

very generous contribution of the American people, the expense of the Panama-California Exposition would have exceeded \$250,000.

On the other hand, the Canadian Train, with its three-in-one endeavor, barely exceeds \$100,000. It has reached more people than one, if not both, of the two exhibitions just referred to; it has done so more effectively, in dealing with all classes of populations, and not exclusively with the leisure class, from which we cannot expect to draw the bone and sinew required to build up this country.

The capital investment for an equipment similar to that used in this instance would not exceed \$150,000. The operation of an exhibition train fully manned would not exceed \$500 per day. In three months, or less, it could cover any European country, and penetrate every strata of its population. Can a cheaper and more effective method be suggested for getting men and money for Canada?

A Belgian Technical Commission, headed by Mr. Francotte, an ex-Minister, was created to study and report on the Canadian Train. I am informed it did so favorably. A full exhibition train has this year been organized and circulated through Italy. Can we not with some measure of justification quote here the old saying that "imitation is the most sincere flattery"? The Hon. Mr. Robb and the Hon. Mr. Low, who succeeded him as Minister of Trade, have both trusted the venture and assumed the responsibility of the expense involved in it. Those especially interested in the project are glad to repay this confidence by the evidence that it was not misplaced. They also wish to express to these gentlemen due appreciation for the valuable help received from them.

In the second place, what effect did the Train have on our sales abroad? It is early yet to answer this question with any certainty. Besides, present conditions are abnormally unfavourable and to be guided exclusively by them would be unwise and uselessly depressing. The franc which was quoted at 5.95 in July, 1923, has steadily fallen to 4.45 in February last, losing thereby 1.50 ct. or more than 25 per cent of its value. Instead of paying a Canadian dollar 16 or 17 frs. in July, the French people had to pay it 22 or 23 francs in February and March last. This operated as a heavy handicap on our exports to France.

But, in addition to these adverse conditions, it must be remembered that nearly all the goods exhibited were without commercial representatives, and that the staff of the train

had neither authority nor price list, nor essential information as to quality, quantities available, etc., to sell the same. All that remained possible was to note each enquiry from interested parties and forward the same to Canadian producers. They were forwarded directly when possible, and otherwise, through the Canadian Trade Commissioner in Paris, Col. Barré, and the Trade Department in Ottawa. They numbered no less than 2,276 and fell under the following classification:

|   |              |
|---|--------------|
| Foodstuffs . . . . .  | 1,044        |
| Wood, its products and by-products . . . . .                      | 276          |
| Furs, hides, leather and its products . . . . .                   | 166          |
| Fibers and Textiles . . . . .                                     | 219          |
| Minerals (other than iron and steel) and their products . . . . . | 52           |
| Iron and steel and their products . . . . .                       | 214          |
| Chemicals and allied products . . . . .                           | 79           |
| Miscellaneous commodities . . . . .                               | 226          |
|   | <b>2,276</b> |

This roundabout way deprived the Canadian vendor of most of the advantage of the venture, which evidently consisted in bringing him, fully informed and equipped, into immediate contact with his prospective clientele.

Notwithstanding, statistics covering our exports to France from July 1st, 1923, to April 1st, 1924, as compared with the same period of the preceding year, show an increase of \$3,088,154. The relative totals for each period stand thus:

|              |              |
|--------------|--------------|
| 1922-23      | 1923-24      |
| \$10,849,436 | \$13,937,590 |

Wheat accounts for the greater part of the increase, but there are also other items showing substantial betterment and there are quite a number of them which do not appear at all in our exports to France for the same period of 1922-23, among these are: alcohol, condensed milk, nickel, rye, belting of rubber, solid rubber tires, fresh and frozen salmon, cheese, cotton (duck), other cotton, fibre bags, Kraft paper, needles and pins, motor cars, aluminium, copper manufactures, glass for lighting, mica manufactures, paints. To what should we attribute this substantial gain? Not to the greater need of food products in France, since year by year her fields are steadily restored with correspondingly augmented yields. It can hardly be attributed to the new Franco-Canadian trade treaty, as, except for a few items, such as aluminium, the rates on the bulk of our exports were not materially lowered and some even were increased on items such as rubber tires, canned salmon, vegetables, salted butter, potatoes, etc. However, you may draw your own con-

clusions from the above facts and figures. To these, perhaps, I may be allowed to add the opinion of a certain number of exhibitors, as expressed by them to the Canadian Manufacturers' Association:

(a) Their report (their representatives) deals almost entirely with our own exhibit, which, they stated, attracted considerable attention and they are satisfied that it will enable them to increase our present business in France all of which we handle through this one firm.

(b) Up to the date of writing (October 1924) we have received 12 very favourable enquiries. These have all been answered. From the tone of the letters we have received, the firms writing us are keenly interested, and speak with emphasis on the value of the Canadian exhibit, and the bringing together of closer business relations between France and Canada.

(c) I consider this is one of the best means of overcoming the ignorance of a foreign country and the consequent misunderstandings between different nations.

(d) It has been our impression from the first the first moment after our inspection of the Canadian Show in the shed at Havre, that this original exhibition on the part of a friendly country to France, would meet some good success. Our business, no doubt, will be considerably facilitated for the agents we have in different centres of France. The press has been very favorably disposed and in this way the Exhibition has been very strongly advertised. Our experience is that the attendance, taken as a whole has been very satisfactory and the sympathy shown by the different classes of the French public towards Canada has contributed very much to a full appreciation of what could be seen in the different stands. Sometimes, the crowds could hardly be dealt with. The French officials in every town have reserved a most warm reception to Canadian Delegation. As far as we are concerned, we are thankful for the courtesy shown to our French representatives by the different members of the delegation in charge of the management of the show. If, in the future, it should be decided to have a similar exhibition, we shall no doubt be very glad indeed of the opportunity of joining it.

(e) We expect to be doing very good business soon.

(f) Possibilities of doing considerable business very good, but at moment no volume can be expected until France comes back to its normal value.

(g) We believe that the exhibit was very well appreciated in France from what we have heard from friends coming back lately, and from what we have read in the French Press.

Some manufacturers have more than expressed their approval in writing, they have demonstrated it by increasing the effectiveness of their representation in France. Some others, like the Wyagamack Pulp and Paper Company, have concluded from this experience with the train that they could win out in the French market, and they have resolutely set out to do it. But of course the Canadian producer must follow up the advantage so fortunately given him; if not, he must lose it all. Let him not forget that. Besides, we have every reason to fortify our trade with France. Credits to French importers present the minimum of risk and are met with a punctuality universally acknowledged.

Notwithstanding the heavy burden of the war and reconstruction, France is fast working back to normality. She is free from unemployment and probably possesses the most conservative of all the peoples in Europe, because it comprises the greatest proportion of land owners. She has regained a favourable balance of trade and in great part repaired her war devastations. Her agriculture is flourishing and her industry producing at full capacity and in many cases, with perfected machinery, more and better goods than before the war. I wish time would permit to place before you even a summary description of her leading industries, as it was the privilege of the Mission to witness them in intensive operation. But this is impossible. The settlement of the reparation debt due by Germany and of sufficient guaranties against future aggression is of course her great anxiety and that of her friends, but this cannot be deferred much longer, her determination, whatever party may be in power, will not allow it.

France is Canada's fourth best customer. Notwithstanding this 19 other countries sell to her more than we do. Great Britain and Belgium furnish respectively 18.79 per cent and 15.27 per cent of France's imports. The United States with higher rate of exchange provide 7.20 per cent, Argentina and Australia further removed 1.24 per cent and 0.95 per cent, whilst Canada comes in for 0.52 per cent.

In 1922, the United States sold to France for \$262,000,000, composed in part of the following products; for every one of which we ought to be able to compete:

|                                    |                     |
|------------------------------------|---------------------|
| Grain, flour, etc. . . . .         | \$25,000,000        |
| Agricultural implements . . . . .  | 14,000,000          |
| Wood and manufactures of . . . . . | 2,500,000           |
| Motors and vehicles . . . . .      | 2,500,000           |
| Fruit . . . . .                    | 4,500,000           |
| Animal oils and fats . . . . .     | 3,500,000           |
| Meats . . . . .                    | 1,500,000           |
|                                    | <b>\$53,500,000</b> |

Why can we not sell our goods direct to France and save the expensive brokerage of American and European agents?

France in 1922 imported 100 million francs worth of furs not one pelt of which is shown as coming from Canada, although it is evident that large amounts of our choicest furs are served daily to her clientele de luxe. At this juncture, it is worth while to mention the creation by the Chamber of Commerce of Paris of a warehouse where furs can be consigned without payment of duties, and

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