

A Review of the "Made-in-B.C." Campaign

(By Frank Parsons)

When I was elected chairman of the Manufacturers' Bureau of the Vancouver Board of Trade, I appreciated the fact that we had two manufacturers' associations doing excellent work for the manufacturers in B.C., and felt that any work that the Manufacturers' Bureau might take on along the same line would be a duplication of effort. As you no doubt recollect, a Made-in-B. C. Campaign was put on some considerable time ago by the B. C. Manufacturers' Association, which accomplished a great deal of good. About a year ago we found that for some reason or other, it was not being actively pushed.

Mr. Payne, the able secretary of the board, in an endeavour to get life into the Manufacturers' Bureau, suggested that a Made-in-B. C. campaign be put on and carried on continuously, and it was therefore decided to call a meeting of all the manufacturers and outline the proposal to them. This was done last year. An enthusiastic reception was given to the idea, and as a result Mr. B. A. McKelvie was appointed manager of the campaign. I would be remiss at this point if I did not take the opportunity afforded me of complimenting Mr. McKelvie upon the splendid work he has accomplished with the amount of funds at his disposal. All know of the Made-in-B. C. weeks and the Made-in-B. C. days which we have held, but a lot of work has been done that the average subscriber to this fund probably does not realize has been done. Pledge cards, pledging support to the campaign, were sent out to the schools in Vancouver, and taken by the children to their respective homes for signature. The return of pledge cards is most gratifying.

The box manufacturers drew to the executive's attention the fact that the fruit growers in the Okanagan were purchasing their box shooks from the United States. Mr. McKelvie was sent up to the Okanagan, and after going into the matter thoroughly with the fruit growers of B. C., came back with the box shook orders for the local manufacturers. He saved the fruit growers \$70,000 and kept about 1000 men in employment.

During the summer months we have been carrying on the campaign in the outlying districts of B. C., using the local newspapers and also the various Boards of Trade. The support and co-operation of the press is worthy of special mention, and I would suggest that a vote of thanks be given by this campaign to the press. While on this subject, I would ask you to bear in mind the value of the country press, and can assure you that it is not overlooked by outside manufacturers and mail order houses.

"In this campaign of covering B. C., four trips were made to Vancouver Island by Mr. McKelvie, one trip to the Okanagan Valley, one trip to Nicola Valley, one to Prince Rupert and up coast points, and a trip to the Kootenay and boundary country. The chairman also made the Kootenay and boundary trip, at no expense to the Made-in-B. C. campaign. Mr. J. A. Cunningham, chairman of your Extension Committee, has been actively carrying on the good work, addressing various organizations, and particular mention should be made of his work at the Retail Merchants' convention at Duncan. All of this has been done at his own expense.

Mr. A. B. Weeks delivered a notable address at Chilliwack before the Chilliwack Board of Trade. Mr. W. A. Hunter and Mr. L. A. Walker spent an evening with the retail merchants at New Westminster. Your campaign manager and members of the executive have also addressed

meetings at Victoria, Port Moody, Langley, Port Coquitlam, etc. At the present time pledge cards are being sent to all the School Boards in B. C., and are being given distribution throughout the entire province. Your manager has circularized all the members of the Government and cabinet ministers. The C. P. R. and C. N. R. have been written to to show a preference towards B. C. products in B. C. purchases. The replies to the various communications have been most gratifying. Ministers of religion have been written to, and their replies show they have the cause at heart. The fraternal organizations in the city, clubs, hotels and restaurants have been written, asking them to support this movement. Manager McKelvie is addressing all the Ancient Foresters' organizations, and has from time to time addressed women's organizations, addressed the Kiwanis Club at New Westminster, also the New Westminster and Fraser Valley Boards of Trade at their big dinner. The Gyro Club has also been addressed, so that you will appreciate that this campaign is being carried on actively and intensively.

The Kootenay and Boundary Country Trip

"In this trip we found that the people of B. C. are with us. They realize that this is not only our campaign but their campaign. We pointed out that the provincial taxation per capita per year in B. C. was \$12.84, whereas we find in Quebec that this is \$1.86 and in Ontario \$3.47. These figures plainly show that one thing B. C. needs, and needs badly, is more population, and they emphasize that if the coast grows industrially, so that the population increases, it will relieve the taxation load of every citizen in B. C., or provide more money at the same rate of taxation, thus permitting the Government to carry on works which are necessary in this great province.

The people visited said: 'What is made in B. C., tell us?' 'How can you expect us to know if you do not tell us?' Therefore we must tell them. We also found them anxious to have visits from the heads of firms on the coast. They are anxious to meet you, and I would suggest that you give it your earnest consideration.

A "Display Train" Suggested

A number of times the suggestion was made that we should have a display train cover B. C., acquainting not only the merchants but the general public with what was being manufactured in this province. We found some com-

Helping Your Public Utility

Your electric light and power company can only serve you better when you give it better co-operation and encouragement to serve you. It is to the advantage of everyone that it should thrive and prosper.

The electric light and power company is the optic nerve centre of municipal life. Its healthy maintenance is a matter not only of civic pride, but also of sound business principle.

British Columbia Electric Railway Company