

Business Spotlight

By FORBES RHUDE
(Canadian Press Business Editor)

ONTARIO — Hugh Crombie, president of the Canadian Manufacturers' Association, said a bill before the United States House of Representatives, which would allow the United States to place important controls on all types of goods, including cultural commodities, is far more than the measure which was passed in 1947.

He noted, too, that the United States, Italy, Denmark and other European countries have been making tests against any increases in duties under the so-called "escape clause" of the U.S. Reciprocity Trade Agreements Act.

Under this clause, he said, applications have been made to the U.S. tariff commission by American producers for tariff increases or quota regulations in regard to a variety of items.

"The C.M.A.," said Mr. Crombie, "has asked and is asking the Canadian government for adequate protection against unfair competition and the dumping of goods made in other countries into the Canadian market and at no further reductions be made in tariff rates on goods now manufactured in Canada."

"It appears to me that Canada has given a lot in some regards, and got little back in return, particularly vis-a-vis the United States."

Mr. Crombie's remarks were made in the course of his report to the association as president for the last year.

Concerning inflation and the recent drop in the cost of living, he said "maybe we have jumped the highest hurdle."

However: "Some students have predicted a period of rising prices in Canada 'for as far ahead as human vision can see.' I am not sure how far this may be, but in more measurable terms it might be safe to say that no one now living will ever see the dollar again buy what it bought in 1940."

He advocated increased productivity which "implies a higher volume of production out of a given amount of resources—raw materials, tools and manpower."

"Replacing of obsolete tools by new and modern tools is one of the more obvious ways of achieving it. It is not, as some trade unionists seem to assume, just another word for 'speed-up.'"

Mr. Crombie said the association "again made representations recently to provincial authorities pointing out that unless steps were taken to enforce the law against mass picketing, there was danger that both strikers and public would get the idea that strikers were within their rights in besetting struck premises."

This will be the first major survey of its kind in Pakistan which would be of great assistance to the Central Government of Pakistan as well as the Provincial governments in the execution of various department projects, and will provide authentic facts and figures for preparation of maps.

Young Pakistani surveyors will have an opportunity to work with the Canadian experts.

Aerial Survey By Canadians In Far East

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merely of factory workers but of office and even maintenance staff.

He urged that Canada process more of her raw materials, instead of exporting them in raw form.

"If we, as Canadians, are not satisfied to accept the role of hewers of wood and drawers of water for our neighbors in the United States, there are two things we can do:

"One is to process our raw materials to the greatest extent possible by building up manufacturing industries. The other is to build up Canada through large-scale immigration, and thus provide a larger domestic market for the products of our farms, forests, factories and mines... more immigration, not less, is the cure for unemployment."

In regard to investment and taxation, he said:

"If the government takes too much in taxes, a corporation plant expansion or seek additional equity capital; and if individual income taxes are also high, the individual is unable to save money and has no money to invest."

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British Car Exports To Canada

LONDON—Britain's Society of Motor Manufacturers and Traders, Ltd., said this week that there had been a greater demand for British cars in Canada since the excise tax was reduced from 25 to 15 per cent and credit restrictions lifted.

The Austin Motor Co., which now exports 2,000 cars a month to North America, said that the

lifting of the consumer credit restrictions in Canada would help them considerably. They expected that sales of the new A40 Somerset would rise rapidly.

The company are to extend their Canadian activities by exhibiting the Austin Seven A30 as well as the Somerset at the Vancouver Motor Show which opens June 16. This will be Canada's first glimpse of the new Austin Seven which has already stolen every European show at which it has appeared.

Shortly after the Vancouver

show closes, the Austin Seven will go on to Toronto for the Canadian National Exhibition opening August 26.

At the Toronto Exhibition, the Austin Motor Company will have the largest stand it has ever organized in an overseas exhibition.

Mr. P. L. Lord, chairman and managing director of the Austin Motor Co., on his return from a world tour said he was elated and enthusiastic at what he had seen, and added: "Canada is a tonic and we intend to remain there."

Atomic Story of Canada Told By Air

Recorded at the Chalk River plant of Atomic Energy of Canada Limited, the story of atomic development will be broadcast over Canadian Broadcasting Corporation network June 1.

So far as is known, says CBC, the broadcast marks the first time a broadcaster has been allowed to enter an atomic plant to prepare his material.

CBC narrator Thom Benyon talks with Canada's top atomic scientists who explain what atomic

energy is, how an atomic pile is built and controlled, and what precautions must be taken to safeguard lives.

"Every aspect of atomic energy will be investigated by the hour-long documentary. It is an authentic, dramatic story of the wonder of our age," says CBC.

SCOUTS' RECORD

Boy Scout membership in Canada in 1952 reached a record total of 134,215 members.

SEVEN-YEAR CONTRACT
LONDON (CP)—Norman Wisdom, who rose from errand boy and boxer to become one of Britain's highest-paid comedians, has just signed a seven-year contract with a British film company, (J. Arthur Rank).

AVERAGE PHONE USER
The average telephone in Canada is used for five outgoing and five incoming calls each day.

In these 6 NEW roomier, thriftier,
more convenient REFRIGERATORS—

1952 BRINGS YOU THE GREATEST FRIGIDAIRE VALUES OF ALL!



Just look at this 9-7/10 cu. ft.
DE LUXE MODEL with COLD-WALL COOLING and ROLL-TO-YOU SHELVES!
Cooling coils concealed in cabinet walls and around Freezer Chest and Hydrators provide SAFE temperatures — from top to bottom! New built-in Food Safety Indicator proves it!

NEW ROLL-TO-YOU SHELVES glide out full length—easily, silently on Nylon rollers. No more "hide-and-seek" with back shelf foods.

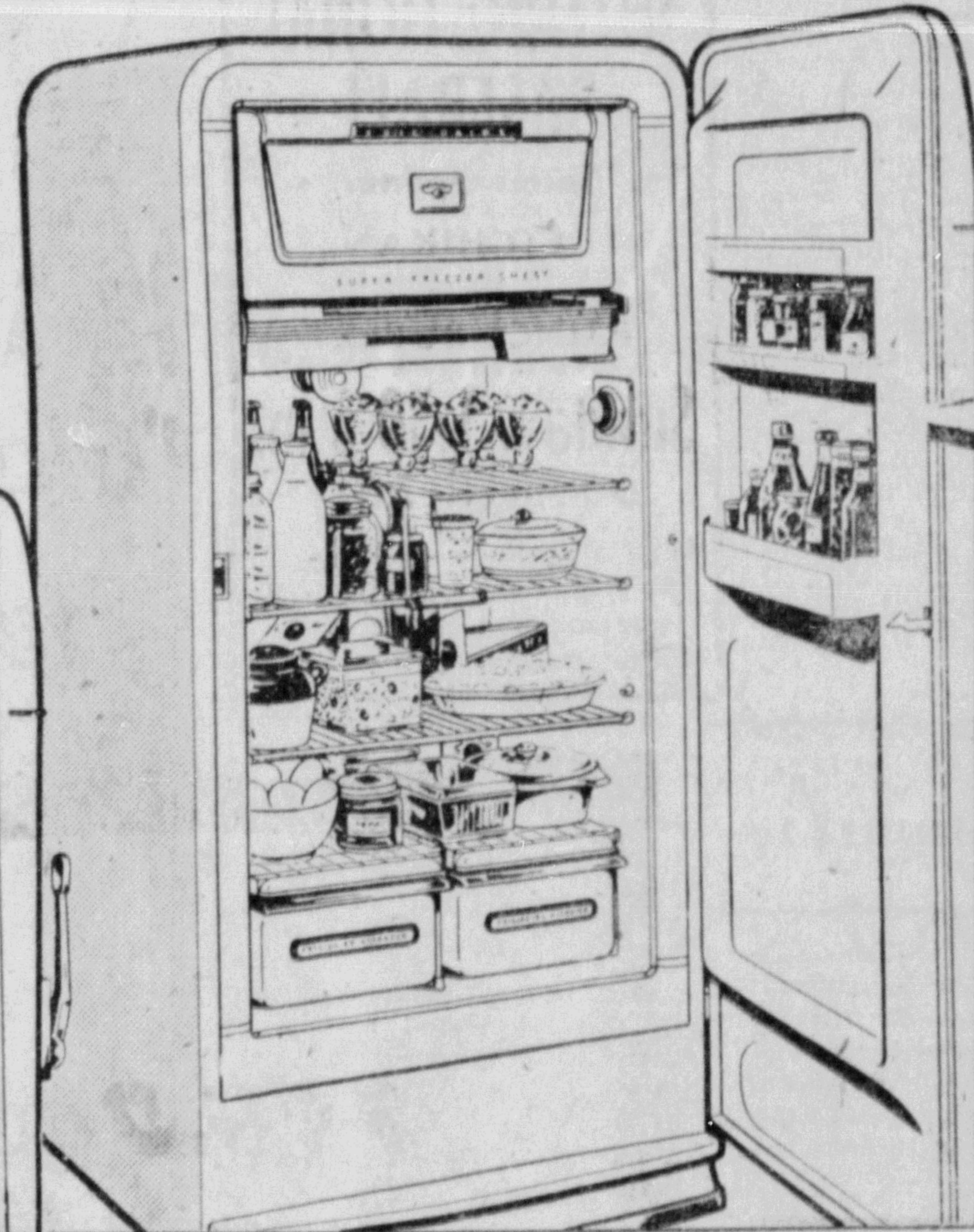
These outstanding new 1952 Frigidaire Refrigerators are ready and waiting for your inspection at the brightest spot in town—your Frigidaire Dealer's!

They're new because they bring you such revolutionary new features as Cyclo-matic Defrosting and Roll-to-You Shelves!

They're thrilling to see because their Raymond Loewy styling is more beautiful than ever!

They're exciting because they offer you far more for your money than you'll find anywhere at any price!

See them now!



Imagine this
8.6 cu. ft.
MASTER MODEL
in your kitchen—with its full-width Super Freezer!
Freezes and keeps 41 lbs. of frozen foods.
Rust-resistant bar-type shelves
Sliding Chill Drawer under freezer
2 large, all-porcelain Hydrators
Food Safety Indicator
1 adjustable shelf
Door Shelves

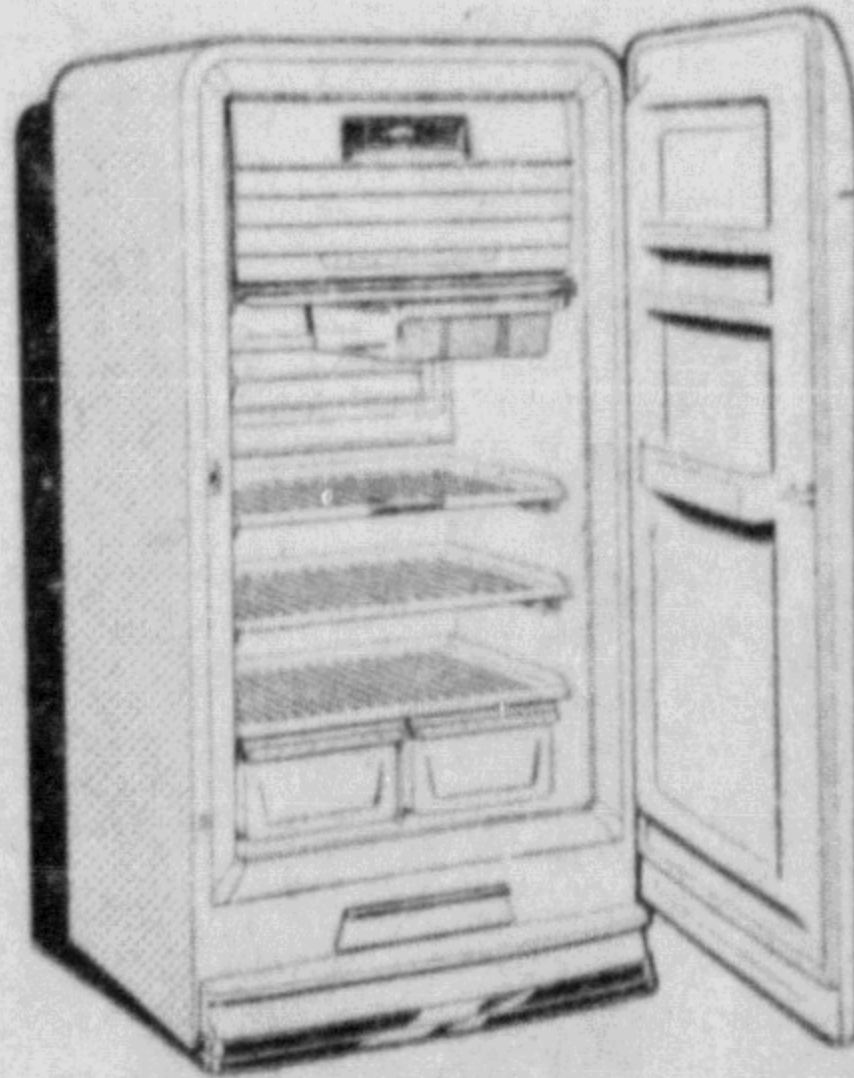
Entirely New! Completely Different!

De Luxe CYCLA-MATIC Frigidaire

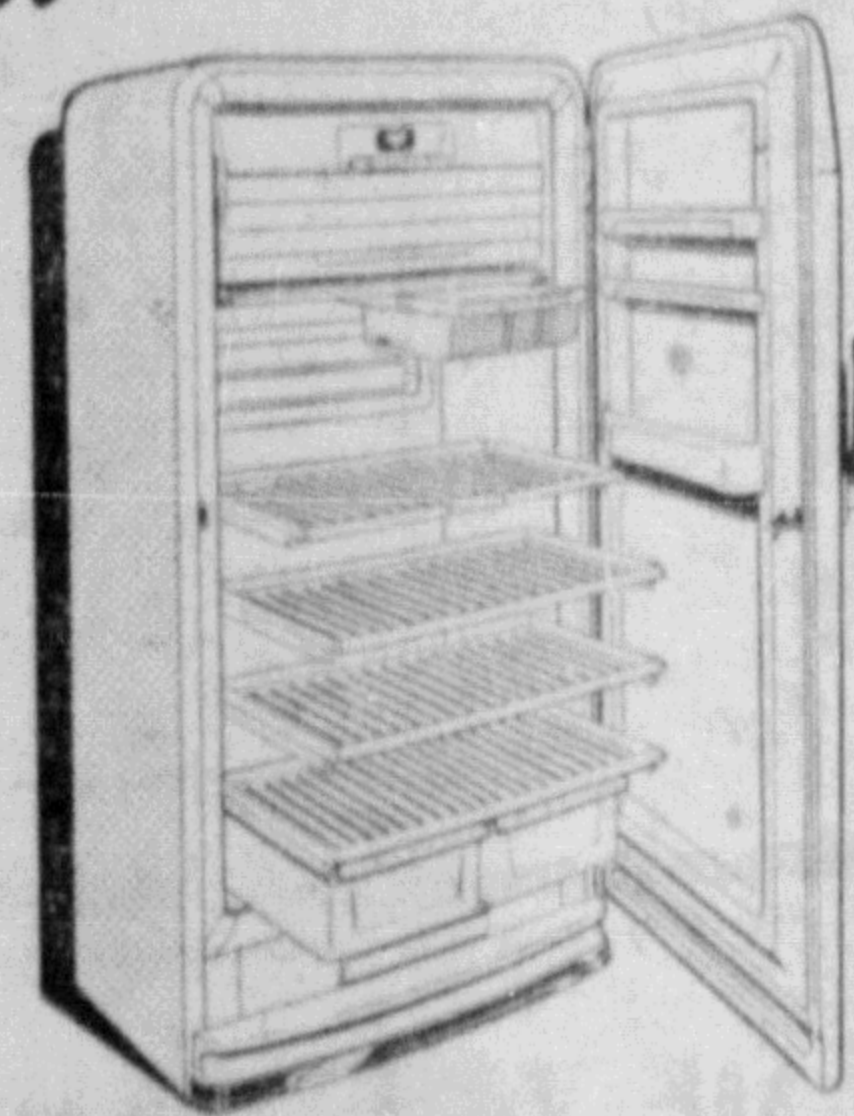
FOOD FREEZER AND REFRIGERATOR COMBINED!

(At right) 10.6 cu. ft. model freezes and keeps 47 lbs. frozen foods.

(At left) 9 cu. ft. model freezes and keeps 44 lbs. frozen foods.



New, exclusive CYCLA-MATIC DEFROSTING
— in the refrigerator! Gets rid of frost before it even collects. No clocks, timers, counters or heaters!



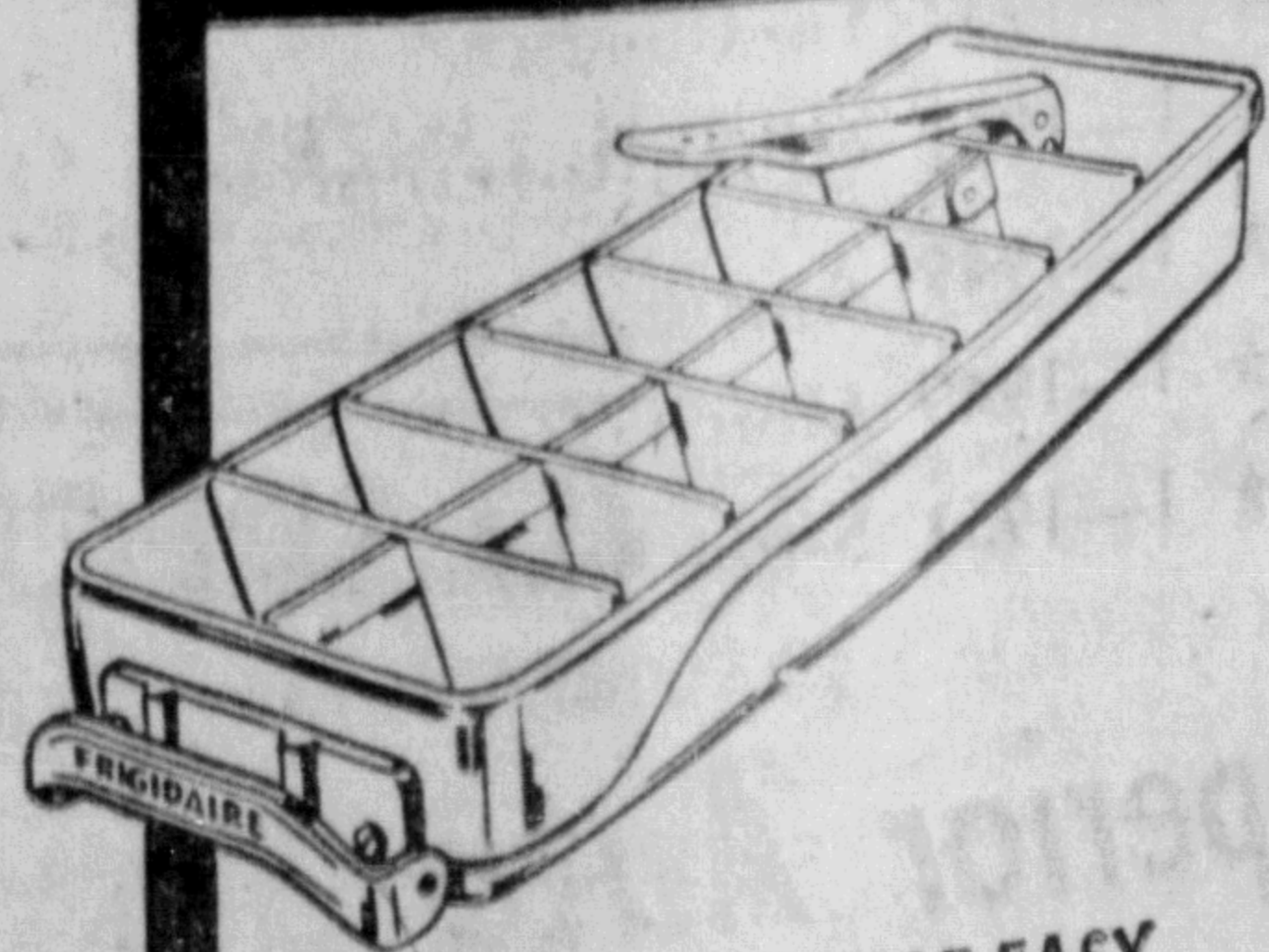
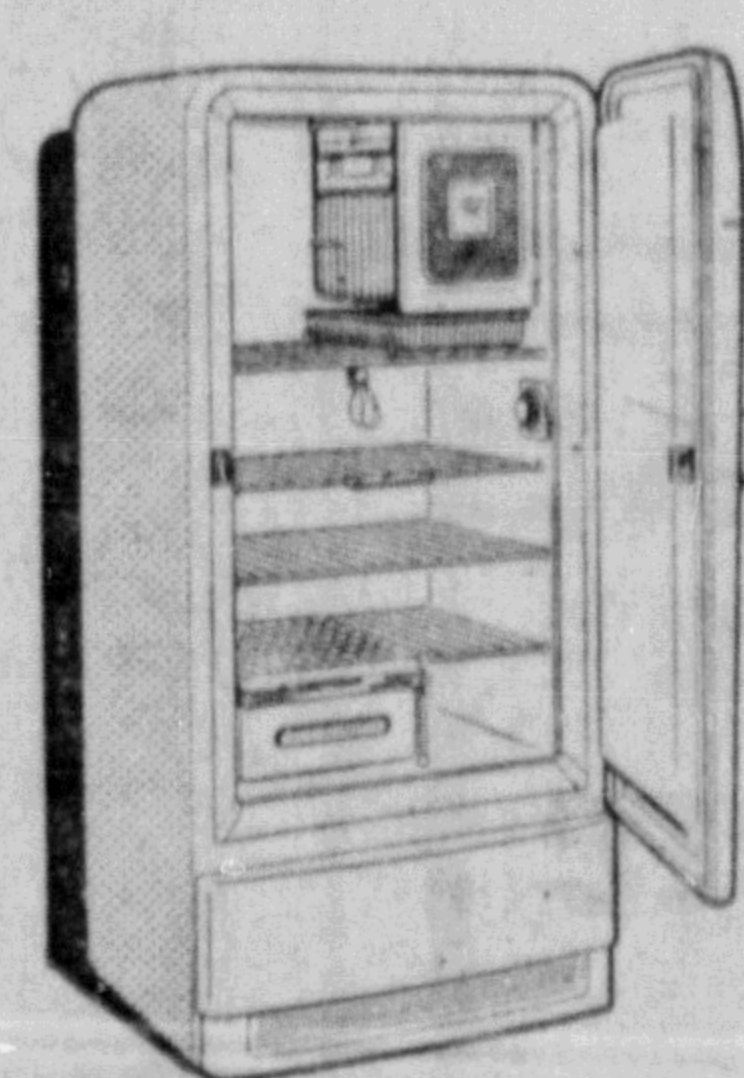
New, exclusive CYCLA-MATIC LEVELCOLD
Zero Zone Levelcold in the Food Freezer. Super-Safe Levelcold in the Refrigerator and in the Hydrators regardless of outside temperatures!

New, exclusive ROLL-TO-YOU SHELVES
All shelves roll out full length—put off food right at your finger tips!

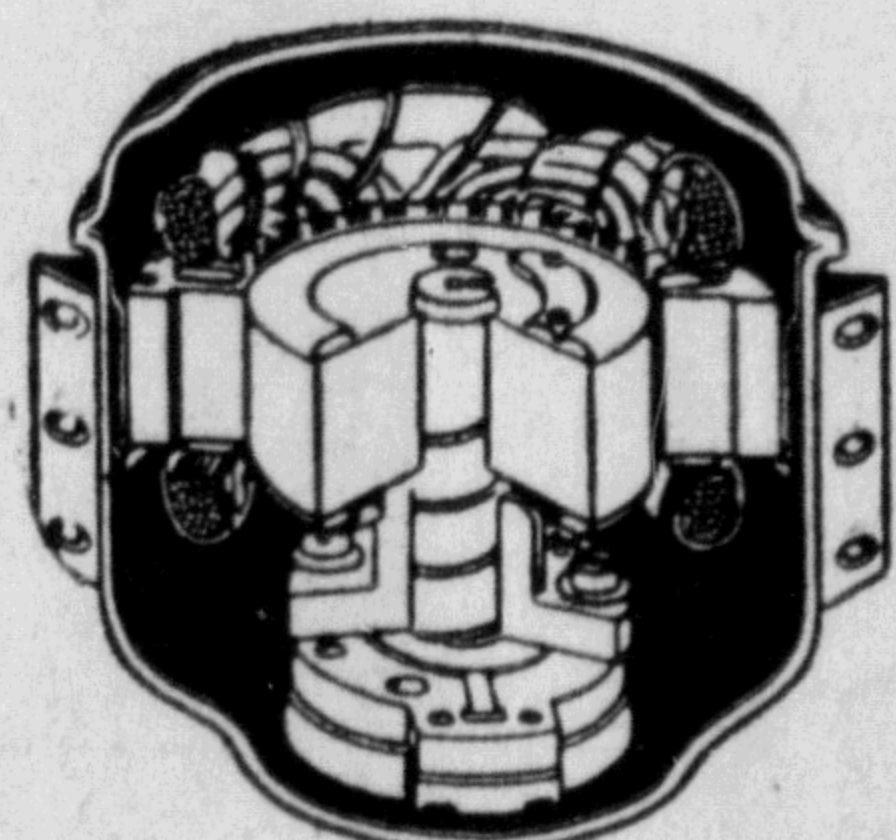
Big Food Space — At a Small-Budget Price
STANDARD MODEL FRIGIDAIRE

(At left) 8.8 cu. ft. model holds 29 lbs. frozen foods.

(At right) 6 cu. ft. model holds 16 lbs. frozen foods.



All have DOUBLE-EASY QUICKCUBE TRAYS
— tray and cubes come loose at a finger-touch



All are powered by the METER-MISER

— simplest cold-making mechanism ever built — saves current

Your present refrigerator or ice box accepted as part or all of the down payment!

New Easy Payment Terms



SEE YOUR NEAREST FRIGIDAIRE DEALER NOW!

GORDON & ANDERSON
Prince Rupert, B.C.

EBY'S HARDWARE
Smithers, B.C.

JOHNSTONE & MICHIEL
Terrace, B.C.



SCOTT-McHALE

"CANADA'S FINEST"

Men's Shoes — Quality Made and Designed for Long Wearing Comfort—Tops in Looks.

15.95 to 22.95

Fashion Footwear