

## BIRTHS, MARRIAGES, DEATHS

Births registered in Canada in 1965 had decreased by slightly over 34,000 from the 1964 figure, marriages increased by nearly 5,000, and deaths had increased by slightly over 1,000.

Estimates based on records filed in provincial offices indicate that approximately 419,000 births occurred in Canada in 1965 compared to 452,900 in 1964. Annual births for the country have been declining steadily from the record figure of 479,300 in 1959. Final 1965 returns are expected to show decreases from 1964 in all the provinces. The 1965 national birth rate (in 1,000 population) is estimated at 21.4, the lowest since 1939 and the eighth consecutive annual decline from 28.2 in 1957.

Marriages in 1965 were estimated at a record 143,000, compared to 138,100 in 1964. Final 1965 returns are expected to be higher than those for a year earlier in all provinces except Quebec. The marriage rate (in 1,000 population) was estimated at 7.3, up slightly from the 1964 rate of 7.2. Prior to 1964, the marriage rate declined steadily from the record 10.9 in 1946.

Deaths in 1965 were estimated at 147,000, up slightly from 1964. The annual crude death rate (in 1,000 population) declined in 1965 to a record low figure of 7.5. Final returns are expected to be lower in all provinces except Prince Edward Island, Quebec, Ontario, Manitoba and Saskatchewan.

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## PROGRAMME FOR "DESIGN '67"

The National Design Council and the Department of Industry announced recently that about 500 outstanding Canadian-designed and manufactured products and new product designs would be displayed at a series of "design marts", the first of which will be held from April to July in Toronto.

The "marts" will mark a major stage in the "Canadian Design '67" programme initiated a year ago to encourage well-designed Canadian products for sale in 1967. Their purpose is not only to increase public awareness of good design but also to encourage business transactions between manufacturers, designers and buyers. About 30,000 manufacturers, designers, architects and buyers will be invited to attend.

From April 6 to June 4, displays of outstanding products for buildings and souvenirs and giftware will be featured. A selection of 300 or so products will be on view, representing prefabricated building systems and structures, manufactured building components, fixtures and fittings, interior and exterior furniture, furnishings and equipment, including maintenance equipment, and general souvenirs and giftware.

At the exhibit to be held from June 8 to mid-July, up to 200 new designs of products will be displayed. Of this number, it is expected that an extensive variety of prototypes will be available for display.

## MARKETING SERVICE

Other activities in conjunction with the "marts" will include daily guided tours, panel discussions on contemporary design subjects and a marketing information service on both existing and new product designs that will be available to interested buyers.

The immediate objective of "Canadian Design '67" is to provide a marketing service for well-designed Canadian products to architects, planners, decorators and buyers who require a wide variety of products for the numerous building projects for centennial and Expo '67. Manufacturers and designers were alerted to take advantage of the thousands of products required to construct, furnish and equip the millions of dollars worth of building projects associated with the centennial activities, and the large demand for giftware and souvenirs.

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## CONTROL OF SEALING OPERATIONS

Further control measures to regulate sealing operations on the Atlantic coast were announced recently by Mr. H.J. Robichaud, the Minister of Fisheries. The new regulations, which prohibit the taking or killing of hood seals in the entire Gulf of St. Lawrence region, extend the area in the Gulf in which the season's total kill is limited to 50,000 young harp seals. The change is being made to protect young seals which may drift eastward of the Cape Ray to Cape North line.

Sealing licences for aircraft will be restricted to planes registered in Canada; the use of helicopters and other aircraft for transporting sealers or skins is now confined to a designated area in the Gulf. In other areas, aircraft may be used only from a land base and solely for the purposes of spotting.

Land-based seal hunters, known as "landsmen", will now be required to obtain licences.

Again this season, representatives of humane societies and conservation groups have been invited by the Department of Fisheries to observe sealing operations and judge the effectiveness of seal protection regulations, and departmental officers will maintain close surveillance of sealing operations to ensure that the regulations are strictly observed.

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## CANADA AT U.S. GIFT SHOW

For the third consecutive year, Canadian giftware and novelty manufacturers have had notable success at the California Gift Show.

Participating, at the recent Show in Los Angeles, in an exhibit sponsored and built by the Department of Trade and Commerce, 14 Canadian companies showed a broad range of products including ceramics, pottery, sculpture, fabrics, hand-blown glassware, paintings and handicrafts. They wrote \$80,000 of business during the six-day show and anticipate an additional \$300,000 in repeat business during 1966.