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Two-way TV trial a milestone in Canadian videotex services

A \$10-million field test of two-way television technology, which will help Canada maintain its place as a world leader in visual communications, will be undertaken by Bell Canada and the Federal Government.

The federal Department of Communications and Bell, Canada's largest telecommunications carrier, will co-operate in what is described as one of the biggest tests of interactive visual communications. It will begin in 1981 in Toronto.

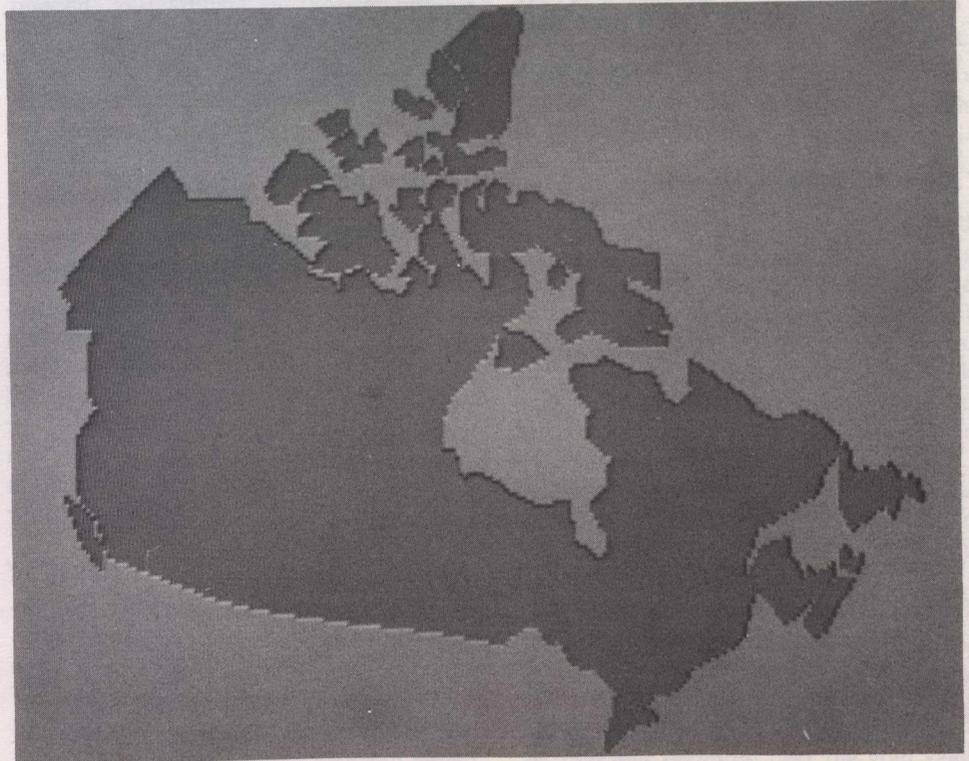
Using the Canadian-designed Telidon, the two-way television technology developed by the Communications Research Centre, a branch of the Communications Department, (see also *Canada Weekly* dated May 16, 1979), some 1,000 terminals (modified television sets linked to a computer) installed in homes and offices, will offer both residential and

business users a choice of up to 100,000 "pages" of information for display on their own screens.

Telidon's superior system

Bell, which has adopted the name Vista for its interactive visual information services, began last February a small in-house test of first-generation technology, similar to that used in Europe. The European systems are based on an "alpha-mosaic" approach, resulting in cruder graphic designs; Telidon, the second-generation, "alpha-geometric" method is a significant improvement over other designs because of its superior quality resolution and graphics and is more flexible, making it easier to accommodate future improvements.

The Federal Government's \$2.5-million participation in this co-operative trial



Map of Canada as displayed on an ordinary TV receiver using the Telidon coding. The high quality and fine resolution distinguishes Telidon from other videotex technologies.

Sept. 12/79



Twenty-years ago this week...

Major-General Georges P. Vanier was appointed Governor General of Canada succeeding Vincent Massey.



Maple leaf design is created on a screen using the Telidon system.

is part of a total \$9 million in public funds allocated over the next four years for the further development and exploitation of Telidon by Canadian industry.

Communications Minister David MacDonald said that, while the Federal Government was supporting many other, smaller Canadian field trials of Telidon, "the reaching of this agreement with one of the world's largest, most technologically-advanced common carriers is the biggest milestone to date in the development of videotex services in Canada.

"It provides a tremendous boost to our efforts to show the world that Canadian videotex technology is the best available anywhere," he added. "We hope this co-operation between Bell and DOC will enable Canada to exploit fully this technological lead."

Bell Canada President J.C. Thackray stated that Bell had been "genuinely impressed by the Government's Telidon technology since its introduction". "Now that we have had the opportunity, during our Vista pilot project, to explore broader system design issues, we feel we are in a better position to apply this new technology to our service concept," he added.

Services available

With the use of a standard colour TV set, a pocket calculator-sized keypad (or optional full keyboard) and a small adapter to connect both to the subscriber's ordinary telephone line, Vista users will

have access to a host of visual information and communications services, such as constantly updated travel schedules, news, weather and sports headlines, stock market quotations, consumer bulletins, entertainment guides, classified advertisements and similar information; a variety of uses are envisaged including computer games, "teleshopping", travel reservations or a message centre.

Sales potential

Douglas Parkhill, Assistant Deputy Minister (Research), Department of Communications, said that negotiations were under way for sales of Telidon with: American Telephone and Telegraph Company, the biggest telephone firm in the United States; General Telephone and Electronics Corporation, the second largest; and with United Telecommunications Incorporated, another large company. Discussions are also taking place with three major U.S. television networks and the Public Broadcasting System, the U.S. educational television network.

Bell Canada's director of business development, Larry Wilson, said that, while the relatively complicated Telidon converters cost more than those using the simpler European technology, the price was expected to be reduced considerably. While each Telidon converter now costs about \$2,000 to manufacture, he said, Bell hoped that with advances in electronic technology and the economy of mass production, the cost would probably be cut to perhaps \$200 each in five years, allowing a basic Telidon service to be sold for \$10 to \$15 a month.

Information providers

The Bell Canada experiment with Telidon will bring together an increasingly information-oriented society with information providers — such as governments, airlines, news services and a potentially unlimited number of "electronic publishers" or information entrepreneurs — who can successfully give or sell their information "products" in the rapidly-emerging new information market place.

The Bell president said a variety of potential information providers had expressed interest in the company's interactive visual communications during the Vista pilot demonstration, many of whom would be participating in the field trial.

The schedule for the new Vista trial calls for conversion of the existing Bell

pilot system of Telidon capability by the end of this year. First installation of user terminals for the field trial is slated for September 1980. The trial itself will run throughout most of 1981. Most terminals — both user and provider — are expected to be located in Toronto, as will the data base computer, which will be accessible for demonstration purposes from other locations.

The forthcoming trial will monitor public reaction to the capabilities and potential of such a system, assessing human factors, technological aspects and the relative popularity of different information offerings. Given satisfactory results, the field trial may be expanded by Bell at a later date into a full market trial.

Purchases of terminals

The agreement reached by Bell and the Department of Communications includes the Government purchase and loan of 675 Telidon user terminals to the carrier, with Bell supplying another 325. Current plans call for 28 "information provider" terminals. The terminals will be built by Norpak Ltd., of Pakenham, Ontario, and other Canadian companies, possibly including Northern Telecom Ltd.

System design and implementation will be carried out by Bell Canada and Bell-Northern Research, in close consultation with the Communications Research Centre engineers who invented Telidon.



A keyboard is one of the methods used to retrieve information from a data bank or to create text or graphics for display on a home TV set or to send to another TV terminal on the system.

Energy main topic of First Ministers' meeting

Provincial premiers returned home recently after their twentieth annual meeting held in Pointe-au-Pic, Quebec, from August 15-18.

While energy and the economy were the main topics of discussion during the three-day meeting, the ten provincial premiers also took stock of plans for constitutional revision and discussed health programs, duplication of government services and interprovincial trucking.

Nova Scotia's John Buchanan led off the discussions on energy and industrial development, while Ontario's William Davis opened the talks on employment and inflation.

In their final *communiqué* the provincial leaders called on federal Finance Minister John Crosbie to convene a federal-provincial finance ministers' conference before drawing up his budget this autumn. The premiers specifically asked to be consulted in Bank of Canada discussions leading to a change in interest rates such as the bank rate increase announced on July 22. They also asked for a louder voice in setting policies to deal with inflation, unemployment, the international deficit and the value of the dollar.

Prime Minister Joe Clark met with Quebec premier René Lévesque on August 20 to discuss the outcome of the premiers' conference. Mr. Clark's two-hour private dinner with the premier was preceded by an afternoon session with a group of prominent businessmen. The Prime Minister was accompanied by Industry Minister Robert René de Cotret and Supply and Services Minister Roch LaSalle. The dinner with Mr. Lévesque, who acted as host and chairman of the provincial leaders' meeting, marked the first time the two leaders had met since Mr. Clark's election.

The Prime Minister, in a letter to the provincial premiers, July 26, proposed a three-day federal-provincial meeting in November "to discuss questions relating to the supply, conservation and pricing of energy, the economy in general, and ways and means of improving relations and co-operation between [their] governments".

In particular, Mr. Clark said the talks should emphasize ways of providing more cost-effective service to the public and eliminating duplication of services. "In addition," said the Prime Minister, "I

am expecting that our ministers concerned with constitutional matters will be meeting in the course of the fall and there may be items which they will wish to refer to First Ministers for consideration."

Mr. Clark also indicated that plans were under way for a national economic conference "which will provide a forum for representatives of the private sector and of the federal and provincial governments to begin work on strengthening the economy".



René Lévesque meets with Prime Minister Clark (right) after the provincial premiers' conference last month.

Canada-Israel joint project

Canada and Israel will assist the Dominican Republic to build a major dairy farm settlement during the next five years.

Canada expects to spend up to \$3 million on the project, mostly on dairy equipment and Holstein cattle while Israel, which has years of agricultural experience in arid zones, will provide most of the expertise.

The dairy farm project will be an extension of an Israeli settlement program, a blend of private and co-operative activities, begun nine years ago in an arid area of the Dominican Republic.

The Israelis helped settle about 500 Dominican families in the area and taught them irrigation and farming techniques for this type of desert agriculture.

The objective of the project is to establish 170 additional families in the Azua Valley who would become involved in milk production and processing.

The project will create employment opportunities, optimize the use of arable irrigated land by developing fodder production, establish a marketing system and help integrate the people of the Azua Valley into the social and economic development of the Dominican Republic.

The Dominican Republic will provide infrastructure and housing as its contribution to the project.

Canada recently participated in a project in the Dominican Republic to upgrade rural living conditions by extending electrical service to about 140,000 people in 160 outlying communities. Canada's contribution to the project was a \$7.5-million loan administered by the Inter-American Development Bank (IDB).

Canada is also contributing \$2.9 million to a \$137-million irrigation and flood control scheme designed by the IDB to recover 50,000 hectares of parched land in the Savana Yegua River basin area of the Dominican Republic.

(From Development Directions May/June 1979.)

Royal Canadian Mint to market new gold coin

The Royal Canadian Mint has chosen two banks in Canada and six blue-chip foreign banks and bullion dealers to act as distributors for a Canadian gold bullion coin, soon to be issued.

The one-ounce gold coins are expected to be sold on domestic and overseas markets by September. They will be marketed as high-quality investment vehicles rather than as collectors' items.

The outlets in Canada will be the Bank of Nova Scotia and the Canadian Imperial Bank of Commerce. Distributors in the United States include J. Aron and Co., Mocatta Metals Ltd. and Republic National Bank, while European distribution will be handled by Deutsche Bank, Dresdner Bank and Swiss Bank Corp.

Canada is expected to mint five million one-ounce gold coins over the next three years, including one million this year. The coins are to be priced competitively with the South African krugerrand, so that the premium over the gold value will probably be no more than about 3 per cent.

B.C. coal in Italy

The first major shipment of coal from British Columbia recently landed at the Italian port of Taranto, opening the European market to "West Coast Canadian coal on a major scale for the first time," a Canadian embassy official said.

"This shipment, soon to be followed by a second, shows shipment of coal by more than 15,000 nautical miles of sea transport can be economically advantageous for both sellers and buyers even at current (high) shipping rates," the official said.

The 116,000-ton shipment from Vancouver, which travelled around Cape Horn on the southern tip of South America, is the first of several to Italy, as well as to Romania beginning later this year or in 1980.

Previously, Western Canadian coal has been shipped to Europe *via* the Panama Canal, allowing only less economical cargoes of 50,000 tons maximum. Most coal exports have been to Japan and South Korea.

Italsider, the state-owned Italian steel company that purchased the coal, said the deal "consolidates the relationship between Italsider and the Canadian mining industry". The company also buys coal from the United States, West Germany, Poland, the Soviet Union and Australia.

Uranium production to increase

The value of Canadian uranium production is expected to rise to over \$1 billion by 1982, according to a report by the federal Department of Energy, Mines and Resources.

The report, *1978 Assessment of Canada's Uranium Supply and Demand*, states that successful exploration, especially in Saskatchewan, resulted in more uranium being identified during the year than was used in Canada and for export. It estimates Canada's total uranium resources at 537,000 tonnes of mineable uranium at prices up to \$175/kg in the measured, indicated and inferred categories. This was a net increase of 30,000 tonnes (5.9 per cent) over the previous year's assessment.

In 1978 Canada's six uranium operations produced 6,803 tonnes of uranium and shipped from production and invent-

ory about 8,005 tonnes valued at \$588.7 million; some 90 per cent of this total was destined for export. Markets permitting, annual uranium production capability could grow from 6,900 tonnes in 1979 to 15,500 tonnes by 1990.

Uranium commitments for future export under contracts approved prior to January 1, 1979 amount to approximately 63,000 tonnes. These commitments amount to only 12 per cent of Canada's total uranium resources in the categories noted above.

The report also includes estimates of resources for which there is a lesser degree of certainty. Prognosticated resources of uranium are estimated to be 426,000 tonnes, some 10 percent more than the figures reported in 1977. Resources in the speculative category which are even less certain, are thought to be from 1 to 1.2 million tonnes.

Stocks hit trade record

The value of stocks traded on the Toronto stock market this year has surpassed the 1978 total and established an annual record, the Toronto Stock Exchange has reported.

Stocks traded from the beginning of the year through August 21 were worth \$10.47 billion, compared with \$10.36 billion in all of 1978.

Value for the year is up 74.9 per cent from that of the same period last year, when the value was \$5.98 billion up to August 22.

Volume of trading has reached 801.15 million shares, compared with 603.26 million shares in the same period in 1978.

The exchange also said that trading in stock options on the Toronto and Montreal markets had reached record volume and value levels.

Since January, 749,673 call-and-put options have traded, representing options on 74.9 million shares of stock, compared with 273,085 options from January through August 1978.

The volume of options traded during the first eight months of 1979 is up 174.5 per cent from that of the same period in 1978 and is 51.4 percent higher than the volume for all of last year.

The value of options traded up to August 20 was \$285.75 million, compared with \$63.49 million in the same period last year and \$131.56 million for 1978 as a whole.

Engineers win major grain projects in India

A Canadian company has been awarded a contract by the Food Corporation of India for the design, supervision and construction management of 18 grain terminals with a storage capacity totalling one million tons. Howe International Limited of Ottawa, in co-operation with Howe India Private Limited of New Delhi are assuming the nation-wide bulk grain handling storage project, one of the largest undertaken in India.

The project will include two major modern high capacity port grain terminals to be located at the ports of Madras and Haldia on the east coast for the loading and unloading of bulk carrier ocean ships.

In addition, 16 fully mechanized bulk grain terminals will be designed by Howe engineers for locations throughout India. Each of these inland terminals will have a storage capacity of more than 52,500 tons.

In addition to design input from Howe's Canadian offices, the project provides a potential export opportunity for Canadian manufacturers under the international tender procedures required with partial World Bank financing.

Business outlook brighter

Canada, Japan and Western Europe continue to share a brighter economic outlook than the United States, according to a report by the Conference Board in New York.

A combined index of leading economic indicators for six major nations rose 10 per cent during the 12 months ended in April, while the index for the United States edged up by just 3 per cent, the board said.

Japan's leading-indicator index jumped by 21 per cent, and Canada's showed a gain of 11 per cent. France, West Germany and Italy's all moved ahead strongly. Only Britain's index lagged behind the U.S., with an increase of 2 per cent.

The indexes, compiled for the Conference Board by Geoffrey Moore, director of the Center for International Business Cycle Research at Rutgers University, are composites of such key statistics as new orders, materials prices, housing starts, profit margins and stock prices.

Canadian support for human settlements in Asia

In Bangkok, one form of Canadian help to Asia is coming to an end while a new type of assistance is just beginning, reports Allan Thornley in *Development Directions*, May/June 1979. The story involves the Asian Institute of Technology (AIT), a decade of Canadian co-operation in "third-country training", and a new effort to focus on the human settlements approach to development explored by the Habitat Conference at Vancouver in 1976.

Training

"Third-country training" is an arrangement whereby people from developing countries receive advanced training under relatively familiar conditions, at a regional institution located usually in a neighbouring country, rather than in Europe or North America.

The Asian Institute of Technology in Bangkok, one of the world leaders in third-country training, is now celebrating its twentieth anniversary. In 1959, a school of graduate engineering was created on the campus of Chulalongkorn University. In 1967 it became the AIT, chartered by the Royal Thai Government as an autonomous international institution of higher learning. Today it is an internationally recognized centre of engineering excellence, and a major regional resource in Asia's effort to reach higher levels of economic and social development.

CIDA's contribution

Co-operation between Canada and AIT has been partly responsible for the contribution to development in Southeast Asia. Since 1970, the Canadian International Development Agency (CIDA) has provided more than \$3 million to finance about 180 scholarships, some equipment, ten regional conferences, and the service of Canadian members on AIT's faculty.

Hundreds of students from many Asian countries — especially Thailand, Bangladesh, Sri Lanka, India, the Philippines and Pakistan — attended the institute to prepare themselves to take part in their countries' development efforts. A survey some years ago indicated AIT's program was having a marked regional effect, with 95 per cent of graduates working in Asian governments, industries and universities.

In a relatively short time, AIT achieved its primary goal: to alleviate the critical shortage of highly-trained engineers in the developing countries of Southeast Asia.

Now, Canadian support to AIT will take a new direction. One of the most pressing world problems today is rapid growth of cities: by the end of the century urban population will outnumber rural population for the first time in history.

The cutting edge of this process is seen in the countless *bustees* and *kampongs*, *favelas* and *ranchos* of the Third World's swelling cities; it is estimated 75,000 more people arrive daily, creating massive needs for shelter, employment, clean water, health care and other services.

The emphasis on human settlements is an attempt to break through some of the problems that have hampered past development efforts. As AIT explained in the plan of operations for its new division: "The human settlements approach focuses on the spatial units of society — its regions, cities, villages and communities — as the appropriate units for the implementation of social and economic development. This approach aims at reaching all people, particularly those now being neglected, and bringing them into the orbit of improvement and advancement."



In Asia's cities, squatter settlements are swelling rapidly creating massive needs for shelter, employment, clean water and other services.

A new Canadian initiative, financed by a \$2.2-million CIDA grant, will give impetus to AIT's human settlements program, started in 1977. It provides for 125 scholarships for graduate studies in human settlements development for students from Southeast Asian countries. It will also finance a variety of educational efforts — research, short courses, demonstration projects, conferences, and field visits by students — as well as paying for the sharing of information on human settlements development, and a small amount of equipment.

Program goals

The program itself is already in progress. It has three main goals: (1) educating high-quality manpower for human settlements planning, development, management and education; (2) research in human settlements in the Asia region; and (3) dissemination of information. As of September 1977, 23 students from 13 Asian countries were enrolled and more students from 16 Asian countries applied for entry in 1978.

It is estimated that when the present agreement between AIT and Canada nears its completion in 1984, close to 200 Asian students will have obtained Master's degrees in human settlements development. Approximately 125 of them will have benefited from Canadian scholarships, 25 from AIT scholarships, and the balance from scholarships financed by other donors.

Bottle floated for 50 years

A bottle thrown from a transatlantic steamer more than 50 years ago has been found by the crew of a fishing trawler off the coast of Newfoundland.

The green bottle, with a rubber stopper and covered with barnacles, contained a note which read:

"This was sent from the *SS Montrose* bound for Saint John, New Brunswick, which sailed from Glasgow Jan. 12, 1929. Signed Richard Kay, 42 North Fort Street, Leeds, Scotland."

A note on the other side of the piece of paper asked anyone finding the bottle to send it to Mrs. Kay at the same Leeds address.

Captain Marty Hannrahan of the trawler *Atlantic Lindsay*, which was fishing yellowtail flounder on the Newfoundland Grand Banks when the bottle was recovered, said he planned to make inquiries and would forward the bottle to Mrs. Kay, if she were still living.

It was not the first unusual haul from the ocean floor for Captain Hannrahan. Two years ago he pulled up a large part of a Second World War fighter aircraft.

Birth control by nasal spray

Birth control could be just a nasal spray away if research into a new contraceptive drug proves successful, says a Quebec university researcher.

Dr. Fernand Labrie, director of Laval University hospital's molecular endocrinology laboratory, says that research into the new contraceptive is continuing in about 20 North American centres and could result in a marketable product in about four or five years.

Dr. Labrie was speaking at a news conference during the recent annual conference of the Society for the Study of Reproduction held in Quebec City. The conference attracted 650 scientists from the United States and Canada.

Unlike the traditional birth control pill, which acts directly on the ovaries, the new product would affect part of the brain which activates the ovaries. Researchers hope the spray will have no side effects.

Dr. Labrie's research team is working on a spray which would be used once a month in the second half of a woman's cycle and would cause menstruation to

start one or two days earlier than normal.

The same product, used on men, results in a decrease in the formation of male sexual hormones and could therefore be used as a new approach to contraception in men.

Work in Sweden on a nasal-spray contraceptive involves daily spraying of the product, a procedure that researchers claim has been 100 percent effective in preliminary studies.

Research is continuing into about 20 new products to prevent conception, including a pill taken once a month and a product inserted under the skin.

Keeping workers happy

One of the fringe benefits of Mary LeBlanc's job keeps her in shape. It's a \$600-a-year membership in a fitness club, paid by her employer, Sandbury Building Corporation of Toronto.

When she is not travelling, the 34-year-old business executive runs, works out and has a whirlpool bath and sauna before driving to the office. "It really relaxes me," she said. "I feel super and I'm able to think better." It is the reason why her boss feels the membership expense is money well spent.

"We have to pay certain fringe benefits, and to me fitness is one of the best," said John Sandusky, company president and a member of the same fitness club. "You can meet the pressures of the day a little better."

Executive fringe benefits, also called "perks" — an abbreviation of perquisites — are found in many professions, and vary accordingly.

Bank benefits

For example, employees at one major bank can borrow up to \$25,000 at interest rates as low as 6 per cent, although the rate varies according to the purpose and security of the loan.

After three years of employment, management personnel at the bank may borrow mortgage money at 20 percent less than the going rate. All employees get free chequing privileges and an interest rate on charge cards at half the public rate. They can also pay utility bills and buy traveller's cheques without paying a service charge.

Even workers at some breweries are given a limited amount of free beer. Workers at one tobacco company are given a free

pack of 20 cigarettes a day, plus all they can smoke — in the lounge, not on the work floor.

However, a Revenue Canada spokesman said employees must pay income tax on any gift from employers if the company writes it off as a business expense. But there are exceptions. Air, rail and bus transport companies have traditionally given employees free rides and these are not taxable benefits. The rationale is that free passes are given on a space-available basis only, so the carrier would not be making money on an empty seat anyway.

Car discounts

There are other perks. Employees at a major auto manufacturer can get a discount on new cars and parts and can get deals on slightly used executive cars.

Some department stores give employees discounts ranging from 15 to 25 per cent off all goods sold in their stores.

A soft-drink firm offers unlimited soft drinks in paper cups at work.

Employees nibble the product at a chocolate factory, but it is not described as an official perk. However, workers can buy chocolates and bakery products in the employees' store at 20 per cent off.

Ancient campsite unearthed

Alberta government archaeologists, working on a site at Grande Cache Lake 400 kilometres northwest of Edmonton, have unearthed the remains of an Indian settlement they believe is 5,000 years old.

Research assistant Anna Richards said the team had discovered spearheads and arrowheads — called McKean points — which date the site at about 5,000 years old. Preliminary studies indicate that the site was not used as a permanent settlement, but perhaps as a major camp along ancient trails.

The findings indicate a thriving culture had used the site as an area for tool building, fishing and hunting. The McKean points were probably used for hunting moose, elk, deer and possibly wood buffalo.

Since no positive signs were unearthed indicating a permanent settlement, scientists have speculated that the area was merely a wayside stop for a culture which may have had links with people in southern Alberta and the interior of British Columbia.

News of the arts

Canadian Indian art a hit in West Germany

A display of British Columbia Indian art — probably the largest ever seen in Europe — is a hit at Hamburg's Museum for Ethnology, says director Juergen Zwernemann.

"Germans are fascinated by Indians but their ideas came from the unreal world of prairie-tribe life depicted by German novelist Karl May," Mr. Zwernemann said.

"This exhibition has caused an astonishing echo among people who never realized that northwest coastal Indians have such highly developed art," the director added.

Some 40,000 people have visited the display, entitled *Thunderbird and Killer Whale* after the coastal tribal symbols. It opened May 4 and runs to October 31.

The 700 objects of Indian art and handicrafts are almost all on loan from Canadian and U.S. museums and private collections.

Totem poles, wooden masks, daggers, war clubs, utensils, jewellery, ritual rattles, leather dancing garb and even children's toys are on display.

Some are nineteenth-century antiques but many of the intricately-carved items

made in recent years reflect the new blooming of Indian art.

The exhibition was organized to commemorate the museum's one-hundredth anniversary. Curator Wolfgang Haberland made many of the selections during a ten-week trip to British Columbia and the United States last year.

The exhibit has been heavily publicized in newspaper articles in West Germany, drawing visitors from throughout the country. There also are many visitors from Scandinavia.

Tribal dances

Ten members of the Kwakiutl tribe from British Columbia held tribal dances at the opening ceremony on May 4, appearing under the sponsorship of the Canadian embassy in Bonn. Ambassador John Halstead, the official patron, also attended.

The exhibit focuses on the Kwakiutl and neighbouring coastal tribes — Tlingit, Haida, Tsimshian, Bella Coola and Nutka.

The tribes had an artistic culture going back 3,000 years before their first contact with Europeans in the mid-eighteenth century.

National Ballet of Canada in London



National Ballet stars Frank Augustyn (left) and Karen Kain (centre) join in a conversation with Canada's High Commissioner in Britain Paul Martin during the Company's first season at Covent Garden in London, August 6-11 (see Canada Weekly dated August 22, 1979).

TV project for kids

Studio lights flick on, cameramen make last-minute adjustments to their equipment, the hosts fidget nervously in their chairs.

Another local television program — with a difference — is about to begin in Lethbridge, Alberta. The directors, cameramen, audio technicians even the fidgety hosts are all children. None is older than 13; some are only 9.

Eight Lethbridge youngsters are involved in creative TV through a project called Kids View Television, which began in April at Cablevision's community Channel 12 studio.

Cable 12 director Don Marshall and two assistants coached the group through its first program, an hour-long phone-in show with a city policeman and a Royal Canadian Mounted Police officer as guests.

But the assistance was for the first show only because, as Mr. Marshall says,

"The first show's always the worst — there are so many little things in TV that can go wrong".

That's not counting the sudden exit by one of the directors in mid-show to visit the washroom.

Kids View Television was actually started in Penticton, British Columbia by Mr. Marshall, when he was community channel director there.

"We adults have been telling the kids what they want," he says. This project "offers the students an opportunity not only to control what they see on television but to teach them how television can distort facts and ideas."

Mr. Marshall says that is particularly important since most children will have spent 4,000 hours in front of a TV set by the time they are seven years old.

The youngsters filled out a television questionnaire before the project started, and they will complete another one later to indicate whether their involvement has made them critical viewers.

Arts briefs

The Canadian Film Awards (Etrogs) will be presented at the Royal Alexandra Theatre on March 20, 1980. The Academy of Canadian Cinema will control the awards for the first time; and for the first time they will be based on the American model. Organizers say that negotiations are under way with CBC and CTV for live broadcast rights. Non-feature awards will be presented at a luncheon the preceding day. The first annual meeting of the Academy takes place September 16 in Toronto.

A Boston musician recently won Montreal's international violin competition. Peter Zazofsky, 25, won the Grand Prix Florent Marcil, named for the late founder of the competition, and a cash prize of \$10,000. He also won a \$500 prize for best performance of François Dompierre's *Les Diableries*, a Canadian piece played by all 29 contestants representing 14 countries.

News briefs

Gordon S. Smith has been appointed Deputy Under-Secretary of State for External Affairs (Management and Planning) effective September 11, 1979. Born in Montreal, Mr. Smith studied at McGill University and at the University of Chicago and obtained his Ph.D. in Political Science from the Massachusetts Institute of Technology, specializing in questions of international security and order. He joined the Department of External Affairs and worked in Ottawa in the Defence Liaison Division before being posted to the Canadian Delegation to NATO. In 1970, Mr. Smith became Special Adviser to the Minister of National Defence. In 1972, he joined the Privy Council Office, where he has held a variety of positions; most recently he has been responsible for the implementation of the new Cabinet structure and decision-making process.

MacMillan Bloedel Ltd. of Vancouver has signed a long term contract to supply kraft pulp to China. The amount of pulp to be supplied was not disclosed but Calvert Knudsen, president of MacMillan, says the contract calls for substantial volumes of bleached and unbleached kraft pulp. The initial term of the agreement is three years and will continue after that unless terminated by either party.

New Zealand Railways has ordered ten diesel-electric locomotives from General Motors of Canada Limited in Oshawa, Ontario. The company says the units will be similar to 20 others supplied to New Zealand Railways earlier this year, bringing to 168 the number of units built at General Motors' London, Ontario, diesel division for the New Zealand fleet.

The Federal Government will have to borrow only \$10 billion this fiscal year, down from the \$10.8 billion forecast by the former government, Finance Minister Crosbie has announced. The budgetary

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deficit now is expected to be \$11.3 billion, down from \$13 billion. Real GNP is expected to rise by 3 per cent in 1979, down from the range of 4 per cent to 4.5 per cent previously forecast. Also, consumer price inflation is expected to be 9 per cent compared with the budget forecast of 6.5 per cent. The unemployment rate is expected to average "no higher than 8 per cent" in 1979.

Alberta's gas producers and Trans-Canada PipeLines Limited of Toronto have both been granted a 7.5 percent increase in their respective Alberta border price netback and gas transmission charges by the National Energy Board. The new Alberta border price for gas rose to 10.6 cents *per* thousand cubic feet, effective August 1.

A **\$155-million** hydroelectric plant will be built in southern Newfoundland to alleviate a power shortage expected by 1983, Leo Barry, Newfoundland's Mines and Energy Minister, has announced. Mr. Barry says work on an access road to the site from the existing 580-megawatt hydro station at Bay d'Espoir will begin this year. The new plant, in a wilderness area, will produce 81 megawatts and is scheduled for completion by October 1982. The project, known as the Upper Salmon development, has been under study since 1975 and is the second of its kind announced during the past three years.

Loans totalling \$134,442,796 were made under the Farm Improvement Loans Act during the six months from January 1, 1979 to June 30, 1979. Under this legislation the Government may guarantee loans by chartered banks and other designated lenders to farmers for a wide range of purposes. The maximum that a borrower may have outstanding is \$75,000. The Farm Improvement Act was introduced in 1945 and since then loans totalling \$4,025,756,309 have been made.

Sixty-one national welfare grants, totalling \$2,759,805 have been renewed for another year, Health and Welfare Minister David Crombie has announced. The grants cover a wide range of demonstration and research projects and other activities in the social welfare field. The grants are designed to promote improvements and innovation in welfare services by providing financial assistance, consultation, information and advice to welfare agencies for short-term research, demonstration and other project activities.

The Insurance Corporation of British Columbia will begin a new \$55-million automobile insurance program to remove discriminatory insurance rates and place the cost burden on bad drivers. As of March 1, 1980, the average premium will drop to \$280 from \$393.

Canadian assets in the Société Générale de France, one of the world's ten largest banks, have soared from \$20 million less than two years ago to \$200 million in 1979. The bank has 2,600 branches in France and 200 foreign branches on five continents. Profits in 1978 were \$225 million on revenues of \$75 billion.

The Winnipeg Commodity Exchange says trading during the 1978-79 crop year reached its highest level in 25 years. More than 2,055,000 contracts with an estimated value of \$8.9 billion were traded in the futures market of the exchange in the year ended July 31. All six grains traded, registered gains over the previous year's figures. The largest increases were in barley and feed wheat. Barley volume was 122 percent higher than it was a year earlier with 722,485 contracts traded. Wheat trade was up 106 per cent to 312,881 contracts.

Sympatico, one of Canada's main hopes for a gold medal in the 1980 Olympic equestrian events, died recently in Puerto Rico. The horse, owned and ridden by Terry Leibel of Toronto, contracted a virus while in San Juan for the Pan-American Games in July. He won his jumping event, but had been ill since. Sympatico held the world puissance jumping record of 7 feet 4 inches and had been the top Grand Prix horse in the United States from 1972-75.

Litre Beater, a car with a cardboard covering kept together with sticky paper, had the best performance in the special category of a "fuelathon" staged recently by Shell Canada Ltd. in Oakville, near Toronto. The aim of the "fuelathon" was to travel the furthest distance using the least amount of gasoline over an 8.9-kilometre course at average speeds not lower than 24 kilometres an hour. *Litre Beater* used 0.283 litre of gasoline in 100 kilometres. The other car in the competition, *Fuel Scrooge*, came in with 0.493 litre *per* 100 kilometres. In the only other competition, the free-style or production models where engineers tune their own cars, a Chevrolet Malibu station wagon won with 6.925 litres of gasoline *per* 100 kilometres.