



**GREAT BRITAIN—
THE WORLD'S
BEST CUSTOMER**

Great Britain—The World's Best Customer

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NOTE: Where possible, trade statistics are based on official Government sources and authoritative publications issued by the League of Nations Economic Intelligence Service. In the case of League of Nations statistics, new gold dollars have been converted into 1938 pounds sterling.

Some of the figures relating to the early development of trade in England, and throughout the world in the nineteenth century, are necessarily based on estimates and, as such, are liable to a wide margin of error. Allowance has not been made in these early figures for the varying purchasing power of currencies at different periods. They do, however, serve to give a picture of the very rapid development of world trade from its earliest beginnings to the years when accurate trade statistics began to be compiled in most countries.

In most cases throughout the book where statistics relating to Great Britain are quoted, the term "Great Britain" had been taken to include Northern Ireland.

Tables 1 to 5, and Table 7, together with various textual statements in Chapters 1 and 2, are taken from "A History of Commerce" by Clive Day, Ph.D., published by Messrs. Longmans Green and Co., New York. Trade figures up to the year 1900 which are included in the Charts facing pages 17 and 41 are also from the same source, and acknowledgment is made to Messrs. Longmans Green and Co., Ltd., for their permission to use this material.

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Historically, one of the important factors in the economic development of most advanced countries has been the purchasing power of Great Britain.

Trade statistics show that over the last hundred and fifty years—during which the economies of all the advanced countries have undergone a radical transformation from an agricultural to an industrial basis—Great Britain has been, year by year, the world's best customer.

Why did Great Britain become the world's foremost trading nation ?

What is her influence, and that of the Dominions and Colonies, on the world economy to-day ?

What is that influence likely to be in the future ?

To what extent is the prosperity of every country seeking to develop export markets in the post-war world affected by the prosperity, industrial strength, and purchasing power of Great Britain ?

Is Great Britain likely to remain the world's best customer ?

These are some of the questions to which an answer is attempted in this book.

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