

but other exporting countries have seen fit to grant reasonable credit where conditions warrant it, and if our exporters hope to succeed in their foreign endeavours they must at least accord similar terms; otherwise the business will go elsewhere. In this connection we have in mind a recent order involving over \$100,000 which might have been filled in this country, but which went abroad simply because cash was insisted upon before the goods were shipped. If, on the other hand, the reasonable terms requested had been acceded to not only this order but many future orders might have resulted.

SELECTION AND STUDY OF FOREIGN FIELDS

In considering foreign trade the market is so wide that it is bewildering, and it is difficult to know just what country or countries to cultivate. Naturally a producer, no matter how large, cannot cover all the countries which import his particular line of goods, and the selection of the field in which to commence operations is a matter of individual choice. Once the decision has been made, the exporter should study the territory carefully, noting geographic and climatic conditions, general adaptability of his products to the market, competition, prosperity of the inhabitants and their peculiar needs, tariffs, local laws, credits required, most suitable manner of packing goods, steamship connections, and so on. To carry on a successful foreign trade it is essential that the local conditions and requirements should be thoroughly grasped before one can hope to give entire satisfaction to the foreign client.

FOREIGN AGENCIES AND REPRESENTATION

Some of the larger corporations are already well established in a number of foreign countries where they maintain fully stocked branch houses or agencies, presided over by their own representatives who are naturally conversant with local conditions. This is, of course, the best method of building up a connection abroad, as purchasers can inspect the goods with the further advantage of securing immediate delivery, which is necessarily an important factor in effecting sales. While the small manufacturer may not be able to establish a local warehouse he can always secure an energetic and reliable local representative through whom, if he gives satisfaction to his customers, he should be enabled to do a satisfactory and profitable business.