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CANADA

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CANADA WOOS WORLD TRADERS

Businessmen by the plane-load, representing billions of dollars in buying power, visits to Canadian factories, a mammoth samples show and a nation-wide export conference will be major features of "Operation World Markets" - the biggest trade-promotion venture ever undertaken by Canada or any other country. A well-planned and co-ordinated effort of the federal Department of Trade and Commerce, the operation aims at helping Canadian producers acquire a greater share of world markets in areas where market studies by trade commissioners indicate the possibility of Canadian sales.

The four-phase operation gets under way on March 24, and will continue until May 3. During the six-week period, more than 800 key buyers from over 60 countries will be flown to Canada to see for themselves what goods and production facilities Canada has to offer.

PHASE 1: WORLD MARKETS - MACHINERY

The weekend of March 24, 178 machinery and equipment buyers will arrive in Montreal and Toronto from Britain, Europe, Asia, Africa, the Middle East, and Latin America. They will be divided into about 23 groups, according to their business interests, and taken on week-long, coast-to-coast tours of Canadian machinery and equipment manufacturing plants. Each group will see the capacity and quality of workmanship of 10 to 15 Canadian factories, located in 56 centres where suitable equipment and machinery is manufactured.

The Canadian companies participating in this phase of the operation number 135. The types of equipment they produce include: agricultural, automotive, construction, hydro and thermal electric, oil and gas pipe-line and plant, shipbuilding, steel-mill, mining, aircraft, boiler-plant, electronic, industrial and process-plant, railway and special vehicles.

The first phase of "Operation World Markets" will end on March 30 in Toronto, where all foreign buyers will meet for the first time at a dinner to be attended by Canadian manufacturers and addressed by the Minister of Trade and Commerce.

PHASE 2: NATIONAL CANADIAN SAMPLES SHOW

The four regional samples shows held in Toronto, Montreal, Winnipeg and Vancouver during 1962 abundantly demonstrated the value of this novel adaptation of the trade-fair technique of export promotion, resulting in export business totalling millions of dollars.

In phase two of "Operation World Markets", more than 600 buyers from the United States, the West Indies, Britain and Europe will be flown to Canada to see the wide range of Canadian products that will be displayed in over 400 booths in the Automotive Building at the Canadian National Exhibition grounds in Toronto.

At the National Canadian Samples Show, foreign buyers will inspect consumer goods from every province. The Show is open to every Canadian manu-

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facturer of products suitable for sale through retail outlets, including department stores, chain stores, and supermarkets.

Exhibitors are being encouraged to arrange their displays so that their products illustrate the scope and variety of their operation. They are encouraged to have topnotch salesmen on the stands at all times to meet the buyers and to be able and ready to take orders on the spot.

PHASE 3: CONFERENCE OF TRADE COMMISSIONERS

In 1960, Canada's trade commissioners were brought home from their posts round the world for the first trade commissioner conference, which was considered an outstanding success. A second such conference will be held in Ottawa from April 4 through April 11.

The conference, which will be, for most of its duration, private, will assess current circumstances and trends of trade at home and abroad and examine the needs of trade promotion by subject and area. Other important discussions will concern trade fairs, trade missions and export financing. Commodity and industry trends and industrial development at home will be dealt with, as will co-ordination between head offices and posts abroad. Three days will be devoted to group discussions by areas and special subjects.

PHASE 4: SECOND EXPORT TRADE PROMOTION CONFERENCE

With the co-operation of more than 300 Canadian trade associations, thousands of businessmen in every field and in every province have been invited to come to Ottawa from April 16 to May 3 for individual conferences with trade commissioners. Any businessman can meet and discuss his products and export prospects with as many trade commissioners as he wishes.

Nearly 600 applications have already been received from Canadian businessmen and close to 7,000 private half-hour interviews have been set up. It is expected that these figures will increase substantially by the time the conference gets under way. More than 1,300 businessmen attended the first conference and had over 10,000 interviews with trade commissioners.

CANADA'S BUSIEST AIRPORT

For the fourth consecutive year, Toronto International Airport (Malton) was Canada's busiest in 1962, according to the Department of Transport. Apart from local traffic (aircraft remaining under tower control for practice landings and for other flights in the vicinity of the airport), air-traffic controllers at Malton handled 89,376 landings and take-offs (91,764 in 1961).

Montreal International Airport (Dorval) was second - for the third straight year - with 82,541 non-local aircraft movements, compared to 84,364 in 1961.

If local traffic and simulated approaches (instrument practice runs without touching ground) were included, Canada's busiest airport in 1962 would be

Cartierville, a suburb of Montreal, with a total of 207,620 aircraft movements, 168,385 of which were local.

In non-local traffic during 1962, Vancouver International Airport was third, with 67,237 movements; Winnipeg International was fourth, with 61,740 movements; Ottawa was fifth, with 58,469; Calgary, sixth (51,915); Edmonton Municipal, seventh (46,810); Cartierville, eighth (39,235); Toronto Island, ninth (36,563); and Victoria International, tenth, with 31,295.

TOTAL TRAFFIC

Ranking high in total traffic were Montreal International, third (172,233); Ottawa, fourth (163,434); Vancouver International, fifth (157,828); Edmonton Municipal, sixth (146,292); Winnipeg International, seventh (140,073); Calgary, eighth (117,121); Toronto International, ninth (116,218); and Saskatoon, tenth (100,852).

The general decline in aircraft movements is owing to the increased use of larger planes in commercial traffic and to a decrease in local flying.

The Department of Transport operates air-traffic control towers at 31 airports. The Department and the Air Transport Board use statistics gathered from these towers and from other airports to gauge trends and keep up with developments in Canadian aviation.

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HUMAN RIGHTS CONFERENCE

Canada is participating for the first time on the work of the United Nations Commission of Human Rights, having been elected for a three-year term that began on January 1. The Canadian delegation to the nineteenth session, which recently opened in Geneva, is composed of the Canadian representative, Miss Margaret Aitken, the alternate representative, Mr. Jean Boucher of the Department of Citizenship and Immigration, and advisers from the Department of External Affairs and the Permanent Mission of Canada to the European Office of the United Nations.

During the current session, which will end on April 5, the Commission will deal with a draft declaration on racial discrimination, two items on religious intolerance, recommendations for the commemoration this year of the fifteenth anniversary of the Universal Declaration of Human Rights and a number of other items relating to the promotion of human rights. The Commission is mainly concerned with elaborating the broad principles of human rights and fundamental freedoms enunciated in the Universal Declaration approved by the UN General Assembly in 1948. As part of this activity, the Commission formulates texts for incorporation in appropriate international instruments.

Following its usual procedure, the Commission will report to the Economic and Social Council, which will meet in Geneva this summer. The Council in turn will report on human-rights matters to the General Assembly, which provides general guidance for the Council and the Commission in this area of United Nations activity.

GOVERNOR-GENERAL'S AWARDS

At the request of the Committee for the Governor-General's Literary Awards, the Canada Council recently announced the six winners for the year 1962.

The award for poetry and drama in English has gone to James Reaney of the University of Western Ontario for his books *Twelve Letters to a Small Town* and *The Killdeer and Other Plays*. The fiction prize was awarded to Kildare Dobbs of Toronto for *Running to Paradise*, and Marshall McLuhan, also of Toronto, received for his book *The Gutenberg Galaxy* the award for "critical and expository prose".

The prize for poetry and drama in French was made to Jacques Languiard for his plays *Les insolites* and *Les violons de l'automne*. Jacques Ferron received the fiction award for his *Contes au pays incertain*. In the category of "other literary styles", the prize went to Gilles Marcotte for *Une littérature qui se fait*.

A cash prize of \$1,000 provided by the Canada Council accompanies each award. Arrangements for the presentations will be announced later.

NORTHERN OIL RULES CHANGE

Several changes were recently announced in the regulations governing oil and gas exploration in the Yukon and Northwest Territories. The most significant involve the amount of exploratory work that must be done to maintain oil and gas permits, and the number of years during which a permit may be held. Permit terms for concessions lying between 68 and 70 degrees latitude have been increased by two years. The work requirements for permits north of 68 degrees, including the Arctic Islands, have been reduced during the middle term of the permits.

BASIC POLICY MAINTAINED

Mr. Dinsdale, the Minister of Northern Affairs and National Resources, explained that circumstances connected with exploration in the far reaches of the north were constantly changing and that adjustments in regulations must accordingly be made as required. He said that the basic northern policy objectives of the Government remained unchanged — to encourage development wherever possible and, as part of this aim, to stimulate oil and gas exploration. In the years to come, he added, development of oil and gas in the north might contribute significantly to the improvement of economic conditions in the region and to the general prosperity of Canada.

Other changes in the regulations clarify the rights granted by a permit to ensure that the permittee or lessee may not only undertake normal production of oil and gas but may also mine or extract the oil and gas if they should occur in oil or bituminous sands, such as those recently discovered on Melville Island.

RESEARCH PRIVILEGES

Another change reflects the Government's desire to encourage research into problems of special significance for oil and gas exploration and to northern transportation. Expenditures on approved

research projects may now be used to satisfy permit work requirements. This provision is designed to encourage investigation into many of the problems that make it difficult at present for some segments of industry to invest in the oil and gas potential of the North.

SUGAR-BEET PRICE SUPPORT

Support will be provided, on a national basis, to Canadian sugar-beet growers for their 1963 crop at the same level as for the 1962 crop, according to the Agricultural Stabilization Board. Growers will be protected against downward fluctuations in world sugar prices. Support will be based on the relation over the past ten years between the average declared value (f.o.b.) for imported raw sugar and the price growers have received from processors for the sugar in their beets.

The Board has determined that this relation is 128 per cent. A prescribed value of \$4.29 a hundred-weight for imported raw sugar will thus result in an effective support price of \$13.72 a standard ton of beets (250 pounds of sugar), assuming growers negotiate contracts with processors equivalent to those in effect over the ten-year base period. This support level of \$13.72 a standard ton is 109 per cent of the base price, compared to 106 per cent for the 1962 crop year.

Should the 12-month average declared value (f.o.b.) for imported raw sugar fall below 4.29 cents a pound, the Board will pay producers 1.28 cents a pound of refined beet sugar for each cent by which the average declared value is less than 4.29 cents a pound.

Commenting on the announcements, Agriculture Minister Alvin Hamilton has emphasized the need for producers to negotiate the best contract possible, comparable, at least, to the average of those in effect over the past ten years, in order to ensure the highest possible returns and to obtain their share of the national support price.

CÔTÉ TO CANADA COUNCIL

The Canada Council has announced the appointment of Mr. Langevin Côté, previously of the Ottawa staff of the *Toronto Globe and Mail*, as head of its Information and Publicity Division.

Mr. Côté has been engaged in newspaper work for more than 10 years. He received his education at the University of Ottawa, after which he attended the Columbia University Graduate School of Journalism in New York, where he headed his class for the degree of M.S., and was awarded a Pulitzer travelling scholarship in journalism for a year's travel in Europe. His first newspaper experience was with *Le Droit*, Ottawa. He subsequently worked for the *Montreal Gazette*, before joining the staff of the *Globe and Mail* in 1957 as a member of its Quebec bureau. He was moved to Ottawa early in 1960. Mr. Côté has been specially interested in relations between English and French Canada, and brings to his work at the Canada Council an invaluable experience in this connection.

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In making this announcement, the Director of the Council, Dr. A.W. Trueman, indicated that it was intended to place greater emphasis on information and publicity as a means of promoting better understanding of the purposes of the Council and its programmes and greater public awareness of the Council's need to increase its revenue to meet constantly-rising demands on its funds. Dr. Trueman said the Council found it increasingly difficult to provide adequate support for organizations in the arts, at a time when they were reaching larger audiences and needed sharply increased assistance to maintain their generally improved standards.

NEW NORTHERN BUOY VESSEL

A contract amounting to \$677,190 for construction of a 123-foot, shallow-draft buoy vessel for service with the Canadian Coast Guard on the Mackenzie River has been awarded by the Department of Transport.

The new ship will operate in the Northwest Territories between Hay River and Tuktoyaktuk, and will supplement the three somewhat similar but smaller shallow-draft vessels already in service in those waters. It will have a number of special features incorporated into its design, owing, in part, to experience already gained on the Mackenzie River system and in part to tests carried out by the National Research Council to the requirements of the Department of Transport shipbuilding branch.

CONSTRUCTION DETAILS

The new vessel will be of all-welded construction, with a raised forecastle and quarter deck. The superstructure will consist of an all-aluminum deckhouse and wheelhouse mounted aft. The weather-deck plating will be of steel. Because it will have a service speed of more than 10 knots, fairly fast for its type, the vessel has been designed with a "spoon" bow to provide good handling and steering qualities in the fast, shallow current in which it will frequently operate.

It will have a five-ton electric hydraulic crane for handling buoys and servicing the stores hold through two watertight hatches. It will also be used in handling a 300-pound Danforth anchor, in conjunction with an electric capstan-windlass.

Crew accommodation will comprise one or two berth cabins, mess and recreation room, galley, laundry washing and toilet facilities.

NAVIGATION AND STEERING

The ship will be equipped with the latest navigational aids, including radar, gyro-compass, echosounder and radio-telephone. Steering arrangements will include an electric hydraulic-steering gear with two pumps working singly or together. These will operate four rudders, which will be necessary for manoeuvrability under the special conditions in which the vessel will be serving.

The ship will be powered by two Cummins diesel engines, each rated at 340 brake horsepower. Electricity will be supplied by two 38 KW 460 volt A.C. diesel-powered generator sets.

One 16-foot, fibreglass, 12-man lifeboat, and one 18-foot "Chipewyan" skiff will be carried, and will be raised or lowered by means of single radial davits equipped with electric motors. A 12-man inflatable life raft will be provided.

After completion of sea trials, the vessel will be "knocked down" into sections and shipped to Hay River, where it will be reassembled and put into service.

TCA BUYS NEW JETLINER

Trans-Canada Air Lines is the world's first airline to take delivery of the new Douglas DC-8F, a combination cargo-and-passenger jetliner. Five DC-8F's have been ordered, and will begin service in March on TCA's transatlantic Montreal-Prestwick-London route.

The aircraft are being delivered in two basic configurations, the first two with four cargo pallets and 117-passenger seats and the last three in an all-passenger configuration. The four-pallet version of the DC-8F can carry approximately 20,000 pounds of cargo in the cargo cabin and 8,000 pounds in the lower holds, besides passengers. As cargo traffic grows, the first two DC-8F's will be altered to carry more cargo and fewer passengers and eventually, as demand for cargo space dictates, may be converted to all-freighter configuration. Similarly, the three aircraft in all-passenger configuration can be altered to combination passenger-freight configuration as future cargo-traffic growth demands greater capacity. TCA does not intend to make rapid changes of configuration to meet fluctuating demands, but will operate the aircraft in semi-permanent configuration, making alterations only on a seasonal basis or on proof of a permanent requirement for additional cargo capacity.

The DC-8F exterior looks much like the exterior of TCA's DC-8 jetliners. Dimensionally, the two aircraft are identical, the only basic difference being the power plants. The DC-8F's are powered by four Pratt and Whitney JTD3 fan engines, the first engines other than Rolls-Royce that a turbine aircraft purchased by TCA has had. The "F" following DC-8 indicates the aircraft is equipped with fan engines.

STRATFORD SALES START

A sure sign spring was on the way, the Stratford Festival's box office opened for the eleventh season on March 4. The number of tickets available for 182 performances, representing \$1,226,373 in potential sales, is 361,466 - 280,194 of which are for the 123 performances of "Troilus and Cressida", "Cyrano de Bergerac", "The Comedy of Errors" and "Timon of Athens", the four plays that will be presented in the Festival Theatre between June 17 and September 28. For the 45 performances of "The Mikado", which will be produced in the Avon Theatre from July 5 to August 17, there are 50,535 tickets. For the six Sunday concerts, there are 13,668.