

THE 1924 BRITISH EMPIRE EXHIBITION

The British Empire Exhibition, which will be held in Wembley Park, London, England, from April to October inclusive, 1924, will provide the greatest opportunity in history for the display of Canadian products, particularly manufactured goods.

The British Empire occupies one-quarter of the earth's surface and includes portions of every continent. The countries of the British Empire contain one-quarter of the entire population of the world. A great part of the world's shipping and foreign trade is under British control.

London is still the financial and commercial centre of the world. All roads by land and sea lead to London.

Practically every country of the British Empire will display its products at this Exhibition. Millions of people from the British Isles, from other British countries and from Europe will attend it.

The Canadian Government has voted one million dollars to help finance Canada's section of the Exhibition. Space, made available for manufacturers at merely nominal cost, is necessarily limited and applications will be accepted in the order in which they are received.

Object of the Exhibition.

The object of the Exhibition is officially described by its organizers as follows:

"It will be in effect an Imperial stocktaking and a vast window display. Those who doubt the Empire's potentialities, and those who simply do not consider them will be confronted with a clear sight of what this great community of free nations can produce. More important still, the possibilities which our Imperial resources hold will for the first time be made plain. So much of our trade is placed abroad, not because the Empire cannot in a large measure fulfil her own requirements, but because Britons do not know that they can buy from Britons, and it has not occurred to them to find it out. Now British markets will be brought to them. Raw materials will be shown to those who can make use of them; manufactured goods of every kind to those who have not the facilities to manufacture."

"Provided that their price and quality are satisfactory it is a patriotic duty to buy Imperial products, for thereby the profit of both buyer and seller remains within the Empire, and upon our Imperial wealth depends the strength and prosperity of each individual State. The British Empire Exhibition will show that the raw materials and the manufacturers of the Empire need fear no foreign competition either in their value or their price. We possess every kind of climate, every kind of mineral wealth, every potentiality that is known in the world. We have the best race of men to use and develop them. Increased production and scientific distribution in our own lands are essential if we are to recover our former strength and remove the burden of debt that lies upon us."

Exhibition First Proposed by Lord Strathcona.

The Exhibition was first proposed in 1913 by the late Lord Strathcona, High Commissioner for Canada, but was postponed on account of the war. Soon after the Armistice it was revived by the British Empire League, and in June, 1919, a Provisional Committee was appointed to draw up a definite plan. By August they had secured the approval of the Board of Trade of the United Kingdom, and His Majesty graciously consented to become Patron, and His Royal Highness, the Prince of Wales, accepted the position of President of the General Committee. An Executive Council representing the British Empire was appointed, and on June 7th, 1920, the project was formally launched. On December 23rd, 1920, a Special Act of Parliament was passed authorizing the Brit-

ish Government to contribute to the Guarantee Fund, and the Dominions were officially invited by the Colonial office to take part in the Exhibition. The organization of the Exhibition has been proceeding since that time. The majority of British countries, including Canada, have accepted the invitation to participate.

Finances.

The British Empire Exhibition is not being conducted for private profit. Its constitution is that of a company limited by guarantee, and its profits, which will be shared by the Dominions and Colonies participating, can only be devoted to public objects. The money for the preliminary work of organization, and for the construction of the exhibition has been advanced by the banks upon the security of the Guarantee Fund. The use of the land is given free to the Dominions, and the various countries of the Empire, such as Canada, for example, will erect their own buildings and control their own sections of the exhibition, subject to the general rules governing it.

Official Announcement of the Canadian Government.

The following statement appears in the Commercial Intelligence Journal issued by the Department of Trade and Commerce, April 21st, 1923:

"All the plans for Canada's participation in the British Empire Exhibition to be held in London, England, from April to October 31st next year, are practically completed. The Dominion Government will erect its own building—an imposing structure in Neo-Grec architecture—on a commanding site in Wembley Park, where the exhibition is to be held. Work on the erection of the building is to commence this

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Buy the foreign fruit, and B. C. Farmers will starve.

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For

BRITISH COLUMBIA?