

SAN FRANCISCO COAL TRADE.

J. W. Harrison, coal and metal broker, San Francisco, reports March 9, as follows: "During the week there have been the following arrivals: From Coast collieries, 6,801 tons; from Swansea, 3,651 tons; from Sydney, 2,761 tons. There is no change to note during the week, all branches of the fuel trade are exceedingly quiet, except for domestic purposes, which during the inclement weather must remain brisk. The hotel and boarding house consumption has been very materially increased the past two months by the large number of visitors to our city, and this will doubtless continue and enlarge during the remaining months of our Midwinter Fair. Coal freights from Australia and Great Britain are not being so freely solicited as in former years at this time, although our prospect of a copious harvest is most favorable up to date. Business is all zig-zag here, as in every other section, the price of every product is low, in many cases below its product cost, yet speculation is not rife, money is hoarded and capital is nervous. On the principle that 'half a loaf is better than no bread,' we must be satisfied with the promised coal tariff; the first half loaf may delay starvation, but with the last half life may be maintained; this applies to our industrial interests."

THE LONDON "TIMES" ON CANADIAN TRADE.

The Canadian letters in the London *Times* continue to represent Canada to the people with a fairness and appreciation that cannot fail to bring us what we stand most in need of—full and friendly consideration of our resources and possibilities. If, the Montreal *Star* asserts, forty odd millions of people on the British Islands once thoroughly realize what a firm foundation for one end of the Imperial arch may be built up on the half continent called Canada, interest in our development will promptly take on the practical business shape that bought the Suez canal and spent blood and treasure to keep India. One of the latter letters deals with our trade and tariff policies, showing as the result of a careful study of the situation that our best market to-day and altogether most hopeful for the future lies in the British Islands. Any Annexationism that the writer found in Canada is traced to either disappointed political ambition or a desire to foster our trade with "the continent to which we belong." This latter, however, is held to be based upon an erroneous idea as to the location of our natural market. Pointing out that, with few exceptions, our staple products are identical with those of the United States, and that a natural waterway connects the Canadian prairies with the Atlantic seaboard, the writer testifies that "keeping these considerations in view, it seems to me capable of demonstration that the great and dominant trading interests of Canada lie with Britain rather than with the United States, with the far market rather than the near."

The old story of our trade development is then told with circumstance and vivacity by way of proof of this position. Our prairies must send their wheat to Britain;

our cattle trade has increased and cannot be checked forever; our cheese leads the world there. No market half so good, offers for our butter and apples, properly packed; for our pork; for our better quality of horses, and so on. Coal, barley, fresh fish, timber and some minor farm products have hitherto found their best sale in the United States; and it seems likely that these will be in time admitted on favorable terms when the Americans have quite recovered from the madness of imagining that they can coerce us into political bondage by a tariff siege.

The *Times* correspondent is impressed with the importance of reforming our tariff with a view to encouraging British imports; but he does not think much of the preferential trade project. "The Liberal party has exaggerated the importance of the United States market, and has shown a readiness to make excessive sacrifices to obtain it," he says. "The Conservative party, or, rather, a section of it, has staked too much upon the hope of preferential trade with Great Britain instead of depending upon the innate advantages and opportunities of Canada itself." Protection has now reached its highest point here, is the opinion advanced; though its adoption was by no means a mistake. But now tariff burdens must be lightened. The writer says: "There seemed to me to be a consensus of opinion throughout the Northwest, in the agricultural communities of the East, and among men of independent thought everywhere, that the first object of Canadian statesmanship should now be to make the Dominion a cheap country to live in. A large inflow of population to the unsettled areas, the greatest good of the greatest number in all parts, seem to depend on this. Even manufactures, which have made great strides under the impulse of protection, now feel a still greater need of the wide market which only a large and prosperous agricultural population can supply."

This necessity of the situation brings hope that the tariff may be lowered toward British goods, if not directly then on individual articles chiefly purchased in England. "A return cargo makes cheap freights," he says. "A country which hopes to cover the North Atlantic with ships carrying its products to England cannot, if it is wise, wish to see those ships return in ballast."

A POLICY IN TRADE.

Every merchant should have a business policy that he can work to. It is just as important to have a pattern in running a store as it is to have one in a dress-making room, declares the Minneapolis *Commercial Bulletin*. When any business man attempts to run his business without a rule, he is as liable to collide with an unseen obstruction that will wreck him, as the railroad train that is run without orders. In the first place, there should be mapped out at the beginning of the year a list of probable expenses, household and business. Then the man will have an idea of what he must make before he can add to his profit account. This is very important. A man often gets an idea that

he can afford a certain luxury, when if he would add his known expenses that he must meet in the year he would often find that he is sailing close to the point where there is danger.

After the expense list is made, the income should be figured. This is easy in case of a salary, but not so easy when the profits are unknown. The merchant can only approximate this, of course. If he takes an inventory, he knows about what his profit is a year, and with his expense slip before him he can approximate whether he will be able to meet his obligations. He is then in a position to judge whether he can afford the thing desired.

There should be a policy outside of money. There should be a policy as to the giving of credit and the discounting of bills. There should be a policy as to the arrangement of goods. These are details, but they are important. The results of trade depend in a great measure upon them. For instance, if a merchant discounts his bills, it means that he can add to his profit for a year from \$200 to \$500, according to the stock he carries. This should convince any dealer who is not discounting that is important enough for him to investigate with the view of ascertaining why he can not have the benefit of this profit at the buying end of the deal. The arrangement of goods attracts the buyer. A good arrangement sells goods.

There should be the policy of honesty in the sale of goods. Every dealer should decide that in no instance will the misrepresentation of goods be allowed. Under this policy, the public will learn confidence, and they will prefer to trade with a dealer who does not misrepresent.

THE COMING FRUIT GROWER.

A prominent writer on the fruit industry says that the coming fruit grower is on the way. He is the new-school fruit-grower; he is cutting loose from old ways, such as were brought from the older settled countries of Europe. He is adopting and bringing forth new ideas; he has the courage of his convictions. No more "same old thing" for him. He reads the books and papers on horticulture—every sensible man does, and he is a sensible man—but he sees plainly that "books" are written from a one-man's point of view and are not adapted to his special location.

The coming fruit grower will be a man who thinks. In many instances he thinks now, because at one time in his life he was a merchant. That force of thought which gave him success in mercantile life he now applies to tree growing and fruit producing. He proves to his neighbor who does not think that thought is a profitable thing in fruit raising, just the same as it was in keeping store.

It will not be long before the coming fruit grower will devote his entire thought and energy to raising one kind of fruit. He will pursue special lines like the successful dairyman, horse raiser, hog raiser and the poultry fancier. There will be no "scrubs" in his orchard; his trees will all look thrifty, and he will see to it they are kept so. He will help those up that get behind.