

Kingdom and the United States. But Canadian businessmen sought the views of trade commissioners from many other countries on the market for a wide range of products not previously exported from Canada.

#### EXPORTS SEEN AS NEW OUTLET

Many firms sending representatives to Ottawa had never previously considered the export field as a possible outlet for their products, owing to the difficulties they thought existed. More than 20 per cent of those requesting interviews were in this class. Many of the companies involved have been created since the Second World War, and are producing items never before manufactured in Canada.

Trade commissioners, for their part, were pleased to learn about products that might be marketed in their respective territories. They return to their posts with bundles of inquiry forms, that will enable them to seek new outlets for Canadian commodities.

The Canadian trade commissioners, after talking to as many as 20 businessmen a day, each for half an hour, over a period of two weeks, expressed confidence in their ability to offer top-quality merchandise to prospective buyers in their respective countries, and guaranteed that such goods would be priced fairly and that deliveries could be sustained.

Visiting businessmen expressed the opinion that the trade conference actually saved their firms many thousands of dollars in transportation and other costs, since, for the price of a ticket to Ottawa, a senior sales executive could explore the possibilities of marketing his merchandise in ten or more countries. Moreover, this could be done in a single day.

It is possible, according to Mr. Hees, that greater diversification will result from the outward-looking consciousness created by the trade conference reflected in the pages of newspapers, magazines and trade publications all across the land. Comments of many trade commissioners, made in a series of press conferences, were carried far and wide by Canadian news services, radio and television, supported by editorials and even cartoons. Many of their observations have created a better understanding of the countries in which they are stationed, and stimulated a desire to sell to the people of those countries.

During the first four days of the conference, a wide range of subjects concerning ways and means of stimulating trade were discussed in closed session. Trade commissioners and head-office personnel discussed many aspects of the export drive, following which there was a free and frank expression of opinion on methods that should be employed to expand trade. Then, for two weeks, businessmen poured into No. 1 Temporary Building, the former headquarters of the department, and were conducted with a minimum of fuss from office to office on their round of interviews.

#### QUEBEC ACCEPTS MEDICAL PLAN

At a formal ceremony held recently in Ottawa, the final seal was placed on the most far-reaching health project in Canadian history, when the Minister of National Health and Welfare, Mr. J. Waldo Monteith, and Mr. Alphonse Couturier, the Minister of Health for Quebec, signed an agreement to extend the provisions of the Hospital Insurance and Diagnostic Services Act to residents of the Province of Quebec.

Mr. Monteith expressed the Federal Government's satisfaction with this development. "We are delighted that the people of Quebec will now be able to enjoy the benefits of hospital insurance and we are gratified at the completion of this historic programme," he said, "With Quebec's entry, hospital insurance will be a reality in every part of Canada -- from the Atlantic to the Pacific, from the Arctic to the American border. To my mind, it is particularly fitting that the province which gave Canada its first established hospital back in 1639 should provide a keystone to the most important single advance achieved in the subsequent development of our nationwide hospital system."

#### VARIETY OF SERVICES

The Quebec programme is scheduled to come into operation on January 1, 1961, and will cover upward of five million persons. As in the case of other provincial programmes, it will include in-patient hospital services such as standard-ward accommodation, necessary nursing services, use of operating-room and anaesthetic facilities, radiotherapy and physiotherapy where available, drugs and surgical supplies, and diagnostic procedures, including necessary interpretations where these are required.

Services for out-patients are not provided at present, but an extension into this area is envisaged in the provincial legislation.

The latter also does not call for the levying of a premium or for the imposition of an authorized charge, more commonly described as a co-insurance or deterrent charge. Charges may be made, of course, for extra services involved in the provision of semi-private or private accommodation as well as for services of physicians and surgeons.

#### COST-SHARING

The costs of the Quebec programme, as in the case of other provincial plans, will be shared by the federal and provincial treasuries. The federal contribution on behalf of hospital insurance amounts to approximately 50 per cent of national costs.

The signing of an agreement with Quebec winds up the process of implementing the Hospital Insurance and Diagnostic Services Act, which began in March, 1958, with the formalization of arrangements with the government of