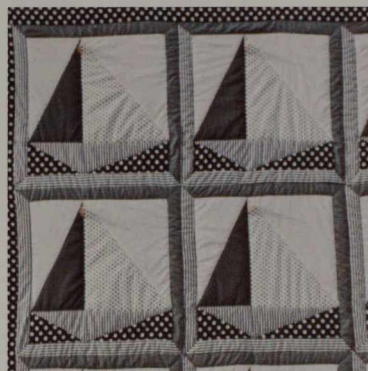


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TODAY / D'AUJOURD'HUI

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SEP 11 1974

A Striking Catalogue of a Few Things Canadian.

Canada exports many things, including wheat thins, quilts, computers, stamp dies, airplanes that land smack in the middle of cities, and the frozen semen of champion bulls. In 1973 it sent some \$25.2 billion worth of varied products abroad, with some \$17 billion worth going to the U.S.A. (Canada and the U.S. are each other's best customers, by far.) In this issue, *Canada Today/D'Aujourd'hui* offers a few items, including oysters on a string, which may strike your fancy. If you would like to know more about a great many other products, you might try *Canada Courier*, a four-colour monthly newspaper designed to keep the commercial world informed. To receive it, drop a line to *Canada Courier*, Information Services Branch, Department of Industry, Trade and Commerce, Place de Ville, 112 Kent St., Ottawa K1A 0H5.

The National Dream

The building of the Canadian Pacific — tracks across the trackless west — was brought to dramatic life in Pierre Berton's two books, *The National Dream* and *The Last Spike*, and then converted into an eight-part series of one-hour colour television films called *The National Dream*. The Canadian Broadcasting Corporation showed the series last spring, breaking all records and attracting three million viewers. Jim Murray was the producer, Eric Till, the director of dramatic sequences, and William Hutt played the first Prime Minister, Sir John A. MacDonald. The series will be rebroadcast in French next year and it has been sold to Britain's BBC and to Irish television. Networks in other countries, including the U.S., are negotiating. If you are in the market for a documentary please contact Mr. A. H. Partridge at CBC, Box 500, Station E, Toronto, Ont. M5W 1E6.

Alberta's Sands of Oil

The tar sands of Alberta, sticky with more oil than you can imagine, already yield 50,000 barrels of synthetic crude a day, of which about 40,000 are

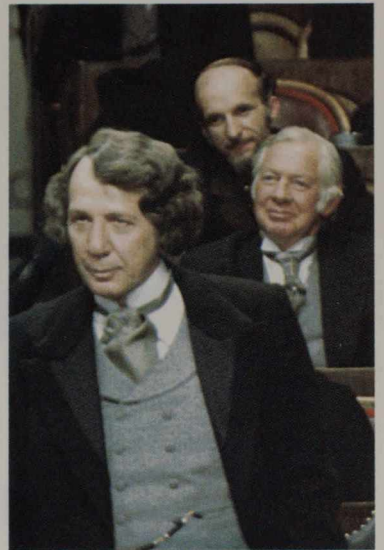
shipped to the U.S. as petroleum feed stock. Great Canadian Oil Sands, Ltd. has put \$300 million in one big sand pile in Fort McMurray in the Athabasca country north of Edmonton, and a consortium called Syncrude has a billion-dollar plant under construction in the same area. Syncrude will have a capacity of 125,000 barrels a day when completed in three or four years. At least two other consortia hope to wring oil from the tar sands. For more information, write the Energy Resources Conservation Board of Alberta, 603 Sixth Avenue S.W., in Calgary.

Knives

When it comes to prize winning, the Russell belt knife made by Grohmann Knives, Ltd. has an edge. It received an award from the National Industrial Design Council of Canada and the New York Museum of Modern Art put it on display. It is hand-honed and designed for trappers and hunters who use it to skin wild animals. It has a sleek look and a four-inch elliptical blade to lessen friction. In carbon it costs \$18; in stainless steel, \$19, and with a wrist thong, \$20.50. The company also makes three other heavy-duty knives: the

smaller trout and bird knife weighs less, has a three and seven-eighths inch blade and costs \$16 in carbon, \$17 in stainless and \$18.50 with a thong; the boat knife in stainless (so it won't rust) and with a thong (so it won't wash overboard) costs \$20; and the newest, a five-and-a-half inch survival knife — a big knife for a big man — has a thong, a scabbard of six-to-eight ounce top-grain cowhide and, for \$30, a carbon blade or, for \$32, a stainless one. All prices include

In 1871 Canada's first Prime Minister, Sir John Macdonald, announced his plan for a railroad across the country. The details and the results of the plan have been brought to life in The National Dream, a TV spectacular described in the first column to the left. To the right are some scenes from the epic. Clockwise, beginning top left, three Indians gallop across the trackless prairie; Sir John looks determined in the House of Commons; Seth Huntington, a Member of Parliament, charges government corruption; Major A. B. Rogers finds a mountain pass where no pass was thought to be; the last (golden) spike is driven; and, bottom left, tycoon George Stephens can relax at last.



Stoned WHEAT THINS



postage but not duty. Write to the company at Box 40, Pictou, Nova Scotia, for a free catalogue.

Thin Is Beautiful

Canada grew 620 million bushels of wheat last year and only a tiny fraction was used to make the two million boxes of Stoned Wheat Thins that were sold in the U.S. in 1973. Still, cheese lovers were grateful. The Thins have few ingredients and no additives and the wheat is ground by the classic attrition mill. This makes a wafer which never contradicts the flavour of even the most delicate cheese. The Thins are sold around the world and are the most popular biscuit made by the ever popular George Weston, Ltd., of Toronto. (George Weston has the largest sales base of any Canadian-controlled company: \$35 million in earnings last year.)

The Most Mind-Blowing Train Trip North of the Andes

Eleven railroads belt Canada together. Some are just for industry but others such as the Canadian Pacific, the Canadian National and the Ontario

Northland are for passengers too. The longest trip — and the most enthralling — is offered by both the CN and the CP and it goes completely across Canada in four days and three nights. You can take longer (a year if you want) by stopping to ski at Banff, to rent a car or a canoe in Winnipeg or to watch the Calgary Stampede. There's a slight price adjustment if you do. The basic cost is small: \$79 for a one-way coach between Montreal and Vancouver and \$110 for an upper berth — the cheapest sleeping accommodation. Food is extra, but the CN offers a choice of meals for a flat \$40 fee. For travellers with more exotic tastes, there's the Polar Bear Express offered by Ontario Northland. Passengers start the eighteen-hour ride on the CN in Toronto, switch to the Express at Cochrane and go through the wilderness to Moosonee, the place where the Arctic begins. It costs \$31-32 to get there, depending on the season, with \$10 more for an upper berth and \$15.50 for a single room at Moosonee Lodge. On the way you'll see power dams, rapids, mines and more beauty than you ever knew there was. On all Canadian trains children under five (with adults) travel free and those under twelve for half-fare. CN has a youth fare as well. For information, write CN, Union Station, Toronto, or CP/Passenger Services, Montreal or Ontario Northland, North Bay, Ontario.

Toys for the Hand and the Eye

Wayne Barrick produced a half million small wooden cars, train sets, milk trucks, bulldozers and dump trucks last year and samples of all of them are on display at the "Designed To Be Used" show of Canadian products at the National Museum of Science and Technology in Ottawa until January. The toys have removable parts to help the hand-eye coordination of a pre-school child but the free-rolling wheels are guaranteed to stay in place for the life of the toy. The toys come in natural hardwood of birch, maple and beech — too tough for a dog to chew — with occasional patches of bright colors. They cost between \$3 and \$7 and are sold only to stores, schools, day-care centers and hospitals. For a colour brochure and more information, write Barriwood Toys, Ltd., in Burlington, Ontario.

Women's Press

Last year some resolute women from Saskatoon published a libertarian calendar called *Herstory 1974*. It featured a great many snippets of information about Canadian women who have fought for women's rights. It sold out in February. The 1975 calendar is now available, and those who wish to purchase one or more copies





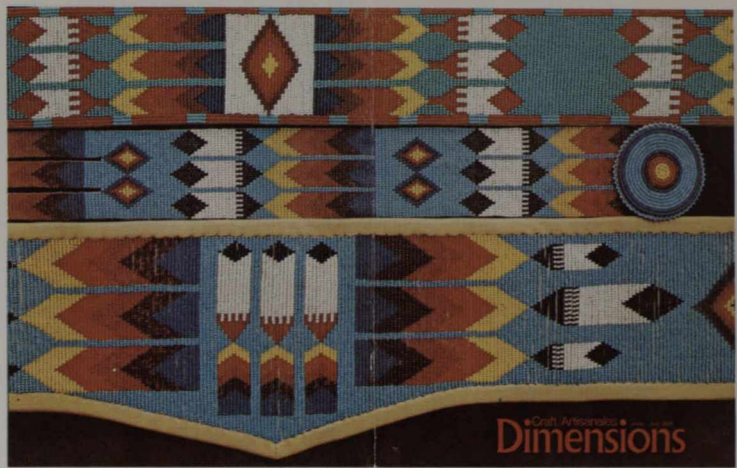
Craft/Artisans • Dimensions

Canada is full of craftsmen, and *Craft/Dimensions* magazine celebrates them six times a year (see below). A selection of covers and craft objects are shown above and to the right.

should get in touch with Women's Press, 280 Bloor Street West, Suite 305, Toronto, Ontario.

The Long Thin Line

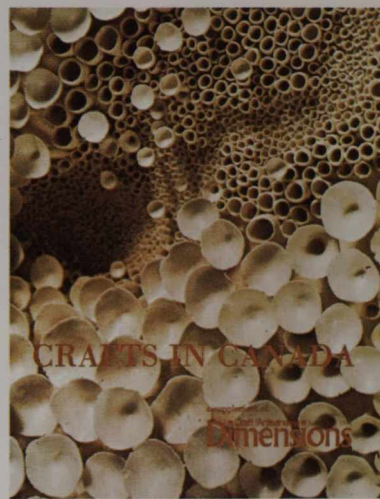
There's always been a thin line between art and crafts but to the Indians of Canada the line, like the one in geometry, once had no width at all. In the last couple of decades it has become apparent to Indians that art can be prized and sold for its own sake and the results have been so impressive that the Royal Ontario Museum was able to mount a special Indian show last summer featuring painters and jewelers as well as carvers, basketmakers and weavers; artists as well as artisans. Craftsmen among the Salish have rediscovered old techniques, natural dyes and primitive looms and produced memorable tapestries. The versatile Bill Reid, a Haida carver, sculpts in wood, silver, gold and argillite, and Norval



Craft/Artisans • Dimensions

Most importantly, the evolution and assimilation of the art and craft traditions of the various nations and peoples of the continent are being explored and celebrated in a way that is both respectful and innovative. The magazine is a tribute to the creativity and skill of the artists and artisans who have made their mark on the Canadian scene by their work in the past and their work in the future. It is a celebration of the rich and diverse cultural heritage of this country and a testament to the skill and ingenuity of its people.

The continued exchange has a long history in Canada. It is not only the Indian and Métis craftspeople who have been instrumental in the development of the Canadian craft scene, but also the European and American artists who have brought their own traditions and techniques to this country. The result has been a rich and diverse cultural heritage that is the envy of many other nations.



CRAPTS IN CANADA
Craft/Artisans • Dimensions

Morriseau, an Ojibway, paints semi-abstract oral history. For more information on these and other artists and craftsmen, write the Canadian Guild of Crafts (Ontario), 29 Prince Arthur Ave., Toronto, M5R 1B2, or join the organization for \$10 and receive its bi-monthly publication, *Craft/Dimensions*.

Read All about It

If you want to send CANADA TODAY/D'AUJOUR'HUI to a friend this fall, send the name and address to Canada Today, 1771 N Street, N.W., Washington, D.C. 20036 today. U.S. addresses only, please. No charge.

For other informative views of Canada, some in French, some in English, we suggest you try:

Actualité. Nouvelles et manchettes. Monthly. \$2.50 a year. 2120 Sherbrooke East, Montreal, Quebec.

Almanach du Peuple. Un almanach. Published yearly. \$1.50. Librairie Beauchemin Ltée, 450 Beaumont Avenue, Montreal, Quebec.

Artscanada. Canadian contributions to the world art scene and a continuing definition of the Canadian approach to modern art. Six issues a year. \$12.50. 129 Adelaide West, Toronto, Ontario.

Canadian Business. Current events and trends. Monthly. \$9.00 a year. 1080 Beaver Hall Hill, Montreal, Quebec.

Canadian Dimension. Left political analysis. Eight issues a year. \$5.00. Box 1413, Winnipeg, Manitoba.

Canadian Forum. Contem-



CRAFTS IN CANADA

1974 is craft year in Canada. A great impetus has been given to the crafts in Canada because of two international events taking place in Toronto this summer. The 10th Anniversary Conference of the World Crafts Council, was held in June at York University and Canada has the distinction of being the only of the First World Crafts Exhibition. This important international exhibition opened in Praire of Hands, in an area of the Ontario Science Centre last June 11-September 2, 1974.

A honour of the World Crafts Council many important craft events are taking place in every province. The equipment to Craft Dimensions Artisaneries published by the Canadian Guild of Crafts Councils, is also to honour this special year for Canadian crafts. The objects shown are representatives of the Canadian "style".

Canada has had a great tradition for centuries. The work of the finest designers, the founding nations and the influx of the Europeans, all have contributed to contemporary work. Each has added its own distinctive qualities. We can be proud of the outstanding work of Canadian contemporary artists.

The objects in this equipment are from several sources. They include some of the objects in the Praire of Hands, Canadian Indian Art '74 and Design Canada Craft Awards 1974. Other sources include the West A. Chalmers Collection of Contemporary Canadian Crafts, and the collection of Mr. and Mrs. Frank Hogg. The Canadian Guild of Crafts Councils, acknowledges the generous assistance of the Crafts Council in the production of this equipment. Crafts in Canada.

1974 est l'année des métiers d'art au Canada. Deux événements internationaux ont été à Toronto, cet été ont eu une grande influence sur l'artisanat de ce pays. C'était la conférence internationale du 10^e anniversaire du Conseil Mondial des Métiers d'Art à l'Université York, au mois de juin, puis l'Exposition pour le Canada, "Praire de Mains" de l'Université York, du 11 juin au 2 septembre 1974. Cette importante exposition internationale a été la seule au monde. Elle a été organisée au Centre des Sciences de l'Ontario du 11 juin au 2 septembre 1974.

Un honneur du Conseil Mondial des Métiers d'Art, de nombreux événements importants auront lieu sur le sol des artisans dans chaque province, et ce, sous le patronage du Conseil Mondial des Métiers d'Art (C.M.M.A.). L'équipement Artisaneries publié par le Guild des Métiers d'Art (G.M.A.), est également un hommage de cette année particulière pour les métiers d'art canadiens. Les objets exposés représentent une partie de l'œuvre de ces pays qui peut se trouver d'une tradition artisanale de plusieurs siècles.

Les objets, les artistes canadiens et les artisans contemporains. Chacun a sa spécialité propre et distincte qualité. Nous sommes fiers de nos artisans remarquables des artisans canadiens d'aujourd'hui.

Les objets exposés dans cet équipement viennent de plusieurs sources, notamment des expositions "Hommage aux Métiers" et "Design Canada '74" et "Coup de main" de 1974. D'autres sources incluent la collection de l'Art Contemporain Canadien, la collection de l'Art Contemporain Canadien de M. et Mme Frank Hogg.

Le Guild des Métiers d'Art (G.M.A.) reconnaît avec reconnaissance l'aide et le soutien du Conseil Mondial des Métiers d'Art (C.M.M.A.) pour la production de cet équipement. "Praire de Mains" au Canada.

Roger M. Edwards,
Publisher, Craft Dimensions Artisaneries
Canadian Guild of Crafts Councils June 1974.



Craft Artisaneries
Dimensions
April - May 1975



THE FIRST WORLD CRAFTS EXHIBITION.

In Praire of Hands

The exhibition, to be held at the Ontario Science Centre, Toronto, from June 11 to September 2, 1974, is the first exhibition of its kind.

Representing 800 objects, representing the work of the 79 member countries of the World Crafts Council, comprises the exhibition. The international Committee of Selection chose 14 Canadian works to be part of "Praire of Hands".

The Science Centre describes the exhibition as a craft festival. Campaigns will be sponsoring throughout the summer, visitors will be invited to provide a list of a product's value to be used in a commercial manner. In addition they will be invited to present a craft performance of their own.

The objects shown on these two pages are part of the Canadian section of the original international exhibition. They are the work of contemporary artists published by the Women's Committee of the Canadian Guild of Crafts Councils, to aid their scholarship fund.

Some specimens are available for purchase. For more information, contact the Ontario Science Centre, 100 St. George Street, Toronto, Ontario, M5S 1A5.

Hommage aux Mains

Cette exposition qui aura lieu au Centre des Sciences de l'Ontario, Toronto, du 11 juin au 2 septembre 1974, est la première exposition de ce genre.

Elle rassemble 800 objets, représentant le travail des 79 pays membres du Conseil Mondial des Métiers d'Art (C.M.M.A.). 14 œuvres canadiennes ont été choisies pour l'exposition "Hommage aux Mains" par le Comité international de sélection.

Le Centre des Sciences décrit cette exposition comme un festival des métiers d'art. Durant tout l'été des artisans feront des démonstrations de leur métier. En plus, il aura des manifestations de valeur et de valeur par des groupes d'indigènes et d'ethnies.

Les objets exposés sur ces deux pages font partie de la section canadienne de cette importante exposition internationale. Ce sont l'œuvre de contemporains artistes publiés par le Comité des Femmes du Guild des Métiers d'Art (G.M.A.) pour l'aider à leur fonds de soutien.

Quelques spécimens sont disponibles à l'achat. Pour plus de renseignements, contactez le Centre des Sciences de l'Ontario, 100 St. George Street, Toronto, Ontario, M5S 1A5.

porary authors and poets, social and political criticism. Monthly. \$5.00 a year. 56 Esplanade Street East, Toronto, Ontario.

Chatelaine. Standard women's features. Also in French. Monthly. \$3.50 a year. 181 University Avenue, Toronto, Ontario M5W 1A7.

Ecrits du Canada Français. Publication littéraire trimestrielle sur l'actualité et les arts. \$12.00 a year. 380 Ouest, rue Craig, Montreal, Canada.

The 4th Estate. Nova Scotia news. Weekly. \$6.75 a year. 1823 Hollis Street, Halifax, N.S.

Executive. Business. Monthly. \$12.00 a year. 1450 Don Mills Road, Don Mills, Ontario.

Georgia Straight. Weekly coverage from the hip community. \$12.00 a year. 56 A Powell, Vancouver, British Columbia.

Last Post. Radical investigative journalism. Eight issues. \$5.00 a year. 430 King Street, Suite 101, Toronto, Ontario, M5V 1L5.

Macleans and Le Maclean. General magazine, one of the most popular. Monthly. English edition \$3.00 a year. 481 University Avenue, Toronto, Ontario. French edition \$3.50 a year. 625 avenue du Prés. Kennedy, Montreal, Quebec.

Relations. Un journal jésuit. \$8.00 a year. 8100 boulevard Sainte-Laurent, Montreal, Quebec, H2P 2L9.

Saturday Night. A general magazine. Monthly. \$4.00 a year. 52 St. Clair Street East, Toronto, Ontario.

Sept Jours. Revue hebdomadaire d'informations. \$5.00 a year. Suite 300, 170 Dorchester Blvd., Montreal, Quebec.

Take One. For filmmakers and buffs. Bi-monthly. \$3.00 a year. P.O. Box 1778, Station B, Montreal, Quebec.

Tawou. Exposes and promotes native Indian talent. Published by the Department of Indian Affairs and Northern Development. Quarterly. \$4.00 a year. From Information Canada, 171 Slater Street, Ottawa, Ontario, K1A 0S9.

This Magazine is About Schools. On education. Bi-monthly. \$4.00 a year, Suite 301, 56 Esplanade Street East, Toronto 215, Ontario.

Crafty Renaissance

Una Abrahamson says there has been a renaissance in Canadian crafts in the last twenty years. Ms. Abrahamson's book, *Crafts Canada*, is itself a work of art. It covers every craft that was ever popular in Canada, beginning with a world history of each and ending with elegant pictures of contemporary Canadian work. The book is published by Clarke, Irwin and Co., Ltd., 791 St. Clair Avenue W., Toronto, Ont., and it may be bought in the United States from Books Canada, 33 E. Tupper St., Buffalo, N.Y. 14203, for \$19.95.



The floating garden above is not a garden of flowers but of strings of scallop shells. The raft is towed to a likely cove and the stringed shells are suspended in the water. Baby oysters attach themselves to the shells. Below the shells is STOL, the Short-Take-Off-and-Landing plane. On the opposite page is a Charolais bull named "Bingo" Belphegor, the proud father of good steers all over North America.



Indian Oysters on a String

The Indians of Eskasoni have produced the world's first oysters on a string and they're both tastier and more expensive. The Eskasonis who own and operate Crane Cove Oyster Farm of Cape Breton, Nova Scotia, thread strings with scallop shells and drop them into the Bras d'Or Lakes from rafts. The shells catch the spat-fall of July when the newborn spat are looking about for a bed. They find stringed scallop shells as cozy as the shells of the lake bottom and a lot cleaner. The water which washes the stringed shells is very pure and very salty and that makes the oysters very tasty and worth the price. The

wholesale price runs \$22 for a box of "commercial" oysters and \$35 for "fancy" ones. There are 240 oysters to a box. Plump, grit-free mussels, which cling to the strings uninvited, can be had for eighteen cents a pound. The prices do not include air freight and duty. The Eskasonis plan to increase production twenty-fold by 1976.

Books with Magnificent Bindings

If you judge books by their covers (as well as their contents) you'll be pleased by the bookbinding skills of Robert Muma. Mr. Muma, who began as a graphic artist, has been binding books for museums, corporation executives and heads of state for twenty-eight years. He covers old diaries,

first editions and elaborate presentations with specially tanned goatskin and calfskin from England and Scotland. His prices range from \$75 to \$300, depending on the condition of the book and the amount of leather and gold (the only metal that won't tarnish). Send queries to Mr. Muma at 118 Hazelton Ave., Toronto, Ont. M5R 2E5.

STOL

Canada may have solved a basic city-to-city transportation problem with STOL — one of the oddest planes ever to take off. DeHaviland Aircraft, of Downsview, Ont., aided by \$100 million in government grants, developed the Short Take-Off and Landing plane which can fly almost from the heart of one downtown to the heart of another. Since its gross weight is only 12,000 pounds it needs



only 900 feet to take off — even less to land.

To test STOL, Air Canada, a Crown Corporation, bought six Twin Otters and formed Air-transit Canada, a subsidiary, which has leased the planes, built Stolports with 2,000-foot runways and started an experimental shuttle between Ottawa and Montreal.

Although the planes themselves are small — limited to eleven passengers, eleven suitcases and one lavatory — they have the latest safety equipment and are quiet, powerful and fast, covering the 120 miles between the two city centres in only forty-five minutes. Public reactions have been good. A one-way ticket costs \$20, which includes a minibus ride from the door of a downtown hotel to the door of STOL. Twin Otters may be ordered from DeHaviland at a cost of \$625,000, with delivery in 1975. This year's production has been sold.

Bull Semen

Last year Americans bought 75 per cent of all the bull semen Canada exported — which is a lot of bull semen. It amounted to a \$6.5 million investment for farmers, ranchers and breeders who wanted to improve their beef and dairy cattle with fine strains from the north. The frozen semen came south in little aluminum containers which were picked up at the post office. Many of the containers were filled by Western Breeders, Ltd., a five-year-old firm, which has more than 120 studs at their stations in Calgary and Regina. Three to eight c.c.'s of semen are drawn from each bull twice a week, a process which requires an attendant with a portable catcher and a certain amount of nerve. The semen is microscopically examined to make sure it has at least 300 million sperm per c.c. If it qualifies it's diluted and quickly

frozen in liquid nitrogen. Before shipping it's tested to make sure that from 12 to 15 million sperm still live, more than enough to impregnate a cow. The price of each ampule varies according to breed, beginning at about \$2.50 for a dairy or beef semen and going as high as \$150 for the more exotic breeds. Most orders run between \$8 and \$25, depending on the popularity of the stud. The seventeen-inch tubes needed to insert the ampules cost \$2 a hundred. The techniques involved are taught to technicians at the Alberta ranch. For a catalogue, write the company in Calgary.

The Yeast that Eats Up Oil Spills

Oil spills — a threat to any environment — are especially dangerous to the Arctic because permafrost is too delicate to be

scraped mechanically.

Dr. Toshi Kaneda of the Alberta Research Council studied oil-soaked airstrips in the far north to find what microorganisms thrive on such material. He found a cold-loving (psychrophilic) strain of yeast called *Candida sake* which eats hydrocarbons the way a child eats candy. After this yeast is grown, dried, pressed into pellets and stored, it can be reactivated and cast on a spill, where it will eat the oil and then in turn be eaten by bugs. It's estimated that the yeast can decompose a small spill in a single summer, three or four times quicker than the oil would disintegrate by itself. The experiments are still in the preliminary stage, but Dr. Kaneda hopes that commercial production will be possible in a few years. For more information, write to him at the Council in Edmonton, Alberta.

Rare Stamps, Rare Replicas

The Canadian post offices are doing their part to help pay for the Olympics by selling both commemorative stamps and metal replicas of them. The first set of at least five sets of stamps featured the Olympic symbol, with the eight-cent stamps costing ten cents, the ten-centers fifteen and the fifteen-centers twenty; the surcharge goes to the Olympics. Last year a set of three metal replicas sold in bronze for \$20; in fine silver for \$50 and in gold for \$750, with a mixed set of the three for \$300. Like the single gold replica, the mixed set was offered in a handsome Canadian maple box with a leather top, while the bronze and silver replicas were presented in jewel boxes. Comparable prices and presentations for the next set of replicas are expected when they go on sale



in the U.S. in November. The stamps themselves, which honour the water sports, will be sold in Canadian post offices in January. For a catalogue, write the post office at 2827 Riverside Dr., Ottawa, K1A 0B5.

Clean, Clean, Clean, Clean, Magnetized Fresh Air

If you like crisp, pure air, just get some dirty air and scrub it with a C-500 portable electronic air cleaner. The cleaner removes 90 per cent of the dust, soot, smoke and pollen from a 250-square-foot area by first charging the irritants with direct current and then gathering them in electromagnetically. The unit looks like a rather small air conditioner, weighs just twenty pounds, uses less than 50 watts of power and can stand either on its own feet or be mounted to the wall. It can be kept at high efficiency by washing the cell in the sink every couple of weeks. The C-500 is made by Five Seasons Comfort, Ltd., Downsview, Ont., costs about \$129 and is available in some U.S. stores.

High Fashions for Low Temperatures

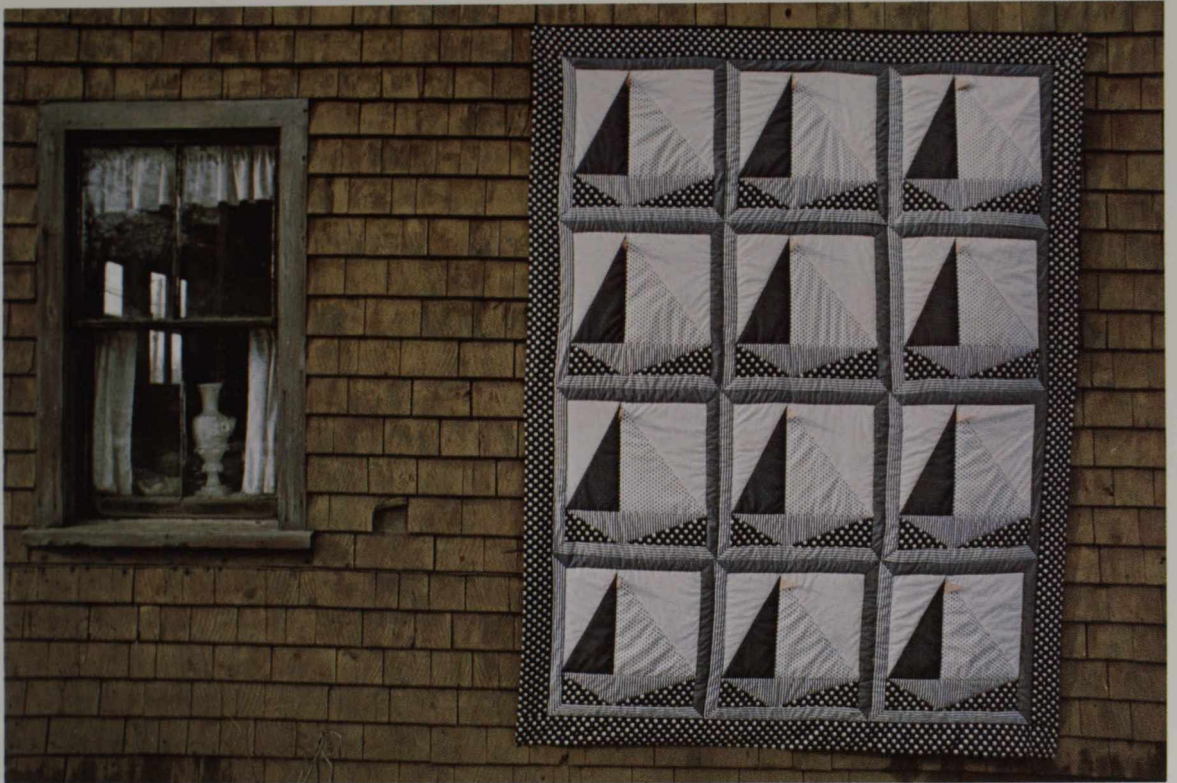
More than one thousand selected fashion buyers from the U.S. got free, round-trip tickets to

Canada last year — the government's contribution to the industry's intensive sales campaign which has been going on for seven years. The campaign (or something) is apparently a success: Canada sent \$83.3 million worth of fashion goods to the U.S. last year, almost \$80 million more than it sent a decade ago. Children's outerwear makes up a large part of the total and children's coats are now offered in U.S. mail order catalogues. Canada's 130 clothing manufacturers hope to be selling \$200 million worth of children's clothes to the U.S. market in five years. Americans have found that since Canadian coats must, by necessity, be much warmer, their overall quality is, by necessity, high. U.S. buyers who have never been on a buying trip to Canada may qualify for a free ticket. Check in advance with the Canadian trade office nearest you.

To learn more about the Canadian fashion market, you can subscribe to *Style*, the merchandiser's monthly magazine, for \$12 a year. Write to them at 481 University Ave., Toronto, Ont. M5W 1A7.

Bluenose and Other Quilts

Canada's most famous schooner was named *Bluenose* and it is now immortalized in a quilt. The quilt, which won a Design Canada award for crafts, was created by Vicki Lynne Crowe, of Suttles and Seawinds, Ltd., a cottage industry in New Germany, Nova Scotia. The *Bluenose* comes in red or navy with a free-flying pennant and is one of thirty-five traditional and contemporary machine-stitched quilts offered. It takes 150 women on a piecework basis to meet the sales demand in the shop and through its New York



outlets. This double quilt sells for \$150 and shower curtains are available for \$60; four place mats and napkins are \$24; and pillows from \$11-19, all in the stylized Bluenose pattern. Crocheted hammocks, the size of a double bed, sell for \$150 and elaborately costumed apple dolls from Tancook Island cost \$20 each. For a brochure in colour, send \$1.

Sky Lights

When the U.S.A.'s Apollo and the U.S.S.R.'s Soyuz astronauts meet in space in 1975, their ways will be figuratively lighted by two little Canadian lamps. The lamps, produced by Intra-Space International, Inc., will be pointed from Apollo to Soyuz to measure the concentration of oxygen and nitrogen atoms at orbiting altitudes. They were invented by Dr. Robert Young, a professor in astrophysics at York University, and they are the brightest lights (about 1/10,000th as bright as a 60-watt bulb) ever to function on

their own particular wave length. They — and others, including a hydrogen lamp which monitors carbon monoxide on earth — cost between \$2,000 and \$5,000 each and are built on order for specific wave lengths. In addition to monitoring atmospheric concentrations on earth and in space, they also can be used to test ultra-violet spectrometers and to eject electrons from compounds for chemical analysis. For further information, write Dr. Young, at 286 Wildcat Road in Downsview, Ontario.

Three-sided Christmas Trees

Each year lumberjacks cut 3,500 billion cubic feet of wood from Canadian forests. Since the forests cover more than a million square miles, the lumberjacks can, with proper replanting, keep cutting forever. Among other things they cut are Christmas trees — a small part of the \$3 billion world export of forest

products. More than three million crossed the border last year. W. Robert Hutchinson Christmas Trees, of 56 Main St. E., Huntsville, Ont., is one of hundreds of companies that raise and sell the trees wholesale. Last year they sold ten thousand "No. 1 or Better" trees — those with three out of four good "faces" or sides. If you want to sell trees this Christmas (a short-term, high-risk, high mark-up, low-overhead business) you should place your order with Mr. Hutchinson in September. The cutting season for his Scotch pines begins October 15 and ends no later than December 15. You can order 200-500 trees by truck or 1,200 by rail — enough to fill the minimum order of one railroad car. The U.S. freight rates add a large chunk to the whole bill, with rates charged by the hundred pounds and about 20,000 pounds per car. Sizes can be mixed but figure about \$3.30 for a 4 to 5 foot tree and \$5 for a 7 to 8 foot tree. Prices include the protection of a plastic net sleeve

sprayed on by a machine invented by Sam Manetta, of Pantypool, Ont., for just that purpose. To find the dealer nearest you, write to the Forest Products Group, Dept. of Industry, Trade and Commerce, Ottawa, Ont. K1A 0H5 for its Christmas Tree Buyers' Directory.

Athletic Silver

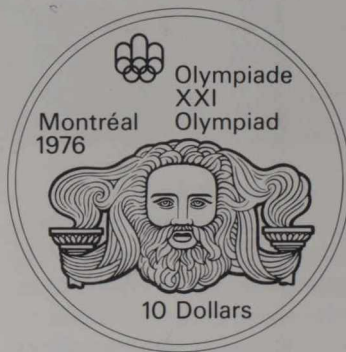
In the next two years, it is hoped, numismatists, sports fans and tourists will buy 60 million sterling silver Canadian coins to help Montreal pay for the Olympic games which will begin there July 17, 1976. If all goes well they will bring in \$250 million of the anticipated cost of \$310 million. The coins, struck in seven series of four, will be worth \$5 and \$10 as legal tender and some will indeed be circulated through Canadian banks. Most will be encapsulated in clear plastic and sold at higher prices and the profit, called seigniorage, will

go into the Olympic account. Each and every coin will be 92.5 per cent silver and 7.5 per cent copper alloy. The fine silver content of all \$5 coins will be .723 troy ounces and of the \$10 coins, 1.44.

The first series has a geographic theme; it features the skylines of Montreal and Kingston, Ont., where the yachting sport games will be held, and maps of North America and the world. The second features Olympic symbols, the third Canadian sports, and the fourth track and field sports. The fifth features water sports, the sixth team sports, and the last series

will be a general souvenir issue. The first two series have already been cast and the next two will come out in the spring. The rest will follow in order, culminating with the last in the summer of 1976.

The general run of the encapsulated coins (the only ones available outside Canada) can be bought through banks and American Express. Deluxe proof coins made from special dies, struck twice, and hand fed to the press, can be bought through the Paramount International Coin Corp. in Englewood, Ohio. The first series was the cheapest since it was cast when silver was less expensive. A basic set of four in any of the other series (two \$5s and two \$10s) costs \$48, with a case \$1.50 to \$2.00 extra. The other sets, "custom" and "prestige", cost \$65 and the special "proof sets" cost \$85. Three per cent of the face value of each coin bought outside Canada will go to the Olympic fund of the country in which the purchase is made.



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