

the exports from Canada to Italy have increased ten times, and Italian exports to Canada are now thirty times those of 1906.

"This is an excellent showing, and it is fair to expect that the future commercial relations between the two countries would be large, even without the bonds which the war has thrown around the two countries. Further, there are more than 40,000 Italian immigrants in Canada who constitute an important influence in the commercial relations between the two countries.

#### **Peculiarities of Market.**

"The climatic conditions in Italy make it easy for most of the population to live comfortably with fewer of what are considered the necessities and comforts in the northern latitudes. Canadian exporters will have to bear this in mind, as it will indicate that many commodities ordinarily in use in Canada, Great Britain and France will not appeal to the Italian purchaser. The goods required are of a less expensive quality—a point on which the Germans seized with great zeal. The Canadian manufacturer who wishes to export to Italy must face the demand for long credits, although even in this respect much exaggeration has occurred. Careful selling so as to relieve the Italian merchant from the necessity of buying in large quantities is most desirable.

"The Commission was informed on the very highest authority that Italy will not be able to maintain, after the conclusion of peace, the modes of payment, and, generally speaking, the customs in trade introduced during the European war. International competition will sooner or later make payments at three months or more from date of shipment again customary. The Italians fully expect Germany to make tremendous efforts to overcome her present disability, and the recommendation is strongly made by Italian men of affairs that Canadians organize their trade in such a way as to concede a liberal degree of credit to the Italian firms with whom they will initiate relations."

The report also deals in some detail with the principal items of Canadian-Italian trade.

#### **Trade with Britain.**

About sixty pages of the report discuss Canadian trade with Great Britain, and we are reminded that Canadian wheat is the standard of the British market.

"While Britain is," says the report, "looking for markets, she is also looking for raw materials for industry, and other products of a nature which Canada and the other overseas Dominions are well able to supply. There is no doubt of the possibilities of developing a very large trade between our country and the Motherland."

Some exceptionally valuable information is given regarding the British market for Canadian canned vegetables and fruits. Our manufacturers have much to learn in packing their goods to compete with other nations in this line. Concluding their extensive chapter on Anglo-Canadian trade, which goes into details as to various trades, the report says:—

#### **Will Cement Bonds.**

"British goods have a preference with Canadians, both in sentiment and in actual fiscal policy. The great war can only cement more firmly the bonds with Great Britain which have existed throughout the life of the Dominion."

In an interesting chapter on transportation it is pointed out that one of the most important features to

be considered by the Canadian authorities in connection with the encouragement of vessels to use the St. Lawrence route is the question of an improved insurance rate. The Commissioners also insist that the ocean transportation problem is one for drastic action by the government.

"Exactly how this is to be done," says the report, "does not come within the province of the Commission, but undoubtedly until the high rate of insurance charged on vessels coming up the St. Lawrence is remedied there will be reluctance on the part of the shipowners to send their vessels to Quebec and Montreal, as the difference in premium constitutes a serious charge on the vessel. It may, however, be suggested that the plan adopted by the British government for controlling marine insurance rates be seriously considered by the Canadian government. Some improvement is vital to the development of the St. Lawrence route, even if the Canadian government has to absorb the difference between the insurance rates to Quebec and Montreal, where they are higher than those to other North Atlantic ports."

#### **Better Advertising for Canada.**

As the result of its investigations, the Commission is of the opinion that a more systematic method of advertising Canada would be a distinct advantage to the Dominion.

"At present," they say, "there are many government departments, private firms and institutions, who are in their own way advertising Canada, and in many instances doing the work very well, indeed. It is manifest, however, that there is considerable loss of power and money owing to divided efforts in this direction. It should be possible for the government to organize a definite scheme of advertising which would embrace the various interests, and thus secure co-ordination in the making of Canada and its resources better known throughout the world. It would be worth while employing an individual who has comprehensive grasp of all branches of advertising who would act as adviser in this important direction.

#### **Exhibitions are Advocated.**

"To the end that the products of Canada may be more satisfactorily placed before the peoples of Great Britain, France and Italy, the Commission would suggest that permanent exhibitions, not only of the raw, but of the manufactured products, should be shown in the most suitable centres of the countries named. To some extent, this is practised locally in Great Britain, but the plan might be extended, and certainly might be inaugurated in France and Italy with great advantage.

"The Commission would also recommend that a special trade representative should be appointed in France to look after purely commercial interests, as the character of the calls upon the services of the Commissioner-General of Canada, in Paris, at the present time preclude him from taking too direct an interest in commercial matters. Such a commercial representative in Paris would contribute very materially to the extension of Canadian export trade.

#### **Matter of Tariffs.**

Some space is devoted to fiscal questions, and it is pointed out that the leading statesmen and commercial leaders of the Empire are unanimous with regard to the policy to be pursued after the war. Until the policy of Great Britain is declared, the Commissioners are of