

PURCHASING POWER INCREASE IS NEEDED

Foreign Trade Development Also Aim, Hon. W. D. Euler Declares

AT EXHIBITION OPENING

Return of Confidence, Use of New Methods, Urged by Minister of Trade and Commerce

Development of foreign trade, coincident with increase of domestic purchasing power through solution of the problem of distribution, is the aim of the newly-elected Government of Canada, Hon. W. D. Euler, Minister of Trade and Commerce, declared last night in opening the National Produced in Canada exhibition in the Sun Life building.

"Domestic trade is handicapped because of lack of purchasing power," said the Minister, "and it is anomalous that while we have sufficient to supply the needs of everyone in the country, one million people are on relief."

"We have solved the problem of production but not of distribution. This problem is a challenge to all clear thinkers in the nation. If men apply themselves with ability and intelligence and with regard to the rights of their fellow-men, then it is not impossible to correct the difficulties and wrongs which we now face."

Canadian manufacturers will agree, said Mr. Euler, that foreign trade too is important, and must be developed for the benefit of the country at large. The present Government like others in the past, had as one of its aims the opening of foreign markets.

"Reciprocity," said the Minister, "is in the air."

To aid foreign trade, Mr. Euler called upon Canadian manufacturers to avail themselves of the services of commerce commissioners posted in strategic places throughout the world.

One of the causes of the depression, the Minister suggested, was fear of the future, and he urged a return of confidence "in ourselves" as one condition precedent to the return of better times.

INDUSTRIAL PROGRESS NEEDED

Industry in Canada cannot afford to remain static, Mr. Euler warned. Conditions constantly change, either forward or backward, and Canadian industrialists must see to it that the change in this country is in the right direction.

Application of science to industry had made competition in trade extremely keen. "Unless we in Canada stride along with other countries, we shall to the rear."

Mr. Euler invited Canadian industrialists to make full use of facilities of the National Research Council, which was established some years ago to aid scientific research in industry. There are now 130 scientists in the department.

"My desire and aim is to build up a staff of scientists who will work not only for love of science, but to apply their knowledge and research to industrial activity," said Mr. Euler. "We invite you business men to co-operate with us. Bring us your problems. You already know of our other facilities," referring to his department's foreign trade commissions, "avail yourselves now of our research facilities."

At the outset of his remarks, in thanking B. W. Coghlin, president of the exhibition for his laudatory introduction, Mr. Euler said he hoped that four or five years hence business men will feel as kindly disposed toward him as they do now. "Since the spirit of reciprocity is in the air these days," the Minister proceeded to return the compliment by praising the exhibition as "the greatest thing of its kind in the country."

PROBLEMS ARE MANIFOLD.

"Two weeks ago tonight I was sworn in as Minister of Trade and Commerce," said Mr. Euler. "The last few days we have had much urgent business to attend to, and the ramifications of my department are such that not in any sense yet have I become its master."

Mr. Euler referred to the educational campaign carried on the past few weeks through the press and schools of the produced in Canada exhibition, in order to make citizens "Canadian-conscious."

"It is not only their patriotic duty to buy goods made in Canada," he said, "but it is also a matter of common sense for them to do so. Buying Canadian goods will help relieve unemployment which will in turn lessen the outlay of relief expenditures and the burden upon those who have to pay the taxes."

Two causes were back of the depression, the Minister declared. One was the real cause, not quite completely understood, and the other was a cause "inherent in ourselves—lack of confidence."

The address was broadcast over a nation-wide radio network.

LEADERS ON PLATFORM.

Those on the platform included His Worship Mayor Camillien Houde, C.B.E.; Clinton Henderson, president of the Board of Trade; T. Maggart Smyth, president of the Chambre de Commerce; Rosaire Gratton, president of the Builders Exchange; Henry Laureys, director of technical education of the Province of Quebec; B. W. Coghlin, president of the Produced in Canada Association; George Brunet, president of the Trades and Labor Council of Montreal; J. E. Walsh, general manager of the Canadian Manufacturers Association, Toronto; L. J. Adjutor Amyot, chairman, Quebec division of the C.M.A.; H. W. Matheson, chairman, Montreal branch, C.M.A.; J. H. Sherard, ex-president of the C.M.A.; Dr. Milton Hersey, president of the City Improvement League; D. B. Gillies, "Industrial Canada," C.M.A., Toronto; Ernest Pitt; J. Stanley Cook, secretary of the Board of Trade; and the following directors

of the exhibition—N. C. Polson, jr., J. A. Paulhus, E. Howard Smith, A. McA. Murphy, W. H. Miner, Paul E. Joubert, F. McKinley.

Last year 150,000 persons visited the exhibition. With throngs crowding the aisles last night, officials confidently expect that this figure will be surpassed this year.