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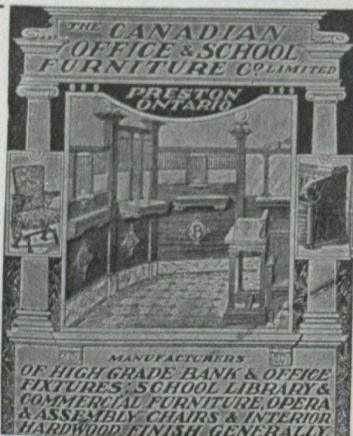
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UTILIZE WHAT WE HAVE

Agricultural and Industrial Possibilities—Supply the Allies at War

"Agriculturally and industrially, Canada should take advantage of the opportunity for increasing her productiveness. This is the juncture when the thought should be turned in this direction.

"Of course, we cannot tell how long the war will last or what will be the ultimate situation; but we should not, as some are disposed to do, sit down and conjure up the gloomiest of possibilities. We know that, so far, we are in a position which has many favorable features. Our financial situation is good. It has not suffered from any disturbance. There is general financial confidence. No financial support has been withdrawn from any proper business. It is true that we cannot obtain money from abroad for new enterprises; but no firm, or corporation, doing its regular business, in a legitimate way, has had to complain of lack of credit from the banks.

"The latter are affording normal facilities in every case. No anxiety need be felt as to the ability of the banks to move the crop, especially in view of the assistance which the government has arranged to give the banks, if necessary." So said Mr. H. B. Walker, manager of the Bank of Commerce, at Montreal when interviewed by the Montreal Gazette.

Have Work to Do.

"It would be the part of wisdom to go on doing our work as if under normal conditions. Of course, in some lines there has been a reduced demand for goods; but in others, as, for instance, the milling, the sugar, the clothing, the boot and shoe business, there has been increased trade.

"There has in a word, been no disruption; and the great and urgent thing is to continue the mutual confidence that now exists.

"We, in Canada, have spent large sums on developing work—agriculturally and industrially. It is now for us to produce, from the plans we have established—produce agriculturally, to the fullest extent, and in the case of manufacture, to the limit of the market that can be developed for our goods. For one thing, we can learn to patronize our own manufactures more and more, while we may also be able to supply, as respects agricultural and manufactured products, other countries whose own product has been rendered unavailable through the limitations of war. And one thing patriotic Canadians should insist on, and that is—that when they go to buy goods they should demand to see the trade mark upon them—the new trade mark, if you like—"Made in Canada." This is the point to emphasize—that it is up to us to utilize to the full, in so far as possible, the facilities we have been supplying ourselves with, at great expense, in increasing our own productiveness. That will go a long way to keep things normal, and it will, at the same time, extend our business.

Confidence is Currency.

"The great thing is to maintain confidence. That can be done by cultivating in one's self a cheerful spirit and by trying to get others to share it. There is a tendency, if one gave way to it, to take a pessimistic view of things; but we in Canada have certainly no reason to indulge that feeling. Our business is to cultivate an optimistic spirit. Nothing must close or fail to work that can properly be maintained in its integrity. All our people must stand together, working with a single purpose, and that to maintain things in so far as possible, as though we had not to see the scarehead lines in the paper.

"It will be surprising how valuable and stimulating such a spirit will prove to be. Those who can speak a reassuring word should do so. In a general way, our position is favorable in many vital regards. We have unimpaired financial confidence—which is an asset of the first importance. If our people stand together and if every form of activity is maintained to the utmost of its power—these features will make for the general improvement and betterment."

Orders have been received at the customs offices at Sarnia that no horses are to be allowed to leave Canada.

"It is a tribute to the power of the British empire, that in face of the greatest war the world had ever seen, we are able to go about our business as usual."—Judge Coatsworth at Toronto.