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PLANNING CANADA'S PROSPERITY

Opening his address to the Regional Industrial Expansion Conference in Winnipeg on February 20, the Minister of Trade and Commerce, Mr. M. Wallace McCutcheon, described his subject as "the need for greater Canadian industrial production and procurement (considered) within the broader context of economic developments occurring at home and abroad". The text of this speech follows in part:

"...Over the past year, Canada's economy has strengthened considerably. In 1962, the gross national product rose by 8 per cent, and this rate of growth exceeds that in any other major industrial country in the free world. Production increased in many important industrial sectors. For example, on the basis of figures so far available, steel production was up 11 per cent in 1962 over 1961, iron-ore production was 37 percent greater, lumber production 12 percent greater, motor-vehicle production 30 percent greater, electrical appliances 15 percent, and textile production was up 9 per cent.

"All major income groups realized greater incomes and, on the basis of nine months' figures, total personal income was 9 percent higher than in the previous year. Consumer prices showed a very modest rise, so that nearly all of this increase was a gain in real income.

"The market outlook for the future is also good. The general position of consumers is strong. Inventory-sales ratios are in a healthy position and businessmen are planning for another good year. A preliminary survey of investment intentions of

large Canadian companies suggests a level of business-capital outlays in 1963 about 5 percent higher than in 1962.

NO TIME TO RELAX

"These trends are extremely encouraging. They do not mean however, that we can relax. In fact, in view of economic and industrial developments in other parts of the world, we must make every effort to ensure that Canadian industry is in a position to compete as effectively as possible. At present, it is impossible to foresee the exact nature of future world-trading relations. It is certain, however, that, in the future, Canadian industry will be facing greater competition, both at home and abroad. Furthermore, our industries will be encountering this stiffer competition at a time when we must provide employment opportunities for the larger numbers of young Canadians who will be entering the labour force over the next decade.

"To meet this competition successfully, adjustments will be required from Canadian industry. It would be unrealistic not to recognize the problems that face us. We do, however, often tend to magnify the difficulties of adjustment to new situations simply because all of us have some aversion to change. I believe, therefore, it should be emphasized that, while the future will present difficulties, it will also offer Canadian industry with great opportunities for increased production and sales. Our success will depend on our ability to develop strong,

(Over)

efficient industries, which can compete effectively in both the domestic and export markets. Now is the time for us to take stock of our position and to prepare for the challenges of the future.

THE FUNDAMENTAL PROBLEM

“Reduced to its simplest terms, our basic problem is that Canadian producers do not have a large enough share of the North American market. This is very evident from an examination of our trade. In 1960, we realized a sizeable surplus on merchandise trade for the first time in nearly a decade. Last year we had an 8 percent increase in exports and, on the basis of the latest estimates, we achieved a surplus on merchandise trade for the second year in succession.

“Nevertheless, as a result of our sizeable deficit on non-merchandise transactions, the deficit on total current account is still running close to \$1 billion annually. It is highly desirable that this deficit be reduced if Canada is to develop to its full potential as an industrial nation.

“For many years, Canada has had a large adverse balance on current account with the United States. In 1961, this amounted to almost \$1.4 billion, of which \$650 million represented a deficit on merchandise trade. Last year our merchandise deficit with the United States was reduced, but it still amounted to \$565 million. On the other hand, Canada enjoys a surplus on current account with other countries, and this has helped to cover our deficit with the United States. We should do everything possible to increase Canadian exports to overseas countries and thereby further offset the imbalance with the United States. It would not be realistic, however, to assume that Canadian exports to these countries could be increased sufficiently to offset the total deficit with the United States. The real solution to this problem is for Canadian producers to capture a larger share of the Canadian and United States markets.

“For much of Canada’s history, economic growth has been closely related to the expansion of our resource industries, whose major markets have been found abroad. Even now, about five-sixths of Canadian merchandise exports are raw and semi-processed materials and most of Canada’s exports to the United States are in these categories. The long-term future of our trade in these commodities should be favourable. Nevertheless, we should realize that new sources of supply of basic industrial materials are being developed in other countries, and, in the years ahead, Canadian resource products will be meeting even stiffer competition. Such being the case, our traditional resource industries cannot be expected to provide the same proportion of the stimulus for economic expansion as they have provided in the past.

NO SOLUTION IN RESTRICTIONS

“Canadian secondary industry must, therefore, assume a very large share of the burden of providing economic growth and increased levels of employment. I do not believe, however, that our objectives can be reached by implementing restrictive measures.

This would be going against the trend of events in the world trading community and would not be in our own interest. Such measures as our import surcharges were essential in overcoming the immediate exchange emergency of last summer, but they cannot form part of any long-term programme for economic improvement. Such measures, if retained too long, would defeat our purpose by making Canadian industry less competitive at a time when the need is for greater competitiveness.

“If secondary industry is to play its full role in the realization of our economic objectives, we must delineate those areas of commodity production where we can be competitive and then proceed to use all our resources to produce such goods as effectively as possible. Our aim should be to encourage the growth of efficient secondary industries that can exploit our existing and potential economic advantages. In doing this, we must be outward-looking as well as inward. Economies of scale, necessary for competitive production, will only be obtained from greater export markets as well as a larger share of the domestic market. This means Canadian secondary industry must successfully meet the hard challenges of international competition.

“I do not need to remind you of the consequences of failure. They are lower standards of living and unemployment with its terrible consequences of personal frustration, family hardship and widespread social distress.

NEED FOR NATIONAL EFFORT

“It is within the general context of changing international trade competition and rapid technological development that...we are discussing the ways and means of expanding Canadian industrial production. There is no easy way of attaining this objective. Greater economic growth will only be achieved by pursuing a variety of courses, each of them requiring careful and methodical effort. Not is the attainment of industrial expansion the sole responsibility of any one sector of the economy. It will require a national effort, wherein management, labour and government willingly accept and carry out their responsibilities.

“In this regard, I believe that there are three broad areas with which every Canadian should be concerned.

PROVIDING SUITABLE CLIMATE

“First, an economic climate conducive to industrial growth must be maintained. This is, of course, primarily the responsibility of governments. Nevertheless, all sectors and groups within the economy should be fully aware of the economic issues involved and assume responsible attitudes and develop and implement policies which are, in the longer term, in the best interests of themselves and the country. Short-term expediencies, which may appear attractive at the moment, are likely to prove very damaging in the long run.

“Over the past year, the Federal Government has taken a number of steps which are of importance to our long-term industrial growth. I refer to such measures as: the establishment of a fixed exchange

PREPARING FOR NATO MEETING

The Secretary of State for External Affairs, Mr. Howard Green, has announced that a Committee of Arrangements for the forthcoming NATO ministerial meeting in Ottawa has been appointed and will be headed by Lieutenant-General S.F. Clark, Chairman of the National Capital Commission. The opening date for the three-day conference will be May 22.

Working with General Clark will be representatives of the various government departments involved and of the armed forces.

The public ceremony opening the conference will be held in the Chamber of the House of Commons and the ministerial meetings will be held in the West Block of the Parliament Buildings. Renovation of the historic West Block, which has been under way for some time, is now being accelerated to provide accommodation and facilities for the meetings.

The West Block is considered ideally suited for the NATO meeting. Not only is it of historic significance but it combines central location and accommodation not only for the meetings and the related Secretariat activities but also for the international press representatives expected to come to Ottawa for the occasion.

The last NATO ministerial meeting in Canada was held in September 1951, on that occasion in the Railway Committee Room in the Centre Block of the Parliament Buildings. Since then three countries have joined NATO (Greece and Turkey in October 1951, and the Federal Republic of Germany in 1954), an increase that has entailed a corresponding increase in the members attending NATO meetings.

It is expected that about 750 persons will come to Ottawa for the meetings, including the delegations of the 15 member-countries of NATO, NATO Secretariat officials and representatives of the international press and other information media.

NATIONAL HARBOURS CARGO VOLUMES

Nearly 60 million tons of cargo were handled by Canada's National Harbours in 1962. The National Harbours were visited by over 42,500 vessels and shipped more than 391 million bushels of grain.

Statistics released recently by the National Harbours Board disclose that business during 1962 at the ports under its administration was exceeded only by the all-time record year of 1961. The Board administers the ports of Halifax, Saint John, Chicoutimi, Quebec, Three Rivers, Montreal, Churchill and Vancouver, as well as grain elevators at Prescott and Port Colborne.

In 1962 a total of 42,514 vessels arrived at the National Harbours, with an aggregate net registered tonnage of 61,605,422. They handled 59,951,291 tons of water-borne cargo, of which 17,277,434 tons were imports, 18,313,850 tons were exports and 24,360,007 tons were domestic cargo. Deliveries from grain elevators both privately-owned and those administered by the Board totalled 391,274,019 bushels.

MOBILE AIR-CONTROL TOWER

The Department of Transport has bought an air-traffic control-tower that can be moved to any airport accessible by road or rail, a 40-foot trailer that looks like a mobile house, except for a glass control-cab much like the "scenic dome" on some trains. It will be used chiefly:

- (1) in emergencies, if a fixed tower is out of commission at any Canadian airport;
- (2) to serve airports without a control-tower during periods of increased activity;
- (3) as a temporary facility at airports where a permanent tower is under construction.

DOT engineers and radio technicians have installed more than three tons of electronic devices in the trailer. To protect the \$30,000-worth of equipment, the vehicle is fully air-conditioned and rides softly on six independently-sprung wheels. It has been so designed that it may be moved by road in any province without special moving permits. It also fits railroad flatcars, "piggyback" fashion.

The glass control-cab seats two controllers. A tape recorder will monitor all conversation between controllers and pilots, as is done at all control towers.

Communications facilities in the \$14,000 conveyance provide coverage of one low-frequency and three high-frequency channels. The trailer can also be hooked up to existing telephone networks throughout Canada. The five antennae on the trailer's roof are collapsible for moving by road or rail.

The vehicle is painted in four-foot squares of white and "international orange", the standard colors in use at airports.

RCE MEMORIAL SCHOLARSHIPS

This year, 16 scholarships worth \$125.00 have been awarded by the Royal Canadian Engineers Memorial Scholarship Fund to outstanding students of engineering, architecture and applied science. The fortunate scholars are chosen from 18 universities and colleges across Canada. All are members of the Canadian Officer's Training Corps or are enrolled in the Regular Officers Training Plan. The awards are available to cadets of any Corps, but preference is given to the sons of serving or former members of the Royal Canadian Engineers and to students who plan to become members of the RCE.

ORIGIN OF AWARDS

Towards the end of the Second World War, the Chief Engineer of the Canadian Army overseas, Brigadier Geoffrey Walsh (now Lieutenant-General and Chief of the General Staff) conceived the idea of establishing a memorial to members of The Corps of Royal Canadian Engineers who had given their lives during the War. Voluntary subscriptions of some \$35,000 created the memorial fund.

The first scholarships were presented in 1949; since then 159 awards have been made.

The scholarships are awarded and funds administered through a committee consisting of the Colonel Commandant of the Corps, the Chief Engineer for the Army and a former Chief Engineer or other senior engineer officer, either active or reserve.

UNEMPLOYMENT INSURANCE

Claimants for unemployment insurance benefit on December 31, 1962, numbered 592,000, a figure virtually unchanged from that for the same date in 1961. These totals comprise regular and seasonal benefit claimants, numbering 496,600 and 95,700 respectively at December 31, 1962, and 492,700 and 108,500 at December 29, 1961. On November 30, 1962, claimants numbered 374,200, of whom 12,000 were identified as seasonal benefit.

Between 85 per cent and 90 per cent of the increased claimant volume on December 31 was accounted for by males. Nearly 80 per cent of the December 31, 1962, total were males, unchanged from the year before but about 5 percentage points more than on November 30, 1962.

Initial and renewal claims filed during December numbered 323,800, 10 per cent fewer than for December 1961 but 33 per cent above the November total of 243,600. The November-to-December increase is owing in part to the operation of the seasonal benefit provisions. Between 40 per cent and 45 per cent of the claims established during December were authorized by virtue of the application of the seasonal benefit provisions.

The average weekly estimate of beneficiaries was 316,700 for December, 189,000 for November and 320,200 for December 1961. Benefit payments totalled \$31.1 million during December in comparison with \$18.9 million during November and \$29.4 million during December 1961. The average weekly payment per week compensated was \$24.54 in December, \$23.85 in November and \$24.20 in December 1961.

SECOND ARCTIC ART CENTRE

Works by a second group of Eskimo artists have been approved by the Canadian Eskimo Art Committee for exhibition and sale. Seventy-six graphics by 24 Eskimos living at Povungnituk have been accepted as "fresh, original and individual."

Twice before, the Eskimo Art Committee, formed at the request of the Eskimos themselves, had rejected Povungnituk graphics as imitations of the famous works produced in Cape Dorset.

"The new stone-cuts are extremely impressive," said Dr. Evan H. Turner, director of the Montreal Museum of Fine Arts and chairman of the Eskimo Art Committee. "The results now achieved are totally different."

The graphics are on public display for the first time at the Quebec Provincial Museum, Quebec City, as part of the Quebec Winter Carnival celebration. The exhibition will continue until February 28.

A DUAL DISPLAY

In the spring, the Povungnituk graphics and the latest works from Cape Dorset will be shown together in a travelling exhibition. At the same time, some 20 to 35 prints of each work will be made available to the public.

The Povungnituk graphics were brought to Montreal by Victor Tinkel, a Czech-born artist who has been technical advisor to the Povungnituk Co-operative artists since July. He was accompanied by Pat Furneaux, northern administrator for the Povungnituk area for the past two years. Both Mr. Furneaux and Mr. Tinkel are on the staff of the Department of Northern Affairs and National Resources in Ottawa.

Nineteen men and five women are represented in the new collection. About 35 Eskimos in all, varying in age from 19 to 60 are producing the graphics. Some are carvers as well.

The Povungnituk graphics are notable for the fact that the artists do the stone-cutting as well as the drawing. "I have tried to help each artist develop his own way of thinking," Mr. Tinkel says. "They are incredibly independent and remarkable individuals, and their social patterns are reflected in their graphics."

Whereas the Cape Dorset prints deal mainly with subjects of fantasy, the Povungnituk works generally illustrate everyday life. Most of the works are in black while others use other color. The artists have each signed their own works in Eskimo syllabic.

Other members of the Eskimo Art Committee are Paul Arthur, of Ottawa; M.F. Feheley, of Toronto; Julien Hébert, of Montreal; and Alan Jarvis, of Toronto.

MOTOR VEHICLE SHIPMENTS

Shipments of Canadian-made motor vehicles in 1962 amounted to a record 512,047 units, larger by 31.3 per cent than the 1961 total of 389,882 units and up by 6.8 per cent from the preceding high (in 1953) of 479,649 units. December shipments increased 26.5 per cent to 51,607 units from 40,783 in the same month of 1961. Shipments of vehicles imported from the United States were smaller than a year earlier, in the month at 855 units compared to 2,634 and in the full year at 18,371 units compared to 20,451.

DOMESTIC UNITS

Shipments in 1962 of domestically-produced passenger cars aggregated a record 430,660 units, up 32.0 per cent from the 1961 total of 326,320 units and larger by 14.9 per cent than 1955's previous high of 374,761 units. Units for sale in Canada rose in the year to 416,640 from 316,920 in the preceding year and the number for export to 14,020 units from 9,400. Commercial-vehicle shipments advanced 28.0 per cent in the year, to 81,387 units from 63,562 a year earlier, comprising 77,455 units for sale in Canada, compared to 60,040 and 3,932 units for export versus 3,522.

December shipments of passenger cars rose sharply to 44,370 units from 35,783 in December 1961, comprising 43,172 units for sale in Canada versus 34,870 and 1,198 units for export versus 913. The month's shipments of commercial vehicles climbed to 7,237 units from 5,000; the number for sale in Canada rose to 6,691 units from 4,594 and for export to 546 units from 406.

CANADA COUNCIL MEDALS

On February 18, three distinguished Canadians (Leonard Brockington, scholar and orator, Claude Champagne, musician and composer, and Arthur Lismer, painter and teacher) were awarded the Canada Council Medal. The Medal was created in 1961 to pay tribute to individuals who had done outstanding work in the arts, humanities or social sciences. The formal presentation of the recent awards took place at the Country Club on the outskirts of Ottawa, in the presence of the Governor General, who made the presentations, and Madame Vanier. Colonel Douglas B. Weldon, Chairman of the Council presided over the ceremony.

In welcoming the recipients and guests, Colonel Weldon said: "We covet for the Canada Council Medal all the high prestige that should be associated with a unique and important national award. To achieve that goal we must select medallists of the highest distinction. This we are satisfied we have done."

Designed to be displayed on desk or table rather than worn, the Canada Council Medal is about four inches in diameter and weighs about 1½ pounds. On one face it bears the Council crest, with the motto *Artes et Ingenia Fovere*. On the reverse side a circular frieze symbolizes the many activities supported by the Council. The first presentation of the Medal was made in February 1962.

INCREASE IN FIRE DEATHS

Fires caused the death of 602 persons in Canada during 1962, an increase of 10 per cent over the previous year, according to figures released recently by the Minister of Public Works.

Total damage from all categories except forest fires amounted to \$122,239,985, according to the Minister's statement, which was based on preliminary estimates prepared by the Dominion Fire Commissioner from data supplied by the provincial fire marshals and fire commissioners. This loss resulted from 83,259 fires, an average of well over 200 a day.

INCREASE IN CHILD FATALITIES

These preliminary fire-loss figures for 1962 are somewhat smaller than those for 1961, which showed a total of 83,706 fires and property damage amounting to \$128,262,047. However, the 1961 totals may well be exceeded by the time final returns for 1962 have been tabulated. The loss of life during 1962 (232 men, 110 women and 260 children) was marked by the increase in the number of child fatalities, 49 more than the number of child deaths for 1961. Total fire fatalities for that year were 556.

In announcing the latest figures, Mr. Fulton pointed out that Canada continues to have one of the highest fire loss records *per capita* of any country in the world for which statistics are available.

The Minister said that experience in other countries as well as in Canada clearly showed that the Canadian record could be improved by better fire-prevention practices. He said that much

remained to be done in the field of fire-prevention education so that Canadians might be made fully aware of the practical measures that could be adopted to reduce this needless loss of life and property.

CJS GETS NEW MEMBER

Dr. Morley G. Whillans, 52, formerly of Winnipeg, Assistant Chief Scientist (Biosciences) and Director of Biosciences Research at Defence Research Board headquarters, has been appointed Defence Research Member of the Canadian Joint Staff in London, England. Dr. Whillans succeeds J.C.W. Scott, 59, a native of Le Havre, France, who will return to Ottawa to carry out special research studies at the Defence Research Telecommunications Establishment.

POPULATION OF CANADA

Canada's estimated population at the beginning of 1963 was 18,767,000, an increase of 333,000, or 1.8 per cent, since January 1, 1962, and of 529,000, or 2.9 per cent, since the June 1, 1961, Census. The largest quarterly increase in 1962 was 92,000, from April 1 to July 1. Other quarterly increases were 74,000 between January 1, 1962, and April, 83,000 between July 1 and October 1 and 84,000 between October 1, 1962, and January 1, 1963.

Among the provinces, Quebec had the greatest increase (108,000), or 2 per cent during 1962. Ontario increased by 103,000, or 1.6 per cent. Alberta was third in numerical increase (38,000), but first in rate of growth at 2.8 per cent, and British Columbia had an increase of 37,000 or 2.2 per cent. Other provincial increases during 1962 were: Manitoba 14,000, or 1.5 per cent; Newfoundland 12,000, or 2.6 per cent; Nova Scotia 9,000, or 1.2 per cent; New Brunswick, 8,000, or 1.3 per cent; Saskatchewan 3,000, or 0.3 per cent; and Prince Edward Island 1,000, or 0.9 per cent.

CANADA'S NORTHERN FORESTERS

In recognition of their increasing responsibility for the forested areas of the Yukon Territory and the Mackenzie District of the Northwest Territories, forestry staffs in these two areas will now operate as the Yukon Forest Service and the Mackenzie Forest Service, it was announced recently by Mr. Walter Dinsdale, Minister of Northern Affairs and National Resources. "This is one way in which we can also give these men recognition for their good work over the past years," said Mr. Dinsdale. "Although the forestry staffs in the Yukon and Mackenzie are small in number, their work is comparable to their counterparts in the provinces."

EXPANDED DUTIES

Members of the Yukon and Mackenzie Forest Services are responsible for the vital work of protecting this important resource from fire. Duties

of the services are being expanded to include forest engineering, forest use and some forest inventory. These areas are being assumed in order to provide the public with improved service, and to ensure that the forests of Northern Canada will be put to the best use.

Local forest officers, previously operating under the misleading title of park wardens, will now perform duties under the more familiar title of forest ranger. The introduction of new names for the forestry staffs will not involve an increase in staff or additional expenditure.

PLANNING CANADA'S PROSPERITY

(Continued from P.2)

rate, in line with our trade and development needs; tax incentives to encourage industrial research; tax incentives based on increased sales to encourage greater production; accelerated depreciation to encourage plant modernization and new-product development; the expansion of credit facilities for export; new provisions for labour training and re-allocation of workers; tariff incentives relating to automatic transmissions and engines for motor vehicles, designed to encourage domestic production and exports.

"In addition, an Atlantic Development Board has been established and the members have been appointed. We believe that this Board can make a very valuable contribution to the development of the Atlantic Provinces. A bill was also introduced into the House of Commons to create a National Economic Development Board. As you know, however, this bill did not become legislation before Parliament was dissolved.

"...The pegging of the Canadian dollar at a fixed par value has been of direct assistance to both our exporters and to our industries dependant on the domestic market. In terms of price, their competitive position has been improved substantially. In addition, however, I believe this step has helped to provide Canadian businessmen with that intangible factor of confidence which is essential for industrial progress. The improved competitiveness of Canadian producers resulting from this measure and others,

such as the tax incentives, will continue to provide a stimulus....

CO-OPERATION FOR PRODUCTIVITY

"The second area with which all of us must be concerned is that of productivity. Our success in maintaining high levels of employment in the long run will depend on increases in our productivity, thereby raising the level of our industrial efficiency. Although the term productivity is difficult to define except in statistical terms, the basic conception is easily understood. It means making the most efficient use of resources of plant, manpower and materials. It has relevance to every field of endeavour, whether it be management, government or labour. While many factors influence productivity levels, there is one which is of major importance. That is the degree of labour-management co-operation. During the past year there has been a significant change in attitude on the part of both labour and management in Canada. There appears to be a growing understanding of one another's points of view....

"The third area to which we should direct our efforts is the search for new production and marketing opportunities. Governments can provide incentives, encouragement and various forms of direct assistance to businessmen. But government programmes should not be used as a crutch. Under our economic systems, in the final analysis, it is the business community's responsibility to find these opportunities and to take the utmost advantage of them....

"One characteristic Canadian businessmen must cultivate...is the faculty of critical assessment of existing company practices. This applies to all areas of company operations, but in particular, I believe, to the areas of production and procurement....

"Every form of human endeavour needs some form of plan if it is to be successfully concluded. So does the development of the economy. However, planning and authoritarianism are not synonymous and I hope in this country never will be. They will not be, so long as business, labour and governments recognize that each has defined responsibilities to each other and discharges those responsibilities in the interests of Canada."

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