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CANADA

**The Debates of the Senate**  
OFFICIAL REPORT

SPEECH

OF

The HON. C. P. BEAUBIEN  
SENATOR

ON

THE CANADIAN EXHIBITION TRAIN IN FRANCE AND BELGIUM

Delivered in the Senate of Canada, on Tuesday, July 8, 1924

Hon. C. P. BEAUBIEN rose in accordance with the following notice:

That he will call the attention of the Senate to the progress of the Canadian Exhibition Train through France and Belgium in 1923, and the results thereby accomplished, and will inquire whether the Canadian Government intend using the same method of propaganda in other countries?

He said: Honourable gentlemen, may I crave the attention of the House for a brief exposé of what has been accomplished by the Canadian Exhibition Train which toured France and Belgium last year?

In an article published on the 18th of January, 1924, the Financial Post of Montreal says:

It is pitiful that Canadians heard so little of their train and the wonderful success it met with. The lines of communication back to Canada were very inadequate. Nevertheless, the big object of the train was to sell Canada's goods to France, and it accomplished that; the less important work of keeping Canadians informed on the doings of the train does not matter.

My purpose in addressing this honourable House aims not only at satisfying very legitimate retrospective interest, but at bringing forth valuable evidence of what can be accomplished in the future by the new process of exhibition trains. That some form of display to the world of a country's assets, to stimulate its progress in trade or otherwise,

was found useful in the past, is proven by the amount spent by all great nations in their international exhibitions. This propaganda was carried out by the creation of colossal displays, the object being to forge a huge magnet which, through the shaping of metal, and its animation by electrical current, would create a far reaching and powerful drawing energy. So the nations set to turn fabulous sums of gold in all sorts of attractive forms which they animated by a spark of their particular genius. The method called for an enormous expenditure of effort and money. It did not always draw the huge attendance required to cover the cost, and this attendance was always made up of the same minority of the leisure class.

A new formula has now been brought to the fore. The exhibition has been compressed as well in size as in cost. It has been set on wheels, and sent speeding along the highways to every city and almost to every village of two large European nations. May I ask you for a few moments to follow the progress of the first itinerant Canadian display, as it noiselessly rolls its supple line of motors on the sunny highways of France and Belgium, winds its way to the hearts of cities, runs along the outer edge of large public squares, encircles them and with the lifting of side shutters, instantly

KNIGHTS PAPERS, Series B (R.G. 26, I, Volume 50)

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