

All the print that's fit for news

Some 11,089 U.S. newspapers are printed, with very few exceptions, on a familiar paper called newsprint. Last year Canadian softwood trees were converted into 12,682,742,000 pounds of the stuff, worth \$1.90 billion, for shipment south. In total, two thirds of the newsprint used in the U.S.A. came from Canadian trees.



Three-sided Christmas trees

Speaking of trees, each year lumberjacks cut 3,500 billion cubic feet of wood from Canadian forests and, among other things, they cut Christmas trees. More than three million "No. 1 or Better" cross the border - that is, those with three out of four good "faces" or sides.

New France and New England

In the 17th century the continental hinterland was controlled by Canada (New France) through a string of fortified trading posts and a peaceful accord with the western Iroquois tribes. The New England colonies, realizing their chances for westward expansion were limited, sought to enter into a commercial alliance with Canada. An invitation was sent to Quebec in 1647 and the following year a mission was despatched to Boston, headed by a Jesuit priest, Père Dreuilletes as envoy plenipotentiary to the New England colonies. However negotiations became deadlocked over a treaty clause which provided for an offensive and defensive alliance against the Iroquois. The Canadians insisted on the clause, the New Englanders demurred, not wanting the powerful Iroquois nations to attack their colonies. The deal fell through although a tacit *modus vivendi* was achieved with the New York and Pennsylvania colonies.

From time to time, and notably during the War of the Spanish Succession, further efforts were made at arriving at some formal *entente* between the French and English colonies as there was one thing in which they were agreed - that European conflicts should be kept out of North America, but such was not to be. Otherwise North American history might have taken quite a different turn.

FASHIONS & FRILLS

The clothing industry is the largest labour intensive manufacturing employer in Canada. It exports about four per cent of its output, mainly in fur goods and outdoor clothing. The United States, because of proximity, similarity of tastes and a high living standard, is the principal market.

High Fashions For Low Temperatures

Almost a thousand selected fashion buyers from the United States received round-trip tickets to Canada last year as the Government's contribution to the industry's intensive sales campaign. It must have been a help because in 1977 Canada sent \$69 million worth of fashion goods to the U.S.A. which represents 56% of all fashion exports to all countries. In fact, total fashion exports increased by 16.3% to \$123.2 million.

The Fashion Designers Association of Canada, one of the movers behind this promotional push, captured the attention of the fashion world when they held their Spring/Summer '78 Trend Show collection in Montreal and Toronto in advance of the prestigious *prêt-à-porter* displays in Paris. This was a North American first.

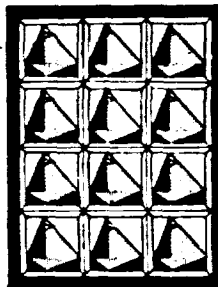
Children's outerwear is a big seller as Americans have found Canadian coats to be much warmer and their overall quality high. Then, there are furs - traditionally an important peg in Canada's economy and, because of their quality, one of Canada's most sought-after resources. There has been an impressive effort on the part of manufacturers and designers to create a unique Canadian fur look, involving a new concept in international fur styling. Judging by the success of designer Leo Chevalier's showing in May in New York (he got three standing ovations), the future for the fur industry looks bright. Sales of furs to the United States increased 71% to \$10.6 million in 1977.



Gifts From The Sea

The sailing ships of Nova Scotia have always been famous, and perhaps none more so than the schooner *Bluenose*, immortalized first on the Canadian

dime and now an old fashioned Canadian bed quilt. The quilt, which won a Design Canada award for crafts, was created by Vicki Lynne Crowe of Suttles and Seawinds, Ltd., a cottage industry in Nova Scotia.



It takes 150 women on a piecework basis to meet the sales demand in Canadian shops and New York outlets for this and 34 other traditional and contemporary quilts, not to mention decorator pillows with fascinating names like *Fanny's Fan* and *Fat Filly Heart*, place mats, chair covers and tote bags, apple dolls, and now - women's fashions: quilted jackets, vests and gowns. Because of the many hours of hand work involved prices are high, so these imaginative products are designed for the carriage trade.