

such forms amounting to many millions of dollars annually. Not a ton of steel rails made in Canada has ever yet been laid in the construction of any Canadian railroad; nor has a ton of architectural steel or iron, made in Canada, ever entered into the construction of any large bridge or building in the Dominion; and, as has heretofore been shown in these pages, aside from our imports of rails and structural shapes, we annually import vast values of other manufactures of steel and iron such as hardware, castings, pipe, chains, locomotives, engines and boilers, forgings, bridges, mining and other machinery, bar iron and steel, malleable castings, tools, etc.; and if the weights of these articles could be given it would be seen that the per capita consumption of iron and steel, and the manufactures thereof, would probably be as large in Canada as in the United States.

It is evident that the capacity of production of Canadian furnaces is quite equal to the actual production of American furnaces; and if the actual production falls short, as it does—very short—of their capacity, whatever the cause it should be remedied; and if the remedy were effectively applied, it would be seen that instead of a per capita production of only 125 pounds of iron in Canada as now, there would be a production of perhaps of 475 pounds as in the United States; which would mean that the difference of production of the two countries would be accounted for by our manufacturing in Canada the millions of dollars worth of articles such as above alluded to, now made for us in other countries. The production in Canada of 475 pounds of iron per capita of population would mean that Canadian furnaces would actually produce more than 1,000,000 tons of iron per year, whereas we now produce less than one fourth of that quantity. It means that we would maintain not only four times the furnaces capacity we now have but that many additional works would be required, for the manufacture of the innumerable forms of iron and steel which we now import, such as Bessemer steel works, open hearth steel works, crucible steel works, steel casting works, iron and steel rail mills, structural mills, plate, sheet and skelp mills, tinplate and ternplate works, cut nail works, wire-rod mills, wire nail works, and steel shipbuilding, and also foundries, machine shops, etc.

The production of iron in Canada is a large and important question, and it is of the utmost necessity that whatever may be required to promote it, either by changes in the tariff, or by the bestowment of bounties, should be done without delay. The Government is not niggard in this direction, and if it will but indicate that the encouragement now extended in certain directions will also be extended in other directions, the iron and steel industry of Canada will soon be equal to that of any other country in the world.

"MADE IN CANADA."

At a meeting of a number of manufacturers held in Toronto last week, it was decided that a fund should be raised for the purpose of educating the public to the necessity of a more general use of goods made in Canada in preference to foreign goods, other things being equal. It was shown that in many lines consumers were out of touch with the manufacturers, the lack of sympathy being a decided hindrance, not only to the manufacturing, but also to the general interests of the country. The idea prevailed that with an adequate fund at command, an educational campaign could be conducted throughout the country, both from the rostrum and in the newspapers, combatting the tendency now prevalent of discriminating against home-made and in favor of imported goods.

No doubt the evil complained of exists to a distressing extent; and if the propaganda of education proposed by these manufacturers will to any appreciable extent mitigate it, great good would be accomplished.

To our mind, however, the manufacturers have it largely in their own power, and within themselves, to do much in the desired direction, in a way other than by subsidizing orators and newspapers. We do not imagine that there is any inherent antipathy among Canadian consumers against Canadian made goods as such; and if any such exists, it is the result of the teachings of those from whom they make their purchases. Consumers generally do not enquire the origin of the articles they buy; but unscrupulous salesmen frequently and generally impose upon their customers by telling them that the article they are offering is of foreign make and therefore more desirable than any similar article of domestic make, while in fact the article in question is not of foreign, but of domestic origin. It is a fact that in some lines of goods actually made in Canada—the containing packages bear labels indicating foreign origin; and it is by such dishonest practices consumers are taught to depreciate and reject Canadian goods, and in their innocence give their preference to what they consider foreign goods, which, of course, in many instances, they are not. The tendency on the part of purchasers is generally, to accept such goods as are the most strongly recommended to them; and form their opinions from what may be told them. If the salesman is dishonest the result is lamentable.

Those who are acquainted with the facts know that where the identical article, made perhaps in the same mill, but exposed for sale in two different packages, the label upon one indicating a domestic and the other a foreign origin, the preference, stimulated by the suggestions of an unscrupulous salesman, goes almost invariably to the supposed foreign article. It is a well-known axiom in trade that "the label sells the goods"; and this is a fact as regards hundreds of articles.

Many manufacturers lend themselves to the perpetration of such frauds. He will accept an order for his product with the distinct understanding that in the delivery of it there shall be no distinguishing name or mark whatever upon the article itself or upon the containing package, showing that it was made in Canada or by whom it was made. One of the objects of the buyer in enforcing compliance with this requirement may be to keep competition in the dark as to where and of whom his purchases are made; but in but too many instances it is to enable him to place fictitious and misleading marks and labels upon them with the intention to deceive. The manufacturer may argue that if he declines to fill an order under such circumstances, his competitor would; and thus he lends himself to a perpetration of a fraud which works not only to his own ultimate injury, but to that of all other manufacturers; and not only to his own guild, but to the community generally. And it is in correcting such abuses that educational efforts might well be directed.

THE EXHIBITION ASSOCIATION AND THE MANUFACTURERS' ASSOCIATION.

The action of the Toronto District Electoral Society, otherwise known as the Toronto Industrial Exhibition Association, at their recent annual meeting, exemplifies how prone some persons are to kick from under them the ladder by which they have climbed to the attainment of their ambition. It has heretofore been recorded the bad odor in which the directors