

opportunities within the domestic market is made available to Canadian manufacturers; areas of opportunity for industrial expansion are investigated and import surveys undertaken to obtain information about Canadian market possibilities. In addition, businessmen are provided with information on such matters as licensing arrangement, taxation, tariffs, financing and government rules and regulations.

*Product Design.*—The National Design Branch of the Department of Industry is the administrative arm of the National Design Council. Jointly, the Council and the Branch have formulated a program and initiated various projects to assist Canadian industry in all areas of design and to create throughout the business community and among the general public a greater awareness of the importance of design in the successful making, marketing and, particularly, export of goods. A national design index illustrating and describing products of superior Canadian design is maintained. This index is a reference catalogue for buyers and the general public and is available in Canada and various centres abroad. National and regional exhibitions are held in co-operation with industry to display products from the index. A design centre, as a permanent place of exhibition and reference, will be opened in the winter of 1963-64.

The Branch organizes seminars and workshops where manufacturers and designers may meet to discuss design and its relevance to particular products and industries. Scholarships and grants for institutional and specialized training in design and for research in industrial design are awarded on a competitive basis and are tenable in Canada and abroad. Studies are conducted to ascertain the present and emergent needs of industry in the design field and the facilities, processes and techniques available to the manufacturer. A national register of practising designers and design consultants has been installed by the Branch so that manufacturers seeking assistance in product development and in packaging may receive expert help. A reference centre, a visual aids library and an information service are being established to cover the whole field of industrial design.

**The Economic Council of Canada.**—This corporation, in course of being established during the autumn of 1963, by Act of Parliament (SC 1963, c. 11) assented to on Aug. 2, 1963, will consist of a full-time chairman and two full-time directors to hold office for a term not exceeding seven years and not more than 25 other members to be appointed by the Governor in Council for a term of three years and to serve without remuneration except for travelling and living expenses.

The duties of the Council are: “to advise and recommend to the Minister” (President of the Queen’s Privy Council for Canada) “how Canada can achieve the highest possible levels of employment and efficient production in order that the country may enjoy a high and consistent rate of economic growth and that all Canadians may share in rising living standards; . . . conduct such studies, inquiries and other undertakings as may be necessary with respect [thereto] . . . , and . . . report to, advise or make recommendations to the Minister with respect thereto, as the circumstances require”. In addition, the Council is required under its Act to assume the duties of the former National Productivity Council (whose Act, SC 1960-61, c. 4, is thereby repealed) having to do with “promoting and expediting advances in efficiency of production in all sectors of the economy, [particularly] . . . the development of improved production and distribution methods, improved management techniques, the maintenance of good human relations in industry, the use of training programs at all levels of industry, and . . . retraining programs to meet changing manpower requirements, the extension of industrial research programs in plants and industries . . . , the dissemination of technical information. . .”.

For appointments to the Economic Council, up to Nov. 15, 1963, see Register of Official Appointments, Chapter XXVI.