

CANADIAN MANUFACTURERS' ASSOCIATION.

President:**J. F. ELLIS.****First Vice-President:****JAMES KENDREY, M.P.****Second Vice-President:****P. W. ELLIS.****Treasurer:****GEORGE BOOTH.****Chairman Executive Committee:****R. W. ELLIOT.****Chairman Tariff Committee:****W. K. McNAUGHT.**

*The Executive Committee meet on the
Second Tuesday of each month.*

OFFICES**McKinnon Building,****TORONTO.****Tel. 1274.****J. J. CASSIDY, - SECRETARY.****THE OBJECTS OF THIS ASSOCIATION ARE:**

To secure by all legitimate means the aid of both Public Opinion and Governmental Policy in favor of the development of home industry and the promotion of Canadian manufacturing enterprises.
To enable those in all branches of manufacturing enterprises to act in concert, as a united body, whenever action in behalf of any particular industry, or of the whole body, is necessary.
To maintain Canada for Canadians.
Any person directly interested in any Canadian manufacturing industry is eligible for membership.

CANADIAN INDUSTRIAL LEAGUE.**President, JAR. KENDRY, M.P.****WOOLEN MANUFACTURERS' ASSOCIATION,****President, BENNETT ROHAMOND, M.P.****KNIT GOODS MANUFACTURERS' ASSOCIATION,****President, JOHN PENMAN.****CARPET MANUFACTURERS' ASSOCIATION,****President, J. P. MURRAY.****GLOVE MANUFACTURERS' ASSOCIATION,****President, A. R. CLARKE.****REPRESENTATIVES TO****TORONTO INDUSTRIAL EXHIBITION ASSOCIATION.****R. W. ELLIOT.****GEORGE BOOTH.****W. K. McNAUGHT.****A. E. KEMP.****J. J. CASSIDY.****CANADA'S COMMERCIAL AGENTS.**

Following is the correct official list of Canada's Commercial Agents in Great Britain, British Possessions and foreign countries.

J. S. Larke, Sydney, N.S.W., agent for Australasia.
G. Eustace Burke, Kingston, Jamaica, agent for Jamaica.
Robert Bryson, St. John, Antigua, agent for Antigua, Montserrat and Dominica.
S. L. Horsford, St. Kitts, agent for St. Kitts, Nevis and Virgin Islands.
Edgar Tripp, Port of Spain, Trinidad, agent for Trinidad and Tobago.
C. E. Sontum, Christiania, Norway, agent for Sweden and Denmark.
D. M. Ronnie, Buenos Ayres, Argentine Republic, agent for Argentine Republic and Uruguay.

In addition to their other duties, the undermentioned will answer inquiries relative to trade matters, and their services are available in furthering the interests of Canadian traders.

J. G. Colmer, 17 Victoria Street, London, S.W., England.
Thomas Moffat, 16 Church Street, Cape Town, South Africa.
G. H. Mitchell, 15 Water Street, Liverpool, England.
H. M. Murray, 10 St. Enoch Square, Glasgow, Scotland.
Harrison Watson, Curator Imperial Institute, London, England.

STAMPED STEEL CEILINGS WANTED IN ENGLAND.

Consul Halstead writes from Birmingham:

"It is my belief that a sale could be developed here for ornamental stamped steel ceilings and kindred stampings, now used so generally in the United States as a substitute for plaster for ceilings and walls.

"If some American manufacturer of these steel stampings will send me catalogues and approximate prices, I will place them in the hands of an enterprising English architect, who has agreed to seek an opportunity for experimental use. Recently, he was putting in a fine glass front and generally refitting and modernizing a store in an old rat trap of a building, and I suggested to him the advantage there would have been in using stamped steel work for the walls and ceilings.

"I have no doubt but that these steel stampings would meet with the approval of both insurance and fire authorities here."

Here is an opening for Canadian manufacturers of stamped metals.

TRADE OPENINGS ABROAD.

Consul-General Stowe sends from Cape Town, South Africa, a report from a commercial traveler of over fourteen years' experience in South Africa, Egypt, Persia, India, China and Japan that should be of much interest to Canadian manufacturers. The report reads, in part:

"There is hardly an article manufactured in the United States for which a good demand does not exist in foreign countries, due either to the excellence of the goods or the reasonable cost. Many articles of higher price than those offered by other countries will sell, simply because they come from the United States, on account of the reputation that American exports have won.

"If the sale of manufactured articles abroad has been small compared with the demand, the fault lies with the manufacturers themselves.

"The agents of export houses of the United States traveling in foreign countries sell goods on a commission of from 2½ to 5 per cent. The houses themselves, and, of course, the trav-

elers, are necessarily interested in getting orders for goods which sell in large amounts, or are already well introduced, because they want to gain the commission. They always try to sell staple articles, or such manufactured goods as are already known; and hardly ever take the trouble to increase sales by introducing the goods of a new manufacturer. Commercial travelers take catalogues of many manufacturers, but they first show samples of goods already introduced and are satisfied to get an order for these special lines.

"For each manufacturer a market and demand must be created. He should bring his own goods direct to the market, and, once introduced, the commission house will gladly do the further work of filling orders or taking new ones, because the goods will be wanted by the customers.

"It would be an error to think that the introduction of new goods will mean a decrease of exports of the old ones. The latter would sell in naturally increased quantities, while the new lines will create an independent demand. The competition will be, not with American, but with German, English and other foreign manufacturers.

"The exporter says with reason that he cannot pay his men and have them spend time in introducing the line of each manufacturer who desires it; the manufacturer himself must take the first step, and create the demand.

"The objection of expense can be met by a method which has been adopted with success by Germany, Austria, France, Italy, etc. From ten to twenty manufacturers of different lines combine in sending out a man who understands the business of traveling and selling goods. This man works solely in the interest of the manufacturers, introduces their goods and takes orders. The orders may be filled by the manufacturers direct, or may be turned over to some of the different export commission houses in America. These arrangements should be made before starting out, in order that the buyers can be informed at once when and how goods will be shipped.

"If twenty of our manufacturers combine thus for, say, one year, the expense to each would be about \$300 to \$400. This amount should cover traveling expenses, the opening of sample rooms in different places in order to display the goods and take orders, the cost of licenses, etc."