

The "WALLET" OF KAI LUNG is Mighty Important to You



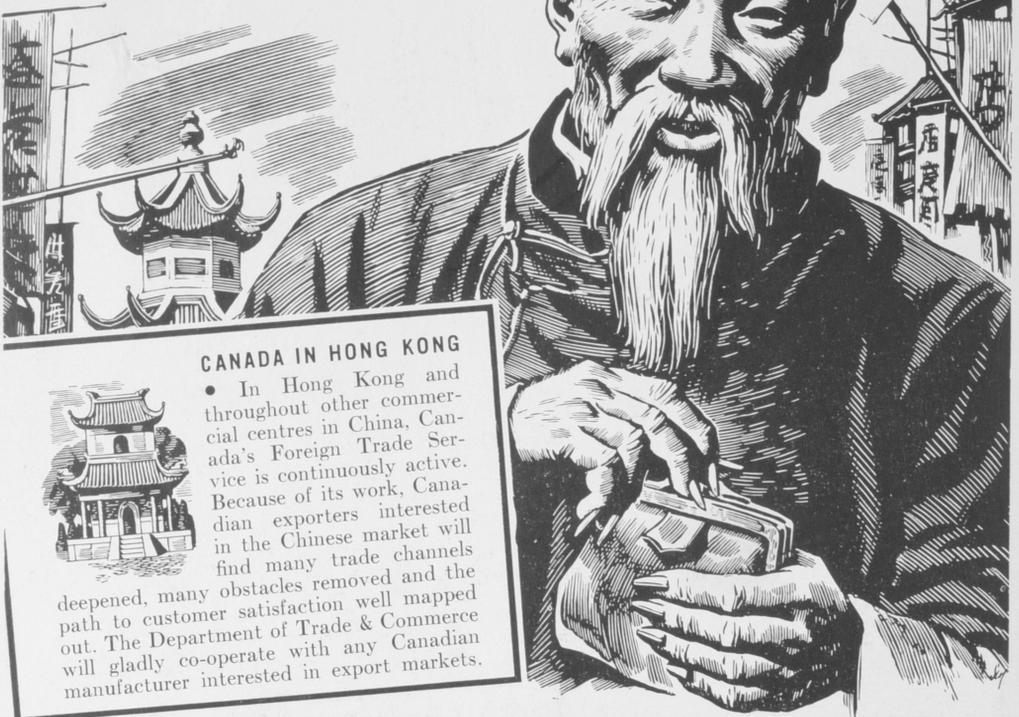
The buying power of the Chinese people and of people in every foreign country is mighty important to all of us in Canada. For in one year alone three out of every eight wage-earning Canadians depended on Export Trade for their livelihood.

Yes, export trade is a tonic that will enrich the constitution of this country, provide outlets for our gigantic industrial machine and help to maintain wages and employment throughout the Dominion.

And today, Canada faces its greatest opportunity in history to expand exports. All the world's a market for Canadian manufacturers. With Canada's name, Canada's ways and Canada's products now made familiar everywhere by our Foreign Trade Service, our travellers and our armed forces wherever they have served, export trade can be turned into the most powerful and vitalizing single influence on Canada's prosperity.

Weston's, a Canadian institution of world-wide scope and service, realizes the importance of export trade to Canada and its citizens. In keeping with Canada's home requirements, an even greater development of world demand is planned for the products of this all-Canadian organization.

Weston's **SODA BISCUITS**
English Quality **BISCUITS**
BREAD and CAKES



CANADA IN HONG KONG



• In Hong Kong and throughout other commercial centres in China, Canada's Foreign Trade Service is continuously active. Because of its work, Canadian exporters interested in the Chinese market will find many trade channels deepened, many obstacles removed and the path to customer satisfaction well mapped out. The Department of Trade & Commerce will gladly co-operate with any Canadian manufacturer interested in export markets.

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