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.

* * *

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.

* * *

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.

* * *

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
B. Millin, Commercial Agent, Sydney
BELGIUM.....Jean J. Guay, Brussels
BRAZIL.....A. S. Bleakney, Rio de Janeiro
BRITISH WEST INDIES..R. T. Young, Port of Spain, Trinidad
Acting Trade Commissioner, Kingston, Jamaica
CUBA.....James Cormack, Havana
CHINA.....L.M.Cosgrave, Shanghai
FRANCE.....Hercule Barre, Paris
GERMANY.....L. D. Wilgress, Hamburg
HOLLAND....J. C. Macgillivray, Rotterdam
INDIA AND CEYLON.H. R. Poussette, Calcutta
IRISH FREE STATE.....F. W. Fraser, Dublin
ITALY.....A. B. Muddiman, Milan
JAPAN.....J. A. Langley, Kobe
MEXICO.....C. Noel Wilde, Mexico City
NETHERLANDS, EAST 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*

LORD LONDONDERRY

Who has been appointed First Commissioner of Works for Great Britain to succeed Lord Peel, the new Secretary of State for India. Lord Londonderry will not be in the British Cabinet.

DOCTOR JAMES RESIGNS POST

Resident Mining Engineer to Join Service of Granby Co.

Dr. H. T. James, resident mining engineer for the provincial government, has resigned his position to become engineer for the Granby Consolidated Mining, Smelting & Power Co. His resignation is to take effect as soon as his release from the government service can be arranged.

Dr. James has held the position of resident mining engineer, with headquarters in Prince Rupert, for about a couple of years. He has been an efficient and popular official and it is generally gratifying that his new duties will keep him the most of the time in this district.

DEFENDS ROAD Q. C. ISLANDS

Magistrate Mallory Says Good Work Was Done by Engineers and Workmen

That the road connecting Port Clements and Tlell is a very good one considering the circumstances although no one claims it is completed, is the opinion of A. R. Mallory J. P., of Port Clements, who was here for a visit and who said he thought criticism appearing in this paper in the form of an interview with a local man was very misleading.

Mr. Mallory says people cross regularly between Tlell and Port Clements and often the trucks carry a ton or very nearly that much. The settlers are particularly pleased with the work done, which, he suggests, reflects great credit on the engineers and others responsible for it. He says it was never built to carry heavy loads such as the machinery from the barge that was wrecked recently. This machinery could not be hauled over this road or over most roads in the country. The road was built to serve the settlers and it is already filling that purpose. Doubtless it would be completed and improved but that would take time. With the money at their disposal he thought very good work had been done.

WHAT IS IT

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SEAL COVE BUILDER OF BOATS SUCCUMBS

David McAllister, Well Known in City, Passes Away in Hospital

David McAllister, well known Seal Cove boatbuilder, passed away last night in the Prince Rupert General Hospital, where he had been a patient for about a week before his death and on previous occasions, having been in failing health for some time. He was 83 years of age and, as far as is known, is survived by no relatives in the district. He was born in Scotland. Funeral arrangements are in the hands of Hayner Bros., Undertakers.

JAMES HARRIS DEAD

TORONTO, Jan. 2:—James Harris, managing director of the Harris Abbattoir Co., died yesterday aged 51.

IN NO RUSH

"Henry," said Mrs. Glipping, in tearful tones.

"Well, my dear?" replied Henry, looking up from his paper. "What is it?"

"If I were to die tonight, would you marry again?"

"Not tonight."—Tit-Bits.

WHAT A LANGUAGE

Dad—I don't believe he wants to buy any sheep really. I believe he just comes after dinner.

Mum—Why, he always comes just before dinner, father!

Dad—Well, isn't that what I said, mother?—Sydney Bulletin.

NATURALLY

Porter (to woman arriving on the run)—No need to hurry, ma'am; the train ain't due for 20 minutes.

"I know that, but I can't bear having to hurry at the last minute."—Pearson's Weekly.