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EXCELLENT REPORT ON ONTARIO TRADE

IN his first annual report on the trade of the Province of Ontario, Fred. W. Field, His Majesty's Trade Commissioner at Toronto, has covered a vast range of subjects in a most succinct and business-like manner. His report is not at all perfunctory, but to the contrary, enters into the subject in a most enthusiastic manner, and portrays real interest in the work.

While compiled entirely for the information of the British manufacturer, and presented to the British Parliament last month by command of His Majesty, the report will prove very interesting to the business men of Ontario and Canada generally. It is prefaced with a brief report on the trade of Canada and Newfoundland, owing to the fact that G. T. Milne, His Majesty's Senior Trade Commissioner in Canada, was transferred from Australia only a few months ago and had not been in Canada sufficiently long to undertake a report on general conditions.

The report is published in a booklet of 96 pages, 6 ins. by 9½ ins. The Canadian report covers financial conditions, crops, railways, minerals and mining, fisheries, lumber, immigration, scientific research, credit conditions and commercial failures, war work, iron and steel, shipbuilding and shipping program, pulp and paper, motor cars and trucks, and import trade.

The Ontario report, which forms the major portion of the booklet, covers representation of British firms in Canada, selling goods on consignment, invoices, New York agencies, designs and patterns, advertising, catalogues, moving pictures, keeping in touch with one's countrymen, visits to Ontario, engineering practice, conventions, correspondence, general conditions, crops, farm live stock, wool, minerals, lumber, fisheries, commodity prices, rubber, financial conditions, railways, canals, Toronto harbor improvements, Hydro-

Electric Power Commission, road building, public works, vocational training for returned soldiers, Ontario Bulk Sales Act, Ontario Temperance Act, new lines being manufactured in Ontario, new works, munition works, national manufacturing works, banking assistance, earnings of industries, Reconstruction Association, supply of raw materials, raw materials and finished products, export trade, United States factories in Ontario, United Kingdom factories in Ontario, maintenance of industrial activity, industrial and trade organizations, iron and steel shipbuilding, lumber, pulp and paper, textiles, wool, linen, chemicals, dyes, motor cars and trucks, rubber industry, dry goods, cotton goods, gloves, metals and machinery, tools and hardware, cutlery, paints and varnishes, electric lamps, illuminating glassware, chinaware and groceries.

Appended to Mr. Field's report are brief reports from the Imperial trade correspondents at Halifax, St. John, Quebec, Winnipeg, Calgary, Victoria, Vancouver and St. John's, Nfld.; also appendices covering statistics of the pulp and paper industry for the year 1917 for the Province of Ontario, and imports into Canada for the fiscal years ended March, 1914 and 1918, compared.

In his advice to United Kingdom manufacturers seeking trade in Ontario, Mr. Field urges a larger measure of support of the Canadian representatives of British firms. The United States firms, he says, generally appoint the right man as agent and allow him adequate expenses and considerable freedom of action, whereas often a British representative is hampered by an inadequate allowance and other restrictions.

During the periods of trade depression, says Mr. Field, it is not advisable nor desirable to sever connections with a good agent as some British firms did, for example, at the outbreak of war. "A satisfactory local agent is an excellent asset," he states, "and it is a far better policy to make some arrangement to retain his services even when a dull business period arrives. This is done by our principal competitors in this market. A Toronto agency, for instance, was paid a substantial monthly retainer by a German house in New York, one of their principals, despite the fact that business was not obtainable in Ontario in their line for a considerable period. The German house wrote the Toronto firm saying: 'Even if you cannot sell goods at present, your experience and knowledge of the market are of value to us. Send us a detailed monthly report of conditions and the outlook in our line.'"

Mr. Field also urges more extensive advertising in the trade and technical journals of Canada. "With the keen competition to be met in all lines," he says, "and in a market which buys largely the goods for which publicity has helped to create a demand, it is necessary to have a continually favorable atmosphere to assist the salesman. Spasmodic advertising is of little value. A well prepared and properly conducted campaign, occupying a long period, then to be renewed, gives the greatest service."

Mr. Field has been extremely active during the first year of his office as trade commissioner, and his report reflects the great benefit that will accrue to British manufacturers and Canadian importers as a result of his further efforts. Few men are better posted than is Mr. Field on general economic and trade conditions in Canada; moreover, while working in the interests of British trade, he does not ignore the rights of Canadian manufacturers, and rarely does he encourage the importation of goods that can be satisfactorily supplied by Canadian factories.

AUTO TRUCK PERIL FOR HYDRANTS

DURING the round table discussion at the Buffalo convention of the American Water Works Association, it became very evident that a new problem has appeared for the water works engineers and superintendents of Canada and the United States, namely, the destruction of post hydrants by the heavy auto trucks that are now in general use. New York's experience has shown that the strength of the hydrants cannot be increased sufficiently to withstand the impact of a heavy auto truck skidding against it or backing into it. High pressure hydrants having a thickness of metal