



Bulletin

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TRIBUTE TO CANADIAN CAR PIONEER

On January 8, the City of Oshawa, Ontario, officially mourned the death of Colonel R.S. McLaughlin, 100, the man responsible perhaps more than any other for the creation and growth of the Canadian automobile industry.

Robert Samuel McLaughlin, chairman of the board of General Motors of Canada and a former vice-president and director of General Motors Corporation, died on January 6, after devoting the whole of his working life to the making of horse-drawn carriages and motor-cars. Under his guidance, his father's McLaughlin Carriage Company in Oshawa grew from a thriving carriage business into the giant General Motors of Canada Limited, which now produces over 350,000 vehicles a year and, with other GM Canadian subsidiaries, employs over 30,000 people.

Colonel McLaughlin contributed much to Canadian industry other than the making of automobiles: he had been a vice-president of the Toronto-Dominion Bank, a director of the Canadian Pacific Railway, the Consolidated Mining and Smelting Company of Canada, Ltd., McIntyre Porcupine Mines, Ltd., and

Moore Corporation, and he was for over 30 years a member of the executive committee and a director of International Nickel Company of Canada. He also served for 15 years as a director of the Canadian Electric Company and spent 12 years in a similar capacity with the Royal Trust Company.

EARLY CAREER

He was born on September 8, 1871, at Enniskillen, a village a few miles north of Oshawa, and began work at 16 as an apprentice in his father's firm, the McLaughlin Carriage Works. He started in the upholstery shop at \$3 a week, his salary for three years, \$2.50 of which he paid his father for board.

By 1899, seven years after he became a partner in the firm, McLaughlin had become the chief designer and had created 143 different designs for carriages and sleighs, all of which were in production. And new designs were being added each year.

START OF THE CAR BUSINESS

Several things influenced Mr. McLaughlin in making his decision to go into the car business. The coming of the automobile to North America appealed to his enterprising mind. As a business man, he was among the first to realize that the motor-car would eventually replace the horse and buggy and revolutionize transportation. After meeting with several United States automobile manufacturers he decided that William C. Durant's Buick was the only vehicle that fitted his conviction that the success of the motor-car industry depended not on the high-priced machine beyond most people but on a moderately-priced car that would meet his specifications of "one grade only, and that the best". Two years later the McLaughlin Motor Car Company was formed with R.S. McLaughlin as president.

On October 3, 1907, Durant and McLaughlin

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signed a 15-year contract which provided that Buick supply the engines and the McLaughlin company would design and make the car, 193 of which were produced the first year.

As he had done in the carriage company, McLaughlin himself designed the new automobiles and continued to do so until all-metal bodies were introduced many years later.

His business genius was soon recognized by his colleagues in the United States, and in 1910 he was invited to become a director of the General Motors Corporation.

Meanwhile, Durant's *Chevrolet*, named after racing driver Louis Chevrolet, who became a close friend of McLaughlin, was selling well in the United States. McLaughlin recognized the possibilities of the lighter, less expensive vehicles and Durant proposed that the McLaughlin company make them as a second line of cars.

The *Chevrolet* was as successful as the *McLaughlin-Buick* and the fledgling auto company prospered. But by 1918, the Buick contract was due to expire and Mr. Durant's Chevrolet company had become a part of General Motors, formed in 1908. So, in 1918, Mr. McLaughlin went to New York and joined his McLaughlin Motor Car Company with General Motors.

FIRST LOVE OSHAWA

"There were many reasons for selling - personal, business and social," he wrote later. One of them

was the fact that McLaughlin's had become by far the largest employer in Oshawa and the McLaughlin family believed that the business was as much Oshawa's as it was theirs. "If Oshawa's motor industry became a General Motors operation, expansion and employment opportunities were assured. If we had to venture into making a car of our own in Canada, failure and unemployment might well result," he wrote.

The GM directors attached one condition: that Mr. McLaughlin and his brother George stay on and run the business. Mr. McLaughlin became president of General Motors of Canada, his brother vice-president, a position he held until his retirement in 1924. In that year, Mr. McLaughlin, then 53, himself decided to "ease off" and brought in K.T. Kellar as general manager. In later years, Mr. Kellar became president of Chrysler Corporation in the United States.

WAR EFFORT

McLaughlin continued as president until the end of the Second World War, in which he played an important part in converting the plant into a huge producer of war materials. At the outbreak of the war he wired the Government offering the entire GM facilities in Canada to the Government and, in June 1943, General Motors celebrated the production of the 500,000th war vehicle produced by Canadian manufacturers. In addition to vehicles, guns of various types and calibres, gun-mounts, shells and bomber fuse-



Colonel R.S. McLaughlin in a 1908 McLaughlin Model F, one of the first automobiles made in Canada.

CANADA-IRAN PACT

The Secretary of State for External Affairs recently signed an agreement with the Imperial Government of Iran for co-operation in the peaceful uses of atomic energy. The agreement was signed on behalf of the Imperial Government of Iran by Ambassador Mohammed Goodarzi.

This pact will provide for the exchange of information and services on the peaceful uses of atomic energy with respect to research, development, health and safety, as well as institute co-operative arrangements regarding any use of equipment, facilities and supplies. As such it will prove a useful framework for nuclear co-operation. In addition, the agreement reflects the obligations both countries have assumed under the Treaty for the Non-Proliferation of Nuclear Weapons.

TRADE WITH ISRAEL

Participation by Canadians in transportation, communications, energy and other projects planned by the Israeli Government were discussed by Jean-Luc Pepin, Minister of Industry, Trade and Commerce, when he visited Israel recently. The following joint communiqué was released in Jerusalem by Mr. Pepin and Mr. Pinhas Sapir, Minister of Finance and of Commerce and Industry of Israel:

"During talks held in Jerusalem at the Ministry of Commerce and Industry between the two ministers and high ranking Israeli officials of the Ministries of Commerce and Industry, Finance, Foreign Affairs and Transport, the Canadian Ambassador and his staff, as well as the representative of the Canadian Export Development Corporation, all outstanding matters of mutual economic interest were fully explored in the spirit of friendship and understanding which hallmarks Canadian-Israeli relations.

"The Ministers agreed in principle, subject to the signing of mutually satisfactory loan agreements, that the Canadian Export Development Corporation would make loans of up to \$100 million to the Government of Israel to finance sales to Israel of Canadian capital goods and services.

"Bilateral and multilateral trade matters were comprehensively discussed, such as non-tariff barriers, the generalized-system of preference, Israel's preferential agreement with the European Economic Community, double taxation, insurance of investments agreement, the desirability of establishing an instrument for scientific co-operation between the two countries. It was agreed that further discussions between the respective officials of both governments will be continued on these matters to achieve mutually acceptable agreement."

During 1970, Canadian exports to Israel totalled some \$14.44 million and imports were \$14.46 million.

Barley, copper, aluminum, iron and steel, asbestos and chemical products made up the larger part of Canada's exports. Israel's exports to Canada included diamonds, cotton yarn and thread, apparel and footwear, fruits and vegetables and other food products.

NEW NORTHERN SCHOOL

Jean Chrétien, Minister of Indian Affairs and Northern Development, recently opened a 400-student school and hostel complex in the North that he claimed would become a landmark in the development of native educational opportunities.

The \$2.8-million school, located in the hamlet of Rae-Edzo, 65 miles from Yellowknife in the Northwest Territories at the northern tip of Great Slave Lake, will be controlled entirely by members of the Dogrib Indian Band.

A committee of six Indians elected locally, will supervise educational policy and programs, the hiring of teachers, the appointment of a principal and general administration and maintenance of the complex.

The school will use a new curriculum emphasizing the teaching of native language, traditions and skills and the cultural contributions of native groups. Teachers will be aided by native classroom assistants. Arithmetic, reading and music will be taught, and hunters, trappers and fishermen from the Rae-Edzo area will teach pupils about their work and the "old ways".

The building, which was paid for by the Territorial Government, comprises an elementary school and a residence large enough to accommodate 100 children from the surrounding hamlets of Lac La Martre, Snare Lake and Rae Lakes. The remaining 300 pupils will live at home in Rae-Edzo, a community of 1,100 people, 90 per cent of which are Dogrib Indians.

Mr. Chrétien remarked that the "citizens of Rae-Edzo and the Dogrib people have here a model, an example to other northern Indians and to all the Indians of Canada". He praised their efforts in the development of a plan for the operation of a school that is relatively new to Canadian education.

The results were, he said, "an honest reflection of what the parents felt they wanted, and not what someone else thought they wanted".

The complex was named in honour of Chief Jimmy Bruneau, a noted Dogrib leader who formed the idea and persevered to obtain his people's support for its construction. Local labour was employed during construction, which began in the spring of 1970. Indian couples have been retained as "dorm or resident parents" for the adjoining hostel, and young students will be encouraged to take advantage of a teacher-education program in the North to teach at Rae-Edzo.

In addition to being a self-governing municipality since April 1971, Rae-Edzo is the largest Indian community in the NWT.

GREEK GODDESSES TO GRACE TORONTO

The largest bronze sculpture ever cast in Canada, an 8½-foot group of three goddesses, believed by the classical Greeks to be the givers of beauty of charm, will be located in front of new government buildings on Bay Street, Toronto. "The Three Goddesses", which will cost about \$65,000, is the work of the Toronto sculptor and artist Gerald Gladstone. It will be the focal point of a giant illuminated "water sculpture".

The group, weighing 3,600 pounds, will be set in a pool 15 feet in circumference, where water will cascade on it. In winter, when the water will be heated to control the formation of ice, 32 blue and amber lights will provide an ice-glazed effect at night. Two sizes of fountain will be used, one for winter and one for summer, and a special system will regulate the water on windy days.



Canadian sculptor Gerald Gladstone (left), discusses his new bronze sculpture "The Three Graces", with Mr. James Auld, Ontario Minister of Public Works.

Mr. Gladstone began his preliminary sketches of the sculpture in April 1970.

"The Ontario Government gave me the opportunity to develop this work in my own way," says Gladstone, "I was determined that this should be a completely Ontario contribution to the arts. Most sculptors have their castings done in the United States or Europe, but I searched the province to find a company that could not only understand what I was

trying to accomplish, but could carry out my directions and in turn give me the knowledge of casting procedures that I had to know in order to direct them. I was fortunate to find such a company, Mid Canadian Investment Castings Limited, a small plant near Georgetown, Ontario. Previously they had done work such as precision casting for the aerospace industry."

U.S. TARIFFS DROPPED

United States tariffs against a number of Canadian agricultural products have been dropped, effective January 1. The tariff cuts were negotiated during the Kennedy Round, but there was some doubt whether the cuts would be made on January 1.

"I am pleased to announce that United States authorities have officially confirmed that the 1972 tariff cuts will be implemented on schedule," Agriculture Minister H.A. (Bud) Olson stated.

The tariff cuts mean that about 30 per cent of Canada's agricultural exports to the United States will now enter duty free. Before the January 1 cuts, about 20 per cent of Canada's agricultural exports to the United States entered duty free.

The items affected are: brewers' and distillers' grains and malt sprouts; fresh apples; maple syrup and maple sugar; turnips; cattle hides; raw meat for animal feed; fresh cranberries; live sheep and lamb; hay, alfalfa meal or grass meal; peat moss, crimson clover seed; dried beet pulp; straw; celery seeds; seedlings, layers and cuttings of apple, cherry, pear and other fruit tree stocks; buckwheat; and unsweetened chocolate.

The total value of exports to the U.S. of these items in 1970 was \$23,578,174. Figures for 1971 are not yet available.

CAR SALES BOOM

Sales of new motor vehicles jumped by an unprecedented 48 per cent to 84,932 in November 1971 from 57,240 a year earlier. Sales of commercial units increased by 57.6 per cent to 15,123 units, and of passenger-cars by 46.5 per cent to 69,809.

Canadian and U.S. passenger car sales were 53.8 percent above their low figure in November 1970, but only 1.7 percent more than in November 1969. Sales of cars from overseas, however, increased 25.3 per cent from those of November 1970 to November 1971, and 48 per cent from those of a year earlier. North American car sales for September, October and November accounted for 76.9 per cent of the market in 1971, 76.0 per cent in 1970 and 82.0 per cent in 1969.

Of the total sales increase of 8,327 new vehicles from November 1969 to November 1971, 4,454 were overseas passenger-cars, 2,988 were commercial vehicles, and 885 were North American passenger-cars.

CANADA COUNCIL MOLSON PRIZES

The winners of the \$15,000 Molson Prizes of the Canada Council for 1971 are the contralto Maureen Forrester, the poet Rina Lasnier and the film-maker Norman McLaren. According to a recent Canada Council announcement, the prizes are given annually to recognize and encourage outstanding contribution to the arts, humanities or social sciences, or to national unity. The award-winners will be honoured at a ceremony to be held in Ottawa in March at the Council's next meeting.

One of Canada's highest tokens of recognition for cultural achievement, the Molson Prizes are financed from the interest on an \$800,000-gift to the Canada Council from the Molson Foundation.

The prizes were first given in 1963, and last year's prize-winners were the literary scholar, Northrop Frye the Toronto *Star* cartoonist Duncan Macpherson and the writer Yves Thériault.

MAUREEN FORRESTER

In Maureen Forrester the Canada Council honours one of the most acclaimed concert artists of our time.

Born in Montreal on July 25, 1930, Miss Forrester made her formal recital début in that city in 1953. Soon after she was engaged by the conductor Otto Klemperer as soloist in Beethoven's *Ninth Symphony*, and since then she has performed for many of the world's eminent conductors and has appeared throughout North America and Europe, and in Israel, Australia, New Zealand and Japan. Many recordings have been made of her voice, and she is known for her work on behalf of younger artists.

In addition to receiving a continual string of superlatives from critics across the world, Miss Forrester has received several formal honours. She was on the first List of the Order of Canada, in July 1967, and she received an honorary LL.D. from Sir George Williams University, Montreal, in 1969. She is married to the Canadian violinist and conductor Eugene Kash, and has five children.

RINA LASNIER

In awarding the Molson Prize to Rina Lasnier, the Canada Council recognizes an author whose body of work has been called "one of the most important in Quebec poetry and at the same time perhaps one of the least known".

Born in 1915 in the small community of St. Grégoire, southeast of Montreal, Rina Lasnier studied in England and at the University of Montreal. She has worked as a journalist and at various other occupations. She is a member of the Académie canadienne-française, a past recipient of the Prix Duvernay, and in 1962 was appointed to the Province of Quebec's arts council.

The poet and critic Jean-Guy Pilon called Rina Lasnier's most recent collection of poems, *La salle des rêves* (1971), a "very great and very beautiful book". Other collections include *Images et proses*

(1941), *Madones canadiennes* (1944), *Le chant de la montée* (1947), *Escapes* (1950), *Présence de l'absence* (1956), *Mémoire sans jour* (1960), *Les Gisants* (1963), *L'arbre blanc* (1966), and *La part du feu* (1970). Between 1939 and 1947 she wrote five plays based on the religious history of Canada. In 1969, a volume of Rina Lasnier appeared in *Poètes d'aujourd'hui*, published in Paris by Pierre Seghers.

NORMAN McLAREN

In Norman McLaren the Council gives second recognition to an artist whose films have won more than 500 awards and mentions in festivals round the world. Mr. McLaren received the Canada Council Medal in 1966.

Norman McLaren was born in Scotland in 1914. From 1937 to 1939 he worked with the pioneering film unit of the British Post Office, and in 1939 moved to New York, where he created a number of abstract colour films. Since 1941 he has been with the National Film Board of Canada, where he has developed the techniques of film animation that have made him world famous.

After two years of creating animated films to publicize various government programs, Mr. McLaren was assigned to establish an animation unit for the Board and has been influential in the development of many young film-makers. Among his earlier works was a series based on French-Canadian folk songs: *Alouette*, *C'est l'aviron*, and *Fiddle De Dee*. In *Neighbours* (1952) and *A Chairy Tale* (1957) he used live actors in stop motion, and in *Pen Point Percussion* (1950) he drew the sound track directly on film stock. His best known innovation, however, is camera-less animation, in which the images are drawn directly on film.

Among his more recent works, *Pas de deux* (1958) received recognition at 15 international festivals, and *Synchromy* (1971) has already won an award at Barcelona. A retrospective of his films was held in 1969 at the Guggenheim Museum in New York, and earlier this year he received an honorary degree from the University of Montreal and the Outstanding Achievement Award of the Public Service of Canada.

NUCLEAR TEST RADIOACTIVITY

The Minister of National Health and Welfare, Mr. John Munro, recently announced that increased radioactivity levels in the atmosphere had been observed in Canada. His Department's scientists attributed this increase, he stated, to the recent atmospheric nuclear test conducted by China on November 18 last.

The Radiation Protection Division of the Department of National Health and Welfare, which conducts regular monitoring of air samples in its fallout surveillance program, gave special attention to these samples following the Chinese test.

A small increase in radioactivity was observed in the samples from Vancouver and Calgary collected on November 24 and this persisted in the latter location the next day. Increases were observed in the Edmonton and Regina samples collected on November 25 and 26. The increases were small but definite, and were confirmed by the identification of certain short-lived radioactive components such as Iodine-131, Barium-Lanthanum-140 and Ruthenium-103, which are characteristic of fresh fission products. The highest level was observed in the sample taken on November 25 at Regina, where the radioactivity content rose to 0.6 picocuries/cubic meter from a normal amount of 0.1 picocurie/cubic meter. Levels decreased to normal values after November 26 in all stations. There has been no evidence of increased radioactivity in other locations in Canada.

While there is no way of establishing definitely that this temporary increase in radioactive levels originated from the Chinese test, the dates of the above observations, the trajectory traces of air movements and the finding of fallout in Hong Kong and Japan supports this conclusion.

Mr. Munro emphasized that the radioactivity, being at the minimum detectable level, was of no significance to health.

HIGH FOREST-FIRE LOSSES

Canada lost nearly four million acres of forest to fire in 1971, according to the Canadian Forestry Service.

The total number of fires to the end of October was only 28 fewer than that of the previous year, but the loss exceeded the 1970 total by 1.5 million acres. In the 1971 season, 8,979 fires swept 3,923,000 acres, compared to 9,007 fires affecting 2,399,000 acres in 1970. The ten-year annual average for the whole season was 7,542 fires over 2,444,000 acres.

The October tally was about the same for both years, 179 outbreaks burning 1,000 acres in 1971, while 174 fires hit the same number of acres in 1970. Both years the October count was well below the month's average for the past ten years of 211 fires over 16,000 acres.

TRIBUTE TO CANADIAN CAR PIONEER

(Continued from P. 2)

lages poured off the General Motors assembly lines.

McLaughlin added his characteristic "light" touch to the war effort when he stored his automobile for the duration and went to work each day in a horse and buggy.

Shortly after the war, McLaughlin had the only

severe illness of his life and asked to retire. He had often stated he would retire when he reached 70, but when that date came Canada was at war and he remained active head of the company. General Motors, however, was reluctant to lose him even after the war and persuaded him to stay on as chairman of the board of the Canadian subsidiaries and as a vice-president and director of the U.S. corporation.

PHILANTHROPIST

Philanthropic organizations placed McLaughlin's name near the top of their lists, for good reason. He gave several million dollars to educational and charitable causes and he held positions in the Canadian Red Cross, the Navy League of Canada, the National Boy Scouts Campaign Fund, the Ontario County War Finance Committee and the Oshawa Community Fund. During the war he paid for the production of a movie which illustrated the work of the Red Cross. His contribution to the Greater Oshawa Community Chest was always generous.

His benevolent activities were not however, confined to Oshawa. In 1951, he endowed a foundation with several million dollars to provide adequate financial assistance to graduates of Canadian medical schools. The grants enable the young doctors to study in foreign countries, and to take their wives and families along while so doing.

McLaughlin gave some millions to Queen's University toward the building of McLaughlin Engineering Building, the completion of Wallace Hall, and Adelaide House for women. In recognition of his assistance, Queen's conferred on him an honorary Doctor of Laws degree. He also held honorary degrees from the University of Toronto, York University and McMaster University. In recent years he had provided funds for the building of McLaughlin College at York University and for the McLaughlin Planetarium of the Royal Ontario Museum. In autumn 1968, McLaughlin donated \$500,000 to the building fund of the University of Montreal.

Colonel McLaughlin was made a Companion of the Order of Canada in the first honours list in 1967. On the occasion of his hundredth birthday on September 8, 1971, many organizations developed imaginative methods of honouring him. During his hundredth year, there was a wide diversity of tributes ranging from a specially-struck gold medal, presented by the Governor General on behalf of Canada's Boy Scouts, a specially-commissioned bronze sculpture from GM associates, a special parade by the Ontario Regiment of which he was honorary colonel for many years, outdoor church services, a souvenir print of a National Film Board production *The Oshawa Kid* about his life, displays at the Royal Ontario Museum and the McLaughlin Planetarium to parades, floral displays, ceremonies and festivals all in honour of Oshawa's First Citizen.