

FRANCO-INCO AGREEMENT

The International Nickel Company of Canada concluded an agreement in Paris on March 14 with a group of French industrial, financial and government interests for the establishment of a new French nickel-producing company on the Pacific island of New Caledonia.

The agreement, which received the approval of the French Government, was signed by Jean Morin, president of Samipac, the holding company representing the French interests, and by Albert P. Gagnebin, president of International Nickel. The accord establishing the Compagnie Française Industrielle et Minière du Pacifique (Cofimpac) was preceded by a declaration of common intentions signed late in 1967. On the favourable completion of the feasibility study already under way, Cofimpac will construct, in one or more stages, facilities capable of producing up to 100 million pounds of nickel annually from oxide (lateritic) ores in New Caledonia.

Total expenditures during the initial production phase could be in excess of \$200 million (one billion francs), of which about \$8 million would be for the feasibility study.

Mr. Morin pointed out that Cofimpac could become an important nickel producer in a few years and that it would bring substantial benefits to France, New Caledonia and nickel consumers.

Even without waiting for the conclusion of negotiations, Mr. Gagnebin noted, the joint team from the French Government bureau of mining and geological research and INCO were conducting geological tonnages of New Caledonian oxide ores which have been shipped to INCO's process research laboratories and pilot plants, where they have already been metallurgically treated on a semi-industrial scale.

NATIONAL BEAUTIFICATION PLAN

A 12-point programme for an expanded "Keep Canada Beautiful" (KCB) campaign is planned this year. The emphasis will be on recruiting the energies of youth to promote the KCB programme of beautification and anti-litter campaigning. Boy Scout troops and 4-H clubs will be invited to take part.

The visual impact of television and billboards, used so successfully last year, will be renewed. There will be a new design and new slogan for billboard posters, and new TV "commercials" will be prepared.

It is expected also that this year many magazines will donate advertising space.

PROJECTS

The full programme will hit the public from a number of directions, starting in the spring or early summer. An outline of its 12 points follows:

(1) *Boy Scout Programme:* Inauguration of first Rid-Litter Day "litterchase" programmes by Scout

troops across Canada on May 10. Support programme includes: pamphlet to 1,000 group leaders explaining objectives, pamphlet to troops explaining procedure, plastic garbage bags (provided by Glass Container Council).

(2) *4-H Quebec Clubs:* French language "litterchase" pamphlet, support programme in awards and materials.

(3) *Billboard Advertising:* One thousand outdoor locations will be made available to KCB.

(4) *Television:* Thirty-second messages to be prepared in colour, in French and English.

(5) *Radio:* Discs to be produced with popular youth idol message.

(6) *Newsletter:* Two issues - one spring, one autumn.

(7) *Youth Groups:* Manual outlining projects for youth groups, contest for litterbug drawing, colouring cartoon.

(8) *Magazines:* Advertisements to be run gratuitously by members of the magazine association.

(9) *Speakers Bureau:* Preparation of KCB text and slides for use by the Canadian Tourist Association speakers bureau.

(10) *Awards Programme:* For best youth projects, community activity, company development, government project.

(11) *Film Contest:* Promotion of young people's film-making on litter and beautification.

(12) *National Beautification Conference:* First major KCB conference to be held in Ottawa, April 24.

APPOINTMENT TO THE HAGUE

The Secretary of State for External Affairs, has announced the appointment of Mr. A.J. Pick, at present Canadian Ambassador to Tunisia and Libya, as Ambassador to the Netherlands. Mr. Pick will be succeeding Mr. W.F. Bull, who retired recently after almost 40 years of service with the Departments of Trade and Commerce and External Affairs. Mr. Pick's successor in Tunis will be announced later.

Mr. Pick, who joined the Department of External Affairs in 1940, has served in St. John's Newfoundland, Canberra, Capetown, New Delhi and Rome. In 1958, he was appointed Ambassador to Peru and he has held his present appointment since 1966. He was accredited to Libya in October 1968.

OLD NEW HYDRO STATION

An ultra-modern 15,000-HP hydroelectric generating plant modelled after a seventeenth century French grist-mill has been officially opened in the historic Nova Scotian town of Annapolis Royal.

The mill, a centennial project of the Nova Scotia Light and Power Company, Limited, is situated within a few hundred feet of the site on the Lequille River, where French explorer and entre-