

Advance Text of Address by the Secretary of State for External Affairs, the Honourable Paul Martin, to be delivered to the Detroit-Windsor International Freedom Festival (Salute to the Olympics) Luncheon, Veterans Memorial Building, Detroit, 1:00 p.m., July 2, 1963

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I am very pleased and honoured to have this opportunity to speak to you today at this 5th Detroit-Windsor International Freedom Festival. This fine festival is a living reaffirmation of the spirit of neighbourliness and friendship which exists not only between our two cities but between Canada and the United States.

As we celebrate together the Canadian National Day, July 1st, and your Independence Day, July 4th, we give striking emphasis to our shared values and ideals and to a friendship and a partnership which is unique among the nations of the world.

This annual celebration begun in 1959 by the Mayors of Windsor and Detroit can demonstrate to a troubled world how Canadians and Americans of every race, colour and creed can live side by side in peace and friendship along the world's longest unarmed border.

I would like to congratulate Mayor Cavanagh of Detroit and Mayor Patrick of Windsor and also the many people who have worked so hard to make this festival such a great success.

The main purpose of this "Salute to the Olympics" Luncheon is to emphasize the unique advantages which the City of Detroit has as a site for the 1968 summer Olympic Games. I want to say something about these advantages. I have lived in the Detroit-Windsor area for the past 30 years and I can attest to the fact that this is one of the great sports capitals of the world.

The Detroit-Windsor area is the 17th largest metropolitan centre in North America with a population of 100 million people within a 200-mile radius. We have had great teams and outstanding athletes in virtually every type of sport, both professional and amateur. In support of these athletes and because of the great sports enthusiasm shown by so many of our people, this region has produced outstanding athletic facilities. Facilities which, I believe, can meet the Olympic standards and regulations. The Detroit Olympic Pool, Tiger Stadium, the Olympia, Cobo Arena and Convention Centre are made to order for many Olympic events. The Detroit River and Lake St. Clair are both suitable for the aquatic events. I commend you for your efforts to get the Olympic Games here in the summer of 1968.

The City of Calgary has made application for the Winter Olympics in 1968 to be held in nearby Banff National Park. I know that Banff's facilities for the Winter Olympic events will be excellent. What a fine thing it would be if Banff were selected for the Winter Olympics and Detroit for the Summer Olympics in 1968.

The mention of the Olympic Games brings to my mind two of the most important necessities in the world today. I speak of the concept of internationalism and the quality of excellence, both of which might be termed Olympian Virtues. Since the days of Ancient Greece, when athletes would travel from Athens to Syria to Rome and throughout the Mediterranean Basin, the Olympic concept has always represented true internationalism. I think also of the quality of excellence which must permeate the efforts of the great athlete as he strives to excel and to give forth his very best efforts. The pursuit of true internationalism, by which I mean peoples of the entire

world thinking of themselves as citizens of the world, and the striving for excellence, by which I mean the striving of every individual in our society to put forth his very best efforts at all times; these are two of the great imperatives of our age.

The peoples of Canada and of the United States who share so many common values and ideals and who have lived and worked together in harmony for so many years also face many of the same threats and challenges. We are amongst the most advanced nations of the world, materially speaking. Indeed in the past few generations we have made more striking materialistic advances than most of mankind throughout history. With these advances have appeared tendencies towards apathy and lack of real concern for the spiritual values which are the very core of our democratic system. There have also appeared tendencies for some people to live the easy and the soft life, to put forth less than their best efforts and to consider it more important to conform to the group than to strive for individual excellence and quality.

These tendencies are not strong in our societies but they are there, they must be recognized, they must be eradicated.

Today as we are challenged by the energy and ingenuity of international Communism, we of the western civilization must realize that we will not win the ideological battle with Communism merely by decrying the poverty of its doctrines. Communist materialism can only be combatted by a deep and genuine faith on our part in man's dignity. The Communist appeal can only be defeated by providing free men with something both to live by and to live for. As Robert Browning put it:

"Ah, but a man's reach should exceed his grasp,
Or what's a heaven for?"

We must encourage those developments in our societies which will contribute to the goals of internationalism and the pursuit of excellence. Let me give you one encouraging and significant example of what I mean.

I think one of the great concepts of our age is represented in the American Peace Corps and in Canada by the Canadian University Service Overseas. These bodies which are providing opportunities for our young people to go abroad and share in the exciting adventures and challenges of the developing countries are doing much to increase a spirit of internationalism amongst our people and to prepare our young people for the kind of world which confronts them. They are truly becoming citizens of the world. These organizations and others like them deserve our support for the important tasks they are fulfilling. I should like to pay a tribute to the fine work that is being done by the American Peace Corps and in my own country by the Canadian University Service Overseas.

But it is not only abroad but at home as well where we must encourage people's best efforts and the pursuit of high standards. We must resist tendencies in our society to think in terms of status symbols and to think of some jobs of having more prestige than others. There is great dignity in all aspects of human labour and it is not the job that counts so much as the quality of the man or woman fulfilling the job and the kind of efforts they put into their work.

As John Gardner, the President of the Carnegie Foundation, put it in his recent book entitled "Excellence":

"We must learn to honour excellence in every socially accepted human activity, however, humble the activity, and to scorn shoddiness, however exalted the activity. An excellent plumber is infinitely more admirable than an incompetent philosopher. The society which scorns excellence in plumbing because plumbing is a humble activity and tolerates shoddiness in philosophy because it is an exalted activity will have neither good plumbing nor good philosophy. Neither its pipes nor its theories will hold water."

The nations of the West today are challenged as never before; from without by powerful and dynamic ideologies alien to our ideals, and from within by the tendencies towards apathy and inertia to which I have referred. If we remain true to our great ideals, if we regain and strengthen the spiritual quality of our lives, if we are wise enough to possess the foresight which the times demand and if we will pursue the great Olympian virtues of internationalism and excellence, I have no doubt that we shall master our challenge.

But this will not come easily. It will require great efforts on the part of our peoples and great leadership on the part of our statesmen. Just like the champion athlete we must resist the fatal temptation toward complacency and resting on our laurels. This was never put better to my mind than by the beloved American poet, the late Robert Frost who in one of his best poems entitled "Stopping by the Woods on a Snowy Evening" concluded this way:

"The woods are lovely, dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep."