

DIRECT LINE TO EXPORT

Mr. Robert H. Winters, Minister of Trade and Commerce, inaugurated a nation-wide communications system, on January 5, which will link Canadian businessmen with Department of Trade and Commerce officers across Canada. Mr. Winters described it as the Department's latest bid to encourage greater contact between his Department and the export community as a means of realizing the \$11.25-billion export goal the Government has set for 1967.

Speaking to the Empire Club of Canada in Toronto, Mr. Winters demonstrated the coast-to-coast extent of the system by calling first to his Department's regional office in Vancouver and then, moments later, to St. John's, Newfoundland.

He explained that, while these calls exhibited the breadth of the venture, in actual fact businessmen using the toll-free *Zenith 0-1967* number would be connected to the nearest office of the Department.

The Trade Minister, who only recently wrote directly to 6,000 exporters and potential exporters in Canada to stimulate extension of the export community's activity, described a recognized communications gap that he felt discouraged potential exporters from using fully the services of the Department of Trade and Commerce in penetration of international markets.

"This communication gap...has concerned me," the Minister said, resulting in establishment of this "nation-wide communications network that will link businessmen in all parts of Canada with the Trade and Commerce office nearest them - by telephone, toll-free."

Mr. Winters explained that businessmen in cities possessing Trade and Commerce offices, Vancouver, Edmonton, Winnipeg, Montreal, Halifax, St. John's and Ottawa, would continue to use local calling numbers as always.

However, in all other centres, the telephone operator will connect the *Zenith 0-1967* caller to the nearest office where the businessman will be able to discuss his export situation with an officer familiar with international market conditions.

SIGNIFICANCE OF ESP

Mr. Winters introduced the businessmen to ESP - a term his Department will be promoting all through the centennial year. The Trade Minister applied ESP to: Export Sales Potential, Export Selling Power, Export Sales Partnership and finally, Enjoy Substantial Profits.

Elaborating, he said that almost "every Canadian producer of goods or provider of technical services has one form of ESP...." He pledged his Department's energies to exposing this quality and helping to develop it. Once the potential is recognized, he said, the export selling power must be applied. He urged wider use of the 75 years of experience of his Department and formation of Export Sales Partnership - the producer and Trade and Commerce.

Mr. Winters described the functions of various branches of Trade and Commerce that are constantly in close contact with world market conditions and

opportunities, and he offered these services to the Canadian business community on a continuing basis.

TRADE COMMISSIONERS VISIT

The Minister said that senior trade commissioners from 67 posts abroad - "officers intimately familiar with market conditions," will be brought to Canada in April to meet businessmen interested in discussing export opportunities.

These trade commissioners will travel from coast to coast, setting up hotel-room offices in Vancouver, Edmonton, Saskatoon, Winnipeg, Toronto, Montreal, Halifax and Saint John, New Brunswick.

"We are bringing the mountain to Mohammed," Mr. Winters said, "no businessmen will have to venture far to get the benefit of our contribution in Export Selling Partnership."

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LABOUR LEGISLATION SURVEY

Mr. John R. Nicholson, the Minister of Labour, said recently that, from a legislation point of view, the past year had been extremely active for departments of labour throughout Canada.

Mr. Nicholson was referring to a survey entitled "Developments in the Enactment and Administration of Labour Laws in Canada," prepared recently by the legislation Branch of the Department of Labour.

Originally a discussion paper for the annual conference of the Canadian Association of Administrators of Labour Legislation, the 67-page survey covers the period from August 1965 to September 1966, and indicates that significant advances were made in most areas of labour department activity.

MINIMUM WAGE RATES

During the 12 months, there was an upward revision of minimum wages in six provinces, with the result that most provinces have either reached, or are approaching, a minimum rate of \$1 an hour. That is now the general legal minimum rate in British Columbia, Alberta, Manitoba, Ontario, and the Metropolitan Montreal area of Quebec. In April, the Quebec minimum will become \$1.05 for the Metropolitan Montreal area, and \$1 elsewhere in the province. In Prince Edward Island, the general minimum rate for men is \$1.10 an hour.

The interim minimum rates prescribed under the Canada Labour (Standards) Code for feed mills, feed warehouses and seed-cleaning mills (\$1.05 an hour April 1, 1966, increasing to \$1.15 on October 1) expired on December 31 when the \$1.25 rate became effective for this industry as well as all others subject to the Code.

COLLECTIVE BARGAINING

In labour relations, the right to bargain collectively was extended to new groups of employees in several provinces. These included civil servants in Quebec, Alberta and Manitoba, and large numbers of municipal public service employees in Ontario. At the same time, the Bill providing for a system of collective