



CANADA

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## CONTENTS

Canada Meets World Competition at Home.....	1
Big Bang for Alberta .....	3
NWT Council Appointment.....	3
Record Winter Work Results .....	4
Fisheries Research Awards .....	4

Juvenile Delinquents in 1962 .....	4
Defence Meeting in Ottawa .....	5
Canadians at American Colleges .....	5
Urban Family Food Costs .....	5

## CANADA MEETS WORLD COMPETITION AT HOME

Addressing the ninety-third annual meeting of the Canadian Manufacturing Association in Montreal on May 25, the Minister of Industry, Mr. C.M. Drury, based his remarks on the assumption that "there are certain forces operating in the world today which are common to virtually all sectors of our economy and which must be recognized when considering how best to meet the challenge of world competition". These forces, Mr. Drury added, "are also fundamental to any discussion of the role that government can play in strengthening the ability of Canadian producers to participate in home and export markets".

The Minister then proceeded to develop his thesis as follows:

...We have seen, particularly since World War II, a rapid shift in the structure of Canada's economy. Fifty years ago our economy was largely based on agriculture and natural resources, with only 14 per cent of the labour force being engaged in manufacturing. However, the manufacturing industries have grown rapidly and today employ twice as many people as the primary-industry sector. The total value of manufactured goods is today two and a half times the value of output from farms, mines, fisheries and forests. Although activity in the resource sector will continue to grow and make a valuable contribution to our development, we must look to the manufacturing and service industries for the major part of our expansion in the years ahead.

**ACCELERATED TECHNOLOGICAL CHANGE**  
We are seeing throughout the world an accelerating rate of technological change. This brings with it

the benefits of improved products and higher living standards for many. It also brings with it the penalties of obsolescence and redundancy, with serious social implications in some cases. Basic changes are occurring in world production and trading patterns. Traditional export markets are shifting or disappearing as the emerging countries press to develop their own secondary industry. In some cases, these countries are now even exporting manufactured goods to their former suppliers. Concurrently, there has been a rapid growth in the technically complex industries of Europe, Japan and North America. The output to world markets from these modern, highly efficient plants is on the increase. With the forthcoming round of tariff negotiations in Geneva, there is likely to be a further move towards a freer exchange of manufactured products and a relaxation of restrictions on international trade.

There has been in Canada a general desire to improve the rate and shape of growth of our economy. There is a need to deploy our human skills and natural resources to better advantage. We are witnessing the evolution of a complex society in which the public and private sectors interact and where the aspirations of government and industry are having a more substantial impact on each other than ever before.

### GLOBAL ENVIRONMENT OF CANADIAN INDUSTRY

This list could be extended indefinitely, but I think these few key points will suffice. They serve to illustrate a very fundamental problem confronting us all. There is a great need for us to examine the total environment of Canadian manufacturing industry