

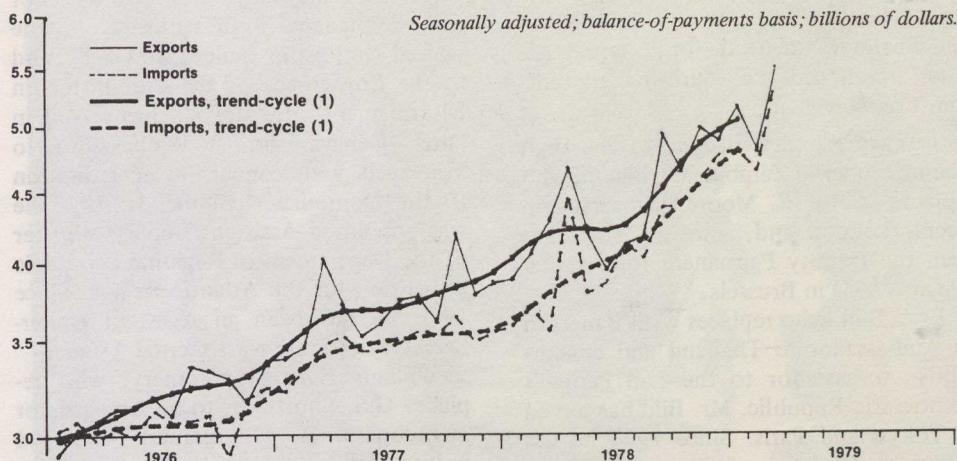
# News of the arts

## Preliminary statement of trade

On a seasonally-adjusted balance-of-payments basis, both exports and imports increased about 15 per cent or \$710 million in March 1979 — to \$5.46 billion for exports, and \$5.31 billion for imports — following decreases of 7.2 per cent and 3.5 per cent, respectively, in February. The resulting March surplus of \$150 million was at about the same level as in February. The rate of increase in the trend-cycle continued to decline slightly more rapidly for exports than for imports. This resulted in a declining tendency for the balance from a peak surplus of just over \$300 million in October and November 1978 to \$280 million in December and \$240 million in January.

Exports increased less strongly than imports on a quarterly basis also, result-

Exports and imports: all countries (source: Statistics Canada)



ing in a \$105-million decrease to \$653 million in the first quarter from the fourth quarter surplus of \$758 million. The first quarter 1979 surplus was close

to the level of the second and third quarter 1978 surpluses and half the exceptionally high surplus of \$1,336 million for the first quarter of 1978.

## Physiologist named leader of Everest expedition

Dr. George Kinneer, an exercise physiologist in the faculty of physical education at the University of Calgary, has been named leader of the Canadian expedition to climb Mount Everest in 1982.

No Canadian expedition has yet set foot on the 29,028-foot peak, which lies on the border between Nepal and Tibet.

Deputy leader Roger Marshall, a journalist from Golden, British Columbia, and expedition member Gordon Smith obtained permission in 1978 from the Nepalese Government to attempt the climb. Major climbs in Nepal require government permission and a peak such as Everest is always "booked" several years in advance.

To date, ten other climbers have been named to the team which will eventually expand to about 20.

## Alcan florist foil

Almost every chrysanthemum, poinsettia, geranium, and lily sold today is wrapped in the colourful foil that many people now call simply "florist foil" — a decorative foil from Alcan Packaged Foil and Containers, a division of Alcan Canada Products Limited.

"It's selling like crazy," says Lawrence Sandy Jr., whose H. Brown Ribbons Limited distributes to florists, gift wrap-

ping and stationery stores. Florists buy the foil to wrap cut flowers as well as potted plants, and for use in window and shelf displays. It's used for wrapping gifts, too, and recently Sandy even sent a shipment to Guyana to help brighten the annual carnival there.

"I can't imagine the flower business without it," says Walter Long, managing director of Thomas A. Ivey's and Sons



Limited in Port Dover, Ontario. Ivey's grows flowers and also distributes products to florists across Canada. For at least 50 of its 75 years it has distributed decorative foil. Until Alcan entered the market, Ivey's imported it all from Austria.

The decorative foil is lighter than the household type (16.5 microns or 0.0065" compared to 18 microns, or 0.0007"). It comes in rolls 500 mm (20") wide and 30m (100') long, in 14 different colours. Colour is important to florists because foil and flowers must not clash.

The Austrian and U.S. suppliers who previously dominated the market would not accept orders for less than 100 cases. Alcan, offering delivery off-the-shelf, and fast local service, quickly replaced them all.

The Canadian foil is being exported, too, Lakeshore Produce Limited, near St. Catharines, Ontario, has developed a substantial market on the U.S. eastern seaboard for its flowers in pots that are wrapped in Alcan foil. To satisfy U.S. regulations, that foil is embossed with the phrase "grown in Canada". This in turn, leads Alcan to hope that, as the market keeps growing, a day will come when large florists will be able to buy the colourful foil embossed with their own special logo or trademark.

Alcan News can supply more information. Write them at Alcan Canada, Box 269, Toronto, Ontario, Canada M5K 1K1.