

CANADA ON PAHO EXECUTIVE

Canada, which formally joined the Pan-American Health Organization last month, was, on October 5, elected to a three-year term on the Executive Committee of the organization at the meeting of the Directing Council of PAHO recently held in Washington.

The Pan-American Health Organization, the regional arm of the World Health Organization in the Americas, was founded in 1902 to promote and coordinate efforts of the countries of the western hemisphere to combat disease, to lengthen life and to promote the physical and mental health of the people. There are now 29 member countries.

The Executive Committee, composed of nine representatives of member governments, is elected by the Directing Council. Canada's representative is Dr. Basil D.B. Layton, Principal Medical Officer, International Health, Department of National Health and Welfare.

The Minister of Health and Welfare, Mr. John Munro, was the first official delegate from Canada to sit with other member states of PAHO when it began its Washington meeting. Addressing the PAHO Council, Mr. Munro stated: "From the past, we know the successes - and we know the failures. For the future, we know the challenges - and we know the risks. It is obviously better that we face the future with as united a front as is possible - not a political front, but a human front - a common front for human health. It is for these reasons that Canada is moving from a posture of outside co-operation to active membership in this organization. We hope we can contribute, for we know we will learn."

MUSICAL TWO-WAY STREET

Today's music business is thriving in Canada, where record album sales *per capita* are the highest in the world and *per capita* dollar sales are second only to the United States.

The rest of the world knows more about this happy state of Canada's musical affairs since the beginning of the year, when seven Canadian music companies attended MIDEM - the International Record and Music Publishing Market in Cannes.

It became apparent quickly that Canada is on a musical "two-way street" - able to sell material to the international market (one company alone placed copyrights and "masters" of records in France, Germany, Britain, Sweden, Italy and Japan) and pleased to buy copyrights from other countries.

Canada, now coming into its own as the home of first-rate musical talent has, on international popularity charts (singing Canadian copyrights) - such names as Gordon Lightfoot, Joni Mitchell, Monique Leyrac, Anne Murray, Marc Hamilton, Edward Bear, Tom Northcott, Ginette Reno, Robert Charlebois, and there is The Guess Who, Blood

Sweat and Tears, the Poppy Family, Motherlode, Mashmakham, and the Irish Rovers.

THE "FLIP" SIDE

With the sixth largest record market in the world, and an annual industry growth-rate that is consistently over 10 per cent, Canada, in return, offers record publishers in other countries a rich outlet for their musical wares. And a significant factor has been added recently: the Canadian-content regulations which specify that 30 per cent of all records played on Canadian AM radio must qualify under one of the following:

- the artist must be a Canadian;
- the performance must be recorded in Canada;
- the music must be composed by a Canadian;
- the lyric must be written by a Canadian.

For a record to qualify as Canadian in the first year of the regulations (1971), one of the four conditions will have to apply. In the second year, two of the four will have to be met.

The advice of Canada's music men to their counterparts attending MIDEM was: "If you want your fair share of this growing Canadian market, there are two avenues open: have your copyrights recorded in Canada; record Canadian copyrights in your own country."

An impressive number of music publishers listened.

CANADIAN MAPLES IN BRITAIN

One hundred Canadian sugar maple trees that were planted two years ago on a hillside in Richmond Park near London are thriving.

Mr. R.G. Emberson of Scarborough, Ontario, who recently visited the site, wrote to Mr. Rene Brunelle, the Ontario Minister of Lands and Forests, to assure him the trees were doing well in the English climate.

On October 23, 1969 the six-foot saplings, grown at the Ontario government tree nursery at St. Williams, were presented by Mr. Allan A. Rowan-Legg, Agent-General for the Government of Ontario, with a plaque to commemorate 100 years of representation in Britain.

TRAFFIC ACCIDENTS

Deaths from motor-vehicle traffic accidents increased by 10.8 per cent in June, compared to those of June 1970. During the 1971 month, 512 lives were lost on roads, compared to 462 in June last year.

Through the first six months of 1971, there were 38 traffic deaths in Newfoundland, (28 in the corresponding period in 1970); Prince Edward Island, 16 (11); Nova Scotia, 86 (85); New Brunswick, 78 (85); Quebec, 681 (699); Ontario, 641 (633); Manitoba, 61 (46); Saskatchewan, 72 (65); Alberta, 162 (183); British Columbia, 244 (248) and the Yukon and Northwest Territories, 8 (7).