

new banking, transportation, advertising, retail store sales and all forms of business activity. Free enterprise in Canada, so long as it remains free enterprise, must embark on a tremendous effort for expanding export sales. Certainly competition is strong. Why shouldn't it be? Other people have a right to sell on the market as well as ourselves. New products have appeared and will continue to appear.

Canada enjoys great advantages to be seized upon by our exporters.

First, our word is our bond!

Second, our manufactured goods are second to none!

Third, our delivery dates - we are able to ensure a continuity of supply!

Fourth, we have the natural resources and the energy to develop and process them.

The domestic market is the easier one. Here we have common languages, common currency, finance, and communication that permits instant information. Our exporters move in a less known field, including convertibility of money, delays in communication.

In the Department of Trade and Commerce we have one of the finest foreign trade services in the world, built up over the years. Our trade commissioners provide the link between private enterprise and foreign countries.

In a free enterprise system, the government can supply the introduction and information. The actual selling remains in the hands of the entrepreneur of 1960.

Canada's exports during the first quarter of this year were valued at \$1,291 million and were 22.8 per cent higher than in the corresponding period of 1959, while the quarter's imports were valued at \$1,330 million, higher by 9.3 per cent than a year earlier, according to preliminary DBS figures. Thus, the import balance in the first quarter of 1960 was sharply reduced to \$38.7 million from \$166.2 million in the same period of 1959.

Exports to all countries in March 1960 were valued at \$439.5 million and were 15.3 per cent higher than last year. The March increase compared with gains of 33.5 per cent in February and 21.2 per cent in January of this year over the corresponding totals last year, continuing the uninterrupted monthly year-to-year increases which started in September 1959. Imports from all countries went up 10 per cent to \$476.4 million in March 1960, following an increase of 19 per cent in February and a very small decline in January of this year.