

Government-industry intensify effort to boost exports

As part of the plans to intensify collaboration between government and industry in the development of export trade and promotion during 1975, Alastair Gillespie, Minister of Industry, Trade and Commerce, announced recently that his Department and the Canadian Export Association had agreed on a program of activity over the coming months, focusing on particular problems and opportunities for Canadian exports.

He added that 1975 would be a tough year for Canadian exports and emphasized the importance of continued and expanded co-operation between government and industry in dealing with the situation.

Roger Hatch, chairman of the Canadian Export Association, agreed with the Minister to the holding of regular monthly meetings between members of the Association and the Department beginning this month. On the agenda will be the role of trading houses and means to increase their effectiveness, the extent to which the export-consortia technique can contribute to greater export performance, the value of joint ventures in particular export markets and the means by which Canadian in-

dustry could participate more effectively in foreign-capital projects, including the greater acceptance of "turnkey" jobs and larger participation in capital projects abroad financed by such multilateral institutions as the World Bank.

Mr. Gillespie said that it was particularly important for the business community to be made aware of new or expanding trading opportunities, and that he welcomed the CEA's agreement to participate in planning seminars and conferences for this purpose all across the country.

Trade with Latin America

Owing to the special need for follow-up on trade missions, Canada's trade commissioners from Latin American countries will be returning to Canada in April to tour the country and to talk to businessmen about trade opportunities in their regions.

This will provide specific follow-up to the trade missions to Mexico and Brazil last year and will highlight the Minister's planned missions to Cuba and Venezuela in March. The CEA will be associated with the Department in the organization of these meetings.

Canada and Sweden to co-operate in defence research

Canada and Sweden signed an agreement on February 3 to facilitate co-operation in defence research, development and production.

The main object of the agreement is to reduce costs to both countries for particular equipment. Under its terms, officials from Canada and Sweden will meet periodically to identify opportunities for co-operative research, development and production programs and to advance the interests of Canadian and Swedish companies in establishing mutually beneficial business relations.

This agreement, which could lead to substantial and continuing benefit to Canadian industries that already have developed special expertise, comes at a time when there is a general move toward strengthening industrial co-operation between Sweden and Canada, Industry, Trade and Commerce Alastair Gillespie said.

they also afford Canadians an opportunity to support the 1976 Olympic Games in Canada," he added.

The bronze-coloured stamps, which were designed by Allan R. Fleming, measure 48 mm by 30 mm in a horizontal format for the \$1-denomination, *The Sprinter*, and 30 mm by 48 mm in a vertical format for the \$2-denomination, *The Plunger*.

Robert Tait McKenzie (1867-1938), creator of *The Sprinter* and *The Plunger*, was born in Almonte Ontario.

After graduation, McKenzie became general and medical director of physical training for McGill University, Montreal, and chief instructor at the gymnasium. He attempted to set up a physical education department, but couldn't find enough money. He was also an anatomy professor and specialist in orthopaedic surgery, gaining renown for his research on spinal problems. His clientele outside the university included the Governor General. During his spare time, the doctor painted with water colours.

He began to sculpt when he decided to use statuary for teaching and research. Having gained self-confidence with four *Masks of Expression*, he began work on *The Sprinter*. "It was to show the ideal...form of a sprinter... (by averaging the) dimension of successful individuals." After three tries McKenzie overcame his lack of artistic training and produced a figure capable of supporting its own weight. His intention, in both *The Sprinter* and *The Plunger*, was to show the beauty of the healthy human form at the moment of resolve.

Olympic Games sculpture stamps

Two high-value Olympic commemorative stamps will be issued by the Canada Post Office on March 14.

The stamps feature reproductions of *The Sprinter*, at \$1, and *The Plunger*, at \$2 - bronze sculptures by Canadian physical educator and sculptor Dr. Robert Tait McKenzie.

"These are stamps for art lovers as well as stamp collectors," said Postmaster-General Bryce Mackasey. "But

