

CANADA'S GREAT OPPORTUNITY TO DEVELOPE EXPORT TRADE IN THE MARKETS OF HER ENEMIES

An Interesting Article, Written from the Standpoint of an Exporting Manufacturer, and Dealing With the Chance Which the Empire War Brings Home to the Dominion — How the German People Have Built Up a Wonderful Trade—Canada Can Follow Suit.

[The following article on Foreign Markets and Canadian Manufacturers from the pen of Mr. A. Smeraldi of Norton Griffiths & Company, deals with a subject which the Empire war has made especially timely. Persons desiring additional information regarding any of the matters dealt with herein can obtain it by addressing Mr. Smeraldi at 20 Orange street, St. John.]

Although my knowledge of the English language is not so thorough as I would like, nevertheless, I trust to be able to make my meaning clear.

Observant by instinct, I have always made it my business to study to a certain degree the countries and people with whom I have been brought in contact in my peregrinations over this planet.

My travels and extended residence in the different countries of the southern hemisphere have enabled me to learn their languages, to acquire an intimate knowledge of the peculiarities of their knowledge of the near future.

Of the potential commercial possibilities of Central and South America, South Africa and Australia, the total sum of their imports running into hundreds of millions of dollars must speak for itself.

As you all know, the terrible war, raging practically all over Europe, has paralyzed the export business of nearly all European nations; more especially is this the case with our common enemies, Austria and Germany, whose flags, thanks to the British navy, have been swept off the seven seas. I have used the expression, common enemies advisedly, for it is well known that we Italians have always had a bitter dislike to anything Austro-German. What the Italian government is waiting for before deciding to enter the arena and take their long cherished revenge is more than I can explain. I only hope they will come in soon and take a hand in degrading the hordes of the modern Attila.

That the Canadian manufacturers and business men are fully alive to the chances of getting a good share of the enemy's export trade the Amherst meeting is evident proof.

Canada's Chance Good.

The moment, gentlemen, could not be more opportune, and the chances of success could not be greater, but let me tell you straightaway that the capture of some of Germany's foreign trade is likely to be a walk over, the sooner you change your opinion the better. Nothing worth having in this world is easy to get, and if the fight is a bit hard the more we enjoy the fruits of victory when attained.

Personally, I consider that Canada's manufacturers are face to face with one of those extraordinary opportunities that only come once in the life of a nation, to miss it may mean great, irreparable loss.

I need not tell you that the volume of Germany's export to the southern part of this continent, South Africa and Australia runs into very large figures; through this war, and thanks to the boys in blue, that huge export has practically stopped in spite of spasmodic efforts to keep the connections together by all sort of tricks. Therefore it is very clear that this enormous amount of goods, once supplied by our enemy, must, for a long time to come, be supplied by some other countries; that being so, there are no visible reasons why Canada should not be one of them.

Important Questions.

The most important questions that require your immediate consideration are that you have to ask and answer to yourself before you put your hands to the plough are:

1st. Considering the extraordinary conditions brought about by this war and other countries enough demand for manufactured goods to warrant our going into considerable trouble and expense in order to get a market for our surplus production?

2nd. Do we stand any chance of securing some of this foreign trade?

In my opinion the reply to both questions should be unquestionably, Yes! In capital letters.

Before this war broke out our chances of finding an opening in the South American, South African and Australian markets would have been very small indeed as German connections were very solidly established as the result of years of hard work. Much as I dislike them I have had to admire their tenacity of purpose and system in opening new channels for their goods.

How Germany Did It.

Their travellers are to be met with everywhere carrying with them a complete set of samples of the different lines they represent; every small business centre would see them established in the local hotel for days, sometimes weeks, they would rent a sample room exposing their goods to the best advantage, erect ready they set out to get one by one all the buyers of principle of every local house big or small. If some of their goods were not meeting with the approval of the prospective buyer whether in quality, style, color or price they would immediately assure their man that they could supply him with exactly what he wanted if he would give them sufficient detail to enable him (the traveller) to explain to his firm what was desired. For the meantime he would press with all the eloquence at his command the advantages of trying some of the lines he had ready for delivery.

Profitable Friendliness.

These German representatives be-

side invariably speaking the language of the country they were passing through, always made it their business to be as pleasant and friendly as possible. This tactful friendliness always proved a great asset especially in all the South American republics. I can state as a fact that United States travellers and some of the English have often failed to do business with South American houses solely because their independence and abruptness and by treating the natives as inferiors. For a German a buyer is a buyer whether he is an Indian, a Kafir, a Brazilian, an Argentine, or one of his own countrymen. On a business point of view I must agree with the German traveller.

You will find German consuls or vice-consuls in every corner of the globe where there is a chance of doing business. These officials are helping all German business representatives as much as they can and are content to send a monthly report to their fatherland explaining local trade and possibilities they often send home samples of all sorts of manufactured goods that have ready sale in their district thus giving home manufacturers a chance to study the goods of the markets they intend to enter.

The Result of Hard Work.

I have briefly and in a general way pointed out their methods in order that you may comprehend that the enormous progress of German commerce abroad has been the result of hard work and great attention to painstaking details.

However, there are very few business organizations that cannot stand improvements of some kind and much as there is to say in favor of the system adopted by the Germans in the past, it might be possible in due course to suggest a few touches here and there that may even increase its efficiency. With this powerful trust crippled, for a long time I hope, comes to the front the great opportunity for Canadian manufacturers that I have mentioned at the beginning of this address.

Gentlemen, the business is there, some one has got to have it. If you mean to go in for it, you must enter the field with the British bulldog determination to win and success will crown your efforts. No half-hearted attempt will be of any use; you must either go into it thoroughly or leave it alone. I am fully aware that there is at least one obstacle in the way before real success can be within your grasp. I mean transportation; still, I don't consider that obstacle a very great one. I have very little doubt that once you have ascertained that you can actually do a big export business the difficulty of the transportation problem would soon be solved between you and the Canadian government.

Where the Chance Lies.

Since my short address at the Board of Trade in St. John I have received several inquiries from manufacturers asking which are the goods most likely to find a ready market in the southern hemisphere. I hope you will see the futility of this question. The satisfactory answer to a question, the determination of which can only be the result of months of studies and observation on the spot.

However, I believe I am right in stating that those countries are using all modern products and manufactures and there exist a demand for anything you can offer provided you are ready to supply sound quality at fair prices.

The financial and credit position of the great majority of the importing and wholesale houses is good. The condition of payments varies as it varies everywhere; it may be sixty, ninety or even 120 days; although ninety days is the rule. This depends very often on the class of firm you are dealing with, the extent of the buying order, the kind of goods and other details that will have to be dealt with on their merits and when they arise; in any case, it will be advisable to adapt oneself as much as possible to local conditions for if those conditions have been commercially good in the past for Germany, Austria and other exporting countries, they would very likely be good enough for you.

Canada Must Act.

If I was asked off-hand whether you are likely to enter the new field of trade without hesitation, answer Yes, you will go in, adding because you will have to. My reasons for such a statement are based on my own observations and are given as a personal opinion for what it may be worth. It is my belief that your factories, if kept going near to their full extent, would produce goods far in excess of the demand of this country; it may not be so bad at present in certain lines on account of large war orders, but war won't last for ever and we

must look forward to peace within the next twelve or eighteen months.

In normal times such state of affairs would leave you only two alternatives: either reduce your producing power, with the consequent increase in cost of production, due to your fixed charges, or keep your factories going at full capacity and look out for new markets for your surplus goods. I have very little doubt in my mind which course the Canadian manufacturers will or ought to adopt. Unbounded optimism is one of the great assets and characteristic of the Canadian people, but, please, gentlemen, don't forget that even optimism must have a reasonable limit.

Look to The Future.

Of course, there is no reason to jump from optimism to pessimism or panic, but careful business men will and must look at what the future is likely to have in store for them and act accordingly.

There is nothing to gain in refusing to deeply consider official statements of the following kind:

Under Date of the 10th of Nov.

"Gross earnings of all Canadian railways reporting to date for October show a decrease of 30.3 per cent, as compared with the earnings of the same month of the corresponding year last year."

"Commercial failures in the Dominion of Canada this week number 73 against 62 last week, and 44 the same week last year."

It is all very well for irresponsible parties to keep on boasting that everything is all right, but you, as hard headed business men, cannot and must not be deceived. No improvement can reasonably be expected at home under present conditions, therefore, if you want to improve your position you must look for trade expansion to foreign countries. Besides South America, South Africa and Australia you surely must have a chance to do business with those parts of Europe that are outside the war zone with your lumber, paper, canned and salted fish and certain classes of manufactured goods.

Let us look at the whole thing strictly on a business point of view. I would go further and say, on the manufacturers' point of view.

To make a success of any industry the main object is to have or create a comparatively sure market for its production; the next is to keep your factory going at full capacity in order to lower, as much as possible, primary cost and reduce to a minimum that great bug-bear of all industrial establishments that goes under the head of fixed charges or overhead expenses.

To make a long story short, success is represented by a maximum output with a ready market to absorb it—I do not think you have got that, and if I should be right, then hustle and get it, the chance is there staring at you.

It will do you no good to close your eyes to the fact that is perfectly clear to the unprejudiced observer. The fact I refer to is: That you must get

ready to meet the inevitable reaction that must follow the unprecedented boom of the last eight years.

The Labor Aspect.

Your enormous railway constructions which have spread hundreds of millions all over the country in the last few years are practically completed, releasing a very great number of men belonging to what I call, the floating labor class. A large number of these men have already returned to their homes carrying with them their savings; the rest will follow as soon as they find that work is getting scarce. What effect the disappearance of these men is having on the economic condition of the country you know better than I could explain. Floating labor is like money, will go where the best offer is made for it, and is in continual motion.

Do not dream of hundreds of thousands of immigrants flocking into Canada immediately after the war; you will be disappointed. Many years will pass before your immigration will touch the high water mark of 1913. After this awful war Europe can employ all its able bodied population to rebuild their devastated cities, bridges, roads and restore to all their other indescribable ravages of this titanic struggle. The European laborer will not emigrate when he can get work at home at a fair wage.

Therefore twelve, eighteen or twenty-four months hence a new order of things will have to be faced. Why not make an early start and prepare your ground? Gentlemen, the solution of your problem lies across the seas.

Canada's Resources.

Canada is a great country, with incalculable resources and possibilities. It is for the Canadian people to develop those resources and possibilities to the best advantage if they want to feel the benefit of it.

If some of you insist in keeping on calling prospecting for your products indulged in by this country in the last few years in connection with land and real estate, you, for a certainty, will beat the Kaiser in the race for a place where snow would melt mighty quickly.

Should my surmise be correct then the sooner you make up your mind to call for prospecting for your products and manufactures and set about to cultivate your land in a rational way; in this case time is more precious than money. If you will have to make changes and adapt yourselves to a new order of things in the immediate future if you want to be ready to meet the determined attack of your present foes, when they will try to recapture their lost commercial supremacy.

The men you are going to entrust with the task of attacking the new proposition must be men of world wide views, observant, intelligent and tactful, who must go about it with great confidence, and may be sure of succeeding in their intent.

The provincial and Federal governments should encourage and help you

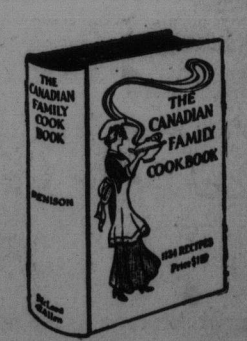
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Plans, specification and form of contract can be seen and forms of tender obtained at this Department and at the offices of A. Kastella, Esq., Mechanical Superintendent, Birks Building, Ottawa, Ont.; J. K. Elenkinop, Esq., Superintendent of Dredges, St. John, N. B.; C. E. W. Dowdell, Esq., District Engineer, Halifax, N. S.; and J. T. Nickerson, Esq., Insp. of Dredges, Liverpool, N. S.

Each tender must be accompanied by an accepted cheque on a chartered bank, payable to the order of the Honorable the Minister of Public Works, equal to ten per cent. (10 p. c.) of the amount of the tender, which will be forfeited if the person tendering declines to enter into a contract when called upon to do so, or fail to complete the work contracted for. If the tender is not accepted the cheque will be returned.

The Department does not bind itself to accept the lowest or any tender.

By order,
R. C. DESROCHERS, Secretary.

Department of Public Works,
Ottawa, December 12, 1914.

Newspapers will not be paid for this advertisement if they insert it without authority from the Department.—71467

NOTICE.
The partnership heretofore existing between the undersigned under the name of Cooper & Alexander has this day been mutually dissolved. Mr. E. E. Cooper has taken over the business and has become responsible for all the liabilities of the firm of Cooper & Alexander.

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in every ball club
jealousies and invari-
ably known as a club that
free from this little dis-
the past season. That
thing wrong is evident
tain players do not
each other in public. Th-
ira Thomas at the brilli-
ants proves conclusively
tactician has a bunch of
hands.

Thomas, who is on the
All-Americans now on
lula, is reported to have
friend that Collins
games for the Athletics
desire to grab all the m-
in sight. Ira, in explain-
ported to have said that
paper articles had not
games, but caused of
change their styles so
Ira has his doubts ab-
success of the team.

Thomas declared that
would have had smooth-
least four or five mor-
pennants had Collins
edge to himself. In-
marks that this inside
the opposing teams were
not secured by Eddie,
members of the team, it
was let in on it. It is
that Collins is one of
men in the country in th-

Last night on the
in the five men league
tured the four points fr-
The individual scores f-

No. 2 Team
Masters . . . 82 83
Evans . . . 80 88
Laskey . . . 83 81
McDonald . . . 82 82
Cunningham . . . 79 86

No. 4 Team
Duffy . . . 84 83
McIntee . . . 85 91
Davis . . . 93 86
Riley . . . 101 94
Corey . . . 85 87

448 441

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alleys last night McDi-
Tigers rolled 150 in 1-
and while he made a le-
come within two points
record. The Tigers to-
from the Braves and the
1,434 is the largest

The scores follow:

Tigers.
Belyea . . . 85 92
Gilmour . . . 101 80
McDonald . . . 150 94
Moore . . . 107 89
Covogrove . . . 91 89

534 464

Braves.
McKean . . . 84 97
Logan . . . 93 112
Black . . . 74 88
McLeod . . . 81 88
Bailey . . . 88 86

420 471

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