

"A well-balanced immigration policy in the face of our economic needs can only be beneficial to Canada...It is generally agreed that selective immigration brings new skills, new industries and new capital most useful to our commercial and financial activities...We shall see that prospective immigrants are well informed about Canada in their countries of origin and that they are directed to areas where they are most needed.

INADEQUATE PUBLICITY IN FRANCE

"During my recent visit to France, I had occasion to note how important such information is. It seems that Canada is not known enough in France and that our publicity has been lacking. Consequently, if we want more French people to come here, we shall have to make Canada better known and demonstrate to them the advantages in establishing themselves here. On the other hand, we should prepare ourselves to give them a better reception than in the past. In this regard, our Department is launching a survey with a view to determining the validity of the complaints that immigrants are not well received and that they find it difficult to settle here....

"Our Department also provides training and re-training programmes for workers and unemployed persons seeking jobs. Keeping in mind that it deals with adults, the Federal Government has recently decided to pay salaries to workers who will accept to learn a new trade in view of the new needs of technology and of our economy...Ninety per cent of these grants will be paid by the Federal Government, while the provinces will be paying 10 per cent.

"Adults must now realize that training for a new trade or even to better their own situation must become part of one's normal working life....

"Canada presently has almost full employment even though certain areas lack skilled, technical or professional workers. There are certain districts, particularly in the Atlantic Provinces and in eastern Quebec, suffering from under-employment and unemployment...The Federal Government gives special attention to such regions and offers financial aid to industries that wish to settle therein. Furthermore, special methods of training, orientation and mobility are being set up to enable persons in these localities to find new job opportunities....

DEDICATION TO THE FUTURE

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ment to meet the needs of present and future generations in a manner which will ensure minimum disturbance of our great scenic and natural treasures.

There are over ten times as many visitors to our national parks today as in 1930. All trends point to at least a fivefold increase in today's sizable visitation by the year 2000, which I must remind you is only as far ahead of us as the year 1932 is behind us.

Now, when people in these numbers enter a natural area, sometimes in thoughtless pursuit of diver-

sions more logically found in an urban environment, things begin to happen to the landscape. The very natural attractions most people wish to enjoy can deteriorate very rapidly under continuous human impact. This is particularly the case in a relatively small, intensively used park such as Point Pelee, which could be literally trampled into the lake. This loss of quality is also evident in some of the most scenic areas of our largest national parks as a result of both localized over-use and inappropriate developments of earlier days.

NEW PARK STUDIES

But a sound development policy for existing national parks is not the only solution to the long-term needs of Canada. It is clearly evident that many new national parks will be required, over the years ahead, to round out the present system, giving a better distribution relative to the country's scenic resources and population centres. A programme of new park studies is well under way, with co-operative surveys having taken place recently in most of the provinces and in the Yukon and Northwest Territories.

The first result of this increased activity on new park studies is a new park in Nova Scotia known by the tongue-twister of a name *Kejimikujik*. Already more than \$1 million has been spent on development work in this new park.

And here today we celebrate completion of the first step in a development programme designed to help interpret the unique natural attractions of Point Pelee National Park. New facilities here and in other national parks will steadily be added as the plan unfolds to provide for better understanding of the national parks natural attractions which are the basic reasons for their existence....

This \$250,000-nature centre is a further step in the multi-million dollar programme which will bring better roads, better camping, better picnicking and better recreation facilities to Point Pelee. This attractive building is not only significant as the first major step in the redevelopment programme. It is also significant in being the first building of its kind in a Canadian national park, heralding a new emphasis on the interpretation of the nation's natural wonders, the preservation of which is the primary reason for such parks. National parks under this programme will increasingly today, and in generations to come, take up their proper role of interpreting the nature and renewing our contacts with it in an ever increasing urban environment.

OFFICIALS FOR B & B PROJECT

As part of the Government's continuing programme to develop bilingualism in the public service, which was announced by the Prime Minister in April, nine senior public servants have been selected for a full-time 12-month programme of language and cultural studies in Quebec City and Toronto beginning September 1.