Information Division
Department of External Affairs
Ottawa Canada

Canadian Weekly Bulletin

Vol. 23, No. 8 February 21, 1968

CONTENTS

THE CONSUMER FINDS A VOICE

In an address to the Women's Canadian Club of Toronto on February 8, Mr. John Turner, Minister of the recently-created Department of Consumer and Corporate Affairs, called the new Department "a pioneer venture...the most advanced of its kind in the Western world".

The Minister explained how his Department was constituted and, in the following words, described some of its functions and plans for the future:

...The new Department brings together federal powers and responsibilities affecting the business end of the market-place – combines and restrictive trade, bankruptcy, corporation law, patents and trade-marks, and integrates this with direct consumer activity in areas of research, inquiry, information and protection.

In this way, the Department is able to group and centralize the various Federal Government activities relating to performance in the market-place, and provide a cohesive, co-ordinated, effective approach to improving the position of the Canadian consumer.

Further, the consumer is now represented in Government at Cabinet level. All legislation or regulation of the Government is now subject to review and representation on behalf of consumer interests. This act of representation also extends to advocating the consumer's position with industry and business to gain their co-operation. We also will work in liaison with the provinces who share jurisdiction in the consumer field. We can work together on common problems and seek to establish uniform laws across the country.

MAJOR ROLES

As a Department then, we have several major long-range roles to play. These are:

To advocate the consumer position in government councils, with business and amongst the public;

to co-ordinate and rationalize Federal Government activity relating to consumers, make it more efficient and avoid duplication and waste;

to upgrade the enforcement of protective laws in areas of safety, bad business practice, monopoly, misleading advertising, quality control;

to investigate and research consumers' complaints and problems, and seek to widen the understanding of consumer needs;

to provide accurate information to consumers on their rights and opportunities;

to improve competition in the market-place; and

to provoke a public awareness and debate on the consumer interest.

PRIORITIES

There are no instant or easy solutions promised in the work of the Consumer Department. For it to work properly, we must plan and prepare carefully.

Since its inception, a number of programmes have been started as a base from which to build in the future.

(Over)

Our priority programmes during the first phase of operation are:

(1) A complete review and assessment of all aspects of consumer work undertaken in Federal Government – with a view to centralizing some activities, strengthening the useful ones, eliminating the wasteful ones. We have struck a major interdepartmental committee to co-ordinate this, and have hired a management consultant firm to use modern cost-evaluation techniques.

(2) The establishment of a Consumer Advisory Council, composed of 15 Canadians reflective of the full spectrum of the community – to provide advice, opinions and ideas on consumer problems. We hope to have an announcement on the Council very soon.

(3) Creation of a Consumer Service Bureau where inquiries and complaints from consumers across the country will be received, processed and given immediate action. This will be done in close communication with the provinces so that there can be an exchange of referrals when items fall into their separate jurisdiction.

(4) The setting-up of a Consumer Information Service to reach all areas of the public through all the media with views, facts and recommendations on on consumer matters.

(5) We are concentrating on the question of misleading advertising and the economic role of advertising. This is done in correspondence with moves to place Criminal Code provision relating to advertising under our Combines Administration.

(6) We are also investigating several areas of marketing where there has been serious consumer complaint, e.g., hearing aids, tagging and labelling of household products and appliances.

(7) We are examining the feasibility of extending bilingual language labelling across Canada.

(8) As a major piece of legislation – we have first reading on a bill to amend patents and trademarks designed to reduce the high cost of drugs at the manufacturing level and, momentarily, we expect to bring this item to full debate on Second Reading in the House of Commons.

FUTURE REQUIREMENTS

This is just a beginning. It is just the first entry into the involved and complicated world of consumers. There are many other options to exercise – far more to do.

To begin with, we will have to deal seriously with the protection of consumers against the by-products of our new technology – but it also brings new hazards and questions for the consumer. There is the safety factor in new synthetic materials, there is the health problem in the proliferation of insecticides, and industrial waste, there is the information gap of knowing the quality and performance of new home appliances and household goods, there are enormous questions of high costs of repair and maintenance to keep our machinery intact and in order.

We must begin preparing for the chequeless, cashless society. Forecasts predict the total credit card society, totally centralized by computer within the next decade. This raises the problem of maintaining a control on credit transaction, availability of interest rate information. The enormous rise in personal bankruptcy is testimony to the need to revise governmental and legal procedures in what David Bazelan calls *The Paper Economy*.

With the rising affluence and leisure of our society, there is a parallel rise in the supply of services. From professional sport to car repair, and diaper supply, the modern society is becoming a great consumer of personal services. The Combines Division, along with the Economic Council, is now examining services to see if they should be included under anti-combines, and monopoly legislation, pointing to the needs for a general revamping of protection and review of the growing service industry.

SPECIAL PROBLEMS

But even with the rise of national wealth, we cannot forget the needs of those who do not share in rising standards. There are many Canadians who are troubled consumers – the poor, the elderly, the handicapped, the regionally depressed. They have special consumer needs, special problems. One of the great questions of the next decade will be to expand the dimension of equal participation to all our citizens. A programme for troubled consumers aimed at better protection against unscrupulous practices, which prey on the poor and handicapped, the development of better consumer skills, the provision of special goods and services for those who have particular needs, such as the elderly and the provision of legal aid, and consumer counselling to assist those with problems, can play a major part in opening the door – for many dispossessed Canadians.

As we enter a new era where life will become even more involved, interwoven and complex – it becomes important that all consumers have the ability to still exercise individual choices to gain the best possible advantage for the money spent.

CONSUMER RIGHTS

Consumers must also have a statement of rights to insure their position in a modern society: an opportunity of choice; a full protection against unsafe, hazardous products, and damaging business practices; an open availability to information; and a forceful representation of their views and opinions.

This is a succinct formula for the kind of activity that Canadian consumers have a right to expect and will receive from the new Department of Consumer and Corporate Affairs....

AID TO SICILY

Mr. Paul Martin, Secretary of State for External Affairs, announced recently that the Canadian Government would provide $100,000 to help victims of the recent earthquakes in Sicily. The use to which this aid (which is to be added to contributions from private sources) will be put, will be decided in consultation with the Government of Italy and the Red Cross Society.

MISSION TO FRANCOPHONE AFRICA

Mr. Paul Martin, Secretary of State for External Affairs, recently announced that Mr. L. Chevrier, Commissioner-General for visits of state during centennial year, will head a special mission to study the Canadian economic development programme in French-speaking Africa. Mr. Chevrier will be accompanied by Dr. Henri Gaudefroy, Assistant Director General of the External Aid Office, and Mr. Jacques Dupuis of the Department of External Affairs.

The mission, which will leave Canada this month, will tour a number of French-speaking countries for about six weeks, to discuss the Canadian aid programme in detail at a senior level. On its return, the mission will submit a report to the Government on the state of Canada's aid programme to French-speaking Africa and will make recommendations concerning its growth and direction.

Since the programme's beginning in 1961, Canadian aid to *francophone* Africa has grown substantially, totalling $35.5 million, of which approximately $12 million was allocated during the current fiscal year. $25 million has been in the form of outright grants and $6.5 million in development loans. In addition, $4-million worth of food aid has been allocated to North Africa.

TECHNICAL ASSISTANCE

The bulk of grant-aid has been used for technical assistance, including the training of students in Canada and the provision of teachers and technical advisers. Two of the major projects have taken the form of Canadian assistance for the University of Rwanda, and the provision of a team of 50 doctors, nurses and specialists for the Hôpital d'Enfants in Tunis.

In co-operation with Quebec, 251 French-speaking professors and teachers are serving, this year, in French-speaking Africa within the framework of the Canadian technical assistance programme.

Mr. Martin emphasised the fact that the expansion of Canadian assistance to *francophone* Africa is of special significance, representing an important aspect of the Government's policy of giving fuller expression abroad to Canada's bicultural character.

EX-SERVICEMEN EMPLOYMENT PLAN

The federal departments of National Defence and Manpower and Immigration have launched a programme to provide Canadian employers with better access to the pool of trained manpower representing some 2,000 members of the Armed Forces who reach compulsory retirement age each year.

The programme, which will co-ordinate the pre-retirement assistance programme of National Defence with the placement services of the Manpower Department, will try to ensure that retiring servicemen play an effective economic role as civilians by guiding them into the jobs for which they are best suited and which offer them good prospects.

At the military retirement age, officers and men have at least ten to 20 years more of productive life to look forward to before reaching the normal retirement age for civilian employment. Most have 25 years or more service to their credit, and many are experienced in the supervisory, administrative, managerial and technical spheres.

The Department of National Defence has been operating its own retirement-assistance plan for some time and its contribution to the joint programmes will be relatively unchanged. However, an evaluation of the existing programme during 1967, led to the conclusion that the Department of National Defence did not have all the resources available to offer a complete re-establishment service to retiring servicemen.

Under the revised programme, manpower counsellors will begin work with retiring servicemen up to 14 months before their retirement date. The counsellors will assess the individuals' military experience and qualifications, advise them on required training and guide them to the occupational and geographic areas where their talents are most in demand.

As retirement date nears, the job placement service available through the national network of Canada Manpower Centres will be utilized. The objective will be to establish individuals in long-term employment where they can make the maximum use of their talents and employers can get maximum benefit from their services.

These men represent an important pool of talent with qualifications that are now in short supply in the Canadian labour market. By making this talent available to private industry, the new Civilian Employment Assistance Programme (CEAP) can help employers meet Canada's shortage of experienced managers and supervisors.

The Department of Manpower and Immigration programmes of Occupational Training for Adults and Manpower Mobility will also be applied where necessary to equip retired servicemen for employment or to help them move to an area where work is available.

EDUCATIONAL AIDS SHOWN IN U.S.

Canada is exhibiting the most comprehensive display of instructional materials ever assembled at the Convention of the American Association of School Administrators in Atlantic City, New Jersey, this month. The convention, which is held annually, attracts school administrators from all areas of the United States. The exhibit is part of the convention programme.

The Canadian educational-equipment industry is today exporting the most sophisticated teaching-aids. A great variety of equipment items and supplies — some entirely unfamiliar to U.S. school adminis-

(Over)

trators – will be shown for the first time by 12 Canadian manufacturers in an exhibit sponsored by the Department of Trade and Commerce.

NEW BOOKLET

The scope of Canadian accomplishments in the design and development of educational aids is outlined for the first time in a new Federal Government booklet entitled *For Schools from Canada*. Published by the Department of Trade and Commerce to coincide with the convention, this publication covers a wide range of products from highly sophisticated language-and-logic laboratories to conventional steel closets and lockers.

Technical-training equipment is described in the booklet, as well as a wide variety of furnishings and fixtures. In all, the book describes the products of 43 Canadian manufacturers.

DRB APPOINTMENTS

Dr. William Petrie, Deputy Chairman (Scientific) of the Defence Research Board, has been appointed Chief of the Board's research staff in London, England, effective next August.

A native of Victoria, British Columbia, Dr. Petrie is particularly well known for his studies of the upper atmosphere. He has published over 40 scientific papers and reports on various subjects, many dealing with theoretical and experimental investigations on solar and stellar temperatures, auroral spectroscopy, sunrise effects on the ionosphere, magnetic and ionospheric disturbances and associated topics.

Dr. Morley G. Whillans, one of DRB's senior overseas liaison officers, will return to Ottawa in September as Careers Adviser – a position created recently to strengthen the career-planning and development of employees of DRB.

Both scientists have made substantial contributions to science in Canada and to defence activities that have been carried out in collaboration with Allied countries.

LABOUR-MANAGEMENT BUSY YEAR

Federal labour conciliation machinery was kept busy last year and the results show that it worked effectively.

A year-end review, compiled recently by the Department's Conciliation and Arbitration Branch, shows that conciliation procedures were instrumental in achieving settlements without strikes in 93 per cent of the cases completed during 1967.

A total of 133 union-management collective-bargaining disputes were referred to the Department last year and 88 were resolved before December 31.

Of this total, 80 were satisfactorily settled through the efforts of conciliation officers or boards without work stoppage, two disputes lapsed, and only six proceeded to the strike stage.

Of these six cases, four were subsequently resolved by further mediatory work by the Department.

The major federal work-stoppage during the year occurred in the Great Lakes shipping industry. The other five concerned minor grain operations, airport fueling services, a television station and a satellite tracking facility.

As of December 31, some 45 disputes remained in various stages of handling by conciliation officers and boards. However, as Canada's official hundredth birthday celebration came to an end, there were no strikes or lockouts of any sort in the federal field of labour jurisdiction.

ADDITIONS TO STAMP ISSUE

Three postage stamps honouring Canadian historical figures will be added to the Canada Post Office programme this year.

The first, to be released on August 7, will mark the 150th anniversary of the year in which George Brown, a Father of Confederation, was born. It will be followed on September 4 by a stamp honouring Henri Bourassa, a pioneer Canadian nationalist, who was born 100 years ago. The third will commemorate the 50th anniversary of the death of John McCrae, soldier, physician and poet, author of *In Flanders Fields*. Appropriately, the McCrae stamp will appear on November 6 as a joint issue with another stamp marking the 50th anniversary of the armistice of 1918.

The stamps commemorating Brown and Bourassa, both of whom were journalists, will have a linguistic significance. Besides being one of Canada's Fathers of Confederation, George Brown founded the English-language Toronto *Globe*, forerunner of today's *Globe and Mail;* Henri Bourassa was founder of the French-language newspaper *Le Devoir*.

The revised stamp schedule is as follows:

Gray Jay	February 15
200th anniversary of first meteorological readings	March 13
Narwhal	April 10
International hydrological decade	May 8
300th anniversary, voyage of the *Nonsuch*	June 5
Lacrosse	July 3
150th anniversary, birth of George Brown	August 7
100th anniversary, birth of Henri Bourassa	September 4
Christmas (two denominations)	October 9
50th anniversary, 1918 armistice	November 6
50th anniversary, death of John McCrae	November 6

GOLD RUSH COMMEMORATIVE PARKS

The Minister of Indian Affairs and Northern Development, Mr. Arthur Laing, has announced that new historic parks may be established in the Yukon.

The Historic Sites and Monuments Board of Canada, which advises the Minister on historical matters, recently recommended the creation of small historic parks in Dawson City and other parts of the Yukon to commemorate the Gold Rush and other events in the history of the Northwest.

Feasibility studies of the Board's recommen-

dations are being undertaken by the National Historic Sites Service. The Board also recommended that a survey be made of artifacts and other objects still in existence in Dawson City relating to the Gold Rush.

TRADE MINISTER IN INDIA

Trade and Commerce Minister Robert Winters, leading the Canadian delegation to the second United Nations Conference on Trade and Development in New Delhi, declared at the opening session, that the Conference presented a favourable opportunity for the member countries to help resolve the urgent problems of the developing nations.

DEVELOPMENT LOAN

While in New Delhi, the Minister paid a courtesy call on the President of India, Dr. Zakir Hussain, and also met leaders of the Indian Government, including the Deputy Prime Minister and Minister of Finance, Mr. Morarji Desai. During the meeting with Mr. Desai, trade relations between Canada and India were reviewed and Canada's current aid programme discussed. Subsequently, Mr. Winters and Mr. Desai signed an agreement for Canada to lend India $21.14 million.

Under the terms of the agreement Canada will provide a wide range of materials, equipment and services as part of its assistance to India's long-term development programme.

This loan, together with the fertilizer and industrial commodity loans, which were signed previously, completes Canada's pledge of development loan assistance to India for the current fiscal year. The current loan, like previous credits, carries no interest or service charges and is repayable over 50 years, including ten years of grace.

Since 1950, Canada has provided India with more than $645 million in the form of food aid, industrial raw materials, fertilizers, industrial equipment and assistance to India's development in the fields of hydroelectric and nuclear power.

During his visit to India, Mr. Winters, accompanied by the Canadian High Commissioner, Mr. James George, visited the Rana Pratap Sagar Dam and the Rajasthan Atomic Power Project, two power projects being developed with financial and technical aid from Canada.

THEATRE HISTORY PROBE

A Canada Council grant announced recently will help the Dominion Drama Festival investigate what has happened to theatre in Canada during the past 40 years. A survey will be made of historical material including correspondence, scrapbooks, theatre programmes, photographs and posters. The grant, worth $1,900, will be used by volunteer researchers of the Drama Festival for travel and clerical expenses as they search for these materials and tape interviews with members of the profession, amateurs and patrons who contributed to the growth of theatre in the Twenties and Thirties.

CABINET APPOINTMENT

The Prime Minister has announced the appointment of Bryce S. Mackasey to the Cabinet as Minister without Portfolio.

Mr. Mackasey will be the Acting Minister of Labour during the absence of Mr. Nicholson, who has taken over the leadership of the Canadian delegation at the United Nations Conference on Trade and Development now meeting in New Delhi.

NEWFOUNDLAND PRIZE FILM WINS AGAIN

The Newfoundland film, *Tuna Angling – the Art and Science of Big Game Fishing*, has won another award – first prize in the "how to do it" category in the National Outdoor-Travel Film Festival, sponsored by the Michigan Outdoors Writers' Association, in the United States.

This film, produced for the Newfoundland and Labrador Tourist Development Office, has already earned international recognition by being awarded an Honourable Mention in an international film festival held in Yugoslavia and winning second place in the Festival of Maritime Sports Films at LaSpezia, Italy, [See *Canadian Weekly Bulletin*, No. 7, February 14, P. 3].

The tuna film is the third Newfoundland entry to have gained honours in the MOWA annual film festival. Two others, *The Atlantic Salmon in Newfoundland* and *With Camera and Gun in Newfoundland*, earned the Festival's certificate of outstanding merit in the 1966 competition. All three films are distributed outside Newfoundland by the National Film Board of Canada.

BIRTHS, MARRIAGES AND DEATHS

Births registered in Canada in 1967 decreased by almost 20,000 from the 1966 figure. Marriages increased by over 8,000. Deaths decreased by about 1,000.

Estimates based on records filed in provincial offices indicate that approximately 368,000 births occurred in Canada in 1967 compared to 387,000 in 1966. The annual birth rate has been declining steadily from the record high figure of 479,300 in 1959. The national birth rate in 1967, *per* 1,000 population, is estimated at 18.0, the lowest ever recorded and the tenth consecutive annual decline from 28.2 in 1957. The previous record low figure was 9.4 in 1966.

Marriages in 1967 were estimated at a record 164,000 compared to the previous record of 155,600 in 1966. The marriage rate *per* 1,000 population was estimated at 8.0, somewhat higher than the 1966 rate of 7.8. Prior to 1964, the marriage rate declined steadily from a record high figure of 10.9 in 1946 to the lowest, 6.9, in 1963.

Deaths in 1967 were estimated at 149,000, slightly lower than the 1966 figure. The annual death rate *per* 1,000 population declined in 1967 to the low record of 7.3.

LABOUR FORCE

Employment in Canada declined by an estimated 244,000 to 7,100,000 during December and January. Unemployment rose by 111,000 to 464,000 during the same period, about the normal increase for this time of year. The labour force declined by 133,000, mainly because of the withdrawal of seasonal workers.

The labour force at 7,564,000 in January was 200,000, or 2.7 percent higher than last year's level. Employment was up 117,000 or 1.7 percent over the year. Unemployment was 83,000 higher than the figure recorded for the same period last year.

EMPLOYMENT

The employment decline from December to January was widely distributed, the largest decline being in trade (82,000), manufacturing (54,000), construction (51,000) and agriculture (28,000).

Total employment in January rose 117,000 or 1.7 percent over last year's figure. Community, business and personal service registered an employment advance of 136,000, which was offset partly by year-to-year declines of 53,000 in manufacturing and 36,000 in construction.

As in previous months, employment in British Columbia was substantially higher than that of a year earlier. Employment gains also occurred in the Atlantic region, Ontario and the Prairie Provinces. In Quebec, the employment level was slightly lower than in January 1967.

UNEMPLOYMENT

Unemployment increased by 111,000 to 464,000 between December and January, a normal increase for this period. The January estimate was 83,000 higher than that of a year earlier.

Of the 464,000 unemployed in January, about 81 per cent had been unemployed for less than four months. The remaining 88,000 (19 per cent) had been unemployed four months or more.

Total unemployment in January represented 6.1 per cent of the labour force compared to 5.2 per cent in January 1967, and 5.1 per cent in January 1966. The seasonally-adjusted unemployment rate in January 1968 was 4.4 per cent.