

6 HOW TO CAPTURE GERMAN TRADE

therefore, is being employed for the acquisition of data, as complete as possible, concerning the position that has to be taken. Minor successes here and there are, of course, to be recorded. It is inevitable, for example, that many contracts allotted by British public bodies to German firms should be cancelled, and that goods urgently needed should be ordered from this country merely because Germany cannot supply them. However gratifying these things may be, they happen quite apart from any systematic and organised effort at capture on our part.

The Government supplies much useful information to manufacturers—information accompanied by advice as to the methods whereby the Fatherland built up its immense volume of world-trade. Germany must lose not merely existing contracts, but prospective contracts in all spheres of activity. As an example of the effect of war may be mentioned the fact that a Manchester firm have, since the war broke out, secured from South America a £10,000 order that in ordinary times would have been given to a German rival.

In regard to home trade, at present we import from Germany large quantities of goods which we can well make. Among them, says the *Evening Standard*, are the follow. g (the figures give the value of the imports in 1912):—