

MANY TRADE OPPORTUNITIES

Commissioner Grigg Tells How Canada May Benefit— Two Striking Effects

That the Dominion will benefit by the war in two ways, is the opinion of Mr. Richard Grigg, chief Canadian trade commissioner, who has returned to Ottawa from a business mission to Europe. The German imports will be cut off in Canada, and the home manufacturers will reap the benefit. In addition, the Canadian shippers will take away largely from the German trade in the Far East.

"While the European war is a terrible thing, it will in the long run, prove a commercial benefit to the Dominion," Mr. Grigg said. "Whether Germany is eventually victorious or is defeated by the allies, her commerce during the progress of the war is bound to be paralysed.

Blow to German Industry.

"Germany has mobilized all of her able-bodied men under 45 years of age. Naturally, that will cripple every branch of industry in Germany during the duration of the war, and doubtless for a long period after the cessation of hostilities. That state of affairs is bound to benefit the commerce of the rest of the world, and in the shift of trade conditions, Canada will surely get her share.

"Firstly, the people of the Dominion have for years been importing hundreds of thousands of dollars' worth of German products annually. With the war on this importation has ceased from a two-fold cause; through patriotism, the loyal Canadian would not use German-made goods while the two countries are at war, and with all German shipping tied up on both sides of the Atlantic, there are no German exports reaching Canada.

Stimulate Home Trade.

"The international war will in this way greatly stimulate Canadian trade at home, by inducing people to use home-made products in place of the German articles they have been buying. I expect this state of affairs to increase our manufactures to a considerable extent.

"But, in addition, there is a tremendous general field now open to the Canadian manufacturers and exporters which they have in the past neglected. Particularly in South America and Central America have the German traders had the advantage. In Brazil, Peru, Mexico, the Argentine Republic and other countries in that part of the world the Germans have led in trade. They have had the bulk of the commerce of Central and South America. Because of the war they will no longer have that advantage. German merchant ships are not running.

South American Trade.

"The Central and South American trade, therefore, will be at a standstill until other exporters get after it. Before the end of this conflict, that trade will be in the possession of Britain, the United States and Canada. There is no reason why the Canadian manufacturers and exporters should not get a big share of this commerce. Certainly they will get after it on a large scale, if I can influence them to do so.

"The same will be true in the Far East. For several years Germany has done a large trade with China, some with Japan, and to a considerable extent with the islands of the Southern Pacific. That trade naturally will be nullified by the war. With the British warships in the Far East on the watch for German vessels, and with the entire Japanese fleet on the job, it is certain that German trade in eastern waters will be entirely neutralized. As in the case of Central and South America, that trade will be taken over by Britain, the United States and Canada.

"With record-breaking crops in the Dominion this year, Canada is ready to do a big business exporting foodstuffs to all parts of the world. Of course, a large part of what we have to ship is in the provision line, and will go to Britain, but there will be plenty left, and that will be exported to France and Russia, then to any other parts of the world where there may be a demand.

Proceed with caution—and with energy.

Anybody can have faith when the sun is shining.

More production in Canada and business as usual.

CANADA NEEDS ONLY CONFIDENCE

London Says So, and London Has Loaned Canada the Money

The outbreak of war almost throughout the whole of Europe, has naturally caused some misgivings in trade circles in Canada, says the London Financial News. The Dominion has only recently emerged from a period of strain and stress, owing to the tightness of money and the set-back after a long term of abounding prosperity, coupled with a certain measure of unwise speculation, especially in real estate. All eyes have been fixed upon the crops, and as these promise to give splendid results, the commercial outlook of the Dominion appeared most encouraging in every direction. Now traders have to decide what will be the effect of the war on Canadian finance and industry, and they must make their arrangements accordingly.

Must Have Confidence.

In the opinion of men in London who have to study Canadian affairs very closely in the ordinary course of their business, all that Canada needs at the present time is confidence, and anybody who knows Canada and her people is aware that there will be no lack thereof in that land of boundless natural resources.

"Canada now has the finest opportunity of her history," said a Canadian banker in London. "You have seen how splendidly Canada has come forward with assistance to the Mother Country in defending the honor of the Empire. The offers of aid, readily accepted by the Government, have been of a very practical and sensible character—men, sacks of flour, wheat, oats, apples, and horses have been freely offered; and all honor to the men who have arranged these magnificent plans and are carrying them into effect.

"At the same time Canada has other opportunities for showing her prowess. Many of the goods, manufactured and part manufactured material, which Great Britain used to buy from the Continent can be produced in Canada and supplied in high quality and at reasonable prices. The continental markets are now cut off, and are likely to be cut off for months.

Some Practical Considerations.

"Meanwhile, I know that United States manufacturers are making arrangements to seize the markets for these manufactures. Now, I say that what the United States can produce Canada can produce just as cheaply and just as well. It may take time to organize matters in order to be able to supply the English and Scottish markets with stuff that they have been getting from the Continent; but there is a big trade to be got now, and it is well worth Canada's time, money, and energy to try to secure that trade, or a good proportion of it.

"I know many men here who are looking for fresh sources of supplies of goods that have been cut off by the war. They think they will have to go to the United States for them; but in every case I have advised them to see what they can do in Canada first, and I have found, without exception, a desire to trade with Canada if Canada can supply the goods. It's up to Canada to show what she can do."

ANOTHER INSURANCE COMPANY FOR CANADA

The Car and General Insurance Company, of London, England, may transact business in Canada shortly. Mr. F. Thoresby, the company's managing director, visited the Dominion about three years ago.

The Kaiser cannot help it, but we can.

Blue pencil, blue talk and talk business.

Some dividends are cut and dried; others, cut and deferred.

"Made-in-Canada" means bread and butter for the Canadian worker.

Every five cent. piece spent in Canada or in the empire helps Canada and the empire. Boycott German and Austrian goods.

The Berlin bourse may reopen, says a cable message—a stock exchange welcome to the John bulls and the Russian bears.