

The American Invasion as Seen at the Soo

The new immigration to the Middle West, is the talk of the times, and is spoken of as, "The American Invasion." Welcome settlers are these enterprising and experienced people of our own race and language, sharing a common ancestry and a common spirit of democracy. There will be no foreign problem to settle with them, and they will adopt themselves without any wrench, to our in-

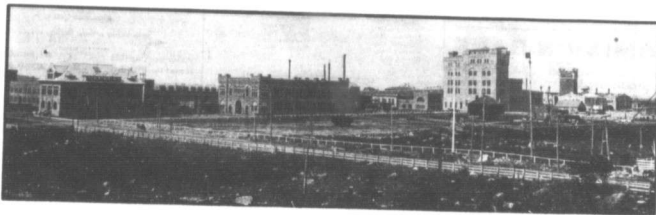
stitutions and our ambitions. Their coming will mean an increase of worthy workers to develop the natural resources of our great land.

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but always in the shelter of a friendly rock, is a fine picture of blended action and repose. With the single exception of Niagara Falls, these rapids afford a water power unequalled on the face of the earth. It is said that they were utilized by the Hudson's Bay Company more than two hundred years ago. Nearly thirty years ago, a grist mill was planted by the rapids, and for a long time did what work

ter of course, that all this shipping ties up at the Soo, and makes it one of the greatest ports in the world.

The little grist mill which stood beside the rapids, and harnessed its wheel to the action of the waters, was visited by many who admired the power and attempted to estimate its value. One and another hopeful souls purchased the property, with a view to increasing the use of the power, until about the beginning of the last decade, when a local company was formed, with a capital of thirty thousand dollars, to develop the power on the Canadian side, but lack of confidence and lack of funds soon brought disaster, and the village of Sault Ste. Marie came to the rescue and took



The Industrial Works of the Allied Companies.

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there was to do in the sparsely settled country.

Even before the value of the great prairie empire of Canada was tapped, the United States found it necessary to circumvent this obstacle to navigation, and a lock was built on the American side. The rapid development of the country tributary to Lake Superior soon demanded something better than the splendid original lock, still working, and a second, the largest in the world, was built by the

over the property. Many local men had grand dreams of the future, and big ambitions, but their purses were not long enough, and Canadian capital was shy, and the town soon came to the end of its financial tether. It had, however, expended over two hundred thousand dollars in a power canal, and held out temptations to manufacturers, who did not come. The croakers sang the song of bankruptcy, and predicted the collapse of the place, when P. H. Clegg appeared on the scene, from the eastern



Rapids on St. Mary's River.

of the gateways to our great west. Lake Superior, the largest body of fresh water on the globe, finds an outlet through the comparatively narrow and tortuous channel of the St. Mary's river, to Lake Huron, and the chain of lakes which issue to the ocean through the valley of the St. Lawrence. As the lake contracts to the river, a rapids or "sault" is produced, where the boiling waters fall nineteen feet in less than half a mile.

Our illustration is a fine view of the rapids from below, and the Indian fishermen with their frail craft anchored right in the seething waters,

United States government. Later our Dominion government built a very large and magnificent lock on the Canadian side, longer, but not so wide as its mammoth neighbor across the rapids.

Our illustration shows the exit of the Canadian canal, and the executive building. The big iron ore freighter just out of the canal is over four hundred feet long, and is loaded with nearly two thousand tons of ore.

All three canals are free to vessels of either nation, and the tonnage passing through, taken by the day or the year, far exceeds that of even the Suez canal. It also follows as a mat-

ter. He had been interested in pulp manufacture, and found the country adjacent rich in pulp wood. He and an associate, E. V. Douglas, of Philadelphia, relieved the town of its burden, and became possessors of one of the finest franchises in America. This was only in 1894, and the power canal then completed was immediately utilized for grinding and manufacturing pulp for paper making.

The faith of these new-comers expanded as if by magic, when they looked into the resources of the country and measured the capacity of the power which they controlled, for they

agents which are never found in the columns of the most largely read and widely circulated journals, will add to their cash to the fakir. Following up the same rule, business men who steadfastly avoid using the best regular publications, will often be found in special or fake advertising numbers of these same journals. It is perhaps quite natural that this should be the case. These people have not given any special thought to the question of advertising and on this account they bite at catch phrases while avoiding or neglecting regular methods of advertising.

The puff write-up plan is a taking form of advertising with many of the best informed in the art of advertising, and the fakir understands well how to work this plan. Some business men will pay for the insertion of extravagant puffs in special publications who seldom if ever carry a regular ad in a good, established medium. Very often these puff writings are badly written, and mixed with familiar, catchy sayings, while the general extravagance of the language and metaphors is to disgust rather than commend the advertiser to sensible people. Yet it is surprising how many will fall into schemes of this nature even when presented by some itinerant advertising fakir, with no local standing or responsibility.

We have classed special numbers issued by publishers of regular publications as fake schemes, because many of such special numbers are ungenerously made for catch advertising purposes. Publishers know well that they can catch many people with special numbers, who will not pay for a regular space in the regular number. In many cases, however, the special number is not as valuable to the advertiser as the regular issue. In fact we believe special number advertising, as a rule, is not a wise and profitable way of advertising. The best advertising is the regular issues of the best journals. Those who have made a study of the art of advertising are unanimous on this point.

THE TARIFF.

Aside from the purely party point of view the tariff question was probably the most important matter discussed at the recent Liberal convention in Winnipeg. The tariff is, of course, a matter of general interest, aside from mere party action in the matter. Hon. Mr. Sifton, Minister of the Interior, who was in attendance at the convention, referred to the tariff briefly during his speech, in which he may be said to have indicated the policy of the government regarding the tariff. That policy, so far as can be gathered from Mr. Sifton's remarks, is to leave the tariff as it stands at present, and to change as much as possible. He explained that the existing tariff was a compromise measure. There were strongly divergent interests in different provinces which had to be met. He pointed out that there was a strong agitation in the east in favor of changing the duty on some of the very commodities which the western people wished to have placed on the list. He mentioned lumber and iron as the chief articles in this connection. Some of the wooden factories were closing up, the reason given being that they were not sufficiently protected, while the lumbermen were in Ottawa about twice a year with a view to protection. Mr. Sifton said: "We are leaning in the position of going forward to further reduction, but rather defending the position we have." This view, which is briefly represented the position of the government regarding the tariff.