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# Monetary Times

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## Canada's Trade Commission Makes Report

*OCEAN Transportation Problem is One for Government Consideration  
—Until Britain's Tariff Policy is Declared, Other Proposals are  
Speculative — Trade With Britain, France and Italy — Canada  
Needs Better Advertising — Valuable Information for Our Exporters.*

**T**HAT Canadian exporters to France will find that the banking system of that country is admirable and the facilities afforded are adequate for the ordinary requirements of commerce, is the opinion of the special Canadian Trade Commission to Great Britain, France and Italy. The report of the Commission has just been issued at Ottawa by Sir George Foster, minister of trade and commerce. The Commission learned, however, that 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'Escompte and the Credit Lyonnais, and, in so far as trade with English connections is concerned, the French branch of Lloyds Bank has a most important influence. Canadian exporters will have no difficulty in establishing relations through these banks.

The report continues:—

"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.

"The French trader wishes to conduct his business upon a cash basis. Canadian exporters who wish to extend business relations in France may rest assured of the best possible treatment in the matter of payments, when good relations and confidence between buyer and seller are established. Some French manufacturers are so punctual in these matters that they even require cash with the order, and importers, on the other hand, are so prompt in their payments that no notification of the maturity of notes is needed, and still less is any extension required.

"The 'Commissionaire' is an important factor in the mercantile life of France. His sphere of usefulness will appear unusually large to Canadian manufacturers. Very few business transactions are carried on direct, and the commissionaire or middleman, therefore, occupies a unique position.

"Canadian exporters will find French business men active, alert and progressive. Their only difficulty will lie in the fact that Continental competition has already evolved a system of service to the French customer which was extremely good, and which relieved the purchaser of a good deal of trouble.

"Let Canadian manufacturers, therefore, if they wish to secure business in a way that will be perfectly fair, and in accordance with the customs of our French Allies, look particularly to the specifications which are laid down; let them endeavor to quote always in the customer's currency and at his own warehouse. In short, let them go more than half-way towards making business between the two countries easy and mutually profitable.

"Canada is particularly interested, of course, in the changes which will come about in French industry after the war. Many of the brave Allies have fallen in the fields of battle, many others will be incapacitated; but demands for increased production along all lines will be very insistent, and, therefore, the introduction of machinery is much more than a possibility. Canadian manufacturers of machinery and other mechanical means of reducing labor costs will find in France a ready demand for their products. It only remains to be seen what can be done along the lines of transportation—and possibly also of fiscal changes—to make it possible for Canada to meet the competition which Germany will press upon her former customers, both directly and through neutral channels under the guise of neutrality." The report deals at length with various Canadian exports to France, giving many valuable hints to our manufacturers and merchants.

Discussing trade relations between Canada and Italy, which are of comparatively recent date, it is pointed out that, while there have been small exports from Canada to Italy since Confederation, and while imports from Italy have always attained some importance, the total volume of trade between the two countries in 1913 was approximately only 25,000,000 lire\* (less than \$5,000,000). This, while small, indicates that there is a possibility of trade, for less than ten years ago, in 1906, the Italian exports to Canada amounted to only 277,000 lire, and the Canadian exports to Italy were only a little more than one-and-a-half million lire. Since 1906, therefore,

\*Lira = 19.3 cents.