

itely its superior, "left," as some manufacturers are apt to say, "to tell its own tale." Of course, the manufacturer of the inferior article will not hold his old trade together; his efforts are directed to acquiring new business which yields him a rich profit. The maker of the superior article, however, will not only hold his old trade but will soon leave the other man behind in securing new business, if he will only advertise his wares as constantly and judiciously as his rival. Without the advertising, his old and new business together will make a very poor showing. In this we believe is to be found one real reason why Canada lags behind in the home and foreign markets in the matter of manufactured produce.

* * *

Years ago, upon making our first acquaintance with Canadian canned fruit—an acquaintance we still value very highly—we wondered why the Canadian fruit growers and canners had kept all these good things to themselves. The old-fashioned jam—the joy of earlier days—was relegated to a second place in our affections. True we had partaken of American tinned fruit occasionally across the water, but at one and fourpence, or thirty-two cents, a tin, it was regarded by the chancellor of the domestic exchequer as a luxury to be indulged in only on those festive occasions which come round with such tantalizing tardiness. But here in Canada, distant from England only a few cents per tin, the luscious morsel was an article in common use, to be obtained at a price less than that previously paid for the now despised jam.

What had the Canadian growers and canners been thinking about all these years to keep their very appreciable wares beyond the ken of the English consumer, and, no less important, the English consumer's very appreciable shillings beyond the reach of themselves?

* * *

THIS question of supplying the foreign consumer's requirements in the matter of domestic commodities is one of vital interest to the Canadian farmer, and it is one in which he should take a keen and active personal interest. None, we

think, will deny that while we have made considerable progress in foreign markets of recent years, in regard to the matter of which we are writing much has been left undone that could and should have been, at least, attempted. We believe this can be partially accounted for by the farmers having neglected to appreciate the possibilities that were theirs. They have relied upon the merchants or middlemen not only for the sale of their produce to the consumer, which is, of course, unavoidable, but also for "ideas" in the matter of special lines of produce. If the shipper or speculator sees a "good thing," for himself, in entering the market abroad with a certain article, he calls on the farmer to produce it, but if the prospective returns only promise the speculator a moderate profit he holds aloof; or it may be the man of commerce, keen as he generally is, lets an opportunity go by—pickles, for instance; but in either case the direct and permanent loss is the farmer's.

* * *

It seems to us that benefit could not fail to accrue from the frequent discussion of this matter among farmers. Added importance is given to the question by the recent reply of the Imperial authorities to the request that Canadian contractors be allowed to tender for military and naval supplies. It appears that, owing to certain necessary conditions, the Canadian contractor is limited to certain lines of prepared food, including meat, vegetables and so forth. The amount expended annually on supplies for the army and navy aggregates many million dollars, and there is no reason why a fair share of this sum should not ultimately reach the pockets of the Canadian producer.

This, however, only represents a small proportion of the possibilities before that individual if he will but make the supply of foreign markets in manufactured produce the object of his personal attention

Vi