

Are You Reading the Signs of the Times?

Be a Patriot
Business First
Talk War if You Will

1915
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SOUTHAM PRESS LIMITED
MONTREAL
TORONTO

1915

ARE you reading the signs
of the times that point
toward better business?
¶ Have you noticed how well
Canada has weathered the
storm? ¶ Or are you still
thinking dark thoughts and
facing the situation with fear
and trembling?

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Canadians should
and will bring in
"The Golden Age"

Are You Reading the Signs of the Times?

CANADA, with the rest of the Empire, has now been at war for two-thirds of a year, and this is an opportune time to consider for a few moments how she has met the great emergency. When the storm broke in those early August days business was crippled, the international credit machine stopped, moratoriums were declared, stock exchanges closed, and financial houses refused to part with their money. The outlook was indeed dark and the stoutest hearts were troubled. But steadily and surely the mighty financial power of Britain has demonstrated itself, as has the power of her navy to hold the seas open to friendly commerce.

From partial panic we have passed again to calm times of confidence and industrial activity. All that the Germanic War Lords promised themselves has been denied. While the Empire's ports are crowded with shipping, loading and unloading, her textile and other plants working at pressure to supply new markets, Germany is walled within a ring of steel that is slowly crushing her into a condition of industrial impotence and bankruptcy which found expression in proclamations of submarine attacks upon the merchant shipping of belligerents and neutrals alike. However long the final phases of the struggle may last, Germany is beaten. The outlook for assured peace—long and undisturbed—was never brighter.

So, Canadian business men, let us take off our coats and to the job with a vigor we have never felt before

Many lessons have been learned from the crisis through which we have passed. **More production and less speculation** must be the order of the day so that development may be along sounder business lines.

The Government, with its campaign for increased agricultural production, and many other agencies, are busy helping along the good work. Every Canadian owes it to himself and his fellow man to take a part in this newly developed movement **for more and better business.**

INDIVIDUAL ACTION NEEDED

You, Mr. Business Man, can set an example of sanity, of balance, of enthusiasm, that will help the rest of the country toward the goal in view.

Good business waits only on a proper state of mind. Optimism is the handmaiden of bustling times; pessimism always runs in double harness with bankruptcy and disaster. Remember that your optimism is contagious. It will radiate from you to your salesmen, from your salesmen to your clients, and the result will be increased effort and more prosperity than ever before.

KEEP UP YOUR BUYING

Let your optimism extend also to your buying. The buying habit is a reflex of the mental attitude and is not wholly governed by the amount of money in our pockets. The millionaire, with a frown on, will pass your store with a frown, but the cheerful clerk will step in and leave a few dollars in your cash drawer. So start right at home and while you campaign

for more and larger orders, maintain your own buying. Business has a right to expect you to do this in the same way that you expect it from other men. If you cease buying you cannot expect business to be normal.

WHY CANADA'S PROSPERITY IS ASSURED

Great natural resources form the solid foundation upon which Canadian prosperity is built. Never has this primal faculty to supply the world with foodstuffs been in so healthy a condition. The field crops of the Dominion in 1914, were worth \$639,000,000. In 1913 they netted \$553,000,000, **an increase for the year 1914 of \$86,000,000**—a sum sufficient to pay more than fifty per cent. of Canada's whole annual debt for interest charges.

Canada's progress and soundness is clearly demonstrated in the amazing increase she has made under all heads of natural production during the past twelve years. During that period:

Area under field crops has increased seventy-nine per cent.

Value of farm products has increased ninety-eight per cent.

Value of lands, buildings, implements and live stock has increased one hundred and sixty-three per cent.

Value of live stock, alone, has increased one hundred and forty-five per cent.

Population has increased forty-four per cent.

Our forests are producing for us over \$100,000,000 a year, our minerals over \$140,000,000 a year, our fisheries \$34,000,000, our agriculture, livestock and dairying \$726,000,000, eggs, fruit, etc., \$35,000,000,

animals (for food) \$250,000,000, and all these, with our field crops and manufactures, give us, according to official statistics, an annual income of \$3,305,000,000.

High prices are sure to continue for at least another year for farm products. High prices stimulate production and our farmers will take full advantage of their present opportunity. A prolonged and favorable autumn has helped them to prepare a vast additional acreage for next season's crop, and all is ready for an abundant and record harvest in Western Canada in the fall. The increased revenue resulting will give the tillers of the soil an opportunity they have long looked for to turn their farms from a one-crop proposition to mixed farms, with good buildings, and good stock, and this, it must be conceded, is an achievement of great national importance.

The bright outlook for farmers is also inducing many workers to take up land holdings. Brisk settlement is taking place on the enormous area of new lands along the line of the Grand Trunk Pacific in British Columbia, and the Premier of Manitoba reports that not for many years, if ever, has there been such a large number settling on free-grant lands. To illustrate: In the year 1913 there were 2,453 homestead entries made in Manitoba and for the eleven months ending November 30th, 1914, the number of entries was 3,977. Other provinces are not behind in settlement progress. This means more agricultural production and expansion, and if the rush of immigration to Canada, which is likely to follow the war, brings us some thousands of new farmers to even up the disparity between town and country population, another great problem will be near solution.

In any case, nothing short of wide-spread drought can prevent Canada marketing an enormous quantity of farm products in 1915. This gold will be poured into every channel of production that supplies the farm with implements, clothing, lumber, and a hundred other articles.

CANADIAN GOODS FIND NEW MARKETS

Canadian manufactures have trebled in value of output in twelve years. In 1901 the products of our factories brought five hundred and twenty-seven millions, and we are now turning out products to the value of a billion and a half per annum.

To what extent Canadian industries will benefit by the opening up of new markets, consequent upon the war, cannot yet be accurately stated. That the Dominion will benefit considerably by the change of trading channels is, however, admitted by all students of the situation. The demand of our home market for our own Canadian-made goods is developing wonderfully with the stoppage of supplies from other sources. That demand will continue after the war and should result in permanently increased manufacturing here. **It is both patriotism and sound business to support our own factories, and the lesson, once learned, will not be readily forgotten.**

HERE IS A HOPEFUL SIGN

Statistics for the first three months of the war, showed that our imports of merchandise declined nearly thirty per cent and exports of Canadian products fell off only about sixteen per cent. For a twelvemonth period the excess of imports over exports fell from \$299,000,000 in 1912-13 to \$172,000,000 in 1913-14.

With every effort bent towards increased production in the Dominion, and also increased exports, the balance of Canadian trade will become more and more favorable.

That greatly increased production and export is necessary, everyone now realises. Canada has just passed through a long period of constructive work—building of railroads, industrial plants, etc. A new country, she naturally had to borrow most of the capital necessary. The war caught the Dominion in the period of transition between construction and production. That transition is, nevertheless, steadily taking place, and production will increase with returning confidence.

Municipalities and new industrial enterprises may be compelled to trim their programmes to fit a smaller capital supply, but, considering what has been done along those lines within the last few years, Canada is not likely to suffer from enforced economy in that direction. Then, Canadians have a nice little nest-egg of their own for investment, for, according to the latest figures, there was on deposit for withdrawal after notice, in the banks and saving societies in the Dominion, a sum of \$785,015,885, which increased materially in 1914 over 1913, in spite of depression.

Legitimate enterprises, both here and in Great Britain, will find, our bankers believe, all the capital that will be needed. The position in Britain is outlined by the London "Times" as follows:

"Great Britain's financial preparation for war was not, like Germany's, a matter of organization, but of the possession of a widespread trade-power and money-power which remain as real and as potent as ever. Money is plentiful, it is pouring, through Government disbursements on account of the war, into the pockets of various sections of the community, and it must seek sound securities for investment."

Of the position in the Dominion, Mr. E. L. Pease, Vice-President of the Royal Bank, recently said:

"If the war had caught us in the throes of the boom, it would have been a sad day for Canada. As a result of the drastic liquidation which has taken place, a spirit of caution and conservatism now prevails, and our economic condition is infinitely sounder than it has been for many years."

PROSPERITY AT HAND

No period of stagnation is ahead for Canada. Prosperity is knocking at the door if we decide to let her in, prosperity of a solid, abiding kind, built upon the rock of *production*. For the war we must pay our share like the others and the Dominion Exchequer must look for new sources of revenue to carry on the nation's affairs. We must produce more individually and collectively to meet this demand, thinking harder and working better than in the past.

So, if we enter upon the period of development before us with courage and a determination to work hard and intelligently, the reward will be a glorious one. There are two words which should be a motto over every door and in every place where work is done, viz: "EFFICIENCY," "PRODUCTION".

It is time for energetic planning and prompt action on the part of the business managers of the country, and the sooner the action begins the quicker will be reached the benefits due to the enormously advantageous position of this country as a great producer of foodstuffs, natural products, and manufactures.

In this country there are several millions of us who must live, who must buy all the things that make life possible, and someone is going to supply these things

There are few articles that we cannot make or produce. We now have an opportunity to find out what we can do. All of these new resources will develop business and the activity which results in good times.

Canadians should and will bring in "THE GOLDEN AGE."

CANADIANS,—BELIEVE IN THE FUTURE OF YOUR COUNTRY!

A VISION OF GREATNESS

Rt. Hon. R. L. Borden, Premier of the Dominion:

"There are children within sound of my voice who will see the Overseas Dominions surpass in wealth and population the British Isles; there are children playing in your streets who may see Canada alone attain that eminence."

AN AUGURY OF FUTURE PROGRESS

Hon. W. T. White, Minister of Finance:

"That we have been able to withstand the shock of this world-shaking catastrophe and recover so quickly is to me nothing short of marvellous, a conclusive proof of the fundamental soundness of our country and its institutions, an unqualified tribute to the prudence and energy of our people, and an unmistakable earnest and augury of our future progress and greatness."

Your only warrant to talk patriotism is to be

A PATRIOT!

Each individual must get his business "hoop" rolling, and collectively the end sought. **Prosperity**, will set in unconsciously, but quickly and strongly. Don't wait for someone else to take the initiative—by so doing you handicap the crowd and retard business—this would not be patriotism. Every patriot must start:

CONTAGIOUS CONFIDENCE
CONTAGIOUS CO-OPERATION
CONTAGIOUS SANITY

Contagious big business must result.

BE A PATRIOT—BUSINESS FIRST
TALK WAR IF YOU WILL