count for 30 days and higher for 10 days' payment on domestic sales, so he must consider longer term settlements to get into foreign markets in competition with his English and American brethren. In nearly all distant markets the buying terms are anywhere from 60 days to 120 days after sight, but the general rule is 90 days. Therefore, the export price list should take into consideration "loss of interest." This is easily adjusted by adding 2 per cent. to the prices which would otherwise be figured for a domestic basis. The manufacturer is, of course, not out his cash for 90 days on his export business, as he always draws immediately against his customer, with documents attached, and requests his bank to discount the draft.

The next thing the manufacturer should consider is the generous provision to the agent of samples and literature. It is only an aggravation to an agent 4,000 miles from the factory to receive inadequate supplies. It is perhaps better not to send one large consignment to him and wait six months before submitting another. The transportation risks are such that continual small lots are more likely to fill the requirements.

Another thing that helps the agent financially and morally is to have the manufacturer advertise at the latter's expense and, of course, include the agent's name and address in the advertising. As a matter of policy it will always be preferable to leave the advertising policy in the hands of the agent for his own territory and simply specify the extent of expense which the manufacturer is prepared to meet.

Foreign Orders Must Have Equal Treatment

The last and not least important duty of the manufacturer is to promptly and satisfactorily fill the foreign orders as the agent sends them in. The natural tendency of a manufacturer is to give preference to his domestic orders and to neglect overseas orders when Canadian business is brisk enough to take care of his output. It is easy enough to find good excuses for this practice, but it is a very short-sighted policy. First, because domestic business has its ups and downs, and during the "downs" the export business helps to keep a plant in full operation. Second, because foreign buyers will not consent to play second fiddle and be given their supplies erratically. Third, because the foreign agent has a claim on the manufacturer for active support in building up the trade in his territory. Great Britain is "great" because the manufacturers there set aside a proportion of their output for export business and for centuries have stuck to that policy.

It has been stated that the manufacturer should fill export orders "satisfactorily" as well as promptly. This means,—

(a) Accurate preparation of export documents;
(b) Packing and marking;
(c) Shipping according to order.

Care Regarding Details

The export manager will learn some details as to the preparation of export documents in a later article, while the importance of packing and marking will also receive special attention in detail. In this article we will, therefore, only mention the importance of shipping "according to order." It is not pleasant to criticize one's neighbors or business rivals. However, our American neighbors will not object to one's drawing attention to the very severe criticism published occasionally in the States by Americans who have returned from abroad on the subject of American manufacturers filling export orders on a very liberal interpretation to suit themselves. For instance, an order for brown serge may have a blue serge of the same weight and texture substituted in good faith, but blue may be an unsaleable color in the country receiving it. Again, an order from Peru may specify that packages must not exceed 100 lbs. The manufacturer may consider this an unnecessary waste of labor and material, but the buyer probably has his ultimate market in the mountains accessible only by mule loads. Therefore, a manufacturer must trust the buyer to know what he wants and how he wants it, and fill his orders in that spirit.

Codes

There are many excellent codes published, but none of them help abbreviations in ordering specific articles by cable when the products are constantly changing as in textiles, or are almost infinite in their variety as in hardware. It is going to help the foreign agent considerably, therefore, if the export manager will provide each article and each variety of such article with a private code word of five letters when he originally offers it on the export market. There is not much work in this, nor does it require any great strain on the imagination. Words with three vowels and two consonants are best. For instance, in submitting a line of four different kinds of overalls, each with four sizes, sixteen code words are wanted and can start BACED, CIDOF, DUFAG, and so on, using the vowels and consonants in rotating order. The merit of using five letters is, of course, to meet the cable charges which allow ten letters to one word. Besides economy, such words work in well with the five latter codes such as Bentley's and the new Western Union.

FRATERNAL SOCIETIES' ONTARIO BUSINESS DECREASED

Assets in Ontario Grew Almost $2,000,000 in 1919, However —Comparison of Two Years' Business

THE amount of friendly societies' business in Ontario at the end of 1919 was $137,677,643, compared with $139,369,363 at the end of 1918. In comparison with the figures as at December 31, 1918, the report of the Ontario Registrar of Friendly Societies for 1919 which has just been issued, shows the following:—

	Dec. 31, 1918	Dec. 31, 1919
Total membership in Ontario	230,023	172,111
Amt. of ins. in force in Ont.	$ 139,369,363	$ 137,677,643
No. of cert. in force anywhere	861,278	862,182
Amt. ins. in force anywhere	$1,021,501,203	$1,016,014,619
No. claims matured in Ontario	2,748	2,286
Amt. ins. benefits paid in Ont.	$ 2,589,567	$ 2,518,536
Amt. disability benefits paid in Ont. including pensions and gratuties	$ 169,778	$ 151,919
Assets in Ontario	$ 18,481,738	$ 20,236,236
Liabilities in Ontario	$ 545,936	$ 399,553
Total assets anywhere	$ 58,270,140	$ 59,958,458
Total liabilities anywhere ...	$ 4,955,440	$ 3,191,901

The totals of sick and funeral benefits, compared with last year, are as follows:—

	Dec. 31, 1918	Dec. 31, 1919
Number of members	173,625	183,596
Deaths during year	4,097	3,087
Amount paid for funeral benefits .	$ 204,773	$ 184,206
Number of members sick	34,992	32,126
Number of weeks sickness	171,974	166,789
Amount paid for sick benefits	$ 705,835	$ 698,334
Amount paid for medical attendance	$ 93,540	$ 103,624
Amount paid for special relief	$ 44,334	$ 36,265
Assets	$3,979,788	$4,300,787
Liabilities	$ 120,904	$ 103,600

In presenting his report Superintendent Gray says:—

"Before the war friendly societies were in a transition stage, both in regard to membership and financial status. An uncertainty in the public mind as to the permanency of the basis on which the insurance structure of the societies rested resulted in an annual decrease in the number of new members secured. Then the war and the influenza epidemics added disturbing influences. Some of the societies have met the situation by a readjustment of their rates, which placed the insurance fund on a basis actuarially sound, and these are now on the clear road to a development which will render a larger and better service than ever before. Others, however, have failed to meet the demands of their situation, and for them the future is still uncertain.