

safeguard against hasty conclusions. Apart from the many real and practical difficulties in the way, I believe that the new maturity of the Canadian people is one of the real factors for consideration in any such plan.

From what has been said of Canadian achievements and Canadian character it will be clear that those who study the idea of Customs Union should define exactly what they mean. If, for example, the idea assumed eventual political union, then Canadian opinion, both past and present, has been stated on more than one occasion. Canadians are proud, and justifiably proud, of their accomplishments as a nation. Moreover, the review I have given will indicate that Canadians have reason for faith in their own future. We are also convinced that we have a serious part to play as a self-governing nation in world affairs. Consequently I venture to suggest that Canadians will not lightly surrender their position as a free and independent nation no matter how attractive the material benefits can be made to appear.

The real point that needs consideration in the eyes of Canadians is the extent to which trade barriers between our two countries may now be out of step with the times. In 1947 Canada, with a population of a little better than 12 million people purchased two billion dollars worth of goods from the United States, exclusive of services. In the same year the United States, with a population of 145 million people, purchased one billion dollars worth of Canadian goods. If trade barriers are in any way responsible for such a wide contrast, then I think reasonable men would agree that the structure is no longer appropriate.

But to return to the question about the personal attitudes and characteristics of Canadians, I conclude my response to this query by saying that the Canadian is a resourceful, hard-working, frank but reserved fellow who likes to pay his own way. He has a growing pride in his country's achievements and a growing confidence in the future. He feels that it is in the interests of both Americans and Canadians that everything possible be done to increase trade between us.

If Canadians are right in this belief, one way, and perhaps the best way for American sales executives to participate is to promote new ways of buying things from Canada or of travelling in Canada. They will have a direct and tangible return from this because they will be helping to provide the wherewithal for Canadian purchases of their own products. This is an eminently practical approach which I feel certain that you as sales and advertising executives will appreciate.

I should also remind you, however, that the information which has been circulating about Canada's present difficulties has been fragmentary at best. It has given rise to occasional pessimism about Canada's prospects...not only in the minds of some Americans...but also in the thoughts of some Canadians. The brief survey we have conducted this evening offers little justification for such pessimism. On the contrary, the shape of the Canadian future that is clearly visible now is such as to provoke the sturdiest optimism and to call for action in keeping with that optimism.

Our physical endowments and proven human capacities will enable us to meet any temporary challenge which these days have to offer. Any reasonable improvement in world affairs will bring immediate betterment to our position. Looking farther ahead, I believe that our accomplishments in the next ten years will put past achievements in the shade. At no time during our history has there been less reason to "sell Canada short."