

# Bulletin

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## HOPE OF EXPANDED TRADE WITH EUROPE

Canada is determined to increase its share of European markets, "a share that is not at all commensurate with our overall trading capacity", Mr. Jean-Luc Pepin, Minister of Industry, Trade and Commerce, told 300 German financial, business and industrial leaders in Bonn recently, at a lunch held during a visit by a Canadian trade and industrial mission to the Federal Republic of Germany. The mission consisted of 28 leading Canadian businessmen and 12 representatives of the federal and provincial governments.

"We are devoting more attention to our promotional activities in all European countries," Mr. Pepin said. "For example, more than one-third of the officer strength of our foreign trade commissioner service is now on this continent. Our present mission and the agreement on science and technology just signed are part of this program. We should welcome similar initiatives from the Federal Republic in Canada."

### SCIENCE AGREEMENT

Mr. Pepin and Mr. Walter Scheel, the Federal Republic's Foreign Minister, signed the agreement on science and technology referred to above. Under its terms, immediate attention is to be given to exchanges in construction techniques, computer "software", oceanography, geophysics and metallurgy.

Mr. Pepin said that Canadian prosperity was very much dependent on a liberal international trading environment. "This fact is reflected in our trade policies," he said. "We are obstinate proponents of freer trade on a multilateral basis...we are making clear to members of the European Economic Community Canada's special interest in the current negotiations for EEC enlargement." He stressed that an "inward-looking EEC could prejudice the prospects for broader international trade co-operation". Germany, with its major stake in world trade, was particularly conscious of these dangers, he suggested.

Mr. Pepin added that a number of like-minded countries would be working in the General Agreement on Tariffs and Trade this year towards maximizing the community of interests between the EEC and the rest of the world. "We look to Germany to co-operate with other world traders to provide the kind of constructive support that will be needed," he stated.

He described Canada's economy as "relatively capital-intensive" and said that, "if we are to achieve our economic goals, there will be heavy demands for investment funds...the strong pace of development in prospect for Canada during the 1970s should continue to provide ample attractive opportunities for foreign as well as domestic investors".

### INVITATION TO INVEST

Mr. Pepin said that Canada provided an attractive base for North American operations. "In fact," he declared, "many of your leading firms, including Siemens, Hoechst, BSAF, Bayer, Mannesman and Bosch, have Canadian plants."

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German investments were still relatively small, according to the Minister, at \$440 million, in comparison to total investment in Canada, which is estimated at just under \$25 billion. "I suggest that you should carefully analyze the investment opportunities which present themselves in Canada," he said. "In this way you may participate and profit to a greater degree from the favourable climate and potential of our country."

Mr. Pepin emphasized that Canada was richly endowed with raw materials, sources of energy and an abundant supply of educated, well-trained labour. In addition, he said, there were a number of attractive federal and provincial government assistance programs available to industry, both domestic and foreign.

"We offer one of the most hospitable climates in the world for profitable investment," Mr. Pepin said. "We have no restrictions on international movements of capital, nor on repatriation of profits or other capital by foreign companies operating in Canada."

"Our trade offices in Bonn, Duesseldorf and Hamburg are ready to assist you at any time and they have the facilities to get accurate and quick information direct from Canada."

## CANADIAN BOOK SUCCESS

*The White Dawn*, a novel by the Canadian author and artist James Houston, which was chosen as a selection by two major book clubs (Book-of-the-Month Club and Readers' Digest Condensed Book Club), rushed back for a second printing five weeks before publication, and is already sought after by motion picture purchasers, was published last month by Harcourt Brace Jovanovich of New York.

This book, Houston's first novel for adults, is based on actual events in an Arctic encampment, where some 40 Eskimos resisted being torn from the Stone Age and flung unprepared into the swift and perilous course of modern history. Beginning with the journal of an old whalingship that describes the crew of a small boat, *The White Dawn* tells how three shipwrecked New Englanders are rescued by Eskimos who freely share their food, homes, clothes and women and the tragic confrontation that follows. The story includes eloquent accounts of the love affairs between an Eskimo girl and the whaler who plans to marry her, and of a dramatic struggle for power between the strangers and the leader of the Eskimos.

## HOUSTON THE ARTIST

Houston, who was born in Toronto in 1921, studied at the Toronto Art Gallery with Arthur Lismer, at the Ontario College of Art with L.A.C. Pantou, at the École Grande Chaumière in Paris and at Atelier 17 with William Hayter, as well as in Tokyo under Un-ichi Hiratsuka.

In search of a new people and land to paint,

Houston made his first journey into the Canadian Eastern Arctic in 1948, where he discovered a flourishing Eskimo art of stone, bone and ivory carving. He worked through the Canadian Handicrafts Guild, the Canadian Government and the Hudson's Bay Company to bring to the attention of the outside world these carvings, now in collections of museums, galleries and private collectors.

Later, he spent nine years as the first civil administrator of West Baffin Island. During this time he travelled extensively over the 65,000 square miles of his remote administration. He kept a team of huskies and sheltered at night in an igloo.

In 1966, Houston won the Canadian Library Association Book of the Year award for *Tikta' Likta*, and in 1968 his *The White Archer* won the same honour. He has also written, and illustrated, *Eagle Mask* and *Akavak*. (All are published by Harcourt Brace Jovanovich). *Akavak* was chosen by the American Library Association as a 1968 Notable Book, and its illustrations were part of the International Biennial of Children's Book Illustrators at Bratislava.

Houston is on the board of directors of the Association of American Indian Affairs and the American Indian Arts Center, and is a member of the Canadian Eskimo Arts Council. He was presented with the 1966 American Indian and Eskimo Cultural Foundation Award.

## MINERALS FROM THE NORTH

The Northern Mineral Assistance Program will be continued in the 1971-72 fiscal year with the addition of \$2 million in Government funds, Mr. Jean Chrétien, Minister of Indian Affairs and Northern Development, announced recently.

Since reinstatement of the program last June (it was suspended in July 1969 after it had become oversubscribed) 91 applications have been received and assistance or commitments of assistance for 108 exploration projects have been made out of the \$1 million set aside at that time.

The regulations that determine conditions for granting assistance provide for direct financial contributions toward approved exploration expenditures by Canadian-held companies incorporated in Canada and by individual Canadian citizens.

## ACCEPTANCE CRITERIA

Assistance is available now on a first-come first-served basis and will be considered only where exploration activity is proposed to begin on a date following submission of the application.

Assistance in respect of one or more exploratory programs in the Yukon and the Northwest Territories, from a single applicant will be limited in aggregate to \$50,000 but not exceeding 40 per cent of the approved cost of an exploration program.

## REMOTE-AREA BROADCASTS

At a recent public hearing in Halifax, Nova Scotia, the Canadian Radio-Television Commission considered the extension of television service in English and French in the Provinces of Nova Scotia and New Brunswick.

In accordance with the decisions taken at the Halifax hearing and the general discussion on that occasion, the Commission believes it appropriate to continue to press for the extension of basic and alternate Canadian broadcasting services in English and in French.

Television has been in existence for 20 years in Canada. Viewers in the more densely populated areas have had their choice of television viewing expanded from two or more off-air channels to a multiplicity of choices on conventional and cable television. Currently, the Commission is aware of the energy and attention being given to the proliferation of services in these areas where a wide choice exists, and it believes this development makes the plight of Canadians without any services or without service in their own language a matter of the utmost urgency.

The Commission is determined to maintain a priority for the establishment of broadcasting services in important but often geographically-remote areas such the North Shore of the St. Lawrence, Labrador, Newfoundland and the Gaspé Peninsula. A similar necessity prevails in the northern portions of all the provinces from Quebec to British Columbia, as well as the Yukon and Northwest Territories.

Canadian broadcasting services in remote and developing areas contribute not only cultural and recreational amenities that are less abundant in such areas than in other parts of the country but they also are vital to economic and resource development.

The Commission will, accordingly, accelerate its discussion with the Canadian Broadcasting Corporation, Telesat, and the common carriers in formulating plans to expedite the extension of service as rapidly as possible. The Commission will also undertake immediate discussions with the Government on this matter.

## LABOUR MINISTERS MEET

Canada's provincial labour ministers recently ended a two-day conference in Ottawa at which discussion centred on recent and planned changes in labour law, approaches to minimum wage determination and measures to protect the rights of women in the labour force.

## MATTERS UNDER DISCUSSION

The ministers reviewed the minimum wages established in the different jurisdictions across Canada and examined together a number of the factors to be considered when minimum wage levels are being set. They agreed that these factors differed in varying

degree from one jurisdiction to another. They also agreed that there was a need for more intensive study by labour departments of the economic effects of the minimum wage in particular industries and regions and the relation of the minimum wage to other aspects of social policy.

The discussions covered the need for improvements in laws affecting women in the labour force, including those designed to establish equal opportunity, equal pay for equal work and an entitlement to maternity leave. Relevant recommendations of the Royal Commission on the Status of Women and standards established by conventions of the International Labour Organization were discussed. Further federal-provincial consultation on the subject will take place as the current review of the Royal Commission recommendations proceeds.

The review of recent and planned changes in labour law covered a number of fields, including industrial relations, labour standards and safety. A frank exchange of views provided an improved understanding of the rationale underlying policy developments in the different jurisdictions.

The conference, chaired by Federal Labour Minister Bryce Mackasey, was attended by ministers from seven provinces.

## WORLD HEALTH ASSEMBLY DELEGATES

Dr. Maurice LeClair, Deputy Minister of National Health, led Canada's delegation to the twenty-fourth annual assembly of the World Health Organization, which was held in Geneva from May 4 to 21. Other delegates were Mr. George Ignatieff, Canada's Permanent Representative to the United Nations at Geneva; Dr. Jacques Gelin, Special Adviser to the Executive Council of Quebec; Dr. J.S. Robertson, Deputy Minister of Health for Nova Scotia; Dr. P.B. Rose, Deputy Minister of Health for Alberta; Dr. David Sackett, head of the Department of Clinical Epidemiology and Biostatistics at McMaster University, Hamilton, Ontario; and Dr. Basil Layton, Canada's representative on the WHO Executive Board and Principal Medical Officer, International Health, Department of National Health and Welfare.

The main item of business was the review and approval of the 1972 program and budget. Agenda items of wide public interest included the human environment, the cholera pandemic, malaria and smallpox eradication, the safety and efficacy of drugs and the health consequences of smoking.

Canada is one of the 24 member-states on the Executive Board of WHO, represented by Dr. Layton. This Assembly completed Canada's three-year term on the Board. Some 1,000 representatives of the 131 member and associate states attended the Assembly to work towards establishing the principles and practice of preventive medicine in their own countries and in others through the sharing of skills and knowledge.

The general aim of WHO is to strengthen public health services in all member nations. From its establishment in 1948, WHO has concentrated on preventive medicine in an attempt to improve health throughout the world. WHO defines health not merely as the absence of illness but rather "a state of complete physical, mental and social well-being".

## CONSUMER SPEAKS OUT

The Canadian consumer is speaking louder and is beginning to be heard in areas beyond the traditionally-oriented market-place, says the second annual report of the Canadian Consumer Council, which was released at the end of April. The report, submitted to the Minister of Consumer and Corporate Affairs, Mr. Ron Basford, by the retiring chairman, Dr. David S.R. Leighton, details the 1970 activities of the Council, which was established in 1968 to advise and assist the Minister on problems affecting consumers across Canada.

"In a year that featured a continuing high level of inflation, unemployment and tight money, the voice of the Canadian consumer was heard with growing intensity and frequency in the media, on the public platform, in the councils of government, industry and commerce," says the report.

The report states that several underlying trends seemed to stand out from the many developments of 1970, among them a substantial strengthening and updating of legislation affecting consumers, growing awareness of the international ramifications of consumer activities, and "a continued broadening of the interests of consumer organizations beyond the traditional focus on market-related activities".

"Increasingly," says the report, "consumer groups were heard speaking out on subjects such as environmental protection, inflation, combines, taxes and tariffs, in large measure because many of the traditional concerns of consumers were seen as less crucial to consumer well-being than these broader issues."

Reports and recommendations made to the Minister by the Council during 1970 covered such diverse consumer concerns as referral sales and other deceptive selling practices, the elimination of the federal sales tax on margarine, competition policy and revisions to the Combines Investigation Act, hearing aids and food-store self-help projects.

## OTHER PROJECTS

During its five meetings as a group in 1970, the Council also planned a consumer forum, which was held in Winnipeg in November, and sponsored a symposium on misleading advertising in Montreal in December, both of which included representatives of the business, academic and government communities, and attracted wide attention across Canada.

Continuing projects, in which the Council has been involved since its inception, include two

studies on consumers' attitudes towards their rights in the market-place and the projected development of two new consumer publications, a consumer affairs newsletter to be published by the University of Guelph, Ontario, and a publication being prepared under the supervision of Professor W.A.W. Neilson of Osgoode Hall Law School, Toronto.

## CANADIAN AIR DISPLAYS

Planes of the Canadian Armed Forces will take part in three major Canadian air-shows this summer.

The first large-scale display will take place at Canadian Forces Base Moose Jaw, Saskatchewan on July 11 as part of the Saskatchewan Homecoming 1971 Air Show. Other displays are scheduled at the Abbotsford Air Show in British Columbia, from August 14-15, and the Canadian International Air Show at the Canadian National Exhibition in Toronto from September 3-5.

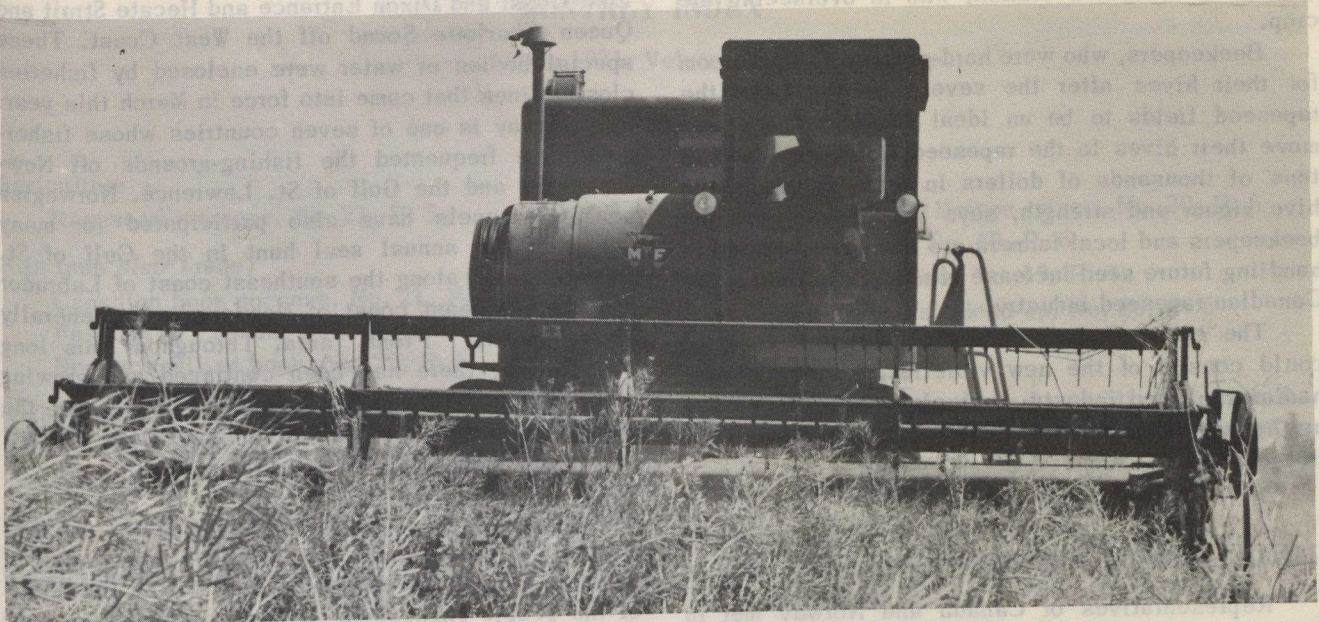
This year the Canadian Armed Forces will use the same equipment and personnel to present identical displays at all three shows, each lasting for about an hour. This procedure will reduce expense and avoid disruption of operational commitments.

The air displays will feature Canada's capabilities in search-and-rescue, air defence, surveillance, training and transport. There will also be a special Mobile Command aircraft display. The Mobile Command program includes a parachute team, helicopters, transport aircraft and CF-5 jet fighters.

## JAIL-DESIGN STUDY

The Canadian Criminology and Corrections Association (CCCA) has received a grant of \$23,120 from the Donner Canadian Foundation in Toronto to conduct a study entitled "Flexibility of Correctional Facilities", to be carried out by Kenneth L. McReynolds, architect and design-research consultant in Toronto. The CCCA is an affiliate of the Canadian Council on Social Development, Ottawa.

The purpose of the study is to develop a method by which architects and correctional administrators can assess the relative flexibility of the physical-program space in existing correctional facilities and in designs for new facilities, and to assist them in understanding the influence of the physical environment on behaviour of inmates. Mr. McReynolds describes flexibility as meaning that the spaces in a given area must be able to accommodate changes in correctional programs, without the necessity of physically altering walls. Without this flexibility, new programs may be inhibited, as is too often the case at present. Interviews with and observations of the users in three facilities for young offenders, two in Canada and one in the United States, will be completed over the next year.



One of the combines at work on Canada's rapeseed acreage in the Imperial Valley, California.

### RAPSEED INCREASE

The harvesting of Canada's rapeseed acreage in the lush irrigated fields of the Imperial Valley, California, is in trouble. The Span variety of rapeseed was grown there this winter to provide Canadian farmers with seed for planting this spring.

Frost had already severely reduced a crop that looked exceptionally strong. It was a freak frost, the worst in 20 years, and it took away most of the crop.



D.A. Cooke, of the Department of Agriculture's Melfort, Saskatchewan Research Station, examines the rapeseed crop.

The combines moved into the first field on the afternoon of March 31. When the harvest began, they were barely crawling as they experienced difficulty threshing the crop. They were in fact, halted or moving backwards more often forward. By dusk, only 15 acres had been harvested, by three combines, and one half-filled box on a 10-ton truck was all there was to show for the effort.

The combines are moving slowly during the harvest because, though the stalks are still green, the seeds are ripe. If the drivers put enough wind through the combine to clear the stalks, they will blow the seed out of the back of the combine. If they reduce the wind, the combine has to shuffle along slowly to clear the stalks.

#### EXPERTS ARE OPTIMISTIC

Nevertheless, the people working with the crop are still confident of realizing 1 million pounds of seed — just enough to start a two-year massive switch to varieties low in erucic acid.

New Span, a *Campestris* type (or turnip rape) low in erucic acid was the only variety planted in the Imperial Valley and in several fields in Arizona. This was done to provide the extra seed necessary to multiply adequate seed this summer for 1972 planting and a substantial quantity for crushing into oil and meal this winter.

Despite recent problems, the rapeseed-increase program is a success. The government officials who picked the growers and areas for seeding in the Imperial Valley did an exceptionally fine job, according to D.A. (Doug) Cooke of the Melfort, Sas-

katchewan Research Station, who is overseeing the crop.

Beekeepers, who were hard-pressed to find bloom for their hives after the severe frosts, found the rapeseed fields to be an ideal answer. Those who move their hives to the rapeseed fields are reaping tens of thousands of dollars in terms of increased hive vigour and strength, says Mr. Cooke. Both the beekeepers and local farmers are keenly interested in handling future seed increase of new varieties for the Canadian rapeseed industry.

The entire Canadian crop of rapeseed in 1972 could consist of the new varieties, giving the Canadian rapeseed industry a crucial competitive edge as the only major supplier of low erucic acid rapeseed in the world.

### CANADA-NORWAY FISHERIES

Representatives of Canada and Norway met in Ottawa at the end of April to discuss customary Norwegian fishing practices and sealing operations in Canada's territorial sea and exclusive fishing-zones. The Norwegian delegation was led by Mr. Jens Evensen, Director-General, Ministry of Foreign Affairs, and included representatives from the Ministry of Fisheries and the Norwegian sealing and fishing industry. The Canadian delegation was headed by Mr. J.A. Beesley, Legal Adviser and Director-General, Bureau of Legal and Consular Affairs, Department of External Affairs, and included representatives of the Department of Fisheries and Forestry and the Canadian sealing and fishing industry.

Last June, the Canadian Government amended the Canadian Territorial Sea and Fishing Zones Act to extend the breadth of Canada's territorial sea from three to 12 miles and to permit the establishment of exclusive Canadian fishing-zones in the Gulf of St. Lawrence and the Bay of Fundy off Canada's

East Coast and Dixon Entrance and Hecate Strait and Queen Charlotte Sound off the West Coast. These special bodies of water were enclosed by fisheries closing-lines that came into force in March this year.

Norway is one of seven countries whose fishermen have frequented the fishing-grounds off Newfoundland and the Gulf of St. Lawrence. Norwegian sealing vessels have also participated for many years in the annual seal hunt in the Gulf of St. Lawrence and along the southeast coast of Labrador and the northeast coast of Newfoundland, generally known as the "Front" area. Throughout this long association, there has been continued and growing co-operation between Canada and Norway in the adoption of measures for the conservation of seal stocks and humane methods for the hunt.

### IMPORTANCE OF INDUSTRY

During the discussions the economic importance of these fishing and sealing activities to the livelihood of the people engaged in them was stressed by both sides. In some areas, in both countries, the sealing and fishing industry is the main source of income. The Norwegian side was particularly concerned about the longer-term prospects for the sealing industry and recognized, along with the Canadian side, the need for effective conservation methods to achieve a sustained yield.

Both delegations put forward constructive proposals as the possible basis for agreement between the two countries on the future conduct of fishing and sealing activities. These proposals, if approved, would permit the adoption of realistic conservation methods for sealing and would involve the phasing-out of Norwegian fishing operations and acceptance of Canadian jurisdiction in the newly created 12-mile territorial sea and fishing-zones off Canada's East and West Coasts.

The proposed agreements will be submitted to governments and a further meeting between the two countries will be held in Ottawa in June.

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