



CANADA

CANADIAN WEEKLY BULLETIN

INFORMATION DIVISION · DEPARTMENT OF EXTERNAL AFFAIRS · OTTAWA, CANADA

Vol. 15 No. 46.

November 16, 1960

CONTENTS

Canada Mobilizes for Export	1	Dr. Ault to San Francisco	5
Fewer Farm Workers	3	Safety-at-Sea Conference	5
Eclipse of "North Star"	3	Winter Work for Indians	6
Geology Grants to Universities	4	Securities Bought and Sold	6
African Tour by Canadian Envoy	5	Mariners Go to College	6
Financing Public Campgrounds	5		

CANADA MOBILIZES FOR EXPORT

Trade commissioners from Canada's sixty-three posts in forty-nine countries throughout the world will assemble in Ottawa on November 30, to study ways and means whereby trade with their respective territories can be expanded, Mr. George Hees, Minister of Trade and Commerce, announced on November 8, 1960.

These trade commissioners will meet with Canadian businessmen, who are being invited to visit Ottawa for discussions on matters of particular concern to them. The occasion will afford the Minister an opportunity of meeting these officers, and of discussing with them trade expansion in their respective territories.

Mr. Hees said it is essential that Canada should not only maintain her position in her traditional markets, but that she should increase the volume and value of her exports to all countries. "I consider myself the sales manager of a team, whose prime purpose is to sell Canadian products in all countries. It is good business practice for the sales manager to discuss the policy of his company with the salesmen in their respective territories, and to obtain from them suggestions whereby more business can be transacted. Our trade commissioners are, in a very real sense, salesmen who establish contacts and direct the attention of prospective purchasers to this country as a source of supply.

"This is the first occasion on which a sales conference of such magnitude has been organized by the Department of Trade and Commerce. It is expected that 111 trade commis-

sioners will spend two weeks in Ottawa -- both the senior officers of each post as well as assistant trade commissioners.

"The promotion of Canada's foreign trade can best be undertaken in full partnership between the Department of Trade and Commerce and Canadian businessmen", Mr. Hees continued. "It follows that this kind of joint support and co-operation should be encouraged for optimum benefit. Thus, every effort will be made to achieve this objective.

"There is a wealth of co-operative ability available throughout our country. My job is to provide the means whereby this co-operation and the urge to drive forward in the search for a larger share of the foreign markets of the world may be utilized to the fullest extent. I am confident that Canadian producers will exert every effort to take advantage of the facilities being placed at their disposal, and that Canada will not lag behind other countries.

"Current trade developments, both international and domestic, render imperative the utilization of all available methods and techniques to stimulate the demand for Canadian products, thus to increase the volume and value of our exports. I am convinced that, in partnership with Canadian business and industry, much can be accomplished.

"Thus, in arranging for our trade commissioners to assemble in Ottawa, I am writing the presidents of trade associations, with some of whom I have already discussed this proposal, requesting that they communicate

with their respective members, and recommend that fullest advantage be taken of the service we are placing at their disposal.

"Every major branch of industry, representing the overall productive capacity of the nation, has been invited to participate in the trade promotional campaign on which we are embarking. I expect our united efforts will be reflected from all facets of Canada's economy.

"I am confident that exporters and potential exporters will respond to our invitation, and will subsequently return home imbued with the desirability of raising their sights to cover a wider target than has been possible in the past.

"In embarking on what might be called the most intensive commercial offensive undertaken by this country, we must mobilize all our resources for export. Canadians indicated, during the Second World War, that they could mobilize and produce the munitions that enabled us to achieve victory. We are now confronted with a different struggle, but the principles are somewhat similar to those facing Canadians of an earlier generation.

"Today we are faced with the economic resurgence of countries devastated during the war, and the even greater threat to our export lifelines, posed by the trading activities of countries endeavouring to secure our traditional markets. The global trading struggle is being further intensified by the emergence of trading blocs in Europe and a tremendous step-up in the trade promotion efforts of our competitors, including our western allies, and even other members of the Commonwealth. Trade is of such vital importance to Canada, and to each and every Canadian, that we must without delay marshal our forces to take advantage of every possible trading opportunity.

"Since the conclusion of hostilities in 1945, Canada has made tremendous forward strides in marketing her products throughout the world, and is today the fourth most important trading nation, after the United States, the United Kingdom and Germany. We are in a position to supply merchandise of the highest quality. In fact, 'Canada for Quality' might well be termed the motto of Canada's Department of Trade and Commerce.

"Many problems confronting exporters during the last fifteen years have disappeared, but others have arisen, and competition from other industrial countries has strengthened. Thus, it is essential that we should take stock of these problems, and consider ways and means whereby the resources of our farms, our factories, our fisheries and our mines can best be made available for use in other lands.

"Canadian businessmen are not unfamiliar with the services obtainable from trade commissioners and officers of the Department of Trade and Commerce in Ottawa. Many have been exposed to the various techniques employed to stimulate the demand for Canadian products, such as participation in international trade fairs. Others have taken advantage of the op-

portunity of exploring market opportunities in other lands, as members of trade missions sponsored by this department.

"I am heartened by the reports of success achieved by firms which have participated with us in trade fairs, more particularly by those which have been represented by senior members of their sales staff. I have also received favourable comments from members of our trade missions, and am convinced that their pioneering efforts have captured the attention of prospective purchasers, have secured considerable publicity for Canada as a source of supply, and have aroused the interest among those with funds available for investment in the further development of our country.

"I am hopeful that, by arranging for a mammoth meeting of Canada's trade commissioners, and by placing the wealth of experience of this sales force at the disposal of Canadian businessmen, a wider appreciation of the importance of exporting will be driven home in all parts of the country. Although this department is in a position to render assistance, export sales are, in the final analysis, dependent on the interest, the energy and initiative of private enterprise.

"As this department and its officers has no monopoly of ideas, I trust that trade associations and individual businessmen will come forward with suggestions whereby we may strengthen our present position as a world trader. The Canadian Government is unable to tackle this task alone, and depends to a very large extent on the co-operation of businessmen with ideas and the will to put them into effect.

"Many firms that have laid the foundation of Canada's foreign trade correspond with our trade commissioners in the field and take advantage of the return home of these officers to discuss their respective problems, market developments and trade opportunities. I trust that other businessmen who have not been similarly exposed to the atmosphere of foreign markets or sensed the satisfaction to be derived from the creation of a demand for their products in other lands will come to Ottawa and meet members of Canada's sales force. Every opportunity will be afforded them of meeting officers of the department in Ottawa.

"Finally, I wish to express confidence in the ability of our newspapers, trade publications, magazines, radio and television services to direct the attention of all Canadians to this important subject -- trade. Although I am not in a position to determine the extent to which the income of every Canadian depends on exports, a figure of one-third has been mentioned. I wish to assure all businessmen who may be interested in foreign trade that they may count on the Department of Trade and Commerce for the greatest possible assistance and co-operation in their efforts to extend or to establish markets for their products."

FEWER FARM WORKERS

The number of persons employed in agriculture will probably continue to decline in the next two decades, with the result that Canada's farm labour force may be reduced to slightly less than 500,000 by 1970 or 1980, according to a report entitled "Trends in the Agricultural Labour Force in Canada", recently released by Labour Minister Michael Starr.

The report, which covers the period 1921 to 1959, states that the agricultural labour force reached a peak in 1939, and then began to decline rapidly in the 1940's. Between 1946 and 1959 the number of persons with jobs in agriculture declined from an average of 1,186,000 to 692,000, an average decline of 38,000 each year.

Between 1946 and 1958 the decline in agricultural employment in Canada was 40 per cent, 10 per cent greater than the decline experienced in the United States.

A continuing growth in the domestic population should progressively reduce the rate of decline as the agricultural labour force reaches a minimum level.

CHANGES IN KIND OF LABOUR

The report states that this rapid decline has also been accompanied by changes in the characteristics of farm labour. For example, there is a diminishing supply of unpaid family help available to operators of farms. In 1946 unpaid family workers accounted for 30.4 per cent of the total number of persons with jobs on farms. By 1958 this percentage dropped to 20.7 per cent. The number of paid or hired workers has not increased in this same period, with the result that the farm labour force today consists primarily of farm operators.

The study shows that there is a higher proportion of older workers remaining on farms today. Men in the 25 to 44 age group represented only 37 per cent of farm labour. Over 42 per cent of all male farm workers were 45 years old or over.

Greater mechanization on farms and the need for less farm labour have brought changes in the pattern of seasonal employment. With the use of large-scale machinery, farmers speed up their seeding and harvesting operations, concentrating the employment of seasonal labour over much shorter periods of time and doing without extra year-round help after the peak period of farm activity is over.

UNSATISFACTORY WORKING CONDITIONS

Because of the traditional reliance on family labour, farmers have not given sufficient thought to improvements in working conditions. The hours of work are considerably longer in agriculture than in other industries. In 1958 farm workers put an average of 54 hours a week, compared with 40 hours for workers in non-agricultural industries. Wages for hired farm workers have been rising since

the early 1940's. In 1941, the average farm wages with board for male workers was \$35 a month; by 1958 the average wage had risen to \$120. However, farm wages remain lower even than those for many unskilled jobs in other industries.

The report states that, apart from the effects brought on by improved agricultural machinery and farm technology, a large number of other factors have been influential in bringing about the decline of the farm labour force since the 1940's. The small physical size of farms is one of a number of obstacles that hinder many farm families in producing a reasonable standard of living. The inadequate incomes that come from small farms have produced a shift of people out of agriculture into other better-paying industries.

The report also deals with such matters as immigration as a source of farm labour, detailed characteristics of the agricultural labour force, general employment continues on Canadian farms, and such factors as size of farms and farm income.

(A copy of this report may be obtained from the Queen's Printer, Ottawa at 25¢ a copy).

* * * *

ECLIPSE OF "NORTH STAR"

On October 29, the last of Trans-Canada Air Lines' passenger-carrying "North Stars" was withdrawn from service in Western Canada, heralding the beginning of the end to one of the finest chapters in Canada's aviation history.

The oft-maligned "North Star" was Canada's first venture in the construction of long-range, heavy-transport aircraft, which exploited and consolidated wartime aeronautical knowledge and skills.

In many ways, the "North Star", powered by four Rolls-Royce "Merlin" engines, was a profit without honor in its own country. And yet it was considered a superior transport when first introduced by TCA on trans-Atlantic routes in 1947.

The last passenger-carrying flight was No. 702, leaving Vancouver at 3:30 p.m., October 29, and travelling via Edmonton, Saskatoon, Winnipeg and Toronto, arriving in Montreal at 10:00 a.m. October 30.

NEW PASSENGER PLANES

"Viscounts" will continue to operate over the "North Star" routes west of Toronto. Early next year, 96-passenger Vickers "Vanguard" turbo-prop aircraft will be introduced on these routes, as TCA continues its progress towards an all-turbine fleet.

"North Stars" will continue to carry cargo to and from Western Canada until the "Vanguards" go into service.

The "North Star" made its maiden flight from Canadair Ltd.'s plant at Montreal in June 1946. That it has endured so long can be

(Over)

attributed to its basically sound qualities and unsurpassed dependability.

TCA's first six "North Stars" were unpresurized machines borrowed from the RCAF. When the airline took delivery of its own pressurized models in 1948 and 1949, the RCAF planes were returned.

Since 1948, TCA's "North Stars" have logged more than 700,000 hours in scheduled service, carrying many millions of passengers.

When the last of the present fleet of 21 is retired from service early next year, at least one, and perhaps more, will have accumulated some 40,000 hours of flying time.

"North Stars" have operated on virtually every route open to TCA in Canada, the United States, the Caribbean and the United Kingdom, the 47-mile run from Vancouver and Victoria as well as the 2,300-mile route between Montreal and London.

Basically, the "North Star" is a Douglas DC-4 with wing spars and stabilizer of the DC-6 type and a fuselage and inner wing sections also of DC-6 structure. The fuselages of the "North Star" and DC-6 are identical, though the former is 80 inches shorter.

The original complaint against the "North Star" was its relatively high cabin-noise level. Early in the 1950's, TCA developed and installed a cross-over exhaust system that reduced the noise of the Merlins to a level comparable to that of other piston reciprocating engines. But, though the Merlins were muted, the epithet "noisy North Star" stuck.

* * * *

GEOLOGY GRANTS TO UNIVERSITIES

Grants ranging from \$395 to \$4950 and totalling \$50,000 have been awarded this year by the Geological Survey of Canada to 13 Canadian universities for use in research projects concerned with studies in the geological sciences. The grants will support 12 new and 17 continuing projects and were made on the recommendation of the National Advisory Committee on Research in the Geological Sciences.

Including this year's amount, the grants, which were initiated in 1951, now total \$335,000. Their primary purpose is to aid the universities in providing assistance and much-needed equipment for the various projects, and this in turn serves to encourage brilliant students to pursue their graduate studies in Canada rather than abroad. Experience has also shown that the grants are serving indirectly to attract additional support from other sources, including industry.

A grant of \$4950, the largest single award this year, went to McGill University for use in a long-term project designed to acquire further knowledge on the formation of ores and the metamorphism of rocks. In addition, McGill received grants totalling \$2980 for use in one new and two continuing projects.

Two continuing and two new projects are benefiting from grants totalling \$8450 to Queen's University, the largest being a grant of \$2900 for a new study concerned with the crystallization of mica and aimed at obtaining information that will be helpful in the age determination of certain types of minerals. Also included in the \$8450 received by Queen's is a grant of \$1750 to support publication of the *Canadian Mineralogist*, the journal of the Mineralogical Association of Canada.

For use in two continuing and two new projects, the University of British Columbia received grants totalling \$7800. The largest of these, a grant of \$2950, is for a continuing study of the trace elements in soils, rocks, and plants. In one of the interesting phases of this study, a relation is indicated between a high content of lead in limestone and the incidence of multiple sclerosis in areas underlain by these rocks and the soils formed from them.

Grants awarded to McMaster University totalled \$5050, the largest being \$2450 to support a continuing programme of geochemical studies. Grants for two new projects total \$2600, the larger of which is to support research on the origin and mode of deposition of certain types of minerals in the rocks exposed in the Niagara escarpment.

The University of Manitoba received \$4020 in two grants, one of \$1070 for a continuing project and the other of \$2950 for a new study. The former is concerned with a textural study of sulphide ores when heated. In the latter, the Coronation copper mine in Manitoba is serving as a sort of guinea pig in a co-operative, comprehensive geological, geochemical and geophysical study of an orebody. The aim of this project is to determine the relationship of the buried bedrock topography to the orebody and enclosing rocks.

Dalhousie University and the University of Alberta each received \$1950, the former for a continuance of work on studies on sediments and sedimentary processes in a laboratory model of an inland sea, and the latter for the continued study of the history of the Cordillera and related sedimentary rocks of the Western Canadian basin.

A grant of \$1750 went to the University of Saskatchewan for the continuation of research in a new field of study in Western Canada involving the systematic analysis of fossil pollen and spores as a means of determining the relative ages of sedimentary strata.

The University of Western Ontario received \$1700 in two grants of \$850 each. One of these is for further research on a method of 'operations research' as applied to prospecting and involving the calculation of the spacing of diamond-drill holes, airborne-magnetometer flight lines and the probability of success in prospecting based on past statistical data. The other is for further research on induced and remanent magnetism in rocks, a field of

endeavor concerned with providing a means of detecting concealed magnetic mineral deposits.

Grants of \$1150, \$950 and \$450 were made respectively to Carleton University, Ecole Polytechnique and Lakehead University. The grant to Carleton is for new work on a project that it is hoped will be of significance in prospecting for massive sulphide deposits; that to Ecole Polytechnique is for a continuing project concerned with obtaining a thorough understanding of the distribution and composition of the niobium-bearing minerals at Oka, Quebec. The grant to Lakehead University is for research on a new project concerning the preglacial lakeshore in the northern Lake Superior area.

* * * *

AFRICAN TOUR BY CANADIAN ENVOY

The Secretary of State for External Affairs, Mr. Howard Green, announces that M. Pierre Dupuy, Canadian Ambassador to France, has undertaken an official goodwill tour of a number of African states, mainly those that recently obtained their independence and membership in the United Nations.

M. Dupuy left Paris on November 5 and will return there on or about December 22. During the tour M. Dupuy is calling on members of the government and senior officials in each territory.

In M. Dupuy's itinerary the following countries will probably be included: Sudan, Ethiopia, French Somaliland, the Malagasy Republic, Kenya, Federation of Rhodesia and Nyasaland, Republic of Congo (Brazzaville), Central African Republic, Chad, Gabon, Cameroun, Dahomey, Niger, Upper Volta, Togo, Ghana, Ivory Coast, Guinea, Republic of Mali, Senegal, and Mauritania.

* * * *

FINANCING PUBLIC CAMPGROUNDS

The Federal Government has once again offered to share with the provinces the cost of constructing campgrounds and picnic areas during the coming winter. The federal offer announced on November 2 by Mr. Walter Dinsdale, Minister of Northern Affairs and National Resources, is part of the Government's plan to provide winter work projects across Canada.

Under this programme, the Federal Government will contribute up to 50 per cent of provincial expenditures on campgrounds and picnic areas between November 1 and April 30, 1961. In order to encourage the maximum amount of employment, labour costs must represent at least one-half of the total expenditure. If labour costs are less than half, the federal contribution is limited to the labour content itself.

This is the fourth year in which federal assistance has been made available to the provinces for the construction of these

facilities. During the past three winters, expenditures on the construction of campgrounds and picnic areas have totalled nearly \$10 million and have provided more than 20,000 man-months of employment.

In announcing that this winter work programme would be repeated, Mr. Dinsdale emphasized that it was quite separate and distinct from the continuing programme of federal assistance towards the construction of campgrounds and picnic areas along the route of the Trans-Canada Highway. The latter is a year-round programme designed to produce a chain of picnicking and camping facilities along the route of the national highway with the objective of providing a picnic area every 50 miles and a campground every 100 miles right across the country.

* * * *

DR. AULT TO SAN FRANCISCO

The appointment of Dr. Orville E. Ault as Consul General in San Francisco, California, has been announced. Dr. Ault succeeds Mr. C.C. Eberts, recently appointed Canadian High Commissioner to Pakistan.

Dr. Ault, born in Iroquois, Ontario, in 1899, is a graduate of Queen's University, the University of Toronto, and the University of Edinburgh. He was Director of the Planning and Development Branch of the Civil Service Commission from 1952 to 1958, when he became Director of the Economic and Technical Assistance Branch of the Department of Trade and Commerce, an appointment he has held since that date. During 1957, he served in Ghana under the auspices of the United Nations as an expert in Public Administration.

* * * *

SAFETY-AT-SEA CONFERENCE

Canada will have the right to insist that radio-telephone equipment be carried on foreign ships in the Canadian parts of the Great Lakes and the St. Lawrence River above Montreal.

That is one of the Canadian proposals adopted by the Fourth International Conference on the Safety of Life at Sea held in London, England, last May and June.

The proposals adopted by the conference will not come into effect until the convention has been ratified.

Other amendments adopted included:

-a Canadian proposal that Great Lakes ships, excepted from full compliance with the present convention on international voyages as far as Montreal, will be exempted as far as Anticosti Island under the new convention;

-a Canadian proposal that cargo ships measuring more than 5,000 gross tons must have an emergency source of electrical power (most other nations favored 500 tons as the lower

limit, but Canada opposed this as exceeding the bounds of practical safety and imposing an undue financial burden on ship owners);

-modernized specifications for lifejackets, closely resembling those approved by the Transport Department for small boats in Canada;

-simpler regulations for lights on fishing boats;

-more modern regulations on carrying grain and expansion of the dangerous-goods regulations including provision for the carriage of radioactive material;

-a new chapter on nuclear-powered ships, voted for by Canada with the stated interpretation that each nation shall have the sovereign right to refuse nuclear vessels in its waters or to restrict their movements.

The 14-man Canadian delegation was headed by Alan Cumyn, Director of Marine Regulations in the Transport Department. The other members consisted of officers of various federal government departments. Three maritime associations sent advisers.

* * * *

WINTER WORK FOR INDIANS

Mrs. Ellen Fairclough, Minister of Citizenship and Immigration, recently made the following announcement:

"Indian bands across Canada are now making application for federal funds, under the Government's Winter Works Incentive Programme, to help alleviate unemployment on the reserves.

"The Indian Affairs Branch is also making money available for further projects, as well as stepping up its capital works and repair jobs.

"Altogether, the projects will be worth nearly \$2 million and should result in a substantial saving in relief costs.

CONTRIBUTION OF BANDS

"Under the Winter Works Incentive Programme, Indian bands having funds of their own can qualify like any other municipality for a 50 per cent rebate on payroll costs for projects such as brushing and road clearing, parks and playgrounds work, sewers, stock-piling of sand and gravel, forestry work, demolition of condemned buildings, etc.

"Not all Indian bands have funds in their capital accounts, however, and some are thus unable to qualify under this programme. To offset this, the Branch is putting up \$250,000 as a 'little league' winter works programme of its own to help these bands.

"Thirdly, the Branch is rescheduling and accelerating many construction and repair jobs costing \$804,000 for schools, welfare houses, water-supply systems and other works in order to provide employment for Indians during the coming winter."

SECURITIES BOUGHT AND SOLD

Transactions in outstanding securities between Canada and other countries in August led to a small balance of purchases of \$2,800,000. This resulted chiefly from increased repurchases by Canadian residents of Canadian bonds and debentures, as there continued to be net sales of Canadian stocks to non-residents, and gross sales of Canadian bonds to non-residents were again at about the same level as in July. There were also small net purchases by Canadians of foreign securities. The purchase balance on account of all securities contrasts with substantial sales balances earlier in the year, and in the eight months period cumulative net sales amounted to \$92,300,000.

The principal changes during the month were in transactions with the United States, where there were small purchase balances of both Canadian and Foreign securities amounting to \$3,800,000. With the United Kingdom there were again net purchases amounting to \$2,900,000, while with other countries net sales continued at \$4 million.

Net purchases of Canadian bonds and debentures, which amounted to \$6,100,000, were mainly in transactions with the United States in Government of Canada and corporation bonds, and there continued to be small repurchases of bonds from United Kingdom and net sales to other countries. In transactions in Canadian stocks there were again net sales to United States and other countries, as in recent months. Net purchases of foreign securities were mainly of United States stocks.

Cumulative net sales in the January-August period to all countries of outstanding Canadian and foreign securities were \$92,300,000 and \$50,800,000 of this capital inflow was from United States, \$46 million from other countries, with small net repurchases from the United Kingdom. In the same period of 1959 net sales of all outstanding securities amounted to \$141 million and in the 12 months the total was \$169 million.

* * * *

MARINERS GO TO COLLEGE

Sixteen men of the Royal Canadian Navy have qualified under terms of the Navy's College Training Plan and been selected to attend various Canadian universities this fall.

The College Training Plan applies specifically to Navy men selected as officer candidates. Such candidates must qualify for entry to the services colleges or to university before they reach the age of 25. Those selected are entitled to the full pay and allowances of the last rank they held, up to the level of Petty Officer Second Class. Tuition and other essential fees are paid by the Navy.