

of Spain. It is to be remembered that at first it will probably be the Canadian who will be obliged to approach the Spaniard, as the latter is receiving many offers from other countries, and it is at least a favourable *entré* to write or to address him in a language always intelligible.

METRIC WEIGHTS AND MEASURES.

But if the Spanish language is a needful qualification, so is the quotation of prices in Spanish currency and according to metric weights and measures. The mention of this point, in view of its admitted advantage, should be enough to emphasize it. A case can easily be imagined of a Russian company some day trying to initiate Canadian business in what to Canada would be a clumsy manner, i.e. by the employment of the Russian language, the Russian currency and the Russian weights and measures. True it is that English, the dollar and the *avoirdupois* tables are often more familiar to the Spaniard than the Russian trio of language, currency, weights and measures would be to Canadians; but a Spaniard always thinks first in his own language and according to his own standards, and other systems are to him at best a clumsy way of expression and a sign of an indifferent desire to please him and obtain his respect.

PRICE QUOTATIONS.

But having adopted the Spanish language and the metric weights and measures, still further accommodation in the quoting of prices reacts favourably on the Canadian exporter. The writer saw not a few letters while in Spain from Canadian firms offering various products *f.o.b.*, some inland Ontario or Quebec city. Now an inland quotation *per se* is highly acceptable to a Spaniard living for example in Madrid, but such inland quotations should refer to an inland point in Spain and not in Canada. Between these two methods of quotation there is a great difference. Of course if the importer lives in a seaport town, e.g. Barcelona, he desires a clear price through to his own warehouse in that city. This is the ideal system of quotation that should be aspired to by our exporting houses. As Germany was prepared to do this in most instances, and other countries were not so inclined, her penetration was made the easier. The Canadian might therefore advantageously be alive to the benefits resulting from such practice. To offer quotations delivered in the importer's stockrooms is not normally as difficult an operation as might first appear and demands but little more trouble on the part of the exporter. In calculating such laid-down quotations it is necessary, in addition to estimating cost, packing, insurance and freight, to take account of lighterage dues if such there are (and in Spanish trade it is always advisable to be informed on this point), all harbour taxes, customs duties, clearing expenses, octroi duties, and if the shipment is to be sent inland, railway freights to destination. This additional information can always be obtained from a reliable transport agent or customs house broker in the port of disembarkation. The writer is convinced that any such extra effort put forward is well worth the endeavour. If, however, products are not quoted *c.i.f.* delivered free to the customer's door, the least the Canadian firm can do is to quote *c.i.f.* Spanish port. The death-knell must be sounded to *f.o.b.* quotations, and imperatively so to *f.o.b.* quotations inland Canadian point.

TERMS OF PAYMENT.

Spain is a country where credit is expected in import trade. To lose sight of this fact is to lose business and safe business. Canadian manufacturers in carrying on domestic trade involving large sums of money recognize this principle of credit, although often in foreign trade they fail to appreciate its *raison d'être*. Export business to be remunerative permanently must be based on confidence in the buyer's ability to pay. This point should need no urging. Especially is its necessity apparent in a country like Spain where the psychological effect of such facilities, other things