

Canadians Sometimes Slow To Accept British Goods

By FORBES RHUDE
Canadian Press Business Editor
TORONTO (CP) — Canadians sometimes are slower to accept British products than are Americans.

This was indicated at a stiff question-and-answer exchange at a press conference held Tuesday by a British trade mission—now in Toronto in the course of a trans-Canada tour.

The large gathering of press, radio, television and trade magazine representatives threw needling questions at the delegates, asking such things as:

"Can British products get acceptance in a market accustomed to North American goods? Do British manufacturers tend to adopt a 'take-it-or-leave-it attitude' in regard to their products? Will Britain really find the money to invest in Canada?"

U.S. BIGGEST BUYER

"Do you know who our biggest customer is?" asked Sir Edward Herbert. "The United States."

"If British products can't sell on this side of the ocean, why has a British soft-drink firm been able to sweep the American market? They were told before they came in that they didn't have a chance."

"A British textile firm, after a \$25,000 survey, was told the same thing in regard to the American market, but it went ahead and is succeeding."

James V. Morrison, representing the government on Northern Ireland and the Northern Ireland Development Council in the United States, said Irish linens get a better reception in United States than in Canada, which is supposed to have similar tastes to its neighbor.

"In Canada," Mr. Morrison said, "there does not seem to be the same appreciation as in the United States that linen is a fashion fabric. Irish linens are sold much more widely in the stores there. We are obviously packaging to suit them."

Another delegate commented that in his visits to Canadian supermarkets he had observed a distinct demand for British items.

Another questioner said it has been forecast by the royal commission on Canada's economic prospects that the proportion of British goods sold in Canada is not likely to increase greatly.

Sir Norman Kipping replied: "Forecasts are usually fruitless because none of us knows what

kind of products we will be buying 10 years hence."

In regard to investment, Sir Charles Hambro stated: "Britain has been investment-minded and still is. British firms wishing to go into business or put up plants in Canada are encouraged to do so."

Sir William Rootes, leader of

the mission, commented: "Investment is one of the foundations of British trade in Canada. The larger it grows the sooner will British firms be able to establish more organizations in Canada, bringing not only investment but greater employment for Canadians, and support to the Canadian economy."

Encouraging Signs Seen Of U.S. Consciousness Of Canada

By HAROLD MORRISON
Canadian Press Staff Writer
OTTAWA (CP) — Top Canadian trade authorities said Monday there seems to be an increasing awareness in the United States of Canada and her problems and this may lead to benefits in vital trade relations between the two countries.

The report of a two-man congressional study mission is one of the "most encouraging signs" of this "rising consciousness of Canada," they said. There was immediate agreement here with some of the mission's recommendations.

There also was the hope that this "rising consciousness" would result in policy shifts on tariffs both in the White House and in Congress particularly in the U.S. Reciprocal Trade Agreements Act and in the two specific items of lead and zinc.

President Eisenhower has asked Congress to extend the reciprocal trade agreements legislation for another five years, empowering him to reduce American tariffs by as much as 25 per cent during that period.

But the proposed amendments would also widen the field of American "escape clauses," allowing the U.S. government greater power to ditch tariff bargains made with Canada and other countries if these deals began to hurt American industry.

It is this latter proposal which Canadian officials don't like. One said he would rather see the American legislation renewed as it now exists—without the hope of any further American tariff curbs—than have extended escape clauses included.

The hope here is that with the publication of the Hays-Coffin report, and with other indications of an increased American awareness

of Canada, Congress now may take a fresh look at the proposed amendments and perhaps revise them before the legislation is approved.

And there is hope that the president—who with State Secretary Dulles will pay a three-day visit here starting July 8—may not act to implement the majority report of the U.S. tariff commission recommending new import curbs on lead and zinc.

The congressional mission report which was welcomed here enthusiastically said the American people, press and government

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display a patronizing attitude toward Canada.

The report by Congressmen Brooks Hays of Arkansas and Frank Coffin of Maine both Democrats, criticized American ignorance of Canadian problems and made a few recommendations which found approval among Canadian authorities.

They agreed, for example, that it would be of some help in American education to compile joint American - Canadian trade statistics on a regional basis, showing how each province and each state benefits by Canadian U.S. trade, largest in the world.

One state might be critical of Canadian goods, arguing they harmed some particular local industry. But that state might change its tune, officials here suggested, when it saw how other industries and workers in the state benefitted by goods from Canada.

Canadian officials also favored such other recommendations that the U.S. explore all possible alternatives before boosting its tariffs and that a congressional committee be set up to keep Canada-U.S. relations under constant review.

But other recommendations dealing with travel restrictions and congressional representation on a bilateral ministerial trade committee found little Canadian enthusiasm.

The congressmen said unnecessary travel restrictions between the two countries should be removed, but Canadian officials suggested no real restrictions re-

main.

As for inviting congressmen to sit in on the confidential talks between Canadian and American cabinet ministers, they suggested the U.S. government would be the first to reject his.

The growing American consciousness of Canada, the authorities said, appears to result from several developments—confidential reports to Washington by U.S. diplomats stationed in this capital; the economic recession; and speeches by Prime Minister Diefenbaker and Finance Minister Fleming criticizing the U.S. attitude.

Canadian officials felt they had the sympathetic ear of the U.S. administration for some years and that the real "cold front" was in Congress. They had felt

Urge Women Make Up For Lost Time

TORONTO (CP)—Women have been slow to make progress in politics, said Senator Elsie Inman of Prince Edward Island Tuesday, but now is the time to make up for it.

She reminded the annual meeting of the Tuesday Luncheon that Congress was rather unsympathetic to Canada's appeals. Now there seemed to be a "change of heart" in the U.S. ruling political body and this was "all to the good."

Club that it has not yet been 30 years since women became "persons."

In her own province, she looked back on more than 40 years of contending with the male attitude that women should keep house and keep quiet, plus the indifference of the women themselves.

During one election a woman told a canvasser that if she didn't vote she would get a fur coat. Another was afraid that if she voted her husband would kill her. Mrs. Inman and friends took the second woman, heavily veiled, to the polls.

"Now," said Mrs. Inman, "it is in our hands to open new doors and to develop this country side by side with men as our grandmothers did."

G.M. Appeals To Employees

DETROIT (AP)—General Motors Corporation has appealed to its 350,000 hourly rate employees to study "in the light of conditions today" the company's wage formula which was rejected by the United Auto Workers Union.

The company Monday made public a letter from president Harlow H. Curtice to employees covered by the GM-UAW contract, which expires at midnight May 29.

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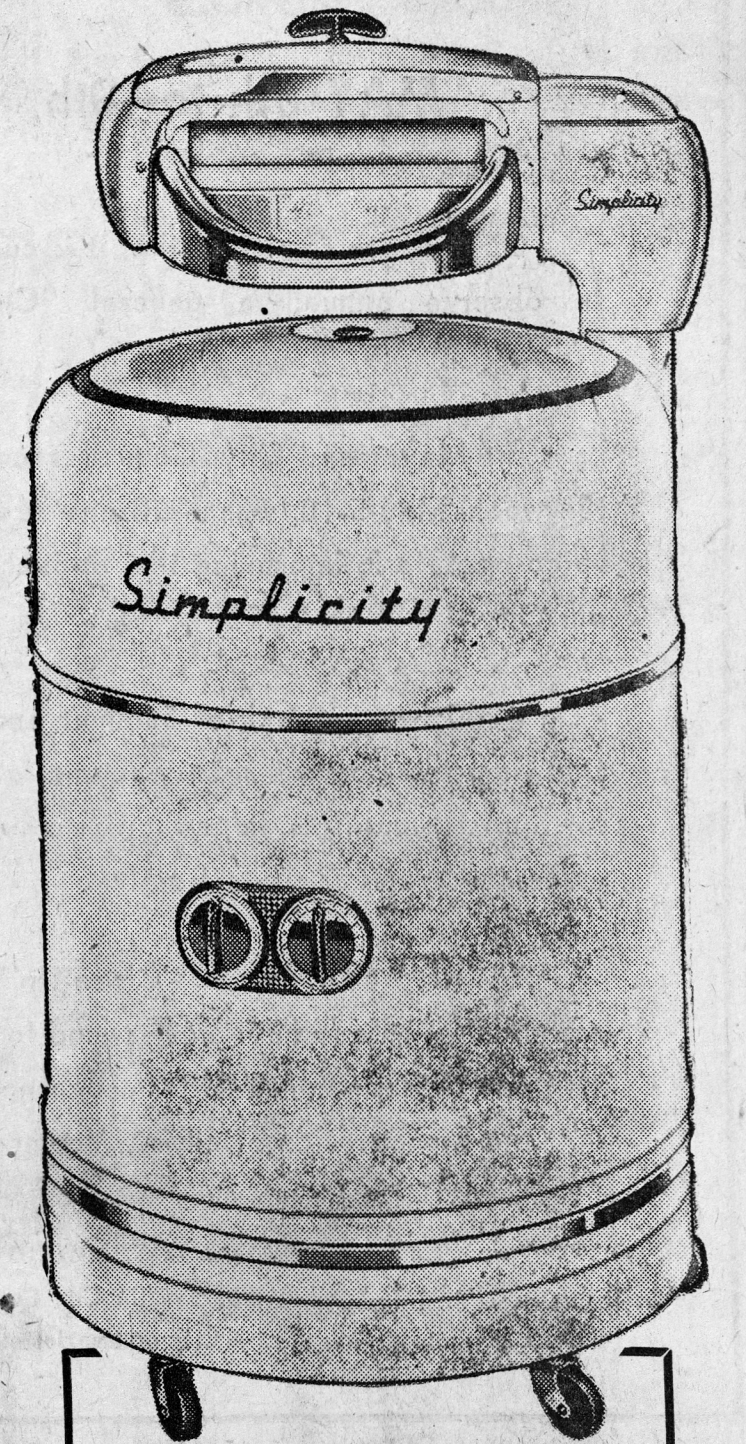
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- Send as many entries as you like—but remember, each entry must be accompanied by at least one empty Lipton Soup Package, or facsimiles.
- Every different-variety Lipton Soup Package enclosed with your entry adds to the amount you win. For instance, if you win a prize:— If you enclose 1 Lipton Soup Package, you win the amount of the prize (First Prize, for example, \$2,000).

If you enclose packages from 2 different varieties, you win twice the prize (First Prize, \$4,000). And if you enclose packages from all 5 Lipton varieties, you win 5 times the original amount of the prize! (First Prize, \$10,000!) The same for the other prizes: 2nd Prize, from \$500 to \$2,500—3rd Prize, from \$300 to \$1,500—4th Prize, from \$200 to \$1,000—depending on whether you have enclosed one to five different Lipton Packages. Prizes of \$5 remain the same in all cases.

CONTEST RULES

- This Contest is open to any person in Canada except employees of Thomas J. Lipton Limited, its affiliates, its advertising agencies, and members of the immediate families of such persons. Contest is subject to all Local and Dominion regulations. Each entry must be the original work of the contestant submitting it. Mail your entries to LIPTON BABY CONTEST, P.O. BOX 2118A, TORONTO, ONTARIO.
- Entries will be judged on the basis of originality, appropriateness, neatness and legibility. In the event of ties for any prize or prizes, contestants will be asked to give their reasons, in a 25-word statement, for their choice of name for the Lipton Baby. Ties will be broken by judging these statements on the basis of logic, interest, originality of thought, and neatness. In the event of any final ties, duplicate prizes will be awarded. Decision of judges is final.
- Entries will be judged by impartial judges. All entries become the property of Thomas J. Lipton Limited. None will be returned.
- Contest opens April 14, 1958, and closes midnight June 21st, 1958. All entries must be postmarked not later than June 21st, 1958, and received by July 1st, 1958.
- Winners will be notified by mail. List of winners will be mailed to all contestants requesting one, and supplying stamped, self-addressed envelope.



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