

competitive challenge which it offers has not, until quite recently, been as great as the potential of the market would justify," he said.

Referring to an important advantage for Canadian businesses, he said: "Canada has long established trade relations with Britain, a Canadian 'presence' there in the form of subsidiary companies and representative offices such as Canadian National, and close relations not only in the fields of business and finance but also in the areas of culture, education and science."

However, he told his audience that there were not enough Canadians visiting Europe who had the stature and reputation required to influence public and official attitudes and opinion in directions favourable to their country.

GOOD NEWS OUTWEIGHS BAD

He said that, when Britain formally entered the Community in January 1973, there would probably be initial adverse effects on some Canadian exports to that country. This would result from the loss of Commonwealth preferences formerly enjoyed by certain Canadian goods and from measures taken by the EEC to protect agricultural production within the Community. This, he said, was the "bad news" for Canada in regard to Britain's entry. But he believed the "bad news" was more than balanced by the "good news" in the form of an opportunity to sell more goods in the British market, which should expand as a result of entry into the EEC, and also to sell more to the EEC itself.

He described the EEC market as a "rich and expanding market made up of about 270 million people with a relatively high standard of living and a correspondingly high demand for most of the things which Canada produces for export.

STRIKES AND STRESS

The problems of strikes and the general stress of living in a big city are causing a breakdown in mental and physical health, says Dr. Hans Selye, noted authority on stress and director of the University of Montreal's Institute of Medicine and Experimental Surgery.

Dr. Selye believes that sociologists, psychologists and political scientists must make greater efforts to solve social and environmental ills, which are causing a general increase in fatal diseases. Medical cures can do little to solve these problems, he says, until the underlying causes are dealt with.

Strikes are singled out by Dr. Selye as a major social ill and he proposes that labour disputes be settled in courts.

Like other unfavourable situations, strikes cause the development of stress diseases, such as gastric and duodenal ulcers, high blood pressure, allergies, mental breakdowns or heart attacks.

Dr. Selye explains that though all people are not affected to the same degree, everyone subject to

prolonged stress suffers, be it only a migraine headache or a simple pain in the neck.

ROOT OF THE PROBLEM

Strikes are only one, though an important, manifestation of the characteristic tendency of our times — the depersonalization of the individual. It is this depersonalization, and loss of pride in individual accomplishment, that is the root of the problem, he says.

This personal degradation — the loss of recognition of individual merit — leads to frustration and insecurity and then to very aggressive and even violent behaviour brought on by the chemical responses the individual makes to stress. This is the same reaction the general public has to the stress of strikes.

Man has a basic biological motivation to be recognized for his personal achievement, maintains Dr. Selye, that is killed by today's emphasis on group rather than individual effort. Today's worker, restricted to one, narrow task, may never get to see the final product of his efforts and is thus deprived of a sense of accomplishment, and is subject to all the feelings of frustration that go along with this.

Dr. Selye advises everyone to think carefully before choosing a career, trying always to find an outlet for what creative talents he has. It is important to avoid monotony and partial efforts so common to industrial production methods today.

Less work and more leisure hours are not the answer, says Dr. Selye. Man is a working, creating animal. A race horse kept inactive too long in his stall will die. Man too can degenerate and die from boredom and lack of activity. Moreover, too little work and too much security cause a lessening of the individual's ability to fight off stress situations.

WHEAT PRICE INCREASE

Increases of 30 cents, ten cents and nine cents a bushel on initial payments for wheat, oats and barley, effective October 16, have been announced by Mr. Otto Lang, the Minister responsible for the Canadian Wheat Board.

The increases bring the initial payments at Thunder Bay and Vancouver to \$1.76 for wheat basis No. 1 CW; for oats, 70 cents basis No. 2 CW; and for barley, \$1.05 basis No. 3 CW.

Mr. Lang pointed out that the initial payment for barley had been increased earlier by five cents a bushel for the 1972/73 crop year, making a total increase in initial payments for barley of 14 cents a bushel in the last crop year.

"These changes are in response to the dramatic changes which have taken place in the international grain market," the Minister pointed out. "It is recognized that producers have experienced several years of reduced returns and should be able to enjoy the benefits of higher grain prices immediately to assist them in maintaining and developing efficient farm operations.