

far otherwise, for such class of products, or for one single product, they put forth mighty and combined efforts on all markets of any importance, without neglecting the very least of them.

We shall be told that their exporters are generally provided with great financial resources, and are thus enabled to establish off-hand a general trade, though at large cost.

This is undoubtedly true; but the time has come for Canada when she is offered in various quarters, and is finding in her own resources themselves, the like powerful financial means.

As to the French market in particular, the United States, no sooner they consider it possible to export an article, than they place it forthwith and above all, directly, themselves, on that market.

And they meet with success.

It is for Canada, which is equally well, and sometimes better, equipped for exporting, for Canada which, is manifestly now entering full swing on a career of active production in many articles of prime necessity,—not to fall into the same errors, and hence not to forget that, as to many products and notwithstanding her protectionist system, France affords a market at once the most accessible, the highest and the surest as to payment.

The French market is also the best educator for a foreign country in its industrial infancy.

It is, generally speaking, hard to please and even strongly inclined to seek for articles of high quality and finish, and pays a price in keeping therewith.

This has the effect of inducing the manufacturer to keep constantly improving his products. It stimulates the taste and ambition of the worker and thereby renders a real service to the producing country, in addition to the money consideration paid for its goods.

Lastly, the French market is probably that in which foreign products are welcomed with least suspicion by the consumer.

Indeed the mere fact of their foreign origin is often a bait which tickles his palate.

We feel justified in thus depicting the French market, and in so doing we are keeping within the limits of absolute proof, and strictly adhering to sound business principles, in simply enumerating some of the weighty reasons militating in favor of the *direct* attention which the Canadian producer should, in his own interest alone, secure in larger measure for his wares in the French market.

But let us return to our third Note and ask ourselves whether,—in order to stimulate still further this attention, and for the present and the future, render the competition equal for the Canadian exporter, and in fact even to give him in certain cases very real advantages over his rivals,—we might not select from this third note certain products of a nature to constitute the Canadian basis of negotiations for an extension of the Franco-Canadian Commercial Treaty now in force.

In our third Note itself we have already made slight reference to