

They realize that the treaty of Frankfort was a serious hurt to them as it gave German goods the right to all tariff concessions which France might wish to give other countries.

French merchants are ashamed of the fact that before 1914 they bought almost none of our goods. They are ready now to assist in steamship lines and will receive our travellers with eagerness. Lyons, with its 600,000 people, and a large area of buyers near by, has a fair every March, where our agents can meet the buyers of Southeastern France, and also of Morocco, Egypt and the Soudan. There also can be seen the Lyons velvets, laces, gloves, fine feathers, carpets, clothing, etc.

This beautiful city has 11,000 factories, mills and workshops, using in all motive force of 96,000 h. p. and employing 100,000 workers of both sexes. A steamship line to Bordeaux will place Canada in close touch with all this activity.

Bordeaux also established its Fair in September 1916 and will have it every year. There, likewise, our agents will meet the Orient and the West. Canada buys both in Bordeaux and Lyons, but our sales up to 1914 were virtually nil.

BANKING FACILITIES.

Notwithstanding the indemnity paid Germany in 1871 and the losses by this war, bankers assured me that France would be able to rebuild her factories after the war.

There is a movement on foot in France for an expansion of banking credit for the help of industrial establishments, based upon the systems obtaining in other countries; this will no doubt have an important influence upon France's future industrial development. The Bank of France holds a predominant position, and can be looked upon in the same way as the Bank of England is regarded amongst merchants of Great Britain. Other banks which have an important influence in French finance are the Banque Nationale d'Escomptes and the Credit Lyonnais. In so far as trade with English connections is concerned the French branch of Lloyd's bank has a most important influence. Canadian exporters will have no difficulty in establishing relations through these banks. The functions of the banks are rendered all the more simple by the fact that the French people pay their financial obligations without the slightest hesitation and exactly on the date set. They expect in return all debts due to them to be paid promptly.