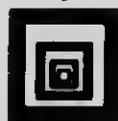


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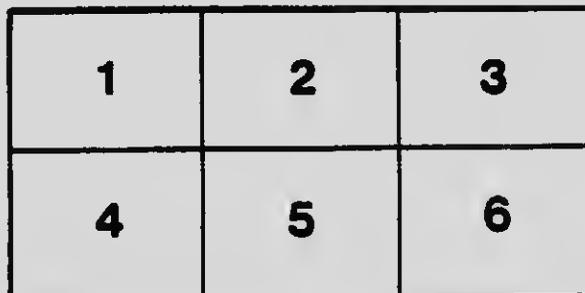
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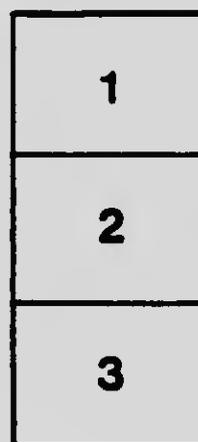
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CANADA'S OPPORTUNITY

A COMPILATION OF A SERIES
OF ADVERTISEMENTS DEALING
WITH THE VAST RESOURCES
OF THE DOMINION OF CANADA
AND THEIR DEVELOPMENT



MONTREAL
THE CANADIAN STREET CAR ADVERTISING COMPANY, LIMITED
1915



INTRODUCTION

The following is a compilation of articles that appeared in the Press throughout Canada during the months of August, September and October, 1914. They were prepared and published by The Canadian Street Car Advertising Company, Limited, and have been placed in their present form at the solicitation of many of their readers, the latter believing they contained information worthy of preservation.

THE CANADIAN STREET CAR ADVERTISING COMPANY,
LIMITED

MONTREAL

TORONTO

WINNIPEG

SEE ARTICLE ON PAGE 105, AND
LISTS ON PAGES 107 AND 108. THE
INFORMATION CONTAINED IN
THESE PAGES POINT THE WAY
FOR YOU TO IMPROVE THE CON-
DITIONS OF YOUR BUSINESS
AT THE LEAST EXPENSE

PUBLIC MEN ENDORSE "MADE IN CANADA" IDEA

Men who have the welfare of the Dominion at heart realize what "Made in Canada" will do for it.

"I have noticed with great interest the campaign being so capably conducted in favor of the 'Made in Canada' idea, and hope it will be as successful in results as the able and ingenious way in which its object has been placed before the country entitles it to be.

"I am viewing the matter, of course, entirely from the point of view of unemployment and the remedy which is to be applied therefor, and cannot rid myself of the conviction that one of the best remedies possible is that we who buy in Canada—and all of us buy more or less—shall make it a point wherever possible, and in most cases it will prove possible, to purchase for our needs what has been made by Canadian hands and of Canadian material. In this way we would considerably assist in the quick reduction of unemployment and the quick reviving of production and trade."

—————
SIR GEORGE E. FOSTER,
Minister of Trade and Commerce.

"The movement is an especially patriotic one just now when so many of our people are unemployed, but, apart from this, it is quite obvious that the essential way to strengthen the industrial fabric of our own country, and develop its resources, is to purchase everything that possibly can be purchased from our own people."

—————
HON. M. BURRELL,
Minister of Agriculture.

"The importance of giving the utmost support possible to our own industries under present conditions cannot be too strongly emphasized, and I feel confident will meet with hearty response by our Canadian people."

—————
HON. W. H. HEARST,
Premier of Ontario.

"If all Canadians learned to consciously prefer the manufactures of their own country, as they do unconsciously prefer its natural products, there would be a splendid two-fold result—the sum of our national prosperity would be increased, and, more important still, the sum of our pride and confidence in Canada would be increased also. I like your Made-in-Canada propaganda."

—————
HON. WALTER SCOTT,
Premier of Saskatchewan.

"The 'Made in Canada' campaign has my heartiest sympathy. I am sure it will meet with a generous response from all Canadians. The movement aims at the development not only of a practical patriotism but also of a fine spirit of mutual helpfulness among our people."

—————
HON. G. H. MURRAY,
Premier of Nova Scotia.

Do you realize the value of "Made in Canada?"

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Britain's Motto :

"Business as Usual"

Canada's Motto :

"Business Unusual"

The Man Who Keeps His Head

There's a man who fights for England, and he'll keep her still atop,
He will guard her from dishonour in the Market and the shop,
He will save her homes from terror on the fields of Daily Bread,
He's the man who sticks to business, he's the man who keeps his head.

Let the foe who strikes at England hear her wheels of commerce turn,
Let the ships that war with England see her factory furnace burn ;
For the foe most fears the cannon, and his heart most quails with dread,
When behind the man in khaki is the man who keeps his head.

Brand him traitor and assassin who with miser's coward mood
Has the gold locked up in secret and his larders stored with food,
Who has cast adrift his workers, who lies sweating in his bed,
And who snarls to hear the laughter of the man who keeps his head.

Let the poor man teach the rich man, for the poor man's constant strife
Is from day to day to seek work, day by day to war with life,
And the poor man's home hangs ever by a frail and brittle thread,
And the poor man's often hungry, but the poor man keeps his head.

When the ships come back from slaughter, and the troops march
home from war ;
When the havoc strewn behind us threatens the road that lies before,
Every hero shall be welcomed, every orphan shall be fed
By the man who stuck to business, by the man who kept his head.

HAROLD BIGBIE.

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Breaking Virgin Prairie, Alberta.

(Photo, courtesy Canadian Northern Ry.)

MESSAGE FROM ENGLAND'S FOREMOST
FINANCIAL AUTHORITY

London, September 15.—Sir George Paish, until recently editor of the *Statist*, but who resigned to place his services at the disposal of the British Government, says:

“Orders should be given, factories should be run, and everything should be arranged to maintain, as far as possible, the productive power and the income of the country.

“Therefore, it is of vital importance that, as far as possible, the events that are now taking place should not interfere with the daily life and the daily work of the nation.

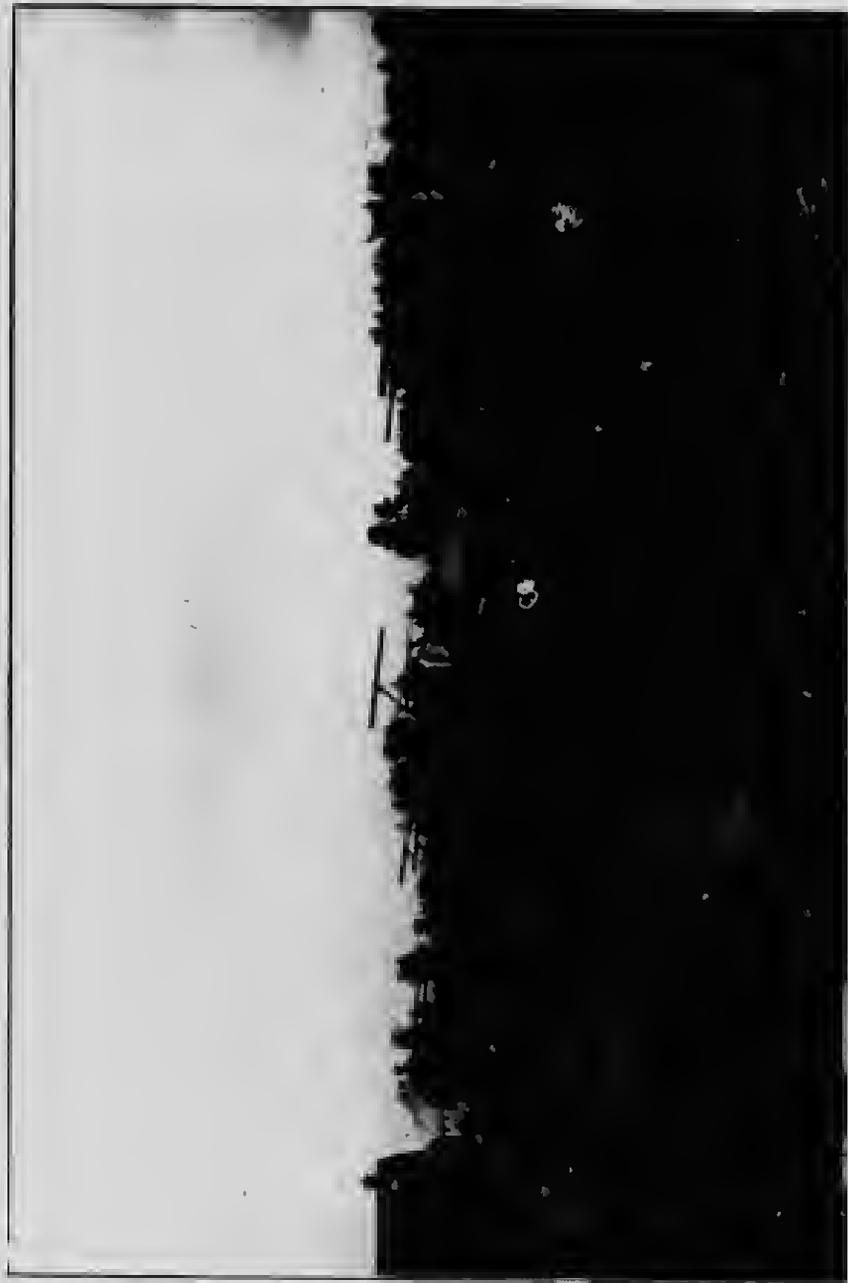
“It cannot be too clearly realized that the nation's income is dependent upon its daily work and its daily production, and that at a time such as the present it is desirable that everyone should work harder and be more productive, in order that we may have the income, and therefore the money, with which to meet any expenditure and any burden that may be placed upon us.”

In 1912 Canada had \$1,247,260,9 invested in Manufacturing.

The value of manufactured products in 1912 amounted to \$1,165,975,639.

There are employed in Canadian Manufactories 515,203 people, and the wages paid in 1912 amounted to \$645,288,733.

For a great many years the Canadian people, realizing the manifest advantage of Canada being a manu-



Cutting Wheat, Swan River Valley.

(Photo, courtesy Canadian Northern Ry.)

facturing, as well as an agricultural country, have maintained a tariff for the protection of Canadian industries and the employment of Canadian people.

The Canadian industries, upon the whole, have developed and expanded, and have participated in the general prosperity of the country during the past ten years.

Notwithstanding the immense amount of capital invested in industrial enterprises in this country, last year the people of Canada, owing to industrial inactivity, were forced to buy from other and more progressive countries merchandise and products to the value of almost \$700,000,000.

That is, Seven Hundred Million Dollars of Canadian money is paid annually for merchandise and products from other countries.

One of the big items of this large sum was for iron and steel and the products manufactured therefrom, amounting to about \$138,000,000.

Canada has numerous iron and steel industries, with immense capitalizations, yet last year, while these industries were only in partial operation, the Canadian people were forced to purchase steel and iron and their products to the extent of \$138,000,000.

The above is in face of the fact that, in addition to the high protective tariff the steel industries have enjoyed, the Canadian people have given to them millions of dollars in bounties.

Of the \$700,000,000 representing the imports of Canada last year, much of this vast sum could have been spent within Canada, giving employment to the people and adding to the wealth and resources of the nation.



Largest Grain Elevator in the World—(Capacity 10,000,000 bushels), Port Arthur, Ont.
Owned and operated by the Canadian Northern Railway.

Last year, with the cotton industries of Canada in a state of suspended animation, the people of Canada were forced to send \$27,345,112 to the factories of foreign countries for cotton goods.

There are in Canada 26 cotton factories, and when in operation they employ 13,000 people, with an annual pay roll of \$5,000,000.

Because of industrial inertia, last year, half a million Canadian dollars were sent to one country for corsets.

Because of the inactivity of Canadian industries half a million dollars were sent to Germany for socks, and still there were supposed to be people unemployed in Canada.

With Canadian mills and factories working short time, millions of dollars last year were sent by the Canadian people to the factories of foreign countries for woollen products, hats, caps, shirts, socks and stockings, collars, gloves, underwear, boots and shoes, men and women's apparel, laces and embroideries, carpets, watches and clocks, breakfast foods, bricks, drain pipes, brooms and brushes, rope and twine, sheets and bedding, thread, towels, yarns, glass, rubber goods, nails and wire, cutlery, agricultural implements and many other articles essential to Canadian life.

A percentage of last year's \$700,000,000 imports is cut off.

Canada has the mills and factories to supply the deficit, if they are put into full operation.

Canada's imports last year represent about \$100 for every man, woman and child in the Dominion.

If Canadian industries profit by the lessons of the past, and produce on broader and more vigorous lines, the country will profit immeasurably.



Cutting Wheat (4,000-acre farm), Saskatoon District, Sask. (Photo, courtesy Canadian Northern Ry.)

The people of Canada should take heed of Germany's industrial commandments.

One of the German commandments says: "Never forget that when you buy foreign articles your own country is poorer," and "Let no foreign flattery distract you from this precept."

If every Canadian bought goods "Made in Canada," Canadian industries would be running to full capacity; Canadian workers would have full employment, and Canada's wealth, prosperity and prowess would multiply.

The Made in Germany movement made Germany, commercially, the second nation of the world.

The Made in Canada movement will make Canada commercially.

One of the most patriotic services Canadian people can render to the Empire is to insist on purchasing products made in Canada.

THE GRANARY OF THE BRITISH EMPIRE TO BE OPENED UP

The enterprising manufacturers of the United States are preparing to invade Canada.

The European Armageddon has brought that nation to a sudden realization of her true position.

Their vast importations of food and clothing from Europe have been suddenly cut off.

They have 100,000,000 souls to feed and clothe.

They now realize that out of necessity they will have to manufacture within their own borders the commodities they formerly imported.

They are realizing that this in itself is a gigantic undertaking, but with characteristic stout hearted and



Threshing Scene, Saskatchewan Valley.

(Photo, courtesy Canadian Northern Ry.)

indefatigable enterprise, they are taking the contract on. But the United States is humane as well as enterprising.

They realize the sad predicament of Europe.

Practically all the industries that supplied not only the European peoples, but North and South America, and the rest of the world as well, with not only many of the luxuries, but many of the necessities of life, are out of commission, and may be for years.

They realize they must shoulder their share of humanity's burden, and supply the crippled nations with at least the necessities of life.

To replace their own imports from Europe is the first consideration, and this will mean industrial expansion on a large scale.

There are many reasons for the United States industries invading Canada.

In the first place, last year Canada imported merchandise to the value of \$686,604,413.

United States industries, established in Canada, could duplicate a large percentage of this total, and this would be quite a respectable order to start business on.

With the United States factories, working at full capacity to supply the products that country formerly imported from Europe, their Canadian factories could help supply European demands.

But there is one reason stronger than all others for United States industries coming to Canada.

The cotton crop is the reason.

This year the South will produce \$750,000,000 worth of cotton.

Before the war much of this cotton was shipped to the factories of England, France, Germany, Belgium and



Cattle Round Up, Touchwood Hills, Sask. —Grand Trunk Pacific Railway.

Austria, and there manufactured into merchandise—garments of all descriptions and household necessities, and in this state was shipped to the markets of the world.

The war, having crippled the European factories, has cut off the United States cotton exports largely.

With factories in Canada the United States would have an outlet for its immense cotton crops.

These factories would not only have a large share of Canada's present import trade of nearly \$700,000,000 to look after, but what of the future with the tremendous development of Canada, inevitable as the result of the war.

Each day as the war progresses means a decrease in the food and clothing supplies of the European countries.

The women and children of Europe cannot bring forth from the fields normal crops, and the Allies and their wives and children at home will be more dependent on Canada each day as the war proceeds.

If it is going to be a prolonged war—the British Foreign Secretary has stated it may last for twenty years—the Granary of the British Empire will be opened up.

That granary contains 453,429,000 acres of the most fertile land on earth.

At present only an insignificant percentage is under cultivation.

At an average of twenty bushels to the acre, if the whole of this land were under cultivation, Canada would have an annual crop of about 10,000,000,000 bushels of grain to supply the Allies.

But if only one tenth were under cultivation, Canada could supply 1,000,000,000 bushels of grain.



Breaking the Prairie, Saskatchewan—Grand Trunk Pacific Railway.



Modern Methods in Harvesting in Saskatchewan—Grand Trunk Pacific Railway.

Irrespective of the duration of the war, from now on, Canada's western lands will be put under cultivation with vigor and energy heretofore never considered possible.

Next year will be the agricultural year for Canada without parallel. Not only in grains, but in field crops, of every description.

Everything the earth can produce that will keep man or beast alive, will be grown to the fullest extent.

The lands of the vast Dominion will be cultivated and exploited as they never have been.

Even should the war cease tomorrow, there will be such a demand for a long time, for food and fodder, as the world has never witnessed before.

There will be no one out of work.

The energy of every man and every boy in the land that can be spared from the factories will be utilized in the fields.

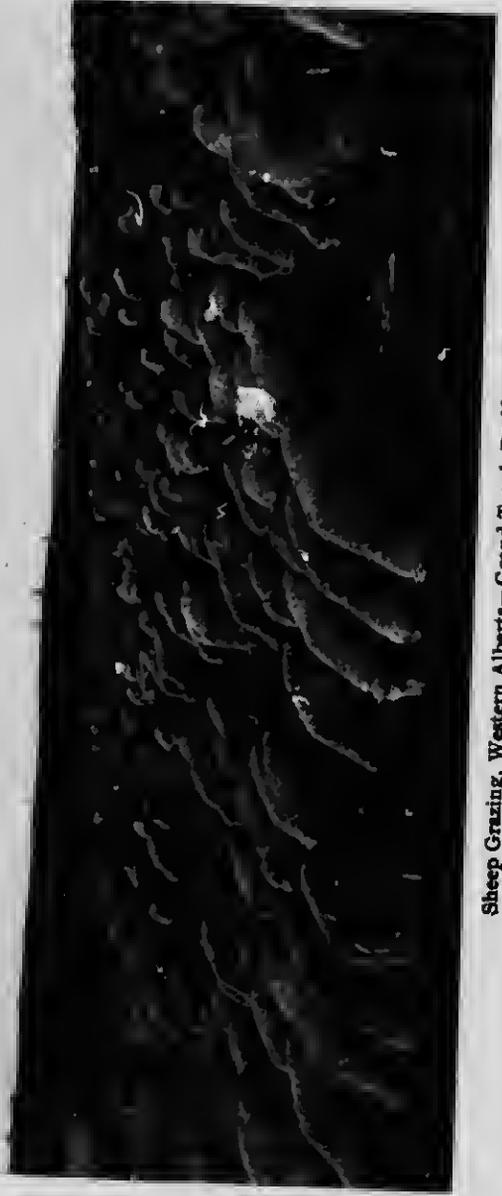
This aroused energy of the nation will have its compensation.

The strength and character and wealth of the country will attain new proportions.

Achievements considered impossible will be accomplished, and Canada, pressing forward, with new aspirations, will attain a more conspicuous and glorified place in the realm of the British Empire.

In time of war it is more necessary to be up-and-doing than in time of peace.

In time of war there should be, in peaceful countries, heroic efforts for production and construction—to compensate for the destruction taking place in the warring countries.



Sheep Grazing, Western Alberta—Grand Trunk Pacific Railway.

Every ounce of physical energy should be directed to the production of something being destroyed by the ravages of war, and in the production of something that will help in healing the wounds of humanity.

Some of the shrewd and enterprising Canadian manufacturers are preparing for the prosperous times coming. They are preparing "Made in Canada" campaigns, with the object of educating the Canadian people to support Canadian industries by purchasing products made in Canada.

CANADA'S HOUR

Canada's vast areas of the most fertile wheatland existing, are attracting the attention of the world.

A great movement of capital and labor will be directed to the Canadian Northwest and its development.

Only a small fraction of the country's agricultural lands are at present tilled, and their cultivation is now a world necessity.

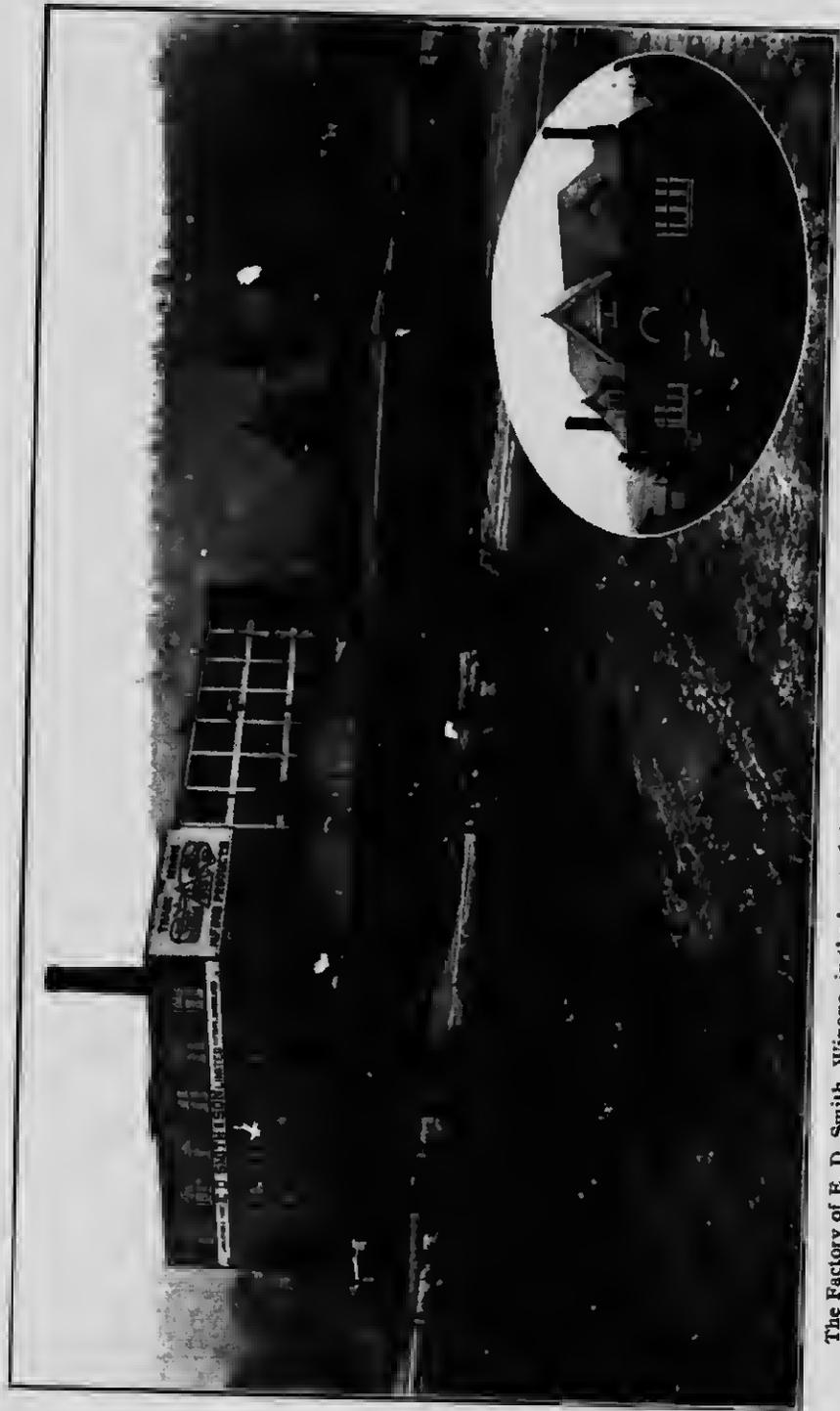
The wheat fields of Europe, in the hands of the women, will yield only a small percentage of the grain required for European consumption.

The same applies to all other farm products employed to sustain life in man and beast.

Irrespective of the duration of the war there will be a world-wide shortage of food and fodder for a long time to come.

But every outward evidence portends a long war.

Canada has the good fortune to be endowed with the greatest heritage on earth—453,429,000 acres of the most fertile soil—and most of this has never been touched by the plough.



The Factory of E. D. Smith, Winona, in the heart of the Garden of Canada, where the famous Jams, Jellies and Preserves are made.

It is a gigantic arena for industry, enterprise and treasure.

Were this latent wealth exploited the figures in dollars and cents would be staggering.

The wealth in gold and silver would be prodigious.

The development of Canada's idle land would give employment to hundreds of thousands of workers.

Not only in the fields but in the shops, the mills and factories and every other avenue of industry.

The workers in the fields would have to be fed and clothed, and the country's industries would multiply.

The wealth of the nation would mount up to fabulous heights.

Prosperity would be supreme.

The ruling high prices for all farm products would make the purchasing power of agricultural classes a mighty factor in the country's trade and commerce.

Canada's hour of opportunity has arrived.

Her duty to the world is manifest.

The granary of the British Empire must be opened up.

The coming year will witness marvellous energy in agricultural Canada.

In the Northwest, vast areas of idle land will be ploughed, and will bring forth abundant crops.

In all the other Provinces enterprise and vigor will characterize agricultural operations, not only in the production of cereals but in food and fodder of every kind.

The conversion of the idle lands into avenues of wealth, will give work to the unemployed, will stimulate industrial enterprise, and will immeasurably add to the wealth of the nation.



Waterman's Ideal Fountain Pen



Factory at St. Lambert, near Montreal,
where Waterman's Ideal Fountain Pen is manufactured.

During the month of August, 1914, five thousand farmers from the United States came to the Provinces of Western Canada, bringing with them \$12,500,000 in cash and modern farm equipment.

Owing to the great population of the United States, farm land is now expensive there, while some 400,000,000 acres of the best farm land in the world lies idle in Western Canada.

The influx of American farmers to Canada, with their modern methods of agricultural development, will mean a vast increase in Canada's development and resources.

Next year Canada will be able to greatly augment her supply of field products to the world.

And each succeeding year will witness vast increase of acreage throughout the Canadian Northwest, increasing the purchasing power of the people, stimulating industrial development and adding to the potentialities of the nation.

Coming events cast their shadows—the coming years will be the greatest for Canada—greatest in ambition, employment, achievement, industry, enterprise, contentment and riches.

Who would not have lived to witness the consummation of Canada's greatness?

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The Parry Sound Lumber Company, Toronto.

CANADA'S ADVANTAGE STUPENDOUS

One of the leading newspapers of the United States said:

"The war that spreads horror and devastation in Europe is destined to educate the American people, and at the same time to increase many fold the prosperity of this country, its power, its industries, agriculture and every form of effort.

"From the war we shall learn moral lessons, and practical lessons.

"The horror of conflict and contempt for the ignorant that advocate the pusillanimous policy of being unprepared will both be impressed upon the national mind.

"The United States enters upon a period of building, of a new construction and reconstruction on a scale that the world has never seen. Our work must do the work of thousands of factories destroyed.

"Our commerce must supply the commerce of the great nations brought to an abrupt end. Our skilled men and those that will be coming to us in shoals with the closing of this war must do the work that the older nations cannot do.

"The money that importers spent for European goods they will spend for goods made here in America. 'Know America First' and 'Made in America,' those will be the national phrases for years to come.

"We shall supply not only the American importers with American goods instead of foreign, but we shall supply the merchants of Europe with the goods that they used to buy from their own manufacturers.



One of the Factories of the Canadian Rubber Company.

"To-day among the great nations outside of the United States it is a war of murder, dynamite, cannon, death and destruction.

"We alone are left standing in the field of useful work.

"All the trade that the others have abandoned comes to us and asks for help.

"Our factories must produce for the factories that are idle.

"There never was such opportunity, never such prosperity within a nation's grasp. Given the will in the national mind, the determination, the co-operation of government, farmers, merchants, bankers and workers—and this country will rise rapidly to a dominating position on the earth that it need not lose for centuries, if ever.

"This is the day, and this is the land of opportunity without parallel."

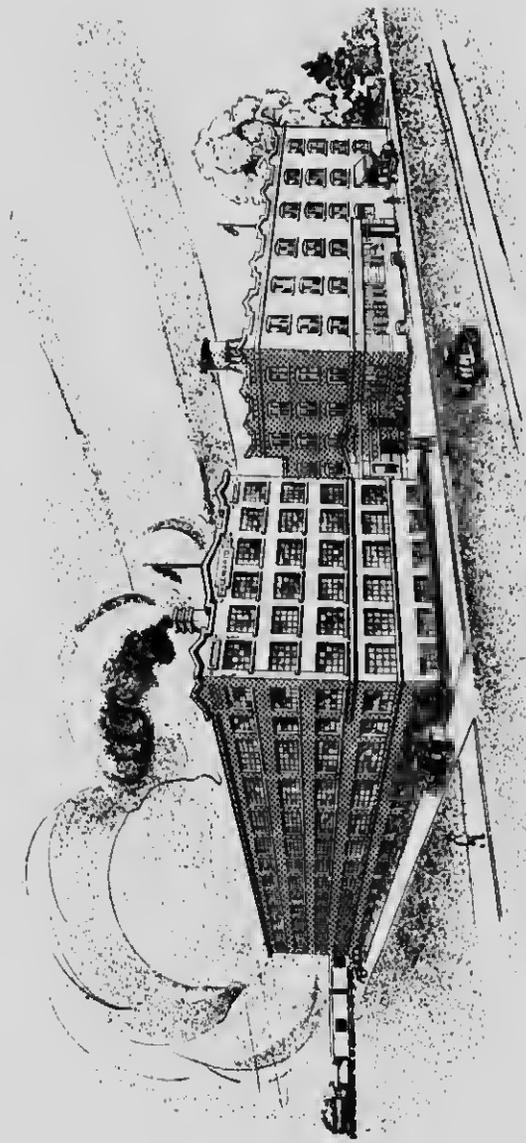
Canada, occupying the northern half of North America, is in exactly the same position as the United States. Every word of the above extract applies with greater meaning to the Canadian people.

This is Canada's opportunity for greatness. It is her opportunity to rise in her might and grasp a position of prominence and permanence in the commercial world.

It is not an ambition, but an obligation she owes to the rest of the world.

At this stage of the war every mill and every factory in the country should be running at full speed.

In the first place, last year Canada bought from Germany and France over \$30,000,000 worth of merchandise, food, clothing of all descriptions, underwear,



The Cowan Company Cocoa Plant, at Toronto.

socks, dresses, hats and other essentials of daily life. That supply is cut off and may be cut off for years.

Where is this year's \$30,000,000 worth of life's necessities coming from?

The United States factories will be hard pressed to replace her European imports, also cut off.

Canadian mills and factories must steam up.

There are large woollen factories throughout Canada, yet last year this country imported half a million dollars' worth of socks, and a quarter of million dollars' worth of underwear from Germany.

This sum represents about 2,500,000 pairs of socks.

Are the woollen industries going to wake up, or are we to go without socks and underwear?

Canada has immense cutlery enterprises, yet we paid last year \$400,000 to Germany for cutlery. That supply is cut off. Are the Canadian works going to steam up?

Canada has steel plants, foundries and machine shops, yet last year we bought over three million dollars' worth of metal products from Germany. The supply is now cut off. Are the Canadian machine shops, iron foundries and steel plants going to steam up?

Canada has immense cotton factories, yet last year we bought over half a million dollars' worth of cotton goods from France. That supply is cut off and may be cut off for years. Are Canada's cotton mills going to steam up?

The Canadian manufacturers have an annual standing order of \$30,000,000—representing German and French imports.

In addition to this there will be the gigantic demand of the crippled European nations.



The Plant of Sherwin-Williams Paint Company, one of Canada's Leading Industries.

The women and children of France and Belgium must be fed and clothed.

Each day of the war brings the day closer to hand when they will be appealing for food and clothing.

It is a duty Canadian enterprises owe to civilization to have made preparations for this appeal.

Canadian enterprises may for years have to help supply Europe's shortage in agricultural and manufactured products.

The seriousness of the situation depends upon the duration of the war. The British Foreign Secretary in endeavoring to avert the European catastrophe, warned the armed nations that once war was declared it might last for twenty years.

Recent events appear to indicate that it will be a long struggle, and that is the urgency for manning every industry in the country to the fullest extent with the least possible delay.

If every single factory in Canada were multiplied by 100, and each of these kept working 24 hours a day, we could then only take a small part in supplying the world's shortage in manufacturing products.

The British Board of Trade realizes the importance of keeping our industries going at full speed, and British capitalists are ready to finance their expansion.

A leading New York newspaper is responsible for the statement that in addition to the English gold already sent to Ottawa, the New York bankers will send \$100,000,000 in gold to the capital, representing New York obligations in London.

The "Made in Canada" movement is progressing.



Canadian Northern Union Station, Winnipeg, built by the Canadian Northern Railway, on the site of Old Fort Garry.

BRITAIN'S MOTTO: "BUSINESS AS USUAL."

London, September 7-14.—Nearly all of Britain's newspapers contain the lines: Britain's Motto—"Business as Usual." Many of the West End shops of London contain notices on their windows: No goods made in Germany sold here.

A meeting of representative business and advertising men has been held, at which Mr. H. Gordon Selfridge presided.

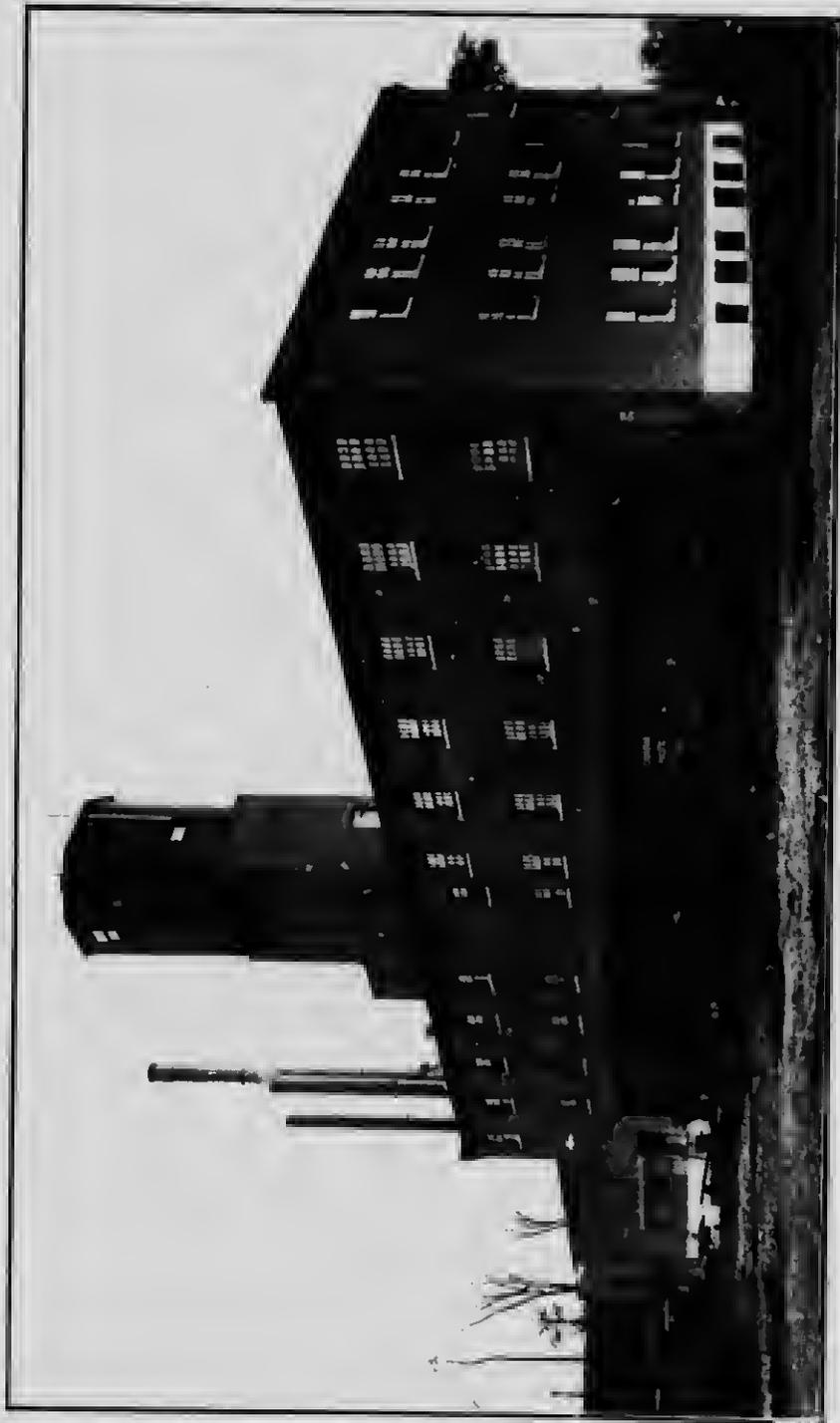
Mr. Selfridge said they were there to urge that business should be continued as usual, and that the great motive power—advertising—should be kept at normal or above normal pressure.

It was the duty of those who were obliged to stay at home to carry on their work with the same courage, energy, and unselfishness that they expected, and would surely see displayed by those brave men who had gone to the front. (Cheers.)

War required two forces; one of men who fought with risk of life against the enemy, and another to keep the lifeblood of the nation moving to carry on the work of making and providing.

To the one force was the glory and the reward when successful; to the other the less exciting, less glorious, but necessary duty to the nation, and war demanded sacrifices from both.

The object of the meeting was to express a hope that the force to which they belonged would do its duty, so that when the war was over and peace signed in Berlin—(cheers)—they might feel that they had not been found wanting in the time of trial.



Montreal Factory of Messrs. N. K. Fairbanks, where the Gold Dust Twins do their Work.

No action of theirs could more encourage our sailors and soldiers and more discourage their enemies than the maintenance of an "even keel" in our trade and industry.

Let them prove that they did not only carry on business for profit, but also to provide for the wants of the people.

To withdraw publicity from their business at such a time would be like slackening fires in a vessel when steam was most needed. (Hear, hear.)

Mr. Thomas Russel said: Our ships kept the seas free, and German commerce was swept away. (Cheers.)

For years we had grumbled at German competition, and now was the time to get back what we had lost to Germany.

"Advertise," he continued, "and let the world know that what Germany can make we can make.

"If we use the opportunity the trade will not return to Germany, and there will be an end to the trade which has made 'Made in Germany' a by-word for substitutes."

With recognition of our present opportunity there would be a rich reward after the war.

There should be no holding up of payments by which manufacturers would be hampered.

To keep factories at full time was a national proposition.

The end of the war would be brought about as much by shrinkage of trade as by victories of our Army or the weight of our Fleets.

He moved a resolution urging the Press not to relax its efforts to restore the confidence of the public in the stability of trade and thus promote a return of normal



(Photo. courtesy Capt. Ian Northern, Railway)

R. M. S. "Royal Edward"

conditions in respect to the necessaries and amenities of life.

Canadian manufacturers are making energetic efforts to replace Made in Germany goods by goods Made in Canada.

WHEN GERMANY DREW THE SWORD

Copenhagen, September 11.—The Berlin "Vossische Zeitung" discusses the extent to which German industry has already been hit by the war. Dr. Emil Lederer, the well-known German author, says:

"The removal of all men capable of bearing arms has smashed industry to atoms.

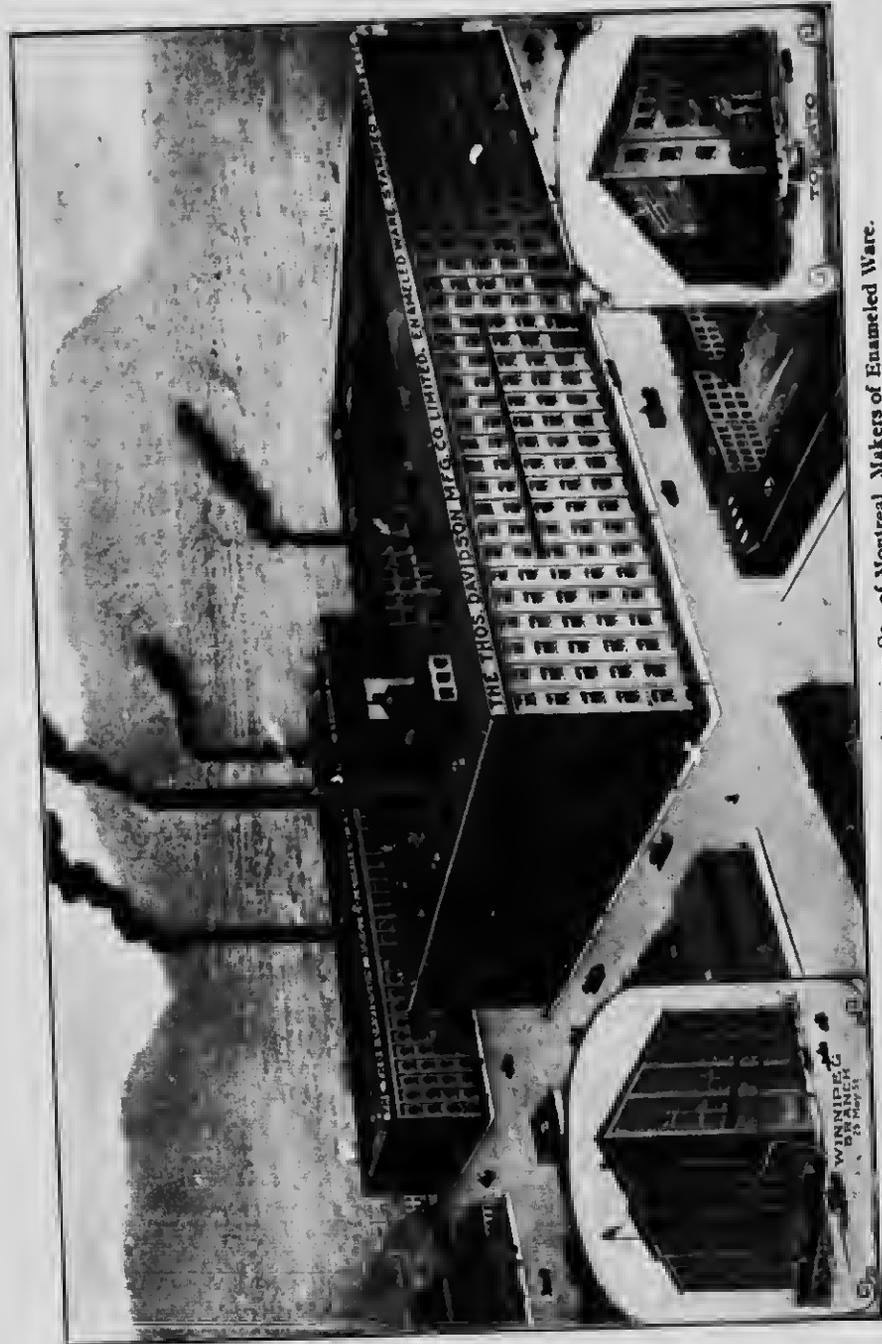
"All the links uniting the various trades have been broken.

"The unfortunate thing is that the liquidation, which is customary in all times of crisis, does not in the present instance affect merely the small body of speculators, but expresses the fact that German industry and its production are on fictitious bases.

"What," asks Dr. Lederer, "are the decisive economic facts? Does the complete break-up of industry, which threatens the Germans, involve a disruption also of agriculture and the supply of necessities?"

"The war means for Germany, the prevention of exports, the prevention of imports, of the means of subsistence, the reduction in the demand of all those at the front, and the restriction of the demand of all those remaining at home."

The German News Bureau has fallen from its high estate.



Factory of the Thos. Davidson Manufacturing Co., of Montreal, Makers of Enameled Ware.

Before the sword was drawn the Bureau was smug, pompous, and defiant. It talked down to the world.

Its constant vaporings concerning Germany's science, art, and military prowess began to pall.

It never lost an opportunity of proclaiming to the world that Germany was a cultured nation.

There was nothing good in the world that did not emanate from Germany.

Before the sword was drawn in vainglorious fashion, it recorded the blatant symposiums of the military headquarters staff.

With a wave of the hand, it issued invitations to the Kaiser's banquet in Paris ten days after the war would have begun.

It told of the overrunning of England, the ruin of her commerce, and enthroned the Kaiser Emperor of Europe.

The despatch from Copenhagen is telling a different story.

The Bureau has lost some of its self-assurance, and Germany seems to be in a bad way.

It will be observed from the despatch that Dr. Lederer has recommended the calling of a central committee to "see what can be done."

The Doctor should have thought of these things before the sword was drawn.

The public will look to the future with interest to learn how the Doctor's central committee is progressing.

It's beginning to look as if the Doctor was called in too late.

Canada's business, industrial and agricultural boom, is just commencing.





Eastern Hat and Cap Manufacturing Company, Truro, N. S.

Ten mills of Textile Co. at work full tilt.

The stimulating effect of present conditions upon the Canadian cotton industry has resulted in the resumption of full working time in the ten mills of the Dominion Textile Company, Limited.

During the eight months prior to the commencement of the war in Europe, the 7,000 employees of this company were working on an average only 70 per cent. of full time.

Since the outbreak of hostilities they have been working full time, and if the present demand for Canadian cotton continues, as is likely to be the case, overtime and double shifts in certain departments will be necessary.

The operation at full capacity of the ten mills of the Dominion Textile Company, Limited, will mean the placing in circulation annually of upwards of \$10,000,000.

Most of this large amount of money will be spent in Canada—in wages, in freight and cartage, in coal, oil and other factory supplies and in the many other items that enter into the cost of the finished product.

As the ten mills of the company are scattered from Kingston to Halifax the benefits accruing from the circulation of this large amount of money will be spread over a wide area.

What's the matter with Canada's steel plants and iron industries?

The London representative of one of the leading English dealers in builders' hardware and materials, is now in New York endeavoring to secure from America the steel and iron products formerly imported from Germany.



Plant of the Canadian Rubber Company.

He wants nails, tubes, cast iron pipes, structural steel, sheets, lead, glass, porcelain and enamelled baths and builders' hardware.

He says:

"In the six months from January to July of this year, the English imported wire and wire nails from Germany and Belgium to the total amount of 120,000 tons.

"Nearly an equal amount of these goods passed through English ports on their way to Australia, Africa, South America and other countries to which they are exported from the European Continent.

"In the same six months' period we took 160,000 tons of steel billets from Germany, 60,000 tons from Belgium and only 20,000 tons from the United States. Out of 261,000 tons of steel sheet bars imported by us, Germany supplied 205,000 tons.

"Germany also sold us 80,000 tons of iron bars and 46,000 tons of girders during the six months period, and in the same time we took 30,000 tons of tubes and 100,000 tons of plates, mainly from Germany and Belgium.

"The bulk of our imported hardware comes from the Continent, and in the six months period I have referred to we bought these goods to the value of \$4,300,000.

"At the same time we also took electrical goods to the value of \$5,000,000, machinery to the value of \$25,000,000, and motor cars and parts to the value of \$25,000,000.

"Germany has been strongly represented in our importation of electrical goods and machinery.

"We have been buying \$750,000 worth of window glass a month from Belgium, and this field is now closed to us, as well as that of Germany.



The Factory of Boeckh Brothers, Broom and Brush Manufacturers, Toronto.

"We shall have to depend on the American and Canadian manufacturers for these supplies, in addition to a great variety of other goods."

CANADA'S OPPORTUNITY

Canada is on the threshold of a wonderful commercial advancement.

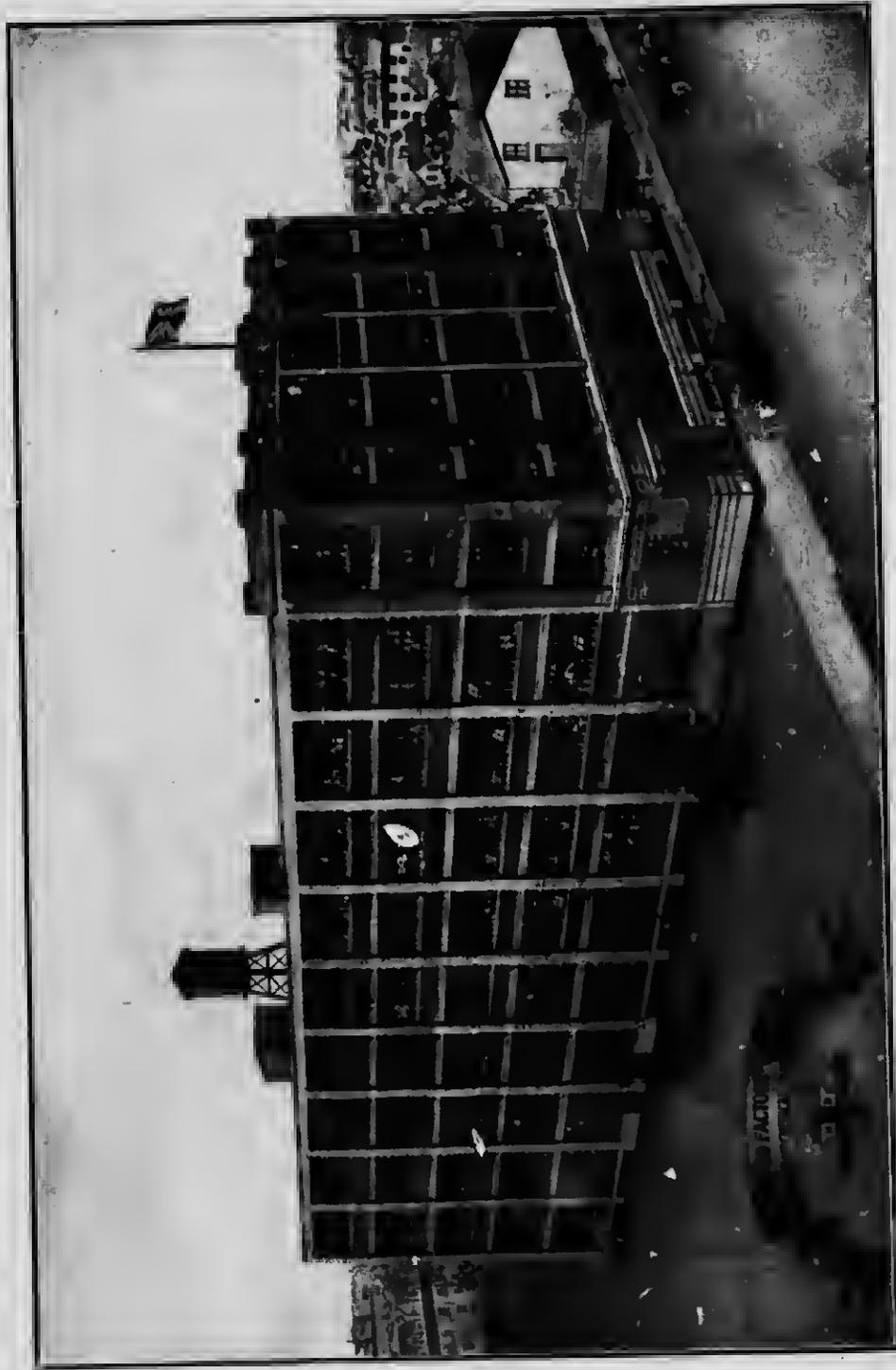
The war has paralyzed manufacturing in Germany, France and Austria, and while England is experiencing a revival in manufacturing, the fact remains that the United States and Canada will have to supply the world's markets, formerly supplied by the crippled European industries.

Germany's trade alone amounts to \$2,500,000,000. Germany's export trade to South America amounts to \$160,000,000 annually. Germany sold to Canada itself last year to the extent of \$15,000,000.

Canada's business opportunity lies in permanently replacing the German trade in South America, Australia, and in this country. Argentina, one of the world's great grain producing countries, this year has a bountiful harvest, and will be in the market for heavy imports.

A leading writer in the United States says: "I predict that for the next two years we will see a business boom in the United States, the equal of which we have never known before. The fact that we have bumper crops and that prices are high means that the farmers are going to build and buy agricultural implements on a scale that they never have before."

This year Canada has good crops, too, her roots and vegetables being particularly good.



The National Drug and Chemical Company's Toronto Factory, where many of the Na-tro-co Products are Manufactured.

The business revival in the United States will be reflected in Canada.

The wheat crop in the United States for 1914 will be worth \$900,000,000, and the cotton crop \$750,000,000.

The mills and factories of the United States have begun to steam up to supply the shortage in the world's manufactured products.

Canadian mills and factories will soon be inundated with orders from all parts of the world.

Canada's day of opportunity has arrived.

A "Made in Canada" propaganda should be instituted to replace the "Made in Germany" campaign which has taken from Canada millions of dollars annually which should have remained in this country.

THE WAR AND BUSINESS REVIVAL

Signs of the business revival that was inevitable as a result of the European War are accumulating.

The manufacturers throughout the country are getting things into shape to secure their share of the foreign trade that will come to this continent as a result of the crippling of the leading European industries.

Predictions are made in well-informed circles that soon there will be commercial activity throughout the country never before approached.

Canadian manufacturers have not only their share of the World's Trade to look after, but they must help replace the \$700,000,000 worth of merchandise that has been annually sold to the Canadian people.

Much of the merchandise sold in the big stores in Canada has come from Germany; this merchandise is



Factory of the Alaska Feather and Down Company, Montreal.

perishable and the stores will soon have to be re-stocked. A large item of Germany's total trade with us is made up of cotton and woollen goods. The Canadian mills and factories, which have not been operating full time will have to coal up to meet the shortage.

This means a big call for labor.

And if Canada secures her share of the foreign trade it will mean additions to and the erection of new mills on a large scale.

The European War, according to authorities, is likely to last a considerable time—some say two years at least, and even after the war is over it will be a long time before European industries are on a competitive basis.

The export trade that will come to Canada is likely to be permanent, necessitating extensions and developments of great magnitude.

The increased export trade will mean increased shipping for the railway and steamship companies, increased employment for the people and general activity, the proportions of which are difficult to comprehend.

The first thought of the Canadian manufacturers is to replace the following German goods sold to Canada last year:

Total Trade	\$14,473,833
Drugs, etc.	750,000
Earthenware	343,000
Fancy Goods	1,127,000
Furs	1,600,000
Glass	256,000
Gloves	80,000



Factories of the Dominion Textile Company, Montreal.

Rubber Goods	\$186,000
Leather	61,000
Cutlery	400,000
Machinery	300,000
Musical Instruments	200,000
Optical	200,000
Paints and Colors	230,000
Paper	280,000
Silk	300,000
Tobacco	186,000
Sugar	309,000
Jewellery	175,000
Hats and Bonnets	73,000
Electric Apparatus	111,000
Feathers and Flowers for Hats	127,000
Hops	56,000
Packages and Parcels	150,000
Ales, etc.	22,000
Baskets	23,000
Books	85,000
Boots	15,000
Breadstuffs	131,000
Brooms and Bristles	60,000
Railway Cars and Carriages	85,000
Clocks	119,000
Cocoa and Chocolate	77,000
Combs	81,000
Pocket Books and Purses	78,000
Spirits and Wines	72,700
Lead Pencils	74,700

Cottons imported from Germany last year, \$1,100,000

Principal items:

Blouses and Shirtwaists	6,775
Socks	441,898
Other Clothing	71,268
Embroideries	45,000
Dyed Fabrics	72,000
Velvets	32,000
Lace	227,000
Sheets, etc.	44,000
Thread	18,000
Yarn	78,000

Imports of Wool Products from Germany for
last year \$1,000,000

Principal items:

Carpets	60,000
Knitted Goods	104,000
Garments for Women and Children	148,000
Socks and Stockings	65,000
Underwear	246,454
Yarns	103,000

Imports of Iron Products and Minerals from
Germany last year \$3,000,000

Principal items:

Cutlery	400,000
Machinery	280,000
Wheels	326,000
Tools	60,000
Tubing	340,000
Zinc Products	350,435
Lamps	177,600

CANADA'S ACTIVITY, ENERGY AND PROSPERITY,
WILL BE UNBOUNDED

One of the leading newspapers of the United States says:—

"Within the next few months, or even weeks, the mills and factories all over the United States will be humming in an effort to provide sufficient products to supply the demands of our home markets.

"People who formerly bought foreign goods will now buy American goods.

"United States exports will greatly increase, for we must of necessity supply a large part of the foreign demand which was formerly supplied by the nations now engaged in this destructive war.

"Before many weeks shall have passed the people of the United States will realize—without losing their sympathy for the unfortunate peoples of Europe—that what means calamity for the other nations is destined to mean marvellous growth and prosperity for this fortunate land.

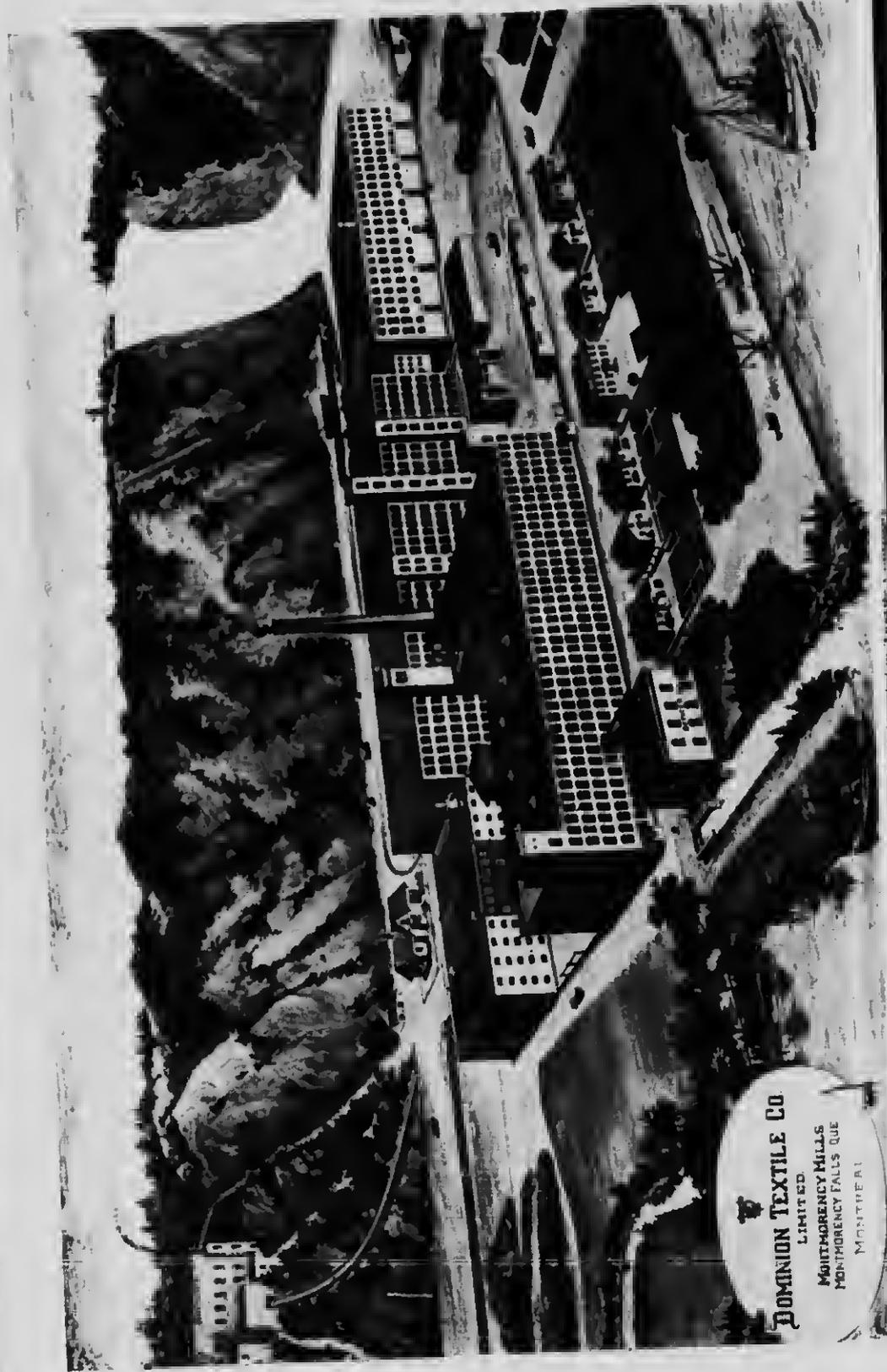
"This war gives to America the markets of the whole world.

"The story of this war is the story of such prosperity as no nation in the world has ever seen destined to come to us, not through our seeking, but by force of circumstances.

"Before long the people will realize that the world will take from us double and treble what it has ever taken before.

"There has never been such opportunity, never such prosperity as we shall see.

"Think of the tens of thousands of factories idle.




DOMINION TEXTILE CO.
LIMITED.
MONTMORENCY MILLS
MONTMORENCY FALLS QUE.
MONTREAL

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"Think of all European business practically stopped, and then think of the marvellous possibilities that await this country.

"There has never been such opportunity—never such prosperity as we shall see."

Canada's position is precisely the same as that of the United States, and shortly the Canadian mills and factories will be humming just as fast as those in that country.

Picture the industries of France, Germany and Austria crippled—all their employees are at the war.

Remember that these industries not only supplied the necessities of their own countries, but had a vast foreign commerce—Germany's annual trade alone amounting to \$2,500,000,000.

Canada will have to do her duty to the world in a manufacturing way.

Her industries must come to the assistance of the world.

Before the war has progressed much further, the crippled nations and the nations dependent upon them in a manufacturing way, will be crying out to be clothed and to be fed.

There will be no unemployed in Canada.

Every man and every child who is not on the firing line will be pressed into service to man the mills and factories and help to supply the wants of the naked and hungry.

Next year will be unprecedented in agricultural activity in Canada. With the fields of the warring European countries in the hands of their women, it is not to be expected those countries will have anything like normal crops.

The longer the war continues the higher will go the prices for field crops, and with this incentive the agricultural possibilities of Canada will be exploited with the utmost energy and enterprise.

Last year the industries of France supplied Canada's needs to the extent of almost sixteen million dollars worth of merchandise.

To-day these industries are idle.

Since Germany declared war on France, the only employment in that country is of shouldering a rifle or wielding a sabre.

France will not only be unable to supply Canada with \$16,000,000 worth of goods, but the Canadian industries will have to assist in supplying that country with the necessities of life.

The following is a list of Canada's importations from France last year, and the Canadian manufacturers are making preparations to manufacture in this country as many of the imported articles as possible.

Cotton Products	\$556,000
Drugs, etc.	596,000
Earthenware	185,000
Fancy Goods	534,000
Fish, etc.	41,000
Fruits and Nuts	488,000
Furs	326,000
Glass	108,000
Hats, etc.	144,000
Hides	2,000,000
Jewellery	205,000
Leather, etc.	34,000

Metals Manufactures	\$190,000
Mineral Waters	108,000
Musical Instruments	34,000
Oils, etc.	190,000
Optical	60,000
Paper Manufacturers	150,000
Perfumery	168,000
Precious Stones	540,000
Silks, etc.	1,264,000
Soap	163,000
Tobacco, Pipes, etc.	252,000
Wines, etc.	2,500,000

CANADA'S SHARE OF THE SOUTH AMERICAN TRADE

Last year Germany sold to South America \$160,000,000 worth of merchandise.

That supply is cut off because of the war, and may be cut off for years.

What is South America going to do?

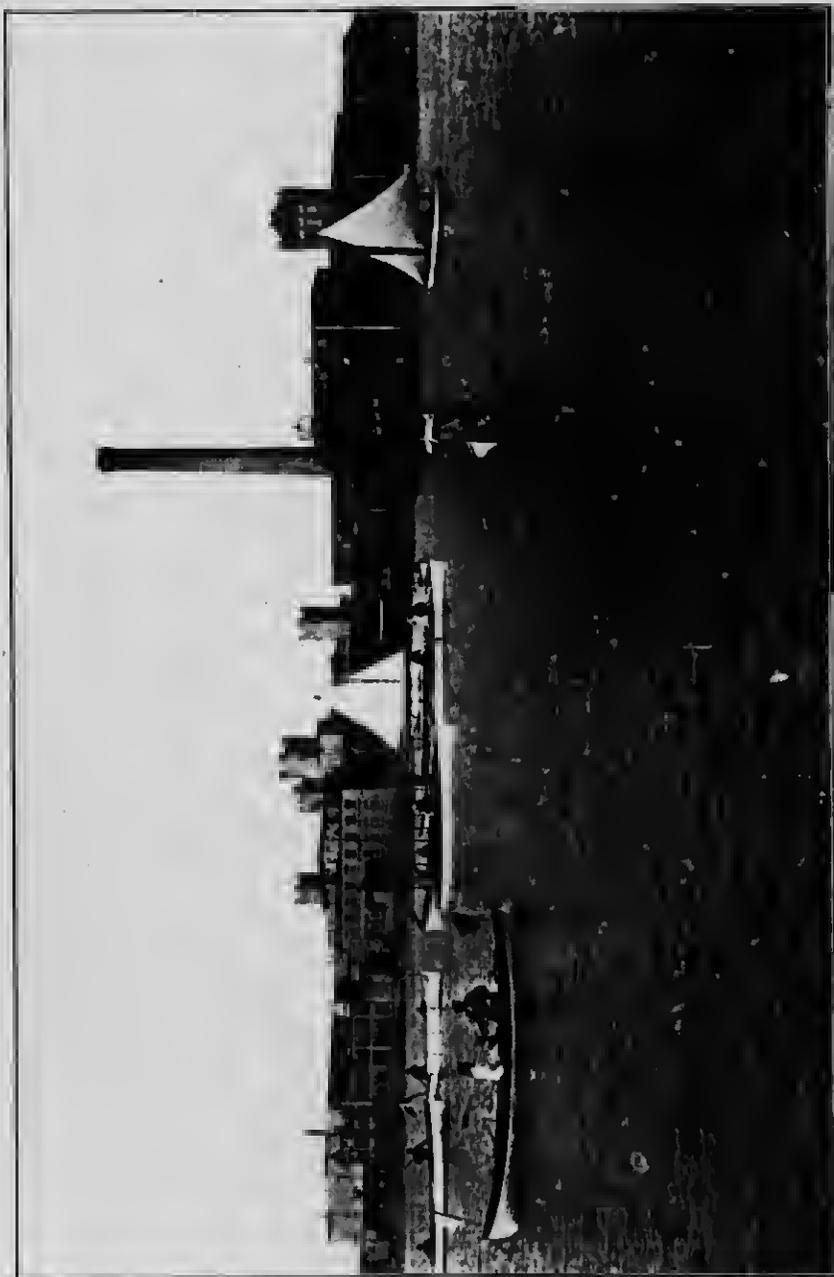
How is she to replace this big order?

Owing to her immense crops this year, she will be in the market for heavy purchases of manufactured products.

Her only source of supply is Canada and the United States.

The enterprising manufacturers of the United States fully realize that no time is to be lost in annexing that trade, and with commendable enthusiasm are preparing to secure as big a slice of it as possible.

Ex-Mayor Fitzgerald, of Boston, as chairman of the Foreign Trade Committee of the Boston Chamber of Commerce says:



General View of the Valleyfield Mills of Montreal Cottons, Limited.

"The war has opened a gateway through which we can derive a flood of business from Europe and South America.

"The New England business man knows that the old export policy of waiting for the buyer to come to him is out of date.

"Some of the most thorough and up-to-date exporters in this country are New England concerns.

"Branch banks should be established in South America and the merchant marine rehabilitated so as to develop an American atmosphere in importing trading centres.

"Right now is the time."

The Canadian manufacturers could send a representative to South America and he would probably return with an order large enough to keep the mills and factories going full blast.

But the Canadian industries have busy times ahead.

There is the item of almost \$700,000,000 of merchandise which Canada has been importing from foreign countries.

That supply is largely cut off.

Canadian industries must replace it.

Upon the duration of the war will depend the degree of starvation and suffering amongst the European peoples.

The length of the war is uncertain, but recent developments in Great Britain portend a long conflict.

Before war was declared the British Foreign Secretary warned the European nations that war, once started, might last for twenty years.

The European industries that supplied the food and

clothing for the European people are out of business, and will be so during the war.

The fields of Europe are in the hands of women and children, which means a vast diminution in the normal field crops.

The supply of food and clothing diminishes with each day of the war.

France and Belgium will look to Canada to supply her women and children with food and clothing.

If all the industries of Canada were now manned to their fullest capacity, and operated on day and night shifts, this country would be in a position to help alleviate the hungry and clothe the naked.

Canada must buckle on her industrial armour and get the wheels of industry going.

France and Belgium have the gold to pay for everything they buy.

British capitalists are prepared to lay down unlimited gold for the expansion and development of the Canadian industries.

Everything points to a wave of prosperity undreamed of, sweeping across Canada.

This is not the time for Canada to rest on her oars, but the time for enthusiasm, energy, and aggressiveness.

Next year the demand for labor in the agricultural districts will be universal, and every idle man will be rushed to the fields to help till the soil so that Canada may augment her contributions of food and fodder in this emergency.

THE WAR AND DELUSIONS

The German Press Bureau has very cleverly created the impression that, owing to the alleged bondage the world is under to German science in the manufacture of dyes and other things, that when Germany drew the sword the commercial world would curl up in blue funk.

According to the Bureau, Germany held the commercial destiny of the world in her hand.

Germany has drawn the sword, and the nations of the world are doing business at the old stand.

The war will disillusionize.

The average person engrossed in his particular avocation has read with complacency how the world is obligated to Germany and her science in the manufacture of dyes, used so extensively in commerce throughout the world. The average person, now that the sword has been drawn, will be interested in knowing that the vast German dye trade is the result of English science and research.

It was an Englishman, Dr. Perkin, who made the discovery that dyes could be made from coal tar.

He startled the manufacturing world by his discovery and was knighted by the British Government for his achievement.

The science of Sir William Perkin gave to Germany her dye trade.

German chemists builded upon the Perkin invention, and as soon as they developed a new color patented it in Great Britain and the United States.

They developed a world-wide monopoly in the dye-stuff trade.



Interior of a Weave Room, Montreal Cottons, Limited, Valleyfield.

The British Government will cancel the dye patents, and this industry will, in future, be features of both countries.

Mr. I. F. Stone, President of the National Aniline and Chemical Company, last week, in New York, said:

"Of aniline dyes, comprising acid colors for wool and silk, direct dyeing colors for cotton, basic colors for paper and leather, we will be prepared to furnish them regularly, irrespective of European conditions. That is to say, instead of being dependent upon Europe for raw materials we will manufacture these raw materials ourselves, insuring a regular supply of finished colors, with which to supply our customers."

The German dye delusion is dissolved.

GERMANY'S COMMERCIAL COMMANDMENTS

London, August 28.—These ten commandments, issued throughout Germany by the various chambers of commerce, were read to-day by Sir George Pragnell, at a meeting of British manufacturers:

"1. In all expenses keep in mind the interests of your compatriots.

"2. Never forget that when you buy foreign articles your own country is poorer.

"3. Your money should profit no one but Germans.

"4. Never profane German factories by using foreign machinery.

"5. Never allow foreign eatables to be served at your table.

"6. Write on German paper with a German pen, and use German blotting paper.

"7. German flour, German fruit and German beer—these alone give your body the true German energy.

"8. If you do not like German malt coffee, drink coffee from the German colonies.

"9. Use only German cloth for your dress, and German hats for your head.

"10. Let no foreign flattery distract you from these precepts, and be firmly convinced that whatever others say, German products are the only ones worthy of citizens of the German fatherland."

The business aggressiveness of Germany furnishes the sinews for her war machine.

CANADA'S IRON INDUSTRIES

The gigantic German war machine is now engaged in devastating Europe.

This machine was made possible and maintained by means of the vast German commerce.

Second only to Great Britain in trade and commerce, Germany has exploited the markets of the world, in the same methodical manner as she has built up her gigantic war machine.

Her sinews of war were flourishing at the outbreak of hostilities.

German products found easy access to the world's markets because of their cheapness. German labor is much cheaper than it is on this continent, and German manufacturers have perfected a system of producing merchandise with the outward evidences of worth, but which in reality, is a mere counterfeit of the genuine and original.

This does not apply to Germany's iron and steel products. In that branch of commerce Germany has held a foremost position. She has sold to England about \$20,000,000 annually of steel and iron products, largely because of her cheap labor.

Last year she sold to Canada \$3,000,000 worth of iron and steel. The principal item in her iron exports to Britain was that used by the building trades.

A vast army of Britain's laborers is dependent upon Germany's iron.

The war has eliminated Germany's cheap labor.

The British market is now open for Canada's steel and iron.

The acquisition of this market would put the Canadian industries permanently on their feet, and add much to Canada's prosperity.

The war has aroused the commercial intelligence of the Canadian manufacturers, who now realize their responsibilities and opportunities.

As a result of the war, Canada will enjoy a large increase in her trade and commerce.

Her exports, not only in agricultural, but of manufactured products, will show big advances.

The goods, heretofore imported from foreign countries, will be made in Canada, accompanied by a trade revival and industrial activity and energy never before experienced in this country.

A New York financier says: "The war will wipe out the high cost of living, because it will eliminate high living."

A New York banker of international reputation says: "The effects of the war on our business almost



The Lumber Industry on the Ottawa River.

baffles the imagination. For the first time in history one great nation stands up as the only source of supply, and that nation is equipped to help the whole world. We not only have an opportunity, but a duty to mankind. The benefits will be far-reaching."

A prominent New York merchant says: "The war will make our position, financially and commercially, stronger than ever before. We will plant our products in new soil, and it will be up to us to keep them there."

The president of one of the largest banks in the United States says: "Great good will come to the United States. If I owned a cotton mill, for instance, I would keep it going day and night to meet the new demands for goods that will come from everywhere, and especially from the Far East."

Another banker says: "We face whole new avenues of industrial activity."

A prominent New York financier says: "Now is the time for American enterprise to assert itself. Austria, for example, has exported most of the bent wood furniture that we use. We can make it just as easily. So, too, with the toys that have come in floods from Germany. During the war we will not have to compete with the handicap of cheap labor either."

One of the big business men of the United States says: "We will see a tremendous world trade development and North America will be the base of supplies. If conditions were reversed and we were at war, Germany would already have her advance agents of commerce scouring the seven seas, leaving nothing undone to reap the benefits. We will gain immensely."

Good times and prosperity in the United States always means good times and prosperity for Canada.

The above opinions from leading men in the United States apply with even greater force to Canada.

Canada's prosperity will be on a scale never before thought of.

THE VAST GERMAN DYE TRADE

We hear and read much about the vast German dye trade.

Rightly so.

The products of the German dye factories have been an important factor in the world's commerce.

They enter largely into the manufacture of all colored fabrics.

It has suited the world to allow Germany to supply its industries with dye-stuffs, but the war will end this condition.

Each country will in future be independent of Germany's dye works, and manufacture its own requirements.

England was the original field (in modern times) for dye experiments, and an Englishman discovered that dyes could be made from coal tar.

In 1856 Sir William Henry Perkin invented and prepared for the world the first aniline dye, namely the purple coloring matter, mauve.

The discovery of other brilliant aniline dye-stuffs followed in rapid succession.

As a result of Germany declaring war on Great Britain, the latter will suspend all German patents.

The United States will build a number of large dye factories, so that in a short time this continent will be independent of Germany in this regard.

Many of the colored fabrics, heretofore imported from European countries, will be made in Canada.

Sir William Henry Perkin, the famous English chemist, was born in London on the 12th of March, 1838.

From an early age he determined to adopt chemistry as his profession.

Attending the City of London School, he devoted all his spare time to chemistry, and on leaving in 1853, entered the Royal College of Chemistry.

Devoting his evenings to private investigations in a rough laboratory fitted up at his home, Perkin was fired by some remarks of the college professor to undertake the artificial production of quinine.

In this attempt he was unsuccessful, but the observations he made in the course of his experiments induced him early in 1856 to try the effect of treating aniline sulphate with bichromate of potash.

The result was a precipitate aniline black, from which he obtained the coloring matter subsequently known as aniline blue or mauve.

He lost no time in bringing this substance before the managers of Pullar's dye works, Perth, and they expressed a favorable opinion of it.

Thus encouraged, he took out a patent for his process, and leaving the College of Chemistry, a boy of eighteen, he proceeded, with the aid of his father and brother, to erect works at Greenford Green, near Harrow, for the manufacture of the newly-discovered coloring



The Citadel, Quebec.

matter, and by the end of 1857, the works were in operation. That date may therefore be reckoned as that of the foundation of the coal-tar color industry, which has since attained such important dimensions.

Perkin also had a large share in the introduction of artificial alizarin, the red dye of the madder root.

C. Graebe and C. T. Liebermann in 1868 prepared that substance synthetically from anthracene, but their process was not practicable on a large scale, and it was left to Dr. Perkin to patent a method that was commercially valuable.

This he did in 1869, thus securing for the Greenford Green works a monopoly of alizarin manufacture for several years.

About the same time he also carried out a series of investigations into kindred substances, such as anthrapurpurin.

About 1874 he abandoned the manufacture of coal-tar colors and devoted himself exclusively to research in pure chemistry, and among the discoveries he made in this field was that of the reaction known by his name, depending on the condensation of aldehydes with fatty acids.

Later still he engaged in the study of the relations between chemical constitution and rotation of the plane of polarization in a magnetic field, and enunciated a law expressing the variation of such rotation in bodies belonging to homologous series. For this work he was, in 1889, awarded a Davy Medal by the Royal Society, which ten years previously had bestowed upon him a Royal medal in recognition of his investigations in the coal-tar colors.

The Chemical Society, of which he became secretary in 1869, and president in 1883, presented him with its Longstaff medal in 1889, and in 1890 he received the Albert medal of the Society of Arts.

In 1906 an international celebration of the fiftieth anniversary of his invention of Mauve was held in London, and in the same year he was made a knight. He died near Harrow on the 14th of July, 1907.

His eldest son, William Henry Perkin, who was born at Sudbury, near Harrow, on the 17th of June, 1860, and was educated at the City of London School, and the Royal College of Science, became professor of chemistry at the Heriot-Watt College, Edinburgh, in 1887, and professor of organic chemistry at Owens College, Manchester, in 1892.

His chief researches deal with the polymethylene compounds, the alkaloids, in particular hydrastine and berberine, and the camphors and terpenes (q.v.).

He received the Davy medal from the Royal Society in 1904.

NO UNEMPLOYED

There are said to be 20,000,000 men under arms in Europe to-day.

These men have been taken from the factories and the fields, with the result that the factories are idle and the fields turned over to the women and children to cultivate.

Thousands of these workers will be killed and other thousands maimed and disabled.

Meantime the supply of the products they turned out is being exhausted, a supply without which the world cannot continue to exist.

This supply has to be made up by some one.

There should be no idle people, nor idle factories in Canada to-day.

Soon there will come a tremendous demand for all manner of manufactured goods, and there will be none to be had.

Consider the item of footwear alone.

The 20,000,000 armed men in Europe are wearing 20,000,000 pairs of shoes, all of which will be worn out in a month.

Perhaps there are another 20,000,000 pairs in stock to replace them, but where is the supply to come from to restock the stores?

Hundreds of factories in Europe are closed, and the thousands of men who were turning these shoes out are in the warring ranks.

The same is true of the socks and underwear and uniforms of this vast army.

We, removed from the scene of devastation and destruction, have a duty to perform.

We must give to Europe and the world the supplies of food and clothing and necessities of life, which are lacking through the withdrawal of millions of workers from lines of production.

It is not wholly a matter of commercial gain, it is a matter of duty.

The greatest opportunity ever offered to the manufacturers of this country is theirs to-day.

Get the goods manufactured, and tell the people about them, and you will be performing a service that will bring you both credit and profit.



Water Power at Ottawa, the Centre of the Canadian Lumber Industry.

BUSINESS PICKING UP IN ENGLAND

Great Britain, suddenly engaged in the greatest war the world has even seen, has appealed for the voluntary service of all her young, strong and courageous men, in her hour of need.

And the response has been magnificent.

The finest lads that Britain can produce have gladly, without a backward look, left the office stools, the shops, the warehouses and the factories, to answer the Call to the Colors.

But what of the men left to carry on the carefully organized machinery of business—the older men, and the men who, to their great disappointment, have failed to pass the medical examination?

They, too, are carrying on a great war for their beloved country—a war on German trade!

Great Britain confidently sends out another appeal—an appeal to her distant sons scattered all over the world—to help her in the most critical time of her history.

She is fighting for all that makes life worth living, for the liberty of the little nations, and for her proud title "Mistress of the Seas."

"For he that rules the sea rules the commerce of the world," said Sir Walter Raleigh, and what was true in Elizabethan days is true to-day.

Trade is steadily improving.

There has not been the general cessation of work and wages which was at first anticipated.

The Englishman is "doing his business as usual, resolute, unafraid."

Business is likewise picking up in Canada, and Canadian business men are likewise unafraid.

Mills and factories in Canada that never before in their existence operated with day and night shifts are already doing so now, and, in addition, are installing new equipment to increase their outputs.

This applies especially to the cotton mills, and the boot and shoe factories.

Canada's boom is getting under full head.

Each week will see new factories working with day and night shifts.

Canada will soon be inundated with such orders for merchandise of every description that she will have to have every wheel turning full blast.

The clothing and food of an European army of 20,000,000 men must soon be renewed.

The wants of the millions of Europe not on the firing line, and formerly largely supplied by the European factories, must be supplied by the nations at peace.

Last year the 75 million inhabitants of South America imported, largely from Europe, \$1,153,262,000 worth of merchandise.

To-day, South America is largely dependent upon Canada and the United States.

She imported from Germany alone \$20,000,000 worth of machinery, largely agricultural.

Last year Great Britain imported \$440,000,000 worth of German and Austrian products.

That supply is cut off and Canada can furnish a portion of it.

Some of the British imports from Germany and Austria last year were:

Apparel	\$6,000,000.00
Motor Cars	25,000,000.00
Earthenware and China	3,750,000.00
Cottons	35,000,000.00
Embroidry and Fancy Goods	6,000,000.00
Glass	6,000,000.00
Hardware	5,000,000.00
Leather Goods	6,000,000.00
Toys and Games	6,000,000.00
Electrical Machinery	3,500,000.00
Machinery other than Electrical	8,000,000.00
Woollens	10,000,000.00

What's the matter with Canada's cotton factories, woollen factories, glass factories, leather factories, iron foundries, and machine shops?

The wave of industrial activity and expansion that will sweep over Canada will be without parallel.

This development will mean unbounded activity for the railway and shipping companies.

Every effort is being made to stimulate agricultural activity this fall, so that the field crops of every description shall be in magnitude without precedent.

A MESSAGE FROM BRITAIN

London, September 9.—“Sons of the Motherland, here is your opportunity to show your loyalty, your patriotism, and your love of the great nation to which you belong.

“Do your part, each one of you, to help in the great campaign to keep the old industries going, to prevent



McGill University, Montreal

unemployment, to extend the home, foreign, and Colonial trade which will result in the closing of the German markets."

The Canadian industries are moving along. Some are already working with day and night shifts.

Industries from the United States will likely be established in Canada on a large scale, to replace some of Canada's yearly imports, amounting to almost \$700,000,000, and to furnish an outlet for their cotton crop, amounting annually around \$800,000,000.

Before the war a good percentage of this crop was shipped to the European factories—now idle—where it was manufactured and shipped to the world's markets as finished products.

The volume of Canada's trade will increase with the development of the country, consequent upon the vast increase in agricultural lands under cultivation, made necessary by the war.

Last year Germany found it necessary to import agricultural products to the value of \$1,800,000,000, and cereals alone to the value of \$384,000,000.

These vast importations were in a year when her own agricultural industry was in full operation. The men have been taken from the fields and sent to war, and only a small crop will be produced by the women.

The fields of the other European countries at war are in the hands of their women also.

For years there will be a world-wide shortage in wheat and all other field crops.

Canada has lying idle, millions of acres of the best wheat land in the world, but with the universal shortage, the virgin land will be put under cultivation to supply

the starving people of the world. More than ever will Canada realize that the wealth of nations is founded upon the soil.

Canada's increased acreage, her vast increase in agricultural production will mark the epoch in her history.

Her development and progress will be on a gigantic scale.

Unprecedented expansion and prosperity will follow in the wake of the agricultural developments—railway development and prosperity, steamship development, canal development, building development, and industrial development of every nature and kind.

Canada will leap forward into the arena of world-wide importance.

The mills and factories of Canada are steaming up.

The Made in Canada movement is advancing.

ENGLAND AND THE UNEMPLOYED

London, September 10.—The Government, with the laudable desire of saving the people from the pauperizing effects of charitable doles, have announced their determination to spend the various funds, destined for the relief of distress, in the provision of labor upon works of public utility or convenience, instead of granting lump sums or apportioning rations.

Montreal may profit by the example of England.

Of all cities, Montreal has the most work for the unemployed.

No other city has such primitive and unkept highways as the roads leading to Montreal from all directions.

These roads are a sad commentary on civilization, an impediment to commerce, and an important factor in maintaining the high cost of living.

The Laprairie road, connecting Montreal with the great agricultural and dairy district to the south, is impassable in wet weather.

All other roads leading from the market garden, dairy and farm districts, are unkept and difficult of travel.

They discourage agriculture in all its branches, and consequently contribute to the excessive cost of food.

The rebuilding of every country highway within a radius of 30 miles of Montreal would immediately prove beneficial to every citizen of the Metropolis.

It would immediately effect a reduction in the price of all foods from the farm, and aid commerce in every way.

A leading American paper says: "Every improved road brings the farming area it penetrates nearer to the market for farm products by cutting the cost of transportation. Bad roads are a bar to business going and coming. Investigation by the Department of Agriculture shows that in some specified Virginia counties where road improvements have lately been made, agricultural production was increased in two years to the extent of 49 per cent. The saving effected in hauling alone would pay a dividend of 46 per cent. a year upon the cost of the improved roads.

Aggressive road-building would give employment to every able-bodied man, and be conducive to better living conditions in Montreal in future years.

Men given employment in this way, at half pay,



MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



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1.50

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1.71

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3.14

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APPLIED IMAGE Inc

1853 East Main Street 14609 USA
Rochester, New York
(716) 482 - 0300 - Phone
(716) 288 - 5989 - Fax



"Young Canada" in Winter.

could earn sufficient to support their families till spring, when employment for everybody will be abundant.

The Made in Canada movement is coming along.

The mills and factories of Canada are beginning to resume orders, which later on will overwhelm them.

The West has a big crop at high prices.

Shipment of Canadian grain abroad is proceeding with great vigor, and buying for foreign demand is unprecedented.

Canadian steel industries are busier than for a long time, and are receiving the first of a consignment of orders that will keep them going full blast.

COMMERCIAL PROSPERITY

The first effects of the European War on Canada appears to be preparation for unbounded commercial prosperity.

Indications are that soon every mill and factory in the country will be working under full steam, to replace the products of the crippled European industries.

The factories of Germany, France and Austria, which hitherto have not only supplied the needs of their own people, but the needs of many other countries throughout the world, are crippled.

To-day these countries cannot even supply their own necessities, to say nothing of the rest of the world.

The United States and Canada will have to step into the breach and supply the world's markets in conjunction with England and the other European countries not affected by the war.

This means tremendous commercial activity through-

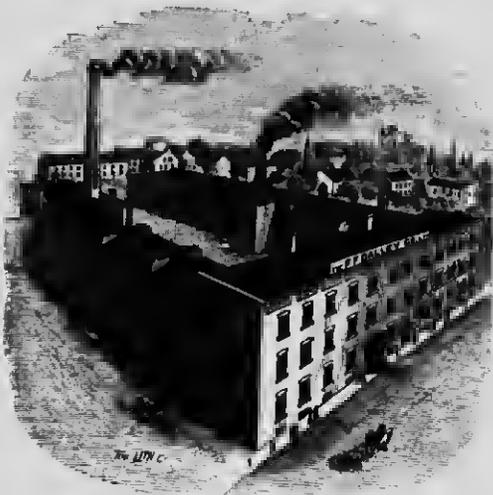
out Canada; mills and factories will work under pressure hitherto undreamed of.

Everyone who wants to work will be able to participate in this unexpected prosperity.

Europe's misfortune is deplored by every Canadian, but it is the duty of every Canadian to stand up and get

the wheels of industry in motion so that this country will be able in a measure to supply the wants of the suffering world.

The manufacturing plants of Germany, France and Austria are lying idle—the men are all at the front defending their countries. Canada's mills and factories have been working half time, but to-day there is no excuse for every enter-



F. F. Dalley Co., Limited, 2 in 1 Factory,
Hamilton.

prise of the Dominion not being manned to its fullest capacity.

Argentina, one of the great wheat producers of the world, has a very heavy crop. She was one of Germany's big customers. She must be clothed, and her wants must be supplied. She will be a heavy customer for agricultural machinery, and Canada should profit thereby.

Three million British workmen depend upon the building trade, whose raw material has come largely from Germany. That supply is now cut off, but Canada can take Germany's place. A Commissioner from Lon-

don is on his way to Canada to place immense orders with the steel mills throughout the country.

Canada's steel industries will soon be working at top speed. Every other industry will be affected in the same way.

In the twinkling of an eye the dull-trade conditions of Canada will be superseded by piping prosperity.

Every man, woman and child in the country who will work, will have work aplenty, and very soon, too.

Leading commercial firms are planning "Made in Canada" campaigns to offset the "Made in Germany" campaign, which has been exacting an annual tribute of \$15,000,000 from this country. The merchandise represented by this sum was inferior in every particular to that produced in Canada, but the science of Germany was responsible for the sale of their wares.

BE AN OPTIMIST!

Information from all sections of Canada indicate that optimism is emerging on the horizon.

In authoritative quarters the statement is made that at no time in Canada's history have so many factories been working overtime and with day and night shifts, as at present.

This does not mean that all industries are busier than ever before, because a few particular industries are idle, but the union is gaining that before long all industries will be in full operation.

In addition to the vast orders that have been received by Canadian mills and factories from the British War Office and the Canadian Militia Department, the factories



Lever Bros., Limited, Toronto, the Canadian Home of one of the
World's Largest Industries.



Machinist Apprentices, Montreal Shops, Grand Trunk Railway System.

are commencing to receive orders from the Canadian retailers, whose shelves are becoming empty, and who are beginning to feel the effects of the cutting off of imports from Europe.

Each day of present conditions is making Canada's position stronger, and when the process of financial and commercial regeneration is complete the country will emerge at the zenith of vigor and manhood.

For many years Canadian financiers have looked with displeasure upon the country's excess of imports over exports, realizing at the same time that this was the natural condition of a young country, engaged in the development of her resources.

Trade returns now show that exports are exceeding imports, and this condition is likely to continue for some time to come, with the accompanying strengthening of Canada's financial position.

Last year, Canada imported almost \$700,000,000 worth of foreign merchandise; much of this could have been manufactured in Canada, giving employment to Canadian people and keeping the money in the country.

Necessity being the mother of invention, Canadian manufacturers are setting about to replace, to as large an extent as possible, foreign goods by Canadian.

They are proceeding with the task in a broad and systematic way, and their energy will no doubt result in a constantly increased output of Canadian-manufactured goods, with a corresponding decrease in imported merchandise.

The newly awakened enthusiasm of Canadian manufacturers is contagious, for reports from agricultural centres indicate that next year will be Canada's banner

year for farm products of all descriptions, and the general demand for these, because of the world's shortage, will mean big prices and increased purchasing power for Canadian people.

Reports from different sections of the Canadian Northwest say that the activity in agricultural districts has never been equalled, and the acreage under cultivation next year will be increased by a very large percentage.

The necessities of Europe have stimulated the energy of the western people in all branches of agriculture, and next year will usher in an era of farm development of great proportions, the ultimate outcome of which will have far-reaching effects upon Canada's industrial and financial position.

An immediate effect of the inauguration of this programme of vigorous agricultural development, will be increased prosperity for the railway and transportation companies, and this prosperity, in turn, will mean increased activity and prosperity for the steel plants, the foundries and the car-building companies.

The vast increase in idle land to be put under cultivation will mean increased activity and prosperity for the manufacturers of agricultural machinery and farm implements.

The increased wealth and purchasing power of the people will mean increased production by the manufacturers, and increased employment for the people.

The whole will mean a substantial increase in the wealth and solidity of the country.

WHY MADE IN CANADA?

To the ill-informed, who cannot understand the necessity and advantage of the Made in Canada movement, we commend the following:

For years the Canadian people have been importing from the factories of foreign countries between Six Hundred and Seven Hundred Million Dollars worth of merchandise each year, much of these importations consisting of the manufactured products of steel, iron, wood and cotton and various raw materials in which Canada abounds. While these importations were taking place, many of the Canadian mills and factories, in which is invested vast capital, have been totally or partially idle. Canadian workmen were on short time, while the employees of foreign factories were working overtime to supply the requirements of the Canadian people.

WHERE THE MONEY CAME FROM.—The important and critical consideration in the circumstances, is the fact that the Canadian people, while their own factories and workmen have been idle, have been borrowing money in England to pay for their importations from foreign countries.

Canada has been borrowing in England in the neighborhood of Four Hundred Million Dollars a year.

The war has, for the present, curtailed this country's borrowing opportunities.

Leading English economists and financiers have pointed out the logical way for Canada to meet the situation.

Their advice is to curtail imports; manufacture in Canada much of the merchandise hitherto imported, thus



Factory of C. H. Catelli Co., Limited, Montreal, Manufacturers of Mascaroni.

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retaining in the country a great amount of capital and giving employment to Canadian workmen.

They also deem it prudent for Canada to increase her agricultural production. The substitution of Canadian-made products for fifty per cent. of previous annual importations, and the doubling of Canadian agricultural production, with a consequent increase of Canadian exports, would be a highly remunerative and advantageous solution of the situation.

WHAT MADE GERMANY.—The New York Commercial and Financial World of December 5, 1914, says:

Probably the greatest development ever made by any country in the same space of time was made by the German Empire, following the termination of the Franco-Prussian war. Its industrial growth in that period is nothing short of marvelous—due to one cause alone, and that is the fostering by the government and the individual of the growth of anything pertaining to manufactured products "Made in Germany."

Now, the mighty industrial fabric built in Germany after years of patient toil, the fostering care of governmental policies and the expenditure of millions, is about to totter into ruin.

The place formerly occupied by this mighty Empire can and is being occupied to-day to a degree by the Dominion of Canada. Blessed with a plentitude of natural resources, there is no reason why her industrial leaders should not take full advantage of the conditions, and, on a solid foundation, build a commercial empire which will very likely equal that which the German people are to-day losing so rapidly.

Already the more farsighted manufacturers have

grasped the idea and there is a concerted effort being made, and the "Made in Canada" idea has gotten a firm hold on the people. In the short space of two months much more has been accomplished than ever was done in Germany in the beginning of its industrial growth.

Newspapers have gotten out special "Made in Canada" editions, manufacturers have featured "Made in Canada" products, and even the retailers have special sales days and exhibits of the same tenor. Every producer of saleable articles is taking more and more advertising space and there is a widespread campaign of education to the masses, showing the great advantage of using the home-made products, as well as their superiority in many lines.

As a result, many plants which were running slack two months ago, are now running overtime, and others preparing to do so. Two months ago there was a dearth of advertising, and to-day the advertising solicitor is a welcome caller at the office of the progressive Canadian producer.

We have frequently commented on the "Made in Canada" propaganda, as it marks the beginning of one of the great epochs of Canadian history, and we take occasion to again refer to its great importance.

Reports from the Canadian Northwest indicate that the year 1915 will be the greatest, agriculturally, that the country has ever seen. It is estimated that next year there will be from 25 to 50 per cent. more land under cultivation than ever before, and the consequent increase in grain for market will, it is estimated, represent an increase of a Hundred Million Dollars a year in the wealth of the Dominion, from agriculture alone.

Owing to the impetus given to the Canadian people to purchase merchandise "Made in Canada," much of the money hitherto sent to foreign countries, will remain in Canada, giving increased employment to Canadian people, adding to the nation's wealth, and adjusting the trade balance.

Prosperity is preparing an invasion of Canada.

GERMANY'S FOOD SUPPLY

People with German leanings are fond of telling us that Germany is a self-sustaining nation.

They claim that country not only can manufacture all her own requirements, but she is also self-sustaining agriculturally.

According to the Canadian Blue Book, issued by the Department of Trade and Commerce, during the year 1912, Germany's total imports amounted to \$2,672,937,500—from Great Britain \$500,125,000, and from the rest of the world \$2,172,812,500.

Of Germany's total imports in 1912, about One Billion Dollars' worth consisted of food products.

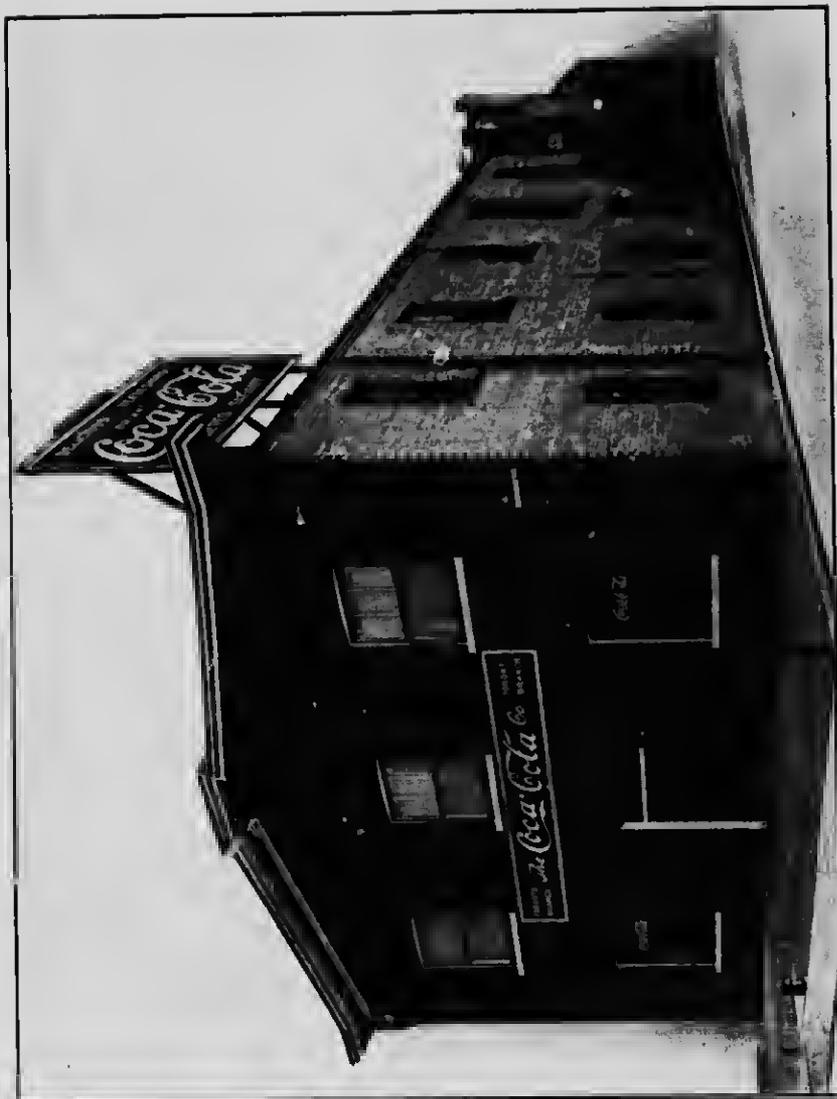
The following are some of the principal articles of food imported into that country:—

Animal fats—

Fish greases	\$ 4,516,500
Lard	27,792,000
Oleomargarine	7,435,500
Tallow	4,018,000

Animals living—

Cattle	18,358,250
Horses	25,033,000



Toronto Factory of the Coca-Cola Company.

Poultry	\$13,738,250
Swine	5,829,000
<i>Beverages—</i>	
Beer	2,112,500
Spirits	2,484,250
Wines	29,967,750
Cocoa, raw	15,897,250
Coffee, raw	63,150,500
<i>Farm Animal Products—</i>	
Bees' wax	2,088,750
Butter	31,586,250
Cheese	7,725,750
Eggs	46,866,250
Milk and cream	9,756,750
<i>Fish—</i>	
Fresh	14,793,000
Salted herring	11,030,250
Other	3,457,750
Caviar	2,087,750
Lobster	1,360,250
<i>Fruits—</i>	
Fresh apples	6,570,750
Fresh apricots, peaches, etc.	1,021,750
Fresh bananas	2,211,000
Fresh grapes	3,514,500
Fresh oranges	5,536,000
Fresh pears and quinces	2,367,000
Dried almonds	5,113,250
Dried apples	2,427,250
Dried apricots and peaches	1,206,750
Dried currants	1,785,250
Dried raisins	2,742,250

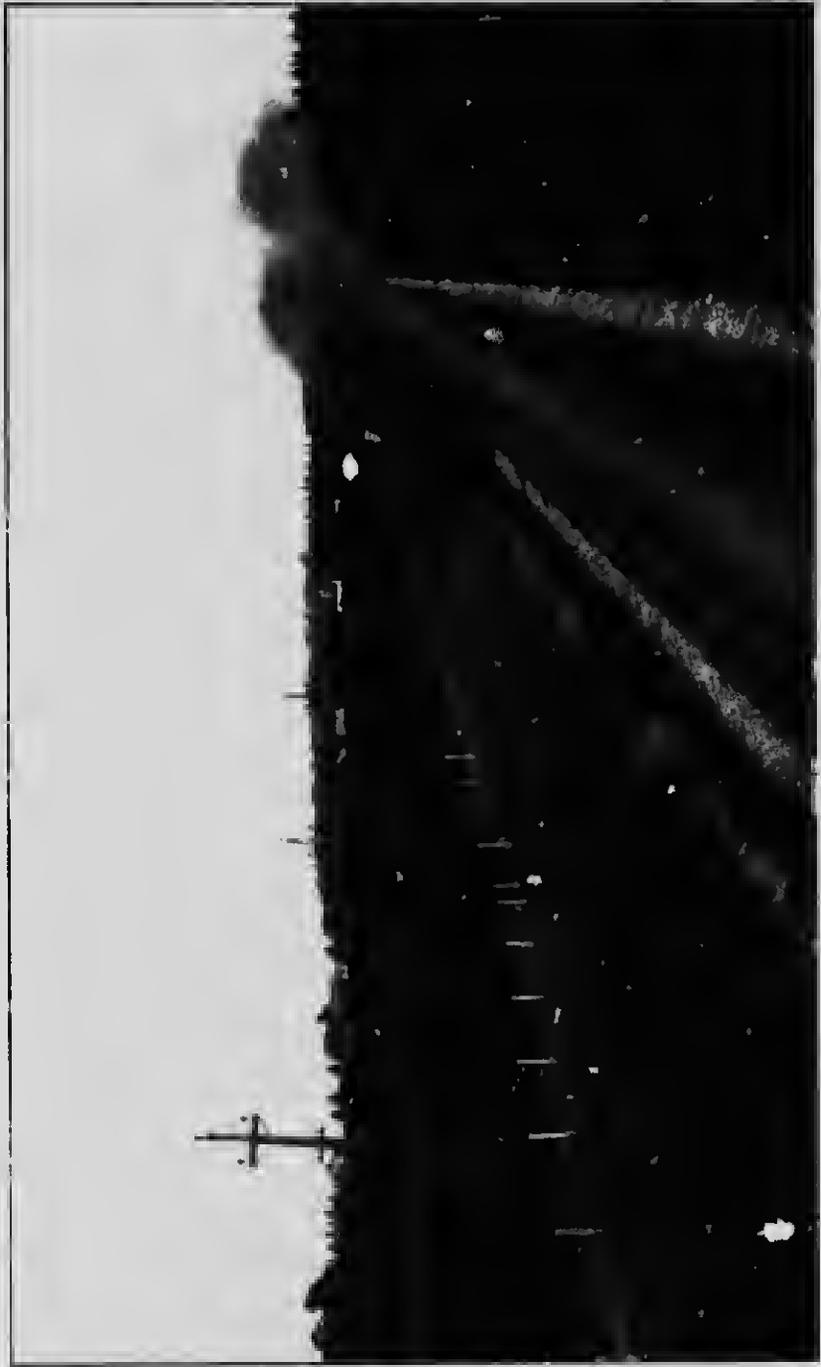
Dried prunes	\$3,788,250
Fruit and plant juice	1,421,500
<i>Grain—</i>	
Barley	111,053,250
Beans	1,994,000
Buckwheat	974,250
Corn	35,804,750
Malt	3,352,750
Oats	22,923,250
Peas	15,012,250
Rice, in husk	5,793,250
Rye	10,973,500
Wheat	98,966,000
<i>Grain products—</i>	
Bran	46,699,000
Rice, pearled	19,862,250
Wheat flour	1,142,500
<i>Meat and preparations of—</i>	
Bacon	616,250
Extracts of meat	2,704,500
Meat (except bacon)	16,610,500
Poultry	3,491,000
Oilcake and oilcake meal	29,115,000
<i>Products of milling and other process of the extraction of fatty oils—</i>	
Cocoanut oil	74,750
Cottonseed oil	3,919,500
Olein oil	1,664,250
Olive oil	1,208,500
Palm oil	1,766,000
Spices	4,543,000

Starches and starch products	\$730,500
Sugar	274,000
Tea	1,957,250
<i>Tobacco—</i>	
Manufactured	5,308,500
Unmanufactured	33,904,000
<i>Vegetables—</i>	
Potatoes	15,178,250
Kitchen vegetables	14,014,500
Vinegar and yeasts	801,750

SILVER AND GOLD

The Hollinger Mine at Timmons, Ont., in the Porcupine District, was one of the first mines to be purchased and developed, having been bought in 1910, and up to September, 1914, has produced \$5,136,734 in gold, the profits on the operations being \$3,244,222. There are almost 1,000 men employed at the mine. Authorities say the life of the mine is assured for at least 25 years. At the 800 foot depth the veins are said to be as strong as at the surface. This year it will be the third largest gold-producing mine on the continent of America. There are in all about half a dozen gold mines being developed in the Porcupine district. Yukon gold produced from 1897 to 1911 amounted to \$100,000,000.

The mines of the Cobalt Silver District have, since 1904, produced over \$100,000,000 worth of silver, and have paid in dividends over \$50,000,000.



Through the Garden of Canada, near St. Catharines, Ont.—Grand Trunk Railway System.

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CANADA'S WEALTH

The following are authoritative estimates of the annual value of Canada's productions from her natural resources and manufacturing: Field crops, \$512,000,000; forest products, \$161,093,000; mineral, \$102,300,000; fisheries, \$35,000,000; manufactured products, \$563,000,000.

In 1912 Canada produced: Wheat, \$123,522,000; oats, \$116,996,000; barley, \$20,405,000; rye, \$2,086,000; peas, \$4,647,700; buckwheat, \$5,232,000; mixed grain, \$10,127,000; flax, \$19,626,000; beans, \$2,219,000.

The value of field crops by provinces: Ontario, \$204,549,000; Quebec, \$65,476,000; Prince Edward Island, \$9,133,600; Nova Scotia, \$14,098,200; New Brunswick, \$16,300,500; Manitoba, \$105,735,700; Saskatchewan, \$152,039,000; Alberta, \$58,523,000; British Columbia, \$7,723,300.

In 1911 Canada produced root and fodder crops to the value of \$223,790,000, the value of potatoes being \$32,173,000; turnips, \$20,713,000; corn, \$13,557,500; beets, \$1,020,000; alfalfa, \$3,610,000.

Canada's mills produce 111,000 barrels of flour per day—four times as great as the home consumption. The mills consume 70,000,000 bushels of wheat annually.

Of the twelve countries exporting grain to England, Canada takes second place in wheat, flour and wheat meal.

Canada has three sugar beet factories which, in 1911, produced 22,157,155 pounds of beets.

Canada's biggest year for agricultural exports was \$107,143,375, \$81,784,731 going to the United Kingdom, \$11,685,611 to the United States and \$13,673,033 to other countries.

In 1912 Canada's dairy products were exported to the value of \$24,104,376; cheese, \$20,888,818; butter, \$2,076,916; cream, \$792,687; condensed milk, \$305,678; sixty-two per cent., of Great Britain's imports of cheese come from Canada.

In 1912 Canada exported apples to the value of \$5,104,107, and sent to Great Britain 8,443 cases of peaches.

Canada owns about 15,000,000 animals, the value of which is estimated at \$600,000,000.

The area of Canada is 3,729,665 square miles; that of United States and Alaska, 3,617,673.

Canada is almost as large as Europe and eighteen times as large as Germany.

In 1912 Canada had 27 chartered banks, the total assets being \$1,521,105,096.

Canada has the most extensive and best stocked commercial fishing waters in the world, including 5,000 miles on the Atlantic coast, 7,000 miles on the Pacific coast and 220,000 square miles of fresh water. Canada's fishery equipment is worth \$20,932,904, and she has a fleet of 1,648 vessels, 36,716 boats, and employs in her fishing industry about 100,000, 66,000 of whom man the fishing boats. Canada's annual whale catch is about \$400,000. Canada has four fish breeding hatcheries and has the most extensive lobster fishery in the world, 50,000,000 lobsters being caught annually. In 1912 Canada exported fish to the value of \$16,704,678.

Canada possesses all the valuable minerals, and produces 90 per cent. of the world's nickel, so essential in the manufacturing of naval vessels.

THE WAY TO TAKE ADVANTAGE OF PROSPERITY

In order to get the full benefit of the great progress Canada is making, and will continue to make in the coming years, you must keep your business constantly before the people—never for a moment letting them forget that you are in the running.

Every good business man realizes the importance of constantly educating the great spending public to use his products; but with the best and most economical means of doing this all are not familiar.

In a broad sense every man in business recognizes that advertising is the great force which has built up the wonderful business structures for which our times are remarkable.

Products produced in out-of-the-way corners of the world, reach out and spread over the whole country, and from a national reputation spring into international renown, and all in a very few years.

Without the wonderful power of advertising such things would be as impossible to-day as they were in the past when advertising, as we know it, did not exist.

Granting the advantages of advertising as a business builder, the question then arises as to the method, and here is where the danger lies for the inexperienced.

The safe rule is to confine your total expenditure to the recognized media—do not experiment with new and untried methods.

Of the recognized media, Street Car Advertising stands out as the most economical and most effective for the manufacturer or merchant who seeks a wide distribution.

Advertising value is based upon volume of circulation. No matter what the medium, the element that counts is the number of people you reach through it at a given cost.

A street car card, equal in size to a half page of a newspaper, reaches a circulation of over 48,000 at a cost of one dollar.

There is no other medium that comes within tens of thousands of this circulation at the price—in the newspapers the circulation is counted by hundreds per dollar instead of thousands.

This explains why the big national and international advertisers use the Canadian cars all the time.

With one contract, at a moderate cost, they can cover the whole of Canada, reaching all the more important centres of population all the time with a big impressive advertisement, that tells its story to 1,735,685 Canadian street car riders every day.

The chief drawback to street car advertising is that it is limited in quantity and only a few can secure space, but these fortunate few consider its limited quantity an advantage.

There are lists given on other pages of this book, showing the street car lines, the number of passengers carried, and the number of cars on each.

Any further information required will be cheerfully given by addressing any of the offices of

The Canadian Street Car Advertising Company, Limited

MONTREAL

TORONTO

WINNIPEG

The following is the number of passengers carried on the various Street Railways whose advertising privileges are controlled by the Canadian Street Car Advertising Company, Limited. The figures are from the Government Blue Book, entitled "Railway Statistics of the Dominion of Canada for the year ending June 30th, 1913," issued by the Department of Railways and Canals, Ottawa, and printed by order of Parliament:

Berlin Street Railway	982,750
Berlin Northern	206,052
Cape Breton	4,269,192
Chatham, Wallaceburg & Lake Erie	416,761
Cornwall	450,571
Grand Valley	1,655,912
Guelph Radial	1,032,929
Halifax Electric Tramway	6,652,607
Hamilton & Dundas	768,979
Hamilton, Grimsby & Beamsville	736,511
Hamilton Radial	2,373,436
Hamilton Street Railway	19,195,962
Hull	2,406,456
International Transit) Sault Ste. Marie)	2,053,780
Kingston, Portsmouth & Cataraqui Railway	1,059,984
Levis County	1,978,597
London Street Railway	10,104,187
London & Lake Erie	607,314
Moncton Tramway	405,541
Montreal Park & Island	5,911,179
Montreal Street Railway	213,397,325
Montreal Terminal	2,032,545
Montreal & Southern Counties Railway	1,661,245
Moose Jaw Electric Railway	2,174,745
Niagara, Welland & Lake Erie	377,177
Niagara, St. Catharines & Toronto Railway	3,898,424
Oshawa Electric Railway	253,203
Ottawa Electric Railway	29,793,481
Peterboro Radial Railway	1,156,837
Pictou County (New Glasgow, N. S.)	1,171,470
Port Arthur & Fort William	6,368,330
Quebec Railway Light, Heat & Power Co.	12,479,760
Sandwich, Windsor & Amherstburg Railway	4,961,213
Sarnia Street Railway	765,808
Sherbrooke Street Railway	1,313,026
St. John, N. B.	5,903,269
St. Thomas Street Railway	582,126
Toronto Street Railway	205,441,219
Toronto Suburban Railway	2,088,444
Toronto & York Radial Railway	4,532,504
Windsor, Essex & Lake Shore Railway	482,857
Winnipeg Electric Railway	69,269,966
Yarmouth Street Railway	151,694
Average daily circulation	633,525,368
	1,735,685

The following is our listing of the total number of closed cars in operation on the lines we control, on January 1st, 1915:

Berlin	10
Brandon	10
Brantford	6
Chatham	6
Cornwall	7
Guelph	9
Grand Valley	3
Hamilton (City) Hamilton (Radial)	90
Halifax	34
Hull	20
Kingston	8
Lethbridge	10
London (City)	51
London (Radial)	9
Levis	15
Moncton	4
Montreal	825
Montreal & Southern Countries	28
Moose Jaw	22
New Glasgow	8
Ottawa	105
Oshawa	6
Peterboro	10
Quebec	59
Port Arthur	48
St. Thomas	10
St. Catharines	24
St. John's, Newfoundland	7
St. John, N. B.	44
Sydney & Glace Bay	22
Sherbrooke	10
Sault Ste. Marie	11
Sarnia	10
Toronto	835
Toronto Civic Railway	24
Toronto (Radial)	54
Toronto (Suburban)	12
Welland	3
Winnipeg, and Winnipeg, Selkirk & Lake Winnipeg	317
Woodstock	2
Windsor (City)	26
Windsor (Radial)	5
Yarmouth	2
Total	2,821

