

OBJECTS TO BE SOUGHT

We should endeavour to seek a fair share of the world's commerce. It is a recognised fact that extensive trade over the seas tends to stabilize industry by ensuring to manufacturers and producers a larger sphere of activity. Increased orders from foreign countries tend to change seasonal demands to steady demands the year round, and this is the ideal condition we should seek to bring about in this country.

OUR NATURAL ADVANTAGES

Until recently Canadians, with a few notable exceptions, felt that the home market was sufficient for their activities, and few of our manufacturers and producers gave any consideration to the question of entering foreign fields. Now, however, we realise our ability and necessities and if we are aggressive our foreign trade will doubtless develop rapidly. In the export of foodstuffs and raw materials we possess a decided advantage over many other countries, an advantage due primarily to nature's generosity in the provision of resources, and we should therefore make the most of our opportunities.

WE MUST BE PREPARED TO GRANT CREDIT

A large number of our producers show a reluctance to enter foreign markets, apparently labouring under the impression that a foreign importer is not as reliable to do business with as a domestic client. This is quite an erroneous idea. It is true that the foreign importer frequently seeks time on his purchases, so that if our exporters hope to secure orders in countries where it is usual to allow 30, 60, 90 or 120 days on purchases, credit must be granted in accordance with the prevailing custom. Credit risks must, of course, be as carefully scrutinized in the foreign markets as in those at home, but the banks and mercantile agencies are only too pleased to secure reports on foreign traders and to place their facilities at the disposal of all shippers. It is a recognized fact that a reliable foreign importer is very jealous of his credit and meets his obligations in a prompt and satisfactory manner. A great many of our exporters are inclined to insist on cash with the order or cash on production of the documents at the shipping port, but little can be gained in endeavouring to develop an export business along these lines. These are, of course, ideal ways in which to do business,