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What the Trade Wants

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WE SELL TO THE TRADE ONLY. YOUR OWN PAPER-YOUR OWN LABEL-YOUR OWN BANDS. NO NEED TO BUY FOREIGN GOODS.

OUR GOODS ARE MADE EQUAL TO THE BEST IN THE WORLD,

The Trade will find it to their advantage to get our prices.

L. P. BOUVIER, Envelope Manufacturer, 31 Lombard St., TORONTO. Keewatin, Ont., will erect a large stave shed as an addition to its barrel factory.

new, built especially for this service, some of the boats not being delivered yet. They are expected to reach Cape Town in twenty-six days, not stopping at Cape Vincent, Cape de Verde Islands, as the other boats do. It is believed Calcutta will be reached as quickly via Cape Town as the present East India line does via Suez, economizing time with faster boats and exceptional facilities for loading and unloading, the direct line stopping at Alexandria, Aden, Hodeida, Jedda and Bombay before reaching Calcutta.

Mr. James Cumming, Canadian Trade Commissioner in South Africa, has written to the Department of Trade and Commerce, stating that "when the plague is over in Cape Town and the effects of the war quieted down, there will be large demands for dressed lumber and general housebuilding supplies, furniture, cooking stoves, etc." The goods, he states, required for this market are of a medium quality. The people, or rather, the natives, who do all the work, live on natives, who do all the work, live on cornmeal and bread, and only require a little cotton for clothing, and neither boots nor hats. The goods imported are all consumed by the Europeans, as the natives only work until they can buy a few cattle. "Canadians," says Mr. few cattle. "Canadians," says Mr. Cummings, "would be heartily welcome in Durban when the mines in Johannesburg start up."

UNITED STATES.—In the course of a recent very valuable report Hon. Frank H. Mason, the United States Consul-General at Berlin, offered the following practical suggestions regarding the preparation of catalogues expressly for export trade: "In respect to size, beauty of print and illustration, the trade catalogues issued by American manufacturers are the most elaborate and beautiful, as well as the most expensive in the world, but for practical purposes they are often defective in several respects, the most essential of which are too many claims to superiority and too little definite and exact information concerning the weight, dimensions, and effective capacity of machinery; absence of metric weights and measurements, and prices in francs, marks, or other foreign equivalents; and translations, when given at all, made by persons who do not understand the goods, and which are often so incorrect and imperfect as to furnish no adequate technical description of the merchandise. As a result of these defects, intending purchasers are frequently obliged to open a correspondence with the exporting manufacturer in order to obtain clear and definite information. This entails a serious waste of time and often leads to the loss of orders, which are given to manufacturers of other nationalities, who make careful and complete catalogues specially for foreign markets, or, what is still better, send a capable travelling saleman to exhibit samples or photographs of the goods and make direct contracts in the office of the purchaser."

The Lake of the Woods Milling Co.,