

### HOW TO SELL

As a manufacturer, the Britisher is without a peer. As a salesman, that is to say, in knowledge of markets and marketing and the science of selling, he is, in comparison with his foreign competitors, unskilled and apparently indifferent. This is the recent statement of Mr. C. Hamilton Wickes, His Majesty's trade commissioner in Canada, before the London Chamber of Commerce. He added that the average Britisher is neither inquisitive nor acquisitive of information which he might readily secure. Such and similar statements have frequently been made by others, but Mr. Wickes has backed up his assertions with indisputable facts. For instance, in two weeks of March, he interviewed in London, 107 firms. Of those firms about 35 were connected with or represented machinery or manufacturers of machines, and 16 were concerned with the sale of iron and steel manufactures. These trades, thus, together accounted for about half the number of interviews. Curiously enough, if one looks at the trade statistics of Canada it is found that about 35 to 40 millions out of a total of 76 millions are made up of machines and machinery, and manufactures of metal, and it is in that particular trade that Great Britain holds the most unsatisfactory position. Roughly, Great Britain does about 12 per cent. and our friends across the border, the United States, do about 86 per cent. Their geographical position gives them, of course, a great advantage, but it does not account, as Mr. Wickes says, for such an enormous preponderance of United States imports of that class and character into the Dominion. We are forced to realize the additional factor that their selling and marketing methods are very much in advance of the British. Mr. Wickes is confident that the British manufacturer ought to rely less on price and more on demonstration by advertisement or otherwise, of his products in order to open up and hold the overseas markets, and this necessity the manufacturer has neglected too long.

These are excellent points for the serious consideration of British firms. Their chief competitors for the import trade of Canada, the United States, have a system of demonstration, advertising and salesmanship which has been developed so extensively that they can sell almost anything they wish to market here. This system has even

tended to nullify the effect of Great Britain's heavy loans for Canadian development for many years past. Few British firms have made capital out of that situation.

The following figures, compiled by *The Monetary Times*, clearly illustrate the situation:—

| Year.      | United States percentage share of Canada's total imports. | Percentage share of Canadian high-grade securities purchased by United States. |
|------------|-----------------------------------------------------------|--------------------------------------------------------------------------------|
| 1909 ..... | 60.9                                                      | 3.90                                                                           |
| 1910 ..... | 60.4                                                      | 1.50                                                                           |
| 1911 ..... | 61.5                                                      | 6.58                                                                           |
| 1912 ..... | 64.1                                                      | 11.35                                                                          |
| 1913 ..... | 65.5                                                      | 13.65                                                                          |
| 1914 ..... | 64.6                                                      | 19.77                                                                          |

| Year.      | Great Britain's percentage share of Canada's total imports. | Percentage share of Canadian high-grade securities purchased by Great Britain. |
|------------|-------------------------------------------------------------|--------------------------------------------------------------------------------|
| 1909 ..... | 23.5                                                        | 74                                                                             |
| 1910 ..... | 24.7                                                        | 81.50                                                                          |
| 1911 ..... | 23.9                                                        | 76.56                                                                          |
| 1912 ..... | 21.9                                                        | 74.83                                                                          |
| 1913 ..... | 20.3                                                        | 74.24                                                                          |
| 1914 ..... | 21.8                                                        | 68.14                                                                          |

During 1915 to date, the United States have taken about 57 per cent. of our securities and their trade relations are as strong as ever, after allowing for the decreased imports of Canada owing to general conditions.

Now that the market for Canadian securities has for the time being, been transferred from London to New York there are already signs that the United States will use as a lever to further their trade interests in the Dominion the fact that they are loaning heavy sums of money to Canada.

The city of Ottawa will consider a municipal insurance proposition. Municipal insurance is dangerous. Civic authorities too often complain of high rates instead of removing the unfavorable conditions causing them. Municipal insurance is all right until a fire comes along, wipes out the civic insurance fund and piles up a deficit to meet in some way or another. Municipalities cannot afford to gamble with the fire and conflagration risk.

### ONTARIO'S MINERAL PRODUCTION

The provincial bureau of mines' returns of the production of the metalliferous mines and works of Ontario during the three months ended March 31st, 1915, show gains in gold, nickel and iron ore as compared with the corresponding period of 1914, but decreases in silver, copper, pig iron, cobalt, and cobalt and nickel oxides. The following are the figures:—

|                           | First 3 months 1915. | Change, corresponding period 1914. |
|---------------------------|----------------------|------------------------------------|
| Gold .....                | \$1,568,043          | + \$ 365,541                       |
| Silver .....              | 2,488,909            | — 1,060,647                        |
| Copper .....              | 526,338              | — 65,650                           |
| Nickel .....              | 1,496,622            | + 50,610                           |
| Iron ore .....            | 50,322               | + 37,664                           |
| Pig iron .....            | 1,153,222            | — 1,344,988                        |
| Cobalt .....              | 10,186               | — 5,180                            |
| Cobalt and nickel oxides. | 10,186               | — 149,279                          |

+ Increase.

— Decrease.

The gold was for the most part the product of the Porcupine camp, where the Hollinger, Dome, McIntyre-Porcu-

pine, Porcupine Crown, Vipond, Acme and Mines Leasing Companies are now all turning out bullion. In other parts of Ontario the producing mines were Canadian Exploration, Tough-Oakes and Cordova.

The number of silver mines marketing their products, whether ore, concentrates or bullion, was 20. One large mine made no shipments during the quarter, and others produced more silver than they sold. Present low prices of silver offer no inducement to increase production, and the shortage of water for power purposes impeded mining and milling operations. Another cause of the decrease is the closing down or partial exhaustion of some properties which formerly produced freely.

The nickel-copper mines are working at high pressure. The Creighton mine is employing 750 men underground, and a seventh furnace is being put in at the Copper Cliff smelter. At Coniston the Mond Nickel Company is working every department at full capacity.

The Helen was the only iron mine making shipments during the quarter. The market for pig iron is depressed, and there will be a restricted output until a decided improvement is apparent in the demand.

The war has shut off all exports of cobalt or nickel oxide to the continent of Europe, where the materials, particularly the former, were in demand.