

Two Hundred and Thirty-one Thousand People Visited the Made-in-Canada Exhibition Train



This illustration of the Made-in-Canada Exhibition Train was taken near Byng Inlet the day after the special left Toronto on its way to Sudbury, Port Arthur, Fort William, Kenora, Winnipeg and the Western Provinces. The signs along the top of the train indicated the Exhibits in the various cars. The special consisted of engine, eleven cars of exhibits, a dining car and two sleepers.

CANADIAN FACTORY PRODUCTS DISPLAYED IN A SPECIAL TRAIN POPULAR THROUGHOUT THE WEST

A Striking Lesson on the Advantages Which Flow from Industrial Life

Sympathetic Interest in the Exhibition All Along the Route Through Manitoba, Saskatchewan and Alberta

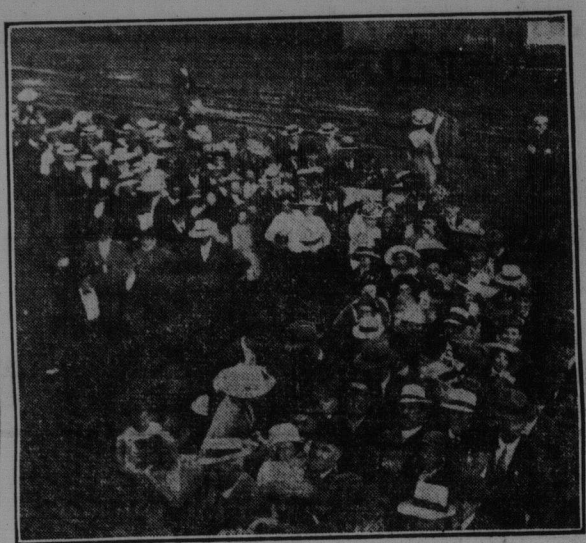
MADE-IN-CANADA TRAIN 1913

Total Attendance 231,000
Length of Trip 6,500 miles
Number of Stops 124
Time Taken 52 days
Route—Chiefly through Manitoba, Saskatchewan and Alberta.
Number of Cars 14
Number of Exhibits 42
Representatives on Board 35
Every article in the Exhibition, including all engines, cars and other equipment, was made in Canada.

There is no more distinctly Canadian enterprise than the Made-in-Canada Exhibition Train, under the direction of the Canadian Home Market Association, which has just completed its second tour of Manitoba, Saskatchewan and Alberta. It pictures in a graphic manner for the people of Canada the advantages which flow from the development of industrial life. This applies especially to Western Canada where the great majority of the people are engaged directly or indirectly in grain growing, and know comparatively little of the industrial life of the Dominion or what it means to the community. The train with its representative factory products brings home to the people that to be a great nation Canada must manufacture goods as well as grow grain. Thus the two great occupations of the people, agriculture and manufacturing, must be partners if the country is to reach its maximum development.

A Popular Attraction
That western Canadians are keenly interested in what Canadian workmen are making, it is only necessary to recall that at all points the arrival of the Made-in-Canada Train was greeted with an enthusiastic crowd, in support of official welcomes extended by Municipal Councils and Boards of Trade. The local band playing at the station as the train pulled in was of common occurrence, while at practically every place, outside of cities, a holiday was proclaimed covering the period the train was scheduled to remain. Farmers and their families frequently drove long distances to the nearest point on the train schedule. At Gull Lake nine people drove 75 miles to the train, having commenced the journey on the morning of the previous day, while at Bow Island a family of five came by buggy fifty miles from the Milk River district at the boundary. Ponoka sent circulars far and wide and when the train was in that town 284 conveyances by actual count had come from the country. No class of visitors was more keenly interested than farmers and their families. They did not hurry through the cars of exhibits but took time for close inspection and asked many questions.

Typical Receptions
A few instances may be given as



The crowd was so great at Edmonton that all could not enter the train in the scheduled time. The picture shows a portion of the long "waiting line."

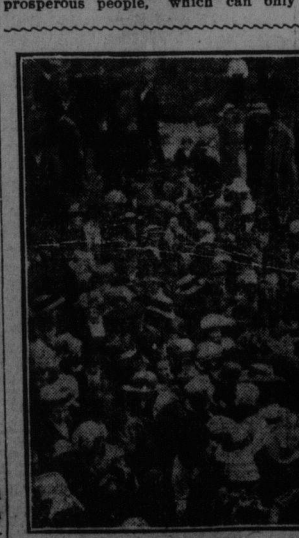
typical of receptions given the Made-in-Canada Train along the route. At Winnipeg Mayor Deacon expressed his views of the exhibition in the following words: "It is strikingly suggestive of the great opportunity there is in this country for industries that will make what Canadians require for their own consumption. The Home Market for cottons, woollens, iron and steel goods, rubber goods, boots and shoes, clothing of all kinds, flour and cereals, and other staple commodities is growing with marvelous rapidity in all parts of Canada, but particularly in the Western Provinces, and every encouragement should be given any industry that seeks to meet that need. Here in Winnipeg, and Western Canada generally factory life, though it has made great strides during the past ten years is only in its infancy. There is no agency doing more to promote factory development in Western Canada than the annual visit of the Made-in-Canada Exhibition Train. I would advise all citizens of the three Prairie Provinces to visit this Exhibition should opportunity come their way."

Treherne and Nokomis citizens greeted the train with a neatly arranged exhibit of grain and other local products. These had been displayed to advantage on the station platform for inspection by the train staff. W. H. Spinks, Reeve of Treherne, and H. L. Wether, President of the Board of Trade, presented the following address to Mr. H. D. Scully, Manager of the Exhibition train: "On behalf of the Board of Trade, and the citizens of Treherne, and the municipality of South Norfolk, we beg to extend to you a cordial welcome to our town. We appreciate the mutual benefit to be derived by bringing before the people of the west a demonstration of the great progress which has been made by the manufacturers of our country as shown in your Made-in-Canada Train. We beg to draw your attention to the possibilities offered by this district for agricultural and other pursuits."

Harmony of Interests
Chairman Ross of the School Board at Holland welcomed the train in an informal address, commencing as follows: "You are helping us Canadians to discover our own country." He added, "that there was an Empire

West and North of Edmonton as great as that between Winnipeg and Edmonton, and predicted that Canada would, before many years, be one of the greatest competitors in the markets of the world. Olds, Alberta, instructed the Deputy Mayor, G. S. Herdman, to extend a welcome to the train in the following words: "On behalf of the Mayor and Council of the Town of Olds we wish to extend to you a hearty welcome believing that a country's prosperity rests very largely upon its factories and workshops, together with agricultural and live stock which must necessarily be the basis industry of Canada for many years to come. When we come to look the field over and consider the mineral and timber wealth of our country we do not hesitate to say in the due course of human events that it is impossible for one to make a forecast of the many manufacturing industries we inevitably must have, as manufacturing must necessarily expand with the opening up of the country to the plow. We believe in Home Markets and Home Factories; a contented and prosperous people, which can only

Educating the Children
The importance of the child of today in the future citizenship of Canada is recognized by the Canadian Home Market Association as an important feature which attached to the year to the visit of the Made-in-Canada Exhibition train. At all the smaller places on this year's schedule, that is, points outside of cities, the Association arranged for a series of prizes for the best essays on "The Industries of Canada as seen from the Made-in-Canada Train." It should be said to the credit of the teachers throughout the West that notwithstanding the ex-



This is a view typical of stops made in the West by the Made-in-Canada train. Here is shown a crowd at a Western town waiting for the entrance door to open.

be brought about through the co-operation and harmony of interest of Agriculture and Manufactures. Again we welcome you, gentlemen, and extend to you the freedom of the town."

Helps Local Shopping

How do local points observe a visit of the Made-in-Canada Exhibition train? In most places the residents endeavor quite properly to reap some advantage from the stop made by the train in their town. Probably the course which yields best results is where the Board of Trade, local council and business men combine in having circulars printed for distribution throughout the adjacent territory. This invariably results in bringing a very large number of farmers to the train, and incidentally is an excellent thing for local business, inasmuch as the visitors usually do a certain amount of shopping. This idea is carried out still further by local business men, who are wide awake to the advantage of representing goods which are exhibited in the Made-in-Canada train. In most cases the exhibits are sold locally by some merchants, and the fact that his cards announcing this fact to visitors is placed on the exhibit either by himself or the exhibitor results in trade coming his way. In other words, this method of advertising is always effective. A great deal more, however, remains to be done along this line, namely, taking full advantage of the local trade that is sure to flow in the wake of the Made-in-Canada train.

In most cases where the Made-in-Canada train stops the Board of Trade or other authority distributes literature giving full information on the district. The representatives on board the train, after reading this, send it to the heads of their firms and in this way the local information is widely disseminated. In other cases, the men on the train are given an automobile tour of the district, whose advantages are in this way emphasized. In not a few cases the Council or Board of Trade give a reception or luncheon to the representatives and in speeches draw attention to points in which their locality has advantages worthy of consideration by manufacturers.

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tra work this entails in the reading and examination of compositions on this subject, they immediately fell in line with the suggestion and gave their hearty co-operation. This gave point to the visit of school pupils to the train, and to the pupils themselves the exhibition gleaned from their own observation. In addition they armed themselves with all available literature supplemented by detail or suggestion given them by the men in charge of the exhibits, in answer to a multitude of questions. Upon returning to the school they were given instruction along general lines as to the writing of these essays and a time was set within which the written competition must be handed in. In addition to the subject matter credit was also given for neatness and legibility. The effect of this is far-reaching. It sets the young mind thinking along Canadian lines and concentrates his attention on Canada. Undoubtedly the exhibition representative as it necessarily was of only a comparatively small number of Canadian products, gave the boy and girl a wider view of their country and its possibilities. A seed sown in this way will, in most cases, ripen into a harvest of staunch Canadian citizenship. As soon as the principal has decided on the two best essays he reports to the Canadian Home Market Association and the prizes which have already been described to the pupils, will be forwarded for distribution.

Moving Pictures

A new feature this year which fitted in admirably with the Exhibition and further emphasized the industrial life of Canada was the moving picture exhibition given at all night stops. For a large machine in the dining car, after reel depicting the all-round development of Canada was thrown in moving picture on a screen at some distance beyond the dining car window through which the views were thrown by powerful electric light. Between the car and the screen crowds of visitors stood at all evening stops and studied in picture form such scenes as the salmon industry, logging, maritime shipping, western mining, prairie farming, railway construction, Niagara Falls and other water powers, and transportation views. Here is what the Calgary Herald said of the films: "Pictures depicting the quaint old landmarks in the province of Quebec redolent of historical deeds and battles fought for the freedom of our beloved country were much appreciated by citizens who saw the entertainment. To many a sturdy son of the old French-Canadian province who has made his mark in the progressive west must the memories of the old home associations have returned. Those who have lived in Ontario and traveled through the Niagara fruit belt must have appreciated the excellent pictures showing the orchards in the glory of their spring foliage and the scenes of picking, packing and shipping the grapes, peaches and apples and other fruits, were most realistic. The pictures taken in the province of Nova Scotia were somewhat of a different nature to those of other provinces. Surf bathing at Halifax, swimming contests and canoe races in the Atlantic received a splendid reception from the blue noses in the audience. Leaving the older provinces of the Dominion the audience was shown life on the farms of Manitoba and Saskatchewan, such as cutting the grain, threshing and other views of seed time and harvest, scenes of ranch life in our own province were of course especially gratifying to the audience

MORE ATTENTION TO MIXED FARMING

What the representatives on the Made-in-Canada Train observed during their tour through Western Canada

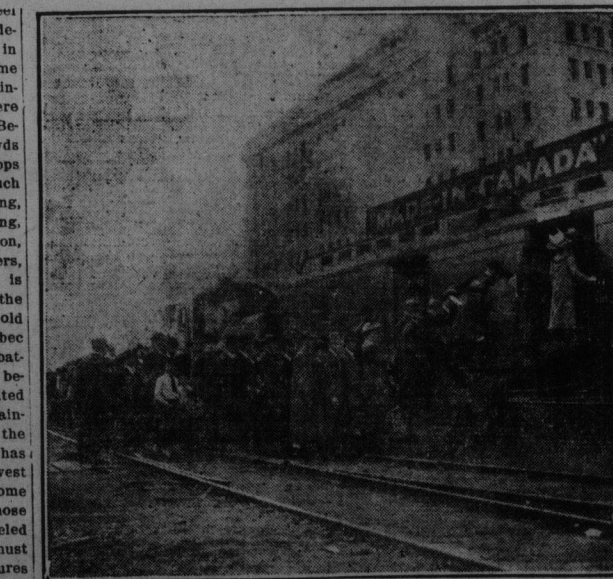
An increased acreage in coarse grains this year in the West, as observed along the route of the Made-in-Canada train is only one of many evidences of increased attention to mixed farming. The Prince Albert Herald in an article headed "Let Us Have Farmers," says that the people who are not worried over the financial situation now are mainly found among the agricultural population which has been raising live stock and feeding its grain crops on its own farms and adds "Practically every city in eastern Canada owes its existence to the fact that the surrounding country becomes a hive of producing farms and that at a period in the country's history when markets were not so profitable as they are today." One of the best arguments in favor of the Herald's campaign for mixed farmers as against grain growing exclusively is supplied by bank managers. A representative on the Made-in-Canada train was informed by a prominent business man in Camrose that upon inquiry he would find that farmers engaged in mixed farming are not as a rule in this year of scarcity of money asking for extension of paper while instances are frequent of grain growers seeking this favor. Thereafter as the train moved along from point to point this question was asked of local bank managers and was answered in all cases in the affirmative. That the mixed farmer as a rule comes through better than the grain growers was the general remark. One bank manager went further than this by saying that the farmer engaged in diversified farming was a better citizen than the exclusive grain grower in that the former was occupied all the year round in developing his farm

and thus improving his country, while the latter worked only a portion of the year in producing grain and thus gradually impoverishing the land, approaching the time when he must sell out and move on to pastures new. Another banker stated that mixed farming was the solution of the chief problem of the western provinces.

"If every farmer in Alberta would become a mixed farmer and stock-raiser as rapidly as his means would permit, the days of cheap grain would soon disappear, the productiveness of our farms would increase, and the tillers of the soil in Alberta would be the most prosperous and contented people in Canada," says the Fort Saskatchewan "Conservator" which states in a nutshell the general opinion of the people of Alberta and Saskatchewan who have given consideration to an adequate supply of mixed farming products for the home market.

In discussing this question a prominent Alberta farmer made the following observation:

"A few months ago a large commission firm purchased 75 carloads of eggs in a day, and yet did not have sufficient to supply their orders. Hundreds of thousands of good Alberta dollars are sent to Eastern Canada and the United States each year. Oats at 20c, wheat at less than 50c; eggs selling at 20c to 50c a dozen, and poultry from 16c to 25c a pound, there must be a handsome margin of profit in a country particularly adapted for the economical raising of poultry. If the farmers of Alberta would each keep from 100 to 200 hens, the money now sent out of the province would remove anxiety and want from many a home, and provide luxuries now considered out of the question. We should be supplying eggs and poultry in carloads to points outside of Alberta."



Entering the Made-in-Canada train at Calgary. The new Canadian Pacific Railway Hotel is seen in the background.

and the pictures showing the roping of steers, branding and other scenes familiar to the ranches were excellently portrayed. The camera man then showed the audience pictures of salmon fishing and driving logs in British Columbia and the views of mountain scenery in the Rocky and Selkirk mountains so familiar to the tourists who annually visit the Switzerland of Canada. From the time that the first picture was put on the screen until the shutter closed the large audience was most attentive and their hearty applause at the close of the entertainment was evidence of

the fact that they fully appreciated the entertainment."

As typical of the movement for more cattle and hog raising, more dairying, and more poultry, more pronounced the territory extending from Battleford to Vegreville, between the Battle and Saskatchewan rivers may be mentioned. Here there is an area 150 miles long and 50 miles wide which has barely been scratched when its possibilities as a mixed farming district are considered.

MARKET DAY'S SALES MONTREAL MARKET

(F. B. McCURDY & CO.)

Saturday's Sales.

Cement, 150 @ 28.
Canada Cotton, 35 @ 35.
Canada Cotton Pfd., 25 @ 72.
Cement Pfd., 1 @ 90.
Canada Car, 10 @ 64.
Converters, 25 @ 41.
Cannons, 35 @ 60.
C. P. R., 100 @ 217 1/2.
Textile, 25 @ 78 1/2.
Dominion Steel 50 @ 45 1/2.
45 3/4.
Dominion Iron Pfd., 10 @ 95.
Montreal Power, 35 @ 207.
N. S. Steel, 5 @ 74 1/2 @ 75.
Ottawa Power, 10 @ 152 1/2.
Paint Pfd., 5 @ 96 3/4, 100 @ 97.
Laurelville Pulp, 25 @ 147.
Rich. and Ontario, 75 @ 104.
103 3/4.
Pulp Rights, 235 @ 15.
Brazilian, 25 @ 84 1/4, 10 @ 84.
Spanish River, 35 @ 26, 25 @ 25.
50 @ 35.
Spanish River Pfd., 6 @ 84 3/4.
84 3/4.
Toronto Railway, 10 @ 138 1/2.
Bell Phone, 25 @ 142, 10 @ 142.
10 @ 142.
Dominion Iron Bonds, 1,000 @ 94.
Price Bros. Bonds, 40 @ 84.
Dominion Cannons Bonds, 1.
25.
Canada Locomotive Bonds, 1.
97.
Canada Car Bonds, 6,000 @ 25.
Bank of Nova Scotia, 1 @ 25.

MONTREAL UNLISTED STOCKS

(F. B. McCURDY & CO.)

Saturday's Sales.

Ames Holden Common—2 @ 2.
Mex. Nor. Power—10 @ 8.
Train Power—5 @ 33 1/2.
Wyagmack—10 @ 27; 25 @ 27.
Close.
Ames Holden—14 1/4 @ 15.
Ames Holden Pfd.—70 1/4 @ 8.
Coke—8 asked.
Mex. Mahogany—30 bld.
Mex. Nor.—7 1/4 @ 8.
Brick—50 @ 51.
Train Power—33 1/2 @ 34.
Wyagmack—26 @ 26 1/2.
Wyagmack Bonds—72 @ 72.

MONTREAL STOCKS

(F. B. McCURDY & CO.)

Asked.

Canada Cement 28 1/2.
Canadian Pacific 217 1/2.
Crown Reserve 217.
Detroit United 67.
Dom. Steel 45 1/2.
Dom. Steel Pfd. 98.
Dom. Textile 78 1/2.
Ill. Traction Pfd. 91.
Laurelville 148.
Mexican L. and 49.
Min. St. P. and Sault 128.
Montreal Power 207 1/2.
N. S. Steel 75.
Ottavia Com. 111.
Ottawa Power 152 1/2.
Penman's Com. 51.
Quebec Railway 124.
Richelieu and Ont. 100.
Shawinigan 104.
Toronto Railway 138.
Twin City 105.

NEWSPAPERS THE MARKET SITUATION

(F. B. McCURDY & CO.)

New York, July 26.—Sun- is better maintained and tendencies are manifested. Commercial—The stock market appears to pay no attention to situation in the eastern district. World—The improvement in Copper and Steel trade caused of independence. Times—The copper strike the report of the closing of copper refineries are not considered market inducements. American—There is a demand for securities of a speculative character. Herald—Some traders "fighting the rise" and at advance assert a new that is due.

PRODUCE PRICES IN CANADA

Montreal, July 26.—CORN

can No. 2, yellow, 67 1/2 to 68 1/2.
OATS—Canadian western 40 1/2; No. 3, 39 1/2; extra No. 40.

FLOUR—Man. spring, extra, 45; 46; second strong bakers, 44 1/2; white choice, 45 1/2; straight roll straight rollers, bags, 2.40.

MILLEED—Bran, 19; middlings, 24; moultie, 24; HAY—No. 2, per ton, car to 114.

POTATOES—50c. to 60c.

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