

See One Advantage For Conservatives In Election

By DAVE MCINTOSH
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 OTTAWA (CP)—A government trying for re-election has one big advantage over its opponents: It holds the purse-strings.

That is why the Liberal, CCF and Social Credit parties probably will have a hard row to hoe in combatting some Progressive Conservative election promises, especially in the field of public works, during the campaign leading to the March 31 vote.

Some federal politicians—and they are not all Conservatives—say the government made a good move strategically speaking when it didn't introduce in Parliament before dissolution a budget or any estimates of government spending for the 1958-59 fiscal year which starts April 1.

That is, the government's election campaign is not constricted by what a budget and the estimates might contain.

LIBERALS DEFERRED

Before Parliament was dissolved in 1957 for the June 10 election, the former Liberal program for the 1957-58 fiscal year. Included in that budget was a 6-monthly increase to 46 in the old age pension, a relatively small boost that did not sit well with many voters.

On the hustings, the CCF promised a 75-a-month pension—29 above that provided by the Liberals—and the Social Credit party talked about one of \$100. The Conservatives, although not specifying any amount, said they would have provided a bigger increase.

The Liberals couldn't, and didn't promise any more they were hog-tied by the budget they had just presented and were placed in the position of defending the small pension increase. After the Conservatives won the election and took over the government, they added a 9-monthly increase of their own to boost the pension to 55.

Also, with no budget or detailed spending estimates to tie them down, Conservative candidates in the current election campaign will be able to promise their electors various programs which probably will have been carried out even if there had been no election.

The other parties can make such promises in a general way but, having no control over the drawing up of the estimates, they are unable to give precise undertakings.

Just as an example: A federal cabinet minister would know that, say, the government planned to have a new post office built in some town. He thus could make a promise in that town—while the provision of course, that the government be re-elected.

CAN HAUNT, T.C.

Election promises, naturally, can be embarrassing.

During the last session of Parliament, the Liberals kept handy

in the Commons for ready reference a red-covered book—about the size of a large mail-order catalogue—which they said contained the complete list of Conservative election promises in the 1957 campaign.

The Conservatives maintained that they had carried out all the major promises by the time Parliament was dissolved.

But the Liberals time and again challenged the government to show where it had eliminated "waste and extravagance," as the Conservatives had promised to do. As it turned out, the Conservatives increased spending instead of lowering it.

Some survey participants plan to expand their Canadian production facilities and intensify their sales effort there. Typical of the view of other firms without a direct stake in Canada at present is that "the only long-range solution to the problem of making more sales in Canada is the establishment of manufacturing facilities in that country."

Of the 196 survey participants selling in Canada today, 110 maintain separate subsidiaries here to manufacture and sell their products. The Conference Board reports. A large majority of these 110 companies indicate that their Canadian subsidiaries are wholly owned but that they are given a great deal of independence in conducting their business in that country. Many of these firms emphasize that Canadian executives staff the operation.

However, a certain amount of over-all control is usually exercised by the parent company. The Conference Board reports. This is

U. S. Manufacturers Find Canadian Market Attractive

NEW YORK Canada is becoming an increasingly attractive market for United States manufacturers, the National Industrial Conference Board finds in a survey of the selling practices of 237 U.S. firms released today.

Evidence of this is that 196 companies, or 83 per cent of those surveyed, now sell in Canada.

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advantages is the elimination of import duty payments, which results in "better profits," "better competitive positions," and "elimination of red tape."

Another benefit frequently mentioned by co-operators is that their subsidiaries place them in a position to meet the Canadian demand for home manufactured goods—a preference often described by them as "the 'Buy Canada' movement."

Eighty-six of the survey participants who sell in Canada do not maintain separate Canadian subsidiaries. Sixty-four of this group place ultimate responsibility for Canadian Marketing activities with their domestic sales organization because in many cases their "potential" sales in Canada do not justify a subsidiary there. "The further reason given by several company officials is that, because Canada is geographically so near, there is no need to maintain separate units in the Dominion.

In half of these sixty-four com-

panies, U.S. sales forces directly solicit Canadian users or would be users of their product. Other half of the firms hold their domestic sales organizations responsible for their over-all Canadian sales efforts, but the actual sales are made by Canadian agents, distributors, or dealers.

USE LICENSEES

Twelve of the 237 cooperating companies reach the Canadian market by license. Canadian firms to manufacture and sell the U.S. firm's products. These licensees usually pay a royalty or fee of the U.S. company based on the Canadian sales of such products.

Ten of the U.S. firms surveyed sell their products in Canada through their regular export or international sales departments. Forty-one of the companies responding to the survey report that they are not actively soliciting Canadian trade. Often these companies are limited in size and feel they would overextend themselves in attempting to tap the market in Canada, in the NICB reports. However, some would like to sell their products across the border but have encountered specific difficulties or deterrents, notably tariff regulations.

Finally, a number of co-operators while not presently serving the Canadian market are nevertheless "very much" interested in the sales opportunities to be found in Canada.

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Acclaim French Language Play

MONTREAL (CP)—Ciel et Mecanique, (Heaven and Mechanics) a comedy-fantasy written by a 22-year-old Montrealer who also directed and starred in it, won seven of the 11 awards Saturday at the Western Quebec Regional Drama Festival.

Written by Luc Durand, the play took the awards for the best production, the best Canadian play, the best visual production, the best actor, the best actress, the best supporting actress and the best backstage efficiency.

The play, which closed the six-night festival, was staged by a newly-formed French-speaking Montreal group called Le Guignol a Moustaches.

British adjudicator Richard West acclaimed the play for "charm and originality of the first order." He said Mr. Durand had fulfilled the duty of a writer in creating a piece that could be played.

Durand took the best actor award for his performance as a mortal called Adelard who wants to get into heaven.

"In the tradition of all great humorists, like Charlie Chaplin, Mr. Durand combined sadness with comedy," said adjudicator West.

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LABOR SUPPORTS CCF

TORONTO (CP)—The Ontario Federation of Labor will again support the CCF in the coming federal election campaign, chairman Cleve Kidd said Saturday in a statement. "We are convinced that the CCF was the effective opposition in the last two Parliaments and should be returned in greater strength to the next Parliament," he said.

POLICE EXPERTS

LONDON (CP)—The world's greatest detectives are coming to London this year for the annual general meeting of Interpol, the international police organization, scheduled for six days starting Sept. 15.

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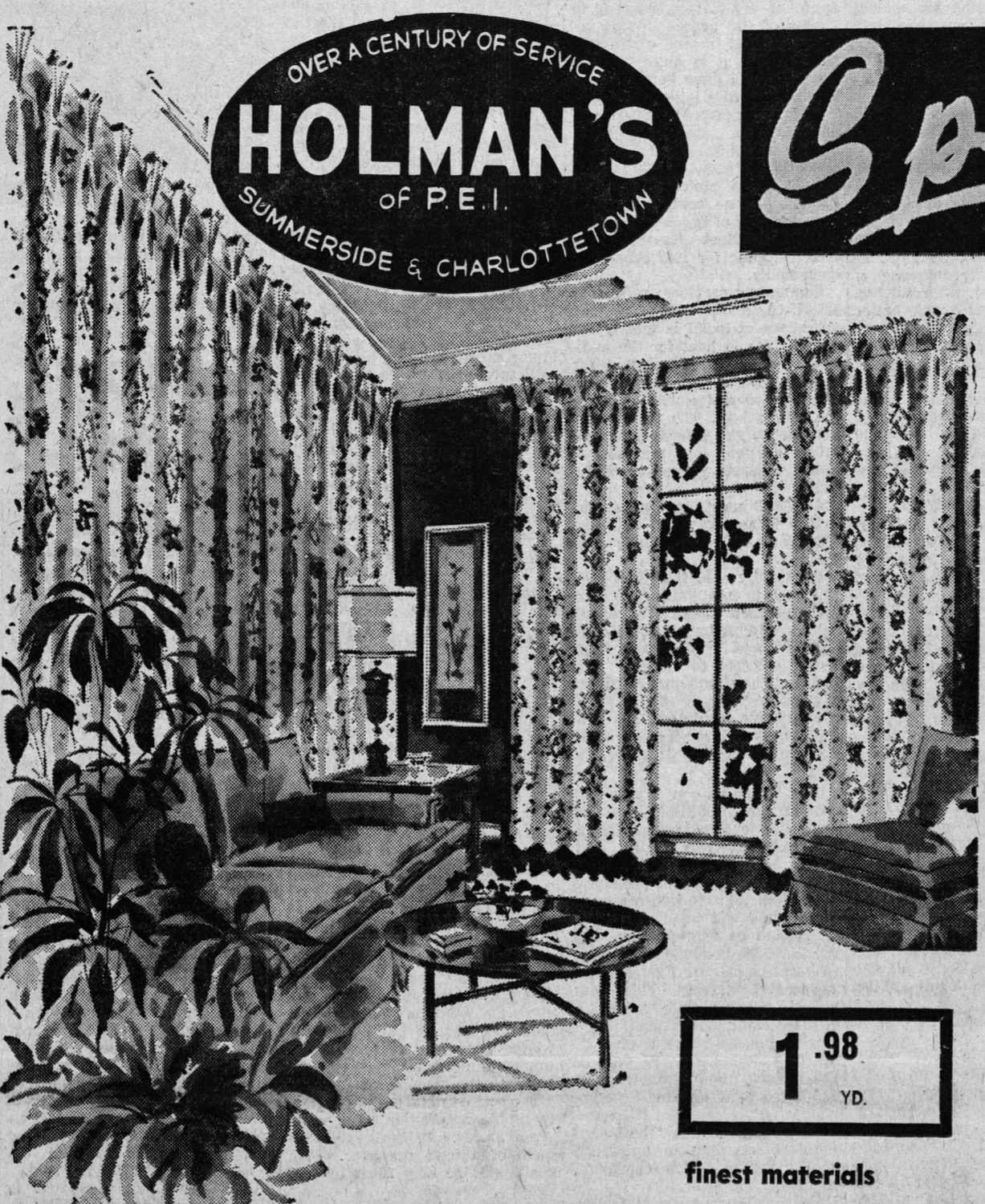
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