

present themselves, as for instance street car advertisements, window featuring of Canadian wares, a practical demonstration of such goods as agricultural machinery, centrally located offices, theatre advertising, etc., each of which features are used by other countries in pushing their respective trades in Spain.

ELECTRICAL AND GENERAL EXHIBITIONS TO BE HELD IN SPAIN.

Another channel of effective propaganda is the showing of samples and participation in sample fairs. There is being planned a large exhibition of electrical products in Barcelona for probably the last of next year or during the first part of 1921; and Canadian electrical concerns, in view of the importance of electrical development in Spain, to which reference is made further on in this report, might advisedly take part. Moreover in Seville for 1921 and 1922 there is being worked out on an extensive scale a Spanish-American Exhibition, and it is expected that the majority of the South American Republics as well as the United States will be represented. This exhibition will be held in what is one of the finest if not the most beautiful park in Europe, and many special pavilions of most imposing architecture are being constructed for its accommodation. As Canada constitutes the greater part of North America proper, it would seem that a representative exhibit should be in evidence from the Dominion.

THE IMPORTANCE OF SENDING SAMPLES.

The writer was informed again and again of the Spaniard's predilection for seeing samples and the appreciable asset that foreign firm had which was prepared to show its goods and hold stocks of same in a Spanish warehouse or show-room till its merchandise was widely known. One importer in Barcelona told the writer that seeing an illustration of an article in a catalogue or trade magazine was like seeing a photograph of presumably a pretty woman. But on introduction the lady was not infrequently found to be anything but lovely. The secretary of the British Chamber of Commerce at Madrid moreover pointed out a specific case where a Canadian company had sent folders to the Chamber describing its glass churns with the request that the same be shown to possibly interested importing firms in the peninsula. Although several houses were approached, it was generally admitted that without a sample of the churn manufactured it was quite impossible to decide as to its merits and as to the expediency of trying out the Spanish market. Samples therefore wisely employed are often of material assistance.

AN APPRECIATION OF THE SPANISH VIEWPOINT.

If it is important that Spain should know Canada better, it is equally important that Canadians contemplating business with Spain should know and appreciate the methods by which the Spaniard prefers to conduct his business with foreign countries. In fact this appreciation of the Spanish viewpoint with its logical sequence of accommodating the Spanish importer, is most essential to success. Canadian exporters for instance might have better wares, ample means of carrying them to Spain, and a branch office in the country, but if they have all else and lack this willingness to please the buyer, they cannot in a competitive market win permanent success.

THE SPANISH LANGUAGE.

By accommodation the writer refers to those factors in foreign trade about which so much is nowadays written and spoken, but which in isolated cases only are crystallized into definite action in Canada, where an ultra-conservatism seems to persist in many quarters and modern export practice is not sufficiently adhered to. It may seem a hackneyed statement to repeat that the manufacturer or exporter who wishes to carry on business negotiations with Spaniards should do so in the language