

HUGE WHEAT SALE TO CHINA

The sale of 2.5 million long tons of wheat to the People's Republic of China was announced in the House of Commons on October 27 by Mr. Otto E. Lang, Minister responsible for the Canadian Wheat Board. "Within the tolerances permitted in the contract, this sale by the Canadian Wheat Board could amount to a maximum of 98 million bushels, valued at more than \$160 million," Mr. Lang said. Shipment will be over a 12-month period and all shipments will be made from the West Coast.

"This is the largest sale ever made for a one-year period and compares with the 86 million bushels shipped to China under the contract signed last September," the Minister declared. Final shipments under the present contract will be made soon and deliveries under the new contract will start within the next few weeks.

The grades to be shipped will be largely No. 2, No. 3 and No. 4 Northern wheat, durum wheat and small quantities of Alberta Red Winters.

Terms of payment are similar to the previous contract, with 25 per cent to be paid in cash when each vessel is loaded, the balance in 18 months with interest. These credit terms are made possible through the Federal Government's guarantee to the Canadian Wheat Board.

YOUTH TRAVEL PROGRAMS

More than 23,000 young Canadians benefited from travel and exchange programs supported by the Secretary of State Department this summer. The Department spent over \$1,200,000 for the summer projects.

Voluntary agencies sponsored about 200 programs - 150 involving travel and exchange in Canada and 50 involving travel abroad. Trips by 19,000 persons were thus assisted. About 3,500 high-school pupils participated in the "young voyageurs" program for discovering Canada.

INTERPROVINCIAL EXCHANGES

The biggest project was Visites Interprovinciales, which for 30 years has been organizing exchanges between families of various provinces. Each young person takes part alternately as a visitor and as a host to his previous guest. About 6,000 participated this summer.

Subsidies are available for band tours, science study, seminars and conferences, inter-community visits, inter-provincial camps, participation in festivals and family exchanges.

The aim of the travel and exchange program is to strengthen national cohesion by improving communications between the many regions and cultural groups in Canada. It was started by the Centennial Commission in 1964, with about 3,000 young people participating. The program was expanded each year and by the end of 1967 a total of 50,000 Canadians

had visited parts of the country they might not otherwise have seen.

Last year, some 15,000 persons were assisted. This year the number is much greater, as the fund was increased because of the lack of employment for many students.

CANADIAN GOODS AT MACY'S

Two-million-dollars worth of Canadian wearing apparel and leather goods went on sale in the giant Macy's store in New York and in its 13 subsidiaries in a two-week promotion that began on October 29. This is the largest single Canadian promotion ever mounted by a department-store in the United States. It was arranged by Macy's with the co-operation of the Canadian Department of Industry, Trade and Commerce.

Large areas of the first four floors in Macy's main store have been turned over to the Canadian promotion, under the slogan "Discover a New Fashion Frontier". Similar space is being given to the Canadian merchandise in the smaller stores.

Windows in all the stores display the Canadian theme and show Canadian-made men's and boys' wear, women's and children's apparel, with a wide variety of leather goods and accessories. During the two-week promotion, Macy's advertising in New York and suburban newspapers feature the Canadian theme.

A special Canadian symbol - a stylized maple-leaf in autumn colours of wine, orange and silver - is shown in windows, in aisles and even on garments.

This promotion is part of the ITC Department's export program, and follows a series of successful showings of Canadian apparel in New York and a two-week promotion in a large department store in St. Louis, Missouri.

PAKISTAN FLOOD RELIEF INCREASED

Mr. Mitchell Sharp, Secretary of State for External Affairs, has announced that Canada will contribute powdered milk and drugs valued at \$200,000 to help meet urgent needs of flood victims in East Pakistan, bringing the Canadian Government's total contribution during the present emergency to a level of \$5,465,000.

The floods, among the worst in Pakistan's history, have affected 10 million people, ruining crops and inundating about 15,000 square miles of territory.

Many countries have provided food, drugs and equipment. Previously-announced Canadian aid to the people of East Pakistan includes a shipment of 420,000 corrugated steel sheets worth \$1,725,000 for shelter construction, wheat valued at \$3.5 million to replenish food supplies, and a \$40,000-cash contribution through the Canadian Red Cross, which has also made a cash contribution from its own funds.