

1928	2,039,000
29	1,974,000
30	1,687,000
31	1,657,000
32	1,439,000
33	1,420,000
34	1,503,000

*Provincialverwaltung  
British Industries Ceylon  
Lid-Afrika*

**C.N. EXHIBITION  
HAS GAIN FOR YEAR**  
TORONTO, Sept. 10.—(Star Special.)—Canadian National Exhibition attendance:

	1933.	1934.
Saturday .....	135,000	119,000
Decrease on Day .....		16,000
Total to date .....		1,503,000
Increase on year .....		83,000

# Exhibition Record Indicates Business Revival in Canada

(By The Canadian Press.)

Toronto, September 9—Businessmen tonight studied the record of the 1934 Canadian National Exhibition and declared from an industrial and business viewpoint the two weeks' display of Canadian and British Empire products had been marked by success. A decided improvement in business turnover was noted by officials who had exhibits at the show, closed for another year last night.

Although rain marred a number of days, 83,000 more persons entered the grounds compared with last year's attendance figures. This year 1,503,000 swarmed through the turnstiles. Last year the number was 1,420,000.

Practically every line of business described the exhibition as revealing a brighter future in the business world. A chocolate firm head announced results in his business at the show revealed an all-time record, while a sewing machine manufacturer declared it was the best exhibition in 30 years.

One of the largest soap displays recorded business as quadrupled compared with last year, while a creamery sold 63,000 half-pound packages of Canadian cheese. Better returns were obtained in the first week of this year's show than in the two weeks last year, announced a foundry official, and a

bicycle manufacturer declared results showed "100 times the total the head office expected."

Unprecedented returns were announced by electric, radio, automobile and other business, and another hope sign was the reservations for space in 1935, most exhibitors wishing their space doubled. Previously reservations were never made for the following year during the exhibition.

"We are amazed at the results," declared F. E. B. Gourlay, Trade Commissioner for Ceylon which had a tea exhibit at the show. Favorable comment on business outlook came from trade commissioners of Australia and New Zealand.

In the official closing ceremonies 50,000 people took part and with right hands raised repeated the oath of allegiance made by the Canadian Corps at the re-union here. It was the largest closing assembly in the exhibition's history. The famous Kneller Hall Band of Twickenham, England, gave its last performance, playing national anthems while thousands sang.

The exhibition chorus of 2,000 voices, several hundred members of the Canadian Corps, boy scouts carrying Union Jacks and city and exhibition officials attended the ceremonies that brought the exhibition to a close.

## THE NATIONAL EXHIBITION.

The Canadian National Exhibition was opened yesterday by the Earl of Bessborough, Governor-General, under auspices which promise a larger measure of success than was achieved in 1933, when the smaller attendances, in comparison with the numbers in previous years, were attributed to adverse economic conditions. But the standard of the widely representative exhibits, industrial and agricultural alike, were perhaps better last year than ever before. And this year it is claimed that in every instance the high quality of the 1933 exhibits will be well maintained and the attractions will be greater through an enlargement of the British Empire section of the fair to give accommodation to exhibits from almost every country in the British Commonwealth. This, undoubtedly, will materially help to further promote the interests of trade and commerce amongst all Empire countries.

Quebec, it is gratifying to learn, is again well represented at Toronto, where her products usually constitute an outstanding attraction on these annual occasions. Regarding the exhibition as a whole, the members of the directorate will be able to boast of something accomplished, something remarkably done if they succeed in the ambitious task which was set for them, namely, "to do things that are

"different to what has been done in the past  
"and to show things that are new."

# C.N. EXHIBITION TO OPEN TODAY

## British Empire Section Inaugurated By Sir Wm. Clark

### High Commissioner Says Britain's Policy No Menace to Dominions

(By The Canadian Press)

Toronto, August 23—Preparations were completed tonight for official opening of the 56th Canadian National Exhibition with its huge industrial, business and agricultural displays. Tonight Sir William Clark, British High Commissioner, opened the British Empire exhibit section which included displays from practically every country in the Empire.

Sir William told the gathering of notables the British Government's policy held no serious menace to the Dominion's trade interests. He referred to increasing competition between Empire countries in the agricultural field which produced critical conditions for British farmers. The British Government's restrictions on trade, however, contained no menace but would benefit the British farmer and all producers.

Accompanied by a guard of honor from the Royal Canadian Dragoons the Governor-General the Earl of Bessborough will journey to the exhibition grounds tomorrow afternoon to officially open the programme. Entries from various parts of the continent have appeared for the agricultural and livestock competitions. Displays depicting the business and industrial advancement of Canada and other parts of the Empire will be a feature of the exhibition.

Canadians need not be afraid the present policy of the British Government affords any serious menace to the trade interests of the

Dominions, Sir William Clark said.

The effect of growing competition between Empire countries could not be ignored, he said, touching Imperial trade. In the case of agricultural products it was, in the main, a natural growth, the outcome of similarities of climate and soil; but its possibilities had been greatly intensified of late by scientific invention, which had done so much to facilitate long-distance transportation of perishable commodities. This type of competition created critical conditions for the farmers of Great Britain especially after the onset of the depression and before England adopted a tariff. Remedial measures Great Britain had to take involved some restrictions of trade.

"But," said the High Commissioner, "I do not think you need be afraid the present policy of the British Government affords any serious menace to the interests of the Dominions. They will benefit indeed, since my Government's major objective is to raise prices in the United Kingdom for the advantage not of the British farmer only but of all producers alike.

"In order to achieve this end, it is necessary for the time being to reduce the imports of certain commodities, but as regards the special interests of agriculture at home the aim is to arrest its decline and to restore its status of before the depression rather than to pursue any impossible ideal of self-sufficiency. In a country like England that could only be attained at a ruinous cost and through a ruinous reduction of the standard of living of the people. On the other hand it would be no less disastrous to allow the agricultural population to be deprived of their livelihood and driven into the towns."

The problems arising out of the clash of industrial competition were familiar to the British manufacturer who contemplated an entry into Dominion markets. Sometimes he had been asked, continued the High Commissioner, why such and such goods were not obtainable in Canada from the United Kingdom or again why more British manufacturers did not exhibit at the Canadian National Exhibition. It was sometimes suggested it was all owing to lack of

enterprise or other errors on the part of the British manufacturer.

"Well," he said, "the British manufacturer or the British merchant may sometimes, no doubt, be rather annoying; he may sometimes be casual about his methods or insist on trying to sell the wrong kind of goods and then be indignant because people will not buy them. But these are the exceptions, few really and far between, though, as usual in such matters, they are the ones you hear about. The great majority are first-rate business men, accustomed to go after trade in all parts of the world, with plenty of dash and enterprise.

"But in Canada they are up against very real difficulties. Canada's configuration makes it a difficult country to serve for those who can only bring in their goods by sea at the extreme east or the extreme west as against their rivals in the United States who can send their goods across at any point in your long frontier; and Canada, quite legitimately, like Australia also and South Africa and India, is determined to maintain her own industries, and will not allow them to be swamped by competition from outside from whatever source it may come.

"Even so, we in the United Kingdom, as I have just said, are now endeavoring to safeguard our agriculture from the flood of external competition."

In either case, he proceeded, it was a question of degree—of weighing the rival claims in each and all the Empire countries, on the one hand of the domestic producer, agricultural or industrial, on the other of inter-Imperial trade, which was no less essential to the prosperity of each country in the Empire.

"There is no time tonight to analyze the results which have flowed from the conclusion of these (Ottawa Conference) agreements, but any one who has followed the course of trade in the last two years will know that a considerable measure of success has been achieved. Britain has largely increased her imports from the Dominions over an important range of commodities, and even where she has had to impose some restrictions in order to stabilize the price level at home, the restrictions have been devised so as to give the Dominions an expanding share of the trade. The growth in industrial exports by Great Britain to the Dominions has not been so large or widespread, but some of our industries have greatly benefited, particularly in some classes of yarns and piece-goods, and we look for further advantages from the operations of the Tariff Boards in Canada and Australia, a matter which must take time.

"The essential achievement of the Ottawa Conference is that a definite beginning has been made in lowering the barriers and stimulating the flow of trade between our countries."

"The moral is," he said referring to the depression and its trade results, "that if the world is to get back to the old prosperity and old standards of living, it must make up its mind to a freer interchange of goods between people and people. Within the British Commonwealth of nations we have made a beginning, and a very notable beginning, through the Ottawa agreements.

"But I hope and trust our peoples will realize that it is only a beginning and that we must push forward with the work of removing all unnecessary barriers, so that trade may flow more freely between our shores."

# VALUE OF FAIR IS EMPHASIZED BY GOVERNOR

## Earl of Bessborough Opens Canadian National Exhibition

### RAIN MARS CEREMONY

## Empire Trend of Annual Toronto Show Noted by His Excellency

(By The Canadian Press.)

Toronto, August 24.—Amid pageantry of color the 56th Canadian National Exhibition was opened officially today by the Governor-General of Canada, Earl of Bessborough. His Excellency declared the exposition showed "the energy and inventive genius" of the British Empire and "its ability not only to make the most of its own native resources, but also to adapt these to the needs of civilization."

Rain marred the opening but later in the afternoon the sun appeared as huge crowds thronged the grounds. Accompanied by a guard of honor from the scarlet-coated Royal Canadian Dragoons, the Governor-General arrived with his party in the downpour.

### STRESSES EMPIRE ASPECT

Hope that the British Empire aspect of the exhibition will become more prominent in the future was expressed by His Excellency.

Lord Bessborough said the C.N.E. has always justified its claim to be considered in every sense a national exhibition.

"It provides, indeed—as do many features of Canada's national life—a striking example of how a population of varied stock, of varied characteristics and interests, can fuse itself into one harmonious whole, seeking to advance on a basis of the greatest good for the greatest number," he declared.

"Within these walls are collected exhibits which, in their infinite variety, show traces of the individual genius of many races, of the English, the French, the Scottish, the Irish, the Welsh, as well as of the Indians who roamed this continent for centuries before any European set foot upon it," the Governor-General continued.

"Yet the result is essentially and characteristically Canadian, and constitutes a collective display of the work of a single great nation, a visible proof of Canada's independent nationhood," Lord Bessborough said.

The Governor-General noted that the exhibition's opening this year coincided with the celebration at Gaspé of the 400th anniversary of the first contact of this country with the culture and civilization of Europe.

"The historical results which followed Jacques Cartier's landing are, of course, a familiar theme," he said. "But it is appropriate to recall today that equally important results ensued, for the subsequent growth of the arts and crafts, the manufactures and the commerce, of the new country which first introduced to the Old World as Canada.

"On that growth, the culture of France in particular has had a profound and vitalizing influence, comparable to that exerted by the Normans on the British Isles, or by the Dutch on South Africa."

Fifty-six aerial bombs were sent aloft with an army of flags as the Royal Canadian Dragoons performed their manoeuvres for the official opening.

The Governor-General said it was the first time he viewed the exhibition which he said justified its claim as a national exhibition. As this was Toronto's centennial year he hoped the exposition would be a great success.

Gillies Roquart, Intendant of New France, promoted the first Canadian exhibition on record early in the 18th century, Earl of Bessborough continued, and he expressed the belief the Dominion owed a debt to France. The Canadian National Exhibition was a striking example of how a population of varied stock, of varied characteristics and interests could fuse itself into a harmonious whole, seeking to advance on a basis of the greatest good for the greatest number.

Col. F. H. Deacon, president, welcomed the Governor-General and declared the exhibition had been a barometer of the business and industrial trends in Canada. Numerous exhibits, especially the large number from parts of the British Empire, indicated the Dominion was on the uptrend.

Musical contributions from the famous Kneller Hall Band of Twickenham, England, were a feature of the opening ceremonies. The band members were forced to don their raincoats but despite the downpour they continued playing.

His Excellency also was a guest at the directors' luncheon. As tribute to Sir William Clark, High Commissioner to Canada, attending his last Canadian National Exhibition before departing for South Africa, the Governor-General shared speaking honors. It was a contravention of a time-honored rule that only the King's representative should speak at any luncheon which he attended.

Sir William expressed regret over his imminent departure from the Dominion. When he came to Canada six years ago, he said, it was a changing period in the Empire's history with Canada and Britain pursuing "capital policies which sought different ends."

Since then, Sir William said, trade agreements which had developed a new Empire and world relationships had been attained. It was the "beginning of another new era," he concluded.

Colonel Deacon declared that two months ago there was more space sold for the exhibition than there was on the opening day last year. "That means that industry is realizing the importance of the Canadian National Exhibition," he added.

"Firms are spending money this year; one firm alone has spent \$25,000 in improving its space," Colonel Deacon said.

Never in the history of the exhibition have British Empire displays been so extensive and impressive, declared Colonel F. H. Deacon in his presidential address this afternoon at the opening. Col. Deacon extended a welcome to the Governor-General.

"Never before have British products on view and British peoples participating represented such a large portion of the Empire," the president declared. "We hope this exposition may further stimulate confidence and give added impetus to this Dominion's upward march."

He declared during last year's exhibition indications appeared of an improvement in business and today again the exhibition activities indicated that "we can look forward with increased hope to a steady continuance of this upswing in commerce, in industry and, particularly, in agriculture."

It was to the growth of agriculture Canada in a large measure owed her development, he added. "Agriculture is the foundation of the success of this, the world's largest annual exposition," Colonel Deacon said.

For the second successive year, the Canadian National Exhibition Medal, presented on the occasion of the official opening of the exhibition, has been struck from pure Canadian platinum. His Excellency, the Earl of Bessborough, Governor-General of Canada, is the recipient this year. The medal, which is approximately 2½ inches by 1½ inches, carries the head of Lord Bessborough on its face. The reverse side carries the official crest of the Canadian National Exhibition, superimposed on a design of the entrance of the Exhibition grounds. Emanuel Hahn was the sculptor and the medal was struck by Roden Brothers of Toronto, who also made the presentation case of sterling silver.

### Hepburn Too Busy

Toronto, August 24.—Ontario's Premier, Mitchell F. Hepburn, is too busy to attend the Canadian National Exhibition. Writing to the president of the C.N.E., Col. F. H. Deacon, the Premier stated he would be unable to be present at any functions.

"I wrote to Col. Deacon and explained that it was a physical impossibility for me to accept the numerous invitations I have received," said the Premier. "I have even refused to attend the opening of the Ottawa fair. The only invitation I have accepted is the East Elgin fair in my own riding. I regret having to do this, but I am keeping in mind the fact that this Government was elected to serve the interests of the people; and those interests come before social obligations."