

Reverse the order. Imagine Britain combatting Germany. Imagine, again, "Rule, Britannia," as but a phrase. Not a voice would be raised in the United States that it should jump to the rescue. This sentiment is worthy of consideration. It has doubly damned diplomacy on many occasions. Delete it all. Treat him of the United States and of Canada as men of business, both nation builders. If the missions of Mr. Bryce will help to accomplish this, the Dominion will be satisfied with these primary efforts of its Ambassador in fact if not in name.

BRITAIN'S TRADE WITH CANADA.

IV.

One might draw a thousand texts from Mr. Grigg's report upon the conditions and prospects of British trade in Canada. But to preach the lessons of commercial enterprise upon all these would be too great a task. Every page of the report contains some substantial advice, and leaves room for the reader to draw a moral. What steps have been taken to circulate this unusually informative bluebook we do not know. Certain it is that a mere indiscriminate handing-out is insufficient. The British Board of Trade has taken a notable step in having the matter prepared, but with its publication this official enterprise should not cease. The result of Mr. Grigg's labors and thoughtful conclusions should be upon the desk of every British merchant and manufacturer. The type should not be thrown into the melting-pot until Mr. Lloyd George has seen that both the willing and unwilling have received copies.

Several suggestions there are to enable British traders to strengthen their hold and increase it upon the Canadian market. "Efforts should be made," says Mr. Grigg, "to promote and encourage facilities for quick and cheap transportation and communication. British manufacturers should study Canadian conditions for themselves, and not depend so much as they have done in the past upon merchants or agents. The British manufacturer must either visit the market himself—and this is the most desirable course—or he must be prepared to select the very best men obtainable, to pay them well, and thereby enable them to meet and fight the American commercial travellers on their own lines. The British manufacturer must cater for the Canadian demand, and produce the goods that are required by Canada. Canada has adopted American standards—engineers and architects are familiar with them—and if British manufacturers wish to sell in the Canadian market, they must adopt, for goods destined for that market, the same standards also. Catalogues should be fuller and more detailed—should contain much more complete information as to the articles making up the catalogue—weights and measures should be those of Canada, and prices should be specified always, either in Canadian currency or in that and sterling. The adoption of the methods employed by United States manufacturers and their agents to keep acquainted with the standing and financial position of Canadian firms may well be recommended to English traders."

These are a few of the more important suggestions. What appears to us most important is what will be the final outcome of the report. Delegations and blue books may come and go; but indifference need not run on forever.

Consuls have rendered very substantial services to the United States. At present Great Britain is totally without any such representation in the Dominion. This must be remedied. Canada has its own commercial commissioners, and thus gives an example to the Motherland.

The feeling in this country is for the appointment of competent commercial representatives. As the report suggests, the ordinary work of consuls is not necessary. Tactful men are needed, men who have the trade interests of the two countries at heart. The personal element is of the utmost importance. Imagine the good which might be wrought for British-Canadian commerce by a well-drilled corps of commercial attaches, and a clear-headed, experienced general in command! In competent hands this office should develop into one of supreme value.

It is obvious that many misunderstandings are due to economic causes which, with capable and sympathetic treatment, need never apply, or, if arising, can be so treated as to lessen their mischievous effect. Everything depends upon the personal factor. Above all things, the "general" must command the respect and confidence of Canadians. It is scarcely less important that with the Home Department he may, through its confidence in him, command authority for his words of advice. He must be personally known to every leading business man in Canada, coming home once or twice a year, and coming in touch not only with officials, but also with leading traders in Great Britain. If, in sufficient degree, tact, energy, foresight—in short, ability—can be applied in this direction, who can measure the importance of the service?

A limited number of correspondents will probably be appointed at once. Development in this case, too, will depend much upon the authority of the man sent out at the head. They will report to him, and he will edit and forward their reports, and himself also report. We imagine that the appointment of Mr. Grigg himself, say, with headquarters at Ottawa, would certainly appeal to Canadian commercial interests, to and by whom he is both well known and respected. That such an appointment would please the British captains of industry goes without saying, if only as a substantial appreciation of the excellence of his report. He has set in motion the machinery for a better British understanding of trade conditions in the Dominion. The cogwheels should not be allowed to become clogged by appointing an incompetent engineer.

THROUGH THE HOROSCOPE.

In treating of the present situation in the Dominion, one of the chief factors is Western Canada. Speaking of the setback experienced during the past few months, an assertion that this country has met with any big obstacles cannot be admitted. The tight money situation is a temporary and economic malady. Considering how the trend of our commercial and financial movement is governed largely by factors over which we have no control, existing conditions here are substantial. Although capital is scarce, it is not so scarce as to hang a dead weight upon trade and commerce. The country is as prosperous now as twelve months ago.

The change in the aspect of things is partly due to the prevalence of extravagance during the times of prosperity, and to the present wave of economy during equally as good times. The careless, spending spirit of the past largely accounts for the tendency of the present to think twice before spending. Really easy money may not be this year. Probably during March, April and May a slight loosening of the purse-strings will be observed. When thoughts of the harvest are in mind, Western Canada will have the ear and coin of the East. During the present trifling setback neither panic, fiasco, nor anything of that ilk has occurred.

It must be but a matter of a few years, therefore, granted that the Western crop is not a failure in that period, before we are being carried along on a rapidly rolling wave of prosperity. The natural result is a