



Bulletin

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CANADA AND THE WORLD ENVIRONMENT

To "construct three out of ten of the world's base-line stations for determining the quality of the atmosphere; improve the quality of our rivers discharging into the sea; sponsor a world-wide conference on the conservation of the living resources of the sea in Vancouver in February of next year; oppose ocean-dumping of pollutants; propose that big tankers be confined to routes that avoid ecologically-sensitive areas, not only along our own coasts but the world over; and step up our research in the field of marine science", were some of the commitments Canada would make to the United Nations Conference on the Human Environment in Stockholm from June 5 to 16, according to the Minister of the Environment, Mr. Jack Davis, addressing the House of Commons on June 2.

Mr. Davis's introductory statement to the plenary session of the Stockholm Conference follows:

* * * * *

The main message which I wish to convey to this great assembly today, Mr. President, is simple. It is this. Nature is all-important. Nature's laws, themselves, are universal. They are far-reaching. They deal with life. They concern us all.

Man breaks nature's laws at his peril. He breaks them and succeeding generations are the poorer for his lack of foresight, his lack of sensitivity, his lack of statesmanship on the ecological front.

Man-made laws, up until now at least, are different. They differ from place to place. They differ from one country to the next. They differ often markedly, from one continent, or from one part of the world, to another.

But nature's laws are more exacting. Like the fundamental truths of biological science, they cannot be ignored. Mankind may bend them to suit his convenience. But he will find, in the end, that he is all the poorer for having upset nature in a vain effort to win some short-run economic gain.

What bothers me most is the thought that man, as his numbers and affluence increase, seems bent on creating a dull and uninteresting environment for himself. Mass production, mass consumption, mass disposal, massive refuse heaps - all these are characteristic of an age which has lost sight of the balance of nature, of the revitalizing force which still exists in our great outdoors and which, itself, is threatened by our increasingly pedestrian way of life.

Biology, as a science, is still in its infancy. We know even less about biological phenomena than we do about economics. All the more reason for going slow. All the more reason to try to unravel the mysteries of nature, to monitor changes in our global environment, to play it safe in the harvesting of our living resources. All the more reason to prepare environmental-impact statements before, and not after, we launch new projects on a major scale.

I am not one of those, Mr. President, who believes that economic growth and environmental quality are necessarily in conflict with one another. Quite the opposite. I believe that sound economic planning involves environmental statesmanship of the highest

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order. A good engineer understands the forces of nature; a good economist, because he takes the long view, must also be concerned with nature's biological scheme of things.

New jobs are needed. Challenging new jobs are needed everywhere. But it is often the character of these jobs, rather than their number, which is at issue. They, like the industries to which they are attached, must go with the grain of nature, not against it. We must add to the variety of life. They must help to make the process of living more interesting for everyone everywhere.

CARE ABOUT HARMFUL SUBSTANCES

Of course we must be careful. We must not make unnatural substances and scatter them around. Produced for one purpose, they may have unfortunate side-effects which come back to haunt us in the long run. Hence the emphasis on biodegradation - on the need to replace insidious substances like DDT with other chemicals which are not harmful to living things.

These observations flow from our own experience in Canada. Artificial substances like the polychlorinated bi-phenols (PCBs) have had a devastating effect on our salmon runs and our bird life. We have stopped using them for this reason. We have replaced them with other substances which are more effective from an over-all, resource-management point of view.

We have learned, to our sorrow, that insect sprays which help to preserve certain forests can also destroy a local fishery. We have learned that new processes using mercury, while they tended to cut the costs of other chemicals, constituted a hazard to man himself. Nor were these effects localized in their extent. Frequently they spread to other segments of our Canadian community, from province to province, and into the international sphere as well.

We moved quickly to contain these substances, to stop their production - either that or recycle them, keep them entirely within the factory fence.

There is an interesting corollary here. In protecting our local environment, we are often protecting the environment of our neighbour. By practising environmental statesmanship, we are also helping to enhance the quality of life in lands that we will never see. Good neighbourliness, like cleanliness, begins at home. Multiplied by similar actions on the part of others, it can be an environmental boon to all mankind.

GLOBAL OBJECTS

The draft Declaration on the Human Environment, which we will be shortly considering, Mr. President, contains certain basic principles which Canada endorses as a desirable code for international behaviour. There is, for example, the principle that each nation accept responsibility for the effects of its environmental actions on others. Too often in the

past the interests of our global community have been sacrificed by the short-sightedness, I might even say the callousness, of the few.

"Thou shalt not pollute the environment of thy neighbour, the ocean or the atmosphere" - this dictum seems self-evident to me. I trust that it will become a part of our global environmental ethic in the future.

I am a firm believer, also, in environmental objectives and standards, levels of performance, which are based essentially on biological criteria, but criteria which also make economic sense as well.

These global objectives, these global standards, involve a simple test. This test pertains to life itself. Living things must not only continue to survive, they must flourish. If anything, they should increase in their number and variety as the years go by.

Remember, also, that life in its most sophisticated forms is our own first line of defence. Endanger a single species at the top of the food-chain and you are endangering the lives of men, women and children everywhere. Wipe out an animal species like the whale, or a bird like the bald-headed eagle, and mankind may shortly be in trouble too.

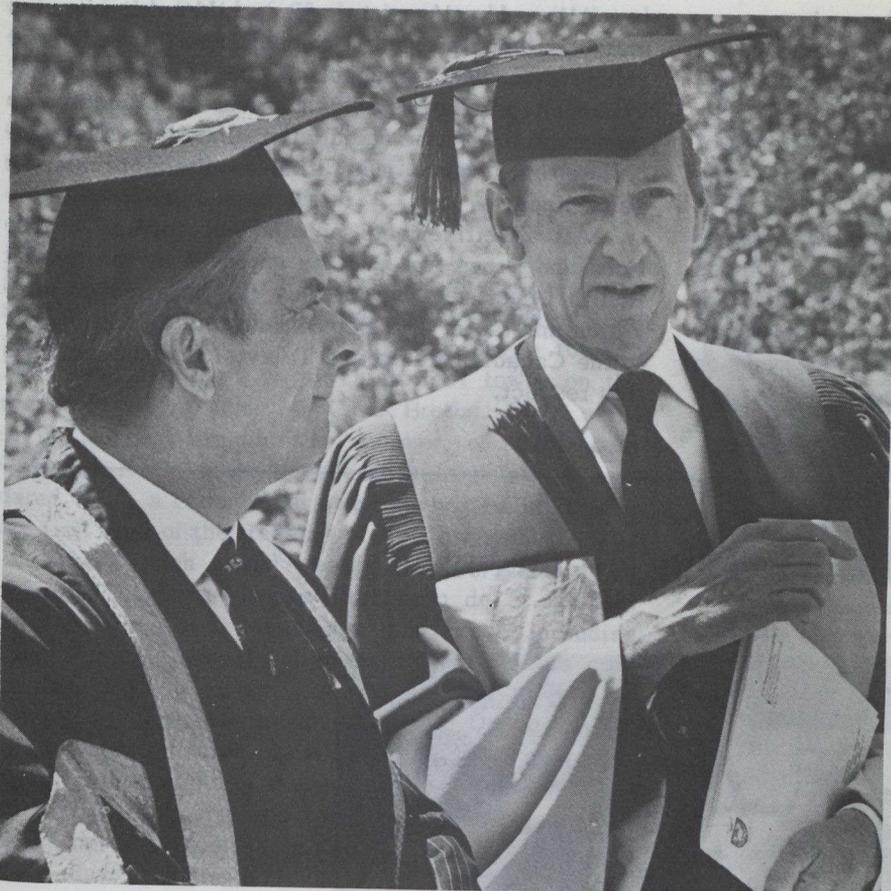
These elementary standards, these biological tests, these natural criteria should not be confined to any one country. Properly drawn, they are valid everywhere. They rest on a universal truth and they should, therefore, be global in their application.

Nature's laws are difficult to define. This is why we need more research - especially research on the biological front. But a lack of information should not be allowed to obscure an important point - the case for world-wide standards I believe, is incontestable. It is incontestable, not only because the cost of being clean may not be a cost at all but because the destruction of all kinds of living things is bound to be destructive from the point of view of society as a whole.

POLLUTION IS INEXCUSABLE

Pollution havens are not for us. They are inexcusable in a comparatively affluent country like Canada. They are inexcusable, also, in the less-developed parts of the world. They are inexcusable because they are short-sighted, because they ignore the destruction, close in, of other resources. They are inexcusable because they also tend to make the lives of the local population a dull, drab and even painful thing.

Mr. President, a great deal is expected of this Conference - a great deal in the allied fields of research monitoring and resource management. It can also help us to establish the kinds of global standard that I have been talking about. A number of international institutions will have to be set up for this purpose and, above all, to ensure that our man-made rules approximate ever more closely nature's marvellous way of doing things.



**UN SECRETARY-GENERAL
HONOURED AT CARLETON**

The United Nations Secretary-General, Kurt Waldheim (right), chats with the retiring President of Carleton University, David Dunton, in Ottawa recently after Mr. Waldheim had received an honorary doctor of laws degree. Mr. Waldheim, who visited Canada on May 24 and 25, had talks with the Prime Minister and the Secretary of State for External Affairs and held a news conference.. He was guest speaker at the annual dinner of the United Nations Association of Canada in Montreal, where he also called on Mayor Jean Drapeau and visited the headquarters of the International Civil Aviation Organization.

After the convocation ceremonies at Carleton University, which he attended on his return to Ottawa, Mr. Waldheim addressed the graduating students. He is the third UN Secretary-General to receive an honorary degree at Carleton, the late Dag Hammarskjold and former Secretary-General U Thant being the others.

RULES FOR ADVERTISING VITAMINS

Guide-lines governing the radio and television advertising of children's vitamin products were announced recently by the Minister of National Health and Welfare, Mr. John Munro.

The guides, which become effective on June 1, are designed to reduce pressures on parents to purchase children's vitamin products resulting from certain methods of advertising and lessen possibilities of establishing drug-taking habits.

PILL-POPPING CURB

"One of our concerns in developing these guide-lines is to reduce as much as we can the influence these advertisements have in establishing or promoting drug-taking habits," Mr. Munro said. "This is often referred to as 'the pill-popping syndrome'. While I see no health hazards associated with the products as such, I am concerned regarding the potential for children acquiring habits which could lead to more serious consequences as they grow older."

"In addition to our concern for the safety and health of Canadian youngsters," the Minister went on, "we are very much aware of the fact that certain radio and television advertisements of children's

vitamin products put more stress on premiums that are offered, rather than health reasons for taking vitamin pills or the possible benefits to be obtained by taking them. This emphasis on premiums may result in undue pressure being brought to bear on parents by their children to buy a certain product which is not really necessary, or a vitamin product more expensive than required."

The guides also place limitations on the use of personalities or characters in promoting children's vitamins.

The five guide-lines, developed by officials of the Health Protection Branch following consultation with representatives of pharmaceutical manufacturers of children's vitamins, are:

(1) Advertisements must not exaggerate the expected benefits from taking the vitamin product, nor portray taking of these products as a "fun" or "grown-up" thing to do.

(2) Advertisements must not imply that all persons need to take vitamin pills.

(3) Advertisements must not depict self-medication by children.

(4) Advertisements must not create undue pressures on children to urge their parents to buy

vitamin products for reason of special premiums.

(5) Advertisements should not utilize nationally-known persons or characters in the direct presentation of children's vitamin products.

Mr. Munro stated that neither he nor officials of the Health Protection Branch were questioning the safety of the products or the channels taken to market these items. He emphasized that the Department's responsibility in relation to the marketing of these products, particularly radio and television advertising, was to keep matters in their proper perspective so there was no improper impact made on impressionable youngsters.

All advertisements for children's vitamins currently being presented on radio and television are being reviewed in respect to the new guide-lines. Those advertisements which prove to be acceptable may continue to be used after that date. New advertisements must meet the requirements of the guide-lines.

All advertisements of products covered by the Food and Drugs Act must be approved by the federal Health Department before they can be aired on television and radio. The Department acts as the adviser to the Canadian Radio and Television Commission in this respect.

THE TREASURE OF CHAMEAU



Treasure hunters Harvey MacLeod (from left) David MacEachern and Alex Storm, revealed gold from Le Chameau soon after discovery.

In a modest house near the grey commanding walls of eighteenth century Fortress Louisbourg lives Alex Storm, a 34-year-old adventurer whose undersea exploits have made him Canada's most successful treasure-hunter.

Storm's great discovery was the treasure lost for 240 years in the remains of the French pay ship *Le Chameau*, wrecked in a gale near Louisbourg in 1725. Last December, in the fashionable Parke-Bernet Galleries of New York, Storm and his partners, David MacEachern and Harvey MacLeod, watched as inter-

national buyers of aristocratic taste marvelled at the treasure being auctioned and paid the Nova Scotians nearly \$200,000 for the lot.

Of the 4,500 *louis d'ors* and silver *écus* and other valuable artifacts recovered by Storm and his partners, 705 items were auctioned, including 688 coins, silverware, sword fragments, a silver watch, a gold cross, and a 1.8-carat emerald ring. The total of \$199,680 they brought was nearly double the amount expected.

One ardent bidder paid \$3,000 for a chevalier's

cross of the Order of St. Louis. A gold coin dated 1723, bearing the image of Louis XIV and minted in Troyes, brought \$1,000. A Louis XIV silver tablespoon sold for \$140. The emerald ring, however, brought the best price in the three-day auction of \$4,750. "It was the one thing I was sad to part with," said Storm, "it was beautiful."

HOW IT ALL BEGAN

For the wiry and tough-minded Louisbourg treasure-seeker the New York sale was a happy ending to a rigorous and thrilling adventure that began for him 11 years ago, east of his historical town, on the rugged Atlantic coast of Cape Breton. On a skin-diving expedition in the summer of 1961 near Chameau Rock, Storm recovered a large silver coin dated 1724, a cannon and some cannon balls. It was his first sign of the treasure of *Le Chameau*.

The French armed transport of 48 guns, under command of Jean-Charles Percheron de St. James, was carrying 316 passengers and crew, including some French-Canadian dignitaries; and chests containing 268,696 *livres* (over \$1 million in present values) for the colonial government in Quebec. After a six-week crossing, she was caught in a violent storm on the night of August 5, 1725, and 12 miles east of Louisbourg was torn apart on jagged reefs less than a mile offshore. There were no survivors. Next day, fishermen found bits of the wreckage scattered over a mile of beach. French salvage attempts the next year recovered only 6,000 *livres*, and *Le Chameau*, like so many other shipwrecks on the Nova Scotia coast, was soon forgotten.

SYSTEM THAT PAID OFF

With the silver coin in hand, Storm's approach to seeking the Chameau treasure was highly systematic. He developed a system of 100-foot grids to search meticulously in water 75 to 100 feet deep, over three million square feet of sea bottom around Chameau Rock. Then, because of problems with his first partnership and lack of a seaworthy boat, the hunt was postponed and precious time lost.



Gold coin from the wreck of the Chameau, magnified to show markings.



In his Nova Scotia home, treasure-hunter Alex Storm enthalls his three-year-old son, Jason, with a personal tale of lost treasure and high adventure — the recovery of the gold of *Le Chameau*.

In 1965 the determined Dutch-born Canadian formed his present partnership, bought a diving boat, the *Marilyn B II* and resumed the treasure hunt. By this time he also had more information. As a draftsman on the current reconstruction of historical Fortress Louisbourg, he had ready access to the techniques of historians and archeologists. From the Musée de la Marine in Paris he obtained new data.

Storm had believed the wreck was located where the first cannons were found, but two elements were missing — the rest of the cannons and the ship's stone ballast, which would be reliable markers of *Le Chameau's* last resting place. On September 19, he found them, just beyond the boundary of his grid. For nine days, Storm and MacEachern scooped up bags of gold and silver coins, and at night sorted out their treasure on the living room floor in Storm's house.

As it happened, recovering the treasure was only half the battle. Members of Storm's previous partnership laid claim, and a five-year court battle held up disposal of the Chameau treasure until the Supreme Court of Canada ruled in June of last year that the previous partners get 25 per cent.

In the intervening years Storm continued treasure-hunting on other wrecks around the Cape Breton coast. He recovered Spanish pieces of eight, and French, Dutch and English coins from the wreck of the British man-o-war *Faversham*, sunk in 1711; and from the *Colombo*, sunk in 1828, cannon and other artifacts. Today, Canada's top treasure-hunter is calmly planning new expeditions, this time to the coast of Africa for lost Spanish galleons.

(From *Nova Scotia Magazine*, spring issue. Photos by Bob Brooks.)

DIPLOMATIC APPOINTMENTS

The following appointments, to take place during the next few months, have been announced by the Secretary of State for External Affairs, Mr. Mitchell Sharp:

Mr. Ross Campbell, at present Ambassador and Permanent Representative to the North Atlantic Council in Brussels, as Ambassador to Japan, to succeed Mr. Herbert O. Moran, who will be retiring shortly.

Mr. Thomas Carter, now Director-General, Bureau of African and Middle Eastern Affairs, Department of External Affairs, as Ambassador to the Netherlands, succeeding Mr. Alfred John Pick, whose appointment as Ambassador and Permanent Observer to the Organization of American States, Washington, has already been announced.

Mr. Roger Duhamel, special adviser to the Secretary of State, to be Ambassador to Portugal. He succeeds Mr. Paul A. Beaulieu, who will return to Ottawa to head a historical research project on the development of Canada's relations with French-speaking countries for the past ten years.

Mr. James George, High Commissioner to India and Ambassador to Nepal, as Ambassador to Iran, concurrently accredited to Kuwait, succeeding Mr. C.C. Eberts, who retired earlier this year.

Mr. Raoul Jean Grenier, Assistant Deputy Minister (Manpower) Department of Manpower and Immigration, to be Ambassador to Senegal, also accredited to Mauritania. He succeeds Mr. Gordon G. Riddell, whose next assignment will be announced later.

Mr. John Gaylord Hadwen, who is on academic leave at the Institut Universitaire des Hautes Etudes Internationales in Geneva, as Ambassador to Pakistan, also accredited to Afghanistan, succeeding Mr. Charles John Small.

Mr. Morton H. Maddick, General Director, Trade Commissioner Service, Department of Industry, Trade and Commerce, as Ambassador to Ireland, to replace Mr. James J. McCardle, whose appointment as High Commissioner to Australia and Fiji has already been announced.

Mr. William M. Olivier, Director of Inspection Services, Department of External Affairs, as High Commissioner to Kenya, to succeed Mr. J.M. Cook, who is returning to Ottawa.

Mr. Robert Louis Rogers, Deputy High Commissioner in London, to be Ambassador to Yugoslavia, succeeding Mr. Bruce Williams.

Mr. Maurice Schwarzmann, Assistant Deputy Minister (Trade Policy), Department of Industry, Trade and Commerce, as Ambassador to Mexico. He

replaces Mr. Saul Rae, whose appointment as Ambassador and Permanent Representative to the United Nations in New York has already been announced.

Mr. Charles John Small, Ambassador to Pakistan, to be Ambassador to China. He succeeds Mr. Ralph Edgar Collins who, as recently announced, is to return to Canada to be an Assistant Under-Secretary of State for External Affairs.

Mr. Bruce MacGillivray Williams, Ambassador to Yugoslavia, as High Commissioner to India, succeeding Mr. James George.

Mr. Raymond Cecil Anderson, of the Trade Commissioner Service, Department of Industry, Trade and Commerce, and recently on secondment as Director of the Personnel Operations Division, Department of External Affairs, as Consul General in Seattle, Washington, replacing D.B. Laughton, who, as announced earlier, will be Canadian Executive Director, Inter-American Development Bank.

Mr. Pierre Asselin, Consul General in New Orleans, to be Ambassador to Cameroon, with concurrent accreditation to Gabon. He succeeds Mr. C.O.R. Rousseau, who, as announced earlier, will be on special assignment to the City of Montreal.

Mr. William Hickson Barton, Assistant Under-Secretary of State for External Affairs, to be Ambassador and Permanent Representative to the Office of the United Nations at Geneva and to the Conference of the Committee on Disarmament. He succeeds Mr. George Ignatieff, who, in April, was named Provost of Trinity College, Toronto.

Mr. Arthur Grant Campbell, Minister at the Canadian Embassy in Bonn, as Ambassador to South Africa, replacing Mr. H.H. Carter, who is returning to Ottawa.

CANADA AND THE WORLD ENVIRONMENT

(Continued from P. 2)

And so, Mr. President, I end where I began. Nature's laws, in truth, are universal. Man-made laws, especially in the area of the environment, must become universal as well.

The Declaration on the Human Environment marks a beginning. It will, I hope, provide us with a framework of laws and institutions which will help us to protect nature in all its forms. Environmental protection can add immeasurably to the quality of life. It can add, tremendously, to life's enjoyment by men and women the world over.

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Mr. Thomas G. ...

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