

"Business as Usual"

BUY LIFE INSURANCE NOW

In spite of the present situation, the Toronto office of the Sun Life Assurance Company made a gain of \$10,000 in new business over the record of August, 1913.

TOO MANY ORDERS TO FILL

A cement dealer tells *The Monetary Times* that during the past month he has shipped 120,000 barrels of cement to fill orders. He could have sold twice as much had the mills supplying the cement been of greater capacity.

WORK AND CONFIDENCE IN BRITISH COLUMBIA

Premier McBride says that public works in the province will not be stopped, that construction will proceed on the railways in different sections, and that every effort will be made to sustain that confidence which has generally marked the people of British Columbia.

POPULATION AND UNEMPLOYMENT

Unemployment will not be as serious in Canada as many appear to anticipate. During the past two years many thousands have left Canada for Great Britain and the United States. In the past eighteen months, immigration to the Dominion has been cut by more than half, and now has ceased entirely. The stern call to the front will take from 25,000 to 100,000 men from Canada. In addition, arrangements are being made everywhere to handle the situation effectively.

BANK CREDIT FOR BUSINESS

At a conference held at Victoria between the members of the provincial administration and prominent business men and officials in British Columbia, Mr. Campbell Sweeny, superintendent of the Bank of Montreal in British Columbia, stated that credit for legitimate business enterprises would not be curtailed any more than it had been before the war. There will be a little more conservatism in advancing money for new enterprises and there will not be any loans for speculative purposes.

CANADA'S MUNICIPAL BONDS ARE GOOD

The Bank of Montreal has loaned \$6,000,000 to the city of Montreal. Mr. W. H. Southam, of Hamilton, has offered to purchase \$250,000 debentures to provide funds for local improvement work. The people of Berlin, Ontario, are buying their city's debentures, and so are the people of Peterborough. Canadian municipal debentures have an unbroken record of security. A municipality of Canada never has defaulted in payments of principal or interest. Buy a few municipal bonds.

SASKATCHEWAN TO KEEP BUSINESS MOVING

"There is no semblance of panic over the conditions engendered by the war, so far as Saskatchewan is concerned," said Hon. Walter Scott, premier of that province, in an interview at Ottawa. "We are all, Canadian and foreign-born alike, of one mind, and everybody is determined to meet the situation with confidence, and to keep business moving in the same old way."

Premier Scott declared that conferences had been held by the Government with representatives of all branches of business and finance, with the result that all were determined that there should be as little as possible cessation of any industry or business. "It is expected that the high prices for wheat will more than compensate for the poorer crops this year," he said.

PRODUCE MORE FOOD

There will be a shortage of food next year. Canada is one of the chief larders for the world's consumers. It must stock the shelves for the heavy demand in 1915. For instance, little jam is being made in England this year. The fruit is being eaten raw.

Lord Milner points out this week that, although the present harvest is abundant, an immense decrease in wheat in 1915 must result from the fact that all the able-bodied males in France, Germany, Austria and Russia are now engaged in fighting.

Of the 650,000,000 quarters of wheat and rye annually produced throughout the world, 350,000,000 come from these countries, and the other producing countries cannot possibly make up the deficiency. Lord Milner predicts that in the latter half of next year, if not before, all nations which live on wheat will be competing fiercely for a share in the diminishing supply.

WESTERN CANADA AS FOOD PRODUCER

The sudden, unwarned outbreak of hostilities involving the British empire, has awakened western people, and as nothing else could, to a clearer appreciation of their country and of her place and purpose, not merely in the empire, but in a truly cosmic sense. It may be that formerly she was too largely a fertile field for the speculative exploitation of non-producers; nevertheless, the fact remains that to-day's stressful exigencies have compelled for her a clear and unquestioned recognition as the one land chosen of all others and inevitably destined to become the world's greatest fountain of food, states Mr. F. M. Sclanders, commissioner, Saskatchewan. As for the non-producer, nothing is more certain than that he has had his day and ceased to be. The new era upon the threshold of which we now stand, is one of extraordinary productive activity with its attendant prosperity and populous development. We have successfully emerged from the whole gamut of infantile maladies invariably affecting young countries. Even our growing pains which formerly disquieted, have found their panacea. We are now ready and able for real business—ready with the fresh, full, strenuous energy of youth that has taken farewell of error—ready and anxious to grapple with the innumerable creative potentialities of our marvellous heritage, so that we may subdue and transform them to magnificent actualities for the benefit of the world. A deep sense of their responsibilities now obsesses the people of these fertile plains, and with it an earnest purpose to be faithful thereunto. Such is the silver lining which, with characteristic optimism, the west discerns in the present lowering clouds.

Stick to business and business will stick to you.

Canada is a great country, when each man does his part.

The auto as a luxury may go—as a necessity to the front.

Business faith is only that when it stands firm in time of crisis.

Germany planned a war on British finance and trade. Do not surrender your share.

If you must have a bonfire to celebrate, shove on some made-in-Germany goods and replace them in Canada.

Go about your business. If you stand in the road, looking with open mouth at the war, someone will run you down.

Two national holidays to come—Labor and Thanksgiving. Work and be grateful you live in the British Empire.

Let the "prospect" talk war by all means, but sell him a life insurance policy to protect him against all those terrible things he cites.

In many respects Canada will feel the effect of the war. London has been acting as "uncle," in a very generous way, for years, supplying money whenever asked. The source of supply is now temporarily cut off, and that is where Canada will feel the pinch. On the other hand, the Dominion will get better prices for her grain. Russia's crop was not good, and in any case it is not available in the world's markets; while Canada and the United States will find the seas open and protected for their exports.—London Financier.