

**Tourist Information.**—Tourist information generally is supplied by the Canadian Government Travel Bureau, Ottawa, while detailed information on the National Parks and Historic Sites may be obtained from the Department of Resources and Development, Ottawa. For advice regarding specific provinces or particular cities or resorts, the tourist may apply to the provincial or municipal bureau of information concerned. (*See under 'Tourist Trade', Directory of Sources of Official Information, Chapter XXVIII.*)

## **PART IV.—THE GOVERNMENT AND FOREIGN TRADE**

### **Section 1.—Foreign Trade Service and Associated Agencies Concerned with the Development of Foreign Trade\***

Foreign trade contributes substantially to the welfare and prosperity of Canadians, owing largely to the fact that the productive capacity of Canada is greater than the ability of its population to consume the output of farms, factories, forests, fisheries and mines. Every effort is made, therefore, to establish and maintain close commercial relations with other countries whose markets are essential to the Canadian economy. It is appreciated, however, that two-way trade should be encouraged in order that goods and services may be accepted in partial payment for the products Canada is in a position to export. Furthermore, many commodities that are not indigenous to this country have to be imported from abroad. Some of these are required for Canadian industrial processes and others may be classed as consumer goods necessary for the maintenance of a high standard of living.

Although many private firms have established connections in other countries that enable them to maintain a steady flow of goods in either direction, others require the assistance of government agencies in finding markets or sources of supply. Import and export controls, imposed by many countries for a variety of reasons, together with post-war foreign exchange difficulties, present problems that no single firm or even an association of manufacturers, exporters or importers, can solve without assistance from government representatives.

The Department of Trade and Commerce and associated agencies are at the disposal of exporters and importers engaged directly in the development of Canada's commercial relations with other countries. Services obtainable from the various branches, divisions and agencies are described as follows:—

**Canadian Trade Commissioner Service.**—The Canadian Trade Commissioner Service is one of the important instruments in the continuous effort to increase Canadian international trade, to give world-wide distribution to Canadian products and to locate the best sources of supply for imports. With headquarters at Ottawa, the Service maintains in 40 countries 49 offices, staffed with trained Canadian trade officials and commodity specialists. The work of the Trade Commissioners in the field is co-ordinated at Ottawa by four Area Trade Officers. These officers are familiar with every aspect of foreign trade in their geographical or political areas and are responsible to the Director of the Service for the collection, preparation and presentation of information on all trade matters in their respective territories.

Trade Commissioners bring together exporters and importers of Canada and other countries. They study potential markets for specific Canadian products and report on the exact kind of goods in demand, competitive conditions, trade and

\* Prepared in the several branches and divisions concerned and collated in the Information Branch. Department of Trade and Commerce, Ottawa.