

sumption, as the following table covering the six years up to and including 1913 will indicate:—

Imports for Consumption

(in millions of francs)

	1908.	1909.	1910.	1911.	1912.	1913.
Food stuffs	934.5	952.3	1,413.0	2,020.0	1,803.4	1,817.6
Materials neces- sary to in- dustry	3,589.9	4,113.1	4,345.7	4,525.3	4,813.2	4,945.7
Manufactured articles	1,115.9	1,180.7	1,414.6	1,520.5	1,614.2	1,658.0
Totals	5,640.5	6,246.1	7,173.3	8,065.8	8,730.8	8,421.3

The report continues: Individualism is the keynote of French industry, as it is of French buying and selling. In such industries as the cutlery industry, which is thriving in the city of Thiers, the great bulk of the hand labor is performed in the homes of the workers. Of the 15,000 in that town of 52,000, who are engaged in the industry, fully two-thirds take the work home, and have their own apparatus for grinding and other processes of finishing in their dwellings.

Combined with the high artistic proclivities of the French people, this individualism makes for unusually fine initiative in design and workmanship. The French workman takes an unusual pride in the solidity, fineness and finish of his work, and not only may basic quality be depended upon where quality is at all accepted as the standard, but the fine details of workmanship will be found to be incorporated in the finished article.

The French people have a high appreciation of individual effort and personal talent. Therefore, among their manufactured products, and even in the case of articles which are intended for very ordinary use, preference is given to the one which bears the impress of the individual workman.

However, after the war, not only will it be necessary for machinery to be more largely employed in order to make up for the tremendous loss of productivity during hostilities, but because of the drain which has been made upon skilled labor in France through the toll of war, these standards of fineness and individuality may have to be dropped in favor of economy. As this individualism in French products is an asset of France, any change will no doubt be most jealously challenged for fear that the French nation may lose to a great extent one of its most charming characteristics.

In the same way, the artistic temperament also evinces itself in the manufacture of fine goods of all types. This has a most important effect upon trade relations with Canada in the matter of shipping. While France is able to export fine, artistic, high-priced goods, Canada is engaged in shipping rough products, raw, semi-manufactured and manufactured. The ships which take cargoes of wheat, timber or pulp to France are not adapted to carrying back silks, gloves, perfumery, objets d'art and other beautiful and costly articles which express the genius of the French people. This difficulty is a very practical one, and must be most carefully considered.

France has long been recognized as the nation to whom other nations, when in need of money for financing enterprises, can turn. Her wealth is composed principally of the savings of a people who are naturally thrifty. The Frenchman is a born saver. Canadian exporters when seeking markets in France for Canadian products, should bear this point in mind.

Trade with France should undoubtedly increase with the close of the war, if for no other reason than that

France will stand in great need of materials for the reconstruction of cities and of industries, and will also desire to pay her war debts by increased exports.

Canadians will be glad to promote such an exchange. Canada has the goods which France needs, and there are many articles formerly purchased from Germany which we can with advantage secure from our Ally.

As to Banking Facilities

Canadian exporters to France will find that the banking system of that country is admirable, and the facilities afforded are adequate for the ordinary requirements of commerce. The commission learned, however, that there is a movement on foot in France for an expansion of banking credit for the help of industrial establishments, based upon the systems obtaining in other countries; this will no doubt have an important influence upon France's future industrial development. The Bank of France holds a predominant position, and can be looked upon in the same way as the Bank of England is regarded amongst merchants of Great Britain. Other banks which have an important influence in French finance are the Banque Nationale d'Escompte and the Credit Lyonnais, and, in so far as trade with English connections is concerned, the French branch of Lloyds Bank has a most important influence. Canadian exporters will have no difficulty in establishing relations through these banks.

The functions of the banks are rendered all the more simple by the fact that the French people pay their financial obligations without the slightest hesitation, and exactly on the date set. They expect in return all debts due to them to be paid promptly.

The French trader wishes to conduct his business upon a cash basis. Canadian exporters who wish to extend business relations in France may rest assured of the best possible treatment in the matter of payments, when good relations and confidence between buyer and seller are established. Some French manufacturers are so punctual in these matters that they even require cash with the order, and importers, on the other hand, are so prompt in their payments that no notification of the maturity of notes is needed, and still less is any extension required.

The "Commissionaire" is an important factor in the mercantile life of France. His sphere of usefulness will appear unusually large to Canadian manufacturers. Very few business transactions are carried on direct, and the commissionaire or middleman, therefore, occupies a unique position.

Interior Transportation.

Hundreds of years ago the interior waterways of France furnished the great means of transportation from point to point. The Rhone was used at the time of the Romans. These waterways have consistently been used for a large part of France's interior trade and will doubtless play a great part in future transportation systems. While slow, water transport is cheap. This fact will be of great importance after the war.

The principal ports have canal systems radiating from them, and Bordeaux in particular is able to serve a very large part of southern and eastern France on account of its canal systems. The interest which is taken by the French people in the development of their canals is seen in the construction of the wonderful canal from the Rhone to Marseilles. This remarkable engineering feat of tunneling through hilly country for a distance of