

*** IMPORTER'S DIRECTORY ***

1. Trade Commissioners should exercise care to avoid the possibility of creating resentment among firms in their territories by suggesting that the return of the questionnaire is a preliminary requirement to the obtaining of information. Probably the best way of handling this problem is, in the final paragraph of the initial letter which replies to the firm's query, to invite their attention to the benefits to be derived from filling in and returning the questionnaire. This is as far as an office should go unless there are special circumstances which reflect doubt on the local firm's integrity.

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