

DIPLOMATIC APPOINTMENTS

The Secretary of State for External Affairs, Mr. Mitchell Sharp, announced the following diplomatic appointments recently.

Mr. Charles John Small, Permanent Representative of Canada to the Organization for Economic Co-operation and Development in Paris, to be High Commissioner to Pakistan with dual accreditation as Ambassador to Afghanistan. He will replace Mr. Charles Eustace McGaughey.

Mr. Charles Eustace McGaughey to be Canadian Ambassador to Israel, where he will replace Mr. Robert Louis Rogers, recently appointed Deputy High Commissioner in London.

Mr. Harry Havilland Carter, Ambassador to Finland, to be Ambassador to the Republic of South Africa with dual accreditation as High Commissioner to Botswana, Lesotho and Swaziland. He will replace Mr. C. J. Woodsworth.

Mr. Charles James Woodworth to be Ambassador to Ethiopia, where he will replace Mr. Michel Gauvin.

Mr. Michel Gauvin to be Ambassador to Portugal, replacing Mr. Jean Morin, who is retiring from the Public Service.

Mr. J. M. Cook, head of the Personnel Operations Division, Department of External Affairs, to be High Commissioner to Kenya, with dual accreditation to Uganda. Mr. Cook will replace Miss Margaret Meagher, who has been appointed Ambassador to Sweden.

POSTAL CODING SYSTEM

Communications Minister Eric Kierans has announced that a management consultant firm will design a permanent public-address postal coding system for the Canada Post Office.

A report, which will include the design and plan of a national postal code, is scheduled to be completed by early November, and after study and approval, Mr. Kierans explained, a national postal code will be implemented as soon as possible. No new postal zones will be named in Canada until the new code is in effect.

TERMS OF REFERENCE

The study will evaluate the needs of the operating service for a postal coding system; design a system that will enable the Department to take full advantage of mechanized and automated sorting machines; assist the manual mail processing systems; ensure the best use by both the Post Office Department and the public, especially large-volume mailers, and have the flexibility to accommodate shifts in population.

The report will also evaluate whether the postal coding system would satisfy the numbering requirements of the Department's management information system; examine the feasibility of the present three-character postal zoning systems being continued as

part of the postal coding system; determine if a postal coding system should identify sections or units within a city sortation system, which would allow an automated sort directly to the letter-carrier walk; recommend a detailed plan for the introduction and implementation of the postal coding system and recommend guide-lines for the maintenance of such a system.

LOAN TO FILIPINO PHONE FIRM

A \$14.6-million loan agreement to cover the sale of telephone and telecommunications equipment, spare parts, and services to the Philippines was announced on July 23 by Mr. Jean-Luc Pepin, Minister of Industry, Trade and Commerce. The loan will be made by the Export Credits Insurance Corporation pursuant to a commercial agreement between the Philippines Long Distance Telephone Company, Manila, and Automatic Electric (Canada) Limited, Brckville. The loan is for a term of 12 years, including a two-year grace period.

This is the third ECIC loan to the Philippine company. The first two, totalling \$24.5 million, were made in 1964 and 1966. All are part of a phased modernization and expansion of the telephone system in the Philippines.

The transaction will probably produce about two million man-hours of employment for Canada.

With this loan, the total amount of contracts signed under ECIC's long-term export financing program is \$448 million.

CIGARETTE SMOKING DOWN

Health Minister John Munro reported on July 15 that the *per capita* consumption by Canadians over 15 years old of manufactured and hand-rolled cigarettes had decreased 5 per cent from 3,961 in 1966 to 3,755 in 1968.

Mr. Munro pointed out that published figures frequently showed only the total production or sales without relation to changes in population. Their downward trends since 1966 are more significant therefore, than figures for total sales. Figures for each person 15 years of age and over are considered to be the most realistic, since that is the age group of the majority of smokers.

"We hope the downward trends will continue and ultimately be reflected in decreases in premature deaths from heart attacks, lung cancer and chronic bronchitis and emphysema," Mr. Munro said. "Already, however, there are many persons who are enjoying life more since they have cut down or cut out cigarettes."

Mr. Munro attributed much of the drop in consumption to the discontinuation of cigarette-smoking by men, who tend to be heavier smokers than women. Surveys of Canadian smoking habits carried out for