

## MARKETS OF EMPIRE

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# MARKETS OF EMPIRE

BY

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## FOREWORD

*BY THE RT. HON. L. S. AMERY, P.C., M.P.*

MORE and more the general public and the business world alike are coming to the conclusion that the future of our British economic system lies in its linking up with the development and expansion of Empire trade. To establish the British Empire as an economic unit, without prejudice to such economic autonomy within that wider unity as each of its constituent communities find it desirable to maintain, is the greatest constructive task before the statesmen of the Empire to-day.

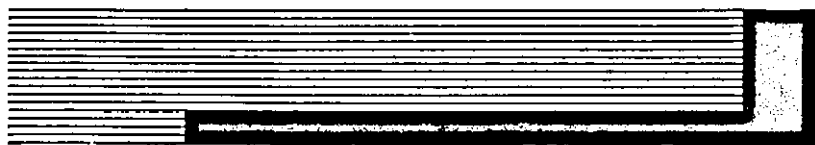
That task will, as far as they are immediately concerned, be embodied in fiscal changes in their respective countries, and in agreements arrived at by inter-Imperial negotiation or at Imperial Conferences. But these measures in the political domain cannot of themselves create the desired result. They can only create more favourable conditions for its achievement by the business men who will actually open out the avenues of Imperial trade and stimulate Imperial development. And it is the business men, again, who by concentrating on Empire trade can both create a favourable situation for an Empire trade policy, and justify that policy if established.

A book therefore like Mr. Willson's, which gives practical information about the actual situation in the various Empire markets, from the point of view of the different main branches of British industry, is not only of immediate value to the British manufacturer and merchant in search of business, but is in itself also a useful contribution to the initiation and ultimate success of an Empire trade policy. It is in both these capacities that I can commend it both to the business man intent upon the solution of his own immediate problems and to the political student of the general economic situation in the Empire.

*L. S. Amery*  
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## PREFACE

THE following chapters are based on a series of articles, entitled "Needs of the Empire's Markets," which the author contributed to the Trade and Engineering Supplement of *The Times* from March, 1928, until September, 1929, and he is indebted to the proprietors of *The Times* for permission to arrange for their republication in book form.

The importance of the overseas Empire to British industry and trade cannot be over-estimated. Exports of United Kingdom produce and manufactures exceed £700,000,000 in value per annum: of the total, goods worth more than £300,000,000 are sent to Empire markets. The most promising openings for British goods are to be found in those markets, for total imports of merchandise into the overseas Empire exceed a value of £1,000,000,000 per annum.

This book deals in detail with the opportunities existing in different parts of the Empire for British products, the chapters covering marketing policy, distribution, publicity, present trade, competition, trend in demand, and openings for goods produced in the United Kingdom. Brief statistical details are given at the end of each section, and the advertisements show where marketing service can be obtained.

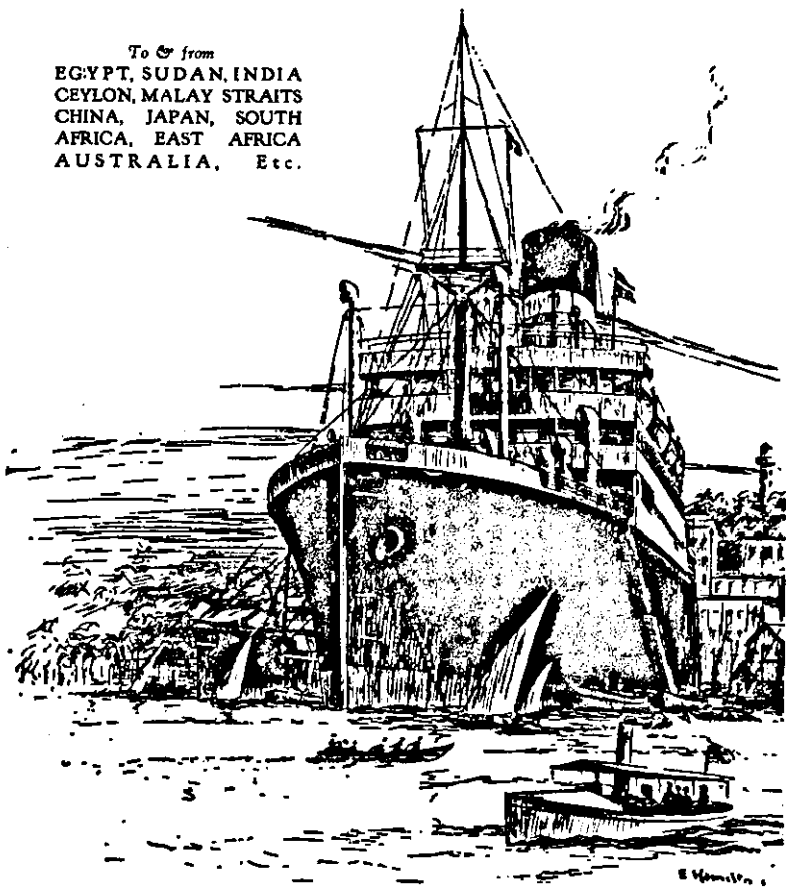
The author wishes to thank all those, both at home and overseas, who have assisted him with advice and information, and hopes that this book will be of practical help to them in their work in connection with inter-Imperial trade.

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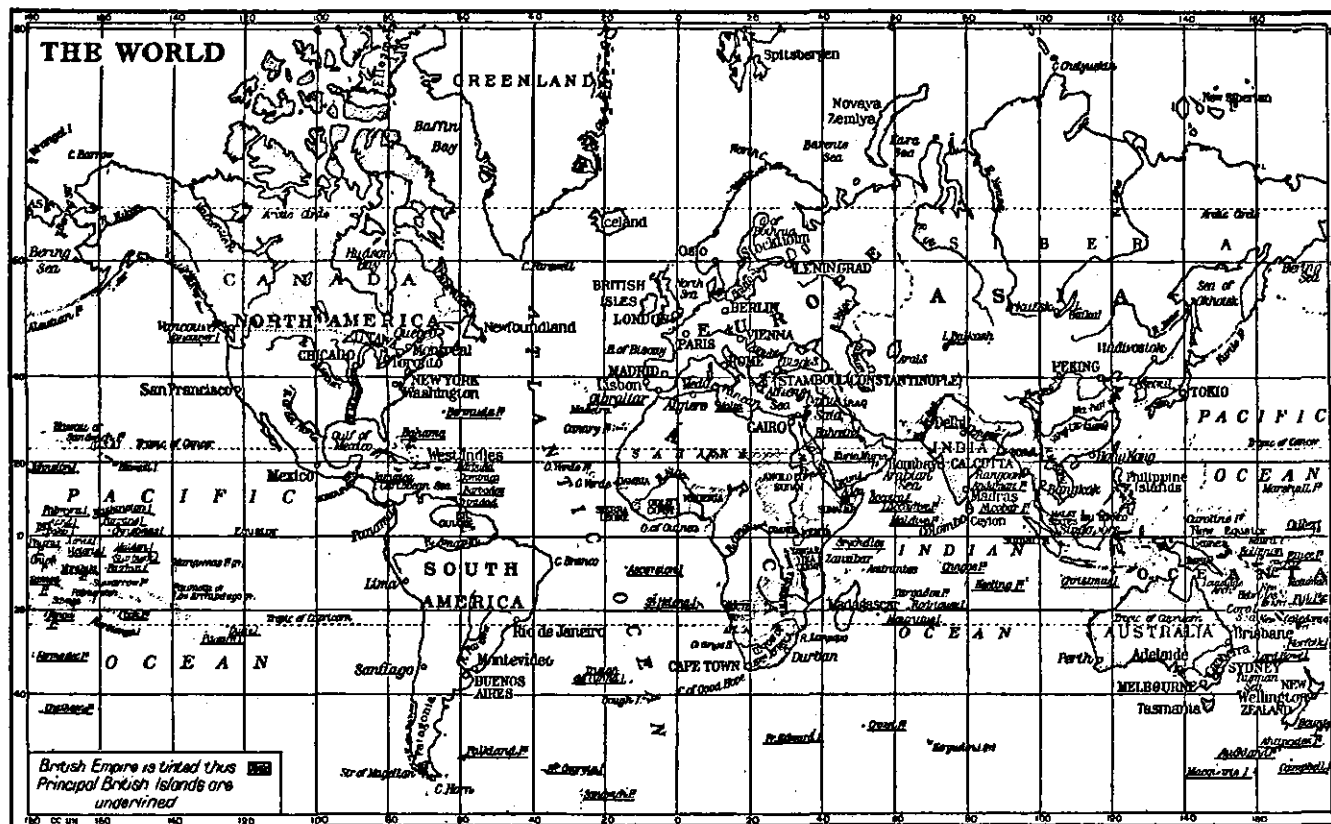
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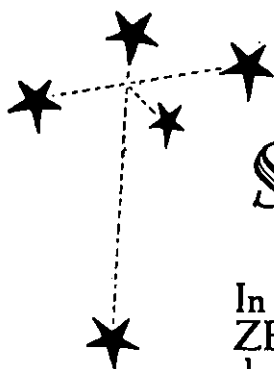
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## AUSTRALIA

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