

# THE NATIONAL MONTHLY OF CANADA

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## TOPICS OF THE TIME

### Making a Bid for National Publicity

“CANADA continues to justify its reputation as the best advertised department of the Empire.” This is the tribute paid to us by one of the leading newspapers of London, and it largely explains why Canada, compared with other parts of the Empire, is latterly receiving so much attention from the outside world. The NATIONAL MONTHLY has always upheld the policy of national advertising, referring to the matter in connection with the St. Louis Fair only a month or two ago, and the wisdom of such a policy is becoming more and more apparent as time goes on. Canada has of late been prosecuting a definite campaign for publicity, and her example is being closely watched. It is stated that some local governments in the Southern States are about to apply similar methods to various schemes of municipal advertising. Certainly a city or a nation, particularly in a new country, has as much need of telling the outside public about itself as has the individual merchant.

Canada's advertising has so far been done in Britain and the United States. The first move was to establish agencies in the Western States and in London, and these have been spreading systematic reports of the great Canadian West, giving exhibitions of its products, circulating literature, and furnishing free information to prospective emigrants. In addition, the Department of

the Interior has at different times organized exploration parties, employed writers to visit and describe the country, advertised in newspapers and magazines, and spent money in making Canada known to the world. All but political capitalists will admit that money thus spent is spent to good purpose, for already it has drawn to our shores thousands of English and American settlers, the kind of men and women we want to live and work with us. The seed has been sowing for some little time, and the results are now beginning to show themselves.

One of the latest experiments, and one of the most ingenious, is credited to the Immigration Office in Glasgow. A large waggon has been sent through the country sections of Scotland, carrying an exhibition of Canadian products, and stopping at every village along the way. Much interest has been awakened by this travelling exhibition, and an increase of Scotch immigration next year is looked for as a result. In such various ways as these, the Department at home, and its representatives abroad, have been advertising Canada and spreading the knowledge of our fair Dominion.

Meanwhile there remains one direction in which Canada is not yet sufficiently represented. There is need of an advertising campaign at home. The proportions, resources, and capabilities of our country are not yet generally appreciated by our own people. We need to travel more within our