

A 40-page illustrated booklet, *Guten Appetit Mit Qualitätswaren Aus Kanada* (Good Appetite With Quality Products From Canada), has been published in conjunction with ANUGA by the Editorial and Art Services Division, Trade Publicity Branch, Department of Trade and Commerce. The booklet is divided into 11 sections, one for each type of food being displayed. A list of Canadian suppliers is provided at the end of each section so that interested buyers at the food fair may make direct contact with Canadian producers and distributors.

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FEDERAL AID FOR AMATEUR SPORT

In a speech at the opening of the Hockey Hall of Fame in Toronto on August 26, Prime Minister Diefenbaker asked his audience to turn their thoughts "to the future and to the foundations necessary for the building not only of greatness in all fields of sport but the physical vitality, energy and good health of Canadians". "While the professional has become the first line of growth and guidance," he said, "the true amateur...is worthy of high commendation". "A changing and challenging world," Mr. Diefenbaker went on, "leaves scars upon the body and mind. The changes in the tempo of living have had profound effects on health. The shift in population from the active outdoor life of the country to the more sedentary existence of the city and the progressive elimination of active effort through new techniques of automation have raised new health and fitness problems...Success in competitive sport has become an important element in the contest for the hearts of men. Success in Olympic Games and in all fields of international competitive sports has a tremendous effect on the prestige of nations".

Mr. Diefenbaker then proceeded to describe briefly the kind of support that had been given to amateur sport in Canada in the past and to outline a programme of financial assistance that he planned to present to Parliament when it resumed its current session:

"...One thinks of the many public-spirited persons, of the provincial fitness and recreation branches, of the many sports' governing bodies, of the voluntary organizations which devote themselves in full or part-time to fostering games and athletics among young people to a work for which the reward is in the knowledge of a job well done.

"A number of Federal Departments, including Health and Welfare, Northern Affairs, National Defence and Labour, among others, take an active interest in the promotion of physical efficiency and recreation.

"However, despite all the efforts of persons and organizations, of federal and provincial departments, there is a lack of athletic and recreational facilities in the country as a whole. Through the municipal Winter Works Programme, the Federal Government has, in the last three years, assisted in the promotion of public projects, including worthwhile athletic and recreational construction projects and paying one-half of the payroll charges.

"Last year the Federal Government assisted 915 projects through this programme for the construction of hockey and skating rinks, swimming pools, sports facilities, and for the extension and improvement of parks and playgrounds. These projects cost in the neighbourhood of \$15 million.

"Many sports leaders and other interested Canadians have been petitioning for legislation for the encouragement of physical fitness and athletics, while freely maintaining the primary and principle responsibility which the Constitution places on the provinces. A great step forward in this regard will be taken in legislation which will be brought before Parliament within the next few weeks.

PROPOSED PROGRAMME

"The legislation will be the first major recognition of the importance of sports and athletics in the national life of the nation. It will provide the groundwork for a 'people's programme', for its detailed operation will require the benefit of the views and useful planning of those who have studied and understand the problem. It will have as its purpose the encouragement of amateur athletics and to that end by a system of awards for the development of physical efficiency, will, in the course of years, contribute to raising standards of health among Canada's younger generation.

"The first step will be the establishment of a national sports council to be known as the National Advisory Council on Fitness, Recreation and Amateur Sport, of some 20 or 25 members, representing agencies connected with these fields, and the provinces.

"The Council will provide a forum at the national level for advising the Federal Government on sports matters.

"The programme will, if Parliament agrees, be implemented through federal grants and federal assistance in personnel and coach training, research, information, leadership training and coaching courses, assistance for participation in national sport and in international competition, and in other ways. For this purpose a Federal contribution of \$5 million annually will be provided initially.

CO-OPERATION SOUGHT

"I ask the co-operation of sports organizations and the Canadian Advisory Sports Council, and all interested persons, to join in the task of advising the National Council as to the most effective means whereby questions such as provisions of coaches and assistance to amateur groups can be determined in the light of need and experience.

"I am especially interested in securing the views of the sports writers everywhere across Canada, as they have intensive knowledge of all aspects of this national programme. I hope that they will write to the Minister of National Health and Welfare or me expressing their views...

"I hope that this programme will provide the means, in co-operation with the provinces, of encouraging amateur sport and thereby will add not only to the happiness and health of all the people of Canada but to the international athletic prestige of Canada..."