

FINAL REPORT MADE

Canadian Trade Mission Offers Advice To U.K.

OTTAWA (CP)—The final report of the trade mission that visited Britain last fall hits hard the point that better Canadian commercial relations with that country must ultimately benefit all Canada's allies, including the United States.

The report of the 57-member Canadian mission, issued Monday night, says:

"... the strengthening of Canada's commercial relations with Britain is of advantage not only to the two nations most intimately concerned, but to the ultimate good of the free world and of Canada's allies and trading partners whether within the Commonwealth or outside it."

At another point, the report says that since Canada is the United States' best customer "the latter must be vitally interested in the soundness of Canada's economy and therefore be in favor of this diversification which will help increase it."

TOURED IN 1957
The mission of Canadian businessmen was invited to make the trip by Prime Minister Diefenbaker. The tour of British industry lasted from last Nov. 21 to Dec. 19. It was headed by Trade Minister Gordon Churchill.

The 82-page report notes that in recent years Britain's trade with Canada has declined while U.S. trade with this country has increased sharply.

"While the development of this strong north-south trade is natural, it is believed that a greater diversification in Canada's external trade is in her long-term interest."

It was logical to implement such a policy through an expansion of trade with Britain "for many of the resources of Canada and Britain are of a complementary nature."

BOTH WANT MORE TRADE
At bilateral trade talks with British cabinet ministers in Ottawa last October, "it was agreed that an expansion of trade between the two countries was a primary object of policy for both

governments."
Greater diversification of Canada's trade could be achieved through tariffs, import quotas and other restrictive measures. But the same result could be obtained without trade restrictions, "on a voluntary basis through persuasion and the awakening of public opinion."

"It is wisely and strongly felt that the latter course is eminently preferable."

As announced in January when the report was completed, it contains a suggestion for creation of a body to promote Canada-United Kingdom trade.

RE-ORGANIZE COUNCIL
The long-established dollar sterling trade council is being reorganized for this purpose. With headquarters in Toronto it is envisaged as eventually having branches in main cities across the country.

The report suggests to British businessmen that "far more attention should be given to advertising."

"It should be realized, once and for all, that there can be no large market for British goods in Canada solely because they are British."

"They will be bought only if the Canadian public knows that for quality and price they are worth buying."

It suggests British businessmen make special studies of taste and demand in Quebec and other French-speaking areas of Canada.

"This market at present represents approximately one-quarter of the total Canadian market and is likely to develop rapidly."

COMPETITIVE MARKET
It advises that the Canadian market is extremely competitive and that the British exporter should be prepared to allow from three to five years before getting any great returns.

The report also has these suggestions for British firms wanting to increase Canadian sales:

1. The Canadian market should be given priority in manufac-

turing schedules. Long delivery dates "have provided a very real basis of complaint" from Canadian buyers.

2. If a British firm decides to set up its own organization in Canada, it should carefully explore the possibility of associating itself with an existing Canadian or British firm operating in a related and non-competitive business. This would reduce overhead and ensure distribution.

3. When sufficient trade has been established, British firms should, if possible, set up assembly or manufacturing plants in Canada, providing on-the-spot sales and services.

PLENTY OF OPPORTUNITY
The report says the Canadian market offers ever-increasing opportunities to British industries, especially those prepared to consider long-term development.

It suggests items that could find a wider sale in Canada are agricultural chemicals, tractors, balers, forage harvesters and other hay-making equipment, grain conveyors and grain driers for eastern Canadian use.

British textiles are also suggested as having greater market opportunities in Canada than at present, especially in the "higher grades of cashmeres, mixed wool-cashmeres" and specific styles in knitwear for which the U.K. is world-famous.

In construction materials, the potential for U.K. exports to this country "would appear to be in steel and iron products with some emphasis on refractory, a mild proof and special glazed clay products which are now largely imported from the United States."

Also discussed in the report are U.K. products in electrical machinery, automobiles, aircraft and chemicals.

The report recommends that Canadian businessmen and government departments try to give British firms every opportunity to compete for contracts in all the fields the U.K. is capable of supplying.

Announcing The Appointment Of GOODSPEEDS OF P. E. I. LIMITED

As Authorized Dealers For

• CHEVROLET

• OLDMOBILE

• CADILLAC

... And CHEVROLET TRUCKS

In CHARLOTTETOWN

It is with great pleasure that General Motors extends an invitation to you to visit their new Chevrolet-Oldsmobile-Cadillac-Truck dealership at Charlottetown. This new dealership, under the capable management of Mr. Donald H. Goodspeed will bring the people of Charlottetown the high standard of courteous service associated with the General Motors name.

owner of a General Motors car or truck, everybody at Goodspeeds (P.E.I.) Ltd. is determined to serve you to the very best of their ability. Please consider this your cordial invitation to drop in soon, meet the staff, and see the Chevrolets, Oldsmobiles, Cadillacs, and Chevrolet Trucks on display. We believe that you will agree they are unmatched anywhere for all-round quality, value and advanced features.

GENERAL MOTORS PRODUCTS OF CANADA LIMITED

OSHAWA -- ONTARIO

"Eyes In The Sky" Look Down On Reno Gamblers

By ED OLSEN
RENO, Nev. (AP)—The gambler feeding quarters into the slot machine may think it's just a mirrored panel hanging overhead.

To the man following the little white ball around the roulette wheel it may look a bit like the shiny cabin suspended from a dirigible.

But, to the men who run the gambling casino, it's as important as the croupier at the dice table or the pretty gal in the booth who changes silver dollars into dimes and quarters.

The shiny panel hides "eyes in the sky," projecting the honest players from the larcenous few.

"Eyes in the sky" is the tag pinned on men who work behind one-way mirrors in the intricate system of catwalks and observation posts gambler Bill Harrah uses in his casinos on Lake Tahoe and in Reno.

USE FIELD GLASSES
They are keen-eyed men, armed with powerful field glasses and radios, who can spot a "crossroader"—or an overflowing ashtray—more than 100 feet away.

The "crossroader" is the visiting professional cheat who may have anything up his sleeve from a high speed drill to a harness that can produce an ace at the drop of a face card in a black jack game.

The drills, operated by flashlight batteries, are used to make needle-sized holes in slot machines, enabling the crooked player to line up the big pay jackpot bars by inserting thin, stiff wires.

Slot drillers are the hardest to spot, but they're becoming a vanishing breed in places like Harrah's, along with the "handmuckers," the "pressers" and the "pushers"—all trade terms for other types of cheats.

TOO SMART
The "eyes in the sky" are too sharp.

"Trying to cheat us is like trying to steal a cop's motorcycle," says the quiet-spoken Harrah, a 46-year-old gambler who thinks a legal casino should be run on the same business principles as a department store.

This led him to call on professional business and research firms for guidance in expanding his operation to the point where the three clubs now employ about 1,500 persons at an annual payroll of \$5,500,000—more than it costs to run the city of Reno.

Employees as well as patrons are under constant surveillance of the "eyes in the sky"—not so much for fear they might cheat the house or the public, but to keep them courteous-minded.

FORGOT TO SMILE
A change girl in one of the clubs forgot to smile when she handed a patron a roll of nickels for the slot machines. She got a reminder within minutes from the "eyes in the sky."

Employee dishonesty is not a problem, although the "eyes" have found a case or two of the sticky-fingered dealer dropping dollars into "submarines"—baggy false pockets inside his trousers.

The hidden observers can direct attention to any type of situation within seconds merely by sealing the pocket radios of security men on the casino floor.

A suspicious bulge in a patron's

pocket always get extra fast action. It could be a gun—a mighty unwelcome item in a room jammed with 800 to 1,000 people and \$50,000 to \$100,000 in cash in tempting view.

Denies Antidote For Radioactive Poisoning Victims

VANCOUVER (CP)—Dr. Harold Copp, professor and head of University of British Columbia's physiology department, Tuesday denied an antidote has been discovered here that will save victims of radioactive poisoning.

Dr. Copp was telephoned at the United Nations by the university's information department. He is a member of a 20-man scientific secretariat planning a second scientific conference on peaceful uses of atomic energy.

It was reported here earlier that the antidote would adjust the phosphorous content of the victim's diet by absorbing strontium 90 in the body.

Dr. Copp said that so far the antidote has no value so far as fallout is concerned.

"So far our investigation has been concerned with the problem of accidental contamination in a laboratory or around a reactor," he said.

"Work has been carried out studying the problem of decontamination of radioactive strontium from bone. Some encouraging information has been gained in a highly experimental stage. At the present time it is of no practical meaning."

Little Girl Tests Life-Saving Gear

By JACK VAN DUSEN
Canadian Press Staff Writer
OTTAWA (CP)—Pretty four-year-old Karen Birwhistle helps test life-saving equipment.

Karen, tiny daughter of a transport department steamships inspector, is one of many volunteers here who test equipment manufactured in Canada for use on water craft, from small boats to ships.

Inspectors themselves, and their sons and daughters, test the equipment under all possible conditions. Much of the testing by swimmers is done at the UMCA, but little girls like Karen work out in the swimming pool at the Chateau Laurier Hotel.

"They are not very acceptable at the YMCA," chuckled Capt. W. E. (Bill) Harrison, 50-year-old head of the department's testing project.

PRACTICAL TESTS
A native of Ireland, Capt. Harrison sailed in British and Canadian merchant ships and with the Royal Canadian Navy before joining the transport department.

He and his sons Bill, 13, and Frank, 11 often go to the nearby Rideau River to give lifejackets and other equipment a stiff testing "under natural conditions."

across the country visit factories and buy equipment from retail outlets to make sure the manufacturers meet government standards.

Until three years ago inspectors had to stamp "approved" on each item manufactured as it came off plant assembly lines. One inspector in Toronto checked as many as 14,000 items in a month.

BASIC DESIGNS
But now, once the basic design has been approved in Ottawa, the manufacturers can put the transport department label on safety articles. Periodic checks ensure he makes the articles properly.

Capt. Harrison, who was in the British merchant navy for 17 years, joined the Canadian navy early in the Second World War, serving in the invasions of Normandy and North Africa.

After the war he was captain for a time of various Canadian merchant ships. He joined the transport department in 1948 at Halifax, and moved to Ottawa two years ago.

Something New Added To Dance

By WILLIAM GLOVER
NEW YORK (AP)—Jeanmaire, Broadway's dancing darling, has solved a delightful dilemma.

It began when fans and critics observed a certain something new in her twinkling performance.

She hadn't the faintest notion what they meant.

"People in France told me the same thing," says the tiny Parisienne ballerina. "They said I had changed and that there was a new dimension in dancing. I didn't realize what was happening."

"But now I think—it must be the marriage." She pronounces the word with a gallic magic, "mah-ree-ahge."

The transformation, she explains, is mental.

MIND HAS OPENED
"It is maybe that my mind has opened and expanded, and this has changed by dancing," Jeanmaire says. "But I also have worked very hard to prepare for this return to ballet."

Whatever the cause, the results have won her a bundle of critical bouquets as the stellar excitement of "Les Ballets de Paris."

She began preparing for the whirl six months ago.

Jeanmaire last appeared here in 1954 in the musical comedy The Girl in Pink Tights. She has since made several movies and, most importantly, become involved in matrimony.

MARRIED PARTNER
Jeanmaire is the wife of Roland Petit, with whom she began dancing in childhood and who 10 years ago created the Ballets de Paris company. He choreographs all Zizi's work. (Zizi is the nickname she gave herself years ago).

Petit also is the male star. "When we dance each evening together, we are never pleased with what we do," Jeanmaire says. "But that is normal. Dancers are always wondering and fighting. Always there is something that could be done better. Fortunately the public does not see."

"I never help him on the creation," Zizi says about Petit's constant concern with material for the troupe. "I wouldn't dare."