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CANADA'S NEW TRAVEL-PROMOTION POLICY

"Canada's travel industry in 1962 broke all previous records", it was announced recently in a press conference by Mr. George Hees, the Minister of Trade and Commerce, who described the role that the Canadian Government Travel Bureau would play as a branch of his Department.

"Canada's travel-promotion programme, spearheaded by the Canadian Government Travel Bureau, has paid off handsomely", Mr. Hees pointed out, "and, in the period that the Travel Bureau was a branch of the Department of Northern Affairs and National Resources, it steadily stepped up its activities. Now that the Bureau has returned to the Department of Trade and Commerce, it is important to mesh its immediate and long-range development plans with Canada's drive for more export income."

The Minister's statement to the press continued as follows in part:

"The services of the Travel Bureau are being integrated with those of the Department of Trade and Commerce. The work of the Travel Bureau is already being co-ordinated with that of the Trade Commissioner Service. The trade commissioners abroad are being provided with Travel Bureau literature and material in quantity for distribution in the areas for which they are responsible. Where field offices are, or will be, established for the Travel Bureau, the work will be co-ordinated with that of the trade officers to ensure that every opportunity for promotion of both travel and trade is achieved.

"Other services of the Department have been made available to the Travel Bureau, such as the Trade Publicity Branch and its Editorial and Art Services Division, as well as the Canadian Govern-

ment Exhibition Commission. Already a number of projects have been started using the existing administrative services of the Department to coincide with the work of the Travel Bureau.

"As a corollary, the publicity operations of the Travel Bureau in future will take cognizance of the relationship between trade and travel. In setting up the Tours and Convention Section and working through the trade commissioners' staff, every effort will be made to reach international and national trade associations to induce businessmen from other countries to visit Canada, either in groups or singly, with a view to increasing purchases of Canadian manufacturers while stimulating travel to this country.

HIGHLIGHTS OF 1962

"In opening an attractive groundfloor office in the heart of London, England, in June 1962, after concentrating since 1934 on the United States, the Travel Bureau began a new phase of travel promotion. During the year, the Bureau handled a record number of travel enquiries, 1,070,000 more than any government travel bureau in the world. Through its own offices, through Canadian trade and diplomatic missions and by direct mail, the Bureau now corresponds each year with more than 3,000,000 prospective visitors to Canada, twice as many as six years ago.

"The development of Canada as a vacation wonderland owes much to the initiative of government and private enterprise. The federal and provincial travel bureaus, the Canadian carriers and the Canadian tourist industry generally have all played their part in the upsurge of travel spending in Canada.

CANADIAN ART EXHIBIT TO AFRICA

LAWRENCE SEAWAY TRAFFIC

Transportation has been greatly extended and improved, more recreational opportunities now exist, and accommodation and food services are better than ever.

PROGRAMME FOR 1963

"With only four years in which to get ready for Canada's Centennial and the World's Fair in Montreal, the Canadian Government Travel Bureau must increase its efforts each year to be ready to attract the many millions of visitors expected to come from all over the world to Canada in 1967. Through the efforts of the Calgary Olympic Development Association, it is hoped that the 1968 Winter Olympics will be held in the Banff-Lake Louise area.

"The goal now set for the Travel Bureau is to help Canada's travel industry earn \$1 billion from visitors to this country in 1967.

"In addition to maintaining all the Travel Bureau's present activities, the Government is supporting important extensions of its work. Highlights of the Bureau's 1963 programme are:

- (1) The establishment of the London office will be followed by the appointment of a General Manager for the Bureau's European operations and of field officers for France and West Germany;
- (2) a \$150,000 travel-advertising programme for Britain;
- (3) the public-relations programme carried out last year in Britain will be expanded in 1963, and a new programme initiated for the Continent to get as much publicity as possible for Canada's vacation attractions;
- (4) in the United States, a field officer will be appointed for the Los Angeles area, to help tap the very rich travel market of southern California;
- (5) in Ottawa, the Bureau will engage an experienced convention and tours consultant to head a new section to co-ordinate efforts to attract international conventions to Canada and encourage the development of Canadian tours;
- (6) to assist Canada's tourist industry, the Bureau will make a special grant of \$32,000 to the Canadian Tourist Association for 'Project Hospitality'. Emphasis will be placed by CTA on: (a) better services to tourists; (b) the encouragement of an adequate supply of trained personnel for tourist service establishments; (c) a better public attitude towards the tourist and the travel industry. CTA plans to set up training seminars across Canada, develop lists of interpreters in key centres, and publish a handbook of sources of travel information.

PREPARATION FOR 1967

"In preparing for a banner tourist year in 1967, the Government is encouraging the Travel Bureau to follow a four-year development plan, starting immediately, under which it would maintain all its present activities while steadily expanding its advertising, publicity and promotion programmes to:

- (1) intensify and extend Canada's travel promotion in the United States; and
- (2) reach out to other areas of the world from which Canada could attract a useful volume of visitors.

"In setting broad targets for the Canadian Government Travel Bureau and for Canada's travel industry for 1963 and each year until 1967, account is taken of the fact that, over the past 17 years, the ratio of travel income to the Bureau's expenditures has always been greater than \$150 to \$1. Income projections are made in the light of the proved growth potential of this industry....

"To help achieve these targets, broad advances are planned in the years 1964-67 in the Travel Bureau's promotion programmes for advertising, public relations and publicity, and representation abroad.

ADVERTISING

"Building on the 1963 programme of advertising in the United States and Britain, \$150,000 would be added for Europe. The Canadian Government Travel Bureau proposes to institute with the United States a co-operative advertising programme in Britain and Europe. A North American Travel Commission is also proposed with a permanent secretariat to direct efforts to attract overseas visitors to all countries in North America.

"The Travel Bureau's advertising in the United States will be maintained to meet rising space costs, and it is proposed to extend it by \$100,000 for television advertising. For 1966-67, besides the Bureau's regular advertising, it is proposed to add \$1 million a year for travel advertising in all parts of the world from which visitors could be expected for Canada's Centenary.

PUBLIC RELATIONS AND PUBLICITY

"The Bureau's public-relations and publicity programmes will be expanded as follows:

- (1) An additional \$40,000 will be provided for public relations and publicity in Britain and Europe;
- (2) \$25,000 will be provided for a professional public relations programme in West Germany and the Netherlands;
- (3) A special Centennial train is planned for 1967 to take the world's leading travel writers on a tour of Canada;
- (4) A sum of \$200,000 is proposed for the production and distribution of Centenary travel films in a number of languages.

REPRESENTATION ABROAD

"To strengthen its representation abroad, the Travel Bureau proposes steady growth both in North America and in other continents. Field officers and offices will be located in accordance with the importance of the business expected from any area. In the United States, by 1967, groundfloor offices similar to those now established in New York, Chicago and San Francisco will have been set up in Boston, Cleveland and Minneapolis. Field representation is also proposed for ten other American cities where a high potential of tourist business exists.

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ELECTRIC-POWER DEVELOPMENT - 1962

In 1962, Canada's total electric-power producing capability was increased by the installation of 415,468 horsepower of hydro-electric turbine capacity and 713,210 kilowatts of thermal-electric generating capacity, Resources Minister Walter Dinsdale said recently in the annual review of electric-power development.

For the second consecutive year, the amount of thermal-electric capacity installed exceeded hydro-electric capacity. New hydro capacity was installed in Quebec, New Brunswick and Newfoundland, and thermal capacity added in British Columbia, Alberta, Manitoba, Ontario, Quebec, New Brunswick, Prince Edward Island, Newfoundland, and the Northwest Territories. In 1963 the position will be reversed, with the installation of hydro-electric facilities predominating and construction expected to yield about 1,203,600 hp., considerably more than the scheduled 660,500 kw. of new thermal installations.

FEDERAL-PROVINCIAL POWER CONFERENCE

An important event in 1962 was the federal-provincial conference in Ottawa on March 19, called by Prime Minister Diefenbaker to study Canada's problems in the transmission of electric energy over great distances and the possible formation of a national power-grid to increase industrial development throughout Canada. The terms of reference to cover the programme of preliminary studies are currently being reviewed by the federal-provincial working committee.

Power developments scheduled for completion after 1963, according to the most recent information available, will produce almost 7.7 million hp. of hydro-electric, and nearly 2.1 million kw. of thermal

electric, capacity. Development of Quebec's Manicouagan and Outardes Rivers is expected to increase the province's hydro capacity by over 5 million hp. and accounts for the major part of the proposed 7.7 million hp.

Plans, and initial preparatory work, are in hand for a number of developments that will eventually add a further 5 million hp. to Canada's developed hydro capacity. Most of this would become available with development of two sites on the Peace River in British Columbia.

MORE THERMAL PLANTS

The installation of 415,468 hp. of hydro-electric capacity in 1962 raised the total of Canada's hydraulic-turbine capacity to 27,100,000 hp. During the same period, total thermal-electric capacity was raised to over 5,660,000 kw. by the net addition of 713,210 kw.

The recent trend to increased development of thermal-electric power is reflected by the preponderance of thermal over hydro installations in 1961 and 1962. This reversal of practice stems partly from the fact that many of the hydro-electric sites considered economic have been developed, and in part from the increasing recognition of the benefits to be derived from the integrated operation of hydro-electric and thermal-electric power plants.

Recent rapid advances in the techniques of extra-high-voltage transmission have provided a means of transmitting hydro-electric power from relatively remote sites to demand areas at costs competitive with thermal-electric power. As a result, decisions have been made to develop a number of hydro-electric power sites which had previously been considered outside the economic transmission range.

MINERAL PRODUCTION, 1962

Canada's mineral production in 1962 was valued at a record \$2,844,164,000, larger by 10.1 per cent than 1961's previous high total of \$2,582,300,000, according to preliminary estimates by the Dominion Bureau of Statistics. Among leading minerals, values were higher in 1962, compared to those of the preceding year, for copper, iron ore, nickel, silver, zinc, asbestos, crude petroleum, cement, and sand and gravel, and lower for gold, lead, uranium, and coal.

METALS

Metals as a group were valued at \$1,481,462,000 in 1962, an increase of 6.8 per cent over the preceding year's total of \$1,387,159,000. Nickel headed the list of metals with a rise in value to \$385,225,000 from \$251,262,000 in 1961. Copper was next, its value rising to \$283,133,000 from \$255,158,000, followed by iron ore, which rose to \$264,608,000 compared to \$187,950,000. The value of gold production dropped to \$155,446,000 from \$158,637,000. The value of other metals included: uranium, \$151,425,000 (\$195,692,000 in the preceding year);

zinc, \$110,629,000 (\$104,750,000); lead, \$37,817,000 (\$47,055,000); and silver, \$36,078,000 (\$29,581,000).

NON-METALS

The value of non-metals as a group rose 2.4 per cent in 1962 to \$215,584,000 from \$210,468,000 in 1961. Asbestos was the leading non-metal, its value rising to a record \$132,061,000 from 1961's preceding peak of \$128,956,000. Next in order were salt, at \$23,185,000 compared to \$19,552,000 in the previous year, gypsum at \$9,033,000 (\$7,751,000 in 1961), elemental sulphur at \$8,903,000 (\$7,288,000), titanium dioxide at \$7,779,000 (\$16,724,000), and peat moss at \$7,669,000 (\$7,295,000).

MINERAL FUELS

The output of mineral fuels climbed sharply (22 per cent) to \$796,851,000 in 1962 from \$653,328,000 in 1961, with all fuels except coal contributing to the total gain. The year's totals were: natural gas, \$97,913,000 (\$68,422,000 in 1961); natural-gas by products, \$46,818,000 (\$27,293,000); crude petroleum, \$583,593,000 (\$487,560,000); and coal, \$68,527,000 (\$70,053,000).

NEW ATOM SMASHER

A 20-million electron volt particle accelerator or "atom smasher" that will permit precise measurements of the shapes and motions of the nuclei of atoms will be installed at the Chalk River Nuclear Laboratories, Atomic Energy of Canada Limited announced recently.

The \$3-million machine, which will be mounted in a 130-ton steel tank 81 feet long and 18 feet in diameter, will accelerate beams of electrically-charged particles to speeds greater than 133,000,000 miles an hour in order to penetrate the high electric fields forming barriers round the nuclei of target atoms. Studies of the results of this bombardment will enable physicists to obtain new data on the arrangements of particles in atomic nuclei and on the forces binding them together.

Known as the MP Tandem Van de Graaff, the machine is being designed and built by the High Voltage Engineering Corporation, Burlington, Massachusetts. Delivery of components to Chalk River is expected to begin early in 1965. The steel pressure vessel will be so large that it will have to be shipped in sections and assembled at the Chalk River site.

The machine is a development of the 10-million electron volt Tandem Accelerator built by the same company. The first such Tandem Accelerator was designed and built for AECL and went into operation at Chalk River in 1959. It has enabled AECL physicists to add considerably to the knowledge of atomic structure. Twenty-one other Tandem Accelerators were subsequently purchased by physics research laboratories in several countries.

EXTENDING NUCLEAR RESEARCH

With the MP Tandem Van de Graaff, AECL physicists will be able to extend the nuclear research that has produced information not obtainable by any other means. In addition to yielding precision measurements of the shapes and motions of nuclei, the new accelerator will make possible the study of reactions between medium-weight nuclei. In a sense, this is the reverse of the fission that takes place in a nuclear reactor and produces medium-weight nuclei by the splitting of uranium, the heaviest element occurring in nature.

The higher energy of the new machine and its ability to accelerate heavier projectiles (the electrically-charged particles used to bombard target materials) will make possible the determination of physical properties in high radiation fields. The machine will produce more intense radiation than can be produced in a reactor. The MP Tandem will open up a broad field of research of special interest to chemists and metallurgists.

DRUG FREED FOR RESEARCH

Lysergic Acid Diethylamide (LSD), an experimental drug recently banned from general sale in Canada, will continue to be available under strict controls for clinical and laboratory investigation. The conditions for such use have been announced by Mr. J. Waldo Monteith, the Minister of National Health and Welfare.

LSD has never been on the Canadian market commercially, but it is in international experimental use in psychiatric treatment. Many authorities feel that administration of the drug, except by the most expert hands, can lead to serious consequences. The recent expiry of patents owned by LSD's Canadian manufacturer raised the possibility that the careful distribution exercised to date might not be continued. It was considered necessary to place Lysergic Acid on a new schedule to the Food and Drugs Act included in amendments to the Act passed by Parliament in December. Drugs listed on the new Schedule H are prohibited from sale, subject to any exemptions provided by regulation.

Under the regulation recently approved by the Governor-in-Council, and published in the *Canada Gazette*, LSD may be sold by a manufacturer to an institution approved in advance by the Minister of National Health and Welfare "for clinical use in the institution by qualified investigators for the purpose of determining its hazards and efficacy" or "for laboratory research in the institution by qualified investigators". Before selling LSD, a manufacturer is required to inform the Minister of the name and address of the institution to which the drug is to be sold and the quantity and dosage form involved. Ministerial approval is required before the sale can be made.

Any institution engaged in research or clinical investigation and approved by the Minister must maintain detailed records on use of its LSD purchases, including the names and qualifications of the investigators and full data on the methods and results of its studies.

AIRBORNE MARINE THERMOMETER

The airborne radiation-thermometer developed by the Pacific Oceanographic Group of the Fisheries Research Board of Canada has proved very successful, the annual meeting of the Board was told in Ottawa recently. This thermometer is, as its name implies, a device permitting readings of water surface temperatures from high-speed aircraft. Following successful trials, four new units are being built for use on the Pacific and Atlantic coasts. They incorporate improvements to the first model.

The Pacific Oceanographic Group has its headquarters at the Board's Biological Station in Nanaimo, British Columbia.

The oceanographic-information service developed by the Group, in collaboration with other scientific bodies, has completed its first full year of operation on Canada's West coast. Officials say the service functioned successfully. In conception and operation, it resembles the Canadian Meteorological Service, providing regular assessments of oceanographic changes rather than of weather.

The oceanographic-information service is potentially an important aid to commercial fishing operations, as its scope and coverage are extended. The movements of fish are very closely related to temperature and other conditions in the sea, and prior knowledge of changes in these conditions will be of great use in locating fish at a given period and place.

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HUMANITIES AND SOCIAL SCIENCE GRANTS

The collection and publication of an annotated edition of treaties and other international acts relating to Canada will be carried out by Queen's University, Kingston, Ontario, with the assistance of a Canada Council grant of \$12,000. The award, one of several recently announced by the Council, will provide the Faculty of Law at Queen's with research and travel assistance to carry out the project. The absence of an all-inclusive compilation of treaties affecting Canada and the difficulty for scholars of finding the text of treaties to be used for teaching or writing purposes first motivated this project. It is expected that publication will take place in 1966.

A sum of \$8,000 to the Canadian Library Week Council will provide support for Canadian Library Week 1963 to be held in conjunction with Le Salon du Livre in Montreal. The Library Council's principal object in holding a Library Week each year is to promote reading and to focus attention on the function of the library in the community. The Library Council has received Canada Council assistance since early in 1959.

Dr. Marius Barbeau of Ottawa, distinguished Canadian ethnographer and folklorist, was awarded a grant of \$2,500 to continue with his work on a Huron-Wyandot dictionary and grammar. Dr. Barbeau first began his dictionary in 1911, and received a previous grant of \$4,500 from the Council to prepare the work for eventual publication.

NFCUS GRANT

A grant of \$5,000 to the National Federation of Canadian University Students will enable the organization to continue its Inter-Regional Scholarship Exchange Plan. The plan provides scholarships for students of proven academic ability and qualities of leadership wishing to become more familiar with the different regions of Canada by studying for one year in a university in a region other than their own. While this plan has been in existence since 1927, a Council grant of \$5,000 in 1959 provided, for the first time, travel grants to qualifying students in addition to the free tuition offered by each participating university. The Canada Council has assisted NFCUS since the Council's inception in 1957.

A research project on the interdependence and structural changes in the Canadian economy is to be undertaken with Canada Council assistance. The studies, to be carried out under the direction of André Raynauld, director of the Department of Economics at the University of Montreal, deal with the long-term changes that occur in the structure of industries and the relative importance of these changes. A grant of \$10,000 will provide for travel and research assistance for one year.

The Commonwealth Institute, with headquarters in London, England, will use its grant of \$4,000 to help meet the cost of sending two Canadian secondary-school teachers to lecture on Canada in the United Kingdom during 1963-64. Under this scheme, teachers travel from school to school speaking to British students on Canadian life and institutions.

Teachers are chosen by the Canadian Teachers Federation. The present grant is the third to be awarded to the Institute by the Council to facilitate the lecture project.

GRANTS TO TORONTO UNIVERSITY

The University of Toronto Press was awarded two grants by the Council, one of \$4,000 to help meet editorial costs for the *Canadian Annual Review*, and a second grant of \$1,000 to provide for the translation of *Le Diplomate Canadien*. Edited by John Saywell of the University of Toronto History Department, the *Review* is intended as a reference book for those concerned directly or indirectly with Canadian public affairs. *Le Diplomate Canadien*, written by Marcel Cadieux, will be translated by A.A. Day of the Department of External Affairs.

A grant of \$400 was made to *Les Editions de l'Hexagone*, Montreal, to assist with the publication of the complete works of Alain Grandbois in one volume, and the *Librairie Garneau*, Quebec City, received a sum of \$300 to publish a book of poems by Marie-Claire Blais. In addition, the Council provided \$500 for the purchase of French books to be distributed abroad.

NEW PORTUGUESE ENVOY

On January 8, His Excellency Eduardo Brazão presented to the Governor General, in a ceremony at Rideau Hall, his Letter of Credence as Ambassador Extraordinary and Plenipotentiary of Portugal. The Chief of Protocol of the Department of External Affairs, Mr. Henry F. Davis, presented the Ambassador to Governor General Vanier.

The Ambassador was accompanied by Dr. Antonio Baptista Martins, Second Secretary of the Embassy.

Dr. Brazão, a law graduate of the University of Lisbon, joined the Portuguese Foreign Ministry in 1941. He has served at the Holy See, in Madrid, in Hong Kong and in Dublin. He was appointed Ambassador to Italy in 1958.

COMMONWEALTH SCULPTURE AWARD

Eliza Edith Mayhew of Victoria, British Columbia, one of the exhibitors in the Canadian Outdoor Sculpture Exhibition organized by the National Gallery last summer, recently won the first annual award of the Sir Otto Beit Medal for Sculpture offered by the Council of the Royal Society of British Sculptors.

Mrs. Mayhew, who is represented in the National Gallery's permanent collection, was awarded the medal for producing the finest work of sculpture publicly exhibited during the year 1961-62. The competition was open to sculptors working in the British Isles and the Commonwealth, excluding, however, London, England.

The work that won the Medal for Mrs. Mayhew, entitled "Iphigenia", was exhibited on the University of British Columbia campus.

CANADA'S NEW TRAVEL-PROMOTION POLICY
(Continued from P. 2)

"In Europe, in addition to London, England, new offices will be established in Paris, Düsseldorf and Amsterdam, with field officers for Scandinavia, Switzerland and the Mediterranean. In other parts of the world, field officers are proposed for Mexico, Central and South America, the Middle East and the Far East. "By 1967, including the special \$1-million Centenary travel-advertising programme, the Bureau's budget will probably be of the order of \$7.2 million, more than twice its present level, with headquarters and field staff twice what it now is. By that time it is expected that the Bureau will each year be in active communication with some 2,000,000 potential travel parties representing 6,000,000 or more tourists. "Finally, with the help of all the other agencies promoting travel to Canada, there is no doubt that the Canadian Government Travel Bureau, with its dynamically stepped-up promotion programme over the next four years, will double the travel income of 1962 in Canada's Centennial Year, 1967."

NIGER ENVOY INSTALLED

His Excellency Abidou Sidikou presented to the Governor General on January 10 his Letter of Credence as Niger's first Ambassador to Canada. The ceremony took place at Government House. The Ambassador was accompanied by Mr. Illa Salifou, First Secretary of the Embassy. Dr. Sidikou was recently appointed Ambassador to Washington, where he will continue to reside. Previously Dr. Sidikou was Secretary-General of Foreign Affairs in Niamey.

LONGLINE FISHING IN MARITIMES

The first commercial attempts in Canadian waters to combine longlining for swordfish with the traditional harpoon method of fishing met with spectacular success. In early September 1962, the vessel "Dorothea Reeves", Captain George Kendall, landed 101 swordfish at North Sydney, Cape Breton Island, 93 of which had been taken with longlines. Before the 1962 season ended, there were at least 32 vessels engaged in longlining for swordfish, and the records, which are still incomplete, show that more than 1,500 fish were caught by this method. This number represents a landed weight of approximately 400,000 pounds and a landed value of more than \$250,000.

A MAJOR ADVANTAGE

One of the great advantages of longlining for swordfish is that the gear can be used at night and when the weather is unsuitable for harpooning, thus greatly increasing the fishing time on each trip. There is evidence, too, that both male and female swordfish can be taken with longlines, whereas

only females are taken with harpoons. It seems possible that longlining will extend the fishing season by 6 to 8 weeks, providing further opportunity for increased landings.

The St. Andrews (New Brunswick) station of the Fisheries Research Board of Canada reported, at the Board's annual meeting in Ottawa recently, that it had been carrying out longlining experiments for large pelagic fish since 1960 and had demonstrated the effectiveness of this gear for catching swordfish, tuna and mackerel sharks, all potentially valuable to the fishing industry. This work will continue in an attempt to learn more of the distribution, abundance and movements of these species in Canadian waters.

NATIONAL RIOPELLE SHOW

An exhibition of painting and sculpture by Jean-Paul Riopelle, one of Canada's major artists, opened on January 11 and will run until February 3. Although he lives and works in Paris, Riopelle, born in 1923, remains Canadian. In 1962, he was awarded the UNESCO prize at the Venice Biennale. This was the first major award won by a Canadian at the best-known of the world's great international exhibitions.

Through this exhibition of 82 works, including 12 sculptures in bronze, can be traced Riopelle's artistic development from the conventional landscapes and still-life paintings of the early Forties, through the first days in Paris (1946), when he used the "tachist" technique of Borduas and later the controlled drip (1950-51), to the palette knife (1953), and solid forms set off by white figurative compositions (1959-60). All his works reflect his love of the outdoors.

Sculptures included in the exhibition are concentrations of Riopelle's painting, and show the vigour of his canvases collected in one image. Examples are included of works in most of the mediums with which Riopelle has experimented: oil on canvas, water colours, water colour and ink, coloured ink, oil on linen, gouache, oil on paper, ink on paper. All the works exhibited at the Venice Biennale, in addition to important works from Canadian, American and English collections, are on show. The exhibition will travel to the Montreal Museum of Fine Arts, the Art Gallery of Toronto, and the Phillips Collection, Washington D.C.

CANADA AND MALI

The Canadian Secretary of State for External Affairs, Mr. Howard Green, announced on January 7 that, in order to strengthen friendly ties between the two countries, the Governments of Canada and the Republic of Mali had agreed to establish diplomatic relations. Mr. Oumar Sow, Ambassador of Mali to the United States, will be the first Ambassador of Mali to Canada.