

THE EXPORTER'S FIELD

PRELIMINARY STATEMENT OF THE TRADE OF CANADA FOR MAY.

Prepared by Trade Statistics Branch, Department of Trade and Commerce, Ottawa.
ONE MONTH AND TWELVE MONTHS ENDING MAY, 1915, 1916, AND 1917.

	Month of May.			Twelve Months ending May.		
	1915.	1916.	1917.	1915.	1916.	1917.
Imports for Consumption.	\$	\$	\$	\$	\$	\$
Dutiable goods	19,851,612	39,840,167	56,479,482	263,892,168	321,635,047	494,205,075
Free goods	14,539,196	29,857,645	51,116,897	172,246,999	243,211,508	425,684,374
Total imports (mdse.) ..	34,390,808	69,697,812	107,596,379	436,139,167	564,846,555	919,889,449
*Coin and bullion	656,127	632,369	1,123,489	132,349,976	34,129,108	28,609,813
Total imports	35,046,944	70,330,181	108,719,868	568,489,143	598,975,663	948,499,262
Duty collected	7,255,412	13,089,872	17,082,823	78,347,546	113,570,816	155,694,401
Exports						
Canadian Produce—						
The mine	5,057,175	6,299,546	6,323,572	52,604,187	68,727,974	85,839,699
The fisheries	872,314	1,478,734	1,105,506	19,953,656	23,103,465	24,334,846
The forest	3,487,103	4,174,038	5,007,147	42,896,032	52,316,834	56,913,691
Animal produce	3,487,231	6,287,620	11,376,808	76,033,299	10,748,272	133,287,242
Agricultural products ..	12,746,727	47,433,750	71,793,023	135,374,932	299,035,751	387,910,158
Manufactures	16,121,149	27,734,477	52,949,625	104,589,832	261,999,746	521,901,392
Miscellaneous	308,787	1,244,973	501,555	980,567	7,917,394	5,646,252
Total Canadian produce ..	42,080,486	94,653,138	149,057,236	432,432,505	820,583,436	1,215,833,280
Foreign produce	1,440,434	11,833,364	3,233,110	52,501,074	45,306,738	30,879,984
Total exports (mdse.) ..	43,520,920	106,486,502	152,290,346	484,933,579	866,890,174	1,246,713,264
*Coin and bullion	1,456,457	156,783	479,477	34,126,626	97,364,676	186,208,571
Total exports	44,976,377	106,643,285	152,769,823	519,060,205	964,254,850	1,432,921,835
Aggregate Trade.						
Merchandise	77,911,728	178,184,314	259,886,725	921,072,746	1,431,736,729	2,166,602,713
Coin and bullion	2,111,593	789,152	1,602,966	166,476,602	131,493,784	214,818,384
Total trade	80,023,321	178,973,466	261,489,691	1,087,549,348	1,563,230,513	2,381,421,097

*NOTE.—It will be noted that the figures relating to the imports and exports of coin and bullion for the twelve months ending May, were: imports, 1915, \$132,349,976; 1916, \$34,129,108; 1917, \$28,609,813; and exports, 1915, \$34,126,626; 1916, \$97,364,676; 1917, \$186,208,571. Although it has been customary to include the figures in trade returns, the total trade figures are seriously disturbed by them in this instance and they should not be taken as an indication of the trade of Canada.

THE VALUE OF ADVERTISING.

Scribner's Magazine for June contains an article by Edward Mott Woolley entitled, "The Silent Voice," which shows how much of the largest business houses in the United States were developed by extensive advertising. While the article is devoted chiefly to illustrating the results of individual advertising of manufactured articles, it points out in the following passages that the advertising of natural products co-operatively has made rapid strides.

"One of the best examples in the California Fruit Growers' Exchange, which began in 1907, with an expenditure of \$6,900, and has an appropriation this year of \$400,000. Through this advertising the consumption of California citrus fruits has increased in the last seven years six and a half times as rapidly as the population of the United States. About 330 newspapers are now being used.

"Following this example, a group of men formed the Northwestern Fruit Exchange, which through advertising has become the largest shipper of boxed apples in the world. In 1914 the apple crop of this country exceeded 259,000,000 bushels, a gain of 114,000,000 bushels over 1913. Yet this was of little benefit to the growers, because they had no adequate outlet. A million bushels of fruit were fed to live stock, and it is estimated that in 1913 and 1914 only 40 per cent of the entire crop ever reached the consumer. The answer to the situation lay in co-operative advertising, which must be the answer in other similar dilemmas. The apple-growers of the United States, in 1915, are said to have lost \$8,000,000 through the cutting off of export outlets for the big crops. If co-operative advertising had been undertaken a few years earlier home markets could have been developed.

"The California raisin-growers are also following the lead of the other fruit-producers in the marketing of crops, and the situation as to prunes is similar. The total production of this latter fruit for three years was 549,000,000 pounds, of which only a little more than half was consumed in the United States. Germany was the largest foreign customer, but when the war came this foreign market was closed. The situation is summed up in a circular sent out by a San Jose bank: 'We have an enormous American consuming power, and in former years this took the bulk of our products, but we neglected this when

TRADE INQUIRY.

On Wednesday, July 11, Sir Frederick Nicholls secured adoption by the Senate of a resolution declaring it expedient that the Senate "appoint a committee to enquire into the report upon the best method of conserving and increasing our domestic and overseas trade to the end that our present prosperity may not unduly suffer when the stimulus resulting from orders for munitions and other war supplies is removed."

The resolution was adopted and Senators Beaubien, Edwards, McLennan, Dandurand, Gilmore, Nicholls and Richardson were named as the committee.

The supply bill of the Government was adopted.

EMBARGO ON COAL.

Every steamship leaving an American port after midnight, July 14, must get a license for the coal contained in its bunkers. This will apply to steamships bound for both foreign and coastwise ports. The exports council, which under the espionage law will administer the direction of exports provisions of the law, has decided to first take up the subject of coal, and no secret is made of the fact that it intends to use its power over the shipment of this commodity to make all neutral countries play fair with the allies in connection with supplies they need.

Europe overbid us in prices and our domestic demand has become dormant. American trade follows American advertising. Breakfast foods have become a popular demand because they have been advertised largely. We can build up a similar demand for our dried prunes and apricots by systematic advertising.

"Another instance of co-operative work is that of the California Walnut Growers' Association. The comparatively small amount of national advertising done by this body has increased consumption to a considerable extent.

"In the Niagara peninsula in Ontario there was a great surplus of plums, peaches and cherries, due to the war, and it looked as if the farmers would be heavy losers. A comparatively small outlay in intelligent publicity resulted in the disposal, at fair prices, of practically the entire output.

"In 1916 the Seabrook Farm, at Bridgeton, N.J., captured a New York market with over 500,000 quarts of strawberries by giving them a trade-name and advertising."

SHIPMENTS OF ANTHRACITE.

The shipments of Anthracite coal for June, according to reports to the Anthracite bureau of information, established a new record not only for that month, but for any month in the history of the industry, says an announcement issued recently by the bureau. The statement says:

"The railroad shipments amounted to 7,049,037 tons, an increase over the preceding month of 141,512 tons. This is the first time in the history of Anthracite mining that the shipments have exceeded 7,000,000 tons.

"Compared with June last year, the shipments last month showed an increase of 1,412,062 tons. Shipments for the first six months this year amounted to 37,667,093 tons, against 33,421,665 tons in 1916.

WHERE UNITED STATES SELLS HER CHEWING GUM.

(United States Commerce Reports).

Over \$1,200,000 worth of American chewing gum will reach foreign buyers in the current fiscal year if exports continue at the same rate as in the nine months ended March 31. During this period the shipments aggregated \$926,500 in value, or more than \$100,000 a month, and if kept up will make for the complete year a total trade 500 times as large as in 1894, when chewing gum first appeared as a separate item in the published official statistics.

The chewing of gum chicle is a habit peculiar to the United States, and its introduction into other countries has been slow. In 1894 exports totalled \$2,658, only to drop to \$1,709 in 1895, and to \$289 in 1896, and to disappear altogether in 1897. In 1898 the trade revived, with shipments amounting to \$805. The next year witnessed a jump to \$19,991, but this figure could not be maintained, and exports in 1900 amounted to \$8,725, in 1901 to \$11,686, and in 1902 to \$1062.

Distribution by Grand Divisions.

Canada was at first the chief purchaser of American chewing gum, England soon became the largest buyer, the increase in trade during 1899 just noted having been due to the importation of \$11,070 worth by that country. However, the use of American chewing gum has gradually spread, until this confection is now found in every quarter of the globe.

Perhaps 8,250,000 pounds of chicle could be taken as a fair present-day average of the amount annually used by the American industry—a quantity that would make 175,000,000 five-cent packages of the regulation size (if no account be taken of wastage of gum on the one hand or of the weight added by sugar and other ingredients on the other hand).

The average value per pound of the chicle imported rose from about 15 cents in 1899 to 24 cents in 1901, 32 cents in 1907, and 45 cents in 1911. For the nine months ended March 31 last the value works out at 47 cents a pound.

In this connection it should be noted that the gum chicle imported from Canada is not the product of Canadian trees, but is crude chicle that has first been imported into Canada (chiefly from British Honduras and Mexico) and then, after certain cleaning and refining processes, has been exported to this country. It might further be remarked that Canada is itself a not unimportant user of chicle, 1,905,533 pounds of crude gum having been entered for home consumption in the Dominion in 1916.

COST OF LIVING INCREASES.

Another increase in the cost of living during the later half of May and the first half of June is recorded in the Labor Gazette, Ottawa, which has just been published. In retail prices, the average cost of a weekly family budget of 29 articles of food averaged \$11.89 in sixty cities at the middle of June, as compared with \$11.82 at the middle of May and \$8.51 in June, 1916. Milk, butter and flour were lower in price in June, but eggs, meats, rice and other commodities showed increases in price. Coal and wood were also dearer.

In wholesale prices the Labor Department's index number for 272 commodities stood at 242.7 for June, as compared with 240 for May, 183.6 for June, 1916, and 185.3 for June 1914. The chief increases in wholesale prices during the month were in fruits, vegetables, textiles, metals, coke and miscellaneous building materials. Decreases occurred in grains, dairy products, fresh fish and some other foods.