



CANADA

CANADIAN WEEKLY BULLETIN

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CANADA WEEK BOSTON

From April 20 to April 25 "Canada Week" was celebrated in Boston, Massachusetts, with an all-Canadian trade fair, supplemented by other projects which carried out the central theme. Present for the opening ceremonies were Mr. Gordon Churchill, Minister of Trade and Commerce, Mr. R.B. Wigglesworth, the United States Ambassador to Canada, Mr. A.D.P. Heeney, the Canadian Ambassador to the United States, Mr. Foster Furcolo, the Governor of Massachusetts, and leading New England industrialists.

Three R.C.N. destroyer escorts, H.M.C.S. *Algonquin*, *Huron* and *Nootka*, with an R.C.N. band on board, arrived in Boston on April 21. A naval reception was held on April 23.

Activities of the "Week" centred in the Sheraton-Plaza Hotel, in the lobby of which nine panels depicted in a light vein the story of Canada and of her relations with the United States.

TRADE FAIR

More than 10,000 square feet of floor space in the main ballroom of the hotel were set aside for the displays of Canadian products by 134 firms. These included furs, sporting goods and toys, boats and marine supplies, musical goods, leather and leather products, gifts and handicrafts, sporting and other garments, wood products and wallpaper, processed foodstuffs, beverages, industrial raw materials, and industrial machinery and equipment.

Fashion shows were held in the Oval Room, featuring sportswear, and gowns and cocktail dresses provided by the Association of Canadian Couturiers.

Mr. Gordon Churchill opened the Trade Fair and said:

"The Canadian Trade Fair which we are about to open today is unique, in that it is the first all-Canadian trade fair to be conducted in the United States. We have participated in many of your fairs, but on this occasion Canadian businessmen are putting on the display themselves to demonstrate to you the variety and quality of Canadian products.

"More trade is conducted between our two countries than between any other two countries in the world. Sixty per cent of our exports, or a total of \$3 billion, go to the United States. Seventy per cent of our imports, amounting to \$4 billion, come from your country. You have shown great interest in Canada by establishing hundreds of branch factories and by investing millions of dollars in our resource industries....

"Difficulties can be overcome, given good faith, frank discussion and mutual understanding. We shall continue to have points of disagreement in the future, as in the past, but through friendly meetings such as this, straight discussions on the level of government, through the interchange of opinions in business circles, and through the continuing intermingling of our people a friendly quality