



CANADA

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## TRADE MISSIONS PROGRAMME

It was announced recently by Mr. M. Wallace McCutcheon, the Minister of Trade and Commerce, that 18 Canadian trade missions would be sent to 24 countries on four continents during 1963. In addition, the Minister said, six incoming trade missions from countries on five continents would be brought to Canada.

As in last year's Trade Missions Programme, which comprised 18 outgoing Canadian trade missions and one incoming, most emphasis will be on outgoing selling and market-development missions, the function of which will be to explore and report to industry on potential foreign markets for specific Canadian products or groups of products. The 14 missions in this category will sell, and study market potential, for Canadian goods, in the United States, North, Central and South America, the Caribbean, Britain and Western Europe, the Middle East and Asia.

The Canadian industries represented by these missions will be those producing lumber and wood products, chemicals, agricultural products, textiles, steel and steel products, household goods, commercial and institutional equipment, electrical fixtures and equipment, automotive parts and communications and electronics equipment.

### MAKEUP OF MISSIONS

All these missions will be compact units, averaging six members from specific industries. Like former outgoing trade missions, each mission will have a member representing labour and an officer of the Department of Trade and Commerce,

who will act as secretary of the mission. Each mission will prepare a report for general distribution to the Canadian industry or industries concerned, setting out its findings on the markets visited and making recommendations for the guidance of those firms wishing to enter and maintain themselves in those markets.

During 1962, nearly 175 Canadian businessmen toured six continents as members of the Department's outgoing trade missions. The success of individual mission members in achieving immediate and long-term sales for their firms was in many cases spectacular. Initial sales have been known to pass the half-million-dollar mark, and those amounting to \$100,000 have not been unusual. The total volume of continuing sales achieved by Canadian industry as a direct result of acting on the reports prepared by outgoing trade missions has also been outstanding.

An innovation introduced in the forthcoming Trade Missions Programme, will be outgoing Canadian industrial investigation missions, of which four are planned for 1963. Their purpose will be to investigate and report on outstanding techniques and methods employed by industry abroad, and to carry out such functions as establishing contacts abroad leading to international licensing arrangements for the manufacture of foreign products in Canadian plants.

### MISSIONS TO CANADA

The six incoming trade missions are designed to bring small groups of potential buyers to this

(Over)

country to inspect Canadian crops, livestock and industrial plant facilities. While incoming missions have not been widely employed in the past, they have been most effective as a method of export trade promotion.

In addition to the substantial business gained, the Trade Missions Programme provides that personal contact which is so essential to trade discussions between Canadian businessmen and potential customers abroad. It directs the attention of the Canadian business community to potential markets abroad and encourages other Canadian businessmen to travel abroad and meet tomorrow's customers.

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## COMMODITY IMPORTS

Commodity imports into Canada from all countries during the third quarter of 1962 were 9.7 per cent above those in the July-September period of the preceding year and were valued at \$1,549,600,000, according to final returns provided by the Dominion Bureau of Statistics. This total was only slightly below the estimate of \$1,561,200,000, published on November 21. Imports thus continued the advance begun in mid-1961, though the rate of increase for the third quarter of 1962 was not as rapid as that for the first half of that year. Part of the increased trade reflects the change in the foreign-exchange value of the Canadian dollar and part the added volume of goods entering the country. Price increases accounted for somewhat more than half of the 9.7 percent rise.

The increases in the third quarter were spread over arrivals from most main areas, except for Britain, imports from which were fractionally below those for the same three months of 1961. The largest advance was the 11.4 percent gain in imports from the United States, though there were noticeable rises in arrivals from the Commonwealth, and "preferential" countries other than Britain, of 9.8 per cent and of 9.1 per cent from other countries, including an 8.4 per cent increase in imports from Western Europe. Monthly import figures in 1962 were higher than for the corresponding month of the preceding year but, while the July 1962 total was 21.7 per cent above that for July 1961, August was 6.4 per cent and September only 1.3 per cent. September imports in 1962 were valued at \$469,022,000, compared to \$463,199,000 in September 1961.

### FIRST THREE QUARTERS

Imports for the first nine months of 1962 totalled \$4,696,800,000, an increase of 12.5 per cent over the January-September 1961 figure. Advances were evident from all main areas, except Britain. The principal rise was in imports from the United States, which supplied 69.3 per cent of all imports, compared to 67.3 per cent for the same period of 1961. Britain sent 9.2 per cent as against 10.9 per cent in the first nine months of 1961. The shares pro-

vided by other suppliers remained approximately the same as previously, 4.9 per cent originating in the rest of the Commonwealth and 16.6 per cent in other countries, made up partly by 6.9 per cent from Western Europe, 4.6 from South America and 2.2 from Asia.

All the principal import commodities showed gains when the individual values of arrivals during the first nine months of 1962 were compared with those for January-September 1961.

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## FEDERAL TRAINING AID

Mr. Michael Starr, Minister of Labour, recently announced a modification in the arrangements for the Federal Government's contribution of 75 per cent towards provincial expenditures on technical and vocational training construction projects under the Technical and Vocational Training Assistance Act. The 75 per cent federal contribution will apply, the Minister stated, to that part of the construction carried out before October 1, 1963, on approved projects for which contracts have been awarded before April 1, 1963. This is similar to a provision made last autumn covering the purchase and installation of equipment in technical and vocational schools.

Mr. Starr said he had held discussions with provincial ministers of education and a number of national organizations interested in the development of technical and vocational education in Canada.

To date, federal approval has been given for new construction on 468 technical and vocational high schools, institutes of technology and trade schools across Canada. These facilities will provide accommodation for 130,000 students. The estimated cost of these projects, additions, alterations and equipment will be in excess of \$457 million, of which the federal contribution totals \$292 million.

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## CHINESE ENVOY INSTALLED

On February 26, his Excellency Dr. Shuhsi Hsu presented to the Governor General his letter of credence as Ambassador of the Republic of China to Canada. The ceremony took place at Government House, where the Chief of Protocol of the Department of External Affairs, Mr. Henry F. Davis, presented the Ambassador to the Governor General.

Dr. Shuhsi Hsu was accompanied by Mr. Fan Tao-tsan, Counsellor, and Mrs. Jin Pih-jung, Second Secretary.

Dr. Shuhsi Hsu was a member of the International Law Commission from 1948 to 1961 and a member of China's Permanent Mission to the United Nations from 1945 to 1956. He was appointed Ambassador to Peru and Bolivia in 1956. He served as a delegate to the General Assembly of the United Nations in 1958, 1960 and 1962.

## A STUBBORN BELIEF EXPLODED

A survey carried out jointly by the Department of Labour and the National Research Council helps to explode the long-held belief that there is a "drain of scientific brainpower" away from Canada toward the United States. The findings, completed in June 1962, reveal a complex pattern of ebb and flow, in which Canada turns out to be the eventual beneficiary.

For example: of 307 doctorates with employment commitments, 72 (24 per cent) were leaving Canada to take up positions elsewhere; 45 (15 per cent) were going to the U.S. However, only 30 of the total group of 74 leaving the country were of Canadian citizenship. Against this loss, Canada was gaining 55 non-Canadians who were receiving doctoral degrees from Canadian universities and had decided to remain in Canada — a net gain of 25.

The survey of Canadians receiving doctoral degrees from American universities showed that, of the 85 entering employment, 57 (67 per cent) were returning to Canada.

### POSTGRADUATE FIGURES

Among those obtaining master's degrees, the situation was even more favourable for Canada.

Of the 622 respondents obtaining master's degrees from Canadian universities, 55 per cent (345) were entering employment; only 41 (12 per cent) had accepted positions outside Canada; 16 were going to the U.S. However, in the group of 41 leaving Canada for employment elsewhere, only 10 were of Canadian citizenship. Offsetting this, Canada was gaining 47 non-Canadians, who were receiving master's degrees from Canadian universities and accepting employment in Canada.

The survey of Canadians receiving master's degrees in the U.S. showed that of the 88 entering employment, 68 (76 per cent) were returning to Canada.

### A SIMILAR TREND

A series of studies currently being carried out by the Department of Citizenship and Immigration shows a similar trend in the immigration-emigration flux generally. For instance, between June 1, 1951, and June 1, 1961, a total of 282,335 Canadian-born and some 50,000 foreign-born long-term residents went to the U.S. However, after the 1961 Census, only 89,000 or roughly a quarter, of these persons were unaccounted for; this means that 75 per cent of these "emigrants" must have returned to Canada.

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## GIFTED ESKIMO SCULPTOR

A handsome black soapstone head by the Eskimo sculptor, Davidee of Frobisher Bay, was recently acquired by the National Gallery of Canada, where it will go on display from March 8 to 31. The carving, with its variety of textures — rough fur trim against flat seal-skin hood and smooth polished face, is one of several major works that establish Davidee as a gifted Canadian sculptor.

"Davidee is a frail man; in earlier, harsher days, he would not have survived on the land," said Mr. Walter Dinsdale, Minister of Northern Affairs. "His talent developed within the shelter of the Rehabilitation Centre at Frobisher Bay."

Davidee, now 37, was born with a crippled foot and spent several years of his adult life in hospital with tuberculosis. After his release, he supported his family by hunting in the Port Harrison area of Arctic Quebec; but his feet, the toes having been amputated because of frostbite, were unduly sensitive to cold. At Davidee's request, he and his family were moved to the Rehabilitation Centre operated by the Department of Northern Affairs.

"In a brief period of 12 months, he developed from a competent, interesting carver to a principal carver," says R.M. Hume of the National Gallery, who spent some time with the Frobisher Bay carvers to form an objective opinion of their work at the request of the Department of Northern Affairs. "Davidee is a true sculptor; he has a feeling for the stone with its possibilities and limitations."

## NEW NRC PRESIDENT

Dr. B.G. Ballard, Vice-President (Scientific) of the National Research Council since 1954, has been appointed President of the Council.

Born in 1902 at Fort Stewart, Ontario, Dr. Ballard graduated from Queen's University, Kingston. Following a Westinghouse graduate course in electrical engineering in 1924-25, he joined the staff of the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pennsylvania.

In 1930 he was appointed to NRC's Division of Physics, and throughout the following ten years built up the electrical-engineering section of that Division.

For his wartime efforts, which included the development of mine sweepers and other means of protecting ships against enemy magnetic mines, Dr. Ballard was made an Officer of the Order of the British Empire (OBE).

In 1946 he was named Assistant Director of the Division of Physics and Electrical Engineering, and two years later, when a full Division of Radio and Electrical Engineering was established, Dr. Ballard was appointed Director.

He was awarded the Ross Medal of the Engineering Institute of Canada in 1949 for his publication "Recent Canadian Radar", and in 1953, he received the Coronation Medal.

He is President of the Canadian Standards Association, an honorary member and a former President of the Engineering Institute of Canada and a fellow of the Institute of Radio Engineers and of the American Institute of Electrical Engineers, of which he was a former Vice-President.

### MOTOR VEHICLE SALES

Sales of new motor vehicles reached an all-time high in 1962 of 586,012 units, up 14.6 per cent from the 1961 total of 511,479 and higher by 12.0 per cent than 1960's previous peak of 523,188. The retail value of 1962 sales also reached a record high of \$1,784,460,000, up 15.0 per cent from the total of \$1,551,408,000 for a year earlier and greater by 13.3 per cent than the preceding high of \$1,574,827,000 set in 1960.

Sales of new passenger cars increased 15.3 per cent in 1962 to a record 504,168 units from 437,319 in 1961, and were up 12.6 per cent from 1960's preceding peak of 447,771. The year's retail value advanced 15.2 per cent to a new peak of \$1,486,337,000 from \$1,290,026,000 in the preceding year - the previous high.

The volume of new commercial-vehicle sales climbed 10.4 per cent in 1962 to 81,844 units from 74,160 in 1961, but was 25.6 per cent below 1951's all-time high of 109,962. The retail value of these sales increased 14.1 per cent in the year to \$298,123,000 from \$261,382,000 in 1960, but was 8.8 per cent under 1956's peak total of \$326,735,000.

### DECEMBER SALES

Sales of new motor vehicles climbed 25.5 per cent in December 1962, to 45,532 units from 36,290 in December 1961, comprising 23.3 per cent more passenger cars at 38,997 units *versus* 31,626 a year earlier and 40.1 per cent more commercial vehicles at 6,535 units *versus* 4,664. The month's retail value advanced 27.2 per cent to \$145,365,000 from \$114,250,000 in the like 1961 month, the passenger-car total climbing 25.6 per cent to \$121,593,000 from \$96,835,000 and the commercial-vehicle total 36.5 per cent to \$23,772,000 from \$17,415,000.

Sales of Canadian and United States makes increased 41.4 per cent in December to 42,989 units from 30,413 in the corresponding 1961 month, bringing the year's total to 507,016 units *versus* 404,271. Passenger-car sales accounted for 36,625 units in December *versus* 25,994 a year earlier and for 429,142 units in the full year *versus* 336,122.

December sales of overseas makes declined sharply (56.7 per cent) to 2,543 units from 5,877 in December 1961, placing sales in the full year at 78,996 units, a decrease of 26.3 per cent from 1961's total of 107,208 units. Sales of new passenger cars were down in the month of 2,372 units from 5,632 a year earlier and in the year to 75,026 units from 101,197 in the preceding year.

### FISHERIES APPOINTMENT

Prime Minister Diefenbaker recently announced the appointment of Dr. A.W.H. Needler of Nanaimo, British Columbia, as Deputy Minister of Fisheries, to succeed the late G.R. Clark, who died suddenly a few weeks ago.

Dr. Needler has been Director of the Biological Station of the Fisheries Research Board at Nanaimo since 1954. Before his transfer to the West Coast, he had been for 13 years the Director of the Board's Biological Station at St. Andrews, New Brunswick. Between 1948 and 1950 he acted in the dual capacity of Assistant Deputy Minister of the Department of Fisheries and Director of the St. Andrew's Station.

In January he was appointed chairman of the Advisory Committee on Marine Resources Research of the Food and Agriculture Organization, which held its first meeting at FAO headquarters in Rome from January 28 to February 2.

Dr. Needler has been associated with the Fisheries Research Board for 37 years. In 1929 and 1930, he was Scientific Assistant in Zoology at the East Coast station, and subsequently held various other positions there, becoming Chief Zoologist in 1939.

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### BRITISH TROOPS TO CANADA

Further details are now available concerning British Army soldiers who are to train in Canada during 1963 and early 1964.

The main unit will be a battalion group based on 1st Battalion, The Queen's Own Buffs, the Royal Kent Regiment. This battalion will fly to Canada early in June, to train at Camp Gagetown, New Brunswick.

The battalion is affiliated with three Canadian infantry regiments - in the Regular Army, with the Queen's Own Rifles of Canada, whose home station is Calgary, Alberta, and, in the Militia, with the 1st Battalion, Royal New Brunswick Regiment (Carleton and York), with headquarters at Saint John, N.B., and the 1st Battalion, Essex and Kent Scottish Regiment, Windsor, Ontario.

A corps field-engineering squadron will train at Camp Gagetown from May 1 to June 15.

In Western Canada, an armored reconnaissance squadron of the Life Guards will train at Camp Wainwright, Alberta, from the middle of June until the end of July. This training will be in conjunction with the summer concentration of 1st Canadian Infantry Brigade Group.

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