



Bulletin

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RETAIL MONITORING SYSTEM

The Prices and Incomes Commission is now making regular checks on the prices of the largest retail stores in Canada.

The monitoring system was instituted by Commission personnel in consultation with the Retail Council of Canada. Officials lent to the Commission by Molson Industries Ltd., Union Carbide of Canada Ltd., and the Dominion Bureau of Statistics are responsible for operating the system and ensuring that the major companies stay within the guide-lines formulated by the National Conference on Price Stability held in Ottawa last February.

Nationally-known supermarket and wholesale food chains such as A and P Stores, Canada Safeway, Dominion Stores, Loblaw Groceterias, M. Loeb Ltd., Oshawa Wholesale Ltd., Steinberg's and Supervalu Food Stores are reporting to the Commission on a monthly basis.

In addition to the supermarkets, department, variety and discount stores are sending price data to the Commission every month. Information is now being received regularly from Allied Towers, Canadian Tire, the T. Eaton Co., the Hudson's Bay Co., Kresges and K. Marts, Simpsons-Sears, Woodwards, Woolworths and Woolco, Zellers, Robert Simpson Co. Ltd. and Miracle Mart.

These concerns, which constitute a large cross-section of wholesale and retail sales in Canada, have outlets in almost every part of the country. The Commission is interested, of course, in prices prevailing in other stores, but limitations on time and staff make it impossible to obtain detailed reports from each of the many thousands of retail outlets in Canada.

ACTION WHEN PRICES ARE HIGH

The Commission has asked supermarket, variety, discount and department stores to supply information from the beginning of 1969 and for each month in 1970. This information is being analysed by the Commission each month and, if initial markups are found to exceed the markup in 1969, the company involved is asked to reduce its markup or gross profit after consideration of justifiable increases in expenses since 1969. Examples of additional expenses common to the industry are those in labour and salaries, costs of borrowing money for expansion, freight and distribution costs.

One obvious reason for a price increase in a product is an increase in the price to the store from the manufacturer or the processor.

On request, supermarket, department, discount and variety stores will supply the Commission with more detailed price information on any specific product it wishes to investigate. This has been achieved by a Commission-established system of contacts throughout the retail trade in Canada that allows immediate identification of the reason for an individual increase in the price of the product.

The Commission can then trace back the increase from the manufacturer or processor to ensure that it is within the guide-lines established for manufacturers. In addition, it can make an immediate check with supermarkets, department, discount and variety stores across Canada to ensure that they are not increasing their markup or gross profit beyond the agreed guidelines.

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EFFECTS BEING FELT

The retail monitoring system has already resulted in the halting of some price increases and, more important, it has resulted in manufacturers, processors, supermarket, department, discount and variety stores being much more aware that any price increase which is to be passed along to consumers must be clearly within the guide-lines pertaining to their particular segment of industry.

While obviously the Price and Incomes Commission cannot take the credit for the reduction in the consumer price index for May, its activities are making an important contribution to restraining price and profit margins. The Commission is aware that many Canadian firms are absorbing at least a part of cost increases in order to meet the Commission's criteria and to restrain price increases. The Commission is aware of such instances in the food products industries, as well as in a variety of other fields such as milk, luggage, dyestuffs, stoves, washing machines, glass containers, certain chemicals and steel products, copper, aluminum, plastics and cold storage. Even the price of marine charts issued by the Federal Government has been reduced to conform with the restraint program - to \$1 from \$2.

At present, detailed price reviews are under way for a wide variety of products, including bread, milk, processed foods, edible oils, rubber tires, cement, tin containers, air fares, freight rates, copper, construction costs, coffee, razor blades, fine papers, duplicating services and aviation fuels. Detailed reviews have been completed and made public for steel products, including tin plate and glass containers. Approximately 40 other reviews of varying complexity have also been completed since March 1 of this year.

The true impact of this kind of program cannot be measured by statistics, reviews or studies or price increases. The success of the program should be evaluated in terms of the price increases which have not taken place or which have been smaller than they would have been without the criteria. Its success is that Canadian industry appears to be accepting and applying the price-restraint criteria to their pricing policies for 1970 and this should in turn be reflected in a slowing down in the rate of price increases.

MACHINE MAINTENANCE AWARD

The Canadian Government Printing Bureau of the Department of Supply and Services was recently honoured as a winner in the 1970 maintenance awards program of the McGraw-Hill Publication Company in Chicago. This is the second year in a row that the Queen's Printer has been a winner in this annual competition.

Open to all production plants in the United States and Canada, the competition is meant to encourage and recognize individual excellence and outstanding company efforts in improving plant main-

tenance and engineering performance.

The Canadian Government Printing Bureau was a winner in the "Corrective Maintenance on Equipment" category and was cited for "a programmed machine rebuilding plan that netted \$300,000 in savings".

Recognizing that bindery equipment had changed little over the years and that new machines would not offer improved efficiency, plant-maintenance personnel devised a machine rebuilding program to be used at the Bureau. Under the system, old machines are not only repaired, but important safety and automatic features are devised and installed. Parts for older machines, which are no longer being made, are manufactured in the plant machine shop. Printing Bureau personnel have perfected the rebuilding procedure to such an extent that a machine under repair is only out of action for a span of about seven weeks, whereas a four-month period is customary to complete work of this nature.

FRANCE-CANADA JOINT COMMISSION

On July 2, the Franco-Canadian Joint Commission, established under the 1965 Franco-Canadian Cultural Agreement, completed the work of its fourth session in Ottawa. The Commission meets alternately in Paris and Ottawa to study progress in artistic, cultural, university, scientific and technical exchanges between the two countries.

The French delegation was led by Mr. Paul Fouchet, Minister Plenipotentiary and Director-General of Cultural, Scientific and Technical Relations of the French Foreign Ministry. Mr. André Bissonnette, Assistant Under-Secretary of State at the Department of External Affairs, chaired the Canadian delegation.

Various measures were arranged in connection with the current development of bilingualism in Canada, in particular increased assistance from France in the matter of language-training.

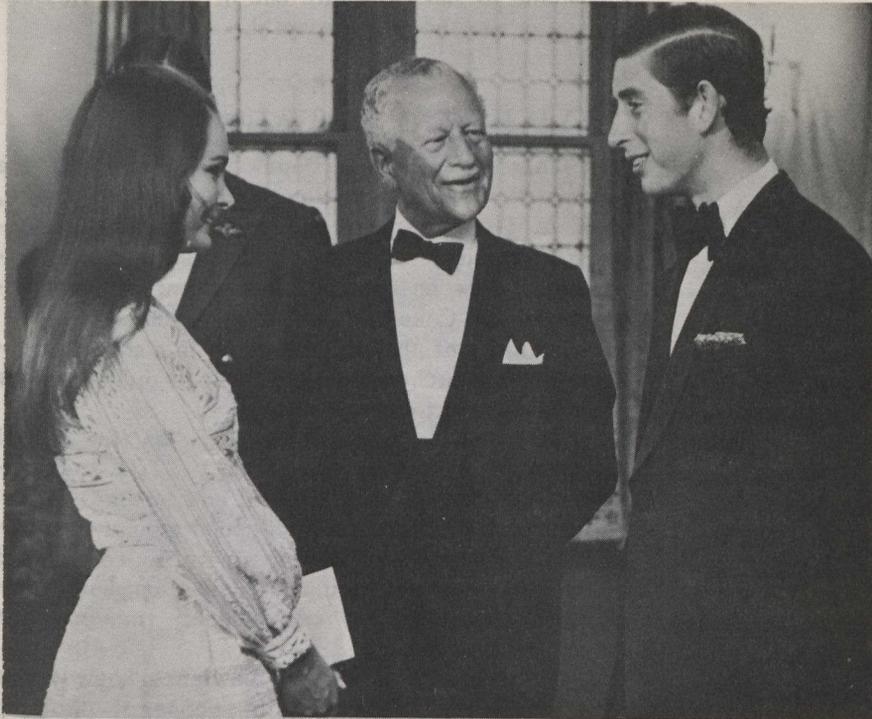
In the area of artistic exchanges (plastic arts, theatre and music) many suggestions were made, among which were a Canadian tour by the troupe headed by Jean-Louis Barrault and Madeleine Renaud, a showing in France of the exhibition Borduas and the Automatists and a tour by the Théâtre du Nouveau Monde.

Flexible procedures have been designed for exchanges of individuals, especially those involving young people, and these should permit fulfilment of the increasing variety of demands in this field. The scholarship program was considered satisfactory and will be maintained.

Finally, the Joint Commission noted with satisfaction the development of scientific exchanges and has indicated that, wherever this seems appropriate, efforts will be made to direct them towards genuine co-operation in fields of common interest.

The talks have led to concrete results and took place in a most friendly atmosphere.

OTTAWA WELCOMES PRINCE CHARLES



Prince Charles, guest of honour at a Government House ball, chats with Julie Maloney, Miss Canada 1969, and Governor-General Roland Michener.

Prince Charles, heir to the British throne, spent three busy days in Canada's capital at the beginning of July before joining Queen Elizabeth, Prince Philip and Princess Anne in Frobisher Bay, Baffin Island, on July 5 to take part in the centennial celebrations of the Northwest Territories and Manitoba.

Arriving at Uplands Airport on the evening of July 2, the Prince was met by Governor-General Roland Michener and went immediately to Government House. Later he joined some 23,000 spectators in watching the Canadian All-Star football team defeat the 1969 Grey Cup winners, the Ottawa Rough Riders, 35 to 14. At the end of the game the royal guest presented the winners with the Canada Permanent Trophy.

The next morning, the 21-year-old Prince planted an oak tree on the lawn outside Government House. Later, with Senator Paul Martin Leader of the Senate, and Mr. Lucien Lamoureux, Speaker of the House of Commons, as his guides, he toured the Government buildings, where he met Prime Minister Trudeau and members of the Cabinet. At the National Press Club he chatted briefly with reporters and was presented with a history of Canadian journalism.

During the afternoon, Prince Charles attended a garden party in the grounds of Government House, where he mingled with some 800 guests, including Senators, Members of Parliament and members of the Diplomatic Corps.

In the evening he was guest of honour at a Government House ball attended by many young Canadians, including Julie Maloney, Miss Canada 1969, and the champion skier Betsy Clifford.

Prince Charles found time during his busy day to play a few sets of tennis in a doubles match with Governor-General Michener and Esmond Butler and Captain Paul Goineau, members of the viceregal staff.

Before leaving the capital area the next day, the Prince visited a boys camp near Eganville, Ontario. On the way back to Ottawa he took over the controls of the helicopter.

Governor-General and Mrs. Michener accompanied Prince Charles when he left Ottawa the same afternoon, in a *Yukon* aircraft bound for Frobisher Bay.

FOUR-NATION TNT TEST

Scientific teams from Australia, Britain, Canada and the United States will conduct more than 100 individual experiments on or about July 23 when 1 million pounds of TNT are detonated at the Defence Research Establishment Suffield (DRES), the prairie laboratory of the Defence Research Board (DRB), about 26 miles west of Medicine Hat, Alberta. The event, called "Dial Pack", is one of a series of such tests conducted by the four countries. Postponement for a day or so may be necessary if technical or meteorological conditions on July 23 are not suitable.

The 1970 experiments will be more closely related than in previous DRES multinational shock and blast experiments. The target areas this year will not be sharply divided, as in the past, into pie-shaped national sectors. Mutually-supporting and correlated

experiments will be distributed freely throughout the circular area confining the various projects.

MAIN OBJECTIVES

The experiments will be used to study:

- (1) Further fundamental aspects of air-blast and ground-shock (Australia, Britain, Canada and the U.S.A.)
- (2) Cratering (Canada and the U.S.A.)
- (3) Thermal pulse effects (Canada and the U.S.A.)
- (4) The response of structures and items of military and civilian equipment to air-blast and ground-shock (Britain, Canada and the U.S.A.)
- (5) The behaviour of air-blast within structures such as the ducting system of Canadian destroyer escort vessels (Canada and the U.S.A.)
- (6) The long-range propagation of sound waves (Canada and the U.S.A.)
- (7) Blast effects on man-like dummies in the open and in shelters (Canada and the U.S.A.)
- (8) Meteorological studies (Canada and the U.S.A.)
- (9) Electric-field measurements (Canada - University of Western Ontario)
- (10) Measurement of gravity waves in the atmosphere (Canada - University of Saskatchewan)
- (11) Long-range seismic study (Canada - University of Alberta).

Some 130 Canadians, both military and civilian, will be involved. The small British group will number five and a large number of U.S. scientists will participate.

CANADIAN PARTICIPANTS

The Canadian Armed Forces will take part in the trial by exposing some vehicles and other items to the blast.

In addition to the Canadian Armed Forces the Emergency Measures Organization, Canada's Meteorological Services and three Canadian universities will be represented.

The charges employed since the program's beginning in 1956 have ranged from a few pounds to 500 tons. This year's 500-ton trial, to be conducted at the DRES Watching Hill Range, will provide the measurements required for the individual experiments. Scaling techniques will make possible estimates of likely injuries to individuals and damage to equipment in target areas from nuclear weapons of various yields. These extrapolations will be based on the effects recorded.

The detonation of the spherical shaped charge will be equivalent in its shock and blast effects to a tactical nuclear explosion. DRB officials emphasize that "because the DRES experiment involves a chemical explosive only, radioactive fallout cannot possibly develop".

The Alberta experimental station, which covers approximately 1,000 square miles of relatively flat prairie terrain, is ideally located for such large-scale experiments because of its isolation. Its ranges,

developed for the continuing program, have been built up with power supplies, bunkers, junction boxes and a combine to make the site one of the most flexible test ranges in the western world.

CANADA-U.S. TRANSPORTATION STUDY

Transport Minister Donald Jamieson and the Secretary of Transportation of the United States, John A. Volpe, recently signed in Ottawa a memorandum of understanding calling for closer cooperation between the U.S. Department of Transportation and the Canadian Ministry of Transport.

The aim of the agreement is to encourage cooperative research and development in order to solve common transportation problems.

Identified in the memorandum as the initial subjects of mutual interest are: V/STOL transportation (vertical and short take-off and landing) demonstration and certification; high-speed ground transportation in inter-city corridors; air-traffic control and airways navigation equipment development; forecast of transportation requirements; transportation safety in all modes.

The operation of the St. Lawrence Seaway was also discussed. Increasing the scope of the joint research and development effort will be discussed at a future date.

MUSIC OF THE WORLD

Man and His World 1970 has, for the first time, a pavilion devoted exclusively to music. The exhibition, which is now in its fourth year, is held on the site of Expo 67 in Montreal from June 12 to September 7.

"Music of the World" occupies the former Pavilion of Judaism and treats music through six themes.

The development of musical instruments from the ancient ram's horn to the latest electronic devices is illustrated by the instruments themselves and by music they are capable of producing.

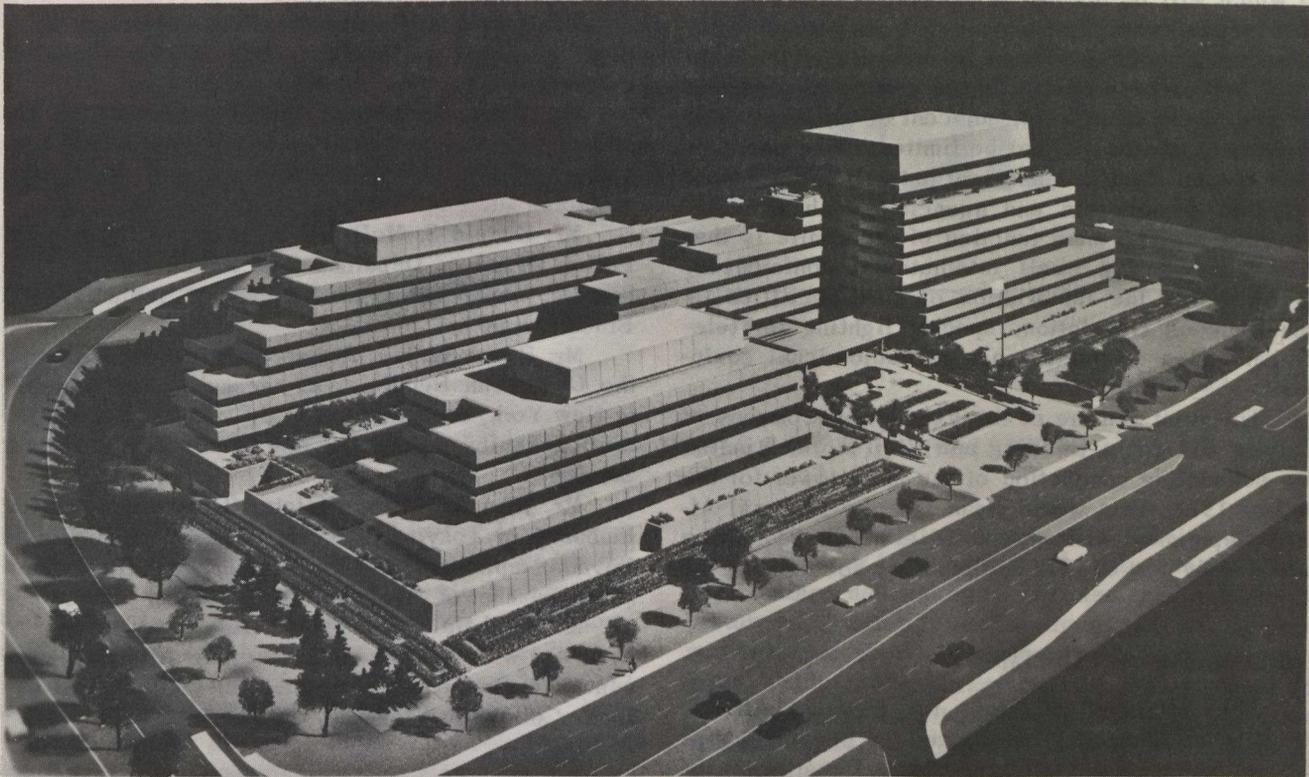
There are ancient folk instruments, horns and later brass, reeds, the clavichord, the harpsichord, the spinet and the pianoforte, the violin, lute and guitar groups, woodwinds and percussion instruments.

The workings of an organ is explained in a display of an enlarged model of an organ. Bulbs, which illuminate the different parts and operations, show visitors how a modern organ works.

The religious spirit in music shows the evolution of the Judeo-Christian musical tradition from cantatas, oratorios and symphonic works to the modern folk mass. Music's role in rituals, customs, ceremonies and festivals is also shown.

How folk music began with the troubadours and ballad singers of France and England and ended up as the dominant sounds at North American folk festivals is also shown in this new pavilion.

EXTERNAL AFFAIRS' NEW HOME



Soon, probably for the first time in the history of the Department of External Affairs, its numerous services, the headquarters staff and all divisions, now dispersed throughout several Ottawa buildings, will be housed under one roof.

Construction has already started and the new complex, when finished, will cover an area of 1,080 square feet, including two levels of parking.

Today, when most construction projects are of the high-rise type, pointing ever upward, for the purpose of, as the planners explain it, maximum use of the available land, it is somewhat unusual to accommodate more than one million square feet of buildings in a four-element complex, near the heart of a capital city, with the highest building a mere ten stories above ground.

DESIGN MOTIVATION

In designing the complex, the architects of the project, Webb, Zerafa-Menkes, of Toronto, were inspired by the desire to instil a sense of pride into Canadians and, at the same time, to convey to foreign visitors an image of Canada, the young country, on the threshold of its second century.

To achieve this double aim, the project was designed along two very definite themes: the first is seen in the sculptural form of the complex which provides the onlooker with a constantly varying profile, retaining a scale relationship with adjacent masses and an affinity with the scale of the human being to this vast building complex; the second lies

in the strong consistent and repeated horizontal lines of the treatment of the exterior wall which, coupled with the soft bronze tone of the aggregates, imparts to the complex a feeling of repose, quiet dignity and simple elegance.

The basically-horizontal building comprises four elements, or towers, scheduled to be erected in two phases. First to be built will be the ten-storey main office tower and the formal conference element. The other towers, to be used for general offices, will be seven, five and four stories high and will be built during the second phase of the construction program scheduled for occupancy in April 1973.

The complex, designed on a 20-year projection of the needs for space of the External Affairs Department, will also be occupied initially on a short-term basis by other government departments until complete occupancy is attained by External Affairs.

LOCATION

The new building is located on Sussex Drive, just east of the Macdonald-Cartier interprovincial bridge. The Ottawa City Hall, on Green Island, stands a few hundred yards to the east of the project, across the west channel of the Rideau River, above the picturesque Rideau Falls. Just opposite is Earnscliffe, the official residence in Canada of the British High Commissioner, and next to that building is the National Research Council.

The main entrance lobby will be the hub of the entire complex. For convenience and security rea-

sons, the building is designed so that all staff and visitors enter through the main lobby, the main access to which will be through a landscaped driveway and covered walkway. Visiting delegations attending international conferences can be received in the main lobby and proceed readily to the conference complex located at the same level, adjacent to the lobby. The conference centre will not be limited to the needs of the External Affairs Department but will be used also by other departments and agencies of the Federal Government. The main function of the centre is that of accommodating small international conferences, and warrants the installation of such facilities as simultaneous translation, special lighting for television and a complete range of audio-visual equipment.

The joint venture of the Foundation Company of Canada and Janin Building and Civil Works Limited are scheduling completion of the main tower for the end of 1971. This would mean that the External Affairs Department will move into its new headquarters in the early part of 1972 and possibly sooner.

DIPLOMATIC APPOINTMENTS

The Secretary of State for External Affairs, Mr. Mitchell Sharp, has announced the appointment of the following senior officers of the Departments of External Affairs and of Industry, Trade and Commerce as heads of post of Canadian diplomatic missions:

Mr. Alfred P. Bissonnet, Ambassador in Indonesia, to become Canadian Ambassador to Argentina, succeeding Mr. Robert Choquette. Mr. Bissonnet is a former Director of the Trade Commissioner Service.

Mr. Kenneth C. Brown, deputy head of European Division of the Department of External Affairs, to become Ambassador to Cuba, replacing Mr. Léon Mayrand.

Mr. Pierre Charpentier, the Department of External Affairs' "university visitor" at Laval University during the last academic year, to become Ambassador to Peru and to Bolivia, replacing Mr. François Houde.

Mr. W. Thomas Delworth, of the Far Eastern Division, Department of External Affairs, to be Ambassador to Indonesia, replacing Mr. A. Bissonnet.

Mr. John A. Dougan, High Commissioner to Guyana, to become High Commissioner to New Zealand, succeeding Mr. R.M. Macdonnell.

Mr. Sidney A. Freifeld, who recently completed a tour of duty as Chargé d'Affaires a.i. of the Embassy in Montevideo, to become Ambassador to Colombia, replacing Mr. J.H. Cleveland.

Mr. François-Zavier Houde, Ambassador to Peru and to Bolivia, to become Consul General in Boston, replacing Mr. S.D. Hemsley.

Mr. Ronald M. Macdonnell, High Commissioner to New Zealand, to become High Commissioner to Ceylon, replacing Mr. John Timmerman.

Mr. Allan S. McGill, Senior Departmental Assistant to the Secretary of State for External Affairs, to become Canadian High Commissioner to Nigeria, replacing Mr. Paul Malone.

Mr. Donald S. McPhail, head of the Commercial Policy Division, Department of External Affairs, to become Ambassador to Venezuela, replacing Mr. Bruce I. Rankin.

Mr. Bruce Rankin, Ambassador to Venezuela and the Dominican Republic, to become Consul General in New York, replacing Mr. R.G.C. Smith. Mr. Rankin was a senior member of the Trade Commissioner Service.

Mr. John A. Stiles, Minister (Commercial) at the Embassy in Tokyo to become High Commissioner to Guyana, replacing Mr. John Dougan. Mr. Stiles was a senior member of the Trade Commissioner Service.

Mr. Paul Malone, Canadian High Commissioner to Nigeria, will become the External Affairs' representative on the directing staff of the National Defence College in Kingston, Ontario.

DENTAL CZECHS

Twelve Czechoslovakian dentists who came to Ontario in 1968 under the terms of the federal refugee movement have completed a special ten-month course at the University of Western Ontario and they are now qualified to practise in the province. They were offered the course in exchange for three years of practice in under-serviced areas of Ontario. Four were unable to complete the program.

The training was recommended by Ontario's Royal College of Dental Surgeons and supported by the federal and provincial governments. The course qualifies them to standards set by the dental college.

The Ontario Department of Health paid an estimated \$160,000 to conduct the program. The federal Department of Manpower and Immigration paid living expenses for the dentists and their families while they were in training and will provide financial assistance to help them relocate and maintain themselves until they become established in their practices.

Dental instruction was provided by the Canadian forces dental school at Canadian Forces Base Borden, Ontario.