

CANADIAN MUSIC IN CANNES

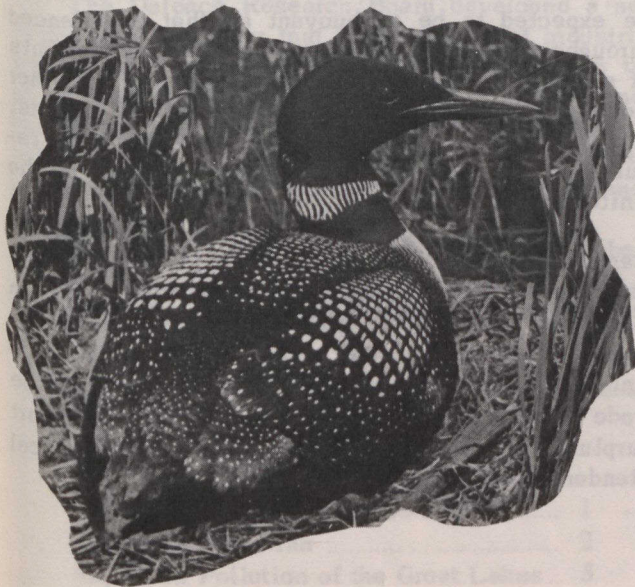
Eight major Canadian suppliers of music copyright will take part in a Department of Industry, Trade and Commerce exhibit at the International Record and Music Publishing Market (MIDEM) in Cannes, France from January 17 to 23.

Canadian record album sales, are *per capita*, the highest in the world, and *per capita* dollar sales are second only to those in the United States. Canadians average 1.07 albums *per capita* each year, spending \$3.75, compared to 0.96 albums at a cost of \$5 in the U.S.

A large percentage of the records bought in Canada are by Canadian artists, composers and poets, many of whom have attained international recognition. Conversely, there is a market in Canada for European records. Canadian exhibitors at MIDEM are prepared to buy copyrights from European publishing and recording-houses for production in Canada.

LOONANTICS

After a stormy night recently in Vienna (a hamlet near Aylmer, Ontario), a provincial Department of Lands and Forests game-management officer received a telephone call from an excited gentlemen who had found a "mystery bird as big as a goose" shivering on the shoulder of a road in Elgin County.



On arrival at the scene, staff officers discovered that the bird was a common loon, which was no longer chilled and shivering but quite comfortable and ready to do battle. It struck viciously with its beak and challenged its would-be rescuers with its eldritch laugh. After much kicking, flapping of wings and snapping of beak, the big bird was carried into the Department's car, in which it was driven safely to a wildlife preserve near St. Thomas and released into a

sizable body of water. The loon immediately dived and swam out to join a flock of Canada geese resting in the sanctuary.

It has since left the preserve, and has probably continued its southward migration. Lands and Forests officers say that, though it is rare, during darkness in wet weather, the common loon sometimes mistakes wet pavement for water and, once it lands, there is no way this large bird can take off, since it needs a water runway and is completely unable to become airborne from land.

Aylmer's fish and wildlife staff believe that it pays to help a tourist – even if he doesn't appreciate it at the time.

FOREIGN FIRMS IN NOVA SCOTIA

Industries recently established in Nova Scotia include surprises – such as the only North American auto-assembly plant at Sydney, of the Japanese firm Toyota; a Volvo assembly plant at Halifax, which turns out 8,000 cars a year; a \$65-million Gulf Oil refinery; two heavy-water plants, including a locally-owned one and a \$65-million Canadian General Electric plant; a Kaiser strontium plant under construction; two French Michelin tire plants; and a combined British and American carpet factory (Crossley Karastan Carpet Mills Ltd.) at Truro which has doubled employment (to 250) since starting in 1965.

JAPANESE BEACHHEAD

The Toyota plant in Sydney, near the Eastern tip of Cape Breton, employs only 49 workers, who build five to six cars daily. But it is a Japanese beachhead in Canada.

The Swedish firm of Volvo has a considerably larger plant in Halifax, which assembles about 8,000 cars a year. To qualify for duty exemptions, 40 per cent of content is Canadian manufacture, principally wheels, tires, batteries, window glass, headlights and other easily attached parts. Major body components come in by ship from Sweden as knocked-down sub-assemblies.

CANADIAN GLASS TO SWEDEN

As a corollary, Duplate Canada Ltd. of Toronto, which started supplying window-glass for Volvos made in Halifax, now also supplies the main plant in Sweden because the quality at Halifax was good. Windshields go to Sweden as a back haul on the ships that bring in the car bodies.

AUSTRIANS AND ITALIANS

Many small industries have been locating in Nova Scotia. Most have had loans and other assistance from Industrial Estates Ltd., a Crown corporation that promotes secondary manufacturing, and the Department of Trade and Industry.