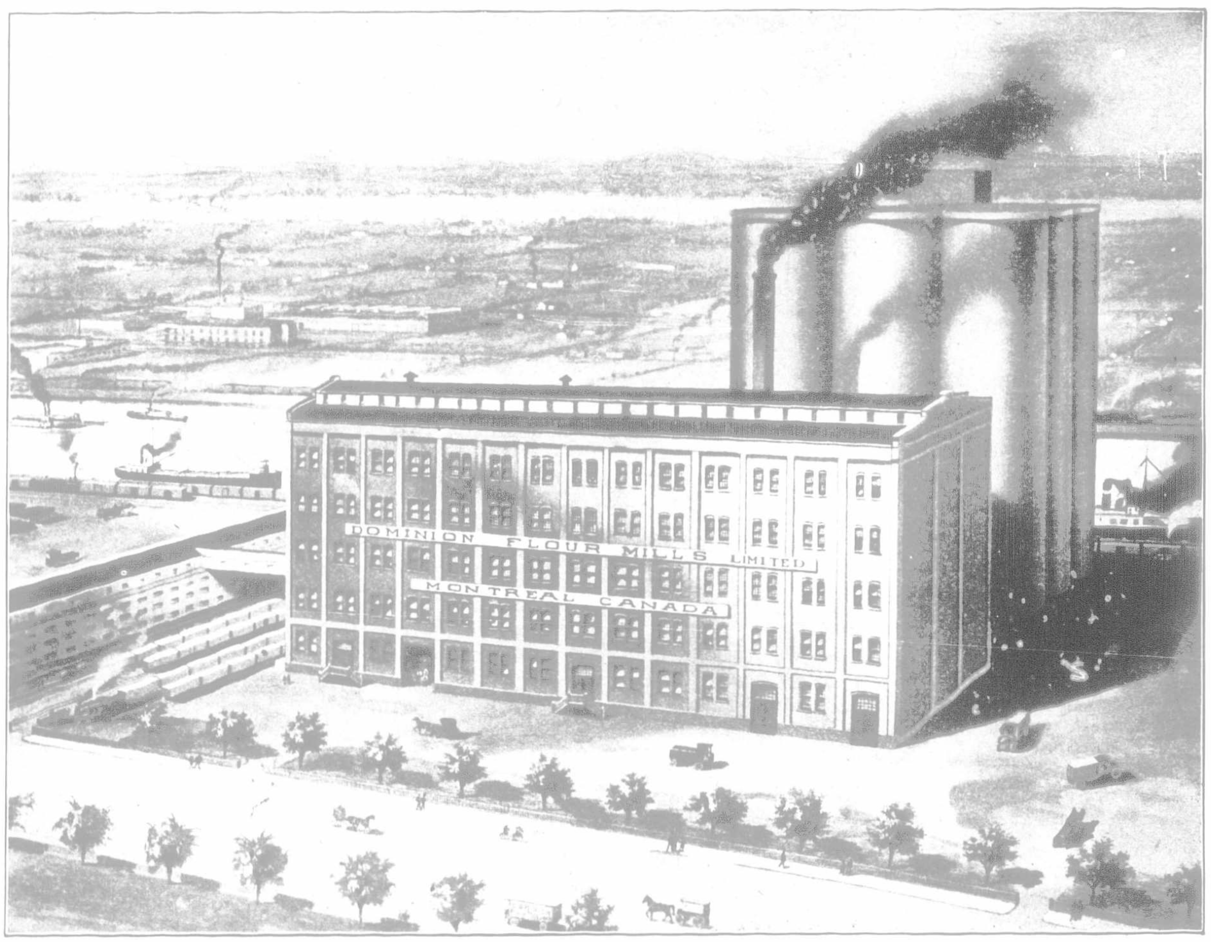
experience in the requirements of the export trade that the importers there will not readily over look defects of this character. Indeed, they cannot afford to do so. A good many people probably do not understand the extraordinary advances which have been made in recent years in the character of British milling. The domestic flour producers have the pick of the world's markets in which to buy their wheat; they have cheap and good help; and, more even than this, they number in their ranks some of the brightest minds in modern British industry. It is against these people, as much as against foreign millers, that the flour importers of the Old Country, are engaged in competition. Poor quality, inflated prices, undependability in shipments, are factors which put them out of competition immediately.

Of course, in the development of a great flour trade, quality of the goods is the great desideratum, but as things work out in modern commercial practice, there are other things almost equally necessary. For instance, may be mentioned, dependability of shipments. Too many Canadian millers and dealers appear only to think of the export trade when there happens to be a lull in the domestic requirements. The truth of the matter is that to build up a successful export business, there must be the certainty of receiving supplies of the article in question just when needed. Spasmodic shipments may prove profitable on occasion; but they are no way to develop a real business. The importer in Great Britain has to have at hand— or within a few weeks' notice at the utmost— a supply upon which he can draw to furnish his market with what it needs. And he must be able to depend not only upon the fair quality of this supply, but upon its uniformity with other shipments which he may have received on previous occasions. In some cargoes of Canadian flour sent to Europe, of which we have heard, the contents of some bags were quite different from those of others; while one shipment would be of an entirely different character from other shipments. Uniformity of sample plays a very important part in the British flour trade, both in the donestic and the foreign or colonial markets.

It is not agreeable to have to write as above concerning the manner in which a great business is carried on. For—and this is a very gratifying feature—it, has become a great business, as recent statistics will show, notwithstanding the shortcomings of some of those engaged in it on this side of the ocean. The probabilities are, however, very strong, that had not the necessity for these criticisms arisen, the flour trade of Canada would today be materially larger than it actually is. This is a pity, for the export trade has large enough difficulties inherent in itself, to overcome, without having to contend with those created through mere carelessness and indisposition to learn.



Dominion Flour Mill at Montreal

One of these inherent difficulties has been the high ocean freight rates with which flour shippers have had to contend, particularly during the past year or two, which have shown a constantly increasing tendency. In 1907 we find that the average rate on grain shipped from Canada to Liverpool, London and Glasgow was 6.08 cents per hundred weight, while on flour it was 8.37 cents per hundred weight. These rates through gradual increases stood in 1912, taking an average of the whole year at 12.75 cents and 16 cents respectively and sometimes the rate on the latter went as high as 19 cents. These rates are practically almost prohibitive and, if increased, or continued during all conditions will seriously injure the prospects not only of flour milling but of the grain growers in the Canadian West.