

# Canada Weekly

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## Housing conditions in good shape, reports federal agency

Housing conditions in Canada at the end of 1978 were generally good, thanks to the high level of house production during the past decade, stated Central Mortgage and Housing Corporation Chairman William Teron and President Raymond Hession last month. Their remarks appeared in CMHC's annual report, tabled in Parliament by André Ouellet, Minister responsible for CMHC, on March 23.

"The year just ended saw the continuation of price stability in both newly constructed and existing single family houses. These prices increased substantially less than did the consumer price index. Rents, too, continued to increase by less than construction costs," the report stated.

"These conditions can be largely attributed to the fact that, between 1969 and 1978, the average annual number of housing starts in Canada exceeded 235,000. Production in Canada in recent years has been at the rate of about 11 new units per 1,000 of population, compared to less than eight new units per 1,000 population in the United States," said the report.

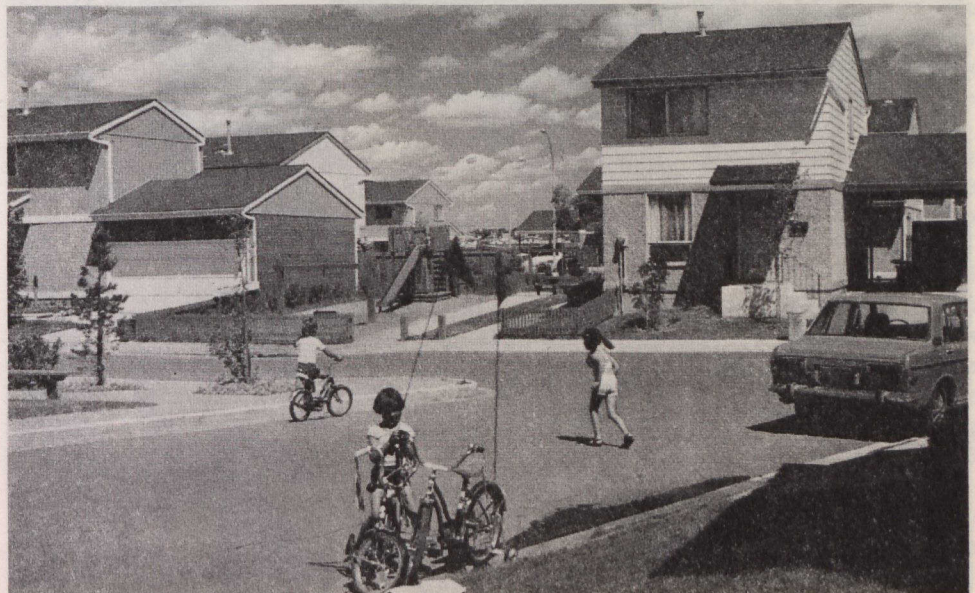
Total housing starts in Canada in 1978 numbered 227,667. Housing activity financed under the National Housing Act was reduced to 87,014 units in 1978 from 120,281 units in 1977. During the same period, though, housing financed by conventional means increased from 125,443 units in 1977 to 140,653 units in 1978.

The report attributed this increase in private-sector financing to government policies which have encouraged increased private investment in residential construction to replace direct government funds, cut back by fiscal restraint policies.

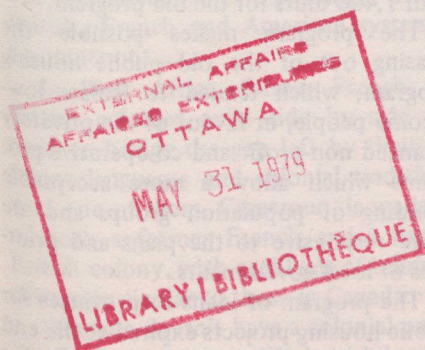
"The Corporation committed less public funds in 1978 than in any of the last three years. Commitments under the 1978 capital budget totalled \$1,185 million, compared to an allocation of \$1,273 million," the report said.

The document noted that commitments under the Rural and Native Housing Program accelerated in 1978 with more than 15,000 units financed.

"This rate of commitment virtually



National Housing Act insured lending has made affordable housing available to a wide range of Canadians. In the project above, prices have been held down by the municipal bylaws allowing the construction on a zero lot-line.



One-hundred-and-twenty-eight years ago on April 23... The first Canadian postage stamps were issued.

April 25/79

assured that the Government's objective of building, acquiring, or rehabilitating 50,000 units for low-income rural and native people will be met by 1980," said the report.

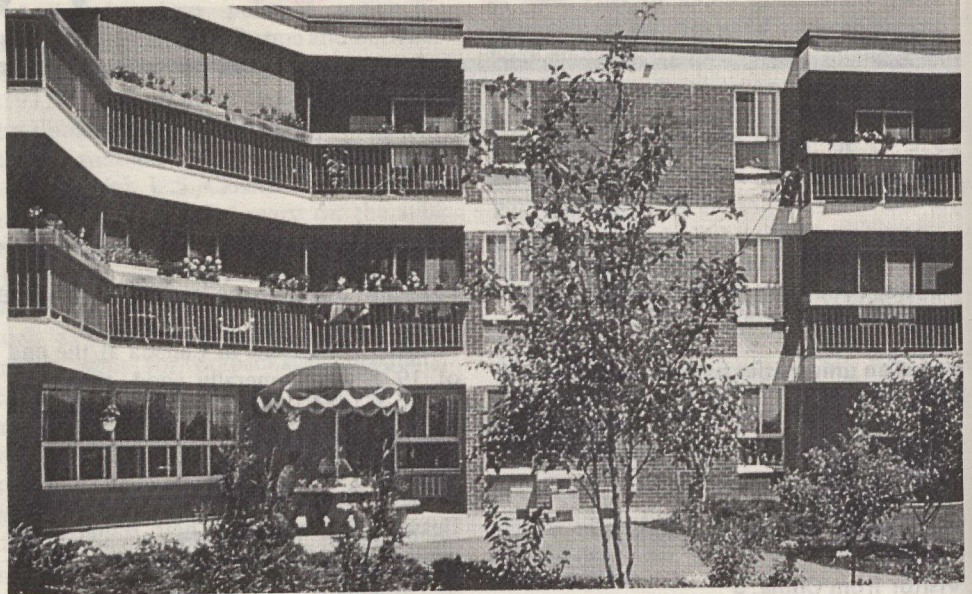
On the matter of government assistance for privately funded low-cost housing, the report said the policies which provided this assistance to limited income home buyers had resulted in an increase in mortgage defaults.

"These defaults were partly reflected in claims against the mortgage insurance fund which increased to \$181.8 million from \$46.9 million the previous year. The Corporation is giving careful attention to this matter," stated the report.

### Housing system

As the Federal Government's housing agency, CMHC's objective is to ensure that good houses at affordable prices are available to as many Canadians as possible. It does this through its administration of the National Housing Act and the various kinds of financial assistance it provides.

Current surveys of Canadian housing conditions have demonstrated that Canadians on the whole are well housed. NHA assistance in the provision of housing for people with low and moderate incomes takes two main forms: public housing, and non-profit and co-operative housing. Public housing for lower-income



*Social housing provides accommodation for various age groups and income levels.*

groups is principally funded by the Federal Government through CMHC, either by loans to provincial housing agencies, or as joint federal-provincial endeavours. Operating losses are shared by the federal, provincial and, in some cases, municipal governments.

NHA loans and contributions provided to private, non-profit corporations and co-operatives are a means of helping moderate-income people to finance and manage their own housing developments.

Recent policy changes have shifted the

emphasis away from the public housing programs, which have acquired some negative social implications, and have strengthened those programs such as non-profit and co-operative housing which are privately financed and which help people to help themselves. These and other federal housing programs have also successfully stimulated a shift in production, away from the high end of the price scale, towards moderately priced housing affordable to people with limited incomes.

Under the new non-profit housing scheme implemented at the beginning of August, the Federal Government provides substantial contributions to both public and private non-profit housing projects to reduce rents. Provincial subsidies are no longer mandatory to receive this assistance.

Some 2,053 units were committed under the new non-profit terms, compared with 1,400 units for the old program.

The program makes possible the phasing out of the old public housing program, which tended to isolate low-income people, in favour of the privately financed non-profit and co-operative programs which allow a more acceptable blending of population groups and are more responsive to the plans and priorities of local governments.

The program of loans to provinces for public housing projects expired at the end of 1978, although the subsidy provisions of the NHA, designed to share operating losses, will still be available for provincially sponsored public housing projects built with capital obtained elsewhere.



*The Federal Government assists financially people wishing to improve the insulation of their homes, provided they meet the necessary requirements. Over 190,768 grants have been made for a total of more than \$60.4 million in federal funds.*

## Canadian universities help developing countries

...Canadian universities' involvement with and concern for the Third World are not new. Their programs of study have always included education in the history, culture and, in some instances, languages of the countries now considered part of the developing world. Universities saw this as part of their total function arising from the traditional definition of a university as a "universal city".

\* \* \* \*

What is new is a growing understanding in the late 1970s of the need for Canadian universities to work together to meet the changing needs of universities in developing countries where work-study has become the pattern.

In the 1950s and 1960s many developing countries sent their potential leaders to Canadian campuses because they did not have the post-secondary institutions needed to educate them. However, the results were far from satisfactory in many cases. One unforeseen result was an extensive "brain drain" from the developing countries.

Developing countries have since established their own post-secondary institutions, but their orientation is on domestic socio-economic development needs. In most cases, students are admitted only if their training is related directly to the development of their own country.

\* \* \* \*

Canadian universities have great appeal to educators in such countries, particularly those in Africa, according to Fraser Taylor, co-ordinator of development studies in Carleton University's Norman Paterson School of International Affairs in Ottawa.

"We're in a unique situation in that our universities are a *mélange* of the British, French and American systems," he points out....

In West Africa, former French and British colonies exist side by side and need to bridge the gap left by their different languages and colonial traditions. And one of them, Cameroun, is made up of both a former French and a former British colony, with problems of bilingual education similar to those in Canada.

"Canada doesn't have a colonial past," Dr. Taylor points out. "It doesn't have an image of an imperial power in any real sense and therefore is more acceptable than many countries."

Canadian universities' direct involve-

ment in the Third World was stimulated in the 1950s by the Colombo Plan. It began as occasional postings of Canadian university faculty members in developing nations, on a university-to-university basis.

Later, as the Canadian International Development Agency (CIDA) entered the picture, it sought out and recruited Canadians and sent them to particular postings abroad.

\* \* \* \*

Participation of universities in development grew considerably during the 1970s. In a 1977 survey by the Association of Universities and Colleges of Canada (AUCC), 25 Canadian institutions reported 99 programs involving Third World institutions, 49 sponsored by CIDA, nine by International Development Research Centre (IDRC) and seven by other departments or agencies of the Canadian Government.

### What the schools are doing

The University of British Columbia (UBC) has sent faculty members to the University of Malaya in Malaysia for the past five years to expand courses in accounting offered there, and annually accepts ten Malaysian students for graduate work in Vancouver.

UBC is also developing a plan for the regional development of the Island of Sulawesi in Indonesia, and has reached an agreement with the Catholic University of Ecuador to exchange faculty and students in the field of teacher training for elementary education. Both these programs received CIDA funds.

UBC is also helping develop the curriculum of an undergraduate program in pharmacy at the University of Nairobi in Kenya. This program was initiated at a conference of presidents of African universities held in Ottawa under AUCC auspices.

The University of Waterloo has helped four universities in northeastern Brazil with computer education and the development of a computer centre. Waterloo has helped develop graduate engineering programs at Brazil's Federal University of Paraiba. It has also developed teacher exchanges with universities in Colombia in dentistry, in Ghana in economic development, in Barbados and in Guyana in education and teacher training. All these programs received funds from CIDA.

Dalhousie University sends ten to 12 Canadians to teach in Ghana every year under a CIDA-funded program reached through an agreement with the Ghana ministry of economic planning and related ministries.

Queen's University at Kingston has sent teachers to the Dominican Republic to train health personnel...in health-care delivery to under-privileged families throughout the republic. Professors from Queen's are also advising on the development of a biomedical institute. This program is partly financed by private Canadian funds to Queen's....

The University of Saskatchewan in the past has sent professors to Uganda and taught graduate students in Canada in a CIDA-funded program aimed at upgrading the animal science department of Makerere University.

The University of Toronto has sent faculty members to train personnel in computer science at universities in north-east Brazil, Brazilian staff have also studied in Toronto under the program. U. of T. has also helped the University of Havana develop an engineering program at the master's level. All these programs were assisted by CIDA funds.

Laval University, which has had a centre for research and international development for several years, is undertaking joint projects with Third World universities involving training in agronomy and veterinary science in Morocco and business administration in Peru.

The University of Manitoba has programs involving exchanges of students and faculty in agriculture and food sciences with the University of Chile, assisted by Agriculture Canada, the National Research Council and the IDRC.

The departments of chemistry of McGill University and the University of Nigeria at Ksukka are co-operating in programs of mutual assistance.

Under a three-year agreement, the University of New Brunswick is sending teachers to staff the Kenya Technical Teachers Colleges, and is bringing Kenyan students to Canada for degree programs in administration and teacher training. The program is jointly funded by Canada and Kenya....

University of Quebec is helping to train engineers, statisticians and economists for Morocco's National Institute of statistics and applied economics.

Since 1950, St. Francis-Xavier Univer-

(Continued on P. 8)

## Simple test to detect intestinal cancer cut from hours to seconds

The occurrence of cancer of the intestine, one of North America's most common cancers, could probably be cut down if methods to measure bile acid concentrations clinically could be made less expensive and more accessible.

The recent discovery of a rapid method of separating and quantitating bile acids by Dr. Karl Blass and his associates at the University of Regina provides a piece in the jigsaw puzzle which will eventually lead to an inexpensive method of analyzing blood samples for individual bile acid concentrations.



*Graduate student Chung-Shun Ho operates a spectrofluorometer. A new process which he helped develop cuts bile acid testing down from several hours to as little as five seconds.*

Individual bile acids are so similar in molecular structure that up to now purification and separation of them has meant a complex process that takes up to several days to accomplish.

Bile acids are essential for the digestion and absorption of fat in the intestine, but certain ones, notably Deoxycholic Acid (DOC) and Lithocholic Acid (LC) have been shown to be pyrogenic (fever-producing) and carcinogenic (cancer-causing). Normal concentrations of these bile acids are probably not harmful, but in intestinal disorders and liver dysfunctions an increase of these bile acids may be responsible for the growth of cancers.

If an increase in harmful bile acids could be detected early enough, certain measures could be taken to reduce the

risk of cancer; measures which could be as simple as a change in diet or the addition of charcoal to the diet (charcoal has been shown to absorb harmful bile acids). Other medications with similar, but more specific effects are available.

### Meat in moderation

Scientists are relatively certain that a high-cholesterol diet promotes the production of harmful bile acids. The occurrence of intestinal cancer among vegetarians is almost non-existent, where North Americans are highly prone to the disease simply because of their high-meat diet.

Methods to measure bile acid concentrations in the body do now exist (they begin with a blood sampling), but laboratory sample testing is extremely difficult. A laboratory in California charges over \$50 to quantitate individual bile acids. The test is simply too expensive to conduct on every patient at every check-up.

The new process, perfected by graduate student Chung-Shun Ho, can separate Lithocholic Acid in as little time as five seconds. The relative concentration of the substance is measured accurately with a spectrofluorometer. The method is sensitive enough to measure ten nanograms of LC, or the quantity of material in one-tenth of a fingerprint.

## The CANDU safeguards system

The nuclear non-proliferation treaty ratified in March 1970 had been signed by 104 states including Canada, by the end of last year.

As part of its program to support international safeguards, Canada has worked in close co-operation with the International Atomic Energy Agency to design a system to detect the diversion of nuclear material from a CANDU power station. Scientists at the Chalk River Nuclear Laboratories of Canada's Atomic Energy agency are testing the spent fuel bundle counter they designed as an integral part of the safeguards system for a 600-megawatt CANDU.

### Unique safety factor

An increasing number of countries are using the CANDU reactor to supply their electricity. Other reactor systems can be refuelled only when the reactor is shut down and an IAEA inspector can arrange to be present. The CANDU's operating advantage of on-power refuelling means

that a unique approach is necessary to keep a running tally of the fuel that is discharged daily from the reactor. The "spent-fuel bundle counter" can monitor all bundles entering the storage area between IAEA inspections.

The principal function of the bundle counter is to detect, and hence deter, illicit actions, specifically by counting bundles transferred in and out of the storage area. A bundle is removed from the reactor by the fuelling machine, then pushed into a fuel transfer ladle which directs it to the storage area. Movement of the bundles is detected by four Geiger counters positioned on the ladle so that at least one counter will "see" a bundle, no matter what its position. A microprocessor determines how many bundles have been transferred each time the ladle is used by sorting out the signals from the Geiger counters. A printer registers a code for the number of bundles and the direction of movement. If, for example, a bundle were moved back towards the reactor vault, the microprocessor would "decide" this was an abnormal movement, the corresponding code would be printed and the inspector would see this on his visit.

### Own power supply

The instrument has its own power supply in case of a station power failure, as well as electrical cables buried under concrete, a one-piece seamless box-like enclosure and all doors closed under an IAEA seal. When no bundles are in the ladle, a small radioactive source acts as a watchdog — if the signal stops a Geiger counter has failed or been disconnected and the date and time are recorded for follow-up by the inspector.

The bundle counter is now being tested in the reactor fuel storage area where an assembly has been built to simulate the motion of spent fuel bundles as they are removed from the reactor. If tests are successful, counters will be built for the CANDU 600 MW reactors now under construction at Point Lepreau and Gentilly in Canada, Cordoba in Argentina and Wolsung in Korea.

The CANDU safeguards system also includes surveillance cameras, IAEA seals, and special bundle storage baskets. A spent fuel bundle verifier has been designed to verify that the bundles in the storage baskets are not dummies that have been substituted for the spent fuel.

*(From Chalk Talk, March 1979.)*

## Visitor from China

Vice-Minister of Posts and Telecommunications of the People's Republic of China Li Yukui visited Canada from April 2 to 12 at the invitation of Minister of Communications Jeanne Sauvé.

He and his delegation toured the Communications Research Centre near Ottawa meeting with representatives of Teleglobe Canada, Telesat Canada, Northern Telecom Ltd., Bell Northern Research Ltd., Bell Canada, Spar Aerospace Ltd., several postal equipment manufacturing firms, the Electrical and Electronic Manufacturers Association of Canada and the Canadian Advanced Technology Association.

Mr. Li's trip follows the January visit to Peking by Minister of Industry, Trade and Commerce Jack Horner with a delegation of Canadian businessmen, who hope to develop economic and industrial co-operation with China.

## Senior citizen study

Contrary to wide belief, less than nine out of 100 elderly people live in institutions, reports Statistics Canada in a study released recently.

The profile of the population 65 years and older also shows that households in this group have an average income less than two thirds of the national average.

An individual in this age category spends 53 per cent of income on food and shelter compared to 37 per cent for all others.

## Retirement age study urged

The report urges an examination of the pros and cons of changing the retirement age, the effects of inflation on the elderly and the need for better leisure activities and facilities for the aged.

Other results were:

- Seven out of ten elderly men live with their wives, while four out of ten women live with their husbands.
- There are 777 males to every 1,000 females in this age group.
- In 1976, 12.2 per cent of the elderly were in the labour force, compared to 33 per cent in 1921.
- At 65 a man can expect to live for another 13.7 years and a woman, 17.5 years.
- The most common cause of death in this group is heart disease. Strokes are second and cancer is third.

## Underwater craft carries TV camera



*An underwater vehicle, which is remotely-controlled, has been developed by an engineering company in Port Moody, British Columbia.*

*The 37-inch Dart, weighing 70 pounds, carries a television camera and 300 watts of lighting. The craft, controlled by a joystick, can develop a nominal thrust of 25 pounds from each of four thrusters. It is manufactured by International Submarine Engineering Ltd., 2601 Murray Street, Port Moody, British Columbia, Canada V3H 1X1.*

## B.C. lawyers may advertise

Lawyers in British Columbia may now advertise their services and fees, following a ruling by the B.C. Supreme Court on April 11.

Justice A.A. Mackoff said the Law Society of B.C. had no authority to prohibit its members from advertising. He also ruled that the society fell under federal Combines Act jurisdiction, opening the way for a possible inquiry by combines investigators.

He said, however, that the society had a duty to ensure that any advertising a lawyer bought conformed to the society's code of conduct.

The decision allows North Vancouver lawyer Don Jabour to proceed with a suit for damages against the society. Jabour was suspended by the society last year when he was found guilty of conduct unbecoming a lawyer after he was cited for advertising.

## Beef and pork production

This year's slaughter of beef cattle could end up 12 to 15 percent below the 1978 level, say Agriculture Canada economists, who also expect a further 10 to 15 percent drop in supply in 1980. The price outlook for 1979 is uncertain.

The supply of other meats is increasing and will tend to moderate beef prices. Pork production is expected to rise by at least 15 per cent in North America during the second half of the year, while poultry output is also increasing.

The economists note that the key factor in the decreased supply of beef is the greatly reduced slaughter of female cattle (which are being kept for breeding).

Canadian heifer slaughter during January and February was about 20 percent below the level recorded a year earlier, while in the U.S., heifer slaughter was down only 8 per cent.

The beef industry on this continent has, since 1975, experienced its first major reduction in productive capacity since 1957-58; the expected decline in production during 1979 will be the sharpest since 1947.

## Pork production

Canadian pork production is expected to rise by 12 to 14 per cent this year over that of 1978, surpassing the all-time record of 10.2 million head of hogs slaughtered in 1971.

Prices should remain fairly strong for at least the rest of the year because of reduced beef supplies and good demand for Canadian pork on export markets.

A major factor behind the strong prices is the U.S. market, whose production in 1978 was virtually the same as the previous year's, despite relatively good returns in recent years.

Canada, whose 1978 production increased 15 per cent in 1978, has been exporting hogs and pork to the U.S. in relatively larger amounts, aided by the lower value of the Canadian dollar.

Including the net export value of \$22.5 million for live hogs and \$53.1 million for dressed pork products, Canada's pork trade surplus amounted to \$75.6 million last year, compared with a deficit of \$35 million in 1977.

The U.S. however, is expecting a general increase of 10 per cent in 1979, which will make exports to that country more difficult and will lower prices.

## Biochemists to meet in Toronto

Toronto will host the eleventh International Congress of Biochemistry from July 8 to 13, when 58 symposia covering 13 major subjects will be presented by some 232 invited speakers. Biochemistry involves the study of hormones, DNA (deoxyribonucleic acid), mechanisms of disease and disease prevention, as well as interactions between cells and malignancy.

The conference will open with a plenary session featuring Dr. Arthur Kornberg, of Stanford University, California, who demonstrated the mechanism of DNA replication. He will share the podium with Philip Handler of the U.S. National Academy of Sciences.

In addition to the scientific sessions, many satellite meetings relating to the main program are being organized and a full range of industrial and laboratory tours are planned.

## Fewer and fewer smokers

At the opening of the National Education Week on Smoking early this year, Health and Welfare Minister Monique Bégin announced the conclusion of the latest report on tobacco use in Canada in 1977.

According to the report, the majority of Canadians do not smoke and the number of smokers is decreasing. In 1965, 50.2 per cent of Canadians over the age of 15 years did not smoke and this proportion rose to 55.3 per cent by 1974.

In 1977, 13.3 per cent of Canadians over 15 were former smokers.

The same survey also shows that 6.3 million Canadians smoked cigarettes every day in 1977, a figure representing 35.9 per cent of the adult population.

Statistics show that regular use of tobacco is continuing to decrease among men 20 years of age and over. In 1977, 43 per cent of this group smoked regularly, compared to 57.9 per cent in 1965.

There was a decrease of 2.6 per cent in the number of men who smoked cigarettes between 1975 and 1977, the most significant drops being observed in the 20-to-24 and 45-to-64 age groups.

The percentage of women who are steady smokers has remained stable in the past 13 years, and is about 32 or 33 per cent of the female adult population.

The use of tobacco is continuing to diminish among young people from 15 to 19 years of age. It was 30.5 per cent in 1970, 28.5 per cent in 1975 and 26.8 per cent in the last survey. A considerable decrease in the percentage of boys who smoke regularly accounts for the decline.

In 1977, 26.9 per cent of teenage boys and 26.7 per cent of teenage girls stated in the survey that they smoked every day.

According to the report there is considerable variation in the regional distribution of steady smokers; Quebec still has the highest percentage of smokers 15 years of age and over.

## Income and wealth

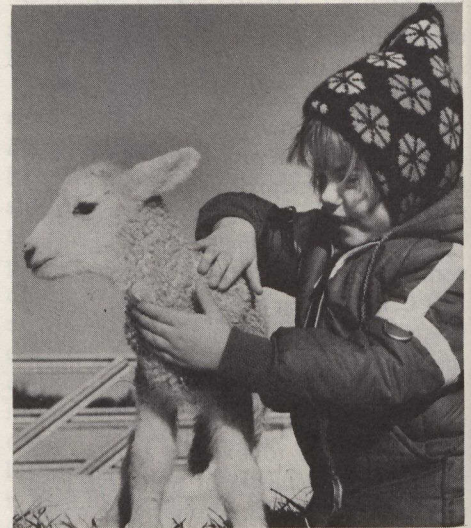
Mean wealth of all family units was \$46,273 while their average income was \$15,849 in 1976, according to the latest in a series of data on assets and debts of Canadian households collected as a supplement to the Survey of Consumer Finances conducted by Statistics Canada in May 1977. Both the distribution of wealth and mean wealth varied considerably according to family income group: for instance, family units with incomes under \$3,000 had a mean wealth of \$16,657, with 30 per cent of these holding wealth of less than \$1,000, while family units with incomes of \$35,000 and over had a mean wealth of \$205,859, with 31.1 per cent of these reporting wealth of \$150,000 and over.

The composition of wealth at the national level indicates that the value of owner-occupied homes accounted for 47.9 per cent of total asset holdings, followed by 19.3 per cent of assets held in the form of equity in business/professional interests. Only one-fifth of total asset holdings consisted of liquid and other financial assets. The composition of wealth again varied with the size of family income.

Mortgage debt on the home was the biggest financial liability; when expressed as a percentage proportion of total asset holdings, it amounted to 10.8 per cent at the national level, compared to a maximum value of 18.9 per cent for families in the \$20,000-\$24,999 income group.

Some 59.6 per cent of all family units owned their homes and the average market value of an owner-occupied home was estimated at \$43,843. Again, 54 per cent of all home owners had mortgaged their homes for an average of \$18,285.

## Spring is in the air



*Enough of this kid stuff, where's my mother and the rest of the lamb gang?*

## Change in theft law proposed

An appeal by the Law Reform Commission of Canada to simplify the law of theft and fraud and to reconcile the relevant sections of the Criminal Code with current case law, recommends changing the form of the law without altering its substance.

Thirty lengthy sections of the Criminal Code would be reduced to 14 brief ones. Only six offences of dishonest acquisitions would remain: theft, dishonest taking, robbery, blackmail, fraud and dishonest obtaining.

One current section of the Code provides that spouses cannot steal each other's property except in special circumstances. A report by the Commission, entitled *Theft and Fraud*, suggests that "special distinctions between marital and other close relationships are unnecessary" and "that such cases can adequately be dealt with by reference to the general principle of honesty".

The proposed section on extortion is narrower than its counterpart in the current Code. It would replace "extortion" with the more popular term "blackmail" and limit its application to "an invasion of economic interests". The law now covers extortion of consent to sexual intercourse, which the Commission believes has no place in an area dealing with "dishonest acquisition of property".

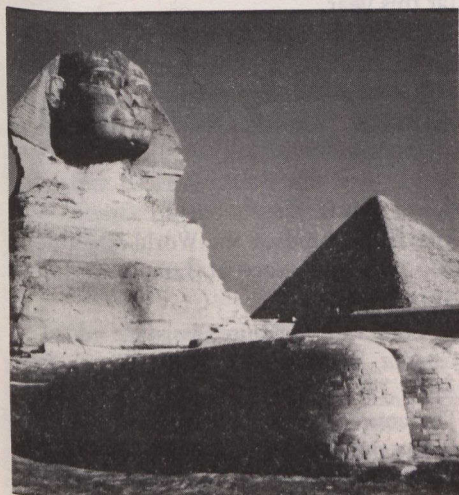
# News of the arts

## Tut fever mounts

American Express Canada Inc., whose grant will enable the Treasures of Tutankhamun collection to be shown at Toronto's Art Gallery of Ontario in November-December, is sponsoring two other events relating to the exhibition. The \$100,000-gift is the largest exhibition grant ever received by the Art Gallery of Ontario.

*Timeless Journey*, a multi-screen slide presentation, which illustrates ancient Egypt and the 3,300-year-old treasures found in the tombs of the Pharaohs in 1922, will be shown at Ontario Place, Toronto, beginning May 17 for a minimum of eight weeks. The find is considered to be the most important in the history of modern archaeology: unearthed were almost 5,000 priceless objects of gold, alabaster, lapis lazuli and onyx, which took almost ten years to remove from four burial chambers.

Photographed by Stan Goldberg Associates Inc. of New York in 1975 for the showing of the exhibition at the Metropolitan Museum of Art in New York City, *Timeless Journey* is a series of images, words and music that re-creates the lifestyle of the ancient Egyptians. The 15-minute presentation is divided into three parts: (1) The House of Mystery, showing Upper Egypt; (2) The Treasures, showing some of the splendid objects that were found in the tombs, many from the tomb of the boy King Tutankhamun, who reigned from 1334-1325 B.C., including the spectacular gold mask found on his mummified remains; and (3) The Pyramids, showing the exterior and interior of the Great Pyramid at Giza in



Sphinx and Cheops Pyramid in Giza.



Frank Grant

James D. Robinson, III, Chairman of the Board, American Express Company shows their Lenox reproduction of the Tutankhamun mask to William J. Withrow, Director, Art Gallery of Ontario, in front of the exhibition poster.

Lower Egypt, with the long passageway leading to the burial chambers.

### Hoving literary lunch

The author of *Tutankhamun The Untold Story*, Thomas Hoving, will be present at a literary lunch at Sheraton Place, Toronto on September 14, as a guest of the Canadian Authors Association and Simpsons. American Express Canada is also sponsoring this event.

Mr. Hoving, who was a director of the

Metropolitan Museum of Art in New York from 1967-77, arranged for the exhibition to be shown in New York. His book, which has become a best seller, recounts the story of the discovery of the treasures, including the power struggles, intrigues and mysterious deaths that were related to the find.

(Further details may be obtained from Arts & Communications, 55 Bloor Street West, Suite 1405, Toronto, Ontario, Canada M4W 1A5.)

## Legislation has helped domestic periodical industry

The impact of Bill C-58 on the Canadian periodical industry is assessed in a report released last month by Secretary of State John Roberts.

Economists I.A. Litvak and C.J. Maule from Toronto's York University and Ottawa's Carleton University, examine the benefits to the periodical industry resulting from Bill C-58, which prohibits tax deductions for Canadian ads in non-Canadian magazines.

An examination of the magazine industry before the legislation was introduced reveals a market where two American-owned magazines, *Time* and *Reader's Digest*, attracted over half the total domestic advertising revenue earned by 13 member magazines of the Magazine Association of Canada.

In the first year after passage of the bill, *Time's* gross advertising revenue

dropped from \$10.5 million to \$3.5 million.

Conversely, Canada's *Saturday Night*, which had been struggling for its existence, doubled its advertising revenue during 1976-77 (as did *Toronto Life and Quest*).

*Maclean's*, the report points out, not only managed to become a national weekly news magazine, but increased its advertising revenue from \$5.5 million in 1975 to \$12 million in 1978.

According to the Litvak/Maule report, 36 out of 42 top-selling Canadian magazines increased circulation between 1975 and 1977.

The report contends that Bill C-58 has helped bring about some basic changes that have placed the writing and editing of news and opinion in Canada in the hands of Canadians.

## Canadian universities

(Continued from P. 3)

sity in Antigonish, Nova Scotia, has provided an eight-month program in social leadership with emphasis on community extension programs and co-operatives, now offered under the umbrella of its famed Coady International Institute.

Memorial University in Newfoundland has provided summer courses in fisheries co-operatives to students from Africa, Asia and the Caribbean, and the University of Ottawa's Institute for International Co-operation has, for several years, conducted a two-year program in development administration.

Wilfrid Laurier University has conducted nine-month programs in international business and 13-week summer courses in export promotion for foreign students.

\* \* \* \*

Carleton University has had a development program in its Norman Paterson School of International Affairs since its founding in 1965, and has built up formal exchanges of professors and students with universities in Nigeria and Tanzania.

\* \* \* \*

The University of Guelph in Ontario has been sending faculty members to Ghana, teaching students from Ghana on its own campus, and offering research fellowships to Ghanaian professors to spend periods of research and professional development at Guelph....

Many Canadian educators, including Dr. Taylor, see this as a model project because the two universities share decision-making....

Such projects are not gifts, but two-way exchanges of resources, of knowledge and even of money.

(The preceding article was written by Roy Laberge for Development Directions, January/February 1979.)

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## News briefs

The ministerial meeting of the governing board of the International Energy Agency, which was to have met in Toronto on May 21-22 (see *Canada Weekly*, dated March 21), will convene in Paris, in stead. The announcement was made following a meeting of the governing board in Paris, when members decided that the urgency of the present international oil situation dictated the meeting should be held as scheduled, but in Paris. The chairman of the board said he still hoped to hold meetings outside Paris from time to time, and expressed the hope that a future meeting might be held in Canada.

The Canadian mining industry is expected to have little trouble raising the capital it needs for expansion in the 1980s, according to analysts and experts attending a recent conference in Vancouver. Capital needs in the next decade are expected to reach \$120 million.

Canada ranked sixth among 12 highly industrialized nations in average hourly earnings for manufacturing workers, according to a study by the Toronto management consulting firm of Towers, Perrin, Forster and Crosby. Japan, with average hourly earnings of \$6.70, was the highest at the end of 1977.

Two survivors of the Pacific Western Airlines jet crash at Cranbrook, British Columbia, that killed 43 people in February 1978, will be awarded the Medal of Bravery. Gail Lois Bunn of Edmonton and David White of Calgary returned to the wreckage to rescue a young girl they heard crying. The girl was strapped in her seat when Miss Bunn, a flight attendant, and Mr. White rescued her from the burning plane.

National Hockey League quarter finals were under way as this issue went to press, April 19. In the best-of-seven game series, Montreal was leading Toronto 2-0; Boston was leading Pittsburgh 2-0; New York Islanders were leading Chicago 2-0; Philadelphia and New York Rangers were tied 1-1.

Canada is on the threshold of an economic boom, according to both the president and the chairman of the IDA. President Kniewasser said that one of the main indicators of the expected new growth was the stock market. "Indeed, all stock markets in Canada have outperformed stock markets anywhere in the

world over the last year."

Canada had a seasonally-adjusted merchandise trade surplus of \$146 million in February, compared with a downward revised January surplus of \$352 million.

The Ontario government will provide \$26 million to subsidize employers who hire students under the Youth Employment program this summer. The government expects the spending to create 40,000 jobs.

Quebec Premier René Lévesque and his secretary, Corinne Côté, were married quietly in a civil ceremony in Montreal on April 12. It is Mr. Lévesque's second marriage.

The Export Development Corporation has concluded an arrangement with the Banque Nationale pour le Développement Economique du Maroc (BNDE), on behalf of the Kingdom of Morocco, for the utilization of a \$200-million line of credit for the procurement in Canada of Canadian goods and services. The EDC line of credit would permit BNDE to make loans available to Moroccan public, semi-public and private companies for the purchase of Canadian goods and services.

Down payments on homes financed by Canadian Mortgage and Housing Corporation have been lowered and the maximum loan available raised to \$70,000. The changes allow for up to 95 percent financing on the first \$50,000 loan and 75 percent of the remainder up to the maximum \$70,000.

A total of \$60.7 million was paid for 33 licences and 100 leases in Alberta, allowing exploration and commercial development, respectively, ranking as the third largest sale of petroleum rights so far this year.

Canadian racing driver Gilles Villeneuve chalked up his third consecutive Formula 1 victory of the season in his Ferrari, to win the Race of Champions in England last week. In the past month he has won the South African and Long Beach world championship Grand Prix. The fifth round of the World Championship will take place at Jarama, Spain on April 29.

Catherine McGuire, assistant editor of *Canada Weekly*, was married in Ottawa April 14 to James Hardwick, a surgeon. The couple will live in Stratford, Ontario, so the publication feels it has lost its right hand. Good luck to you both and many years of happiness. [Ed.]