



CANADA

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## CANADA'S ENERGETIC TRADE PROGRAMME

The following is a partial text of an address by the Deputy Minister of Trade and Commerce, Mr. James A. Roberts, to the Canadian Manufacturers' Association in Montreal on June 5:

"...Our programme of trade missions moved into high gear with no fewer than 24 groups scheduled to leave Canada in the 1961-62 period. This is a rate of about two a month. In 1961, four missions went abroad. Between January 1 and May 31, 12 missions left Canada for targets in many areas of the world. Between September and the end of the year, nine more will be on their way. These trade missions include representatives of every important industry in Canada, including labour.

"You will note that I mentioned representatives of labour. It has been our practice since the beginning of the current programme to invite a top representative from the appropriate labour group to accompany each mission. The move was well received and I think has proven to be extremely valuable from all points of view.

"We have also greatly expanded our trade-fair programme. A new Trade Fairs and Trade Missions Branch of the Department has been established to coordinate these forms of export promotion. Some 55 fairs were included in our 1961-62 programme, including two extremely successful all-Canadian shows held in Nigeria and Ghana. Approximately 57 fairs and exhibitions are on our list for 1962-63.

### NATIONAL PRODUCTIVITY COUNCIL

"With the help, guidance and active participation of all walks of Canadian life, including industry and labour, we have established a National Productivity

Council, patterned on similar organizations in other countries. The basic, and often unspectacular, groundwork has been completed and the Council is rapidly moving into its proper role with a well-planned programme designed to assist business and industry and to increase employment. Those of us who are closely connected with the Council are extremely enthusiastic about progress achieved and happy in the knowledge that we are now approaching the stage already reached by some of the advanced labour-management countries, such as Germany and the Netherlands.

"The Department had a big part to play in the establishment of a National Design Council. We have also set up a National Design Branch to implement proposals of the Council and to advise and assist industry with its problems in the field of style and design. Our objective is to spur the development of products of high quality and distinctively Canadian character. A new National Design Centre will be opened in Toronto in November, housing a new index of outstanding Canadian-designed products, photographs, specifications and the names of their designers. The Centre will also contain an index of all design facilities which are available for consultation in Canada by industry.

"Many small and medium firms have already received the benefit of guidance from our Small Business Branch, including advice on management training. They have been given new impetus by credits under the Small Business Loans Act and from the Industrial Development Bank, both of which have expanded their fields of operation and their resources of loan funds.

"Our highly-trained force of trade commissioners throughout the world was strengthened last year by

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the addition of 12 young men who will be leaving for their new assignments this summer. This year we have taken in 16 more. It is the largest single group of assistant trade commissioner trainees ever to enter the Trade Commissioner Service. They are now reporting for duty in the Department. In the past two years we have strengthened our representation for Canadian exporters around the world with the opening of six new trade posts in Canberra, Lagos, Moscow, Philadelphia, Tel Aviv and Düsseldorf. A new post in Cleveland, Ohio, will be opened, I hope, before the end of this year.

"Of tremendous importance to the success of our export performance during the past year were the provisions for extended term credit up to \$200 million for exports of capital goods under Section 21A of the Export Credits Insurance Act. They have made Canadian manufacturers competitive with any country in the world in the realm of long-term credits for capital goods. Once arranged, it remained only for Canadian industry to get out and compete in the world's markets and this they did in convincing fashion.

"A quick look at the record shows that, from the establishment of the financing facilities in November 1960 to March 31, 1962, a total of \$184 million has already been committed. So energetic has been the response by Canadian industry that late last year the Government found it necessary to increase the total funds available for financing from \$200 to \$300 million.

"In the field of export-credits insurance, the Corporation has a remarkable record. Since the first policy was issued in 1945, it has insured \$1.05 billion of export sales, including \$410 million under Section 21. At the end of 1961, some 301 policies were in force, covering a wide variety of products to some 95 countries. This was a record, and represented an increase of 22 per cent over the number of policies in force a year previously.

ACCESS TO MARKETS

"Efforts to improve our export capabilities would be of no avail if we did not maintain constant vigilance over our means of access to foreign markets. The International Trade Relations Service of the Department, with a highly-trained staff of experts, has this responsibility and will participate in some 25 important international meetings and conferences in the next seven months. Results of these negotiations, changes in customs treatment, imposition and removal of import and exchange controls are fully reported to headquarters, where they are analysed and passed to business and industries which are vitally concerned.

"Working hand in glove with industry at home and our trade commissioners throughout the world, the Department's Commodities and Industries Service has greatly expanded its functions. Apart from providing the link between our trade commissioners and Canadian industry, the commodity officers maintain constant liaison with individual firms and industry associations. Each is an expert in his field. He travels frequently throughout Canada and normally provides the Department's representation on official trade missions. From time to time these specialists are selected to visit particular market areas, acting

as expert advisers to the trade commissioner in connection with a particular export-promotion project. They are frequently seconded to our larger posts, such as London, Paris and Washington, as specialist trade commissioners concentrating on metals and minerals, fish and timber, for example.

"The Commodities and Industries group has built up a well co-ordinated service which can advise businessmen on all phases of transportation, communications and other trade-supporting services. It is also the headquarters base which administers our growing network of regional offices in Canada.

PUBLICITY

"The Department's Trade Publicity Branch has a major programme in full swing, producing 34 booklets and brochures for the trade fairs and trade missions programmes, alone. It is also turning out excellent publications to assist new exporters, to point up new market opportunities and in general to keep Canadian exporters fully informed....

"...Our exports for the year 1961 reached an all-time record of \$5.76 billion, an increase of 9.5 per cent above the previous record of \$5.26 billion achieved in 1960. Moreover, our exports to all countries in the fourth quarter of 1961 increased by 16.7 per cent over those for the comparable period of 1960. This dynamic expansion of our exports produced a surplus in merchandise trade of \$125 million in 1961, the first such surplus since 1952. When adjusted for balance-of-payments purposes to take account of non-financial transactions, this surplus is increased to \$179 million.

"Encouraging as this may be, a cloud still hangs over our merchandise-trade situation. I refer, of course, to the large deficit in merchandise transactions with the United States, which last year amounted to \$676 million. Clearly, here is a major target for us to concentrate on. Many of our export-promotion programmes in co-operation with industry are geared to an expansion of our exports to the American market. We are working ceaselessly in the Department of Trade and Commerce to devise new means of reducing the deficit with our largest trading partner. Our current sample-shows programme for American buyers is a case in point.

"In his Budget of April 10, the Minister of Finance put forward certain resolutions calling for changes in the Income Tax Act designed to stimulate production and employment. These include a cancellation of 50 per cent of the tax on the first \$50,000 of a firm's taxable income arising from increased sales and a further cancellation of 25 per cent of the tax on any additional income over the first \$50,000 arising from increased sales. A further resolution calls for a tax deduction of 150 per cent of the amount by which a firm increases its expenditures on scientific research for industrial purposes. Both measures, when passed by Parliament, would take effect from April 1, 1962. They offer similar benefits to firms, whether they produce for domestic consumption or for export...."



## CANADIAN PIONEERS DEPICTED

A collection of late eighteenth and nineteenth century paintings and drawings of Canadian origin, entitled "Everyman's Canada", is being presented by the National Gallery of Canada to the public as one of its summer exhibitions. The exhibition, which is now on view, will remain at the Gallery until September 22. The majority of works are from the collections of the McCord Museum, McGill University, Montreal. A number are also from the collection of Arnold Wainwright of Montreal. "This exhibition is a first step in what the Gallery hopes will be a continuing policy, to exhibit and catalogue each year little-known works which deserve wider recognition, from various Canadian institutions", states the director, Charles F. Comfort, in his foreword to the catalogue.

"Everyman's Canada" records the activities of the people who formed the nucleus of the Canadian nation, depicting scenes and events in the pioneer settlements, which extended further each year as the population expanded from its original centres.

## VARIETY

The paintings in the McCord Museum collection range from sophisticated to very humble productions by a varied group of artists, both professional and amateur. They include portraits, landscapes and genre paintings of everyday life. One of the outstanding portraits is that of a Negro slave by François Beaucourt, the first well-known Canadian-born painter. A considerable number of professional landscape painters lived and worked in Canada during the nineteenth century. James Duncan painted Montreal in its autumn foliage and clearly defined its fine new buildings. Sproule, Walker and Murray were also well-known in this connection. The sketch-books of George Heriot are among the more interesting records of early Canadian landscape.

Comelius Krieghoff stands alone as a successful professional. An attractive example of his work in this exhibition is "Tubular Bridge at St. Henry's Falls", from the collection of Arnold Wainwright.

The McCord Museum of McGill University was founded by David Ross McCord (1844-1930), the last of a family of distinguished lawyers and jurists who settled in Canada in the years immediately following the Seven Years War. This historical collection was housed in Temple Grove, the McCord family home in Montreal, until 1919, when Mr. McCord gave it to McGill University. The collection has been added to since, but the core of the material is still the Canadiana David Ross McCord collected.

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## VISUAL ARTS GRANTS

The Canada Council recently announced grants totalling \$35,000 to organizations concerned with the visual arts. Recipients include the Art Gallery of Greater Victoria (\$5,300), the Art Gallery of Toronto (\$3,500), the London Public Library and Art Museum (\$1,000), the Canadian Film Institute, Ottawa (\$20,000), the Maritime Art Association, Moncton (\$1,500), the Royal Architectural Institute of

Canada, Ottawa (\$1,200), and the Canadian Society for Education Through Art (\$2,500).

An important exhibition of Oriental art will be presented next season by the Art Gallery of Greater Victoria. To be entitled "Three Thousand Years of Chinese Art", it will be the major item in this institution's 1962-63 programme and will consist of works from many important public and private collections in Canada. A grant of \$5,300 from the Canada Council will assist the Gallery with its exhibition programme and enable it to invite one or two outstanding lecturers to Victoria.

Many art lovers unable to visit the large galleries of Europe and America can now acquaint themselves with a wide selection of the painting of the last five centuries through the slide reproductions of the Art Gallery of Toronto. Last year the Gallery lent more than 8,000 such slides in 278 loans from its extensive collection. A Canada Council grant of \$3,500 will enable it to expand this important service still further in the coming year.

## LECTURE SERIES

A series of lectures by outstanding Canadian artists will be organized by the London Public Library and Art Museum with the help of the Canada Council. It is hoped that these will take place in five centres in Western Ontario. A Council grant of \$1,000 will be used for this purpose and will also enable the Gallery to improve its art instruction by bringing an artist or art educator to London to demonstrate new techniques and ideas in the classes sponsored by the museum.

The Canadian Film Institute will continue to expand and consolidate its services during the next year with the help of a grant of \$20,000 from the Canada Council. The Institute houses a large library and provides prints and information to many film societies, university departments, government departments, galleries, museums and voluntary associations.

Some 30 art galleries and art clubs in Nova Scotia, New Brunswick and Prince Edward Island will benefit from a \$1,500 Canada Council grant to the Maritime Art Association. With Council assistance the Association plans to increase the number of exhibitions it makes available to member organizations, expand its collection of slide reproductions of the work of Maritime artists and provide a series of lectures.

Delegates from six architectural schools in Eastern Canada will be assisted to attend a conference on architectural education by a grant of \$1,200 to the Royal Architectural Institute of Canada. The meeting will be held in Vancouver at the end of May and will be attended by at least one representative of each school of architecture in Canada.

Art educators from many parts of the world will gather in Montreal next year to discuss the role of art in international understanding. The occasion will be the Fourth General Assembly of the International Society for Education Through Art, which is being sponsored by the Canadian Society for Education Through Art with the help of a \$2,500 grant from the Canada Council. Speakers will come from



Europe, North and South America, Africa, Asia and Australia. The conference will be opened by Sir Herbert Read, its Honorary President.

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### CANADIANS IN NATO CONTEST

Five top RCAF "Sabre" pilots will compete against teams from Norway, West Germany, the Netherlands, Belgium, and Britain in the European NATO air-to-air gunnery championships in the Netherlands this month.

The competition involves both live firing at a towed target and camera-gun exercises against other aircraft. Pilots will be flying at 35,000 feet during the camera-gun attacks and at 25,000 during their live firing.

Designed to test pilot ability, team efficiency and the operational effectiveness of the ground-support organization, the competition was first held in 1958. It was won then by the RCAF Air Division, which has held it ever since.

The trophy itself, a slender silver cup which resembles the French "Mirage 11" jet fighter, was donated by the Marcel Dassault aircraft firm.

At first, the contest was among teams assigned to Allied Air Forces Central Europe. Since then it has expanded, and may now be considered to be the air-to-air gunnery championship of the NATO Air Forces in Europe.

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### CONSUMER PRICE INDEXES

Consumer price indexes between March and April rose in nine of the ten regional cities. The index for Vancouver remained unchanged. Increases ranged from 0.2 per cent in Halifax and Saint John to 0.6 per cent in St. John's.

Food indexes rose in all cities, with increases ranging from 0.3 per cent in Halifax to 1.8 per cent in Winnipeg. Housing indexes were down in three cities, up in four, and unchanged in the other three. Clothing indexes were higher in five cities, lower in two, and unchanged in three. The transportation index rose in all cities. There were seven higher health- and personal-care indexes, one lower, and two unchanged. Recreation and reading rose in five cities and fell in five. The indexes for tobacco and alcohol were constant in all cities except Montreal, where they increased.

### REVISED INDEXES

This month introduces revised regional-city indexes, in which the items included, and their weights, have been brought into line with more current family spending habits, as recorded in the family-expenditure survey of 1957, the indexes previously having been based on expenditure patterns in 1947-48. The revised indexes continue on the time base 1949=100. The methods and techniques employed in revising these city indexes are identical with those used in revising the national consumer price index a year ago; a comprehensive review of these is available in the occasional paper 62-518 "The Consumer Price Index for Canada (1949-100) Revision Based on 1957 Expenditures".

The revised 1957 weighted indexes for the ten cities are shown at the all-items level for both March and April 1962 and for the more comprehensive groups for April 1962. These new indexes have been linked to, and are identical with, the 1947-48 weighted indexes already published for February 1962. For March 1962, the new all-items indexes are, in almost all cases, also identical to the 1947-48 weighted indexes already published for that month, with some of the group indexes somewhat different in some cities. As of now, the 1947-48 weighted indexes are discontinued and the regional city indexes will be the 1957 weighted indexes.

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### CANADIAN FILM AWARDS

On May 26, Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, presented 17 awards to leading Canadian film-makers. The occasion was the fourteenth annual presentation of the Canadian Film Awards, which took place before a luncheon crowd of film-producers, award-adjudicators and representatives of the press, radio and television in the Crystal Ballroom of the King Edward Hotel, Toronto.

### CENSOR HONOURED

O.J. Silverthorne, chairman of the Ontario Board of Censors for over 25 years, received a special award "in recognition of his generous interest in the problems of film-producers, film-users and film viewers, and particularly his continued helpfulness to Canadian Film Awards and to the film-society movement".

Claude Savard, an amateur Montreal film-maker, accepted the trophy awarded by the Association of Motion Picture Producers and Laboratories of Canada for the best amateur film, "Au temps des ombres blanches". Awards of merit were presented to the five best amateur films.

### PROFESSIONAL WINNERS

The best films in each of the following professional categories also received awards of merit: *Theatrical* - "Moming on the Lièvre", produced by the National Film Board of Canada; *Non-Theatrical* - (a) *children's films* - "Dance Squared", by the National Film Board; (b) *general information* - "Circle of the Sun" NFB; *Public Relations* - (a) "Campus on the Move" - Crawley Films, Limited; (b) "Abibiti" - Crawley Films; *Sales & Promotion* - "Project Sentinel" - Crawley Films.

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### ROAD GRADERS FOR ARGENTINA

The sale of Canadian road graders to Argentina has been announced under an agreement between the Dominion Road Machinery Co., Limited, of Goderich, Ontario, and the Argentine Province of La Pampa. This is the first installment of a transaction that is expected to be completed over the next few months, involving the sale of some 260 road graders valued at \$5 million to provincial governments in the Argentine.



The contract was made possible through the Canadian Government's long-term export-financing legislation, which enables exporters of capital goods to obtain credit on a comparable basis with their foreign competitors. This legislation is embodied in Section 21A of the Export Credits Insurance Act, administered by the Export Credits Insurance Corporation.

The Minister of Trade and Commerce, Mr. Hees, expressed satisfaction with the increasing use being made of the financing programme initiated by the Government. It is estimated that the entire transaction will provide up to 850,000 man-hours of work for Canadians, and that a continuing market for replacement parts for up to 20 years may be established.

Mr. Hees said that Canadian firms were now able to compete in the foreign markets of the world in which long-term credits were necessary. Those which could meet competitive prices, quality and delivery requirements might anticipate an increasing volume of export sales. Although financing facilities are provided by the Government, Mr. Hees added, the initiative must come from the exporters themselves. Such orders assist Canadian firms in expanding their operations, provide more business for a number of Canadian industries, and inevitably result in more efficient production and competitive pricing.

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### WOOL STABILIZATION PROGRAMME

Agriculture Minister Alvin Hamilton has announced that the Agricultural Stabilization Board has been authorized to support the price of wool for the period April 1, 1962, to March 31, 1963, at the same level as last year. Support will be by a deficiency payment calculated as the difference between the stabilization price of 60 cents a pound and the average market price a pound f.o.b. Toronto for the basic grades Western Range Choice half-blood staple and Eastern Domestic quarter-blood staple combined.

Producers will receive a direct payment on all wool marketed through registered warehouses, with the exception of rejects.

No payment will be made on total deliveries of less than 20 pounds of eligible wool. Producers delivering small quantities are advised to market their wool in lots of more than 20 pounds, or, if in smaller lots, to market it at one warehouse where the small lots may be added together.

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### COPTERS CHECK OIL POLLUTION

Helicopter patrols will be used as an experiment in the fight against the pollution of Canadian waters by oil-dumping ships, the Department of Transport announced recently. Air patrols will be carried out this summer over the St. Lawrence Seaway and the St. Lawrence River from Kingston to a point seaward of Quebec. These waters are bordered by thousands of summer camps, many natural parks, and miles of beaches.

Considerable quantities of oil are wasted in tank cleaning and other routines aboard oil tankers and oil-burning ships. If this is dumped into Canada's domestic waters, it not only fouls the surface but means certain death to many fish and birds. The Department of Transport is responsible for enforcing the oil-pollution prevention regulations under the Canada Shipping Act, which forbid the dumping of oil or oily waste by ships within 50 miles of the West Coast or 100 miles of Newfoundland.

Officers aboard federal ships and more than 80 Department of Transport steamship inspectors are designated as oil-pollution prevention officers and are constantly on the alert for oil pollution by ships. Moreover, aircraft of the Air-Force, the Navy and the Department itself watch from the air for possible offenders.

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### INDUSTRIAL RESEARCH AID

Canadian industry can now apply for government aid to support new research programmes. To stimulate industrial participation in research and development, the Federal Government is offering the following three incentives: (1) Tax concessions regarding industrial expenditures on research; (2) a Defence - Industrial Research Programme; (3) a national fund for subsidizing new long-term applied research undertaken by industry.

The first means, essentially, that all industrial-research expenditures are now acceptable as legitimate operating costs; hence they are not subject to the usual 50 per cent corporate income tax.

The second incentive is a logical extension of the "Development Sharing Programme" initiated by the Department of Defence Production in 1959, to back up U.S.-Canada "production sharing" agreements. By the same token, development sharing would soon become sterile without a back-up of relatively longer - term applied research. With this goal in mind, the Defence Research Board was authorized to establish a Directorate of Industrial Research (DIR).

### QUALIFICATIONS NEEDED

To qualify for DIR grants or "contracts", a research project must have some bearing on defence; the general idea is for the Government to match the industrial research contractor dollar for dollar. In addition, DIR provides guidance on research and development opportunities, ensures co-ordination of "contract" projects with Defence Research Board and other Canadian research programmes, makes classified information available for the "contractor", and seeks to allocate specific defence problems to Canada. Mr. John L. Orr, Director of DIR, said recently that there had already been a fairly good response from industry in the fields of electronics, geophysics, aeronautics, and defence materials.

The third incentive is, in fact, a complementary effort in non-defence fields to those already operating for defence purposes. This Industrial Research Assistance Programme was announced in the Speech from the Throne on January 18, 1962,

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The National Research Council, with its many years of successful experience in developing university research facilities with government assistance, is to be directly responsible for the administration of the plan.

NRC will be assisted in adapting the programme to industrial needs by advice from the NRC Advisory Committee on Industrial Research. This group is composed mainly of well-known industrialists representing a wide range of Canadian industries and serving for two and three year appointments.

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### NUCLEAR POWER PLANT OPENS

The first electricity to be produced by a nuclear power plant in Canada was sent into the transmission lines of Ontario Hydro at Rolphton, Ontario, on June 4. Commissioning of the Nuclear Power Demonstration Station had been under way since the reactor in the station first started to "burn" uranium, and thus to produce heat, on April 11. The next stage in the commissioning was to use the heat from the reactor to produce steam.

Finally, with all the complex circuits fully tested, the plant operators, under the direction of superintendent Lorne McConnell of Ontario Hydro, opened the steam circuit to the turbine, which drives the electricity generator, sending electricity produced from nuclear energy to Canadian users.

Commissioning of the station is continuing, and it is expected to produce its full power output of 20,000 kilowatts of electricity within the next few months.

The \$33 million NPD station was build as a cooperative project of Atomic Energy of Canada Limited, Ontario Hydro and the Canadian General Electric Company Limited. NPD is a prototype for larger plants, such as the 200,000 kilowatt Douglas Point Nuclear Power Station now under construction on the eastern shore of Lake Huron, midway between Port Elgin and Kincardine, Ontario.

CGE, under contract to AECL and Ontario Hydro, was responsible for the design, development and construction of the NPD station. AECL provided research and development data for, and owns the nuclear portion of, the plant. Ontario Hydro designed and owns the conventional portion of the plant. Ontario Hydro operates the station and will pay AECL for the steam fed to the turbine.

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### FREDERICTON PLAQUE

Mr. Hugh John Flemming, the federal Minister of Forestry, unveiled on June 4 a plaque denoting the historic significance of Old Government House, Fredericton, New Brunswick. The memorial was placed on the Georgian building, the residence of New Brunswick lieutenant-governors until 1893, by the National Parks Branch of the Department of Northern Affairs and National Resources. Commemoration

of the building was recommended by the Historic Sites and Monuments Board of Canada.

The cornerstone of the old Government House was laid in 1826 by Lieutenant-Governor Sir Howard Douglas. The building is now a district headquarters of the Royal Canadian Mounted Police.

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### ENVOY OF PANAMA

On June 5, His Excellency Augusto Guillermo Arango presented to the Governor General his Letter of Credence as Ambassador Extraordinary and Plenipotentiary of Panama to Canada. The Ambassador was accompanied to Government House, Ottawa, by Mr. Edwin Henriques, Minister Counsellor.

Mr. Arango, an economist and businessman, has been accredited since 1960 as Ambassador in Washington, where he will continue to reside.

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### CULTURE COLLECTIONS CONFERENCE

Sponsored by the Canadian Committee on Culture Collections of Micro-organisms, an International Specialists Conference on Culture Collections will be held in Ottawa August 27-28.

Topics will range from technical aspects of culture-collection organization to critical assessments of methods of preservation of cultures; from explorations of new methods and techniques to fundamental aspects of the death of cells during storage. Special emphasis will be placed on the maintenance of morphological, physiological and genetic characteristics in the preservation of all types of cells.

Scientists representing 30 countries have already made applications to attend. Although the Conference is timed to follow immediately after the Eighth International Congress for Microbiology to be held in Montreal, 19-24 August, it is not part of the Congress.

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### APRIL FOREST FIRES

A total of 2,531 acres of Canada's forests were destroyed or damaged by 341 fires during April, according to the national forest-fire statistics released by the federal Department of Forestry. The statistics are based on reports received from the provinces.

The average size of the fires was eight acres. In April 1961, the number of fires reported was 322, with a total area burned of 10,850 acres or an average of 34 acres a fire.

In the wake of last year's record destruction by forest fire, which totalled some 9,000,000 acres, forest-protection officials across Canada are urging extreme care to prevent a recurrence of widespread fire waste of the nation's woodland resources.