

# REFLECTIONS

BY THE EDITOR

A RATHER curious state of feeling has been created in older Canada by the great development of the West. The people in the older provinces are beginning to wonder if the pioneer achievements of the last century are to be forgotten. In a recent address made in Toronto, Mr. O. S. Perrault, president of the Chambre de Commerce



Mr. O. S. Perrault.

of Montreal, laid distinct emphasis on the fact that "the judicial, municipal, military and constitutional organisation of Canada" was the creation of the people of Ontario and Quebec, with some assistance from the Maritime Provinces. There would have been no Western Canada had not the great men of Ontario and Quebec recognised the value of that part of this continent, and secured its purchase from Great Britain. Furthermore, there would have been no Provinces of Manitoba, Saskatchewan and Alberta, had not the people of Eastern Canada guaranteed the cost of the canals and railways which were necessary to open up the West, to carry settlers in and bring produce out. Mr. Perrault was quite justified in calling upon the West to "remember that Ontario and Quebec, the sons of the two greatest races of the world, the sons of

Britain and of France, have been the founders and builders of this country." Their works do live after them, and we of later generations in all the provinces are reaping richly by reason of their industry, their courage and their foresight.

Furthermore, the transformation of the West from a wilderness to a garden has been mainly the work of the sons of Eastern Canada. Probably seventy-five per cent of the leading men of the West come from Ontario, Quebec or the Maritime Provinces. In sending these men to the newer parts of Canada the older provinces have made a sacrifice which the newer should never fail to forget.

ON the other hand, Eastern Canada should not forget that in sending its best sons and daughters to the West it has only been performing its manifest duty to Canada and to civilisation. The greatness of the British and French races lies in their ability to carry their civilisation into the newer parts of the earth. The sons of England and of France in older Canada were therefore under obligation to transmit that which they had received when opportunity offered. As Great Britain and France gave freely and generously to older Canada, so older Canada should give freely and generously to newer Canada.

A few weeks ago some Ontario publishers got together and decided that they would cease to boom the West. They felt that the West received so much advertising in the East that the magnet was proving too strong. For years they had been booming Western Canada and telling people of its unlimited possibilities and their only reward had been to find that their friends and customers were slipping away from them. They are now to confine their boosting to their own province.

The West is now so well-known that the land is rapidly being taken up by new-comers. If the people of older Canada do not get their share they will simply be leaving a large percentage of this district to people from the United States and Europe. It would seem both impossible and inadvisable for Eastern Canada to change its policy. The movement of population from East to West must continue. It may delay the progress of the East for a time, but eventually it will bring the largest reward. A thoroughly Canadian West will make for unity and concord and progress.

REFERRING again to a recent discussion in these columns regarding the attitude of the public towards goods which are "made in Canada," a British Columbia paper raises a new point. It charges that certain manufacturers give their best goods a name which does not indicate where they are produced, and then mark their inferior grades "Canadian" "Maple Leaf" "Union Jack" or "Empire." When these inferior grades are unsatisfactory the public gets a prejudice against goods so labelled. In other words, some of the purchasing public have found that goods which bear the most patriotic trade-marks are sometimes the most unsatisfactory.

It is hard to believe that this practice obtains to any extent in this country. There are, no doubt, a number of manufacturers in every country who take advantage of the patriotism of the public

to sell them something which does not level up in quality with goods made by other more reputable manufacturers. This is not a practice confined to Canada, or even to the United States, therefore, it is hardly fair to charge all Canadian manufacturers with using patriotic trade-marks to cover up the defects in their goods. No matter what the trade-mark the public must learn to distinguish between first-class wares and those which are "just as good." No matter how great may be the perfection obtained by Canadian manufacturers generally, there will always be some lines of goods which are not quite what they seem.

In advocating that Canadians should give a preference to goods which are "made in Canada" no one would go so far as to ask them to accept inferior grades at equal prices. All the Canadian public are asked to do is to give Canadian goods fair treatment and to buy them when they are assured that they can get as good value for their money as when they purchase United States, German or British goods of a similar class. The public should not even be asked to pay a higher price. The prices and the quality should be equal to those of foreign grades. This is the only basis on which Canada can build up a permanent manufacturing industry.

While this should be the attitude of the Canadian public there is a corresponding obligation on the Canadian manufacturer. He must advertise his goods intelligently. He must tell the public why his productions are superior and why they should be bought. In other words, his advertisements must be equal to the advertisements of his competitors in foreign countries. The people cannot be expected to buy even superior goods which are made in Canada unless the manufacturer has taken the utmost pains to inform the public of the fact that these goods are for sale and that his guarantee as to their reliability stands behind them. The manufacturer who fails to produce superior goods or fails to tell the public about them is not likely to achieve success for himself, or to add to the reputation of Canadian manufacturers generally.

EVERY person who is appealing to the public for support must keep that public continually educated. Each of the great railways of Canada employ a clever man who is known as their advertising agent. His business is to keep the public fully informed as to the progress of the road, the opening up of new districts and the general improvements being made from time to time. This advertising agent is in close touch with every newspaper in Canada and is continually sending them information, articles and photographs. If any writer on the Canadian press, the British press or any foreign press desires information about that particular road or the country through which it runs, the advertising agent springs to attention at once. It is here that the Canadian manufacturers have fallen down. They have no advertising agent. If any student of public affairs or any journalist desires information about the growth of Canadian manufacturing he can only get it by a laborious study of Governmental Blue Books, and even then he can get very little.

This was well illustrated in a case of an address delivered in Toronto last week. The speaker who was trying to show how important was the agricultural interests of Canada as compared with other interests, quoted the latest available figures. He said that while there were eight-hundred and forty millions of dollars invested in manufacturing and while the banks have eleven-hundred millions of dollars of assets, the agricultural industry have assets of eighteen-hundred millions. He made it appear that the agricultural industry was more than twice as important as the manufacturing, and that even the banking interests were greater than those of manufacturing. The comparison was unfair, though the speaker was probably unaware of the unfairness. The figures quoted for banking and agriculture were those of 1910, while the figures quoted for manufacturing were those of 1901. The banking and agricultural interests see that the public are informed from year to year of the progress of their industry but the manufacturers have done nothing to bring their figures up to date since the census of 1901. If the head officers of the Canadian Manufacturers' Association were doing their duty they would be publishing each year a summary of the number of factories in every province, the number of hands employed, the value of the products sent out and the total of the capital invested. The railways do this; the banking interests do this; the agricultural interests do this. Only the manufacturers neglect this form of public education.

MAYOR SANFORD EVANS of Winnipeg is the new president of the Association of Canadian Clubs, an organisation which is likely to exercise a considerable social influence in this country. Mr. Evans was the first president of the Hamilton Club, the first president of the Toronto Club and the first president of the Winnipeg organisation. This is a unique record, even though it required more than ten years and residence in three cities to accomplish it. It shows that Mr. Evans has been always foremost in Canadian Club work. The object of the Association, which was formed last year in Montreal, is to provide aid and advice for all Canadian Clubs throughout the country, to assist in the formation of new clubs, and to provide a clearing-house for Canadian Club opinion. This is an ambitious and difficult programme but one which should be productive of important results provided that those who have undertaken it are in earnest and are not side-tracked by political considerations.