

# An Effort to Increase Sale of Local Products

**Manufacturers in British Columbia to Stimulate Use of Provincial Products by People of Province—Quality and Price to Be a Consideration.**

An effort for the greater use of British Columbia manufactures by the people of the province is the object of a meeting recently held in Vancouver. We have often made editorial mention of the fact that what Canada needs today is the exploitation of our domestic commerce by our own producers and manufacturers, rather than an effort to exploit foreign markets with our products. If we reduce our imports by the use of the domestic article we are in reality increasing our exports by the same amount. Hitherto we all have been urged to buy the Canadian article without regard to quality or price. A different point of view which augurs well for the movement was taken at the meeting, and that takes into consideration quality and price.

A press notice of the meeting is as follows:

Such was the enthusiasm of the hundred manufacturers who gathered at the Hotel Vancouver on December 10th to discuss a "Made in B.C." campaign, that \$6,000 was pledged for the purpose before the meeting adjourned. The movement, now initiated by the manufacturers' bureau of the Board of Trade, in co-operation with the Canadian Manufacturers' Association and B.C. Manufacturers' Association, has for its object a widespread effort to increase the sale of local products in British Columbia and throughout the Canadian West.

The direction of the campaign will be in the hands of a committee acting under the chairmanship of Mr. Frank Parsons, head of the manufacturers' bureau, of the Board of Trade. It is composed of Messrs. J. B. Thomson, J. H. Falconer, A. B. Weeks, D. M. McDonald, J. W. Curran and R. Arnott, who will head the "Made in B.C." week; G. A. Campbell, educational, and A. C. Stewart, finance.

The general committee will continue to function for twelve months. It is proposed to increase sales, stimulate production during the year, and establish the foundations for greater industrial development by means of "Made in B.C. Days," "Made in B.C. Weeks," newspaper advertising, bill-board displays, a magazine devoted to the objects of trades and labor councils, educational talks in schools and at club dinners and gatherings, and by specially conducted parties to different manufacturing plants.

Every industry in Greater Vancouver will be visited and solicited for support for the fund which is to be raised for the purpose of intensive advertising of the province's products. The subscription list was started off with an offer of \$1,000 worth of bill-board advertising by Mr. Harry Duker, and was followed by a contribution of \$500 of publicity space by Mr. J. H. Hamilton. Others expressed a willingness to contribute at least \$120 within the year to the fund, which some preferred lump sum donations. At the conclusion of the meeting, Secretary W. E. Payne, of the Board of Trade, announced that approximately \$6,000 had been subscribed. There are more than 600 manufacturing concerns in and about Vancouver, and to obtain results desired, announced Chairman Frank Parsons, it is hoped to raise from these and from other sources at least \$5,000 monthly.

In the general discussion about the dinner table, the menu of which was composed entirely of "Made in B.C." products, there was some straight-from-the-shoulder talking. Manufacturers agreed that in every way possible British Columbia buyers must be given commodities which would compare favorably with similar articles imported to the local markets in quality, quantity and price.

In opening the meeting Chairman Parsons said that the great object of the campaign was to get the consumers to realize what articles were manufactured in British Columbia

and to have them make use of them. He told of the work already done by the manufacturers' bureau of the Board of Trade, with the assistance of the Canadian Manufacturers' Association and the B.C. Manufacturers' Association, in investigating the possibilities for the initiation of a movement such as was proposed at this time. In doing so he made special mention of the activities of Messrs. Duncan M. McDonald and Robert Arnott in arranging for the meeting of the manufacturers.

Mr. J. P. D. Malkin outlined the scope and benefits of co-operative effort in increasing production of the industries of the province. It was only by increased sales that manufacturing plants could be kept in operation, he said. It was useless to deny that the country was facing hard times. He was not pessimistic but optimism not supported by facts, was worthless. In order to provide work, production must be kept going, and this could not be done if markets were not available. He believed that there was a big market in British Columbia for British Columbia made goods. All that was required was that the consuming public be educated to the fact that as individuals each member of the community was helping himself by using home manufactured goods.

He declared that the majority of the articles produced in British Columbia were equal or superior to those imported, but they had lacked proper advertising. He illustrated his contention by reference to such food products as jams and marmalades, saying that those made in the province were superior to the famous brands of Great Britain, which were formerly imported in large quantities.

The campaign, he advised, must be sustained throughout the whole year. There must be no loss of enthusiasm and all who gave it their support at the start must be prepared to work for its success throughout. He added that in his opinion buyers first considered quality, then price and place of manufacture. British Columbia products must be of such worth that the patriotic appeal to sustain home industry must not be the only selling appeal.

There were, he continued, approximately 600 manufacturing plants in and about Vancouver, employing 20,000 workers and 1,000 in the province giving employment to 30,000 persons. This did not include such industries as lumbering and mining. In making use of home-made goods these workers would be benefitting themselves individually. This fact, he said, must be explained to them. He also declared that many manufacturers were not aware of the fact that commodities used by them were to be obtained from other concerns in British Columbia. They should become acquainted with the products of the other fellow.

Alderman Owen, who represented the city at the meeting, gave an interesting and much applauded address on the value of a "Made in B.C." campaign viewed from the retailers' standpoint. He urged that producers of manufactured articles stamp the name of the maker and the slogan of the movement on their wares in order to aid the merchant in effecting sales of local made goods.

He was sure that the city would co-operate in every way possible in the work of attaining the development of industry in Vancouver, especially as it would provide employment for many citizens, and thus help to build up Vancouver as a great manufacturing centre, which he was certain the city was destined to be.

Mr. J. H. Falconer, president of the B.C. Manufacturers' Association, spoke of the resources of the province, declaring that their development depended largely on the development of manufacturing. Much had been heard of the possibilities of foreign trade. He thought that before embarking to any great extent on such extension of effort, that the home markets should be developed. He advised that every effort be made to secure the fullest co-operation