

In 1911, the name of the Service was changed from the Trade Commissioner Service to the Commercial Intelligence Service. The year 1914 saw the first attempt to recruit trade commissioners directly from the universities when the Minister successfully approached McGill and the University of Toronto seeking candidates for the Service. This resulted in the recruitment of Dana Wilgris and Norman Johnston. The same year saw the beginning of training before going abroad. In 1916, plant tours before posting overseas became part of the training.

By 1922, there were 24 full trade commissioners; nine years later, 34. Other landmarks in the Service include establishing in 1926 the practice of returning to Canada after four years abroad for leave and tour (previously it was thought the longer trade commissioners stayed abroad the more effective they were); James Langley's transfer from Kobe to Tokyo marks the first time a trade commissioner was formally attached to a diplomatic mission; and in the mid-1940s the return to the name "Trade Commissioner Service" from "Commercial Intelligence Service". In 1949 when Newfoundland joined Confederation, the members of the Newfoundland Trade Commissioner Service became members of TCS. A