

Lecture 2.- Improvement in method of packing throughout world: comments by British, American and foreign authorities on proper packing: suggestions regarding packing for inland and tropical countries and countries with primitive unloading facilities.

Lecture 3.- Transportation requirements in sizes and types of packages for various commodities: methods of transportation in various countries: examples of bad and careless packing encountered by Trade Commissioners abroad: government assistance in foreign countries to aid the manufacturer in perfecting his packing: the Hazard Machine and other packing tests: comments on personal observations of the packing methods in New York and Montreal ports.

Lecture 4.- Clear, concise and accurate marking of packages: official requirements regarding marking: examples of bad marking: penalties for misleading statements on packages regarding countries of origin, materials etc.: use of trade terms in marking: use of dual language.

Lecture 5.- Prevention of pilferage: statistics of annual losses in Canada and the United States due to bad packing and pilferage: some conclusions from the "Perfect Package Month", November 1921: assistance rendered by Commercial Intelligence Service in producing better packages: facilities offered by Trade Commissioners abroad in connection with overseas packing: summary of important points in foregoing lectures.

5 lectures - Lieut.-Col.L.M.Cosgrave,D.S.O.

4. Foreign Correspondence

Points of particular importance in foreign correspondence: the "personal element" in foreign correspondence: opening of negotiations by correspondence with foreign importer: quotations: follow-up letters: handling of correspondence in export department: postal rules and regulations.

Lecture 1.- General remarks on foreign correspondence: "personal element" in foreign correspondence: the sales letter: replying to an enquiry.

Lecture 2.- Letters addressed to Trade Commissioners: what they should contain: quotations: discounts: handling of correspondence by Export Department: importance of attention to details - translations - postal regulations.

NOTE.- This lecture will be supplemented by discussion and examination of actual copies of correspondence furnishing examples of good letters and of poor letters written to foreign firms.

2 lectures - Mr.R.S.O'Meara,B.Com.