



Bulletin

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CANADA'S ROLE IN INTERNATIONAL TRADE

At a meeting on February 23 of the Export Advisory Council, Mr. Robert H. Winters, Minister of Trade and Commerce, reviewed recent developments in international trade and described Canada's consistent championship of the liberalization of world trade.

Commenting on the possibility of the application of border taxes and export subsidies by the United States, Mr. Winters reiterated the Government's intention of taking "offsetting action" if necessary, so that Canadian exporters would not be put to a disadvantage. "The really important thing," he said, "is that we do not let any temporary balance-of-payments measures by the U.S. obscure or prejudice the gains made under the Kennedy Round."

Mr. Winters also spoke of Canada's trade position, promotion programmes and financing. Part of his address follows:

...Turning to the domestic scene, I am happy to note before this Council the achievement by a good margin of our centennial year export target of \$11.25 billion. Canadian exports for 1967 were \$11.4 billion - more than \$1 billion above the \$10.3-billion level achieved in 1966.

The 11 percent increase was in line with the export growth trend of the previous five years and was particularly creditable in light of an early year slowdown in the U.S. economy and the slower tempo of activity in Europe.

Canadian imports also rose in 1967 - by some eight per cent - but the even sharper rise in exports resulted in an increase in our trade surplus from a quarter of a billion to more than half a billion dollars.

This year's export target of \$12.3 billion calls for a further \$900-million increase over 1967. While a little less than the actual increase achieved last

CONTENTS

Canada's Role in International Trade	1
AECL Equipment to West Germany	3
Arctic Explorer Honoured	3
External Relations Book	3
Dutch Building Experts Visit	3
Canada-U.S. Road Safety Talks	4
Wheat to Tunisia	4
Summer Games 1969	4
Pollution Imperils Wildlife	4
Lighting the Way	4
Mission to Morocco	5
Music at Stratford	5
Electronics Show in New York	5
Canadian Urban Development	5
New Zealanders Remember Canada	6
January Work Stoppages	6

year, this nevertheless presents a tough challenge to Canadian exporters. A major positive factor in the outlook is increased business tempo, compared to a year ago in both the United States and Germany.

On the other hand, the Japanese economy, though still moving ahead, is losing some of its momentum. We cannot reasonably expect to duplicate last year's huge 40 percent increase in our exports to that market.

Devaluation has meant stiffer competition in Britain, here and elsewhere for Canadian products that compete with goods made in Britain or in other countries which devalued. However, the bulk of our products sold in Britain have not been adversely affected by devaluation. Thus, total exports to Britain may hold close to the levels which have prevailed since 1964.

Cross-border trade in automotive products continues to expand but the growth in exports this year will likely be much less than the three-quarters of a billion-dollar increase of 1967.

Wheat sales weakened markedly in the latter part of 1967 and sales will be no higher, and in fact may be lower, this year. I anticipate sales between

350 and 400 million bushels, but it will take hard selling and some favourable circumstances to enable the Wheat Board to achieve the 400-million bushel figure. Recently, however, there are signs for a healthier market and we are pushing against all doors.

On the positive side, exports of forest, metal and mineral products as a whole, should show good increases this year.

However, it is clear that if we are to meet the \$12.3-billion target we are going to have to continue to make major gains in exports of manufactured goods. And this is going to require a quick and vigorous response to Kennedy Round opportunities as well as strong efforts to contain the still persisting upward pressures on costs and prices.

TRADE PROMOTION PROGRAMMES

...Since we are approaching the start of a new fiscal year with a recently-revised departmental organization and with fresh infusions of funds to carry out our trade promotion programmes, I should like to highlight for you briefly something of the major thrust of our promotion plan for 1968.

One area in which we are making particular efforts to improve and streamline our operation is in our facilities to provide financing and our activities related to external aid. The existing Financing Aid Division has been transferred to the trade promotion wing of the Department and has been expanded to the status of a branch reporting directly to the Assistant Deputy Minister (Trade Promotion).

As you know, a detailed review is now being carried out with the assistance of Mr. J. Douglas Gibson, of the availability, cost, terms and conditions of financing from official and private sources in support of export. We anticipate the need to make certain amendments to the Export Credits Insurance Act and to introduce other measures to ensure that Canadian exporters are supported by adequate and competitive financing facilities. We have very much in mind the broad range of trade-promotional measures, including new financial supports, presently being contemplated in the United States.

Our officials were authorized recently to take initiative in bringing foreign-investment opportunities to the attention of Canadian firms, where this appears to be in the national interest and to provide assistance as necessary. We are in addition exploring a number of new techniques to encourage Canadian private investment in developing countries, including a facility to insure such business against certain non-commercial risks not encountered in domestic investment.

WORK WITH TRADE ASSOCIATIONS

During 1968, our promotional efforts will be concentrated more than ever before on a close integration of departmental interests with export committees of trade associations. This, of course, will not be at the expense of our continuing service to individual firms.

As you know, our efforts to encourage industries to set up export committees - a recommendation of

this Council - have met with considerable success. As of the first of this month, 27 new export committees are being formed following on the letter I wrote to all major trade associations. This is in addition to the 30 associations already organized for export.

Our work with associations will concentrate on: providing a focal point for transmitting information to the largest number of firms in specific manufacturing sectors; making more firms aware of new export opportunities, particularly in the U.S. market; encouraging trade associations to formulate their own expertise and assistance.

What with our efforts to develop closer ties with industry associations, and our follow-up work providing information on the Kennedy Round, we are going to have more officers "on the road" working with industry this year than ever before in our history.

PROMOTIONAL SUPPORT

Last year, one of our most successful promotional ventures was "Operation Export 1967". You may be interested to know that to date over \$22 million of new export business has been directly attributed to Operation Export, of which \$17.5 million was by exporters new to the market when the business was written. Our posts are still investigating the market for over 5,000 individual enquiries.

This year, we will continue in other ways to develop more awareness and use of our services to exporters:

(1) The toll-free Zenith telephone arrangement which drew thousands of calls to our regional offices in 1967 has been updated to Zenith 0-1968 and will be carried on through this year.

(2) An advertising campaign stressing the partnership of business and government in export promotion will run in major national and regional business publications.

(3) A new film depicting the role and services of the Department will be available in about a month's time for showing to business groups.

(4) A new procedure, for reporting in the Department's magazine *Foreign Trade* based on an examination of the priorities of Canadian trade opportunities and the need for foreign market information has been developed. This will make the publication more effective in communicating business opportunities to Canadian exporters.

TRADE FAIRS AND MISSIONS

A new programme of trade-fair participation has recently been approved. Participation in 78 fairs is planned during the 18-month period from January 1968 to June 1969.

A new programme of 35 trade missions will go into effect April 1. This year's programme will strike a good balance between outgoing missions of Canadian businessmen (20) and incoming missions of foreign buyers (15). During centennial year, of course, our emphasis was primarily on the incoming type of mission....

AECL EQUIPMENT TO WEST GERMANY

The largest facility in Europe using radiation from cobalt 60 to sterilize medical products has been designed and built by Commercial Products of Atomic Energy of Canada Limited and installed near Stuttgart for a West German firm.

The purchaser is Firma Willy Rusch, which manufactures rubber, latex and plastic instruments for anaesthesia, urology, surgery and internal medicine. Cobalt 60, which emits gamma energy, will ultimately sterilize the whole of the firm's instrument production. In addition, the West German company will take on custom sterilization contracts for other manufacturers. The facility has completed operation trials.

The sterilization equipment was built in Canada and shipped by air to West Germany.

Initial loading of cobalt 60 from Commercial Products is 90,000 curies; however, the facility has a capacity of 1.5 million curies. At present the plant can sterilize 1.2 tons of instruments a day.

The Commercial Products group of AECL is one of the major producers of cobalt 60, which has a variety of uses in medicine, agriculture and industry. It also designs, manufactures and sells a wide range of equipment and materials for radiation.

The Willy Rusch Company expects to sterilize the whole of its instrument production from the Stuttgart factory in about a year.

ARCTIC EXPLORER HONOURED

An agreement to honour the work of Vilhjalmur Stefansson, the Canadian explorer, writer and polar-region consultant, has been signed between the Federal Government and the Province of Manitoba. Mr. Arthur Laing, Minister of Indian Affairs and Northern Development, in making the announcement recently, said that an appropriate memorial would be erected in Arnes, Manitoba, where Stefansson was born. Both the Federal Government and the government of Alberta will place suitably inscribed plaques at the site.

The main work of Stefansson, who was born in 1879, was in the development and application of ideas in travel, living and survival in polar regions. His first scientific expedition was in 1904 when, as a graduate student at Harvard, he made a brief trip to Iceland.

ARCTIC EXPEDITION

The most important work Stefansson undertook for Canada was as commander of the Canadian Arctic Expedition from 1913 to 1918, the purpose of which was both to explore and to gather scientific knowledge. As a result of the expedition, several new geographical features were put on the map and the task of filling the blank spots of the Arctic Archipelago was completed. It also proved that extended travel across moving icefields was possible by sled and that persons travelling in the North could survive on native food and supplies.

AUTHOR AND LECTURER

In the 1920s Stefansson began writing and lecturing about the North. His best known works in this sphere were *The Friendly Arctic* and *The Northward Course of Empire*, in which he set out his philosophy on the subject of the North. Stefansson was thanked for his work by the Canadian Government by an Order-in-Council issued in 1921. In 1952, the Canadian Board of Geographical Names honoured him by naming a large island north of Victoria Island after him.

Stefansson received seven honorary doctorate degrees from several foreign universities and he was also designated an eminent Canadian by the Historic Sites and Monuments Board of Canada.

Stefansson died in Hanover, New Hampshire, United States, in 1962.

EXTERNAL RELATIONS BOOK

Mr. Paul Martin, Secretary of State for External Affairs, recently announced the publication of a book entitled *Documents on Canadian External Relations, 1909-1918*, the first of a series that will make available to the public state papers and documents dealing with the foreign policies and international relations of Canada.

The 900-page volume contains over 1,200 official papers (letters, despatches, telegrams, memoranda and Orders-in-Council), arranged in seven chapters, "Conduct of External Relations", "The 1914-1918 War", "Imperial Relations", "Boundary Questions", "Fisheries", "Asian Immigration", and "Relations with Individual Countries". The documents appear in chronological order for each of the subjects.

This volume opens with a memorandum proposing the establishment of the Department of External Affairs, and includes all important documents to the end of the First World War in 1918.

DUTCH BUILDING EXPERTS VISIT

Three Dutch building authorities, concerned with Netherlands winter layoffs in the construction industry, spent a week in Canada recently to study winter-building techniques. The visitors were members of the Netherlands Foundation for Layoff Prevention in the Building Industry.

The Department of Trade and Commerce, which sponsored this trade mission, believes that Canadian methods could help Holland reduce the number of winter layoffs in its construction industry. Acceptance of Canadian methods could result in further timber and plywood exports to the Netherlands.

The three-man delegation pursued their investigation in Montreal and Ottawa, where they examined winter construction of garden homes, single-family dwellings, apartments and commercial buildings.

Financing arrangements, winter-incentive building programmes and the technical aspects of construction in severe climatic conditions were discussed in the capital during meetings with officials of the Central Mortgage and Housing Corporation, the Department of Labour and the National Research Council.

CANADA-U.S. ROAD SAFETY TALKS

Transport Minister Paul Hellyer and senior departmental officials met on February 23 with Dr. William Haddon, Jr., Director of the United States National Highway Safety Bureau, U.S. Department of Transportation, and members of his staff. Co-operation between the U.S. and Canada in the fight against traffic accidents was discussed. Future consultations are likely between the Department of Transport and the United States Department of Transportation.

Discussions covered a wide range of problem areas common to both countries, including U.S. vehicle-safety programmes undertaken and the programme being developed by the Canadian Department of Transport since its assignment to co-ordinate the federal role in automotive and highway safety last autumn.

WHEAT TO TUNISIA

Mr. Paul Martin, the Secretary of State for External Affairs, announced recently that food-aid in the form of wheat to Tunisia would be shipped from an eastern Canadian port. Under the External Aid programme, Canada is sending \$1-million worth of amber durum wheat to Tunisia to fill requirements caused by last year's severe drought in North Africa.

SUMMER GAMES 1969

The Federal Government will bear the net operating expenses of the first Canadian Summer Games in Halifax-Dartmouth in August 1969 and will share with the Province of Nova Scotia and the cities of Halifax and Dartmouth net capital costs for facilities.

A Federal Government grant through the Fitness and Amateur Sport Programme will defray operating expenses estimated at \$838,000. In addition, the Federal Government will provide up to \$300,000 as a third of the net capital expenditure for facilities. The province and the two municipalities combined will each match the federal contribution to provide a total facilities budget of \$900,000.

Health and Welfare Minister Allan J. MacEachen explained recently that the Fitness and Amateur Sport grants would be paid over three fiscal years beginning with the current year. About a quarter of the federal money will be allocated in each of the first two years and the last half in the final fiscal year of 1969-70.

"These Games will not only focus nation-wide attention on amateur sport but will also serve to stimulate sport throughout the country and particularly in the Atlantic region, the Minister said."

"The Halifax-Dartmouth area will benefit by the Games through construction and improvement of first class up-to-date facilities including stadia, tennis courts and a new Olympic-size swimming pool," he stated.

The Minister cited as an example the benefit to the Winnipeg area in terms of tangible dividends from

the Pan-American Games. Similarly, he pointed out, the Quebec City area was enhanced with facilities through the staging of the first Canadian Winter Games in 1967.

The Canadian Summer Games in the Halifax-Dartmouth area are to follow the pattern set by the Winter Games. More than 2,400 athletes from the ten provinces and two territories will compete in the competitions. The events include: baseball, canoeing, cycling, field hockey (women), swimming and diving, track and field, water polo, water skiing.

The games are scheduled to take place from August 18 to 30, 1969.

POLLUTION IMPERILS WILDLIFE

Many of the discarded wastes of our affluent society — which has been called the effluent society by some — are affecting wildlife as well as humans, according to Dr. David A. Munro, Director of the Canadian Wildlife Service.

Dr. Munro, speaking to the annual meeting of the Ontario Federation of Anglers and Hunters in Toronto recently, said the situation was so serious that the possibility of natural reproduction of fish in some North American waters had been reduced or eliminated because of the presence of chemicals that are used to control objectionable insects. While treatment of domestic and industrial wastes could make water reusable, many pesticides persisted and appeared in greater concentrations, the speaker went on. In one study of herring gulls, pesticides present in the mud of Lake Michigan were concentrated 15,000 times in herring gulls that had eaten fish which had fed on lake-bottom organisms.

"It has definitely been established," he declared, "that some pesticides are inhibiting reproduction of some species of fish and birds."

Hunters themselves are polluting our waters, Dr. Munro said. Ducks mistake expended lead-shot for grit or food and the loss of ducks because of lead poisoning in North America "may be as great as the harvest by all of Ontario's waterfowl hunters — 750,000 ducks a year".

The Canadian Wildlife Service is now developing proposals to both purchase and lease wetlands, natural ponds and marshes in Ontario for sustained waterfowl production.

LIGHTING THE WAY

The February issue of the *Ontario Hydro News* reports that new runway lighting and an improved instrument-landing system will ultimately enable aircraft flying into Toronto International Airport to land in greatly-reduced visibility. The lighting — first of its kind in Canada — is already in use along one of the main runways.

Present regulations state that visibility must be at least 200 feet vertically and half a mile horizontally before an aircraft can land. Bad weather may mean cancelled flights or diversions to other

airports. The new system will eventually enable aircraft to fly under automatic control within 100 feet of the ground and with the minimum quarter-of-a-mile forward visibility. If the pilot can see the runway at this point, he takes over the controls and lands his plane by hand. If he cannot, he punches a button on the "black box", the throttles automatically advance and the aircraft climbs away.

MISSION TO MOROCCO

A technical-assistance mission left Canada for Morocco recently to investigate the possibility of Canadian aid for a rural development project in a mountainous region of the Western Rif.

Mr. Paul Martin, the Secretary of State for External Affairs, said that the mission resulted from an arrangement between the External Aid Office of the Government of Canada and the Department of Intergovernmental Affairs of Quebec.

The area under study by the Canadians has a population of about 1,300,000, with an annual *per capita* income of \$155. The land, which is inadequately farmed, is seriously threatened by erosion and has little irrigation. The agricultural experts from Quebec will study the feasibility of employing Canadian resources in the rehabilitation of the area's forests and soil.

MUSIC AT STRATFORD

Among the highlights of the 1968 Stratford Festival music season will be Rossini's opera *La Cenerentola* (Cinderella) sung in English, Duke Ellington's *Concert of Sacred Music*, the New York Pro Musica's new programme of Spanish music of court and theatre, featuring leading actors from the Stratford Festival Company, and recitals by Ravi Shankar and Van Cliburn.

Jean Gascon, executive artistic director, has announced that Patricia Kern of Sadler's Wells Opera Company will star in the leading role of Angelina in the Rossini work, which opens on July 6 at the Avon Theatre. The production will be staged by Douglas Campbell and designed by Leslie Hurrey. The music is under the direction of Lawrence Smith.

The Ellington composition will open the concert season on July 7. The following Sunday, July 14, the English Chamber Orchestra, with the Israeli pianist-conductor Daniel Barenboim, and Jacqueline du Pré, cellist, will present a programme including the Schoenberg *Verklärte Nacht*, Haydn's *Cello Concerto in D* and *Symphony No. 40 in G Minor* by Mozart.

On July 21, David Nadien, concertmaster of the New York Philharmonic, will be the guest violinist in Vivaldi's *The Four Seasons*, with the Stratford Festival Orchestra.

Gunther Schuller, composer-conductor, leads the Stratford Festival Orchestra on July 28 with the English pianist, John Ogdon, in a programme including one of Mr. Schuller's own works, the *Capriccio*, for

tuba and orchestra. Metropolitan Opera soprano, Judith Raskin, and George Schick, Metropolitan Opera conductor, will appear in a programme of arias and orchestral works of Rossini and Mozart with the Stratford Festival Orchestra, on August 4. Ruggiero Ricci, violinist, will be the guest artist in a Beethoven programme on August 11, and Walter Susskind, will direct the Stratford Festival Orchestra.

Ravi Shankar, India's sitar-player and composer, will be featured on August 18 assisted by Alla Rakha (tabla) and Kamala Chakravarty (tamboura).

On August 25, the New York Pro Musica, directed by John White, will present a special programme of Spanish theatre and court music.

A special Friday afternoon concert on July 26, has been added this year to present one of the world's best-known pianists, Van Cliburn.

The Lenox Quartet has been engaged to open the Saturday morning series on July 13. Their programme will include the Alan Berg *Lyric Suite* and Haydn's string quartet in B flat, opus 76, No. 4, *Sunrise*.

From July 20, and for the following four weeks, chamber music will be presented by the musicians of the Stratford Festival Orchestra.

ELECTRONICS SHOW IN NEW YORK

Fifteen Canadian electronics companies will be displaying products and services at the Institute of Electrical and Electronics Engineers Conference and Exhibition in New York from March 18 to 21. The Canadian exhibit has taken the entire first floor mezzanine of the New York Coliseum.

Sponsored by the Department of Trade and Commerce to stimulate interest in export sales, the trade show promotion programme is a co-operative venture with private industry on a cost-sharing basis. Industry supplies the products to be exhibited, while government specialists design the display, prepare the publicity programme and co-ordinate all activities.

The Canadian exhibitors represent a comprehensive cross-section of the industry — components, equipment and services — and include eight of the 14 participants in last year's exhibit.

CANADIAN URBAN DEVELOPMENT

Canada is a world leader in urbanization, claims Dr. Leroy O. Stone, in a publication entitled *Urban Development in Canada*. The book is one of a series of monographs based on census information just published by the Dominion Bureau of Statistics.

The rate of urbanization of the population varies by provinces and regions, the Prairies leading the way with a 28 percent increase between 1951-1961. Ten years before Confederation in 1867, only 13 percent of Canada's population lived in urban centres. By 1961, at least 70 percent of the greatly-increased Canadian population was urbanized. Suburban population increased by 118 percent between 1951 and

1961, at a rate at least five times that of incorporated centres (the Prairies excepted).

The increase of major urban areas (with populations of 5,000 and over) in Canada, is significant. In 1871 there were about 20; by 1901 about 60; and 137 in 1951. In the decade ending in 1961 an increase of 53 brought the total to 190. Of that total, in 1961, 46 per cent had a population of less than 10,000. However, 10 per cent had more than 100,000 people, and that 10 per cent contains almost half of Canada's population.

NEW ZEALANDERS REMEMBER CANADA

Canadian hospitality more than 25 years ago to young New Zealand aviators was reciprocated recently when members of an association of wartime flyers in New Zealand organized an informal reception for the crew of a Royal Canadian Air Force *Yukon*.

In 1939, during the early days of the Second World War, Canada signed an agreement with Britain, Australia and New Zealand to set up the British Commonwealth Air-Training Plan. Among the men who were trained in Canada were about 7,000 Royal New Zealand Air Force air crew, most of whom were stationed at Winnipeg, Camp Borden (Ontario), Ottawa and Montreal. Although most of the trainees were in Canada from six to eight weeks before leaving for Britain, North Africa or the Far East, the pilots among them, who had already received elementary flying training at home, had a briefer sojourn. When the war ended, the New Zealanders were sent home without returning to Canada.

On learning that an RCAF aircraft would be making a brief stop in New Zealand during a Pacific tour, members of the Christchurch Brevet Club picked up the crew in private cars and drove them to their clubhouse, where, on short notice, more than 300

people had gathered to entertain the "Canucks". At the end of the evening the visitors were invited to the homes of various members for a last toast to the "old days".

The following day, about 40 members of the club, and their wives, toured the *Yukon* and, with many other associates who had come to Harewood Airport, waved goodbye as the big plane took off.

JANUARY WORK STOPPAGES

The Department of Labour reported 56 work stoppages in January, involving 19,758 workers and a time-loss of 207,390 man-days.

Of the total number of stoppages, two were in industries under federal jurisdiction, and the remainder in industries under provincial jurisdiction - 26 in Ontario, 12 in Quebec, six in British Columbia, three in Newfoundland, two each in New Brunswick and Alberta, and one each in Nova Scotia, Manitoba and Saskatchewan.

In the previous month there were 55 work stoppages, involving 9,436 workers and a time-loss of 151,230 man-days.

Based on the number of non-agricultural wage and salary workers in Canada, the number of man-days lost in January represented 0.16 per cent of the estimated working time, compared to 0.13 per cent in December. The corresponding figure for January last year was 0.19 per cent.

Twenty-three of the January work stoppages involved 100 or more workers. Of these stoppages, nine were terminated by the end of that month.

A breakdown by industry of the work stoppages in January shows 33 in manufacturing, eight in trade, seven in construction, four in transportation and utilities, two in service, and one each in forestry and public administration.

Canada is a world leader in utilization, claims Dr. J. Roy O. Stone in a publication entitled *Development in Canada*. The book is one of a series of monographs based on census information published by the Dominion Bureau of Statistics. The rate of utilization of the population varies by province and region, the Prairie leading the way with a 76 per cent increase between 1951 and 1961. For years before Confederation in 1867, only 13 per cent of Canada's population lived in urban centres. By 1961 at least 70 per cent of the country's population was urbanized. Canadian population was estimated 200,000 in 1867, increased by 115 per cent between 1951 and 1961.