

occupation but, in addition, the consumption of wheat is being encouraged by the Japanese Government. When I was in Japan, I learned, for example, that every day a sandwich lunch is served to $7\frac{1}{2}$ million Japanese school children at a nominal charge.

I am glad to say that the Japanese prefer Canadian wheat for bread-making purposes. When I was in Japan, I ate excellent bread made almost wholly of flour milled from Canadian wheat. Last year, Japan was Canada's third largest customer for wheat. 99 cargoes of wheat were loaded at Canadian Pacific Coast ports for Japan. Some day Japan may well become our largest market for wheat.

We are also selling Japan substantial quantities of wood pulp for the making of synthetic fibres, iron ore, metals, lumber and a wide variety of other raw materials.

As I said at the outset of these remarks, Japanese exports to Canada have been rising rapidly, and the wide gap in our trade balance is being eliminated. When I was in Japan, I gave some advice to Japanese manufacturers and exporters selling to Canada. I pointed out to them that Canada is the largest import market in the world for manufactured goods, and therefore presents a great opportunity for Japanese manufacturers and merchants. I emphasized three points, however:

1. Canada is a quality market;
2. Canada is a highly competitive market;
3. Canada is a sensitive market.

For all these reasons I advised the use of care and restraint. In particular, I advised against flooding the Canadian market with merchandise of a kind being produced in Canada, such as textiles. I believe that this advice fell on receptive ears. In fact, there has been little to complain about in Japanese selling practices in Canada, and I am sure that Japanese manufacturers and exporters are anxious not to spoil their growing Canadian outlet.

This visit to Japan was a memorable experience for me, and I hope and believe that it helped to promote better understanding between Canada and Japan.

To conclude, let me refer to two incidents during the trip that to me had more than ordinary significance. One was the visit we made to the Canadian Academy, a school founded many years ago by Canadian missionaries and recently reopened. It is recognized to be one of the finest schools in Japan, and children of all nationalities are to be found among its students. It was remarkable to me that such a school, located in the centre of Japan, should have been founded by Canadians and maintained essentially as a Canadian school, following the Ontario school curriculum. Can one imagine a more important centre of Canadian influence and prestige? May I add in passing that, although it is highly regarded in Japan, Canadians have well nigh forgotten