

- J. M. Bonin, Managing Director, La Cooperative Agricole de Granby, Granby, P.Q., and representing La Chambre de Commerce de la Province de Quebec.
- J. S. Duncan, Chairman and President, Massey-Harris Co., Ltd., Toronto, and representing Canadian Manufacturers' Association.
- Alex Gray, President, Gray-Bonney Tool Co., Ltd., Toronto, and representing Canadian Exporters' Association.
- F. L. Marshall, Vice-President in charge of Export for the House of Seagram, Montreal, and President, Canadian Inter-American Association.
- K. F. Wadsworth, President and General-Manager, Maple Leaf Milling Co. Ltd., Toronto.
- Clive B. Davidson, Secretary, Canadian Wheat Board, Winnipeg.

The businessmen who accepted our invitation to join the group paid their own expenses, including cost of their transportation in an RCAF aircraft. The government officials who were attached to the Mission contributed much to its success and were most helpful in our contacts with government and business. The crew of the aircraft, drawn from RCAF personnel, made a splendid impression, particularly when the Mission was receiving military honours. The fact that the Mission travelled in an RCAF North Star aircraft added considerably to its success.

The purpose of this Mission was to gain new first-hand knowledge about some of the countries with which we have been doing such satisfactory business, to learn what more we can do to develop and strengthen our trade with them in both directions. We did not go with the object of signing or revising trade agreements or of entering into any specific negotiations. This was a visit of friendship and goodwill to strengthen the broad basis of trust and mutual interest on which alone a sound flow of trade can be developed.

I may say with confidence that the object of our Mission has been achieved in the fullest measure. In all of the countries visited we were received by the head of the state, to whom I transmitted letters of greeting from our Prime Minister. We also had the privilege of meeting high government officials, key industrialists, and leading representatives of business, banking, agriculture, and other organizations. The various business members of the Mission had every opportunity to establish direct contact with their opposite numbers in each country. Many fruitful and valuable discussions were had, and I am glad to report that, while we were not, as a Mission, concerned with making immediate business deals, many of the individual members of our group were able to conclude satisfactory arrangements for further business on the spot.

I intend to go into some detail regarding each one of the countries on our tour. Before doing so, however, there are several comments of a general nature, which I would like to make.

The warmth and cordiality of the reception accorded to the Canadian Goodwill and Trade Mission in each country visited was beyond anything we had expected. We