



# CANADIAN WEEKLY BULLETIN

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## CANADA'S IMAGE ABROAD

*The following excerpts are from an address by the Secretary of State for External Affairs, Mr. Paul Martin, in Halifax on October 2:*

...How do others see us? What is the Canadian image abroad? The answers to these apparently simple questions are complex. They involve after all the attitudes of 122 countries; they involve both governments and individuals, large issues and small....

Historically, Canada's greatest problem was to project any image at all. When foreigners did take the trouble to look at us, the image was often uncomplimentary: we suffered from the sting of Voltaire's eighteenth century description of this land as "a few acres of snow". Later, Edmund Burke called this province of Nova Scotia "an unprospering, hard-visaged and ill-favoured brat". In the 1920s we winced at Rudolf Friml's Mountie image in *Rose Marie*.

There are still examples of lack of knowledge and interest by other countries. We hate to be taken for granted. We still react sharply to unintended slights. We heap scorn on the tourist who arrives in the heat of summer with skis in his baggage. To a great extent, however, this lack of knowledge is endemic in the world; it reflects our own - as well as others' - ignorance of foreign countries. It is a matter of regret; but for Canada it is no longer a matter of deep concern....

The growth, in the past 20 years, in the knowledge and understanding of Canada abroad has been phenomenal and gratifying. New communications methods, a vastly expanded diplomatic service, a growing involvement in world affairs and foreign travel by our citizens, have all helped to sharpen the international image of Canada. In this, probably

Expo 67 has been the most powerful single agent in demonstrating what Canada and Canadians are and what we can do....

At a time when we are engaged in a great and vital debate on national unity in Canada, there has been understanding abroad of our efforts to develop the conception of "unity in diversity"; other countries appreciate our determination to find ways of ensuring that French- and English-speaking cultures can develop side by side while contributing to a richer Canada. They see us as a young country, but with deep roots, working out an enviable destiny.

In terms of international orientation, there is little misunderstanding of the fact that we are a Western country and that we share the same fundamental aspirations as our Western partners. At the same time, we are acknowledged to follow an independent path. We are seen as a former colony without an imperial past and without imperial pretensions. As a territorially satisfied power, we have, in others' eyes, few axes to grind; the term "aggressive" would be wholly out of place in any description of Canada. Foreign countries consider us relatively free of ideology; they appreciate our forbearance in not attempting to force our views on others. I have also heard it said that our dedication and contribution to the United Nations is unsurpassed in the world.

### QUALITIES ASCRIBED TO CANADIANS

These characteristics provide the background for other qualities ascribed to Canadians. I don't think it an exaggeration that in most capitals we have a reputation for being serious and responsible in assessing international issues; it is recognized that