

summer, and every last detail linked with this great enterprise will be completed when the exhibition is opened to the public in April, 1924."

"The building will be 415 feet long and 300 feet wide, with a floor space of 124,500 square feet, and in it, through the medium of attractive displays and exhibits, visitors will have an opportunity to learn in an interesting and impressive way something of the extensive natural resources of Canada, the products of the soil, and the wide range of manufactured articles made within the Dominion. The resources and products of each of the nine Provinces and the two Territories will be displayed. The Canadian exhibit is to be financed, controlled, and directed by the Federal Government. The estimated cost is \$1,000,000.

"On the same site as the Canadian Government building will be two additional separate buildings built by the Canadian National Railways and the Canadian Pacific Railway, each with a floor space of approximately 10,000 feet. In these buildings Canada's two great transportation organizations will show the attractions and resources of the country served by their respective railway lines. Plans for all three buildings have been approved by both the Dominion Government and the official architects for the exhibition. When completed these structures will be so prominently located as to be readily seen from any part of the spacious grounds set apart for the exhibition."

Attendance.

Owing to the location of the Exhibition, to the ample period given for preparation, and to the advertising it has received, it is expected that the attendance will surpass all previous records, not only from the British Empire, but also from foreign countries. It is estimated that millions of people will attend including not only great number of British citizens and merchants, but also a representative number of visitors and merchants from many other countries.

Management.

The management of the Canadian section of the Exhibition will be entirely in the hands of the Canadian Government operating through the Canadian Government Exhibition Commission, which has already made preliminary arrangements.

Awards.

As an incentive to excellence in the character of the exhibits, these will be judged and awards made in each class in order of merit. Five grades have been fixed, viz.: Grand Prix, Gold Medal, Silver Medal, Bronze Medal, and Honourable Mention. The Exhibits will be judged in the first instance by Class Juries, on which the various States participating will be represented in proportion to the extent and importance of their exhibits in each class. The recommendations of the Class Juries will be referred to Group Juries, constituted on similar lines for confirmation or modification, and, finally, to a Superior Jury as a Supreme Court of Appeal.

The Canadian Manufacturers' Association has taken a deep interest in this Exhibition and believes that it will provide a wonderful opportunity for the display of Canadian products in friendly competition with the products of other countries of the Empire, and that, therefore, no effort should be spared to insure that Canada's part will be creditably performed. It would be difficult to conceive of any single event that could have such great publicity value by reason of the attendance of an observant and intelligent population, or that could have so vitalizing an effect on Imperial trade as this great Exhibition, presenting as it will in graphic and striking form the produce and manufactured commodities of the Empire and reaching as it will not only domestic buyers in England and visiting merchants from other countries, but also the principles and buyers of the great export shipping houses of London which have been probably the greatest single factor

in the development of Imperial export trade. The future of Canada's export trade will be greatly influenced by the variety and quality of Canadian exhibits.

CENTER & HANNA Ltd.

Established 1893

PERFECT FUNERAL SERVICE
Private Exchange Seymour 2425

1049 GEORGIA ST. VANCOUVER, B. C.

Our Motto: "SERVICE AND QUALITY"

Established Over a Quarter of a Century

THE PREMIER CAFE IN VANCOUVER

(Opposite General Post Office)

Our Menu Offers the Best of Everything at Most

Reasonable Prices

LEONARD'S CAFE

716 Hastings Street West

C. G. DIXON

C. MADILL

**BUSINESS BUILDERS OF B. C. and
BUSINESS MEN of the EAST
and Elsewhere, now awake
to the Value of the
CANADIAN WEST:- Greeting!**

Established 1911, this publication is the COMMUNITY SERVICE MAGAZINE of Western Canada, and wishes only the advertising messages of reliable leaders in every line of wholesale and retail business.

Because we are BUILDING FOR LASTING SERVICE, not for one day a month, but for every month in the year, our representative may not yet have called upon you, and a "marked copy" may be all the communication you have received—or can receive—whether or not your office is far distant, or at the Dominion's Perennial Port.

If you have a message for the homes and business men of the Canadian West, we invite you to communicate with us.

**In B. C. and the Canadian West
Be a Leader in Your Line**

The British Columbia Monthly

1100 Bute Street, Vancouver, B. C.