

CANADIAN
WEST INDIA
Trading Association,

(Limited.)

HALIFAX, N. S. :
PRINTED BY WILLIAM MACNAB, 3 PRINCE STREET.
1893.

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Henry J. Morgan
CANADIAN 1894

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Jamaica.	Montserrat.
Barbadoes.	Dominica.
Trinidad.	Hayti.
Cuba.	San Domingo.
Port Rico.	Guadaloupe.
Bahamas.	St. Bartholomew
Turks and Caicos.	Martinique.
St. Lucia.	Curacoa.
St. Vincent.	Bonair.
Grenada.	Aruba.
Tobago.	St. Eustatia.
Virgin Islands.	St. Martin and Saba.
St. Christopher.	Santa Cruz.
Nevis.	St. Thomas.
Antigua.	St. John.

Population as given by Encyclopædia Britannica 5,070,038

British Guiana population	225,365
Bermuda, population 1871	11,121
	<hr/>
	5,306,524
Canada	5,500,000

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We don't want you to treat these papers as you may do the rank and file of circular letters which come into your hands—by throwing them aside. We want you to read them carefully, consider the subject matter, talk it over and discuss the subject with your friends and neighbors, write for further information if you require it before subscribing to the shares. If you are favourably disposed to take some shares yourself, interest your friends ; give them your reasons for joining the association and thus form clubs of small investors in every community to which these papers come.

ESTIMATE.

Estimated Capital required to move a million (1,000,000) dollars worth of merchandise annually between Canada and the West Indies.

Capital (\$100,000) Account.

To Bank charges and exchange on shipments of say \$700,000 at 1½.....	10,500
<i>NOTE.</i> —This item may be greatly reduced by exchanging merchandise (for instance sales of West India shipments can be applied to payments on Canadian shipments).	
Salaries and expenses two travellers in the West Indies.....	6,500
Salary and expenses one traveller in Canada.....	3,000
Rent and taxes on Central Office at Halifax. Heating, lighting, telephone, etc., for ditto.....	500
Books, stationery, postages, etc.....	125
Storage, labor, fire insurance, etc., on some portions of the merchandise.....	1,000
City taxes on Association and possible tax, merchandise on hand.....	1,000
Cooper.....	250
Storeman.....	400
Senior Shipping Clerk.....	400
Junior Shipping Clerk.....	750
Cashier.....	250
Accountant.....	750
Cables and telegraphing.....	1,000
Advisory Board of Directors.....	3,000
Managing Director.....	1,250
Contingent and unprovided for expenses.....	2,750
Balance to Profit and Loss Account.....	35,425
	39,575
	\$75,000
Gross average profits on staple exports, (see prospectus) on say \$500,000 at 8 p. c.....	40,000
Gross average profits on manufactures and general goods, say \$150,000 worth at 15 p. c.....	22,500
Gross average profits on imports of Sugar and Molasses, say \$250,000 worth at 4 p. c.....	10,000
Gross average profits on imports all other West India productions, say \$100,000 at 20 %.....	20,000
	92,500
Less Marine Insurance on \$1,000,000 at ¾ p. c.....	3,750
Deduct for shrinkage deterioration, or waste and injury to shipments.....	10,000
Discount on time sales 150,000.....	10,000
Manufactures and general goods, 2½ p. c.....	3,750
	17,500
	\$75,000
Profit and Loss Account.	
By net profits for the year.....	39,575
Less placed to Sinking Fund to meet bad debt account.....	7,500
Placed to credit contingent acct.....	3,000
“ “ Reserve Fund.....	11,075
Dividend to Shareholders 18 p. c.....	18,000
	\$39,575

Canadian West India Trading Association, Limited.

It is proposed to form such an Association for the purpose of developing an exchange of trade between Canada and the West Indies.

The importance of such a trade both to Canada and the West Indies cannot be over-estimated, when we consider the fact that the West Indies purchase and consume of almost every article produced or manufactured in Canada, and that we, on the other hand, purchase and consume of almost every article exported by the West India Islands. True, there has been for many years past a considerable trade between Halifax and the West Indies, consisting on our part chiefly in fish and lumber, and on theirs in sugar and molasses, but at best it has been more or less a desultory and local trade; so much so, indeed, that for several years past New York has been gradually growing in upon that trade, and has been purchasing from Canada such commodities as fish, peas, lumber, hay, potatoes, etc., required to make up assorted cargoes for the West Indies. Now, that we have steam communication regularly established between Canada and the West Indies under Dominion subvention, it behooves us, the people of both countries, to make a co-operative effort for the better development of trade. The possibilities of such a trade are very great. The results, with a competent and careful management should be satisfactory.

The United States returns show an export trade to the West Indies of about \$38,000,000 per annum, and an import trade of about \$100,000,000 per annum.

From the farm we should command the trade in hay, straw and oats, barley, potatoes, and vegetables of all kinds, horses, sheep and cattle, including some hog products, butter, cheese, eggs, poultry, and

everything attaching to farm produce, including apples in barrels and preserved apples ; also, small fruits canned, condensed milk, etc. In the manufactures from farm produce we should ship flour, cheap hard bread and biscuits, mill feeds, split and round peas and beans, pot and pearl barley, also oatmeal—the latter, of course, in limited quantities. The forest products, and the manufactures thereof, including staves, shingles, etc. Of the sea, fish of all kinds, whether dry, pickled, or canned.

Malt liquors.—There is a considerable consumption of these in some parts of the West Indies, and as we have the cheapest barley, there is no reason why we should not control the trade in these articles. Beer of all kinds, and the different medicinal liquors containing Malt.

In Matches and Kerosene oil, we might possibly do something, so also in Soaps, refined Sugars and Confectionery.

Besides the articles enumerated, we could probably do a considerable business, in the aggregate, in certain Canadian manufactures; for instance, one manufacturer of boots and shoes was so well pleased with an experiment made over a year ago to introduce his goods in the West Indies, that he has sent an agent from his establishment for the purpose of canvassing that trade.

A carriage builder is now making his third trip, taking orders in his own line alone. We should command the trade in Furniture against all comers. All we require is to know what they want ; manufacture, it and secure cheap freights for shipping. The furniture would need to be shipped in the most compact form possible, and in the readiest shape for setting up on arrival out. Some agricultural implements, sewing machines, certain lines of Canadian tweeds and a host of articles too numerous to mention.

On the other hand we grow no tropical fruits in Canada. The United States are becoming large producers themselves of certain semi-tropical products, and supply us with West India importations, often at a profit of several hundred per cent on original cost. Probably there is no country where tropical fruits cost so much as in Canada.

The profits on importing are so large that a Montreal firm of fruit

dealers, were induced last spring to charter a fruit steamer and place her on the route between Montreal, Halifax and Jamaica. The results have been so encouraging as to induce that firm to have a steamer built for the trade, and the coming season will see two fruit carrying steamers running between Canada and Jamaica in the interests of this firm. This is quite independent of the subsidised line from Halifax, which runs to the various ports of the West Indies terminating at Demerara.

There are many other articles besides sugar, molasses and fruits exportable by the West Indies, and which only need Canadian markets provided for them to make exporting profitable

This possibly great trade between Canada and the West Indies only requires organization to make it advantageous to both countries, and most profitable to co-operators. We require not only to find out what we can produce and manufacture for the West India markets, but also, how to put it into the best shape to secure a permanent footing upon those markets; the kinds, qualities and quantities to send to each market. Also to organize the trade for West India produce in Canada, to have customers ready to take the fruits and all perishable goods promptly on their arrival in Canada, and above all to influence steamship owners and agents to so equip their steamers as to carry the produce of both countries, and deliver it to customers at either end of the line in the best possible order.

To this end it requires the co-operation of all those in both countries who can be interested in the furthering and development of such a trade.

Individual effort must remain more or less desultory in action and uncertain in results, from the fact that it requires a shipment of assorted cargoes on direct order, which can only be secured by personal canvass, and for a shipper of each particular line to send his agents to the West Indies to take orders, or for a West India shipper to send his travellers to Canada for his particular line, is attended with too much individual expense, moreover the shipments of both countries should go as directly as possible into consumers' hands after shipment. Therefore co-operation will lessen the expense of conducting the trade and greatly increase the probabilities of profits.

It is therefore proposed to form a joint stock co-operative company or association, with limited liability to each co-operator in the sum subscribed, for which stock certificates will be issued. Subscriptions will be solicited both in Canada and the West Indies. Any profits after deducting the actual expenses of the business will be paid to shareholders, or applied to a reserve fund at the discretion of the association.

Now, a word as to the probable expenses involved in carrying on this business. It will require a central office at Halifax or elsewhere in Canada, probably at Halifax; this being with St. John the shipping and receiving port and the terminus of the steamers. A general shipping agent to attend the forwarding and receiving of goods. Two or more intelligent and pushing agents, one or more travelling in the West Indies taking orders for Canadian products and issuing instructions as to the best methods of preparing our goods for that market; also purchasing, or inducing West India producers to ship such of their articles as we can find a market for in Canada. The other agent to travel in Canada purchasing Canadian goods when required, and selling or taking orders from the Canadian trade for the West India fruits and other exports of that country.

As there is now cable communication with every important part of the West Indies, the business can be greatly facilitated by the use of telegraphic codes.

In fish, flour and the product of flour mills, biscuits, peas, oats, hay, lumber, butter, cheese and condensed milk alone, a business of not less than \$500,000 can be worked for export the first year, this we consider from our present knowledge of the trade a low estimate.

In the aggregate of other articles we consider it safe to add, at least, \$150,000.

With regard to imports outside of sugar and molasses, we cannot speak with so much certainty, but if we may judge from what is already being done in the initiative stage, in fruits, etc., we do not think that \$150,000 would be an over estimate for all articles outside of sugar and molasses. Of these latter articles, allow our company a

market for at least the importations of some local firms which in some years may reach \$200,000 or even \$300,000.

This, then, would make a total export and import trade of \$1,000,000.

This may seem to some persons a high estimate, but it must be borne in mind that there are private firms even in this city who have done that amount of business in a single year, and that there are New York firms who annually turn over several millions in the West India trade.

Our estimates are small and there is no reasonable ground to doubt that an exchange business can be built up with the West Indies, aggregating in a few years, at least, \$2,500,000 annually.

There is no reason why this trade should not be conducted at a cost of $1\frac{1}{2}$ per cent. on actual turn over, to cover all expenses, excepting interest on capital and bank charges on collections.

It should not therefore be too much to expect a dividend of profits of from 10 to 25 per cent. per annum on the capital invested.

A private exporter in this province told the writer, that in one year's operations with the West Indies he cleared \$30,000 on exports and imports. We do not wish to hold out to you only the golden side of the shield, for we all know that in trade and commerce there are times of depression and loss, but we do contend that the trade we offer you, if carefully managed, must result profitably. This is a day of combines as a rule ; the stronger the combination the greater the success.

Let us form a strong combine representing the manifold interests of Canada and the West Indies, to prosecute an interchange of trade between these two countries.

You can see at a glance wherein this organization differs from many others to which you may have been invited to subscribe. The capital, instead of being invested in plant or equipments, is readily accessible, as it will only be used to move merchandise.

It is proposed to place the stock of this association at \$10 a share, so as to bring it within the scope of almost every one.

This is a matter in which a very large community of interest should be represented, not only in the light of a promising investment, but also as a means of developing trade. Take for instance the farmer—he has potatoes, oats, hay, horses, sheep and other commodities to sell. If he is a member of this association he has an advantage over his neighbor who is not, in as much as the association would show preference to its own members in the purchase of commodities for export, besides, he being a member of the association entitles him to a share in any profits derived from the sale of such commodities. The argument which applies to the farmer also applies with equal or greater force to those engaged in trade, manufactories or other industrial pursuits.

The farmer, the fisherman, the lumberman, the exporter of coal, etc., the manufacturer of flour, butter, cheese, condensed milk, biscuits, confectioneries, boots and shoes, furniture, or a host of other things, represented in an exchange trade policy, should be interested in the promotion and extension of his trade, and this is the only cheap and reasonable mode of getting at it. **Community of interests with combination of capital**, a manufacturer of any of those articles already mentioned could scarcely afford to equip an establishment and undertake the expense of keeping an agent in the West Indies to represent his trade.

The West India markets are widely scattered ; and owing to equatorial location, goods are required in limited quantities and at frequent intervals, so that they may be as fresh and sound as possible for the consumer's use.

What applies to our trade with them applies with equal force with reference to their perishable fruits coming to us.

This trade emphatically calls for co-operation. It alone can secure satisfactory results, both with reference to the volume of trade to be exchanged, and to the profits which are almost certain to flow into the hands of the shareholders.

Let me quote a paragraph or two from recent issues of the "Montreal Gazette" and Kingston, Jamaica, Gleaner.

Vipond of Montreal is the firm already referred to in this paper.

The Gazette says, "Mr. Vipond has returned from Jamaica, where he has been nearly a year, looking after the interests of the Montreal and Jamaica steamship line, for which lines the Viponds are agents. The firm is evidently well satisfied that the venture made this year with the steamship 'America' will prove a success in time, and next summer will have another boat in the trade. This new steamer which is now being built on the other side will be called the 'City of Kingston,' and will be about 1100 tons register. Mr. Vipond says he has not the least doubt but that Canada can work up a very successful trade with Jamaica, but to do so Canadian manufacturers must go to a little trouble to manufacture goods especially for the Jamaica trade. Take flour for instance, that supplied by Americans and which they claim we Canadians cannot produce, makes a dark, heavy loaf which seems to please the natives much better than nice, light, white bread. Lumber is an article in good demand, a large amount of White Pine is imported, but whilst nearly all is imported through New York, it is generally of Canadian product, like the flour it is prepared especially for this market—Canadian produce such as pork, hams, etc., all found a ready sale during the past summer, and there has been considerable demand for Canadian stoves and furniture. In fact, says Mr. Vipond, there is a good demand on the Island for almost everything we now produce, both in the way of provisions and manufactures."

One word touching the flour question referred to by Mr. Vipond. Just as we have grown in upon the American trade with this article in the Maritime Provinces, also in Newfoundland and other places, so can we claim a fair share of the West India trade by taking orders direct from the dealers and shipping it in such quantities and put up in such packages as will best suit their requirements.

As to pork and provisions it is most gratifying to read what Mr. Vipond says, for that is about the only branch of the trade in which the United States can have any great advantage over us.

Now let us take a quotation or two from the Kingston "Jamaica

Gleaner." Referring to Mr. Vipond's steamer, it says: "It may be stated that this service is a small affair, too insignificant to be classed as a benefit to the island as a whole. In reply we would refer to the beginnings of the New York trade on the south side. There are many who can remember the time when the Atlas Company steamers carried a very inappreciable amount of cargo to and from Kingston. They obtained a subsidy and year by year worked up a trade, when its extensive proportions are too well known to require description. We have in this single steamer, from St. Mary to Montreal, the embryo of an extensive future trade with Canada."

In the line of thought suggested by the remarks of Mr. Vipond and the comments of the "Jamaica Gleaner," the writer remembers hearing one of our Halifax merchants who was practically engaged in the West India trade nearly half a century ago, and who made many voyages to the West India Islands in sailing packets, that he could remember the time when Halifax had practically the West India trade in fish and many articles making up of assorted cargoes, but that we had stuck fast to the old schooner system of transportation, and that in the meantime New York by her better steam communication and enterprise in prosecuting the trade had taken it from us. Now that we have a full and complete line of steamers touching at almost every port in the West Indies, even as far south as the mainland of Demarara, it is left with the people of Canada to say whether we shall recapture our share of that trade or not.

We wish to call your attention to letters from Capt. John Pugh, for many years engaged in the West India business—also Capt. Crowell, who writes from a lifetime experience and who touches upon two important items. We also call your attention to Mr. W. A. Black's letter. Mr. Black has visited nearly every important island of the West Indies in connection with the commerce of the two countries in which his firm is engaged.

All these gentlemen speak from personal knowledge, and all agree as to the necessity of a combined effort in order to make this trade successful. We also subjoin estimates carefully compiled after interviews with several business men, and from our own experience of many years in business, and consider from a Halifax standpoint we

have made liberal allowance to cover all charges direct or incidental to carry on this business. We have allowed more liberal salaries to employes than is usually paid here, but reliable, intelligent, active young men must be secured, especially for travelling in the West Indies. As the markets are scattered out there it will probably require two travellers to cover that ground and one in Canada. Those three gentlemen, supported by the central staff at Halifax, could readily turn over one million per annum.

The item of telegraphy may be too low and probably is, but is in part provided for in contingent account.

The item of exchange on collections may and ought to be much reduced by proper management in the exchange of commodities, as for instance, whilst we are shipping goods to the West Indies, they will be shipping us their produce, which, when disposed of could be applied towards payment of their purchases. This is largely done by the trade now.

With regard to capital—It will take \$100,000 of capital to move one million dollars worth of merchandise between the two countries. A less sum of course would do by using the Banks for advances against shipments, but this should be avoided, excepting when advantageous to do so.

Now reviewing the other side of the estimates. We cannot find an article in the list, excepting possibly flour, which will not fetch at least 8 per cent. *gross profit*. In point of fact, whilst we do not care to give business secrets away, we think it not at all difficult to show that nearer 10 per cent. gross is being made on the few orders obtained for flour, oats, millfeeds, &c., and that 8 per cent. is low enough on that list.

As to the gross profits of 15 per cent. on manufactures and general goods, we cannot speak with so much authority. If, however, cheap furniture, stoves, boots and shoes, carriage material, agricultural implements, sewing machines, cheap tweeds, buckets, brooms and all kinds of wooden ware, together with made up houses for the natives, will not pay, then we want to be enlightened on these items. In fact our estimates are open to criticism, and we invite the most severe tests that may be applied to them, so long as the

criticism is fair and reasonable and does not come from gentlemen whose self-interests may be touched by this organization.

With regard to profits on sugar and molasses we know that the average on these staple articles runs low ; profits on sugar fluctuate very widely, whilst that on molasses is more uniform, we think 4 % a safe average.

On West India fruits, etc., such as oranges, limes, lime juice, shaddock, pine apple, banana, breadfruit and tamarind, cocoa and cocoanuts, pimento and other spices, also some kinds of woods for dying and other purposes. These articles are placed at an average of 20 per cent. The profits on fruits fluctuate widely, owing to their being of a perishable character. However, fruits received in good order at certain seasons pay large profits, and 20 per cent. is not too much as an average. You will notice that an allowance of \$10,000 has been made for waste and depreciation in stock which is a reserve fund (so to speak) and may be applied to any branch of the trade from whatever cause it falls below our estimates.

We may be asked: Why have we not given the statistical details of all shipments to the West Indies—in some given year? Our answer is that such particulars are being compiled from the trade returns of Canada and the United States, and will form, when complete, a pamphlet of equal or greater size than this. Such details will be furnished you when complete, if you request them or become a shareholder. In the mean time it may be sufficient to state that nearly the entire fish products, supplied to the West Indies and British Guiana, are caught in the waters of the Maritime Provinces and Newfoundland, and that the United States supply countries to the south of them, about 1,500,000 barrels flour annually, and several million boxes of cheap hard breads. Finally if you can think of any article produced or manufactured in Canada, which is not used in some form or other in the West Indies, we shall be pleased to look it up and answer the enquiry.

We offer to the Canadians a trade with 5,000,000, five millions of people south of us, and to the producers in the West Indies exchange trade with a like number of people in Canada.

There can be no question but that the manufacturers and producers

want this trade—for Canadians there is no market on earth so promising or profitable for a limited amount of exports.

Then if we want those markets, if we settle that question in the affirmative, we must next devise how the trade is to be done.

Will you consign your flour, butter, cheese, boots and shoes, furniture, etc., etc., into the hands of commission men, no matter how honorable they may be, two or three thousand miles away from you, in the face of a tropical climate, to overcome prejudices and to fight for a market against New Yorkers and others who keep representatives of their houses almost constantly travelling in the West Indies, protecting their trade and prejudicing all others? Modern unwritten history recites that on one occasion five different exporters of fish sent each a cargo under sealed orders to one market, in West Indies, scarcely large enough for one cargo. There could be but one result, for fish like flour will keep good only a short time in the West Indies.

We are satisfied that you will not consign goods, but if you do, your trade will be intermittent at best and soon die out.

Will you send out representatives on your own account and for your own trade? If you do you must incur almost the same expenses solely as would attach to the operations of the associated body. You must have one or more travellers in the West Indies and a central supply office at Halifax to divide up your parcels and to see that they are in proper order and condition when going on board ship here. Moreover, outside of fish, you cannot get orders sufficiently large in any one line to pay you—therefore, if you start out you will find it too expensive and drop out.

We again repeat that co-operation alone will ensure success.

We enclose you a form of application for shares to be filled up and returned us at Halifax, together with a remittance of 10 per cent. on the amount of shares subscribed. Such remittance, if preferable to you, send direct to the Halifax Banking Company, Halifax, who will act as trustees for the same and acknowledge receipt thereof. When a sufficient sum has been subscribed to warrant a start, the shareholders will be called together for organization.

If you have a little money to spare and send in your subscription to the shares, you will in all probability receive a dividend of from 10 to 25 per cent. per annum upon the investment.

If you say, I have no interest in this matter, it is too speculative, we reply to you that this enterprise is as devoid of speculation as any kind of trading can possibly be. It merely contemplates ascertaining what articles we Canadians can sell for cash in the West Indies, and what West India productions we can sell in Canada for cash.

Again you urge—If I join the association I am not certain that they will buy my produce or manufactures—as the case may be. Most certainly, if you grow the produce or manufacture the article wanted, and your prices are as low as your neighbors, from the fact that you are a member of the association, you will have preference.

Surely we have already said enough of the opportunities of this trade to awaken an interest. The final question to be asked you is—will you become a shareholder and encourage this cooperative association or not?

Awaiting the pleasure of at least hearing from you and trusting you will write a full and frank expression of your ideas and opinions upon the subject, with any enquiries which you may have to make or suggestions to offer.

I remain,

Your obedient servant,

J. A. CHIPMAN,

Acting Secretary.

Halifax, Nova Scotia.

Mr. Pugh says: "Prior to 1857 I made many voyages to several of the West India Islands, notably to Jamaica, to which island I made no less than 49 voyages. It must be remembered that there are no manufactures in the West Indies outside of sugar and rum—everything must be imported. Having been so long in that trade I was in the habit of taking orders for the return cargo, and very often the orders were so large that our brig could not carry all. Our orders consisted of all descriptions of provisions and some breadstuffs such as

hard bread and crackers, also tobacco, buckets, brooms, light clothing, hats, and many kinds of light dry goods. In those days we had to import our butter and some other provisions from Montreal at a great expense, yet these voyages were very profitable. So long as the trade was confined to sailing vessels New York could not beat us, but about 1855 to 1857 they began to establish steam connection, and as they were able to supply a great many articles which we hitherto had supplied, such as lard, butter, cheese, hams, bacons, buckets, brooms and Yankee notions as they were then called, they gradually drew that portion of the trade off from us. They, by degrees, added many other articles such as small packages of pork, beef, ox-tongues and canned goods, thus by degrees drew off the trade from us.

When asked the following questions Mr. Pugh was emphatic in his answers.

Now that we have steam connection with the West Indies, have you any doubt of our being able to cope with the Americans in that trade?

"None whatever; I think the steamers greatly increase our facilities inasmuch as it enables us to ship assorted cargoes better than in former times, beside we have the great variety of fish stuffs required in all assorted cargoes.

What advantage has New York over us in point of time in making voyages to the West Indies?

None whatever. A steamer will make a voyage from Halifax to the West Indies in about the same time as from New York.

In what way can this business be best developed to assure success?

The only way to carry on the business in my opinion, is to concentrate the different interests through one focus, and the proper mode of doing is to take your orders before the goods are shipped. This in my opinion is the only way to give the West India people their goods fresh and not overstock the markets.

What do you think of the prospects of cultivating a trade in Canada for tropical fruits, &c.?

By the use of ventilated steamers, in my opinion, large quantities of West India-fruits, &c., could be landed here in good order and should find a most profitable market in Canada.

HALIFAX, Jan. 14, 1892.

J. A. CHIPMAN, Esq.

Dear Sir,—In answer to your inquiry, as to my opinion and experience with regard to Canadian trade with the West Indies, I may say:—I have visited frequently the British and foreign West India Islands since 1853, making some 200 voyages there within the last forty years, in the capacity, of a ship-master since 1858; carrying different kinds of cargoes from England, America, and Canada.

Our Canadian fish stuffs until the last few years, when steam communication was established, was done almost entirely by the consignment of cargoes owned by the shippers, and sent out as a venture. I have known and seen three and four sailing vessels arrive at one port on the same day, which of course demoralized the market, causing a heavy loss to the shippers, as the market would be over stocked and the cargoes being perishable, had to be sacrificed.

Since, however, telegraphic communication has been established with those island about 1869, the fluctuation in prices has been largely reduced, and the business is now conducted on a more even basis.

With the aid of telegraph and steam, the question with those islands to-day is, who will provide the most suitable article at the lowest price? and I am sorry to say that Canadians and Nova Scotians have never competed for their market as the Americans have done. Americans have manufactured, packed, and apparently in every way produced just what the West Indian required, while we have shipped the same articles in any way that suited us, without consulting their tastes. I know of no reason why Canadians should not be able to suitably cure hams and bacon, or why Canadian hogs will not cure as well as American.

I know of no reason why milk produced in Canada will not make as good butter as the American, or why we cannot make proper packages to put it in. Yet it is not done. I do not know now why our land should not grow oats suitable for them, and compete with oats that I have seen shipped from Limerick, Ireland, grown on land taxed on a yearly rental of £3 sterling per acre. Our flour should be made to suit them, and

shipped in the kind of barrels they require, viz., good sound hoop barrels and if possible air tight. Our potatoes should be selected especially for their market, as there is a great difference in their keeping qualities. My experience is, that the barrels should not be bored or chipped but should be as tight as possible. There is also demand for small houses 20 feet square, one-story. I think they might be made ready to put together before being shipped. Our shingles are put up in such poor bundles that they often fall to pieces before they are stowed in the ship, and the handling of them in that condition, by the time they are lightered to the shore, put in a drogha landed at some out-port, and carted to the country increases the cost very materially..

Why can they not be packed in square bundles with sufficient binders? And so it is with about every article we export. We should be able to meet all comers in agricultural tools and cheap furniture, competition in which I doubt if we have ever undertaken.

As the lack hitherto of our Canadian shippers to supply the West India market with suitable goods, packed in a suitable manner, is doubtless due largely to an insufficient acquaintance with what is actually needed by that market, the establishment of a trade bureau or some other practical agency whereby both countries might better understand the requirement of each other, cannot fail in my estimation, to bring about a largely increased reciprocal trade.

In conclusion, I am confident that if we but stepped aside out of the old beaten track, to capture this trade, we would find we were able to do so, and find also that we had a good market for our farmers, our manufacturers, and our miscellaneous production. In glancing over the statistics of the exports and imports of Canada and the West Indies, no one can fail to see how essential it is that these countries should trade with each other for their mutual benefit.

Yours sincerely,

S. O. CROWELL.

HALIFAX, Jany. 18th, 1893.

J. A. CHIPMAN, Esq.

Dear Sir :—Referring to your proposed association for extending trade to the West Indies, we are of the opinion that it is a very good plan as that quite a large business in Canadian manufactures can be done if the proper means are adopted to secure it. We have done some business in the Islands and are so well satisfied with the result that we have now a traveller making a three or four months tour doing the different islands and finding out the different styles of goods required. We are convinced a large business can be done by sending a smart man to find out the requirements of the different kinds of goods in use.

Yours truly,

ROBT. TAYLOR & CO.,

Manufacturers of Boots and Shoes.

HALIFAX, N. S., Jany., 1893.

J. A. CHIPMAN, Esq.

Dear Sir :—In a letter received to-day from Mr. Geo. W. Hensley, who is travelling through the West Indies in the interests of the Canadian steamers and trade, he writes as follows :

“The merchants of Demerara are very pleased with the service and they do all they can to help; if Canadians will only move in the matter and send the right articles out there will be no trouble about a large trade with Canada. I wish some of our Canadian millers and other merchants would come out and look into the trade here; there is a splendid business for them, but it wants working up. We have a Trinidad baker on the steamer with us to-day and he is very anxious for Canadian flour.

“As far as I have gone there is but one feeling and that is a desire to deal more largely with Canada, but the people here desire to see Canadian travellers, the goods they have to offer, condition in which they are put up.”

Yours truly,

PICKFORD & BLACK.

HALIFAX, N. S., January 17th, 1893.

J. A. CHIPMAN, Esq.

Dear Sir.—On a recent trip through the West India Islands, viz., Jamaica, Barbadoes, Trinidad, the Leeward Islands and Demerara on the main land, I made enquiry as to the prospects and probabilities of a development of trade between those Islands and Canada. On every hand there was a manifest disposition expressed for closer trade relations with Canada and Canadians.

The existence for some years past of regular steam communication between New York and those Islands, has centered this trade almost wholly with New York ; not only largely depriving Canada of it, but drawing it from Portland and other American ports, which at one time transacted a large West India business.

Now that regular steam communication has been established from Canada, the energy and pluck of Canadian merchants and manufacturers will certainly capture more or less of the trade. Canada should supply these Islands very largely with flour, oats, peas, beans, cheese, butter, carriages, boots and shoes, ready-made clothing, potatoes, and other vegetables, biscuits, horses, cattle, lumber, shingles, canned goods, spring mattresses, etc., etc.

The time and consequent expense of sending travellers to the Islands is a drawback to individual firms, who might desire to bid for these markets ; but if an organization could be formed, which would undertake to supply all classes of goods, this expense would be very greatly minimized, inasmuch as one man could do the work in the South, which otherwise must fall upon a number.

The business awaits Canadians, let them cultivate it.

Yours truly,

W. A. BLACK.

NOTE.—Just on the eve of going to press we received issues of the Georgetown, Demerara, Chronicle under dates 26th and 29th of November. We transcribe the article of 26th in full, as it shows the interest taken by our fellow-colonists nearly 2,000 miles away, to cultivate trade with their fellow-colonists in Canada. The article of the 29th is somewhat lengthy, and to our minds unimportant in results, as an enquiry from the Board of Trade committee of Georgetown

as to the comparative qualities of American and Canadian flours. When they speak of our winter wheat flours containing less gluten than the American winter wheat flours, it shows a want of knowledge—for if there is one essential in wheats and flour of which we may boast over the American, it is that our winter wheats contain more gluten and less starch than American. However, the fact of the enquiry is commendable, inasmuch as it shows a desire on the part of that British colony to trade with us in Canada. We also commend to the attention of our readers a letter from Mr. Robert Taylor, of boot and shoe manufactures, already referred to in our paper.

J. A. C.

“Anything that concerns the food supply of the people is of necessity a matter of vital importance to our readers. We, therefore, view with a considerable amount of interest the evidence given to the Committee appointed to enquire into the merits of Canadian flour, at a recent meeting of the Royal Agricultural and Commercial Society. Nor can we, in approaching the consideration of this subject, ignore the fact that, in a British Colony, all other things being equal, there is, as there should be, a desire to deal with those who are bound to us by the ties of a common race. Therefore, whilst we are prepared very readily to acknowledge the great merits of the many well-known brands of flour that come from the United States, we are disposed, also, to see a good deal of possibility in the future development of our trade with the Dominion in this particular commodity. Of course there are, and there will be, many difficulties to meet and to overcome when we find an article has established itself in the public favor; for the public, however patriotic they may be in theory, are seldom disposed to adopt anything that is new, unless it can be demonstrated that, to do so, will redound to their immediate advantage, even though it be manufactured by their own kith and kin. In these days when men want that which is best—if they can get it from manufacturers of their own nationality so much the better, and if they cannot they are prepared to sacrifice their patriotism to their pocket. As the world wags to-day the business man must, in the first place, be a man of business and buy the best article in the cheapest market if he hopes to command a ready sale in the dearest. And the con

sumer is not so anxious regarding the source of that which he consumes as he is solicitous to see that he gets full value for his money. It is, therefore, easy to arrive at the conclusion that, if Canadian flour is to hold its own in the West India markets, it must do so upon its merits. It is not the slightest use imagining in the West Indies, or any where else for the matter of that, people will furnish an inferior article because it is the product of British industry, where a superior one may be procured just as readily, and the only plea that can be urged against it is that it comes from an alien shore. Men may have been content to do this kind of thing in the past ; but the spirit of the present age is not favourable to a continuance of the practice. Therefore when we are met with the query : " Is there any reason why Canadian flour should not be generally used in the British West Indies ? " we are inclined to meet the question with another, and to ask : " Is the Canadian flour as good as that imported from the United States ? " Now, any of our readers who have gone to the trouble of studying the evidence on the point published in our columns, that was taken before the Committee to which we have referred, is bound to come to the conclusion that, whatever may be its merits before it leaves Canadian ports, it does not arrive here in as good a condition as the flour that is sent to us from the United States. This is a fact the testimony given by competent authorities proves and proves most conclusively. But it has not been shown that the commodity is not equal to the best American flour before it leaves Canadian ports ; in fact the natural inference derived from the evidence is that it is quite as good if not better. Most, if not all, of the evils appear to be of a nature that may be remedied ; not, it is true, without some trouble, and certainly not all at once, but most assuredly in process of time. All of these difficulties appear to have their existence in the method of packing and the means of transit. And when the Canadian dealers consider this fact there is little reason to doubt, but they will endeavour, and endeavour in all probability very successfully indeed, to suit themselves to the Colonial market.

"The hints and suggestions contained in the evidence to which we have previously alluded should prove of material assistance to them in any efforts which they may make towards furthering this end. Neither should they overlook the fact that in approaching the West

Indian flour market they are in reality approaching one that is already very well supplied from the United States and they must, therefore, be prepared to offer some advantage of a tangible nature, if they desire to supplant those who are already in possession. In the course of time frequent consignments at their own risk, packed and forwarded in the manner approved by West India dealers would, no doubt, secure for Canadian flour a large share of the patronage of those who as we have already stated are pre-disposed in favour of British produce, and, where all other conditions are equal, are prepared to give the preference to the article imported and manufactured by men of their own nationality. It is undoubtedly very bad policy on the part of our Canadian brethren to supply an inferior article to people who require the best they can produce, especially when they are trying to make a market. It is worth while going to a good deal of trouble, and suffering a little loss in order to establish a good reputation; while on the other hand, it is impossible to calculate the evil results that may follow upon the possession of what is generally known as a bad name. The public are pretty good judges in these matters; and are quite prepared to accept the eating as the proof of the pudding whether it be made of flour from Halifax or New York. Of course, whilst it has been made quite plain that the method of packing, and the material in which the flour is packed; have a good deal to do with the nature of the reception it received, it is desirable, in every way, that the flour should be of the kind that has been found peculiarly adapted to meet the requirements of the tropics. We notice that a merchant at Halifax, N. S., has stated that 'The class of wheat which should only be used for making flour for export to the West Indies, is the best grade of winter wheat. Spring wheat should on no account be mixed with winter, and no spring wheat flours are safe, not even in limited quantities, excepting our highest grades of Manitoba.' The gentleman who was instrumental in getting the committee appointed is certainly to be congratulated upon the information that has been elicited; and we trust that at no distant date his efforts may be productive of still more tangible results."

—*From Georgetown, Demerara Chronicle. Nov. 26, '92.*



