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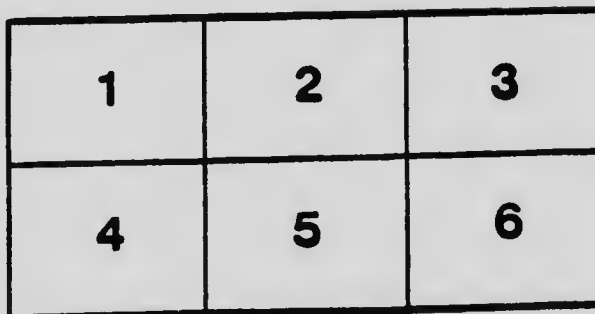
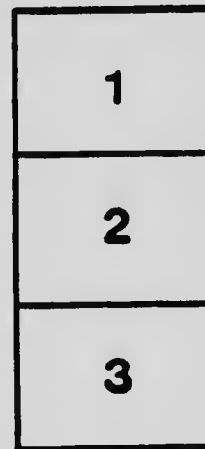
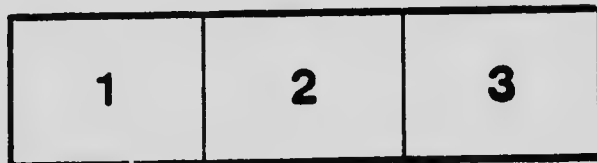
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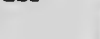
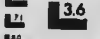
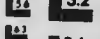
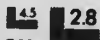
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Davidson, F. L.

A

British Empire Trade Mark

A Mark of Origin

PAPER BY  
F. L. DAVIDSON, LL.D.

A  
BRITISH EMPIRE TRADE MARK

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A MARK OF ORIGIN

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BY

F. L. DAVIDSON, LL.B.

*Hon. Secretary British Empire League in Canada  
(Halifax, N. S., Branch)*

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PAPER  
ON A  
British Empire Trade Mark

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[To be read before the Dominion's Royal Commission at Halifax, N. S.]

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The proposed Empire Trade Mark to denote goods manufactured or produced in the British Empire is essentially a subject to be considered by the Dominion's Royal Commission which has been appointed to inquire into and report upon the natural resources of the Dominion of Canada, the Commonwealth of Australia, the Dominion of New Zealand, the Union of South Africa, and the Colony of Newfoundland—and generally to suggest any methods, consistent always with the existing fiscal policy of each part of the Empire, by which the trade of each part with the others and with the United Kingdom might be improved and extended.

The Movement for the establishment and use of this Trade Mark and for its registration with the Board of Trade, is the result of the initiative and efforts of the British Empire League, and I may say, it is on account of this fact, as Hon. Secretary here of the League, I have the honor of now reading this paper before you.

A strong and influential Association known as the British Empire Trade Mark Association (formed under the auspices of the British Empire League) now has special control of this Movement and the case for the Mark rests in their very capable hands.



The particular object of the British Empire Trade Mark Association is to encourage trade, to foster industry, and also to bring about the development and cultivation of that sentiment which binds this great race together.

The Provisional Council of this Association includes the four High Commissioners of the Dominion, all the Agents-General of the Provinces of Canada and the States of Australia, over 180 Chambers of Commerce and over 1000 firms and limited Companies in the United Kingdom, among which are many names known in every corner of the world. Such a representative list of manufacturing firms throughout the United Kingdom has probably never before been brought together in support of a commercial object.

In addition to these a large proportion of the Members of both Houses of Parliament at Westminster are giving their hearty support to this movement.

The Chambers of Commerce which I have mentioned as being in Canada, Australia, South Africa and New Zealand have passed Resolutions in favor of this proposal and have appointed representatives to serve on the Provisional Council. A movement so supported must obviously represent a very strong and widespread desire in the Commercial world of the Empire.

The Association would be registered under the Board of Trade as a Company limited by a Guarantee, and expressly by its memorandum and articles bebarred from making or dividing profits. It is, however, hoped that the revenue to be derived from licenses to use this Mark will be sufficient to meet the expense of management and render the Association self-supporting.

The main objects of this Mark are:—

1. To provide a simple, practical and definite means of identification of British manufacture and produce, which will show clearly the parts of the British Empire from which these goods emanate.

2. To enable the public to buy British goods and to support British industries and labor.
3. To prevent the sale of foreign goods as British.
4. To develop the Empire's Trade and thus to promote a closer union between the Mother Country and the Dominions beyond the Seas.

All parts of the Empire are participating in this great Imperial Movement.

There is reason moreover, to expect that the Association when once formed may develop additional branches of utility by collating and distributing commercial information and by assisting British Consuls throughout the world in their increasing difficulties with fraudulent foreign users of British Mark.

The opportunity which the Association desires to use is afforded by Section 62 of the Trade Marks Act of 1905, which enables those firms or Associations to register Marks which certify as to the Origin of goods. This Section has already been adopted by some of the Dominions and is likely to be adopted by more. The Association can attain its object by registering in this way the British Empire Trade Mark and licensing manufacturers and merchants to use it on goods which the Association can fairly test to be of Empire—that is British Origin.

In making the application to the Board of Trade for the Registration of a British Empire Trade Mark, the Association naturally bears in mind the fact, that so far as such a Mark would apply to goods manufactured or produced in the Dominions the Government of each Dominion would decide for itself whether such a Mark would be granted, and by what means it would be administered, the proof has already been furnished to our Royal Commission that all the official representatives of Great Britain and the Dominions consider favorably the project of establishing this Mark.

Committees will be formed for this purpose throughout the Empire so that local knowledge will be brought

to bear on every claim, but rejected claims will be subjected to an appeal to the Central Committee of the Association so that the intrusion of local rivalry and boycotts may be prevented. It is also proposed that every Legislative body in the Empire shall be invoked to give the sanction of Law to this Movement, so that it may be fully protected in each Legislative Division of the Empire.

The first meeting of the Association was held on Wednesday, the 16th day of October, 1912, in the large Committee Room of the House of Lords at which Meeting Lord Avebury presided.

The Chairman—Lord Avebury—moved the following Resolution standing in the name of Lord Strathcona, who was unavoidably prevented from being present:

“That this meeting of the Provisional Council of the British Empire Trade Mark Association is of the opinion that the establishment of a Mark of Origin for goods manufactured or produced in the British Empire will be of great benefit to the trade of the Empire, and expresses the hope that the Dominions Royal Commissions will report in favor of such a Mark.”

The Secretary of the British Empire League and of the Association, Mr Freeman Murray, then read a memorandum which Lord Strathcona had kindly prepared and sent to the meeting. I beg to give some extracts from this memorandum as follows:—

“That this Trade Mark which we are seeking to establish is purely a Mark of Origin, not of quality, and its use will not be compulsory.

In the Mark, which has been applied for at the Board of Trade a space is provided for the names of the particular part of the Empire in which the goods are manufactured or produced such as “Canada”, “Australia”, “Scotland”, etc.

The Mark would consist of the following words in circular form:—

“British Empire Mark” and inside those “British Product”, with a blank space in the centre for the name of the actual country of origin. This style of Mark is such that its use will not cause goods of rival British producers to be confused. This Mark would also show that the goods which are being sold are the produce of the Empire, and will not be in substitution of, but in addition to any existing Trade Mark. No person who at the present moment has any Trade Mark will be excluded from the continued use of such Trade Mark. All this Association proposes is that any producer within the Empire, whether he has adopted a private Trade Mark or not for his products, should, at his option and if he thinks his interests will be forwarded by his doing so, place the Empire Trade Mark on the Invoice although it may be branded and marked on every article if so desired.

The Congress of Chambers of Commerce of the Empire held on the 15th of June last at the Guildhall, passed the following resolution:—

“That this Congress desires to support the action taken to secure the adoption and registration of an Empire Trade Mark, for the purpose of indicating that the goods to which it is applied are goods manufactured or produced in some part of the British Empire.”

This is followed by a Resolution by the Associated Chambers of Commerce of the Commonwealth of Australia at their meetings in Melbourne in July, in the following terms:—

“That the Associated Chambers of Commerce of Australia approve of the movement for the establishment of a Trade Mark to denote goods manufactured or produced within the British Empire, and that the President be appointed to represent the Associated Chambers on the Council of the British Empire Trade Mark Association.”

One of the objects of the Mark as already stated is: To provide a Mark which, being placed beside a private Trade Mark, would render it more difficult and dangerous for the fraudulent imitation of such a Mark in foreign countries.

At present it is practically impossible for the consumer clearly to identify goods produced within the British Empire, and it is a notorious fact that goods are sold and resold as British which are of foreign origin.

The fact that goods sold by British firms bear the names or Trade Marks of such firms is not necessarily an indication that these goods are British.

By the establishment of a British Empire Trade Mark we have a Mark of such a nature that misuse or infringement can easily be detected and fraud punished.

The use of this Mark need add no additional cost to manufacturers as all that is necessary (under the provision of the Trade Mark Act) is to place the Mark on the invoice, which is ample to distinguish goods thus invoiced as British, though of course a manufacturer could brand or mark every article if he so desired.

This Movement is in no way associated with Tariff Reform or with any measures savouring of party politics, but it is generally recognized that the British public would on their merits give a common-sense preference to British goods over similar competing foreign goods: and it is absolutely necessary to afford such buyers definite information by means of the proposed Mark before they are able to give this preference full effect.

Many corporations, public bodies, etc., have passed resolutions in favor of purchasing British goods, but these bodies continue buying large quantities of miscellaneous foreign goods in ignorance. By the establishment of a British Empire Trade Mark, they will be able to give effect to their resolutions and thereby stimulate the sale of British goods, if they merely insist that all goods sold have the Mark on the invoice or delivery note.

With these few remarks, I beg to express the strong hope that the Dominions Royal Commission will report in favor of the British Empire Trade Mark, and that the Board of Trade will register it in the name of the Association."

This proposal should, in Canada, be second only in popularity to the "Made in Canada" propoganda. The British Empire Trade Mark Association will render an important service to Canadian industry and to Canadian workmen. At present, considerable quantities of foreign goods masquerade as British manufacture and thus come in under the lower duties intended only for wares of actual British origin. In some cases the evasion is secured by means of false declaration of origin. The British Empire Trade Mark, signifying manufacture under the Flag, would put a stop to this fraud, confine the preference to British goods and strengthen the tariff protection upon which Canadian industries and Canadian wage earners depend for their continued prosperity. Also an Empire Trade sign will enable purchasers in the Mother Country to favor the products of Canadian, Australia, New Zealand and South African farms and factories.

Canada's trade with the outside world is rapidly increasing. Her manufactured products are increasingly finding a larger market in the United States and other countries. The Latin-American nations, now only at the threshold of their development, are affording great opportunities for markets and commercial enterprises.

In 1911, British Commissioners were sent to study trade conditions in the Northern countries of South America and Canadians are getting and will get the advantage of this.

Canada now has trade agents at Buenos Ayres, in Venezuela and British Guana. The vast countries of the East with their teeming populations can also be looked upon as fields for future trade development. The peoples in all these countries are fully aware of the

general superiority of British made goods, and it will be greatly to the advantage of Canadian manufacturers to have their products identified by the use of this proposed Mark, so as to show clearly that they are made in Canada and not—let us say—in the United States.

By taking advantage of the very efficient British Consular service which is always at the disposal of British subjects the world over, Canadian manufacturers will be greatly assisted in the settling of Customs disputes, classification of various lines of business, and in the securing of information from various governments in connection with trade matters. The British Consular service would also be of the greatest possible benefit to manufacturers in securing to them the proper protection of their Trade Marks, including of course the Empire Trade Mark.

The Commercial Intelligence Branch of the Consular Service can do much for the increase of trade in the Dominion. The Department of Trade and Commerce at Ottawa is taking increased advantage of the Consular service, and business men in Canada who feel that this Department has a good grasp of Canadian trade conditions, which it undoubtedly has, can write the Department before putting their case before the Consuls. The Consular services at New York, San Francisco and Boston have received numerous letters from Canadian firms reaching out for business.

The fact of the preference that has been given to Great Britain by Canada and nearly all the Dominions, speaks alike of appreciation and gratitude, and clearly shows that members of the Empire, if they are satisfied they are purchasing goods from another part of the Empire, are prepared to make even some slight pecuniary sacrifice in order that they may do so. It follows that if you have existing between the Empire this Imperial sentiment able to produce a practical influence on business affairs, ought we not as a prudent, business-like, patriotic community by every means within our powers, foster it.

The Association is only seeking that which every manufacturer, no matter what his country be, has a right to claim, when he makes an article, that it should not be copied and deceitfully sold as if it were his own make.

That which the manufacturer has a right to do as a member of a nation, the nation itself should have the right to do in the world's trading. The Merchandise Act, The Trade Marks Act, and the Common Law will prevent a person from selling his goods with the desire of representing them to be the goods of another, but when it comes to a nation it is different. Under the present Law you can do with impunity against a nation what you cannot do against the individual without being punished for it.

All the Association wishes to do is to afford those people who desire to make a choice in their purchasing, the assurance that they are getting what they wish to get—that is, if they purchase something with the British Empire Trade Mark on it they will know it to be a British article: the German, French, and other foreign manufactures can be sold where the producer chooses, provided that they call their production by their own names and do not seek to pass them off as others.

The question is, what method should be pursued in order to bring about proper identification and recognition the world over of British goods, and I submit that it would be hard to devise a better method than that suggested, namely, the adoption of a British Trade Mark of Origin.

This Mark is not for protection or assertion against a good trader. The good trader in France would be quite satisfied to call his goods French and a good British manufacturer would be to call his goods British: but a bad trader might like to take the opportunity of foisting his goods off under a false description which would imply that they were made in Great Britain, and it is against this sort of trader that the Association now asks for the protection afforded by this Mark.



Among all the Trade Marks of the world, there is no special Trade Mark on which a citizen of this Empire can lay his finger and say that the existence of that Mark shows that the goods to which that particular Mark is applied are produced in any part of the Empire.

The use of this Trade Mark will be purely optional and it will not necessarily add any further cost to the goods of the manufacturer.

What conceivable objection can be advanced against the adoption within the Empire of a non-compulsory Mark. A thousand firms of Great Britain have already given their opinions that their interests will be powerfully assisted by its adoption. This opinion has also been emphatically registered by the Resolutions passed by the Chambers of Commerce throughout the Empire, and the expressions of opinions given by all the accredited representatives in Great Britain of the Dominions and Colonies of the Empire.

Even if no other reason existed the proposed Mark should be adopted for this one only, because there exists in the Empire a larger body which will purchase goods known to be of British origin than there exists for those goods when the knowledge that they are of British origin is uncertain and speculative. This supplies a practical and I think unanswerable reason why any person, who desires this knowledge, should have certified to him the fact that the goods he thinks of buying are of British origin.

Another very important object of the British Empire Association is to prevent the sale of foreign goods as British.

Foreign nations and trade competitors have not been slow to recognize these attributes of a great race:— First, the quality of our goods: Second, the integrity of our people: and thirdly, the loyalty of the Overseas Dominions.

This has led them to imitate that quality and to trade upon that loyalty, and it is that which we now

have to meet: it is that which we now have to combat. We have to defend what we have built up in material interests, what we have built up in trade and commerce: what we have built up in reputation of the things we produce.

They also know, as all the world knows that the British workman is a good honest workman and that British products taken all in all are the best to be found in the world.

There is no doubt whatever that these attributes of the British workman and for British products are also found in the Dominion's workmen and Dominion's products.

As this movement is designed to stimulate the maximum interchanging of trade between the different parts of the Empire it surely deserves and will obtain the patriotic support of all Britons.

The Dominions Royal Commission will particularly desire to have the views of this and other Boards of Trade and Chambers of Commerce, and would like in substance to have answers to the following questions:

(a) Would you favor the use of Empire Trade Marks and for what reason?

(b) If you are not in favor of the use of an Empire Trade Mark will you kindly say why?

I may say that our Halifax Board of Trade has already answered the first question in the affirmative, by the following resolution:—

“The Council of the Halifax Board of Trade hereby express appreciation and approval of the movement of the British Empire Trade Mark Association to establish a Trade Mark, denoting the origin of goods manufactured in the British Empire: also the President of this Board be appointed to represent the Halifax Board of Trade on the Council of the Association.

The public in all parts of the Empire will unquestionably welcome the British Empire Trade Mark when it makes its appearance on our goods.

That is not to say that price and quality—and probably price a long way first—will not remain the guiding factors in the ordinary person's choice. Of course they must do so, but other things being equal or nearly equal, most British persons are glad to give their custom to genuine British makes.

Can any good reason be urged why the manufacturers and producers within the Empire, should not, by the use of this proposed Mark take the legitimate commercial advantage which they would be entitled to take of this sentiment which undoubtedly exists in the minds of the public in Britain and all other parts of the Empire.

Is there any real and fair reason why these proposals should not be adopted? The only patriotic and truthful reply to such a question is—No: Possibly there may be some waverers who are influenced in a hesitation to join this movement by a doubt as to whether this Mark can be protected in foreign countries.—This fear is groundless.—So far as Germany is concerned a recent Law is said to enable the Mark to claim protection from infringement, and in other cases its success could and would be secured by diplomatic means, assisted by our efficient Consular Service. Should it be said that the Mark would be used on the goods of the less known manufacturers the answer to such a contention would be that manufacturers of all classes and kinds within the Empire will be welcome to make use of this Mark on their goods, always provided that they are of genuine British origin.

Should it be further contended that this Trade Mark might be impracticable because this Mark could not in spite of international agreements be protected in a practical way, this contention would be satisfactorily met by the answer that in the case of a Mark

of Origin emphasised by Legislation in England as "Made in Germany" it has proved of the greatest possible use—not to us however, but to our friends the Germans. This Association wants to repair this blunder and to have our firms advertised by the adoption of a Mark which will signify "Made in the Empire."

Then again, let me point out that the Irish Trade Mark, which the Irish nation, with their patriotic zeal, adopted, is used by nearly all Irish manufacturers, which shows that they do not think such a Mark impracticable. The British Government also has given their approval to such a Mark for the Empire by authorizing a clause to be inserted in the Trade Marks Act of 1905 providing for an Association Mark.

Now this Empire Mark would not be a Trade Mark in the strict sense of the words. The only reason why it would be called a Trade Mark is because recent legislation in Great Britain has provided for Marks of Origin to be registered as Trade Marks. Being a Mark of Origin only, and not of quality, it will not interfere in any way with existing Trade Marks. Owners of existing Trade Marks might, and no doubt would, continue to receive the full benefit of their Marks as heretofore. The fact that the Empire Mark can be used or not purely at the option of a British manufacturer must not be lost sight of.

A private Trade Mark is essentially a sign of quality and is always so understood. It would seem, however, that it is not necessarily a sign of origin.

Should it be said that this Empire Trade Mark would eventually come to be looked upon by the public as a sign of quality, this result would only come about by virtue of the fact that a pre-existing presumption of excellence, that is quality—already exists in favor of British goods. With a private Trade Mark the case is different. Here, there is more than a presumption—there is practically a guarantee of quality—according to

the reputation of the owner of the Trade Mark. Under his private Trade Mark, the owner may, and often does, sell at varying prices his wares—good, bad or indifferent, but he does not by so doing guarantee them to be all of the same quality,—the quality varies according to the price. The owners of these private Marks could not be prejudiced by this presumption of quality in favor of British made goods, which they say the British Trade Mark would carry. On the contrary the use of this Mark would be a distinct benefit to them because being a Mark of Origin only, it would be an official confirmation of the fact that their goods bearing an existing Trade Mark are really goods of British Origin. So that the result would be, where you have goods to which is attached a well known existing Trade Mark in addition to the Empire Trade Mark, there you would have in the case of the Private Trade Mark a guarantee of quality, and in the case of the Empire Mark, a guarantee of Origin.

As it is now, existing Trade Marks are not necessarily guarantees of British Origin owing to the fact that great quantities of foreign made goods are annually sent into England and sold there or exported from there, bearing the British Trade Mark, or Firm's name. By this means the foreign manufacturer getting the benefit of the presumption that would arise from the fact that the name of a British firm, or a British Trade Mark, has been placed on his goods.

The importance—sometimes almost national importance—of some existing Trade Marks, is not a fact that can be justly urged against the adoption of this Empire Mark which might or might not be used by owners of private Marks, just as they should see fit. All British goods would continue to stand on their own merits and the manufacturer's reputation, and the public would quickly come to realize the fact that a presumption of an equal standard of quality will not always arise in regard to goods bearing the Empire Mark alone as

against goods which have in addition to this Mark the well known private Trade Mark of a British Manufacturer.

Should the owner of the private Mark choose not to adopt the purely optional Empire Mark, he will do so with the knowledge that, owing to the prevalent practice before mentioned of passing off foreign goods as of British make, his private Mark can no longer be looked upon as necessarily denoting goods of British Origin.

All over the Empire and in foreign countries you find a recognition of the fact that quality is permanently the possession of those products which are turned out in Great Britain and in the Dominions. There is always—if not absolute quality—then relative quality—a higher quality than the goods have which compete with them.

Relatively to other firms and other countries, people in foreign countries recognize that you will get a higher degree of integrity wherever you have to deal with British exporters and British Manufacturers, than with exporters and manufacturers of any other country.

These are the only presumptions of quality that will exist in favor of goods bearing the Empire Mark.

The British Empire Trade Mark Association hopes and confidently believe that the adoption of this proposal by means of which all British manufacturers and traders will be placed in a position to take advantage of the aforesaid presumption in favor of British made goods, will stimulate and develop trade throughout the Empire for the small manufacturers and traders fully as much as for the great manufacturers.

An objection raised to this proposal in some quarters, is that this Mark if it does not guarantee quality would be worthless. This contention can be and is emphatically denied and disproved. Owners of well known existing Trade Marks—manufacturers who rely on the

reputation of quality that their Trade Marks show—would be the only persons likely to raise such an objection—and in regard to them it would be repeated that they will as a matter of course still continue to use their private Trade Marks, and by using the Empire Mark in addition they will get the additional benefit of the official confirmation that the use of this Mark would give to their goods as being goods of British Origin.

Should it be contended that this Empire Mark should not be Registered because to do so would be to give the smaller manufacturer or trader who does not happen to be the owner of a well-known private Trade Mark, an unfair advantage over the large manufacturer, who may happen to be the owner of a valuable Trade Mark, is not only unreasonable but would be unjust to the smaller British manufacturer. To allow such a contention would be equivalent to saying to owners of private Trade Marks whether valuable or otherwise, "You have official or legal sanction to advertise your goods as being of British Origin, to the exclusion of all other producers or manufacturers of British wares."

Allow me to point out a conclusion which will not be disputed, and it is the conclusion that all the Dominions and other parts of the Empire through their representatives whom they have deliberately appointed, because of their efficiency and experience to represent their interests in Great Britain, have gone there and by an overwhelming volume of opinion said,—“Of course it is for you to decide what is for the interests of the English trade and for the advantage of the English traders, but equally it is for us to urge and state our conclusions as to the interests of the Empire trade and business in other parts of the Empire, and representing as we endeavor to represent this interest and business of the rest of the Empire, we come to you and tell you what we for our part think and we put the view before you, that we are convinced that the adoption of this British Empire Trade Mark would usher in a new

state in the history of the relationship between the various parts of the Empire—a state which would be of incalculable benefit to the commercial interests as a whole.”

I would like to give briefly some of the expressed views of the accredited representatives of the Dominions to Great Britain.

The Agent-General for the Province of Quebec, the Hon. P. Pelletier, at the Annual General Meeting of the British Empire League held in London in the Summer of 1912, said in regard to the subject of a British Empire Trade Mark, “I had the honor to be present with the delegation which went before the Dominion Royal Commission. I do not know how these gentlemen will view the matter and decide, but I am strongly in favor of it. I am in favor of it not so much as you ought to be here in England, because you have good industries, and our younger industries are probably not so good, but we hold firmly to the opinion that the Dominions must stand together and protect themselves.

There is one other point. We have in Canada, in the province of Quebec, a good cheese industry, but there are other Provinces which also have good cheese and butter industries, and there are certain firms who are unscrupulous enough when they buy Quebec cheese to scrape off the name and put the name of certain other Provinces on the cheese in order to command for it a higher price. All firms are not like that. I was told of this procedure before leaving Canada, and since I have been living in England, I have been taking pains to obtain proofs. One firm told me they lost a large contract by not consenting to allow the Quebec Mark to be rubbed off the Quebec goods and be replaced by another, now if we had a British Trade Mark Registered, and some penalty imposed on those who are unscrupulous enough to take the Trade Marks off the bags or goods and put others in their place, I think we should be protected.



I think if a man, or Province, or County, produces a good article, he should be secured the credit of it."

Sir George Reid, High Commissioner for Australia said:

My idea is that this proposition is one that could be carried out without serious difficulty. Leave to the individual manufacturers in the Empire, giving the right to keep their individual Trade Marks and add an Empire Trade Mark which is quite independent of the individual Trade Mark, alleges one simple thing—namely, that the article—good, bad or indifferent—is made within the British Empire. There is a good deal in the proposition. It is well worthy of support—well worthy of adoption—and I hope to see the proposal carried.

I want to say this to every one in the Empire of every shade of fiscal belief, let us begin to do something in every part of the Empire which will help every one in the Empire too.

The Hon. Thomas MacKenzie, High Commissioner for New Zealand, speaking at a recent meeting held under the auspices of the British Empire League in London to advocate a Mark of Origin to denote goods manufactured in the British Empire said in the course of an interesting and instructive speech on this important question:

"Personally I am a strong adherent to the underlying principle which the British Empire League advocates, which is in the words of Lord Stratheona to stimulate British trade.

Our Chairman—the Duke of Argyle—has said that the British Tradesman is an honest man, and there can be no doubt about it that the British made article stands first in quality go where you will.

We have in New Zealand to purchase large quantities of fencing wire, for fencing in our properties, and yet because some wire manufacturers on the Continent and in America, were a few shillings below the British manu-

facturer, a great deal of the New Zealand trade was secured, and at one time about 100 lbs of foreign wire went in to one pound of British. The British wire was worth \$2.00 per ton more than the Continental or American wire. When this wire was used, however, the agriculturalist speedily discovered the unworthiness of the article. If you had attached to the coils of wire the Mark of Origin, the New Zealand settlers would undoubtedly have purchased the higher class article and have rejected the inferior Continental or American.

May I, in conclusion say, that it gives me very great pleasure to be on this platform, to support the principles which have been so ably placed before you by previous speakers. I hope the time will soon come, when there will be a still further increase in the trade, between the Dominions and the Old Country, because we feel that as an Empire, we should stand shoulder to shoulder together.

We will share with you your difficulties, and we will rejoice with you in your rejoicings and therefore we hope to see increased trade."

The Dominions Royal Commission, which is now making an inventory of the Empire's undeveloped resources and latent potentialities, will produce a report that should tend to strengthen the present movement of British money and British Emigrants to the Dominions, and encourage and stimulate trade within the Empire.

It is by such movements that Imperial Unity will the sooner become an accomplished fact.

That grand old man of the Empire, Lord Stratheona, is no longer with us, but some of the last words he used were in favor of this proposal. He still speaks to us in an Imperial voice in favor of everything that would

advance the best interests of the Empire—what were the last words he used in referring to the Dominions Royal Commission, which was, as now, inquiring into this subject. He said: "With these few remarks, I beg to express the strong hope that the Dominions Royal Commission will report in favor of a British Empire Trade Mark and that the Board of Trade will register it in the name of the Association."

F. L. DAVIDSON,

HON. SECRETARY BRITISH EMPIRE LEAGUE IN CANADA,  
(HALIFAX BRANCH).

Halifax, N. S., April 24th, 1914.

