



Published on the First and Third Fridays of each Month

BY

The Canadian Manufacturer Publishing Company, Ltd.

Room 66 Canada Life Building, King Street West, Toronto.

TELEPHONE 1274.

FREDERIC NICHOLLS, <i>Managing Director.</i>	J. J. CASSIDEY, <i>Editor.</i>
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SUBSCRIPTION - - \$1.00 per year.
ADVERTISING RATES SENT ON APPLICATION.

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MANUFACTURERS AND THE FAIR.

The Monetary Times, speaking of exhibitions from a manufacturer's view, and evidently having reference to the great Fair of the Toronto Industrial Exhibition, says:—

We are reminded that the season for fall exhibitions is near at hand; may we venture a word of advice to directors? The success of a fair depends upon the number and quality of its exhibits. It may seem strange that it is deemed necessary to mention this fact; but the course of events during the last few years would warrant its repetition over and over again. Exhibiting is simply a matter of business. A manufacturer expends five hundred dollars upon a display, because in his opinion he can obtain from it more than an additional five hundred dollars in profits. If he did not think so, he would not take the trouble to exhibit; and, we believe, the time has now come when not a few manufacturers are considering whether or no an exhibit gives a return proportionate to the expenditure of time and money. Many there are who will agree with us in saying that the manufacturer's building, the machinery hall and stock sheds do not draw the increasing crowds that they should, while year by year the grand stand is being enlarged to accommodate its frequenters. The feats

of tumblers, trapeze performers, and other acrobats compete with the productions of the manufacturer for the people's approbation. The management, seemingly ever ready to encourage the popular fancy for the marvellous, have catered to it, and vie with one another in securing the most attractive features for the grand stand; but one by one, the exhibitors, if this policy be continued, will withdraw, and at last only a circus will remain to draw a curious crowd.

It may be that exhibiting machinery at fairs is simply a matter of business, but it is not true that our manufacturers make displays at them only because they hope or expect to thereby obtain more than what it costs to exhibit. This has reference to those manufacturers who make exhibits at the Toronto Fair. It is true the exhibitors hope to realize benefit from showing their goods, but in most instances the articles shown are of a standard character well known in the trade, and to consumers and users; and it is frequently the case that manufacturers who display specimens of their products at our fair year after year, at great expense, cannot trace any sales made directly because of such exhibition. We happen to have knowledge of many such. Our contemporary is decidedly wrong in supposing that any considerable number of our manufacturers—we might say any of the more important of them—who for years have been found at our fair with unvarying regularity, are considering the propriety of refraining hereafter from putting in their appearance because they do not receive direct financial returns proportionate to the expenditure of time and money. They are not of that selfish and parsimonious character. On the contrary there are many manufacturers who understand that exhibiting at our fair means a money loss of greater or less extent, but who cheerfully encounter this, pro bono publico, and that the name and fame of the country may be maintained and sustained—knowing that we have the ability to manufacture at home as good and serviceable articles as can be had abroad. And this does not apply only to those whose location is in Toronto, where it is reasonable to suppose local pride would impel them to contribute to the prestige of the fair; but to manufacturers also from all parts of the country, extending from Ontario to New Brunswick and Nova Scotia and Quebec. They understand that the Toronto Fair partakes very much of the character of a national institution, and that during the season when it is in operation, it is thronged not only with Canadians, but with visitors from the United States and even from across the ocean. If it were not that our manufacturers are thoroughly imbued with a patriotic national spirit—although the Monetary Times seems to think that they are not—they would not be so persistent in making displays of their products at our fair year after year; and we take pleasure in pointing our contemporary to the fine, attractive and most creditable exhibitions of Canadian manufacturers at the World's Columbian Exposition at Chicago, where their products bear most enviable comparison with those of similar character made by the manufacturers of any other nation. If our manufacturers were actuated by the narrow spirit attributed to them by the Monetary Times; if they looked only to the money returns which they might reasonably expect from their displays there, it is not probable that many of them would have incurred the expense they were at in building expensive machines and machinery, and in providing attendants to explain and operate them at that far off and expensive place. What they have done and are doing is for love of Canada; and although some