

A Criticism

BY MR. J. S. LARKE, THE CANADIAN TRADE COMMISSIONER IN
AUSTRALIA, OF THE LAST AUSTRALIAN NUMBER OF THE
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Office of the Commercial Agency of the Government of Canada
THE EXCHANGE.

SYDNEY, N.S.W., June 15th, 1900

THE MONETARY TIMES PRINTING CO.
Toronto, Can.

Gentlemen :

" Re your enquiry respecting another 'Export' edition. I have written you how useful I found your former issue. The copies sent me soon disappeared. I used it with persons who wished Canadian connections by going over the advertisements and selecting such lines as were suited to the enquiries. Correspondence was thus opened with what result I cannot yet say.

The paper, its size, appearance, quality of paper, printing and matter was of such a character as to give a favorable impression of Canada and its business.

The main purpose of the export section is to give Australians a knowledge of what Canada can sell, and especially what she can supply certainly and steadily. In what lines she enjoys special advantages and what these advantages are. Generally, I think, it would be well to point out the facilities Canada has for manufacturing—her great water-powers whose usefulness have been so much increased by electrical development, cheap food, salubrious climate, intelligent and contented population, excellent shipping facilities, abundance of raw material, etc. In specialization, of flour for example, it would be advisable to point out the special qualities of the 'Hard' Wheat of Manitoba and the North West, out of which that flour is made.

You have the Canadian side, i.e., giving the Canadians some facts re Australia, to induce them to look into this market, well in hand.

The chief thing, however, is such facts about Canada and the manufacturers who advertise with you, as will give Australians confidence in the statement, that they have goods to sell and will supply them.

Very truly yours,

J. S. LARKE.

In Canada THE MONETARY TIMES has the reputation of being entirely trustworthy. It is known also to have greater influence and a larger circulation than any other commercial publication in the Dominion. We shall be pleased to send sample copies of regular editions to any address.

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