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INFORMATION DIVISION
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Departmental Appointments: The Secretary of State for External Affairs announced on May 19 appointment by the Civil Service Commission of Mr. Léon Mayrand and Mr. Herbert Owen Moran as Assistant Under-Secretaries of State for External Affairs. Mr. Mayrand was formerly Head of the American and Far Eastern Division of the Department of External Affairs and Mr. Moran was Special Assistant to the Under-Secretary.

Mr. Mayrand was born in Montreal in 1905. He was admitted to the Quebec Bar in 1929 and obtained his diploma from l'Ecole des Sciences Politiques in Paris in 1931 and his doctorate of laws from the University of Montreal in 1933. He was on the staff of "La Patrie" from 1933 to 1934. Mr. Mayrand joined the Department of External Affairs in 1934 and has served in London, Rio de Janeiro and Moscow as well as in Ottawa. He was a member of the Canadian Delegation to the second part of the third session of the United Nations General Assembly which has just concluded its meeting at Lake Success.

Mr. Moran was born in Peterborough in 1908. A graduate of the University of Toronto, he studied at Osgoode Hall and was called to the Ontario Bar in 1935. He practised law in Toronto. Mr. Moran served overseas for five and a half years and in 1945 became Officer I/C, Canadian Section Headquarters, British Army of the Rhine. He retired from the army with the rank of Colonel, joined the Department and became Head of the Economic Division. He was appointed Special Assistant to the Acting Under-Secretary of State for External Affairs in October, 1948.

Purebreds For Italy: One hundred and twenty-five purebred Canadian Holstein-Friesian heifers will be leaving Montreal May 21 on the S.S. Marchport, bound for Italy, the Department of Trade and Commerce announced on May 18.

This order for Canadian Holstein-Friesian cattle was placed by Italian breeders, following smaller token shipments over the past six months.

In November, 1948, four Holstein-Friesian bulls, valued at \$15,000, were flown to Italy via New York, marking the first shipment of Canadian purebred cattle to that country. In March of this year, an additional eleven head of cattle were flown from Malton to Italy, the first such air shipment direct from Canada to Europe.

Italian breeders have expressed great satisfaction with Canadian purebred Holstein-Friesian cattle, and it is expected that further orders will be placed in this country.

Retail Sales Higher: Canadians stepped-up their spending in retail stores in March, making purchases to the value of \$577,730,000 or six per cent more than in March last year, according to the monthly estimate by the Bureau of Statistics. The total was well ahead of both January and February when the respective figures were \$493,370,000 and \$469,520,000.

Aggregate dollar sales for the first quarter of this year stood at \$1,540,620,000 compared with \$1,482,410,000 in the same period of 1948, a gain of four per cent.

Due to the fact that Easter fell in March in 1948 and in April this year, the full significance of March trading will not be revealed until April sales have been estimated, states the Bureau report. It is expected that after April results are known, the March-April volume will show a substantial gain. Tax reductions announced in the budget address were probable factors in the advance in sales in March.