

Supply—Trade and Commerce

I made mention of this on a previous occasion, based on contacts I had had with a number of trade commissioners in travels abroad up to that time. It happened that last summer several members of this house had occasion to travel through Africa after the commonwealth parliamentary conference at Nairobi in Kenya. Some of us met the Canadian trade commissioners at Capetown, Johannesburg and Cairo. There again one's impression of the quality of these men and the service they render was confirmed. I just wish to pay that tribute because these men are a long way from home. Sometimes they are in association with the Canadian diplomatic representatives and sometimes they are completely on their own. But from my observations I think—and I have now had the pleasure of seeing quite a number of them—they are very worthy representatives of Canada.

Mr. Howe (Port Arthur): I should like to thank my hon. friend for that tribute. It is confirmed by my own impression gathered from travels about various parts of the world. Our men are very carefully selected graduates of universities. They are given a special course of training and then sent on tour before they are sent to the field. We believe they should have a thorough knowledge of Canadian business requirements before they go abroad. They are put under an experienced trade commissioner, and graduate from there into posts of their own.

I think it is a splendid service. I believe we are particularly fortunate in the younger men, and the older men as well, we have in the field. That is confirmed almost every week by letters from Canadians who have travelled abroad on business.

Mr. Macdonnell: There is one point of detail about which I should like to ask a question. As is natural, in most cases one finds the staff is either the same as it was before or higher. I notice that in Paris the staff is down three and also the expenses are down considerably. I wonder if that is just a rub of the green or whether there is some change in the business situation.

Mr. Howe (Port Arthur): We found there were so many restrictions on both exports to France and imports from France that prudence would indicate we did not require as large a staff there as we had had previously and therefore men were transferred to other posts. However, we have a very experienced trade commissioner in Paris, and he has a staff that we believe is adequate for the present.

Item agreed to.

[Mr. Fleming.]

Trade commissioner service—

431. Acquisition or improvement of buildings, land, equipment, and furnishings, \$100,000.

Mr. Fleming: The particulars of this item of \$100,000 on page 524 indicate that there is one item of \$85,000 for the acquisition or improvement of buildings and land and another item of \$15,000 for the acquisition of equipment, furniture and furnishings for residences abroad. Would the minister indicate just where the posts are at which those expenditures are to be made?

Mr. Howe (Port Arthur): Yes. We have found it necessary to buy a house for our trade commissioner at Kingston, Jamaica. There was absolutely no accommodation available, and the money we asked for will be sufficient to provide accommodation for one or two other posts where it is impossible to rent suitable accommodation.

Mr. Fleming: What is the breakdown of the amounts?

Mr. Howe (Port Arthur): Madrid, Kingston, Leopoldville, Tokyo and Karachi.

Mr. Fleming: Could we have the amounts in each place?

Mr. Howe (Port Arthur): The amounts here are Madrid, \$35,000; Kingston, Jamaica, \$30,000; Leopoldville, \$40,000; Tokyo, \$40,000; Karachi, \$35,000.

Mr. Fleming: You are over the \$100,000 now.

Mr. Howe (Port Arthur): Yes, but we do not expect to finish this program in one year.

Item agreed to.

432. Information branch, \$211,209.

Mr. Fleming: This is the item for the information branch. In the detail on page 525, the fifth item from the end, there is an item for advertising in Canada and abroad which is to be increased from \$28,000 last year to \$78,000 this year. What is that for, and what accounts for this large increase?

Mr. Howe (Port Arthur): We are starting in again to advertise cheese in the United Kingdom. We have been slowly building a quality market for cheese there, and we believe that it is sufficiently developed now to warrant a real advertising campaign. We are also advertising flour and timber in the United Kingdom.

Mr. Fleming: Do I understand the \$78,000 is all to be expended in the United Kingdom?

Mr. Howe (Port Arthur): Advertising in the United Kingdom, under the direction of the commercial counsellor, London, England, \$15,000 as against \$6,500 last year; advertising in directories, annuals and Canadian export