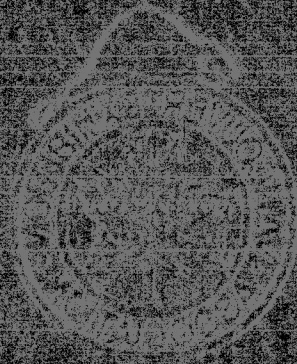




1886

1936

FIFTY YEARS OF PROGRESS



1963

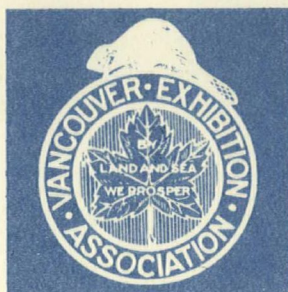
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LIBRARY OF THE UNIVERSITY OF TORONTO

Vancouver Exhibition Association

Souvenir Booklet

1935-36



P R E F A C E

EVERY institution that is worth while has certain traditions and certain ideals. In the following pages the efforts of the Vancouver Exhibition Association to develop industry in the province of British Columbia, Dominion of Canada, are portrayed, subject to the limitations of space. Described in the past as outposts of Empire, Vancouver and British Columbia, by the advent of transportation facilities, radio, telegraph and telephone services, and by marvellous natural resources, including agriculture, mining, lumbering, fishing and cheap power, have forced their way to the forefront of the flourishing countries within the orbit of the British Empire.

Less than fifty years old, the city of Vancouver is the third largest city in Canada, has all the geographical and climatic advantages which lend themselves to the development of beauty and industry. Its harbor is second to none in the whole world, and is open all the year round.

The Vancouver Exhibition Association, only twenty-five years old, is already a force in the further building of the city of Vancouver and the province of British Columbia. In this book it seeks to attract the attention of manufacturers in all parts of the British Empire, with the primary objective of the construction of a British Empire building to be included in the Exhibition Association plant, where the goods of manufacturers within the Empire may be shown and sold. It is hoped to sufficiently interest manufacturers so that the building may be constructed from the proceeds of rentals received for space.

The book may also serve to place before thousands of people a picture of the "Garden of Canada," which, until its advent, many knew nothing about.

Builders of Empire are not always found only among statesmen. The plain business and professional man, imbued with a sense of public duty, can very often make a contribution to the welding of ties between the Motherland and her Dominions that have far-reaching and entirely favorable results.

It is with that objective in mind that the members of the Vancouver Exhibition Association have printed and distributed this book. They look for the attainment of their objective to those who will read the book, and see the vision discerned by those who are working for the betterment of humanity in this corner of Empire.

The Association has every confidence that the effort will not be made in vain. Established custom makes it necessary that information be available as to the operation of the functions of the Vancouver Exhibition Association by potential exhibitors, so that the very best results may be secured. This book has been issued to aid in providing the necessary information.

Maeter Beck

President.



Dedication



To the memory of those brave spirits who on the shores of the Pacific 50 years ago, blazed the trail for the building of this great city; to those who during the intervening years have given their lives to maintain the splendid traditions of the first pioneers; to those men and women, pioneers of the Exhibition Association, who made it possible for this organization to reach its present high position; and to the men and women of today, the general body of the citizenry, who through the trials and tribulations of great economic depression have kept the flag of optimism, faith, courage and determination flying; and in honour of the Golden Jubilee of the city of Vancouver; this book is dedicated.



HISTORICAL

THE city of Vancouver was incorporated on April 6, 1886, and was wiped out by fire on June 13 of the same year. The population at that time was about 2,000. Rebuilding was begun immediately, the first bank the city had known being opened on July 4 to finance the operations. The first school was completed in the early fall.

In 1886, too, the first commercial use of the harbour was begun. Twenty-three ships left port, carrying 29,000,000 feet of lumber and 1,000,000 feet of spars. On May 24, 1887, the first trans-Canada train of the Canadian Pacific Railway reached the city—a notable occurrence, the day being the birthday of Her Late Majesty Queen Victoria, and the year that of her golden jubilee. The first trans-Pacific cargo from the Orient arrived in the city on September 10, being a shipment of tea consigned to Eastern Canada. The city's sole manufacturing plants in 1886 were three sawmills located on Burrard Inlet. The assessable property of the city in 1886 was \$2,639,077. The first shipment of grain from the port was made in 1909, consisting of 50,000 bushels, sacked, the first bulk shipment not taking place until 1921. The first Exhibition was held in Vancouver in 1910.

Vancouver is situated on the shores of Burrard Inlet and English Bay, bounded on the south by the waters of the Straits of Georgia, and to the southeast by the North Arm of the Fraser River. Located in the Coast Range of mountains, about 15 miles due north of the International boundary, it is approximately 80 miles by boat from Victoria, capital of the province, and about 150 miles north of Seattle, chief industrial and financial centre in the neighboring state of Washington. The city of Vancouver is known as Canada's "Gateway to the Pacific," most of Canada's rapidly increasing imports and exports from and to the Orient going through this port. The harbor entrance is known as "The Lions Gate" from the fact twin mountain peaks, closely resembling couchant lions, overlook the harbor and city. Vancouver is rapidly assuming the appearance of a metropolis, and is fast becoming one of the continent's great ports. Its development has been extraordinary.



Vancouver Harbor in 1890.



VANCOUVER, B. C.



HIS WORSHIP
MAYOR G. G. McGEER,
K.C., M.L.A.

Incorporated in 1886 as a city by a scattered settlement of people, numbering about 1,000, living on the south shore of Burrard Inlet, Vancouver today has developed into a metropolis with a population of more than 300,000 in the metropolitan area, and 380,000 within the retail trading area.

Vancouver harbor, chief among the factors contributing to the development of the city, has seen tremendous changes during the past fifty years. In 1890 the total value of exports was \$483,000. In 1921, on a tonnage basis, the total of exports was \$55,098. In 1933 the exports had risen to 3,387,534 tons. And the end is not yet.

The opening of the Panama Canal in 1915 played a most important part in the development of the business at Vancouver's port. The event transformed the Pacific Coast from a back door to a front door of the North American continent, and established the Pacific era of trade and commerce, thereby bringing Vancouver into world trade prominence. Today 53 steamship lines serve the port of Vancouver, connecting it with every important port in the world.

With the advantage of low tonnage rate, the grain business handled through Vancouver's port has increased amazingly. Vancouver's local grain elevators' storage capacity is 17,843,000 bushels, exclusive of domestic storage for 625,000 bushels.

Total city mileage is 43,695 square miles, with 208 miles of paved streets, 505 miles of sewers, 645 miles of water mains, and paved sidewalks, 818 miles. Public schools number 87, and high schools, 16. Teachers number 1,496, and there is a public school attendance roll of 49,992. Greater Vancouver includes the municipalities of Burnaby, North Vancouver City and District, Municipality of West Vancouver, and the University. It has an area of 180.29 square miles, with an assessment of \$410,571,584.

Vancouver serves as the wholesale distributing base for all British Columbia, and part of Alberta and Saskatchewan. In some commodities Vancouver is a wholesale centre for all Western Canada. Vancouver is also the retail buying centre of British Columbia.

It is estimated that more than 80 per cent of the population

of the city is of British origin. The high standard of living, together with high educational ideals, and a fine type of citizenry, make Vancouver a most desirable place to establish a home or build a business.

Commercial authorities predict that with a continuance of the growth of Pacific trade, including great developments through the medium of the Panama Canal, Vancouver will double its population in the next 20 years. Certainly no city on the North American continent offers more opportunity for the expansion and development of new industries and business.

CIVIC FACTS

POPULATION

Vancouver City	246,593
Greater Vancouver	310,117
Retail Trading Area	360,364

Area, 43.6 square miles.
Apartment Buildings, 752.
Art Gallery.

Assessment—

1930	\$373,077,765.00
1931	410,571,584.00

Automobiles, City, 45,000; Lower Mainland, 70,000.

Banks, seven chartered banks with 85 branches in city.

Churches, 286, including 47 missions.

Fire Department, 20 firehalls, 367 men.

General Post Office.

Hotels, 124.

Hospitals—Five public hospitals, 50 private hospitals and medical institutions.

Libraries—Three public lending libraries, fifteen private lending libraries.

Light and Power—Cheapest light and power rates on Pacific Coast. Two to four cents per K.W.H. for domestic use. One-half to two cents per K.W.H., wholesale power. Power company serves an area of 1,500 square miles. There are nine hydro-electric plants and four steam plants, two gas plants with daily capacity of 9,100,000 cubic feet; 120,477 light and power customers, 51,245 gas customers.

Museum.

Orphanages, three.

Parks—98 park areas, consisting of 1,981 acres, including famous Stanley Park, with 1,000 acres of primitive beauty, world famous for its wealth of natural attractions.

Police, 355 men.

Schools—87 elementary schools, 10 high schools, four junior high schools, Provincial Normal School, University of British Columbia, 28 private schools.

Street Railway—192 miles of street car lines, 421 city and interurban cars, 13 electric engines for freight service, 443 express, freight and service cars.

Telephones, 82,000 telephone subscribers.

Theatres, 41 theatres, including 37 motion picture houses.

Tourist camps, 15 well-equipped, modern camps.

Trust companies, 14.

Water and sewerage, largest and best water supply on Pacific Coast.

Climate—Vancouver has the best average temperature of any city in Canada. Over a period of 16 years the average mean daily maximum was 56.9 degrees, and the average mean daily minimum was 41.5. The average annual rainfall is 45.43 inches.

GOVERNMENT FACTS

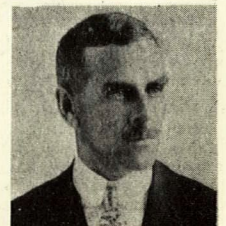
Civic affairs are administered by a mayor and aldermanic board of 12 elected by the people for two-year terms, and the following bodies: Police Commission, with Mayor as chairman, and county and city magistrates; School Board, with nine members elected by the people; Park Board, with seven members elected by the people, and the Town Planning Commission, with nine members appointed.

SERVICE CLUBS

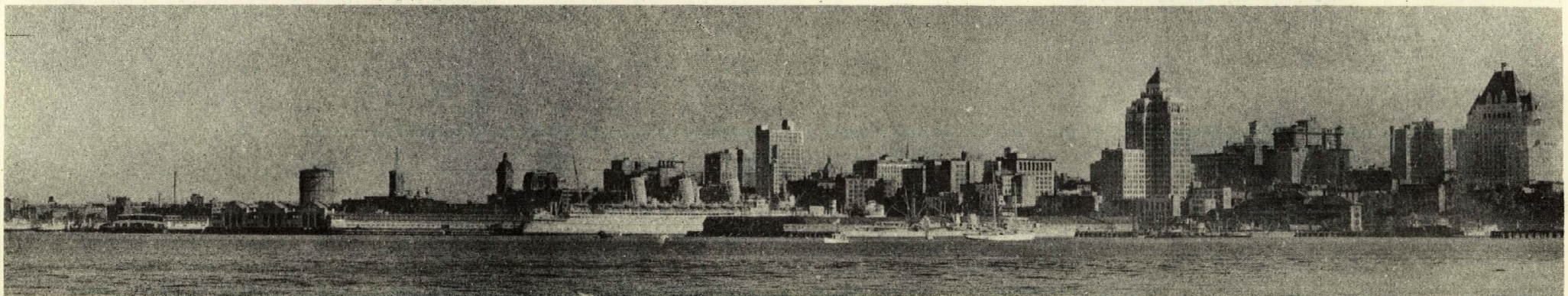
Rotary International
Kiwanis International
Gyro Club
Lions Club
Active Club
Duo Club

Y's Men's Club
Usadians Club
Canadian Club
Kinsmen
Cosmopolitan

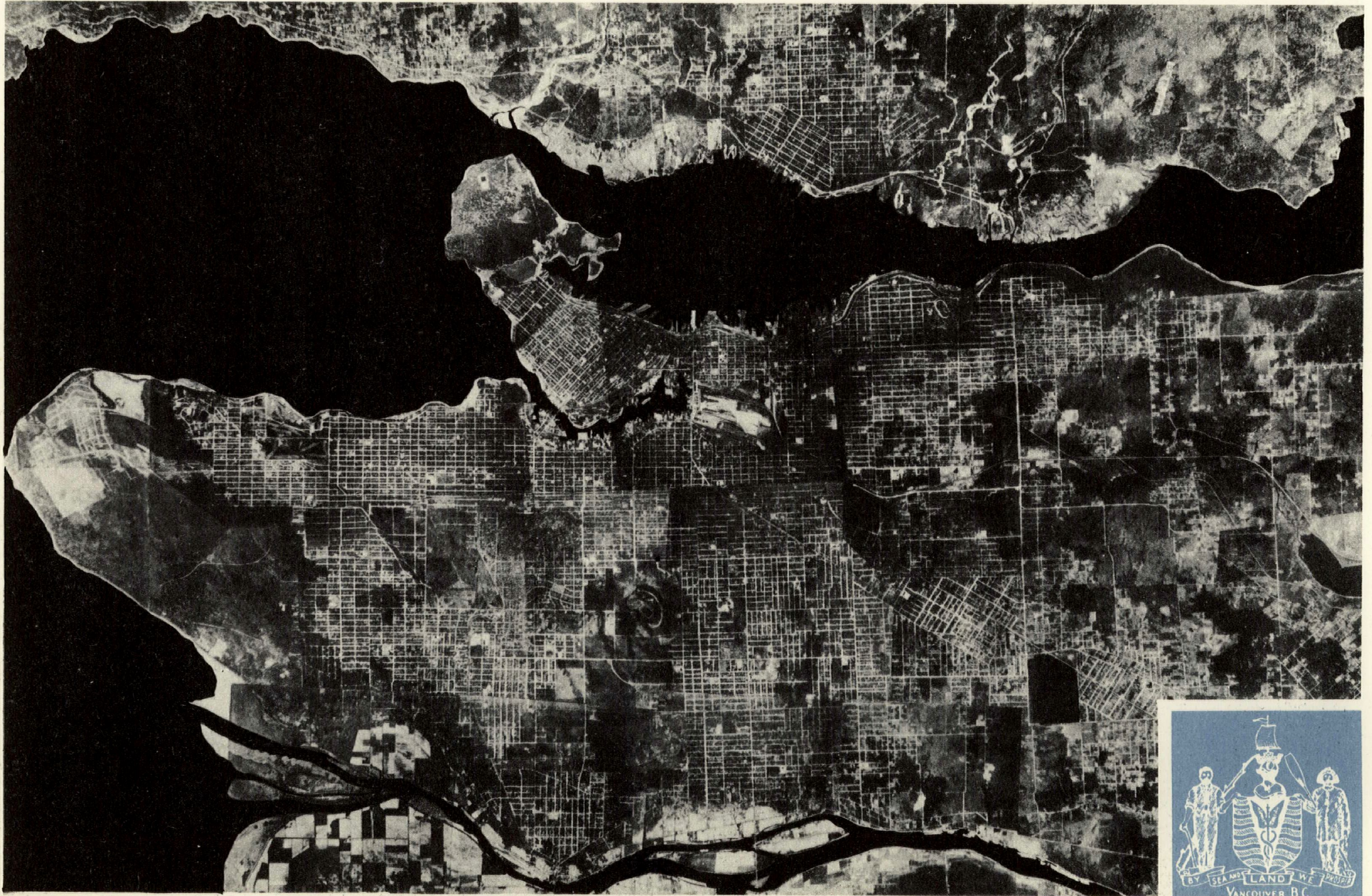
Vancouver has the unique advantage over all other important manufacturing and industrial centres in Canada of having the least fluctuation in temperature. It offers industrial opportunities far in excess of other centres for the following reasons: Climate, through its relation to health and energy; geographical location and transportation facilities; presence of raw materials; presence of power in large quantities with cheap rates; supply of labor; supply of capital; market.



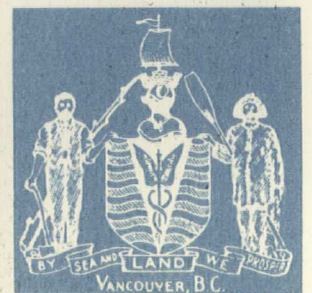
ALD. WARNER LOAT
Chairman Civic Exhibition
Committee



CITY OF DESTINY



Aerial View of Greater Vancouver from 15,000 ft. (Copyrighted by Vancouver Sun.)



VANCOUVER • Beautiful

QUITE apart from its great potentialities in the realm of industry, Vancouver possesses a beauty of location, surroundings and climate that have well earned for it the title, "Garden of Canada." Even in the business districts, one has only to look out of a window to catch the beautiful coloring on the mountain top, or the blue of the clear waters. Balmy breezes, with invigorating salt tang, bring health to old and young alike.

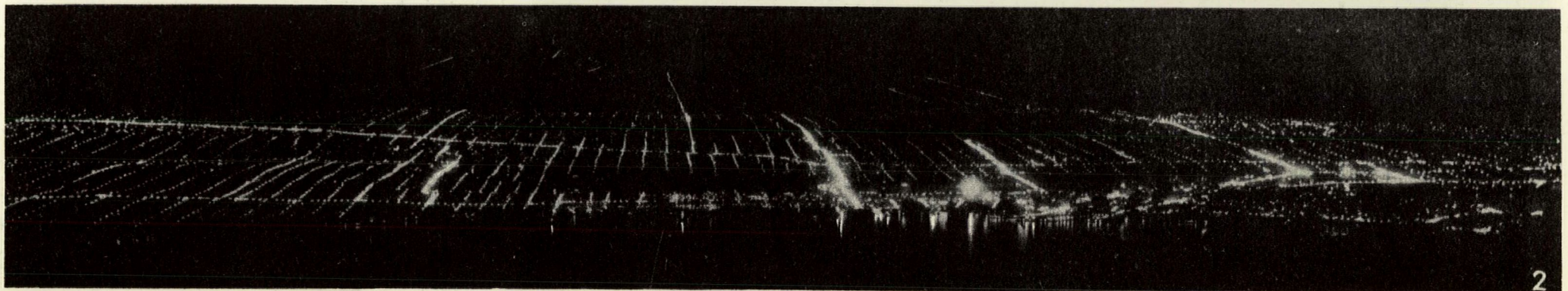
The city, through the efforts of the town planning commission, has set itself to the task of eliminating incongruities in its make-up. Hence there are districts for retail business, apartment houses, residential areas, and wholesale business units, all of which conduce to development of the beautiful. The climate lends itself to a wealth of flower development. Roses have been known to bloom at Christmas time, and in this city of homes, the horticulturist has full play for his art.

A drive through the city is an experience in itself. It is somewhat hard to believe that within a 45-minute automobile drive one may disport oneself on a snow-covered mountain, skiing, and conversely wander through gardens whose beauty beggars description. Vancouver has everything that the industrialist needs. It has also the beauty which is balm to the soul of the connoisseur of wonderful homes, lovely flowers, splendid bathing beaches, and quiet woodland walks.

Vancouver's claim to be one of the most beautiful cities in the world is supported by many substantial arguments. One of the most effective is that while surrounding municipalities, now part of the city, were still independent entities, friendly rivalry existed to a considerable extent in the realm of beautification.

KEY TO PHOTOGRAPHS:

1. Vancouver Down Town Business District.
2. Vancouver by Night from Grouse Mountain.

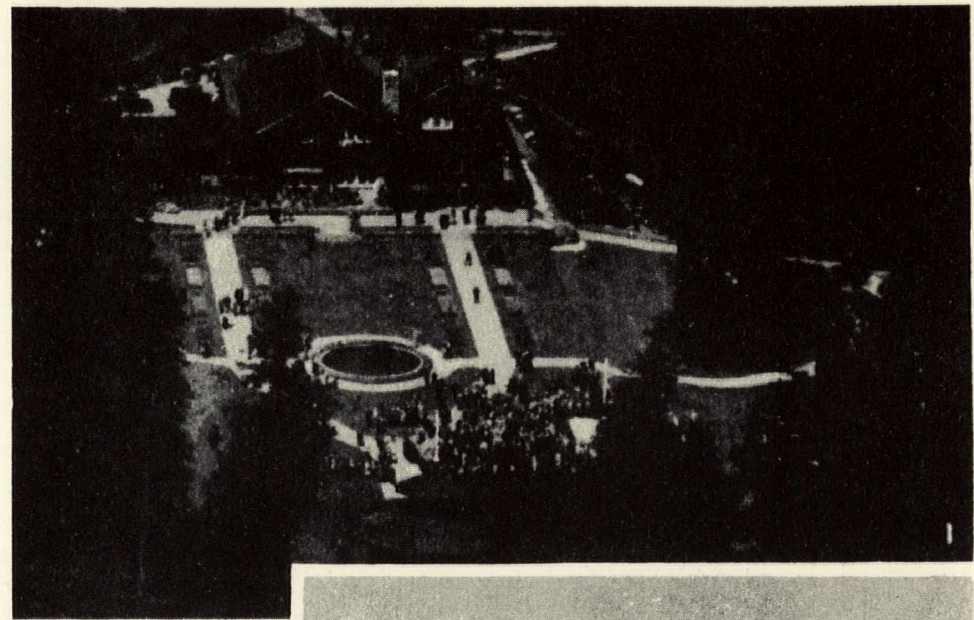


City of the West

Not only has the development continued, but each district still has a zeal for its own advancement. There are many community centres in the city of Vancouver, and in each of these there are forces at work which will forever preserve to the city everything that is beautiful in their make-up. Large park areas, playground facilities, lovely homes and gardens grace these districts. The needs of the children for healthy recreation are not forgotten. Schools and colleges are built surrounded by flowers and other lovely things. Always and ever there is the background of mountain and sea to complete a picture of permanent attractiveness. In this regard the view of the city from adjacent peaks is something never to be forgotten. A summer's evening in Vancouver is a thing of beauty and a joy forever.

KEY TO PHOTOGRAPHS:

1. Scene in Stanley Park, Vancouver.
2. Lions on Mountain opposite Vancouver.
3. Vancouver and Waterfront looking east.



VANCOUVER • EMPIRE

VANCOUVER would have been a great city without her harbor, but with a magnificent land-locked water area 48.78 square miles in extent, undisturbed by wind and safe even for the smallest craft, it is not hard to picture the huge development which will come this way. Already it is one of the greatest harbors in the world, with a shore line of 98 miles. Fifty-three deep-sea steamship lines make Vancouver a regular port of call. There are 21 deep-sea steamship lines to the United Kingdom and Continental ports, a further 30 lines to the Orient, Australia, United States, Atlantic ports, South America, South Africa, West Indies, etc., in addition to two lines to Californian ports, and 13 steamship lines operating coastwise locally. Ferry services are maintained between the north and south shores of the harbor.

Overlooking the entrance to the harbor are twin mountain peaks resembling couchant lions, and it is from this fact that the entrance is known as "The Lions' Gate." From the sea, vessels enter English Bay and proceed through the First Narrows, a channel sufficiently wide and deep to accommodate the largest vessels afloat, into the sheltered central part of the harbor, known as Burrard Inlet.

The harbor is divided into several sections. The outer harbor lying west of the First Narrows is known as English Bay. The central section of the harbor, ex-

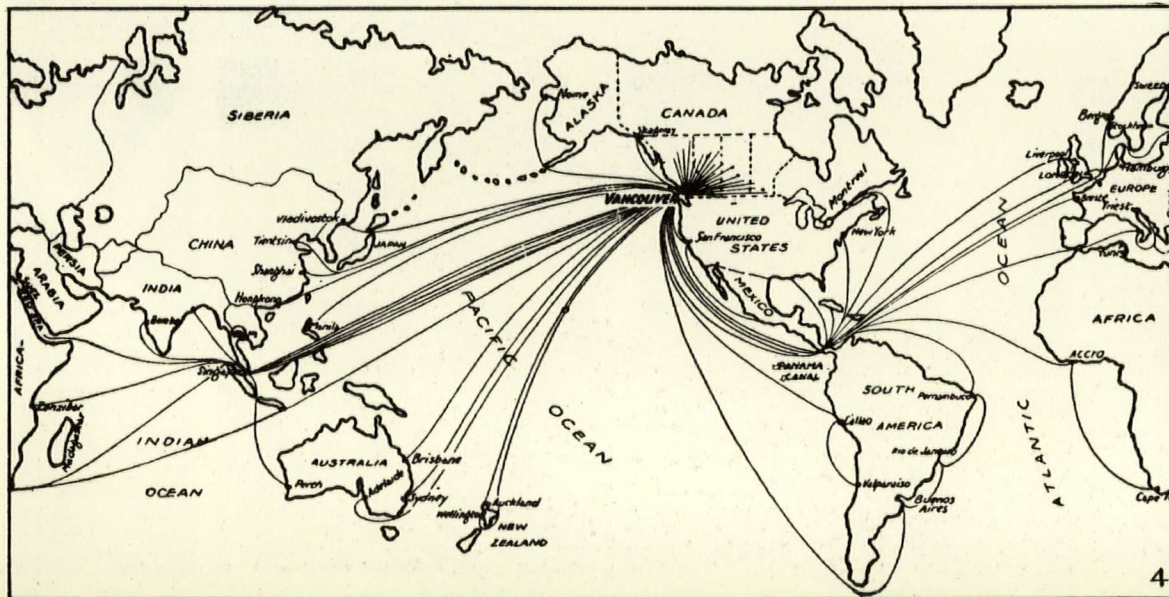
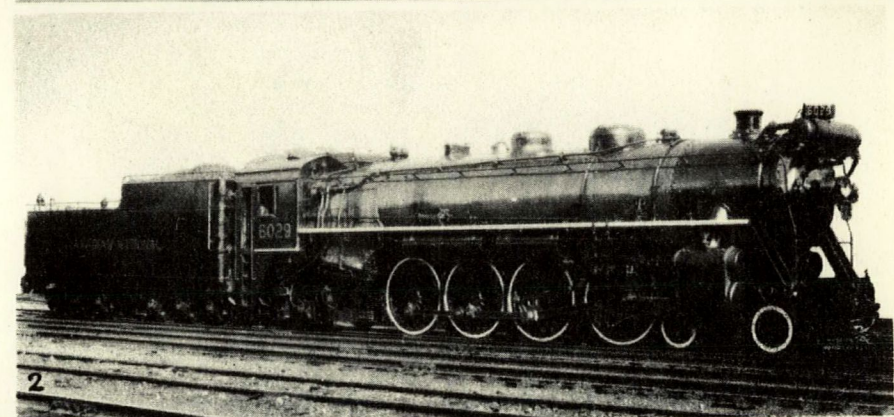
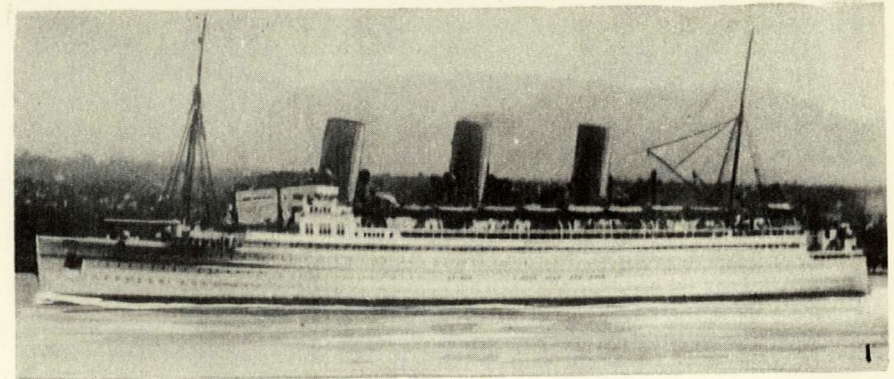
tending from First to Second Narrows, has approximately ten miles of shore line and is two and one-quarter miles wide between north and south shores. From the Second Narrows the harbor extends east to Port Moody, a distance of eight and one-half miles, while the North Arm of Burrard Inlet extends a further eleven and one-half miles northerly. The False Creek section of the harbor is entered from English Bay.

Along the north and south shores of the central part of the harbor the great majority of the industrial activities of the port are concentrated. Here are up-to-date railway and ocean docking terminals, grain elevators, lumber mills, cold storage and refrigerating establishments, sugar refinery, abattoir and meat packing plants, drydocks, ship-building and repair plants, iron foundries and plants for the manufacture of marine engines, cans, paper products and many other commodities. On the north shore in this section one of the oil refineries has its plant.

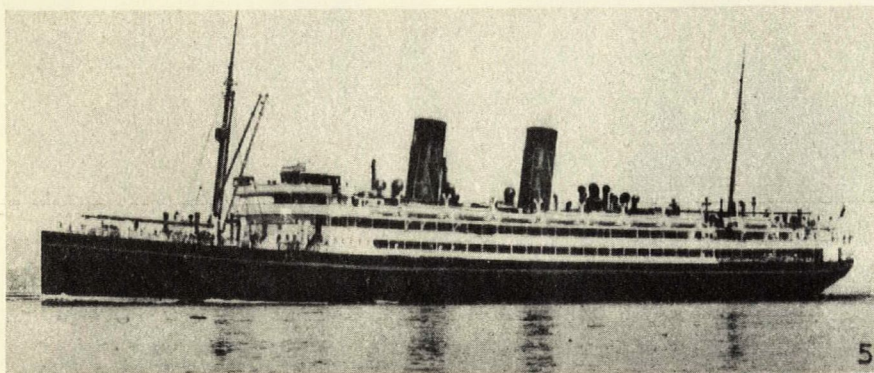
In the eastern section of the harbor are located oil refineries and storage plants, chemical works, lumber mills, etc.

KEY TO PHOTOGRAPHS:

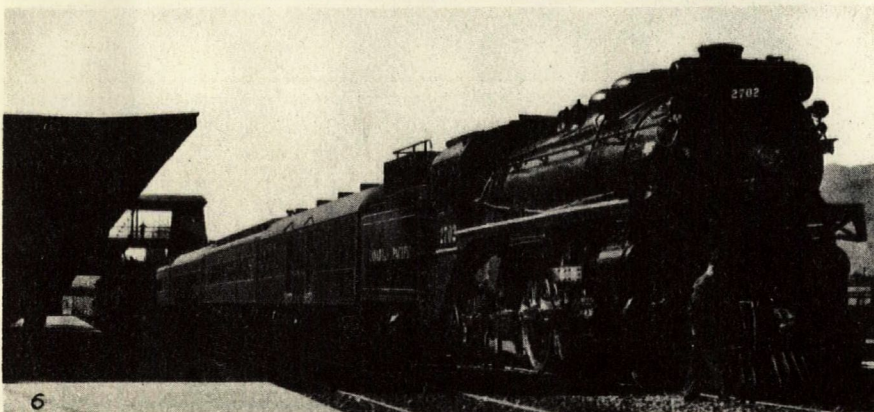
1. Liner operating between Vancouver and the Orient.
2. Transcontinental Railway Engine.
3. Air Liner at Vancouver Airport.
4. World Route Map.



AND WORLD PORT



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In the False Creek area there are still more lumber and shingle mills, box factories, sash and door factories, cooperages, flour mills, railway shops, structural steel and engineering works as well as plants for the manufacturing of coal gas. On Granville Island, the industrial area in False Creek developed by the Vancouver Harbor Commissioners, forty different plants carry on a wide range of industrial activity, including the manufacturing of wire rope, nails, metal piping, logging machinery and supplies, paving materials, as well as plants handling builders' supplies, coal, etc.

The port of Vancouver lies in the natural path of the world's international commerce and is oft-times called "Canada's Gateway of the Pacific." Each year thousands of vessels enter and clear from the port carrying the commodities of many countries. Vancouver is now Canada's third city and its second seaport, and being open to navigation for the entire year has the distinction of being the greatest winter-shipping grain port in the world.

Vancouver is rapidly gaining in importance as a trans-shipping centre for commodities which find their

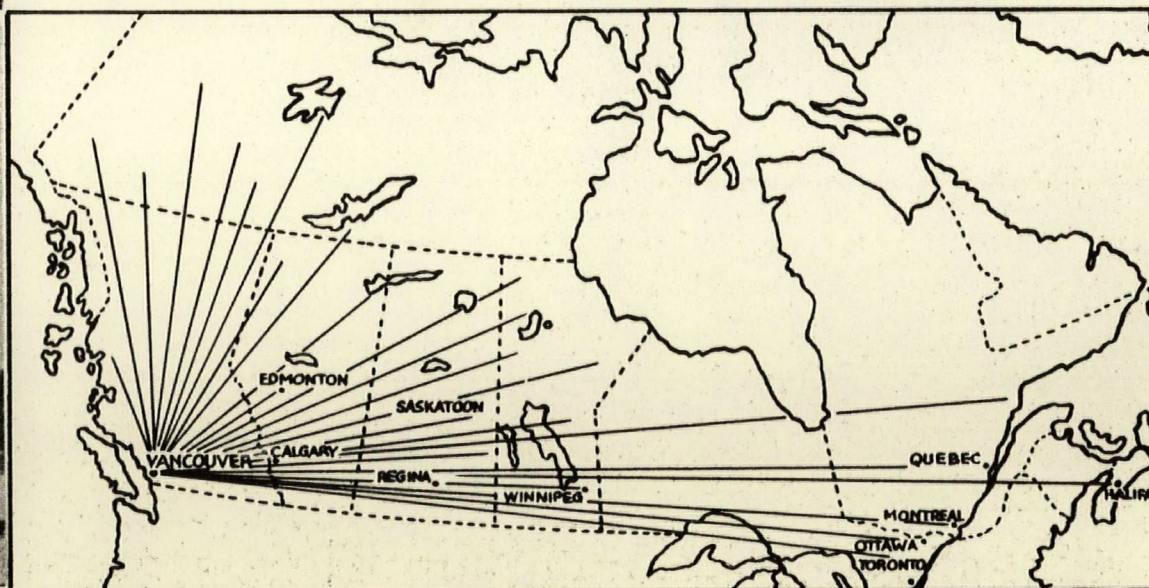
way here either by rail or through the Panama Canal, destined to the Orient and vice versa. The port is also a distributing centre for merchandise brought by water through the Canal and consigned to prairie points. Since the opening of the Canal, affording direct connection by steamer to all parts of the world, the business of the port has continued to expand, until today it is connected by steamship lines on regular schedule to forty-seven different countries.

In addition to the two all-Canadian transcontinental railway lines, the Canadian National Railways and the Canadian Pacific Railway Company, the port is served by the Great Northern Railway of the United States, and through traffic agreements with these three railroads, the Northern Pacific Railway, the Southern Pacific Railway, the Chicago, Milwaukee, St. Paul & Pacific Railway, of the United States, handle both freight and passenger services to and from Vancouver. The Pacific Great Eastern Railway operates to points in the interior of the province of British Columbia, while the British Columbia Electric Railway Company Limited serves the port locally as well as the Fraser Valley. The Vancouver Harbor Commissioners' Terminal Railway provides waterfront properties connection with the transcontinental railroads.

There are also daily air services to Victoria and Seattle with connections to all points south and east.

KEY TO PHOTOGRAPHS:

5. Liner operating between Vancouver and Australia.
6. Transcontinental Railway Train.
7. Pacific Coast Air Liner.
8. Map of Canada.



VANCOUVER'S

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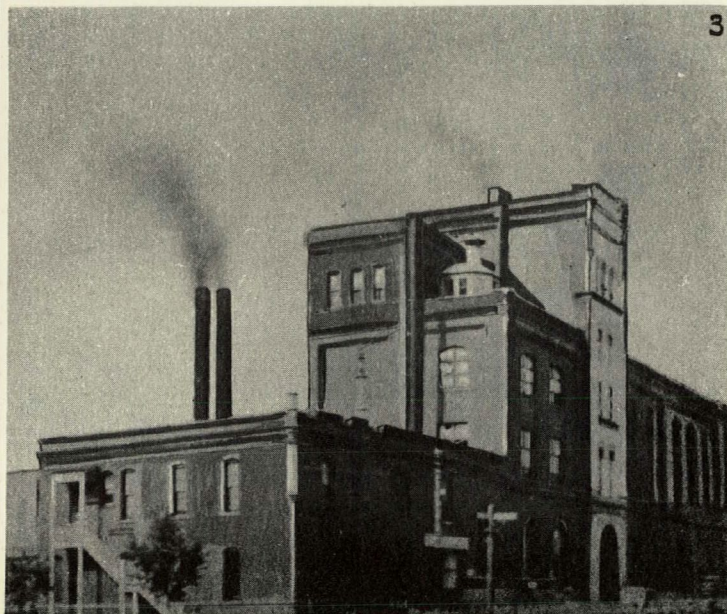
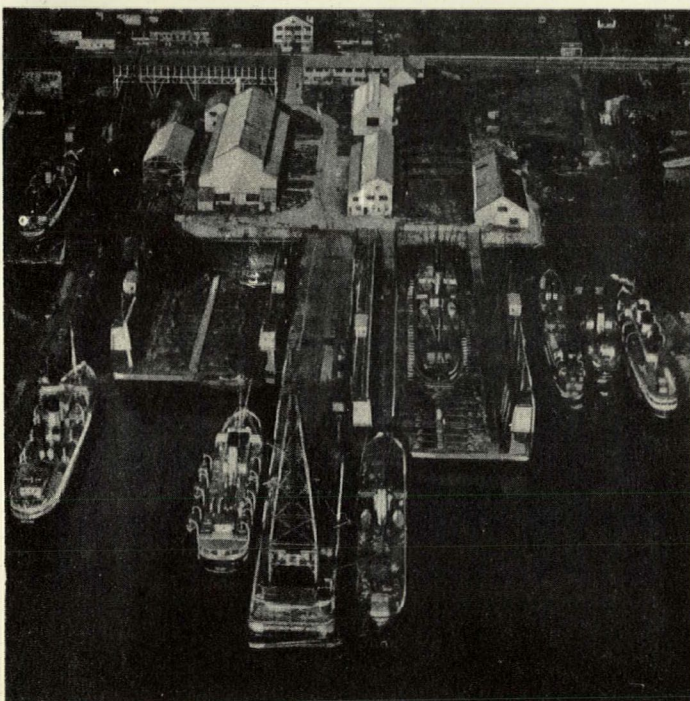
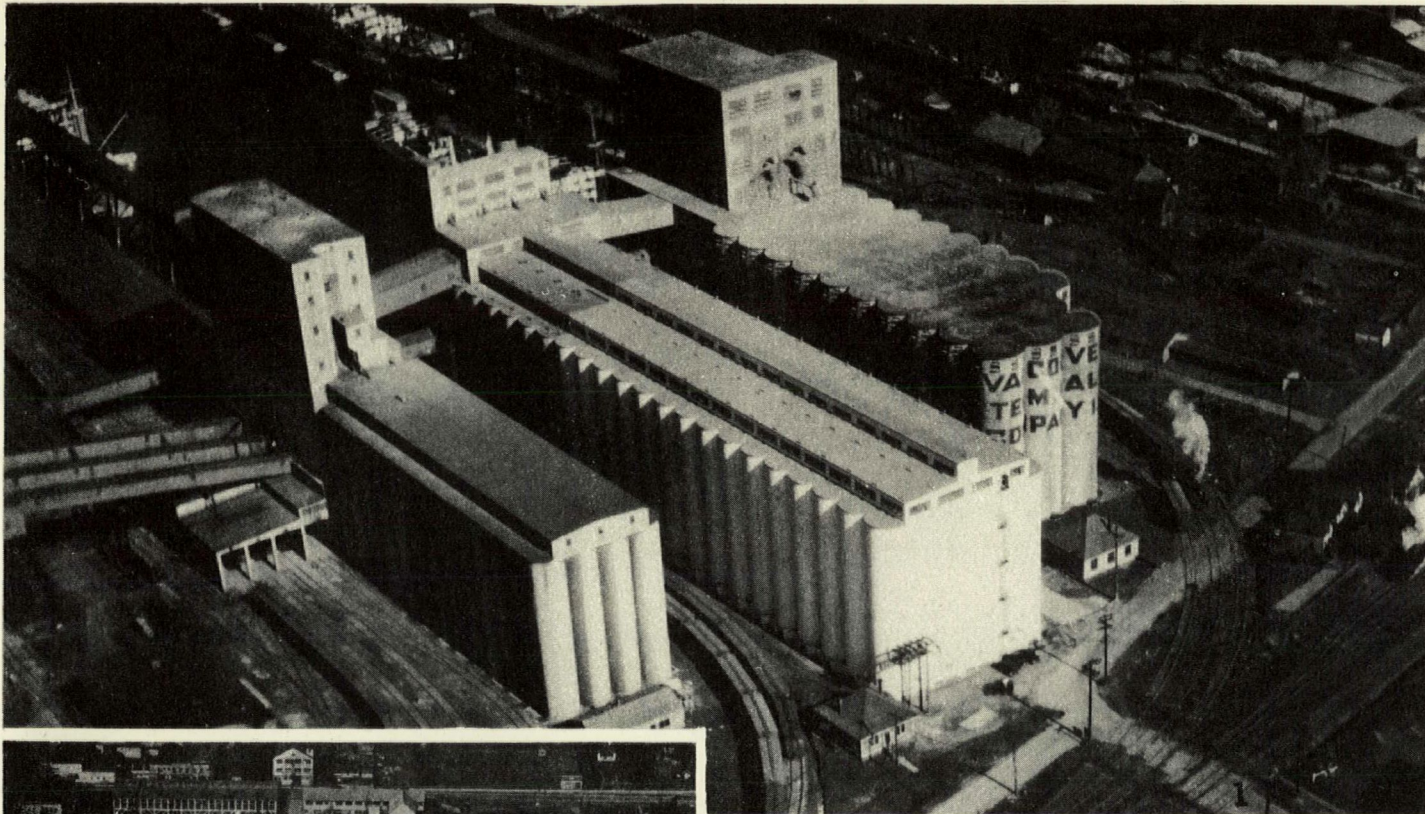
KEY TO PHOTOGRAPHS:
1. Terminal Grain Elevators.
2. Drydock Plant.
3. Brewery Plant.

IN dealing with industries in Vancouver, these must be taken in conjunction with the industries of the province because of the fact that Vancouver contains one-half of the population of British Columbia, and, accordingly, thousands of her people are interested in the industrial development not only of the city but of the entire provincial area.

A very good cross section of industrial development is seen by reference to the photographs on this page. The first shows a part of the great grain elevator accommodation in the city; the second, an aerial view of a drydock where ship repairs are carried out; the third is the photograph of a brewery in the city. On the other page, the first photograph is that of a sugar refinery, which, as can be seen from its dimensions, is a most successfully conducted business. Number two shows an oil refinery; number three, a portion of Industrial Island, where many and diversified industries obtain water and rail connection. The last photograph is that of a large lumber mill, depicting the operation of one of the biggest industries in the province. The total number of industries operating in British Columbia at the end of 1932 was 3,529.

British Columbia is outstanding in its diversity of production, having a considerable lead over every other province in Canada in this connection. Its industrial development has been very marked during the past few years with the westward swing of commerce from the Atlantic to the Pacific. In addition to the home market lying in the hinterland of the Pacific Coast, there is also the world's greatest market for manufactured products in the teeming millions of the awakened Orient.

Vancouver and British Columbia generally are today economically nearer the world centre of population than the old industrial centres of Europe.



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Climatic conditions are best suited to the development of the hardiest and most energetic type of humanity, giving the highest degree of labor efficiency obtainable.

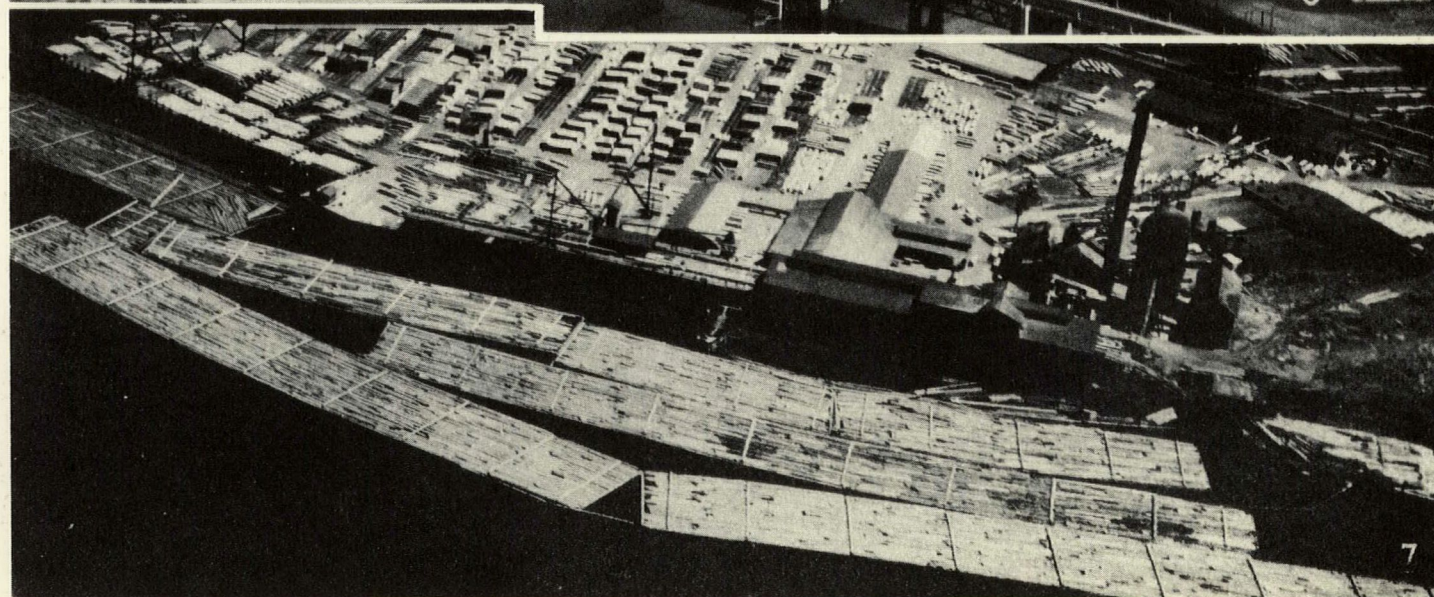
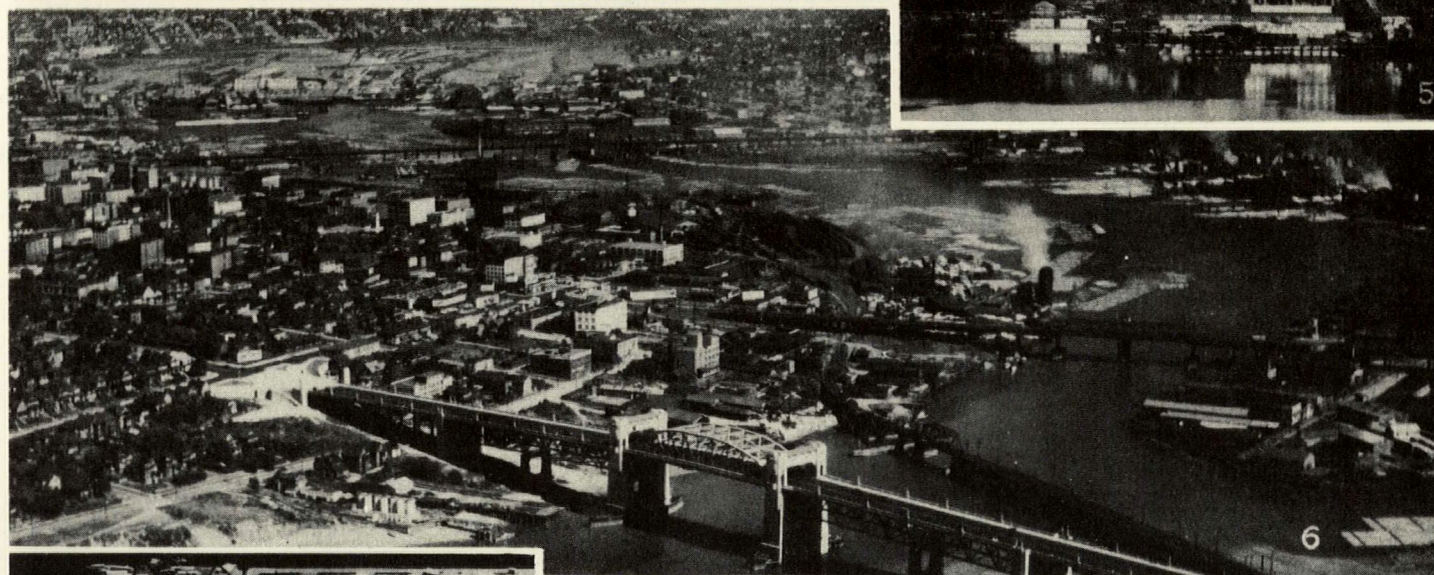
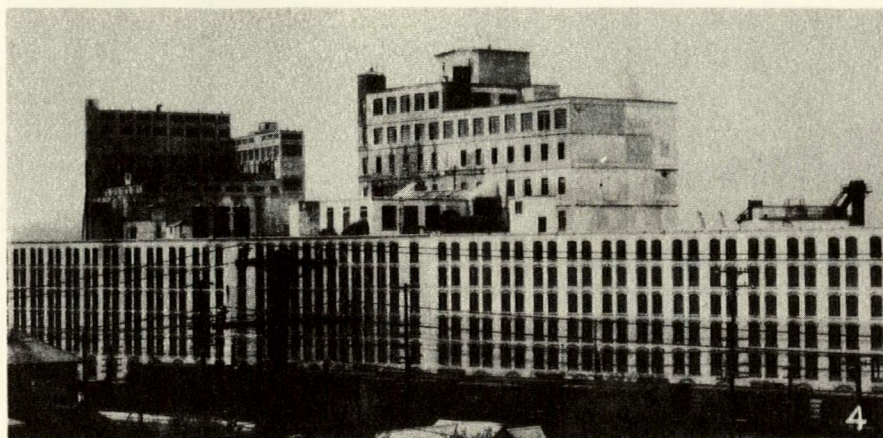
The natural atmospherical conditions are especially favorable for the textile and other industries using materials of animal or vegetable origin. Hydro-electric development ensures ample supply of power for industrial purposes.

Two transcontinental railways connect with steamship lines at Vancouver, serving every country in the world. This location, plus its all-year open port, mild winter season, ideal industrial climate, and unlimited resources of raw material, combine to make the city one of the world's most favored places.

Establishment of industries in Vancouver can be accomplished with little difficulty. Application should be made to the Land Department at the City Hall, to the Board of Trade, or to the Vancouver Exhibition Association, any of which three organizations will be very glad to provide the information necessary. It can not be too strongly urged that quite apart from the domestic market in British Columbia there is a field in the western prairie provinces which can be reached adequately by industries established in this city.

Some manufacturers prefer to test the market before setting up factories. The method chosen is to ship goods to warehouses in Vancouver through the Panama Canal, or direct by the eastern rail route, and release these for destinations according to orders received. Another method is for manufacturers to display their wares at the Canada Pacific Exhibition, and test the market in that way. The last named is the method recommended by the Vancouver Exhibition Association, and because of its recognized success this effort to provide a British Empire building is being made.

KEY TO PHOTOGRAPHS:
4. Sugar Refining Plant.
5. Oil Refinery Plant.
6. Industrial Island, Vancouver.
7. Lumber Mill, Vancouver.



AGRICULTURE IN

THE late Mr. Henry Labouchere once wrote in his magazine, "Truth," that British Columbia was nothing but a sea of mountains, and should be abandoned as part of the British Empire. Mr. Labouchere had not seen the great agricultural lands of the Fraser Valley or the Delta; the beautiful orchards in the Okanagan Valley, or the rolling ranch areas in the Cariboo. Neither had he seen the fertile lands of the upper country, or visualized the tremendous mineral wealth in the very mountains which he had condemned.

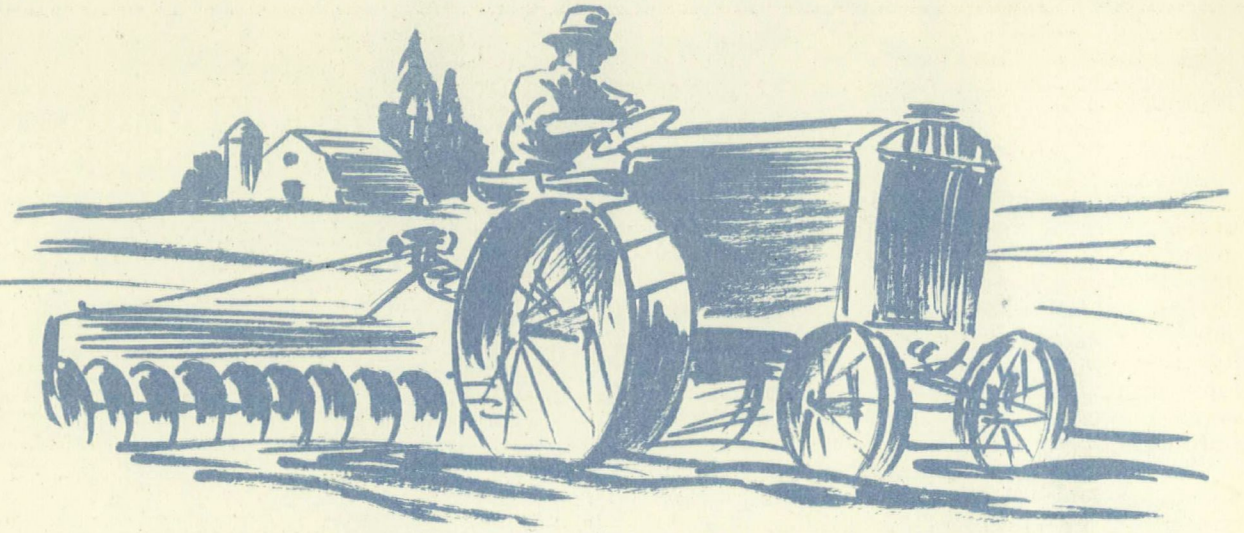
British Columbia's total farm revenue for 1933 was \$36,292,077, an increase of nearly \$2,000,000 over 1932, or 5.58 per cent. This figure is contained in the annual report of the Department of Agriculture.

Agricultural imports decreased and exports increased, the statistical synopsis estimates. Imports aggregated \$10,286,232, a decrease of \$84,994. The imports from other provinces increased slightly, but foreign imports declined from \$1,165,166 to \$971,867. Exports for the year were valued at \$6,436,754.

Total fruit production for 1933 was 246,816,000 pounds valued at \$5,964,878, a decrease of 5.8 per cent in quantity but an increase of 14.1 per cent in value. Value of the commercial apple crop was \$4,188,311, an increase of \$581,554 in value.

KEY TO PHOTOGRAPHS:

1. Threshing on Large Farm, Lower Mainland.



BRITISH COLUMBIA

Value of all vegetable crops was \$4,714,380, an increase of \$748,859 in value, despite a decline in volume.

Aggregate value of all grain crops was \$2,982,000, an increase of \$428,398. Dairy products were valued at \$9,375,300, a decline of less than 1 per cent.

AGRICULTURE—BRITISH COLUMBIA

Description	1929	1930	1931	1932	1933
Livestock (Increase) \$	8,263,737	\$ 6,623,635	\$ 2,242,887	\$ 2,419,460	\$ 2,672,502
Poultry	7,969,850	6,457,428	4,636,332	3,084,737	2,246,070
Dairy Products	13,135,114	13,307,309	11,571,993	9,420,283	9,375,546
Fruits	6,955,457	7,820,034	4,928,731	5,227,063	5,964,878
Vegetables	8,825,135	6,962,951	4,735,404	3,965,521	4,714,380
Fodders	10,097,789	9,836,460	7,676,846	6,624,526	6,861,000
Grains	6,031,641	3,625,288	3,112,142	2,552,602	2,982,000
Miscellaneous	1,354,167	1,324,629	1,203,250	1,079,734	1,475,701
Totals	\$62,632,890	\$55,957,734	\$40,107,635	\$34,373,926	\$36,292,077

KEY TO PHOTOGRAPHS:

2. Orchard in the Okanagan.
3. Pastoral Scene in British Columbia.
4. British Columbia Fruit
5. British Columbia Potatoes.
6. Collection of Vegetables.



BRITISH COLUMBIA'S



For more than ten years British Columbia has consistently led all the provinces in the Dominion in the value of fishery production, this province's annual production being between 35 and 50 per cent of the entire fishery revenue of Canada. The 1933 figure exceeded that of 1932 by approximately two million dollars, and this was almost entirely due to the increase in the salmon fishery. Halibut and herring also showed substantial increases. Whaling was resumed in 1933, and a catch of 209 whales is recorded.

Value of vessels, boats and gear used in the primary operations of catching and landing fish was \$8,495,195, and the capital invested in fish canning and curing establishments, \$11,057,567, a total capital for the province of \$19,552,762, an increase of \$700,000 over 1932. Establishments in operation numbered 94, and the number of fishermen employed during the season was 10,951. Persons employed in the establishments numbered 5,734.

Production for year 1933:

British Columbia	\$12,001,471
Nova Scotia	6,010,601
New Brunswick	3,061,152
Quebec	2,128,471
Ontario	2,089,842
Manitoba	1,076,136
Prince Edward Island	842,345
Saskatchewan	186,417
Alberta	144,518
Yukon	17,100

Dominion Total.....\$27,558,053

1. British Columbia Fish.
2. Fleet of Fishing Boats.



Fish

With new regulations governing the fishing industry, and amicable arrangements in operation between the United States and Canada with particular regard to those sections of Pacific waters where fishermen of both countries ply their calling, a great era is in prospect for the industry. With the return to normal economic times, the industry will be able to handle many more fishermen and cannerys in the future than during the years of the depression.

Sale of fish depends upon world markets, and these are rapidly becoming available. The supply of fish of every conceivable kind is almost unlimited in British Columbia waters, and the calling offers excellent opportunities for energetic and discerning men.

Of considerable interest is the table printed below, giving the production in British Columbia during the period from 1921 to 1933, both years inclusive:

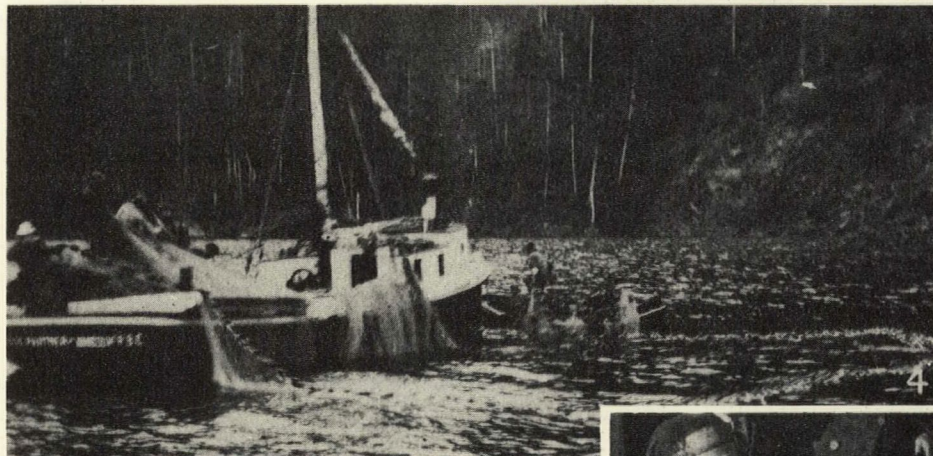
1921	\$13,953,670
1922	18,849,658
1923	20,795,914
1924	21,257,567
1925	22,414,615
1926	27,367,109
1927	23,264,342
1928	26,562,727
1929	23,930,692
1930	23,103,302
1931	11,108,873
1932	9,909,116
1933	12,001,471

KEY TO PHOTOGRAPHS:

3. Fish Cannery.
4 and 5. Fishing Boats.
6. Cased Salmon.
7. Typical Fish Packer.



3



4



5



6



7

Lumber

DURING the years of depression this great business was affected very seriously, throwing thousands of men out of work. In 1933 an upward swing commenced, due in great measure to the agreement between Great Britain and Canada regarding interchange of goods in this as well as in other fields of industry, and it has continued until the present time. Indeed, it may be said that the lumber industry so far as export is concerned is approaching its normal operative output, and this has eased the unemployment situation in British Columbia in no uncertain manner. During December, 1933, it is estimated that approximately 3,500 more men were employed than at the same date in 1932.

Waterborne lumber trade from British Columbia in 1933 reached a total of more than 662 million feet B.M., the chief markets being the United Kingdom and continent, China, Australia and Japan. The export for the year 1932 was only 446 million feet B.M.

Ninety-five per cent of the total softwood reserve of the British Empire is located in Canada.

KEY TO PHOTOGRAPHS:
1. High lead logging in British Columbia forest.



BRITISH COLUMBIA

British Columbia accounts for one-third of this.

British Columbia has used up less of its timber capital than any other province or state in North America.

Exports have risen from 84 million in 1918 to 662 million board feet in 1933.

The largest lumber mill in the world is situated on the Fraser River near Vancouver; it has a capacity of 350,000 feet of lumber per single shift.

British Columbia leads in Canada in the production of lumber and shingles.

It is of interest to note that whereas Ontario and Quebec were a few years ago the greatest lumber-producing provinces, British Columbia is now far ahead, manufacturing in 1932 forty-seven per cent of the lumber sawn in Canada.

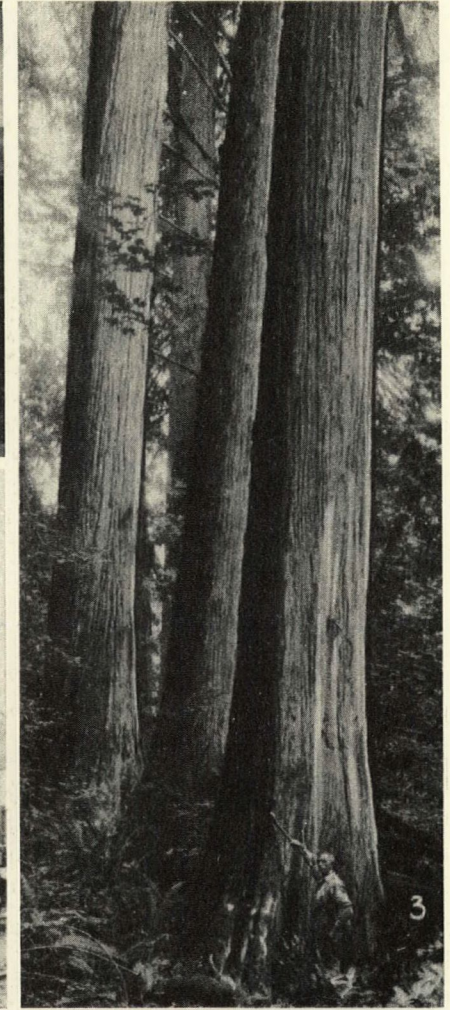
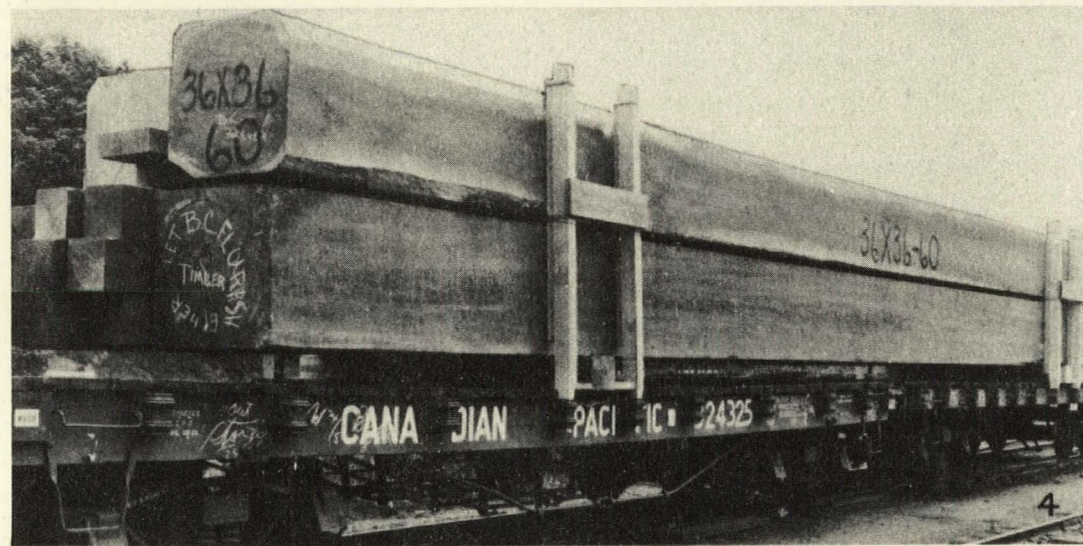
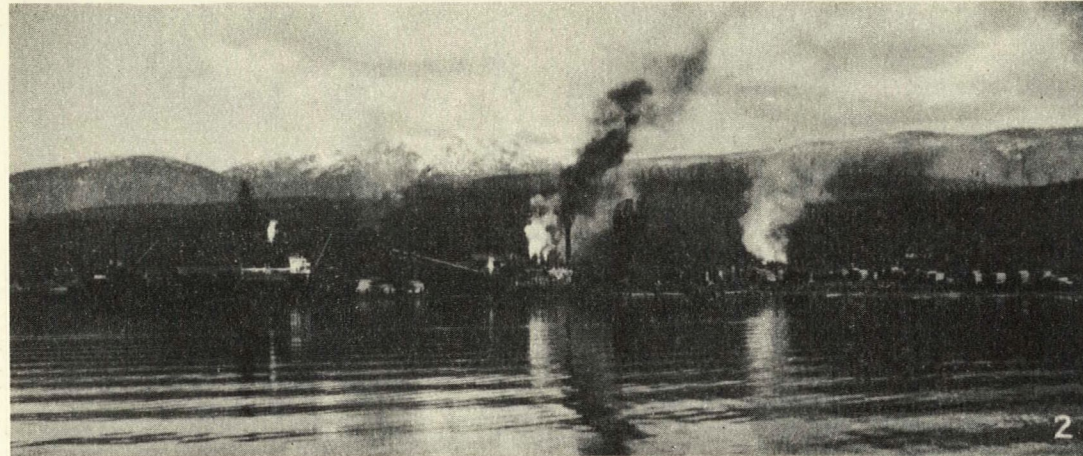
This development is being maintained as shown by the figures issued by the Department at Ottawa for the year 1932, the last year for which these statistics are available.

VALUE OF PRODUCTION OF FOREST PRODUCTS

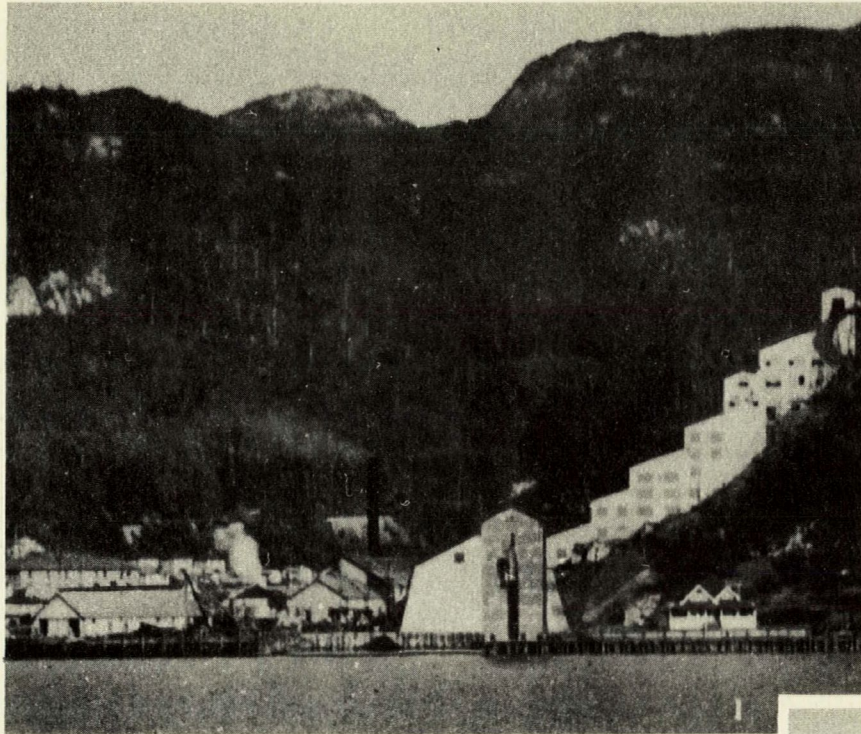
Product	1933
Lumber	\$15,457,000
Pulp and Paper	10,852,000
Shingles	4,500,000
Boxes	1,313,000
Piles, Poles, Mine Props	450,000
Cordwood, Fence Posts and Mine Ties	1,850,000
Ties, Railway	250,000
Additional value contributed by wood-using industry	1,200,000
Laths and other miscellaneous products	1,000,000
Logs exported	2,228,000
Pulpwood exported	55,000
Totals	\$39,155,000

KEY TO PHOTOGRAPHS:

2. Paper mill at Powell River.
3. Standing timber.
4. Dressed lumber on way to market.
5. Boom of logs being towed to mill.



BRITISH COLUMBIA'S *Mines*



B RITISH COLUMBIA is the most highly mineralized area on the North American continent; it occupies a place of distinction, over a long period of years, in the production of gold, silver, lead, copper, zinc, and coal; other minerals produced in less amounts include platinum, pyrites, quartz, fluorspar, gypsum, cement, sand, gravel, lime, building stone, clay products, sodium carbonate and magnesium sulphate. Since 1852, when the now famous Cariboo gold rush was inaugurated, until the end of 1933, British Columbia has produced minerals of an aggregate value of over one billion dollars, the exact figures being \$1,331,647,132, of which amount more than one-half—\$771,492,420—has been produced during the period 1917-1933.

BRITISH COLUMBIA IS:

The world's fourth largest producer of Lead.
The world's third largest producer of Zinc.
Canada's largest producer of Zinc.
Canada's largest producer of Lead.

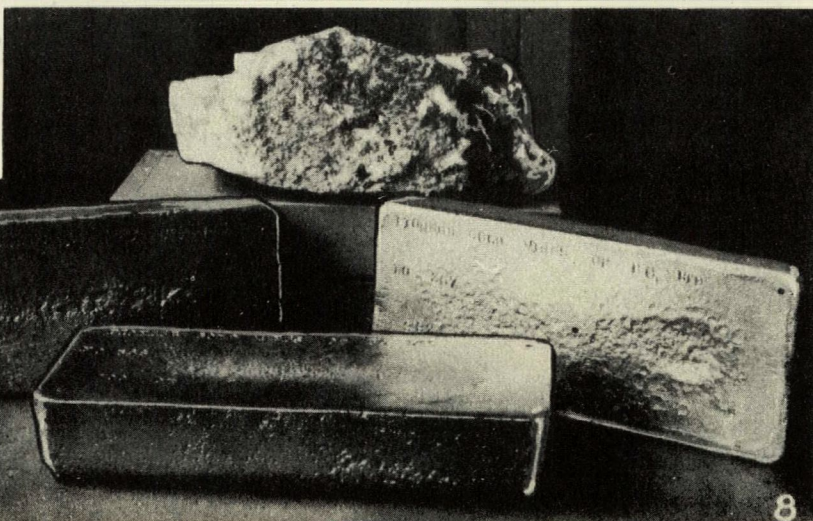
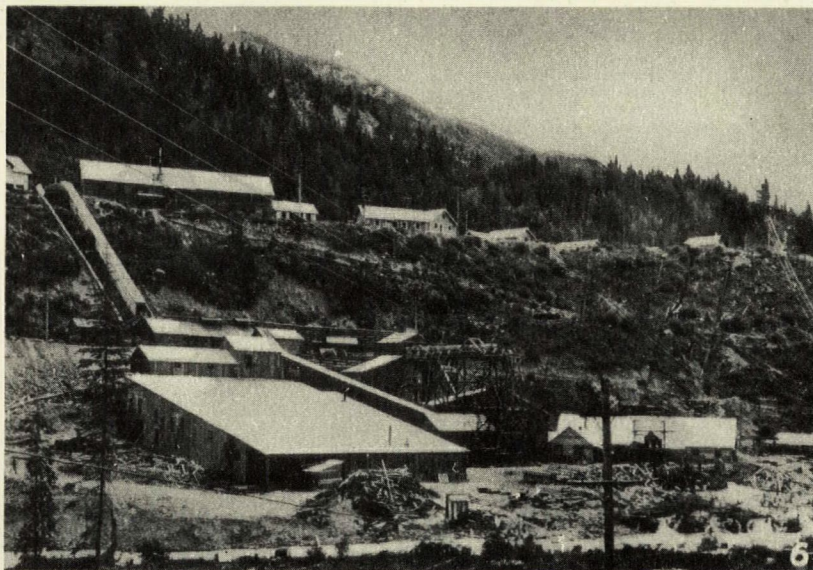
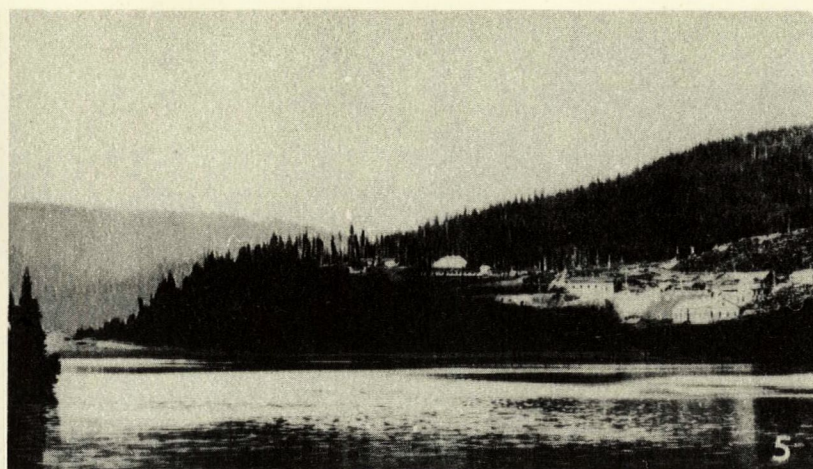
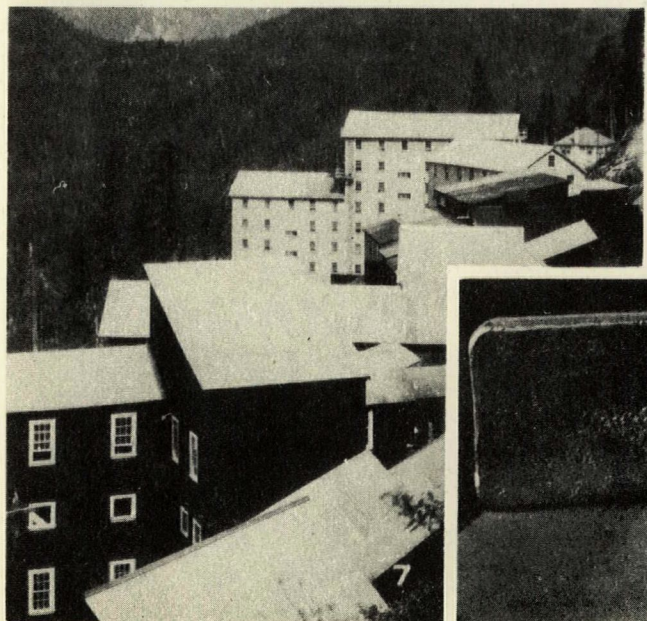
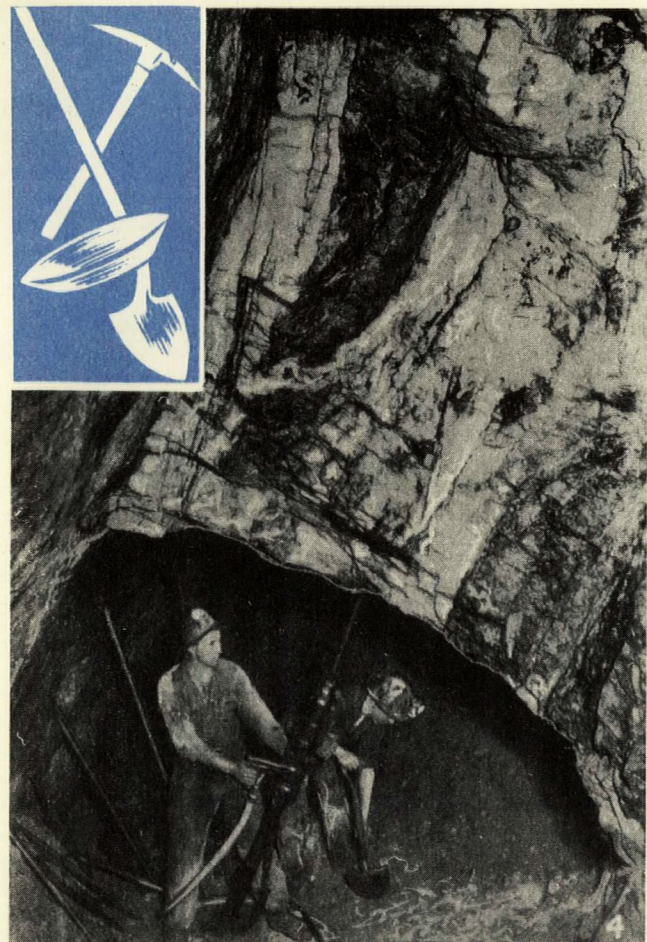
Canada's largest producer of Silver.
Canada's second largest producer of Minerals.
Canada's third largest producer of Gold.
Canada's third largest producer of Copper.

The producer of 98 per cent of Canada's Lead production.

KEY TO PHOTOGRAPHS:

1. Mining plant near Vancouver.
2. Smelting plant in British Columbia (Trail, B. C.)
3. Consignment of copper mat ready for shipment.





OUTSTANDING HIGHLIGHTS OF THE MINING INDUSTRY

British Columbia leads the Dominion in the per capita value of her metal production, the total for every man, woman and child in the province, according to last year's preliminary figures, working out at \$34.13.

This compares with \$26.73 for the great gold province of Ontario, whose values are chiefly gold, copper and nickel, the latter of which is not yet produced commercially in this province.

Gold is also king in British Columbia, every citizen last year being credited with .34 oz., worth \$9.60.

Lead comes second, with 378 pounds for every inhabitant and value of \$9.07.

Zinc is third, with 222 pounds, worth \$7.15.

Copper fourth, with 61 pounds, worth \$4.56.

Silver fifth, with just under 10 ounces, worth \$3.75.

This province's yield of the principal metals is \$7.40 in excess of that of Ontario and no less than \$19.69 above the national per capita yield.

PRODUCTION—BRITISH COLUMBIA

The following table shows the estimated mineral production for 1933, compared with the actual figures of production for 1932:

	1932		1933	
	Quantity	Value	Quantity	Value
Gold, placer, oz.	20,400	\$ 346,800	23,928	\$ 406,776
Gold, lode, oz.	181,564	3,753,261	223,529	4,620,754
Silver, oz.	7,130,838	2,258,453	7,006,406	2,650,720
Copper, lb.	49,841,009	3,179,956	42,608,002	3,176,341
Lead, lb.	254,488,952	5,378,878	271,606,071	6,495,731
Zinc, lb.	192,120,091	4,621,641	195,963,751	6,291,416
Coal, tons (2,240 lbs.)	1,534,075	6,523,644	1,264,746	5,375,171
Structural materials		1,698,839		1,024,045
Miscellaneous minerals		480,146		633,532
Totals		\$28,241,618		\$30,674,486

KEY TO PHOTOGRAPHS:

4. Stopping out ore at Large, B. C., gold mine.
5. Mining property near water.
6. Mining plant in Bridge River District.
7. Another large mining plant.
8. Shipment of gold bars.

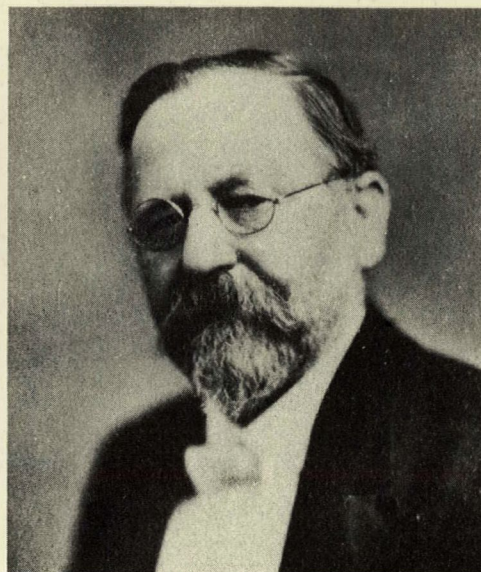




WALTER LEEK
President



F. D. GROSS
First Vice-President



J. J. MILLER
Honorary President

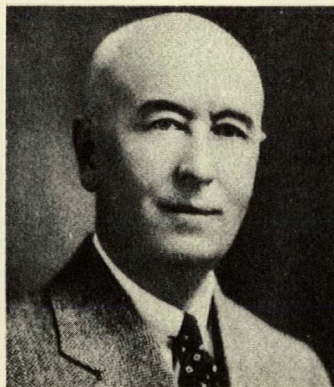
DIRECTORS of the VANCOUVER EXHIBITION ASSOCIATION

Vancouver Exhibition Association directors are elected by the members to conduct the affairs of the association. The elected directors have the power to appoint additional directors up to a certain number, representing industries not represented in the elected group. These gentlemen serve without remuneration of any kind, except the reward which comes with the performance of important public service.

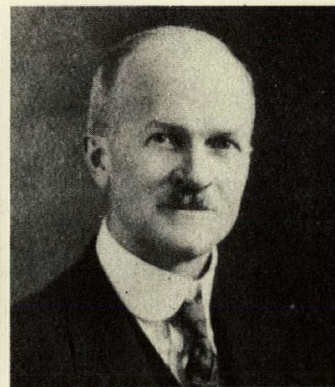
Each director is chairman of a committee, and the entire group forms what is termed the Board of



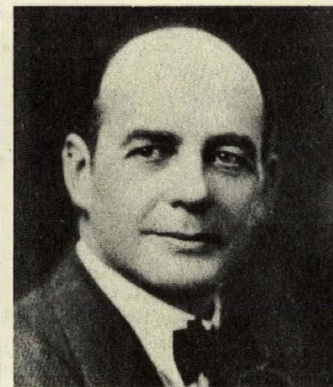
JAMES BRAND
Agricultural, Horticultural



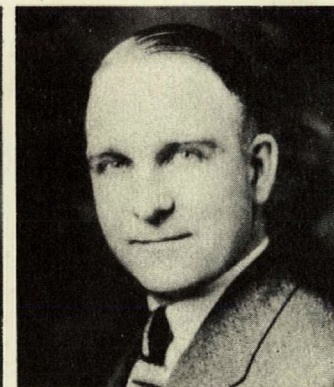
C. M. ROLSTON
Attractions



E. S. KNOWLTON
Honey



P. H. MOORE
Livestock



JOHN DUNSMUIR
Publicity



R. G. MCCUISH
Concessions



MACKENZIE BOWELL
Automobiles



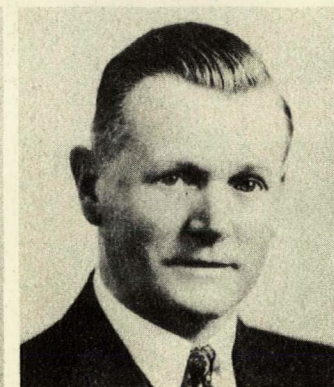
H. M. KING
Boys' and Girls' Work



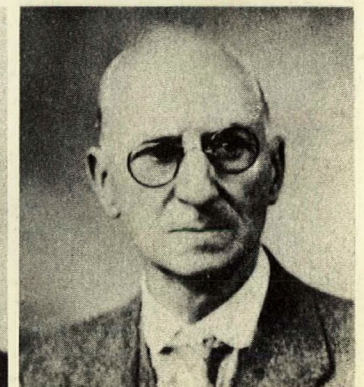
J. L. NOBLE
Insurance



F. J. HUME
Mayor, New Westminster



C. N. OLDFIELD
Horse Racing

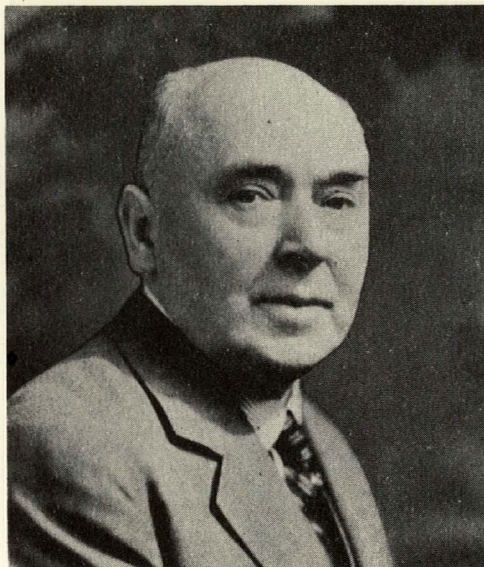


E. B. CALE
Poultry

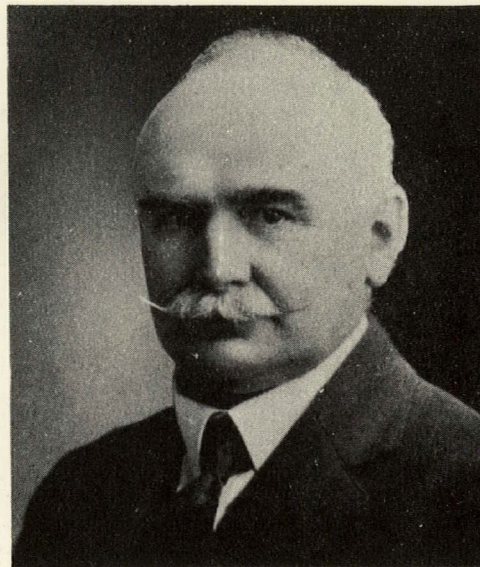
Control, or executive committee, so that the work of the association is completely and systematically covered in every phase of its operation.

The directors of the Exhibition Association either personally or as representatives of their firms employ more labor and pay more taxes per capita than any other organization in the city of Vancouver. More than 115 meetings are held yearly, and the ramifications of the work of the association necessitates directors giving a large portion of their time to its administration. This they cheerfully do, with the ideals of true citizenship ever before them.

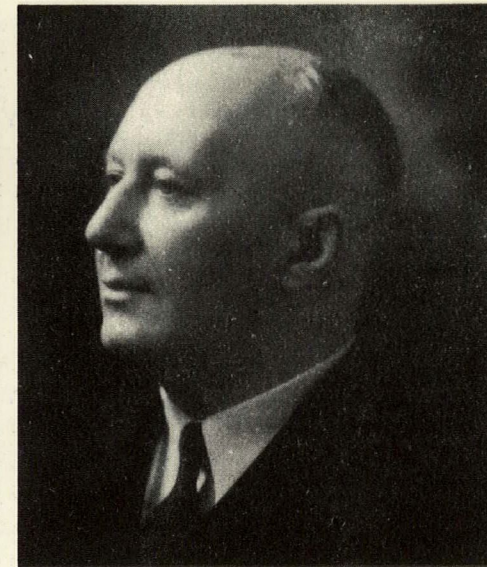
All of the directors are engaged in important private businesses of their own, being owners or executive heads in every instance. The building of a prosperous and happy people in the province of British Columbia and the development of this important corner of the British Empire is the objective of the directorate of the Vancouver Exhibition Association. Their efforts have been crowned with success in the past and they press on to further achievements.



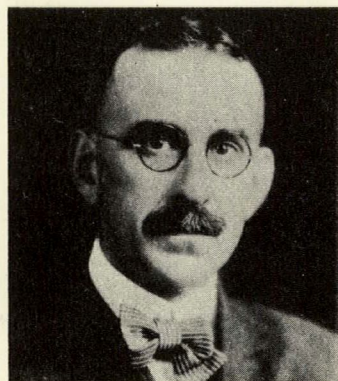
EDWARD LIPSETT
Second Vice-President



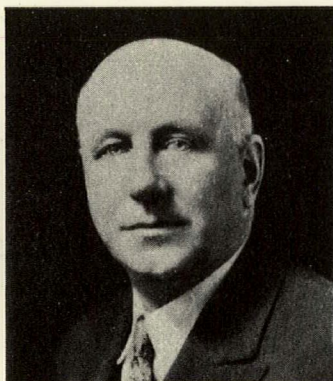
WILLIE DALTON
Honorary Treasurer



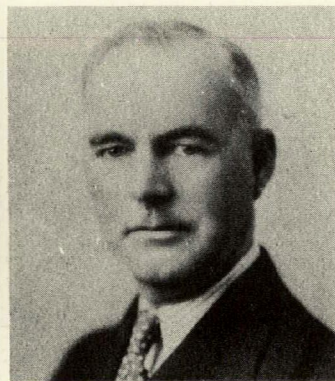
JOHN K. MATHESON
General Manager



ALEX. MacKELVIE
Machinery



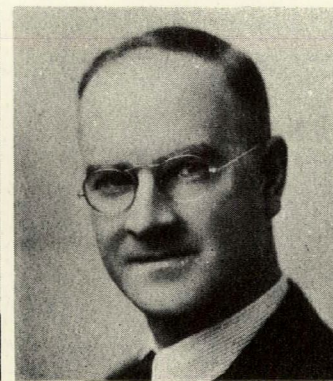
B. T. CHAPPELL
Works



C. A. COTTERELL
Awards



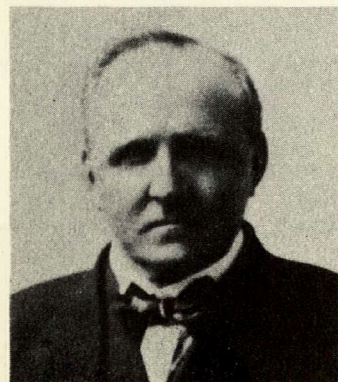
F. C. TINGLEY
General Sports



W. C. MAINWARING
Electrical and Music



G. S. HOCKLEY
Assistant Manager



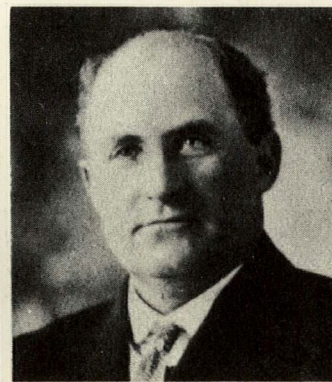
ALEX. DAVIE
Horses



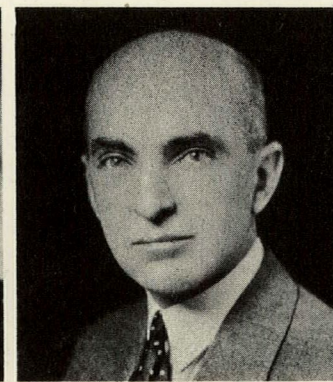
ARCHIE HOGG
Pet Stock



A. E. FOREMAN
Music



A. D. PATERSON
Winter Fair

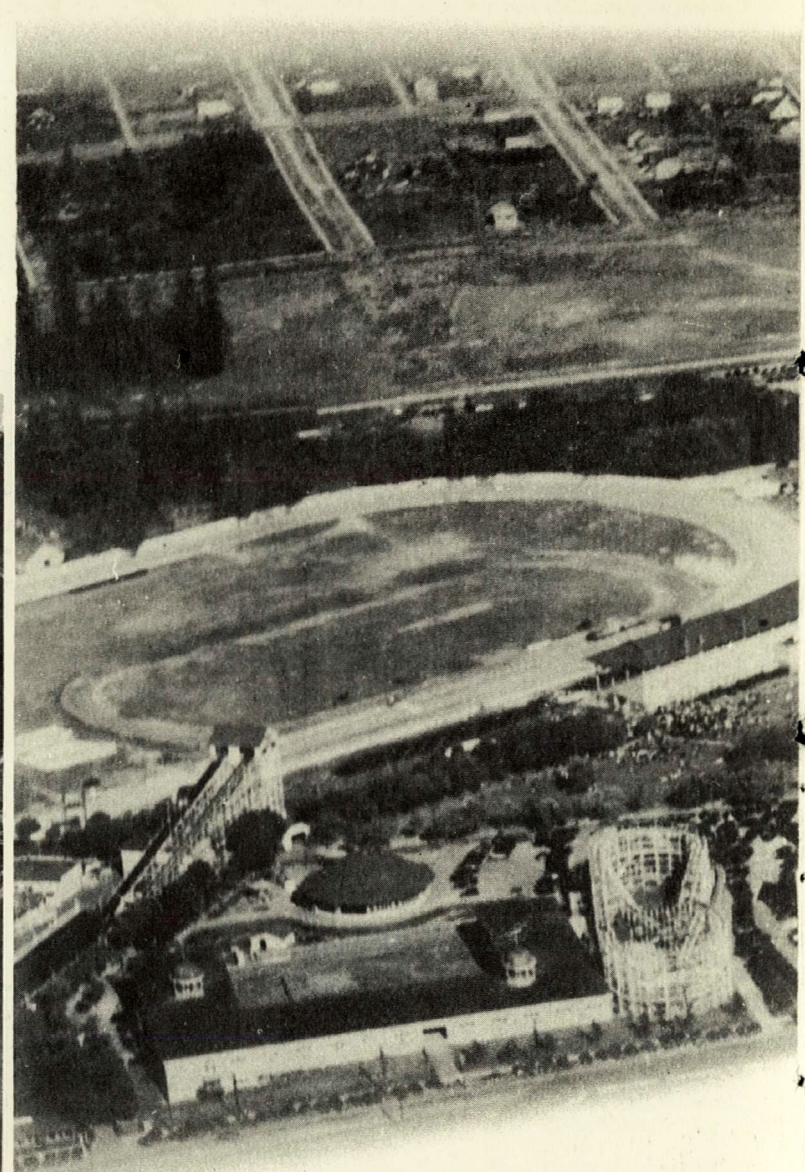
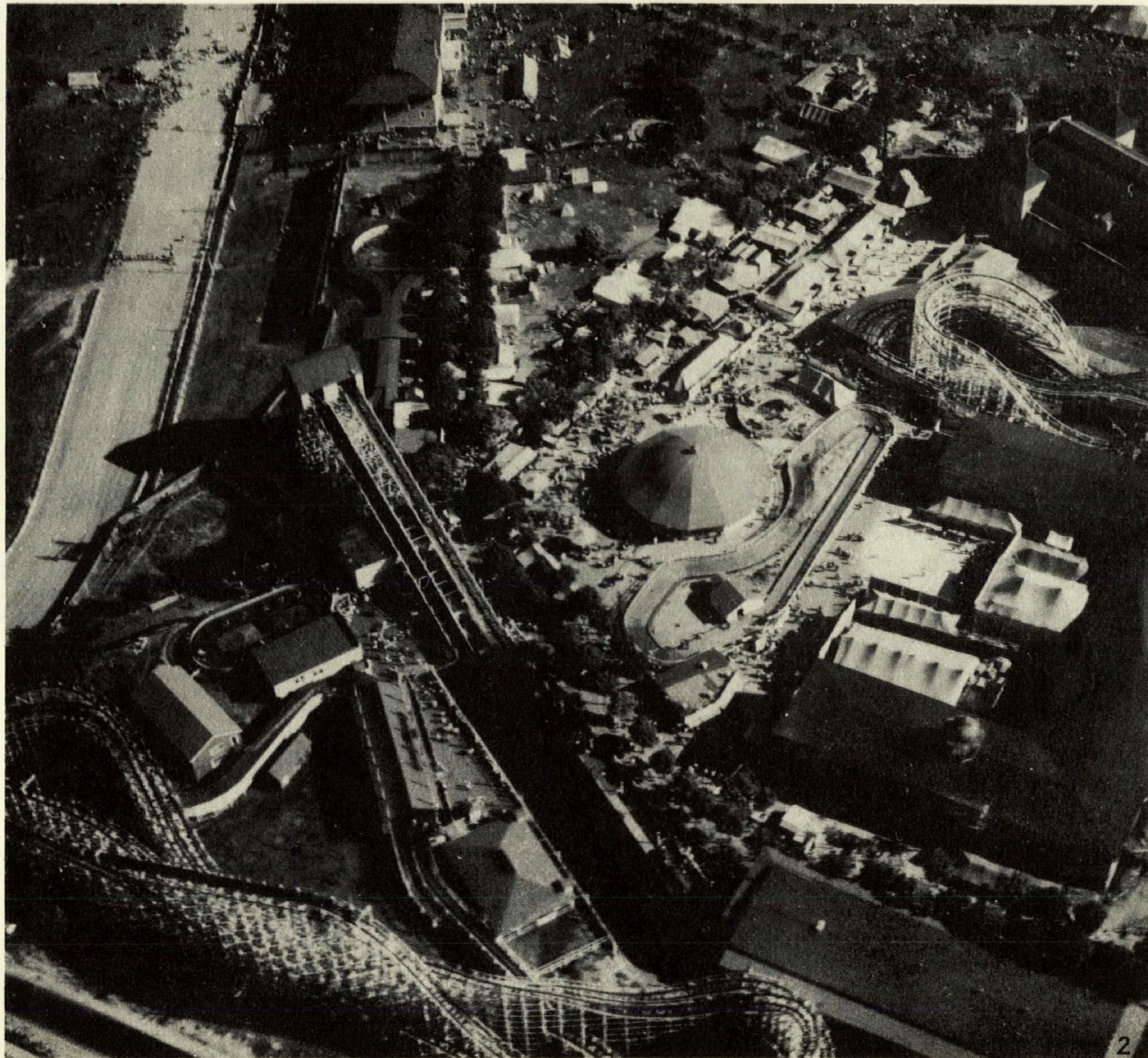


W. R. DOWREY
Pure Foods

The Mayor and Aldermen of the city are members of the directorate of the Vancouver Exhibition Association by virtue of their office, and lend every assistance to the development of Exhibition functions.

Alderman Warner Loat is the official civic representative on the Exhibition Board of Control, being also the chairman of the Civic Exhibition Committee of the City Council.

VANCOUVER'S EXHIBITION PARK



1

VANCOUVER Exhibition Association grounds and plant are situated in the east end portion of the city, with easy access from all parts. They cover an area of approximately 200 acres, with an investment in buildings alone of nearly one million dollars. Several of the buildings are permanent structures of concrete, while others are constructed of the very best timber with a considerable life.

In addition to the Exhibition plant proper, which houses 45 sections of development effort at the Annual Exhibition, there are many other depart-

2



KEY TO PHOTOGRAPHS:

1. Race Track, Olympic athletic track, and partial view of Exhibition grounds.
2. Amusement area, Exhibition grounds.



ments which bring revenue to the association which is used for the furtherance of the objectives of the organization in the development of industry and agriculture. These include an eighteen-hole golf course, a standard Olympic athletic track on which many athletic meets are held annually, indoor tennis and badminton facilities. In the Exhibition forum there is also an ice plant which provides a full-sized hockey and skating rink, and ten sheets for curling in the winter time. To accomplish this 21 miles of piping are necessary, as well as a power plant containing three magnificent compressors which generate the ice.

There is an aquarium, small zoo, and a bird sanctuary, as well as a large amusement area, containing fifteen amusement devices, dance hall, and first-class restaurant facilities.

The park is well maintained with flowers, beautiful lawns, trim walks and paved roads, trees and other items tending to the beautiful.

Except during Exhibition and Winter Fair operation periods, the grounds are open to the public, and

are used as a park, hundreds of seats being made available for comfort. Band concerts are held at varying periods during the summer months, and horse racing also takes place on the horse racing track at the oval. There is a grandstand area capacity of 10,000, and standing room for some thousands more.

These developments have made the Exhibition grounds plant one of the best-known centres in the city, where many thousands of people take part in the various operations yearly. The plant is owned by the city and administered by the directors and management of the Exhibition Association on lease. Maintenance of the buildings is carried out at the expense of the Exhibition Association. The entire plant is surrounded by a wire fence which cost approximately \$12,000. The rapid development of the grounds and plant during the past few years has had the effect of developing the surrounding land by the erection of substantial homes. Effective street car, bus and taxi services maintain connection with all parts of the city and suburbs.

THE FINE BUILDINGS OF THE CANADA PACIFIC EXHIBITION



BEAUTY of construction with a minimum of decoration, and a maximum of practical utility are the keynotes of the policy of the directors in the development of a building programme at the Vancouver Exhibition Association's grounds. The addition of flowers and shrubs makes the buildings most attractive.

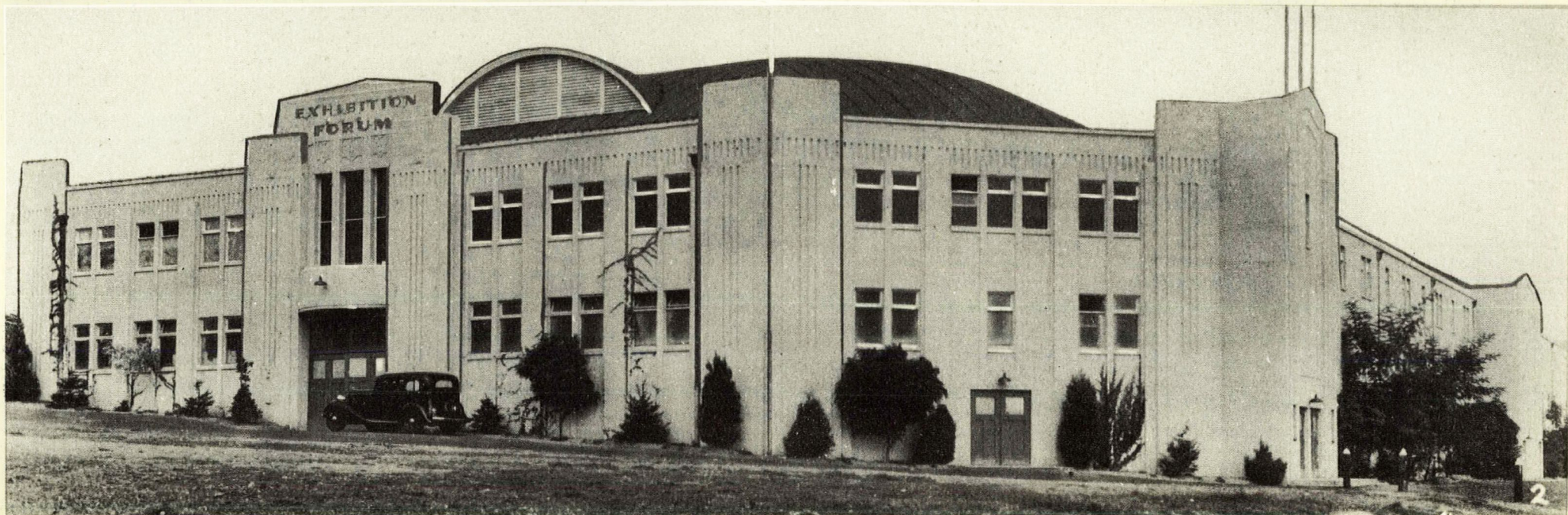
The first picture in this section is the Administration Building, where the management and staff have their headquarters. In other portions of the grounds are the offices of superintendent of grounds and works, golf course secretary, amusement superintendent, Forum staff, etc.

The Forum, which is the second picture, is used primarily for the automobile show, agricultural and horticultural shows at the annual Canada Pacific Exhibition, and there is also an automobile show held here in the spring of each year. As indicated in the story on another page, winter activities in the Forum include ice skating, curling and ice

KEY TO PHOTOGRAPHS:

1. General Offices.

2. Exhibition Forum.



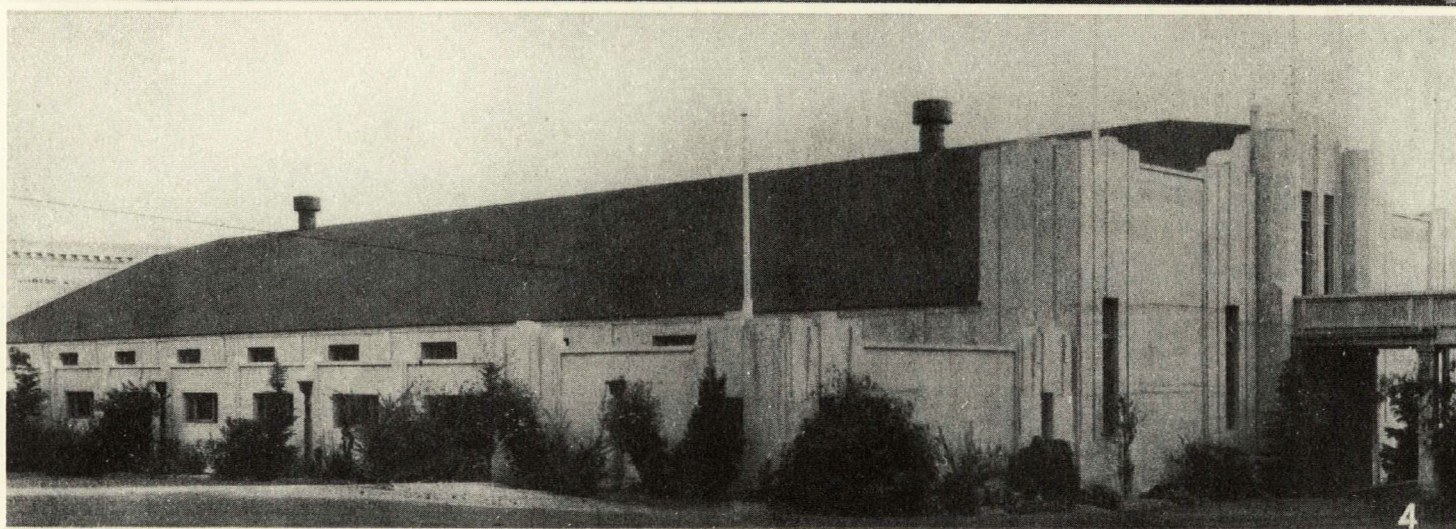
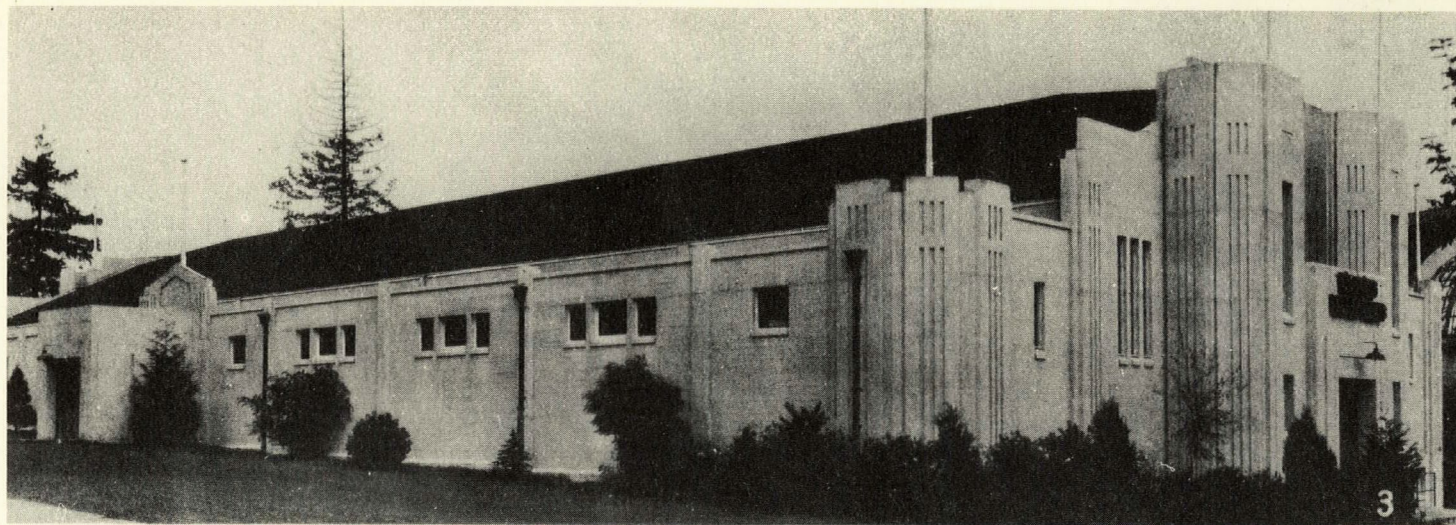
hockey. Many other functions are carried on in this building throughout the year.

The third building is that allocated for the display of Fine Arts and Women's Work. It is of concrete, and lends itself to the purpose for which it has been assigned in a worthy manner.

The fourth building is that set apart for the exhibiting of pure food displays. Some years ago, the General Manufacturers' Building was the only place where manufactures could be shown. It was found that to place a display of pure foods alongside an exhibit of furniture or other showing of goods far removed from food detracted from the effectiveness of the Exhibition. Accordingly the Pure Food Building was built, and is filled each year with choice exhibits of every kind of food. It is one of the most popular buildings in the grounds during Exhibition periods.

The fifth building shown here is that of the General Manufacturers, where great varieties of exhibits are housed. It is one of the oldest and best buildings in the grounds, situated very strategically for the attraction of patrons, and enjoys a tremendous popularity during Exhibition periods.

On the facing page the first photograph to be shown is that of the Horse Show Building. In this commodious place livestock judging is carried on during the Exhibition.



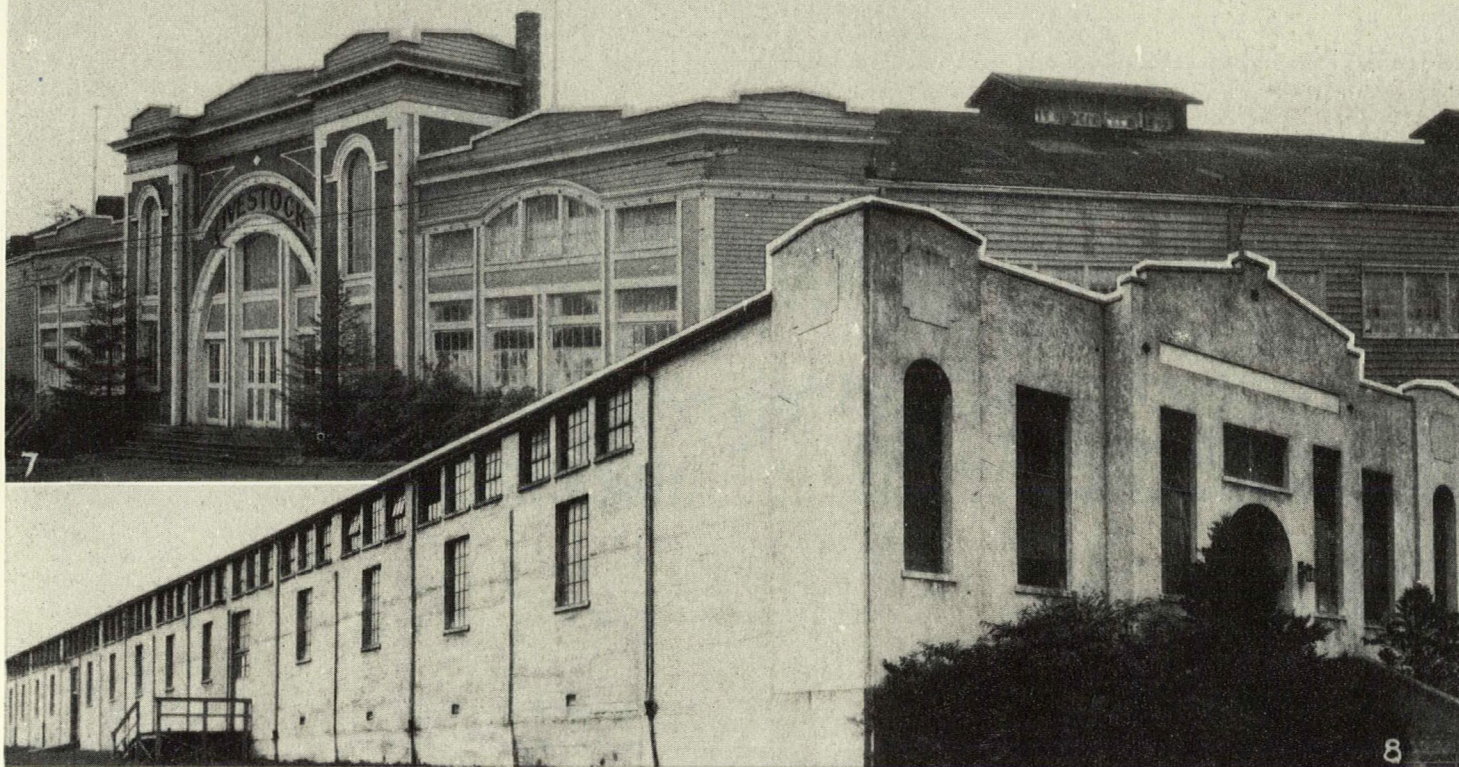
KEY TO PHOTOGRAPHS:

- 3. Women's and Fine Arts Building.
- 4. Pure Foods Building.
- 5. General Manufacturers' Building.



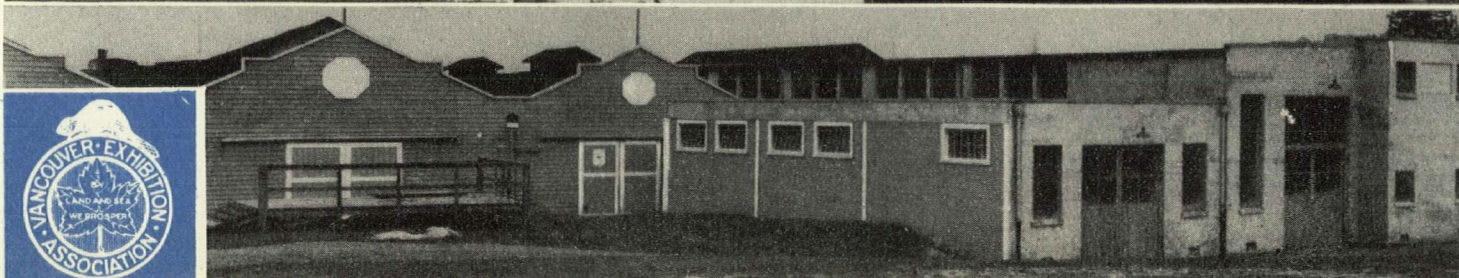
In the winter time indoor tennis is played here to secure revenue and provide a much-needed service. In one section of the building is housed the mining exhibit—a magnificent display which in view of the tremendous development in mining in the province is worthy of a building all to itself. This the Association hopes to provide in the near future.

The next three pictures are of the Livestock Building, where approximately a million dollars' worth of the aristocracy of the animal world are housed during their stay at the Exhibition.



On the opposite page is the School Building, where is shown each year a wonderful exhibit of school work from every department of the educational system of the city of Vancouver. During the period of the Exhibition many demonstrations are also held here under the auspices of the School Board, and the entire exhibit has now become one of the major features at the Exhibition. During the winter months seven courts for badminton are operated here.

KEY TO PHOTOGRAPHS:
6. Horse Show and Mining Building.
7 8 and 9. General view of Livestock Buildings.



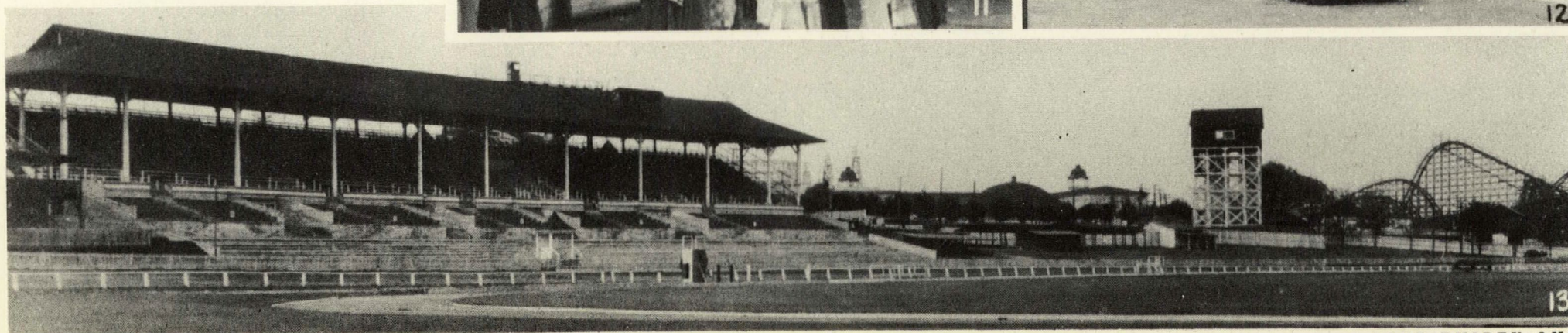
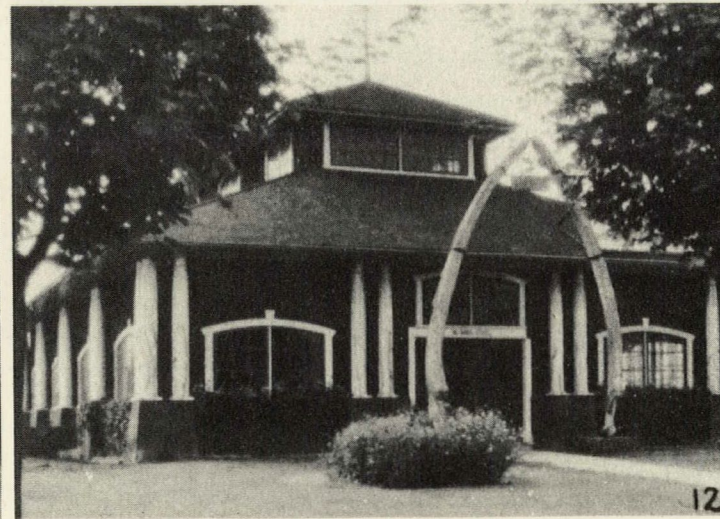
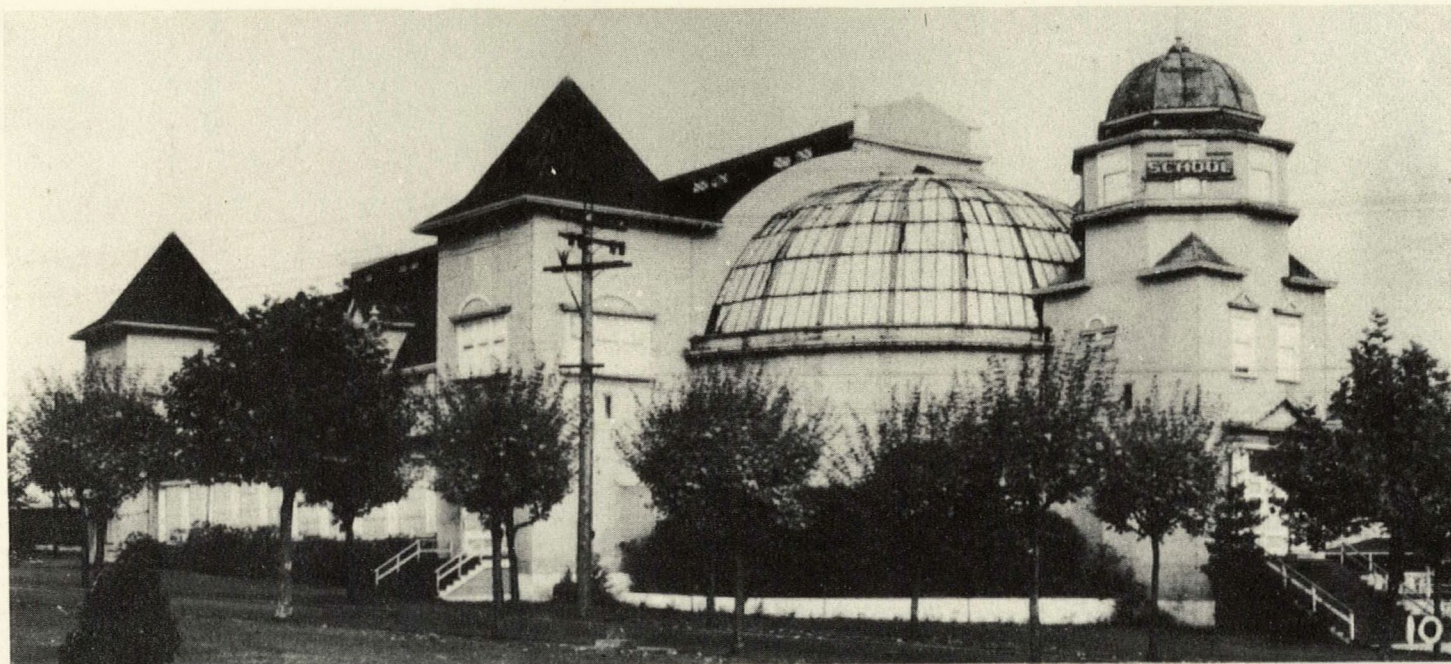
The next photograph shows a portion of the dining-room accommodation provided for the patrons of the Exhibition. There are approximately thirty of these in the grounds at Exhibition time, and, judging from appearances and reports, every one of them does a roaring business. The section shown in the picture is reserved largely for the churches of the city, which through voluntary auxiliary organizations organize dining-rooms at each Exhibition, the revenues going into the church funds.

The succeeding photograph shows the aquarium, wherein is displayed many varieties of fish alive and preserved, and where the oldest living seal in captivity (as far as is known) has its abode. The decoration in front of the building is a portion of a whale's jawbone.

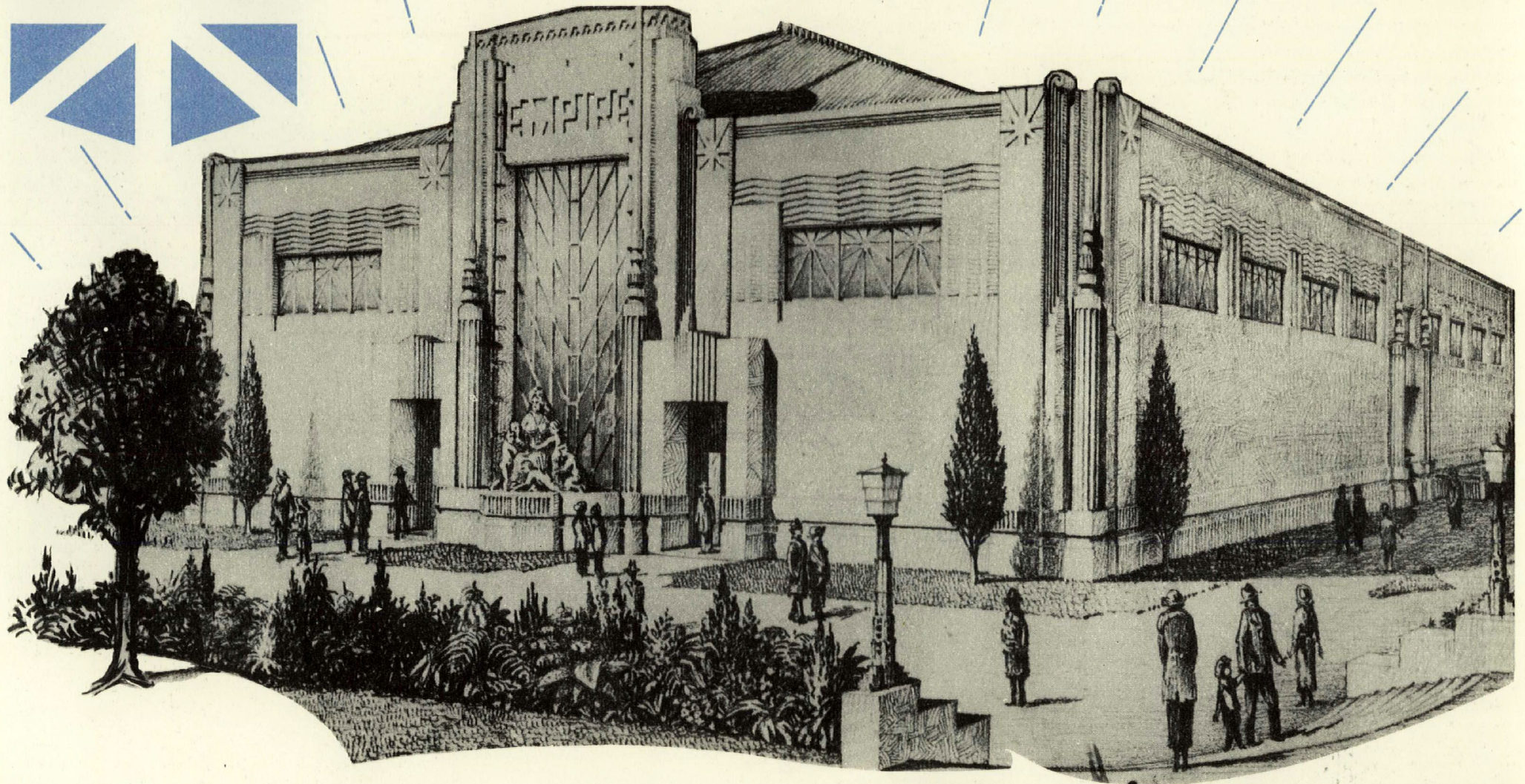
The last photograph is that of the grandstand, horse race track and standard Olympic track. Here many events are staged each year, and it is the gathering ground for thousands of people who attend the various functions.

KEY TO PHOTOGRAPHS:

- 10. School Building.
- 11. Restaurant Buildings.
- 12. Aquarium.
- 13. Grandstand and Oval.



PROPOSED



FOR THE 1936 GOLDEN JUBILEE CELEBRATION

BRITISH EMPIRE BUILDING

VANCOUVER being the British Empire's gateway to the Pacific, as well as a close neighbor to Pacific Coast United States territory, is vitally interested in the development not only of foreign trade, but also of British Empire business. It has been felt that British manufacturers have not yet sensed the importance of Vancouver as a distributing centre for their goods, not only in British Columbia itself, and for the prairie provinces, but also for the Orient, Australia and New Zealand.

The Vancouver Exhibition Association, in its programme of development, has, after full investigation, come to the conclusion that there is a big field for the British manufacturer in this city and province. This field is vast, and will bear the closest examination. When the Panama Canal was opened it transformed the entire status of Pacific North America, so that Vancouver is now in a position to compete strongly with eastern ports as a distributing centre, with facilities than which there are none finer in the country.

In proposing to erect a British Empire Building at the Exhibition grounds, not only to develop British Empire trade, but also in full measure to celebrate the golden jubilee of the city of Vancouver in 1936, the Exhibition Association believes it will mark a great forward step in the business relations between British Columbia and the Motherland. At the present time many ships leave Vancouver harbor for the United Kingdom filled with grain. Many of these ships arrive at this port by way of the Panama Canal in ballast. If they could reach here filled with goods from British manufacturers it would mean a big reduction in transportation rates both ways.

It has been pointed out that British manufacturers can ship goods to Vancouver by way of the Panama Canal for distribution in the four Western Canadian provinces as cheaply as by shipment through eastern ports. Continuity of first-class service, by virtue of Vancouver being an open port all the year round in contradistinction to certain eastern ports, is of the highest importance also. The shipping of goods via Vancouver would not affect the railway companies because they would get the haul east instead of west. The manufacturer would be able to secure a better market, and in time might develop that market by the construction of factories here for the shipment of goods to the Orient, Australia and New Zealand, as well as being suitably equipped to enter the United States market where possible.

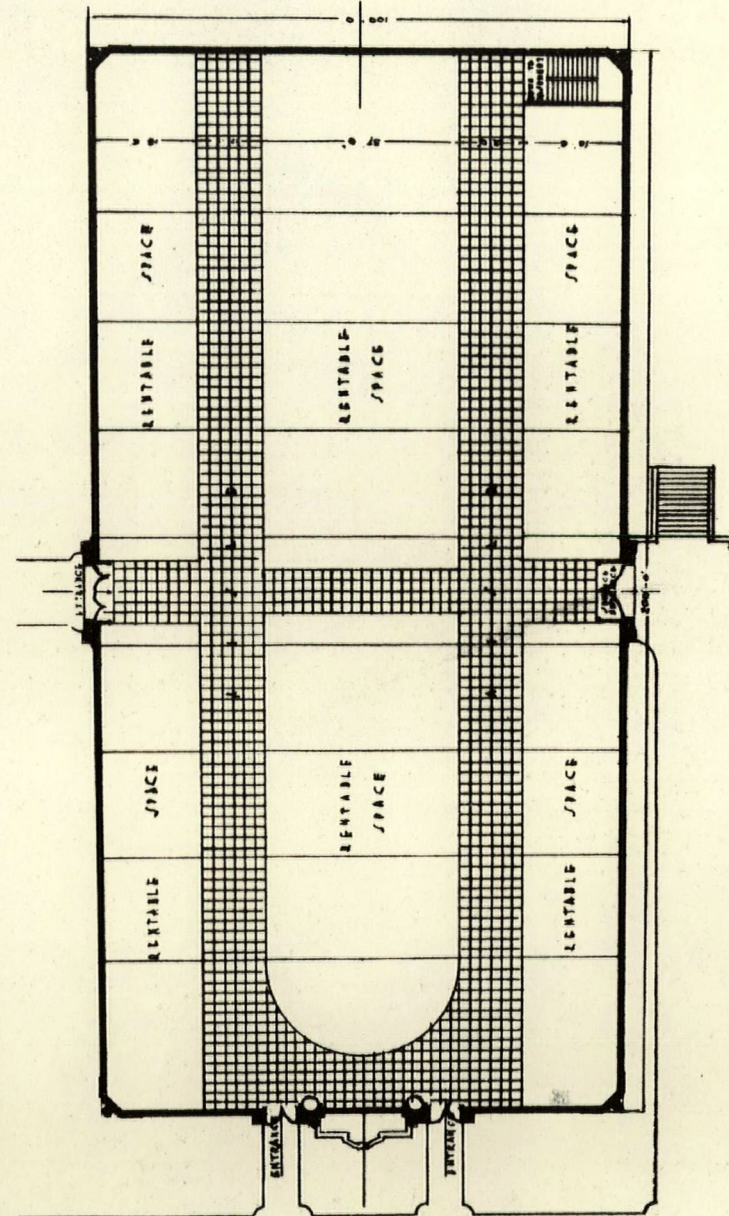
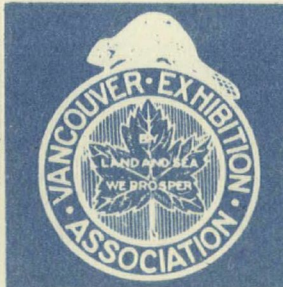
The Vancouver Exhibition Association therefore strongly urges British manufacturers to secure space in the proposed British Empire Building at the Canada Pacific Annual Exhibition, over a period of years, for the purpose of testing the market. Space can be secured at reasonable rates, and the signed contracts will enable the Exhibition Association to construct the building without expense to the city or any other organization.

All parts of the Empire are included as eligible to secure space in this building. Canada must seek foreign trade, but it must also seek Empire trade. All evidence goes to show that in order to sell our goods to other countries we must purchase goods from them. The method proposed to develop British Empire trade in Western Canada by the introduction of goods through the medium of the Canada Pacific Exhibition is such that manufacturers may be able to select their market. If conditions are suitable, shipments could be made in the first instance through present warehousing space in Vancouver. All these things can be achieved by a testing of the possibilities through exhibiting in the British Empire Building at the Canada Pacific Exhibition. Arrangements may also be made to keep the building open for several months in the year.

Manufacturers in all parts of the Empire are urged to consider the matter seriously and carefully. An opportunity has presented itself through a combination of circumstances which should appeal to all those who, already in the Empire business field, desire to further develop their connections.

It is proposed to construct the building so that it may be opened at the Canada Pacific Exhibition of 1936. The Golden Jubilee year of the city of Vancouver is a most auspicious time for the launching of a British Empire trade development programme.

Manufacturers are asked to secure further information if necessary from the General Manager, Vancouver Exhibition Association, Vancouver, British Columbia.



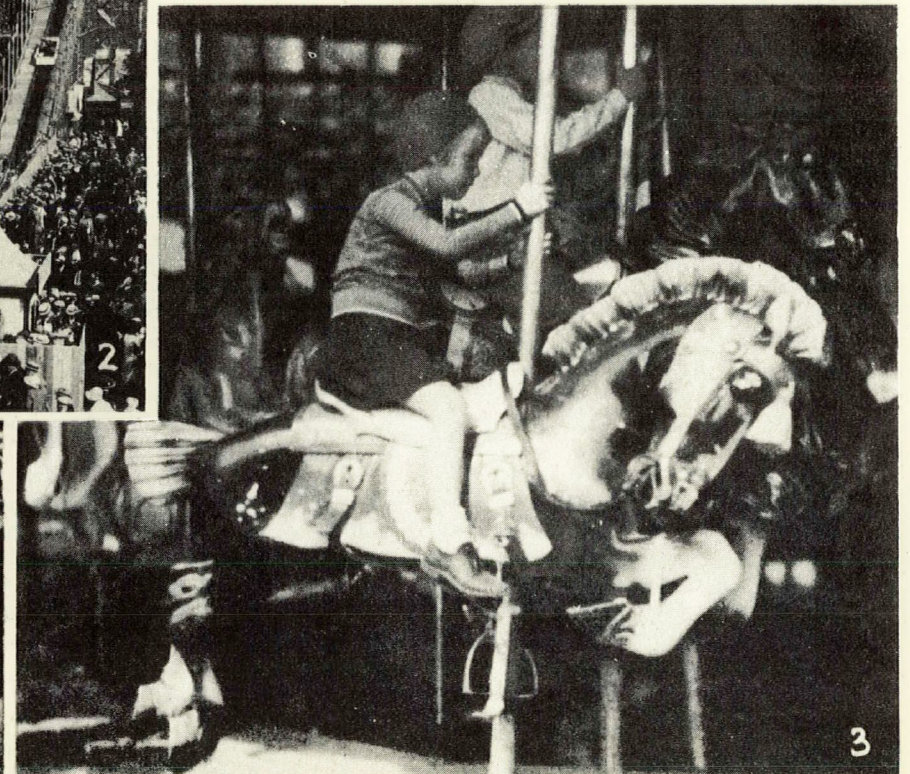
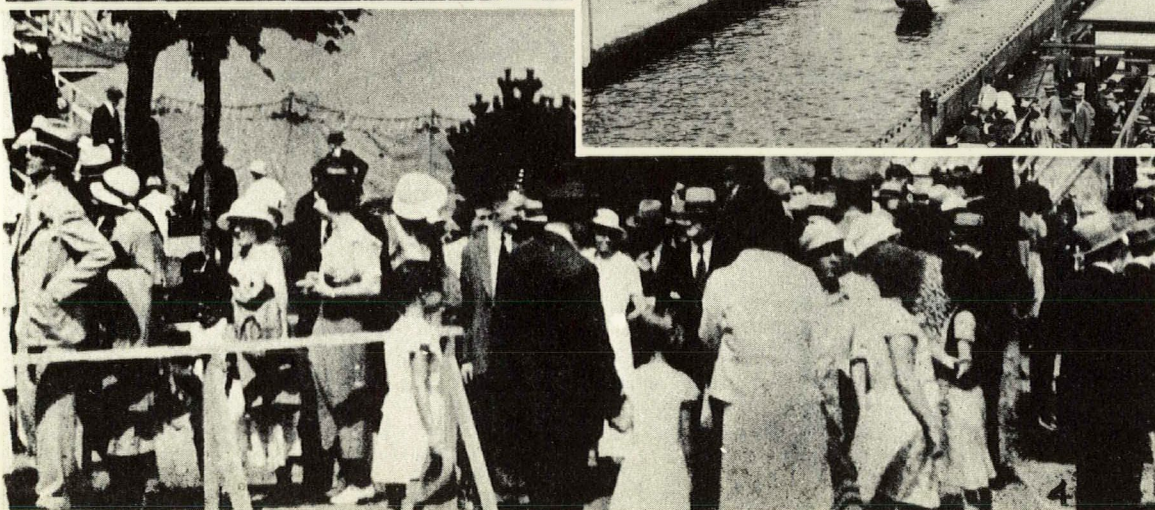
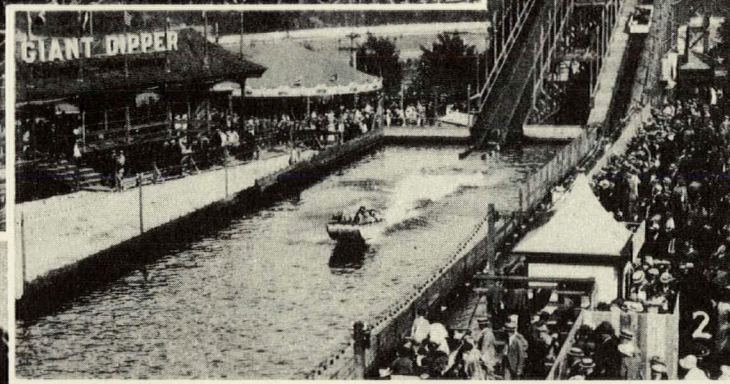
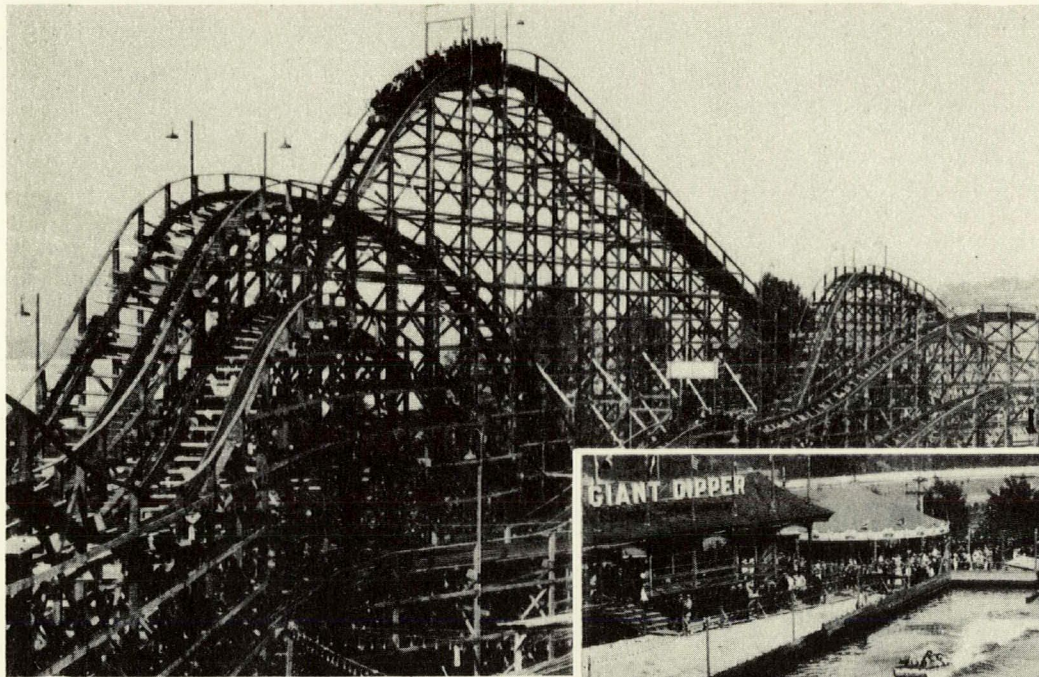
SHOTS from the EXHIBITION

THE Canada Pacific Exhibition contains 45 departments, covering every conceivable phase of community and business life. It contains the elements of industry in its most serious sense, and alongside there are the inevitable things which every Fair or Exhibition must operate to complete the cycle of attractions for the general body of the citizens.

Very often it has been found that patrons come to the Exhibition for the express purpose of enjoying themselves with the lighter forms of exhibits and amusements. They then find themselves interested in the more practical and substantial exhibits which represent industry and agriculture in their highest form, and go away with an interest in the work of the organization and a desire to

KEY TO PHOTOGRAPHS:

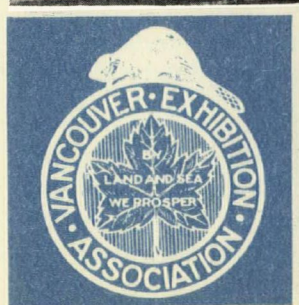
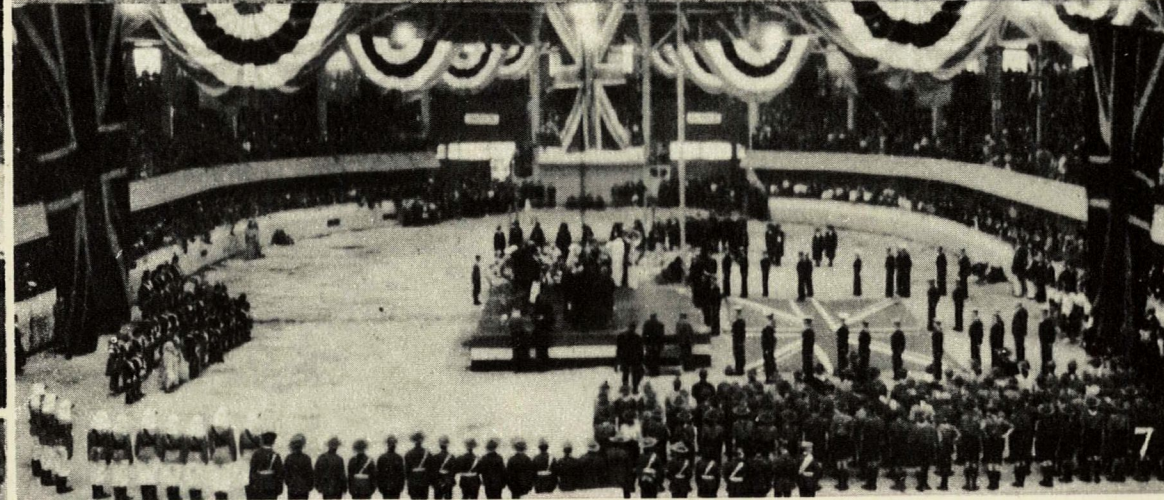
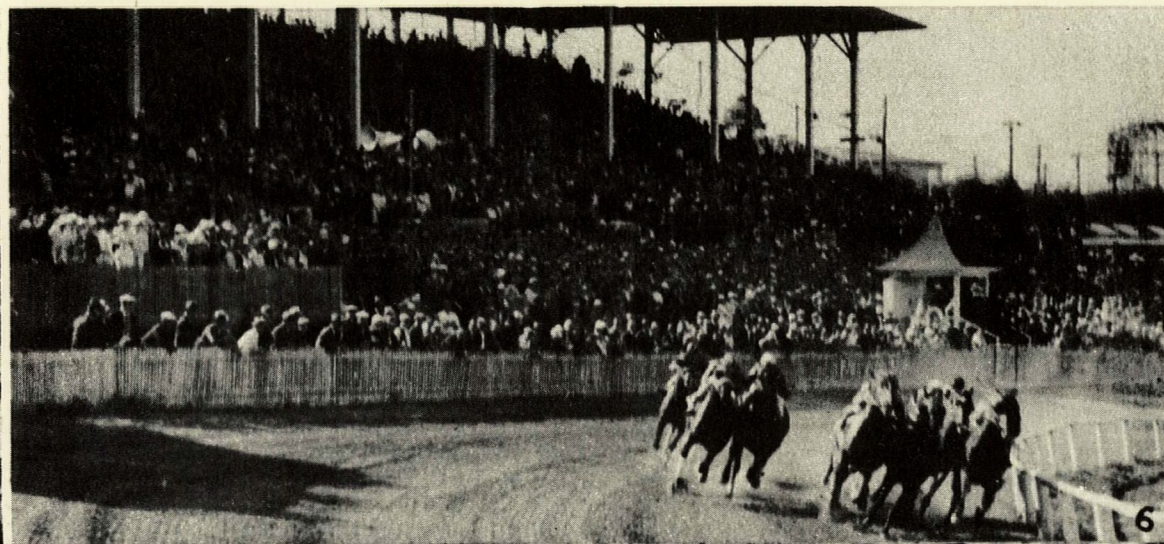
1. Giant Dipper, Amusement Area.
2. Shoot the Chute, Amusement Area.
3. Merry-Go-Round.
4. Crowd at entrance gates, Exhibition.



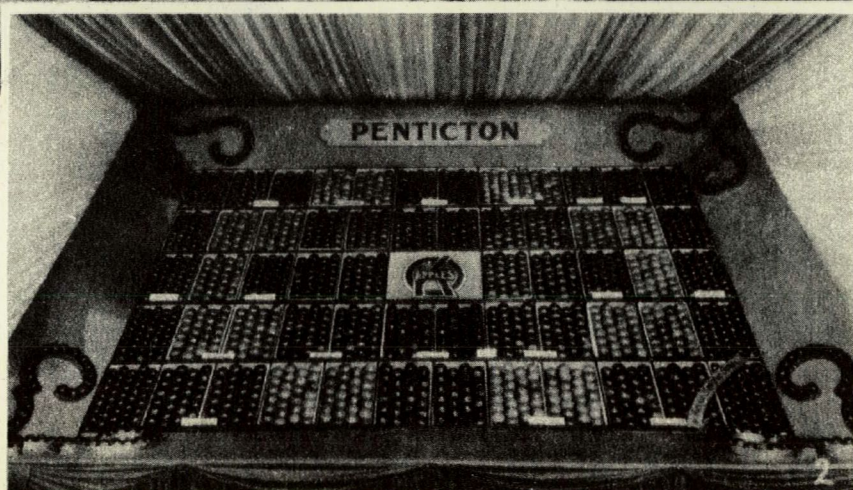
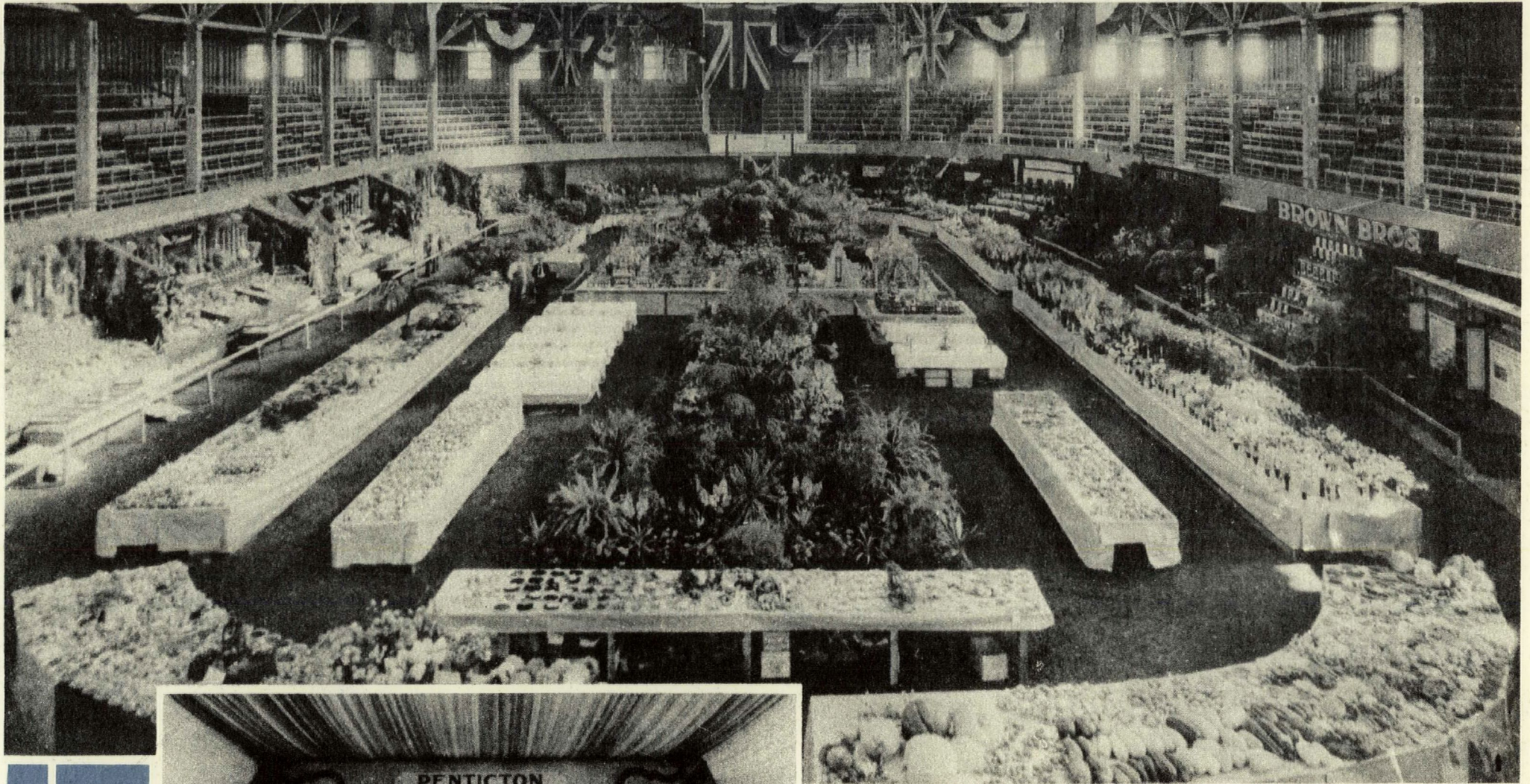
help in the realization of its objectives, which only their attendance consequent upon the provision of light entertainment could have produced in the first instance.

This is borne out by the increases in attendance which have developed during the years of the depression, and also by the fact that space at the Exhibition has been consistently sold out some time before the opening date in each year.

- 5. Forum entrance.
- 6. Horse Racing at Track, Exhibition.
- 7. Elks Children's Day in Horse Show Building.
- 8. Automobile Show Exhibition.



EXHIBITS FROM THE



AMONG the variety of exhibits at the annual Canada Pacific Exhibition, British Columbia exhibitors pride themselves on the quality of their lumber, agricultural and horticultural displays.

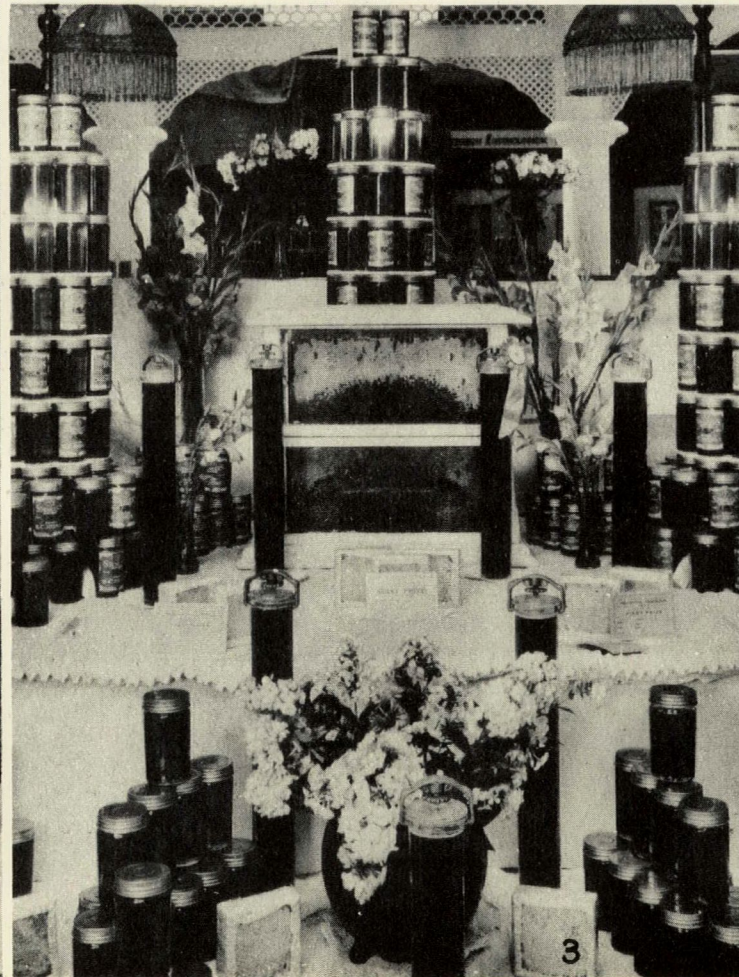
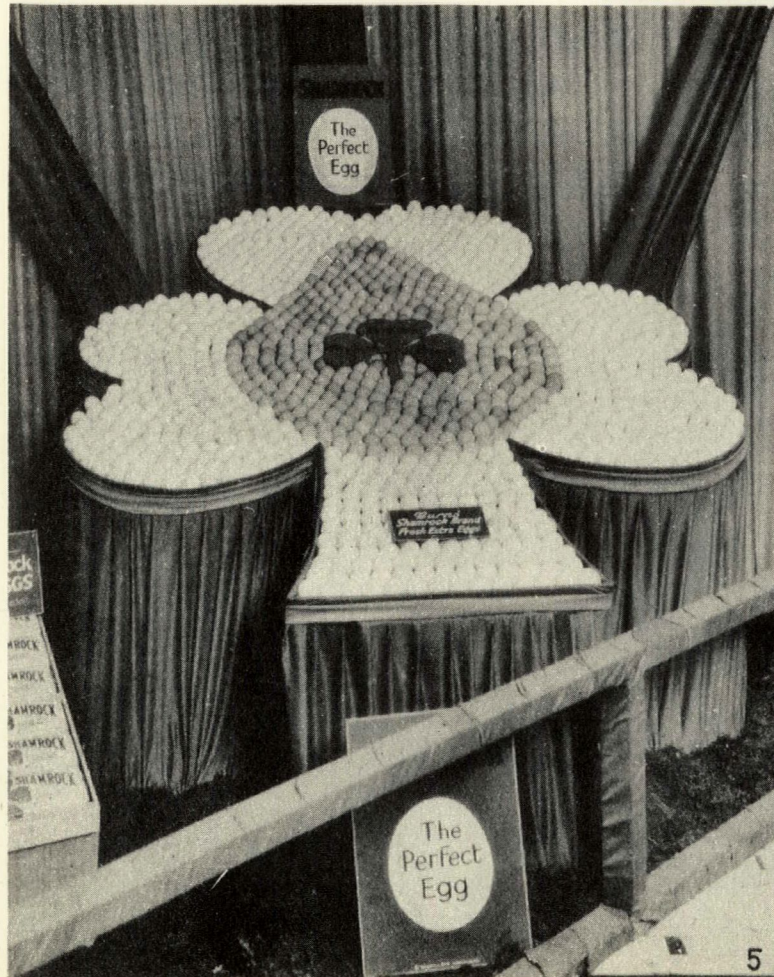
Nowhere on the face of the globe can honey, eggs, vegetables, flowers and fruit excel these products grown in British Columbia. They form important sections of the exhibits at the Canada Pacific Exhibition, and excite the admiration of the 300,000 people who annually attend this big show.

FAIR

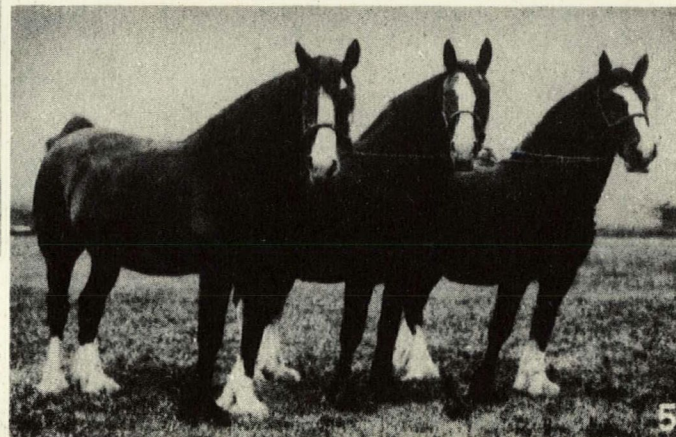
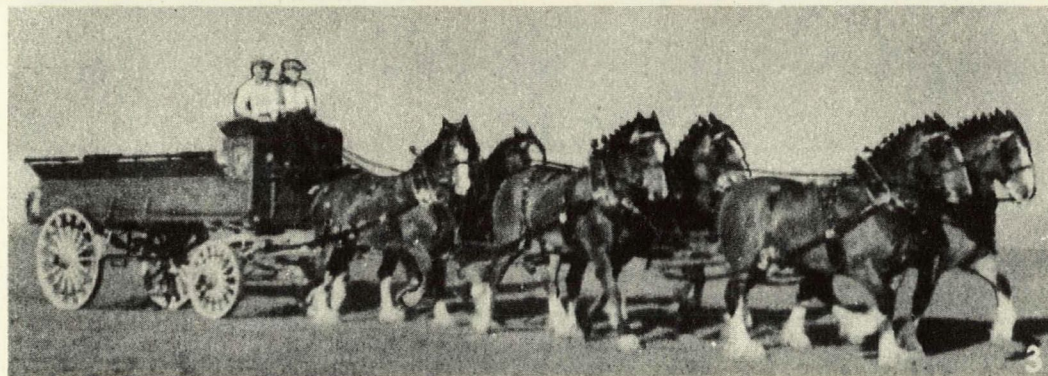
The commercial value to the province is very high, and means have been taken to stimulate these industries so that they will increasingly become bulwarks of progress in the building of British Columbia.

KEY TO PHOTOGRAPHS:

1. Agricultural and Horticultural Show, Exhibition.
2. Winning Apple Exhibit at National Apple Show, Winter Fair.
3. Exhibit of British Columbia Honey, Exhibition.
4. Lumber Exhibit in Forestry Show, Exhibition.
5. Prize-winning Exhibit of Eggs at the National Egg Show, Canada Pacific Exhibition.
6. Sweet Peas at Horticultural Show, Exhibition.



CHAMPIONS from the

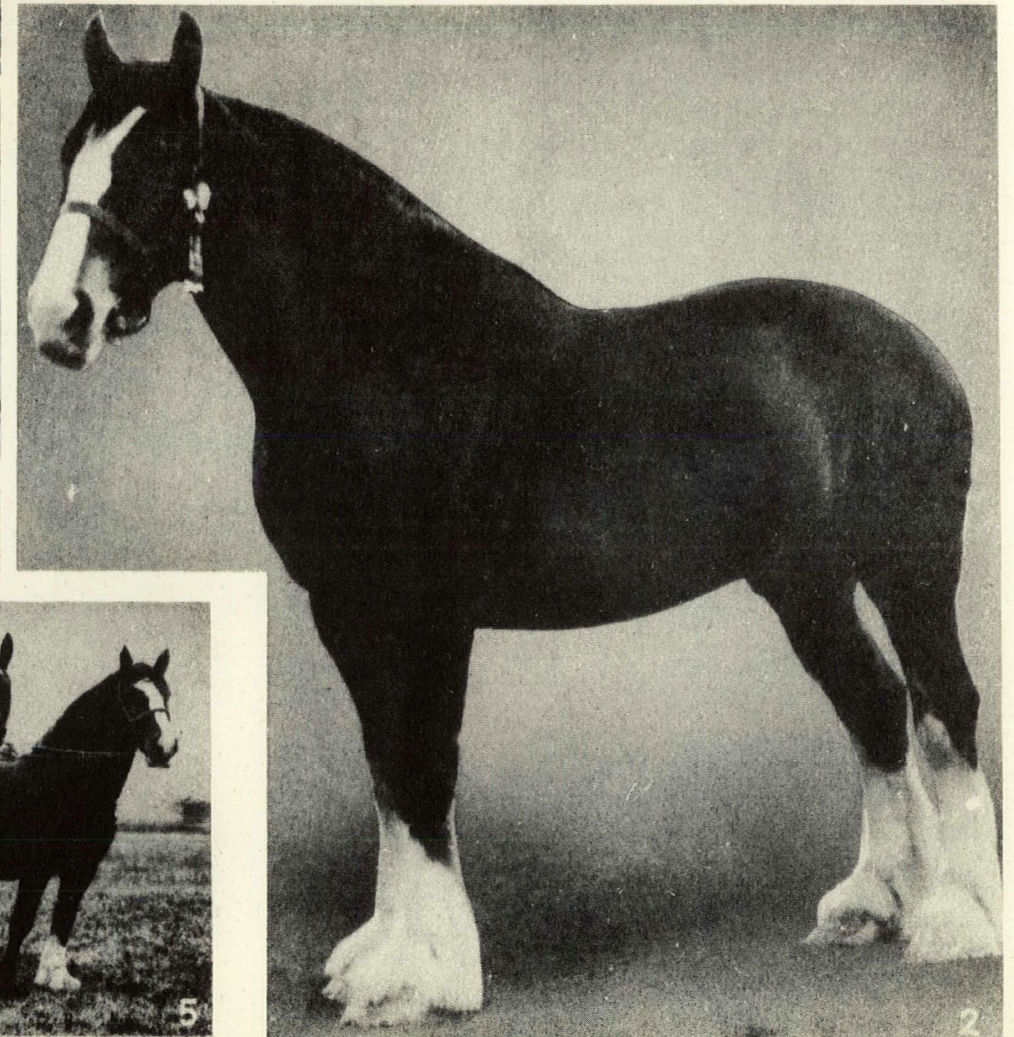


CANADA Pacific Exhibition without its great livestock show would not be a very representative exhibition of the products of British Columbia. Agriculture and breeding of pure-bred livestock are among the primary industries of the province, and during the past few years the quality in each section has developed almost to the point of perfection.

The Dominion and Provincial Governments, recognizing the vast importance of the livestock and agricultural industry in the building of a prosperous Dominion, have taken an active part in the development of correct methods of breeding and growing. These have been accepted with enthusiasm by the farmers, with the result that today British Columbia stands second to none in the quality of her livestock, agricultural and horticultural products.

A visit to the livestock building at the Canada Pacific Exhibition during the exhibition period is a wonderful experience. Here will be found the finest heavy horses possible of acquisition. The beef and dairy animals of the selected breeds are the highest representatives of their type, and beautiful to behold.

Livestock men in the province of British Columbia are jealous of the reputation of their herds, and rightly so. Because of this the selection of judges to adjudicate



KEY TO PHOTOGRAPHS:

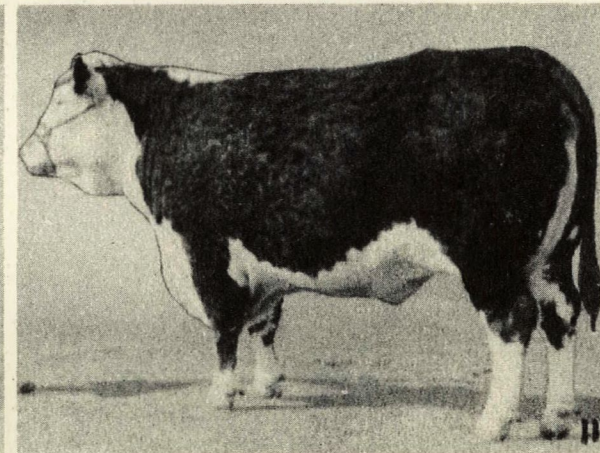
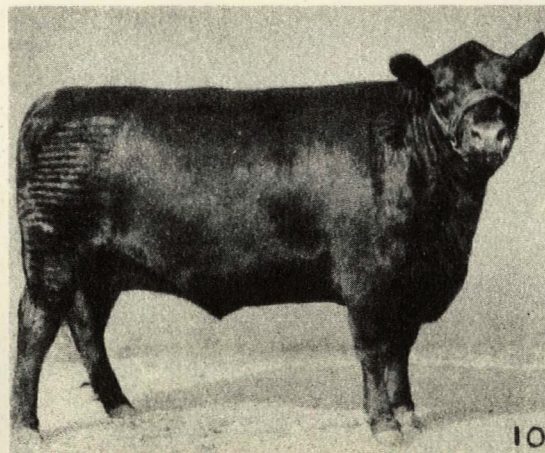
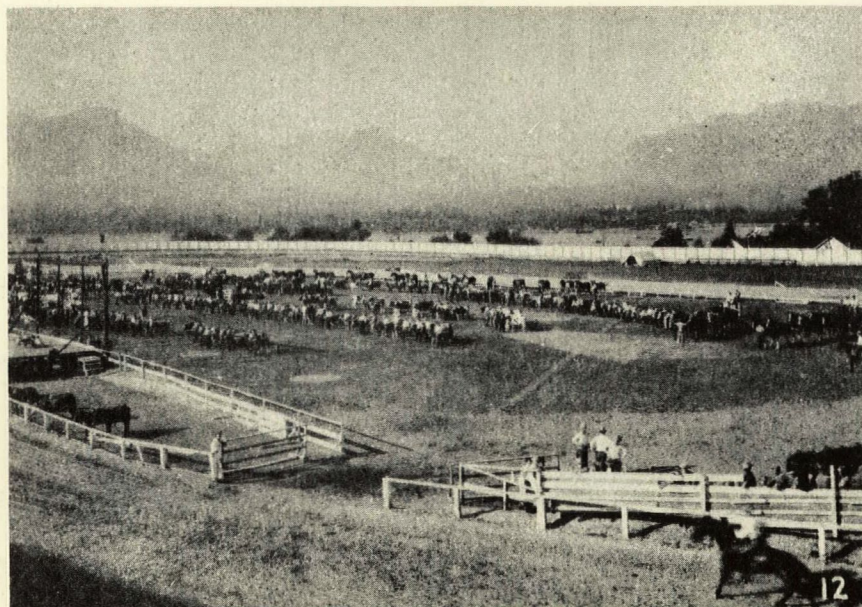
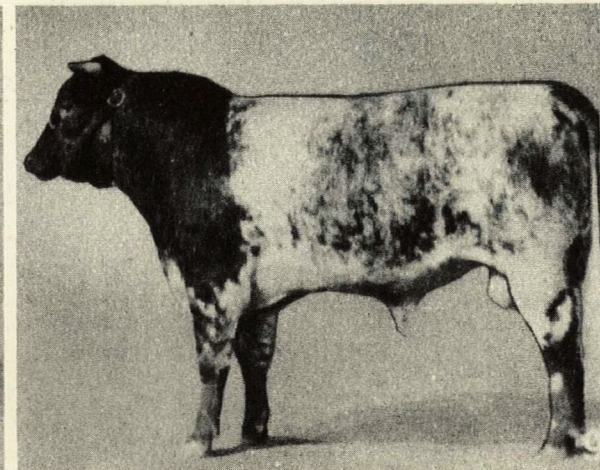
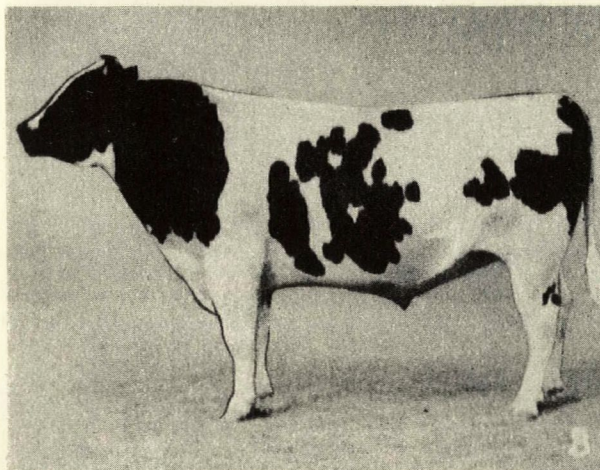
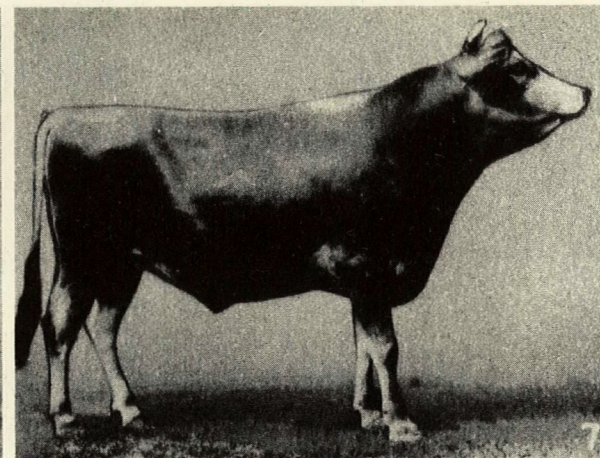
1. Nine-horse team.
2. Champion Clydesdale animal.
3. Champion six-horse team.
4. A handsome pair of heavy horses.
5. Three fine types of the heavy horse.

STOCK SHOW

the different breeds at the Canada Pacific Exhibition is a task of considerable moment. It is a commentary on the excellence of the judging that during the past ten years very few complaints have been lodged.

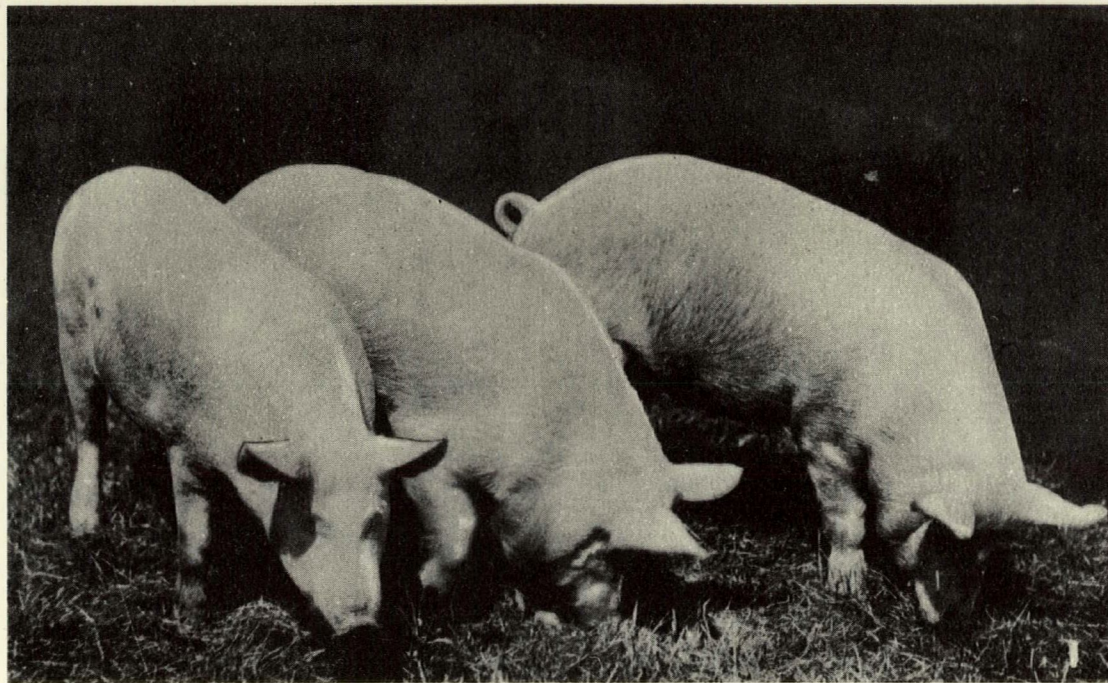
The lower mainland of British Columbia is largely a dairying country, with the addition of some large tracts of splendid agricultural lands, where the heavy horse is used to a considerable extent. The milk industry has become one of the most important in the life of the farming community adjacent to the big cities. For some years chaos existed in the marketing regulations, but recently order has been established, and it is on the cards that the farmer will now be able to market his product with a reasonable assurance that he will secure a decent return for his hard labor. The Exhibition is a means whereby livestock can be shown in competition with animals belonging to different owners; where points of quality can be compared, and in this way enable breeders and producers to effect whatever changes are necessary to maintain their herds at the highest point of perfection. Apart from tractors, the Clydesdale horse is almost exclusively in use on farms in this province. The beef animals favored are the Shorthorn, Hereford and Aberdeen Angus, while, in the dairy cattle classes, the four major breeds are Jerseys, Guernseys, Ayrshires and Holsteins.

Many people living in the United Kingdom and other parts of the British Empire can hardly realize that in this far-flung part of the Empire some of the greatest livestock shows possible anywhere are held. The heavy horse entry numbers annually about 150, while the cattle of all classes often reach the 450 mark. This is considered very satisfactory by the authorities, which include government representatives, and gives to the Exhibition an importance which otherwise it could not attain.



KEY TO PHOTOGRAPHS:

6, 7, 8, 9, 10, 11. Representatives of beef and dairy animals shown at the Canada Pacific Exhibition.
12. Stock parade in front of the grandstand at the Canada Pacific Exhibition.



SHEEP, SWINE and POULTRY

NOT all of the credit for the wonderful development of the livestock industry in the province of British Columbia should go to the horse and cattle breeders. In the realm of sheep, magnificent development has taken place in the last few years with the result that today British Columbia, both in the fields of range and pure-bred sheep, ranks in a very high place. Sheep exhibits at the Exhibition have been so large that the accommodation available has been taxed to the utmost, and oft-times it has been necessary to encroach upon other sections of the livestock space. The Dominion Government has a policy of sheep breeding classification which applies generally to the whole of Canada. If followed, with certain notable exceptions, further success awaits the sheep breeders.

Three major breeds of swine are recognized by the governments, but there are also other breeds encouraged in certain parts of the country. The bacon type is favored, because it lends itself better to the securing of a market in the United Kingdom and elsewhere.

KEY TO PHOTOGRAPHS:
1. Representative group of hogs, Exhibition.
2 and 3. Types of poultry shown at the Exhibition.



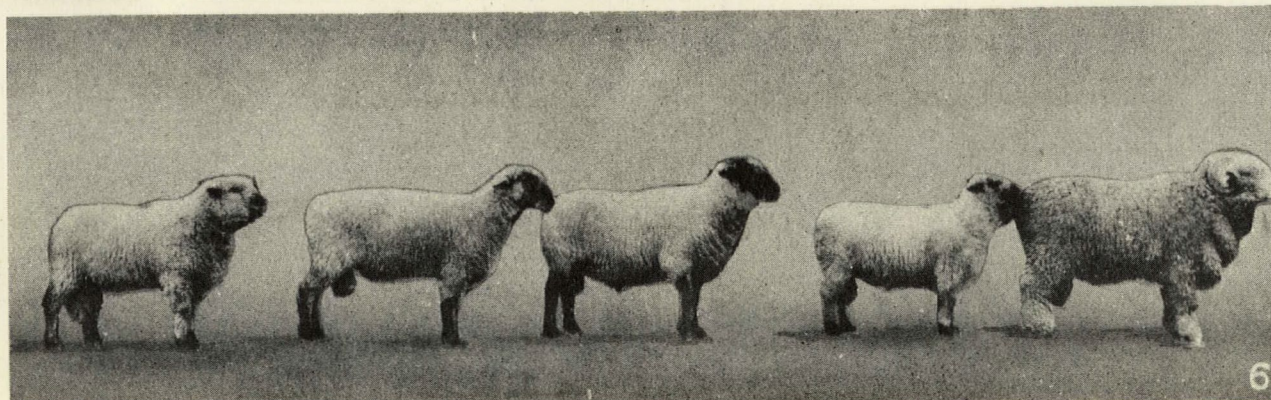
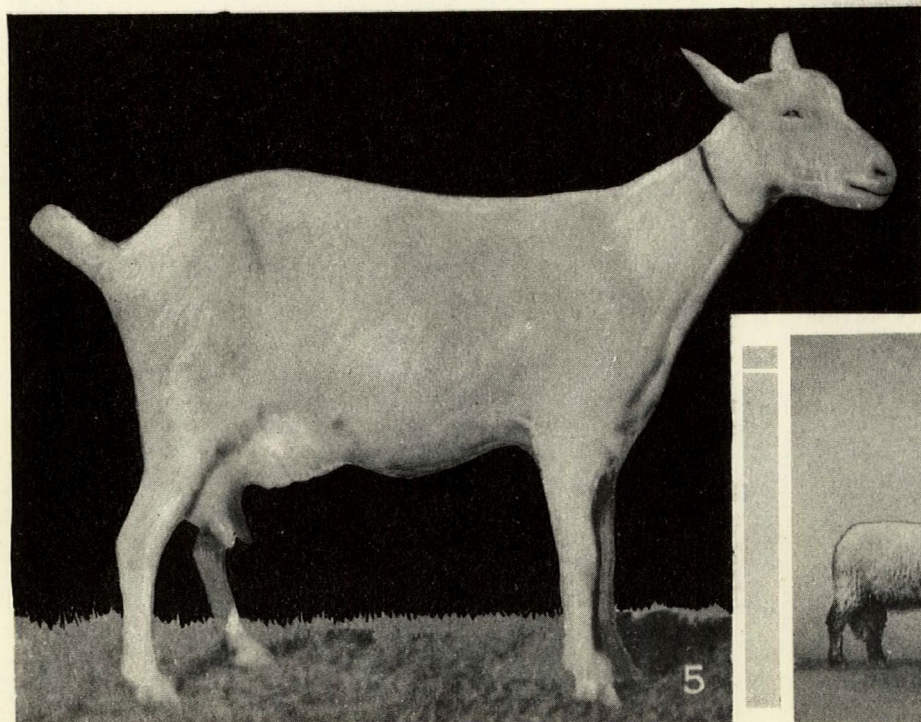
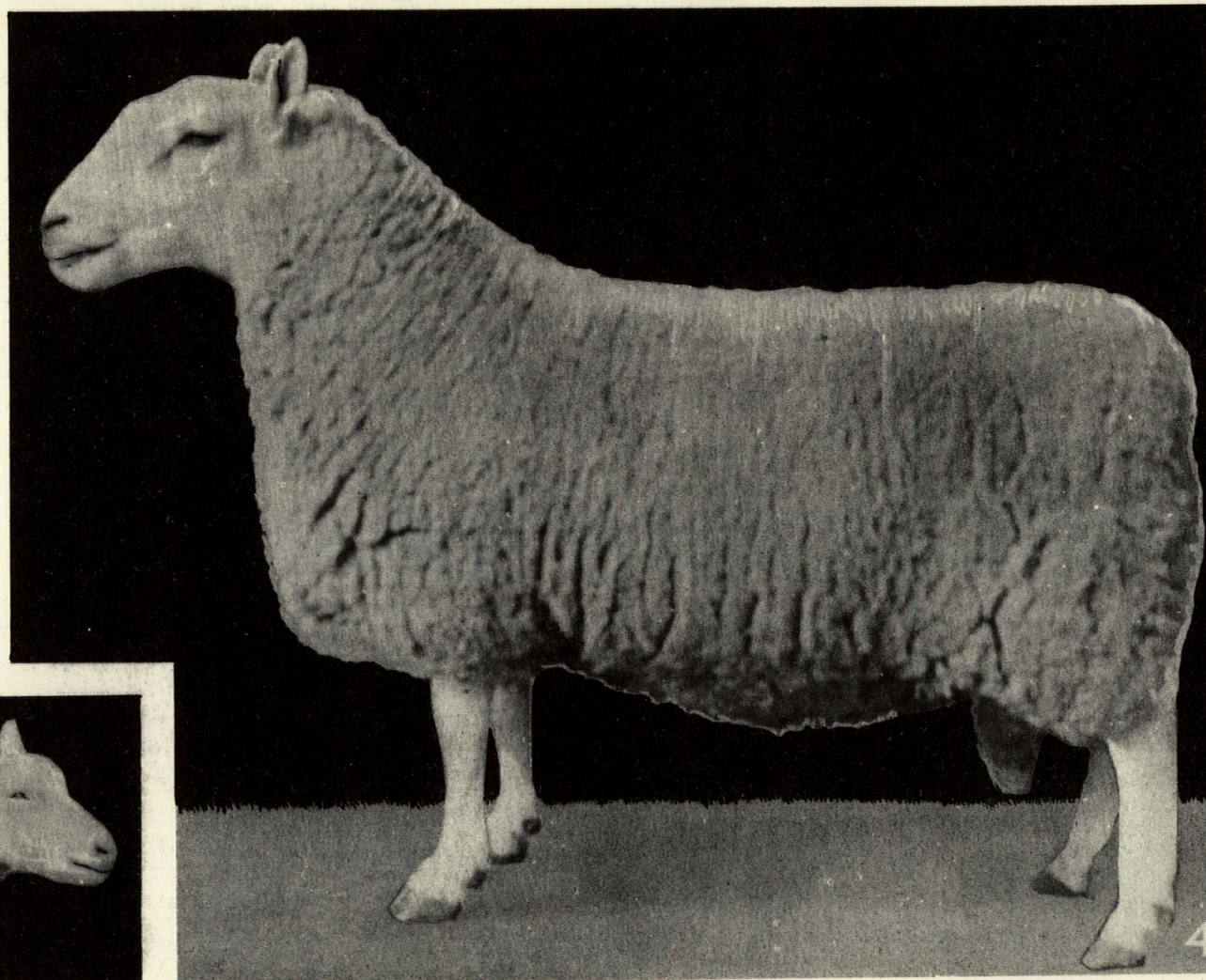
CANADA'S BEST

The goat industry is remarkable for its virility. More than 100 goats of various breeds are shown annually at the Exhibition, and a large number of people earn their living by breeding these animals. The Exhibition Association is glad to lend whatever assistance it can to extend the industry.

In the poultry section, British Columbia has been in the forefront for many years. There are hundreds of poultry farms in the province, and strict government regulations and a desire on the part of breeders have led to the building up of this industry along excellent lines. During the depression years there was hardship among certain breeders, but with the advent of better times, the poultry industry is coming back into its own. It is one of British Columbia's big industries.

KEY TO PHOTOGRAPHS:

- 4. A monarch in the sheep section
- 5. Goat exhibit.
- 6. Further types of sheep, Exhibition.



YEAR-ROUND ACTIVITIES

VANCOUVER Exhibition Association was organized in 1910 by a group of public-spirited citizens for the purpose of assisting in the development of the city and province.

In the articles of incorporation the objectives are set out very plainly. They are as follows:

The object of the Association is the development of industry for the benefit of all the people, especially in the following branches:

1. The promotion of practical and scientific husbandry in all its varying branches.

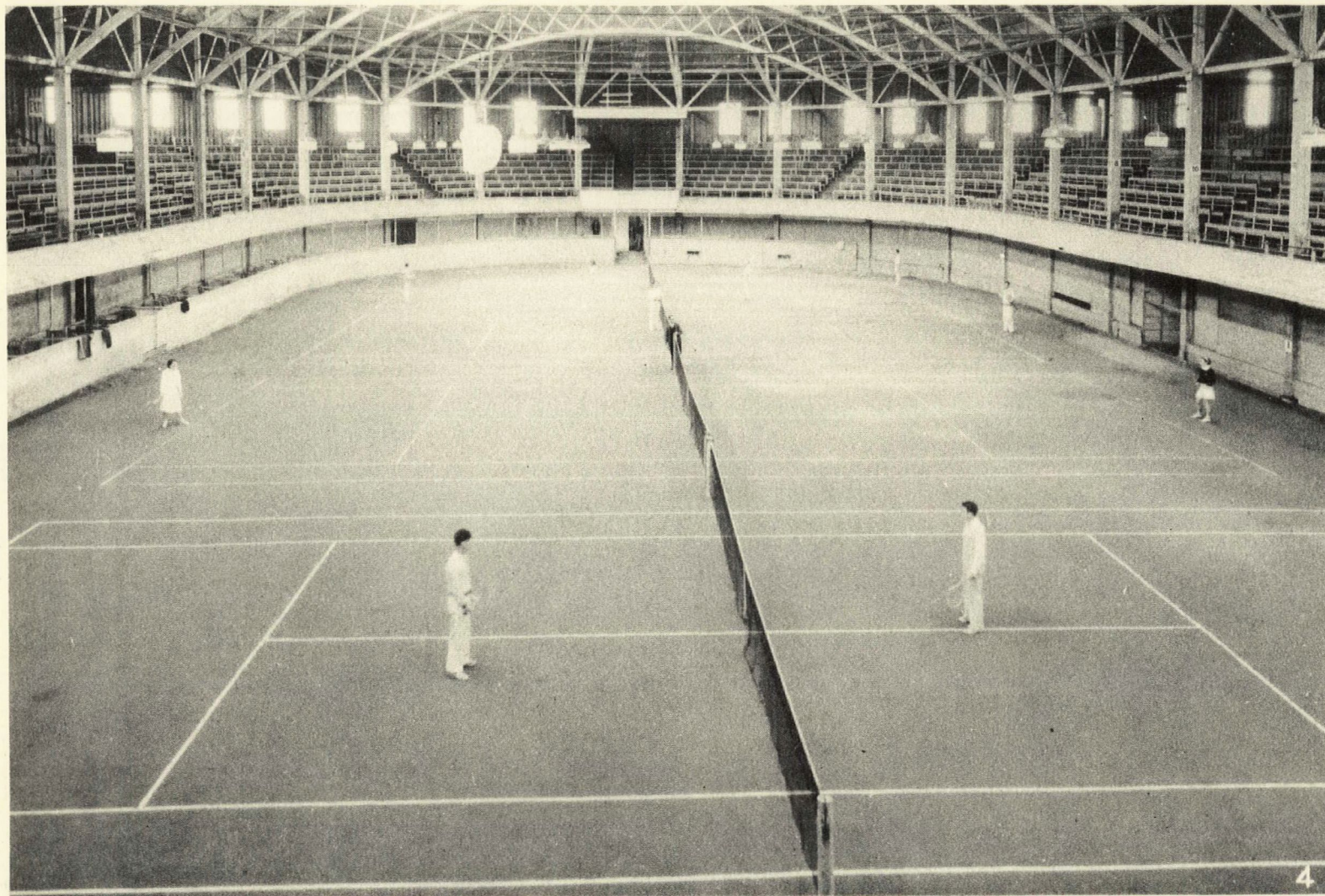
2. The improvement of the breed of horses, cattle, sheep, swine, goats, poultry, dogs, birds and other animals, by means of shows, competitions, races and otherwise.

3. The development of the industrial resources of the country.

4. The dissemination of mechanical and scientific knowledge.

5. The encouragement of the cultivation of the beautiful in nature and art.





6. The stimulation of healthy rivalry for supremacy and excellence in the minds of the rising generation.

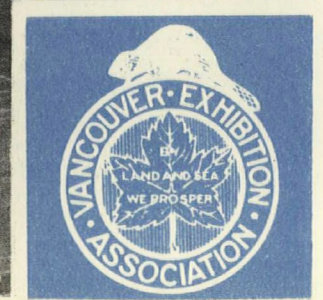
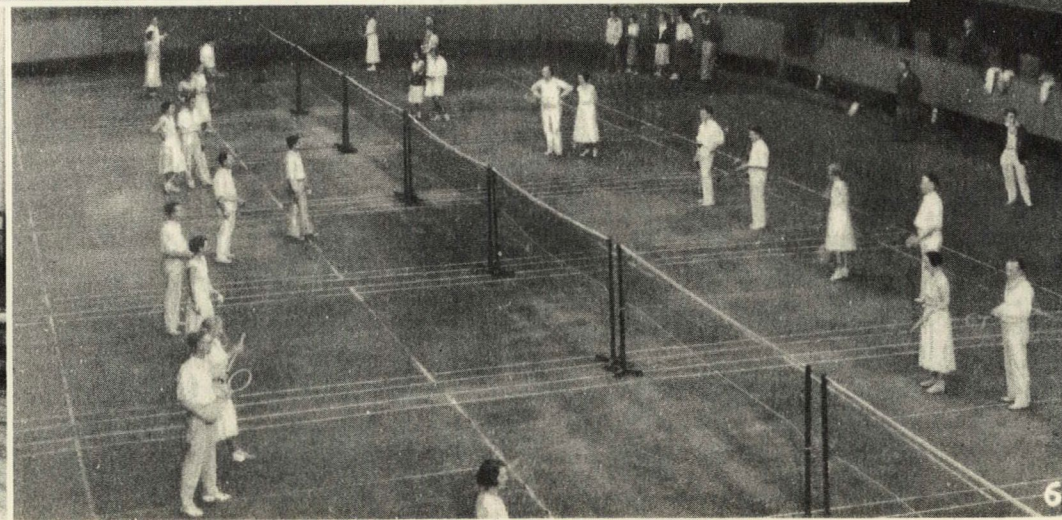
7. The promotion of trade and commerce.

8. The development of the rich agricultural, mineral, fishing lumbering and power resources of the country.

During the 25 years which have elapsed since the first Exhibition was held, these objectives have been kept in mind by the men and women who have directed the affairs of the Association. Indeed, they have been developed until today the Exhibition Association is one of the most important public service organizations in the entire province, performing a voluntary work which is destined to be of the greatest value in assisting the progress of the province

KEY TO PHOTOGRAPHS:

1. First Tee, Golf Course.
2. Golfer at First Tee.
3. Ice Surface in Forum.
4. Winter Indoor Tennis in Horseshow Building.
5. Curling in Forum.
6. Badminton.



HASTINGS PARK, otherwise known as the Exhibition Grounds, is the home of the Exhibition Association.

There is an area of approximately 200 acres, where the operations of the organization are carried on. It is an all-the-year-round operating unit, employing a considerable staff and contributing much to the community life of the city.

There are twenty-one buildings under the jurisdiction of the Exhibition Association, with several more in the amusement area, which operates throughout the summer season, and forms a substantial adjunct of the annual Canada Pacific Exhibition. The value of the buildings is in the neighborhood of \$800,000, and the addition of the valuation of the land would bring the total investment up to more than \$1,000,000. The amusement area, in addition, has a declared value of approximately \$100,000.

For a good number of years the Association confined itself to the operation of an annual exhibition, which gradually became a big factor in the life of the agricultural, industrial, scientific and art sections of the community. In 1925 the British Columbia Winter Fair was added, and in the same year the first nine holes of the golf course were opened for play. Later, due to the reduction of government grants for the payment of part of the prize money to livestock and agricultural exhibitors the Exhibition Association cast around for other means of augmenting revenue to develop the objects for which it was organized. In 1931 the Exhibition Forum was constructed along with two other permanent buildings. Twenty-one miles of piping were installed in the Forum, with a compressor plant of excellent dimensions. Today the Forum houses the largest sheet of artificial ice in the world, being 360 feet in length, and varying widths with a maxi-

mum of 200 feet and a minimum of 90 feet. Hockey, skating, and curling, are organized and now provide additional revenues. Later, other buildings and facilities were put into use for various operations, such as athletics in the oval, indoor tennis and badminton, all of which are revenue producing.

CANADA PACIFIC EXHIBITION

The story of the Canada Pacific Exhibition is contained effectively in the short articles and photographs which adorn the pages of this book. Suffice it to say here, that the Exhibition is a place where every factor in the development of community welfare finds a place. Manufactures, livestock, agriculture, horticulture, mining, lumbering, fishing, art, science and other features are specialized in each year, and go to make up a splendid representation of the progress which this country is making from year to year. A fair commentary on the success of the efforts of the directors of the Vancouver Exhibition Association would be a statement that during the years of the depression there was not one operating deficit at the annual Canada Pacific Exhibition. The general body of the people realized that here was a function which was calculated to help bring back prosperity in a practical way, and they supported the effort in no uncertain manner. The encouragement given during the past eight or nine years has been so marked that the board of directors is determined to pursue its work with even more enthusiasm in the future, believing that the Canada Pacific Exhibition holds a place in the affairs of the province which can result in nothing but good for all concerned. The total number of exhibitors at the Exhibition in 1934 was 9,322.

BRITISH COLUMBIA WINTER FAIR

Organized in 1925 and held annually but for a hiatus of one year since that time, the Winter Fair has proved an excellent educational medium for the farmer, at the same time netting him substantial sums of money through shows and sales. The Winter Fair is primarily a marketing function. It is held shortly before Christmas in each year, and the entries in fat cattle, sheep and swine are first judged and then sold to the highest bidder for immediate consumption. Large numbers of butchers attend the auction sales and bid freely and generously for the well-fitted animals placed before them. The public purchases the beef, mutton or pork, as the case may be, knowing that it is choicely fitted, and pays more than the usual price. The retail butcher is satisfied that he can secure special material at the festive season, and the farmer is also much gratified because he receives a bigger price than he could hope to obtain at other seasons of the year. He is able to secure much needed money at a time when usually little is available. In addition, the fair is the means whereby British Columbia products are featured, and where the backbone of any country—the farmers—are encouraged to go on with their good work. It is hoped to develop this function until the time when upwards of half a million dollars will be secured by way of prizes and sales yearly, and when the beef, mutton, pork and poultry grown by the different breeders in the province will be second to none on the whole North American continent.

EXTENSION WORK

The Exhibition Association not only operates an annual Exhibition and Winter Fair, but it participates in considerable extension work for the benefit of industry. Primarily

it helps the farmer solve the problem of marketing either by means of the Winter Fair or by interest in his affairs in the realm of milk and other commodities. This involves many meetings throughout the country each year, and its effect is not only favorable to the farmer, but also to the Exhibition Association. The Association also interests itself in the affairs of marketing as applying to manufacturers, and is ready at all times to take a part in the solving of any problems which have to do with the progress and happiness of the people. The advertising value of the Association's work to the city and province can be seen in the thousands of people who visit the Exhibition annually from outside points, and from the correspondence which reaches the management from people desiring to locate homes in the province and city. A bureau for the registration of pure-bred animals is also maintained in the Exhibition offices, which has done work calculated to have saved thousands of dollars to the pure-bred livestock industry.

GOLF

In the Exhibition grounds there is an eighteen-hole golf course, where the splendid game can be played at very low prices. Patronage on the golf course even during the depression years has continued at a high figure, and this is one of the revenue producing entities which not only gives a great deal of pleasure to thousands of people, but also serves as a means whereby the more serious work of the Association can be partially financed.

HOCKEY, SKATING AND CURLING

Ice hockey is one of the greatest games, and certainly the fastest, in the world. In the Exhibition Forum amateur leagues play at times arranged by schedule, and this is

another revenue-producing unit. At other times, skating for the public is provided, and on many occasions the big rink carries 800 to 1,000 skaters at one time. In the curling section there are ten rinks, and with an ever-increasing club membership this magnificent sport has come to stay in a city where it is impossible under natural conditions to obtain ice for this purpose. Incongruity is present in the fact that while hundreds may be skating or curling inside the building, others are playing golf outside, not twenty feet away.

ATHLETICS, TENNIS AND BADMINTON

In 1931 the Association built a standard Olympic athletic track in the oval in front of the grandstand for the benefit of the general public. Every year since that time not less than 7,000 athletes have trained at this track. All equipment is provided free, and the result has been a wonderful physical development among the youth of the city. In this connection Vancouver points with pride to the achievements of her sons and daughters at national and Olympic games, many of which were secured through use of the facilities at the Exhibition grounds.

Indoor tennis and badminton are other functions which are operated not only for revenue, but to furnish a service to the citizens of Vancouver in realms of sport which could not be done unless in this way.

PUBLIC PARK

Thousands of citizens visit the Exhibition Park every week for recreational purposes. In addition to those who patronize the various athletic events provided for their entertainment, there are many who come merely for the pleasure of walking through the park visiting the aquarium, small zoo, and bird sanctuary.

AN APPEAL

During the past seven years the world has passed through a period of economic depression of the most desperate description. The minds of the people have been racked by care and worry. Even the established faith of the people has been sorely tried.

Now as the new day is dawning and hope once more springs in the breasts of those who have gone through devastating experiences of unemployment and want, what better service can those who were not so unfortunately placed render to their fellows, than by giving themselves to the rebuilding of the world so that want shall never again knock at our doors?

In its humble way the Vancouver Exhibition Association seeks to do that very thing. All the functions which it operates are organized for the purpose of public service. There is no private gain to anyone connected with the Association. All revenues go back to the public in service or to exhibitors in prize money.

Primarily this book has been issued for the purpose of interesting British manufacturers in the establishment of a British Empire building at the Canada Pacific Exhibition. It is hoped that with the information supplied in the form of photographs and articles sufficient interest will have been aroused in the minds of these captains of industry that when the Golden Jubilee of Vancouver is celebrated in 1936 one of the outstanding contributions to that great event will be a beautiful British Empire building, which will not only carry the best wishes of those responsible for its establishment to the citizens of Vancouver in their year of jubilee, but prove a definite link in the further development of trade within the Empire.

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Loat, Ald. W.
Eckford, A. E. T.
Wilson, W. T.
Binnie, R.
Leitch, A.
Robinson, G. B.
Tisdall, Ald. C. E.
Barss, Dr. A. F.
Moe, Dr. G. G.
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Cowan, Ald. A. C.
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Hogg, Archie
Bateman, H. W.
Brummitt, W. B.
Hortin, A. H.
Kirkham, W.
Kerr, Joseph
MacLean, A.
Maynard, W.

Greenshields, J.
Russell, D.
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Bowell, Mac, Vice-Chairman
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Oldfield, C. N., Chairman
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Dogs: Balshaw, O.
Cats: Chambers, Mrs. E. S.
Cage Birds: Rose, Chas.

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Knowlton, Mrs. E. S. }
Munro, Miss Jessie
And committee composed of wives
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Blackwood, James } Representatives of
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Moore, P. H.
Davie, Murray
Unsworth, R.

