

How the Railways Preach the Gospel of Canada to the World

By T. PASSINGHAM

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If Canada today is known throughout the world for what it is, the dissemination of this knowledge is to a very large extent due to the work of the great Canadian Railways. The country and settle them on railway lands if possible, but at any event bring them here and build up the country. They know that every settler in the West means more business for their trains and a higher

position to give intelligent information and stimulate attraction to the West. The special publication which was issued by the Grand Trunk on the Cobalt mines was so well thought out that broke and those interested in the mines at Cobalt purchased thousands of copies for their own use.

The value of the book was recognized principally for its lucid description of the camp and its truthful portrayal of the facts of Cobalt as a mining town. At the present time the Grand Trunk issue 21 different publications dealing with the several resorts on the Ontario; the new districts opened up in northern Ontario; booklets descriptive of their popular fish and game giving an exhaustive list of the resorts in which the different varieties of fish and game are found including a resume of the fish and game laws of the province; and being a book that appeals to the angler and sportsman. Another book called routes and fares for summer tours contains a list of desirable tours with rates and valuable information for the summer traveler; another book entitled "The Grand Trunk" is a handsome illustrated descriptive publication of these two cities dealing with their present and prospective conditions, features that remain to mark the past as well as the historical events that have played so active a part in the history of the Dominion.

kind of people the C.P.R. wanted to interest. It was cranked to visitors all day and those in charge explained the exhibits at the same time distributing small bags of grain to farmers. At each place visited le-

agents in the States enormous quantities of literature dealing with Canada's agricultural possibilities. The result of the campaign was such that the influx of American farmers to the West steadily grew un-



VAN USED BY C. P. R. FOR TOURING ENGLISH MARKET TOWNS.

Grand Trunk and the C. P. R. in advertising the resources and beauties of the Dominion. For some time past this work, more and more with each succeeding year, and today between the two roads not much less than \$1,500,000 is annually spent in the thousand and one method of publicity which their experts have adopted.

In fact these two railroads have probably done as good and as effective work in advertising Canada abroad as the Government itself has been able to do. They have spent vast sums of money—and it is not unknown that railway corporations do not spend their money unless they get results. Therefore the fact that both railroads are today spending more money on foreign advertising of the resources of Canada than ever did before may be taken as proof that it pays.

There is today "An American Invasion" in the West. That is very largely due to the work of the C. P. R. Every summer the beauty spots of Canada, especially Ontario and Quebec are flooded with Americans and tourists. The work of the Grand Trunk. The aims of the two railroads are thus very different, and

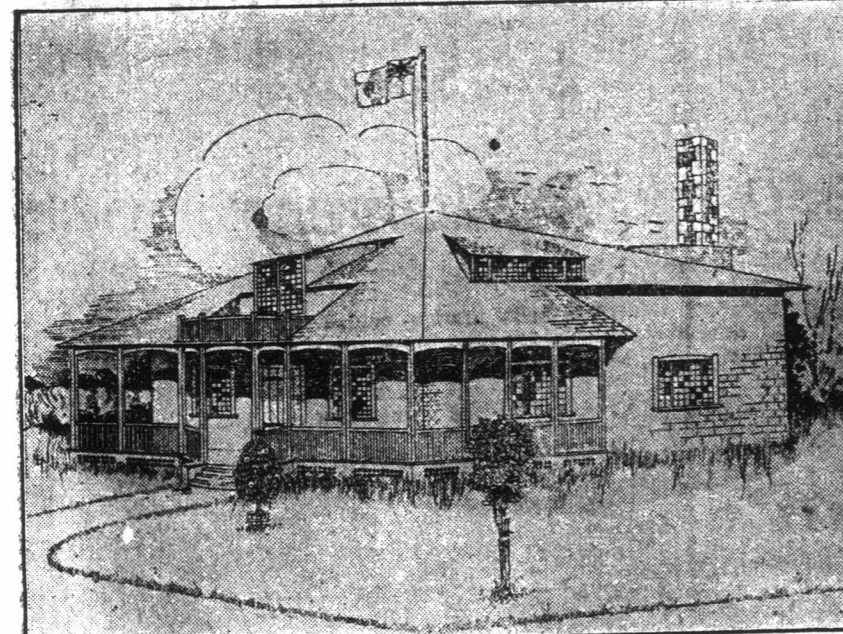
value for their lands. So they go all over the world for the settler, and bring him to Canada. On the other hand the Grand Trunk Railway has not been much interested in immigration, as it runs through the older settled parts of Canada, or through the scenic routes of the northern Ontario and Quebec. So the Grand Trunk looked for the man with the wheel, and the taste for spending it in visiting the picturesque resorts of Canada, or in hunting and fishing. If the rich man had the Grand Trunk made it his business to educate him. They succeeded admirably in their work, and today hundreds of thousands of wealthy Americans visit Ontario and Quebec in search of health, pleasure and sport and leave large sections of their wealth behind them, with the railroads and the general public.

In anticipation of the completion of the Grand Trunk Pacific, however, the Grand Trunk publicity department is preparing for an active propaganda during the next few years. The C. P. R. brings the personal equation into prominence. Every officer of the company abroad is an advertising and colonization agent, whose duty it is to get people to go to Canada and travel on that road. One of the most successful devices adopted by the C. P. R. has been

the use of touring exhibition cars loaded with samples of what the Dominion can produce, and manned with lecturers who are equipped with stereoscopic views and literature of all sorts. In England a number of improved gypsy vans have been im-

ported in the United States more than through any other source. The silver mines in Cobalt and the other mineral resources that are developing in the north have been written up and special booklets in connection with their development issued and distributed through the channels of the United States and the fact that the interest was awakened and applications from all parts of the country received by the Grand Trunk representatives of the railway who are in

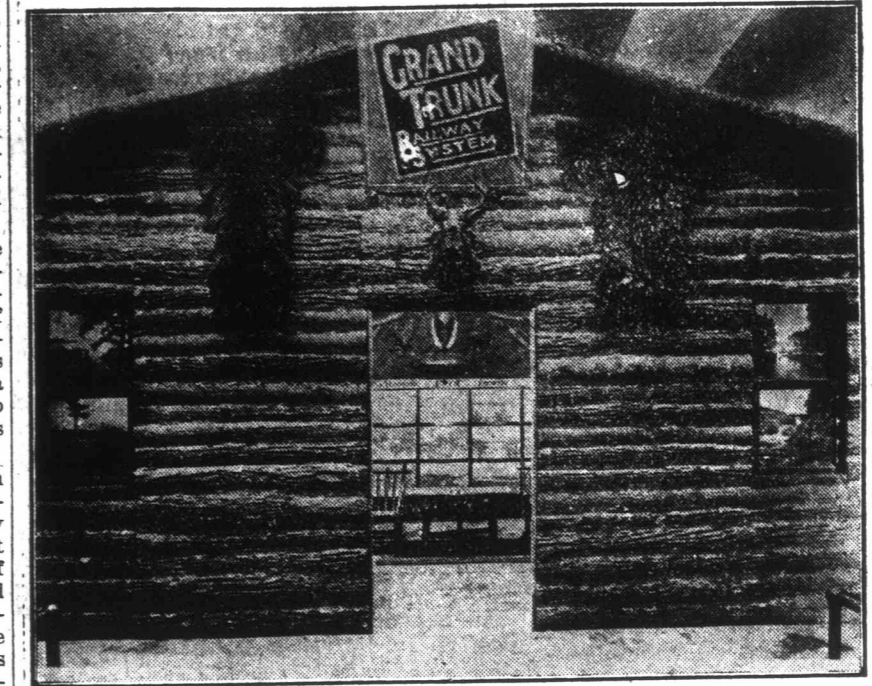
How the Grand Trunk Does It. In carrying on their publicity propaganda the Grand Trunk spends thousands of dollars in magazine and newspaper advertising comprising the leading publications in all parts of the country, this publicity dealing principally with the summer resorts that are located in the Ontario and Quebec. This work has been going on intermittently for the past ten years with the result that the traffic has increased to one district alone, viz., "The Highlands of Ontario," from 15 million people in 1896 to nearly 50 million people in the summer of 1906. This enormous increase means a large amount of work has been necessary through advertising that has carried out a publicity propaganda which has brought Canada before the people of the United States more than through any other source. The silver mines in Cobalt and the other mineral resources that are developing in the north have been written up and special booklets in connection with their development issued and distributed through the channels of the United States and the fact that the interest was awakened and applications from all parts of the country received by the Grand Trunk representatives of the railway who are in



GRAND TRUNK COTTAGE, JAMESTOWN EXHIBITION, NEXT SUMMER.

their methods differ accordingly. Their ultimate aim is the same—to bring people and money to Canada, and they may carry the people and train their money.

For the purpose of reaching the Southern people who are each year being educated more and more by the Grand Trunk to the beauties of Canada, the company have secured space at the Jamestown Exposition, Norfolk, Va., and have erected a handsome building of its own for the purpose of installing a comprehensive exhibit of Canadian resources and attractions that will attract the attention of the visitors. It will combine colonial effect with wide verandahs and a fine view of the water surrounding the structure. It will be situated on a plot 69x166 feet in area, the best location in the grounds, the Haytian Minister of Finance, the German Legation and Herman & Company. The German Minister of Finance, the German Legation and Herman & Company. The German Minister of Finance, the German Legation and Herman & Company. The German Minister of Finance, the German Legation and Herman & Company.



GRAND TRUNK LOG CABIN AT CHRIST CHURCH, NEW ZEALAND.

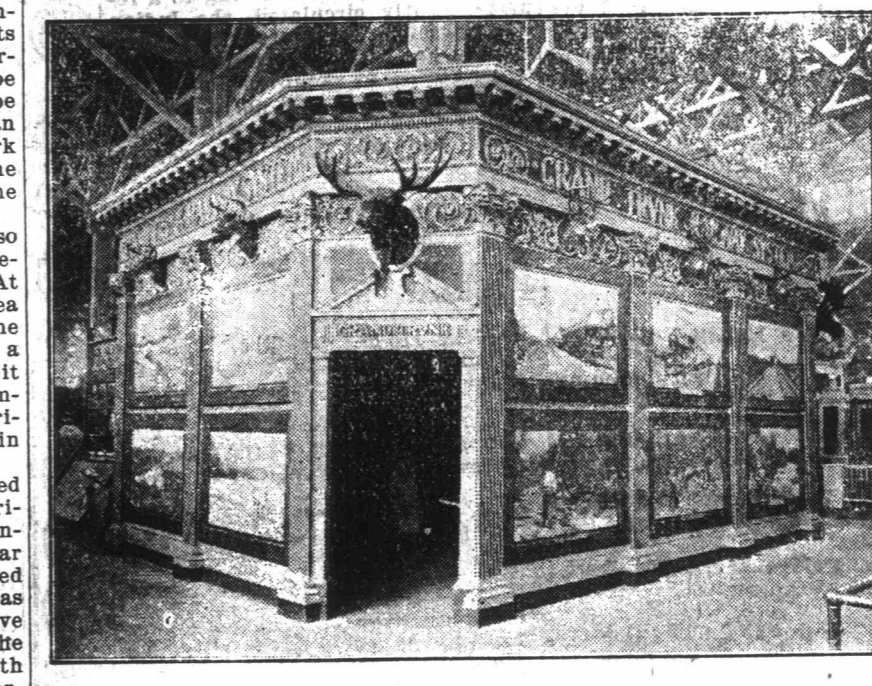
tours were given in the largest available hall, illustrated by limelight views which attracted very large audiences, and an average of one thousand pamphlets were distributed daily. So much incredulity was evinced by the people met that the C.P.R. asked each township to send two delegates to visit the North-West and see for themselves what its capabilities were at the expense of the railway. This offer was in almost every instance taken up, and the result of the visits of the delegates to the West was very marked in producing an influx of settlers.

At first the car was hauled free by the American railways but it soon began to see that it was having a great effect in drawing people from the States to Canada, and started to levy a small charge for hauling it. Year by year this charge grew until 1900 when the movement of American farmers to Canada had assumed immense proportions the U. S. railways agreed to charge the prohibitive rates for the car, and it was accordingly withdrawn.

But it had done its work very effectively. Thirteen of the eastern and middle states had been thoroughly canvassed, and millions of pamphlets distributed to the very people the company wanted to reach. In fact the good work of the car was so apparent that for several years the

the last year nearly 65,000 of them sold their lands in the United States and bought new farms in Canada, and it is expected that this record will be very much improved upon this year. At the same time the C.P.R. greatly increased its work in securing immigrants from Europe. Headquarters were established in London with sub-agencies in every country on the continent, and an elaborate system was devised for inducing the peasantry to leave their native land and settle in Canada, while in the Dominion a large staff of officials were appointed to look after the settlers on their arrival there. In some cases clergymen were appointed to this work, and several succeeded in building up for themselves parishes out of the virgin wilderness entirely made up of European settlers, while thousands of French Canadians have been induced to return to Quebec Province and get back to the land from the cotton factories where they worked in the States.

The Canadian Pacific spends every year \$300,000 or more on newspaper and magazine advertising alone, and it is calculated that between this, its publishing work on pamphlets, etc., and its colonization departments that fully a million dollars a year is spent by the company in spreading over the whole world



GRAND TRUNK PRIZE EXHIBIT AT ST. LOUIS SHOW.

then Conservative Government voluntarily undertook half the expense of keeping it going. When the car had to stop the C.P.R. undertook an extensive advertising campaign in thousands of rural papers, and aided this work by distributing through its

knowledge of Canada and bringing settlers to this country. These are a few of the ways in which, without any particular fuss or ostentation, the railways of this country are aiding the Government in the work of building Canada.

NO PARCEL POST SENT C.O.D.

POSTMASTER GENERAL ABANDONS IDEA—FREE DELIVERY FOR TOWNS OF 12,000.

OTTAWA, Feb. 15.—When the House went in to supply the post-office estimates were taken up. Mr. Lemieux announced that he was abandoning the idea for the present of starting a small parcel post sent C.O.D. In regard to a rural mail delivery, the Postmaster General said in the United States it involved nearly sixteen million dollars deficit per year. This was out of question. He intended to extend free delivery to towns of 12,000 and with revenue of \$20,000. Mr. Lemieux stated that negotiations were proceeding for an exchange of postal notes between Great Britain and Canada.

NEGRESS OFFERED \$750,000.

To Withdraw Her Claim to Estate of Lord Delaval Beresford. GALVESTON, Tex., Feb. 15.—Lord Charles Beresford has offered the negress, the alleged wife of his deceased brother, three quarters of a million if she withdraws her claims.

JAPAN RECKLESS IN EXPENDITURE

BUDGET CALLS FOR \$60,000,000 MORE THAN THAT OF LAST YEAR.

VICTORIA, B. C., Feb. 15.—Advises from the Orient are to the effect that the new Japanese budget for 1907-08 is severely criticised by Japanese newspapers. Apart from the fact that the total sum of \$305,000,000 is required, \$60,000,000 more than last year, and twice as large an amount as was required to cover all expenses prior to the Russo-Japanese war, several extraordinary appropriations are made for which provision is not in sight. The budget provides large appropriations for naval and military increases. Schemes abandoned during the war are being revived, and appropriations of about \$140,000,000 are included for improvement of rivers and harbors, extension of railways, telephone lines, iron foundries and the establishment of new colleges and technical schools.

The House of Lords.

That the feeling in England against the House of Lords has not abated during the Parliamentary recess is indicated by the Leeds speech of the Attorney General, Sir John L. Walsby, who on Thursday night reflected the well-defined determination of the Liberal Ministry to force the issue of reforming or abolishing the hereditary branch of the National Legislature.

PEACE RIVER HAD A MILD WINTER

SNOW IS ONLY A FOOT DEEP AT THE CROSSING.

No Losses of Cattle Occurred from Climatic Conditions—Hay Selling at \$40 a Ton. EDMONTON, Feb. 15.—Mr. J. S. McCallum has just returned from an extended trip to the Peace River district. He was accompanied on the return journey by H. Gourley, a Manitoba farmer, who had spent the winter in the Lesser Slave country. Mr. Gourley brought back with him some excellent samples of wheat, oats and barley and corn grown in the vicinity of Peace River Crossing by a farmer named St. Germain.

Mr. McCallum reports the weather to have been far milder this winter in the north than in the previous years. The snow to be only one foot deep around the Crossing. The cattle are in excellent condition on the range and the doctors report they have no losses whatever from the climatic conditions. Coyotes are unusually plentiful and trappers are complaining of the losses they have suffered by these pests stealing the fur from the traps. At the Peace River hay is selling for \$40 per ton and oats at 50c per bushel. A slave lake, a bale of hay costs a dollar and oats cost \$1.25 a bushel. Mr. McCallum advises persons going north to provide their own feed, as there is a great scarcity of feed after Athabasca Landing is left.

GERMAN AND HAYTIAN DISAGREE

KAISER'S MINISTER OBJECTS TO LANGUAGE OF COMMUNICATION TO HIM.

PORT AU PRINCE, Hayti, Feb. 15.—The relations between the Governments of Hayti and France are strained, owing to the refusal of the German banker, Herman & Company, by direction of the Court at Port au Prince, to return to the Haytian Government large sums of money alleged to have been obtained fraudulently. Among the alleged transactions of Herman & Company with the Haytian Government was one which is said to have proved favorable to the Government. This was concluded by the Haytian Minister of Finance, the German Legation and Herman & Company. The German Minister of Finance, the German Legation and Herman & Company. The German Minister of Finance, the German Legation and Herman & Company.

Denies That He Absconded.

TORONTO, Feb. 14.—H. W. Brick, who was alleged to have left \$40,000 belonging to the Wagon Wheel Canning Co. in the city and is prepared to meet any charges that may be made against him. He denies that he took anything but his own funds.

TRENTON ROUTE IS ONE FAVORED

QUESTION OF OUTLET OF TRENT CANAL NOW NEARING SETTLEMENT.

OTTAWA, Feb. 17.—The long-standing question as to whether the outlet of the Trent Valley Canal should be at Trenton looks like being settled. Careful surveys have been made by the Department of Railways and Canals of both routes, and the result has been to indicate that Trenton as an outlet for this waterway that has Port Hope. The surveys show that the difference between the two routes is as far as construction was concerned was not very material. In this respect Port Hope had the best of it. The distance, what shorter, the cost therefore of construction would be about \$40,000 less to Port Hope than to Trenton. But this does not include land damage and water power privileges which favor the selection of the Trenton route.

Bad Men Trapped.

PARIS, Feb. 13.—The police have arrested the right hand of a gang of criminals who have terrorized the department of Pas-de-Calais and the Belgian frontier for two years, during which time they committed thousands of robberies and murders.

QUEEN HELENA'S BRAVE DEED

WITH HER SKIRTS CHOKED OUT FLAMES THAT WERE BURNING MARQUIS CALABRINI.

ROME, Feb. 17.—It has been disclosed that Queen Helena saved the Marquis of Calabrin, the King's equerry, from a severe burning, by extinguishing the flames herself. The King and Queen were hunting at Castle Porziano, and owing to the cold, a huge bonfire was built, around which the royal party gathered. The Marquis Calabrin playfully leaped over the bonfire and his clothes caught on fire. All lost their presence of mind save the Queen, who threw herself upon the Marquis and tore the burning parts of his clothing away, choking the flames with her skirts and not heeding the danger to herself.

\$50,000 Fire at Sherbrooke.

SHERBROOKE, Que., Feb. 14.—A fire which is supposed to have originated in the five-story building occupied by the Belangere Furture Co., the Olds Machine Company and J. S. Mitchell & Co., quickly spread to the two-story building occupied by Kerr & Ross, crockery store. Both buildings were destroyed, entailing a loss of probably \$50,000.

DOUMA MAY NOT BE ORGANIZED

LEADER OF RUSSIAN PEASANTS LANDS IN NEW YORK.

Predicts that Liberal Sentiments Must Eventually Prevail in Land of the Czar. NEW YORK, Feb. 17.—Alexis Aladyin, leader of the Peasant party in the Russian Douma, arrived here on the steamer Majestic. Mr. Aladyin proposes to make a tour of the country, delivering lectures in the cause of freedom in his native land. He already has been invited to speak at Harvard and Yale. Mr. Aladyin said upon his arrival here that he would not be astonished if the new Douma is never organized. It is now too late to stop the progress of liberty in Russia," said he, "the liberal sentiment is so broad and general that it will come to the front in spite of all Government opposition. Its progress is assured." Although born a peasant, Aladyin studied at the University of Kazan, from which he was expelled for liberal opinions. He then organized trade unions in Kazan, for which he was arrested.

Big Factory For Winnipeg.

OTTAWA, Feb. 13.—J. W. Woods, of Ottawa, left today for Winnipeg. It is said that he is going to establish there a \$200,000 factory of similar type to that which he has here. He is in the contractors' and lumbermen's supply business.

NION BANK

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WILLIAM
accommodation along
lines to progressive Busi-
nesses.
DEPARTMENT
of small amounts solicited
paid twice a year.
Manager

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Capital and
School Debentures
Purchased by the
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TORONTO
GENERAL TRUST CO
Limited
SASK.
DRIAL BANK
OF CANADA
Authorized: \$5,000,000
Paid Up: \$4,500,000
Reserve: \$428,000
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J. JAFFRAY, Vice President.
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Quebec, Ontario and British
Columbia.
Business Transacted.
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Borrow on deposit from date
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WILKIN, Manager Regina Branch
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Office, Edmonton, Alta.

TOWARD HOME RULE FOR IRELAND

M. O'BRIEN OUTLINES
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Irish Council Will Have
Legislative Powers—Rights
of the People to be Safeguarded—
Scheme Will Be Heavy.

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you spend for household ex-
penses????????????????????
you can positively save it
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