

the two countries.

Another sore point was his official title, Commercial Agent. It sent the wrong message to the Australians who thought a commercial agent was someone who actually sold things. On one occasion Larke was refused an interview with a company official because he did not have a price list of the products he was promoting.

Larke's Accomplishments in Australia

Despite these difficulties, Larke made an invaluable contribution to Canada-Australia trade. He was able to stimulate trade in Canadian products as diverse as cotton goods, carriage wheels and woodwork, harness, rubber goods and even breakfast foods.

He also sent numerous reports, offering advice to prospective exporters -- from proper shipping and pricing to comments on quality and the need for local visits and representation. He even conceived the idea of a central showroom in Sydney for the display of Canadian goods. But the