

### Canadian clothes selling abroad

Canadian clothing manufacturers have returned from exhibitions in New York and Los Angeles with orders valued at \$3.5 million in New York and \$750,000 to \$1 million in Los Angeles, the Department of Industry, Trade and Commerce, announced recently.

Follow-up orders are expected to double the amounts originally written, making this promotion the most successful since the garment manufacturers first launched their drive into the U.S. market five years ago.

The Los Angeles show was the first apparel show held on the U.S. West Coast sponsored by the Canadian Government.

In New York, there were 29 ladies' apparel firms displaying their products. There were 20 ladies' wear and 12 men's wear firms showing in Los Angeles. Several companies were involved in both shows.

The garment export drive started in 1968, when Canadian manufacturers staged their first fashion fair in New York under the sponsorship of the Department. Seventeen companies presented the largest exhibition of rain-wear ever held in New York. It at-



*A turtleneck sweater complements the gold and purple skirt of this Canadian hostess gown knitted from pure wool.*

tracted 110 buyers representing 10,000 stores, including 12 of the largest retailers in the United States.

As a result of the five-year drive, Canada has increased apparel exports



*A little warm for this time of year, this unplucked Canadian beaver coat is perfect for a cold winter day.*

from \$26.97 million in 1967 to more than \$92 million in 1972. The Department expects that in 1973 exports of apparel will easily exceed \$100 million.

### Status of women advisory council established

*Dr. Kate Cooke, a sociologist with the federal Department of Regional Economic Expansion, was recently named by Labour Minister John Munro as chairman of the Advisory Council on the Status of Women, which, he stated, had been established "to bring before the Government and the public matters of interest and concern to women, and to advise the Government on actions that it deems necessary to improve the position of women in society".*

*Mr. Munro described as follows to the House of Commons on May 31, the Council's terms of reference, and the method of appointing its members."*

...The terms of reference for the Council are as follows: to advise the Minister responsible in respect of such matters relating to the status of women as the Minister may refer to the Council for its consideration, or the Council considers appropriate.

These terms of reference are purposefully very broad in order that the Council will have freedom to take whatever action it considers necessary. To enable the Council to carry out its mandate effectively, provision has been made for a full-time chairman plus two vice-

chairmen working on a full-time basis who will be supported by a staff and office. The Council will meet as often as it feels necessary, and its first meeting will probably be early in July.

The Council will also have authority to publish its reports, recommendations and statements. In this way the Council will be in a position to keep before the public, as well as the Government, the whole question of the status of women.

In establishing the Council in this manner, I am aware that it does not

follow the exact recommendation of the Royal Commission on the Status of Women in that it will not report directly to Parliament. However, the main objective in having a body that reports to Parliament is to enable that body to make its advice public so that parliamentarians can look at the advice and question the Government concerning that advice. By giving this Advisory Council authority to publish its recommendations and reports, this objective has been met.

#### Fully representative body

In considering whom to appoint to this Council, I felt strongly that it must be as representative as possible of all the women of Canada. For this reason, I wrote to women's organizations across the country and publicly requested their assistance in suggesting people who could contribute to this Council. More than 200 letters have come back, all with excellent suggestions. The list of names that I am now