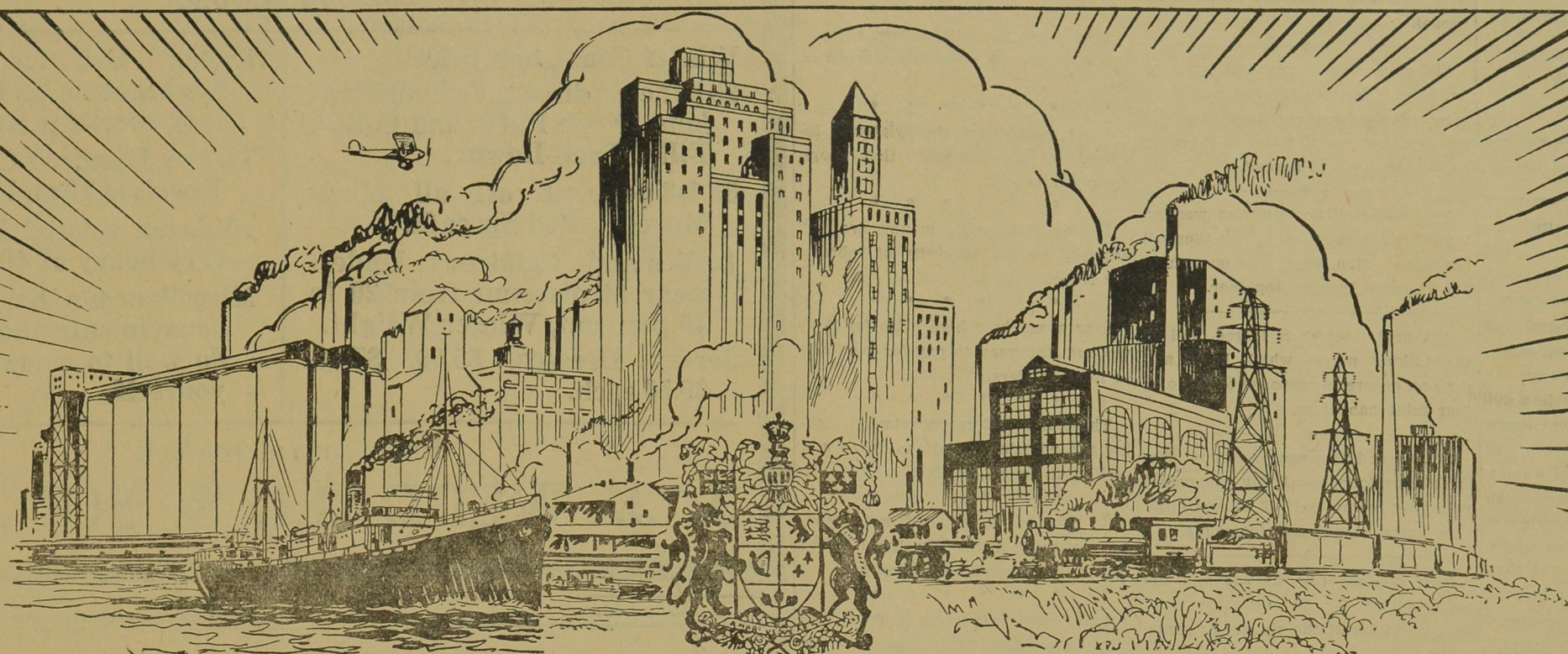




CANADA'S 1928 Export Sales Review

Canada Enters 1929 with Hopes Well Grounded

TO-DAY the great race among the aggressive nations of the world is for export trade.

What is Canada's position in this far-flung competition? Though ranking **28th in population**, this New Year finds Canada:

**Fifth in total exports
Third in absolute trade balance
Second in per capita exports
First in per capita trade balance**

For the year ended November last Canada's export trade amounted to **1,349 million dollars**.

The favourable trade balance at the end of November was **162 million dollars**.

In six years Canada's export trade has grown from **754 million dollars to 1,349 million dollars**—a business achievement in which all Canadians can take pride.

A recent survey shows 6,500 groups of articles, fully or partially manufactured in this country, while approximately 1,600 Canadian firms or corporations are active exporters.

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Canada can look forward with confidence to a still further increase in export trade. Almost daily our Trade Commissioners, located in the world's strategic business centres, tell of growing demands for Canadian products.

During the past year the Department of Trade and Commerce has made intensive efforts to demonstrate to Canadian manufacturers and producers their opportunities abroad. Many of the Trade Commissioners have been brought home for a few weeks to interview personally Canadian firms with respect to varied export problems. They have shown that to be successful every Canadian entering export trade should:

1. Maintain quality standards.
2. Make the articles required by the importer.

3. Pack in the manner the importer desires.
4. Deliver promptly.
5. Maintain contract dates.

Additions have been made to Trade Commissioners' staffs. Trade enquiries and trade trends from abroad have been given wide publicity in Canada. Canadian products, displayed prominently at numerous exhibitions in Great Britain, have excited unusual interest. Buyers in other countries have been shown what Canada has to sell.

Steamship services from Canada to foreign lands, particularly to South America and the British West Indies, have been greatly augmented.

THE RESULTS ARE BECOMING CONSPICUOUS.

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Again the Department of Trade and Commerce wishes to emphasize the importance of export trade to the prosperity of this country:

1. It stabilizes employment.
2. It lowers production costs.
3. It keeps our dollar at par.

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Canada now has 25 Trade Commissioners' offices abroad. Men trained in the Commercial Intelligence Service have headquarters in these offices. They are acquainted with the requirements of the people in their territory. They will conduct preliminary surveys regarding the marketability of any Canadian product. They will put the Canadian exporter into touch with reliable representatives, or introduce his travellers to reputable trade houses. They constantly help in maintaining business contacts.

These Trade Commissioners communicate the latest trade developments in their fields to the Commercial Intelligence Service of this Department. The information they gather is at the disposal of every Canadian exporter or every Canadian interested in export trade.

Write to-day to the Commercial Intelligence Service, Ottawa, about your products and your capacity to participate in export trade. A big opportunity may be yours.

Trade Commissioners Abroad

ARGENTINE.....	E. L. McColl, Buenos Aires
AUSTRALIA.....	D. H. Ross, Melbourne
BELGIUM.....	B. Millin, Commercial Agent, Sydney
BRAZIL.....	Jean J. Guay, Brussels
BRITISH WEST INDIES.....	A. S. Bleakney, Rio de Janeiro
	R. T. Young, Port of Spain, Trinidad
CUBA.....	Acting Trade Commissioner, Kingston, Jamaica
CHINA.....	James Cormack, Havana
FRANCE.....	L. M. Cosgrave, Shanghai
GERMANY.....	Hercule Barre, Paris
HOLLAND.....	L. D. Wilgress, Hamburg
INDIA AND CEYLON.....	J. C. Macgillivray, Rotterdam
IRISH FREE STATE.....	H. R. Poussette, Calcutta
ITALY.....	F. W. Fraser, Dublin
JAPAN.....	A. B. Muddiman, Milan
MEXICO.....	J. A. Langley, Kobe
NETHERLANDS, EAST.....	C. Noel Wilde, Mexico City
INDIES.....	R. S. O'Meara, Batavia
NEW ZEALAND.....	C. M. Croft, Auckland
SOUTH AFRICA.....	G. R. Stevens, Cape Town
UNITED KINGDOM.....	Harrison Watson, London
	J. Forsyth Smith, Liverpool
	Harry A. Scott, Liverpool
	Douglas S. Cole, Bristol
	Gordon B. Johnson, Glasgow
UNITED STATES.....	Frederic Hudd, New York City
	Director of Commercial Intelligence Service,
	C. H. Payne, Ottawa

"Thy Cities Shall with Commerce Shine"

THE DEPARTMENT OF TRADE AND COMMERCE

Hon. James Malcolm, Minister

F. C. T. O'Hara, Deputy Minister