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JAS. J. SALMOND
President and General Manager

FRED. W. FIELD
Editor

A. E. JENNINGS
Assistant-General Manager

Future of Franco-Canadian Trade

CANADIAN Manufacturers Should Go More Than Half Way Towards Making Business Between Two Countries Easy and Mutually Profitable—Banking Facilities and Transportation—Report of Our Special Trade Commission.

"CANADIAN exporters will find French business men active, alert and progressive. Their only difficulty will lie in the fact that continental competition has already evolved a system of service to the French customer which was extremely good, and which relieved the purchaser of a good deal of trouble.

"Let Canadian manufacturers, therefore, if they wish to secure business in a way that will be perfectly fair, and in accordance with the customs of our French Allies, look particularly to the specifications which are laid down; let them endeavor to quote always in the customer's currency and at his own warehouse. In short, let them go more than half-way towards making business between the two countries easy and mutually profitable.

"Canada is particularly interested, of course, in the changes which will come about in French industry after the war. Many of the brave Allies have fallen in the fields of battle, many others will be incapacitated; but demands for increased production along all lines will be very insistent, and, therefore, the introduction of machinery is much more than a possibility. Canadian manufacturers of machinery and other mechanical means of reducing labor costs will find in France a ready demand for their products. It only remains to be seen what can be done along the lines of transportation—and possibly also of fiscal changes—to make it possible for Canada to meet the competition which Germany will press upon her former customers, both directly and through neutral channels under the guise of neutrality."

These are the opinions expressed in the report of the special Canadian trade commission which visited the United Kingdom, France and Italy last year. The commission comprised Mr. H. Edmond Dupr'e, Quebec; Mr. W. Frank Hatheway, St. John; Mr. Theo. H. Wardleworth, Montreal; Mr. Frank Pauze, Montreal; Mr. James W. Woods, Toronto (chairman); and Mr. George W. Allan, Winnipeg. Mr. Roy Campbell, Montreal, acted as secretary. Before proceeding to a detailed examination of the opportunities which exist for developing trade between France and Canada, says the report, it will be well to recall the outstanding features of our Ally, which are of prime importance in trade relations.

The area of France, 207,146 square miles, is approximately that of the land area of Manitoba, or three-fifths of that of Ontario.

Of France's population of 38,500,000, one-third live in towns. Her population per square mile of 146.5 is almost seventy times that of Canada with 1.93, Canada's population in 1911 being 7,206,643.

In 1908 the surface of the country was divided as follows: 23,590,915 hectares under cultivated crops, including sown meadows; 1,478,160 under forage; 3,601,830 under pastures; 1,723,635 under vines; 1,247,638 under divers industrial plants, truck gardens, etc.; 9,309,760 under woods and forests; 3,951,970 uncultivated lands, 3,203,177 not included in above categories; total, 52,954,085 hectares. The area under principal grain crops and yield (1911 yield preliminary) is as follows:—

	Hectares.	Thousand quintals.
Wheat	6,331,350	87,128
Rye	1,163,410	12,222
Barley	774,425	11,094
Oats	4,040,100	50,843

Hectare=2.471 acres. Quintal=220.46 pounds. Franc=19.3 cents.

The forest area is about 18 per cent. of the total surface of the country. About one-third is under public ownership.

The mines employ upwards of 5,000,000 workpeople and have an estimated product of about 750,000,000 francs.

The fisheries, including the catch of the Banks of Newfoundland, are valued at over 140,000,000 francs.

France is pre-eminently a producer and exporter of manufactured articles. The following table of exports of products (in millions of francs) during the years 1908-1913 indicate the industrial tendency of the nation.

	1908.	1909.	1910.	1911.	1912.	1913.
Food stuffs . . .	746.8	823.6	858.2	736.9	849.8	838.9
Materials necessary to industry	1,341.4	1,693.8	1,930.8	1,830.1	1,944.9	1,858.1
Manufactured goods	2,062.5	3,200.7	3,444.8	3,509.9	3,917.9	4,183.2
Totals	5,050.7	5,718.11	6,233.8	6,076.9	6,712.6	6,880.2

On the other hand, France has depended to a certain extent upon other countries for a portion of her food stuffs and manufactured articles. Raw materials, however, form the larger part of her importations for con-