

Mr. Maurice Tessier, Minister of Municipal Affairs, Quebec, who is also responsible for the Quebec Housing Corporation Act.

Moreover, in keeping with decisions reached by Prime Minister Trudeau and Premier Bourassa of Quebec, the agreement provides for the establishment of a committee to study techniques and procedures of housing and related programs.

The federal funds will be made available by the Quebec Housing Corporation directly to municipalities, non-profit organizations and other authorized institutions.

Mr. Basford and Mr. Tessier both mentioned that the agreement was the result of the closest co-operation between the two governments. The objectives, they said, were intended to improve the housing conditions of individuals and families faced with severe housing problems.

EXPORT MARKET DEVELOPMENT

A new risk-sharing program aimed at increasing exports of Canadian goods and services through more participation by Canadian companies in trade fairs outside Canada was announced recently by Mr. Jean-Luc Pepin, Minister of Industry, Trade and Commerce.

This is the third part of a program for the development of export markets announced by the Minister last year. It provides departmental assistance for companies seeking to exhibit in conventional trade fairs of limited duration or trade exhibits of longer duration in permanent trade centres abroad.

"This new plan supplements our current and continuing program of departmentally-sponsored exhibits in trade fairs," Mr. Pepin said. "During the 1972-73 fiscal year my Department has plans for exhibiting in 50 such fairs around the world."

"As part of the program for export market development, we are making this assistance available to companies, formally constituted trade associations, or groups of companies who seek to exhibit in trade fairs which are not part of the existing program," the Minister added.

Normally the Department's contribution will be 50 per cent of eligible costs. If a company succeeds in obtaining export business as described in the application for assistance, repayment of the Department's contribution will be required at a rate of 1 per cent of sales in the region concerned during a period of up to three years, to the total of the contribution.

Repayment will not be required in instances where a company is not successful in obtaining export business of the kind described in the application.

TRANSPORTATION THE KEY TO CANADA'S NORTH

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to sap our strength. We have a land so large and a climate so difficult that only extraordinary efforts will suffice. Our history is the narrative of that kind of effort. And our reward is an opportunity for fulfillment, of happiness, of absence of fear in a landscape of breathtaking beauty; a style of life which permits us to be more individual and less subject to uniformity than any people in the world.

Our regard for our country, our desire for its rational development, our demand that its natural beauty be disturbed to a minimum degree, are all evidence of the value that Canadians attach to a rich, satisfying life. These several ingredients must not be permitted to become unbalanced. Developmental activities in particular must remain in harmony with our natural environment, not in disregard of it, and be designed to benefit people. The final measure of Canada, unquestionably, is found in the quality of life which is available to Canadians. The final measure of Canadians is found in the style of life they choose to pursue, and in the standards they insist upon for themselves and their country.

Of all the changes which will come to Canada in the next generation, therefore, we must prevent, surely, any of a sort which will diminish the essential beauty and lonely nature of this country. For if that beauty is lost, or if that wilderness escapes, the very nature and character of this land will have passed beyond our grasp. Denied an opportunity to breathe the brisk freshness of an Atlantic gale, to view the unbelievable glory of a prairie sunset, to feel the overwhelming silence of a northern lake, we would no longer be Canadians. Our lives as individuals would have suffered grievously.

All of this was expressed with a simple eloquence by a Canadian Indian called Saltatha. He is recorded as having said to a priest:

"My father...you have told me that heaven is very beautiful. Tell me now one more thing. Is it more beautiful than the country of the musk-ox in summer, when sometimes the mist blows over the lakes and sometimes the water is blue and the loons cry very often? That is beautiful, and if heaven is still more beautiful my heart will be glad and I shall be content to rest there until I am very old."

We are a peculiar breed, we Canadians. We hail from many sources but we have a common destiny: it is to perpetuate the character of this land and to share the benefits that result. Canada is not a country for the cold of heart or for the cold of feet. For those who qualify, the rewards exceed those of any other country. Indeed, as Saltatha suggested, they approach those of heaven itself.