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North of 60

The Canadian icebreaker John A. Macdonald assists the S.S. Manhattan on its historic 1969 voyage through the Northwest Passage.

The swift-paced development of Canada north of the 60th parallel may well be one of the great business stories of the 1970s.

It is no secret that this area—1,253,000 square miles located above the northern boundary of the western provinces of British Columbia, Alberta, Saskatchewan and Manitoba—has long been largely unknown to Canadians.

This is all past now as the promising quest for oil, gas and minerals has turned the Yukon and Northwest territories, the area's two political subdivisions, into scenes of vigorous activity.

Inspired by Alaska's Prudhoe Bay strike, Can\$70 million worth of oil exploration is scheduled to be carried out this year in the Northwest Territories alone.

The Federal Government is involved with Panarctic Oils Ltd., currently drill-

ing in the Arctic islands. Ottawa has decided the outlook for the joint government-private industry oil exploration consortium is so promising that it will spend an additional Can\$13 million to continue its major 45 per cent position. The Government's original investment of \$9.5 million is now estimated to be worth about \$100 million.

The Anvil Mining Corporation, a joint Canadian-American firm which has spent \$63.5 million in development costs since 1967, is expected to begin shipments early this year of lead and zinc concentrates to Japanese customers.

Assured ore reserves on the company's property, located in the mountainous part of the Yukon, are 63 million tons, grading, in addition to lead and zinc, 1 oz. of silver per ton.

Major mining firms and oil com-

panies last year were granted short term rights to explore for minerals, mainly uranium, on 18 million acres in the eastern Mackenzie and southern Keewatin areas.

Exploration speeds ahead

The cost to these companies over three years will amount to more expenditure on exploration than had been spent "north of 60," as the area above that latitude is called, since 1961.

Two companies began test drilling for sulphur last May on 868,000 acres of the Arctic islands of Melville and Lougheed. In the same month substantial flows of natural gas were reported by a crew drilling a test hole in Melville Island.

These and many other projects are underway or in the planning stage. In

addition much government development is taking place in the form of highway construction and utility development.

One branch of the Federal Government is currently carrying out extensive surveys aimed at the development of power for the territories and their new industries.

Comparison economics and feasibility studies are being made between thermal (nuclear and fossil fuels) and hydro electric power.

The lands and waters north of 60 are ecologically delicate. Conservationists are concerned that the Alaskan oil strike and Canadian development may lead to pollution of the continent's last true wilderness.

Speaking on this in the House of Commons last year Canadian Prime Minister Pierre Elliott Trudeau said:

"... Canada regards herself as responsible to all mankind for the peculiar ecological balance that now exists so precariously in the water, ice and land area of the Arctic archipelago.

"Canada will not permit (destruction of this balance) to happen. ... It will not permit this to happen either in the name of freedom of the seas, or in the interests of economic development."

Native people benefit

The new boom is expected to benefit the indigenous people of the North, both Indians and Eskimo. There are less than 30,000 people living north of the 60th parallel and more than 60 per cent of them are natives.

Several companies have pledged



A helicopter services this oil derrick in the Arctic: transport remains a major problem north of 60.

themselves to hire qualified native help on a quota basis that increases yearly, particularly for skilled technical jobs that bring higher pay rates.

Transport remains a major problem

More tonnage of supplies for development and exploration is now being flown into the Canadian north each week than was hauled during the entire two years of the Berlin airlift. Much of this is being carried in huge Hercules aircraft at the charter price of \$2,400 an hour.

The main problem, however, is to get the mineral treasures recovered from the ground shipped out at a reasonable price. The oil industry is already hard at work trying to devise a pipeline that can withstand the vagaries of permafrost. Perma-

frost, or frozen soil, goes down 1,600 feet in places. But there is a possibility that heat generated from an operating pipeline might melt some of the permanently frozen ground and cause the line to bend and break.

Deep sea port studied


Another study has been started to see if it is feasible to build a deep sea port on Banks Island, between the Mackenzie River delta and the Alaskan border.

This could be the port for all cargo ship traffic through the Northwest Passage for five ice-free months a year as companies race to send their hard-won oil, gas and minerals to market between freeze-ups.

As with all booms there will come boom towns, but this time, hopefully, a cut above the old gold rush stamping grounds of Dangerous Dan McGrew.

Work has begun on a \$16 million development to turn the settlement of Frobisher on the southern tip of Baffin Island into a modern shopping-office-housing and recreation complex including a hotel.

One Montreal-based charter airline flying regularly north of 60 has already launched its own private program to fly tourists into the Eastern Arctic for sightseeing, fishing and hunting. Public interest in the land north of 60 has exceeded expectations, the airline says.

A prospectus for resource and economic development in the Yukon and Northwest Territories is available from the Department of Indian Affairs and Northern Development, Ottawa. 

First Canadian-U.S. international historic park planned


An international park in Alaska, British Columbia and the Yukon to commemorate the 1897-1905 Klondike Gold Rush is being planned with the United States. When development is approved by both federal governments, it will become the first trans-border historical park on the continent.

The proposal calls for the development of the Chilkoot and White Pass Trails leading northward from the old Gold Rush jumping off place at Skagway, just north of Juneau, Alaska. During the Rush of 1898 thousands of miners and treasure-seekers from the United States, Canada and Western Europe made their tortuous way along

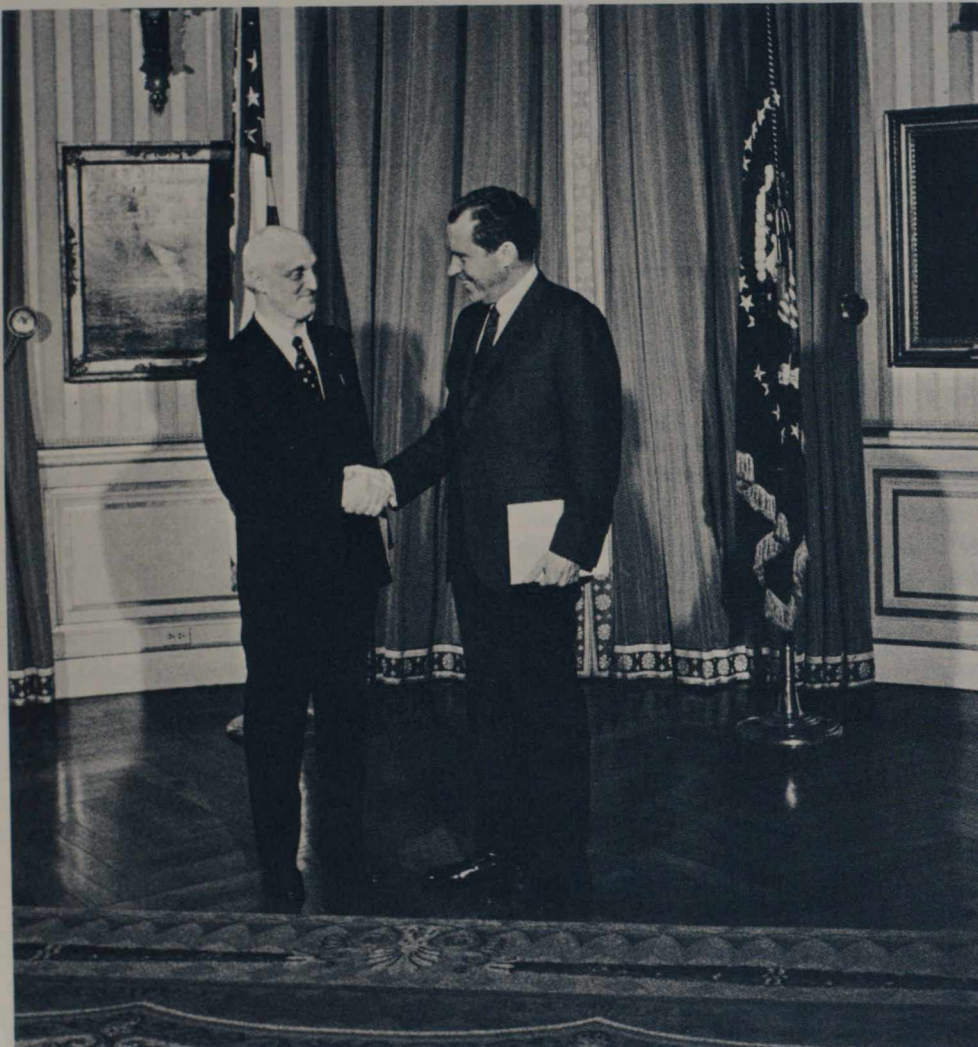


these mountain trails and onto the Yukon waterway to Dawson, in Canada's Yukon Territory.

Also under consideration is the establishment of a Yukon Historic Waterway, including the water route to Dawson City and designed to preserve the historical environment of its more significant features.

United States historical development would be centered at the Skagway-Dyea areas of Alaska. Canada already has begun historic preservation of a section of Dawson, with Bonanza Creek, Whitehorse and Bennett included in future plans. 

Marcel Cadieux appointed Ambassador



Canada's new envoy to the United States, Marcel Cadieux, presented his credentials to President Nixon at the White House on February 20.

Mr. Cadieux comes from Ottawa, where for the past five years he served as Under-Secretary of State for External Affairs, the senior career position in Canada's foreign service. He has also served as Deputy Under-Secretary and Assistant Under-Secretary.

This is his first assignment as Ambassador. His previous postings have included London, Brussels, Paris and the International Supervisory Commission in Vietnam. He represented Canada at the United Nations and at many other international meetings, including those of NATO and UNESCO.

Mr. Cadieux' predecessor in Washington was A. Edgar Ritchie, who has exchanged jobs with him. Mr. Ritchie

was Ambassador in Washington from July 1966.

Other distinguished chiefs at the Chancery on Massachusetts Avenue have included the former Prime Minister of Canada, Lester B. Pearson (1944-46) and the late Vincent Massey (brother of actor Raymond Massey). Mr. Massey was named Canada's first diplomatic representative in Washington in 1927. He held the rank of Minister and the mission was technically a legation, becoming an Embassy in 1943. Mr. Massey later became Canada's first native-born Governor General.

Other noted Canadian Ambassadors to the United States were the late Hume Wrong and Norman Robertson; A. D. P. Heeney, now chairman of the International Joint Commission; and Charles S. A. Ritchie (no relation to A. E. Ritchie), presently Canada's High Commissioner to Great Britain.

In 1969, Mr. Cadieux was awarded the Outstanding Achievement Award of the Public Service of Canada and the Vanier Gold Medal of the Institute of Public Administration of Canada.


A former professor of international law, and a member of the Royal Society of Canada, Mr. Cadieux is a frequently published author in both French and English. In 1961 the General Assembly of the United Nations elected him to serve five years as a member of the International Law Commission. He was elected as a member in his own right, the first such honor for a Canadian. He has been a governor of the National Film Board of Canada.

Born in Montreal in 1915, he was educated in French-language schools before undertaking postgraduate studies in constitutional law at McGill University. He holds doctorates of law from the University of Montreal, Poitiers University, France, and the University of Ottawa.

The new Ambassador takes over the direction not only of the Washington Embassy, but also the activities of twelve Consulates and Consulates General throughout the United States.

Other Federal Government agencies in U.S. cities coming under his general supervision include Canadian Government Travel Bureaus in 17 centers, and Immigration Service, National Film Board, and defense liaison offices. (Canada is also represented in various U.S. cities through provincial government offices.)

Canadian Consulates General are located in Boston, Chicago, Los Angeles, New Orleans, New York, San Francisco, and Seattle; and Canadian Consulates in Cleveland, Dallas, Detroit, Philadelphia, and San Juan, Puerto Rico.

"Personally and professionally," said Mr. Cadieux, "I have always been fascinated by the United States." His personal acquaintance goes back many years when as a boy and a young man he spent frequent summer holidays with relatives in the New England states. "I'm looking forward to renewing these ties," he says. 

Detergent discovery may help housewife—and environment

A Canadian professor claims to have discovered a harmless substitute for one of the major sources of pollution in North America—the phosphate ingredient used in household detergents.

Philip Jones, vice chairman of the University of Toronto's environmental science and engineering program and associate director of its Great Lakes Institute, says he has developed a benign substitute for phosphates that does not reduce detergent cleaning power.

Phosphates are the most significant pollution factor in the Great Lakes, according to a report by experts to the International Joint Commission, which

is comprised of U.S. and Canadian members dealing with such matters of mutual concern.


Much of the detergents used by industry and the domestic market end up in waterways and lakes. The phosphates therein are blamed for the rapid growth of green slime algae which rob the water of oxygen and thus become destructive to marine life.

About one million tons of synthetic detergents are used in North America annually, and manufacturers have traditionally claimed that detergents without phosphates have reduced cleaning power.

Dr. Jones, who is both a civil engi-

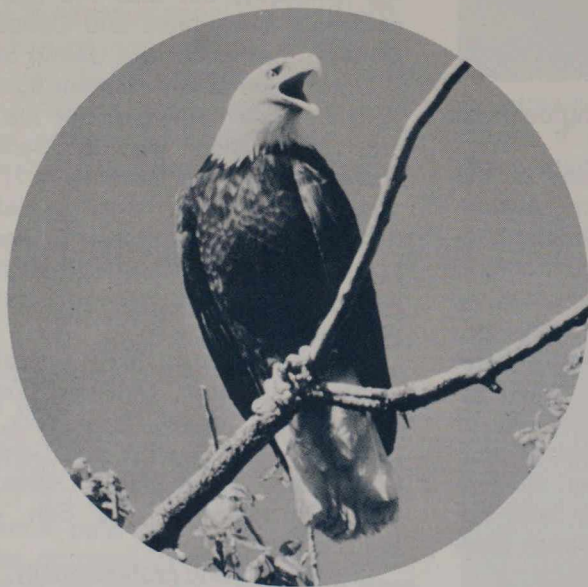
neer and a microbiologist, says that Canadian housewives have tested his phosphate-free detergent and found it just as good as commercial brands and in some cases superior.

Canadian Resources Minister J. J. Greene announced recently that federal regulations to reduce phosphate content in detergents will come into effect about August 1 and that phosphates will probably be banned in Canada within three years.

Mr. Greene has stated in the House of Commons that Canada will work with the U.S. and the provinces to control the threat of phosphates to lakes and rivers. 

U.S. National Bird

Bald eagle finds last refuge in Pacific Northwest



The bald eagle, the national symbol of the United States, is in danger of becoming extinct primarily because of the profligate use of pesticides.

Only in remote parts of British Columbia in Canada and in Alaska are

the birds holding their own. They are now extremely rare in the eastern half of the continent.


Contamination of fish that provide the main staple of its diet is the main factor in the bird's demise. Agricul-

tural pesticides are being carried into the rivers and streams in the United States in the principal feeding areas.

These pesticides affect the food supply of the fish and are absorbed into the flesh of the fish themselves. Fisheating birds such as the bald eagle suffer a hormone imbalance as a result of eating the contaminated fish. This causes the birds to lay eggs with shells so thin they crumble like chalk before offspring can be hatched.

In remote parts of Alaska and B. C. the bald eagles are able to feed on ocean-bred salmon in pollution-free rivers that run to the sea.

One of the main gathering points for bald eagles in British Columbia is the area around Squamish, 40 miles north of Vancouver. There they return each fall and winter to feast on the spawning salmon.

When the spawning season ends in February the eagles turn to the nearby woodlands where they feed on marmots and ground squirrels, until the next year's spawning season. 

Poking about in the mass media

The mass media in Canada, print and electronic, are undergoing a broad examination by a committee of the Canadian Senate.

Chaired by Senator Keith Davey, a former Liberal Party official and radio advertising executive, the committee is looking into such matters as consolidation of ownership, foreign control, chains, pay scales of journalists, quality of news reporting, monopoly situations, the problem of failing newspapers, the economic impact of advertising, the influence of American advertising, including aspects of the electronic media.

According to Sen. Davey, the committee hopes to find out "what the functions of the media really are; what they are conceived to be by their owners and the people of Canada; and . . . what their functions should in fact be."

For example, Sen. Davey hopes the special upper house committee will determine whether the press mirrors public opinion in Canada or attempts to mould it. (The Canadian Senate, unlike the U.S. Senate is an appointive body.)

The question of violence on television, its frequency and its effect on viewers, will be probed. Ninety seven per cent of Canada's population of more than 21 million is reached by the 76 television stations of the three networks. Two are operated by the publicly owned Canadian Broadcasting Corporation (CBC)—one in English, and one French. The second English network, CTV, is privately owned.

Radio, a medium of vital importance because of Canada's vast area and scattered population, reaches 98.9 per cent of the people. Service is provided by a mix of 312 public and private stations.

Canadians have 107 daily newspapers to read (11 in the French language) down from a high of 138 in 1913. Their combined circulation is 4,569,825. (The Government of the Province of Quebec has begun a similar examination into the state of the

French language press in that province.)


More than half the dailies are under chain ownership, and these chains, plus seven independent dailies, have extensive broadcast holdings.

Sen. Davey has stressed that the inquiry is to provide an objective, thorough and thoughtful analysis of the media in Canada today but is not to be a witch hunt.

Established last spring, the committee immediately initiated extensive surveys and the collection of data. The first of a series of hearings began in Ottawa in early December and will conclude this month.

Testimony will have been heard from representatives of all sections of Canadian media plus a number of American experts, among them Nicholas Johnson, a commissioner of the Federal Communications Commission, and Ben Bagdikian, noted critic of the press and now a Washington editor.

Newspaper publishers, broadcasting station owners and others who are submitting briefs to the committee have been invited to deal with a list of 20 questions drawn up by the committee.

The committee's report is expected in the fall. 

Successor to the snowmobile

The growing craze for go anywhere ATVs



All terrain vehicles go almost anywhere...

The roar of a hard-pressed engine accompanied by a rising spray of snow is altering the winter landscape all over North America. It's the snowmobile, which is proliferating—with mixed public reaction—wherever snow falls regularly.

On the year-round horizon, how-

ever, looms a probable successor—the soft wheeled getabouts called All Terrain Vehicles (ATVs).

ATVs, like snowmobiles, are becoming an important Canadian industry that is finding a substantial export market in the United States.

These vehicles can go almost anywhere and at any time of the year. Most have six or eight low-pressure tires that give traction in a swamp, bush, muskeg or snow.

Several models are amphibious and most use two-cycle, air-cooled engines. They sell in the \$1,000-\$2,000 range.


Some 75,000 ATVs are expected to be produced in North America this year, the majority in Canada or in the U.S. by Canadian-owned companies. It is expected that by 1972 the annual output will reach 250,000. The ATVs have grabbed the outdoor pub-



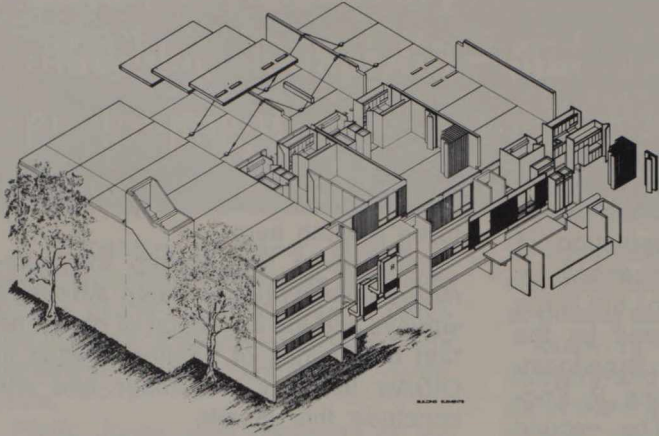
...delighting sportsmen but concerning conservationists.

lic's fancy and they may replace snowmobiles as the top recreational vehicle.

The ability of the ATVs to drive into untracked territory is already giving problems to conservation authorities. Unlike snowmobiles, which leave no tracks when the snow and ice melt, the ATVs dig up the ground and mar soft roadbeds in repeated passages. They disturb wildlife, and most are just as raucous as the snowmobiles.

Ah, wilderness. 

HUD selects Canadian housing system



Modular design for HUD: a Canadian approach to U.S. housing.

A Canadian-designed building system has been selected by the U.S. Department of Housing and Urban Development as part of its \$75,000,000 "Operation Breakthrough" program. Designed by Descon/Concordia, a Montreal consortium, the system is capable of producing 15,000 homes a year, with a potential of 50,000 homes a year after 10 years. The Montreal consortium was the only non-U.S. firm selected under the program sponsored by HUD.

Operation Breakthrough's first objective is to remove constraints on housing needs, estimated at 2.5 mil-

lion units a year. The present rate of construction averages 1.5 million units a year. The Canadians propose a system of readily available "off-the-shelf" components or assemblies fabricated by standard manufacturing processes. The structural system utilizes a factory-produced reinforced concrete panel system, which is applicable to townhouses, high-rise apartments and other multiple dwellings—but not to single family detached units. The panels may be prestressed, post-tensioned or simply reinforced, depending on the availability of local resources. If necessary, all casting


may be done on site. These structural components can be assembled under any weather conditions by using dry mechanical joints.

HUD Secretary George Romney, in announcing the participating firms, said the program is "not to see just how cheaply we can build a house, but is a way to break through to total new systems of housing construction and marketing."

Other winners, all U.S. firms, also were selected by HUD to design and produce low and moderate-cost pilot housing projects in 10 states. The winners were among some 250 American and foreign groups which competed for the contracts.

The Canadian consortium received assistance in making their bid from Canada's Department of Industry, Trade and Commerce, the National Research Council, Central Mortgage and Housing Corporation and the Canadian Standards Association.

Actual components of the prototype system will be built by local firms near the site. It is not yet known where the Descon/Concordia system will be applied.

The Descon/Concordia system is designed to reflect local construction capabilities, to stimulate local industries and to use local labor resources. 

New Center for Canadian Studies created at Johns Hopkins



Dale Thomson (right) discusses courses with students and faculty at Johns Hopkins.

The first graduate center for Canadian studies in the United States opened this fall at The Johns Hopkins University School of Advanced International Studies in Washington, D. C.

Funded by a five-year \$1 million grant from the William H. Donner Foundation of the United States and from the Donner Canadian Foundation, the center's director is Dale C. Thomson, 46, a teacher, author and political activist.

Dr. Thomson was an aide to Prime


Minister Louis St. Laurent for five years and subsequently was an unsuccessful candidate for Parliament. He is the author of the biographies, *Louis St. Laurent: Canadian*, and *Alexander MacKenzie: Clear Grit*, a life of Canada's second Prime Minister. Fluent in French and German, Dr. Thomson has lectured extensively in France and Germany as well as in England.

On leave of absence from the University of Montreal, a major French-speaking university, where he headed the political science department, Dr. Thomson is recruiting a staff of four full-time specialists in Canadian affairs and anticipates work with some 25 graduate and research students drawn from both countries. The Center offers both masters and doctoral programs.

Dr. Thomson expects that the Center will study aspects of the multifaceted U.S.-Canadian relationship, and will also investigate such domestic

Canadian questions as Constitutional reform and the future of the Arctic. Because "the life and destiny of the two countries are inextricably intertwined and it is becoming more and more impossible to conceive of policies that are not intertwined," he anticipates that Canadian relations with the U.S. will be the Center's central concern.

He foresees little change in the basic closeness and warmth of bonds between the two North American neighbors, but cautions that these bonds should not be taken for granted.

"In the next decade or two," says Dr. Thomson, "Canadians and Americans are going to be thrown together more closely than ever before. As this happens, they are going to have to learn to know each other a lot better if they are to continue to live together in mutual respect." He sees the Johns Hopkins Center helping make this possible. 

Canada makes dramatic move to improve world wheat situation

The Canadian Government will spend up to \$100,000,000 to encourage its western farmers not to plant wheat, the nation's top dollar export and the traditional base of Canada's foreign trade.

Growers in Alberta, Saskatchewan, Manitoba and British Columbia will be paid to take up to 22,000,000 of 24,500,000 acres out of wheat production. The new plan is the most ambitious and expensive ever undertaken to aid the Prairie wheat farmers, who are now storing millions of bushels of surplus wheat they cannot sell. The Canadian Wheat Board estimates a current surplus of 950,000,000 bushels—a two-year supply for normal domestic and foreign requirements.

Under Operation Lift, the Government will pay \$6 an acre to farmers willing to fallow in 1970.

A farmer choosing to plant for forage pasture will be eligible for another \$4 an acre. If the Federal plan is fully subscribed, more than 90 per cent of the Prairie wheat land will be idle or in grass.

Canada's decision was commended by U.S. Agricultural Secretary Hardin as a "gigantic contribution to solution of the world wheat glut."

"I cannot recall an action by any country, including the United States, which aimed at such a large cutback in wheat acreage in a single year," Secretary Hardin said. The 1970 U.S. wheat allotment is 45,500,000 acres.

Canada is one of the world's five largest wheat exporters, including the European Common Market, Australia, Argentina and the United States.

World wheat trade is declining because of increased productivity, often in countries which formerly were major importers which now benefit from the new high-yield wheat varieties that are part of the "green revolution."


"Our major initiative in reducing wheat stocks provides a unique opportunity for moving toward a co-ordinated global program of production policies for grains," said Otto Lang, Canadian minister responsible for wheat matters, in announcing the plan.

The benefits from the new Canadian program will extend well beyond Canada to the world wheat economy. Other exporting governments are simi-



No wheat this year on the Canadian Prairies? It's as if Detroit stopped making cars.

larly preoccupied with the problems of surplus production; some have programs in place or are examining new ones designed to minimize the problem. This Canadian initiative, which

represents a new and much stronger attack on the problems of surplus production, should add impetus to international efforts to stabilize the world grain economy. 

Coming: 'high rise' kids

Canadian children of the not-too-distant future will grow up in buildings 50 storeys high and see the ground only on rare occasions, such as for a Sunday outing.

This is the view of two Canadian sociologists who have recently delivered papers on the world that will face the next generation of Canadians in urban centers.

They also predict that the present generation of Canadians will lack compassion for the poor and elderly and will be almost solely concerned with

gratification of their own needs and desires.

However, the sociologists feel that the oldsters of 20 years from now will be better off financially than their present day counterparts and thus be better able to take care of themselves.

The two sociologists predicting the "high rise" generation are Dr. Albert Rose, director of the school of social work at the University of Toronto, and Dr. Daniel Cappon, a York University, Toronto environmental studies professor.

Continued on page 8

Both agree that the pressure to house urbanites in apartment buildings is developing to such an intensity that the biggest buildings will soon contain all the amenities of a small town. This, they say, will obviate the need of residents to leave their building for anything but work.

Children will spend the entire week inside their apartment building—even attending school there, according to Dr. Rose. He says that the child of the future may only see the outside on a Sunday if his parents take him for a drive in the country.


Dr. Cappon claims that the economic facts of life in Canadian cities will soon make houses beyond the reach of all but a few wealthy persons.

A Toronto social planning consultant, Leone Kumove, said recently that apartment dwelling statistics now show that in the Canadian capital, Ottawa, an average of 35 children are resident for every 100 one-bedroom apartment suites. He estimated that 30 to 40 per cent of children in Metropolitan Toronto (with a population approaching 2 million now) will be living in apartments by 1980.

Dr. Rose feels that the family of the future will see the father providing only three fifths of the family income.

He predicts the rest will come from the wife who will be better educated and have a more important job than today's average wife.

He thinks women will work full time at high paying jobs except for brief periods of time spent delivering children. And he predicts the percentage of young people in the future will decline as parents limit the number of children to an average of two per family.

Dr. Rose feels the philosophy of young people "doing their own thing" is one of self-gratification and self-centeredness, and the future Canadian society "will not be a fundamentally humane or humanitarian society. Indications are strong... that young people's rejection of the past, its values and its people, does not bode well for the disadvantaged in our society," he adds gloomily. 

NATO and NORAD

Canada's view on the defence of North America

These excerpts are from an address by the Secretary of State for External Affairs, The Hon. Mitchell Sharp, in Winnipeg, on December 12, 1969.


"There is a strong body of opinion in this country that feels our membership in the NATO alliance and our joint arrangements with the United States for the defence of North America in NORAD in some way limit our independence of action in international affairs and compromise our moral position. I am aware of this opinion, which I know to be sincerely held, although I do not share it. It is part of what I had in mind when I referred... to wishful thinking about the reality of the world in which we live. It is true... that Canada faces no threat of aggression by conventional means, although we share an unusually long border with one of the two greatest military powers on earth. ... The facts of our geographical situation which allowed us to live in peace at home through two world wars, now place us between the two great nuclear powers and a war between these powers would be fought outright over our heads. Whatever the outcome, our cities and our civilization

would certainly be destroyed. We seek peace as an ideal with the realization that we are the third party most threatened by global nuclear conflict.

I believe, as we must all believe, that such a conflict will never take place. At the same time, there is no doubt that the capacity to engage in such a conflict exists and there is no final guarantee that somewhere a fuse will not be lighted, a fuse that might set off a chain reaction ending in ultimate catastrophe. ... The threat of Soviet aggression has diminished, it seems to be receding but it has not disappeared. Together with our partners in NATO, we are trying to meet the Soviet Union and its associated nations more than half way and we do not feel that the time has come to break up an alliance that does not have and has never had any aggressive intention and one that is now involved in the process of improving relations.

Some of those who feel that our membership in NATO reduces our independence and weakens our moral position in the world, also suggest that our association with the United States in NORAD and in defence pro-

duction sharing agreements reduces us to the status of a U.S. satellite. I don't intend to spend much time on this position. So long as the continent of North America is threatened by Soviet nuclear power, we are bound to join in arrangements for its defence with the country that shares it with us, the United States, that is our closest friend and ally. Those that suggest we are a satellite of the United States are closing their eyes to reality. Czechoslovakia learned after the Prague spring of 1968 what it means to be a satellite. I don't believe that anyone in Canada believes for one second that the United States would intervene in our affairs in such a manner even with the greatest provocation. ... The United States, to preserve its own security, needs our airspace and access to our territory. It has the capacity to take what it needs by force but has neither the least wish nor the will to do so.

Our American friends are determined to get what they need by agreement with us—a fact that gives us considerable leverage." 



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