

Quietness is the prevailing note in the sugar department, though a better tone has set in during the last few days. Foreign raw sugars have retrograded, however, to some slight extent during the week, though Cuban centrifugal is still nearly 1-4c. below the parity of beet sugar. It is said that the crop in that island during the coming season will reach at least the aggregate recorded last year. There is nothing new to say under the heading of syrups and molasses. Local market values are steady. Blackstrap molasses are quite firm. A report from the Barbadoes says the crop there is about three parts sold already, but that no changes in price are probable for at least a week or two. New stock maple syrup is now fairly plentiful, and values are a shade higher, with the quality perhaps of a slightly higher grade than usual. Just as we go to press we learn of a ten cent reduction in all grades of sugar.

Teas and coffees have both picked up a little so far as demand is concerned, Ceylon green teas have been selling more briskly than for some time past. Ceylon blacks are also in good request. China Ping Sueys are in no great supply. Not much is being done in Young Hysons. London reports an easier tone in most teas. No upward movement has been noted in coffee, though the tendency is in that direction. The current Brazilian crop is smaller than for the last two years, and prices on it are as yet unmentioned. Speculative interests in Europe are said to be trying to force prices up, but have not as yet succeeded.

Speaking generally, the grocery trade in the chief Ontario and Quebec centres, has been fairly good, while in the country districts it has shown a marked tendency towards dullness, but this is believed to be due not to any real falling off in the demand, but to the bad state of the country roads. This is a matter, however, which in most sections is now beginning to mend itself. No complaint is made, as a rule, respecting payments by retailers, which are considered fair.

#### WHY EXPORTS FROM BRITAIN TO CANADA DO NOT GROW.

In view of the greatly increased imports of Great Britain from Canada of late years, fair-minded people in this country perceive the wisdom of our endeavoring to buy from the United Kingdom a larger share of such manufactured products as are not made in the Dominion. It was with such an end in view that the Government of Canada gave to the Mother Country a preference by the partial remission of duty on British goods as compared with American, German, and other manufactured products coming to our ports.

Assuming, quite naturally, that this friendly desire, proved unmistakably by the practical step of lowering our duty on British goods, would encourage export merchants in the United Kingdom to increase their shipments to us, various trade papers in Canada have sent representatives across the Atlantic in hope of inducing manufacturers and merchants in London and Glasgow, in Manchester and Bradford, in Birmingham, and Sheffield, to announce their wares through Canadian advertising channels, in the same way as American and Continental houses do. But the result of this effort has been shown in a most conclusive way—namely, by the coldest of cold shoulders being given to the trustful messengers who tried to show John Bull how to reach Canadian purchasers.

In past months the "Monetary Times" has pointed out, by several articles, giving the experiences in England of agents for Canadian journals, what barriers of indifference, of reserve, of absolute refusal of credentials, stand in the way of those whose aim it is to interest British exporters more largely in the Canadian market. Not only circulars and cards, but calls, backed up by letters of introduction, made no impression upon the attitude of haughty self-sufficiency which seems to characterize five out of six of the exporting houses of the capital and the Midland cities. "We cannot see you," says one; "We do not care to increase our trade," is the message sent through an office boy to another; "This house does not treat with advertising agents," declares a third; while the civillest one of a score of Midlands merchants could only unbend so far as to explain that the business calls of Montreal and Toronto men in search of advertising in the industrial heart of the Empire were "quite irregular, don't you know, and altogether unusual."

In vain was it sought to be explained by the visitor that certain British machinery or certain British textiles could meet with ready sale in Canada if their merits were placed before the proper dealers. The canvasser, where he was not shown the door, was refused access to experienced principals (who presumably could talk or listen with intelligence to a man familiar with the market), and obliged to endure the stiff-necked contumely of a wooden clerk. This is hardly the way to induce trade with a country that wishes to be commercially friendly, nay, with "a favorite colony," as we are assured by patronizing statesmen and gushing English newspapers, Canada is. What wonder that our messengers of commerce, finding themselves thus treated by their own kith and kin, should be ready to say: "Very well, you obstinate dictators, who though you may make the best goods in the world, do not know how to sell them, we will go to the Americans, who at least treat us with urbanity, and listen to our efforts to benefit them."

We are quite prepared to be told, by any one who reads this article, that advertising in special trade journals is only one means of reaching a mercantile community, and that our ways of soliciting trade are not always English ways. This may be quite true; but it does not follow that it may not be an effective as it undoubtedly is a legitimate means. A still further reason why Canadian canvassers for advertising are "turned down" when they call on British manufacturers doubtless is that they are not accustomed to bothering themselves with would-be importers in the colonies. The writer of this article learned when in the Midlands and London last year, that it is the shipping merchant in Britain who has to be convinced as to the utility of buying Canadian products, and the possibility of selling British goods in Canada. The maker of these goods is not acquainted with export trade, and relies on the shipping agent in Britain who buys from him.

Still, it may be well for the merchant of whatever kind in the United Kingdom to be told, often enough to make an impression on his lordly consciousness, that it is just possible he is not taking the best means to secure an increased export trade to this country if he persists in ignoring the trade habits of those whom he desires to become his customers. To have him say: "I will not buy Canadian wares if you will not pack and ship them and make the terms as I want them," is intelligible, and it is then the seller's part to meet him—or else do without his trade. If, however,

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