

MAY / 1970 No.2

Canada

today / d'aujourd'hui

CA1
EA980
C17
May 1970
DOCS

LIBRARY E A / BIBLIOTHÈQUE A E
3 5036 01031392 5

Canada's pavilion is

"number one"

at Expo 70

BIG LEAGUE BASEBALL COMES TO

MONTREAL

Canada past & present

Canadian studies

committee is formed

Consulates open in Buffalo and Minneapolis

A VOICE FOR

THE SILENT MAN

New moves taken to cope with inflation

FOAM INSULATOR FOR CROPS MAY SOLVE PESTICIDE PROBLEMS

THE QUALITY OF LIFE: CANADA ACTS IN THE ARCTIC

pass the FIDDLEHEADS, PLEASE

Big league baseball comes to Montreal



by Peter Desbarats

Lise is a young make-up girl who works in the Montreal television studios of Radio-Canada. Born and educated in a small manufacturing centre about 40 miles from the city, she speaks very little English. Her favorite newspapers, radio and TV programs, movie stars, rock groups, magazines and books are French, made-in-Quebec with a seasoning of European imports. She has never read the *New York Times*, never seen "Easy Rider," never listened to Walter Cronkite and barely heard of Hugh Hefner.

But surprisingly, she knows her baseball.

Part of the reason is the fact that she was the only girl in a vast *Québécois* family of male baseball addicts. She spent most of her childhood, according to her own recollection, standing at first base with an enormous glove on her fist and fear in her heart. But it also has something to do with her age. Lise was born just in time to witness the golden years of baseball in French Canada.

In 1946 and 1948, the Montreal Royals, in the International League since 1917 (one of their owners in the 1930's was the father of Prime Minister Trudeau) fielded teams that could have held their own in the majors.

Led by such stars as Don Newcombe, Carl Erskine, Sam Jethroe and Jackie Robinson—organized baseball's color line was broken when Branch Rickey sent him to Montreal in 1946—the Royals swept pennants, playoffs and Little World Series, and drew more than 600,000 fans to a season's play at dear, departed Delormier Stadium.

In those years, baseball fever spread throughout the French-speaking province of Quebec. Even small centres such as Drummondville supported professional teams and imported players from the United States. Lise still remembers the day when the first black import walked into her father's restaurant. Eventually, "Lad" White brought his large family to Drummondville from Oklahoma, worked in a factory there during the off-season, sent his children to school and produced several of the most looked-at babies ever to arrive at

the local hospital. By the time they returned to the United States, the older children were fluently bilingual.

My own favourite image of baseball in Montreal is a painting done in 1959 by Montreal artist and baseball addict John Little. It shows a street of tenements on a summer evening overlooking the brilliantly lit stadium in the distance. In the foreground, the typical outdoor staircases and baroque balconies of eastend Montreal are crowded with people, most of them equipped with binoculars and quart bottles of Molson's or Black Horse ale.

Within a year, television had emptied the balconies and driven the Royals from Delormier Stadium. Organized baseball disappeared from Montreal for almost a decade, leaving a clear field to Canadian football, played mainly by U.S. imports, and hockey, where Canada returns the compliment by exporting players to the south.

Was baseball dead or merely dormant? Dead, thought most people. "Crazy!" they sneered in 1969 when local businessmen headed by Charles Bronfman of the Seagram distilling dynasty purchased the first major league franchise ever to go outside the United States. But the armchair experts were wrong. Despite playing in a park that was small by league standards (28,456 seats) the Expos drew more than 1.2 million spectators last year, topping the attendance figures of nine other major league clubs.

The Expos proved that nothing succeeds like failure. They spent virtually the whole season in the cellar but as the total of defeats mounted, so did the enthusiasm of the crowds. Newspaper ads deliberately baited the team's masochistic fans: "*Si les premiers seront les derniers, serions-nous donc les premiers?* (If the first shall be last, won't that make us first?)" For a game against the New York Mets: "We're playing Number 1—but trying harder."

The season proved that there were thousands of *Québécois* like the make-up girl who considered baseball a natural part of French-Canadian life. Fans in San Francisco might have thought it exotic when a Montreal announcer gave the batting order in French. (A letter received by the

Expos' shortstop from a San Francisco fan was addressed to "Mister *Arrêt-court*.") But for French-speaking Canadians, it was only one of innumerable examples of their ability to adapt North American life to their own culture and customs.

Another of the Expos' newspaper ads illustrates this. In the city's English-language newspapers, it read: "Take a client to lunch at Jarry Park." The French version was more than a literal translation: "*Sortez un client ou votre petite amie. . .* (Take a client or your girlfriend. . .)".

What major league team in the United States would advertise "*La fine fleur du printemps, c'est un circuit de Rusty*" (The loveliest springtime blossom is a home-run by Rusty)? Rusty Staub, also known as '*Le Grand Orange*' to his adoring Montreal fans, is the Expos' long-ball hitting right fielder. Where else in the baseball world is a knuckle ball transformed into a thing of beauty: *une balle papillon* (butterfly)?

Although local fans represented 62 per cent of the Expos' total attendance last season, thousands of out-of-town visitors were attracted by the special ambiance of a game at Jarry Park on the Expo '67 site. There were regular excursions from cities and towns in upper New York state and Vermont as Montreal became the baseball city, and the Expos the home team, of a large number of U.S. fans. A charter group of baseball *à la française*.

But the most encouraging sign, as far as the team was concerned, was a bull market for baseball equipment throughout Quebec in 1969 and an increase in the number of baseball teams registered in the province from 222 in 1968 to 430. More than 27,000 young *Québécois* in Drummondville and other centres were playing organized baseball last summer. With any luck, some of them will be hammering out *circuits* for the Expos when Montreal's baseball renaissance flowers into (*ce n'est pas impossible!*) Canada's first World Series.

Mr. Desbarats is a Montreal author, television personality, and associate editor of Saturday Night magazine. 🍁

The quality of life: Canada acts in the Arctic



- The great Prudhoe Bay oil discovery in Alaska;
- the accelerated exploration in the Yukon and Northwest Territories of Canada;
- the prospective opening of the Northwest Passage to commercial shipping of which the S.S. Manhattan's voyages are a dramatic forerunner;
- the concomitant question of pipelines—their size, routes, and effect on the ecology;



Prime Minister Trudeau and Eskimo children: "for the protection of every human being."

Against this backdrop, the Canadian Government introduced into Parliament on April 8 legislation asserting its right to control pollution one hundred miles out from the mainland and islands of the Canadian Arctic. In an exceptional display of parliamentary unanimity (a vote of 198-0), it has been given second reading or approval in principle. Third reading, which is tantamount to enactment, is expected before the end of the present session of Parliament.

Prime Minister Pierre Elliott Trudeau, on a recent Canadian television program, discussed the proposed legislation. The following are excerpts of his remarks:

"If part of our heritage is our wilderness, and if the measure of Canada is the quality of the life available to Canadians, then we must act should there be any threat to either. We must act to protect the freshness of our air and the purity of our water; . . .

"The Arctic ice pack has been described as the most significant surface area of the globe, for it controls the temperature of much of the Northern Hemisphere. Its continued existence in unspoiled form is vital to all mankind. The single most imminent threat to the Arctic at this time is that of a major oil spill. Not only are the hazards of Arctic navigation much greater than elsewhere, making the risk of break-up or sinking one of constant concern, but any maritime tragedy there would have disastrous and irreversible consequences.

"Such oil would spread immediately beneath ice many feet thick; it would congeal and block the breathing holes of the peculiar species of mammals that frequent the regions; it would destroy effectively the primary source of food for Eskimos and carnivorous wildlife throughout an area of thousands of square miles; it would foul and destroy the only known nesting areas of several species of wild birds.

"Involved here, in short, are issues which even the most conservative of environmental scientists do not hesitate to describe as being of a magnitude which is capable of affecting the quality and perhaps the continued existence of human and animal life in vast regions of North America and elsewhere. These are issues of such immense importance that they demand prompt and effective action. But this huge area cannot be protected by Canada acting alone. Just as the Arctic environment is of benefit to many nations, so, in the long run, only inter-

national controls will be able effectively to protect it.

"We know, however, that the international community moves slowly in the creation of new law and the construction of new apparatus. We have no reason to believe that such a régime can be expected within the next few months, or even years. But we know that Arctic shipping and Arctic mineral exploration activities are occurring now. Until such a régime exists, therefore, Canada must take steps to ensure that irreparable harm will not occur.

"Both as a stimulus to this necessary development and as a protection to all North Americans, we are convinced that we must act immediately to legislate preventive measures for control of pollution, and we are doing so."

While Canada has said that it will not accept the jurisdiction of the International Court of Justice in the area of pollution control—on the grounds of the inadequacy or underdeveloped state of international law—Secretary of State for External Affairs Mitchell Sharp has emphasized that the action should be regarded as "a stepping stone towards the elaboration of an international legal order."

Canada has also introduced legislation extending its territorial sea from three to twelve miles. The Prime Minister describes this as a claim of sovereignty; the one hundred mile zone in the pollution bill on the other hand is an assertion of jurisdiction. But unlike the concept of pollution control where, as Mr. Trudeau said, "there is as yet little law and virtually no practice," Canada is prepared to have the territorial sea adjudicated upon by international tribunals.

"Our pollution legislation," said the Prime Minister in Toronto on April 16, "is without question at the outer limits of international law. We are pressing against the frontier in an effort to assist in the development of principles for the protection of every human being on this planet." 🍁

Pass the fiddleheads, please

Fiddlehead greens, the rare and delicious vegetable harvested only along the banks of the Matapedia and Restigouche rivers in the province of New Brunswick, is making new—and influential—friends in the United States.

It was even served at the State Dinner in San Francisco last fall given by President Nixon in honor of the President of South Korea.

the curled up fronds of the ostrich fern. They are harvested along low-lying river banks in the maritime province of New Brunswick mainly by members of the Micmac and Maliseet Indian tribes who sell them to processors such as McCain Foods, Ltd., of Florenceville, N. B., the main exporter of fiddleheads to the U.S.

A frozen package that serves four persons costs about \$1.40 and the de-



Gourmets swear fiddlehead greens taste something like asparagus and mushrooms, only better. In appearance it is a graceful green spiral about as long as a man's thumb, and resembles the head of a violin.

Botanically, fiddlehead greens are

mand exceeds the supply, most of it earmarked for the U.S. market.

The proper name for the newly popular vegetable is "pteretis nodulosa" and Canadian chefs say they taste best when barely boiled and served with venison and roast beef. 

Foam insulator for crops may solve pesticide problems

A foam insulator developed by Canada's Dept. of Agriculture to protect fruits and vegetables from frost damage may solve the pollution problem of drifting pesticides.

The foam, which is cheap and harmless to the most delicate plants, provides a blanket of warmth to delicate crops. It can be applied to 20 acres in nine hours, and disappears within 48 hours.

The foam, already in use in Canada and in Florida, Texas and other states as far north as Wisconsin and Massachusetts, has the consistency of rich shaving lather or whipped cream. When it dissipates, it fluffs up like suds and either vanishes like broken soap bubbles or floats away like an errant balloon.

A 1½ inch blanket of foam for seedling tomato plants costs about \$25 an acre; for bigger, transplanted tomatoes (eight to 10 inches tall) the cost is about \$35 an acre. Costs depend on the thickness of the foam blanket and the width of the strip being laid down.

Canadian scientists are investigating the possibility that the same general idea can be used to apply pesticides. The advantages: an end to problems of drift, the possibility that a foam could add a slow-release feature and the fact that foam-carried pesticides can be applied more evenly. 



From a tiny Canadian island

A VOICE FOR THE SILENT MAN

Everybody's talkin' at me
Don't hear a word they're sayin',
Only the echoes of my mind.

These lines are taken from the theme song of the film *Midnight Cowboy*. They tell of the desperate loneliness of a young man from a small town in the big city, surrounded by the din of voices but denied the true communication with his fellow humans that he needs to stay spiritually alive.

More and more people are feeling such alienation. The search for solutions, like the problem itself, is not confined to the United States.

Two gifted young Canadians with a large capacity for social involvement have pioneered a unique method of using film and videotape recording to teach people to communicate with their neighbors and leaders in a new way. It is an approach that, apart from helping to solve pressing problems, leaves participating communities with a renewed sense of confidence in their ability to survive strains and pressures that might otherwise tear them apart.

It is called the Fogo technique, after an island off the east coast of Newfoundland where it was first used. Its originators are Colin Low, a film maker with Canada's National Film Board who among his other credits helped create the landmark multi-media presentation *Labyrinth* at Expo '67, and Donald Snowden, director of the Extension Department of Memorial University of Newfoundland, who was previously a federal government field representative working with Eskimos and Indians in the Canadian Arctic.

Because it bears so directly and constructively on one of the central issues of our time—the communications crisis among people—and because it illustrates once again the uniquely unpretentious and flexible way Americans and Canadians work together, we are publishing this article on the Fogo technique at greater length than will ordinarily be our practice.

The Fogo technique was imported into the United States in July 1968 by the Office of Economic Opportunity (O.E.O.) to see if it could be expanded to work in the more complex circumstances of urban and rural America with its racial and other community tensions.

"Fogo" says Colin Low, "is not a process, but an attitude or a method based on an attitude. It essentially regards silent people—the silent man, the silent majority, or the silent minorities for that matter—as worthy of the privilege of a voice—expression.

"This attitude understands that all people or peoples have something of

stitutions will realize that they actually do have a voice in their local and national affairs."

Reduced to its simplest essentials, the Fogo technique consists of having all the elements of a community express themselves on film either in groups, or (more often) as individuals.

They speak of their hopes, fears, pride and achievements. The films show events and traditions important to *that* community. The films, usually with minimal editing, are then shown throughout the community both in private and public showings. The films are totally bereft of conscious artistic merit. They are simply records of a community talking.

All elements of the community are able to see each other mirrored on film and thereby gain fresh insight and understanding of their fellow citizens, their problems and strengths, and to



In Hartford, Conn: "records of a community talking."

value and importance to say if they are listened to in the right way and responded to in the right way.

"It is also a curiosity about the reasons for silence—the lack of participation or involvement—the detachment from community, or institution, that often accompanies silence. It involves the understanding that the exercise of expression creates an energy in the individual who develops a facility of speech, music, art or sport, and the expectation that the community or in-

recognize priorities. In addition, when it is over, a community has a remarkably full documentary of itself.

O.E.O. has tried this experiment in three American communities: Farmersville, in Tulare county, Calif., Hartford, Conn., and a newer, still incomplete project in Alaska.

More recently, O.E.O. undertook an adaptation of the Fogo technique in six rural communities in Georgia, Maine, Mississippi, New Mexico, Texas and Tennessee.

The purpose of the project was to elicit information on attitudes and knowledge of the success and failures, the requirements and desires of previous programs in relation to proposed Administration programs by taking a multi-faceted look at the complex subject of hunger.

The adaptation was to break away from film and use television equipment in the interest of speed and versatility. Discussions, interviews, and some equipment were handled by community trained people. Mr. Low was overall producer, and Mr. Snowden directed American and Canadian crews familiar with the process, but the community people were "up front."

However, no attempt was made to hold the discussion simply to hunger and consequently a great deal of in-depth information on other concerns emerged—economic, social, political and educational. To Dr. John Wilson, O.E.O.'s Director of Planning, Research and Evaluation, this use of the Fogo technique suggested the process might provide a dimension now lacking for the policy planner in devising strategies for development.

Anne Michaels of O.E.O. Public Affairs, who was responsible for bringing the experiment to the United States after having seen the project in Newfoundland, said it was the first time to her knowledge that experts of another country had been used by the United States in combatting its own problem of domestic poverty.

O.E.O. engaged Mr. Low and Mr. Snowden to act as consultants for the Farmersville and Hartford projects. Mr. Low, together with Julian Biggs, also of the National Film Board, served as co-producers of the initial California project.

In Farmersville the Fogo technique was sharpened and applied to a community split between "anglos" (white Anglo-Saxons), and "chicanos" (Mexican-Americans): It was a community divided by language, heritage and suspicion.

One mass screening of film gave the town its first meeting at which anglos and chicanos attended together in large numbers. There they discussed their mutual problems in an air of cooperation and the anglos professed a new understanding of what it meant to be a chicano.

There was also the feeling that heavy mistrust of the Mexican-Ameri-

can youth by the town's anglos may have begun to be dissipated as a result of the experiment. A local crew, trained in the technique, is continuing the effort.

O.E.O. officials say it is too early yet to judge the results of Farmersville but research reports indicate improvement in relations between the anglos and chicanos.

The Hartford experiment was not completed last summer and requires another month of filming. It is taking place in the city's black and Puerto Rican ghetto, and in its middle class and more affluent areas.

Film-makers using the Fogo method remain scrupulously neutral, never seeking to sway an issue or a personality, striving only to present people and groups as they truly are. It is thought that a breach of this ground rule could aggravate existing problems and lead to serious division within a community.

Another ground rule is that individuals are allowed first viewing of film made of them after it is developed. They are granted full editing rights; they can delete what they want or add what they think is missing.

In practice, very little editing is done. The material is cut vertically, rather than horizontally. In other words, the films are based on events of value to the community or institution, on a personality discussing a variety of issues, rather than an issue incorporating a variety of personalities. The material is filmed or taped in this manner, and avoids the obvious editorializing that occurs almost always in television and motion pictures when personalities are juxtaposed by an editor. Thus, while a person may hold a point of view on three or four subjects which are antagonistic to, or viewed as foolish by, some elements of the community, his opinion on another subject may seem valuable or wise. And so a link, or basis for cooperation normally unknown is uncovered.

The films or tapes run anywhere from seven minutes to an hour. With individual approval the films are programmed, three or four at a time, and shown to the community in a number of screenings at convenient sites and times. The audience, which can range from three or four to several hundred, is comprised of those who participated in the filming, and others from the community with a direct interest.

Finally, *if the people permit*, the films are taken outside of the community. Where there is no government presence in a community, they are shown to officials outside. But in places where there are officials or a local government resident in the community, the films may be shown outside to state or federal officials. Significantly, representatives of local government as well as those representing business, the "middle class," the church and other community elements participate in both interviews and screenings in the same way as the disadvantaged.

It is regarded as important in the process to set up communication between groups that are often highly polarized and hostile to one another, and also to ensure that officials get a first hand look at the people whose lives are affected by the decisions they make. While there is sometimes criticism, there is at the same time a highlighting of the positive features of the various constituencies that bind the community together.

Where there is criticism, those to whom criticism is directed are allowed to reply on film to explain *their* problems and to try to make themselves better understood as individuals. The responses, wherever made, become part of the community film package that is shown in mass screenings throughout the area concerned. But the process does not end there. Since the technique demands continuity if lasting effects are to be achieved, local people are trained in film or video production, in the particular application of the Fogo technique, and are then left to carry on indefinitely.

"There is one thing," says Mr. Snowden, "which the technique does not involve. It is not designed as an exposure only of unease and anger and frustration and hopelessness. Enough people are trying to do that with communications, in enough places, in enough ways."

Rather, he contends, it is designed to stimulate social creativity, by removing from individuals the clichés of position or designation of "deprived" or "establishment"; and to replace bitterness, apathy, and hostility with ways for hope and positive action.

The Fogo technique presents people and communities in their entirety and not as one-dimensional, achieves maximum confrontation with a minimum of hostility, and develops sympathetic involvement between the deprived and



Interview on Fogo Island: Colin Low, left, one of the two originators of the technique.

the deprivées, as well as with and between other groups. This ability, says Miss Michaels, who has been project manager throughout for O.E.O., is "one of the most important contributions that the effort can make in a country where communication, rather than resolving conflict seems to have become distorted into a means of encouraging it."

The Fogo concept was an outgrowth of the National Film Board's Challenge for Change program, designed to experiment with the use of film in bringing about better communications among Canadians.

It was thought that Newfoundland might offer fruitful ground for such an experiment because it was believed

that many of the desolate "outport" fishing communities there were no longer economically viable. The provincial government was engaged in a program of resettling the villagers to inland communities with planned economies.

Fogo was chosen because it was representative of the problems, because parts of the island were searching for a way to do *something* for itself, and because it had a resident extension field worker from Memorial University who was a native of the island and knew it well. (Similarities between the Alaska and Newfoundland experience recently led the community and technical "directors" of the Alaskan unit to spend some time with the

staff and crew of Memorial's Extension Service in Newfoundland and Labrador.)

Filming began on Fogo in the summer of 1967. A cross section of the community was selected and filmed. People talked of their problems, personal and civic—the fishing, youth leaving the island, governmental indifference, poverty, welfare, and religious strife with its effect on education.

Low found that without exception no one tried to "ham it up," that people expressed themselves simply, honestly, and with great dignity. Not all the filming was sombre: Fogo children at their play, a wedding and its gaiety, and a house party were among the subjects.

Mr. Low learned that when the films were shown to the people it was not wise to present an unrelieved ration of problems. He found it best to start and end an evening's screenings with something lighter, preferably film that in showing some aspect of their lives reflected the islanders' cultural heritage, permitted them to draw pride from their children, or identified their common interests.

It was also found to be critically important—on Fogo, and elsewhere since then—that the screenings not end on a note of tension or abrasion but rather on a positive plane conducive to continuing the process and promoting change. After mass community viewings the citizens would stay and discuss what they had seen. In the six-community rural experiment, this "afterplay" was also put on film.

Mr. Snowden believes that the films gave the people of Fogo an understanding of themselves and their neighbors. They learned in many cases that the opinions of their neighbors were closer to their own than they had suspected. They learned that their neighbors had valid points even when they were in total disagreement, and that there was often a chain of logical reasoning behind these points and not just blind prejudice.

The results, says Mr. Snowden, were that for the first time on an island or community basis, people showed an inclination to sit down and work out their problems, to try to overcome poverty, and to settle the school difficulties.

Members of the Provincial Government viewed the films at a special screening. They found themselves criticized. But more important, they found the people of Fogo had little

knowledge of Government intentions and they had little awareness of the degree of desire of the people to remain on the island, the inherent strength of the islanders, and their determination to help themselves. Since then the Federal and Provincial Governments have loaned Fogo Islanders the money to start a ship-building consortium.

With the sharing of effort and resources has come the construction of

concept of quality control, and a dramatic rise in sales and profits.

Now Fogo Island is taking steps to consolidate its six denominational high schools into one central school to improve the quality of education. Such a step was formerly thought impossible because of religious differences that had resulted in separate schools.

With this record of accomplishment at the original site, the Fogo technique in one form or another is being dupli-

Funds stressed

Canadian studies committee formed

A need for new sources of funds to support Canadian studies programs in American universities was underlined at a Conference on Canadian Studies held in mid-April at Airlie House, Warrenton, Virginia.

Lack of financing, the Conference was told, is preventing the expansion of existing courses and the introduction of new ones.

Canadian studies are not, for example, eligible for assistance under the six million dollar annual area studies program of Federal aid because Canada is not considered a "crisis" area.

A survey of the 1,256 accredited universities and colleges in the United States showed that while 89 offer some instruction on Canada, only nine have courses co-ordinated into a definite Canadian Studies program. They are Clarkson, Duke, Harvard, Johns Hopkins, Michigan State, Maine, Rochester, Vermont, and the State University of New York at Plattsburg.

Sponsored by the Johns Hopkins Center for Canadian Studies, Washington, D. C. the first U.S. graduate center in this field (*Canada today/d'aujourd'hui*, April 1970), and the W. H. Donner Foundation, the Conference set up a committee which will form the nucleus of an association of Canadian Studies in the United States. It will have as one of its purposes the development of new sources of financing. Richard Preston, director of Canadian Studies at Duke University, was selected Chairman.

The Airlie House meeting had an attendance of approximately 60, including representatives of 30 universities. Principal guest speakers were Senator Mike Gravel (D-Alaska) and Representative Frank Horton (R-New York) and from Canada the Secretary of State Gerard Pelletier, whose portfolio centers in cultural and citizenship affairs, and Member of Parliament Edward Broadbent (New Democratic Party-Ontario). ❁



In Farmersville, Calif: "participants are granted full editing rights."

bigger and more efficient fishing boats, the price of which had previously been beyond the reach of all but a few islanders, although they are essential to the economic life of the island.

Next the fishermen formed a co-operative (the first successful one, and first-ever on an island basis) to improve the processing of their fish. The result was the introduction of the

cated throughout Newfoundland and Labrador and in other parts of Canada.

The early results in the United States, though incomplete as yet, are being studied with cautious optimism. It would appear, however, that at least instead of "the echoes of the mind," some of the people of Farmersville, of Hartford, and the other test centers are "hearing" one another more clearly. ❁

New moves taken to cope with inflation

Government-backed price restraints and consumer credit controls are being added to the traditional weapons of monetary tightness and budgetary controls in Canada's campaign against inflation.

While all industrialized countries have been grappling with inflationary trends in recent years, Canada is more sensitive to the problem in some areas, particularly to "imported inflation," because of its close economic links with the United States and the importance of world trade to the Canadian economy.

Last July, the Government created and mandated a new independent agency, the Prices and Incomes Commission, to assess Canada's inflation, and to say how price stability may best be achieved. At the outset, the Commission held numerous meetings with representative groups of businessmen, labor leaders, government officials and others in an attempt to arrive at a comprehensive set of undertakings for which widespread support throughout the community could reasonably be expected.

In mid-January 1970, the Commission decided that sufficient progress had been made in the course of detailed discussions with business representatives over an extended period to justify proceeding with a national conference.

The National Conference on Price Stability developed the basic principle that all business firms and other commercial establishments in Canada are called upon to reduce the number and size of price increases they would normally make in 1970 by ensuring that such increases are clearly less than the amount needed to cover increases in costs. The full statement of the Conference (copies of which may be obtained on request from *Canada today/d'aujourd'hui*) was also endorsed by the heads of Canada's federal and provincial governments.

The Commission is now undertaking a series of price reviews to ensure that the price restraint criteria are being complied with. These findings will be presented to the Government for consideration, and action where necessary. Earlier this year, the Government was successful in persuading copper

producers and major railroads to suspend price changes. Banks also agreed to withdraw previously announced increases in charges on personal loans.

The Commission is continuing efforts to secure the cooperation of labor unions and all other wage and salary earners to reduce current pay increase demands, and Prime Minister Pierre Elliott Trudeau repeated in Parliament the Government's determination to maintain tight monetary and fiscal policy until inflation is curbed.

The Budget for the fiscal year beginning April 1, was introduced into Parliament by Finance Minister E. J.

Benson in March. It provided for the imposition of controls on some types of consumer credit, the first such controls since the Korean War 20 years ago. The controls would establish the minimum down payment for installment buying to twenty percent of the purchase price, and limit the repayment period to two years—or thirty months in the case of automobiles. Mr. Benson noted that the Budget would produce a Treasury surplus for the second consecutive year, of 300 million dollars versus 355 million dollars in the 1969/70 fiscal year, as he predicted a change in Canada's economic climate to slower growth, slightly higher unemployment and lower corporate profits. When the change appears, he indicated that the Government would be prepared to take further budgetary measures if necessary. 

'The best U.S. customer — one dollar in four'

Consulates open in Buffalo and Minneapolis

Canada has opened two more consulates in the United States to deal with the ever-increasing flow of trade between the two countries.

The new posts, in Minneapolis and Buffalo, bring to 14 the number of Canadian offices—more than any other country has here. They will be primarily oriented toward export trade and industrial promotion, as well as performing the normal consular functions.

The Minneapolis office will serve Minnesota, North Dakota, South Dakota, Montana east of the Divide, upper Wisconsin and upper Michigan peninsula. Its address is 15 South Fifth Street, Minneapolis, Minnesota 55402.

The territory of the Buffalo post is upper New York State. Its address is 1400 Main Place, Buffalo, New York 14202.

John H. Bailey, formerly Commercial Counsellor in Caracas, is Consul and Trade Commissioner in Buffalo. Glyn E. Woollam, formerly Commercial Counsellor (Agriculture) in London, is Consul and Trade Commission in Minneapolis.

"During 1969, Canada-U.S. trade represented by far the most dynamic element in the Canadian trade picture. The value of Canadian merchandise exports to the United States rose by 14.6 per cent last year to Can\$10,600 million, representing not less than 71 per cent of total Canadian shipments abroad.

While Canadians are well aware of the high degree of importance of Canada-U.S. trade from *our* standpoint, it is not so well established in the public mind that Canada is also by far the best customer for goods which the United States has to sell abroad. On the basis of United States trade statistics, Canada supplied a market of well over Can\$9,000 million of U.S. goods.

This meant that nearly one dollar in four of U.S. export earnings resulted from sales in Canada. As a matter of record, we bought more than two and a half times as much from you as Japan, nearly twice as much as 20 Latin American republics, and about the same amount as the combined total of your exports to the six members of the European Common Market and Great Britain."

*Hon. J. A. Richardson,
Minister of Supply and Services,
at the opening of the Canadian
Consulate in Minneapolis* 

Prime Minister Trudeau tours 'Pacific rim' nations

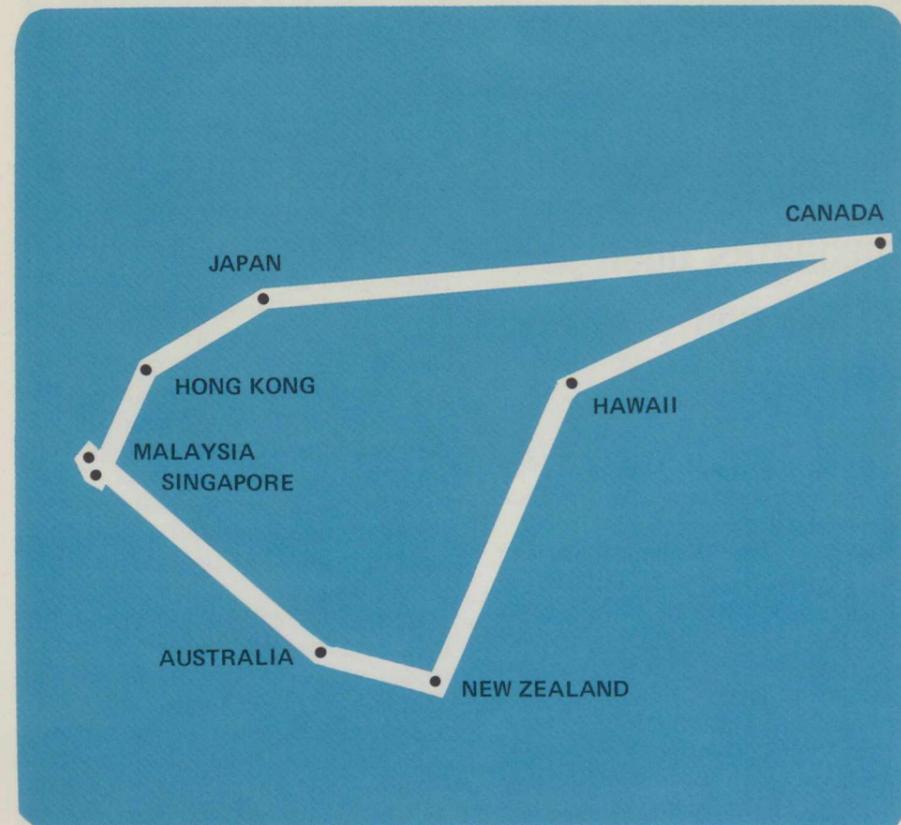
Canada's growing interest in the 'Pacific rim' of which it is a part is reflected in the 27,500 mile, 20-day tour that Prime Minister Pierre Elliott Trudeau completes on May 29.

He will have made official visits to New Zealand, Australia, Malaysia, Singapore and to Japan (see page 12) plus a private visit to Hong Kong and a stopover in Honolulu. Apart from the discussion of trade and other bilateral questions, the Prime Minister said that he hoped to get a "feel" for the politics of the countries he would be visit-

in terms of the values of civilization which we share with many of these nations and also, of course, in military terms," Mr. Trudeau said.

In New Zealand and Australia the Prime Minister was returning visits paid to Canada last year by the Prime Ministers of these countries. These served to emphasize the importance Canada attaches to closer ties with its Commonwealth partners in the South Pacific.

Canada has important trading relations with Malaysia and Singapore,



ing, and of "the direction" in which they are going.

Speaking before his departure to a group of Pacific correspondents based in North America, he said he was interested in learning from his hosts how they saw the power relationship developing in the Pacific.

"We are one of the Pacific rim nations and the way in which the equilibrium of forces is established in the Pacific is of very great importance to us—in trade terms, in cultural terms,

and Canadian investment in these countries is increasing. They are also substantial recipients of capital and technical assistance under the Canadian international development program.

Japan is now Canada's third trading partner after the United States and Britain. As one of Canada's fastest growing markets, Japan is of first importance to its export trade and is also an important investor in the development of Western Canada. 🍁



Canada Past and Present, from which the accompanying cartoon and quotation are drawn, is a brief, colorful introduction to Canada. Designed to provide a better understanding of Canadians and of the nation that shares most of a continent with the United States, it is written by John Saywell, educator, author, and public commentator.

In its 64 pages, *Canada Past and Present* traces the history of the country and describes with feeling and personality what Canada is today. From the discovery of a raw continent by Columbus in 1492, to the meeting of Pierre Elliott Trudeau with Richard Milhous Nixon in 1969, the examination of Canada is thorough and wide-ranging. Prof. Saywell wipes out present-day boundaries to show how close—and yet different—has been the development of the two countries. The book is primarily a teaching document, but will be informative to anyone interested in the development of the continent. Copies may be obtained free from *Canada today/d'aujourd'hui*, Suite 325, 1771 N St. N.W., Washington, D. C. 20036. 🍁

Canada past & present

The image of life in Canada presented to the foreigner is very similar to Michael Ramus' humorous view through the mists of Niagara Falls. It is an image of a people living close to nature and still engaged, with dog sled or bush plane, in the massive task of opening up the Canadian wilderness. Although such an image is accurate for only a small number of Canadians, there is some truth in the picture of a people still struggling to overcome a harsh environment. The task of building the Canadian nation has been a long and difficult one, for the geography of Canada has not presented an easy challenge. Thus national effort has always had to be concentrated on economic growth and economic survival. Yet Canadians have had time to build a rich life of the spirit and to create a culture that has enriched their society and made its contribution to the cultural life of the Western world.

Canada's pavilion is number one at Expo '70



The stunning, mirror-sheathed national pavilion of Canada was honored on the opening day of Expo '70 this spring when Emperor Hirohito made his only visit to a foreign pavilion.

It was the first time in history that a reigning Japanese emperor had stepped on "foreign" soil, and it was

in response to Canada's decision to be the first country to agree to participate at Osaka, and for its role as host at Expo '67, which Osaka's planners acknowledge to be their model. Prime Minister Trudeau visits Expo '70 on Canada Day, May 27, at the special invitation of the Japanese Government.



Three Canadian provinces have their own pavilions. Each has received remarkable popular and critical acceptance. The British Columbia building, acclaimed the most original at Osaka, is a tower of rough-hewn Douglas fir logs. Ontario's structure has pipes suggesting smokestacks soaring from a two-box base holding a theatre and exhibit hall. Quebec has a three-level pavilion housing resource and industrial exhibits, and in the basement a *discothèque canadienne* hugely popular with Japanese youth.

The sloping, sparkling mirrors of Canada's national pavilion suggests aspects of the Canadian landscape—the mountains and Arctic ice, Prairie skies and sun-splashed lakes.

John Canaday, the *New York Times'* art critic, hails Canada's hall, roofed by five gay umbrella spinners, as the most successful of the national pavilions. Designed by the Vancouver firm of Erickson/Massey, the mirrors form a hollow, truncated pyramid around an open courtyard where open air performances are given by artists such as Les Feux-Follets, a highly original interpretive dance ensemble from Quebec, the Guess Who, a leading rock band, and Claude Léveill , a balladier and folk singer. (During Canada Week, May 24-29, the National Ballet of Canada, a company of 82, will present *Romeo and Juliet* and *Swan Lake* at the fair.)

Visitors to Canada's pavilion proceed underground to view five wordless films in three amphitheatres and then through the long exit hallway past a series of exhibits showing Canadian development.

"There you see a wonderful country in an absolute masterpiece of national presentation," say Mr. Canaday. "The Canadian pavilion theme, which is 'discovery', is amplified in the theme sentence, 'The vastness of our country, the diversity of our people, and the dynamics of change involve us constantly in discovery'." 

ca
today

MAY 19

Published
Office of Ir
1771 N Str
Washingto
Telephone

