

OFFICE OF THE PRIME MINISTER

CANADA

Press Release

For Immediate Release

October 17, 1957.

The Prime Minister, the Right Honourable John G. Diefenbaker, announced today that as a result of recent Canadian-United Kingdom discussions in Ottawa, a trade mission from Canada will arrive in the United Kingdom on November 22 for a visit extending to December 18th. The broad purposes of the mission will be to promote increases in the trade between Canada and the United Kingdom.

The leader of the mission will be the Honourable Gordon Churchill, Minister of Trade and Commerce. Mr. James S. Duncan, C.M.G., Chairman of the Dollar Sterling Trade Council will be the deputy leader. The trade mission will include leading representatives of business, industry, labour, agriculture and other primary production from all areas of Canada. Some fifty persons will be members of the mission which will be more fully representative of all Canadian economic interests than any comparable mission which has hitherto been organized.