

BRITISH MANUFACTURERS WILL RUN TRAIN

Exhibition on Wheels Is Likely To Be Seen Here Soon

The study of the trade returns of the Dominion of Canada has forced upon the Canadian chamber of commerce in London that the proportion of Canada's import trade that was being enjoyed by British manufacturers was not satisfactory. Amongst other remedies for this state of affairs that suggested itself to the chamber was that of the provision in Canada of some form of exhibition of British goods, stated Hon. J. A. Turner, chairman of the Canadian Chamber of Commerce in London. He then outlined the proposal and said the council undertook to draft out what was considered to be a practicable proposal for such an exhibition, and acting under advice received from the great Canadian railway companies it appeared that an exhibition train would be the best and most economical way of bringing home to the Canadian people the excellence of British manufactures. The general tenor of the replies from city councils, etc., was such as to give strong grounds for belief that such a project would secure such a measure of support from British manufacturers as to ensure its financial success.

What the Council Proposes.

It is proposed that manufacturing cities in the United Kingdom shall each purchase a high-grade passenger coach from one of the Canadian railways, such coach to be properly fitted up with show cases as a travelling exhibition of the products of those manufacturers in each city who are willing to show their goods to the actual consumers throughout the Dominion of Canada. It is estimated that the cost of building and fitting such an exhibition coach would be roughly £2,500, the initial outlay to be financed so as to spread the capital charge over a period of four years, the minimum time in which it would be possible for the whole of Canada to be thoroughly covered. The annual cost per car of such an exhibition has been worked out to be something between £2,500 and £3,000, these figures include repayment of capital cost, haulage, maintenance and upkeep, salaries and wages, lighting and heating, demurrage at stations, insurance, steamship fares of employees, advertising, postage and incidentals and general administration charges. It is proposed to meet this annual charge by the letting of exhibition space in the car to manufacturers at rates ranging from £30 to £240, according to space desired. For instance it would be possible for a manufacturer to hire a six-foot run of show case to enable him to show his goods to the actual consumer in every city and town visited in a year for £120.

Trade Figures Show British Proportion.

The following trade figures which speak for themselves have been extracted from a preliminary return kindly furnished by the commissioner of customs of the Dominion of Canada:—

Total import trade of Canada for year ended 31st March, 1913	£135,000,000
Total imported from United Kingdom	27,700,000
Total dutiable goods imported into Canada for home consumption	88,300,000
Total dutiable goods imported from United Kingdom	*21,600,000

*Of this figure £18,450,000 was admitted under the British preference averaging 33 1-3 per cent.

	Imported from United Kingdom.	Total Imports.
Cotton and manufactures of	£3,260,000	£5,450,000
Wool " " "	5,210,000	6,110,000
Iron and steel " " "	2,200,000	25,820,000
Brass and " " "		
Gutta percha and rubber and manufactures of		
Leather and manufactures of		
Metals (n.o.p.) and manufactures of		
Paper and manufactures of		
Silk " " "		
Tobacco " " "	4,360,000	16,610,000
Wood " " "		
Ale, beer, wines and spirits, billiard tables, cocoa, chocolate, etc., drugs, etc., electrical apparatus, motors, etc., fancy goods, musical instruments, paints and colors, pocket books, purses, etc., post office parcels, soap, tinware, tobacco, pipes		

Total itemized articles £15,030,000 £53,990,000

The British preference given on the above items was calculated approximately at £1,150,000.

Other articles not specified above..	£6,570,000	£34,310,000
Totals	£21,600,000	£88,300,000

These figures were prepared from the preliminary returns, and while they are approximately correct, they are subject to revision.

Exhibition Train is Practicable.

It would thus appear that with the exception of the great staples of wool and cotton, the exports to the Dominion of the manufactures of the United Kingdom can hardly be termed satisfactory.

H.M. Trade Commissioner for Canada, (Mr. C. Hamilton Wickes), in his report on the trade of Canada for 1912, (Cd. 6870), states:—

"The decline in the proportion of imports from the United Kingdom, which has been gradual and consistent, is a serious matter;" and further:—

"Certain individual firms of the United Kingdom have within the last three or four years not only taken their share of the increased trade, but have actually secured trade which formerly went to the United States;" and further, after describing how an American firm built its own exhibition train, goes on to say:—

"I may here mention that the Canadian Pacific Railway have such a train utilized at times by the Canadian manufacturers' association to tour Canada. Is there any reason why this should not be utilized to exhibit British manufactures right through the Dominion, visiting the principal cities on a regular and published itinerary?"

These extracts show (1) that we are losing rather than increasing our share of the trade, (2) that it is impossible to beat our greatest competitors, and (3) that the chamber's project of an exhibition train is one that is considered practicable and profitable both by our United States rivals, by the Canadian manufacturers, and by H.M. Trade Commissioner for the Dominion of Canada.

LONDON'S INDUSTRIAL BUREAU

The city of London, Ontario, one of the most progressive communities in the province, is forming an industrial bureau. Mr. Gordon Philip is industrial commissioner, the board of directors will be representatives of various affiliated bodies appointed annually, while all citizens are eligible for membership. Here are the various committees connected with the Bureau and their duties:—

Executive Committee—Advances all movements advocated by committees, if approved.

Finance Committee—Controls all funds entrusted to Bureau.

Manufacturing Promotion Committee—Works to secure new industries and to establish a "factory fund" to augment capital of desirable new industries.

Home Reunion Committee—Assists the wives and families of deserving London workmen from Old Country. Supervises immigration. Deals with housing and employment.

Trade Expansion Committee—To bring buyers for what London merchants have to sell by promoting attractions in London. Arranging excursions. "Trade Week" twice a year, etc. Arranges excursions through Western Ontario of London merchants, etc., with fixed itinerary, establishing London as trade centre. "Made-in-London" campaigns, etc.

Advertising and Publicity Committee—Compiling facts and statistics of London's progress. Preparing literature for distribution. Placing and preparing advertising. Preparing articles (news and magazine) for publication and weekly news letter service.

Convention and Entertainment Committee—To secure conventions, and entertain and house convention delegates. Assist trade expansion committee in devising and promoting attractions all the year round to bring people to London.

Educational Committee—Assisting Board of Education in advancing technical and vocational training of London's industrial workers and schoolboys, by securing co-operation of business men.

The new Bureau seems to be planning its work in the right way, and there is every good wish for its success.

A grain exchange has been organized at Moose Jaw, Sask., with Mr. J. T. Snodgrass as president. There have been fifty seats sold. The constitution and by-laws are being prepared and organization work is going ahead. The price of seats are placed at \$250 each for the first hundred, and the price thereafter to be fixed by the directorate.