

EARLY "CANADA DAY" IN SINAI
 Canada stepped into the limelight in the Middle East last week when 900 of its citizens played host to representatives of three continents at a special version of "Canada Day".
 The setting for the May 23 event was the bleak Sinai Desert, where Canadian soldiers fly the colors of the United Nations Emergency Force. The desert troops celebrate "Canada Day" every year at this time because of unbearable temperatures in this part of the world on July 1, Canada's official birthday.

ENTERTAINMENT AND REFRESHMENT
 In addition to special entertainment, the international audience saw a Canadian film feature and received a Canadian travel brochure. A further Canadian flavour was added by the serving of hot dogs, bacon and popcorn.

On hand to mark the event were "Miss Canada 1964", Carol Ann Balmer of Toronto, and top Canadian personalities in the entertainment world. The entertainers, who were members of a Canadian Broadcasting Corporation concert party on tour in the Middle East, presented an hour-long show.

The chief host for the celebration was the commander of the Canadian contingent, Colonel Donald H. Rochester of Toronto. Also present was the Canadian Ambassador to the United Arab Republic, Mr. Jean Chapdelaine.

Heading the guest list was the Commander of the United Nations Emergency Force, Major-General Carlos F. Paiva-Chaves of Brazil. Other guests represented Norway, Sweden, Denmark, Yugoslavia, India, Brazil, Palestine and the U.A.R. The Governor General of the Gaza Strip, Field-Marshal Y.A. El Agroudy, and the head of the United Nations Truce Supervisory Organization in Jerusalem, Lieutenant-General Odd Bull of Norway, were also present.

ARDA PROJECT FOR QUEBEC

Under the Agricultural Rehabilitation and Development Programme (ARDA), a major study of natural resources and social and economic conditions is being undertaken in the Lower St. Lawrence, Gaspé and Iles-de-la-Madeleine region of Quebec. Approval of this \$770,000 project was recently announced by the federal Minister of Forestry, Mr. Maurice Sauvé, and Quebec's Agriculture Minister, Mr. Alcide Courcy. The cost will be shared equally between the Quebec and federal governments, and the former will supervise the project.

AIMS OF STUDY

The study is intended to cover both human and physical resources. It is expected to lead to a development plan for Quebec's 400-mile St. Lawrence South Shore region and the small group of islands 135 miles east of the tip of Gaspé, and is one of a number of exhaustive studies being carried out in the area.

As a preliminary step, maps of soils, vegetation growth, water resources, minerals and other resources will be prepared, leading to a master map illustrating the best use for all resources. Aerial photographs will be used, in conjunction with extensive field studies, to gather this information.

Employment conditions, educational standards and population movements will be studied, and the major industries of forestry, farming and fishing will be thoroughly investigated. The potential of the region for mining and the tourist industry will also be an important aspect of the economic and social investigations.

STUDIES IN DEPTH

This research will also include participation by the people of the areas concerned. Ten parishes are being studied in considerable depth, with the aid of the community leaders and most of the residents. The problems experienced by local people in making a living and maintaining their communities, will, it is hoped, be well understood by the time the study is completed. The residents will be kept fully in touch with the results of the research, so that they may take part in shaping a broad plan for economic development of the region.

HOUSING MISSION TO EUROPE

A 13-man trade mission left Canada on May 22 to study the Western European and British markets for Canadian factory-built houses. The mission, sponsored by the Department of Trade and Commerce, is visiting Spain, France, Germany and Britain. Its members are looking into such matters as design, style, financing, local building codes and other special housing requirements in the countries visited, on behalf of the Canadian industry.

UNPRECEDENTED DEMAND

Population growth, coupled with buoyant economic conditions, has caused an unprecedented demand for housing in many countries. Interest abroad, particularly in Western Europe and Britain, indicates that Canadian prefabricated houses can help solve the current housing shortage.

Because of their advanced manufacturing techniques and long experience with the use of timber-frame construction systems, Canadian manufacturers of prefabricated houses have been successful in making sales in several countries round the world on the basis of quality and design.

TRAVEL VEHICLE ENTRIES

Permits issued for the admission of foreign vehicles into Canada declined 0.7 per cent in April this year, to 462,877 from 466,326 in April last year, partly reflecting the Easter traffic that occurred this March, instead of April like last year. Issuances in the January-April period increased 9.8 per cent, to 1,459,804 from 1,329,631 in the first four months of 1963.

Fewer travellers' vehicle permits were issued for entry into all regions except New Brunswick, Saskatchewan, British Columbia, and the Yukon in April this year than last. The month's totals were: Newfoundland and Nova Scotia, 112 (129 in April 1963); New Brunswick, 29,222 (26,960); Quebec, 40,081 (41,965); Ontario, 351,491 (358,581); Manitoba, 5,211 (5,564); Saskatchewan, 3,138 (2,934); Alberta, 1,728 (1,760); British Columbia, 30,919 (28,001); and the Yukon, 975 (432).

(Over)