

# THE EXPORTER'S FIELD

## CANADIAN SALMON ON RUSSIAN MARKET.

Trade Commissioner C. F. Just, writing from grad under date August 7th last states that in any readjustment of the Russian tariff in favour of the allied countries, a deduction in the duties on canned salmon would be a matter of great importance to Canada, in view of the potentialities of the Russian market for this article if it can be brought within the reach of the masses.

In Great Britain and North America canned salmon has long been recognized as an important article of food of the common people, and as possessing nutritive qualities which have been demonstrated to equal at least, if they do not surpass those of the best meat.

The Russian people are great fish eaters, moreover one of the results of the war has been to reduce the meat supplies of Russia to a point from which it will take years to recover, and it is believed that the city populations at all events on account of the dearth of meat will turn more than ever to a fish diet.

It is well known that our canneries on the Pacific coast greatly desire a market for "pink" salmon, which can be caught in any quantity, but against which a prejudice exists in the chief markets where the red salmon has been introduced. The pink variety is regarded there as of inferior quality, notwithstanding the fact that there is absolutely no difference in the food value of the two varieties.

On the continent of Europe this prejudice against pink salmon does not exist, and it is believed that provided the pink salmon could be placed on the market at a popular price, an enormous consumption could be developed. In 1913 one of the leading Canadian canning companies offered pink salmon in quantities at five to six cents a pound c.i.f. Hamburg, and if that price can be approximately maintained for Russia, and at the same time a modification of the existing enormous duties can be secured, the outlet for the Canadian salmon industry would be most encouraging.

## THE POPULATION OF ARGENTINA.

According to the recently published returns of the 1914 census, Argentina had on June 1, 1914, a total of 7,885,237 inhabitants, against 3,954,911 inhabitants in 1895, when the preceding census was taken. The most rapid growth is noted in the case of the Province of Mendoza, whose population increased by 138.97 per cent in 19 years. (The increase in the city of Buenos Aires was 137.52 per cent.) The growth of population was also remarkable in the Provinces of Santa Fe and Cordoba, in the Rosario district.

The density of population for the entire Republic in 1914 was 2.7 per square kilometer (0.3861 square mile). Tucuman still leads in this respect, with 14.4 inhabitants per square kilometer, whereas Catamarca has an average of less than 1 inhabitant (0.8). Santa Fe shows an average of 6.8 inhabitants per square kilometer; Entre Rios, 5.7; Cordoba, 4.6; Corrientes, 4.1; and Mendoza, 1.9. Misiones, with 1.8 is the only Territory to attain an average of 1 inhabitant per square kilometer.

## REPRESENTATION IN NEW ZEALAND.

A manufacturers' agent and commercial broker in New Zealand who was accustomed before the war to largely handle foreign goods desires to give a preference to products of the Empire and will visit Canada shortly with a view to arranging for representation of Canadian houses in the following lines: Lumber, fencing wire, nails, news and printing paper, enamelware and aluminiumware (household articles), buttons for clothing (both metal and otherwise), boots, chalk, chairs (as Austrian), galvanized piping, hosiery, malthoid roofing, wire netting, go-carts (small wheeled chairs for infants), twine, cotton thread, and also various apparel of cotton manufacture similar to that produced in the United States such as women's underwear. The name of the agent and information regarding his movements may be obtained by interested firms on application to the Trade Inquiries Branch Department of Trade & Commerce, Ottawa, quoting Reference Number 1355.

## MAKING FOREIGN TRADE CONNECTIONS.

The Canadian manufacturer who is interested in placing his product in the foreign field invariably practises the old custom of securing a list of reputable importers located in the country desired, and then sends his business literature, samples, etc., to such names. Neglecting the item of waste in such procedure in the matter of postage, printing, and other incidentals, the effect upon the importer should be considered. Most countries have certain postal regulations under which all samples and packages of catalogues must be thoroughly examined. In the majority of cases certain charges are collected. That is the importer is notified of the arrival of a parcel at his post office, he negotiates for its release, pays the necessary charges and very often is disgusted with the contents of the parcel secured with so much bother. The United States Consul at Rio de Janeiro recommends that American firms should abandon entirely in international trade the traditional American process of distributing samples indiscriminately to persons whose names they have obtained from some consulate or from some printed trade list in the United States. He says, "they should first enter into correspondence with the foreign firms, describing their articles and suggesting that they will be glad to send samples later, and when the samples are then forwarded they should advise their correspondent."

"Another way of distributing large quantities of samples in Brazil is for the exporting firm to consign them to a customs broker (despachante) or other agent in Rio de Janeiro, who will clear the shipment, pay all charges, and have the various packages delivered, by mail or otherwise, to their destinations in Brazil. The Companhia Expresso Federal of Rio de Janeiro (Rua da Alfandega 48), which has the local agency of the American Express Company, Adams Express Company, and Wells Fargo Express Company, will undertake contracts of this kind and is reported to render satisfactory service."

## CANADIAN CATALOGUES TO RUSSIA.

Mr. C. F. Just, Canadian Commercial Agent in Petrograd, asks those firms which are sending him catalogues to forward at the same time price lists together with the discounts allowed on export orders.

In connection with the above, Mr. Just says that it is also most desirable to furnish weights of articles, size and weights of packages as shipped and the proportionate charge of packing. This information is important in that it enables parties interested to arrive at an idea of the cost price of the article delivered. Without these particulars the catalogues are of little practical use and the long delay that must elapse before this information can be obtained, discourages inquirers from proceeding further in their investigations. If prices can be given f.o.b. New York or Canadian ports, and c.i.f. Vladivostok at the present time as well, this will be an additional advantage and will impress prospective inquirers that Canadian firms are really in earnest about entering the Russian market.—Weekly Bulletin.

## LUMBER OVER THE COUNTER.

The recent reference to a department store in Portland, Ore., in which lumber is sold in "short lengths for odd jobs," has been followed by the establishment of similar departments in a dozen big American cities, where bits of board are sold for 2, 3 or 5 cents. The idea has spread so rapidly that a company has been formed at Portland, Ore., under the name of the Miniature Lumber Company, to supply department stores with cabinets for the display of such lumber.

## SWEDEN CONTROLS FOODSTUFFS.

The government of Sweden has made preliminary arrangements to control and distribute supplies of raw materials, especially foodstuffs.

## : Foreign Inquiries :

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## FARM MACHINERY IN FRANCE.

The recent action of the French government in officially designating a commission for developing the use of agricultural machinery among the farmers of France will be interesting news for the implement manufacturers of this country. Heretofore the French peasant has ignored the advances being made in perfecting farm machinery, but the shortage of labor has emphasized the need. It is estimated that for the invaded and devastated districts of France alone there will be needed 2,000 motor tractors, in addition to the 200 already available; 110,000 ploughs; 50,000 harrows, 22,000 planters and 15,000 reapers.

The Allied Trade Compact will probably favor Canadian manufacturers in their business with France, while the compact already existing is very real.