

Open Letter to Canadian Manufacturers
From the Canadian Trade Commission.

OVERSEAS TRADE

GROUPS TO SECURE FOREIGN ORDERS

"Form trade-groups to secure foreign orders."

That is the reiterated advice of the Canadian Trade Commission to every industry in Canada able to undertake export trade. The present golden opportunity **TO PRESS PERMANENTLY OUTWARDS TO FOREIGN FIELDS** will not recur.

The world is gaping wide for products. Canada is among the favored few fortunate in being able to supply the things desired, whether raw materials or manufactured goods.

In less than five weeks ten trade-groups have been organized at the direct suggestion of the Trade Commission. Already reports coming in are that prospects are rosier than were even dreamed of. Big business is being booked.

The well-being and industrial stability of the Dominion demand that manufacturers secure as much trade abroad as possible. **IT IS THE TURN OF INDUSTRY** more especially to shoulder **A BIGGER PART OF THE NATIONAL BURDEN**. Agricultural exports cannot be expected to expand; their apparent limit has been reached.

A much greater national income is compulsory; **MORE DOLLARS MUST COME IN FROM OUTSIDE**; it is only through things exported that in the long run we can pay for things imported. Already our balance of trade is reverting to the adverse position it was in before the war.

Dominion factories on an average are only running 70% of their capacity. Canadian credits in Europe were established to keep them running all the time, and **TO PREVENT THE HARDSHIP OF UNEMPLOYMENT AMONG OUR WORKING CLASSES**.

The British preference to Empire-made goods opens a wide market for Canadian products in which no foreign competition need be feared. Such an opportunity has never before been presented.

A MANUFACTURER WHO DOES NOT UTILIZE EVERY MEANS TO KEEP HIS WORK-PEOPLE STEADILY ENGAGED DURING THE DIFFICULT TIME OF ADJUSTMENT TO PEACE-TIME WORK IS NOT DOING ALL THAT A PATRIOTIC MAN SHOULD.

The forming of trade-groups to obtain foreign orders which may be sub-divided among our factories according to their capacity is one of the **MOST IMMEDIATE NEEDS OF OUR NATIONAL LIFE**.

THE CANADIAN TRADE COMMISSION
OTTAWA