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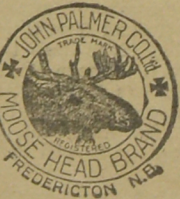
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BIG FIELD FOR CANADIAN PRODUCTS IN EUROPE

Mr. Lloyd Harris Says Canadian Manufacturers Have Big Opportunities for Initiative—A Chance to do Business With Greece—What Steps Must be Taken to Develop Trade—Holds Out Bright Hopes for Canadians.

(Financial Post)

The direct, practical benefits of the representation in Great Britain and Europe of Canadian manufacturing and agricultural interests by capable business executives with power to negotiate without being hand-tied by red tape are emphasized by the details of the activities of the Trade Mission, given by Lloyd Harris. Mr. Harris is appearing before various industrial bodies throughout the country explaining the necessary steps which must be taken at this end to develop foreign trade. The present situation is that, owing to the devastation of war and the difficulties of social and industrial reconstruction there is field in Britain and Europe for practically all Canadian manufactures which can be delivered on a satisfactory basis, while the outlying Dominions—South Africa, New Zealand and Australia—are also in the market because of being cut off from Old-World supplies. To get this business Mr. Harris explained what is required is practical methods on the part of manufacturers in meeting the requirements of the consumer, and co-operation on the part of Canadian bankers in financing orders. The commission can point the way and aid in arranging credits, shipping, etc., but its members are not glorified commercial salesmen; their aid will largely benefit those who help themselves.

In addition to the Rumanian orders which have been secured through the co-operation of the Trade Mission in making financial arrangements, one of the best strokes of business which has been accomplished has been in selling to the Government of Greece—a nation which is today plentifully supplied with money—a supply of wheat, to be delivered at the rate of a million bushels a month. Mr. Harris explains on the side that this transaction promises well because he figures, that when the wheat shipments are being made Greece will take delivery at Canadian ports, and there will be an opportunity to put some manufactured goods aboard.

A Wrong Righted

In explaining the situation which the Mission faced when it first arrived in England, Mr. Harris refers particularly to the trade regulations which favored the United States to the disadvantage of Canada. How he went direct to Lloyd George in order to have this wrong righted and the attendant benefits have already been explained in The Financial Post.

The situation in France and Belgium, as has been previously outlined is confirmed by Mr. Harris. These nations need large supplies to rebuild the devastated areas and run-down public services, but their attitude is that this must be largely accomplished internally, there being no available finances to spend with foreign countries. In view of this the Mission turned its attention to Rumania, Serbia, Greece, Poland, and the Czechoslovaks. Poland needs clothing and raw materials. The Bolsheviks are on one side and the Germans on the other and that country needs help and needs it quickly.

A Basis of Barter

The principal industries in Rumania are agriculture and the production of petroleum. The Germans, states Mr. Harris, destroyed practically all the rolling stock of that country. Not only this, but the Germans took away all the agricultural implements so that this year it is doubtful if the country will be able to feed herself. Rumania needs everything. If we could finance the business we could get enough right here to keep all our factories going. We could sell them locomotives, agricultural implements, and clothing. There is a business there, but the question now is that of financing. They have no standing in the matter of credit, and it may be that we will have to go back to the Indian custom of barter in order to open up trade. They have huge quantities of oil which they could send us, and oil is very much in demand at present. In Southern Russia there is a situation that is somewhat similar, and we could get from that country in exchange for our produce, manganese ore, hides, tobacco, iron ore and petroleum.

It is to Greece, however, that Mr. Harris looks for best results, and he hopes that the wheat deal previously referred to will lead to a transportation service which will aid Canadian

shippers. "Greece, with the new territory which will be added, will have a population of between twelve and thirteen million people, and the new land that is being added is agricultural. They do not produce a great deal in Greece outside of currants and nuts, but they have good deposits of certain minerals. Greece is the gateway to the Balkans, and the Greeks are real merchants. I met Premier Venezelos a good many times," continued Mr. Harris, "and after finding out the real conditions I suggested to him that they should make Canada the workshop for Greece. He was impressed with the suggestion, so much so that Greece is going to send a purchasing mission here to buy for a syndicate which will represent practically the whole nation."

Emphasizing the necessity for manufacturers to send their own representatives to foreign markets, Mr. Harris strongly advises that they be men who know something about the technical end of the business. "All these countries require goods peculiar to their own requirements. The heads of concerns should go themselves, or some of their best technical men. Go into this field as though you were going to make it something permanent. Study it and find out what is wanted."

A factor in opening European markets for Canadian trade is, according to Mr. Harris, the high regard in which this country is held in view of its part in the war. Canada is showing a disposition to help while the experience of the small Balkan states in the past with Germany and other great European nations has been that they wanted to get commercial domination in order to exercise political control.

Altogether Mr. Harris holds out bright hopes for Canadian trade in Europe, but manufacturers must be prepared to develop initiative if they want the business. Selling organizations which have run down during the period of easy war orders must be

\$5,000 CAT GIVEN STATELY OBSEQUIES

A \$5000 Persian cat surrounded by American Beauty roses is lying in state in a cozy bedroom on the second floor of the Prince George hotel. Close by sits Mrs. W. Kelly, a guest, who declares she will never forgive herself for having left the bedroom door open. To that little act she attributes her present sorrow and the death of Persian "Billy," who crashed through the fanlight, fell three stories and expired on the rotunda floor. The suicide theory is not taken seriously.

The tragedy occurred about two o'clock this morning, as near as the Night Clerk can remember. He was dozing in a rotunda chair, when he was awakened by a cry, apparently of a child, followed by a whizzing noise and a thud. By the time he was properly awakened little "Billy" was kicking his last against a brass cuspidor. The hotel detective who investigated the case believes that "Billy" became dizzy with the heat and sought a bit of fresh air. He climbed up on the glass dome, it is believed, and his tiny feet soon found an insecure fanlight which gave way and threw the Persian guest to the floor. Mrs. Kelly when notified fainted.

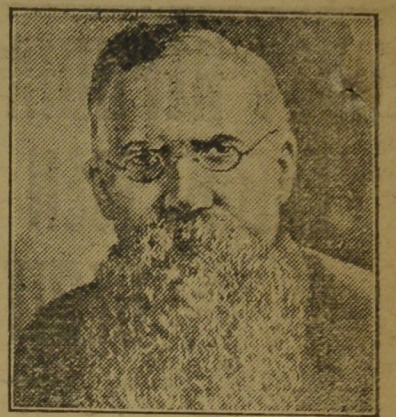
The funeral will take place today. Mrs. Kelly will convey William in her Packard car to the Woodbine Race Track, where he has been a regular visitor. Somewhere on the green sward a hole will be opened and "Billy" interred. The American Beauty roses bought this morning, will adorn the little grave and a sorrowful woman will return to the cold gray facts of life once more.

BATTLE WITH FLAMES WHILE IN MID-OCEAN

New York, June 8.—The story of a desperate battle with flames in mid-ocean in which two men lost their lives, was told today by members of the crew of the British Tanker Beechleaf, which was towed into port by built up again. Also every effort must be made to settle industrial unrest. Not only is this detrimental to output but as Mr. Harris emphasizes, it gives the impression in Europe that we are in the same class as Russia.

A CRIPPLE FOR THREE YEARS

Helpless in Bed With Rheumatism Until He Took "FRUIT-A-TIVES"



MR. ALEXANDER MUNRO

R.R. No. 1, Lorne, Ont.
"For over three years, I was confined to bed with Rheumatism. During that time, I had treatment from a number of doctors, and tried nearly everything I saw advertised to cure Rheumatism, without receiving any benefit.

Finally, I decided to try 'Fruit-a-tives'. Before I had used half a box, I noticed an improvement; the pain was not so severe, and the swelling started to go down.

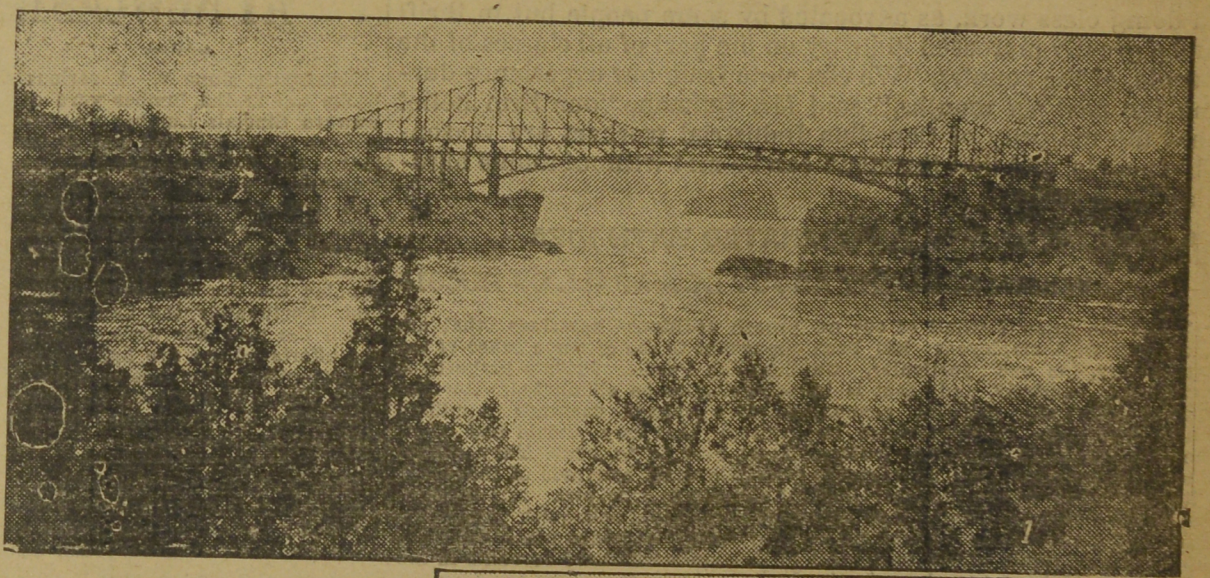
I continued taking this fruit medicine, improving all the time, and now I can walk about two miles and do light chores about the place."

ALEXANDER MUNRO.

50c. a box, 6 for \$2.50, trial 10c. At all dealers or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

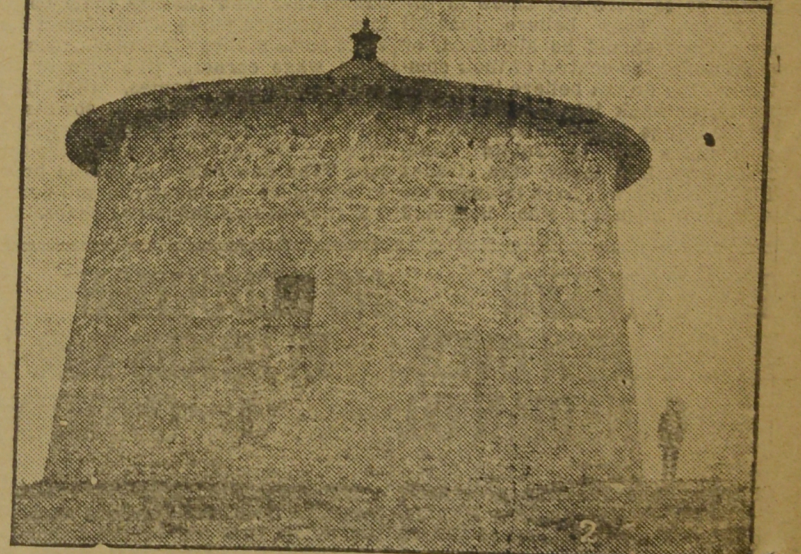
the transport Westhaven. The Beechleaf, bound from Baton Rouge, La., to Ireland, took fire off the Azores Islands when an oil fuel line broke. She was quickly put out of commission by the flames, her rudder control disabled and her wireless sending apparatus destroyed. The French steamer Chaleur stood by but after working two days in a heavy sea to get a line to the Beechleaf, sent out a wireless call for assistance. The Westhaven responded and despite the rough weather Captain C. W. Devereaux ran his ship close enough to the helpless vessel to throw her a line. During the trip to New York, the Captain of the Beechleaf informed Captain Devereaux by semaphore signals that two of the crew had been badly burned while fighting the fire. Two men were drowned and buried at sea.

The City of the Reversible Falls



The Bay of Fundy is famous for its tides which are reputed to be the highest in the world, and the variation in the harbor depth, owing to the great rise and fall in the tides, is from 20 feet at ordinary neap tides to 28 feet of water at ordinary spring tides. St. John is the winter port of the C.P.R., and has splendid facilities for handling ocean traffic. The harbor is entered from two channels, the east channel being used for large vessels and that on the west side for smaller craft. Numerous large berths stand in the harbor and alongside them there are many capacious warehouses and some big grain elevators. The war has stimulated shipbuilding in St. John.

The chief attraction for the tourist to St. John is the Reversible Falls, a curious phenomenon due to the great tides. When the tide of Fundy Bay is low the waters of the St. John river pour under the great railway bridge in the form of rapids. But when the tide begins to rise it forces back the current of the river and gushes up into its bed with great force. This continues until full tide. Then as the tide recedes, the immense volume of water in the bed of the river dashes to the Bay in a massive whirling sheet of foam. At low tide the piled up waters of the river are higher than the sea, and at high tide the incoming flood of the Bay of Fundy is higher than the river. That is the explanation of the phenomenon. It is only at certain periods of the day that the falls may be seen at their best. The river is deep, but no boat, however large, dare venture on these waters when they are falling. Small boats



(1) The Reversible Falls at St. John N.B.
(2) Martello Tower, St. John, N.B.

go up and down the river at opportune times when the waters are in their mildest moods.

Lancaster Heights overlook the port of St. John, and it is here that Martello tower stands. This tower was built over a century ago as a watch tower over the harbor.

Since the Canadian Pacific Railway has taken over the hotel at Digby, Nova Scotia, known as "The Pines," there is likely to be an increased influx of visitors to the Land of Evangeline in the future. Before crossing the Bay of Fundy from New Brunswick to Digby there is a great deal to interest the traveller in the City of St. John, the commercial capital of New Brunswick. St. John has a population of 61,000. The city takes its name from the St. John river which was discovered by Champlain and de Monts on June 24th, 1604, the feast day of St. John of Patmos. No permanent settlement was made until 1733, when 3,000 United Empire Loyalists, who had refused to take the oath of allegiance to the United States after the War of Independence, made their homes at the mouth of the St. John river, and founded the city.