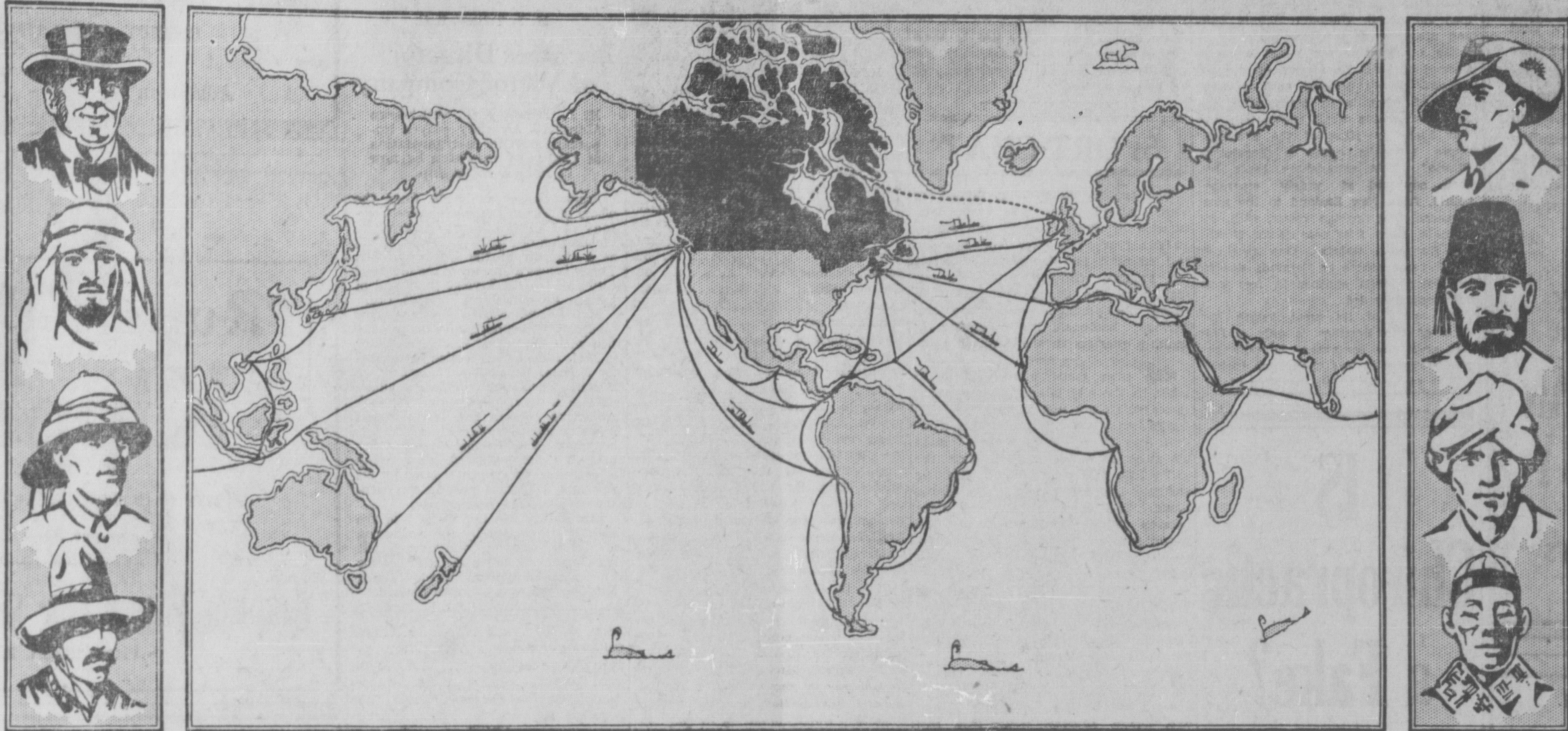


# Across the Seven Seas



**A**LONG the trade routes over the Seven Seas, leading to more than 100 different countries, go Canadian products. Other peoples—often peoples of strange languages and different customs—have shown their preference for Canadian commodities. This to the extent of a billion and a quarter dollars a year. They buy from us on the basis of right quality and right price. But greater export trade opportunities await Canada from across the Seven Seas.

Year by year Canada is exporting more manufactured goods. In a quarter of a century our export of manufactured goods has increased seven fold. That part of our export trade now amounts to \$700,000,000 annually, or about a quarter of our total factory output.

While Canadian manufactured goods have gained a foothold in some of the world's greatest markets, still the volume we export is small when compared with what these same markets import.

Let us take a number of Canadian manufactured commodities, sold mostly in 23 countries, eight of which are in the Empire. Let us place the Canadian exports of these countries against the imports of these countries, and demonstrate the field for greater Canadian business:

## The possibilities for greater Canadian exports

Manufactured Commodity	What 23 countries import	Amount Canada exports to these 23 countries
Rolling Mill Products.....	\$378,436,000	\$2,143,621
Tubes and Pipe (Iron).....	75,606,000	1,919,014
Machinery (not agricultural)..	435,695,000	4,298,667
Farm Machinery.....	72,314,000	15,430,149
Automobiles.....	259,118,000	26,379,152
Rubber Boots and Shoes.....	9,918,000	5,568,261
Rubber Tirés.....	97,900,000	15,291,224
Musical Instruments.....	64,955,000	1,286,000
Printing Paper.....	215,977,000	116,920,699
Lumber and Timber.....	626,375,000	62,065,596
Sugar, Refined.....	167,254,000	11,175,806
Meats, prepared, preserved or canned.....	337,469,000	22,052,290
Milk, Condensed.....	52,968,000	4,286,244
Butter.....	333,304,000	3,083,801
Cheese.....	131,334,000	24,853,503
Fish, dried, smoked, salted or preserved.....	170,228,000	20,937,106
Flour of Wheat.....	173,943,000	51,223,271

These are the latest statistics available. The 23 countries are: United Kingdom, Australia, British India, British South Africa, British Straits Settlements, British West India Colonies, Irish Free State, New Zealand, Argentina, Belgium, Brazil, Chile, China, Cuba, Czecho-Slovakia, Dutch East Indies, France, Germany, Italy, Japan, Mexico, Netherlands, United States.

The accompanying figures tell something of the possibilities for sixteen Canadian manufactured commodities already in the export field. They also show what Canada has accomplished in twenty-three countries—a creditable performance for nine million people scattered over half a continent. But we can accomplish greater things if we go after them in our straight-forward Canadian manner.

Every Canadian manufacturer should keep a map of the world hung up in his office—a silent reminder that Canada cannot live to herself.

In entering foreign trade the Canadian manufacturer must be prepared to: 1. Give a standard of quality. 2. Make the articles required by the importer. 3. Pack in the manner the importer desires. 4. Deliver promptly. 5. Maintain contract dates.

The advantages of export trade to the manufacturer are: 1. Keeps plants in full operation. 2. Brings about a lowering of production costs at home. 3. Lowers prices to home consumer. 4. Stabilizes employment.

## We help you get the facts about new markets

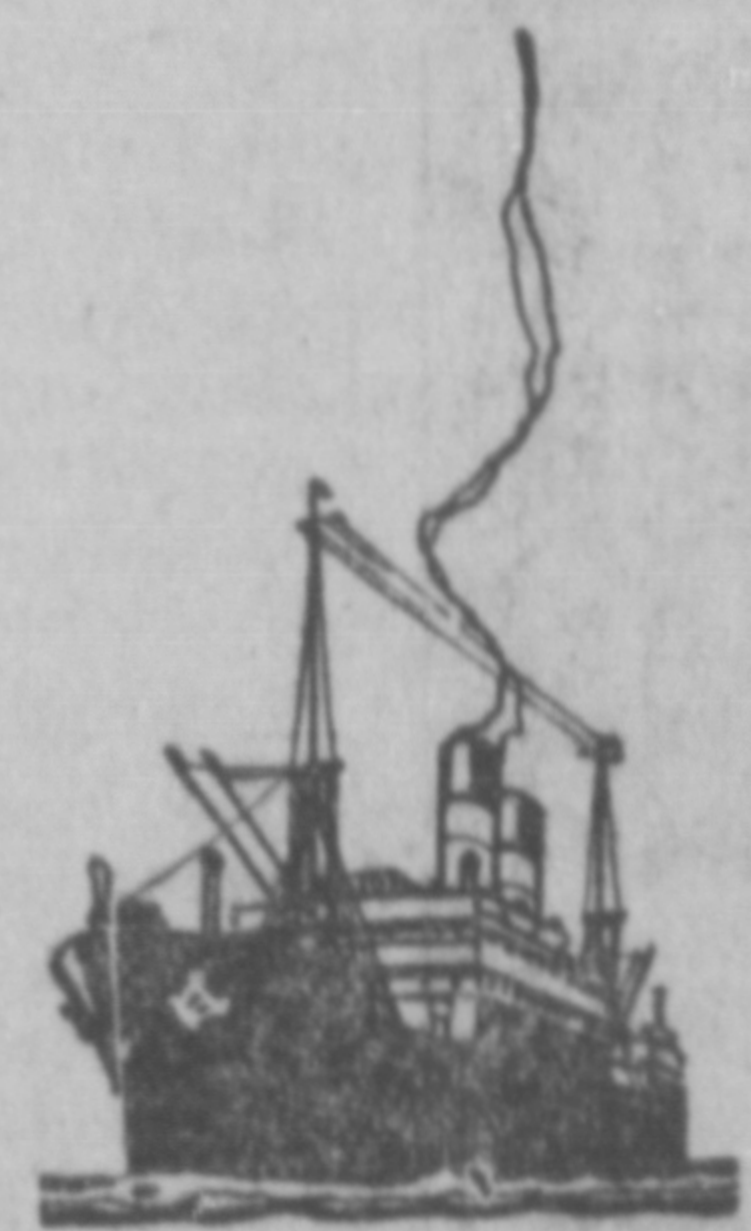
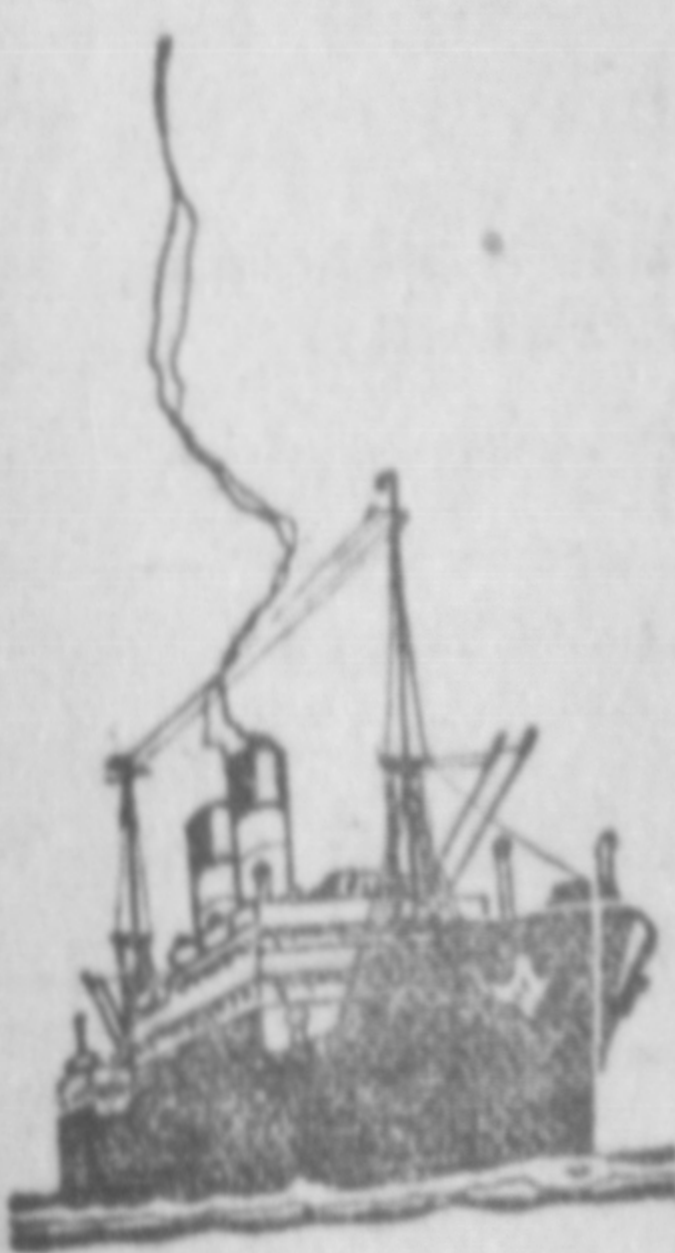
The Department of Trade and Commerce has a fully organized and experienced Commercial Intelligence Service working solely to help Canadian exporters. Under the direction of this Service are 24 trained Trade Commissioners, strategically located in different parts of the world. Each of these Trade Commissioners is acquainted with the demands and requirements of the people in his territory.

Trade Commissioners are ready to 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 trade houses. They constantly aid Canadians in maintaining business

contacts. These services cost the Canadian exporter nothing.

Hundreds of Canadian firms have built up substantial export accounts which can be traced directly to the efforts of the Trade Commissioners.

If you are a Canadian manufacturer or producer you cannot afford to overlook export opportunities. The Commercial Intelligence Journal, published weekly, by the Department, will give you ideas on foreign demand. Write us today about your products and your capacity to participate in export trade. The information in possession of the Commercial Intelligence Service is at the disposal of every Canadian exporter.



# THE DEPARTMENT of TRADE and COMMERCE

Hon. James Malcolm, Minister

OTTAWA

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