, and buyers which congregate in the French capital from all over the world.

The Department therefore bespeaks from the Canadian public their interest and co-operation in undertaking a reciprocal exhibition which is unique of its kind, and one which can only be of great commercial and financial benefit to the Dominion.

In view of the results obtained the honourable gentleman is to be congratulated on his clear vision and business acumen.

But as the understanding called for a fair exchange of facilities between the two countries, briefly, it is necessary to note what France received from Canada in 1921, in order that we may the better appreciate what Canada in turn received from France.

In 1921, the Canadian Pacific Railway Company and the Grand Trunk Company placed at the disposal of France, for an itinerant exposition, a palatial train composed of 8 exhibition cars, 2 sleepers, 1 dining car, 1 dynamo and baggage car. This train, fully equipped with its contingent of goods and exhibitors, was gratuitously hauled from the Atlantic to the Pacific and back, for a distance of over 8,000 miles, with stoppages in some 65 cities and towns, during the months of September and October.

At the inauguration of the French Train France was represented by Marshal Fayolle, and Canada by the Right Hon. Mr. Meighen, who, in the name of his Government, welcomed the French Mission in a speech widely reported and very favourably commented upon in the French press. At every stop the train was thrown open to an ever numerous and interested public. Then, in every city a theatre was also furnished without charge to France for moving picture displays. At the completion of the tour, the magnificent museum hall of the High Commercial School of Montreal was emptied of its thousands of specimens, refreshed and freely placed at the disposal of France for a fixed exhibition which was brilliantly inaugurated by Marshal Foch, and which lasted for several weeks. The French Mission accompanying the train

was received throughout the country with the greatest kindness and lavish hospitality, as many members of this House who were good enough to join in the hearty welcome will no doubt recollect. May I refer in particular to the honourable the Leader of this side of the House (Hon. Sir James Loughheed), who extended to the French delegates the Government's greetings in this city, in words of extreme kindness which have not been forgotten across the water. These, in the main, were the facilities extended in relation to the French Exhibition Train in 1921.

It is a pleasant duty for me to deliver the first message, which was entrusted to me last summer by thousands and thousands of Frenchmen, in fact by the whole French nation. This message is one of very deep gratitude to "the Right Hon. Sir Robert Borden, the Right Hon. Arthur Meighen, the Right Hon. Sir George Foster, the Hon. Mr. Stevens, who succeeded Sir George as Minister of Trade and Commerce, to Mr. E. W. Beatty, President of the Canadian Pacific Railway Company; to Sir Henry Thornton, the head of the Canadian National Railways; to Senators and members of Parliament; to the many mayors of our cities and presidents of our Chambers of Commerce; to our Canadian, Rotary, and Lion clubs, and other organizations; and to the editors of the Canadian newspapers, who have all generously contributed in making the French Exhibition Train a wonderfully responsive instrument to stimulate trade and quicken sympathy between the two countries.

This honourable House can now fairly appreciate what advantages are to be expected for the Canadian Exhibition Train to France in 1923.

The material and personnel for our Exhibition were gathered in the first half of last year by an Executive created by the Canadian Government, and composed of Mr. Rinfret, M.P., representing the Canadian Press, Mr. O'Hara, Deputy Minister of Trade and Commerce, Mr. A. W. Tolmie, Exhibition Commissioner of Canada, Mr. Walsh, General Manager of the Canadian Manufacturers Association, Col. Dennis, of the C.P.R., Mr. Charlton of the C.N.R., and the speaker.

To this was added an Honourary Committee headed by the Governor General, the Prime Minister, the Lieutenant-Governors of the various provinces, members of the Cabinet, the Presidents of our two big railway systems, and other important personages.

The Executive Committee deserves great credit for the conscientious endeavour they

82227

have applied to their task. At the end of June last, their work on this side of the water, was completed.

The material of the exhibition comprised the goods and wares of 130 manufacturers, collected not without difficulty, and in great part through the good offices of the Canadian Manufacturers Association. Seventy-five per cent of these goods were accompanied by booklets and catalogues, carefully translated into the French language.

The exhibition was further composed of an excellent display in the form of small dioramas of our two large railway systems, of two moving picture equipments, of a suitable collection of films, and exceptionally good pamphlets for propaganda furnished by the Province of Quebec, the Canadian Pacific and the Canadian National Railways. I have laid on the Table of this House a few of these pamphlets. You will, I am sure admire the skill and art with which they were prepared and will easily understand the success they have achieved.

The purpose of the scheme was twofold: to display and sell our goods—that was the immediate commercial end in view; and to advertise Canada as a whole—which was more in line with general propaganda.

The staff contemplated was to have been divided into two sections. The first would require a sales director, his assistants and the commercial representatives of exhibitors. An effort was first directed towards this part of the personnel, and Mr. Chesney was chosen to direct it. He was a gentleman of great experience, and performed his duties with much judgment, efficiency and success. If the idea of the train was somewhat new, the composition of its staff was quite in keeping. The organization required at least 30 commercial representatives, who it was confidentially expected, would be furnished by the exhibiting firms. As there were thirty booths, or more exactly thirty show-windows, a representative per unit was considered the minimum required, and much more was hoped for. The French Government was offering the Canadian staff gratuitous lodging and transportation through the whole of France, and this offer; it was thought, would be an irresistible inducement to our manufacturers. This hope turned out to be a bitter disappointment. Eight only could be mustered, to whom were added the two excellent representatives, readily and generously furnished by our two big railway systems. The management faced the anxious problem of completing this staff within a few days without additional financial