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CANADA'S IMAGE ABROAD

The following excerpts are from an address by the Secretary of State for External Affairs, Mr. Paul Martin, in Halifax on October 2:

...How do others see us? What is the Canadian image abroad? The answers to these apparently simple questions are complex. They involve after all the attitudes of 122 countries; they involve both governments and individuals, large issues and small....

Historically, Canada's greatest problem was to project any image at all. When foreigners did take the trouble to look at us, the image was often uncomplimentary: we suffered from the sting of Voltaire's eighteenth century description of this land as "a few acres of snow". Later, Edmund Burke called this province of Nova Scotia "an unprospering, hard-visaged and ill-favoured brat". In the 1920s we winced at Rudolf Friml's Mountie image in *Rose Marie*.

There are still examples of lack of knowledge and interest by other countries. We hate to be taken for granted. We still react sharply to unintended slights. We heap scorn on the tourist who arrives in the heat of summer with skis in his baggage. To a great extent, however, this lack of knowledge is endemic in the world; it reflects our own - as well as others' - ignorance of foreign countries. It is a matter of regret; but for Canada it is no longer a matter of deep concern....

The growth, in the past 20 years, in the knowledge and understanding of Canada abroad has been phenomenal and gratifying. New communications methods, a vastly expanded diplomatic service, a growing involvement in world affairs and foreign travel by our citizens, have all helped to sharpen the international image of Canada. In this, probably

Expo 67 has been the most powerful single agent in demonstrating what Canada and Canadians are and what we can do....

At a time when we are engaged in a great and vital debate on national unity in Canada, there has been understanding abroad of our efforts to develop the conception of "unity in diversity"; other countries appreciate our determination to find ways of ensuring that French- and English-speaking cultures can develop side by side while contributing to a richer Canada. They see us as a young country, but with deep roots, working out an enviable destiny.

In terms of international orientation, there is little misunderstanding of the fact that we are a Western country and that we share the same fundamental aspirations as our Western partners. At the same time, we are acknowledged to follow an independent path. We are seen as a former colony without an imperial past and without imperial pretensions. As a territorially satisfied power, we have, in others' eyes, few axes to grind; the term "aggressive" would be wholly out of place in any description of Canada. Foreign countries consider us relatively free of ideology; they appreciate our forbearance in not attempting to force our views on others. I have also heard it said that our dedication and contribution to the United Nations is unsurpassed in the world.

QUALITIES ASCRIBED TO CANADIANS

These characteristics provide the background for other qualities ascribed to Canadians. I don't think it an exaggeration that in most capitals we have a reputation for being serious and responsible in assessing international issues; it is recognized that

we are prepared to examine issues on their merits: we are not neutral but we are seen to be objective. This was evident in the case of our being asked to serve on the International Commissions in Indochina and on UN peacekeeping forces.

We are thought to be able to find compromises in difficult situations. An example of this was the American delegate's resigned comment at the UN shortly after the war when discussions were deadlocked: "We've got to bring this thing to a head," he said. "I will take sight unseen any resolution which the Canadian delegation will propose." Admittedly such a *carte blanche* invitation is unusual, but it indicates the respect with which Canadians are viewed in international negotiations.

In the literally thousands of issues that arise in the conduct of foreign relations among states, Canada is considered a worthwhile source of information and views. Whether on disarmament or air travel or international aid or almost any other problem, we have demonstrated our usefulness in the search for solutions or initiatives.

The totality of these impressions of Canada is very favourable. In simple terms, our image is good in most parts of the world.

But all is not sweetness and light. Canada is not all things to all men. We have orientations and perspectives which differ from others. We have pursued policies abroad which we believe to be right in terms of our own interest and in the interest of world peace and development. In some cases, these orientations and policies have brought us into conflict with others - with friendly countries as well as with those not so friendly. We regret these differences of view but we make no apology for our policies. But it is true that, in this disturbed world, the lack of friction between Canada and other countries and the general disposition by other countries to understand the Canadian point of view is remarkable....

EXPANSION OF FOREIGN AID

Canada is...rapidly expanding its foreign aid programme. Our annual expenditure is now \$300 million. It should exceed half a billion dollars within five years. How do other countries view our present programme and our commitments for the future? The evidence is overwhelming that our assistance is welcome and that excellent relations have been built up over the years with recipient countries. Considering the complexities of planning and implementing programmes in scores of countries, it is a matter of great satisfaction that difficulties and friction have been kept to a minimum. Our aid has been usefully employed and the Canadians in the field have acquitted themselves, almost without exception, with distinction. I should say that the Canadian image in the field of economic development assistance is very good. To maintain it, however, the Government will need the support and encouragement of all Canadians in the expansion of our present efforts.

CANADA THE PEACE-MAKER

The conception of peacekeeping forces as part of the peacemaking role of the UN has been of major in-

terest to Canada. Despite differences of view over finances and the problems posed by the withdrawal of the UN Emergency Force from the Middle East, it is the Canadian view that peacekeeping and observer forces are an important factor in the maintenance of international peace and security. The Canadian role in the conception of peace-keeping is almost universally recognized. It is appreciated that we have been among the foremost advocates of improvements in the availability of peacekeeping forces and in their terms of reference. It is well known that we have contributed personnel and funds to almost all the peacekeeping forces which have been created. We have also gained a reputation in these forces for a combination of competence and impartiality. Other countries have repeatedly looked to us for a lead in finding ways of overcoming problems in the future of peace-keeping. We agree that progress must be made so that the UN can meet future crises. If called upon to contribute to a peacekeeping force and if it is feasible and appropriate for us to do so, Canada will be ready to respond.

VIEWS ON VIETNAM

Finally, Vietnam. A few days ago at the United Nations, I outlined Canada's position on this tragic war. I said that we must work with ingenuity, imagination, flexibility and a sense of justice toward devising means mutually acceptable to both sides to open the doors to the conference room and bring this conflict to an honourable, negotiated settlement. I went on to say that it seemed clear that all attempts to bring about talks were doomed to failure unless the bombing of North Vietnam stopped. But stopping the bombing, in itself, will not bring the war to an end - concessions must come from both sides and I reaffirmed certain proposals I had advocated originally on April 11, looking to a step-by-step return to the situation envisaged by the Geneva cease-fire arrangements of 1954. I stressed that Canada was ready to help in leading the parties to the conflict in Vietnam to the conference table and to assist in every way to achieve the restoration of peace.

Canada's position in this problem is generally well understood by the world community. It is a position shared by many countries who are not involved in the fighting but are searching for ways to bring it to an end. Agreement on Canada's proposals has not been forthcoming - and the war continues. In the circumstances, our views and suggestions might engender some misunderstanding or irritation by either or both sides involved in the conflict. It is my firm conviction, however, that our efforts in attempting to find ways of bringing about a just and equitable peace, are respected. This peace is, after all, the declared goal of all of us - and Canada intends to pursue this goal with all the practical means at our disposal.

Canada's reputation in the world today is high. But the world is constantly changing and we cannot rest on our laurels. To be worthy of our good name we must continue to pursue sound policies. Nothing would lead more quickly to a bad image than our becoming mesmerized (like an aging actor re-reading an outdated review) by our present world standing....

* * * *

SPACE TREATY IN FORCE

Mr. Paul Martin, Secretary of State for External Affairs, has announced the deposition on October 10, by the Canadian Government with the Governments of Britain, the U.S.A. and the Soviet Union of identical instruments of ratification for the United Nations treaty on "Principles Governing Activities of States in the Exploration and Use of Outer Space Including the Moon and Other Celestial Bodies". This action has now brought this important outer space treaty into force.

As a member of the United Nations Ad Hoc Committee on the Peaceful Uses of Outer Space, Canada was active in the negotiations in Geneva and New York that culminated last year in the adoption by the General Assembly of the text of the treaty. On January 27, Canada was one of the first of more than 80 countries to sign the treaty and the early deposit of the instrument of ratification re-emphasizes the importance the Canadian Government attaches to the treaty.

PURPOSE OF TREATY

This treaty is intended to ensure that outer space, including the moon and other celestial bodies, will be explored and used only for peaceful purposes and

POPULATION FIGURES

Canada's population at July 1 was estimated at 20,441,000, an increase of 426,000, or 2.1 per cent, since the census of June 1, 1966.

Among the provinces, the largest numerical growth has been in Ontario (206,000, or 3.0 per cent) and Quebec (92,000, or 1.6 per cent). British Columbia gained 78,000, or 4.2 per cent, the highest rate of increase, while Alberta gained 30,000, or 2.1 per cent. The Atlantic Provinces as a group showed a gain of 14,000 or 0.7 per cent.

MR. WINTERS IN TOKYO

Trade Minister Robert Winters left Canada recently to hold trade talks with the Japanese Government in Tokyo. "Japan is already one of our three biggest markets," Mr. Winters said, "but I believe we have just begun to develop our export potential in this great Pacific Rim nation."

Ways and means of expanding Canadian-Japanese trade as a whole, and Japanese purchases of Canadian wheat in particular, will be discussed at the meetings. In a general review of trade relations between the two countries, Mr. Winters and the Japanese Ministers will discuss joint interests and initiatives toward the further development of international trade co-operation.

Trade between Canada and Japan totalled nearly \$650 million in 1966, and is expected to surpass that record this year. Canada, rich in resources,

that there be no rational appropriation of such bodies. Signatories to the treaty undertake not to place in orbit round the earth any objects carrying nuclear weapons or any weapons of mass destruction, install such weapons on celestial bodies or station them in outer space in any other manner. The establishment of military bases, installations and fortifications, the testing of any type of weapons and the conduct of military manoeuvres on celestial bodies are also forbidden by the treaty. These terms incorporate the main ideas expressed in the United Nations Declaration on Legal Principles Governing Activities of States in the Exploration and Use of Outer Space of 1963. In this respect, the treaty represents a very significant step forward in the achievement of multilateral arms control arrangements.

Since the treaty represents the codification and formalization of international law principles and because of the active role of Canada in the spheres of space and international law, and moreover, because of the importance of the treaty in developing laws for outer space, it is particularly appropriate for Canada to be among the first countries to formally accept the treaty principles.

already ranks as a major supplier of industrial materials to the highly-developed manufacturing industries of Japan, while Japan supplies an increasing variety of Canada's imports. Mr. Winters stated that the Kennedy Round should add strength to future expansion of this trade.

As the Minister responsible for Government participation in Expo 67 and for Canadian participation in world exhibitions held by other nations, Mr. Winters will be reviewing progress on the site of the next international exhibition, Expo 70, to be held in Osaka, Japan. Canada was the first country to announce its participation in the Osaka world's fair.

AID TO THAI UNIVERSITY

An aid scheme, under which professors and technicians from the University of Manitoba are helping to develop the new Khon Kaen university in northeastern Thailand, will continue for a further two years, Mr. Paul Martin, Secretary of State for External Affairs, announced recently.

When the \$802,000-external aid project is completed the Canadian Government will have helped to establish faculties of agriculture and engineering in an area of Thailand in which this kind of higher education was badly needed. The faculties are now in operation, with Thai students entering their third year, but needs have not yet been fully met. The academic training of counterpart university staff, who

will eventually take over from the Manitoba professors, is to be reinforced by a period of study in Winnipeg.

The new university is destined to play a major role in the area by providing leadership in the establishment of new roads, dams, irrigation systems, livestock and poultry farms and the introduction of a number of food and fibre crops.

Seven of Manitoba's agrolgists and engineers were posted to Khon Kaen University initially under the overall direction of Dean Jack Hoogstraten. They have helped to plan buildings for students, staff and the housing of stock, and are promoting research into local agricultural and engineering problems. They have also aided the development of village programmes to raise nutritional and living standards.

1968 POSTAGE STAMPS

Canada's wildlife heritage, anniversaries of historic significance, the nation's involvement in international affairs, sport, Christmas and a commemoration of the 1918 armistice will be themes for Canada's stamps during 1968.

Postmaster General Jean-Pierre Côté recently confirmed that, beginning next year, contracts for the production of Canadian postage stamps would be shared by the Canadian Bank Note Company Limited and the British American Bank Note Company Limited, both of Ottawa. Canada Post Office contracts for the production of stamps have always been awarded on a tender basis, but procedures were altered this year so that the facilities of both security printing companies might become available to the Department.

Consultations with officers of the National Museum resulted in selection of the narwhal, a comparatively little-known mammal of the far North, as the first to be used in a resumption of the Canadian Wildlife series initiated at an earlier date. The gray jay, as a design subject for a stamp, will illustrate an example of bird life in Canada. Long-range plans formulated by the Post office are expected to result in a completion of the animal and bird series during the next four years.

The need for conservation of water resources will be reflected in a stamp recognizing Canada's participation in the International Hydrological Decade. The opening-up of Canada's West by the fur-trade will be marked by special stamp.

SPORT RECOGNIZED

As in 1956, when the Canada Post Office prepared a hockey stamp, Canadian sport will be saluted by the release of a lacrosse issue. Known to have been played by Indian teams before white men arrived, lacrosse is recognized as the oldest organized sport in North America. This stamp is planned as the first in a sports series that will be completed in a few years. Another issue will emphasize the importance of the nation's meteorological service by commemorating the two-hundredth anniversary of Canada's first recorded barometric and thermometer

observations. Readings at Prince of Wales, Fort Churchill, Manitoba, commencing in 1768, are recorded by the Department of Transport as the first by established scientists continuing over a full year.

Christmas stamps in two denominations, to be released this month for overseas mailings, will constitute the continuation of a policy initiated in 1964 when the first Canadian stamps especially prepared for this season were introduced.

NASA BUYS CANADIAN ROCKETS

The Manned Spacecraft Centre of the National Aeronautics and Space Administration at Houston, Texas, has awarded a contract for three *Black Brant IV* two-stage research rockets to Bristol Aerospace Limited of Winnipeg. Each rocket, standing 37 feet high, will carry 35 pounds of scientific instruments 600 miles into space from a launching site at Natal, Brazil, early next year.

The Science Application Directorate at the Manned Spacecraft Centre plans to use these rockets to investigate the scientific phenomena called the South Atlantic Radiation Anomaly.

The *Black Brant IV* is one of the series of four designed specifically for research in near space regions. These rockets were successfully designed and developed by Bristol with support from the Canadian Government.

NEW ENVOY TO CAIRO

The appointment has been announced of Mr. Thomas Carter, now Head of the African and Middle Eastern Division of the Department of External Affairs, as the new Canadian Ambassador to the United Arab Republic, to replace Mr. John Starnes who will be returning for duty in Ottawa.

Mr. Carter is a native of Toronto and attended Bishop's University and the University of London. Since joining the Department of External Affairs in 1945, he has served in Brussels, Rome, Warsaw and Lagos. While High Commissioner in Nigeria, from 1960 to 1964, he was also accredited to Sierra Leone, Senegal, Dahomey and Niger. In 1957, Mr. Carter was appointed as the Canadian Commissioner on the international Commission for Supervision and Control in Vietnam.

ANIMALS IN TRAFFIC ACCIDENTS

According to the Ontario Department of Transport, no fewer than 533 animals collided with motor vehicles on provincial roads during the first half of 1967. Involved were 84 moose, 186 deer, seven bears, 98 cattle, 44 horses, 17 ponies, 88 dogs, eight pigs and one hippopotamus.

DIAL-IN-HAND PHONE

The Northern Electric Company has announced a new telephone that is expected to make a major impact on markets in Canada and abroad. The instrument, which bears the trademark-name "Contempra", is designed for the hand, with the dial placed between the ear and mouth pieces. It features gently sloping, flat surfaces on a very low profile. The dial is hidden from view when the phone is not in use.

Another feature of the new set is a "recall" button for use between calls, which, when depressed, has the same effect as replacing the instrument on its rest. A longer cord, an adjustable bell, a wider range of colours, and simple lines (for ease in dusting), are other advantages of the "Contempra" phone, which will soon be available for market testing. Full production is expected to begin early in 1969.

LEATHER INDUSTRY VISITORS

Four trade missions, representing the state-trading organizations that import hides, skins and leather into Czechoslovakia, Romania, Bulgaria and Yugoslavia are visiting Canada for five weeks to study the Canadian tanning and leather industry. The visits are sponsored by the Department of Trade and Commerce with the Co-operation of the Tanners' Association of Canada and its member companies, as part of a programme to increase the sale of Canadian hides, skins and leather to Eastern Europe.

Canada now exports about \$32-million worth of cattle hides and calf skins annually to all markets, of which \$2.7 million goes to the four Eastern European countries. The material is used mainly in the footwear and handbag industries.

The Canadian industry hopes, with the Department's help, to expand its sales of skins and hides to these countries and at the same time develop a market for finished leather.

SPORTS REPORT TABLED

A story of increased success by Canadian athletes in international competition is told in the 1966-67 annual report of the federal Fitness and Amateur Sport Programme.

The report, tabled in the House of Commons recently, details the programme's role in the 1966 Commonwealth Games in Jamaica, the Pan-American Games, the First Canadian Winter Games, centennial athletes events and other special projects relating to fitness and sport.

According to the report, Canada's 108-member team at the British Empire and Commonwealth Games earned 57 medals. This was 26 more than Canada won at the games in Perth, Australia, in 1962.

The First Canadian Winter Games, held in Quebec City in February, brought together more than 1,800 Canadian athletes and was "one of the most

exciting milestones in Canadian sports history". The Games were financed by grants totalling \$700,000 under the Fitness Programme.

Federal grants amounting to \$2,450,000 were made for the organization and staging of the Pan-American Games in Winnipeg, and further grants that totalled \$500,000 were made available for centennial sports events, including world championships and tournaments in badminton, water skiing, lacrosse, rowing, fencing and lawn bowling.

TRAINING RESERVE OFFICERS

A new programme for training university undergraduates for commission in the reserve components of the Canadian Armed Forces is planned for next September.

With the opening of the 1968-69 academic year, the systems by which the services now train officers for the reserves (the Navy's University Naval Training Divisions, the Army's Canadian Officers Training Corps and the Air Force's University Reserve Training Programme) will be discontinued. The Regular Officer Training Plan, the primary source of career officers, which operates through services colleges and universities, will not be changed.

Under the new programme, commission in the reserves will be gained by a limited number of students through "off-campus" training.

To foster the development of military studies at the university level, the Department of National Defence will propose the establishment of military studies at some Canadian universities, together with postgraduate fellowships and research grants. The project would be supported financially by the Defence Department.

COTC training began in 1912, the UNTD scheme originated in 1943, and the URTP started shortly after the Second World War.

About 1,000 officer cadets are now undergoing training under the current system in 59 university reserve units and 35 universities. Average annual enrolment is 500 officer candidates a year. These cadets will complete the programme for which they initially enrolled.

About 1,800 officer cadets are enrolled in the Regular Officer Training Plan. Of these, 1,200 attend Kingston's Royal Military College, the Collège Militaire de St. Jean and Royal Roads at Victoria. The remaining 600 attend universities.

THEATRE SCHOOL FULL

James de B. Domville, Executive Director of the National Theatre School, has announced that a record number of candidates (over 400) from all Canadian provinces, the United States and several other countries, applied this year for entry to the School.

Because of the number of candidates and the limited number of places available, entrance to the School has become more competitive than ever. The

maximum number of students has been accepted - 32 for the acting course and 18 for the production course (12 in the technical section and six in the design section). Many of the candidates not accepted possessed the necessary qualifications for entry but, owing to lack of available places, they had to be refused. They were urged to reapply next year.

On October 2, the 50 accepted students of whom 22 are French-speaking and 28 are English-speaking, joined the 55 other students enrolled in the second and third years.

JULY GRADUATES

The 17 students who graduated from the School in July have been engaged by, among others, the Holiday Theatre in Vancouver, the Arts Centre Company in Calgary, the Manitoba Theatre Centre, the Crest Hour Company, the Shaw Festival, the Fredericton Playhouse, le Théâtre du Nouveau Monde, le Théâtre du Rideau Vert, le Théâtre de la Sablière, the Washington Arena Theatre, Expo 67 and various CBC television programmes.

The National Theatre School receives grants from the Canada Council, the Ministry of Cultural Affairs in Quebec, the Department of Education of Ontario, the Province of Ontario Council for the Arts, the Metropolitan Arts Council of the City of Montreal and various other provincial governments.

TECHNOLOGICAL CHANGE SURVEY

Some indication of how effectively Canadian management and unions are adjusting to the dislocating impacts of technological change is found in a recent report of a survey by the federal Department of Labour entitled, *Response of Technological Change - A Study of Technological Change Provisions Contained in Major Collective Agreements Effective in Canada*.

The highlights of this analysis of 471 recent union-management agreements, each covering 500 or more employees to a total of over 712,000 workers, show that 133, or 28 per cent, of the agreements contain explicit technological change provisions. Over 225,000 workers are covered by the 133 agreements containing such special provisions.

Though the most frequent provision was that providing for income maintenance for displaced workers primarily via severance-pay arrangements, clauses providing for advance notice of change, for programmes to adapt workers to the new requirements, and for union-management procedures were also found in a number of the collective agreements studied. On the other hand, employment-sharing provisions were found infrequently.

The report points out also that there are employers and unions who are probably dealing with the introduction of technological change through means similar to those described in the survey even though these may not be explicitly mentioned in the collective agreement. As a result, the authors of the study recognize that the true extent of adjustment to technological change may be understated in the survey.

The coverage of the survey included basic industries such as logging and mining, as well as a wide sampling of manufacturing industries and also a number of service industries. The construction and railway industries were not included.

CANADA AT "EQUIP" HOTEL FAIR

Seven Canadian firms producing hotel and motel equipment will take part in an exhibit sponsored by the Department of Trade and Commerce at the fourteenth International Technical Exhibition of Hotel Equipment, Catering Material and Related Industries in Paris, from October 12 to 23.

"Equip' Hotel", as this annual exhibition is called, is the foremost trade show of its kind, in Europe, attracting not only hotel, motel and restaurant owners and operators but also consultants and architects concerned with accommodation and food-service facilities in general.

Canada is in an excellent position to supply many of Europe's needs for hotel and motel equipment. Tourism is one of its thriving businesses, having doubled its external earnings over the last six years to \$840 million in 1966. To support it, Canada has developed an industry that produces some of the most advanced hotel-motel equipment. The emphasis is on automated devices that streamline services, use space more effectively and reduce labour needs, resulting in a more profitable operation.