

took part in the Marine Trades Exhibit and Conference in Chicago, sold \$50,000 worth of merchandise, and his 1965 sales in the U.S. are expected to increase by about 40 per cent over their 1963 level as a direct result of his participation.

These successes are among the many recorded by the Department of Trade and Commerce from the reports of firms ranging in size from small family businesses to large corporations. Although the products sold have been diverse, the increased sales were achieved by the use of the same sales-promotion technique - participation in a trade fair abroad.

**T & C ROLE**

At fairs in which the Canadian Government takes part, the Trade and Commerce Department bears the largest part of the expense and also assumes responsibility for the co-ordination, design, construction and general administration of exhibits. This enables participation by firms that might not be able to afford to exhibit independently, and greatly reduces the participation costs of companies exhibiting as a means of testing particular markets.

Increased interest in trade fairs gave rise to several occasions during 1963 and 1964 when the demand for exhibit space exceeded that available.

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**COMMONWEALTH ARTS FESTIVAL**

The Secretary of State for External Affairs, Mr. Paul Martin, has announced that the Government's invitation to take part in the Commonwealth Arts Festival has been accepted by the Toronto Symphony Orchestra, the Royal Winnipeg Ballet, Le Théâtre du Nouveau Monde and "Les Feux Follets".

It was announced on October 7 that the Canadian Government had accepted, in principle, an invitation from the Commonwealth Festival Society to participate in the Festival, which will be held in Britain from September 16 to October 2 this year.

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**CREDIT STATISTICS**

Balances outstanding on the books of sales-finance companies for both consumer and commercial goods, small-loan companies for cash loans, department stores, furniture and appliance stores, and chartered banks for personal loans were larger at the end of October 1964 than a year earlier. Balances outstanding on the books of small-loan companies for instalment credit were smaller.

Balances outstanding at the end of October, in millions, were: sales-finance companies for consumer goods, \$988 (\$876 a year earlier); sales-finance companies for commercial goods, \$579 (\$517); small-loan companies for cash loans, \$814 (\$731); small-loan companies for instalment credit, \$53 (\$55); department stores, \$442 (\$396); furniture and appliance stores, \$194 (\$191); and chartered banks for personal loans, \$2,280 (\$1,856).

**SEAWAY TRAFFIC IN 1964**

In spite of record low-water levels on the Great Lakes, the regular permissible draft of 25½ feet for ships continued in effect on the Seaway all season and traffic of 39,300,000 tons in 1964 topped the previous season's traffic by 27 per cent, Canada's St. Lawrence Seaway Authority announced recently.

As new records were set by the Seaway in its sixth year of operation, cargo traffic through the Welland Canal exceeded 51,300,000 tons, a rise of 24 per cent over that for 1963. The tonnage on the Welland for the 1964 season was nearly two and a half times that for 1958, the year before the Lake Ontario-Montreal section of the Seaway opened.

During the 1964 season, traffic on the Montreal-Lake Ontario section was nearly double that for the opening season in 1959, when 20,593,000 tons transited the waterway.

The growth of waterborne commerce following the opening of the Seaway can be illustrated by the fact that in 1964 over three times as much cargo moved through the new Seaway system as transited the former St. Lawrence canals the year before the Seaway opened.

Between Montreal and the Great Lakes, in 1964, ships carried over 3,600,000 tons of general cargo. Bulk cargo of some 35,600,000 tons included approximately 12,000,000 tons of iron ore, 9,000,000 tons of wheat and 6,000,000 tons of other grains.

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**RCN IN PACIFIC BLAST TESTS**

A destroyer escort of the Royal Canadian Navy will join operational surface ships of the United States Navy in blast tests in Hawaii this winter and spring, Canadian Forces Headquarters announced recently. The results of these tests will be used to improve the design of future warships and to determine the ability of today's ships to withstand nuclear attack.

HMCS "Fraser", of the Second Canadian Escort Squadron at Esquimalt, British Columbia, has been designated as the RCN test ship. She will be exposed to two of a series of three 500-ton TNT surface bursts off the southwest shore of Kahoolawe Island early this year. Each of these bursts will be similar to the one carried out at Suffield Experimental Station, Ralston, Alberta, in July 1964.

**NAVAL RECIPROCITY**

The Royal Canadian Navy and the Defence Research Board of Canada were invited to participate as an extension of the work carried out at Suffield and in return for the facilities made available to the United States agencies by the Defence Research Board during the Suffield experiment.

A team of officers from Canadian Forces Headquarters and scientists from Suffield Experimental Station will be in charge of the Canadian phase of the test.

The Hawaii tests will be a further means to improve the Royal Canadian Navy's nuclear defence capability, already among the best in the free world.