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MARKETING MISSION TO BRITAIN

A Canadian marketing mission to Britain, organized by the Canadian Association of Advertising Agencies, recently received federal endorsement through Mr. Mitchell Sharp, Minister of Trade and Commerce.

The mission, to visit London from September 30 to October 3, will fulfil a twofold purpose. Its members will study all aspects of the problems involved in advertising and marketing throughout Britain and the Common Market countries. They will then make a presentation to British agencies, defining the essential differences between marketing methods in Britain and the Continent and those found successful in Canada.

INFLUENCE OF ADVERTISING

"I welcome the opportunity to endorse this marketing mission," Mr. Sharp said after studying its programme. "Canadian firms should consider advertising in their development of international markets just as foreign firms wishing to do business in Canada should be conscious of the influence of advertising here as a vital marketing tool. Market research and marketing counsel on an international scale have still to be fully developed as a tool of export-trade promotion. The initiative shown by the Canadian Association of Advertising Agencies in preparation of increasingly competitive trading conditions is warmly welcomed."

The Minister added that Canada's trading relations and prosperity continued to be inextricably bound up with future developments in Britain and Europe, as they were with the United States programme for trade expansion. "I consider this mission a significant development," he said. "To the best of my knowledge, nothing on such a large scale as this has ever been attempted by any similar group."

Before the mission's departure, briefing sessions will be held with officials of the Department of Trade and Commerce. In discussions with the Department James McConnell, President of the Canadian Association of Advertising Agencies, said that the agency group, while learning all it could about marketing practices abroad, would "show the other side of the coin" by explaining Canadian procedures to European businessmen. "Many foreign advertisers have basic misconceptions about Canada," he declared. "In conducting our meetings in London, we hope to correct some of these impressions and at the same time learn how to avoid making similar mistakes when approaching British and European markets on behalf of Canadian advertisers."

The CAAA mission will comprise approximately 120 delegates, who will pay all the costs involved. There are 46 advertising agencies in the Association, representing over 95 per cent of the national advertising business of Canada.

BATTLE-OF-ATLANTIC SUNDAY

Ceremonies were held in Ottawa, on May 5 to mark the Battle of the Atlantic Sunday. Following special church services, there was a ceremony at the National War Memorial during which the Associate Minister of National Defence, Mr. Lucien Cardin placed a wreath in honour of those who gave their lives in the war at sea. He afterwards took the salute during a march-past of some 350 naval personnel and sea cadets.

The service at St. Andrew's Presbyterian Church was conducted by the Reverend Arthur W. Currie, assisted by Chaplain Robert Shannon of HMCS "Gloucester". Chaplain A.G. Faraday of HMCS "Hochelaga", Montreal, delivered the sermon. Lessons were read by Vice-Admiral H.S. Rayner, Chief of the Naval Staff, and Rear-Admiral M.G. Stirling, Chief of Naval Personnel.

At St. Patrick's Church (Roman Catholic), the Most Reverend J.R. Windle, Auxiliary Bishop of Ottawa, presided at a mass offered by Father J.E. Whelly, Royal Canadian Navy, R.C. Chaplain of the Fleet.

HYDRO PLANT FOR CEYLON

A \$10.8-million loan to Ceylon for the supply and erection of a Canadian hydro-electric plant in the Maskeliya Oya watershed was recently announced by Mr. Mitchell Sharp, Minister of Trade and Commerce.

It is estimated that the project will require some 870,000 man-hours of direct labour in Canada and will have a Canadian material-labour content of more than 90 per cent for all mechanical and electrical equipment and engineering services.

The loan was negotiated through the Canadian Government's long-term export-financing facilities and was administered by the Export Credits Insurance Corporation, Ottawa, a Crown company that provides Canadian exporters with credits insurance and long-term financing to encourage the expansion of exports in both consumer and capital goods fields.

This agreement brings the total financing extended to Canadian exporters under signed contracts to \$116.0 million.

TERMS OF LOAN

The loan, which is being made available to the Department of Government Electrical Undertakings of Ceylon, the main authority for the generating, transmission and distribution of electrical energy in that country, will be repaid in 25 semi-annual instalments beginning February 1, 1966. It covers the Canadian portion of the \$27.6-million first stage of the three-stage Maskeliya Oya Power Project. Local costs of \$16.8 million are to be financed through the Government of Ceylon.

The first stage of the project consists of a water-storage dam and reservoir at Mousakelle and a 60,000 to 70,000 kilowatt hydro-electric powerhouse at Polipitiya. It is scheduled to be commissioned early in 1967. Upon full development, the installation will generate 190,000 kilowatts which, it is estimated,

will avert a serious power shortage in Ceylon until 1969. Further hydro-electric developments are planned to add to Ceylon's growing needs for electrical power.

PASSENGER-BUS & URBAN TRANSIT

The number of passengers carried by inter-city and rural bus lines in Canada declined 7.7 per cent in February, to 3,547,419 from 3,845,238 in the same month last year, and 8.7 per cent in the January-February period, to 7,251,824 from 7,942,135 in the same period of 1962. Regular service carried fewer passengers both in the month and two-month period, while chartered service transported more in the month and fewer in the cumulative period. February operating revenue rose 5.3 per cent, to \$3,072,159 from \$2,916,563, while January-February operating revenue increased 4.0 per cent, to \$6,345,039 from \$6,103,918.

Initial revenue passenger fares (excluding transfers) collected by urban transit systems in February numbered 79,461,920, compared to 80,932,296 a year earlier, a decrease of 1.8 per cent. This brought the number collected in the January-February period to 164,459,805, down 0.7 per cent from the 1962 total of 165,554,206 for the same period. Motor-bus and chartered service collected more initial fares both in February and the January-February period, compared to a year earlier, while trolley coach, street car and subway collected fewer in both periods. Operating revenue was down slightly in February, to \$10,910,458 from \$10,931,333, but up slightly in the January-February period, to \$22,583,976 from \$22,437,038.

FOREST-PHOTO EXPERT RETIRES

The retirement of H.E. Seely, who for more than 30 years had been chiefly responsible for developing the methods of air photography and photogrammetry used for the inventory of Canada's forests, was recently announced by the Department of Forestry.

Mr. Seely gained wide recognition in Canada and abroad for his many "firsts" in air photography applied to forest inventory work. In 1951, he was awarded the Gold Medal for Meritorious Achievement of the Professional Institute of the Public Service of Canada. He developed photogrammetric instruments, including the Seelyscope, used for transferring forestry data from air photographs.

Mr. Seely's most outstanding achievements have been in the investigation and development of aerial photography and photogrammetry for forestry purposes, together with related advances in forest surveys on the ground, particularly in sampling methods.

The oblique and shadow methods for photogrammetric measurement of tree heights were among his contributions, as was the recent development of large-scale 70 mm. aerial photography taken under winter conditions and applied to forest sampling. His work was done during a period when aerial photography became generally recognized as a very important source of forestry information.

SMALL-BUSINESS TRAINING PLAN

A new joint federal-provincial venture, of interest to Canada's 400,000 small businessmen, the National Small Business Management Training School, opened recently at Carleton University, Ottawa. Officiating at the opening ceremonies were James A. Roberts, Deputy Minister of Trade and Commerce, and George V. Haythorne, Deputy Minister of Labour.

Representatives of seven Canadian provinces will attend the three-month school to study the kinds of training needed by small-business owners and operators and the means of organizing such training at the community level. The course is also being attended by representatives of French and Belgian productivity centres and of a Canadian trade association.

RECRUITING INSTRUCTORS

At the conclusion of the school, the provincial representatives will be responsible for recruiting qualified instructors from the rank of business and professional men in local communities of their provinces, and providing them with training materials and guidance in course leadership.

Financial assistance for the payment of instructors will be supplied under the terms of the Federal-Provincial Technical and Vocational Training Assistance Agreements. Training materials for all courses are being prepared by the Small Business Branch, Department of Trade and Commerce.

OBJECT OF PLAN

The aim of this programme is to provide opportunities for groups of small-business owners and managers to discuss the fundamentals of sound management in sessions led by instructors with experience in the subjects under discussion. Courses will comprise eight to 12 sessions, their subjects including staffing, buying, selling, record-keeping and management-accounting. These will be scheduled and located to suit the circumstances of the participating groups.

It is planned to have instructors given sufficient training material to conduct courses with little or no additional assistance, which will enable the provincial governments to offer courses in many communities simultaneously without establishing full-time teaching staffs.

It is expected that enrolment for these courses, to start this fall, will be promoted at the local level by business leaders, service organizations and associations, in co-operation with provincial departments of education and trade.

IRON ORE

Shipments of iron ore from Canadian mines increased sharply in February, to 710,077 tons from 522,718 a year earlier, and in the January-February period to 1,461,828 tons from 984,244 in the like span of 1962. Iron ore shipped for export advanced in February to 555,619 tons from 401,429 a year earlier and in the January-February period to 1,061,819 tons from 744,512 a year ago, while shipments to Canadian consumers climbed in the month

to 154,458 tons from 121,289 and in the two months to 400,009 tons from 239,732.

February shipments of iron ore were larger than a year earlier in all producing regions except Newfoundland. Totals were: Newfoundland, 41,776 tons (111,317 in February 1962); Quebec, 401,066 (233,557); Ontario, 112,512 (81,393); and Alberta and British Columbia, 154,723 (96,451).

ONTARIO PORTABLE PENSIONS

Premier John Robarts of Ontario has introduced into the Legislature the government's portable-pensions legislation, which is to be known as the Pension Benefits Act. The bill reflects the result of a three-year study by the Ontario Committee on Portable Pensions, which was set up in April 1960. An earlier version of the Pension Act was introduced in 1962 for discussion purposes. A series of public hearings was held between sessions, at which time comments and criticisms from interested organizations and individuals were heard. The committee and the government have since revised the bill to meet some of the earlier criticisms.

The effect of the bill is to require all employers with 15 or more employees in Ontario to establish at least a minimum pension plan by January 1, 1965. Those employers already having pension plans would be required to amend them if necessary in order to bring them up to at least minimum standards. The standards, the cost of which may be shared by employers and employees, require that each plan provide at least a minimum level of benefit which must be retained to provide a pension for the employee. Employees aged 30 or over who work for at least 18 months and who change jobs will not be permitted to withdraw their contributions to the minimum benefit in cash. The minimum pension benefits are based on contributions related to a maximum \$4,800 annual salary and are expressed in terms of the three most common types of pension plans. For the "unit benefit" type of plan the pension on retirement must be at least one half of 1 per cent of salary multiplied by years of service. For "money purchase" plans the benefits are based on the accumulation of at least 1½ per cent of salary for employees age 30-44, 2 per cent for employees age 45-54, and 3 per cent for those aged 55 and over. The minimum may also be expressed in terms of "flat benefit" pension of \$2 for each year of service.

U.S. NAVY CHIEF VISITS OTTAWA

Admiral George W. Anderson, Jr., Chief of Naval Operations, United States Navy, will pay a two-day visit to National Defence Headquarters in Ottawa on May 9 and 10. He will confer with the Minister of National Defence, the Chairman and members of the Chiefs of Staff Committee, the Chief of the Naval Staff and members of the Naval Board.

Admiral Anderson comes to Ottawa at the invitation of Vice-Admiral H.S. Rayner, Chief of the Naval Staff. Vice-Admiral Rayner visited Washington, D.C., in March 1961, at the invitation of the then CNO, Admiral Arleigh Burke.

CANADIANS AT WHO ASSEMBLY

Canadian delegates were in attendance when the sixteenth assembly of the World Health Organization met in Geneva on May 7. Heading the delegation to the sessions, which run from May 7 to 24, is Dr. B.D.B. Layton, Principal Medical Officer, International Health, for the Department of National Health and Welfare. S.F. Rae, Permanent Representative for Canada at the UN European Office in Geneva, is the alternative head. The third delegate is Dr. Arthur D. Kelly, General Secretary of the Canadian Medical Association.

Following the Assembly, Dr. Layton, as Canadian representative, will attend the thirty-second session of the Board, May 27-29.

BIGGEST BUDGET

The largest budget in WHO history, proposed by the Director-General and recommended by the WHO executive board for its 1964 programme, will be considered by the Assembly. Of the \$33,716,000 total, Canada's share will be \$985,000. Among the global activities planned by the Organization are the continuation of malaria eradication, assistance to newly-independent states and activities conducted jointly with the UN Children's Fund (UNICEF) and other Specialized Agencies.

NEW ESCORT LAUNCHED

HMCS "Yukon", third of Canada's "Mackenzie"-class destroyer escorts, will be commissioned into the Royal Canadian Navy on May 25 at Vancouver, British Columbia. Three other "Mackenzies" are being built in shipyards at Lauzon, Quebec, Halifax, Nova Scotia, and Sorel, Quebec. One of these ships is scheduled to join the fleet in September. The other two will join in 1964.

HMCS "Yukon" will be the first RCN ship to be named after the great northern river. It has an overall length of 366 feet, a beam of 42 feet and a mean draught of 13.5. Its displacement is 2,900 tons (full load).

A SHOWCASE OF PAINTERS

The National Gallery of Canada has released the names of the artists who will be represented in the Fifth Biennial of Canadian Painting scheduled to

open at the Commonwealth Institute, London, in June. The 78 artists are to be represented by 86 works. Eight will be represented by two works apiece. The exhibition, which consists wholly of works in oil and related media executed during the past two years, constitutes an international showcase of current Canadian painting.

A departure from the usual method of choosing the works for the Fifth Biennial was that J. Russell Harper, curator of Canadian art at the National Gallery of Canada, made the preliminary selection by visiting studios from Newfoundland to British Columbia. The artists visited were suggested by an honorary advisory committee set up by the National Gallery. From his selection of 300 works, the final choice of 86 was made by senior members of the Gallery's curatorial staff and members of the Board of Trustees. In previous Biennials, artists were invited to submit, or regional committees made the selections.

The Fifth Biennial will open at the National Gallery late in September where it will be shown for approximately one month before touring art centers across Canada.

FUR FARMS IN 1961

The number of ranch-raised fur-bearing animals pelted in 1961 was 1,285,822, an increase of 5.5 per cent from the preceding year's 1,218,639. By principal species the number pelted in 1961 was as follows: mink, 1,269,050 (1,203,853 in 1960); fox; 1,815 (2,034); chinchilla, 10,975 (9,564); and nutria, 3,896 (3,124).

The number of fur farms in Canada in 1961 declined to 2,173 from 2,331 in the preceding year. Fox farms decreased to 61 from 76, mink to 1,578 from 1,616, chinchilla to 440 from 531 and nutria to 119 from 158. There were 566,190 fur-bearing animals on farms at December 31, 1961, compared to 554,514 at the beginning of the year.

The estimated value of mink, fox and chinchilla pelts produced in 1961 increased to \$18,571,869 from \$17,027,042 in 1960. The volume of production of mink pelts advanced 5.4 per cent, while the value climbed by 9.0 per cent.

Imports of undressed pelts, including Persian Lamb, were valued at \$17,952,801 in 1961, compared to \$18,663,582 in the preceding year. Exports amounted to \$23,948,634 in 1961 versus \$23,160,714 in 1960.