

Trade Publicity Branch.—The principal function of the Trade Publicity Branch is to furnish the commercial community of Canada with information concerning the assistance that exporters and importers may obtain from the Department of Trade and Commerce. The Branch is responsible also for stimulating a better appreciation by the general public of the importance of trade to the welfare of Canada. The attention of exporters and potential exporters is directed to opportunities for the disposal of their products in markets abroad, and of importers to the sources of supply for raw materials and consumer goods unobtainable in Canada. Its principal educational and informative medium is *Foreign Trade*, fortnightly publication of the Foreign Trade Service, in which are reproduced reports of Canadian Trade Commissioners on conditions in their respective territories, articles by Head Office personnel and economists of the Dominion Bureau of Statistics, news items and charts portraying trade trends. Press releases are prepared and distributed to newspapers at home, and material of similar character dispatched to Canadian Trade Commissioners for distribution to newspapers abroad. Pamphlets and brochures are prepared to supplement other information on foreign markets, sources of supply, documentation, regulations and trade restrictions. Assistance is rendered to correspondents of newspapers and periodicals at home and abroad in the preparation of articles pertaining to various phases of Canada's foreign trade. The educational and promotional work of this Branch is supported by moderate advertising at home and abroad through the daily press, periodicals and trade papers, and by films and radio.

Canadian Government Exhibition Commission.—The Canadian Government Exhibition Commission publicizes Canada by graphic media of all kinds and helps to sell Canadian products abroad. The Commission is solely responsible for the construction and administration of Federal Government exhibits at international expositions, trade fairs and displays outside Canada and of international trade fairs in Canada sponsored by the Government of Canada. The Commission also co-operates with Canadian exporters in securing representation for goods at trade fairs and trade promotional displays, and is equipped to advise individual Canadian companies in the preparation of exhibits. At its various presentations the Commission distributes literature produced by other government departments and agencies.

Export Credits Insurance Corporation.—The Export Credits Insurance Corporation was established under the provisions of the Export Credits Insurance Act 1944 (amended in 1946, 1948, 1954 and 1957). The Corporation, which is administered by a Board of Directors including the Deputy Minister of Trade and Commerce, the Deputy Minister of Finance and the Governor of the Bank of Canada, insures persons carrying on business in Canada against risks involved in the export, manufacture, treatment or distribution of goods or the rendering of engineering, construction, technical or similar services. The main risks covered include: insolvency or protracted default on the part of the buyer; exchange restrictions in the buyer's country preventing the transfer of funds to Canada; cancellation of an import licence or the imposition of restrictions on the importation of goods not previously subject to restrictions; the occurrence of war between the buyer's country and Canada, or of war, revolution, etc., in the buyer's country.

The insurance is available under three main classifications: general commodities capital goods, and services. Coverage for general commodities may be procured by exporters under two types of policies: (1) the Contracts Policy, which insures an exporter against loss from the time he books the order until payment is received; or (2) the Shipments Policy, obtainable at lower rates of premium and covering the exporter from the time of shipment until payment is received. These policies are issued on a yearly basis, covering exporters' sales to all countries.

Insurance of capital goods offers protection to exporters dealing in plant equipment, heavy machinery, etc., where extended credit for lengthy periods is often necessary. Specific policies are issued for transactions involving capital goods but the general terms and conditions are the same as those applicable to policies for general commodities. Specific