

Monetary Times

Trade Review and Insurance Chronicle
of Canada

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BUSINESS IN QUEBEC

A number of Canadian firms appear to recognize the value of the French language as an aid to developing trade with Quebec province. Aside from racial and political considerations, many firms in Ontario and elsewhere tell *The Monetary Times* that their business has greatly increased as a result of printing their catalogues and circulars in the French language for circulation in that section of the country. Instances are known where letters in English have been thrown away by the recipients without any effort to ascertain their contents; the same applies to catalogues and other advertising matter printed in English. An inquiry recently made by *The Monetary Times* yields the general opinion that as there are many country districts in the province where French is practically the only language spoken, it is obvious that the use of the French language should be a factor in increasing sales there.

An Ontario correspondent relates his business experiences in Quebec and points out that to do business with anyone who speaks in a language which is best understood will bring best results. For that reason, it is well that the language of the country into which a person goes to do business should be known by him. Besides a knowledge of the language, it is well to have some knowledge of the habits, customs, and characteristics of the people. Personal individuality has a strong influence in doing business. Some interesting opinions on the subject are printed on another page.

It is often said that French-Canadians do not speak the "genuine Parisian French." According to Mr. Leon Lorrain, secretary of the Montreal Chamber of Commerce, there is not such a thing as Parisian French. "In Paris, Montreal, Quebec or any other French-speaking centre," he says, "people speak more or less correctly according to the education they have received, but they speak French. In a parallel case, the English language, though spoken with a different accent in each country, is still the English language understood by all."

RESOURCES OF THE EMPIRE

That a wider policy will be required so that the British Empire may be able to reap the benefit of its special effort to utilize its resources during the war and may permanently profit by the mutual help which each part has rendered to the others, is the opinion of the Dominions Royal Commission. In its final report, signed by representatives of the United Kingdom, Canada, New Zealand, South Africa and Newfoundland, a tribute is paid to the overseas dominions for what they have done in placing their resources at the disposal of the Imperial government and in co-operating in all matters relating to the manufacture and the exportation of their products. The dual object has been to prevent the enemy from receiving supplies and to secure for the British and Allied governments the supplies which they require.

In its broadest aspect, the policy has been to establish prohibitions of exportation coupled with a system of licensing, so as to ensure that so far as necessary the whole of the export of commodities essential for the war should come under government control both as regards quantities and destination. In many cases, however, still more energetic action has been necessary in order to secure the absolute command of certain classes of goods. Some outstanding examples of this policy have occurred in connection with wheat, meat, cheese, wool, tallow, glycerine, gold, copper, lead, zinc, nickel, asbestos, coal and pit props.

During the course of the war, we have had striking illustrations as to the immense power which the governments of the United Kingdom and the overseas dominions can exert to control the course of trade and the development of natural resources when necessity arises. The various measures taken, however, have been dictated from day to day by the urgent and changing needs of the moment. The success of the action achieved during the war, despite the lack of co-ordinated efforts or maturely considered plans, has led to the hope that the various governments of the Empire will take steps to secure, as soon as conditions permit, the development and utilization of their natural wealth on a well considered scheme directed towards a definite and recognized object. The Dominions Royal Commissioners express the opinion that it "is vital that the Empire should, so far as possible, be placed in a position which would enable it to resist any pressure which a foreign power or group of powers could exercise in time of peace or during war in virtue of a control of raw materials and commodities essential for the safety and well-being of the Empire and it is towards the attainment of this object that co-ordinated effort should be directed.

As the first step towards ascertaining how such independence can be secured, the commissioners recommend that an immediate survey be undertaken of the relation between Empire production and Empire requirements of these materials and commodities, the survey to be made by an Imperial Development Board. This body would be entrusted with the duty of watching and reporting on the changing requirements of the Empire in respect of raw materials. Throughout the report of the commission, recommendations are made with a view to harmonizing the interest of the various sections of the British Empire for the general welfare of all sections. Another suggestion is made regarding the need for an Imperial trade policy. It has been a commonplace for years that British manufacturers and merchants should be stimulated to