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TOWARD THE DEFINITION OF A CULTURAL POLICY

The following excerpts are from a recent address by Mr. Gérard Pelletier, the Secretary of State, to the Board of Trade of Montreal:

...The Department of the Secretary of State is, in reality, a federal department of cultural affairs. To realize this we have simply to glance over the list of agencies which come under this department or for which the Secretary of State is the spokesman in Parliament. Among these organizations are the Canadian Broadcasting Corporation and the National Film Board, the Arts Council, the National Museums, the National Library and Archives, the National Arts Centre, the Canadian Radio-Television Commission and assistance for the development of the film industry. You will agree with me in concluding that, from all appearances, we do, in fact deal with culture....

What manufacturer, these days, does not take the aesthetic aspect into account in manufacturing his product, whether it be a car, a spoon or a refrigerator. We need only cite the example of Scandinavia to prove that a furniture industry can be based on taste rather than cost.

A country without artists, without any cultural atmosphere, a country deprived of the kind of men who dream in colours and forms, is soon doomed to become an underdeveloped country.

When I was a reporter, President Bourguiba once said to me during an interview: "Slow economic development disturbs a great many people; slow intellectual development disturbs far fewer, yet we must attack the latter first if we want to conquer the former."

Thus, culture is not a mere nicety, art is not an incidental, inessential activity, a luxury on which to spend our excess wealth. They are rather the pillars

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of any rich and significant social life, of any healthy, dynamic economy.

That is why a government – any government – would be just as much to blame for neglecting culture or treating it like a poor relative as it would be for not building highways or letting its forests burn down. That is also why it seems inconceivable to me that in 1968 a government should not become involved in intellectual matters. And finally, that is why the Secretary of State Department is not lost in unrealities, a magician's venture or a refuge for dealers in dreams; it is one of the main centres of activity in the Canadian Government, a department which has the power to influence our individual and collective lives just as much as the Department of Trade and Commerce or the Department of Transport.

Before leaving these preliminaries, let us look towards the future for a moment, towards the leisure society which is being predicted by many authorities, and which in fact is already here for the manual labourers who work a 40-hour week or the white-collar workers on a 35-hour week. If we consider this leisure society how can we fail to see that, more than ever before, as Malraux would say, we need to understand what we are doing on this earth and to recognize the need for a culture which will give meaning to our lives.

Is there any great power which is not making a name for itself in the field of culture? We need only

mention the U.S.A., the U.S.S.R. and China to see that culture is at the same time the driving force and the sign of prominent civilizations.

We need only reflect for a moment to see that any country which wants to attain humane, balanced and harmonious growth is compelled to establish a cultural policy and follow it through....

ELEMENTS AND AIMS

A true cultural policy must unite three basic elements: first, well-defined objects; second, the tools, instruments and methods to carry out these objectives; and third, plans which will make it possible to provide for the realization of these objectives and to prepare a timetable.

What are our objects?

The first one, which seems to me the most important, is to promote a truly popular culture....It is not a question of achieving a mass culture by lowering our cultural standards and giving in to the cheapened values which some commercialized pastimes represent as the only cultural conception within the comprehension of the general public. Nor is it a question of leading the masses, willingly or unwillingly, towards what we, the privileged classes, regard as culture. Instead, we must make available to the general public the means of cultural expression necessary to obtain the participation of the greatest possible number of citizens both as creators and as consumers. This participation will be forthcoming to the extent that we are able to avoid a preconceived idea of culture. For example, no one can claim that opera is superior to singing, ballet or jazz. There are no minor arts, there are only arts which convey the spirit of a people....

NOURISHING CULTURAL DESERTS

I shall refer to our next objective as cultural equalization. Distributive justice concerns the riches of the mind as well as material wealth. You are aware that there are certain regions in our country which can be called cultural deserts. These regions may be either rich or poor in the economic sense, but intellectual life there leads an extremely precarious existence, even though (unkind people will say because) some of these regions have been served by radio and television for many years.

I should also like to bring to your attention the fact that there are isolated French-speaking and English-speaking minorities in Canada which need to be nourished and invigorated by the sources of their original cultural environment. The Canadian Government's bicultural policy requires us to see that these groups enter into the mainstream of their culture, which they could never do by themselves. The French and English cultures must be available to all who belong to them, from Newfoundland to Victoria. I personally hope to make the Department of the Secretary of State the department whose mission it is to protect French-speaking minorities - which are, moreover, the most numerous and the most underprivileged at the present time. The Department of the Secretary of State would also, of course, be concerned with the smaller number of English groups isolated in

a French-speaking environment.

Finally, in some of our large cities, there are entire areas which are cut off from cultural life because of their low economic level. As the community facilities which normally provide the essential ingredients of cultural life within a society are lacking in such places, the situation must be remedied by setting up community and cultural centres....

Finally, we must set up an exchange programme which will be interregional at first, and then, at a second stage, a system of international exchange.

POLICY OF CO-ORDINATION

What will be the tools of such a policy? We shall find them mainly in close co-operation between the various levels of government which characterize our governmental system. None of these different levels (federal, provincial or municipal) can singularly assume an undertaking of this size, a revolution of such importance.

As a second step, we shall achieve our aim through better co-ordination of existing agencies. Taking films as an example, it appears evident that the operations of the National Film Development Corporation should be closely co-ordinated. Will it be necessary for this purpose to set up a Canadian film commission, independent of the institutions mentioned, but having the necessary authority to implement a single well-thought-out film policy? This remains to be seen.

What I am sure of, however, is that Canada must find some way of putting its film talent to work so as to enter the international market and break the "sound barrier" of foreign distribution....

YOUTH POLICY

...It is undeniable that a wider and wider gap is opening between generations. The process began with a deaf-eared dialogue between young people and their elders. Today, we have reached the silence stage, which is even more serious.

As we are all adults here, I shall not linger on the supposed faults of young people. Rather, I shall talk about our faults; in my opinion the most important is the unanimity with which we refuse to face the world-wide dispute in which we are the central issue. Just because young people are suggesting a world which seems absurd to us, we react most often with complete negativity. What is even more serious is that we react by trying to impose on them our conception of the world and our ideas on life....

A youth policy, to my way of thinking, means helping young people to give expression to their ideas, however far-fetched these may appear at first glance. We would be making a very big mistake in thinking that all the ideas young people put forward are utopian. And I want to be certain that my meaning on this point is clearly understood. A government which would try to use a youth policy as a ploy, in order to drag young people into total respect for the *status quo*, to persuade them to conform to the so-called "adult" world and its values, would not only be headed for dismal failure, since it would not

ELECTRICITY STANDARDS REVISED

The National Research Council of Canada has announced that a new base of reference for the *volt* — the practical unit of electromotive force (emf) — or voltage, will be introduced in Canada next January. The Council also announced that the base of reference for the *ohm* (the practical unit of electric resistance) would be modified at the same time to make it conform to the recognized international value. "We are changing the values of the volt and ohm, as maintained in Canada, to agree more closely with the best knowledge of absolute values available today," said Dr. A.F. Dunn of the Electricity Section of NRC's Division of Applied Physics.

Canada's basic standards of physical measurement, including the volt and the ohm, are housed and serviced by the Division of Applied Physics. The Division acts as Canada's national standards laboratory and provides Canadian industry and science with the foundation for all their measurements.

TEN COUNTRIES COMMON VOLTAGE

The new base of reference for the volt is being adopted internationally and will bring the volt units of ten countries (Australia, Britain, Canada, France, East and West Germany, Italy, Japan, the U.S.A. and the U.S.S.R.) into agreement. This action follows the adoption in Sèvres, France, this month by the International Committee on Weights and Measures of a recommendation of the Committee's Advisory Committee for Electricity.

At a meeting in Paris in October 1946, the International Committee recommended a conversion from the international electrical units to the absolute system, which was universally adopted in 1948. Under this conversion it was agreed that one mean international volt equalled 1.000 34 absolute volts. The mean international volt was the average of the units maintained in Britain, France, Germany, Japan, the U.S.A. and the U.S.S.R., which took part in this work before the Second World War.

Experiments since 1948 by laboratories throughout the world have shown that the value of the volt, as maintained by groups of standard cells at NRC and other standards laboratories, can now be meas-

ured more accurately in terms of the absolute units. The new value represents a better measurement of the voltage of these cells in terms of the theoretical unit of electromotive force derived from the basic units of length (meter), mass (kilogram) and time (second).

With this reassessment, the value of the volt as defined by the International Committee will be decreased by 11 parts in a million. For Canada, the decrease will be eight parts in a million, because the existing value of the volt in this country is three parts in a million less than that currently defined by the International Committee.

The new value for the volt will become effective on January 1, in all ten countries except Russia, where the change will be made later in the year.

INCREASE IN OHM VALUE

The base of reference for the ohm has not been changed by the International Committee. Canada, however, will increase its ohm value by three parts in a million to bring its standard into agreement with the absolute value recognized by the International Committee. Five other countries are taking similar action, so that in the future all ten countries will be maintaining units of resistance that are within one part in a million of each other.

The increasing importance of precision measurements has made it evident that a more accurate realization of the absolute volt and ohm is needed. A considerable portion of Canadian industry, particularly companies manufacturing precision electrical equipment, must measure voltages and resistances to a few parts in a million.

A major benefit of the changes is that Canadian industry no longer will need to consider the differences between countries in voltage and resistance values when producing compatible equipment. This will be especially true with respect to exports to the United States under the multi-million-dollar Canada-U.S. production sharing programme, as well as to contracts under the North Atlantic Treaty Organization.

IMPOST ON U.S. CORN

Agriculture Minister H.A. (Bud) Olson announced recently that effective October 30 the Federal Government would apply value for duty on United States corn imported into Canada. He said this would ensure corn would not move into Canada at prices below the U.S. support level of \$1.05 (U.S.) a bushel.

Mr. Olson explained as follows:

"We have made this move after full consultation with the United States in accordance with our international trading obligations. I am confident that our action will bring a considerable measure of stability to the current corn-marketing picture. I am pleased that we have been able to do this before quantities

of U.S. corn have been imported into Canada at prices below their support level.

"While the application of value for duty will bring considerable immediate benefit, there is no thought that it represents a permanent solution. Very fundamental marketing problems still exists for corn-growers of southwestern Ontario.

"For our part, we are continuing to pursue every possible avenue for answers to these problems.

"In the final analysis, however, producers themselves must play an active role in bringing about solutions. As I have said before, the means exist by which producers could relieve the marketing problem by creating a corn-marketing agency under

provincial legislation. Such an agency would be able, through more orderly marketing of Canadian corn, to stabilize and strengthen corn prices."

Mr. Olson noted that other recent Federal Government action had included accelerating the depreciation allowance for farm-storage facilities and the guaranteeing of storage space for corn in downstream elevators.

RAINCOAT DISPLAY IN NEW YORK

Canada's largest fashion show abroad will be held in New York from November 19 to 22, when 17 manufacturers of "junior petite", "junior miss" and women's rainwear will show their spring collections at the McAlpine Hotel (formerly the Sheraton-Atlantic), under the sponsorship of the federal Department of Trade and Commerce.

Some 1,000 buyers in the New York area have been invited to this preview showing. Aiming primarily at the large chain and resident buyers in New York, individual manufacturers will show their own lines separately. A second presentation by the same producers is planned for January 6 to 17 at the same hotel, to coincide with "market week" when large numbers of European and other foreign as well as out-of-town United States buyers will be in New York.

Market surveys have indicated that there is specific interest among United States retail buyers for rainwear designed and manufactured in Canada.

DEVELOPMENT AID TO TANZANIA

The Canadian Government is providing a team of experts to Tanzania to help that country prepare its development plans.

Four economists from the University of Toronto will function as a project analysis and evaluation unit in the Tanzanian Ministry of Economic Affairs and Development Planning. They will assist in the analysis of development proposals put forward by various departments, assign priorities and help complete the next five-year national development plan.

B.H. Kristjanson, deputy minister of the Manitoba Development Authority, will be the leader of the group and Frank H. Buck and Paul D. Earl of the University of Toronto will be team members. The remaining team member will be chosen later.

The university, under contract to the Canadian International Development Agency, will implement the project and provide research-support facilities in its department of political economy. It will also assist in the selection of Tanzanians for counterpart postgraduate training in Canada, with the object of developing a fully-trained Tanzanian economic planning staff within the next five years.

The total cost of the five-year programme is expected to be \$1,420,000. The initial contract with the university is for two years at a cost of \$465,000.

The CIDA programme for Tanzania this fiscal year totals \$3 million.

ESKIMO ART AT OLYMPICS

Two collections of the finest examples of Indian and Eskimo art and handicrafts are being exhibited as part of the programme of cultural events, which is being held in Mexico City in connection with the nineteenth Olympic Games until the end of this month.

The Canadian work is displayed in two locations - the International Exhibition of Folk Art, which is made up of handicrafts from the countries that took part in the Olympics, and the Exhibition of Outstanding Examples of World Art. The exhibit, which was assembled over the past few years by the Department of External Affairs, shows the work of various Canadian ethnic groups. The Department of Indian Affairs and Northern Development has added about 20 new Indian and Eskimo pieces.

On view at the Exhibition of Outstanding Examples of World Art are 49 pieces, comprising prints and soapstone carvings, including both very early and recent works, showing the development of Eskimo art over the past decade.

The Mexican Government has mounted the most extensive cultural events programme in the history of modern Olympics and, encouraged by that Government's interest in the arts and handicrafts of Indians and Eskimos, Canada has invested more than \$11,000 in pieces for the two exhibitions.

NATO STUDENTS VISIT

Sixty-five students and staff members from the NATO Defence College, Rome, visited Ottawa and Quebec City recently to complete the final lap of a European and North American tour.

The visitors, under the College's commandant Lieutenant-General Sefrik Erensu, of the Turkish Army, arrived in Ottawa on October 31, and the following day toured the National War Museum, the National Research Council and the Parliament Buildings, where they met External Affairs Minister Mitchell Sharp and Defence Minister Léo Cadieux.

After they left Ottawa, the group flew to Quebec City to visit the Musée du Fort, Laval University, Provincial Museum and La Citadelle.

Officers attending the college represent the NATO countries of Italy, the Netherlands, Canada, the United States, Britain, Belgium, Denmark, Greece, Iceland, Norway, Portugal, Turkey and Germany.

Taking up where Expo 67 left off, a team of experts from the National Film Board, under the supervision of producer John Kemeny, is preparing three film spectacles for the Canadian pavilion at Expo 70 in Osaka, Japan. They are creating a screen "sensation" that will take maximum advantage of the triangular structure of the pavilion. Visitors will see film projected onto a pyramidal screen 46 feet wide and 23 feet high.

NEW CROP INSULATOR DEVELOPED

Canadian scientists are completing tests on a foam compound that will insulate expensive crops against early and late season frost damage.

The Department of Agriculture and the Department of Industry, in co-operation with a private manufacturer, Laurentian Concentrates Ltd., have expressed optimism following field trials conducted over the past two years on foam compounds and mechanical foam-applicators developed by the company. Tests conducted to date indicate that the foam applicator, which is drawn by a tractor, is capable of producing and laying a foam blanket that will give 100 percent protection to even the most sensitive crops, at overnight temperatures as low as 20 degrees.

The history of the development of the foam and mechanical means of application is a good example of Federal Government and private industry co-operation.

Dr. David Siminovitch of the Cell Biology Research Institute, Department of Agriculture, had originally considered foam compounds as frost insulators in 1957 but active research did not begin until three years ago, and, in co-operation with Dr. W.L. Ball of the Department of National Health and Welfare and J.W. Butler, Research Director of Laurentian Concentrates Ltd., a special foam was formulated in early 1966, which provides the desired frost-protective qualities. The company recently developed a mechanical tractor-drawn applicator that has performed satisfactorily during this year's test programme.

WIDE AND KEEN INTEREST

Since the group published their first results two years ago, they have received inquiries from Europe, England, Israel, South America, Australia and Japan and have been literally swamped with mail from growers in Canada and the United States indicating widespread interest in their discovery and the need for a suitable means to prevent frost damage to crops.

While Dr. Siminovitch is satisfied that the foam will prevent frost injury to row crops, the research group is continuing the programme to devise means and methods of applying the foam to fruit trees, etc.

Field tests conducted at the Central Experimental Farm in Ottawa this year were based on the application, in early spring, of foam to strawberry plants as well the application of foam, in spring and autumn, to tomato plants, both mature and seedlings. Dr. Siminovitch is confident that foam can be used to protect any vegetable crop and his group is continuing their work towards this end.

Dr. Siminovitch suggests that his research to date includes the distinct possibility of earlier planting of crops. This could not be attempted before owing to the risk of early spring frost and subsequent crop damage. He also suggests that scientists are just beginning to discover the potential of foam compounds in the farming industry.

Foam compounds and mechanical applicators will be available commercially in Canada and the United States for use in early spring.

WORLD WEATHER WATCH

The Secretary of State for External Affairs, Mr. Mitchell Sharp, has announced that Canada will participate in the programme of the World Meteorological Organization (WMO) known as the World Weather Watch (WWW). The Canadian contribution to this programme will be \$500,000.

Although weather observation is already conducted on an international scale, and with considerable international collaboration, the system, which has evolved over the last century, still presents meteorologists with many problems. With the development of new technological tools such as artificial earth-orbiting satellites, automatic picture-transmission, and computers, it will be possible, for the first time, to observe the earth's atmosphere on a global scale, and to transmit data by way of a sophisticated world-wide telecommunications system. Through the WWW, regional and national meteorological centres will be established to collect and process the weather data.

Some parts of the world, particularly Africa, Asia and Latin America, lack the necessary resources to participate meaningfully in this world plan of action which can be said to mark a turning point in the

science of meteorology. Recognizing its importance for all nations the Canadian Government decided to take part and to contribute the sum announced above which will be spread over the next four years.

Canada's participation will assist many developing countries to contribute much more effectively to the World Weather Watch, from which the developing countries themselves will benefit. This contribution will be in addition to the usual Canadian bilateral programme as well as to Canada's national meteorological programme which makes a substantial contribution to the WWW through the provision of its operational data.

DIPLOMATIC APPOINTMENTS

The Secretary of State for External Affairs has announced that Mr. James A. Roberts, Deputy Secretary-General of the North Atlantic Treaty Organization in Brussels since June 1964, will be the Canadian Ambassador to Switzerland, resident in Berne, with current accreditation to Algeria. Mr. Roberts replaces Mr. René Garneau who was appointed Canadian Consul General in Bordeaux earlier this year.

Mr. J.C.G. Brown, now Canadian Ambassador to the two Congos, will be the High Commissioner to

Cyprus. He replaces Mr. Thomas Wainman-Wood, whose next assignment will be announced later.

Mr. D.B. Hicks, now Counsellor at the Office of the Canadian High Commissioner in Nairobi, will be the High Commissioner to Ghana, with accreditation to Togo and the Ivory Coast. He replaces Mr. A.F. Hart, who has returned to Ottawa.

AGRICULTURE ASPECT ALTERS

In the past 25 years, the average size of farm in Canada has increased from 237 acres to 404, while the total farm productivity has gone up some 67 per cent in the last 20 years. The capital value of all farms reached \$19.2 billion in 1966, up 50 per cent from the figure for five years earlier. "Commercial" farms - those producing \$2,500 or more worth of goods annually - increased from 37.7 per cent of the total number in 1951 to 64.3 per cent in 1966. In the past five years, in fact, the number of farms with sales of \$15,000-plus has more than doubled, from 23,900 to 50,800. Thirty years ago, about 63 per cent of the "inputs" on farms was labour; today labour is only 25 per cent and the balance of 75 per cent is for capital costs, such as machinery, equipment, fuel, fertilizer etc. With these fundamental changes, a large agricultural business complex has come into being. Farmers now go to relatively new industries for enormous volumes of farm inputs; and, conversely, many more industries depend on farmers for their raw materials.

Goods and services used in farm business, as distinct from the cost of living, were valued at \$2.6 billion in 1967, the two biggest items being feed, and repairs and operating costs of farm machinery, which cost more than \$1 billion, yet ten years ago the cost of all inputs was only \$1.4 billion.

EMPLOYMENT

The manufacture and supply of farm inputs means jobs for a steadily-increasing number of non-farmers. The farm-machinery industry alone employs more than 12,000 workers, who receive close to \$70 million annually in pay. The feed industry has about 8,400 employees; and farmers buy heavily from the petroleum, the rubber, the automotive, the hardware, the paint, the electrical, and many other industries.

Probably 22 per cent of Canadian manufacturing industries use raw material of farm origin and about 20 per cent of the gross value of factory shipments are made from farm products. In 1964, the latest year for which complete information is available, some 7,400 of a total 33,000-odd manufacturing plants in Canada were processing foods and vegetables, and paying 215,000 workers \$1 billion.

The transportation industry is deeply involved too: in 1965, more than a third of the freight hauled through the St. Lawrence Seaway was of agricultural origin, and 16 per cent of the freight hauled by railways came off farms.

TOWARD THE DEFINITION OF A CULTURAL POLICY

(Continued from P. 2)

succeed in its aim, but it would also, in my opinion, be rendering itself guilty of attempted suppression of an entire generation. Nor would the young people of Canada ever allow themselves to be shackled in this manner.

In its youth policy, therefore, the Government of Canada proposes to allow the new generation to play a real part in defining our common goal.

When students talk about an uninterrupted school year, for example, are they not being more realistic than we are? They know that an automated society offers fewer and fewer summer jobs. They also know that if universities adopted a 12-month academic year, post-secondary studies could be completed in a shorter time. Which idea is far-fetched: such a reform, or adherence to the tradition of four-and-a-half month vacations, a relic of a middle-class world and of an agricultural society in which students were roped in to help with the harvest? Is it not time we made a thorough study of an idea which, though an original one, is no doubt more realistic than the present state of affairs?

CIVIC SERVICE CONSCRIPTION

And here is another idea put forward by some youth groups - a year of civic service similar to the military service in other countries but devoted to peaceful ends.

The young would like to work with their hands and their brains to build their country, especially its underdeveloped regions, so that they can play their part in creating a more just society.

Of course, an idea of this kind would not be easy to put into practice in the overall scheme of things. Its economic consequences are unknown because no one has yet studied them in detail. The social impact of peaceful conscription cannot be foreseen. But is that any reason to reject the idea without even considering it?

Personally, I would like to welcome all constructive ideas, however risky they may appear, and study them very closely, because I am convinced that young people in general have a much better feeling for the future than we do. I wish to assure you that the Government has no intention of running away from the risks which a bold youth policy would entail; it is, after all, the only kind of policy that is possible. We are presently working on developing and elaborating our approach.

We will also continue the work begun by my predecessors in the Department of the Secretary of State. The travel and exchange programme under which more than 15,000 young people have already travelled throughout the country, with the co-operation of all the provinces, will be increased. New jobs for young people will be created. Young working people, in particular, must be brought out of their isolation, I might almost say, their oblivion. And we do not rule out the possibility of international exchanges on a large scale which would open up world-wide horizons to Canadian youth....