

Monetary Times

Trade Review and Insurance Chronicle
of Canada

Address: Corner Church and Court Streets, Toronto, Ontario, Canada.
Telephone: Main 7404, Branch Exchange connecting all departments.
Cable Address: "Montimes, Toronto."
Winnipeg Office: 1208 McArthur Building. Telephone Main 2663.
G. W. Goodall, Western Manager.

SUBSCRIPTION RATES

One Year	Six Months	Three Months	Single Copy
\$3.00	\$1.75	\$1.00	10 Cents

ADVERTISING RATES UPON REQUEST.

The Monetary Times was established in 1867, the year of Confederation. It absorbed in 1869 The Intercolonial Journal of Commerce, of Montreal; in 1870, The Trade Review, of Montreal; and the Toronto Journal of Commerce.

The Monetary Times does not necessarily endorse the statements and opinions of its correspondents, nor does it hold itself responsible therefor.

The Monetary Times invites information from its readers to aid in excluding from its columns fraudulent and objectionable advertisements. All information will be treated confidentially.

SUBSCRIBERS PLEASE NOTE:

When changing your mailing instructions, be sure to state fully both your old and your new address.

All mailed papers are sent direct to Friday evening trains. Any subscriber who receives his paper late will confer a favor by complaining to the circulation department.

AFTER THE WAR

Senator Frederic Nicholls introduced a resolution in the Senate last week calling for the appointment of a committee to inquire into and report upon the best methods of conserving and increasing our domestic and overseas trade, so that at the end of our present prosperity, we may not unduly suffer when the stimulus resulting from munitions orders and other war supplies is removed. After the war, trade and commerce will again be disorganized. New conditions will be met. In addition to conserving our present trade in natural and manufactured products, efforts must be made to increase our trade in foreign markets. The countries now at war, particularly those that have been devastated in Europe, will require to expend large sums in reconstruction, and will become customers of those countries which are most ready to supply the requirements promptly and at a reasonable price.

The Senator is one of the first of our prominent manufacturers to admit that in this country we have had little experience in either looking for or catering to an export trade, and if we desire to share in the volume of business that will be offering overseas, we can make our preparations none too soon.

Admitting that Germany in the past has built up her foreign trade largely through the help of the State, and admitting, as intimated by Sir Robert Borden, that State aid will be extended at even greater lengths after the conclusion of the war, it behoves us, said Senator Nicholls, to consider whether we in Canada will leave to the individual the development of the foreign trade that might naturally accrue to Canada, or whether the government of this country will, in some form, undertake to assist in the development. The Canadian government probably will have to take a more intimate interest in the active promotion of foreign trade. The British government for two years has been making its preparations for the en-

couragement of British trade and commerce after the war and the preparations are well advanced.

We have a number of commissions working on various problems. The government should be encouraged to seek the services of business men and experts, as is being done particularly in Germany, France, Great Britain and the United States. The war, and the period to follow, involve matters too large to be handled adequately by governments as they were before August, 1914. The problems we are facing, and will face, are sufficiently complex and serious to demand the attention of the most capable business men of the country, working in conjunction with the cabinet ministers and their deputies. Little just complaint can be made of appointing government commissions for necessary work. There apparently is, however, the need of a central authority to co-ordinate the work and results of the various commissions.

LIBERTY LOAN

The success of the Liberty Loan from the first was assured. A nation which has become exceptionally wealthy during thirty-four months of a war in which it was not participating, could scarcely enter the struggle with its first war loan a failure. The United States government, the bankers and business men especially were determined to have the loan fully subscribed and that has been done. Despite the extensive publicity campaign, however, it is apparent that the average citizen has not participated in the loan to a healthy extent. Much has yet to be accomplished to reach the so-called small investor, in order to make the war's causes, the issues at stake and the purposes of the Liberty Loan, touch his pocket. Such work has been well done in the United Kingdom, in some parts of which the guns of the European battlefield may be heard in the distance. In Canada, with the experience of three war loans, we have yet to reach many people who do not hold war bonds.

In the United States, much educative work will be necessary in order to distribute the several billion dollars worth of war bonds which have yet to be issued. As the loans which are being made to the Allies from the proceeds of the Liberty Loan are to be expended by the Allied countries in the United States, the American citizen who buys those bonds is helping to finance the continued prosperity of his country. That fact alone amply counterbalances the comparatively low rate of interest which the bonds carry.

OUR BANKING POLICY

The necessity of retaining a proper liquid position of the Canadian banks was pointed out in Montreal last week by Mr. E. F. Hebden, managing director of the Merchants Bank. All raw materials are to be had only at greatly enhanced prices, and wages are on a much higher scale. Banking credits have had to be greatly expanded to meet the situation. Under the circumstances, unreasonable buying and storing of raw materials far ahead, and excessive contracting in advance on borrowed money, are not the best way of assisting a situation that bids fair to become strained, unless a policy of moderation be generally adopted and, as Mr. Hebden said, "a spirit of sweet reasonableness prevail." The necessity for unusual effort in the turning out of war