

worth of exports right away. But one thing we must remember is that increased sales, either way, are going to depend upon initiative, competitive prices, and hard selling on the part of companies and individuals in each of our countries.

Much has already been done. I dislike the use of statistics, but there is no other way the story can be told. In 1900 our exports to Britain had a total value of \$96 million. By 1913, the last year before the First World War, they had risen to \$170 million. By 1930 they had reached a level of \$282 million, and last year they were \$794 million. It seems likely that this year they will have a value of nearly \$1,000 million.

#### British Exports to Canada

These are impressive figures from the Canadian point of view, but we are well aware that they are higher than the figures of exports from Britain to Canada. However, in view of some of the press reports which convey the impression that British exports to Canada are being held back, I think it is important to emphasize that they have shown a steady and encouraging increase. To take the same years as I have already mentioned for Canadian exports, your British exports in 1900 were worth \$44 million. By 1913 this had increased to \$139 million. By 1930 they were \$180 million. In 1956 they were \$476 million, in 1957 \$407 million, in 1958 \$518 million, and last year \$589 million. Nor has that trend stopped. For the first nine months of this year, British exports were \$10 million higher than for the corresponding months in 1959.

In the face of these figures, you will understand why we are both surprised and concerned about the impression which is being conveyed that the Canadian Government has been placing barriers in the way of trade with Canada. The very contrary is the case. In 1957 a trade mission of leading businessmen was organized by the Canadian Government. In many ways it was a unique venture. They were all producers with things to sell. But because they believed in the value of trade between Britain and Canada, and because they were sure that Britain could sell more to Canada, they came here for the express purpose of encouraging British exporters to seek markets in Canada. Surely the results speak for themselves. In the previous year of 1956 British exports were \$476 million. Last year they were \$589 million, an increase of 22 per cent in 3 years.

#### Source of Misunderstanding

Where, then, does this idea come from that the Canadian Government is attempting to reduce British sales to Canada? Undoubtedly some of it has resulted from a