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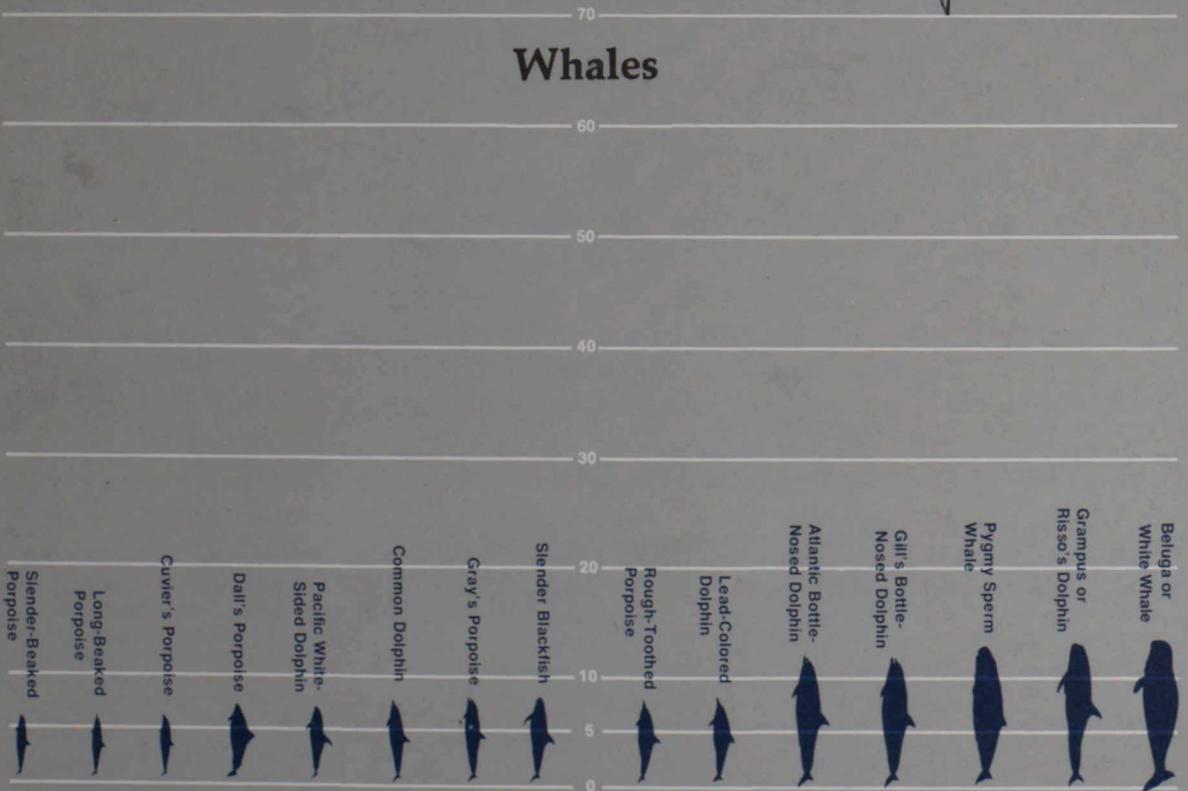
The whale is the largest animal in the world — quite possibly the largest that ever lived. Its heart weighs a thousand pounds and its brain can weigh as much as twenty pounds; its arteries are as broad as fire hoses and are protected from the ocean chill by blubber two feet thick. Some species are over one hundred feet long and weigh over one hundred tons. It is, like man, a mammal and its ancestors once had four feet and lived on land. It is related, very remotely, to the camel.

There are two distinct types of whales: those with teeth (the meat eaters), which tend to be the smaller and which include the dolphin, the porpoise, the beluga or white whale, the narwhal (which has a twisted tusk), the killer and the sperm; and the larger whales, the true leviathans of the deep, which strain their food from the water through rows of whalebone or baleen. These include the blues, the fins, the sei, Bryde's whale, the minke, the humpback, the grey and the right whale.

The blue is the largest, the fin next. The right whale is almost gone; the grey, hunted almost to oblivion, is not hunted now and making a comeback. The fin, which once numbered half a million, now number some 80,000. By official proclamation eight species are in danger of extinction. Two million whales have been killed in the last fifty years. The peak was reached in 1962 when 67,000 were slaughtered. This year the number will be about 37,000, a fall in destruction caused not by restraint so much as by the diminishing number of whales. Still there is some restraint.

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Whales



The British, the Norwegians and the Dutch stopped whaling a few years ago. The United States stopped in 1971. Last Christmas Canada followed an earlier ban on whaling off the Pacific coast by announcing that it was closing down its last three Atlantic stations.

In announcing the ban, Jack Davis, Minister of Fisheries, said, "The number of whales [in the northwest Atlantic] are in the few thousands in each category and they should be two or three times as high to maintain a maximum sustainable yield." In recent years the Canadian whalers have taken about 250 whales on an annual average. The take would have had to have been cut sharply to preserve the herds, and if such a cut had been made the industry would no longer have been profitable.

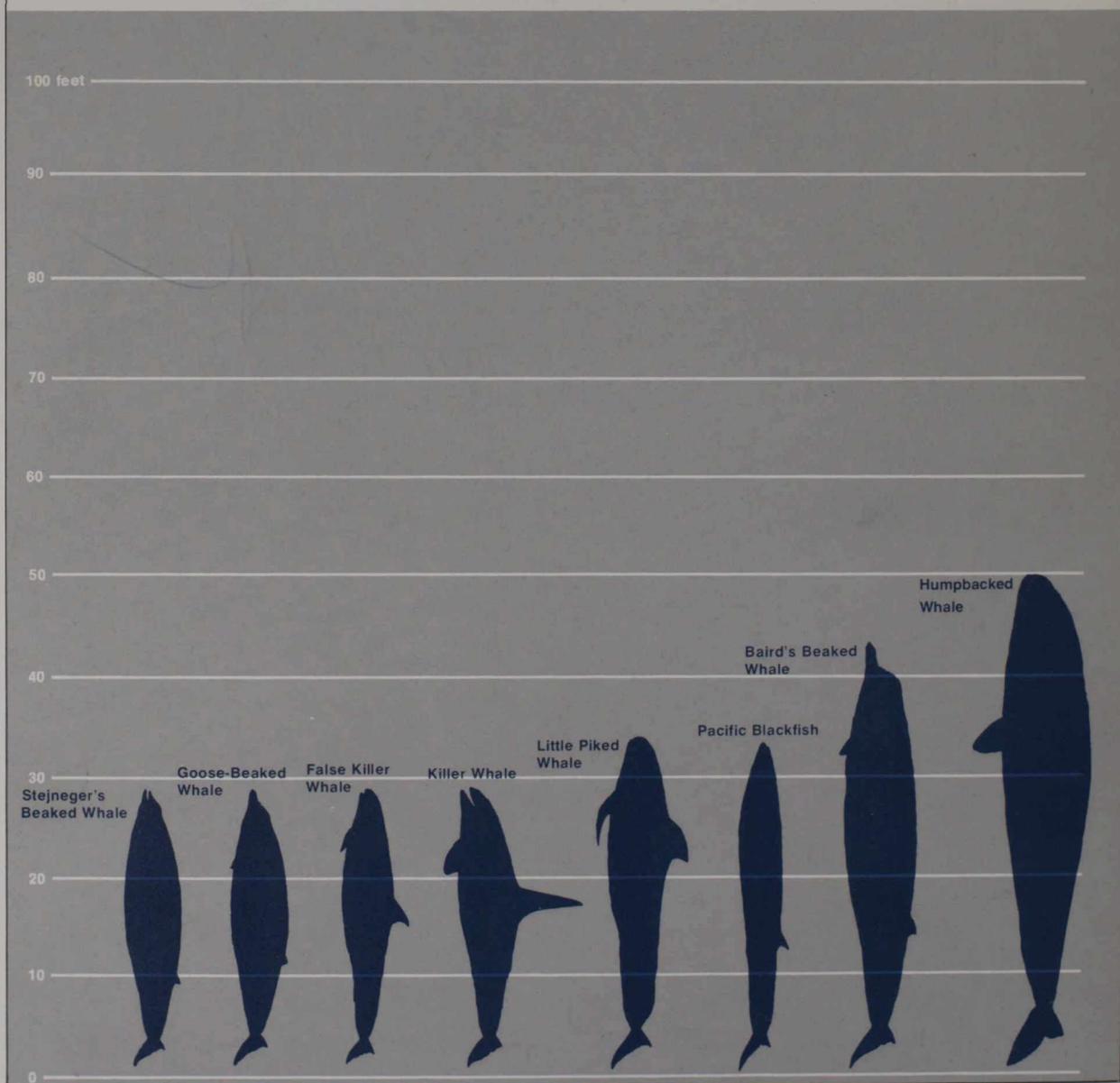
For the men who hunted them in modern fast ships with explosive-tipped harpoons and for those who cut them up with flensing knives in the plants ashore, the ban meant the loss of hard,

dirty work which paid well — land workers made \$2.50 an hour; a deckhand on a successful six-months' voyage made \$8000 or more; and a ship's captain, who might be the harpoon-gunner as well, could, in the old tradition, still retire a wealthy man.

It also meant the end of a work tradition. This spring was the first in 175 years when the whalers did not put out of Blandford, in Nova Scotia, and Dildo and Williamsport in Newfoundland. The passing was not without resentment but the feelings of even those directly affected were sometimes mixed.

Cecil Mosher, a worker at the Blandford plant, told a reporter, "As far as I'm concerned, if we can work without killing the whale, let him swim. He's been out there longer . . . he's been out there forever."

Captain Arnold Borgen, of the ship Westwhale VII, told Gary Blonston of the Detroit Free Press, that the whale was never just an object to him.



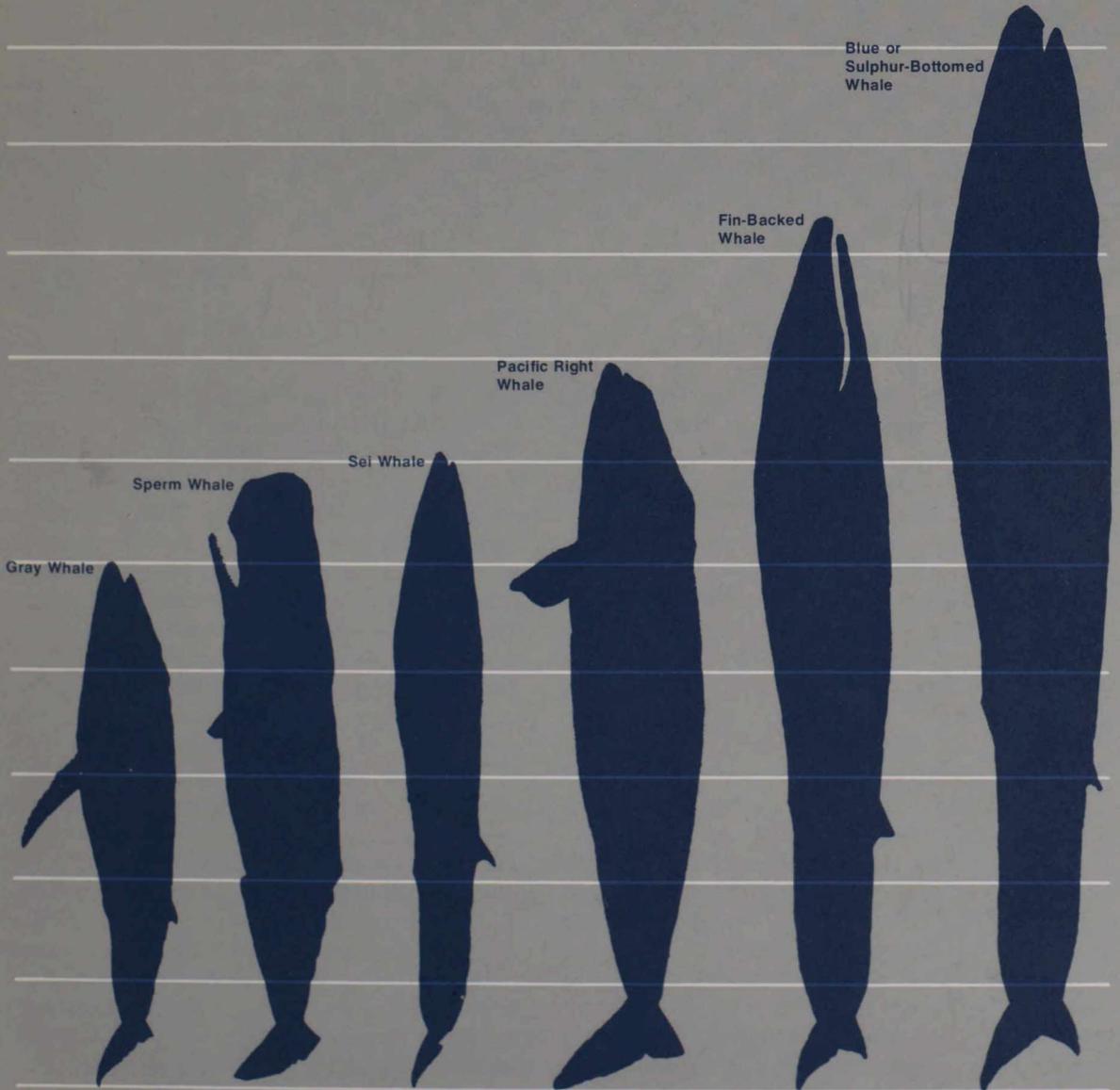
"Every whale is different. We don't think of the whale as a chunk of meat when we're chasing it. I've got respect for them. You even get to the point that when you get them, you pity them. But that's not what you're out there for, so you have to get that off your mind."

The Fisheries Service of the Department of the Environment conceives the ban as being for a long, indefinite period though not necessarily permanent.

Dr. D. E. Sergeant, a Canadian biologist specializing in marine mammals, has suggested that the preservation of the great beasts may in time acquire a new necessity — at present whale meat is largely used for pet foods and seldom eaten by man, but this could change. "If the world meat demands grow," Dr. Sergeant said, "whale will be important."

Biologists and conservationists agree that if the present rate of slaughter continues, there will be few whales for any purpose within a relatively

short time. The Canadian government has in the last two years supported strongly a proposal by the United States calling for an international ten-year moratorium on commercial whaling. The resolution was passed unanimously at the first United Nations Conference on the Human Environment held in Stockholm in 1972; but the International Whaling Commission, which was founded after World War II with the purpose of controlling the slaughter of whales and which is the only authoritative body in terms of enforcement, rejected it. Dr. William Sprules, Canada's representative on the Commission, spoke strongly in favor of the moratorium and said that although Canada is no longer engaged in whaling, it will continue to be a Commission member and will continue to sponsor research on whales. He said that the moratorium is both a "biological and a financial" necessity. "Whales are unique;" he said, "if we err we must always err on the side of the whales."



This spring the Canadian Embassy in Washington and the consulates general and consulates across the country presented collections of Canadian books to two hundred senior high schools in the United States and Puerto Rico. They also sponsored a competition in which the students in the schools were invited to concoct projects based in at least a general way on the books. The response was varied, enthusiastic and sophisticated; the entries were graphic, auditory and cinematic as well as written. Fifteen winning teams were chosen and the winners made two-week trips in August to Quebec City, Montreal, Ottawa, Toronto, Stratford, Calgary and Banff.

The Stamp of History



One of the winners, Warren Bailey, of John Dewey High School, Brooklyn, New York, approached his subject through postage stamps. As he put it, "Canada is tremendous in size and variety, so large that written words will never describe it completely. The stamps, though, add a new dimension to the written part of this paper. The Post Office designed all of them very well."

Excerpts from Mr. Bailey's excellent essay follow; for reasons of space, we were forced to leave out many of his thoughts and his stamps, but we hope those which remain suggest the quality of the land, the Post Office's graphics and his winning entry.

"First coming to my mind . . . is the scenery and the wild inhabitants. The climate and terrain is varied: so are the inhabitants themselves. In the severe northern areas hardy creatures live, the polar bear, walrus and the narwal. . . . In the populated east . . . the forests are beautiful and unpolluted. Animals like . . . the beaver, who graced the first stamp issued in Canada, live here. . . . The rare and beautiful bird, the whooping crane . . . was saved from extinction by the establishment of wildlife preserves in Canada, the bird's summer home.

. . . Plant life is also quite varied. . . . The famous pines cover large parts of northern America.

. . . The land, of course, did not go without human inhabitants. . . . The stamps reproduce a picture of various artifacts utilized by the people and a painting of their way of life. . . . The nomadic Indians of the Plains . . . were among the hunters who challenged the buffalo.

. . . The original Canadian innovation, ice hockey, was directly related to a game played by the Indians, Lacrosse. They took the game . . . added ice and skates and called it 'hockey.' . . .

Practically the only group of natives who still exist on their own are the Eskimos . . . they still hunt and live off the narwals, walrus and seals.

. . . The first white man to witness the beauty of the Great Plains came in 1690; Henry Kelsey worked for the Hudson Bay Company and searched for possible trading areas on the Plains. . . . Among the explorers of the East, two Frenchmen are outstanding. Samuel de Champlain . . . (and) Louis de Buade de Frontenac. . . . From the Northwest Company, which traded furs, came Alexander Mackenzie . . . hired to find a route to the Pacific.

. . . While the Indians and explorers dominated the West, the French dominated the relatively civilized East . . . the centers were Quebec and Montreal, especially Quebec. . . . Jeanne Mance came to New France and set up the first hospital . . . the Hotel Dieu in Montreal. She treated Indians, settlers and soldiers, even those from opposing forces. . . . But war in North America . . . left the British in control . . . more English people settled in Canada . . . many were Loyalists escaping the rebellious colonies in the south.

. . . It is generally agreed that the first responsible government set up in Canada was organized in 1848. . . . Although the government was assuming more liability and power, British North America was still a wild and disorganized place. . . . The thought of a united British North America was farfetched but possible.

As early as 1858, George Cartier and John A. Macdonald of Canada suggested a union. The first step . . . was a conference at Charlottetown, Prince Edward Island. . . . Besides internal objections came the threats from the ever present expansionist south-of-the-border. The purchase of Alaska in 1867 scared the Canadians but the Americans didn't try anything. In 1865, the present Canadian capital was established in Ottawa.

. . . The Northwest Territories were dominated by a settlement on the Red River . . . inhabited by the Metis, a group of mixed people, half Indian and half Scotch or French. They were led by Louis Riel, a man who was highly respected by the Metis and their Indian friends. . . . After the Confederation . . . Prime Minister John Macdonald . . . sent settlers west without consulting the Metis,

who arrested the settlers or sent them back. Finally, Riel decided to teach them a lesson. He executed an Irish politician, Thomas Scott. . . . Louis Riel was forced into exile in Montana.

It was around this time, 1873 to be exact, that the great symbol of Canadian law and order was created . . . the Northwest Mounted Police; the name was later changed to the Royal Canadian Mounted Police.

. . . Ottawa's pet project was the railroad to British Columbia. British Columbians were pushing for a link to the East. Unfortunately, they inadvertently overlooked many of the problems of living in areas with territorial status. . . . At this point, Canada was fairly independent of the English although to date most Canadians are loyal to the present monarch.

. . . In 1905, Alberta and Saskatchewan joined the Confederation; Newfoundland joined in 1949. . . . The Confederation's membership has not since changed . . . of course now Canada is a modern developed nation where small groups cannot go around setting up little republics nestled away in the wilderness. . . ."

Breakthrough For Housewives

The Canadian Government has faced squarely the issue of the misled housewife and the man who is too poor to go bankrupt.

It has not succeeded in eliminating all unfair competitors from the market, but it is trying.

The Canadian consumer may be the best protected buyer of goods and services in the world. She (or he) has a cabinet level agency, the Department of Consumer and Corporate Affairs, working on her behalf and has a generally supportive attitude from the rest of the Government. The consumer is constantly urged to complain — "If a consumer isn't sure whether his problem is under Federal, provincial or municipal jurisdiction, we want him to come to us," Minister Herb Gray, of Consumer and Corporate Affairs, said recently. "If the complaint is under another department, we'll direct him to the right place."

The consumer has acquired several new tools in the past few years:

- Box 99, to which complaints may be directed and to which about 15,000 a year are.

- A planned chain of storefront complaint shops which will be concentrated in low-income neighborhoods across Canada. The staff at the shops (which have already been tried out successfully) will try to resolve difficulties on the spot;

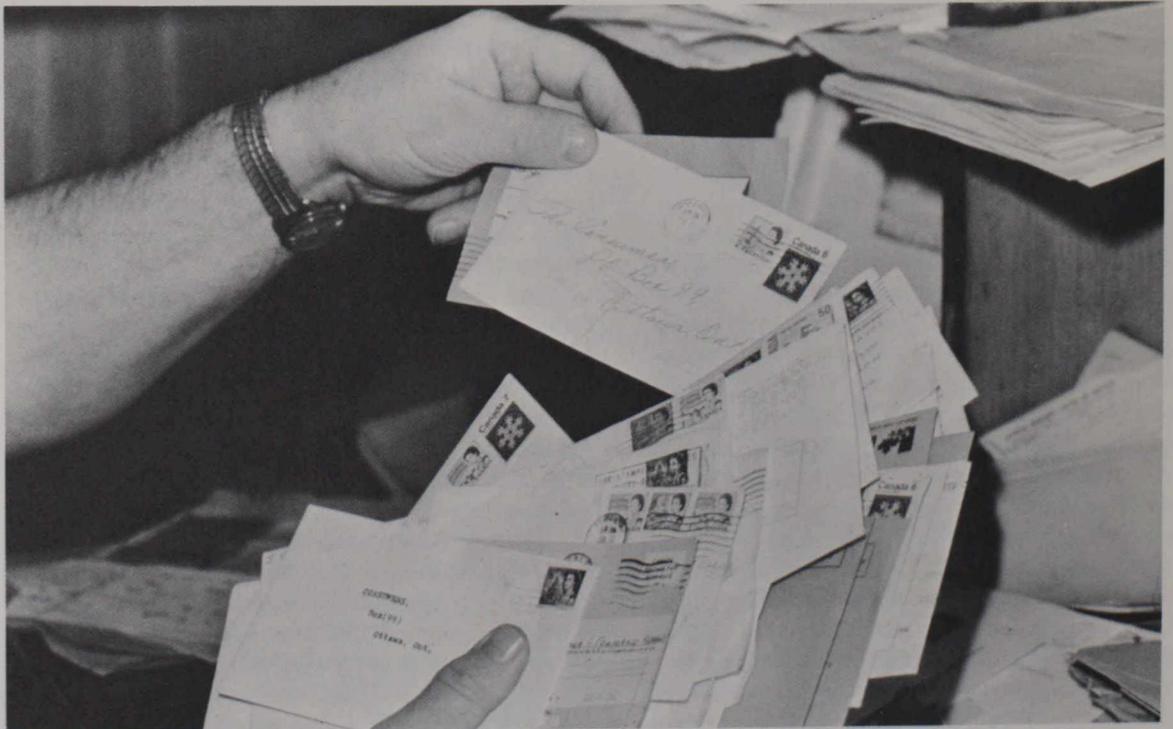
Box 99 letters are filed, coded and referred for action in 24 hours, below and right.

when a consumer complains about a bad piece of merchandise the staffer will call the seller and try to effect an immediate settlement.

- An expanding set of specific safety standards. For example, inspectors from C&CA tested children's car seats and found twenty-six out of forty-five unsafe. The distributors removed the defective models from the stores. New or modified models are tested as they come out.

- A cross-country "Poor Debtors Program," established this year after try-outs in Montreal, Toronto and Vancouver. People who are hopelessly in debt but too poor to pay the customary \$300 to \$700 trustee fee may have government trustees administer their bankrupt estates for \$50. The "poor" debtor must be a "physical person" (that is, not a corporation), his income if single must not exceed \$3,000 a year and his debts must be personal, not business debts. During the try-out, 1175 applications were received and 463 authentic "poor debtors" were eased into bankruptcy.

- A multi-pronged program, in operation since 1970, to reduce confusion in the market place. The thirty different sizes of tubed toothpaste once on the market were reduced to six sizes and the contents are now marked by volume, not



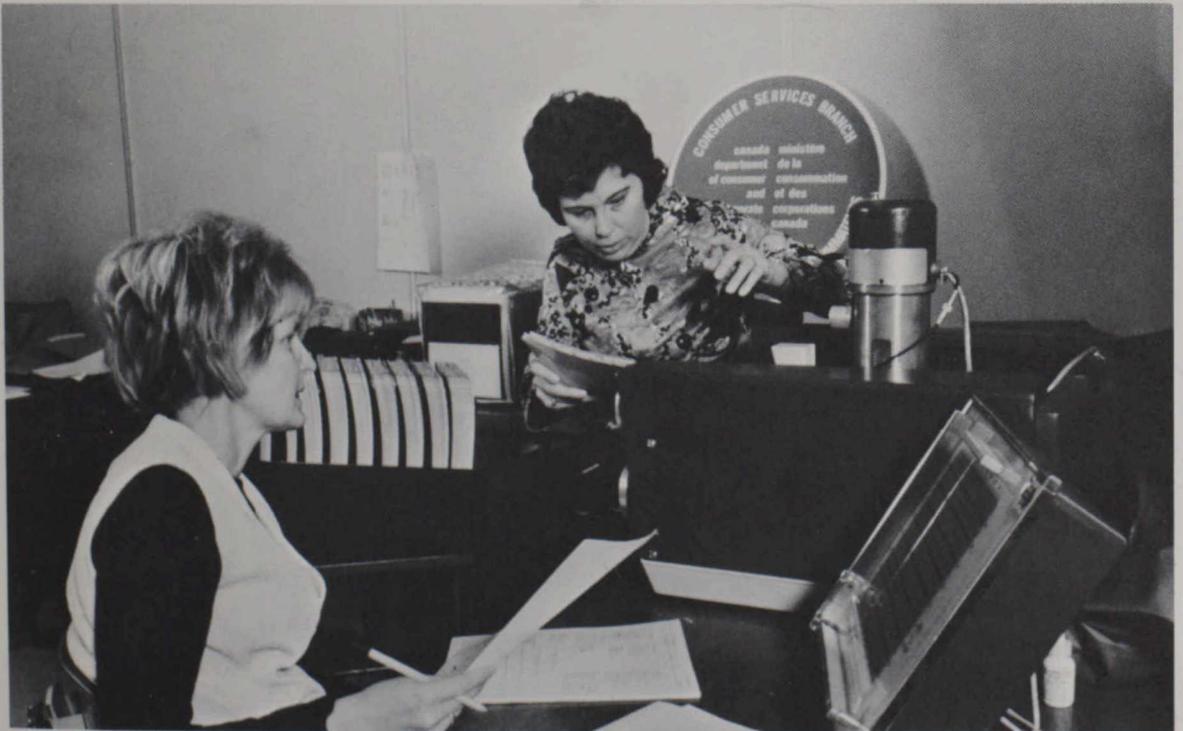
weight. Manufacturers of other products have been persuaded to mark merchandise by unit cost (so much per ounce or milliliter) rather than by container. (The Government plans to put all Canada on the metric system [milliliters and such] by the early eighties, and C&CA has published a twenty-four-page booklet which, in its own phrase, "gives a brief account of the reasoning behind the government's decision." Once into metrics, it is assumed, the housewife will be able to compare rival prices with astonishing ease.)

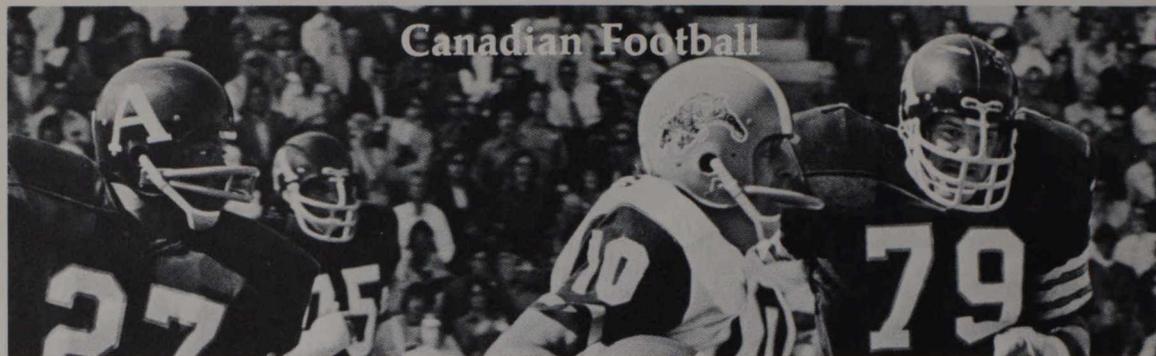
• A probable ban on ads aimed directly at young TV viewers and their parents. (This does not involve C&CA directly though they enthusiastically support it.) Laurent Picard, President of the Canadian Broadcasting Corporation, announced recently that advertising will be removed from all programs aimed at children twelve or younger by September, 1974, if the CBC gets an extra \$2.5 million from the government to make up the loss of revenue. The House of Commons has legislation before it which would make the ban possible.

Canada's intensive recognition of consumer needs began in 1966 when the Government Organization Act put a wide variety of agencies under the old Department of the Registrar General. In 1967 the Registrar was given further responsibility for filling gaps in consumer protection and in December of that year Parliament renamed his agency — the Department of Consumer and Corporate Affairs. In 1968 the Department acquired the Standards Branch of the Department of Trade and Commerce and further responsibilities in inspecting food and fish. Today

it has jurisdiction in consumer affairs, corporations and corporate securities, combines, mergers, monopolies, restraint of trade, bankruptcy and insolvency and patents, copyrights and trademarks. The extraordinary scope of the new department presents many challenges, opportunities and pitfalls. It has sponsored significant legislation: the Consumer Packaging and Labelling Act, the Textile Labelling Act, and the Hazardous Products Act, for example. It has issued regulations governing such things as matches: "matches that have weak stems or splints, drop glowing particles, or explode" are prohibited; and the striker strip has been ordered on the back of the match book.

The most ambitious piece of legislation has been in process for some two years. The Competition Act, intended as a complete revision of the Combines Investigation Act, was introduced in 1971. Its purpose then (and now) is to establish a new before-the-fact control over mergers and monopolies. Under the old legislation a company actually restraining trade illegally could be prosecuted under the criminal code. Under the planned legislation the Government would require that all planned mergers (which might result in restraints of trade) be passed on by a civil tribunal ahead of time. After the original draft of the Act was introduced, briefs were invited and received from almost 300 industrial, labor and consumer organizations. The original draft has now been considerably amended and a new version is expected to be submitted to the House of Commons during the coming session.





Canadian Football

Four out of Twenty-Four: The gentlemen above are almost indistinguishable from their prototypes below the border but the Canadian game and the Canadian playing field are distinct. The latter is 110 yards long (with an additional 50 yards of end zones) and 65 yards wide. The former, it has been said, is faster than the U.S.'s version, with a greater emphasis on offense.

Some five million American football fans watched each of eleven Canadian Football League games on TV last summer and found:

- It is possible to play a lot of football in August in Canada.
- There is no such thing as a "Fair Catch" north of the 49th Parallel.
- Chuck Ealey is a professional quarterback and a good one.
- Canadian kickers kick on third down since that's the last chance they'll get.

Eighty U.S. stations carried the games, which opened in June with a re-run of last year's Grey Cup championship between the Hamilton Tiger-Cats and the Saskatchewan Roughriders. (Hamilton won 13 to 10.) The rest was live: an all-star

game, four pre-season games and five regular season games. The package was produced by Falimar Sports Productions and distributed by Syndicast Services, Inc. Jake Gaudaur, the CFL Commissioner, said that the warm American reception was pleasant but it did not surprise him at all. The Canadian game, which differs from the American game in such things as the number of downs (three), the number of players (twelve) and the length of the field (110 yards) has "more emphasis on speed, agility, and offense," he said, modestly.

The American viewers will have one more chance to mark the differences this year when the 1973 Grey Cup play-off is broadcast below the border November 25.

This newsletter is published monthly except July and August. The views expressed are not necessarily those of the Canadian Government. Unless specifically noted, articles are not copyrighted and may be reproduced. If you have questions or comments on these or other Canadian subjects, please be in touch. Address and telephone number below.

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