

Department of External Affairs

CLASSIFIED

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ACRI

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Subject: INFORMATION ACTIVITIES -
POLICY & PLANS -
CANADIAN INFORMATION ABROAD -
UNITED STATES OF AMERICA.

Vol. A
From Feb. 1/71
To Sept. 30/71

VOLS ACCESSION NO. 213806

References to Related Files

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Subject

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TO Sept. 30 / 71 VOLUME No. 4

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56-1-2-USA

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mk.

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U N C L A S S I F I E D

FM WSHDC 3167 SEP30/71

TO OTT EXT FAI

INFO CNGNY ITCOTT

USECONOTT PMOOTT/ROBERTS DE OTT

DISTR FAP GWU ECL

REF OURTEL 3085 SEP27 AND 3143 SEP29

---NBC QUOTE NIGHTLY NEWS UNQUOTE

WE MET TODAY WITH NBC PRODUCER TO DISCUSS COVERAGE OF SURCHARGE EFFECTS ON CDA. HE NOW THINKS IT WOULD BE BETTER TO WAIT UNTIL WEEK OF OCT 11 FOR VISIT IN THE HOPE THAT EFFECTS OF SURCHARGE AND REMEDIAL MEASURES MIGHT BE MORE CLEARLY DEFINED.

2. HE PROPOSES FILMING SENIOR GOVT SPOKESMEN IN OTT TO OBTAIN BROAD PICTURE OF IMPLICATIONS OF SURCHARGE.

3. HE PROPOSES FILMING BORDER TRAFFIC AT WINDSOR/DTROT (OR POSSIBLY BFALO/FORTERIE) WHERE WE TOLD HIM BEST SCENES OF RAIL TRUCK AND WATER TRANSPORT WOULD BE AVAILABLE TO HELP ESTABLISH AND ILLUSTRATE VOLUME AND VARIETY OF TRANS-BORDER COMMERCE.

4. HE ALSO PROPOSES TO OBTAIN FOOTAGE OF A COMMUNITY THAT HAS BEEN AFFECTED DIRECTLY BY THE SURCHARGE AND WOULD LIKE TO DO INTERVIEWS WITH EMPLOYERS AND EMPLOYEES WHO HAVE EXPERIENCED HARDSHIP BECAUSE OF USA ECONOMIC POLICIES. CAN SUCH COMMUNITIES, COMPANIES AND PEOPLE BE FOUND FOR FILM INTERVIEW PURPOSES?

WOULD TROIS-RIVIERES OR ST THERESE BE APPROPRIATE?

5. PRODUCER HAS ASKED IF IT WOULD BE POSSIBLE TO OBTAIN INTERVIEWS

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PAGE TWO 3167 UNCLAS

WITH PERSONS SEEKING ASSISTANCE UNDER CDN EMPLOYMENT SUPPORT BILL.

6. IN DESCRIBING EXPORTS TO USA CAN YOU ADVISE AS WHICH INDUSTRIES HAVE BEEN MOST SERIOUSLY DIRECTLY AFFECTED BY SURCHARGE MEASURES AND WHAT FIRMS ARE ONLY THREATENED AT THIS TIME BUT MAY SUFFER IN NEAR FUTURE?

7. IT MAY BE USEFUL TO CONSULT DEPTS FINANCE, REGIONAL AND ECONOMIC EXPANSION, LABOUR, MANPOWER, TO GET CLEARER IMPRESSION OF HOW SURCHARGE IS AFFECTING CDNS. IT IS OBVIOUSLY TO OUR ADVANTAGE TO BE ABLE TO DOCU CLEARLY NOT/NOT ONLY FOR NBC NIGHTLY NEWS BUT USA MEDIA GENERALLY THE OBVIOUS AND DEFINITE IMPACT OF THE SURCHARGE AND OTHER MEASURES.

8. NBC NIGHTLY NEWS APPARENTLY IS PLANNING SERIES OF REPORTS IN MID-OCT ON HOW NEW ECONOMIC POLICIES ARE AFFECTING VARIOUS COUNTRIES AND CDA WOULD BE ONE REPORT.

8. EMB WOULD APPRECIATE CONFIRMATION ON WHO IS COORDINATING ACTION ON THIS PROJECT.

010011Z

Miss Kelly

ACTION COPY

file

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U N C L A S S I F I E D

FM WSHDC 3143 SEP29/71

TO OTT EXT IMMED *FAI*

INFO CNGNY ITCOTT

USECONOTT IMMED PMOOTT/ROBERTS DE OTT

AIRMAIL BOSTN BFALO CHCGO CLVND DALLAS DTROT LNGLS MNPLS NRLNS

PHILA SEATL SFRAN SJUAN

REF OURTEL 3085 SEP27

---NBC NETWORK NEWSCAST NIGHTLY NEWS

NBC NOW ADVISES THAT IF MORE CONVENIENT TO US LEVINE AND COLLEAGUES RANGE OF AVAILABLE DAYS NOW EXTENDS THROUGH FRI OCT8. IT IS STILL THEIR INTENTION TO DEVOTE TWO DAYS TO FILMING AND INTERVIEWS.

2. BECAUSE WE WILL BE MTG LEVINE AND HIS PRODUCER AT 2PM EDT SEP30, WE WOULD BE GRATEFUL FOR ANY INTERIM SUGGESTIONS YOU MIGHT BE ABLE TO LET US HAVE BY THAT TIME.

292348Z

30/9/71
Spoke to Ted Johanson
by telephone 29/9/71, and
it is understood USECON are
handling. Ted intended
to speak to Mac Donald of USECON
by telephone as well.
mk

NOTES FOR A LUNCHEON ADDRESS
BY
THE HONOURABLE JEAN-LUC PEPIN
MINISTER OF INDUSTRY, TRADE AND COMMERCE
TO
THE "CANADA TODAY" SEMINAR
HOUSTON, TEXAS - SEPTEMBER 29, 1971

"CANADA'S NORTH AMERICAN ECONOMIC DIMENSION"

INTRODUCTION

It is a pleasure to be in Houston to meet members of so many prominent local and regional business organizations.

May I first thank the Consul and Trade Commissioner for Canada in Texas, Max Forsyth-Smith, and the Houston Chamber of Commerce, for being the catalysts in organizing the seminar which many of you are attending today. Their purpose, and mine in coming here, is, of course, to develop a greater awareness in Houston of the importance of Canada to you individually, to Texas and to the United States.

I hope to tell you today a little of what Canada is all about - economically speaking; how important the United States is to the Canadian economy - and hopefully how very "interesting" we are to you; how exposed Canada is to every 'move' made by your country ... with particular reference to President Nixon's August 15th economic measures.

Comments on Houston

I am impressed by what I have learned, in preparing for this trip, about Houston - the sixth largest city in the United States with a population of over 1.23 million and a metropolitan population of almost 2 million. And it is all expected to double within 20 years!

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Your economic boom is continuing and your unemployment rate at 2.7 per cent is less than half the national average. You have a diversity of major industries - oil and gas, of course - but you also produce heavy machinery, chemicals, fabricated metals and electronic equipment.

Your multi-billion dollar building and downtown re-development programs are fascinating. Your new Convention Centre-International Airport, your famous Astrodome, the NASA facilities, are well known in Canada. A visitor cannot but be impressed with Houston's "place in the sun!"

What is Houston and Texas to Canada?

Canada-Texas connections go back a long way. Michel Ménard, of La Prairie in the province of Quebec, was a signer of the Texas Declaration of Independence from Mexico, in 1836, and the Town of Menard and the County of Menard, here in Texas, were named after him. I understand, too, that Ménard was a close friend of that towering Texan, Sam Houston.

The connections have since multiplied. Today, Texas is an important source of direct investment and licensing arrangements for Canada, and a very important source of technology. Most major Canadian banks have representative offices in Houston and Dallas.

You are also of increasing importance as a market for our goods and we anticipate growth in sales of oil and gas equipment and technology, electronics and aerospace hardware, pollution control machinery and services, building materials, hospital and hotel equipment, medical and educational apparatus, apparel and other consumer products. I cannot spend time on each of these items but I want to select two or three to illustrate my point.

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What have Canadians got to contribute to Texas and the U.S.A. in the way of oil and gas equipment or technology? Because of our very special climate, we have developed excellence in polar technology; pipelining on the tundra; drilling; preservation of the ecology and general development of the Arctic regions, which will all be of interest to you because of Prudhoe Bay and the North Slope developments in Alaska. By the way, American companies are participating in two Arctic research projects in Canada, the Gas Arctic Project and the North West Project.

Several recent developments of world-wide application in petroleum technology are uniquely Canadian:

- (a) slim line drilling and core sampling techniques;
- (b) tracked vehicles for tundra and muskeg;
- (c) helicopter and air-cushion vehicle logistic applications for coping with transport over tundra;
- (d) the continuous sucker rod, which is being marketed in Texas;
- (e) a computer-controlled supervisory system for oil fields, which has been installed for a California firm by a Montreal manufacturer.

Some of our experts will be talking on these subjects in the seminar later this afternoon.

Another interesting example of the Canadian contribution is in the field of hotels, hospitals and educational equipment. American and Canadian companies have collaborated on major hotel projects in Canada, in the U.S. and in third countries. For example, in the Main Place complex in Dallas, Canadians were the project management consultants;* in the Sheraton Hotel complex

* - Concordia Estates Ltd., Montreal

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in Lima, Peru, Canadians are the project managers.**
(By the way, we would welcome the opportunity to
collaborate with Houston firms on similar projects
either here - in Canada, or in overseas countries.)

In educational equipment, 13 Canadian
manufacturers participated in the exhibition of the
American Vocational Association Convention in Dallas
in December 1968. The results were exceptional!
Several firms manufacturing electrical training and
woodworking equipment are exporting more than \$1 million
per year; one manufacturer of work benches and steel
lockers has set up a subsidiary in the U.S. and is
enjoying sales of more than \$2 million.

My last example: the products of 15 Canadian
manufacturers of medical instruments and hospital supplies
were demonstrated for the first time at the American
Hospital Association Convention and Exhibition held
here in Houston between September 14th and 17th, 1970.
The products on display, many of which were new and
unique in their applications included bio-medical
apparatus, ward equipment, hospital glass and instrument
washers and a disposable sterilization unit. These were
very well received by the delegates, and business has
already resulted in Texas and in other parts of the U.S.

That gives you an idea of the advantages to
be gained from Canada-Texas cooperation.

What Canada is all about

The late André Siegfried, the famous French
geographer, 35 years ago, gave this definition of Canada
(in "le Canada, Puissance Internationale") - "a singularly
complex country, geographically American, politically
British, a good part French in origin and international

** - Foundation Company of Canada Limited, Toronto

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by reason of its economic preoccupations." The "name of the game" for Canadians is to reconcile these formative factors into a cohesive whole. There is no question, however, that the North American dimension - the geographic factor - has been and will remain the paramount one. And that leads to my emphasis on the very special, the unique relationship between your country and mine.

How necessary are we to each other

Sticking to economics, are we aware enough of the close ties between our two countries?

1. We exchange goods - to the extent of

\$19.8 billion in 1970! Canadian exports to the United States last year totalled \$10.6 billion or 65 per cent of our total exports. We, in turn, took \$9.2 billion or 20.7 per cent of your total exports. In the first eight months of 1971, Canada's shipments to the U.S. were 67.8 per cent of our total exports and in the same period Canada bought 22.7 per cent of your total exports.

Canada is the biggest - and best! - customer of the United States by far. Looking at our situation from the supply side, the United States provides 72 per cent of our total imports and we supply you with 28 per cent of your total merchandise imports. In the first seven months of this year, our imports from your country (\$6 billion) were greater than the purchases of your next three best customers - Japan (\$2.36 billion), Germany (\$1.73 billion) and Britain (\$1.4 billion) ... combined! (\$5.52 billion).

Bear in mind - in order to assess the effect

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of the recent economic measures on us, and on you! - that 48 per cent of Canadian exports to the U.S.A. are manufactured products, while the same category accounts for 71 per cent of your exports to Canada. In this respect, we have had some success during the past few years. In 1964, for example, less than 20 per cent of our exports to the United States were in the category of finished goods, but by 1970, 48 per cent of our exports were so classified. This is, of course, mainly due to the automobile agreement.

Also bear in mind that in 1970, on a per capita basis, each American bought goods valued at \$50 from Canada, but each Canadian bought from your country \$500 in that same year, giving you a per capita balance of 10 to 1. When the Canadian economy is not moving, we are not able to buy these things from you. Last year, for example, the U.S. exports to Canada went down by 3.3 per cent, and this year with the Canadian economy picking up, your exports to Canada are up by 4.7 per cent. (That's why we say that the surcharge will hurt you in your exports to Canada.)

2. We exchange technology

You, of course, are the major source of technology for the Canadian industry. But we have made and are making useful contributions too. I have already mentioned a few in the oil equipment field, but I could add - short take-off and landing aircraft (STOL) which I was pleased to see in operation today by the Houston Metro Air Lines; small lightweight gas turbine engines, i.e., the PC Twin PAC

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engines developed by United Aircraft (this is the engine which powers the Huey Helicopter manufactured by Bell); cobalt radiation units for the treatment of cancer; snowmobiles; microwave systems; nuclear reactors; hydro-electric equipment; forest fire-fighting machinery; hydrofoil ships; subway underground construction techniques; road and rail equipment; aerial surveys A very recent development is a new laser beam which creates a temperature hotter than the sun's surface for half a microsecond.

We also take credit for the invention of the telephone!

3. We exchange services

In transportation - several U.S. carriers serve 8 Canadian cities and two Canadian air carriers serve 10 U.S. cities. Nearly 14,000 boxcars are in common service between our countries, about 10,000 Canadian in your country and 4,000 U.S. on Canadian rails.

In sports: we provide you with hockey players - you provide us with football and baseball players. In culture: your travelling road shows, ballet groups and symphony orchestras also visit the larger Canadian cities.

You are by far our greatest source of supply of published works - in 1970 we bought \$168 million of your books and magazines. We exported to you in the same year only \$16 million of the same. (By the way, we hope that some day we might have some relief from the onerous restrictions of your Copyright Laws.)

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4. We exchange capital

The "book" value of U.S. direct investment in Canada at the end of 1970 was about \$21 billion. This is concentrated in the mining and manufacturing industries, and this control at the end of 1968 amounted to 51 per cent of all assets in the mining industry and 43 per cent in manufacturing. The degree of U.S. control in certain sectors of manufacturing is even higher, e.g., rubber products: 84 per cent; petroleum refining: 76 per cent; transportation equipment: 73 per cent. In the mining industry, the highest concentration of U.S. control is in petroleum mining with 67 per cent. Canadians have invested in the U.S. more than \$3 billion. On a per capita basis, each American has invested in Canada about \$100.00 and each Canadian has invested in the U.S. approximately \$150.00!

5. We visit each other - and that is a big item in our balance of payments figures. Last year we had more than 37 million visits from U.S. citizens and Canadians made nearly 36 million visits to your country (on the basis of 10 to 1 population, you should have made 370 million visits!). You spent \$1.08 billion in Canada last year and we spent \$936 million in the United States. On a per capita basis, this is \$5.40 expended per American and \$46.55 for each Canadian.

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6. We exchange people

Periodically, we have waves of emigration between our two countries.

For example, the movement of French Canadians into the New England States has been a continuing process over many decades and estimates suggest that more than 2½ million people - in New England only - are of French Canadian descent.

The "drain" of university graduates from Canada to the U.S. in the years after the Second World War was followed by the more recent inflow of U.S. professors to Canadian universities. In 1970, 15 per cent of all full time academic staff in Canada held U.S. citizenship.

Through the more recent years, there has been a large movement of retired people seeking to escape the rigours of our northern winters. Probably more than 1 million Canadians live each winter in Florida, California and Arizona and I understand that Texas too is receiving an increasing number of our 'snow birds.'

In 1970, 26,850 Canadians emigrated to the U.S. and 24,424 U.S. citizens emigrated to Canada.

7. We do economic things together - so many

that it would take hours to list them:

We help to build U.S. commercial jetliners ... and we buy them too. (Air Canada will take delivery of 10 Lockheed Tristar aircraft in 1973 and 1974 and has an option to buy 9 more.)

Your rockets launch our Canadian satellites.*

* - Allouette - Research Satellite
ISIS - Research Satellite
ANIK - To be launched late 1972
Communications Satellite

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We work together to contain and remove pollution from the Great Lakes (although we don't always agree on what causes it!) Our labour unions work together (62 per cent of all unionized labour in Canada belongs to unions that are affiliated with unions in the U.S.)
Etc. -

Have I said enough to indicate the close ties in every sense between our two countries, to demonstrate the unique character of our economic relationship?

Decisions taken in the United States always had and will continue to have enormous impact on Canada's economic growth. Is it fair to treat us like any other foreign country?

The economic future of Canada

What are the prospects for the economic development in Canada? What do both countries stand to gain from future cooperation? The Economic Council of Canada says that our economy has the potential of growing at an average rate of 5½ per cent per year in real terms. This is a very high rate of growth, compared to the rate in most countries. It will mean:
enormously expanded trade.

By the end of this decade, total imports into Canada are projected to be near \$35 billion or about 2½ times our 1970 level. And presumably 70 odd per cent of this will come from the U.S.A. These imports will be needed to satisfy:

- (a) the demand for consumer goods as employment and income rise and personal consumption expenditures increase in volume and variety;
- (b) demand for capital goods - as new production facilities are built and existing plants are

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modernized and expanded. Note that at present, we import 50 to 60 per cent of the production machinery we use and nearly 90 per cent of this comes from the United States. And we don't need foreign aid to pay for it.

The export side is equally exciting and the United States will undoubtedly continue to be our best customer. Our overall exports to you by 1980 should be approaching \$25 billion ... if things stay normal!

We will continue to strive not only to enlarge existing export markets and to find new ones - in the U.S. and overseas, but, as well, to improve the composition of our exports - to have a higher percentage of manufactured goods in our total exports (now 40 per cent - world). Please remember that we have at the moment the fastest growing labour force (3 per cent per annum) in the industrialized world ... and 6.5 per cent of that force is unemployed. We are trying hard to diversify our trade abroad, in destination and in products, but our North American dimension determines our manifest trade destiny!

Greater Investment

Our economy is capital-intensive, and our economic needs of the seventies suggest that there will be heavy demands for investment funds.

You will be considering this in your sessions this afternoon, I believe, and I shall just mention a few reasons why you should look very carefully to Canada as a country for investment. We offer:

- ready access to raw materials and sources of energy;
- a generally stable economic and political climate;
- one of the most hospitable climates in the world for foreign investment. Some of you

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will be aware of the study undertaken by Mr. Gray (Minister of National Revenue) on foreign ownership and investment in Canada.

This document is now under study by the Canadian Cabinet and whatever the eventual decisions may be, you can count on us not to do the irrational;

- an overall tax burden comparable to that which exists in industrial countries;
- the foreign-owned companies operating in Canada by and large pay the same rate of taxation as Canadian-owned companies;
- an ample, educated, well trained and stable labour force;
- a number of attractive federal and provincial government programs available to industry - both foreign and domestic;
- finally, and perhaps most important, a friendly disposition generally towards the United States and Americans.

But advantages of foreign ownership, access to technology, access to markets, for these companies as for wholly Canadian companies, must be preserved.

We maintain our identity

Our bilateral relations have generally been excellent.

President Kennedy said, "Geography has made us neighbours. History has made us friends. Economics has made us partners. And necessity has made us allies."

We cooperate and compromise. Overriding in our relationship is the spirit of goodwill which has created our special association.

We do work hard, however, in Canada at preserving our identity. For example, we ensure a minimum Canadian content in our radio and television programs. We maintain

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a Canadian identity in our financial institutions. And then the question arises: Why?

To make a long story short, we think of ourselves in Canada as 'different' and we intend to remain so - this seems reason enough for us, but fundamentally I suppose we have a healthy respect for diversity. We practise it at home where we favour "unity in diversity."

We also believe that we, Americans and Canadians, are an example to the world of how two countries of unequal size and economic power can live and prosper through mutual trust. It would be worth remaining different as economic and political entities if only to prove that point!

But how exposed we are to your moves

What I have said about our good cooperation should not suggest that we do not have problems and on occasion a problem can escalate into a crisis. We are very vulnerable and at the moment we face one of those crises. Prime Minister Trudeau expressed it well when he told an American audience, "Living next to you is in some ways like sleeping with an elephant; no matter how friendly and even tempered is the beast, one is affected by every twitch and grunt."

We do appreciate and are fully aware of the nature and seriousness of the balance of payments problems you face. The strength of the U.S. economy is of vital importance to Canada and to the world at large. We share many of your concerns and objectives: the need for early rectification of unrealistic exchange rates; the need for significant liberalization of trade and agricultural policies in Europe and Japan, particularly at a time when Britain and other countries are about to enter the European Economic Community. Indeed, Canada is even more seriously affected by some of these

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events than the U.S. (The U.S. stands to gain from the elimination of the British preferences ... in the U.K. and in Canada.)

However, the trade restrictive and trade diverting measures imposed or proposed by the U.S. as part of the "new economic policy" are matters of the most serious concern to us.

I refer to the 10 per cent surcharge that is now in effect on imports of almost all dutiable Canadian goods entering the U.S. (\$2.5 billion, largely manufactured goods); to the proposed "job development tax credit" which would discriminate against foreign suppliers of machinery and equipment; and to the proposed DISC program which is a roundabout way of subsidizing exports from the U.S.

To speak first of the U.S. surcharge. We have joined with other countries in urging the U.S. to remove this surcharge within the shortest possible period of time. We have also made it clear to U.S. Secretaries in Washington that the effects of this surcharge on Canada are particularly severe and far-reaching and that because of the very reasons given by President Nixon in announcing this measure (correction of exchange rates and trade practices), the surcharge should in any event not be applied to Canada. Indeed, Canada has allowed its currency to float since the spring of 1970 and there has been significant appreciation of the Canadian dollar. We have not "played" with our U.S. dollar reserves. We have fully implemented the tariff cuts negotiated during the Kennedy Round ahead of schedule. We apply no unfair restrictions to the importation of U.S. goods - indeed, no market is more open to U.S. goods of all kinds than ours.

The Canadian Government has put forward legislative proposals for a program of temporary

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employment support designed to prevent layoffs or closures in plants where the labour force would be seriously affected. This is only a short term measure to ease the pain. It is estimated that some \$2½ billion of Canadian goods are directly affected by the surcharge and the impact falls largely in the sector of secondary industry which is essential to employment.

Let there be no misunderstanding. The cumulative effect of such measures would, over time, have an impact on Canada going well beyond the need for temporary adjustments. Because of geographic proximity, close corporate and labour interrelationships, cultural and social affinities, and because of our own open and very liberal policies, the Canadian economy is oriented to the U.S. to a unique degree. Our industrial strategy over recent years has been aimed at developing efficient, competitive and specialized manufacturing industries. Due to the small size of our domestic market, these industries must export, and access to the U.S. market on normal competitive terms has always been counted on as a vital and central element in this approach. Canadian and American businessmen, and their governments, have always postulated that north-south, south-north trade movements were "natural," that companies could establish plants north or south of the border without fear of political "accidents." Because of the "new economic policy," these assumptions are now in question.

CONCLUSION

If we were now to find that U.S. policies were turning inward and that the U.S. considers it in its interest to import our raw materials and our energy resources but to impede and obstruct the development of our secondary industries, we would have to take a very hard look at our whole economic relationship with the U.S. Indeed, in that case we would need to fundamentally reassess our own trade and industrial policies. It would

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be an "agonizing reappraisal!" I must assure you, however, that there can be no question of our departing from the high priority we have given and must continue to give to the manufacturing and processing sectors of our economy, which are essential to increased employment in Canada.

It would be wrong to suggest that we have reached this point of reappraisal in our thinking. We still have confidence that the dangers ahead may be averted, that the U.S. will resume its positive and constructive role in continental and world trade and economic affairs.

All things considered, we would find it infinitely preferable to hold to our present policies, that is to say, to maintain a broad multilateral approach to international trade; to improve the flow of that trade by dismantling not building barriers to trade, including those between our two countries; to develop a constructive exchange of views for the most effective use of the resources in our two countries and to pursue our joint efforts to develop a still more rational and better synchronized industrial and trade pattern in the world at large.

President Nixon said, "I believe the interest of the United States will best be served by moving towards freer trade rather than towards protectionism." That belief also applies to Canada. That policy would continue to serve the best interests of your country and mine and of the trading world at large.

Department of Finance
NEWS RELEASE



Ministère des Finances
COMMUNIQUÉ

For release / Pour publication: IMMEDIATE

file
56-1-2-USA
Ottawa, September 28, 1971
71-121

Address by Finance Minister E.J. Benson, Governor
for Canada of the International Bank for
Reconstruction and Development, to the annual meetings
of the IBRD and International Monetary Fund, Washington
September 28, 1971

The great merit of these annual meetings is the opportunity that they give to the governors of the Fund and the Bank to take stock together of where matters stand and of what needs to be done. It is obvious that on this occasion we face a situation of the utmost gravity and urgency.

Let us look at this situation first as Fund members. An imbalance of massive size exists in international trade and payments. But the problem is not only the size of the imbalance. In past years we have found that even impressively large deficits can be corrected more rapidly than seemed possible, once the conditions necessary for correcting them are achieved. The current situation is particularly serious because it is the United States which is the principal deficit country, and the U.S. dollar cannot play its traditional role as pivot of the international monetary system. Weakness of the principal reserve currency is a danger with which the present monetary system is badly equipped to cope. That is why the imbalance has been allowed to persist and grow as it has, and why it is going to be particularly difficult to correct.

The present imbalance in trade and payments cannot continue. It is unsustainable, and will be adjusted. The U.S. payments position will be strengthened. The only question is how this will be done -- whether through a contraction or expansion of international trade.

The U.S. undertook on August 15 a new economic program to strengthen both the external and the internal position of the U.S. economy. This program contained some elements with great constructive potential. In this context, I think primarily of the initiatives to reduce the rate of cost and price inflation in the U.S. Inflation in the U.S. has contributed greatly to the present problem, and good price performance in the U.S. will contribute greatly to its solution.

It is undoubtedly true that many countries have maintained unfair protectionist policies which have affected adversely the interests of others. In many cases these have contributed to the deficit in the U.S. balance of payments.

Unfortunately, the new U.S. program also contains elements that are prejudicial to the development of world trade on a sound and sustainable basis. I am thinking here of the surcharge, of the buy-American feature of the proposed investment credit, and of the Domestic International Sales Corporation proposal. There is great danger that these policies may set the tone for other countries, and that a solution of the imbalance in world trade and payments will be sought through widespread use of protective

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practices. This is what will happen if international cooperation fails to find a means of adjusting the world imbalance within a framework of expanding trade. This is what will happen if countries are left to deal with the situation in isolation.

The cumulative spreading of restrictive trade practices would be a disaster for all of us. It would mean the end of the expanding world trading system, from which the world has derived such great benefit in the past 25 years. Some of us would be hurt worse than others. We in Canada are among those who have the greatest interest in an open trading system, and who are most vulnerable to a fracturing of that system. But no country would be immune. Even those who depend relatively little on world trade could not escape the widespread frustration and political turmoil that would be spawned by a shrinking of world commerce.

A basis for optimism in the current situation is that the dangers inherent in it are so clearly and widely perceived. This was very evident in our recent meetings of the ministers and governors of the Group of Ten. It was also manifest in last week's meeting of Commonwealth finance ministers. I shall be greatly surprised if it is not equally evident in the statements at this annual meeting. There is agreement that we face a very serious problem. There is agreement too that the U.S. deficit is only one aspect of it. The other is the large surplus positions of several other countries. Accordingly, a constructive solution can be found only through a cooperative effort. I observe a genuine desire to come to grips with the problem, and a willingness to contribute, and to take risks in contributing, to a solution. There is above all else an intense desire to avoid getting caught up in the vicious circle of trade restrictions.

If this is so, why then do we not have more progress to report?

In part the answer lies in the fact that many governments are involved, and that the decisions required -- decisions on exchange rates, and on other means of adjustment -- are difficult under the best of circumstances. But equally important is the fact that the decisions are so closely interrelated. No country can feel sure enough about the reactions of other countries, to be willing to act in other than a defensive way.

We must get out of this stalemate as soon as possible. In order to do this we should use all possible means of achieving close and continuing contact between countries, both bilateral and multilateral, both direct and indirect. In these ways the emerging scope for action may thus be quickly recognized and the opportunity seized. In this process, there is a major role to be played by the executive directors and management of the Fund. I am sure that the program of work being undertaken by the Group of Ten and by OECD will be helpful. This annual meeting of the Fund governors provides the widest possible forum for the exchange of views that is necessary before we can hope to find a generally acceptable solution to our present problems.

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Modifications in the Fund's practices or its articles of agreement will be needed in the new international monetary order towards which we are moving. There will no doubt be changes in the roles of the various international reserve assets -- SDRS, Fund positions, gold and the reserve currencies -- and in the arrangements governing their inter-convertibility. There will likely be changes in the form in which Fund parities are expressed, and some greater flexibility in exchange rates. I do not intend to dwell on these matters today. To the extent that a consensus on any of these questions is absolutely essential in order to deal with the immediate issues, we must seek it quickly. The immediate issues were agreed by the ministers of the Group of Ten two days ago to include, "the magnitude and the method of a realignment of currencies, the temporary adoption of somewhat wider margins around par, the abolition of the surcharge and some other measures, outside the exchange rate field, designed to improve the U.S. balance of payments." I hope that our approach to these matters can be severely practical. The immediate objective is to establish conditions within which the present large imbalance in international payments will get adjusted within a framework of expanding world trade.

Much damage is already being done by the present state of affairs. It is having a serious impact on the Canadian economy. We feel we are getting more than our share of the trouble in spite of the facts that the Canadian dollar has appreciated considerably and that we maintain no restrictive trade practices. I am aware that some other countries have also been disproportionately affected.

The situation facing the developing countries is very serious. They are confronted with a potential loss of export earnings as a result of the U.S. import surcharge. In addition, they face the prospect of a temporary, we, hope, decline in the volume of U.S. foreign economic assistance. We must all seek solutions to present difficulties which, as far as possible, will not inhibit the increase in export earnings and in resource flows required by these countries if their development is to proceed at a satisfactory pace. In the meantime, we would hope that assistance provided by countries other than the U.S. will be maintained and, indeed, increased.

In addition, we must continue to recognize the vital role of the World Bank group in the development process, and to ensure that it is provided with the support necessary to carry out its responsibilities. That the Bank has met these responsibilities is demonstrated strikingly by the tremendous increase in the volume of its lending during the last three years. Continued lending on this scale will necessitate a careful look at the Bank's borrowing program and its prospective financial position. We are glad to note that the executive directors will be examining these matters during the course of the year.

In order to meet its borrowing requirements, it is essential that the Bank have access to capital markets. There have been a number of Bank issues in Canada in the past. In recognition of the

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need for a continuing flow of funds, particularly in present circumstances, Canada has agreed that the Bank might make another approach to the Canadian market in the near future.

We are also acutely aware of IDA's requirements for additional funds, and have agreed to make available on the November 1 the first instalment of our contribution to the third replenishment, even if the replenishment has not become formally effective by that date. We are gratified that a number of other countries have taken similar action, and hope that others will do so in order to prevent a serious interruption of IDA's lending activities. It is reassuring that the U.S. administration intends to seek congressional authority for its IDA contribution despite the announced reduction in the U.S. development assistance program.

The importance of providing funds to IDA is underlined by the seriousness of the debt servicing problems of many developing countries. One cannot view, without concern, the rapid growth in the debt service payments of developing countries in the face of a slowdown in the total net flow of resources to these countries and of a hardening in the terms of lending. The Bank staff have studied this problem in some detail and much of their analysis and many of their conclusions are contained in this year's annual report. The flow of financial resources to developing countries has often failed to generate sufficient foreign exchange even to cover interest and amortization payments. In my view, Mr. Chairman, greater importance should be attached by all lenders to the financing of projects which have a favorable impact on the foreign exchange earning capacity of countries with debt problems.

It is noted in the annual report that there are some developing countries in which the capacity to transform the output of borrowed capital into foreign exchange is high. These countries can normally afford to borrow external capital at commercial rates. There are many other developing countries, however, where these conditions are not present. For them, the avoidance of debt servicing problem requires that, on average, foreign capital be available on concessionary terms. I am in complete agreement with the emphasis the president has put on the need to soften the terms of aid, particularly at a time when the prospects for a greater volume of aid are not particularly encouraging.

We have also noted the stress placed by the president on the importance of a rising volume of exports of manufactures by developing countries in providing necessary foreign exchange. His suggestions as to how this might be achieved seem well taken and I have only a few comments concerning them. First, I would repeat and emphasize that the elimination of trade restrictions, whether against developing or developed countries, would be a major step forward. An important element in this process must be the removal of barriers on products which are of particular interest to developing countries. Second, there is no question that the process of reduction or removal of existing restrictions to trade would be considerably

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eased if developed countries would establish effective programs for adjustment assistance to industries which suffer serious injury from increasing imports. Third, programs to assist developing countries in the techniques of marketing have proved helpful and could usefully be expanded.

In present circumstances, it is particularly important that Mr. McNamara spoke as he did on trade and has linked development aid to trade. In our view, development assistance programs have played, and can continue to play, a vital role in the expansion of world markets, which is to the benefit of both developing and developed countries.

I wish to conclude, Mr. Chairman, by thanking you and Mr. McNamara and Mr. Schweitzer for your opening speeches. I wish also to emphasize the historic and critical nature of this occasion. A generation ago at Bretton Woods, the foundations were laid for these two great institutions, the Fund and the Bank. Through international co-operation, they have made an immeasurable contribution to the growth of world trade and payments and the expansion of development aid which have benefitted all of us. These institutions have evolved in response to changing needs, but we are now confronted with the gravest challenge to the post-war order. All of us have an obligation to work together to resolve this crisis through an expansion of trade and employment, and an improvement in relations among the countries of the world.

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---TV INTERVIEW WITH PM TRUDEAU-USA ECON MEASURES

FOLLOWING ARE QUOTE INNATL UNQUOTE SECTIONS INTERVIEW ON CBC QUOTE
ENCOUNTER UNQUOTE PM SEP23 BY BARBARA FRUM, CHAS LYNCH AND RON
COLLISTER. (AFTER INITIAL DISCUSSION UNEMPLOYMENT SITUATION,
TEXT CONTINUES)

BEGINS:

LYNCH: WELL ONE THING THATS HAPPENED--GENERAL MOTORS IS HAVING LAYOFFS,
AND THERE SEEM TO BE STORIES OF THIS KIND. THEY BLAME IT IT ON JPNSE
IMPORTS. THIS IS ONE OF OUR BIGGEST INDUSTRIAL COMPONENTS IN THE
COUNTRY AND IT DOESNT SOUND AS THOUGH THEYRE VERY CONFIDENT ABOUT THE
STATE OF THE ECONOMY OR THE WAY ITS MOVING.

MR TRUDEAU: IN THE CASE OF GENERAL MOTORS, ITS COMPLETELY DIFFERENT
FROM FORD. WHY HASNT FORD LAID OFF PEOPLE? YOU KNOW, WHAT AM I SUPPOSED
TO SAY?--THAT I BELIEVE THAT FORD HAS CONFIDENCE AND YOU BELIEVE
THAT GENERAL MOTORS HASNT GOT CONFIDENCE. IM JUST LOOKING AT THE
GLOBAL FIGURES AND SAYING THE GNP AND BUSINESS INVESTMENT IS AT A
HIGHER LEVEL THAN IT HAS BEEN FOR MANY, MANY QUARTERS.

MISS FRUM: WELL WOULDNT THAT SHOW UP IN MORE JOBS?

MR TRUDEAU: AND OF COURSE YOU CAN GIVE SOME EXAMPLES OF SOME FIRMS
WHICH ARE... (LYNCH OVER)...

LYNCH: WELL THEY BLAME IT ON THE PRESIDENTS ACTION IN PART TOO. I
THINK THE AUTO PACT IS IN TROUBLE. WOULD YOU AGREE WITH THAT?

MR TRUDEAU: NO/NO. I THINK THE AUTO PACT--IF WERE JUST RELYING ON THE
PRESIDENTS STATEMENT--IS DOING RATHER WELL BECAUSE FROM THE PRESIDENTS
STATEMENT IT FOLLOWED THAT THERE WOULD BE AN INCREASE IN CONSUMPTION
OF AUTOMOBILES AND IN PURCHASES OF AUTOMOBILES, AND BECAUSE OF THE
AUTO PACT WE HOPED THAT WE WOULD BE SELLING MORE.

LYNCH: HE SEEMS TO BE SAYING THAT THE AUTO PACT REPRESENTS AN EXPORT
OF UNEMPLOYMENT FROM CDA AND TO THE USA AND HES NOT/NOT GOING TO
STAND FOR IT.

MR TRUDEAU: I DONT THINK THE PRESIDENT SAID THAT.

LYNCH: MAYBE IT WAS WALTER..UH..MAYBE IT WAS THE UAW THAT SAID IT,
BUT THERE IS A...

MR TRUDEAU: OH YES, WELL THE AUTO PACT SINCE THE LIBERAL GOVT NEGOTIATED
IT A FEW YEARS AGO, WE BELIEVE ITS A GOOD THING.

LYNCH: ISNT IT TRUE THAT WE EXPORTED SOME UNEMPLOYMENT TO THE USA
THROUGH THE AUTO PACT?

MR TRUDEAU: I DONT KNOW. I THINK NOT/NOT. I THINK AS A RESULT OF THE
AUTO PACT BOTH COUNTRIES WERE ABLE TO SPECIALIZE AND GET A BETTER
SHARE OF THEIR RELATIVE MARKETS. I THINK THEY LOWERED COSTS; THEY
INCREASED EMPLOYMENT; THEY DID BETTER FOR THE CONSUMER. I THINK BOTH
COUNTRIES SIGNED IT BECAUSE THEY THOUGHT IT WAS A GOOD DEAL. ITS
WORKING VERY WELL FOR CDA AND WERE VERY HAPPY WITH IT, AND WERE
VERY GLAD TO SEE THAT THE PARTIES THAT DIDNT APPLAUD IT WHEN WE
BROUGHT IT IN ARE NOW TRYING TO DEFEND IT, WHICH IS FINE.

COLLISTER: MR PRIME MINISTER, THE PRESIDENTS MEASURES, DO YOU THINK

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THEY SHOW A FUNDAMENTAL CHANGE IN USA TRADE POLICY?ARE WE GOING TO HAVE TO MAKE FUNDAMENTAL CHANGES IN OURS IN REACTION?

MR TRUDEAU:YES.

COLLISTER:HOW DO YOU VISUALIZE THIS?

MR TRUDEAU:WELL THATS A VERY BASIC QUESTION AND WERE TRYING TO ANALYZE WHETHER THE USA HAVE MADE A FUNDAMENTAL CHANGE.

COLLISTER:DO YOU BELIEVE THEY HAVE?

MR TRUDEAU:AT THIS STAGE NO/NO.I BELIEVE THAT THEYRE LEGITIMATELY JUST TRYING TO CORRECT THEIR ADVERSE TRADE BALANCES, THAT THEYRE REALLY TRYING TO SOLVE THEIR NEAR-CRISIS IN THEIR BALANCE OF PAYMENTS,AND THAT THEY ARE ATTACKING IT IN A VERY DRASTIC WAY.I DONT THINK THAT THE USA IS DELIBERATELY TRYING TO BEGGAR ITS NEIGHBOURS AND MAKE THIS INTO A PERM POLICY.BUT IF IT IS--AND YOU KNOW THIS IS YOUR QUESTION--IF IT IS WELL HAVE TO HAVE A FUNDAMENTAL REASSESSMENT OF OUR WHOLE ECONOMY.WEVE DEVELOPED IN NORTH AMERICA, AS GOOD TRADING PARTNERS,--WERE ASSUMING THAT THEIR MARKET WAS GENERALLY OPEN TO OUR PRODUCERS AND A FIRM COULD SETTLE IN CDA OR THE USA AND FIND BOTH MARKETS MORE-OR-LESS OPEN TO IT.IF THE AMERICANS ARE NOW SAYING:QUOTE SORRY BUSTER,BUT NO/NO LONGER WILL YOU CDNS BE ABLE TO EXPORT MANUFACTURING PRODUCE TO US;WE JUST WANT YOUR NATURAL RESOURCES UNQUOTE,--WELL YOU KNOW ITS A NEW DEAL,WE WILL...

LYNCH:ISNT THIS WHAT THEYRE SAYING THOUGH?

MR TRUDEAU:IF THAT IS THEIR MAJOR PREMISE--WE WANT TO MAKE SURE THAT ITS NOT/NOT--BUT IF IT IS AND THEY MAKE IT CLEAR,THEN WELL NEED TO...

LYNCH:ARE YOU GETTING ANY FAVOURABLE ANSWERS FROM THEM AT ALL IN THE ENTREATIES THAT YOUVE MADE TO THEM ABOUT CDAS SPECIAL POSITION AS THEIR BIGGEST CUSTOMER?

MR TRUDEAU:NO/NO.WE DID ASK THEM TO EXEMPT US FROM THE 10 PERCENT SURCHARGE.THEY HAVE NOT/NOT.WE HAVE BROUGHT IN THIS EMPLOYMENT BILL AND WE THINK THAT WE WILL BE ABLE TO PREVENT THE UNEMPLOYMENT FROM FALLING IN CDA AS A RESULT OF THAT BILL.NOW IF THEY COUNTERVAIL AND THEY DONT LET US DEFEND OURSELVES AGAINST THEIR MEASURES,THEN WE WILL BEGIN TO ASSESS OUR BASIC POSITION.BUT AS IVE ALWAYS SAID I DONT THINK THAT THIS IS THE BASIC AMERICAN DESIRE.I DONT THINK THAT THEY KNOW MUCH OR CARE MUCH REALLY ABOUT CDA...(LYNCH AND COLLISTER OVER)...

COLLISTER:IF THE CONGRESS APPROVES,WITH THE PRESIDENTS SUPPORT, THE DISC PROGRAM WHICH SETS UP A KIND OF SPECIAL AMERICAN EXPORTING AGENCY,IT COULD CAUSE US SERIOUS PROBLEMS AND MR BENSON,I BELIEVE, SAID:QUOTE FAR WORSE THAN THE EXPORT SURCHARGE UNQUOTE--WOULD YOU CONSIDER THAT EVIDENCE OF A FUNDAMENTAL CHANGE ALONG THE LINES WEVE BEEN DISCUSSING?

MR TRUDEAU:I WOULD WANT TO MAKE SURE THAT THEY ARE CONSCIOUS OF WHAT THEY ARE DOING.I WAS JUST SAYING A MOMENT AGO--AND ITS A BIT DISCONCERTING--BUT WHEN THE AMERICANS LOOK AT WHAT THEYRE DOING THEY SAY:QUOTE WELL YOU KNOW,WERE DOING THIS TO THE JPNSE AND WERE DOING THIS TO THE EUROPEANS UNQUOTE,THEY DONT SEEM TO REALIZE WHAT THEYRE DOING TO CDNS.IF THEY DO REALIZE WHAT THEYRE DOING AND IF IT BECOMES APPARENT THAT THEY JUST WANT US TO BE SELLERS OF

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NATURAL RESOURCES TO THEM AND BUYERS OF THEIR MANUFACTURED PRODUCTS--
ALL THESE QUOTE IFS UNQUOTE--I RPT WE WILL HAVE TO REASSESS
FUNDAMENTALLY OUR RELATION WITH THEM, TRADING, POLITICAL AND OTHERWISE.
LYNCH: WHERE WOULD THAT SORT OF REASSESSMENT TAKE YOU? ITS HARD TO
EVEN VISUALIZE WHERE...

COLLISTER: AND AT WHAT COST?

MR TRUDEAU: ITS VERY HARD TO KNOW EXACTLY. I SAID AT THE OUTSET OF
THIS THING ALMOST A MONTH AGO THAT WE CERTAINLY DIDNT WANT TO START
A TRADE WAR WITH THE USA BECAUSE IF WE DID IT WOULD BE AT VERY HIGH
COST TO OURSELVES. BUT YOU KNOW, THEY WILL HAVE TO REALIZE THAT CDNS
ARE ALSO A PROUD NATION AND THAT IF THEY ARE REALLY TRYING TO
REARRANGE THE NORTHAMERICAN CONTINENT SO THAT WE ARE JUST A SUPPLIER
OF NATURAL RESOURCES AND THAT WE WONT BE ABLE TO FIND JOBS FOR OUR
GROWING LABOUR FORCE AND WE WONT BE ABLE TO HAVE AN ADVANCED
TECHNOLOGICAL SOCIETY THAT WE CAN MANAGE OURSELVES, THAT IS A VERY,
VERY SERIOUS HYPOTHESES. I DONT THINK THE AMERICANS REALIZE THIS OR
ENVISAGE IT.

LYNCH: YOU MUST BE TALKING ABOUT EMBARGOES ON OUR RESOURCES THAT
THEY NEED, OR SOMETHING OF THAT SORT. THAT WOULD BE ONE OF THE FEW
LEVERS WED HAVE.

MR TRUDEAU: YOU KNOW THERE ARE ALL KINDS OF SOLUTIONS OR WAYS OUT
OR AROUND THIS. MR COLLISTER JUST SUGGESTED ONE--PERHAPS A TRADE
WAR WHICH WOULD MAKE US VERY MUCH POORER. AT THE OTHER EXTREME YOU
CAN ENVISAGE A COMMON MARKET WHICH PERHAPS WOULD MAKE US RICHER
BUT MUCH LESS INDEPENDENT POLITICALLY. AND BETWEEN THAT THERE ARE
ALL KINDS OF CHOICES THAT THE CDNS WILL HAVE TO MAKE. IF WE CAN
DECIPHER WHAT THE AMERICANS ARE DOING, ASSUMING THEY THEMSELVES CAN
MAKE IT CLEAR, THEN WE WILL BE ABLE TO DISCUSS WITH THE CDN PEOPLE
WHAT POSTURE WE MUST FOLLOW, AND WHAT POSTURE WE WOULD ADVISE TO THEM.

LYNCH: YOU WOULD TALK TO PRESIDENT NIXON MUCH SOONER THAN YOU PLAN
TO, I WOULD THINK, IF THIS CAME UP... IF IT CAME TO THIS?

MR TRUDEAU: I WOULD CERTAINLY WANT TO MAKE SURE THAT PRESIDENT NIXON
IS AWARE OF THE DILEMMA HE IS CREATING FOR CDA IN TERMS OF OUR FUTURE
ORIENTATION IN THIS NORTH AMERICAN CONTINENT. I DONT KNOW IF ID HAVE
TO TALK TO HIM, BUT I WANT TO MAKE SURE THAT HE KNOWS.

MISS FRUM: ARE YOU DISCOURAGED BY THE LACK OF OPTION THAT YOU HAVE?

MR TRUDEAU: NO/NO, ON THE CONTRARY, IT SEEMS TO ME WE HAVE A VERY
WIDE RANGE.

MISS FRUM: , BUT YOU DEFINED ALL YOUR OPTIONS IN NEGATIVE TERMS.
THEY WERE ALL DIFFICULT AND DAMAGING TO CDA.

MR TRUDEAU: NOT/NOT NECESSARILY. THERE WILL BE SOME DISADVANTAGES
WITH SOME OPTIONS AND SOME ADVANTAGES. WHATEVER OPTION WE TAKE WELL
MINIMIZE THE DISADVANTAGES AND MAXIMIZE THE ADVANTAGES. WERE A FREE
COUNTRY; BUT WERE ONE WHICH IS LIVING BESIDE A VERY POWERFUL NEIGHBOUR
AND WE WANT TO HAVE GOOD RELATIONS WITH IT. NO/NO, IM NOT/NOT
PESSIMISTIC.

LYNCH: ARE YOU THINKING OF THE WORLD AT LARGE WHEN YOU THINK OF YOUR
OPTIONS? ARE YOU THINKING OF SOME OF THE THINGS YOU SAID WHEN YOU
WERE IN THE USSR ABOUT EXPANDED RELATIONS WITH THAT COUNTRY? OR ARE
YOU THINKING OF THE EUROPEAN COMMON MARKET AS A PLACE WHERE CDA
MIGHT HAVE A MUCH LARGER MARKET AND MUCH MORE EXTENSIVE DEALINGS
THAN AT PRESENT?

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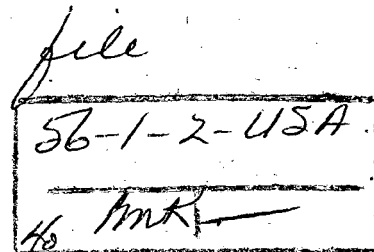
MR TRUDEAU: I REALLY DONT THINK I CAN PURSUE THIS LINE OF SPECULATION MUCH FURTHER BECAUSE IVE JUST SAID I DONT THINK ITS GOING TO HAPPEN. AND IVE JUST SAID IF IT DOES, WE HAVE A WHOLE GAMUT OF CHOICES-- FROM INTEGRATION WITH THE USA TO TOTAL WAR AGAINST THE USA, AND EVERYTHING IN BETWEEN.

COLLISTER: LET ME GO BACK TO THE NIXON MEASURES WHICH REALLY ARE AFFECTING US AND WILL CONTINUE TO DO SO FOR QUITE A WHILE. THE FREEZE COMES OFF, I BELIEVE, NOV 14TH, AND MR NIXON HAS SAID THAT SOMETHING WILL REPLACE IT AND IT SEEMS TO BE OF A VOLUNTARY NATURE. SO IN THE USA AT LEAST ITS GOING TO BE CONTINUING RESTRAINT. SURELY THIS MEANS THAT WE HAVE TO BRING IN SOMETHING, EITHER VOLUNTARY RESTRAINTS OR WAGE AND PRICES CONTROLS? WOULD YOU AGREE WITH THAT?

MR TRUDEAU: WELL WE BROUGHT IN VOLUNTARY RESTRAINTS, YOU REMEMBER, A YEAR AND A HALF AGO, AND NOT/NOT EVERYBODY SHOWED THAT THEY WERE VOLUNTARILY RESTRAINING THEMSELVES. SO GOOD LUCK TO MR NIXON IF HES GOING TO TRY THAT. THE USA ARE DOING MANY OF THE THINGS THAT WE DID A YEAR OR A YEAR AND A HALF AGO. WE STRENGTHENED OUR ECONOMY; WE FOUGHT INFLATION BETTER THAN THEY DID; WE INCREASED THE VALUE OF THE DOLLAR; WE INCREASED OUR EXPORTS TOWARDS THEM; WE HAD A PRICES AND INCOMES COMMISSION WHICH DID WELL IN ITS FIGHT AGAINST INFLATION. UNQUOTE. ENDS.

(INTERVIEW THEN CONTINUED WITH FURTHER DISCUSSION EG OF INFLATION AND PMS POLITICAL POSITION).

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U N C L A S S I F I E D

FM CNGNY 225 SEP21/71

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INFO ITCOTT BSTN BUFFALO CHICAGO CLVD DALLAS DETROIT LOS ANGELES

MINNEAPOLIS NRLNS PHILA SANFRAN SEATTLE PRMNY

---SSEA INTERVIEW NBC TODAY SHOW SEP21/71

MITCHELL SHARP INTERVIEWED THIS MORNING ON NBC TODAY SHOW ON
QUOTE ISSUES CAUSING FRICTION BETWEEN UNQUOTE CDA AND US.

2. TEXT OF INTERVIEW FOLLOWS . DOWNS IN THIS SEGMENT OF TODAY

WELL MEET THE HONORABLE MITCHELL SHARP CDAS SSEA

THE CDN EQUIVALENT OF OUR SEC OF STATE OR FOREIGN

MINISTER. WE WANT TO TRY AND COVER MANY OF THIS ISSUES CAUSING

FRICTION BETWEEN THIS NATION AND OUR NEIGHBOR TO THE NORTH. WE

WANT TO FOCUS ON THE PROBLEM OF THE NEW US IMPORT TAX WHICH

COULD HAVE A SERIOUS EFFECT ON THE CDN ECONOMY. AND SOME OTHER TOPICS

IN THAT SAME GENERAL AREA. CDA IS THIS NATIONS LARGEST TRADING

PARTNER. IT ALSO HAS BEEN A VERY GOOD NEIGHBOR FOR MORE THAN A

CENTURY. HOWEVER IN RECENT YRS THESE NEIGHBORLY RELATIONS HAVE BEEN

STRAINED SOMEWHAT. THEREVE BEEN DISAGREEMENTS OVER VIETNAM OVER

POLICY TOWARD CHINA OVER OIL FROM ALASKA CDAS PULLBACK FROM

NATO AND NUCLEAR TESTING. MOST RECENTLY OVER PRES NIXONS IMPORT

TAX WHICHCOULD HAVE A HARMFUL EFFECT ON THE CDN ECONOMY. ABOUT

A QUARTER OF CDN EXPORTS TO THE US AMOUNTING TO 2 1/2BILLION

DOLLARS ARE COVERED BY THE NIXON IMPORT TAX. AND WE WANT TO DISCUSS

---2

U N C L A S A I F I E D PAGE TWO 225 SEP21

THIS AND SOME OF THE OTHER ISSUES WITH THE HONORABLE MITCHELL

SHARP CDN SSEA. MR SHARP IS IN NY TODAY

TO ATTEND THE OPENING OF THE UNGA AND TO SPEAK BEFORE THE CENTER
FOR INTERAMERICAN RELATIONS. WELCOME TO TODAY.

SHARP THANK YOU MR DOWNS. NICE TO BE HERE.

QUESTION MR MINISTER THE US PLANS TO SUBMIT A REVISED CHINA

RESLN TO THE GA RECOMMENDING THAT CHINAS PERM SECURITY

COUNCIL SEAT BE GIVEN TO THE PEOPLES REPLUBIC OF CHINA. THE CDN

POLICY RECOGNIZES THE PEKING GOVT AS THE SOLE LEGAL GOVT OF CHINA AN

INCLUDES TAIWAN AS PART OF CHINA. NOW WHAT WILL BE THE CDN REACTION

TO THE US PLAN TO TRY TO SEAT TWO CHINESE GOVTS IN THE UN.

ANSWER I THINK I SHOULD CORRECT YOU MR DOWNS. OUR POLICY IS NOT/NOT

TO RECOGNIZE FORMOSA AS PART OF CHINA. OUR POLICY ON THAT IS TO

NEITHER ACCEPT NOR CHALLENGE THE QUESTION THATS LEFT FOR DECISION.

BUT WE HAVE

QUEST YOU'RE NOT MAKING A --

ANS NO NO WERE NOT MAKING A DECISION ON THAT. THATS NOT FOR US TO

MAKE THE DECISION. WE HAVE A ONE CHINA POLICY HOWEVER. WE SAY THERES

ONLY ONE GOVT OF CHINA AND THAT THE ONLY ISSUE BEFORE THE UN IS WHO

SITS IN THE CHINA SEAT. CHINAS A MEMBER OF THE UN AND THE QUESTION

IS WHO SPEAKS FOR CHINA. WE CONSIDER THAT TO BE THE ONLY QUESTION

THEREFORE ALL THESE OTHER ISSUES THAT ARE BEING RAISED ABOUT THE

EXPULSION OF TAIWAN TO US ARE IRRELEVANT.

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U N C L A S S I F I E D P A G E T H R E E 222 SEP21

QUEST YES. AND WHAT--DOES THAT INCORPORATE YOUR ATTITUDE TOWARD THE
US ATTEMPTS TO SEAT THE TWO OF THEM.

ANS YES. I HAVE TOLD SEC ROGERS THAT WE WOULD NOT SUPPORT THE
IMPORTANT QUESTION RESLN IF IT WERE AGAIN PROPOSED

THIS YR WHICH WE DONT THINK IT WILL BE. WEVE ALSO SAID THAT WE
WILL OPPOSE THE REVERSE IMPORTANT QUESTION RESLN ON THE

EXPULSION OF TAIWAN BECAUSE OUR VIEW IS THAT THE ONLY ISSUE BEFORE
THE UN IS WHO SITS IN THE CHINA SEAT. CHINA IS A MEMBER OF THE UN
AND OF THE SECURITY COUNCIL.

QUEST NOW IVE MENTIONED NUCLEAR TESTING EARLIER AND THERE ARE
SOME PLANS FOR THE US TO CONDUCT AN UNDERGROUND NUCLEAR TEST ON
AMCHITKA ISLAND IN THE ALEUTIANS. THE CDN GOVT IS AMONG MANY BODIES
WHICH OBJECTED TO THAT TEST AND OF COURSE THERES SOME OBJECTIONS
TO IT IN THE US TOO. BUT I WOULD LIKE TO HEAR YOUR GOVTS POSITION
ON OBJECTING.

ANS WE HAVE TWO OBJECTIONS TO AMCHITKA. THE FIRST IS THE POSITION
THAT WE HAVE BEEN PRESSING VERY STRONGLY FOR AN END OF ALL UNDER
GROUND TESTS. WHEN I WAS IN GENEVA THE OTHER DAY I SPOKE TO THE
CONFERENCE ON DISARMAMENT OF WHICH THE US IS A MEMBER AND SO ARE
WE. AND I URGED THAT NOW THAT SEISMOLOGICAL DETECTION METHODS
HAD BEEN PERFECTED TO THE POINT THEY HAVE THAT THERE WAS NO/NOW NO
EXCUSE FOR HOLDING UP THE DECISION BECAUSE THE US SAID THERE MUST BE
ON SITE TESTING AND THE RUSSIANS SAID THERE SHOULD JUST BE NATIONAL
INSPECTION. WE SAID THIS HAS BECOME A RATHER IRRELEVANT ISSUE.

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U N C L A S S I F I E D PAGE FOUR 225 SEP21

LETS GET DOWN TO THE--TO CASES NOW AND LETS BRING UNDERGROUND
TESTING--THAT IS A COMPLETE TEST BAN INTO EFFECT. -AND
WE SAID TO BEGIN WITH LETS REDUCE THE NUMBER OF TESTS BEGINNING
WITH THE BIGGEST. AND THE NEXT BIGGEST IS THE ONE OF AMCHITKA.
NOW THATS THE FIRST POSITION AND THE FUNDAMENTAL ONE WHICH APPLIES
TO THE SOVIET UNION IT APPLIES TO CHINA IT APPLIES TO FRANCE AS
WELL AS TO THE US. BUT WE HAVE ANOTHER REASON FOR BEING CONCERNED
ABOUT AMCHITKA AND THAT IS BECAUSE OF THE LOCAL ENVIRONMENTAL
FACTORS. THERE IS AS YOU KNOW A FAULT DOWN THE PACIFIC. AND
THERE ARE SOME PEOPLE IN CDA AND THE US WHO BELIEVE THAT THERE
ARE SPECIAL DANGERS INVOLVED IN THIS PARTICULAR TEST. THAT IS
I DONT THINK A DISPUTE BETWEEN THE CDN AND THE AMERICAN GOVTS
SO MUCH AS IT IS A CONCERN OF THE PEOPLE ON THE PACIFIC COAST.
YES. NOW THE MAJOR ISSUE OF THE CDN AMERICAN
RELATIONS AT PRESENT IS OF COURSE THE CDN REQUEST THAT ITS EXPORTS
TO THE US BE SPARED THE TEN PERCENT TAX THAT WAS PLACED ON IMPORTS
BY PRES NIXON. CAN YOU EXPLAIN WHY YOU FEEL CDA SHOULD BE EXEMPT.
ANS YES IM VERY GLAD THAT YOU PUT ONE POINT FORWARD IN YOUR
INTRODUCTORY MESSAGE TO YOUR AUDIENCE AND THAT IS THAT CDA AND
THE US HAVE MORE TRADE BETWEEN THEM THAN ANY TWO OTHER COUNTRIES.
SOMETIMES I NOTICE IN THE AMERICAN PRESS FOR EXAMPLE THAT THE
AMERICANS SEEM TO THINK THAT ITS JAPAN OR ITS EUROPE BUT IT IS
CDA BY--ON BY BILLIONS OF DOLLARS. WE DO A TRADE I THINK OF
---GT

U N C L A S S I F I E D PAGE FIVE 5 225 SEP21

SOMETHING LIKE 20 BILLIONS OF DOLLARS. WE DO EXPORTS TO THE US OF 11 BILLION OR SO. SO THAT WE ARE THE HARDEST HIT BY THIS TEN PERCENT SURCHARGE EVEN THOUGH 75 PERCENT OF OUR EXPORTS ARE EXEMPTED. AND THE REASON IS THAT THERE ARE SOME 2 1/4 BILLION DOLLARS WORTH OF EXPORTS AFFECTED FROM CDA TO THE US AND IT HIT US IN THE MOST SENSITIVE AND VULNERABLE AREAS. THAT IS IN OUR MANUFACTURING INDUSTRIES. WE HAVE NO DIFFICULTY GETTING RID OF OUR RAW MATERIALS. OUR PROBLEM LIES IN THE INDUSTRIALIZATION AND WE WERE DETERMINED TO INDUSTRIALIZE. AND PRES NIXON WHEN HE PUT ON THE TEN PERCENT SURCHARGE SAID QUOTE WE WERE PUTTING THIS ON IN ORDER TO GET COUNTRIES TO RECTIFY THEIR UNFAIR EXCHANGE RATES AND TO REMOVE THEIR DISCRIMINATORY IMPORT RESTRICTIONS AGAINST AMERICAN GOODS UNQUOTE. WE DON'T HAVE ANY.

QUEST FOR THAT REASON THEN.

ANS OH YES. AND THIS IS WHY WE SAID WHAT CAN WE DO TO GET RID OF THIS SURCHARGE. WHAT IS IT THAT WE'RE DOING NOW THAT WE SHOULDN'T BE DOING. WHICH--THERE'S NO ANSWER. WE FREED OUR DOLLAR IN MAY 1970. WE HAVEN'T GOT ANY IMPORT--ARBITRARY IMPORT RESTRICTIONS AGAINST THE US. PERHAPS JPN HAS--AND THEY HAVE. EUROPE HAS. BUT WE DON'T. SO WE SAID QUOTE WHY ARE YOU APPLYING THE TEN PERCENT SURCHARGE TO US UNQUOTE. BUT I SHOULD ADD THIS THAT WE ARE NOT ONLY MAKING THAT POINT. I BELIEVE VERY STRONGLY--AND SO DOES MY GOVT--THAT THE

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U N C L A S S I F I E D PAGE SIX 225 SEP21

US IS RISKING A POSSIBLE BREAKDOWN OF THE SORT OF TRADING RELATIONSHIPS MULTILATERAL AND FREER TRADING RELATIONSHIPS THAT HAVE BEEN ESTABLISHED IN THE POST WAR PERIOD IF THE US PERSISTS IN THE SURCHARGE AND IN CERTAIN OTHER DISCRIMINATORY MEASURES. SO WERE NOT PLEADING OUR OWN CASE HERE ONLY WERE PLEADING THE CASE OF THE WORLD AT LARGE AND WE BELIEVE THE US HAS BEEN THE CHIEF BENEFICIARY OF THE FREER AND MORE MULTILATERAL TRADE THAT DEVELOPED IN THE POST WAR PERIOD AND COULD CONTINUE TO BE THE GREATEST BENEFICIARY.

QUEST IN YOUR OWN PARTICULAR CASE DO YOU ENTERTAIN THE HOPE THAT SUCH EXEMPTION MAY--MIGHT COME ABOUT IN THE FUTURE.

ANSWER WELL THIS IS UP TO THE US GOVT BUT WE THINK THAT THE US ITSELF WILL REALIZE THAT THESE KIND OF MEASURES ARE NOT IN THE INTEREST OF THE US ITSELF.

QUEST YES.

ANSWER WE DONT THINK THAT THE US WANT TO GO IN FOR A QUOTE BEGGAR MY NEIGHBOR UNQUOTE POLICY.

QUEST ON THE 16TH OF AUG YOU MADE THIS STATEMENT QUOTE AS FAR AS THE CDN GOVT IS CONCERNED WE ARE VERY ANXIOUS TO COOPERATE WITH THE US IN TRYING TO WORK OUT BETTER MONETARY ARRANGEMENTS THROUGHOUT THE WORLD.UNQUOTE. AND WOULD BETTER MONETARY ARRANGEMENTS BE ALONG THE LINES THAT YOU JUST SUGGESTED.

ANSWER YES FOR EXAMPLE MY COLLEAGUE MR BENSON THE MIN OF FIN--HES THE CHAIRMAN OF THE GROUP OF TEN. HES BEEN VERY MUCH INVOLVED

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U N C L A S S I F I E D PAGE SEVEN 225 SEP21

AND HE--I LISTENED TO HIM IN PARLIAMENT YESTERDAY MAKING A STATEMENT ON THIS ISSUE. HE WANTS TO SEE CURRENCIES REALISTICALLY REALIGNED. THIS IS OUR INTEREST TOO. WERE HURT WHEN THE YEN IS UNDERVALUED OR WHEN THE EUROPEAN CURRENCIES ARE UNDERVALUED. SO WE SHARE THIS DESIRE OF THE US TO SEE THESE CURRENCIES REALIGNED. SO WE WILL WORK WITH THE US. ALL THAT WE ARE REALLY SAYING TO THE AMERICANS IS--YOU KNOW CONFRONTATION POLITICS SOMETIMES PRODUCE THE WRONG RESULTS AND THAT THEY SHOULD SHOW--THE US SHOULD CONTINUE TO BE IN FAVOR OF AN EXPANSIONARY RATHER THAN A CONTRACTIONIST WORLD ECONOMY.

QUEST ITS INTERESTING WHILE THE CASE OF CDA DOES NOT PARALLEL THAT OF JPN FOR SEVERAL REASONS BUT ELLIOTT JANEWAY AN ECONOMIST IS ON OUR PROGRAM FREQUENTLY. HE ONCE SAID THAT HE FELT THAT THE JAPANESE REALIZED THAT THEY ARE BETTER OFF WITH A SMALLER PIECE OF A REAL PIE THAN A LARGER PIECE OF NO PIE THAT IF THE ECONOMY OF THE US DID COLLAPSE IT WOULD CERTAINLY NOT HAVE A GOOD EFFECT ON THE OTHER NATIONS.

ANSWER NO WE WANT THE US TO BE PROSPEROUS TOO. YES BECAUSE WERE THE BIGGEST CUSTOMER. AND I THINK THEY WANT US TO BE PROSPEROUS. I HOPE THEY DO. BECAUSE WERE THEIR BIGGEST CUSTOMER.

QUEST WE HAVE ON ONE OTHER SUBJ I WANTED TO TAKE UP--ABOUT OIL FROM ALASKA AND THE ALTERNATIVE MEANS OF GETTING IT HERE. WHAT IS THE CDN OBJECTION TO TRANSFERRING OIL VIA THE INTERIOR PASSAGE.

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U N C L A S S I F I E D P A G E E I G H T 2 2 5 S E P 2 1

ANSWER WEPL WE--(CROSSTALK)--IT REALLY IS THE QUESTION OF THOSE NARROW WATERS IN THE STRAITS OF JUAN DE FUCA. WE BELIEVE THAT IF THERE IS A BIG TRAFFIC IN BIG OIL TANKERS THROUGH THOSE NARROW WATERS EVEN THOUGH THEYRE THROUGH AMERICAN WATERS RATHER THAN THROUGH OURS THE POSSIBILITY OF AN OIL SPILL IS VERY GREAT. AND A OIL SPILL IN THOSE NARROW WATERS WOULD TAKE YRS AND YRS AND YRS TO CLEAN UP. SO WE--I HAVE BEEN URGING THE US GOVT NOT TO SUPPLY THAT PART OF THE US FROM THE ALASKA AND THE TAPS LINE BUT TO SUPPLY IT FROM THE INTERIOR--FROM AN EXTENSION OF EXISTING LINES. IM NOT TALKING HERE ABOUT BRINGING OIL DOWN FROM ALASKA IM JUST TALKING ABOUT OIL COMING IN FROM EVEN THE PRESENT SOURCES. AND TOO IF YOURE GOING TO HAVE THE TAPS LINE TO RUN THE OIL DOWN TO CALIFORNIA WHERE YOU DONT GET INTO THESE NARROW WATERS THAT WOULD DO JUST AS MUCH DAMAGE TO THE ENVIRONMENT OF THE US AS IT WOULD TO CDA.

QUEST THROUGH ALL OF THIS TURMOIL THE PEOPLES OF THE TWO NATIONS REMAIN FRIENDLY AS FAR AS I CAN SEE. WHAT KIND OF RECEPTION DO YOU THINK PRES NIXON WILL GET IN CDA WHEN HE VISITS.

ANSWER I THINK HELL GET A VERY WARM RECEPTION. CERTAINLY WEVE EXTENDED A VERY WARM RECEPTION TO HIM. WERE VERY PLEASED THAT HE HAS ACCEPTED OUR INVITATION. AND I HOPE THE WEATHERS VERY GOOD WHEN HE COMES BECAUSE WED LIKE TO--WED REALLY LIKE TO WELCOME HIM AS CDNS CAN.

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U N C L A S S I F I E D PAGE NINE 225 SEP21

DOWNS EXCELLENT. THANK YOU VERY MUCH MR MINISTER.

OUR GUEST HAS BEEN MITCHELL SHARP. THE HONORABLE MITCHELL SHARP
IS THE CDN SSEA.

212050Z

APRL/TN ULCH/CEF

FILE:

DIARY:

CIRCULATION:

MEMORANDUM:

PAI

Unclassified

APRL

September 21/71

Your Memorandum of August 30

Student interns - Boston

3-9-BSN-3 / 56-1-2-USA

"ACRG"

56-1-2-USA

On the understanding that there will be no expenditure of public funds for salaries and that no man-years will be required, we have no objection to the proposal outlined in Boston telegram 236 of August 20. We understand that PSIS have expressed their views on this proposal to you.

T.N. ULCH

Staff Relations and
Compensation Division

c.c.: O/MIN
PDM
PARL SEC
FPR
FAI

Sent to MIN
20.10.71

file
56-1-2-USA..
40 mkr.

OTTAWA,

Dear Mrs. Higgins,

I refer to your letter of September 16 addressed to my colleague Mr. Pepin concerning the United States wage freeze as it relates to Canadians working for American companies operating in Canada.

All companies conducting business in Canada are subject to Canadian law. The imposition of a wage freeze by the United States government has no validity for companies owned abroad but operating in Canada. The payment of wage increases to Canadian employees working for these companies in this country should not be affected by such foreign legislation.

Yours sincerely,

Mitchell Sharp

Mrs. Tanyss Higgins,
Manager,
John Hancock Mutual Life Insurance Co.,
Toronto Group Claim Office,
3 Thorncliffe Square,
Toronto 17, Ontario.

BEST COPY AVAILABLE

file

56-1-2-USA FOR CHECK AGAINST DELIVERY
RELEASE AT 13:15 HOURS
SEPTEMBER 21, 1971

40 mk



STATEMENT DISCOURS

SECRETARY
OF STATE
FOR EXTERNAL
AFFAIRS.

SECRÉTAIRE
D'ÉTAT AUX
AFFAIRES
EXTÉRIEURES.

NOTES FOR AN ADDRESS BY THE
SECRETARY OF STATE FOR
EXTERNAL AFFAIRS OF CANADA,
THE HONOURABLE MITCHELL SHARP,
THE CENTRE FOR INTER-AMERICAN
RELATIONS, NEW YORK,
SEPTEMBER 21, 1971

Mr. Chairman:

It is a great pleasure for me to be in this distinguished company this afternoon. As Canada's Foreign Minister I welcome your Council's timely decision to broaden the area of its concern and interest to include Canada which, after all, has been an Inter-American Relation for some hundreds of years. This welcome action on your part comes at a time when Canada too is broadening its sphere of interest and concern and coming to accept its primary position as an American nation.

Canada emerged from the Second World War with a new strength and a new sense of independence. At that time we saw ourselves very much as a North Atlantic nation, having close ties with this great country to the south of us and with Europe to the East. Changing patterns of world trade and changing world power relationships have brought about a gradual shift in our orientation to the world. This shift was given shape and recognition in the course of a fundamental review of our foreign policy that was undertaken in 1968 with the coming to power as Prime Minister of Pierre Elliot Trudeau, and completed -- in the limited sense that such a review can ever be completed -- last year.

The first effect of the review was to re-affirm our close ties, political, economic and cultural, with the United States and Europe. The second was to come to terms with the reality of our position in the world of the 1970s by accepting first that we are an American nation, with interests and aims in the whole hemisphere. These include a special responsibility for the Arctic region and its ecology and closer relations with the nations of Central and South America and the Caribbean.

A natural extension of this re-orientation of our policy was acceptance of the reality of our position as a Pacific power. In a generation Canada's understanding of its place in the world has changed profoundly. We remain the North Atlantic nation we saw ourselves to be 25 years ago, we now see ourselves equally to be an Arctic nation, a Pacific nation and above all, as I have said, an American nation.

Changes in the orientation of a country like Canada -- bilingual and multicultural -- take place imperceptibly, partly as a result of changes in the perception of national goals and interests, partly in response to changes in the international environment. The review we completed last year enabled us to take into account the changes that had occurred and to set new directions.

Acceptance of our position as a Pacific nation was one of the forces that led us to recognize the People's Republic of China and press for the seating of Peking in the

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China seat at the United Nations. It is strange how non-controversial that seems now as President Nixon prepares for his history-making visit to Peking; in 1968 our early moves were looked upon with great reserve by some in this country.

Acceptance of our position as an Arctic nation was one of the considerations that led us, earlier this year, to sign a protocol on consultations with the world's other great Arctic power, the Soviet Union. Next month Mr. Kosygin will spend a week in Canada, returning the Prime Minister's visit to the Soviet Union. This is compelling evidence of the extent to which Canada and the Soviet Union share assets, interests and problems.

In these brief introductory remarks, Mr. Chairman, I have given some indication of the optic in which Canada sees today's world and I have stressed that we see ourselves first and foremost as one of the nations of the Americas. We accept our responsibilities as such, we intend to pursue our national goals and interests in this hemisphere and to play our part as one of its constituent entities. This has led us to a re-examination of our political, economic and cultural relations with the Latin American republics and the Caribbean nations, of whom there are so many distinguished citizens here today.

Concrete results of this re-examination can now be seen as Canada draws closer to the Inter-American System and develops closer bilateral ties with the nations of Latin America. We are joining more of the agencies within the System, and increasing our participation in others. We have applied for Permanent Observer status in the Organization of American States. Our application has been accepted in principle and modalities are now being worked out. This will lead to the establishment of a Canadian Mission to the OAS. If you wish to regard Permanent Observer status as a way-station on the road to full membership in the Organization I do not challenge your right to do so, although I cannot predict what course the Canadian Government may follow in the future. Much will depend upon how the members of the Organization and Canada see their best interests served. Certainly in a number of conversations I have had with Latin American governments, full membership was not seen as the first imperative for closer inter-American relationships.

The review of foreign policy to which I have referred identified Canada's central problem as "how to live in harmony with but distinct from, the greatest power on earth". I am sure this problem is one that is fully shared by our friends in Latin America and, in varying degrees, by most of the countries of the world. And so I must now set sail on rather a stormy sea where the charts that have served us well in the past seem suddenly less reliable and the navigation aids less fixed.

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The enunciation of the Nixon Doctrine, and more particularly its specific manifestation in the economic measures taken by the United States last month, has effectively, and perhaps brutally, challenged some of our assumptions and led us to re-examine our position as an industrial and trading nation.

The Canadian and United States economies are inter-dependent to an extent that is probably unequalled anywhere else and to an extent not always recognized on either side of the border. The United States takes 68% of Canada's exports and provides 75% of our imports. This 75% of our imports amounts to 25% of total United States exports. Certain elements of our industrial production are fully integrated, farm machinery, automobiles and defence production. About half of Canada's manufacturing industry is controlled by multinational corporations based in the United States, in the case of the petrochemical industry the figure is over 90%.

The United States depends on Canada as a secure and reliable source of essential resources, oil and gas, forest products and minerals. The uninterrupted flow of these materials is essential to the proper functioning of the American economy. Canada's export trade, though world-wide in extent, is heavily concentrated on the United States and the United States relies heavily on Canadian manufactures. This amounts to a true interdependence, but it is an interdependence between powers of different orders of magnitude. A United States measure that damages the Canadian economy also damages the American economy and the reverse is also true. It is also true, because of the different order of magnitude of the two economies, that United States actions can have much more far-reaching effects than those of Canada.

This is the background of reality in which the effect on Canada of President Nixon's measures must be understood. The 10% import surcharge affects about 2½ billion dollars of Canada's exports to the United States, some 25% of the total. This is serious in itself. It becomes more serious when one considers that the 2½ billion dollars affected is in the labour-intensive secondary manufacturing sector already adversely affected by the appreciation of the Canadian dollar. If this surcharge remains in effect, employment will be exported from Canada to the United States at a time when unemployment in Canada is running at a level even higher than that in the United States.

The surcharge is said to be temporary in nature. If it is very temporary Canada will be able to absorb its effects without the need for major re-adjustments. On that assumption the Canadian Government has already introduced

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legislation of a temporary nature to mitigate its effects and we have other contingency plans should they be required. The purpose of these measures, I should emphasize, is to support employment, not to subsidize exports to the United States. The companies affected can claim assistance whether or not they export to the United States.

It is instructive to look again at the purposes of the 10% import surcharge as expressed by the President on August 15 and elaborated on by other spokesmen:

- to encourage the United States' trading partners to revalue their currencies in terms of the American dollar;
- to encourage the lowering or removal of tariff and non-tariff barriers that discriminate against American imports;
- to encourage other nations to accept a greater share of their international responsibilities.

What is Canada's record in these three areas? We floated our dollar in May 1970; its value in terms of the American dollar has appreciated by some seven per cent and is determined solely by market forces. Canada presents no discriminatory tariff or non-tariff barriers to the free flow of American goods. Canada is allied with the United States in NATO and maintains effective forces in Europe. We share responsibility for the defence of the continent in NORAD. Our development aid programme compares favourably with that of the United States in per capita terms and as a percentage of the national product. It is increasing steadily and substantially, not being cut back as reflected for instance in our more active participation in the Inter-American Development Bank.

In President Nixon's own terms there is no possible justification for the application of the 10% import surcharge to Canada, nor is there any apparent action Canada could now take to meet the President's standards and thus to avoid the surcharge.

In the longer term, the so-called DISC legislation and the proposed job development tax credit, both of which would discriminate against imports pose an even greater threat to Canada as an industrial and trading nation. These proposed permanent protectionist measures call into doubt the basic assumptions of our trading relations with the United States and indeed of world trading arrangements generally. They may signal a fundamental readjustment of American trading policy and one that would be a deliberate turning away from the policy of trade liberalization on which post-war world prosperity has been built.

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I hesitate to believe that the United States is now turning its back on a partnership in the development of North America that has served both our societies well for centuries. I do not accept that the United States, in a narrow and short-sighted pursuit of its own interests, has adopted a beggar-my-neighbour policy towards Canada. For one thing, it would make no sense. You don't help your own business by creating difficulties for your best customer.

Canada, in close co-operation with the United States has built a balanced and successful industrial and trading economy. I can assure you that Canada is determined to continue on the course it has set for itself. Suggestions from responsible authorities in the United States that Canada should reduce its secondary manufacturing industry and concentrate on the exploitation and processing of natural resources are as insensitive as they are uninformed. We have the fastest-growing labour force in the world. Extractive and processing industries could not begin to absorb the labour force we have today, let alone provide the new jobs we need now and in the future.

Needless to say, we in Canada are asking some pretty fundamental questions about the future. We have proceeded in the post-war period on the assumption of freer trade and stable trading relationships between Canada and the United States, relationships which have been profitable to both countries. The announcement of August 15 could not help but shake that assumption and as a Government responsible for the security and prosperity of more than 20 million Canadians we have to look at the alternatives.

Let me emphasize that I do not myself assume that questions about alternatives are going to have to be answered in practice, even though they must be studied in theory. I am optimistic enough to believe that reason will prevail. Hence I look forward to an end to this period of uncertainty, to a renewed, rationalized and more effective international monetary system and better and more liberal world trading arrangements.

Underlying the current crisis is a basic and probably durable change in the configuration of power and industrial wealth in the world at large. Throughout most of the post-war period, the United States was by far the richest and predominant economic power in the world. It assumed the largest responsibilities and burdens for upholding the international monetary and trading system created at the end of the War. This dominant position found recognition in the monetary field by the unique position accorded to the United States dollar as a world reserve currency firmly pegged to the price of gold.

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The United States responded with generous and far-sighted leadership, and must be given credit for making possible the remarkable recovery and growth of war-ravaged economies. Thanks to the wealth and far-sighted generosity of the United States, the international economic machinery established at the close of the War proved remarkably successful. In contrast to the disastrous period of the thirties, the world experienced the most rapid and sustained expansion of international trade that it had ever known, and the principal beneficiary was the United States itself. Canada played its part in the reconstruction of the post-war world, acting generously like the United States, in the enlightened pursuit of its own self-interest.

Within the international monetary and trade system, the most notable developments have been the emergence of a more cohesive Europe and of Japan as major trading and financial centres in many ways comparable in importance to the United States. This is the broad context in which the United States under President Nixon has endeavoured to chart new directions for United States policy, adapted to the new realities.

The Nixon Doctrine, presaging a lower world profile for the United States, takes account of new trading patterns and new power relationships. In the so-called "Western" world the United States is no longer a giant among mere mortals. The economic paramountcy of the United States will be challenged by the Europe of Ten which, with its associated states and special arrangements with former colonies, will encompass some 45% of the world's trade.

On the other side of the world is the economic miracle of Japan. Just as in the field of world politics a triangle of centres of power is emerging, the United States, the Soviet Union and China, so in the non-communist world economic leadership has now to be shared and co-ordinated by the big three, the United States, the Europe of Ten and Japan, perhaps with an assist from Canada, the fourth largest trading entity. The United States cannot escape the responsibility of leadership but it must now exercise its leadership in a world environment very different from that which prevailed only a few years ago.

Post-war prosperity has been built on two foundations: the generous and imaginative reconstruction policies of the United States, and the development of stable, liberal multi-lateral trading arrangements through such instrumentalities as the GATT and the OECD. If the developed nations are to continue prosperous and secure and if the developing countries are to be given a chance to achieve prosperity it will only be done by adequate development aid supported by continuing co-operative arrangements between trading nations.

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To the extent that President Nixon's measures have forced a show-down and a rethinking of some of the world's basic monetary and trading problems they are to be welcomed. I am sure I do not misread the intentions of the American administration when I say that I do not regard the Nixon package as a new American policy, but rather as a deliberate shake-up designed to create an atmosphere in which some of the deep-seated problems in the monetary and trading systems can be solved by the world community working in concert. To this extent, the measures have been effective. We in Canada share the desire of the United States to see currencies realistically re-aligned. We share the desire of the United States to see arbitrary restrictions on trade like those employed in Japan and Europe removed, for we too are adversely affected by them. Experience suggests, however, that unilateral action of the kind taken by the United States, if persisted in, leads to the sort of confrontation politics that rarely serves its purpose and invites retaliation. The world trading community through the GATT has found the temporary surcharges to be inappropriate and has called for their removal. I would urge, therefore, that the surcharges which are contrary to accepted fair trading practices, be withdrawn without delay. I urge, also, that the United States not proceed with the DISC proposal and amend the proposed job development tax credit to remove the discrimination against imports.

A couple of years ago the Canadian Government began to be very concerned about the possibility of a return to protectionism, notably on the part of the United States and the European Common Market. Since that time I and my colleagues, Edgar Benson, the Minister of Finance and Jean-Luc Pepin, the Minister of Industry Trade and Commerce, have had continuing consultations with the United States Government, the Western European governments and the European Economic Commission warning of this very real danger. We discussed this again, as recently as last week, with Mr. Malfatti, President of the European Economic Commission, in Ottawa. And I admit that Canada has a very special interest -- in a battle of giants the innocent bystander usually suffers most. Our talks have convinced me that nobody wants this to happen. I don't suppose anybody really wanted the Great Depression, or the Great Wars, to happen. But happen they did.

The Nixon Doctrine serves timely notice upon us all that the United States cannot be counted upon to carry more than its fair share of responsibility for the security and material prosperity of the world. This is a fair and welcome position. At the same time and for its own sake the United States cannot avoid its responsibility for the leadership required to bring about the saner and healthier international monetary system and trading arrangements the world

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so clearly needs. Nor can the enlarging European Economic Community and Japan. The better arrangements must be reached after full and free multilateral consultations, not by ultimatum and confrontation. The purpose of these consultations must be the further enlargement and liberalization of the terms of world trade, not its contraction, and they will only be successful if all the leading economic powers are determined to make them so. Canada will use every opportunity and every instrument at its disposal to get these consultations under way. We will work with the United States and our other partners to help make sure that they are both thorough and far-reaching, dealing effectively with the problems before us and laying a secure foundation for another generation of economic growth for developed and developing nations alike.

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W. Kelly
FBI
file

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Ho *mmk*

S A N S C O T E
DE OTT EXT TEP5 SEP21/71

A TEP DISTR

DISTR/TOUTES DIVS

SUIT LE TEXTE DU DISCOUS DU SEAE AU CENTRE POUR LES RELATIONS
INTERAMERICAINES A NY LE 21 SEP.CIT

M LE PRESIDENT

CEST UN GRAND PLAISIR POUR MOI QUE DE ME TROUVER CET APRES-MIDI
DEVANT UNE ASSEMBLEE AUSSI REMARQUABLE QUE LA VOTRE. EN TANT QUE
MINISTRE DES AFFAIRES EXTERIEURES DU CDA JE SUIS HEUREUX QUE VOTRE
CONSEIL AIT DECIDE, FORT A PROPOS, DELARGIR LE CHAMP DE SES INTERETS
POUR Y FAIRE ENTRER LE CDA QUI, EN FIN DE COMPTE, EST UN MEMBRE DE
LA FAMILLE INTER-AMERICAINE DEPUIS QUELQUES CENTAINES DANNEES.
CETTE INITIATIVE JUDICIEUSE ARRIVE AU MOMENT OU LE CDA LUI-MEME
ELARGIT SON HORIZON ET COMMENCE A SE VOIR AVANT TOUT COMME UNE
NATION DAMERIQUE.

LA SECONDE GUERRE MONDIALE A DONNE AU CDA LE SENS DE SA FORCE ET
DE SON INDEPENDANCE. A CETTE EPOQUE, NOUS NOUS CONSIDERIONS PRINCIPA-
LEMENT COMME UNE NATION DE LATLANTIQUE NORD, POSSEDANT DES LIENS
ETROITS AVEC CET IMMENSE PAYS-CI AU SUD DE NOS FRONTIERES ET AVEC
LEUROPE A LEST. LEVOLUTION DU COMMERCE MONDIAL ET LEVOLUTION DES
RELATIONS ENTRE LES PUISSANCES NOUS CNT AMENES PROGRESSIVEMENT A
MODIFIER NOS ORIENTATIONS PAR RAPPORT A LA COMMUNAUTE MONDIALE.
CETTE MODIFICATION A PRIS FORME ET CONSISTANCE EN 1968 LORS DE
LELECTION DE M PIERRE ELLIOTT TRUDEAU AU POSTE DE PREMIER MINISTRE
ET TERMINEE LAN DERNIER, SI LON PEUT DIRE QUUNE REVISION DE CE
GENRE SOIT JAMAIS TERMINEE.

CETTE REVISION A EU COMME PREMIERE CONSEQUENCE DE NOUS PERMETTRE
DE REAFFIRMER LES LIENS POLITIQUES, ECONOMIQUES ET CULTURELS ETROITS
QUI NOUS UNISSENT AUX ETATS-UNIS ET A LEUROPE. LA SECONDE, DE NOUS
OBLIGER A RECONNAITRE NOTRE POSITION DANS LE MONDE DES ANNEES 1970
EN ACCEPTANT DABORD LE FAIT QUE NOUS SOMMES UNE NATION AMERICAINE
POSSEDANT DES INTERETS ET DES OBJECTIFS DANS LHEMISPHERE TOUT ENTIER.
CITONS, PARMI CES INTERETS ET OBJECTIFS, NOTRE RESPONSABILITE
PARTICULIERE ENVERS LA REGION DE LARCTIQUE ET SON ECOLOGIE, ET UN
RAPPROCHEMENT PLUS GRAND AVEC LES NATIONS DE LAMERIQUE CENTRALE,
DE LAMERIQUE DU SUD ET DES ANTILLES.

LA CONSEQUENCE NORMALE DE CETTE REORIENTATION DE NOTRE POLITIQUE
A ETE DE NOUS FAIRE PRENDRE CONSCIENCE DE NOTRE QUALITE DE PUISSANCE
DU PACIFIQUE. IF A SUFFI DUNE GENERATION POUR MODIFIER PROFONDEMENT
LA VISION QUE LE CDA AVAIT DE SA PLACE DANS LE MONDE. NOUS DEMEURONS
LA NATION DE LATLANTIQUE NORD QUE NOUS ETIONS IL Y A VINGT-CINQ
ANS, MAIS NOUS NOUS VOYONS AUJOURDHUI TOUT AUTANT COMME UNE NATION
DE LARCTIQUE, UNE NATION DU PACIFIQUE ET AVANT TOUT, COMME JE LE
DISAIS IL Y A UN INSTANT, COMME UNE NATION DAMERIQUE.

LEVOLUTION DE LORIENTATION GENERALE DUN PAYS BILINGUE ET
MULTICULTUREL COMME LE CDA SE FAIT IMPERCEPTIBLEMENT, DUN COTE PAR
SUITE DES CHANGEMENTS QUI SE PRODUISENT DANS LA COMPREHENSION DES

PAGE DEUX TEP5 SANS COTE
OBJECTIFS ET DES INTERETS NATIONAUX ET DE L'AUTRE PAR SUITE DE
EVOLUTION DE L'ATMOSPHERE INTERNATIONALE. L'ETUDE QUE NOUS AVONS
TERMINEE LA DERNIERE NOUS A PERMIS DE NOUS RENDRE COMPTE DE
EVOLUTION QUI SETAIT FAITE ET DE PRENDRE DES DIRECTIONS NOUVELLES.

LE FAIT DE RECONNAITRE NOTRE ETAT DE NATION DU PACIFIQUE A ETE
L'UNE DES FORCES QUI NOUS ONT AMENES A RECONNAITRE LA REPUBLIQUE
POPULAIRE DE CHINE ET A RECLAMER, POUR LE GOUV'T DE PEKIN, LE SIEGE
DE LA CHINE AUX NATIONS UNIES. CES DECISIONS PARAISSENT BIEN
ANODINES A LA VEILLE DE LA VISITE HISTORIQUE QUE LE PRESIDENT NIXON
S'APPRETE A FAIRE A PEKIN; EN 1968, PLUSIEURS AMERICAINS SETAIENT
MONTRES TRES RESERVES QUANT A NOS PREMIERES DEMARCHES EN CE SENS.

LA RECONNAISSANCE DE NOTRE POSITION DE NATION ARCTIQUE EST L'UNE
DES CONSIDERATIONS QUI NOUS ONT CONDUITS, IL Y A QUELQUES MOIS, A
SIGNER UN PROTOCOLE DE CONSULTATIONS AVEC L'AUTRE GRANDE PUISSANCE
ARCTIQUE DU MONDE, L'UNION SOVIETIQUE. LE MOIS PROCHAIN, M KOSSYGUINE
SEJOURNERA UNE SEMAINE AU CDA, RENDANT AINSI LA VISITE QU'A FAITE
LE PREMIER MINISTRE CDN EN UNION SOVIETIQUE. FORCE NOUS EST DE
RECONNAITRE PAR LA A QUEL POINT LE CDA ET L'UNION SOVIETIQUE PARTAGENT
LES MEMES ATOUTS, LES MEMES INTERETS ET LES MEMES PROBLEMES.

M LE PRESIDENT, CES BRÈVES REMARQUES PRELIMINAIRES VOUS DONNENT
UNE IDÉE DE L'OPTIQUE OU SE PLACE LE CDA POUR ENVISAGER LE MONDE
ACTUEL ET ELLES SOULIGNENT LE FAIT QUE NOUS NOUS CONSIDERONS
PREMIEREMENT ET AVANT TOUT COMME UNE NATION APPARTENANT AUX
AMERIQUES. NOUS ACCEPTONS TOUTES LES RESPONSABILITES QUI SONT
NOTRES A CE TITRE ET NOUS AVONS L'INTENTION D'ATTEINDRE LES OBJECTIFS
ET DE DEFENDRE LES INTERETS QUE NOUS AVONS DANS CET HEMISPHERE
ET DE JOUER NOTRE ROLE EN TANT QUE L'UNE DE SES PARTIES CONSTITUANTES.
C'EST TOUT CELA QUI NOUS A CONDUITS A FAIRE L'EXAMEN DE NOS RELATIONS
AVEC LES REPUBLIQUES D'AMERIQUE LATINE ET AVEC LES NATIONS DES
ANTILLES, DONT LES CITOYENS SE TROUVENT AUJOURD'HUI EN SI GRAND
NOMBRE DANS CETTE ASSEMBLEE.

ON PEUT OBSERVER AUJOURD'HUI LES RESULTATS CONCRETS DE CET EXAMEN
DANS LE FAIT QUE LE CDA SE RAPPROCHE DU SYSTEME INTERAMERICAIN ET
QU'IL SE CREE DES LIENS BILATERAUX PLUS ETROITS AVEC LES NATIONS
D'AMERIQUE LATINE. NOUS ADHERONS A DE NOUVEAUX ORGANISMES QUI FONT
PARTIE DU SYSTEME ET NOUS NOUS MONTRONS PLUS ACTIFS DANS CEUX DONT
NOUS ETIONS DEJA MEMBRES. NOUS AVONS FAIT UNE DEMANDE EN VUE
D'OBTENIR LE STATUS D'OBSERVATEUR PERMANENT AU SEIN DE L'ORGANISATION
DES ETATS AMERICAINS. NOTRE DEMANDE EST ACCEPTEE EN PRINCIPE
ET IL NE RESTE PLUS QU'A EN FIXER LES MODALITES, APRES QUOI UNE MISSION
CDNNE AUPRES DE LOEA SERA MISE SUR PIED. IL SE PEUT QUE VOUS
CONSIDERIEZ LE STATUT D'OBSERVATEUR PERMANENT COMME UN JALON SUR
LA ROUTE QUI MENE A L'ADMISSION COMME MEMBRE A PART ENTIERE DE
L'ORGANISATION ET JE NE VOUS EMPECHERAI PAS DE LE FAIRE, MAIS JE
NE PEUX PAS PRENDRE LA LIGNE DE CONDUITE QUE LE GOUV'T CDN SUIVRA
DANS L'AVENIR A CE SUJET. CEELE-CI DEPENDRA BEAUCOUP DE LA FACON
DONT LES MEMBRES DE L'ORGANISATION ET LE CDA VOUDRONT GARANTIR LEURS
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INTERETS PROPRES. IL EST CERTAIN, D'APRES LES ENTRETIENS QUE J'AI EUS AVEC DIVERS GOUVERNEMENTS D'AMERIQUE LATINE, QUE LE RESSERREMENT DES LIENS INTERAMERICAINS N'EST PAS SUBORDONNE A NOTRE PARTICIPATION PLEINE ET ENTIERE AUX ACTIVITES DE L'ORGANISATION.

LA REVISION DE LA POLITIQUE ETRANGERE DONT J'AI PARLE PLUS TOT REVELAIT QUE LE PROBLEME PRIORITAIRE DU CDA EST CELUI DE CITOYENNER MENER UNE VIE DISTINCTE, MAIS EN HARMONIE AVEC L'ETAT LE PLUS PUISSANT DU MONDE FINCI. CE PROBLEME, JE SAIS QUE NOS AMIS D'AMERIQUE LATINE LE CONNAISSENT BIEN ET QU'IL EN EST DE MEME DE LA PLUPART DES PAYS DU MONDE A DES DEGRES DIVERS. ET C'EST ICI QUE JE DOIS M'ENGAGER SUR UN TERRAIN ASSEZ MOUVANT, OU LES APPUIS QUI NOUS SERVAIENT SI BIEN AUTREFOIS SEMBLENT SE DEROBER TOUT-A-COUP ET OU LES JALONS NOUS PARAISSENT MOINS FIXES.

L'ANNONCE DU PLAN NIXON ET, PLUS PARTICULIEREMENT, LES MESURES ECONOMIQUES PRISES LE MOIS DERNIER PAR LES ETATS-UNIS REMETTENT SERIEUSEMENT ET CRUELLEMENT EN QUESTION CERTAINES DE NOS SUPPOSITIONS ET NOUS CONDUISENT A NOUS DEMANDER QUELLE EST NOTRE PLACE DANS L'ENSEMBLE DES NATIONS INDUSTRIELLES ET COMMERCANTES.

L'ECONOMIE DU CDA ET CELLE DES ETATS-UNIS DEPENDENT L'UNE DE L'AUTRE A UN POINT TEL QU'ON NE TROUVE D'EQUIVALENT NULLE PART AILLEURS DANS LE MONDE ET A UN DEGRE DONT ON N'A PAS TOUJOURS CONSCIENCE DE PART ET D'AUTRE DE LA FRONTIERE. LES ETATS-UNIS ACHETENT 68 POURCENT DES EXPORTATIONS DU CDA ET NOUS FOURNISSENT 75 POURCENT DE NOS IMPORTATIONS. CES DERNIERES CONSTITUENT 25 POURCENT DES EXPORTATIONS TOTALES DES ETATS-UNIS. CERTAINS ELEMENTS DE NOTRE PRODUCTION INDUSTRIELLE SONT PARFAITEMENT INTEGRES, PAR EXEMPLE LES MACHINES AGRICOLES, LES AUTOMOBILES ET LA PRODUCTION DE DEFENSE. ENVIRONS LA MOITIIE DE L'INDUSTRIE CANADIENNE DE FABRICATION SE TROUVE SOUS LE CONTROLE DE SOCIETES MULTINATIONALES DONT LE SIEGE EST AUX ETATS-UNIS ET, DANS LE CAS DE L'INDUSTRIE PETROCHIMIQUE, LA PROPORTION SE LEVE A PLUS DE 90 POURCENT.

LES ETATS-UNIS DEPENDENT DU CDA DANS LA MESURE OU ILS Y TROUVENT UNE SOURCE SERIEUSE ET SURE DE PRODUITS ESSENTIELS COMME LE PETROLE ET LE GAZ, LES PRODUITS FORESTIERS ET LES MINERAIS. IL EST INDISPENSABLE AU BON FONCTIONNEMENT DE L'ECONOMIE AMERICAINE QUE LA CIRCULATION DE CES MATIERES PREMIERES NE SOIT PAS INTERROMPUE. BIEN QUE DE PORTEE INTERNATIONALE, LE COMMERCE D'EXPORTATION DU CDA SE CONCENTRE FORTEMENT SUR LES ETATS-UNIS ET CEUX-CI ONT GRANDEMENT BESOIN DES PRODUITS MANUFACTURES DU CDA. IL EN RESULTE UNE VERITABLE INTERDEPENDANCE, MAIS C'EST UNE INTERDEPENDANCE ENTRE PUISSANCES DONT LES ORDRES DE GRANDEUR SONT DIFFERENTS. TOUTE MESURE AMERICAINE QUI PORTE ATTEINTE A L'ECONOMIE CANADIENNE SE REPERCUTE DEFAVORABLEMENT AUSSI SUR L'ECONOMIE DES ETATS-UNIS ET L'INVERSE EST VRAI EGALEMENT. DE MEME, EN RAISON DE LA DIFFERENCE D'ORDRE DE GRANDEUR DES ECONOMIES DES DEUX PAYS, LES INITIATIVES DES ETATS-UNIS ONT DES REPERCUSSIONS BEAUCOUP PLUS LOINTAINES QUE NE POURRAIENT EN AVOIR CELLES DU CDA.

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CEST DANS CETTE PERSPECTIVE QUE LON DOIT CONSIDERER LEFFET SUR LE CDA DES MESURES PRISES PAR LE PRESIDENT NIXON. LA SURTAXE DE 10 POURCENT SUR LES IMPORTATIONS TOUCHE DEUX MILLIARDS ET QUART DE DOLLARS, SOIT PRES DE 25 POURCENT DES EXPORTATIONS DU CDA VERS LES ETATS-UNIS. CEST DEJA SERIEUX. MAIS LA SITUATION SAGGRAVE ENCORE QUAND ON CONSIDERE QUE LES DEUX MILLIARDS ET QUART DE DOLLARS TOUCHES SE TROUVENT DANS LE SECTEUR SECONDAIRE DE LA FABRICATION A HAUTE TENEUR DE MAIN-DOEUVRE, SUR LEQUEL LA REVALORISATION DU DOLLAR CDN A DEJA EU DES REPERCUSSIONS DEFAVORABLES. SI CETTE SURTAXE RESTE EN VIGUEUR, LES EMPLOIS SERONT EXPORTES DU CDA VERS LES ETATS-UNIS AU MOMENT OU LE CHOMAGE AU CDA SE MAINTIENT A UN PALIER ENCORE PLUS ELEVE QUE CELUI DES ETATS-UNIS.

CETTE SURTAXE EST SENSEE ETRE TEMPORARIRE. SI ELLE LEST REELLEMENT, LE CDA SERA CAPABLE DEN ABSORBER LES EFFETS SANS REMANIEMENTS IMPORTANTS. LE GOUVT CDN SE FONDANT SUR CETTE HYPOTHESE, A DEJA PRESENTE AU PARLEMENT UNE LEGISLATION DE NATURE TEMPORAIRE DESTINEE A EN DIMINUER LES EFFETS ET NOUS AVONS EN RESERVE DAUTRES PLANS DACTION POUR LE CAS OU LA SITUATION NOUS OBLIGERAIT A Y RECOURIR. LE BUT DE CES MESURES-JINSISTE LA-DESSUS-EST DAPPORTER UN SOUTIEN A LEMPLOI, ET NON DE SUBVENTIONNER LES EXPORTATIONS VERS LES ETATS-UNIS. LES SOCIETES TOUCHEES PEUVENT RECLAMER UNE AIDE, QUELLES EXPORTENT VERS LES ETATS-UNIS OU NON.

IL NEST PAS INUTILE DE JETER A NOUVEAU UN COUP DOEIL SUR LES BUTS DE LA SURTAXE DE 10 POURCENT SUR LES IMPORTATIONS TELS QUEXPOSES PAR LE PRESIDENT LE 15 AOUT ET REPRIS SUBSEQUEMMENT PAR DAUTRES PORTE-PAROLE:

- ENCOURAGER LES PARTENAIRES COMMERCIAUX DES ETATS-UNIS A REVALORISER LEURS MONNAIES PAR RAPPORT AU DOLLAR AMERICAIN;
- ENCOURAGER LABAISSEMENT OU LA SUPPRESSION DES BARRIERES TARIFAIRES ET NON TARIFAIRES QUI SE DRESSENT CONTRE LES IMPORTATION AMERICAINES;
- ENCOURAGER LES AUTRES NATIONS A ASSUMER UNE PLUS GRANDE PART DE LEURS RESPONSABILITES INTERNATIONALES.

QUEL A ETE LE COMPORTEMENT DU CDA DANS CES TROIS DOMAINES. NOUS AVONS DECRETE LE FLOTTEMENT DU DOLLAR EN MAI 1970 ET SA VALEUR PAR RAPPORT AU DOLLAR AMERICAIN A AUGMENTE DE PRES DE 7 POURCENT, EN VERTU DU SEUL JEU DU MARCHE. LE CDA NOPPOSE PAS DE BARRIERES TARIFAIRES OU NON TARIFAIRES DISCRIMINATOIRES A LA LIBERTE DE CIRCULATION DES PRODUITS AMERICAINS. LE CDA EST UN ALLIE DES ETATS-UNIS AU SEIN DE LOTAN ET ENTRETIENT EFFECTIVEMENT DES FORCES ARMEES EN EUROPE. NOUS PARTAGEONS AU SEIN DE NORAD LA RESPONSABILITE DE LA DEFENSE DU CONTINENT. NOTRE PROGRAMME DAIDE AU DEVELOPPEMENT SE COMPARE AVANTAGEUSEMENT A CELUI DES ETATS-UNIS POUR CE QUI EST DES CHIFFRES PAR HABITANT ET DU POURCENTAGE DU PRODUIT NATIONAL. IL SACCROIT REGULIEREMENT ET GRANDEMENT, SANS REDUCTION, COMME LE MONTRE, PAR EXEMPLE, NOTRE PARTICIPATION PLUS ACTIVE A LA BANQUE INTERAMERICAINE DE DEVELOPPEMENT.

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SELON LES PROPRES TERMES DU PRESIDENT NIXON L'APPLICATION AU CDA DE LA SURTAXE DE 10 POURCENT AUX IMPORTATIONS NE SE JUSTIFIE PAS ET, ACTUELLEMENT, LE CDA NE PEUT, SEMBLE-T-IL, PRENDRE AUCUNE INITIATIVE POUR REPONDRE AUX EXIGENCES DU PRESIDENT ET EVITER AINSI LA SURTAXE.

A PLUS LONG TERME, LA CREATION ENVISAGEE DE LA DISC, DE MEME QUE LE PROJET D'EXEMPTIONS FISCALES POUR LA CREATION D'EMPLOIS, QUI NUIRAIENT TOUS LES DEUX AUX IMPORTATIONS, CONSTITUENT UNE MENACE ENCORE PLUS GRAVE POUR LE CDA, NATION INDUSTRIELLE ET COMMERCANTE. CES EVENTUELLES MESURES PERMANENTES DE PROTECTION REMETTENT EN QUESTION LES FONDEMENTS MEMES DE NOS RELATIONS COMMERCIALES AVEC LES ETATS-UNIS ET, DE FACON PLUS GENERALE, LES ENTENTES MONDIALES SUR LE COMMERCE. ELLES SEMBLERENT ANNONCER UNE REFORME DE LA POLITIQUE COMMERCIALE AMERICAINE TOURNANT DELIBEREMENT LE DOS A LA POLITIQUE DE LIBERALISATION DU COMMERCE SUR LAQUELLE LA PROSPERITE MONDIALE S'EST BATIE DEPUIS LA FIN DE LA DERNIERE GUERRE.

J'HESITE A CROIRE QUE LES ETATS-UNIS REPOUSSENT AUJOURD'HUI UNE ASSOCIATION QUI, PENDANT DES SIECLES, A SI BIEN SERVI L'INTERET DE NOS DEUX SOCIETES POUR LE DEVELOPPEMENT DE L'AMERIQUE DU NORD. JE NE CONCOIS PAS QUE LES ETATS-UNIS ADOPTENT A L'EGARD DU CDA LA POLITIQUE DU CIT JEU DE BATAILLE FINCI. D'ABORD CELA NAURAIT PAS DE SENS. ON NE FAIT PAS FRUCTIFIER SES PROPRES AFFAIRES EN CREANT DES ENNUIS A SON MEILLEUR CLIENT.

LE CDA A BÂTI, EN COLLABORATION ETROITE AVEC LES ETATS-UNIS, UNE ECONOMIE INDUSTRIELLE ET COMMERCIALE EQUILIBREE ET REUSSIE. JE PUIS VOUS ASSURER QUE LE CDA EST DECIDE A POURSUIVRE LA ROUTE QUI L'EST TRACEE. LES PROPOSITIONS QUE NOUS ONT FAITES DES AUTORITES HAUT PLACEES DES ETATS-UNIS POUR QUE NOUS REDUISIONS NOTRE INDUSTRIE DE FABRICATION SECONDAIRE ET QUE NOUS CONCENTRIONS NOS ACTIVITES SUR L'EXPLOITATION ET LA TRANSFORMATION DE NOS RESSOURCES NATURELLES MANIFESTENT AUSSI PEU DE SENSIBILITE QUE DE CONNAISSANCE A L'EGARD DE NOTRE SITUATION. NOTRE MAIN-D'OEUVRE POSSEDE LE TAUX D'EXPANSION LE PLUS RAPIDE DU MONDE. LES INDUSTRIES EXTRACTIVES ET DE TRANSFORMATION

NE POURRAIENT ABSOLUMENT PAS OBSORBER LA MAIN-D'OEUVRE DONT NOUS DISPOSONS DEJA ET ENCORE MOINS CREER LES EMPLOIS NOUVEAUX QUI S'IMPOSENT POUR AUJOURD'HUI ET POUR L'AVENIR.

INUTILE DE DIRE QU'AU CDA NOUS NOUS POSONS QUELQUES QUESTIONS TOUT A FAIT FONDAMENTALES AU SUJET DE L'AVENIR. DANS LA PERIODE D'APRES-GUERRE, NOUS AVONS FONDÉ NOTRE ACTION SUR L'HYPOTHESE D'UNE PLUS GRANDE LIBERTE COMMERCIALE ET D'UNE STABILITE PERMANENTE DES ECHANGES COMMERCIAUX ENTRE LE CDA ET LES ETATS-UNIS. CES ECHANGES SE SONT REVELES BENEFIQUES POUR LES DEUX PAYS, MAIS LA DECLARATION DU 15 AOUT NE POUVAIT QUEBRANLER NOTRE HYPOTHESE ET NOTRE GOUV'T SE DOIT, DE PAR LES RESPONSABILITES QUI L'ONT PRISE D'ASSURER LA SECURITE ET LA PROSPERITE DE PLUS DE 20 MILLIONS DE CDNS, D'ENVISAGER LES AUTRES POSSIBILITES QUI SOUFFRENT A LUI.

J'AIMERAI SOULIGNER QU'À MON AVIS LES QUESTIONS VISANT CES CHOIX
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NE DEVRONT PAS OBLIGATOIREMENT RECEVOIR UNE REPONSE PRATIQUE, MEME SIL EST NECESSAIRE DE LES ETUDIER EN THEORIE. JE SUIS ASSEZ OPTIMISTE POUR CROIRE QUE LA RAISON VA L'EMPORTER. C'EST POURQUOI J'AI CONFIANCE QUE CETTE PERIODE D'INCERTITUDE SE TERMINERA, QUE LE SYSTEME MONETAIRE INTERNATIONAL SE RENOUVELLERA, SE RATIONALISERA ET SERA PLUS EFFICACE ET QUE LES ARRANGEMENTS COMMERCIAUX INTERNATIONAUX S'AMELIORERONT ET DEVIENDRONT PLUS LIBERAUX.

EN FILIGRANE DERRIERE LA CRISE ACTUELLE, ON PEUT DISTINGUER UNE MODIFICATION FONDAMENTALE ET SANS DOUTE DURABLE DE LA CONFIGURATION DU POUVOIR ET DE LA RICHESSE INDUSTRIELLE TOUT AUTOUR DU GLOBE. TOUT AU LONG DE LA PERIODE D'APRES-GUERRE, LES ETATS-UNIS ONT ETE DE BEAUCOUP LA PUISSANCE ECONOMIQUE LA PLUS RICHE ET LA PLUS EN VUE DU MONDE. CE SONT EUX QUI ONT ASSUME LES RESPONSABILITES LES PLUS GRANDES ET LES FARDEAUX LES PLUS LOURDS POUR LE MAINTIEN DU SYSTEME MONETAIRE ET COMMERCIAL INTERNATIONAL CREE A LA FIN DE LA GUERRE. CETTE PLACE MAITRESSE A OBTENU LA CONSIDERATION QUELLE MERITAIT DANS LE DOMAINE MONETAIRE PAR LA POSITION UNIQUE ACCORDEE AU DOLLAR DES ETATS-UNIS EN TANT QUE RESERVE MONETAIRE FERMEMENT LIEE AU PRIX DE L'OR. LES ETATS-UNIS ONT REPONDU A CETTE CONFIANCE PAR UNE PRISE EN CHARGE GENEREUSE ET CLAIRVOYANTE ET IL FAUT LEUR SAVOIR GRE D'AVOIR RENDU POSSIBLE LE RELEVEMENT ET LA CROISSANCE REMARQUABLE DES ECONOMIES RAVAGEES PAR LA GUERRE. GRACE A LA RICHESSE ET A LA GENEROSITE PREVOYANTE DES ETATS-UNIS, LE MECANISME ECONOMIQUE INTERNATIONAL MIS SUR PIED A LA FIN DE LA GUERRE SEST REVELE EXTREMEMENT EFFICACE. CONTRAIREMENT A CE QUI SETAIT PASSE DURANT LES DESASTREUSES ANNEES TRENTE, LE COMMERCE INTERNATIONAL A CONNU L'EXPANSION LA PLUS RAPIDE ET LA PLUS SOUTENUE QUE LE MONDE AIT JAMAIS OBSERVEE, ET LES ETATS-UNIS AUX-MEMES EN ONT ETE LE PRINCIPAL BENEFICIAIRE. LE CDA A JOUE SON ROLE DE RELEVEMENT DU MONDE DE L'APRES GUERRE EN SE LANÇANT GENEREUSEMENT, COMME LES ETATS-UNIS, A LA POURSUITE ECLAIREE DE SES INTERETS PROPRES.

DANS LE CADRE DE CE SYSTEME MONETAIRE ET COMMERCIAL INTERNATIONAL, LES EVENEMENTS LES PLUS REMARQUABLES QUI SOIENT SURVENUS CONCERNENT LA MONTEE D'UNE EUROPE PLUS UNIE ET DU JAPON, QUI, A BIEN DES EGARDS, SONT DEVENUS DES CENTRES COMMERCIAUX ET FINANCIERS COMPARABLES, EN IMPORTANCE, AUX ETATS-UNIS. C'EST DANS CETTE SITUATION D'ENSEMBLE QUE LES ETATS-UNIS, SOUS LA PRESIDENCE DE M. NIXON, SEFFORCENT DE DONNER A LEUR POLITIQUE DES DIRECTIONS NOUVELLES, MIEUX ADAPTEES AUX REALITES NOUVELLES.

LA DOCTRINE NIXON, QUI ANNONCE DE LA PART DES ETATS-UNIS UN ROLE MOINS DOMINANT SUR LA SCENE MONDIALE, TIENT COMPTE DES RAPPORTS NOUVEAUX QUI SE CREENT SUR LE PLAN COMMERCIAL ET ENTRE LES PUISSANCES. DANS LE MONDE DIT COTÉ OCCIDENTAL FINCI, LES ETATS-UNIS NE SONT PLUS UN GEANT AU MILIEU DE SIMPLS MORTELS. LA PREEMINANCE ECONOMIQUE DES ETATS-UNIS SERA DISPUTE PAR L'EUROPE DES DIX, QUI REGROUPERA, AVEC SES ETATS ASSOCIES ET PAR SES ACCORDS SPECIAUX AVEC D'ANCIENNES COLONIES, PRES DE 45 POURCENT DU COMMERCE MONDIAL.

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AUX ANTIPODES PAR RAPPORT A NOUS SE TROUVE LE JAPON, QUI EST L'EXEMPLE MEME DU MIRACLE ECONOMIQUE. TOUT COMME DANS LE DOMAINE DE LA POLITIQUE MONDIALE ON VOIT SE FORMER UN TRIANGLE COMPOSE DES TROIS GRANDS POLES DE PUISSANCE QUE SONT LES ETATS-UNIS, L'UNION SOVIETIQUE ET LA CHINE, AINSI, DANS LE MONDE NON COMMUNISTE, L'HEGEMONIE ECONOMIQUE SE PARTAGE ET SE COORDONNE AUJOURD'HUI ENTRE LES TROIS GRANDS, SOIT LES ETATS-UNIS, L'EUROPE DES DIX ET LE JAPON, AVEC LE CONCOURS, SANS SOUTÈ, DU CDA, QUI VIENT AU QUATRIEME RANG DES NATIONS COMMERCANTES DU MONDE. LES ETATS-UNIS NE PEUVENT SE DEROBER A LEUR RESPONSABILITE DE CHEF DU MOUVEMENT, MAIS ILS DOIVENT AUJOURD'HUI ASSUMER CETTE DIRECTION DANS UN CONTEXTE MONDIAL TRES DIFFERENT DE CELUI QUI EXISTAIT IL Y A QUELQUES ANNEES A PEINE.

LA PROSPERITE DE L'APRES-GUERRE SE BASEE SUR DES FONDEMENTS DE DEUX SORTES: LES POLITIQUES GENEREUSES ET PLEINES D'IMAGINATION MISES EN PRATIQUE PAR LES ETATS-UNIS POUR LE RELEVEMENT MONDIAL ET LA CONCLUSION D'ACCORDS COMMERCIAUX STABLES, LIBERAUX ET MULTILATERAUX PAR L'INTERMEDIAIRE D'INSTRUMENTS COMME LE GATT ET L'OCDE. SI LES PAYS INDUSTRIALISES VEULENT CONSERVER LEUR PROSPERITE ET LEUR SECURITE ET SI L'ON VEUT QUE LES PAYS EN VOIE DE DEVELOPPEMENT AIENT LA POSSIBILITE DE CONNAITRE CETTE PROSPERITE, IL FAUDRA QUE SOIT MISE AU POINT UNE FORMULE APPROPRIEE D'AIDE AU DEVELOPPEMENT APPUYEE PAR DES ACCORDS DE COOPERATION PERMANENTS ENTRE LES NATIONS COMMERCANTES.

DANS LA MESURE OU L'INITIATIVE DU PRESIDENT NIXON NOUS OBLIGE A METTRE CARTES SUR TABLE ET A REPENSER CERTAINS DES PROBLEMES FONDAMENTAUX QUI SE POSENT AU MONDE SUR LE PLAN MONETAIRE ET COMMERCIAL, IL FAUT LOUER CETTE INITIATIVE. JE SUIS CERTAIN DE NE PAS ME MEPRENDRE SUR LES INTENTIONS DE L'ADMINISTRATION AMERICAINE EN DISANT QUE JE NE CONSIDERE PAS LES DECISIONS GLOBALES DU PRESIDENT NIXON COMME UNE NOUVELLE POLITIQUE AMERICAINE, MAIS PLUTOT COMME UN CHOC DELIBERE DESTINE A CREER UNE ATMOSPHERE DANS LAQUELLE QUELQUES-UNS DES PROBLEMES LES PLUS TENACES DES SYSTEMES MONETAIRES ET COMMERCIAUX POURRONT ETRE RESOLUS PAR LA COLLECTIVITE MONDIALE TRAVAILLANT EN COLLABORATION. A CE TITRE, LES MESURES EN QUESTION ONT ETE EFFICACES. AU CDA, TOUT LE MONDE PARTAGE LE DESIR DES ETATS-UNIS DE VOIR SE REALISER LE REALIGNEMENT REALISTE DE SES MONNAIES. NOUS PARTAGEONS AUSSI LEUR DESIR DE VOIR SUPPRIMEES LES RESTRICTIONS COMMERCIALES ARBITRAIRES QUI IMPOSENT LE JAPON ET L'EUROPE A NOS PRODUITS, CAR NOUS AUSSI, NOUS EN SUBISSONS LES CONSEQUENCES FACHEUSES. L'EXPERIENCE PASSEE MONTRE CEPENDANT QUE DES MESURES UNILATERALES DU GENRE DE CELLES QU'ONT PRISES LES ETATS-UNIS CONDUISENT, SI L'ON S'Y MAINTIENT, A UNE CONFRONTATION DES POLITIQUES QUI N'ATTEINT QUE RAREMENT LE BUT VISE ET PEUT SUSCITER DES REPRESAILLES. PAR LE TRUCHEMENT DU GATT, LA COMMUNAUTE COMMERCANTE DU MONDE ENTIER A JUGE LA SURTAXE TEMPORAIRE COMME UNE MESURE INOPORTUNE ET EN A DEMANDE LA SUPPRESSION. JE DEMANDE DONC QUE LES SURTAXES, QUI SONT CONTRAIRES AUX PRINCIPES RECONNUS D'UNE JUSTE ACTIVITE COMMERCIALE, SOIENT RETIREES SANS DELAI. JE PRIE AUSSI INSTAMMENT LES ETATS-UNIS DE NE PAS DONNER SUITE A LEUR PROJET DE CREATION DE LA DISC ET DE MODIFIER

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LE PROJET D'EXEMPTIONS FISCALES POUR L'EXPANSION DES EMPLOIS DE FAÇON
À FAIRE CESSER LA DISCRIMINATION CONTRE LES IMPORTATIONS.

IL Y A QUELQUES ANNÉES, LE GOUVERNEMENT CANADIEN A COMMENCÉ À S'INQUIÉTER
SÉRIEUSEMENT DE LA POSSIBILITÉ D'UN RETOUR AU PROTECTIONNISME,
SURTOUT DE LA PART DES ÉTATS-UNIS ET DU MARCHÉ COMMUN EUROPÉEN.
DEPUIS, AVEC MES COLLÈGUES EDGAR BENSON, MINISTRE DES FINANCES, ET
JEAN-LUC PEPIN, MINISTRE DE L'INDUSTRIE ET DU COMMERCE, JE ME SUIS TENU
EN CONTACT CONSTANT AVEC LE GOUVERNEMENT DES ÉTATS-UNIS, AVEC LES GOUVERNEMENTS
DES PAYS DE L'EUROPE OCCIDENTALE ET AVEC LA COMMISSION ÉCONOMIQUE
EUROPÉENNE, POUR LES METTRE EN GARDE CONTRE CE DANGER TRÈS RÉEL.
NOUS DISCUTONS DE CELA ENCORE, IL Y A À PEINE UNE SEMAINE, AVEC M
MALFATTI, PRÉSIDENT DE LA COMMISSION ÉCONOMIQUE EUROPÉENNE, DE PASSAGE
À OTTAWA. ET JE RECONNAIS QUE LE CDA A TOUT LIEU DE MANIFESTER UNE TELLE
INQUIÉTUDE; DANS UN COMBAT DE GEANTS, C'EST SOUVENT LE SPECTATEUR
INNOCENT QUI REÇOIT LES COUPS LES PLUS DURS. NOS ENTRETIENS
NOUS ONT CONVAINCUS QUE PERSONNE NE VEUT QU'UNE TELLE SITUATION SE
PRODUISE. JE NE CROIS PAS QUE PERSONNE AIT RÉELLEMENT SOUHAITÉ LA
GRANDE CRISE OU LES GUERRES MONDIALES. MAIS CELA NE LES A PAS
EMPECHÉES DE SE PRODUIRE.

LE PLAN NIXON NOUS RAPPELLE FORT À PROPOS QUE LES ÉTATS-UNIS NE
PEUVENT PLUS SE PERMETTRE DE PRENDRE PLUS QUE LEUR JUSTE PART DU
FARDEAU DE LA SÉCURITÉ ET DE LA PROSPÉRITÉ MATÉRIELLE DU MONDE.
CETTE POSITION EST JUSTE ET ACCEPTABLE. MAIS PAR AILLEURS ET POUR
LEUR PROPRE BIEN, LES ÉTATS-UNIS NE PEUVENT REFUSER, PUISQUE CET
HONNEUR LEUR REVIENT, DE PRENDRE LA TÊTE DU MOUVEMENT D'ASSAINISSEMENT
DU SYSTÈME MONÉTAIRE ET DES ACCORDS DE COMMERCE INTERNATIONAUX DONT
LE MONDE A TELLEMENT BESOIN. NI LA COMMUNAUTÉ ÉCONOMIQUE EUROPÉENNE
EN VOIE D'EXPANSION NI LE JAPON NE PEUVENT NON PLUS SE DÉROBER À
CE DEVOIR. LES ACCORDS LES PLUS ACCEPTABLES SERONT CONCLUS APRÈS
DES CONSULTATIONS MULTILATÉRALES LIBRES ET EXHAUSTIVES ET NON PAR
LE MOYEN D'ULTIMATUMS ET DE CONFRONTATIONS. CES CONSULTATIONS DOIVENT
VISER À ÉLARGIR ENCORE ET À
LIBÉRALISER LES CONDITIONS DU COMMERCE MONDIAL ET NON À LES
RESTREINDRE; ELLES NE CONNAÎTRONT D'AILLEURS LE SUCCÈS QUE SI TELLE
EST LA VOLONTÉ DE TOUTES LES GRANDES PUISSANCES ÉCONOMIQUES. LE CDA
SE SERVIRA DE TOUTES LES OCCASIONS ET DE TOUTS LES INSTRUMENTS
POSSIBLES POUR QUE CES CONSULTATIONS SOIENT MISES EN TRAIN. NOUS
TRAVAILLERONS AVEC LES ÉTATS-UNIS ET AVEC NOS AUTRES PARTENAIRES
POUR NOUS ASSURER QUE CES CONSULTATIONS SOIENT D'UNE GRANDE AMPLÉUR
ET D'UNE GRANDE PORTEE, QUELLES TRAITENT RÉELLEMENT DES PROBLÈMES
QUI NOUS PRESSENT ET QUELLES POSENT LES FONDEMENTS SOLIDES D'UNE
NOUVELLE ÈRE DE CROISSANCE ÉCONOMIQUE AUSSI BIEN POUR LES PAYS
INDUSTRIALISÉS QUE POUR LES PAYS EN VOIE DE DÉVELOPPEMENT. FINCIT.
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September 16, 1971

56-1-2-USA.

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Mr. D. B. Hicks
Information Division
Department of External Affairs
Ottawa, ONTARIO

Dear Mr. Hicks:

I am in receipt of your letter of September 8, 1971. The request by the World Affairs Council which you supported is under consideration by NFB. I will advise if positive action is taken.

Yours sincerely,

Lyle R. Cruickshank
Film Library Services

db

Fai

Diary
Circ
ChronThe Canadian Consulate General
BOSTON

UNCLASSIFIED

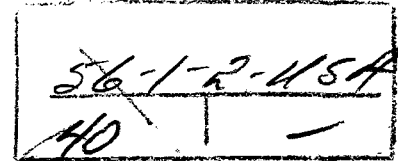
Under-Secretary of State for External Affairs
OTTAWA

September 14, 1971

Our telegram No. FAI-1790 of August 30

FAI-1898

World Affairs Council



...

Attached is a copy of our letter of today's date to Mr. John F. Sokol of the Canadian Institute of International Affairs concerning the organization of visits by Canadian briefing teams and individual speakers to World Affairs Councils in the United States.

2. You will note our understanding that it will not interfere with the CIIA's plans if we look after Mr. Nyary's requests regarding Mr. Paul Gerin-Lajoie and Mr. A.J. and Mr. G.C. Andrew. As a general rule, the actual organization of speakers' tours of World Affairs Councils is handled by the CIIA on the basis of requests made by individual Councils through the National Council of Community World Affairs Organizations, Inc. (Mr. W.C. Messner, to whom we refer in our letter to Mr. Sokol, is the officer of the National Council responsible for speakers' tours.) We meet the cost of the tours and, of course, are kept fully informed by the CIIA. There is no need for you to mention the matter to Mr. Nyary on this occasion, but it might be as well for you to be aware of the arrangement with the CIIA and the National Council in order to avoid the possibility of confusion in the future. It would only be a question of ascertaining, when Mr. Nyary discusses speakers with you, whether it is a new request or one he has already made through the National Council but to which he attaches particular importance.

3. We have written to Mr. Paul Gerin-Lajoie asking whether it would be possible for him to address a luncheon meeting of the Boston Council in March. We shall let you know as soon as we receive his reply. We have also spoken to Mr. Arthur Andrew, who has expressed his willingness to go to Boston provided a mutually convenient date can be arranged. We should be grateful if you would ask Mr. Nyary to suggest possible dates. Mr. G.C. Andrew has now retired as Executive Director of the Association of Universities and Colleges of Canada and is living in Vancouver. Although we assume it would not affect Mr. Nyary's interest, it might be as well for you to tell him of Mr. Andrew's retirement before we write to Mr. Andrew to ask whether he would be interested in speaking to the Boston Council. We shall look forward to hearing from you on this point.

D. B. HICKS

Under-Secretary of State
for External AffairsWashington
(G.A. Cowley)

Diary
 Circ
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(Postcode) KIA OG2

Ottawa, September 8, 1971

File No. 56-1-2-USA

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Dear Mr. Cruickshank:

The World Affairs Council of Boston Massachusetts is in the process of organizing a Resource Centre to enable and encourage students in the New England Area to further their studies and foster their interest in World Affairs. The Centre will make extensive use of exhibits of art, crafts, and photographs, dramatic and musical performances, and library material.

The Council has indicated that a high priority will be given to Canadian Affairs, and has asked our assistance in this segment of the Resource Centre.

The Resource Centre offers an unusually good opportunity for us to make Canada better known to students and others in this area, and we wish to assist in any way we can to enable the Council to pursue its plans of placing great empathis on Canada.

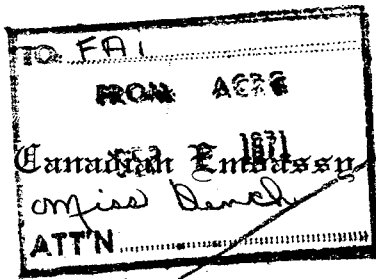
The Council has displayed considerable interest in National Film Board production and is most aware of their excellence. To this end we have been asked to investigate the possibility of setting up a permanent library of NFB films to be held at the Centre for circulation to its clientele.

We strongly support this request, and should be grateful if the NFB would look into this requirement and, if at all possible, provide an adequate supply of films to the Centre.

Yours sincerely,
 D. B. HICKS

D.B. Hicks
 Director
 Information Division

Mr. Lyle Cruickshank,
 National Film Board,
 P.O. Box 6100,
 MONTREAL, P.Q.



Life
D

Ambassade du Canada

64
Office of Information
1771 N Street N. W.
Washington, D. C. 20036

56-1-2-USA	
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September 2, 1971

Dear Mary,

Your letter of August 20 has been noted and the correction has been made to the information meeting report. I agree that it is an historical matter and not one requiring further action.

With all good wishes, I remain,

Yours sincerely,

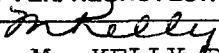
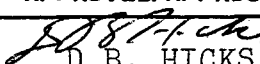
Ted

E. R. Johnston
Second Secretary
(Information)

Miss Mary Q. Dench,
Information Division,
Department of External Affairs,
Ottawa K1A 0G2, Ontario,
Canada.

FBI

MESSAGE

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<p><u>REF</u> YOUR TEL 236 AUG 20</p> <p><u>SUB/SUJ</u> WORLD AFFAIRS COUNCIL</p> <p>GRATIFIED BY INTEREST SHOWN BY WORLD AFFAIRS COUNCIL AND WILL DO EVERYTHING WE CAN TO ASSIST. ALL QUESTIONS UNDER ACTIVE CONSIDERATION AND WILL SEND YOU ANSWERS AND SUGGESTIONS AS SOON AS POSSIBLE.</p>						
DRAFTER/RÉDACTEUR		DIVISION/DIRECTION		TELEPHONE		APPROVED/APPROUVÉ
 M. KELLY/DGT		FAI		2-7656		 D.B. HICKS
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FAI/M. KELLY/DGT

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FAI

August 30, 1971

Telegram No. 236 of August 20 from Boston

World Affairs Council of Boston - Request to
Place Student Interns at Canadian Consulate
General

56-1-2-USA

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In June of this year, we invited the Executive Directors of eight World Affairs Councils in the United States to visit Ottawa for briefings on Canada's foreign policy and the domestic scene. As you will see from the attached copy of telegram No. 236 of August 20 from Boston, our hope that the visit would result in the inclusion of Canadian programs in the schedules of activities of the Councils was well founded.

2. Since the Resource Centre being organized by the World Affairs Council of Boston would seem to offer an unusually good opportunity for us to make Canada better known to students and others in the New England area, we are most anxious to do everything possible to assist the Council in its plans to place great emphasis on Canadian affairs. We should grateful, therefore, if you would give sympathetic consideration to the proposal that the Consulate General take on student interns. No doubt you will wish to correspond directly with the Consulate General, since you may well require more details to enable you to decide on the proposal, but we should appreciate receiving copies of the correspondence.

3. We are sending an interim reply to Boston saying that all the questions raised are under active consideration

D. B. HICKS

Information Division

FAI/M. KELLY/DGT

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MEMORANDUM

Miss Reid
Mr. Publicover

UNCLASSIFIED

August 30, 1971

FAI

Telegram No. 236 of August 20 from Boston

Assistance to Boston World Affairs Council

56-1-2-USA

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Attached is a copy of telegram No. 236 from Boston, together with a copy of our memorandum of August 27 to Cultural Affairs Division. We have also sent a memorandum to Staff Relations and Compensation Division asking for sympathetic consideration of the student intern idea.

Mr. D. Lambie
Info Canada,
(Expos)

2. As we have said in our memorandum to Cultural Affairs Division, the proposals by the Boston World Affairs Council represent just the sort of interest we hoped to spark when we invited Directors of World Affairs Councils to Ottawa. I should be grateful, therefore, if Miss Reid would consider what assistance can be given on exhibits and Mr. Publicover look into the possibility of a permanent library of NFB films and give their answers or suggestions to Miss Kelly who will put together the outline for Boston of what we and Cultural Affairs Division can offer.

3. We have sent an interim reply to Boston saying that all the questions raised are under active consideration.

D. B. HICKS

D.B. Hicks

EXTERNAL AFFAIRS



FAI/M. KELLY/DGT

AFFAIRES EXTÉRIEURES

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TO
A FAC

FROM
De FAI

REFERENCE
Référence Telegram No. 236 of August 20 from Boston

SUBJECT
Sujet World Affairs Council of Boston Resource Centre

SECURITY
Sécurité

UNCLASSIFIED

DATE August 27, 1971.

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Mr. Gillard
I can discuss

ENCLOSURES
Annexes

DISTRIBUTION

Mr. Publicover

Miss Reid

Mr. D.R.
Lambie, Info
Canada (Expos)

In June of this year, we invited the Executive Directors of eight World Affairs Councils in the United States to visit Ottawa for briefings on Canada's foreign policy and the domestic scene. From the attached copy of telegram No. 236 of August 20 from Boston, you will see that our hopes that the visit would result in the inclusion of Canadian programs in the schedule of activities of the Councils were well-founded.

2. The Resource Centre being organized by the World Affairs Council of Boston would seem to offer an unusually good opportunity for us to make Canada better known to students and others in the New England area, and we are sure you will share our wish to do everything possible to assist the Council in its plans to place great emphasis on Canadian affairs. We should be grateful if you would consider what it might be possible for you to offer in the field of cultural exhibits and the performing arts and let us have your ideas as soon as possible. We shall draw up our own list (including answers to the questions about NFB films and speakers) and, if you agree, will send Boston a reply combining your suggestions and ours. At this stage, we think we can only offer Boston an outline of what might be done and see what sort of thing evokes the most enthusiastic response from the Council. After that, when it comes to the point of making definite arrangements, each of our two Divisions would correspond with Boston on its own subjects in the usual way.

3. We are taking up the question of student interns with APRL.

[Signature]

Information Division

~~ACTION COPY~~

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U N C L A S S I F I E D

FM BOSTON AUG 20/71

TO EXT OTT LEA 236

INFO WASHDC DE OTT

---WORLD AFFAIRS COUNCIL

THE WORLD AFFAIRS COUNCIL OF BOSTON IS IN THE PROCESS OF ORGANIZING A RESOURCE CENTER TO ENABLE AND ENCOURAGE STUDENTS IN NEW ENGLAND TO MAKE USE OF THE COMMUNITY RESOURCES IN WORLD AFFAIRS. POSSIBLY AS A RESULT OF YOUR RECENT INVITATION TO WORLD AFFAIRS COUNCIL'S EXECUTIVES IN USA (INCLUDING BOSTON DIRECTOR, MR NYARY) GREAT EMPHASIS IS TO BE GIVEN TO CDN AFFAIRS, FOR WHICH ASSISTANCE OF THE CONSULATE HAS BEEN REQUESTED. WE ARE LOOKING FORWARD TO INCREASED CO-OPERATION WITH WORLD AFFAIRS COUNCIL (FRUITFUL CONTACTS HAVE TAKEN PLACE IN THE PAST), AND SHALL PROVIDE ALL MATERIAL AND ASSISTANCE POSSIBLE.

2. HOWEVER COUNCIL WOULD LIKE HELP IN FOLLOWING AREAS AS WELL: EXHIBITS OF ART, CRAFTS AND PHOTOGRAPHS; DRAMATIC AND MUSICAL PERFORMANCES INCLUDING FOLK DANCING, AND LIBRARY MATERIALS.

3. IN ADDITION, MR NYARY HAS ASKED ME IF WE COULD TAKE AT CONSULATE ONE OR MORE HIGH SCHOOL STUDENTS WHO WOULD BE WILLING TO SERVE AS UNPAID INTERNS IN ORDER TO GET A BETTER APPRECIATION OF CDA AND INTERNATIONAL ACTIVITIES IN GENERAL. APPARENTLY SUCH INTERNSHIP PROGRAMME IS PART OF EDUCATION PROGRAMME REFORM UNDER WHICH HIGH SCHOOL STUDENTS WOULD HAVE TO SPEND ONLY 5-1/2 HOURS PER DAY AT SCHOOL. IDEA IS TO GIVE A CHANCE TO STUDENTS IN THEIR LAST YEAR OF HIGH SCHOOL TO GET APPRENTICESHIP IN THEIR FIELDS OF INTEREST

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PAGE TWO 236

AND HELP THEM TO MAKE A BETTER CHOICE OF A CAREER.

4. FINALLY, MR NYARY WOULD BE INTERESTED IN KEEPING A PERMANENT LIBRARY OF NFB FILMS TO BE USED EITHER ON COUNCIL'S PREMISES OR TO BE CIRCULATED TO ITS CLIENTELE.

5. QUESTIONS RAISED IN PARAS 2, 3 AND 4 ABOVE WOULD REQUIRE YOUR CONSIDERATION AND I SHOULD BE GRATEFUL FOR YOUR COMMENTS AND/OR GUIDANCE SOONEST. BUSY SCHEDULE OF WORLD AFFAIRS COUNCIL NORMALLY STARTS IN SEPT.

6. ONE MORE ADDITIONAL REQUEST MADE TO ME BY MR NYARY. HE WOULD BE VERY INTERESTED IN HAVING MR PAUL GERIN-LAJOIE OF CIDA ADDRESS ONE ~~OFF~~ REGULAR LUNCHEON MEETINGS OF WORLD AFFAIRS COUNCIL IN BOSTON IN MARCH 1972. HE HAS ALSO SUGGESTED NAMES OF ARTHUR ANDREW, HEAD OF OUR FAR EASTERN DIV, AND THE LATTER'S BROTHER WHO IS SECRETARY OF CDN ASSOC OF COLLEGES AND UNIVS AS POSSIBLE SPEAKERS AT SOME FUTURE DATE. COULD YOU EXPLORE THESE POSSIBILITIES AS WELL.
HOUDE

by C. Andrew
- He is
returning
this fall
(D)

CONFIDENTIAL

August 23, 1971.

MEMORANDUM FOR THE MINISTERWest Coast Oil Tanker Movements

You will remember that when you and Mr. Davis discussed the proposed West Coast oil tanker movements with Secretary of State Rogers in Washington on June 10, you pressed for joint studies to examine further the implications for Canada if the United States should proceed with their plans. Mr. Rogers promised to let you know shortly whether such studies would be possible.

2. In the absence of an early response further discussions were arranged at the official level on June 29 and the request for consultations was made in writing in an Aide-Memoire (copy attached as Annex A). On July 16 the United States declined "at this time" to enter into any joint studies but invited us to present our views in written form (Annex B). It was also indicated that we should make our material available in August to fall within the timetable set for the preparation of the "environmental impact study" required for the Alyeska pipeline application.

3. A considerable amount of technical material has been prepared by the Department of the Environment enlarging upon the points stressed in the earlier official level oral presentations made on May 3. This material was transmitted to the State Department last week under the attached Aide-Memoire (attached as Annex C but without the technical material running to some 45 pages). You will see that this Aide-Memoire has been drafted to reinforce the points made by you and Mr. Davis to Secretary of State Rogers on June 10. While meeting the actual timing suggested by United States officials it has been made clear to them that this Aide-Memoire is to be regarded as an intergovernmental communication and not any part of the formal procedures related to the Alyeska application.

4. It is not possible to predict what further court injunctions or other obstacles the various environmentalist lobbies may be able to place in the way of the Alyeska pipeline, but barring unforeseen developments most indications suggest that a permit will soon be granted by the Department of the Interior to let construction of the pipeline proceed. Upon granting a permit the United States authorities would then need to deal with the Canadian official and other representations regarding the transport of oil into the inner coastal waters. If the United States takes no action to route the tanker movements to California or elsewhere outside the Puget Sound area we would then need to examine how to bring the United States to establish the best possible arrangements on the West Coast. There would have to include contingency planning and

- 2 -

CONFIDENTIAL

shipping controls to minimize the risks and a regime within ~~in~~ which there would be given assurance of procedures to provide for prompt and adequate compensation in case of damage. From a tactical point of view we have so far refrained from entering into discussions with the United States on any of these subjects in relation to the West Coast, since to do so would prejudice our efforts to keep all new oil tanker movements out of the inner coastal waters.

5. No immediate further steps seem likely to advance our cause but we will keep you informed of developments. In the meantime we shall draft material to deal with possible questions in the House.

P. T.

P. T.

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Annex A

- CANADA TO THE UNITED STATES
COASTAL TANKER POLLUTION - TEXT OF AIDE-MEMOIRE

(Telegram from Washington 2067 June 30, 1971)

At a meeting in Washington on June 10 the Secretary of State for External Affairs and the Minister of the Environment expressed to the United States Secretary of State the great concern of the Canadian Government regarding proposals to move oil by tanker along Canada's Pacific coast and to the Puget Sound area. The Canadian Ministers held the view that because of the virtual certainty that oil spills would occur if the proposed tanker movements were permitted in these confined coastal waters, present plans should be reviewed with the objective of diverting these oil shipments to destinations other than Puget Sound. The Canadian Ministers also pointed out that while the proposed oil movement, no doubt promised economic benefits for the United States, there were no such compensating benefits and only risks of damage for Canada.

The Canadian Ministers drew attention to the widespread public concern in Canada about the environmental risks involved in the proposed Alaska oil movements. This concern has been expressed by the unanimous approval given in the Canadian House of Commons on June 21 for the adoption of the Third Report of the Special Committee on Environmental Pollution. A copy of this report is attached.

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The Canadian Government proposed that detailed consultations be held as soon as possible between officials of the two countries regarding the implications of these oil movements and that the following matters should provide the basis for such further discussions. (These discussions could also, if considered desirable, encompass studies regarding environmental risks from oil spills in Atlantic Coast areas.

Assessment of Environmental Risk

There is a need for a comprehensive analysis to determine the nature and extent of the environmental risks involved in the proposed oil tanker movements, and the probable consequences of an oil spill in the West Coast area. Such analysis should include the following elements: (a) proposed quantities and destinations of oil movements

It would be necessary to establish more precisely the proposed total quantity of oil to be moved by tanker from Alaska and how much oil would be moved into the inner waters should the Alyeska Line be built and shipment of oil into such waters be authorized by the United States Government. In this context it is hoped confirmation could also be provided regarding the intentions of those concerned with respect to the movement of oil by way of a Seattle/Chicago pipeline.

(b) Oceanography

These consultations could deal among other things with the likely directions in which oil would be carried in the event

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of oil spills along the proposed tanker routes.

(c) Damages- Fish and Bird Life

It is essential to assess the risks in the event of a spill for fish (for example, migration of salmon and spawning of Herring) and birds. For example, the applicability of the migratory birds treaty should be examined to determine to what extent a United States oil spill which killed large numbers of birds covered by the treaty should result in a proportionate reduction in United States exploitation of the bird populations in question. Furthermore, present and contemplated treaty arrangements relating to the taking of salmon and other fish should also be examined.

(d) Other Damages

The consultation should also be directed to the assessment of the nature and likely extent of other damages in the event of an oil spill, including the effect on real property values, the loss of recreational and other uses of territorial waters, effects on ocean property and shorelines, losses to the tourist industry, damage to fishing gear, damages to the logging and pulp and paper industries. With ~~the~~ regard to the foregoing, special attention should be given to an assessment of such damages if an oil spill should occur in the inner waters in British Columbia and the State of Washington.

Legal Considerations

These consultations should also identify the extent of liability, in accordance with well recognized principles of International Law, for the costs of clean-up and compensation

- 4 -

for the damages in the event of oil moving from the National Waters of one country to the other or in the event of oil moving from International Waters into the respective National Waters of the two countries. Discussions should also deal with the establishment of procedures to ensure prompt assessment and payment of adequate compensation for damage, as well as examine the adequacy of possible insurance coverage or other means of compensation in the light of limitations on financial liability under current international arrangements.

Shipping Controls

Consultations should also cover such matters as routings, navigation aids, traffic-lane separation, tanker specifications, personal qualifications and manning, and other minimum safety standards.. The Canadian Government considers it essential to have precise information on the proposed routings; for example, would Haro and/or Rosario Straits be employed in the projected movement of tankers to and from Alaska.

Annex B



Coastal Tanker Pollution
Text of U.S.A. Aide-Mémoire

In its Aide-Mémoire of June 29, the Canadian Embassy conveyed a proposal of the Government of Canada to hold further consultations between officials of the U.S.A. and Canada on the environmental risks of proposed oil tanker traffic from Alaska into the Strait of Juan de Fuca and inward coastal waters.

As background to its response, the Department of State wishes to summarize the current status of environmental studies undertaken by the U.S.A. Government pursuant to Section 102 of the Environmental Policy Act of 1969 in relation to an application before the Department of the Interior for a permit to construct and operate a pipeline across Alaska from the transport of oil. This is the information mentioned by the Secretary of State of the U.S.A. to the Secretary of State for External Affairs of Canada in their conversation of June 10.

Study and analysis of the environmental aspects of the above-mentioned application are proceeding under a three-stage process, in which (1) the Department of the Interior, which has central responsibility for the project, prepares a draft environmental impact statement; (2) the draft is reviewed by appropriate federal and state agencies and by the public; and (3) a final draft statement is prepared incorporating data and considerations developed in the course of this review. At present, this final draft is in

preparation. When completed, it will be submitted to the Council on Environmental Quality and made available to all interested parties. Thereafter, the Secretary of the Interior may act after thirty days on the requested permit for the construction and operation of the pipeline system.

The scope of the Department of the Interior's final draft statement will be very comprehensive. Among other aspects, it will reflect full attention to the environmental problems which might result from the marine transport of the proposed production of Alaskan oil to ports of destination. An important phase of the current version of the environmental impact statement has been the acquisition and analysis of data from all interested sources.

In view of the concern expressed by the Government of Canada about the marine transport aspect of the proposal, special care has been taken to ensure that not only the nature of this concern but also all relevant information, in detail, be considered by the U.S.A. officials engaged in this study. In particular, this information has included material developed during hearings conducted by the Department of the Interior early in 1971 and during the U.S.A.-Canadian consultative meeting on this matter held in Washington, D.C. on May 3; the records of hearings conducted by the Special Committee on Environmental Pollution of the Canadian House of Commons, as provided by the Canadian Embassy; the above-mentioned discussion of June 10 during the visit to Washington, D.C. by the Secretary of

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State for External Affairs and the Minister of the Environment;
and, most recently, the information and considerations provided
by Canadian officials in connection with the Embassy's Aide-Mémoire
of June 29.

The Department of State desires to facilitate continued
U.S.A.-Canadian exchanges on this problem. At the present juncture,
it believes that the immediate problem is to determine those pro-
cedures which will prove most useful. The subjects raised in the
Embassy's Aide-Mémoire of June 29 have been discussed at some length
in the consultative meeting of May 3. On most of these matters the
information provided by the U.S.A. at that time remains current.
On others, generally those concerning legal problems, the U.S.A. Gov-
ernment is continuing to study the issues, and further study will be
necessary before additional responses can be developed.

Therefore, as an effective alternative to another meeting
at this time, the Department of State proposes to provide to the
Canadian Embassy, as soon as it is developed and on a continuing
basis, any new information which would be of interest to the Canadian
Government.

Meanwhile, if the Canadian authorities have any pertinent
additional information which has not already been conveyed to the U.S.A.
Government, the Canadian Embassy is invited to furnish such information
as expeditiously as possible.

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The advantage of the procedure outlined above is that effective transmission of such information in written form can be achieved with a minimum of delay. If received promptly, any new information can be considered before the revised draft environmental impact statement is completed and the U.S.A. authorities move into the next phase of consideration of the pipeline application.

In addition, the Department of State would be disposed to enter into preliminary discussions looking toward establishment of joint contingency plans to deal with potential oil spills in waters affecting the two nations on the west and east coasts, drawing as appropriate on the work undertaken with regard to the Great Lakes. Regardless of whether additional tankers should be authorized for the transportation of Alaskan oil, tanker traffic already exists in both these coastal areas, and a broadening of U.S.A.-Canadian co-operation on contingency planning should serve to minimize the risks involved, to the mutual interest of both countries.

Department of State, Washington, D.C., July 9

AIDE-MEMOIRE

The great concern of the Canadian Government regarding proposals to transport oil by tanker from Alaska to the Puget Sound area has been made known to the United States Government on a number of occasions during the course of this year. This concern is based upon the certainty that any movement of oil by tanker on the scale which has been proposed will eventually result in oil spills. The most recent occasion was at a meeting of United States and Canadian officials in Washington on June 29. At that meeting a proposal was elaborated in an Aide-Memoire for detailed consultations to be held as soon as possible, as had been discussed by Canadian Ministers with the Secretary of State Mr. Rogers on June 10, to explore the various implications of the proposed oil movements.

In a response of July 9 the Department of State suggested that, as an alternative to holding further meetings at that time, any additional information which the Canadian authorities might have to offer be conveyed in written form. It remains the Canadian view that it would be advantageous to discuss certain specific aspects of the likely environmental impact of the implementation of proposed plans for oil movements from Alaska but in the meantime certain technical and other material has been prepared touching upon the principal questions raised in the Canadian Embassy's Aide-Memoire of June 29.

Attached as Appendix I is a study entitled "The Environmental Consequences of the Proposed Oil Transport Between Valdez and Cherry Point Refinery". This document is accompanied by a general commentary (Appendix II) highlighting certain conclusions suggested in the study.

- 2 -

covering Canadian water-front property values in the area and postulated costs in the event of a mishap to a supertanker in the Strait of Georgia system. It will be seen that the main paper (Appendix I) is supported by five Annexes dealing with the impact of oil spills under the following headings: Wildlife; Property, Parks and Recreation; Fisheries; Industry; Physical Consequences of Two Hypothetical Oil Spills. This material demonstrates that a major oil spill arising from large tanker operations would have disastrous effects for the environment and ecology in the Canadian (as well as United States) coastal area, that a great deal of the damage would be beyond capacity to prevent or repair, and that much of the damage would be of a nature not measurable in any economic terms.

Appendix III is an analysis of the international legal situation as it would pertain to the operation of an oil tanker route into the Puget Sound area. This analysis shows that while under established international law damage in Canadian territory from events occurring in United States territory would give rise to clearly valid claims for indemnity, there nevertheless remains the problem of how in present circumstances anyone could obtain prompt and adequate compensation.

In general terms, as outlined on earlier occasions, the Canadian Government is convinced that if the full economic costs of the substantial environmental risks are taken into account it will be found desirable to avoid introducing large and hazardous tanker movements into the inner waters of the Pacific Coast. The Canadian Government is concerned, moreover, that there has so far been no indication of

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plans to provide for compensation, however negligible the risks of damage from oil spills may be judged to be by United States experts. As expressed by Canadian Ministers to Secretary of State Rogers on June 10 it is the view of the Canadian Government that the proposed oil shipments should by-pass Pacific coastal waters adjacent to Canadian territory. It is appreciated that United States residents in the Puget Sound area may be able to accept significant risks of damage from oil spills as a "trade-off" against the assumed economic benefits from oil supplied by tanker to the Cherry Point refinery; however, no persuasive case has been made to justify Canadians accepting these serious risks (demonstrably likely to have greater impact in Canadian than in United States territory) without any benefits to offset them.

In its Aide-Memoire of July 9 the Department of State alluded to the question of joint contingency plans to deal with potential oil spills. Since there is a difference of view between the Canadian and United States Governments as to the nature and magnitude of oil tanker movements that should be permitted in the future in the inner waters on the West Coast, there does not exist at this time any agreed and workable basis for the establishment of a joint contingency plan in that area. The Canadian Government would, however, be prepared to exchange technical information as the first step in examining the situation on the Atlantic Coast.

In the June 29 discussion, in the context of the expressed Canadian opposition to the proposed tanker movements in the inner coastal waters, the United States side enquired about alternative

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sources of oil supply for the States in the Pacific northwest. In order to explore this aspect of the question the competent Canadian authorities would be prepared to discuss the technical and other factors which might affect the continuing contribution to the oil needs of the region from Canadian sources.

In the light of all the foregoing considerations it is the position of the Canadian Government that the United States Government should take whatever steps might be necessary to exclude the proposed substantial increase in the movement of oil by tanker into the coastal waters adjacent to Canada.

Washington, August 19, 1971.

File ✓
Diary
Circ
Chron

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OTTAWA, August 20, 1971

Postcode K1A 0G2

PERSONAL

Dear Ted,

In conversation with Dan Wallace the other day he mentioned that after an absence from the office for some weeks, he had just got around to reading the report of the Information meeting in Washington in March (your letter 412 of March 26). He drew my attention to an error in the 5th line from the bottom on page 1. The words "whose budget has risen from" should be replaced by "and reported that Canada's travel income had risen from".

Dan was not at all concerned about this, but just thought we might want to set our own record straight. I have changed our file copy and thought you might want to do the same on yours. I don't see that any other action is required.

Best personal regards.

Sincerely,

M. Q. DENCH

Mary Q. Dench,
Information Division

Mr. E.R. Johnston
Canadian Embassy
Washington, D.C.

EXTERNAL AFFAIRS



TO: FA
FROM: AFAS
AFFAIRES EXTERIEURES
miss Sutton
ATTN

File Sutton

TO
A

Under-Secretary of State for External
Affairs -(FLP) - Ottawa.

FROM
De

Canadian Embassy, Washington, D.C.
Our Letter No. 612 of May 6, 1971.

REFERENCE
Référence

SUBJECT
Sujet

A National Center for Law Information in
Washington, D.C.

SECURITY
Sécurité

Unclassified.

DATE

August 17, 1971.

NUMBER
Numéro

1277

J. 62

FILE	DOSSIER
OTTAWA	
<i>56-1-2-KSA</i>	
MISSION	
<i>9</i>	

ENCLOSURES
Annexes

FAI DISTRIBUTION

FLA (Mr.
Montgomery)

Charles Hasea (Tel: 338-3131, 280-4514) is now very anxious that his document on A National Center for Law Information be passed as quickly as possible to Mr. Lauren Campbell, the President of the Canadian Bar Association. We would be very grateful if you could renew the search for this document, and send it on its way rejoicing.

Geo. Cowley
The Embassy

FBI

O/MIN
PDM
FPR
PARL SEC
FAI
PAG
DIARY
DIV
FILE

Copy for Mr. Beesley

FLO/M.B. PHILLIPS/jb

CONFIDENTIAL

August 17, 1971

Mark
file

MEMORANDUM FOR THE MINISTER

Bay of Fundy - Lobster Fishing Incident

56-1-2 USA
40 *mk*

You may wish to know that difficulties have arisen this month because of U.S. lobster fishing activities in the vicinity of Machias Seal Island, located to the southwest of Grand Manan Island in the Bay of Fundy. Canada claims Machias Seal Island to be a Canadian island (there has been a Canadian lighthouse there since 1832) and the island is used as a point on our fisheries closing line. The difficulties have arisen because under Canadian regulations the lobster fishing season in the area is closed until November 14, while under U.S. regulations there is no such closed season and U.S. lobster fishing is presently underway. Canadian fishermen are angered by the U.S. fishing and want Canadian regulations enforced to prohibit it.

2. In addition to the informal contacts between our fisheries people and their counterparts in the U.S., (which helped to quieten down the situation) it was thought necessary to have our Embassy in Washington raise the matter orally with the State Department and ask for their co-operation to secure the immediate termination of these lobster fishing operations. In an oral reply the U.S. authorities said they have a historic claim to Machias Seal Island and they therefore maintain that the area where the fishing is going on is within the U.S. territorial sea. Their reply expressed the hope that the incident was an isolated one and they went on to say that they are prepared to discuss this matter with the Canadian Government at any time.

3. We have not yet had an opportunity to consider the full implications of undertaking at this time formal discussions with the U.S. authorities on the matter. In fact the problem has been the subject of communications, even during the last century, and since 1933 more formal attempts to settle the issue have been made without success. However, this problem (and others such as the status of the A-B line between Canada and Alaska), has taken on new dimensions with the establishment of our fishery closing lines (which came into force March 10 this year and which the USA protested) and the achievement of an early settlement would be helpful. In the near future we propose to put forward for your attention a memorandum exploring the possibility of resolving this long-standing dispute.

P. T.
A.E.R.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

AUG 24 1971

ATTN

TO
A The Under-Secretary of State for
External Affairs, OTTAWA (GWU)

SECURITY UNCLASSIFIED
Sécurité

FROM
De The Canadian Embassy,
WASHINGTON, D. C.

DATE August 13, 1971

REFERENCE
Référence

NUMBER 1255
Numéro

SUBJECT
Sujet Surveys of the Canadian Scene

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	

ENCLOSURES
Annexes

2

DISTRIBUTION

FAI

FAI

... We attach copies of articles published in The National Review of August 10, 1971, and The National Lampoon of August 1971, both being overview surveys of Canada. The National Lampoon piece might be used to guide us in preparing materials for the United States; that is we should avoid the clichés which they have so cleverly presented in their articles.

E.R. JOHNSTON

The Embassy

FAP

LETTER FROM TORONTO

*Lots has happened in Canada in the past year. Murders
kidnapings, martial law, anti-Americanism, riots,
political changes. An American who has taught there
for some years puts it into perspective*

Darkness in the North

TREVOR PEMBROKE

MANY THINGS in Canada are confusingly American: Coca-Cola signs, Esso and Gulf and Sunoco and Shell stations, the same deodorants, the same language, even many of the same billboards. The North American surface of things assures a newly arrived Torontonion that he really is back home, in a pleasant, ethnically mixed, Great Lakes city with WASP cab-drivers. It takes a while to penetrate that surface and cast off our U.S. clichés. I offer what follows in the hope of giving perspective and detail to events of the past year in Canada that have so puzzled Americans back home: the FLQ kidnappings, the War Measures Act, the seemingly sudden outbreak of anti-Americanism.

Canada's land area is second only to Russia's, a few thousand square miles more than that of the U.S. Some of that land is frozen year-round; even so, the country has six acres of arable land per capita for its 22-million population (v. three acres in the U.S.), and it has oil, water, gas, timber and mineral reserves considerably in excess of its foreseeable needs for at least the next forty years.

Non-white ethnic minorities larger than 3 per cent of the population of any area are unknown except in the countryside (Indians, Metis and Eskimos) and in two cities, Halifax (blacks) and Vancouver (Chinese).

Over 90 per cent of Canada's population lives within a hundred miles of the U.S. border, over 50 per cent within thirty miles. Some 30 per cent lives in the metropolitan areas of the three largest cities: Montreal, Toronto, Vancouver. Montreal is a French city of hills and water, with splendid restaurants. The Place Ville Marie, Bill Zeckendorf's imperial swan-song, is



alone worth the trip. Toronto is an English city of ravines and overcast skies. Generally, Toronto is a great place to visit: It has a superb subway system, splendid parks, clean streets, polite cops and the lowest crime rate of any city its size in the world. Vancouver, like San Francisco, is a place of breathtaking beauty that gets excellent reports from hippies, retired people and others who like the Pacific West.

In Canada, as elsewhere, pollution is in vogue as a "concern." Water pollution is the major kind here; paper mills, chemical plants and municipal sewage are the prime culprits. In this semi-socialist economy, there is no pollution anywhere in which the government has not had an active hand. In 1968, a city planner with the provincial government pronounced Alliston, Ont. to be a poor

place to build a "new town" of 250,000, because of the absence of "natural sewers, i.e., rivers." At the time, nobody even raised an eyebrow.

"Ethnics" do not get assimilated in Canada as fast as in the U.S., often by choice. Toronto has over five dozen phone listings for foreign-language newspapers, most of them published right there. Many children arrive for their first day of school knowing no English and no French.

Prospects for Free Trade

Tariff protection for industry on Canadian soil, like taxation of residents, is high. There are mumblings within the Trudeau government that Canadian tariffs might be lowered on some items not made here in return for analogous concessions from other countries. As things stand, however, large-scale tariff-free trade with the U.S. is unlikely except on the model of the present auto pact, whereby goods move freely across the border *within a company* such as GM, for production efficiency, but Canadian and U.S. shares of the market are in effect fixed by treaty; no ugly Can-Am competition, in other words. If Mr. Gringo wants to sell his goods here, he must make them here and must put up the capital for Gringo-Canada Ltd.; Union Carbide, Continental Can and many others have founded subsidiaries here and have prospered (and by prospering have become targets of resentment). An alternative course is for Mr. Gringo to buy up an existing Canadian company as a subsidiary. This is no longer recommended. There is already ample resentment of the enormous American ownership here, even when it doesn't displace Canadian proprietors. It is particularly resented, for

example, 80 per cent of Canada's textbooks are published by American firms. The government has recently intervened to stop the American takeover of Denison Mines and of Home Oil. There will be more intervention soon, perhaps accompanied by some un-Canadian aggressive rhetoric. Look for outright regulation of the publishing industry within three years, in the name of Canadianism.

Transportation has always been a Canadian problem. The border and its tariff walls, by disrupting the north-south trading patterns that would develop in a tariff-free market, have forced Canadians into expensive, long-distance east-west trading.

Ontario and British Columbia, the provinces most visited by Americans, are also the ones most like the U.S. (average 1969 personal income: \$3,000); they are the only provinces with highly developed manufacturing economies, though B.C. depends heavily on the sale of raw timber and Ontario on metals. The other, economically "healthy" provinces (average personal income: \$2,500 to \$2,000) are largely dependent on the sale of commodities: Alberta on oil, grain, beef; Saskatchewan on grain, beef; Manitoba on grain, minerals, beef and dairy products; Québec on some textile manufacturing, plus dairy products, metals and minerals. The remaining four provinces, the Eastern Maritimes, are condemned to live poorly (average personal income is from \$1,900 to below \$1,500) in the midst of poorer and poorer fishing conditions, larger and larger oil spills. Winter unemployment in the Maritimes and Québec has been over 10 per cent in 1970-1971.

Federalism or Provincialism?

All governments in Canada are parliamentary: the federal government, and those of the ten provinces. Federal-provincial relations are often touchy, and are a more equal partnership than federal-state relations are in the U.S. Equality is expensive; for example, Québec, B.C., Ontario and Canada each had its own pavilion at Osaka's world fair and Canada's diplomatic paraphernalia in London includes Ontario House and Québec House. The federal government has control over the military, over foreign affairs, over the Royal Canadian Mounted Police (RCMP), over the strike-ridden postal system and over the

baby bonus (\$6 or \$8 per child per month, officially called Family Allowance). Otherwise the provinces tend to be jealous of their rights. Even the federal medicare scheme of 1965-1966 has had to be re-enacted by the provincial parliament of each province that joined. Québec has special status in many ways, receiving a bigger portion of the federal income tax collected within its borders than any other province.

Political parties here are confusing to an American. The Social Credit Party, strong in the west but weak nationally, is, despite its funny-money origins, the party most nearly Republican: oriented toward industrial development and some of the middle-class virtues. The Progressive Conservatives, strong in Ontario, the Maritimes and parts of the west, are by William Jennings Bryan out of Queen Victoria—a blend of Populism and United Empire Loyalism; they have held Ontario for 28 years, but their rural base is slowly failing them. The Liberal Party, which holds Mr. Trudeau's whopping majority in the federal parliament (155 of 255 seats) is strong in Ontario, in parts of the Maritimes and among the Anglophone population of Québec, but weak west of Lake Superior. It is a pragmatic, federalist, Eisenhower-type center party, whose rich eastern leadership is distrusted by prairie farmers. A surprising fact to most Americans is that the 1958 election, in mid-recession, was a choice between Liberal Pearson, on a program of tax cuts and business incentives, and Conservative Diefenbaker, on a platform of WPA and government-financed "development." The New Democratic Party (NDP) is a doctrinaire socialist, union-based party that, after a recent cranial transfusion of high-cholesterol academic blood, is taking a sharp left turn. Though they hold but one prairie premiership (i.e., "statehouse") and but 23 seats in the federal parliament, they are a dedicated lot, worth taking seriously. They are especially active on the campuses.

The local party which most gives people the shakes around here is the Parti Québécois, dedicated to separate and socialist status for Québec, its sole place of operation; it got 24 per cent of the vote in the last Québec election, better than the incumbent Union Nationale. The PQ is led by René Levesque, who is a charming sincere man and *not* a crazy, much as he looks like one beyond a 75-mile radius from

Trois-Rivières, but he is a threat to the tenuous unity of Canada.

As of the 1961 census, over 60 per cent of the people of Québec spoke French only, 12 per cent English only; a bare quarter were bilingual. Sixty thousand of the five million-plus population spoke neither major language. More precise statistics will be available after this year's census.

Only a few people are interested in bilingualism. A few hundred mandarins like it as an idea. Many civil servants and all of the Anglo bankers in Montreal are actually practicing it. But most of Canada does not care.

Educational Decline

No figures are available as to who owns what in Québec. Plausible estimates say that some 60 per cent to 80 per cent of Québec's economy is owned or controlled by persons and corporations outside of Québec, with some half of that 60 to 80 per cent in Ontario.

The Roman Catholic Church has a strong religious grip on most Franco-phone Québécois over the age of thirty, and on about half of those under thirty. Those who leave are often found in the FLQ, in the Parti Québécois, on drugs and/or on the welfare rolls, which include many believers as well.

Frenchmen from France call the Québec dialect "Joual," in mimicry of the Québécois pronunciation of "cheval." Anglos from Ontario have a similar attitude: as recently as 1967, I heard a Toronto hockey announcer call off the name of the Rangers' charismatic Francophone, Rod Gilbert, as though he were a descendant of the Englishman who discovered magnetism.

Canada's public expenditures on higher education quintupled over the decade 1960-1969. Roughly 30 per cent of those who graduate from high school now go on to some kind of higher education (v. 4.5 per cent in 1955); the number of graduate students in Canadian universities doubled between 1964 and 1968, and has continued to grow. Standards have relaxed in all respects. Lectures of two hundred to three hundred students are common, especially in the first two undergraduate years. Common also is the corrupt cycle of dull and undemanding teachers going through the academic motions with bored but acquiescent students, insulating each other from competitive realities. The worst feature of the expan-

sion f anadians has been the devastation wrought on the integrity of their faculties and on the balance of their academic job market. To staff the new and expanded universities, thirty-ish Americans and forty-ish retreating Britishers (from Lagos, Khartoum, Ibadan etc.) were recruited by the gross; some departments are now less than 25 per cent Canadian in their personnel. Home-grown Canadian PhDs are currently rolling off the line, unable to find the jobs that the graduate-school brochures promised them. What this fact will mean for Americans and British now teaching here nobody knows, but it is a potential politicizer of universities far more powerful than any current issue in the U.S.

Seven universities (of fifty in the country) have had *big* trouble, as opposed to Jerry Rubin's "liberation" of the faculty club at the University of British Columbia, which is considered

cused of calling his black students "Mr." instead of by their first names. This one by Kafka out of LeRoi Jones. At McGill (Montreal) an attempt by radicals to Francify the university has destroyed a lot of property and most of the university's morale. It was at one time the finest university in Canada. Loyola (Montreal) is doing a replay of the St. John's controversy of 1964-1965; prognosis, doubtful. Laurentian University (Ontario) has been shut down this year by a student-faculty strike against the board of governors. St. Francis Xavier (Nova Scotia) shut down early this year in the midst of a fight over parietal rules.

Civil liberties are a statutory matter in Canada and *can* be instantly suspended by parliament, as in last October's invocation of the War Measures Act. Even the liberties which exist by statute are far less broad than those in the United States. Bail is tougher to get

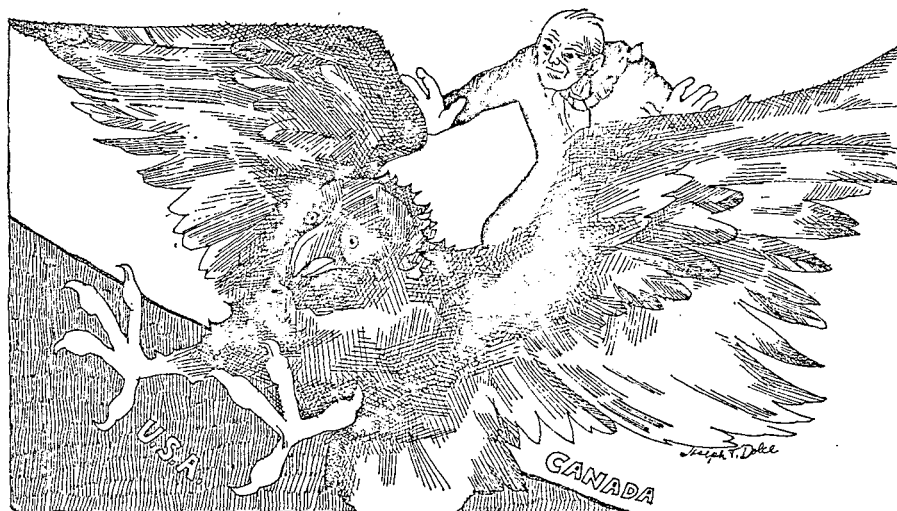
times he is called a "bread-and-circuses mayor," sometimes a "law-and-order mayor." Both labels deceive. On a scale of a hundred, he gets around 35 on bread, though he gets at least four hundred on circuses (Expo 67, a superb new transit system, the Montreal baseball team, the 1976 Olympics). On law-and-order, he rates close to zero; what the Mets once were to baseball, the Montreal and Québec policemen are to law enforcement. Their ineptitude is thought to be complementary to that of the Québec RCMP, which largely employs unilingual English Canadians. It took nearly ten weeks to locate the kidnaped James Cross last fall and winter. What re-elected Mayor Drapeau was neither law and order nor a healthy economy, but the absurdity of his opponents combined with the voters' conviction that the status quo was better by far than no quo at all.

The big metaphor in the American-speaking world these days is nigger. Students are niggers (J. Farber), women are niggers (B. Friedan), Eskimos are niggers (northland CYC member). Only adult WASPs, called fascist hyenas, and a few middle-class Negros, called Uncle Toms, have eluded the tag. Inevitably the tag has been tied to the French people of Québec (Pierre Vallières, *White Niggers of America*). As in other cases it is a gross deception. The proper comparison for the Québécois is the nineteenth-century Southern white, living below the national standard in a quasi-carpetbag economy and polity.

It is to the "colonial" aspects of Québec life that the Left directs its attacks on Federalist English Canada and its presence in Québec; this is true not only of the PQ and FLQ (local parties) but of the New Democrats. In English Canada, the strategy is similar: Under a slogan of "nationalism and socialism," the NDP keeps up an unremitting attack on the U.S. presence here and on the sale to the U.S. of "our priceless resources." What the Left (especially the academic Left) hopes for is clear: two autonomous countries, anti-American and socialist, loosely connected if at all.

To many Québécois, selling their commodities at world-market prices, being forced to buy Ontario manufactures at tariff-inflated prices, independence in some form looks good. Many middle Canadians outside of Québec are un-

(Continues on page 885)



minor trouble. Simon Fraser University (B.C.) was well radicalized by the time the administration stepped in and fired most of the political science department. Despite nude-ins and other forms of contemporary guerrilla theater, the administration stood fast and seems to have won, though at a high price. The University of New Brunswick had a tempest that began when an American nuclear physicist burned his library card as a protest against identifying himself when he wanted to borrow books. The whole scene was by Lewis Carroll out of Mark Rudd. Wow. At Sir George Williams (Montreal), West Indian and other black students blew up \$3-million worth of computer when the university would not fire a science professor ac-

here; prison sentences stiffer. Once charged, however, an accused is likely to get a trial more quickly than in the U.S.

On a nationwide basis, bombing and arson have been less widespread than in the U.S. But, as with the universities, over half the trouble is in the Montreal area. (Houses in the Anglo suburb of Westmount purchased in 1964 for \$50,000 were being sold for less than half that in 1969.)

Mayor Drapeau of Montreal, the man who "stood up" to de Gaulle in 1967, was returned to office last November with 92 per cent of the vote, over a mélange of dungareed, bearded *nouveau-pauvres*. The rest of Canada looks on him with ambivalent envy. Some-

its editing of Col. MacNeil's remarks.

In the meantime it would seem advisable television and radio audiences to look with some skepticism on prerecorded statements that are presented on news broadcasts as the actual words spoken by individuals in the news. We know now that they may be an inaccurate representation of what was said even when the words are seen to be coming from the lips of the speaker. Mr. Friendly warns us that the only foolproof guideline that can be counted on for honest editing is the conscience of the producer or editor.

When the conscience of the Murrow Professor of Broadcast Journalism at Columbia University, Mr. Fred Friendly, is not troubled by what CBS did with the words of Daniel Henkin and Col. John MacNeil in *The Selling of the Pentagon*, we shudder to think of what it must take to prick the consciences of less sensitive souls in the broadcasting industry. □

MANO

(Continued from page 867)

been reprinted on tangerine-colored paper. And that's what it's called now—the Tangerine Paper. My mission has support from odd quarters: from St. Bartholomew's, one of the most prosperous, conservative parishes; from St. Phillip's in Harlem (they wish to keep all their funds for local outreach programs and to heck with heating Synod House). We are defeated by a lopsided margin.

Afterwards, a delegate, an older person, asked me why I seemed so downcast.

"The Purple Paper," I muttered.

"Oh. Yes. I voted for it." We walked on. Then he shrugged. "Say. You don't mind my asking. Just what was the Purple Paper anyway?"

"It doesn't matter," I said.

Two weeks later the rector of my mission received a letter from the suffragan. In it, he suggested that we not be "over-optimistic" about getting funds from the diocese for our own "outreach" program (a badly needed local youth center—yes, Virginia, even a conservative mission can be outreaching). Time has nearly run out for St. Anne's and for dozens of missions and aided parishes throughout the diocese. Supportive funds will be reduced in five annual 20 per cent bites: the final cut-off date is 1976, but many places of worship will be compelled to close well before then.

But St. Anne's wishes to announce a gentle and good-natured war with the diocese. We feel there should be at least one Episcopal church within a day's driving distance of New York City where the word of God is preached according to the New Testament, not according to the *New York Times*. Where a sermon brings comfort to the soul and not to the nation's enemies. Where the hope of salvation is maintained confidently and without embarrassment. St. Anne's is not closing down. Without diocesan funds we may have to become St. Anne's-in-the-fields. Who knows, we may even have to become the world's smallest diocese. Right on, brother. Right on. □

PEMBROKE

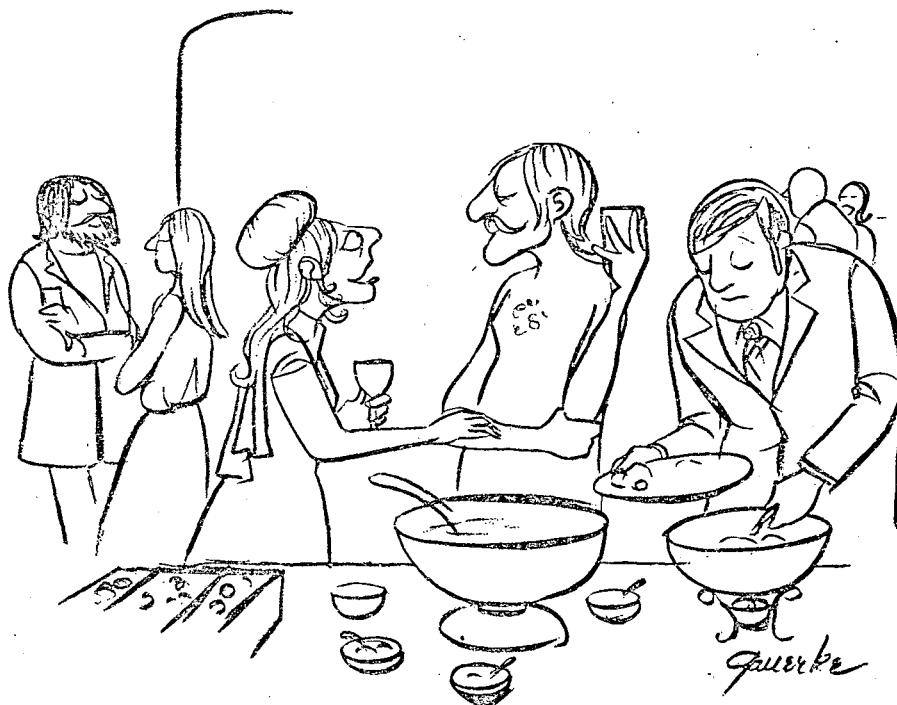
(Continued from page 870)

sure: A reconstruction government backed by troops looks attractive, but so does "getting rid of them" (i.e., the French); an independent Québec would stop getting more tax revenues than other provinces, and it would stop getting plums like Expo and the Olympics, which then, of course, would not come to Canada at all. Independence would be a disaster for the English and Italian minorities in Québec, as well as for the rest of Canada. The fact is that Canada is little enough of a nation now, and that, broken up, it would be (outside Ontario) little more than scarce raw materials and arable land, available to the highest bidder, the first man, the

fastest gun on the scene. This fact more than any other forced Trudeau last October 16 to invoke the War Measures Act and make that extraordinary speech for which Agnew would have been burned in effigy.

But 1971 is a different year, and he has a few options now. In Ontario, the new Conservative Premier, William Davis, is weak and vulnerable; when elected to the party leadership in February, he could muster less than half of the 1,657 delegates even on the fourth and final ballot. He also is saddled with a record as a spender of Lindsayan proportions. Also, the federal NDP is trying to choose a new leader in the midst of growing antagonism between the party's horny hands and its horny heads. Insiders say that, given a provincial election in Ontario, Mr. Trudeau will call a federal election before fall; such a move would, by dividing their energies, catch his opponents in disarray and would guarantee him four to five more years' rule (five by law; four by custom).

Meanwhile, in Québec, last fall's federal troops are gone, and most of the charges of seditious conspiracy are or have been dismissed. Some kind of Québécois normalcy is returning. Trudeau will continue to press for better French rights, more federal money for the province. The awful possibility is that there might not be enough money and coolness in all of Canada to buy off a situation so tense, so long in its development and so fraught with dangers for Canada. □



"Father Dolan! Since when were you defrocked!"

Canada

The Retarded Giant on Your Doorstep

by Sean Kelly, Anne Beatts,
and Michel Choquette



illustration by Chas B Slackman

continued

Pointe
the
borders

Canada,
Stopover Capital
of the World

America

Welcome to  Bienvenu de
Canada

The Right Honourable B. L. "Tex" Carling,
Ministry of Tourism and Cultural Affairs

April 1, 1971

Dear Sirs:

Re your letter of the 23rd inst., in which you requested more information on the subject of Canada. First of all, let me congratulate you on your interest.

We here at the Ministry for Tourism and Cultural Affairs are especially gratified by your proposal to devote a special issue of your publication to Canada and the Canadians. The more so because, in recent years, our country seems to exclusively have attracted the attention of a certain kind of young person.

No doubt your magazine appeals to a more diversified strata of American society, and this is to be commended. We Canadians would like our cousins "down south" to know us better. Young Americans should be encouraged to feel that they have, as their ancestors have always had, a stake in Canada's future.

I know our dynamic young Prime Minister, symbolizing as he does the French element that has brought so much joy de vivre and esprit de corps to our "Canadian stew-kettle," would be delighted to hear of the project which you have in view.

I have taken the liberty of enclosing some articles from our "Canada" file and one from our "Quebec" file. Feel free to use any excerpts that you might deem suitable.

Please don't hesitate to get in touch if I can be of further assistance.

Yours truly,

Andre Moule,
Special Assistant to the Minister

encl.

cc: P. E. Trudeau,
H.R.H. Elizabeth
am/BLC

Remember that Canada, your closest neighbour to the north, and first line of defense in the event of nuclear holocaust, is a foreign country. Canada has its own currency, customs, and native dress. In Canada, for example, they still have two-dollar bills (worth about \$1.98 in real money).

Although nearly all Canadian holidays are the same as the American ones, Canadian Thanksgiving is held a month early since Canadians don't have so much to be thankful for. The Canadian Fourth of July falls on the first of July, so that Canadians have a couple of extra days to get ready for the tourists. But whatever the season, American visitors are as welcome as the flowers in June!

You will find Canadian customs quite friendly. Notice that some of the officials speak with a Puerto Rican accent and may even have moustaches. These are the French-Canadians. On the other side of the border, there are more French-Canadians, in some places. If you really want to make them feel at home, you could try "parley-voicing," but that's not really necessary. Just speak loudly and distinctly and wave money. Like foreigners all over the world, they will catch your drift.

One of the exciting differences about Canada is that in Quebec (one of the ten provinces), everything is written twice, in English and in French. For instance, "snackbar" is "snackbar/luncheonette." And don't be offended if you see "dames" on the restroom door—it's only the Frenchies' word for ladies! It's touches like these that add a quaint European flavour. Outside the province of Quebec, everything is written once, in English. This is known as bilingualism.

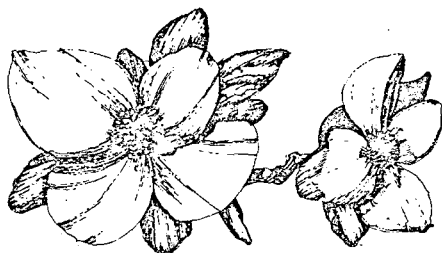
Another aspect of Canada's bilingual policy is that certain Canadian words and phrases are different from those used in "the States." For instance, "pizza with everything to take out" is called "pizza all-dressed to go" in Canada.

If you'd like to get to know the real Canada without being mistaken for a tourist, here's a list of words and phrases to scatter throughout your conversation.

MELT DOWN
SLUM IGLOOS

001155

Let's Know Your Canada



The American Dogwood, Official Flower of Virginia, North Carolina, and the Province of British Columbia



The Official Provincial Bird of Ontario

Speak White

A Canadian Lexicon

U.S.

huh?
hip
pig
Up against the wall,
you mother-fucking pig!
stereo
fridge
Coke
nigger
Indians
population control
chick
bread
hippie
TV
funky
geodesic dome
aluminum
cigaret
car
Commie
discothèque
exposé
fuck

Canada

eh?
hep
police officer
Now wait a minute, Officer,
let's be reasonable.
Gramophone
icebox
Pepsi
Pepsi
native peoples
baby bonus
broad
dough
beatnik
television
neat
igloo
aluminium
cigarette
auto
Her Majesty's Loyal Opposition
house of ill repute
Royal Commission Report
shit

Visitors from the United Kingdom, take note: in Canada, a pub is called a cocktail lounge, a lorry is called a truck, and a lift is called an elevator.

Wooing the Frogs

The French-Canadians in Canada, while not exactly white, are very friendly and full of high spirits. They have a volatile Gallic sense of humour that often prompts them to indulge in little pranks with mailboxes and policemen, much as Americans do on Hallowe'en or Moratorium Day. But for the most part they are a gay lot, always singing and dancing and shouting out quaint French-Canadian expressions, like *maudit anglais* or *let's tweest!* The French-Canadians, like most minority groups, never refer to other French-Canadians as such, but only as Habs, Frogs, or Pepsis. You should, too, unless you want to be left out of the fun. Here are some real "Pepsi" words and expressions that will help you get along:

U.S.

car
taxi
horse
cigaret
cigar
restaurant
pizza with everything to take out
I'd like a Coke and a hamburger, please.
hot dog
Go away, don't bother me.
Here's to our good friends, the English!
It's great, fantastic, wonderful, etc.
Europe
God save the queen!

Frog

char
taxi
joul
cigarette
cigare
le restaurant
un pizza all-dressed to go
Un Mae West et un Pepsi, s'il vous plaît.
un 'ot dog
Mange la marde.
On va les avoir, les anglais!
C'est cute.
Plattsburgh
Vive la Reine Elizabeth!

Land of the 4-O'Clock-in-the-Afternoon Sun

Practically all Canada's resources are natural ones. And when Canadians get together to sing "This land is your land, this land is my land, from Nova Scotia to Vancouver Island," there is no exaggerating that lump in their throats. Canada is justly proud of the bounty that God has sprinkled upon it. After all, it must have been a Canadian who first called snow "white gold."

Canada is the only country with its own Precambrian shield, an ice-scoured area of rocks surrounding Hudson's Bay!

Mount Logan, at 19,850 feet, is the second highest peak in North America, only 470 feet lower than Mount McKinley!

The Mackenzie River in British Columbia is one of the world's longest at 2,514 miles, only 196 miles shorter than the mighty Mississippi!

Montréal, Québec, is the only French-speaking major metropolis in the North American continent, with the exception of New Orleans!

The world's longest undefended border is between Canada and the United States!

Canada maintains the world's most complex Distant Early Warning System, built entirely with U.S. funds!

One of the worst mining disasters ever recorded took place in Springhill, Nova Scotia!

Half of Niagara Falls belongs to Canada!

Canada is the second largest country in the world!

One of the world's largest oil strikes was discovered only seventy-five miles from the Canadian border, in neighbouring Alaska!

The population of Winnipeg is approximately one-third that of Washington, D.C.!

Canada is the world's largest producer of codfish!

Toronto, Canada, has only 2.2 rapes every three years!

Canada has an annual defense budget that is equal to one-fiftieth of that of the United States!

Canadian History at a Glance

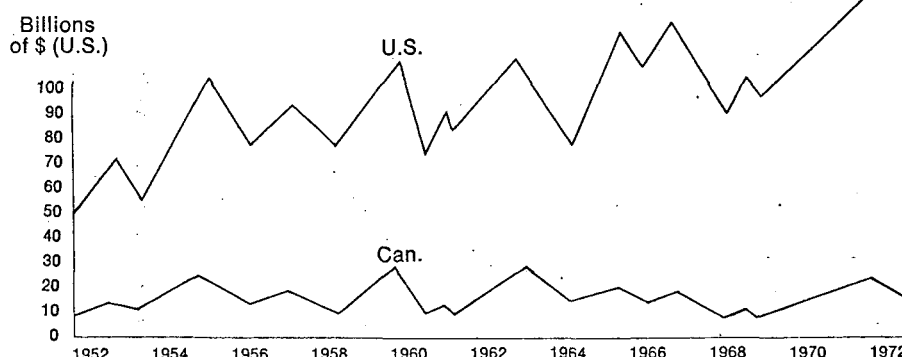
Need to brush up on your Canadiana?
Test yourself with this
Cwick Canada Cwiz

1. What's the capital of Canada?
2. What's the automotive capital of Canada?
3. What wars did Canada take part in?
4. When will Canada legalize marijuana?
5. What has become of the Canadian protest movement?
6. How do they take the census in Canada?
7. What is a Canadian political cartoon?
8. What is a hard-hitting Canadian political cartoon?
9. Why is Canada always pink on the map?
10. What do you call a fifth-generation Italian immigrant to Canada?
11. What do you get when you cross a Canadian and a beaver?
12. What do you get when you cross a Canadian and a Polack?
13. What do you get when you cross a Canadian and an American?
14. What do you get when you cross a Canadian?
15. A person from Indiana is a Hoosier. What do you call a person from Saskatchewan?
16. What was the number-one song in Canada when "Wake Up Little Susie" was number one in the United States?
17. Name a Canadian best seller.
18. Why is it better to shop in Toronto than in Saskatoon?
19. What do you say to a Canadian who just came into a little money?

Answers

1. Mainly American.
2. Detroit.
3. Oh, the same ones.
4. The day after.
5. He got married and settled down.
6. Take the American census and divide by ten.
7. A beaver rolling up its sleeves.
8. A beaver rolling up its sleeves and making a fist.
9. From embarrassment.
10. Paisano.
11. A beaver that speaks a little French.
12. A grain-elevator operator that speaks a little French.
13. An American.
14. Righteous indignation.
15. A Uke.
16. Who knows? But six months later it was "Wake Up Little Susie."
17. *The Greening of America*.
18. You can order direct from New York.
19. Bring me back a couple of cartons of Luckies.

Canada's Economic Profile

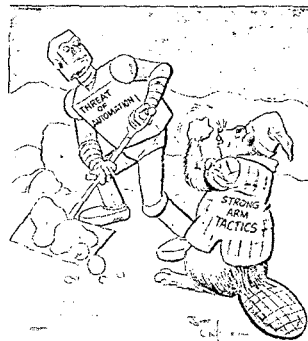


Dateline . . . Canada

50,000,000 B.C. Shrinking polar ice-cap retreats to Canadian Northlands.

- A.D. 1000 Leif Ericson passes Canada by. Lands at Martha's Vineyard.
- A.D. 1535 Jacques Cartier sails up the St. Lawrence, lands, mistakes "Kanata," the Algonquin word for settlement of huts, for the name of the country. Hence, Canada.
- A.D. 1776 Benedict Arnold captures and then abandons Quebec City.
- A.D. 1778 Benjamin Franklin aids founding of the *Gazette*, Montreal's English-language morning newspaper.
- A.D. 1867 Confederation of the Dominion of Canada. Upper Canada renamed "Ontario."
- A.D. 1880 Fledgling federal government spans the nation with one shining band of steel from sea to sea.
- A.D. 1885 Second parallel band of steel enables railroad trains to cross country.
- A.D. 1917 Canadian attempt to extend a hand across the sea ends in burnt fingers as ammunition ships blow up in Halifax harbour, causing nearly five thousand casualties.
- A.D. 1919 Franklin Delano Roosevelt becomes a regular visitor to Campobello, Roosevelt family summer cottage in New Brunswick.
- A.D. 1921 First Canadian diplomatic post established in Washington, D.C.
- A.D. 1934 Dionne quintuplets born.
- A.D. 1942 Canadian troops, commanded for the first time by their own Canadian officers, wiped out in surprise raid on Dieppe.
- A.D. 1945 Halifax blows up again.
- A.D. 1952 Barbara Ann Scott wins figure-skating championship of the world.
- A.D. 1959 President Eisenhower and Queen Elizabeth II formally open the St. Lawrence Seaway.
- A.D. 1968 Montreal is granted National League baseball franchise.
- A.D. 1969 U.S. tanker *Manhattan* becomes first to navigate the Northwest Passage.

Babbitt is alive
a well
and mayor of
Winnipeg



Mounties
are strict
but
fair

Northern Lights

Canada is proud of her sons and daughters who have made it big south of the border. They are Canada's finest—the best that she has to offer. All of these famous Canadians are noted for their great contributions to the mainstream of American culture. Yet no one can forget that they all started on the rocky road to renown in Canada, where success goes to people's feet.



Robert Goulet is not only a great singer and a great bridge-player but also a great Canadian whose love for his mother country remains strong. Americans may remember him best for his rendition of "The Star-Spangled Banner" at a Democratic fund-raising event.



Joni Mitchell, first lady of the folk-music set, comes from Winnipeg, and we know that some of those flowers she sings about so prettily are bound to be Canadian blossoms.



Lorne Greene was once known as the "Golden Voice" of the Canadian Broadcasting Corporation. Today, "Bonanza" reruns still get top ratings in his native land.



Wayne and Shuster are as Canadian, and as inseparable, as ham and maple syrup or porridge and blackstrap molasses. They've convulsed American audiences coast-to-coast with their side-splitting appearances on "The Ed Sullivan Show."



Neil Young, an American pop star who trills in his own right and an integral member of the group called Crosby, Stills, Nash, and Young, began his meteoric rise to fame in Toronto—the Canadian city whose Yorkville district is a hotbed of the youth culture.



Christopher Plummer, a thespian of no lightweight skills, is well-known to U.S. audiences for his wide-screen emoting in *The Sound of Music*. His stage experience at the Shakespeare Festival in Stratford, Ontario, makes him almost indistinguishable from a British actor.



Anne Murray, gym instructress turned recording star, has sold a million copies of her song "Snowbird" in the United States, but Canada's Maritime Provinces claim her as their own.



Marshall McLuhan, now a household word in the United States, was a humble professor at the University of Toronto before he heeded the siren call of Madison Avenue. The rest is history.



Guy Lombardo left London, Ontario, to play music that would live forever in the hearts of a generation. His Royal Canadians merit a place in any Jazz Hall of Fame.



Gisèle MacKenzie, a pert French-Canadienne, was Canada's sweetheart long before she became the silver-throated songstress of TV's "Your Hit Parade."



Arthur Hailey, a one-time Torontonian, chronicles the hopes and fears of present-day America with unerring insight in his best-selling novel *Airport*, now a million-dollar motion picture from Universal-International.



Paul Anka, fandom's fave rave long before the rise of the four mop-tops from Liverpool, hails from Ottawa, Ontario, and has always been proud of his Canadian heritage. His song "Diana" was a million-seller.



George Chuvalo, Canada's contender for the heavyweight crown, was bested in the ring by no less an opponent than Cassius Clay himself, and is hoping for another chance at someone soon.



Raymond Massey, craggy-faced, gravel-voiced actor famous for his portrayal of Abraham Lincoln, is the scion of one of Canada's first families. TV audiences will remember his heroic stint in the long-running "Dr. Kildare" show.

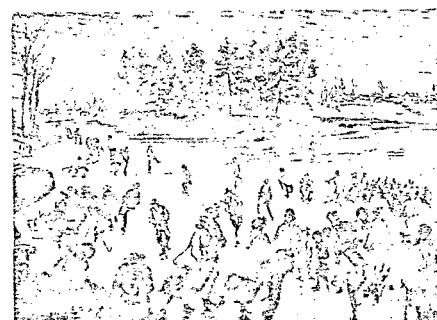
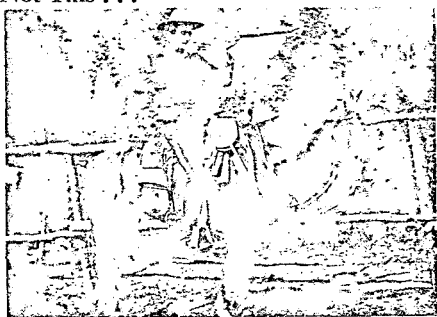
Canada, As Modern As Today

Like her sister nations, Belgium, New Zealand, Argentina, Kuwait, and the Ivory Coast, Canada is no slouch when it comes to progress. Urbanization, mechanization, and alienation have always been a part of the Canadian Dream. Canada is already distinguished by such titanic undertakings as the St. Lawrence Seaway, the DEW Line, the trans-Canada pipeline, and now, the

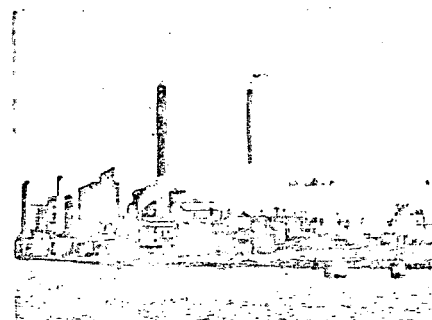
projected monorail from Goose Bay to Baffin Island. You Americans may find it hard to believe, but in the land of the radio dinner, the cha-cha hoop, and the steam-powered typewriter, the days of Rosemarie and Sergeant Preston of the Yukon are long gone.

Ever since Expo 1967, it can be truly said that Canada has stepped into the twentieth century.

Not This . . .



but This!



Canada's "Rye" Sense of Humour

One of the greatest things about Canadians is their ability to laugh at each other. Never let it be said that there is no such thing as a Canadian sense of humour. It may appear subtle at first, but it is always present, even when least suspected. Here are just a few of the endless Canadian jokes that keep whole families amused during those long winter nights from August to June.

Why did the Canadian cross the road?
To avoid meeting someone he didn't want to see.

What did one Canadian say to the other Canadian?
I'll meet you at the corner.

Who was that Canadian I saw you with last night?
That was no Canadian, that was my cousin from upstate New York.

How can you tell the bride at a Canadian wedding?
She's the one in white with the veil.

How many Canadians does it take to replace a light bulb?
That depends on the fixture involved.

Did you hear the one about the Canadian and the farmer's daughter?
They got married.

How can you tell if there's been a Canadian in your icebox?
You find an extra bottle of milk.

What's the quickest way to get from Montreal to Vancouver?
Dunno, never been out there myself.

Why did the little Canadian bring the ladder to school?

He wanted to get in, and there were snowdrifts as high as the second-storey windows.

A rabbi, a Catholic priest, and a Canadian are marooned on a desert island. They haven't had anything to eat for two weeks. They are just about to draw lots to determine which one of them will be eaten first, when the Canadian turns to the priest and says, "Happy Friday, Father," and to the rabbi, "Oink oink."

The Mountie's wife is in bed with her lover when she hears her husband gallop into the yard. So she hides her lover in the closet. The Mountie comes in, looks around, but doesn't notice a thing. Later on, the Mountie goes back to work and the lover escapes.

Garçon, garçon, j'ai trouvé une mouche dans ma soupe!

Pardon, monsieur, je vous apporterai une autre tasse toute de suite.

The Moose-Horn of Plenty

Canada has certainly not made the world a poorer by her efforts. Here are some of the things for which Canadians are responsible.

5BX
Eskimo art
Lacrosse
Carling Black Label Beer
Beaver hats
"Alouette"
Canadian bacon
The toboggan
Digitalis, a cure for arthritis.
Resdan, a cure for dandruff.
Uranium, used in the production of the world's nuclear warheads.
The hearing aid, invented in Canada by Alexander Graham Bell shortly before he went to the U.S. to invent the telephone.

Canada, Daybed of Democracy

Did you know that:

The Green Berets that are the official emblem of the Special Forces troops in Vietnam, originally under the protection of President Kennedy, are manufactured in Toronto, Canada?

The bullets for the rifles used by American boys to stop the gooks are manufactured in Val Cartier, Quebec?

Almost all the phosphorus used in the Southeast Asian struggle to safeguard the Free World is produced by Canada?

Canada is the world leader in the field of radar equipment, an essential tool in the unending combat with the forces of Communist Asia?

The aircraft engines that the United States uses in its valiant fight against oppression in Vietnam and Cambodia are manufactured in the Province of Quebec?

Canada is also one of the few countries in the world to manufacture napalm?

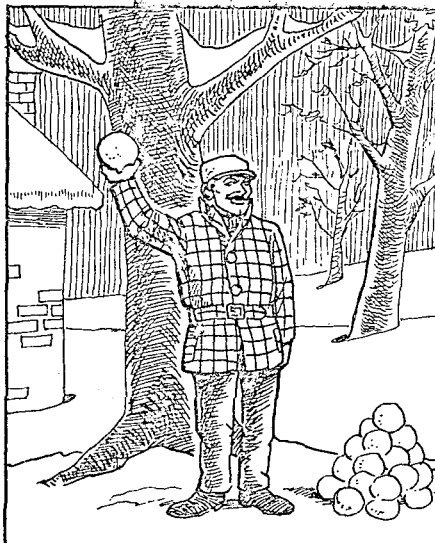
The Seasons (Les Quatre Saisons)



AUTUMN (l'automne)



WINTER (l'hiver)



SPRING (le printemps)



SUMMER (l'été)



Canada arise!
Terrorize
Buffalo!

Moose Jaw
Swings

The battle of Dieppe was lost in the back alleys of Quebec....

SHINNEY

The Real Hockey Tourists Never See



As an incurable tourist, I have frequently visited the many little nations which cling, like urchin children, about the skirts of the continental United States.

I have meandered at my torpid leisure through the low-rent districts of Panama, Nicaragua, Haiti, and (in the dear dead days before all the trouble) in old "Habana."

It has been my wont to "go native" when on my rambles, for, in my experience, obvious outsiders get to see only the well-scrubbed "public" face of any country. Native peoples jealously guard their truly exotic and exciting entertainments and practices from prying foreign eyes.

Once, having applied burnt cork from head to foot, and after amply "stuffing my basket," I was privileged to witness a real voodoo limbo orgy in Jamaica (although, under the circumstances, I hardly dared participate). And by blacking out a few teeth and festooning myself with cartridge belts, I gained admission to one of the fabled cockfight-bullfight-multiple-abortion fiestas in underground Tijuana.

Thus, when Québec occurred on my itinerary, I spared no pains in passing myself off as *un vrai Canadien*. For weeks I sang along with a Doug Kershaw album until my Cajun was authentic. Gum-soled rubber boots and a black-and-red-checkered shirt I obtained from L. L. Bean stores; I mascaraded on a *très* sexy moustache and knitted myself just the most rustic tuque imaginable.

And, on a chilly January afternoon, I found myself wandering the cobbled, winding streets of Québec City, my nose rouged by the sub-zero breezes, an "Export A" cigarette frozen to my lower lip, for all the world like a *Québécois boulevardier* out for a *promenade*.

Truth to tell, I had been loitering about the neighborhood for several days in the hopes of being invited to one of the *habitant's* notorious sugaring-off parties, which no white man has ever witnessed.

A young man, a child really, had been furtively watching me (with his chocolate-coloured eyes) for some hours. He stood across the street from me, his open-necked cowboy shirt embroidered with silver guitars and lariats proclaiming his imperviousness to frostbite. At length he approached, and addressed me in the gutter argot of that area: "*Ça marche?*"

I replied quickly, vainly attempting to conceal my mounting excitement, "*Le livre est sur le pupitre.*"

"'Ow you like to see some real 'ockey, *maudit cochon?*" he intimated.

I nodded, and in a trice he was off, with me hard upon his heels, down a labyrinth of snow-laden dead ends and *culs-de-sac*.



We emerged into a cobbled laneway lined with typical *Québécois* three-story tenements, each adorned with winding outdoor staircases of finely wrought corrugated tin.

A mob before which the Bastille would simply have surrendered in panic was gathered in that narrow street. Fifty boys, each of them armed with a curved and pointed wooden stick, were milling about, their choirboy voices shattering the icy air with blasphemy.

Hysterically, they shrieked out the names of the sacred utensils in Catholic religious ceremonies: "*Câlisse!*" "*Saint ciboire!*" "*Hostis!*" For one ecstatic moment I thought I had stumbled upon that most celebrated of all French-Canadian folk rituals, the Black Mass.

It soon became clear, however, that the object of their Dionysian frenzy was not a stolen consecrated host. It was a hard brown lump of stuff which they whacked and prodded with their sticks. Eventually, when the lump flew out of the *melée* and struck me forcibly upon the ear, I had occasion to examine it more closely. It was a frozen horse bun.

My charming young guide reappeared and proceeded to explain the goings-on in his guttural but strangely attractive *patois*.



What I was observing was a game of "shinney." The lethal weapons his young friends wielded were "toot'picks," the gelid horse bun *la rondelle*. At either end of the alley were pairs of trash cans, set several feet apart, and the youngsters who guarded them were called "goldies." Whether the original object of the contest had been to propel *la rondelle* past these goldies is a mystery for anthropologists more erudite than I.

The *garçon* who was serving as Virgil to my Dante in this Arctic inferno had no idea. He assured me that no one had "made a score" in living memory, that the game was played for its own sake, and for the "Ow you say . . . practice in fighting *dans la rue*."

The mayhem continued for perhaps ten minutes, and I watched with mingled horror and fascination as the young men thrashed, speared, and gored each other. The snowbanks were soon stained with gore and littered with players writhing and clutching their groins. It was a scene that brought back to me a flood of memories . . . running the bulls at Pamplona, the battle of Stalingrad . . .

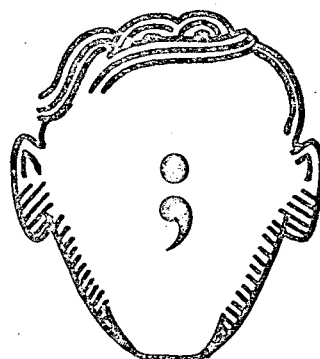
Then, above the din, the north wind wailed like a siren. In fact, as it turned out, it was a siren, for the shinney game had come to its time-honoured conclusion with the arrival of the *gendarmes*. Crying out, "*Ohé, les flics!*" "*Québec libre!*" "*B'en shiit!*" the crowd scattered, leaving me to deal with the Mounties.

My blood racing, my soul athrill with the glimpse I had captured of *le vrai hockey* and the real Québec, I reached for my American passport and International Travel Press accreditation. My pocket had been picked.

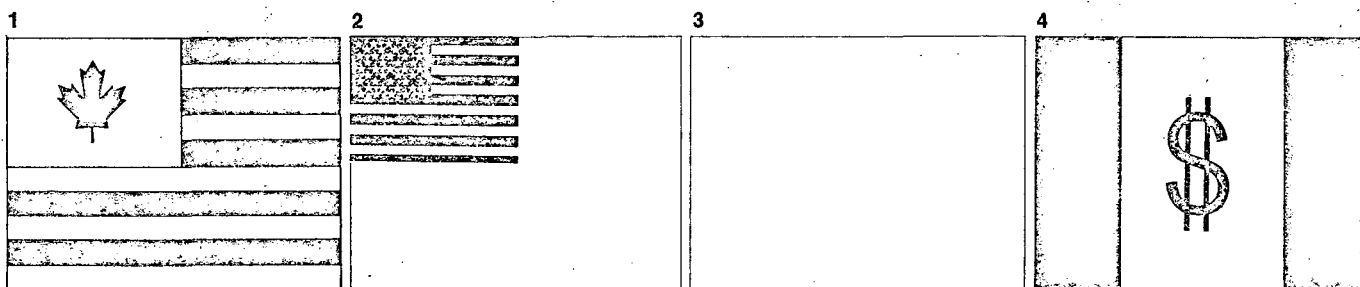
Reprinted from *Holidays* magazine



The Quest for a Canadian Identity



Runners-up in the federal government-sponsored Canadian Flag Contest, 1963.



*O, say, does that leaf-tainted banner
hang pensive
O'er the land of the discreet and the
home of the inexpensive?*

—Nineteenth runner-up in the
federal government-sponsored
National Anthem Contest, 1963.

Perhaps it is only a happy accident of climate that has kept Canada from becoming just another banana republic. Down the years, ever since Laura Secord's famous midnight walk to warn the populace that the Americans were coming, Canadians have struggled to retain a sense of national identity.

As any schoolboy knows, Canadians have natural reason, don't smell, and are smooth dancers. Statistics show that Canadians are smiled at more often than Americans during an average day abroad. Sometimes they are even seated first in restaurants. And in 1970, in many African village schools, the "Quiet Canadian" is replacing the Ugly American as a model.

The past decade has been characterized by a resurgence of Canadian nationalism. Who knows where it began?

It may have started with the realization that Canada is the only country on the North American continent to have a Governor-General. It could have been Oookpik. Or it might have been the underground circulation of the unexpurgated edition of *Evangeline* that first sparked the fire.

Of course, every movement has its extremists. More moderate elements, while lauding their motivation, nonetheless deplore the stance of those "Canada Firsters" who sport bumper stickers reading "Like It or Consider Emigration" and "My Country, Correct or Misinformed."

Be that as it may, the Canadian Renaissance is in full flower. New teen-age fads like posters, buttons, and maple-leaf T-shirts keep cropping up and are quickly adopted by the rest of the nation.

Only time will tell if this is the false spring or Indian summer of "Canada-consciousness." But, for the present, Canada would seem to hold out the promise of a unique hybrid: French reserve, British know-how, and American culture.

Reaching a Canadian Consensus

Many Canadians are known to have opinions on various subjects. Here are some of the areas where they exhibit marked preferences.

Canadian Favourites

Flower: wheat
Fruit: loganberry
Vegetable: broccoli
State: Delaware
City: Cleveland
Car: DeSoto
Magazine: *Collier's*
Comic Strip: Mary Worth
Profession: invisible reweaving
Hobby: soap-carving
Pastime: going for long walks
Complaint: corns
Medicine: Phillips' Milk of Magnesia
Drink: Nesbitt's orange soda
Food: grilled-cheese sandwich
Flavour: vanilla
Meal: breakfast
Snack: cheese dip
Room: hallway
Pet: budgie

Whither Canada?

In 1975, we calculated to allay Canadian anxiety on the subject, the Ford Foundation and Time Canada Inc. recently sponsored a Gallup poll to determine Canada's national identity, if any. The pollsters took a nationwide cross section of Canadian thinking about Canada. Those Canadians thinking about Canada (0.43% of the total population) were asked a series of questions. Those respondents who replied "Québec Libre" (20% of those questioned) to any of the questions were excluded from the final sample.

What does Canada mean to you?	50.9% don't know; 26% it's not as much fun as Plattsburgh; 17.1% no speak English; 6% he was a great President.
As a Canadian, where do you stand on the major issues of the day?	51.5% don't know; 31% we need more national parks; 10.5% it's just past the second set of lights; 7% my friend here probably knows more about it than I do, he's an American.
What is Canada's national symbol?	53% don't know; 21% the maple leaf; 18% the beaver; 6% the fleur-de-lis; 2% nine beavers fighting over a frog.
What do you think about the U.S. role in the Middle East crisis?	51% don't know; 21% we need more national parks; 19% the U.S. is the policeman of democracy; 9% they should crucify the Arabs.
What do you think about the U.S. role in Southeast Asia?	54% don't know; 23% the U.S. is the policeman of democracy; 21% you can't end segregation by legislation; 2% whoever you're looking for, he moved, so go away.
What do you think about the U.S. position with regard to Communist China?	53.8% don't know; 32.2% the U.S. is the policeman of democracy; 10% it's been a bad summer for the wheat crop; 4% the government should nationalize the parks.
What in your opinion makes Canada unique?	55% don't know; 24% our national parks; 14% no niggers; 7% it can't happen here.

Could You Be a Canadian in Disguise?

Here's how to find out if you, too, have latent Canadian tendencies:

- A friend arranges to meet you in a restaurant and arrives an hour late. You say:
 - "Nice of you to show up."
 - "Next time I'll bring along my copy of *Hawaii*."
 - "How about that! I just got here two minutes before you arrived!"
 - "Remind me to give you a new watch for your birthday."
- The color I like best is:
 - red.
 - blue.
 - grey.
 - white.
- If I ever get a week off, I would:
 - go to a luxury hotel in the Caribbean.

- paint the garage.
 - have my tonsils out.
 - get in a lot of golf.
- I would prefer to be stranded on a desert island with:
 - a gorgeous movie star.
 - this month's Playmate.
 - a tree.
 - Susan Sontag.
 - I would most like to curl up with:
 - a racy novel.
 - a slim volume of verse.
 - the latest Sears, Roebuck Catalogue.
 - a great metropolitan newspaper.
 - I would go to see a:
 - hit musical.
 - major sports event.
 - partial eclipse of the sun.
 - rocket launching.
- If you picked c every time, stop denying your Canadian birthright.

Sons of the Beaver

Is there a typical Canadian? Indeed there is, but since the true Canadian spirit defiantly shuns ostentation, few people have actually met him. Many familiar public figures, however, could be said to typify all that is finest about Canada. Rosencrantz and Guildenstern may well have been the first Canadians. Certainly, there are many Americans upon whom Canada would be proud to bestow the Douglas-fir wreath of Canadian citizenship.

Honourary Canucks

Fred MacMurray	John Daly
Phil Ochs	Gale Storm
Olivia de Havilland	Patrice Munsel
Sandy Dennis	Wendell Wilkie
Senator McGovern	Joan Blondell
Hugh Downs	Dave Brubeck
Jack Linkletter	Mary Jo Kopechne
Polly Bergen	Ted Mack
Harrison Salisbury	Alan Ladd
Rory Calhoun	Whittaker
Bill Cullen	Chambers
Gig Young	John Cameron
General Omar	Swayze
Bradley	Eugene Ormandy
Lloyd Bridges	Nanette Fabray
Spring Byington	Commander Lloyd
Joyce Kilmer	Bucher
Dan Rowan	Duncan Hines

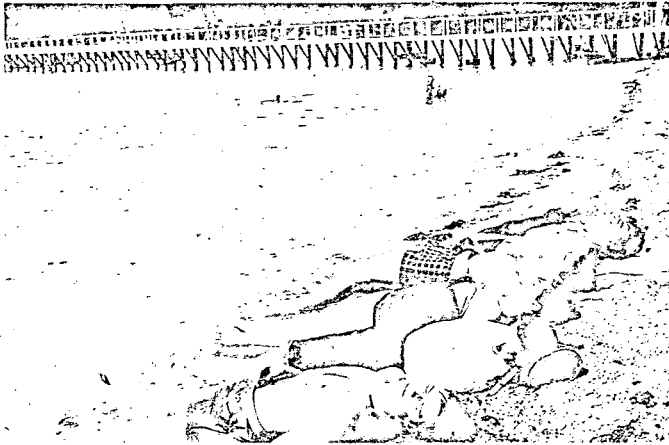
**MAITRES
CHEZ VOUS**

**LIBERATE
ALASKA**

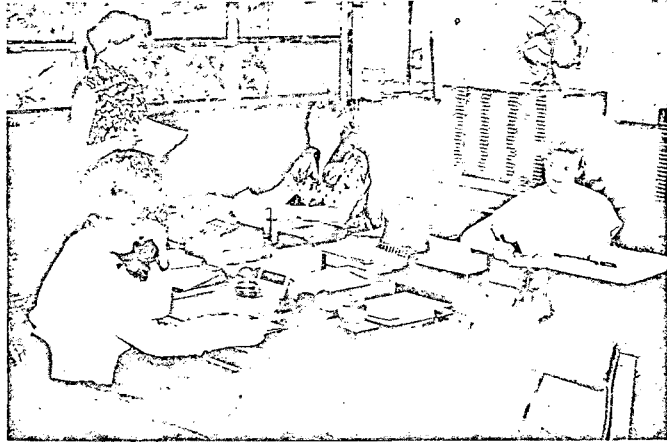
**Restore Canada
to her
former glory**

Toronto, Someplace Like Home

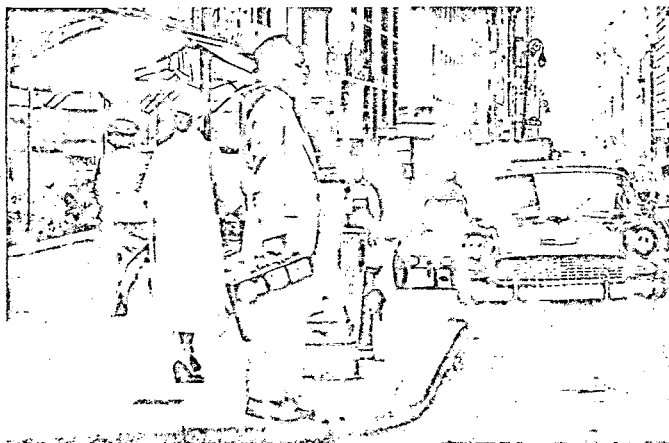
Reprinted from *Beautiful Toronto*, an official publication of the Toronto Chamber of Commerce, 131 Bloor Street West. Write for free brochure: *Job Opportunities for American Draft-Resisters*, published by The Bell Telephone Company of Canada.



Fun in the sun at Toronto's largest municipal beach.
Les Torontois sont plats.



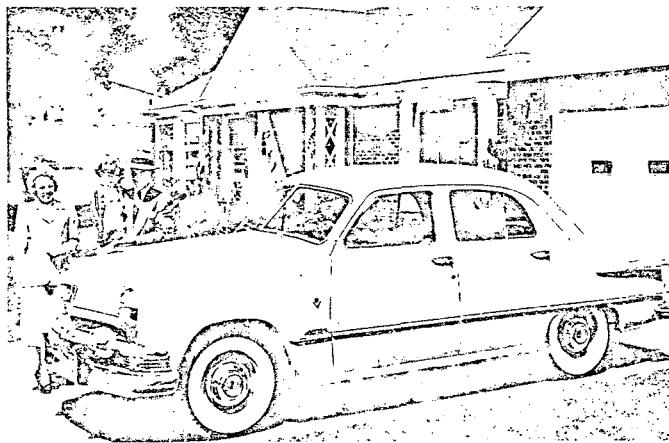
These secretaries enjoy their modern office surroundings.
Les belles vaches au travail.



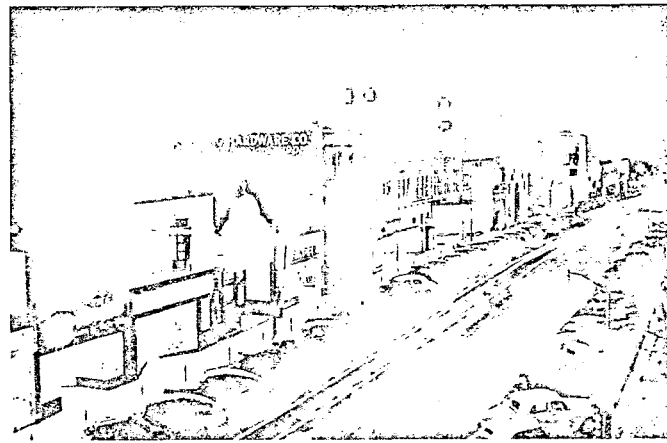
Shoppers stroll along the busy thoroughfare.
C'est vraiment déguelasse!



Like San Francisco, Toronto has its picturesque streetcars.
Un chris' de tempête.



Torontonians are proud of their modern, well-kept homes.
Le petit cochon en famille.

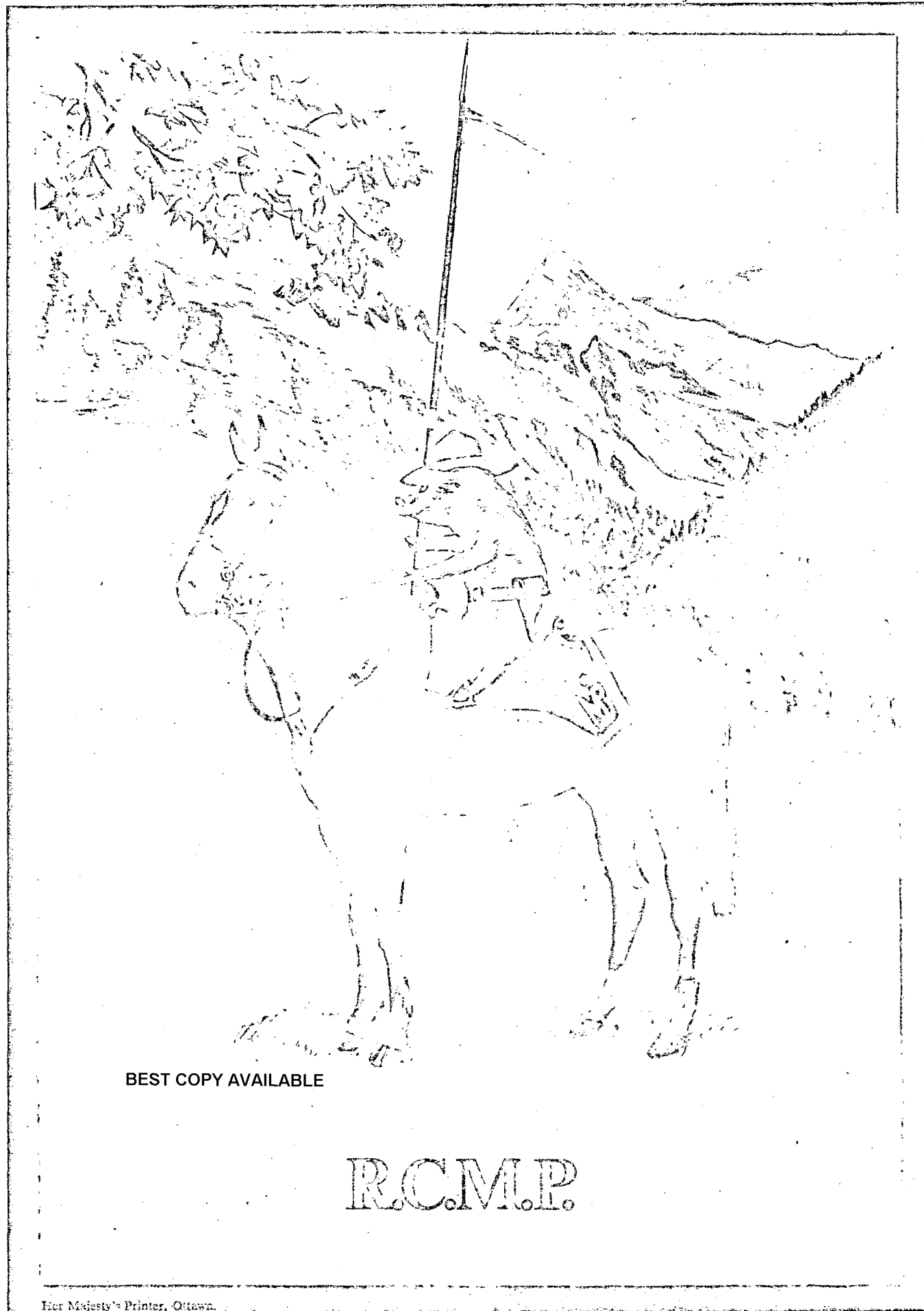


Toronto swings "like a pendulum do!"
Ca "swing" à Toronto.

LEGALIZE
POPLASH

WATER
POWER

No, you idiot—
I said Regina



BEST COPY AVAILABLE

R.C.M.P.

Canada, Summer Residence of the Arts

Canadian poetry has long been nothing to shake a stick at. But now the muse has awakened, and the voice of the partridge is heard in the land. Canadian masterpieces such as *Leaves of Maple* and *The Wreck of the Pierre Laporte* have been followed at a respectful dis-

tance by minor works. In a riptide of creativity, Canadian versifiers have taken up some of the old, neglected modes, such as the limerick. Readers are invited to compose their own. Unfortunately, there is no rhyme for Canada, but a possible alternative is Canuck, for which the

Random House Rhyming Dictionary lists: buck, chuck, cluck, duck, luck, muck, pluck, puck, Puck, ruck, shuck, struck, stuck, suck, truck, tuck; amok, amuck, potluck, roebuck, woodchuck; horrorstruck, terrorstruck, thunderstruck, wonderstruck.

Calls of the Wild

Almost every Canadian schoolchild knows these pithy sayings by heart.

Make hay before the ground freezes.

Rolling stones gather momentum.

I'll cross the border when I come to it.

Don't change beavers in midstream.

If you can't stand the cold, get out of the refrigerator.

A stitch in time will keep your clothes in good condition.

A sleeping frog catches no flies.

Better a lender than a borrower be.

You can lead an American to water, but you can't always make him pay for it.

The Beaver's Bookshelf

It seems the ink has begun to melt at long last, and Canadian achievement is gaining increased recognition in literary circles. The slowly forming Canadian self-image is reflected by titles like these:

Moby Richard

Uncle Tom's Igloo

The Tan Badge of Stalwartness

The Sealslayer

Probably One of the Few Remaining Mohicans

The Medicine Hat Incident

Look Homeward, Wolverine

The Grapes of Indignation

The Maltese Loon

Death of a Sales Manager

As I Lay Feeling Poorly

The Senior Citizen and the Sea

Lower the Girder Carefully, Algonquins

The French-Canadian Sergeant's Girl-friend

Slight Depression of the Dolls

Canada's Hit Parade

From the rich vein of Canadian song, as represented by Jim and Jean, the Guess Who, and Gordon Lightfoot, many a hit has been mined. At present, the Canadian Hit Parade features such foot-stompers as "Sealskin Blues," the Eskimo love song "Your Nose of

Fire," and "Sugaring Off Rag" ("If you don't want my syrup, sugar, don't come tappin' round my tree . . ."), all aluminium record-sellers. But, for the past six months, the chart-topping number-one platter (available on 45 or 78 rpm) has been "Letter From Moose Jaw".



His Trapper's Voice

Letter from Moose Jaw

Dear Un-cle Sam, I'm writ-ing you this let-ter To let you
know I've skipped the U. S. A. The ther-mo-me-ter reads
ze-ro But if I had played the he-ro I'd be laid out in an
icebox an-y way.

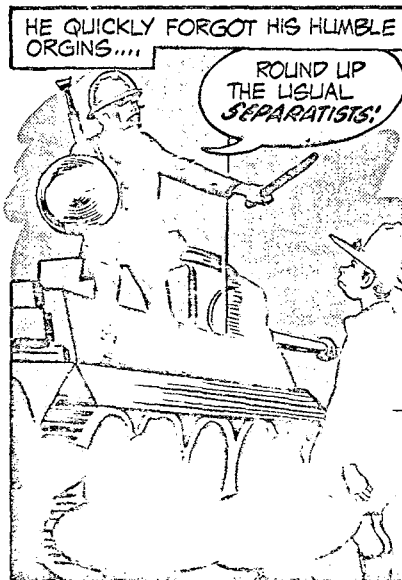
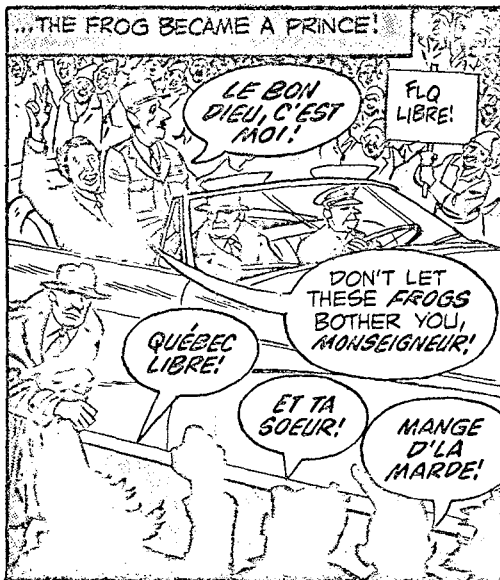
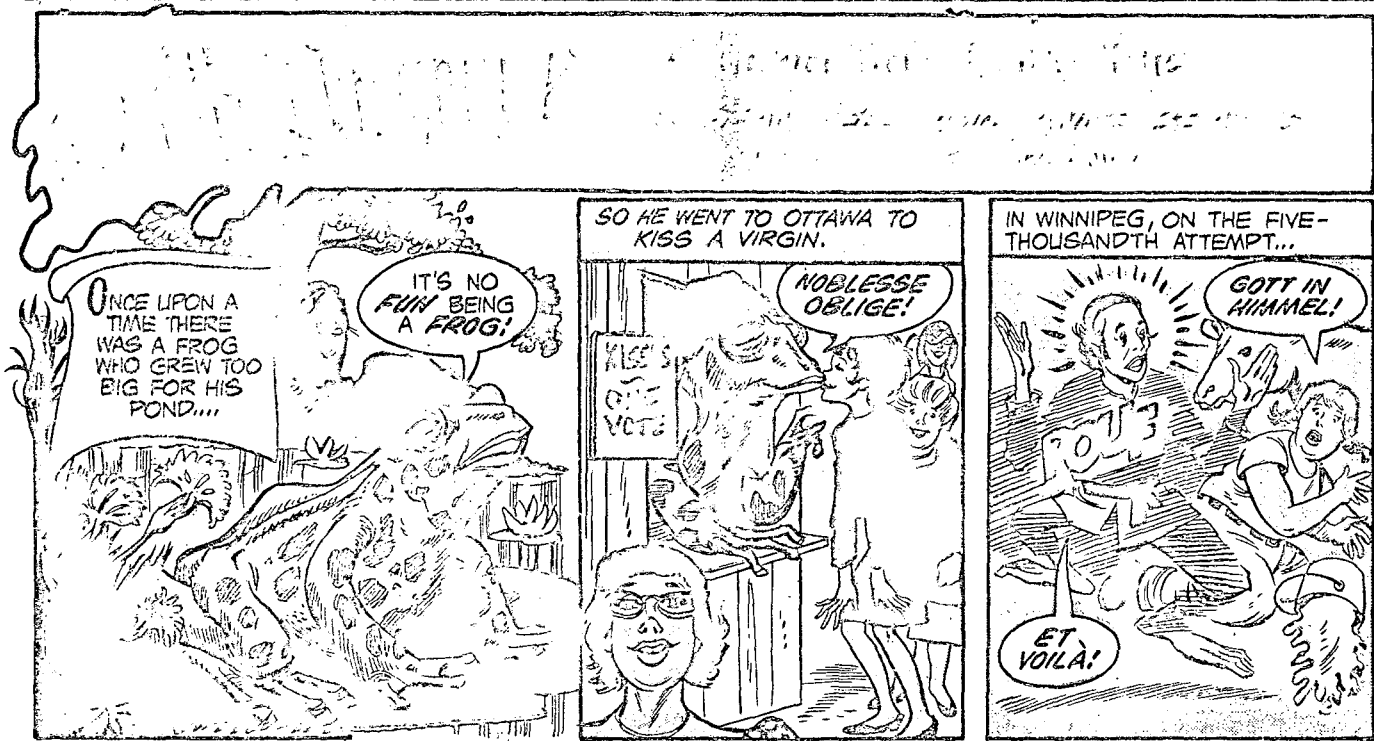
© 1971 by Beaver Songs, Ltd.

VERSE II

Dear Uncle Sam, it's cold as hell in Moose Jaw
And the locals don't make coffee worth a damn
And they think my accent's funny
And I don't have any money
But I'd rather be in hell than Vietnam.

VERSE III

Dear Uncle Sam, I know you think I'm chicken
For sitting here on welfare getting juiced
But this ain't no bed of clover
And the day the war is over
I'll be one more chicken coming home to roost.



JUL 26 1971

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EXTERNAL AFFAIRS



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AFFAIRES EXTERIEURES

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SECURITY UNCLASSIFIED
Sécurité

DATE June 28, 1971

NUMBER
Numéro

FILE
OTTAWA

MISSION
14

TO
A Mr. L. A. D. Stephens
Director General
Bureau of Public Affairs (FAP)
Department of External Affairs

FROM
De Acting Consul General and Trade Commissioner

REFERENCE
Référence

SUBJECT
Sujet VISIT OF D. MELLON, Chicago Council on Foreign
Relations to Ottawa

ENCLOSURES
Annexes

DISTRIBUTION

To see:
FAT mk.
6/10
4 file jmm

Mr. David Mellon called me today, following his visit to Ottawa and expressed the utmost enthusiasm for the event that was so ably organized by yourself and your associates, for the various members of the Foreign Council groups in the United States.

Mr. Mellon advised me that he had never been involved in such a stimulating session before, and was thoroughly grateful for having been included. He told me that we could expect benefits for Canada to result from this well contrived program as understanding and appreciation for circumstances on either side of the border should now be placed in a more realistic perspective. Dave was so enthused that he tells me now that he is planning to organize seminars which he hopes will be attended by some of the members of the External Affairs (and other) team, which participated in this program.

You will be hearing further about this in the course of the next few weeks. But I meanwhile thought that you would be interested in learning of Mr. Mellon's very positive response, which has made this trip very worthwhile, from the point of view of Canada's overall interests with the Chicago Council on Foreign Relations.

The Canadian Embassy, WASHINGTON, D.C.

The Under-Secretary of State for External Affairs,
OTTAWA

Your letter No. 494 of April 8, 1971

Administration, Library Services, Reference Facilities,
Embassy Library, Systems Study

ACI/R.M. BENNETT/sp
Miss [illegible]
Man [illegible]
CONFIDENTIAL
MANAGEMENT INFORMATION

June 8, 1971

ACI-4

✓
1/16 56-1-2-USA
[illegible] 14

FAI

In the reference letter you asked for views on a proposed study of the Reference Service in the Embassy Library. This has been reviewed between the Information Division and the Library Services here in Ottawa and as a result of that review, Mrs. Ruth Thompson our departmental librarian, has discussed with you in a number of telephone conversations the requirements for a sound Reference Service to which you had pointed particularly in your letter.

2. It is evident that the staff changes in the library at Washington make the establishment of a satisfactory indexing system a matter of urgency for you. A similar situation exists in the Departmental Library, as a fairly large unindexed collection has been transferred to us. Mrs. Thompson is currently deciding on the cataloguing system which will be adopted - hopefully recognizing a transition to automation if this becomes economically advantageous. The staff are already sorting and filing documents in order to make their access to officers for browsing and for retrieval on specific topics more effective. There is a capable, young librarian and an enthusiastic university graduate working on this. From our experience perhaps you should be warned that even with such a team we expect this to be at least a year's exercise for them to handle the one collection.

3. We agree with you that a consultant could do valuable work investigating documents control for a library of the kind you need at the Embassy. Such a study of your post requirements would provide valuable information for development of guidelines and standards which could be generally applied at other posts. As Foreign Service Officers move from appointment to appointment it would be unquestionably beneficial for them to find the same vertical file and document control systems so they, themselves, can search and retrieve as well as provide guidance to locally

...2

- 2 -

Confidential
Management Information

engaged or Canadian based staff who often, without adequate training, must maintain the post's reference material.

4. Because of this general interest, we are prepared to have the consultants' fees charged to the Information Systems Division activity providing we can agree on a mutually suitable scope for the report within your suggested limit of \$2,000 for the contract. What scope might be given to the project?
5. The proposal submitted by Arthur Young & Company is so general that we cannot recognize what the real benefit would be for your specific library. The generality of this proposal leads us to believe that a library consultant rather than a general systems consultant would be more effective in identifying your root-problem and recommending solutions to it.
6. In order to extend the vertical filing system capability in the Departmental library here, Mrs. Thompson has investigated the authority index used by the Parliamentary library and has made the decision to use it in our own. A copy of this authority index is being prepared in card format and will be sent to you with comments on the method that will be used to expand the index for new subject material. A description also will be made of a process for purging existing material from a vertical file and for sorting the remainder into the subject headings of the new authority index. For the reasons suggested at the end of paragraph 3 we recommend that you adopt this index since it will be promulgated as the recommended approach for all posts. There will be a major conversion problem if you try to incorporate existing material but this is not consultant type activity.
7. Periodicals (daily, weekly, monthly, quarterly) are best kept under some receipt and distribution control. The retention period should be considered and determined on the basis of the library's past needs. Most periodicals will be valuable for one or two years although some will have articles or material of sufficient interest and importance to retain for much longer times. The study and introduction of such a system might be a valid project for a consultant.
8. Paragraph 5 of your letter contains a reference to "actions associated with ordering". The Departmental library here is initiating the use of multiple carbon tear-off forms which will provide at one time the order to the supplier as well as purchasing control and library card index information copies. A sample of such a form of which stock of a new design has been ordered is attached. Copies will be mailed to you along with an explanation of the procedures which are to be used here. This purchase order form is an accepted standard in library and publisher circles generally. Again there seems to be minimal scope for a consultants study.
9. The work on your documents collection should not await a decision on the form of our cataloguing methods or on the completion of guidelines

...3

to assist posts in like problems. Indeed those problems or reasonable solutions to them may be so dissimilar to those at Ottawa as not to be valid in any event. It is perhaps in this area that the study activity should focus.

10. It could deal with the range of sources and subject matter and the volume of the documentary material required and retained in your post library. It could cover the capacity of the staff to maintain the required collection and the extent to which their duties would permit their utilisation for technical services, cataloguing, etc. as well as readers or user services. From this the consultant might present recommendations on staffing and on a document control system which would be designed to recognize the extent to which the user officers were served or had to be self-sufficient in searching for and retrieving the information available. The consultant could detail areas where the continuing functional responsibility of the Chief Librarian of the Department should be directed in aiding posts to have more effective library facilities. The consultant might investigate and make recommendations for the introduction of an effective authority index either per Ottawa's or another.

This sounds reasonable.
11. We would suggest, following out of the impression stated in paragraph 5, that a librarian consultant be engaged. In this regard Mrs. Margaret Beckman has earned a good deal of respect as the library consultant who was engaged at our request to advise the principal architect for the new headquarters building. Since she already has a reasonably good comprehension of the department's role and structure we approached her to see if she would be interested in a further project for us as described in paragraph 10. She has indicated her interest and willingness to do this at her firm's rate of \$200 per day plus direct expenses. She has estimated that the total cost would be under \$2,000.00. If you agree with this we will proceed to make the necessary arrangements.

12. Our main concern about the Arthur Young & Company proposal is its vagueness about what actually would be studied. Because the funds are limited we feel it should be rather clearly defined and a person specifically qualified in the study area should be the one engaged. However, because you are close to the situation and may see serious constraints we do not see, your candid opinion about which course to follow will be welcome.

R.M. BENNETT

[Signature]
Under-Secretary of State
for External Affairs.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
À

File
~~FAP~~ GWL ICER
~~GWP~~ APP

SECURITY
Sécurité

UNCLASSIFIED

FROM
De

FAI

DATE May 20, 1971

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet

Information Conference - Washington

FILE	DOSSIER
OTTAWA	36-1-2-USA
MISSION	10

ENCLOSURES
Annexes

DISTRIBUTION

...

You will be interested in the attached letter dated April 26 from Max Forsyth-Smith, Consul and Trade Commissioner in Dallas to Dick O'Hagan, concerning the recent Information Conference in Washington.

2. His suggestions will be most useful in planning our next information or consular conference in the United States and indeed would apply to any general departmental conference.

Information Division.

CANADIAN CONSULATE



CONSULAT DU CANADA

2100 Adolphus Tower
1412 Main Street
Dallas, Texas 75202

Our File 64

April 26, 1971

Mr. L.R. O'Hagan
Minister Counsellor
(Information)
Canadian Embassy
1746 Massachusetts Avenue N.W.
Washington, D.C. 20036

Dear Dick,

During the recent Information Conference in Washington, you asked me to drop you a note and give my views on the format which might be adopted for future conferences. While I felt the Conference this year was excellent and most useful, I did think that it suffered from the same problem that most other conferences encounter, i.e., there were so many speakers that there was little opportunity for questions or discussion from the floor. The point which I believe New York raised at the end of the Conference to the effect that there was no time for "nuts and bolts" discussions, I believe, was a valid and constructive criticism.

As you know, we have been holding annual conferences of senior Trade Commissioners in the United States for the past several years, and this year Dallas hosted the conference. We decided to attempt to find a solution which would enable us to cover a wide range of subjects, but at the same time give everyone an opportunity to raise questions and discuss problems which were bothering them. I outline below the steps we took to achieve this goal.

1. Approximately three months before the conference, we circularized all participants with the request that they supply us with suggested agenda items. This was to ensure that everyone had an input into the preparation of the agenda and that items which are of significance or importance to particular posts would not be overlooked. The posts were asked to have these agenda item suggestions in our hands within a month.

. . . . 2

2. On receipt of the suggested agenda items, we prepared a tentative agenda which was then sent to all participants for final comments and approval.

3. After the agenda had been firmed, each participant was given an agenda item and asked to prepare a background paper on it. The background paper was supposed to touch the highlights of the subject and hopefully to encompass the views not only of the post preparing the paper, but of other posts where such views were known. Officers were encouraged to contact other posts to get their views on particular subjects if they were not already known. No limit was placed on the length of papers, but it was suggested that an attempt be made to confine them to three pages. Copies of all background papers were to be in the hands of all participants ten days prior to the conference. The reason for this was that they could be studied, discussed with staff members, and that each participant could then come to the conference with well-thought-out views on each agenda item and views which reflected the thinking of his office. It was hoped this would ensure a high quality of discussion at the conference and this proved to be the case.

There were no speeches or formal presentations made at the conference. The rule of thumb was that anything that the panelists wanted to "tell" the meeting was to be prepared and in the hands of all participants ten days before the conference. This left the entire period of the conference for discussions. We found we were able to cover an enormous amount of ground and in fact were able to include in our agenda every single item suggested by all the participants from the posts and from Ottawa. We were able to complete the discussions without having to cut down on anybody's time or eliminate any questions which anybody wished to ask.

As of possible interest to you, I am enclosing the report on this conference which consists of three main sections. First, a summary record of the discussions; second, appendices which were the prepared papers of our Ottawa-based colleagues; and third, copies of all the background papers submitted by the posts. The subject matter in this report will probably not be of interest to you, but I thought you might be interested in the format.

As I believe you know, we also experimented with an isolated conference which we held at a resort hotel about 40 miles out of Austin. The advantage of this was that we were in fact isolated and there was no city or reasonable-sized town within many miles. The result was that all participants remained on site throughout the three and one-half days of the conference. This was conducive to informal discussions and a very high degree of mixing. I know Jack Maybee suggested we might think of an isolated location next time around for the Information Conference, and our experience in Texas this year certainly seems to support this idea.

One final thought relates to the chairmanships of the individual sessions. My own view is that the role of the chairman is to guide the discussion, to ensure that the ground is adequately covered, to ensure that all those wishing to

contribute to the discussion are given the opportunity to do so, to diplomatically cut off extraneous or rambling discussion, and to ensure that sessions are concluded within the programmed time. The chairman should not expect to make the major contribution to the actual discussion and certainly should not consume a large percentage of the available time with his views to the exclusion of others wishing to participate. If these general principles are valid, people wishing to actively participate in discussions in a major way, i.e. those with very strong feelings on a particular subject, should probably not be chosen to chair such meetings.

I trust these views will be of interest to you and will be accepted in the spirit in which they are given. They are certainly not intended as criticisms of the excellent conference just concluded, but as of possible value in planning future conferences.

Yours faithfully,

regards
CMFS

C.M. Forsyth-Smith
Consul and Trade Commissioner

CMFS:lm
Encl.

TRANSMITTAL SLIP

Document disclosed under the Access to Information Act / Document divulgué en vertu de la loi sur l'accès à l'information

TO:..... DER. SECRETARY OF STATE FOR EXTERNAL.....
AFFAIRS, .OTTAWA... (FAP).....
 FROM:..CANADIAN EMBASSY.....
WASHINGTON.....

The documents described below are for your information.

Despatching Authority.....O'HAGAN.....

Security.....SANS.....
 Date.....ATTN 5/21/5.5. W...
 Air or Surface AIR.....
 No. of enclosures...TWO...
 56-1-2-USA 6-10
 10
 file
 Ew

Copies

Description

Also referred to:

2

copies letter from Western Rep.,
 T.L. Johnston, NFB re: Information
 Meeting, WashDC

MAY 28 1971

FAI

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NATIONAL FILM BOARD



OFFICE NATIONAL DU FILM

May 11, 1971

Mr. L. R. O'Hagan
Minister-Counsellor (Information)
Canadian Embassy
1746 Massachusetts Avenue, N. W.
Washington, D. C. 20036

Dear Dick:

I have been on the road almost constantly since I saw you in Washington and this is the first chance I have had to write to say how impressed I was with the excellence of the arrangements and with the conference itself.

I thought the two days were well spent and I trust it may be possible for me to sit in on the next conference, hopefully in the relatively near future. The momentum and interest built up by this year's meeting should certainly be sustained, and I think another meeting within the next year or so would be one means of achieving that.

It was pleasant to meet numerous colleagues both from the United States and Canada, and I am particularly grateful to you and your staff for numerous personal courtesies.

I would be grateful if you would convey my appreciation to them, and I would like it even more if you would arrange to come to San Francisco so that we may reciprocate your hospitality.

Best regards.

Yours sincerely,

T. L. Johnston
Western U. S. Representative

TLJ:sm

cc: FAI

NATIONAL FILM BOARD



OFFICE NATIONAL DU FILM

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Best regards.

Yours sincerely,

T. L. Johnston
Western U. S. Representative

TLJ:sm

FAI/E. WEISS/LA

FILE

DIARY

CHRON

CIRC.

The Canadian Consulate General
BOSTON, Mass

The Under-Secretary of State
for External Affairs, Ottawa

Your Letter 61 of April 7, 1971

Unclassified

April 29, 1971

FAI-958

Information on Canada in the U.S.

56-1-2-USA

~~56-1~~

Thank you for your report on the views expressed by Mr. Manning at the dinner for the Nieman Fellows. We agree that the growth of a kind of isolationist sentiment in the U.S. increases the difficulty of obtaining a dramatic improvement in news and editorial coverage of Canadian affairs. This would, we think, be more true of what might be called local in contrast to national papers since the former have seldom ever given much space to events outside their borders.

2. With the timeliness of your report, the briefings given to the Nieman Fellows in May might be able to counter some of the impressions given them by Mr. Manning.

D. B. HICKS

for Under-Secretary of State
for External Affairs

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES

MEMORANDUM

PDM

FAP

TO
À

FROM
De

REFERENCE
Référence

SUBJECT
Sujet

Book Program (Senator Nichol's Proposal)
for U.S. Schools

SECURITY
Sécurité

UNCLASSIFIED

DATE

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
55-1-2-USA	
MISSION	18

ENCLOSURES
Annexes

DISTRIBUTION

GWU
GWP
FAI

... I attach, for your signature, a letter
replying, on behalf of the Minister, to Senator Nichol's
letter of April 12, attached.

2. We have, in accordance with your views, put
\$125,000 with the B-level forecast at high priority
rating for this program which is intrinsically a good
enterprise.

3. I have not talked with the Senator about this
latest letter from him as he returns to Ottawa from
Vancouver only next Tuesday.

For the pleasure
Bureau of Public Affairs



THE SENATE
CANADA

April 12th, 1971

The Hon. Mitchell Sharp,
Secretary of State for
External Affairs,
House of Commons,
Ottawa, Ontario.

Dear Mitchell,

Thank you for your letter of April 1st. Naturally I was disappointed that you were unable to proceed with the "Book" project which we discussed. FAI

I really think it would be a mistake to let this idea die on the vine, and I am therefore passing the file along to Gerard Pelletier. I have discussed this with him and he has expressed considerable interest.

It may be that his department would be able to find the money and that your department might be able to organize the distribution system. Dick O'Hagan did not seem to think that this would be too difficult a chore.

Best regards,

John Nichol

JN:lw

PLEASE REPLY TO:
THE HON. J. L. NICHOL
2011 BOARD OF TRADE TOWER
1117 WEST HASTINGS STREET
VANCOUVER 1, BRITISH COLUMBIA.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

TO : AFB(Sweetman)
FROM : De GWU
REFERENCE : Telecon of May 6 - Langille-Sweetman.
SUBJECT : New Orleans Office Lease

SECURITY CONFIDENTIAL
Sécurité

DATE May 6, 1971.

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2	USA
MISSION	

ENCLOSURES
Annexes

DISTRIBUTION

FIC(Gilmour)
FAT(Weir)
FCO(Stanfield)
Mr. Hannill

It seems likely, but it is not definite, that IT&C will be withdrawing from New Orleans later this year, probably but not necessarily if opening of a Consulate General in Atlanta, Georgia, is authorized.

2. I regret that I do not have readily available information concerning the lease of the New Orleans office but if memory serves me right, something floated through this office not too long ago indicating that the lease expires this summer, that it is probably renewable and that the term in the past has been for two years. If your files bear this out and if there is yet time to do it, I suggest that our Consul General in New Orleans be instructed to try for a renewal of the lease for a one-year period and that if the building owners insist on a two-year renewal, he consult with Ottawa without signing. I know from a conversation which I had yesterday with Mr. Gibson of IT&C (who with me believes that the present lease expires sometime this summer) that IT&C will definitely need accommodation in New Orleans at least until this fall. They may of course encounter delays but a one-year extension, if possible, ought to be safe.

G.C. LANGILLE

USA Division

FILE DIARY CHRON CIRC

The Canadian Embassy, WASHINGTON, D.C.

Unclassified

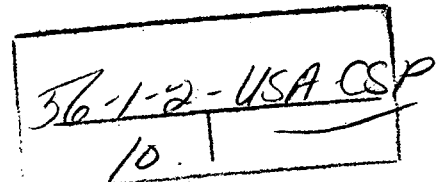
The Under-Secretary of State
for External Affairs, Ottawa

April 29, 1971

Your Letter 507 of April 16, 1971

FAI-959

Report on Dr. Dale Thomson's Tour



c.c.
GWP
GWU

Thank you for sending us Dr. Thomson's report. We should be grateful if you would thank him on our behalf not only for his findings at the universities but also for the useful information about contacts for the further promotion of Canadian studies.

2. In his covering letter Dr. Thomson suggests that the Center of Canadian Studies could be useful in connection with a comparative study of what other governments are doing to promote studies and with the formulation of a framework and priorities for a Canadian program. We should be grateful if you could discuss this proposal with Dr. Thomson. As you know, the promotion of Canadian studies programs in U.S. universities and colleges is high on our list of information priorities. We have been gratified by the work you and the Consulate General in New York have done in this field. If, however, the program on the whole has appeared "ad hoc-ery", one must take into consideration several factors, i.e. the shortage of officers at other posts which makes a concerted effort by them well-nigh impossible; budgetary limitations which preclude endowment of academic chairs, provision of substantial amounts of source material, and funds for other types of promotion. It is hard to forecast any change in these factors in the near future. We would, nevertheless, be interested in knowing what Dr. Thomson has in mind and whether we would be asked to contribute financially to the study.

3. You might wish to mention that we are proposing a survey of American opinion on Canada for the express purpose of ascertaining the groups towards which our information program can most usefully and profitably be directed and the means to be used most effectively.

L. A. D. STEPHENS

Under-Secretary of State
for External Affairs

FICHE DE SERVICE
ACTION REQUEST

CABINET DU SEAE - OFFICE OF THE SSEA

Document disclosed under the Access to Information Act -
Document divulgué en vertu de la Loi sur l'accès à l'information

A: FAT
To: [Redacted]
De: MIN/J. Derksen/re
From: The Honourable J. L. Nichol,
Lettre en date du February 16, 1971 de The Senate.
Sujet Canadian Book Programme in USA Schools.
Subject

Action requise: - Action required:

____ Réponse pour la signature du Premier Ministre
Reply for Prime Minister's signature

____ pour avis et retourner
for advice and return

____ Réponse pour la signature du Ministre
Reply for Minister's signature

____ noter et retourner
note and return

____ Réponse au nom du P.M./ou Ministre
Reply on behalf of PM/ or SSEA

____ traduction
for translation

____ Réponse pour la signature de
Reply for signature of:

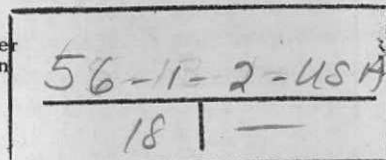
Commentaires: The Minister sent this over just before his departure for Europe.
Comments:

In view of your Memorandum to the Minister of March 30 on this subject and the letter to Senator Nichol which the Minister signed on April 1, you can decide whether a further letter to Senator Nichol is

Porter à l'attention des archives du SEAE le required. Copies of this letter are being sent

B.F. to Minister's registry on to: PDM, FAP, GWP and GWU.

Commentaires par D.C.O.:
D.C.O.'s comments:



file
sw

56-1-2-USA

MEMORANDUM

CABINET DU

SECRÉTAIRE D'ÉTAT AUX AFFAIRES EXTÉRIEURES

a. PDM

April 19, 1971

✓ FAP

GWP

GWU

The Minister only sent this letter over just before his departure for Europe. The original has been sent to FAI with the notation that, in view of their Memorandum to the Minister of March 30 on this subject and the letter to Senator Nichol which the Minister signed on April 1, they can decide whether a further letter to Senator Nichol is required.

MIN/J. Derksen/re

Fate

Canadian Embassy



Ambassade du Canada

1746 Massachusetts Avenue N.W.,
Washington, D. C. 20036

16 April 1971

56-1-2-USA	
10	13

Dear Llyn,

Enclosed for your interest is a copy of a letter I have had from Jack Hughes in which he comments on the recent information meeting. You may find his views instructive and representative of the problems of our smaller Consulates, and his suggestions might well be kept in mind for our next information conference.

All good wishes,

Sincerely,

Richard O'Hagan

Richard O'Hagan
Minister Counsellor
(Information)

cc: Mr. D.B. Hicks, Ottawa
Consulate General, New York
Consulate General, San Francisco

Mr. L. A. D. Stephens,
Director General,
Bureau of Public Affairs,
Department of External Affairs,
Ottawa, Canada.

GAC
ERJ
HS



Canadian Consulate General

Consulat Général du Canada

2110 International Trade Mart,
2 Canal Street,
New Orleans, Louisiana 70130,
April 6, 1971.

Dear Dick,

You are to be complimented for your successful Information Conference which, at least for me, answered a number of questions and possibly raised some new ones for me to ponder. The first reaction, of course, was disappointment that those of us in the field did not have sufficient opportunity to put our views forward or to question the panelists to a greater extent than time permitted. In retrospect, however, it was probably fortuitous that the panels backlogged a bit as most of us "Information types" can hold a floor for any given length of time on pretty well any given subject. The limited opportunity to do so undoubtedly meant that the panelists got more of their messages across than might otherwise have been the case.

I think the biggest "plus" was the opportunity to meet personally with representatives from NFB, Information Canada and our own people from Ottawa as well as other posts. The opportunity provided, to exchange views in matters not necessarily covered by our many Regulations, will be of invaluable assistance. For example, I had occasion to discuss our exhibit programme with Messrs. Elliott and Lambie of Information Canada and I hope that they as well as I gained something from the exchange. Similarly, my talks with Boundy of NFB gave me some inkling of their plans with regard to our Film Library. Then too, Art Peers and I discussed the possibility of locating a new Travel Bureau in the south; Mitchell from New York was helpful in describing their current practices with regard to our immigration enquiries and I had a long conversation with McClelland about book displays, etc. Finally, though not connected with information work, I was able to discuss our integration programme with Keith Henry and Larry Banville and this was helpful. So the time outside of the conference room was put to good use.

Mr. L. R. O'Hagan,
Minister-Counsellor (Information),
Canadian Embassy,
1746 Massachusetts Avenue N.W.,
Washington, D.C. 20036.

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Mr. L. R. O'Hagan

-2-

April 6, 1971

The panelists, of course, were very interesting. It occurs to me that some talked about matters with which we were already familiar and this took up valuable time which could have been put to good use by others. Perhaps if and when there is another meeting it would be worthwhile to schedule one day for "listening" and another day for "participating." Posts could be asked to submit topics for discussion (which would assist in choosing panelists) and lists of problems (which would enable departmental experts or others to prepare answers in advance) for consideration on the second day. You could then make it understood that questions of panelists would not be allowed on the first day thus enabling you to keep within your time schedule.

I am still convinced we tend to be over critical of the job we do in the United States. We cannot measure our success or lack of it by the number of column inches we receive in the major newspapers but rather I think the proof of the pudding is in state of our relations with the U.S.A., the opinion the average American has of Canada and Canadians and the steady increase in the number of American visitors and immigrants to Canada. We tend to isolate our information programme to the efforts carried out by representatives of the Department of External Affairs in the distribution of films, Student Kits, Press Releases, etc. What we fail to take sufficient note of is that every time the Travel Bureau answers an enquiry about Canada or every time the Provincial Government pays for an ad on television our job is being done for us. On balance I would say that it is being done reasonably well both by and for us and I think we should be less insecure than our actions show us to be. No one would care to disagree with your friend Golden when he takes us to task for our timidity in waving the Canadian flag but then again I doubt that we want the type of publicity he suggests we would be likely to get if we tended to be S.O.B.'s like the Shah of Iran. Golden is in public relations and he is used to the hard sell since he wants to get his message to the public now and he possibly adheres to the Barnum philosophy that it does not matter what they say about you as long as they spell your name correctly. I prefer the soft sell which I think we do quite well by educating the American student about Canada, by maintaining cordial relations at the government level and simply by "being here" to answer any enquiries they may have. Our advantage will be the long-term benefit which is eminently more desirable than the big flash now which lasts only so long as we are able to keep pounding the drum.

I do not for one minute suggest that we have not an important role to play in our relations with the media but I

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Mr. L. R. O'Hagan

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April 6, 1971.

suggest that we misplace our values if we think that this should be given equal emphasis at all of our outlets in the U.S.A. Certainly New York and Washington should devote considerable effort to liaison with the press, radio and TV but I rather suspect that serious effort along these lines is a waste of time at most of our other locations in this country. We cannot compete with the wire services nor with the major networks so we should devote what money and talent we have to influencing the "biggies", to use a Johnny Carson description, in the major centres. If, as with the Today Show, you are able to obtain coverage on Canada it will be picked up on a national basis whereas a similar effort at the local level, though less expensive, would reach far fewer people.

Sperry Lea asked what we were attempting to accomplish and where we wanted to go. John Dempsey wondered what was wrong with the job we are now doing. I should think considerable thought should be given to these questions before we come to the conclusion, as Dan Wallace tends to suggest, that we are not doing our job.

Might I suggest, then, that instead of looking for new ways to "sell" Canada in the U.S.A., we devote some effort to beefing up the facilities now at our disposal. The suggestion that an academic be employed even for a year or so, to work out of Washington and advise us concerning our school programmes, is an excellent one. The proposal to provide background information for a "speaker's manual" (I believe this was suggested by San Francisco) should be pursued as many of us could do more in this field to bring the gospel to the Americans. This brings up another suggestion. One reason we do not take as many speaking engagements as we might like to is that we spend a good deal of our time tied to our desks wading through "information" material which should not be sent to us in the first place. Could the Department not inform other government offices of the type of material we should receive. For example is it necessary that the Ontario Department of Lands and Forests advise us in their News Letter to shop early for our Christmas tree--a publication we received in January. Do we really need the External Affairs list of library accessions during the month of October which was received here in December. Is it necessary that we be informed that Fort Whoop-up has been named a national resort, etc. If we write to these Departments the result will probably be that they will take our names off their distribution lists entirely whereas some of their releases are useful to us.

Another helpful move would be to centralize our clipping services. We have discussed this in the past and I realize that

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Mr. L. R. O'Hagan

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April 6, 1971

neither Ottawa nor the Embassy wants to take this on. The fact remains, however, that we want people to use our libraries and it is incumbent upon us to provide the best reference material possible. Those of us at the smaller posts cannot hope to keep up with the clipping of newspapers--indeed, we are contemplating reducing our Canadian subscriptions simply because the few of us here do not have time to read the newspapers we receive. Perhaps this matter could be looked into again.

Forgive me, Dick, for rambling on. I had wanted to drop you a short note to compliment you for an interesting conference but as usual I tend to get carried away when I am expounding on one of my favourite subjects. Believe it or not I have other comments to make (e.g. with regard to the possible cutback in our distribution of films to schools, etc.) but these will be handled in separate correspondence.

Kindest personal regards.

Yours sincerely,



J. D. Hughes,
Consul.

FICHE DE SERVICE
ACTION REQUEST

CABINET DU SEAE - OFFICE OF THE SSEA

A: FAI
To: _____

De: MIN/J.D.Derksen/ke
From: _____

Lettre en date du April 12 de Hon. John Nichol, Senator, Vancouver
Letter dated from

Sujet "Book" project mentioned in our letter of April 1
Subject _____

Action requise: - Action required:

____ Réponse pour la signature du Premier Ministre
Reply for Prime Minister's signature

____ pour avis et retourner
for advice and return

XX Réponse pour la signature du Ministre
Reply for Minister's signature Acting SSEA's

____ noter et retourner
note and return

____ Réponse au nom du P.M./ou Ministre
Reply on behalf of PM/or SSEA signature

____ traduction
for translation

____ Réponse pour la signature de
Reply for signature of: _____

Commentaires: _____
Comments: _____

Porter à l'attention des archives du SEAE le
B.F. to Minister's registry on _____

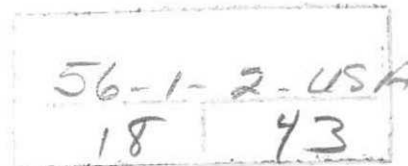
Commentaires par D.C.O.: _____
D.C.O.'s comments: _____



THE SENATE
CANADA

April 12th, 1971

The Hon. Mitchell Sharp,
Secretary of State for
External Affairs,
House of Commons,
Ottawa, Ontario.



Dear Mitchell,

Thank you for your letter of April 1st. Naturally I was disappointed that you were unable to proceed with the "Book" project which we discussed. *FAI*

I really think it would be a mistake to let this idea die on the vine, and I am therefore passing the file along to Gerard Pelletier. I have discussed this with him and he has expressed considerable interest.

It may be that his department would be able to find the money and that your department might be able to organize the distribution system. Dick O'Hagan did not seem to think that this would be too difficult a chore.

Best regards,

John Nichol

JN:lw

PLEASE REPLY TO:

THE HON. J. L. NICHOL
2011 BOARD OF TRADE TOWER
1117 WEST HASTINGS STREET
VANCOUVER 1, BRITISH COLUMBIA.

001194

D/SSEA

APR 15 1971

REGISTRY

EXTERNAL AFFAIRS



AFFAIRES EXTERIEURES

APR 27 1971

ATTN: Mr. Weiss

TO: The Under-Secretary of State for
External Affairs, Ottawa, Canada.

FROM: Consulate General,
De: Boston, U.S.A.

REFERENCE: Nil
Référence: Nil

SUBJECT: Information on Canada in the U.S.
Sujet:

SECURITY
Sécurité

RESTRICTED

DATE

April 7, 1971

NUMBER
Numéro

61

FILE	DOSSIER
OTTAWA	56-1-2 USA
MISSION	56-1 43

ENCLOSURES
Annexes

DISTRIBUTION

Embassy, Wash.
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At the last Information Conference in Washington, participants discussed ways and means of improving Canada's image in the U.S. and/or generally of increasing publicity on Canada in this country. Last night, I attended a dinner seminar for the Nieman Fellows, the guest speaker being Mr. Robert Manning, Editor of the Atlantic Monthly.

2. Most of the discussion was on changes taking place in the newspaper business and the profession of journalism and was therefore more of interest to the press community. However, one remark made by Mr. Manning may have a bearing on our efforts to increase Canadian news and editorial coverage in the U.S. press. He commented that, in the last five years or so, he had detected an increasing disaffection among U.S. readers about foreign affairs, due in part to discontent arising out of the Vietnam War and also to an increasing awareness of internal problems at home having to do with "quality of life". A new sense of isolationism is creeping in, and as a result foreign countries should expect less coverage on foreign affairs in the U.S. news media. Mr. Manning explained that in the past, U.S. journalists devoted a disproportionate share of their time and efforts to developments abroad and neglected the internal scene. It has always been the easiest thing, he added, to get a journalist to write a piece on a foreign country or a foreign policy problem, but it was practically impossible to have someone write about, say, the situation in Tennessee or Alabama. This is now changing rapidly, and more and more journalists concentrate on regional and local problems.

MAY 4 1971

U.S.A. DIV.	
1	<i>[initials]</i>
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10	<i>[initials]</i>

...2

- 2 -

3. If the above observation is founded in fact - and none of those present took exception with Mr. Manning's views - then it seems to me we would be well advised not to expect dramatic changes overnight from a stepped-up campaign to increase news coverage and editorial comment on Canada.

F.X. Houde

F.-X. Houde
Consul General

MIN^

PDM

Parl. Sect.

FPR

GWU

Document disclosed under the Access to Information Act -
Document divulgué en vertu de la Loi sur l'accès à l'information

FAI/E.WEISS/efg

File Diary Circ. Chron.

RETURN TO DS

UNCLASSIFIED

March 30, 1971

MEMORANDUM FOR THE MINISTER

Canadian Book Program in U.S. Schools

56-1-2-USA
10 | ✓

Attached for your signature, if you approve, is a letter to Senator Nichol in reply to his proposal to you on December 14, 1970 that shelves of Canadian books be established in schools in the United States. Senator Nichol suggested that in the first year 100 books be given to 200 schools with 50 books being added each year thereafter. The initial cost for the books was estimated at \$100,000 and \$50,000 each subsequent year. He foresaw an expansion of the program to 10,000 schools at a cost of \$2,500,000 a year. Coupled with the first year's book program was the suggestion that an essay contest be mounted with 25 winners being given a trip to Canada at a cost of approximately \$25,000. Senator Nichol suggested that this project would be a move against the lack of understanding which Americans have about Canada and that it would be of genuine help to the Canadian publishing industry.

2. Serious consideration has been given to this proposal by departmental officials. While we have every sympathy with Senator Nichol's objectives, we do not think that the program, if it were approved, could be put in motion before 1972-73 at the earliest. There is first of all the problem of finding the money before then to start the pilot, or first year, purchase of books. There is secondly the considerable ground work which would be necessary to get the program started properly and which the existing personnel at our U.S. posts is too curtailed to handle at this time.

3. We do not wish to give too negative an impression of our views on Senator Nichol's proposal. It is considered worthwhile but, because of other major information programs already in the planning stages, cannot be given priority over them at this time. In accordance with the recommendation by the Standing Committee on External Affairs and National Defence and our own views on the importance of the United States in our information program we are planning among other projects for example during the coming year a professional survey to determine the most effective publics on which we should concentrate and the production of a general film on Canada for distribution in the United States. The addition of these special projects to our regular projects will demand a considerable amount from our budget in the forthcoming year as well as an increased load on our staff. It is hoped, nevertheless, that Senator Nichol's proposal can be considered for a future year.

A. E. RITCHIE

A.E.R.

Distribution for Letter # 412, Mar 26/71 -
COPIES SENT TO:

Mr. J. J. Chagnon,
Chief, Library Services,
National Film Board of Canada
P.O. Box 6100,
MONTREAL, Quebec

Mr. William Gallout, *GALLANT*
National Film Board,
P.O. Box 6100,
MONTREAL, Quebec

Mr. Charles Delafield,
Canadian Broadcasting Corporation,
International Service,
P.O. Box 6000,
MONTREAL, Quebec

Mr. David Hilton,
Treasury Board,
Confederation Building,
Wellington Street,
OTTAWA, Ontario

Mr. Jack Donoghue,
Treasury Board,
Confederation Bldg., Rm 610
Wellington Street,
OTTAWA, Ontario

Mr. Douglas Lambie,
Expositions Division,
Information Canada,
440 Coventry Road,
OTTAWA, Ontario

Mr. Robbins Elliott,
Chief, Expositions Division,
Information Canada,
440 Coventry Road,
OTTAWA, Ontario

Mr. M. Erb.,
Chief, Communications Division,
Information Canada,
171 Slater Street,
OTTAWA, Ontario

Mr. Jean Louis Gagnon,
Information Canada,
171 Slater Street,
OTTAWA, Ontario

56-1-2-USA
Mr. J. A. Murphy,
Director,
Publicity Branch,
Office of Promotional Services,
Department of Industry, Trade and
Commerce, 112 Kent Street,
OTTAWA, Ontario

Mr. J. E. G. Gibson,
Department of Industry, Trade & Commerce,
112 Kent Street,
OTTAWA, Ontario

Mr. C. W. Morrow,
Department of Manpower & Immigration,
305 Rideau Street,
OTTAWA, Ontario

Mr. B. Godbout,
Department of Manpower & Immigration,
305 Rideau Street,
OTTAWA, Ontario

Mr. G. H. Southam,
Director General,
National Arts Centre
Confederation Square
Ottawa, Ontario

Mr. Robert Turner,
Director, Information Services,
Ministry of Transport,
Hunter Building,
OTTAWA, Ontario

Mr. Dan Wallace,
Director,
Canadian Government Travel Bureau
150 Kent Street,
OTTAWA, Ontario

Dept of EA Distribution to:

GWA

ICER

FAC

PMO - P. Roberts

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO/À FROM/DE: ACRG

APR 7 1971

ATTN: Miss Denech

RESTRICTED

TO
A Under-Secretary of State for External
Affairs - OTTAWA - (FAI)

SECURITY
Sécurité

DATE March 26, 1971.

FROM
De Canadian Embassy,
Washington, D.C.

NUMBER
Numéro 412

REFERENCE
Référence

SUBJECT
Sujet Information Meeting Washington, D.C.
March 18-19, 1971.

FILE	DOSSIER
OTTAWA	56-1-2-USA
MISSION	56-1-USA 43

ENCLOSURES
Annexes

DISTRIBUTION

See attached list EW

The meeting held at the Canadian Embassy in Washington of representatives of Canadian departments and agencies involved in information work in the U.S.A., including Canadian Consulates in this country, was judged "lively and worthwhile". We attach a copy of the programme of the conference, and a list of participants. We also attach copies of the Ambassador's welcoming comments, and luncheon remarks by Jean-Louis Gagnon and Harry Carlson, and will include later in this letter a set of the agreed conclusions arising from the conference.

The conference opened with a reception for participants given by the Ambassador at the residence on March 17. A second reception for participants and some 40 guests from U.S. government, business and media was held in the information offices of the Embassy on March 18.

The discussion portion of the meeting was organized into 7 topic sessions. Some of the points raised under each of the discussion topics were as follows:

1. An Assessment from the Inside of Canadian Information Activities in the U.S.A.

Correction in handwriting made at request of Mr. Dan Ballance C.S.T.B.

This session saw a survey of activities underway and planned by Information Division of External Affairs, with supplementary information by the Embassy Information Counsellor concerning the Embassy's role in backstopping consular efforts. Representatives from the Canadian Government Travel Bureau outlined the very considerable programmes of the Bureau, whose budget has risen from \$420 million in 1961 to \$1.2 billion in 1971, with \$2 billion anticipated before the end of the 1970's. Allan Bryce, of the Canadian Consulate General in New York, ended with a survey of the special information problems pertinent to his area.

and reported that Canada's travel income from abroad had risen from

2. An Assessment from the Outside

John B. Dempsey, the Editor of a weekly newsletter focusing on Canadian business news, suggested that U.S. consciousness of Canada was very shallow indeed, and limited only to a few business, and possibly university circles; he suggested more initiatives comparable to the Canadian participation in the "Today Show" and "60 Minutes" as a way to reach the masses. Mr. Dempsey considered the Consulates' primary job is the development of contacts in the business world: reaching top business leaders might be difficult, he conceded, but reaching the middle echelons should prove easy and productive. He recommended closer liaison with the legislative branches of both state and federal governments, and recommended the development of a tax policy in Canada more favourable to individuals and corporations as a means of attracting U.S. interest.

Sperry Lea, an expert on U.S. and Canadian commercial relations, observed that the easiest way to create interest in Canada was to emphasize ways in which Canada was different from the United States. But he warned that U.S.-Canadian relations were moving into a difficult period with the rise of Canadian nationalism, the potential economic isolation of Canada if Britain joins the Common Market, and the fact that economic difficulties within the U.S. are making for a harder line attitude among U.S. government officials, with Canada no longer retaining the privilege of a special status. The rise in value of the Canadian dollar, the inequalities in operation of the automobile agreement, and the rise of Canadian nationalism may mean that much of the old pragmatism which governed U.S.-Canadian relations will take second place to more political and emotional considerations. "It is no longer true", Mr. Lea observed, "that if you produce the facts Americans and Canadians will necessarily come to the same conclusion."

Lou Golden, a public relations consultant in New York, criticized Canadian information work in the United States as being inadequate in structure, inadequate in professionalism, and inadequate in the results it obtains. He emphasized his belief that it will never satisfy Canadian needs until there is "a clear commitment at the very top". External Affairs information services, he suggested, still suffer from a heritage of believing that the best information about Canada is no information. Canada must have a more flexible and sensitive information programme in these days when the U.S.A. is "troubled, introverted, and withdrawing"; nor should we neglect the

fact that this country, far from being monolithic, is in reality "fifty different countries, with a hundred different political parties". It is, moreover, "a land of instant issues, with demands for instant results" and a purely reactive information policy is doomed to failure because it is too slow: needs must be anticipated, answers supplied within minutes. Canadians should not fool themselves by thinking that if they read U.S. publications they understand what is going on in this country: extensive personal contact and travel are essential. Public relations is hard work, there are no easy solutions. Nor should Canadians waste time inflating their own egos by repeating how splendid they are; "putting whipped cream on a manure pile is no good, because the sun comes out in the morning."

Doug Campbell (Trade Commissioner, San Juan) asked whether any nation had been able to develop an effective information programme in the U.S., in answer to which the discussion leaders cited the British, among others. Mr. Dempsey pointed out that the British cleverly involved their commercial firms in their information activities, and are wise enough to have a separate organization whose sole function is to deal with the federal legislative branch.

Bob Gordon (Trade Commissioner, Philadelphia) asked how Consulates could best counteract the unfavourable publicity Canada had been receiving because of its alleged policy concerning foreign investments; Mr. Dempsey pointed out that when the Minister of Finance brought down forthcoming legislation, many U.S. fears will probably prove unfounded, although the Denison Mines and Home Oil cases smacked of what Mr. Dempsey described as "retro-active legislation", and would continue to prove a source of grave apprehension to U.S. investors.

Sperry Lea observed that the Embassy's and Consulate's job was not to try to modify Canadian legislation, but to justify it. Complaints of being treated like "branch plants" were not limited to Canadians, but were common to many U.S. cities, and if Canadian misgivings in this field were presented in U.S. terms, they would be sure to strike a responsive chord.

Jim Nutt (Consul General, San Francisco) suggested that present Canadian information activities were like trying to do a job which required a Lincoln by using a Pinto; Mr. Golden replied that we could not even do a Pinto's job until "top management decides what they want" and delivers a clear formulation of Canadian information objectives in the U.S. "The interest of some top Canadian officials in information work in the U.S. seems to be limited to see how often they can get their names in print", he opined.

The Ambassador wondered whether our objective should be not so much the presentation of Canadian news but the interpretation of it, particularly the interpretation of official policy. He asked whether there might not be occasions when information officers abroad might themselves suggest to Ottawa what information objectives might be most appropriate for their area. He added that our information capabilities will always have some limitations, and that perhaps our most rewarding area of study might be to establish how best we may employ the resources we do possess, and the priorities we should assign to various options open to us.

Professor Ted Miles (University of Vermont) warned against the presentation of only one point of view. U.S. businessmen should be aware that Canadian Government policy must sooner or later reflect the mood of the country and they should, therefore, be warned now of the growing feelings of nationalism seizing Canadians. This warning could be made by the presentation in the U.S. of such speakers as Melville Watkins and Jack McClelland, and by the distribution of such books as "Silent Surrender".

Maurice Mitchell (Chief Canadian Immigration Officer, U.S.A.) pointed out the publicity to be obtained from the rising movement in the U.S. to migrate to Canada, the numbers of migrants having risen from 15,000 to 25,000 per year in the last 10 years.

3. The Canadian Mood and Information Canada

Jean-Louis Gagnon, the Director General of Information Canada, provided an interesting and informative picture of the plans of his agency. A text of his remarks is attached.

4. Canadian Information Services - The Outlook

Jack Maybee, Secretary of the Inter-Departmental Committee on External Relations, provided a progress report on integration of the foreign services, which is working toward the formation of a "single, strong, flexible organization to carry out all aspects of foreign policy, including information work". Dan Wallace, Director of the Canadian Government Travel Bureau, explained his agency's activities, which included an intensive survey of the travel habits of Canadians. He declared that "the very future of Canada is in jeopardy unless we take our information responsibilities in the U.S. more seriously".

Mr. Wallace noted that the C.G.T.B. brought more than 100 journalists each year on tours of Canada. A number of participants in the conference suggested that political briefings, particularly in Ottawa, might be made an important part of the visits of these journalists. It was also suggested that the Travel Bureau introduce more social and political content in its advertising to help create a picture of a country not only scenic but mature and sophisticated as well. The advertisements placed by the Province of Ontario in such magazines as the New

Yorker were cited as examples.

Jim Murphy, Director of the Publicity Branch of Industry, Trade & Commerce, outlined his Department's plans in the information field. Mr. Gagnon joined the panel to field questions concerning Information Canada, and B. Godbout, Director General of the foreign service of the Canadian Immigration Division, detailed his Department's proposals for expansion in their informational work. Mr. Godbout noted an overall decline in immigration to Canada: 160,000 out of 350,000 applicants were admitted in 1969, but only 140,000 out of 250,000 in 1970. Immigration from the U.S. increased 2,000 last year, but European sources were drying up. At the same time, Asian and West Indian immigration was increasing, and "bearing in mind certain realities", it might be advisable to take steps to ensure further increases from the United States.

In the general discussion concerning information practices, the Ministry of Transportation came in for special praise. Bob Turner, Director of Information Services for the Department, gave details of how by working very closely with other concerned departments, his office was able to produce a definitive paper on the question of oil spills after the "Arrow" incident. Mr. Gagnon observed that Information Canada hoped to specialize in the production of similar papers quickly and thoroughly, although Consulates might still need to turn to the department concerned on occasion. Jack Hughes (Consulate General, New Orleans) asked whether Consulates would have direct access to Information Canada's proposed information bank. Mr. Gagnon replied in the affirmative, although pointing out that the bank will be built slowly as his agency finds specific answers to specific questions; Information Canada is not intended to replace the existing information branches of other departments. François Houde (Consul General, Boston) asked how plans for integration would affect the allocation of information resources; Mr. Maybee replied that such allocation would remain a matter for the discretion of the head of post.

Several times the conference reverted to the need for greater clarity and leadership from "the highest government levels" in defining information objectives. One participant observed that such leadership could hardly be expected until Canadians found themselves. "Our search for identity still goes on", he declared. "How can we project a 'national personality' when we don't know what we are ourselves".

5. Cultural Expression: The Arts

Freeman Tovell, Director of the Cultural Affairs Division of External Affairs, outlined the activities of, and the facilities available from his Division. Hamilton Southam, Director General of the National Arts Centre, explained his Centre's plans, particularly the role which the NAC envisages as a sort of national impresario able to co-ordinate and encourage visits by Canadian performing artists abroad. Jim Houston (the champion of Canadian Eskimo art), emphasized the danger of underestimating the quality and potential of Canadian artistic expression, while at the same time underlining the need for much more professional marketing of Canadian cultural achievements in the United States. "But for Canadian art", he declared, "the United States is now ready".

Jack McClelland, President of McClelland and Stewart, Ltd., criticized the indifference of Canadians to the plight of their own cultural institutions, such as the book publishing industry, and suggested that Canadians were "paper nationalists", who forgot their convictions when their finances were affected. Embassies and Consulates should "cram their libraries with Canadian books".

6. Cultural Expression: Education: Schools and Universities

Roger Swanson (Center of Canadian Studies, The Johns Hopkins University) outlined the activities of his Center in promoting Canadian studies, emphasizing the need for the Embassy and Consulates to use great diplomacy, lest their efforts appear interventionist. Dick Lates (Co-ordinator of Canadian study programmes, Burlington high schools) described the genesis and development of his programme. Ted Miles (Director of the Canadian Studies Program at the University of Vermont) delivered an impassioned appeal on behalf of greater Canadian interest in the support and encouragement of Canadian studies in the U.S. He gave details of the type of seminar his university organizes in which U.S. students travel to Montreal and Ottawa and have the opportunities for discussions with leading Canadian personalities, and suggested that pilot projects of exchanges of both faculty and students between U.S. and Canadian universities should be encouraged more actively.

7. Films, Exhibitions, and Broadcast Materials

Jean-Jacques Chagnon and John Boundy of the National Film Board, Robbins Elliott, Chief of the Expositions Division of Information Canada, Charles Delafield, Director of CBC-IS and Dorothy McCullum, U.S. representative of the CBC, gave interesting surveys of their respective agencies' activities in the U.S. In

reply to a question from Ed Gorn (Consulate General, New York) pointing out that many films at present in Consulate libraries have no particular pertinence to Canada, Mr. Chagnon replied that Consulates should cut down drastically on their film distribution to schools and turn this field over to the commercial agencies of the NFB; he noted that 42,000 NFB prints had already been sold in the United States, 95% of them to schools and colleges.

8. How Relevant is Canada - A Special Perspective

Marquis Childs of the St. Louis Post-Dispatch, Joe Slevin of Newsday and Rod MacLeish of Westinghouse Broadcasting, waxed poetic on the reluctance of U.S. media to give as much coverage to Canadian events as Canadians would wish, and suggested, among other solutions, a tireless cultivation of personal contacts, and more expert tailoring of Canadian news to U.S. users. Mr. Childs suggested that so long as U.S. ignorance of Canada was benign, we should not become unduly worried, but agreed with a number of observers who said that such a situation could not always be taken for granted, and that we would be wise to make periodic surveys of U.S. attitudes towards Canada. Mr. Slevin made the point that outside of major centres, U.S. editors are remarkably ill-equipped for appreciating or handling even news concerning national issues, let alone international ones.

The suggestion that we should "act like s.o.b.'s" for the sake of gaining publicity was rejected, but the three discussion leaders agreed that on the frequent occasions when we felt our position was morally superior, we should not hesitate to press our case forcefully, persistently, and even noisily, especially when it was likely a significant proportion of U.S. citizens could be expected to sympathise with our viewpoint.

9. Are We Selling Canada Well Enough?

Harry Carlson, President of a New York public relations firm who had helped market Expo '67 and the Canadian Centennial here in the United States, suggested during a luncheon speech that in fact we were not selling Canada well enough, and emphasized the needs for greater sophistication in our selling techniques, and closer cultivation of people in influential positions, including federal and state legislatures.

Summing Up

The Ambassador, after consultation, suggested the following conclusions for the Information Meeting, which were accepted by the conference as a whole:

- (1) We found the meeting lively and worthwhile. We hope that at appropriate intervals similar meetings can be arranged in the future.
- (2) It was felt that information work related to specific activities in the U.S.A. could be achieved very likely with greater effectiveness as a broad country plan for the U.S.A. is developed.
- (3) There was recognition that a broad plan for information activities in the U.S.A. with provision for regional and functional priorities might be prepared within an overall country plan.
- (4) The country plan as a whole as well as the regional components would achieve greater impact if policy decisions could be taken after full consideration has been given to their very important public relations aspects in the terms of the U.S.A. Strong government leadership and sufficient resources are essential to success.
- (5) Cultural relations could be a very important and significant part of the information programme; while no substantial budgetary allocations have been made for the U.S.A. in this field, it was recognized that useful results could be achieved with modest investment in terms of personnel and efforts if certain simple procedures are followed.
- (6) Participants found it useful to have an outline of the functions and activities of the various agencies involved in the present and planned information programme in the U.S.A. At future meetings it was hoped that more time would be available for general discussion as well as for an examination in depth of the role of external representatives in interpreting policies of the best methods to be used in determining overall and local priorities and of the relative effectiveness of the available media and resources in achieving our national objectives.
- (7) There was agreement that if there is to be full and frank discussion, particularly of weaknesses in present programmes and operations and a critical examination of alternative methods to achieve desired goals, the meetings should have a confidential character and should be closed to the press.

- (8) The meeting provided most useful opportunities for contacts between headquarters and field representatives and resulted in a better appreciation by all concerned of substantive and administrative policies which are under development as well as of problems of a practical nature involved in the implementation of such policies. Such personal contacts between the various elements of the local Canadian information team which are involved in the U.S.A. are considered to be an important factor in promoting greater effectiveness.
- (9) There was a general view that Canada does not receive in the U.S. media adequate coverage, given the special relations between Canada and the U.S.A. Coverage might increase if an effort were undertaken to emphasize differences between Canada and the U.S.A. in view of the tendency on the part of the average U.S. citizen to take Canada for granted.

Next Meeting

Mr. Maybee suggested that a subsequent biennial meeting might profitably be held in a country retreat away from urban distractions. Airlie House or Williamsburg in Virginia, "Wingspread" - the Johnson Foundation retreat near Racine, Wisconsin, or the Hudson Institute near New York were proposed. Other suggestions made included New York, San Francisco, and San Juan. In the interim a "nuts and bolts" meeting on the practical problems of information work might be considered, for example as part of the conference on consular questions already suggested for next year.

W. Cadogan

The Embassy

Excerpts from Transcript
of Luncheon Address by
Harry Carlson
Washington, D.C.
18 March 1971

CHAIRMAN: The topic of our session today is "Are we Selling Canada Well Enough?" And I don't think we could have chosen a speaker better qualified than Harry Carlson. Harry Carlson is President of Wolcott, Carlson and Company, a New York public relations firm, and those of us who worked in promoting Expo know what a tremendous job Mr. Carlson and his firm did in making the people aware of the fine show we had at Expo. He has also done special assignments on the Canadian Centennial Commission in 1966-67. He is going back to Montreal, I understand, shortly to help our friend "Johnny Flag" to promote his Man and His World. I will just ask Mr. Carlson to take over.

MR. CARLSON: Ladies and gentlemen, I had a little trouble on my assignment. I was asked to be candid and to be objective. Candour comes fairly easy to me but in this case I just cannot be objective because I am prejudiced pro-Canada. I have to be to be selling Montreal for five years. I find it hard to even find a way to criticize certain things. Beyond that, my firm has 27-28 accounts--most of them in the corporate financial area. The oldest, and naturally my most favorite account, is Massey-Ferguson on which we have been working for 15 years now. We've watched that truly great multinational

company turn around from what Fortune Magazine called the "break" to become the leading manufacturer of farm implements and tractors in the world, and come from number 8 or 7 in the U.S. to number 3. We had a bad year last year, but a lot of companies suffered a setback in '71. So the objectivity is going to be tough. Also, while walking over here, we were discussing the Philadelphia Exposition coming up. How can I take stabs at anything going on in Canada when I hear from my present client, the American Revolution Bicentennial Commission that a fellow named "Johnny Flag" actually saved that fair for Philadelphia. When I so reported to him later, he said "I was a little help. There were several countries that weren't too excited about going into another Category One exposition...I looked around and I could not see the Mayor of Philadelphia and I could not see the Governor of Pennsylvania and I thought they needed a little help". There is, I understand, a State Department paper circulating crediting Mayor Drapeau with that great assist and I'd like to get a copy of it. So when you have a friend like that across the border saving your own expos, it is pretty tough to be tough with you.

Also, I have been able to sit in on two of your meetings, one yesterday morning and one this morning. I find that many of the things that I was going to get into have already been covered.

You are not going to sell Canada well enough unless you believe in your product or unless you stand up and speak up. Until the last two or three years, what I call a Canadian

apologia and what one of your own magazine editors calls an extended adolescent identity crisis, but others say an inferiority complex, has concerned me. Why don't they speak up? Why this apology for Canada? There are certainly traditions, politics and economics; but that isn't my field.

Yet, I am not so concerned because in the last two or three years I have noticed a real trend in the other direction. The self-assertiveness that is coming forth that I am sure each one of you has that you may not have had a few years ago. It's manifested itself in so many ways to me. Now, I read the newspapers too. I'm concerned with Montreal, "Man and His World", and Massey-Ferguson. Maybe it's because I'm in New York and not some of the cities you are in, that you don't see some of this Canadian news. I'm certainly aware, for instance, of the opposition that is building up to the U.S. economic domination. I think that's really good, as ^{is} the resistance to Washington's push for the integration of our energy resources. I say it's about time you stand up. We've read down here about Canadian students at colleges demanding more Canadian professors which certainly should happen.

This one they were just talking about today--what is known as the Canadian alternative to the Alaska pipeline. I'm in an ambivalent situation on that one. I've heard ambivalence defined as feelings of a father greating his 17-year-old daughter at the door at four in the morning and she is carrying a Gideon Bible under her arm. My ambivalence is that one of my accounts is the Alyeska Pipeline Service Company. Yet I have to speak here now as a Canadian really. I think it is really exciting, as a U.S. citizen, to see Ottawa stand up after the

seven biggest oil companies in the world have spent millions of dollars when they--up to a few weeks ago--thought they had an Alaska pipeline, and summon these seven managements next Monday to Canada to persuade them differently on two or three different reasons. This, believe me, is a real problem and unfortunately with this audience, I've got to combat that. But again, I see it's the self-assertiveness that probably wouldn't have happened five or ten years ago. It's really going to be an interesting thing because I know there are 11 departments of the government who are burning night lights on this issue right now. Suddenly because of the combination of the environment issue and other considerations, Canada has a hell of a good point on moving it down the McKenzie River Valley and we are going to have some awful tough problems in confronting that issue.

I time this new national awareness of Canada to Expo '67. It still is the greatest exposition of all time including Osaka. It certainly projected Canada and Montreal to all the world and I had the rare experience of having plotted salutes from all over the world, including United States. It was a fantastically successful exposition. This was the turnaround point, it seems to me. Then the very timely emergence of Mr. Trudeau. These two things seem to be the most important image-building events as long as I've been aware of Canada.

As to this discussion of selling yourselves and presenting your product, it's an easy sell if you have the product. When I was with Expo '67, I was called up to Fairbanks, Alaska. I

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was supposed to be an expert on promotion of fairs and Fairbanks had a centennial exposition the same year as Expo '67. So they called me up there. They weren't attracting any attention or crowds. I walked around the site. It was a miserable little fair--it was in the wrong place, at the wrong time. It wasn't well funded and they took me into this lounge and said, "Well, Mr. Carlson, what should we do about attracting attention?" I said, "Are you insured for fire and flood?" Oddly enough ten days later, they had a terrible flood and it was wiped out.

I don't know how you present yourselves in the States, calling on people. If I were a Canadian I would remind myself that I was not to compare myself to the U.S.--it's unfair to begin with. I would think, in talking to other people, that we are the 10th largest industrial nation in the world, 6th biggest trading nation in the world, with at least the 2nd highest standard of living in the world. In other words, I would think of how do I stand as a Canadian on a world standard, and I come up looking very good. I think that is more and more in our minds these days.

There must be a number of things, too, that Canada is number one in. I know of one place in which you are number one --as far as comparing even with the United States--and that is your own Canadian Government Travel Bureau. I'm not saying that because Dan Wallace is here. He and his colleagues know it, and I sure know it! When you compare their work with that of the U.S. Travel Service, there is just no comparison. We have problems here with

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budget, with Congress, but we have seven offices worldwide, and I think you have 14 just in the States. There is an example of what Lou Golden was saying yesterday--top management commitment, professional work in doing the job, sophisticated market research, and placement and attracting specialized audiences as well as the mass. How can I really criticize what I regard is a really great job in comparison with our own work here?

It's a concern to me in getting ready for the U.S. bicentennial. I hope we can learn from what happened in Canada in the Centennial. I know our people on the Commission have already been up there a couple of times, and they will be back. I have a hunch we will be calling some of your people in to help us, if nothing else, by learning from your mistakes.

As for some of these areas that you have been discussing on how you can do a better job, I am not too aware of what the internal communications you have between Ottawa and the Consulates are, for instance, as far as the promotion of Canada to your contacts here. I guess you can probably use more. If I were out there, I would be wanting to get as much information as I could for my external use. I heard one gentleman discuss an experience he had with a western editor. (I was going to say, get to know your editors, so I assume you are doing that.) The editor turned him away, because he had wire service backup. That would be an invitation to me to suggest to that editor somebody on his staff probably has an interest in Canada whether it's by marriage, by schooling, by travel. Why not give him that assignment? I'll see that he's supplied with news on Canada or

my people will. If that wire service story on some really image-building event gets two paragraphs on page 38, in my office I've got all the background this man can get into. I don't know whether it would work, but having been a newspaper man for 11 years, I have been approached that way by other sources. They have the readers out there--ex-Canadians, the people who travel, or something to do with the business in my town. I believe it would be a worthwhile effort because you will never lick the wire service problem, because even when the story gets to the paper, the wire editor can throw it away.

Someone mentioned yesterday the worthwhileness of speech platforms, which I thoroughly believe in. We certainly used them for a lot of benefit at Expo. You have a lot of spokesmen in Canada who can make worthwhile a program of traveling ambassadors, Canadian education, economics, banking, culture, and performing arts. I would certainly want to get platforms for these people in my communities, whether it's in Seattle, Chicago, or wherever; but again, if you are doing it, do more. Right now, with this Canadian alternative on the pipeline, I think it's going to get to be such an issue that you have a natural, a spokesman over at the Press Club, or "Meet the Press", or a major platform in New York City. I feel that that is getting to be your point. Make us sore when you have a point, but not to get attention just for the sake of getting attention. When you have a point, make it strong. Grab lapels. Let this audience know

exactly where you stand, when you are justified.

Another area that I'm more conversant with on the promotion of Canada and which was used effectively for Expo (I know you use some of it now but again I say more) is the medium of the department store and shopping centers. Expo '67 was actually introduced in New York through Macy's. That was the first real awareness of what was going on: a two-week store-wide promotion. I know there have been others. Gimbel's calls me every year: when can we do a Canada promotion? The new medium of the shopping center--we've done it in Detroit, with the Canadian Government Travel Bureau and in Rochester--is very effective and not only are you promoting tourism but you are promoting new products and the Canada image itself. I think it is very effective because there you are person to person, not over the tube, on the air or in print.

Another session I missed was on films and expositions. I'm just going to make one suggestion--although you might have covered it. Television is really the big impact medium these days, where you reach, even on a low rated show, 15,000 or 18,000 people. Actually "60 Minutes" is one of the lowest rated shows and yet they reach a bigger audience than you can reach in any other way. I wonder if you thought of the possibility of controlling a show yourself--maybe on a 13 week trial basis. You have the talent and facilities: the National Film Board is one of the greatest organizations in the business--that's what the film people tell me in New York, You have CBC, you have talent, creative talent. I'm not talking about a "Hawaii Five-O"

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type show. What I mean is more a trend to the "Great American Dream Machine" approach. Maybe that's one way you can let this country know more about you on a continuing basis in prime time. There is even the possibility of sponsorship to help pay for these expensive periods of TV time: Eastern Air Lines, Air Canada. It's just a thought, and maybe one you already are considering.

Now about the U.S. Bicentennial: I'd rather talk to you about what are you going to do about it. I hope you just don't watch it. I think you could exploit it to your own betterment. When Mayor Drapeau literally stole the '76 Olympics right out from under Los Angeles and Moscow, my client down here was pretty unhappy and couldn't understand why. Here we were, coming up with a Bicentennial and we didn't get the '76 Olympics. I'm sure Moscow went home and thought, we've never had it. Again, Mayor Drapeau had pulled a real good one. I came down here and said, let's turn this around to our advantage. Can you imagine the package tours that will be stimulated from Europe to the '76 Olympics? Let's just extend them. We can bring them down here to Boston, Philadelphia and Washington. Let's turn them to our advantage.

At the same time, you can think in terms of Bicentennial travel domestically. We'll have the biggest "Discover America" program you ever saw. How can these travelers be attracted from New York and Boston into Canada? In '74 there will be a smaller exposition in Spokane celebrating their 100th birthday. I'm surprised they haven't been up there rapping on your door yet, but don't worry, they'll be there. The thing is, if this

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little environmental ecology-based expo comes off in '74, again you have an opportunity to think Canada. How are we going to get those people who normally don't travel that way across the border? There will be a lot, we hope, nation-wide events at Seattle, Portland; every state will have something big going, particularly in the border states. Rather than worry about a fall-off of travel, I bet your travel people are planning already on how they can capitalize on that Bicentennial. I guess what I'm saying is, be alert to opportunities.

I read in the Times last Sunday that Governor Thomas McCall of Oregon often tells people, come and visit us again and again, but for heaven sake don't come here to live. Florida no longer desires to be known as the fastest growing state in the Union, according to a senate president. We have our hands full taking care of over six million permanent residents without encouraging more, he says. Los Angeles Planning Commission recently proposed a rollback in the zoning laws to provide for a future population of five million, instead of the ten million they had planned on. Here's the beginning of a new trend in the U.S.: among public officials, bigger doesn't necessarily mean better. Let's stop. Out here in the East, Cape Cod Planning and Economic Development Commission is trying to limit the number of hotels and restaurants in the area. If we continue to insist on more and more roads, and more and more motels on Cap Cod, we will end up with wall-to-wall people, says Mr. Sears. Somewhere in this I see an opportunity for Canada. Problems, too, but I would rather look at the

opportunities for across the border.

To summarize what you've been doing, and what has been in my mind, these last couple of days, it kind of boils down to approach, liaison, be alert and be aggressive. This is so important in your dealings with your contacts in the States. Think big and think boldly is the trend I already see as far as the Canadian friends that I deal with. Capitalize on every opportunity. That, in essence, is the summary of my message.

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OPENING REMARKS
INFORMATION MEETING

March 18, 1971

This is a very impressive gathering. I am very pleased to see representatives from so many branches of the Canadian Government and from our offices in all parts of the United States. I am glad to greet old friends, and we will do all we can to make the meetings useful for many obvious purposes of coordination and exchange of experience.

2. With this amount of talent available, however, I trust that we will not limit ourselves to an examination of professional techniques and procedures. I would consider the conference successful to the extent that we manage to throw new light on some difficult questions of fundamental objectives. Our activities in the field of public affairs should not result only from ad hoc reactions to unpredictable demands or from a general feeling of obligation to communicate information about Canada, we should also have regard for purpose or for measurable effect.

3. I don't think that many of the objectives we have set ourselves in the foreign policy review, as they affect relations with the nation we have proclaimed to be "our closest friend and ally", will be achieved without a good deal of attention to the public affairs dimension of all that we do. Activities in this field must be based on clear perceptions of Canadian interest and be guided by

major themes of current governmental policy.

4. In this essentially political context, I might mention, by way of example, a few problems about which I have no settled views myself.

5. Is it fair to say that our main task in the present decade will be that of explaining, to those elements in American society which can most readily help us or hurt us, how Canadians reconcile a strong belief in a high degree common interest, expressed by the phrase "closest friend and ally", with an equally strong intention to maintain or extend controls against americanization and to follow the logic of our own national objectives in world affairs even when these cut across U.S. interests? Older impressions of Canada as a fairly conservative continental trading partner and Cold War ally are changing considerably and the U.S. has been engaged in a fairly profound re-assessment of its allies. Concern with major centres of power in Western Europe and Japan may leave Americans relatively less inclined to attach importance to relations with Canada. In the future, we may have to work harder for whatever degree of accurate understanding of Canadian policy we can achieve in influential circles. The task may not be too easy. If we fail to make clear the ways in which our interests diverge, then public opinion will not understand open disputes when these become known. If we tip the balance too far in that direction, however, and fail to reiterate convictions about basic friendship, common interests and a potential for new cooperative ventures,

then we might lose something which has been of great help to us in the past --- a tendency in public opinion to assume a friendly motivation on Canada's part even when there was friction between Governments.

6. If this is the political climate we might have to expect, what are the implications for objectives in public affairs programmes? The basic task I have just described is one closely oriented to current policy and is politically sensitive. Do we not have to be quite selective in choosing our targets on the grounds that a reasonable sophistication and direct interest on the part of an audience is necessary if we are to have much luck in explaining a complicated balancing of Canadian interests? Expenditure of resources on a broad front might increase slightly the amount of knowledge about Canada in the population as a whole but does this help us cope with doubts or resentments about quite specific and current policy issues? At the same time, I recognize that it may be impossible to reach even selected influential circles without a broadly based programme.

Perhaps it is in a broad development of the Canadian image that one achieves the balancing of impressions about Canada's motivation that I referred to earlier. Certainly, cultural events are offered to the public at large but are most likely to have their effect on limited and often influential groups. Our resources are limited and I would like to hear how others judge this problem.

7. I wonder, in this context, to what extent those among us who have experience with use of information media

for quite precise objectives such as sale of products or of services to tourists consider they are helped by a broadly-based effort or hindered by an undue concentration on politically oriented issues, divergence of interest and so on. The image of Canada most convenient for some promotional purposes is not necessarily the one which will serve other interests in the long run. Need this worry us? So long as there are no major discrepancies can we live with a plurality of images depending on what particular objectives we are seeking to achieve? Techniques and atmosphere may be very different depending on whether we are hoping to promote sales or to change a climate of opinion about trade restrictions or Canadian investment policy.

8. Finally, on what grounds do we hope to persuade the educators in the United States to pay more attention to Canada in their curricula at all levels than they do now. I have been impressed by the views of the authors of a recent report on Canadian studies that "only a minimal proportion of the American student population has been exposed to the view that the study of Canada could be both stimulating and useful to them as individuals.....more important few Americans view Canada as sufficiently distinct from their own country or sufficiently exciting to merit special study". What is the problem -- one of assumed familiarity leading to benign neglect? We want to jolt them -- but not too much, since the last result we want is to cultivate the impression that we are greatly different

and rather hostile. I think that we have to stimulate curiosity for two good reasons -- that, as in Western Europe at present, there are unexplored and fascinating possibilities for new methods of international and regional cooperation and that whether one responds to this positive argument or not there are reasons of prudence for being well informed about a continental relationship which has possible seeds of dissension. We hope to stimulate this curiosity in centres of Canadian studies, which obviously need help. We also hope that general interest in Canada throughout the schools will increase but here again we are back to a difficult choice of priorities of objectives.

9. These are only a few of the themes which we will no doubt discuss during the next few days. I am glad that at long last we were able to come together. I expect that the proceedings will be vigorous and I am sure that they will be useful.

Canadian Embassy



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Washington, D.C. 20036

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680 Fifth Avenue
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Canadian Government Travel Bureau
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600 Market
San Francisco, California 94101

- 9 -

Mr. B.I. Rankin
Consul General
Canadian Consulate General
680 Fifth Avenue
New York, New York 10019

Mr. Peter M. Roberts
Assistant Press Secretary
Prime Minister's Office
East Block - Parliament Buildings
Ottawa, Ontario, Canada

Mr. David Scrivens
English Program Representative
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Mr. Joseph Slevin
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Washington, D.C. 20004

Mr. G. Hamilton Southam
Director General
National Arts Centre
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Ottawa, Ontario, Canada

- 10 -

Mr. L.A.D. Stephens
Director General
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Mr. Roger F. Swanson
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Ottawa, Ontario, Canada

Mr. R. Turner
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Department of Transport
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1500 Bronson Avenue
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Mr. Dan Wallace
Director
Canadian Government Travel Bureau
150 Kent Street
Ottawa, Ontario, Canada

- 11 -

Mr. K. B. Williamson
Minister
Canadian Embassy
1746 Massachusetts Avenue N.W.
Washington, D. C. 20036

Mr. T.G.E. Woollam
Consul and Trade Commissioner
Canadian Consulate
15 South Fifth Street
Minneapolis, Minnesota 55402

Miss Pamela Wray
Conference Secretary
Canadian Embassy,
1771 N Street N.W.
Washington, D. C. 20036

ADDRESS TO THE
INFORMATION MEETING
WASHINGTON, D.C.

by
Mr. Jean-Louis Gagnon

March 18, 1971

You would be correct in expecting me, as Director General of Information Canada, to speak to you to-day about this new agency, of which so much nonsense has been said that I am honestly surprised that no one has yet thought to accuse us of being responsible for the October crisis, the unemployment situation and our worst winter since Confederation. It is just as fitting that as a Canadian, I should also comment on certain events that have brought us headlines in most of the world's newspapers. I was in Paris when they found the body of my one-time colleague, Pierre Laporte, who had begun his career as a professional journalist on Canada, a Montreal daily, at a time when I was its managing editor. I was at London airport when I heard that the police had finally arrested those who had allegedly kidnapped him within sight of his own home. But it was in Ottawa that I spent the long weeks of waiting during which we had nevertheless to maintain business as usual, and this brings me back to Information Canada.

2.

From its birth, this new agency has been the victim of a series of strange misunderstandings. Since we were accused of being a huge propaganda machine, people naturally assumed that we had resources to match, and that with effect from April 1, 1970, the CBC, the National Film Board, the Canadian Government Printing Bureau and all the departmental information services were to be placed under a single controlling agency - Information Canada.

Need I say that this is not the case? Certainly we have inherited the functions of the former Queen's Printer, the Exhibition Commission and the Still Photo Library of the National Film Board, but it is just these functions that make Information Canada a servicing agency. We are not a controlling agency. Our job is to co-ordinate federal government information, not to replace departmental information services. Our central purpose is to make sure that all Canadians are informed about the policies and programs of the federal government so that they can benefit from them. In the final analysis, this means that our function is first to explain to Canadians the

3.

role of the central government in a federation, and second, to work with the departments concerned in presenting to people in other countries a clearer and more precise picture of Canada.

As free enterprise has long since discovered, information has become a basic imperative in our times. Unfortunately, we often get the impression that where information is concerned, "what's good for General Motors" is not good for the United States. I am personally convinced that no government can function normally to-day without an information service. This has nothing to do with propaganda. Information is a commodity, not a conspiracy. No private firm could function without a publicity or public relations bureau. If the client must be kept informed about products and services that are there to be bought and used, why not the taxpayer?

Many people nevertheless believed sincerely that Information Canada was destined to become a propaganda machine. During the early months, I accordingly strove to demonstrate that no propaganda machine can function

4.

in the absence of certain conditions, and that these did not exist in Canada. We live in a democratic society, and that means we have a Parliament instead of a one-party system. Furthermore, this is a federal country, and in half of the ten provinces, the citizens have elected one of the three political parties that oppose the dominant party in the House of Commons. Across the land, there are more than a hundred dailies, a thousand weeklies and hundreds of independent radio and television stations. There are also the CBC and the National Film Board, over which Information Canada has no control. No propaganda machine could function under these conditions. How can one believe that Dr. Goebbels would have stayed in business with a parliament sitting in Berlin and political parties getting free time on the radio network of the Third Reich?

But even as I endeavoured to explain our role, I knew that we would in fact be judged by our performance. As you can easily imagine, the first few months have been devoted to the developemnt of internal systems,

5.

to recruiting, and to formulating policies to guide the implementation of our programs. Our country is vast, and there are great regional disparities. Since the federal presence is little felt outside Ottawa, and since, in my view, the duty of Information Canada is to make sure that the Canadian people understand the complexities of a federal or bicultural state living next door to the United States, we have instituted, as of September, what we call the federal identity program. From now on a single emblem will be used to identify all federal buildings, services and departments throughout Canada. This will be done in both official languages. In addition we inaugurated our first Enquiry Centre in Ottawa last November 16, so that taxpayers may have easy access to federal information. Centres will be opened next spring in Winnipeg, Montreal and Toronto, and others will follow. All these centres will be linked to a central data bank. Until now the taxpayer seeking information had no idea where to turn; now he need know only the address or the telephone number of Information Canada. We will obtain the required information and pass it on to him. "Save the taxpayer time and dimes", this is our motto.

In order to achieve this result, it was essential that all departments agree to co-operate with us. Consequently we have set up for the first time a co-ordinating group in the federal information field.

This is the Council of Information Directors. It represents over 40 departments and agencies. An executive committee of 12, not chaired by Information Canada, meets on a regular basis.

To understand the rationale behind this structure, it is necessary to recall how Information Canada came into being.

Even as far back as 1962, the Glassco Commission reported to the Diefenbaker Government of the day that the federal government information machinery needed repair. It stated:

The picture that emerges of public information services in the government is one of a general blur of diffuse activity... Central planning, direction and co-ordination are lacking... Somewhere in the government there should be a lookout from which the broad sweep of the information landscape can be viewed with reasonable detachment and the perspective kept in force.

7.

Nothing was done along this line. Then in August 1968, Prime Minister Trudeau appointed a Task Force on Government Information. Its mandate was to examine federal information services and recommend how the federal government might improve its communications with the Canadian people. This report was subsequently tabled in the House of Commons on November 4, 1969.

This Task Force made 17 major recommendations; all of them, with two minor exceptions, were accepted in principle by the government.

Basically the Task Force regretted the lack of organization and co-ordination among federal government information services. It also expressed concern over the irregular quality of these services, and over the ability of many of the people working in them.

It found much mediocrity, some downright incompetence, and occasional brilliance. And it said, in effect, that government got the kind of information services it deserved.

8.

The Task Force went on record that the only solution to the problem was the creation of a central information group of high professional skill. It would be non-political in orientation, and provide the nucleus for the development of government information services of top quality and integrity. It would provide the leadership and co-ordination that would enable individual departments to do a better information job.

They called their brain child "Information Canada".

Experts know that information cannot be a one-way street.

We inform people, but they in turn inform us about their own needs. This is what we call feedback. In his statement to the House of Commons on February 10, 1970, Mr. Trudeau accepted the recommendation of the Task Force that Information Canada should play the role of collecting information about attitudes:

Information Canada will be equally concerned with what citizens wish to say to their government. Whatever they say through opinion surveys will be public information... all reports on public viewpoints will be made public.

9.

I have always believed that if we want to establish participatory democracy in Canada, it is essential that it should become easier than it is to-day for the average citizen to communicate with his government, freely and without charge. It follows, therefore, that the Enquiry Centres are also listening posts. For the time being, our only Centre is the one in Ottawa; but since January we have already started distributing a monthly report to Parliament in which we present the feedback obtained. In our view, this will facilitate the work of the MPs, and when the network of Enquiry Centres is completed Parliament will be much better informed about the reactions and the feelings of the average Canadian.

What does the average man think to-day? I do not believe in Gallup-poll democracy. In fact, if we did believe in it, Parliament would become useless. However, I do believe in the necessity of a constant two-way information process: the taxpayer knowing how his taxes are spent, and the parliamentarian knowing what the average man thinks and how he uses the services available to him.

It has been said that every man is an island, but islands are not inaccessible.

10.

How do we define the present state of mind of Canadians, and especially of French-speaking Quebecers? Since the invention of photography and the cinema it has become easy to present cities and their inhabitants in the way that one wishes; to dwell either on the attractive districts or on the slums. Whichever is chosen, neither the city nor the people are influenced or changed. It is only the photographer's viewpoint which changes. I believe that the same is true when one seeks to grasp and to define the state of mind of a population.

It has been said that after the kidnapping of Mr. Cross and the murder of Pierre Laporte, Canadians can no longer see their country in the same light as before. This is true, if by it we mean that Canadians now know that their country is not exempt from violence and that there are amongst us professional revolutionaries for whom the end justifies the means. But many already knew this. Basically, what the events of last October did change are, at least as I see it, the relationships among Canadians: on the one hand, between French Canadians who support separatism and those who see it as nothing

but a great folly; and on the other hand, between those who opposed the use of the War Measures Act and those who considered the Government's decision a necessity.

In Quebec, where I was born and where for a long time I fought against anything that could lead to the isolation of French-speaking Canadians from the rest of Canada, North America and Europe, we have always liked electoral free-for-alls. Politics, the same as hockey, must be fought hard if one wants to make his mark. Until the events of October, I do not think that politics ever caused deep hatreds among us, except in isolated cases. Granted, it has given rise to obstinate rivalries, but these have always been restricted in scope. No break has been final, since deep within his heart everyone understood that politics was the art of compromise. To-day the positions have become polarized. No negotiation is possible with those whose wish is to destroy Canadian unity; just as no compromise is possible with those who seek to destroy political democracy and free enterprise through violence. In other words, the dogmatic theorists and the professional

12.

revolutionaries have made all dialogue impossible by carrying the argument onto ground where no one can follow them, since the former reject the very nature of our country, and the latter, the bases of Canadian social order.

However, this is only one of the aspects of the October crisis. I believe with all my heart that the ordeal of these long weeks has drawn the large majority of Canadians closer together. Suddenly they felt Canada was threatened from within and that the defence of national unity would call for a sustained effort, all the greater since it is not easy to be a Canadian.

The very fact of wishing to ensure the survival of a North American country with only one neighbour - the United States - amounts to an attempt to give a new dimension to a continent whose very name, in the minds of Europeans, Africans and Asians is most often synonymous with the wealthiest and most powerful country in the world: America. In addition, Canada is a bilingual country. To be sure, there are many bilingual nations,

but Canadian bilingualism differs in that there are as many English-speaking people in Quebec as there are French-speakers in the other provinces. The Belgian or Swiss solution of two separate linguistic groups living side by side within clearly defined borders is ruled out for Canada. Moreover the numerical ratio of Francophones to Anglophones, taking the United States into account, is one to forty. Finally, since our bilingualism is made up of the two dominant Western languages, English and French, we must be doubly self-assertive on the cultural level to retain our identity beside that of the United States, Great Britain and France.

This is no small matter, particularly if we consider the extent of American investment in Canada.

I do not feel that I am going too far in saying that while the events of last October brought Canadians closer together, they also hastened the development of some ideas which were current among the population but had not as yet been clearly expressed. On the one hand, French-speaking supporters of federalism in Quebec, though determined to stem the tide of

14.

separatism, made no attempt to hide their impatience over attitudes towards the legal status of French and over the way things are done in the other provinces. In October of 1967, the Royal Commission on Bilingualism and Biculturalism recommended that New Brunswick, with 40 per cent of its population French-speaking, and Ontario, the largest Canadian province, should both become officially bilingual like Quebec. Ontario has still to follow up this recommendation, and Mr. Bourassa, the Prime Minister of Quebec, took advantage of the last federal-provincial conference to request openly that Quebec be allowed to be like the other provinces - by which he meant a province where the language rights of the English-speaking minority would be subject to provincial laws, instead of being guaranteed by the Constitution as they are at present. For many English-speaking Canadians, on the other hand, the October crisis touched off a wave of soul-searching. "Coming of age...". How often we have seen or heard these three words since the autumn of 1970. Some people feared a reaction against Quebec and the French-speaking element. Instead, more than ever before Canadians from the

15.

other provinces are beginning to understand the difficulties facing their French-speaking compatriots. In the language of to-day, this is known as relating to one another. However, the awakening of national feeling is always accompanied by a spurt of nationalism, and curiously enough it is at the very moment when French-Canadian nationalism appears to be threatening our federal institutions that a Canada-wide nationalism has made its strongest appearance. Unfortunately nationalism, like fire, must be fed, and in this particular case, for reasons which are known to us all, it is the United States which has fanned the flames.

I have said a great deal about the crisis of last October. Even though we have come to realize that all is not necessarily for the best of possible worlds, we know that there are two sides to every coin. The picture of the Prime Minister addressing the Canadian people from Ottawa during those dark days in October is counterbalanced by the laughing photograph of the same Mr. Trudeau (alias Mercier) which appears on the cover

of Time Magazine on the very evening of his wedding. My point is that it is impossible to take a nation's pulse with the same air of detached assurance as a doctor holding his patient's wrist.

When all is said and done - particularly if we look to other countries for comparisons - Canada is a peaceful, calm and well-ordered country, October's crisis, internal tensions, unemployment and blizzards notwithstanding. Though some people expected Quebecers to react unfavourably to the arrival of troops last fall, you may take my word for it that the great majority of them were relieved to see the Van Doos when they came. Similarly, in spite of the controversy over economic nationalism, few Canadians would want to see American investment dwindle away to nothing. Finally, when the Canadian ambassador in Washington is French-Canadian, when the Chief Justice of the Supreme Court is French-Canadian, when the Prime Minister himself is French-Canadian, it is very hard to believe that French Canadians are about to separate from the rest of Canada on the grounds that they are not playing any role in Confederation.

17.

Lunar exploration being all the rage, I am convinced that we have not yet left the Ocean of Storms behind us. However, I am convinced that our ship will not be swamped. Canada as we know it has a reason to exist. In twenty-five years' time, there will be another Canadian ambassador in Washington who has French as his mother tongue. By then Information Canada will be a well-established agency whose traditions command respect. Like income tax and the Senate, we will be part of the Canadian way of life, since in a democracy the man in the street can no more do without information than the government can do without money.

McGowan
60-1-2-USA
File

66-1-2-USA
10

U N C L A S S I F I E D

FM WSHDC 921 MAR26/71

TO OTT EXT GWU

INFO ITCOTT FINANCEOTT FANDFOTT EMAROTT TT CFHQ DE RCCAC

DISTR DFR ECL ECS ECT FPR FLO GEO

---USA FOREIGN POLICY

SECTY OF STATES REPORT ENTITLED QUOTE USA FOREIGN POLICY 1969-70
UNQUOTE WAS MADE AVAILABLE TO EMBS IN WSHDC TODAY, ALTHOUGH CONTENTS
REMAIN UNDER EMBARGO UNTIL 9:00AM MAR28. REPORT IS OVER 600 PAGES
LONG AND ONLY ONE COPY HAS BEEN MADE AVAILABLE TO US FOR TIME
BEING. WE SHALL TRY TO OBTAIN MORE NEXT WEEK.

2. CDA IS MENTIONED THREE TIMES IN SECTYS INTRODUCTORY COMMENT. IN
ADDITION CHAPTER ON EUROPE DEVOTES NEARLY THREE PAGES TO CDA WHICH
IS MORE EXTENSIVE TREATMENT THAN THAT GIVEN ANY SINGLE EUROPEAN
COUNTRY WITH EXCEPTION OF USSR.

3. FOLLOWING ARE REFS TO CDA IN INTRODUCTORY SECTION:

QUOTE OUR TRADE WITH JPN IS GREATER THAN OUR TRADE WITH ANY OTHER
COUNTRY EXCEPT CDA, WITH WHICH OUR ECONOMIC AND POLITICAL RELATIONS
ARE OF COURSE UNIQUELY INTIMATE UNQUOTE.

QUOTE DURING THE 19TH CENTURY AND INTO THE 20TH OUR POLICY IN THE
HEMISPHERE WAS LOOKED AT BY SOME AS AN EFFORT TO EXCLUDE THE
INTERESTS OF OTHERS... AND TO FOSTER A USA HEGEMONY... THE IMPRESSION
MUST BE ERADICATED... WE HAVE, FOR EXAMPLE, WELCOMED CDAS EXPRESSED
INTENTION OF DRAWING CLOSER TO INDIVIDUAL LATINAMERICAN COUNTRIES
AND TO SELECTED INTERAMERICAN INSTITUTIONS UNQUOTE.

...2

PAGE TWO 921 UNCLAS

QUOTE TO DEAL WITH THE PROBLEMS OF POLLUTION NEW METHODS OF INNATL ORGANIZATION AND COOPERATIVE ACTION ARE REQUIRED...WE ARE UNDERTAKING WITH CDA A MAJOR PROGRAM TO ATTACK POLLUTION ON THE GREAT LAKES UNQUOTE.

4.FOLLOWING IS COMPLETE TEXT OF SECTION ON CDA:TEXT BEGINS

FOR CDA,RELATIONS WITH THE USA INVOLVE QUOTE THE COMPLEX PROBLEM OF LIVING DISTINCT FROM BUT IN HARMONY WITH THE WORLDS MOST POWERFUL AND DYNAMIC NATION UNQUOTE,AS THE CDN GOVT PUT IT IN A WHITE PAPER PUBLISHED IN MID-1970.FOR THE USA,THE CONDUCT OF RELATIONS WITH CDA,WHICH ARE VERY CLOSE BUT IN SOME RESPECTS ASYMMETRICAL,REQUIRES A SPECIAL DEGREE OF UNDERSTANDING,RESPECT,AND AWARENESS OF THE PRINCIPLES OF PARTNERSHIP.IT WAS APPROPRIATE,GIVEN THE INTIMATE PUBLIC AND PRIVATE BONDS BETWEEN THE TWO NATIONS,THAT THE FIRST FOREIGN HEAD OF GOVT TO VISIT WSHDC AFTER PRESIDENT NIXON TOOK OFFICE WAS PRIME MINISTER TRUDEAU OF CDA.THE KEY TO GOOD RELATIONS BETWEEN THE TWO COUNTRIES,WHICH HAVE DEVELOPED THE LARGEST BILATERAL FLOW OF TRADE IN THE WORLD(SOME DOLLARS 10 BILLION PER YEAR IN EACH DIRECTION)AS WELL AS THE WORLDS MOST EXTENSIVE MUTUAL EXCHANGE OF INVESTMENTS,HAS BEEN MAINTENANCE OF CONTINUING CONSULTATION ON ALL MATTERS OF MUTUAL INTEREST.

A MAJOR GOAL OF BOTH COUNTRIES IN 1970 WAS TO IDENTIFY CAUSES OF AND SOLUTION FOR THE POLLUTION PROBLEM IN THE GREAT LAKES BASIN. THE TWO FEDERAL GOVTS,IN COOPERATION WITH STATE AND PROVINCIAL AUTHORITIES,WORKED CLOSELY TOGETHER ON THIS MATTER DURING THE YEAR ...3

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THROUGH THE INNATL JOINT COMMISSION(IJC)ESTABLISHED UNDER THE BOUNDARY WATERS TREATY OF 1909 AND THROUGH AN INTERGOVTL JOINT WORKING GROUP ON GREAT LAKES POLLUTION ESTABLISHED BY A USA-CDN MINISTERIAL-LEVEL MTG HELD IN OTT ON JUN23/70.

AT THE TURN OF THE YEAR THE COMMISSION SUBMITTED TO THE GOVTS ITS FINDINGS AND RECOMMENDATIONS FOR COMBATING POLLUTION IN LAKES ERIE AND ONTARIO AND IN THE INNATL SECTION OF THE ST LAWRENCE RIVER. THE COMMISSION FOUND THE WATERS OF THE LOWER LAKES ARE BEING SERIOUSLY POLLUTED ON BOTH SIDES OF THE BOUNDARY IN ALL JURISDICTIONS TO THE DETRIMENT OF BOTH COUNTRIES.IT RECOMMENDED REMEDIAL MEASURES,INCLUDING THE ADOPTION OF WATER QUALITY OBJECTIVES,REDUCTION OF PHOSPHATES IN DETERGENTS,AND IMPROVED MUNICIPAL AND INDUSTRIAL WASTE TREATMENT PROGRAMS.THE JUN MINISTERIAL MTG HAD STATED THE DETERMINATION OF THE GOVTS TO TAKE ACTION AND AGREED TO COORDINATE USA-CDN CONTINGENCY PLANS FOR OIL SPILLS AND HAZARDOUS MATERIALS,TO ACHIEVE COMPATIBLE REGS FOR WASTE DISPOSAL BY SHIPS,AND TO REDUCE PHOSPHATE INPUT IN THE GREAT LAKES. IT INSTRUCTED THE WORKING GROUP TO RECOMMEND ADDITIONAL ACTIONS FOR JOINT MINISTERIAL CONSIDERATION EARLY IN 1971.

IN 1970 CDA ENACTED LEGISLATION UNILATERALLY ASSERTING AN ARCTIC POLLUTION-CONTROL ZONE EXTENDING 100 MILES INTO THE HIGH SEAS, ENLARGING ITS TERRITORIAL SEA TO 12 MILES,AND PROVIDING FOR THE DRAWING OF FISHERY CLOSING LINES,WHICH ARE INTENDED TO ENCLOSE

...4

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PORTIONS OF INNATL WATERS IN BAYS OR SOUNDS OFF CDAS EAST AND WEST COASTS AS VIRTUALLY EXCLUSIVE CDN FISHING ZONES. WHILE IN SYMPATHY WITH CDAS POLLUTION-CONTROL OBJECTIVES, WE PROTESTED CDAS UNILATERAL ACTS AS BEING WITHOUT BASIS IN INNATL LAW AND CALLED FOR INNATL RESLN OF THESE ISSUES.

CDA AND THE USA, MEANWHILE, HAVE JOINED IN APPROVING THE UNGA RESLN SCHEDULING A LAW OF THE SEA CONFERENCE FOR 1973 TO DEAL WITH A WIDE RANGE OF ISSUES CONCERNING THE OCEANS. IN JUN/70 WE INITIATED NEGOTIATIONS WITH CDA, WHICH ARE NOW IN PROGRESS, TO DEFINE NATL BOUNDARIES ON THE CONTINENTAL SHELF IN THE GULF MAINE IN THE EAST, SEAWARD OF THE STRAIT OF JUAN DE FUCA IN THE WEST, AND AT THE NORTHERN AND SOUTHERN POINTS WHERE ALASKA JOINS CDA.

CLOSE CONSULTATION ON ECONOMIC, FINANCIAL, AND AGRICL MATTERS OF MUTUAL INTEREST HAS BEEN MAINTAINED THROUGH THE JOINT USA-CDN CTTEE ON TRADE AND ECONOMIC AFFAIRS. THIS CTTEE, ESTABLISHED AT CABINET LEVEL IN 1953, MET FOR ITS 12TH SESSION IN WSHDC IN JUN/69 AND FOR ITS 13TH SESSION IN OTT IN NOV/70.

A PRINCIPAL ISSUE IN BOTH MTGS WAS TRADE IN PETROLEUM AND OTHER SOURCES OF ENERGY. WE FOUND IT NECESSARY EARLY IN 1970 TO IMPOSE A TEMPORARY QUANTITATIVE LIMIT OF 395,000 BARRELS PER DAY UPON IMPORTS OF CDN OIL EAST OF THE ROCKY MOUNTAINS IN ORDER TO PRESERVE THE STABILITY OF OUR GEN OIL IMPORT PROGRAM. FOR 1971 THIS QUOTA WAS RAISED TO 450,000 BARRELS PER DAY, WITH RELATED ARRANGEMENTS WHICH MAY PERMIT DELIVERIES FROM CDA AT A LEVEL CLOSE TO EXISTING

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PIPELINE CAPACITY. MORE SIGNIFICANTLY, AT THE NOV MTG CABINET MEMBERS OF THE TWO GOVTS RECOGNIZED THE NECESSITY AND DESIRABILITY OF A LARGER FUTURE ROLE FOR CDA AS A SUPPLIER OF PETROLEUM TO THE USA AND LOOKED TOWARD FULL AND UNIMPEDED ACCESS FOR CDN OIL TO USA MARKETS AS SOON AS ARRANGEMENTS ARE WORKED OUT TO ASSURE CONTINUITY OF SUPPLY IN TIMES OF EMERGENCY.

TRADITIONALLY, BOTH GOVTS HAVE WELCOMED THE TWO-WAY FLOW OF PRIVATE INVESTMENTS ACROSS THE USA-CDN BORDER. RECENTLY, HOWEVER, THE SIZE AND PROPORTION OF PRIVATE USA INVESTMENTS IN CDA HAVE BEEN A MATTER OF GROWING CONCERN TO MANY CDNS. LONG-TERM USA INVESTMENTS IN CDA HAVE GROWN FROM ABOUT DOLLARS 5.5 BILLION IN 1948 TO MORE THAN DOLLARS 31 BILLION AT THE END OF 1969 (DOLLARS 21 BILLION IN THE FORM OF DIRECT INVESTMENT IN PRODUCTIVE FACILITIES). ABOUT 35 PERCENT OF TOTAL USA PRIVATE INVESTMENT IN FOREIGN COUNTRIES IS IN CDA. ON THE OTHER SIDE OF THE LEDGER, CDNS WHO INVEST ABROAD HAVE BEEN PLACING MOST OF THEIR FUNDS IN THE USA--MORE THAN DOLLARS 6 BILLION AT PRESENT, OF WHICH MORE THAN HALF IS PORTFOLIO INVESTMENT. IN ITS WHITE PAPER OF MID/70, FOREIGN POLICY FOR CDNS, THE CDN GOVT COMMENTED, QUOTE WHILE SUCH DEVELOPMENTS SHOULD BE BENEFICIAL FOR CDAS ECONOMIC GROWTH, THE CONSTANT DANGER THAT SOVEREIGNTY, INDEPENDENCE AND CULTURAL IDENTITY MAY BE IMPAIRED WILL REQUIRE A CONSCIOUS EFFORT ON CDAS PART TO KEEP THE WHOLE SITUATION UNDER CONTROL UNQUOTE. IN THE SPRING OF 1970 THE CDN GOVT CHARGED ONE OF ITS CABINET MEMBERS WITH CONDUCTING A MAJOR REVIEW OF CDN POLICIES

...6

PAGE SIX 921 UNCLAS

ON FOREIGN INVESTMENT. WHEN THE CONCLUSIONS OF THIS REVIEW HAVE BEEN REACHED, AND IF SIGNIFICANT NEW CONTROLS OR RESTRICTIONS SHOULD BE PROPOSED, CLOSE CONSULTATION BETWEEN THE TWO GOVTS MAY BE NEEDED.

USA AND CDN DEFENSE POLICIES HAVE REMAINED FUNDAMENTALLY IN HARMONY, THOUGH CDA DECIDED IN 1969 TO REDUCE ITS NATO CONTINGENT BY 5,000 MEN (A REDUCTION OF 50 PERCENT). FREQUENT CONSULTATIONS ON DEFENSE AND MILITARY MATTERS HAVE CONTINUED BETWEEN THE TWO GOVTS WITHIN NATO AND UNDER VARIOUS AGREEMENTS WHICH LINK THE RESPECTIVE STRATEGIC DEFENSES OF THE TWO COUNTRIES (SUCH AS THE AGREEMENT OF 1958 ESTABLISHING THE NORTHAMERICAN AIR DEFENSE COMMAND). JOINT DECISIONS WERE REACHED IN 1970 ON THE REDUCTION IN SIZE OF SEVERAL NORAD FACILITIES, INCLUDING THE CLOSING OF SOME SITES WHICH THE USA HAD MAINTAINED IN CDA BUT WHICH WERE NO/NO LONGER CONSIDERED NECESSARY. TEXT ENDS.

262257Z

56 2. Wash DC

36-1-2-USA
(O'Hagan)

-2-

6:30 pm-8:30 pm Reception Information Office NAB Building,
guests: representatives of media, government,
commercial and cultural fields and participants.

Mar 19 9:00 am Panel V, films, exhibitions and broadcast material -
More of the Same? Panelists Chagnon/Boundy, NFB,
N.Y. Elliott, Information Canada, McCullum/Delafield,
CBC and CBC/IS, Laughton (chairman)

10:30 am Coffee;

10:45 am Panel VI, How Relevant is Canada? - A special
perspective, panelists Gloria Steinem N.Y. writer,
political and social activist and broadcaster EG CTV
"Face to Face to Face", Frank Mankiewicz syndicated
columnist and TV commentator, former Peace Corps
official and Press Secretary to Robert Kennedy,
Stanley Swinton, Assistant General Manager, World
News Service, Associated Press, Haggan (chairman);

12:15 pm Adjourn

12:30 pm Luncheon, Are we selling Canada Well Enough? panelist
Harry Carlson, President, Wolcott, Carlson and Co.
Inc. Public Relations Counsel in U.S.A. to Expo '67
and Centennial Commission presently Counsel to American
Revolution Bi-Centennial Commission, McEntyre (chairman)

2:00 pm Adjourn

2:15 pm (a) Unfinished business (b) Summing up - O'Hagan
et al (c) Closing comments - Ambassador

Mr. [Signature]
file [Signature]
ACTION COPY

U N C L A S S I F I E D

FM WSHDC 768 MAR16/71

TO OTT EXT FAI

INFO MANDIOTT

DISTR GWU FAP

---INFO MTG-OPERATION RETRIEVAL

MANDI MAY WISH TO CONSIDER PARTICIPATION IN INFO MTG BY REP OF
OPERATION TRETRIEVAL PARTICULARLY DURING DISCUSSIONS FRI MORNING.
CONSULATES HAVE FREQUENT QUESTIONS CONCERNING OPERATION RETRIEVAL AND
WAYS MIGHT BE EXPLORED IN WHICH THEY CAN BE OF MORE HELP TO THIS
VALUABLE PROJECT.

162132Z

*In telecon 17/3/71 I
suggested that it was too late
to ask for additional representation
from M&I - 3 reps are already
scheduled to participate in
meeting. [Signature]*

FAI/E. WEISS/MDG

FILE
DIARY
CIRC
CHRON

OTTAWA, March 15, 1971.

K1A OG2

Dear Mrs. Hodgeman:

56-1-2-USA
18

In accordance with our conversation attached are a copy of the Agenda for the Information Meeting in Washington, DC., March 18 and 19 and a list of the participants. The meeting will be held at the Information office of the Embassy, 1771, N Street N.W. (National Association of Broadcasters Building). You will note that Mr. McClelland is included as a discussion leader in group 4 "Cultural Expression: The Arts - What to Do?" at 4:00 p.m. on Thursday, March 18. His views on the Canadian book industry will indeed be appreciated.

Yours sincerely,

Information Division

Mrs. M. Hodgeman,
Secretary to Mr. J.G. McClelland,
McClelland & Stewart,
25 Hollinger Road,
Toronto 16, Ontario

Mrs. Weiss

file



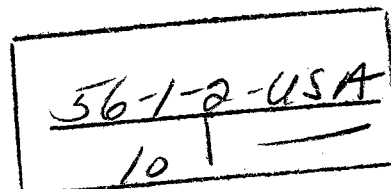
McCLELLAND AND STEWART LIMITED

Publishers

25 Hollinger Road Toronto 16 Ontario Canada Cables: EMANDESS

March 12th, 1971

Mr. L.A.D. Stephens,
Bureau of Public Affairs,
Department of External Affairs,
Ottawa, Ontario.



Dear Mr. Stephens:

With reference to Mr. McClelland's trip to Washington next week, I wonder if you would be good enough to send me detailed information as to where he is to go on his arrival, is he expected to speak or appear on a panel, etc. We have received confirmation from The Embassy Row Hotel so that is in order. Since Mr. McClelland will be leaving for New York on the evening of the 17th, I would appreciate having this information by return if possible.

With all good wishes.

Yours sincerely,

M. Hodgeman

(Mrs.) M. Hodgeman,
Secretary to J.G. McClelland.

INFO ONLY

U N C L A S S I F I E D

7 A 1

2m

READDRESSED FM WSHDC MAR10/71 INFO OTT EXT FAI

FM WSHDC 676 MAR9/71

TO SFRAN

AIRMAIL BOSTN BFALO CHCGO CLVND DALAS DTROT LNGLS MNPLS NRLNS

CNGNY PHILA SJUAN SEATL

REF YOURTEL 144 MAR2

56-1-2-USA
10

---INFO CONFERENCE

MOST GRATEFUL YOUR THOUGHTFUL AND PERCEPTIVE REFTEL. WE ARE RPTING
IT TO OTHER CONSULATES SINCE IT FORMS EXCELLENT STARTING POINT
FOR CONSIDERATION OF QUESTIONS WE HOPE TO COVER AT CONFERENCE.

2. WOULD SUGGEST CGTB SHARE 7 TO 10 MINUTES. YOUR PROPOSED REMARKS
WILL NOT/NOT DUPLICATE AMBASSADOR WHO WILL BE SPEAKING IN MORE
GEN TERMS.

092224Z

INFO ONLY
FAI

U N C L A S S I F I E D

READDRESSED FM WSHDC MAR10/71 INFO OTT EXT FAI

FM SFRAN 144 MAR2/71

TO WSHDC

AIRMAIL BOSTN BFALO CHCGO CLVND DALAS DTROT LEGLS MNPLS NRLNS

CNGNY PHILA SJUAN SEATL

REF YOURTELS 435 FEB12,528 FEB22,OHAGAN/NUTT TELECON MAR2

---INFO CONF

HAVE REVIEWED HERE IN PRELIMINARY WAY WHAT OUR CONTRIBUTION MIGHT BE TO FORTHCOMING MTG. APART FROM CONSIDERATION OUR CONTRIBUTION TO GEN DISCUSSION, WE HAVE ENDEAVOURED TO PROVIDE OURSELVES WITH FRAMEWORK, IN LIGHT OF OUR CONCEPTION OF PURPOSE OF MTG, WHICH WE WOULD LIKE TO SEE GUIDE DISCUSSION OF FIRST TOPIC; IE, CDN INFO IN USA: AN ASSESSMENT FROM THE INSIDE.

OUTLINE AS FOLLOWS:

I. OBJECTIVES OF INFO IN USA.

A) INFO IN SUPPORT OF GEN IMAGE; IE, RELATING CDN EXPECTATIONS, GOALS, DEVELOPMENTS, ATTITUDES.

B) INFO IN SUPPORT OF SPECIFIC OBJECTIVES; EG, TRADE, TRAVEL, INVESTMENT, INDUSTRIAL DEVELOPMENT, IMMIG.

C) INFO IN SUPPORT OF SPECIFIC ISSUES; EG, ARCTIC POLLUTION, EXTENSION TERRITORIAL SEA, WHITE PAPER TAXATION, SEALING, DRAFT DODGERS, HIJACKING INTO CDA.

II. PRIORITIES AS BETWEEN FOREGOING OBJECTIVES INCLUDING QUESTION OF RESPONSIVE APPROACH AND/OR INITIATIVE APPROACH.

...2

PAGE TWO 144

III. MOST EFFECTIVE MEANS OF PROJECTING INFO FOR STATED OBJECTIVES AND PRIORITIES AS BETWEEN VARIOUS MEANS; EG, FILM, PRESS, RADIO, TV, SPEECHES, EXHIBITIONS, VISITS TO CDA. INNOVATIONS A) AS TO MEANS; EG, DATA BANKS AVAILABLE BY PUBLIC PHONE AND B) AS TO EMPLOYMENT OF EXISTING MEANS; EG, FILM AS AN AID FOR TRADE PROMOTION.

IV. ORGANIZATION IN THE USA FOR ABOVE PURPOSES; IE, WHERE TO MAKE IMPACT, RELEVANCE OF EXISTING CDN GOVT OFFICES, EFFECT OF INTEGRATION, BUDGETARY LIMITATIONS.

IF YOU AGREE AND SUBJECT WHAT FOLLOWS, I WOULD USE ABOVE OUTLINE TO INTRODUCE DISCUSSION FIRST TOPIC AND WOULD COMMUNICATE TO MEMBERS OF PANEL BEFOREHAND. (INCIDENTALLY, ARE PEERS AND PALMER TO SHARE 7 MINS OR EACH MAKE 7 MIN STATEMENT?).

ON BASIS OF EXAM PROGRAM SET OUT IN REFTELS WE BELIEVE DISCUSSION OF MOST, IF NOT/NOT ALL, TOPICS COULD BE CAST AGAINST FRAMEWORK ALONG LINES WE ARE THINKING OF. IF AMBASSADORS OPENING REMARKS ARE INTENDED TO ESTABLISH FRAMEWORK FOR DISCUSSIONS, WE WOULD OF COURSE NOT/NOT WISH TO INTRODUCE POSSIBLY CONTRADICTORY THEMES. INDEED IF ANY OF OUR SUGGESTIONS COMMEND THEMSELVES FOR USE IN AMBASSADORS OPENING REMARKS, WE WOULD BE HAPPY TO SEE THEM SO EMPLOYED. IN THAT EVENT, PERHAPS YOU WOULD CONSIDER IT DESIRABLE TO CIRCULATE BEFOREHAND A FRAMEWORK AGAINST WHICH ALL REMARKS COULD BE CAST. WE HAVE IN MIND, FOR INSTANCE, AVOIDING MERE CATALOGUES AND RECITATIONS OF WHAT IS BEING DONE. OUR THINKING IS THAT WE SHOULD BE AIMING AT CONCLUSION WHICH WOULD INCLUDE, INTER ALIA, NUMBER OF QUESTIONS AND ...3

PAGE THREE 144

SUGGESTIONS ARISING OUT OF DISCUSSION AND AINED AT MORE EFFICACIOUS
INFO PROGRAM WHICH COULD BE FOLLOWED UP AFTER MTG.

GRATEFUL YOUR ADVICE

NUTT

101545Z

cc: Embassy Washington (George Cowley)

Professor A.R.Tonks
Indiana Central College,
4001 Otterbein Avenue,
Indianapolis, Indiana 46227

Ottawa, March 9, 1971

KLA OG2

AIRMAIL

Dear Professor Mount,

Professor A. R. Tonks of Indiana Central College has informed us that you have been invited to his college on March 12 and 13 to deliver five presentations on the history of Canadian-American Relations. It is our desire to promote Canadian information in the United States and to encourage Canadian Studies at American colleges and universities. We are, therefore, prepared to give limited assistance to Canadian lecturers in furtherance of these objectives.

The Department of External Affairs could therefore approve an expenditure to you comprised of

honorarium for five lectures	\$300.
air fare - Sudbury to Indianapolis and return	151.20

If you agree to the terms for which this expenditure is allocated, I should be grateful if you would sign this letter in duplicate and return the two copies to us. The third copy may be retained by you for your records. This will constitute a contractual agreement between us in accordance with Section 15(2) of the Government contract regulations, and should not be interpreted as an appointment or employment in the capacity of an officer, clerk or employee of the Canadian Government.

Yours sincerely,

D. B. HICKS

D.B.Hicks,
Director,
Information Division.

Professor Graeme S. Mount,
Laurentian University,
Sudbury, Ontario.

I agree to the terms of this agreement

Date

Signature

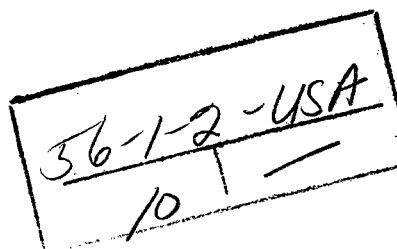
INDIANA CENTRAL COLLEGE

4001 OTTERBEIN AVENUE INDIANAPOLIS, INDIANA 46227 PHONE 787-6301

DEPARTMENT OF HISTORY AND POLITICAL SCIENCE

March 4, 1971

Douglas Hicks
Head
Information Division
Department of External Affairs
Government of Canada
637 Congill Building
Ottawa 4, Ontario



Dear Mr. Hicks:

This letter is further to my telephone conversation today with the Honorable George Cowley at the Canadian Embassy in Washington, and his conversation with Miss Elizabeth Weiss regarding the visit of Professor Graeme S. Mount of Laurentian University, Sudbury, Ontario to the campus of Indiana Central College, Indianapolis on March 12 and 13, 1971. Mr. Mount will participate with five presentations on the history of Canadian-American relations on Friday and Saturday. May I request some financial assistance from your office in connection with his visit, for the amount of \$451.20 made up of: \$151.20 return airfare Sudbury to Indianapolis and \$300. honorarium for the five presentations Mr. Mount will make while at Indiana Central.

May I express my appreciation for your assistance and that of Mr. Cowley in making Mr. Mount's visit possible to our campus for a study of the important subject of Canadian-American relations.

Sincerely,

A handwritten signature in cursive script that reads "A. R. Tonks".

A. R. Tonks

art/mao

cc: Honorable George Cowley
Dr. R. Nelson, Chairman of Department of History
Mr. L. Youngblood, Assistant to the President, Director of Development

FAP/L.A.D. STEPHENS/H

EXTERNAL AFFAIRS

MEMORANDUM



AFFAIRES EXTÉRIEURES

file
ew

TO
À

Miss Weiss

SECURITY
Sécurité

UNCLASSIFIED

FROM
De

FAP

DATE March 3, 1971

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet

Notes for Notes for L.A.D. Stephens
for Washington, D.C.

FILE	DOSSIER
OTTAWA	
56-1-2-U.S.A.	
MISSION	10

ENCLOSURES
Annexes

DISTRIBUTION

Mr. Hicks

The elements I have in mind might include these points:

- (1) Main lines regarding interdepartmental co-ordination in Ottawa for information abroad (Cabinet memo), including role of Information Canada.
- (2) Functions of Bureau of Public Affairs.
- (3) Major U.S.A. projects (unless that is what D.B. Hicks is going to do).
- (4) Indication that I think it would be useful to collect ideas on what personnel would be acquired at any or all Consulates to do minimal, respectable info job for Government. This would aid 5-year program forecasting in providing base for phased establishment of coherent information services. Maybe regional offices would be better system. Or not? Would appreciate first reactions which would inform and develop subsequent letters to Consulates asking for views and recommendations.
- (5) What proportion of External Affairs information and cultural resources would participants recommend as the share for U.S.A.
- (6) Other and brighter ideas (to be produced out of a mental hat by E.W.)

L.A.D. Stephens
L.A.D. Stephens.

Pls send forward now with updating memo and letter.

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



MEMORANDUM

TO : *FOR*

FROM : FAP

REFERENCE
Référence

SUBJECT : Canadian Book Program in U.S. Schools
Sujet

Would it be better to withhold a reply until we have come to some conclusion on the issue. Also idea of sending ways to assist Mitchell & Stewart.

SECURITY Confidential
Sécurité

DATE February 26, 1971

NUMBER
Numéro

FILE

DOSSIER

MISSION

Handwritten notes in a circle: "This is the end of the road. This is the end of the road. This is the end of the road."

ENCLOSURES
Annexes

DISTRIBUTION

36-1 2-43A

You will recall that Senator Nichol in a letter to the Minister proposed that 200 secondary schools of high reputation in the U.S.A. be given 100 books each and that a prize essay contest be associated with the donation. The cost of this program is estimated at \$125,000 in the first year. In answer to your request for their views the Embassy has stated inter alia that:

"...While we would not place a book presentation program of this nature and especially one involving this amount of money ahead of many of the other projects we have already proposed, we nonetheless feel it is well worthy of study. We believe priority in book presentation programs should be given to donations at the University level where value returned on investment would, we think, be higher. While not under-rating the importance of reaching young minds at their most impressionable age, we would feel that influencing scholars at the university level might be perhaps more productive in direct benefits to Canada. Hopefully both programs of donations could be encouraged."

2. As a result of conversations with educational contacts George Cowley of the Embassy reported that a certain amount of caution may be expected from school authorities who, nevertheless, should probably be the medium through which we should work rather than approaching individual teachers. He found general enthusiasm for the idea particularly in Maine and Vermont where Canadian studies programs are now included in the school curricula. It was also thought that New York would be receptive. Senator Nichol's suggestion that French language books be included in the donation met with less enthusiasm even in Boston and New Orleans where we would have expected considerable interest.

3. The Embassy did not give us their views on carrying the program beyond the first year. Senator Nichol suggested that, if it was successful in that first year, it should be escalated in the second and could grow to a distribution of books to 10,000 American schools. He thought the program

.../2

c.c. GWU

1.3.11 (US)

Confidential

could be done almost entirely through existing staff. The Embassy pointed out that even in the first year present manpower could not assume the task of judging the essays alone unless the work load was divided among the Consulates, Embassy, headquarters in Ottawa and possibly universities.

4. While sympathizing with Senator Nichol's desire to assist Canadian book publishers and endorsing the donation of books to American schools, I do not think we can commence this program before 1972-73. There is first of all no provision in our estimates for 1971-72. We could put it in the B level for 1972-73. There is secondly the question of present staff being able to undertake the considerable ground work necessary to get this program going. The program will take careful planning and will involve all our posts in the United States. I don't think they can do it all and be ready to put it into effect this coming year. Subject to your views, ... therefore, I attach a letter to Senator Nichol for the Minister's signature saying in effect that serious consideration has been given to his proposal and that the question of money, the shortage of staff and the preparatory work involved makes it necessary to tell him that the program, if it were approved, could not be put in motion before 1972-73 at the earliest.

5. Senator Nichol will probably be impatient with the idea of postponement and it may be useful for you to seek an opportunity to discuss the whole matter with him.

6. The reason for attaching copies of relevant correspondence to the Memorandum for the Minister is our understanding that his office wishes to have this kind of background material.



Bureau of Public Affairs

File
for
Mr. Stephens
Mr. Hicks
INFO ONLY

FAI

11 Nov 29
26/2/71
Mr. Langille
End
CC - *Glatt*

R E S T R I C T E D

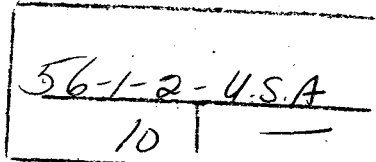
FM CNGNY 27 FEB25/71

TO TT WSHDC DE OTT

INFO OTT EXT FAI

REF YOURTEL 528 FEB22

---INFO MTG WSHDC MAR18-19



I AM INCREASINGLY BECOMING INVOLVED IN THE ARRANGEMENTS FOR AND THE PROGRAM FOR THE VISIT TO NY MAR17 TO 19 OF PRIME MINISTER BOURASSA.

I HAD HOPED TO GO TO WSHDC LATE MAR18 TO BE AVAILABLE FOR INFO PROGRAM MAR19 BUT VIP DINNER THAT NIGHT NOW PRECLUDES THIS. BY SAME TOKEN IT NOW APPEARS CALLS ON ROCKEFELLER AND LINDSAY MAY BE SCHEDULED AM MAR19. UNDER CIRCUMSTANCES AND IF YOU AGREE BOURASSA VISIT HAS PRIORITY, WOULD BE UNABLE TO CHAIR 1045 DISCUSSION GROUP MAR19 AS SUGGESTED YOUR REFTEL.

2. AT BEST I MAY BE ABLE TO FLY TO WSHDC MORNING MAR19 AND WILL ADVISE OF THIS POSSIBILITY IN DUE COURSE. MEANWHILE HOTEL RESERVATION SHOULD BE CANCELLED

RANKIN

252130Z

File
Diary - Amb. H.S.
Circ.

FAP-7
FAI - Mr. Nichols
Miss Weiss
file
en

Document disclosed under the Access to Information Act -
Document divulgué en vertu de la Loi sur l'accès à l'information

TO/A	FAI	HS/ad
FROM/DE	ACRG	
MAR 10 1971		
ATT'N Miss Weiss		
1746 Massachusetts Ave. N.W. Washington, D.C. 20036		

Le 25 février 1971

56-1-2-USA	
10	

Cher Monsieur Gagnon,

Il me revient que vous pourriez peut-être quitter Ottawa pour une journée ou deux afin de nous rendre visite à Washington, le 18 mars, à l'occasion d'une réunion de nos agents responsables de l'information aux Etats-Unis.

Votre présence nous donnera l'occasion d'effectuer un retour aux sources et de nous refamiliariser avec les évolutions récentes de la pensée canadienne. Il va sans dire que nous serions heureux de vous entendre exposer les problèmes soulevés par la création et l'expansion d'Information Canada.

J'ose espérer que vous nous ferez aussi l'honneur de participer à la session de 14:15 heures qui suivra le déjeuner-causerie. La discussion portera sur les perspectives de l'information canadienne aux Etats-Unis.

Vous trouverez ci-joint un programme préliminaire décrivant les activités prévues pour ces deux jours. Veuillez noter que le 17 mars vers 18:30 heures, il y aura une réception à la résidence afin de souhaiter la bienvenue à tous les participants. J'espère avoir le plaisir de vous y accueillir. Vous êtes aussi cordialement invité à la réception du 18 mars où vous aurez l'occasion de rencontrer les représentants de la presse canadienne.

Recevez, cher Monsieur Gagnon, les assurances de ma considération.

M. CADIEUX

M. Cadieux
Ambassadeur

Monsieur J.L. Gagnon
Information Canada
Edifice Vanguard
171 rue Slater
Ottawa, Canada

Pièce jointe

FNI

✓ CC: Mlle E. Weiss *Ottawa (Information)*

MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY
	LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-USA	SÉCURITÉ
	OTT	EXTAFF	FAI-460	FEB25/71	3> 3>	SANS

PRECEDENCE	
TO/A	WASH, BSTN, BUFFALO, CHICAGO, CLEVELAND, DALLAS, DETROIT LOSANGELES, MINNEAPOLIS, NEWYORK CONGEN, NEW ORLEANS, PHILA SANFRAN, SEATTLE
INFO	

DISTR.

REF

SUB/SUJ

DISTRIBUTION OF INFORMATION MATERIALS

IN PREPARATION FOR INFO MTG IN WASH WE SHOULD LIKE TO RECEIVE FROM YOU A REPORT ON GEOGRAPHICAL AREAS YOU COVER IN DISTRIBUTING INFO MATERIALS. THE CLOSING LAST YEAR OF SEVERAL POST FILM LIBRARIES HAS UNDOUBTEDLY RESULTED IN SOME PARTS OF THE US NOT/NOT BEING SERVICED WITH FILMS UNLESS SOME POSTS HAVE ADDED TERRITORY FOR FILM PURPOSES TO THEIR CONSULAR AREAS. THE SAME SITUATION PROBABLY PERTAINS WITH REGARD TO THE DISTRIBUTION OF PUBLICATIONS AND THE HANDLING OF ENQUIRIES. WE KNOW, OF COURSE, THAT SOME POSTS ARE FORWARDING ENQUIRIES AND REQUESTS FOR PUBLICATIONS TO US. WE SHOULD, HOWEVER, APPRECIATE RECEIVING BY MAR 5 AN EXACT DELINEATION OF YOUR AREAS FOR DISTRIBUTING FILMS, PUBLICATIONS, KITS, FOR HANDLING ENQUIRIES, AND ARRANGING EXHIBITIONS.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SG. <i>E. Weiss</i> E. WEISS/LA	FAI	5-7866	SG. <i>D.B. Hicks</i> D.B. HICKS

FILE
DIARY
CIRC
CHRON

OTTAWA, February 24, 1971.

56-1-2-USA
37 —

Dear Mr. Gagnon:

In confirmation of our conversation some days ago may I say that we are delighted that you will speak to the Information Meeting in Washington at luncheon on Thursday, March 18. I assume that by now you have received the invitation from the Ambassador. Attached is a copy of the Agenda for the meeting in which you will note some of the ideas which the Embassy has suggested you might wish to touch on. It is hoped that you will be able to participate in some of the discussions at the meeting.

A reservation has been made for you at the Embassy Row Hotel, 2015 Massachusetts Ave., N.W. for March 17 and 18.

Yours sincerely,

C. A. D. STEPHENS

L.A.D. Stephens
Bureau of Public Affairs

Mr. Jean-Louis Gagnon,
Director General,
Information Canada,
171 Slater Street,
OTTAWA, Ont.

FBI - *Mr. White* *file*
es

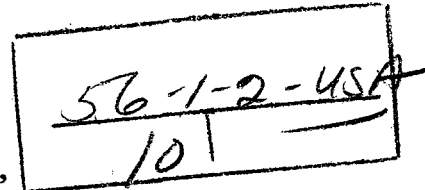


McCLELLAND AND STEWART LIMITED

Publishers 25 Hollinger Road Toronto 16 Ontario Canada Cables: EMANDESS
Tel 751-4520

February 24th, 1971

Mr. L.A.D. Stephens,
Bureau of Public Affairs,
Department of External Affairs,
Ottawa, Ontario.



Dear Mr. Stephens:

Thank you for your letter of February 17th to Mr. McClelland. He has asked that I let you know that he will be arriving in Washington on the 18th. It would be appreciated if you could reserve a room for him at the Embassy Row Hotel for the evening of the 18th. He will be returning to Toronto on the morning of the 19th.

Mr. McClelland is looking forward to meeting you at that time.

Yours sincerely,

M. Hodgeman

(Mrs.) M. Hodgeman,
Secretary to J.G. McClelland.

*Mrs Hodgeman told
me telecon 4/3/71 that
Embassy has been requested
to make hotel reservation.
EW*

ACTION COPY

Mr Stephens *Mr Hicks* *CC: GWK - Mr Langille* *Done LA* *ICER - Mr Mayhew* *25/2/71* *FAC - Mr Torell*
FAI

UNCLASSIFIED

FM WSHDC 549 FEB24/71

TO OTT EXT FAI

DISTR GWL

---INFO MTG MAR18,19

56-1-2-USA
10 14 3

FOLLOWING IS A LIST OF PARTICIPANTS AS OF FEB24. ALL HOTEL RESERVATIONS FOR THESE PEOPLE ARE CONFIRMED (1) JG MCCLELLAND, MCCLELLAND AND STEWART LTD (2) CRAIG LANGILLE, EXTER (3) JA MURPHY, ITCOTT (4) J-J CHAGNON, NFBMTL (5) GH SOUTHAM, NATL ARTS CENTRE (6) J-L GAGNON, INFO CDA (7) B RANKIN, CNGNY (8) DB LAUGHTON, CONGENSEATL (9) JG MCENTYRE, CONGENLNGLS (10) AR PEERS, CGTBSFRAN (11) M MITCHELL, IMMIGNY (12) D WALLACE, CGTBOTT (13) LJ RODGER, ITCOTT (14) JEG GIBSON, TRADE COMMISSIONER SERVICEOTT (15) M ERB, INFO CDA (16) R ELLIOTT, INFO CDA (17) G CHAISSON, MANDIOTT (18) J DONOGHUE, EMAROTT (19) R TURNER, NOT (20) J MAYBEE, INTER-DEPTL CTTEE ON EXTER RELATIONS (21) LAD STEPHENS, EXTER (22) DB HICKS, EXTER (23) FM TOVELL, EXTER (24) C DELAFIELD, CBCMTL (25) J BOUNDY, NFBNY (26) D PALMER, CGTBNY (27) AD BRYCE, CNGNY (28) E GORN, CNGNY (29) TGE WOOLLAM, CONGENMNPLS (30) MISS E WEISS (31) JS NUTT, CONGENSFRAN (32) T JOHNSTON, NFBBSFRAN (33) JD HUGHES, CONGENNRLNS (34) RD SIRRS, CONGENCHCGO (35) JL LECLERC, CONGENDTROT (36) M FORSYTH-SMITH, CONGENDALAS (37) DAB MARSHALL (38) F-X HOUDE (39) JH BAILEY, CONGENBFALO (40) RVN GORDON, CONGENPHILA (41) MR ADAMS, ADM, MANDI (42) PROF ER MILES, U OF VERMONT (43) R LATES, BURLINGTON VERMONT (44) DR R SWANSON, SAIS, WSHDC (45) MRS A HOUSTON, CDN ARCTIC PRODUCERS (TENTATIVE) (46) MR CADIEUX, AMBASSADOR (47) KB WILLIAMSON, WSHDC (48) R OHAGAN (49) GA COWLEY (50) ER JOHNSTON (51) MISS H SIMARD

242221Z

ACTION COPY

file
FAI

U N C L A S S I F I E D

FM WSHDC 528 FEB22/71

TO OTT EXT FAI

56-1-2-USA
10143

AIRMAIL BOSTN BFALO CHCGO CLVND DALAS DTROT LNGLS MNPLS NRLNS

CNGNY PHILA SFRAN SJUAN SEATL

DISTR GUS FAP

REF OURTEL 435 FEB12

---INFO MTG WSHDC MAR18-19 PROGRAM

WED MAR17-630PM-AMBASSADOR RECEPTION FOR PARTICIPANTS.2825 ROCK
CREEK DRIVE NW

THUR MAR18-9AM-AMBASSADORS WELCOME.CONFERENCE DISCUSSIONS WILL BE
HELD IN NAB BLDG 1771 N ST NW AT 18TH STREET

910AM-GROUND RULES BY GEN CHAIRMAN(OHAGAN)

915AM-DISCUSSION TOPIC 1-CDN INFO IN USA AND ASSESSMENT FROM
THE INSIDE.DISCUSSION LEADERS HICKS,PEERS AND PALMER(CGTB),OHAGAN,
BRYCE,NUTT(CHAIRMAN).

1030AM-COFFEE

1045AM-DISCUSSION TOPIC 2-CDN INFO IN THE USA-AN ASSESSMENT
FROM THE OUTSIDE:DISCUSSION LEADERS WILL BE AUTHORITIES FROM
OUTSIDE GOVT SERVICES(NAMES AND CREDENTIALS LATER).FORSYTH-SMITH
(CHAIRMAN)

1215PM-ADJOURN

1230PM-LUNCHEON-LE PROVENCAL RESTAURANT,1234 20TH STREET NW-
THE CDN MOOD AND INFO CDA.SPEAKER JL GAGNON DIRGEN INFO CDA.

F-X HOUDE(CHAIRMAN)

...2

PAGE TWO 528

215PM-DISCUSSION TOPIC 3-CDN INFO SERVICES-THE OUTLOOK.

DISCUSSION LEADERS MAYBEE(ICER), WALLACE(CGTB)MURPHY(ITC)ADAMS/
CHIASSON(MANDI)GAGNON(INFO CDA)STEPHENS(CHAIRMAN)

345PM-COFFEE

4PM-DISCUSSION GROUP 4-CULTURAL EXPRESSION:THE ARTS.

WHAT TO DO?DISCUSSION LEADERS TOVELL,SOUTHAM(NATL ARTS CENTRE)
JACK MCCLELLAND(FOR CDN BOOK INDUSTRY)ALMA HOUSTON(CDN ARCTIC
PRODUCERS)COWLEY(CHAIRMAN)

445PM-CULTURAL EXPRESSION-EDUCATION(SCHOOLS AND UNIVERSITIES)

DISCUSSION LEADERS TED MILES(DIR,CDN STUDIES PROGRAM,UNIVERSITY
OF VT)ROGER SWANSON(CDN STUDIES,JOHNS HOPKINS UNIVERSITY)
RICHARD LATES(COORDINATOR,CDN STUDIES,BURLINGTON HIGH SCHOOLS,
VERMONT)GORN,COWLEY(CHAIRMAN)

530PM-ADJOURN

630PM-RECEPTION EMB INFO OFFICES THIRD FLOOR NAB BLDG.

GUESTS:CONFERENCE PARTICIPANTS,REPS OF MEDIA GOVT COMMERICAL AND
CALTURAL FIELDS.

FRI MAR19-9AM-DISCUSSION GROUP 5-FILMS,EXHIBITIONS AND BROADCAST
MATERIALS.DISCUSSION LEADERS CHAGNON/BOUNDY(NFB)ELLIOTT
(EXHIBITION SERVICES INFO CDA)MCCULLUM(CBC)DELAFIELD(CBCIS)
LAUGHTON(CHAIRMAN)

1030AM-COFFEE

1045AM-DISCUSSION GROUP 6-HOW RELEVANT IS CDA?A SPECIAL
PERSPECTIVE.DISCUSSION LEADERS WILL BE DRAWN FROM MEDIA(NAMES AND

...3

PAGE THREE 528

CREDENTIALS LATER) RANKIN (CHAIRMAN)

1215PM-ADJOURN

1230PM-LUNCHEON GRAMERCY INN, 1616 RHODE ISLAND AVE NW. ARE
WE SELLING CDA WELL ENOUGH? SPEAKER HARRY CARLSON, PRESIDENT,
WOOLCOTT, CARLSON, NY, PUBLIC RELATIONS CONSULTANTS TO EXPO 67,
CENTENNIAL COMMISSION, AND NOW AMERICAN REV LN BICENTENNIAL
COMMISSION, CHAIRMAN: MCENTYRE.

215PM-UNFINISHED BUSINESS AND SUMMING UP: OHAGAN, STEPHENS ETC.
CLOSING COMMENTS (AMBASSADOR)

330PM-MTG CONCLUDES.

DISCUSSION LEADERS WILL BE ASKED TO LIMIT THEIR OPENING
REMARKS TO 7 MINS TO PERMIT MAXIMUM TIME FOR PARTICIPATION FROM
FLOOR.

222309Z

ACTION COPY

file
FAI *21*

U N C L A S S I F I E D

FM WSHDC 527 FEB22/71

56-1-2-USA
10143

CC: GWM - Mr. Targille
Done
25/2/71
ICER - Mr. Mayhew
FAC - Mr. Tonell

TO OTT EXT FAI

AIRMAIL BOSTN BFALO CHCGO CLVND DALAS DTROT LNGLS MNPLS NRLNS

CNGNY PHILA SFRAN SJUAN SEATL

DISTR GUS FAP

REF OURTEL 435 FEB12

---INFO MTG WSHDC MAR18-19:ADMIN ARRANGEMENTS

CDN GOVT PARTICIPANTS IN INFO MTG WILL BE RESPONSIBLE FOR THEIR OWN TRANSPORTATION, HOTEL, AND MEAL EXPENSES. COSTS OF LUNCHEONS MAR18 AND 19 BOTH DOLLARS 5.

2. CHAIRMEN OF DISCUSSION SESSIONS WILL NOT/NOT BE EXPECTED TO PRESENT STATEMENTS UNLESS THEY WISH TO DO SO. THEIR RESPONSIBILITY WILL BE SIMPLY TO INTRODUCE DISCUSSION LEADERS AND COORDINATE SUBSEQUENT PARTICIPATION FROM THE FLOOR. THEY MAY WISH TO GUIDE DISCUSSION ALONG LINES WHICH WILL BE MOST USEFUL AND INFORMATIVE FOR CONSULATES.

222309Z

CANADIAN BROADCASTING CORPORATION
SOCIÉTÉ RADIO-CANADA

file
EW

DIRECTOR
INTERNATIONAL SERVICE

DIRECTEUR
SERVICE INTERNATIONAL

5-56
P. O. Box 6000,
Montreal 101,
18 February, 1971.

TO: FIS
FROM: ACRG
MAR 1 1971
ATT'N <i>Mr. Stephens</i>

56-1-2-USA
37

Dear Ilyn,

Thanks for sending me copy of the draft agenda
for the Information Meeting being held in Washington March 17
to 19. I wish to confirm that I will attend. I have also
received confirmation of the reservation at the Embassy Row
Hotel.

Yours sincerely,

Charles Delafeld

C. R. Delafield

L. A. D. Stephens, Esq.,
Director General,
Bureau of Public Affairs,
Department of External Affairs,
Ottawa.

FAP

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

File
EW

TO
À

Miss Weiss

SECURITY Unclassified
Sécurité

FROM
De

Miss M. Morley

DATE February 18, 1971

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet

Assistance provided U.S. posts by Enquiries Desk
(Casual Requests)

FILE	DOSSIER
OTTAWA	
36-1-2-USA	
MISSION	10

ENCLOSURES
Annexes

DISTRIBUTION

As the duties of this desk are many and varied, it is somewhat difficult to isolate the assistance provided to U.S. posts alone, the majority of individual requests being received from Canadians. However, from the standpoint of statistics, out of a total in 1970 of approximately 10,000 letters from addresses in Canada, U.S.A. and other countries, 2700 were received from the U.S.A. These are letters which are addressed to this Department directly, or which are forwarded to us from other government departments, or which reach us by some circuitous route through the Secretary of State Department, Ottawa Board of Trade, etc. Out of these 2700 letters 3/5 of these were sent to the particular consulate for action, 1/5 were forwarded to other government departments for action, and 1/5 were handled by this desk. The majority of letters sent to the posts are usually from students and teachers requesting general information on Canada. Since posts are provided with supplies for students' and teachers' kits, it is therefore cheaper and more logical that these be handled by the area consulate. (See Circ. Doc. R 27/66). The 1/5 mentioned above which are forwarded to other government departments for action are, for example, those requesting information on emigrating from the U.S. to Canada, information on crown lands for homesteading, information on customs, detailed specific information on Canada's health and welfare programmes, letters enclosing money for publications available from Information Canada.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
À

SECURITY
Sécurité

FROM
De

DATE

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES
Annexes

-2-

DISTRIBUTION

Examples of letters from the U.S. which are answered by this desk and which constitute approximately 1/5 of all those received from the U.S. are:

- (a) Requests for the flags of the provinces.
- (b) Requests for additional information on subjects appearing in the Canadian Weekly Bulletin.
- (c) Odd requests such as: copies of the late President Kennedy's speech on arrival in Ottawa in the spring of 1961 and details of the meeting with the former Prime Minister John Diefenbaker.

locating the whereabouts of an oil painting of a minor provincial government official, the grandfather of a former Canadian now living in the U.S.

A few letters from the U.S. are directed to the Minister's Office and find their way to this desk for reply on behalf of the Minister. These range in interest from simple requests for information on Canada to the more complicated involving liaison with other government departments and organizations and institutions outside government. Again these are letters from students, teachers, publishers, editors, authors and numerous other individuals.

The above-mentioned quantities do not include letters sent to us from the Seattle and Chicago consulates after the closing down of the information sections in 1969. From October 1970 to February 15, 1971 the following material was forwarded from here:

Seattle and Chicago areas: 2449 students' and teachers' kits

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
À

SECURITY
Sécurité

FROM
De

DATE

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES
Annexes

DISTRIBUTION

-3-

Classroom quantities - Facts on Canada - 2155
Let's Look at
Canada -2685
Flag Folder - 2073

It should be mentioned that commencing October 1, 1970 the CR -1- hired to assist me in the handling of the additional requests was transferred to the Supplies Section. He is, therefore, somewhat hard pressed to find time to package and send out the teachers' and students' kits for these two areas.

Occasional overtime is required by this desk on week-ends to keep abreast of the large number of requests which reach a peak during January, February and March of each year. In February 1970 alone, 1200 letters (Canada, USA and other countries) were received.

Telephone requests for assistance are received by this desk from the library and information sections of the ~~Canadian~~ Embassy in Washington, from Congen NY, New Orleans and Chicago. These concern requests for publications which are difficult to find, addresses which are not listed in the Canadian Almanac and Directory, Canadian telephone directories or other reference tools. Some of these requests require telephone calls to other departments and are usually urgent to meet press deadlines.

Detailed requests from the U.S. for information on Canada's foreign policy and relations with other countries are handled by External Policy Section.

Cultural Division handles requests for information on educational matter

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
À

SECURITY
Sécurité

FROM
De

DATE

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES
Annexes

-4-

DISTRIBUTION

As a guide to answering requests for information posts should be referred to the following Circular Documents:

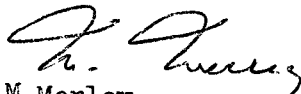
Nos. R 5/66 - A guide to Handling Requests for Information about Scholarships at Canadian Universities

R 6/66 - A Guide to Handling General Requests for Information concerning Education in Canada

R 27/66 - The Handling of Requests for Information

R 14/69 - Publications of the Provinces

A list of active Circular Documents - R Series, is available from Information Services Section which includes the above-mentioned items.


M. Morley
Information Division

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

file
en

TO
A Miss Weiss

FROM
De A. Bennett

REFERENCE
Référence

SUBJECT
Sujet Requests for Information from Posts

SECURITY
Sécurité Unclassified

DATE February 17, 1971

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	10

ENCLOSURES
Annexes

DISTRIBUTION

DUTIES

1. Handling requests for information of a technical or specialized nature from:
 - a) Posts abroad
 - b) Diplomatic missions in Canada
2. Handling invitations submitted through the Canadian Posts abroad, Foreign Missions in Canada and from organizations outside Canada for Canadian representation at International Conferences. These are conferences that are not dealt with in a political or area division.

SUGGESTIONS

1. Members of the information staffs at Posts should read Circular Document No. R. 27/66 of May 17, 1966, entitled The Handling of Requests for Information.
2. They should be familiar with the sources of information available at the Posts (Para. 2 of the above Circular Document).
3. The letters should state whether the material requested is to be given away or is for retention at the Post. This would help to determine whether the request should be handled by the Information Division or by the Library, and out of which funds the material should be purchased.
4. Requests should be specific. The name of the Foreign Ministry, organization, etc., requesting the material and the exact information they want should be stated.
5. Each request should be dealt with in a separate letter and not grouped together in one letter. This would assist Registry in determining which Division the letter should be referred to and also eliminate the necessity of having copies made and referred to another division or divisions for action.

6. When requesting information, it would be preferable if the Posts did not refer copies of their letters to other Departments but let this Department handle them through the regular information channels. On more than one occasion when a Post has referred copies, a considerable amount of work has been involved in tracking down the persons who received them and what, if any, action has been taken.

file diary chron circ

Ottawa, February 17, 1971.

56-1-2-USA

37 | —

Dear Mr. McClelland,

In confirmation of our conversation may I say how pleased I am that you are willing to attend the Information Meeting being held in Washington, D.C. on March 17-19. The meeting has been called at the invitation of the Ambassador, Marcel Cadieux, for the purpose of looking at our information program in the United States, its resources and its outlook. The discussion group on March 18 at 4:00 pm will consider Cultural Expression in the Arts and Education. It is within the Arts discussion that we should greatly appreciate your views on the Canadian publishing industry and how the industry and our posts in the United States can cooperate to promote Canadian books in the United States. It is also hoped that you will be able to attend the reception that evening at 6:30.

I should be glad to arrange hotel accommodation for you at the Embassy Row Hotel, 2015 Massachusetts Ave N.W. if you could let me know what night or nights you would wish a room.

With best wishes and the anticipation of seeing you in Washington.

Yours sincerely,

ORIGINAL SIGNED BY
L. A. D. STEPHENS

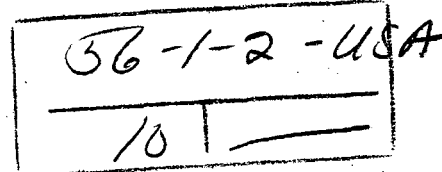
L.A.D. Stephens,
Bureau of Public Affairs

Mr. J. G. McClelland,
McClelland and Stewart Ltd.,
25 Hollinger Road,
Toronto 16, Ontario

file diary chron circ

LETTER SENT TO PERSONS ON ATTACHED LIST

Ottawa, February 16, 1971.



Dear

...

Attached is a copy of the Agenda for the Information Meeting to be held March 17-19 in Washington at the Embassy's Office of Information, 1771 N Street, N.W. Underlined on the copy is the discussion topic in which you (or your representatives) are being asked to participate.

A reservation has been made for you at the Embassy Row Hotel, 2015 Massachusetts Ave N.W.

Yours sincerely,

L.A.D. Stephens
Bureau of Public Affairs

Mr. R. M. Adams,
Assistant Deputy Minister (Immigration),
Department of Manpower and Immigration,
305 Rideau Street,
Ottawa

Mr. J. J. Chagnon,
Chief, Library Services,
National Film Board of Canada,
P.O. Box 6100,
Montreal, Quebec

Mr. J. A. Murphy,
Director,
Publicity Branch,
Office of Promotional Services
Department of Industry, Trade & Commerce,
112 Kent Street,
Ottawa

Mr. G. H. Southam,
Director General,
National Arts Centre,
Confederation Square,
Ottawa

Mr. Robert Turner,
Director, Information Services,
Ministry of Transport,
Hunter Building,
Ottawa

Mr. G.E. Chiasson,
Director,
Information Services,
Department of Manpower and Immigration,
305 Rideau Street,
Ottawa

Mr. T.R.G. Fletcher,
General Director,
Office of Tourism
Department of Industry, Trade and Commerce
150 Kent Street,
Ottawa

Mr. M. Erb,
Chief, Communications Division,
Information Canada
171 Slater Street,
Ottawa

Mr. Dan Wallace,
Director,
Canadian Government Travel Bureau
150 Kent Street,
Ottawa

Mr. J.E.G. Gibson,
Regional Coordinator
Trade Commissioner Service,
Department of Industry, Trade & Commerce
112 Kent Street,
Ottawa

Mr. Jack Donoghue,
Treasury Board,
Confederation Bldg, Rm 610
Wellington Street,
Ottawa

Mr. Charles Delafield,
Canadian Broadcasting Corporation
International Service,
P.O. Box 6000,
Montreal, Quebec

Mr. Robbins Elliott,
Chief, Expositions Division,
Information Canada,
1110 Coventry Road,
Ottawa

C.C. Mr. L.J. Rodger
General Director
Office of Promotional
Services
Dept of Industry, Trade & Commerce
112 Kent Street, Ottawa

FAI/E. Weiss/ed
Mr. H.M. Maddick
General Director
Trade Commissioner Service
Dept. of Industry, Trade &
Commerce, 112 Kent St., Ottawa

Document disclosed under the Access to Information Act -
Document divulgué en vertu de la Loi sur l'accès à l'information
File
Diary
Circ
Chron

Dept. of Industry, Trade & Commerce, 112 Kent Street, Ottawa
The Canadian Consulate General
MINNEAPOLIS

Under-Secretary of State for External Affairs
OTTAWA

UNCLASSIFIED

February 16, 1971

FAI-397

Canada in Minnesota 1971

56-1-2-USA
37 37

We want you to know how impressed we are by the
arrangements you have made for "Canada in Minnesota
1971". This is really a superb job that can only bring
credit to your Consulate and to Canada. Need we say more
than that we realize all the work this program has
entailed and that you deserve every commendation.

D. B. HICKS

Under-Secretary of State
for External Affairs

FAI/E. WEISS/mdg

c.c. GWU

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circ
chron

The Canadian Embassy
WASHINGTON

UNCLASSIFIED

The Under-Secretary of State for External Affairs
OTTAWA

February 16, 1971

FAI-391

Your letter 2003 of December 22, 1970

1971-72 Discretionary Budget - Projects in the U.S.

56-1-2-USA
37 37

Thank you for your comments and recommendations on the special projects for which the extra credits in FY 1971-72 might be used.

2. Attached is a copy of our memorandum on the Arctic Tour by U.S. VIPs on which you will note the Under Secretary's comment that "to be worthwhile this will have to be really well done. In the circumstances it probably should be postponed in favour of a good alternative project (e.g. the film). We should, however, start planning for a northern trip well ahead of time". You will also note that we suggested postponing the Arctic tour until 1973-74 on the grounds that U.S. legislators and opinion makers will be engrossed in the U.S. election during most of 1972. Although it may be somewhat out of date for future planning you may find interesting G.W. Rowley's report on the 1966 northern tours which he planned and which he said were most successful. Enclosed also are copies of the papers prepared for the tour in 1970 by members of the Diplomatic Corps in Ottawa.

3. We will be writing to you separately on the Public Attitude Survey in the U.S. and the proposed general film. With these being most likely to be undertaken in 1971-72, we assume you will agree that the Arctic Tour might be postponed. We should, however, be grateful for your views on when the tour could be scheduled.

ORIGINAL SIGNED BY

L. A. D. STEPHENS

JS Under-Secretary of State
for External Affairs

Ottawa 4, August 17, 1966.

DIRECTOR, NORTHERN ADMINISTRATION BRANCH

Minister's Tour with the Economic Council

I thought I would send you a rundown on the Minister's tour to check that all arrangements have been made. I attach a copy of the itinerary as it has developed so far, and a list of the party. There may be one or two changes. In particular Mr. Marchand may not be going and there may be another cabinet minister.

The party leaves Ottawa on the morning of Saturday, August 20, and goes to Frobisher Bay. Here you are arranging for them to be given a briefing and a drive round the settlement. They will have had lunch on the aircraft.

They then go on to Cape Dyer where arrangements have been made through the R.C.A.F. for them to be taken to see the station and to have coffee. They will then go on to Mary River for that night and for the following night. Baffinland Iron are making all arrangements for them there.

On Monday they go to Resolute where they will spend the morning. I have arranged for a briefing on oil and mineral exploration to be given by representatives of Cominco, and I have asked the Department of Transport to arrange for them to have lunch. A stop of one hour has been scheduled for Sachs Harbour. This is to give them a chance of seeing an isolated settlement and possibly something of the seismic oil exploration program in that general area. They then go on to Tuktoyaktuk where they will spend two and one-quarter hours. During this time Mr. Gilchrist will tell the party about northern transportation operations. I am assuming that your representative at Tuktoyaktuk will be making arrangements for the party to be shown the new wharf site and to be driven through Tuktoyaktuk to the extent that transportation is available. It will have been a long day and a cup of tea or coffee would probably be very acceptable, if this can be arranged. For the stop in Tuktoyaktuk the party will be in the hands of your representative but would he please include an opportunity soon after arrival for Mr. Gilchrist to speak for twenty minutes or so to the party.

From Tuktoyaktuk the party flies to Inuvik where they will again be in your hands until they leave. I assume that arrangements have been made for their accommodation. They will require dinner on arrival. In the evening there will be a briefing by Mr. Dablstron of Crest Exploration. This should be in the conference room at the research laboratory. This would also provide an opportunity for your representative to say a few words about Inuvik. The next day is for trips around in the area which I assume you are arranging along the lines of my memorandum of 9 August. We will not now need the aircraft on wheels I mentioned to go to Crest. This is a change. Mr. Dablstron is flying to Inuvik

-2-

in his company's Dakota. He will be able to take a small group from the party to Crest in his aircraft either on Tuesday, or more probably on Wednesday enroute to Whitehorse. Mr. Lewis may be coming to Inuvik via commercial aircraft to speak to the party about the development of small businesses in the north and if this materialises it should be fitted in the program for Tuesday. On the 24th we set off from Inuvik to go to Dawson. Unfortunately, we cannot land at Anvil so we are going to spend a longer time at Dawson and have lunch there. I understand that you will make the arrangements for lunch at Dawson and for seeing a gold dredge and anything else they should do before they leave at 1330. On arrival at Whitehorse the party will drive around the town and also go to see New Imperial Mines before going to their hotels. I understand that Mr. Fingland is arranging a dinner that night followed by a reception.

Next day we leave for Tungsten where we arrive at 11.45 P.S.T. I have been in touch with Canada Tungsten Limited and they are making arrangements for the party there, which will include coffee and sandwiches.

We then go to Peace River arriving there at 1800 M.S.T. All arrangements here are being made by the Alberta Government and we have no responsibility until the party returns to the Northwest Territories next day when they arrive at Pins Point at 1515 M.S.T. Here they will be visiting the mine and this has been arranged with Consolidated Mining and Smelting.

From Pins Point the party goes on to Yellowknife. I understand that they are staying at Akaitcho Hall and that they will be having dinner there shortly after arrival. John Parker tells me that there will be a reception that night and that next day arrangements are being made for them to visit the town and see local sights. They will have an early lunch before leaving. John Parker mentioned that one or two people from Hay River and Fort Smith would probably be visiting Yellowknife to meet the Council and that one opportunity for them to talk to the Council might be at this lunch. I am assuming that all the arrangements at Yellowknife are being made and co-ordinated there between the mayor and your representative.

From Yellowknife the party goes to Churchill and I understand that the Public Works representative is arranging with your representative to accommodate the party and to look after them during their stay. I think they should be given an opportunity to buy some souvenirs from the gift shop presumably on Saturday night. There will probably be a rocket launching as well that night. The next day they should visit the harbour and the town before leaving around 1.00 p.m. Two members of the National Harbours Board are going to Churchill in order to meet the party and to tell them about their operations at Churchill. I think it would be a good idea for the party to have a box-lunch with them to break up the long journey to Ottawa and to allow them more time to see Churchill. Could this please be arranged between your representative and Public Works.

-3-

I think that covers all the main points, but please get in touch with me if you see any omissions or if there is anything about which you are uncertain.

The crew of the aircraft will probably total eight. The R.C.A.F. was asked some time ago whether they wanted us to make arrangements for the accommodation of the crew. They have not yet given us a definite answer. Perhaps this could be checked locally.

ROWLEY/jb

G.W.R.

File.
Diary
Circ.
Ch.

MEMORANDUM

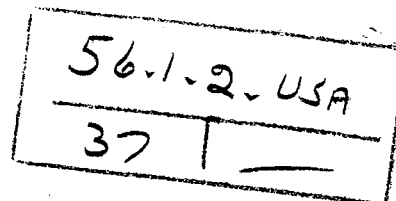
Miss Weiss (through Miss Dench)

UNCLASSIFIED

February 15, 1971.

A.T. Hardy

Information Meeting - Washington



2

Two matters which might be introduced into one of the sessions if you consider them appropriate for the Washington meeting:

1. What plans has Information Canada to open an outlet in the United States or is there any outlet now in the United States, even though it is not an Information Canada Bookshop?

When I was in Washington, one of the good serious bookshops downtown ordered quite a bit of Canadian Government material, particularly in the economic field. Are there any places in the U.S., now, where one can order such material?
... I noted in the winter issue of "Foreign Affairs", the attached reference to our Foreign Policy papers, etc., but no indication of where they could be purchased, as list only includes U.S. outlets.

2. Does Information Canada think it feasible to approach any textbook publishers in the United States to arrange for them to carry some of our government material? This would draw it immediately to the attention of universities, high schools, etc.

Some time ago, I had an informal discussion with a Mr. Pennylegion of the Canadian Government Printing Bureau. This was one of his ideas for furthering information on Canada in the United States, but he had not "sold" his superiors on this idea. I note that this same person is now in charge of Information Canada's Canadian publications section in the Bookstores and Sales Promotion end of the Publishing Division.
... The attached Communiqué de Presse from the Conseil Supérieur du Livre indicates action which has been taken to market Quebec books in the United States.

2. If these points are not raised in Washington, they might be worth while to broach here.

A.T.H.

FAI/A.T. HARDY/WC

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

file
ew

MEMORANDUM

TO
A Miss Weiss (through Miss Dench)

FROM
De A.T. Hardy

REFERENCE
Référence

SUBJECT
Sujet Information Meeting - Washington

SECURITY
Sécurité UNCLASSIFIED

DATE February 15, 1971.

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-45A	
MISSION	10

ENCLOSURES
Annexes

2

DISTRIBUTION

Two matters which might be introduced into one of the sessions if you consider them appropriate for the Washington meeting:

1. What plans has Information Canada to open an outlet in the United States or is there any outlet now in the United States, even though it is not an Information Canada Bookshop?

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... The attached Communiqué de Presse from the Conseil Supérieure du Livre indicates action which has been taken to market Quebec books in the United States.

2. If these points are not raised in Washington, they might be worth while to broach here.

I think this is preferable
W

for
A.T.H.

SOURCE MATERIAL

By Donald Wasson

I. DOCUMENTS

Documents may be procured from the following: *United States*: Gov't Printing Office, Superintendent of Documents, Washington, D.C. 20402. *Great Britain*: British Information Services, Sales Section, 845 3rd Ave., New York 10022. *United Nations*, *International Court of Justice*: United Nations, Sales Section, New York 10017. *United Nations Educational, Scientific and Cultural Org.* and *Food and Agric. Org.*: Unipub, Inc., P.O. Box 483, New York, 10016. *Int. Labor Office*: 917 15th St., N.W., Washington, D.C. 20005. *European Coal and Steel Community*, *European Economic Community*, *Euratom*: 808 Farragut Bldg., Washington, D.C. 20006. *Organization for Economic Cooperation and Development*: 1750 Pennsylvania Ave., N.W., Washington, D.C. 20006. Washington imprints are Government Printing Office and Congressional documents, unless otherwise noted, are for the 91st Congress, 2nd Session. New York imprints are United Nations, unless otherwise noted.

AFRICA

INDUSTRIALIZATION, foreign capital and forced labour in South Africa. N.Y., 1970. 102 p. (70.II.K.8.) \$2.00.

ASIA AND PACIFIC OCEAN

SOUTH Pacific Commission. Hearing, Subcommittee on International Organizations and Movements, Committee on Foreign Affairs, House, on H.J. Res. 1162, Apr. 29, 1970. Washington, 1970. 25 p.

UNITED States involvement in Southeast Asia. Report, Select Committee on United States Involvement in Southeast Asia, House, pursuant to H.Res. 976, Jl. 6, 1970. Washington, 1970. 164 p. (H. Rept. 91-1276.)

VIETNAM policy proposals. Hearings, Committee on Foreign Relations, Senate, on S. 3000 [and others], Feb. 3-Mar. 16, 1970. Washington, 1970. 405 p.

STUDENT views toward United States policy in Southeast Asia. Hearings, Ad Hoc Committee of Members of the House of Representatives, May 21-22, 1970. Washington, 1970. 277 p.

AMERICAN prisoners of war in Southeast Asia, 1970. Hearings, Subcommittee on National Security Policy and Scientific Developments, Committee on Foreign Affairs, House, Apr. 29-May 1, 1970. Washington, 1970. 148 p.

—, Report, Committee on Foreign Relations, Senate, to accompany H. Con. Res. 454, Feb. 16, 1970. Washington, 1970. 21 p. (S. Rept. 91-705.)

INVESTIGATION of the My Lai incident. Report, Armed Services Investigating Subcommittee, Committee on Armed Services, House, under authority of H.Res. 105, Jl. 15, 1970. Washington, 1970. 53 p. (Com. Print.)

A REVIEW of the inequitable monetary rate of exchange in Vietnam. Report, Committee on Government Operations, House, Je. 25, 1970. Washington, 1970. 16 p. (H. Rept. 91-1228.)

REFUGEE and civilian war casualty problems in Laos and Cambodia. Hearing, Subcommittee to Investigate Problems connected with Refugees and Escapees, Committee on the Judiciary, Senate, May 7, 1970. Washington, 1970. 107 p.

THE TRANSFER of power 1942-7. Vol. I: The Cripps Mission, January-April 1942, ed. by Nicholas Mansergh and E. W. R. Lumby. London, HMSO, 1970. 928 p. \$25.20.

DEVELOPING NATIONS

POPULATION program assistance; aid to developing nations by the United States, other nations, and international and private agencies. Washington, Agency for International Development, 1969. 163 p.

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OUTFLOW of trained personnel from developing countries to developed countries; report of the Secretary-General. N.Y., 1970. 131 p. (E/4820.)

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LA DIFFUSION DU LIVRE CANADIEN-FRANÇAIS À L'ÉTRANGER CONSEIL SUPÉRIEUR DU LIVRE

3405, rue Saint-Denis, Montréal 130, Qué., Canada ☛ Téléphone: 845-5631

Ce 20 janvier 1971

COMMUNIQUE DE PRESSE

S.V.P. prière de publier. Merci.

PUBLICATION IMMEDIATE

LA DIFFUSION DU LIVRE QUEBÉCOIS AUX U.S.A.

Le Conseil Supérieur du Livre annonce la création d'un troisième Centre de diffusion du livre canadien-français et du manuel scolaire québécois aux U.S.A.

A la suite de la création d'un Centre à Paris en 1967, à Bruxelles, en 1970, des ententes professionnelles et commerciales sont intervenues avec un important diffuseur américain et entreront en vigueur le 1er janvier 1971.

Le CSL a négocié une Convention avec International Scholarly Book Services, Inc. de l'Etat de l'Illinois, U.S.A. qui représentera une vingtaine d'éditeurs québécois et diffusera en exclusivité quelques 400 titres québécois dès janvier prochain.

Les éditeurs participants sont membres de l'Association des Editeurs Canadiens et de la Société des Editeurs de Manuel Scolaire du Québec.

Au cours des prochaines semaines, tous les éditeurs membres des sociétés affiliées au CSL seront invités à prendre part à cette nouvelle initiative sur le marché américain en faveur du livre québécois.

Afin d'appuyer cette réalisation, un programme de promotion et de publicité a été établi par le CSL. Depuis quelques mois, trois vitrines extérieures du Rockefeller Centre à New-York, sont consacrées au livre québécois sous les auspices de la Délégation du Gouvernement du Québec à New-York, 118 titres de 16 éditeurs québécois ont été exposés, particulièrement lors du récent Congrès américain des sciences sociales en novembre.

Pour la quatrième année consécutive, le CSL avec le concours de la direction des Affaires culturelles du Ministère des Affaires extérieures du Canada participera à l'exposition internationale, lors du Congrès des bibliothécaires américains à Dallas, du 20 au 26 juin 1971, dans un stand collectif sous les auspices du Ministère de l'Industrie et du Commerce du Canada.

Grâce à la collaboration constante du Service du Canada d'outre-frontière du Ministère des Affaires culturelles du Québec, le nouveau Centre de Diffusion aux U.S.A. recevra l'appui du Québec dans le cadre d'un programme de promotion à l'étude.

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LE LIVRE CANADIEN-FRANÇAIS À L'ÉTRANGER - EXPOSITIONS

Au cours des récentes semaines nous avons exposé des ouvrages lors des Foires et expositions suivantes:

Varsovie (Pologne) - 17-24 mai 1970- Centre de Diffusion de Bruxelles avec Vander éditeur.

23 titres de 6 éditeurs représentant 19 écrivains québécois.
Détroit (U.S.A.) 28 juin au 2 juillet - Stand collectif du CSL

Congrès annuel des bibliothécaires américains

225 titres de 18 éditeurs représentant 135 écrivains québécois.
Francfort (Allemagne fédérale) 24-29 septembre- stand collectif du CSL

278 titres de 26 éditeurs représentant 150 écrivains québécois.
Sofia (Bulgarie) 11-18 octobre 1970- Centre de Diffusion de Bruxelles avec Vander éditeur

32 titres de 6 éditeurs représentant 29 écrivains québécois.
Belgrade (Yougoslavie) 22-28 octobre 1970- Centre de Diffusion de Bruxelles avec Vander éditeur.

34 titres de 8 éditeurs représentant 28 écrivains québécois.
On peut se procurer en s'adressant par écrit seulement au secrétariat les rapports des expositions de Détroit, Francfort, Bruxelles et Nice 70.

Représentation à l'étranger: Centres de diffusion:

a) littérature: Bruxelles, Belgique - chez Vander éditeur, 21 rue Defacqz, Bruxelles, 5

Paris, France- à la Librairie L'Ecole, 11, rue de Sèvres, Paris, 6e, France.

b) manuel scolaire: Bruxelles - Maison A. de Boeck, éditeur, 203, avenue Louise, Bruxelles, 5.

Paris - Librairie L'Ecole, 11, rue de Sèvres, Paris, 6e

c) Italie : librairie Sansoki - Milan
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Centre national des Arts

Confederation Square/Place de la Confédération
Ottawa 4, (613) 996-5051Office
of the Director GeneralCabinet
du Directeur général

Cable address/Câblogramme: Centrart

15 February 1971.

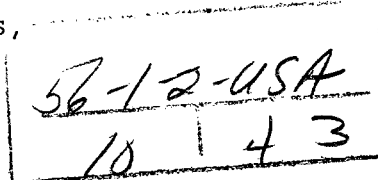
TO: FIS

FROM: ACRG

FEB 18 1971

ATTN Mr. Hicks

Douglas Hicks, Esq.,
Information Division,
Department of External Affairs,
275 Slater Street,
Ottawa, Ontario.



*Miss Weir's
file
EW*

Dear Mr. Hicks:

I am sorry not to have replied sooner to your letter of 29 January inviting me to attend the Information Meeting to be held at our Embassy in Washington from 17 to 19 March. My plans for next month have now been settled, and I find that I shall be free to accept your invitation, which I do with the greatest pleasure.

I plan to take the Eastern Airlines' morning flight to Washington on Wednesday 17 March, and will be returning to Ottawa on Sunday afternoon 21 March. As I shall be accompanied by my wife I would be grateful if the Embassy could reserve a double room for us both at the Embassy Row Hotel on Massachusetts Avenue as you were good enough to suggest.

Yours sincerely,

G.H. Southam,
Director General.

*Emb. Wash
requested to make Hotel
reservations in accordance
with Mr Southam's needs -
EW 19/2/71*

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U N C L A S S I F I E D

FM WSHDC 435 FEB12/71

TO OTT EXT FAI

AIRMAIL ALL CONSULAR POSTS

---INFO MTG WSHDC MAR18-19

WE WOULD PROPOSE THE FOLLOWING PROGRAM FOR INFO MTG WITH
PRESENTATIONS AS INDICATED:

MAR17 6:30PM-AMBASSADORS RECEPTION FOR PARTICIPANTS.

MAR18 9AM-AMBASSADORS WELCOME.

9:10AM-GROUND RULES BY GEN CHAIRMAN(OHAGAN).

9:15AM-DISCUSSION TOPIC 1-CDN INFO IN USA AND ASSESSMENT FROM
THE INSIDE.DISCUSSION LEADERS HICKS,PEERS AND PALMER(CGTB),OHAGAN
BRYCE,NUTT(CHAIRMAN);WE WOULD HOPE THAT HICKS WOULD MAKE A BRIEF
REVIEW OF CDN GOVT INFO ACTIVITIES IN THE USA BOTH PRESENT AND
PLANNED EMPHASIZING THOSE POINTS WITH WHICH CONSULATES MAY BE LEAST
FAMILIAR.REVIEW MIGHT INCLUDE OPPORTUNITIES FOR PARTICIPATION BY
CONSULATES IN SUCH PROGRAMS AS DISTR OF INFO MATERIAL,VISITING
JOURNALISTS,OTHER VISITORS PROGRAMS TO CDA,DISSEMINATION OF POLICY
AND BACKGROUND MATERIAL,BRIEFING OF JOURNALISTS ON CURRENT EVENTS,
VISITS BY CDN OFFICIALS,ACADEMICS,JOURNALISTS,ETC TO USA,ASSISTANCE
TO PUBLISHERS AND WRITERS,COLLECTION OF INFO CONCERNING MEDIA ETC,
EXTENT OF INFO RESOURCES AVAILABLE IN OTT.

2.OHAGAN WILL SUPPLEMENT THIS PRESENTATION WITH A DESCRIPTION OF THE
EMBS ROLE IN COORDINATING AND ASSISTING THE WORK OF THE CONSULATES.
BRYCE WILL ENUMERATE THE SPECIAL PROBLEMS AND CONSIDERATIONS

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PERTINENT TO THE NY AREA. PEERS AND PALMER WILL REVIEW THE EXTENT OF THE CGTB OPERATIONS IN THE USA AND DETAIL THE RESOURCES AVAILABLE TO THE CONSULATES FROM CGTB SERVICES. HE MAY WISH TO INDICATE WAYS IN WHICH TRAVEL BUREAU AND THE CONSULATES CAN WORK MORE CLOSELY TO EACH OTHERS BENEFIT. HE MAY WISH TO SUGGEST THE AMOUNT OF TOURIST INFO CONSULATES MAY WISH TO PROVIDE AND MAY INDICATE CONSULAR ACTIVITIES WHICH CAN HELP DIRECT ATTN TOWARDS THE CGTB SERVICES. NUTT AND OTHER CONSULAR REPS WILL NO/NO DOUBT WISH TO REPORT ANY PROBLEMS ENCOUNTERED IN FULFILLING THEIR INFO RESPONSIBILITIES AND SUGGEST WAYS OF IMPROVEMENT. WHERE PRACTICABLE, CONSIDERATION OF CULTURAL AFFAIRS AND NFB/CBC RELATIONS SHOULD BE LEFT FOR DISCUSSION DURING A SUBSEQUENT DISCUSSION PERIOD.

10:45AM-DISCUSSION TOPIC 2-CDN INFO IN THE USA-AN ASSESSMENT FROM THE OUTSIDE:DISCUSSION LEADERS WHO WILL BE FROM OUTSIDE GOVT SERVICES WILL GIVE THEIR OPINIONS CONCERNING THE OPERATION OF A SUCCESSFUL NATL INFO SERVICE AND WHERE PRACTICABLE ASSESS THE CDN PERFORMANCE IN THIS FIELD WITH RECOMMENDATIONS FOR ITS IMPROVEMENT. FORSYTH-SMITH(CHAIRMAN).

12:15PM-ADJOURN.

12:30PM-LUNCHEON-THE CDN MOOD AND INFO CDA. SPEAKER JL GAGNON DIRGEN INFO CDA. F.-X HOUSE(CHAIRMAN). CONSULATES HAVE OFTEN EXPRESSED TO US THEIR SENSE OF ISOLATION FROM CDN EVENTS. THE FACTUAL DETAILS ARE AVAILABLE THROUGH THE PRESS, PERIODICALS AND DEPTL TELS, BUT THE MOOD OF THE COUNTRY IS A MUCH MORE DIFFICULT THING TO CONVEY. THERE

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AGE THREE 435

ARE SUGGESTIONS THAT THE CRISIS OF LAST AUTUMN CONSIDERABLY AFFECTED CDN FEELINGS OF NATL PURPOSE AND DIRECTION AND OUR CONSULATES WOULD BE GRATEFUL IF GAGNON COULD TRY TO ASSESS THE PRESENT ATMOSPHERE BOTH IN GOVT AND AMONG THE GEN PUBLIC IN CDA WITH THE INFLUENCE ANY CHANGES IN THE GEN MOOD MAY FORETELL FOR FUTURE CDN POLICY AND IN INFO WORK IN PARTICULAR. MORE SPECIFICALLY CONCERNING INFO CDA, THE CONFERENCE WOULD WELCOME GAGNONS REVIEW OF IMMED PLANS AND LONG RANGE PROSPECTS FOR HIS AGENCY. GAGNON MAY WISH TO SPEAK FOR APROX HALF HOUR AND ALLOW FIFTEEN MINUTES FOR QUESTIONS; WE WOULD HOPE HE WOULD ALSO PARTICIPATE IN SUBSEQUENT DISCUSSION PERIOD.

2:15PM-DISCUSSION TOPIC 3-CDN INFO SERVICES-THE OUTLOOK.

DISCUSSION LEADERS MAY BE (ICER), WALLACE (CGTB) MURPHY (ITC) ADAMS/CHIASSON (MANDI) GAGNON (INFO CDA) STEPHENS (CHAIRMAN). PURSUANT TO PREVIOUS DISCUSSION TOPICS AND TO GAGNONS LUNCHEON ADDRESS THE BROADER TOPIC OF INFO SERVICES IN THE USA AND THROUGHOUT CDN GOVT DEPTS WILL BE CONSIDERED. A REP FROM ICER MAY WISH TO OUTLINE THE PROGRESS OF INTEGRATION PLANNED FOR THE FOREIGN SERVICES AND ITS IMPLICATION FOR INFO WORK. REPS FROM ITC AND MANDI MAY WISH TO OUTLINE THEIR OWN DEPTS ACTIVITIES IN THE INFO FIELD TO MAKE CLEAR WHAT RESOURCES ARE AVAILABLE FOR USE BY THE CONSULATES AND HOW THE CONSULATES CAN FURTHER THE INFO WORK OF THESE AND OTHER GOVT DEPTS. STEPHENS WILL WISH TO PLACE THESE OTHER INFO ACTIVITIES IN RELATION TO EXTER FACILITIES PARTICULARLY AMONG THOSE OTHER DIVS FOR WHICH HE IS NOW RESPONSIBLE.

3:45PM-COFFEE.

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4PM-DISCUSSION GROUP 4-CULTURAL EXPRESSION.THE ARTS.WHAT TO DO?
DISCUSSION LEADERS TOVELL,SOUTHAM(NAT ARTS CENTRE)MCCLELLAND/CLARK
(FOR CDN BOOK INDUSTRY)ALMA HOUSTON(CDN ARCTIC PRODUCERS)COWLEY
(CHAIRMAN).TOVELL MIGHT WISH TO SUMMARIZE THE PROSPECTS FOR CULTURAL
ACTIVITIES IN THE USA PARTICULARLY THOSE OPPORTUNITIES AVAILABLE TO
INDIVIDUAL CONSULATES.PROSPECTS FOR ADDITIONAL FUNDING IN THIS
FIELD MIGHT BE SPELT OUT TOGETHER WITH RECOMMENDATIONS FOR THE
CONSULATES AS TO THE TYPE AND SCOPE OF OPPORTUNITY THEY SHOULD SEEK
FOR CDN CULTURAL MANIFESTATIONS.SOUTHAM MAY WISH TO SUMMARIZE PRESENT
AND PLANNED ARTS CENTRE ACTIVITIES AFFECTING THE USA AND RESOURCES
AVAILABLE FOR CONSULATES PARTICULARLY THROUGH CENTRES SERVICES AS
NATL IMPRESARIO.HELP WHICH CONSULATES MAY AFFORD THE CENTRE MAY BE
OUTLINED.MCCLELLAND OR CLARK MAY WISH TO DESCRIBE PROGRESS IN
PROMOTING CDN BOOKS IN THE USA AND TO SPECIFY WAYS IN WHICH
CONSULATES MAY ASSIST.MRS HOUSTON WILL WISH TO DESCRIBE THE NUMBER OF
VERY SUCCESSFUL EXHIBITIONS OF ESKIMO ART HER AGENCY HAS MOUNTED
IN USA AND EXPLAIN HOW CONSULATES MAY BEST MAKE USE OF HER AGENCY'S
RESOURCES.COWLEY WILL OUTLINE EMB ROLE AND EXPERIENCE IN CULTURAL
AFFAIRS PROMOTION.

CULTURAL EXPRESSION-EDUCATION(SCHOOLS AND UNIVERSITIES)DISCUSSION
LEADERS DALE THOMSONDIRECTOR CDN STUDIES JOHNS HOPKINS UNIVERSITY,
RICHARD LATES(BOARD OF EDUCATION BURLINGTON VERMONT)AND/OR TED
MILES(CDN STUDY PROGRAM U OF VT)AND/OR ED MCKAY AND/OR BILL MCANDREW
(UNIVERSITY OF MAINE)GORN,COWLEY(CHAIRMAN)THOMSON MAY WISH TO DESCRIBE

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THE PROMOTION OF CDN STUDIES AT UNIVERSITY LEVEL AND GIVE DETAILS OF FOR EXAMPLE THE UP-COMING CONFERENCE ON CDN STUDIES AT DUKE UNIVERSITY APR2-3. HE WILL SPECIFY WAYS IN WHICH CONSULATES MAY HELP LOCAL UNIVERSITIES TO SET UP CDN STUDY PROGRAMS. A REP FROM VT OR ME WILL DESCRIBE THE WAY IN WHICH HIS STATE UNIVERSITY ENCOURAGES AND COORDINATES CDN STUDIES AT THE HIGH SCHOOL LEVEL AND SUGGEST WAYS IN WHICH BY USING THE ME OR VT EXPERIENCE AS A MODEL CONSULATES CAN ENCOURAGE SIMILAR INITIATIVES BY LOCAL STATE EDUCATION AUTHORITIES. GORN WILL ILLUSTRATE FROM HIS OWN EXTENSIVE EXPERIENCE METHODS OF ENCOURAGING STATE BOARDS AND UNIVERSITY OFFICIALS TO TAKE GREATER INTEREST IN THE TEACHING OF CDN STUDIES. COWLEY WILL SUMMARIZE THE EMBS ACTIVITIES AND RESOURCES AVAILABLE TO THE CONSULATES IN THIS FIELD.

5:30PM-ADJOURN.

6:30PM-RECEPTION INFO OFFICE NAB BLDG. GUESTS: REPS OF MEDIA GOVT COMMERCIAL AND CULTURAL FIELDS AND CONFERENCE PARTICIPANTS. MAR19 9AM-DISCUSSION GROUP 5-FILMS, EXHIBITIONS AND BROADCAST MATERIALS. DISCUSSION LEADERS CHAGNON/BOUNDY (NFB) ELLIOTT (EXHIBITION SERVICES INFO CDA) MCCULLUM (CBC) DELAFIELD (CBCIS) LAUGHTON (CHAIRMAN). AS WELL AS OUTLINING THE PRESENT ACTIVITIES AND RESOURCES AVAILABLE TO CONSULATES FROM THESE THREE AGENCIES, IT IS TO BE HOPED THAT SOME DISCUSSION MIGHT BE HELD ON THE LONG RANGE FUTURE PROSPECTS FOR EXPANDED WORK IN THE USA AND THE ROLES THAT CONSULATES MIGHT PLAY IN THIS EXPANSION. BOTH THE CBCIS AND THE CBC ITSELF SHOULD BE

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REPRESENTED;THE CBCIS IS ESSENTIALLY A RESOURCE AGENCY ALTHOUGH CONSULATES MAY BE ABLE TO ASSIST ITS WORK BY HELPING PLACE SUCH PROGRAMS AS THE WEEKLY PRESS SURVEY;CBC ACTIVITIES APART FROM NEWS GATHERING ARE ESSENTIALLY COMMERCIAL AND IT MAY BE THAT MANY OPPORTUNITIES EXIST FOR THE USEFUL PROMOTION OF CBC PRODUCTIONS BY THE EMB AND THE CONSULATES NOT/NOT HERETOFORE EXPLOITED.

10:30AM-COFFEE.

10:45AM-DISCUSSION GROUP 6-HOW RELEVANT IS CDA?A SPECIAL PERSPECTIVE.WITH DISCUSSION LEADERS DRAWN FROM THE MEDIA OR PUBLIC RELATIONS FIRMS WITH LANGILLE AS CHAIRMAN.THIS DISCUSSION WILL CONCERN THE RELEVANCE OF THE CDN SITUATION AND EVENTS TO INDIVIDUAL USA CITIZENS AND HOW BETTER TO IMPRESS THIS RELEVANCE UPON THEM.

12:15PM-ADJOURN.

12:30PM-LUNCHEON.ARE WE SELLING CDA WELL ENOUGH?SPEAKER HARRY CARLSON,(CHAIRMAN)MCENTYRE.CARLSON WHO WAS PUBLIC RELATIONS COUNSEL IN USA FOR EXPO 67 AND CENTENNIAL COMMISSION WILL DRAW FROM HIS EXPERIENCES TO SUGGEST WAYS IN WHICH CDA CAN BE MORE EFFECTIVELY PUT FORWARD IN THE USA.

2PM-ADJOURN.

2:15PM-UNFINISHED BUSINESS AND SUMMING UP:OHAGAN,STEPHENS ETC.
CLOSING COMMENTS(AMBASSADOR).

3:30PM-MTG CONCLUDES.

122314Z

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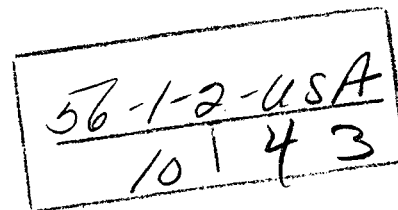
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File No./Dossier

February 12, 1971.

Mr. L. A. D. Stephens,
Director General,
Bureau of Public Affairs,
Department of External Affairs,
Congill Building,
Ottawa, Ontario.



Dear Mr. Stephens:

Thank you for the invitation to attend the Information Meeting in Washington, March 17 - 19, 1971.

Unfortunately, it will not be possible for me to attend this meeting, but Jack Murphy will be there and will represent this Office.

Regards,

L. J. Rodger,
General Director,
Office of Promotional Services.

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES

MEMORANDUM

TO : DOM
FROM : FAP
REFERENCE :
SUBJECT : Arctic Tour by U.S. VIPs

SECURITY Unclassified
Sécurité

DATE February 12, 1971

NUMBER
Numéro

FILE	DOSSIER
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ENCLOSURES
Annexes

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GWU

To be worthwhile this will have to be really well done. In the circumstances it is probably in favour of a first alternative project (the film). We should have something planned for a northern trip well ahead of time.

You will recall that one of the special projects proposed for 1971-72, when extra budgetary funds become available, was a VIP visit to the Canadian North by U.S. legislators, publishers and opinion makers. Our objectives for the tour are to:

- 1) provide an opportunity to emphasize the special conditions obtaining in the Arctic and the importance of the conditions underlying the Government's approach to the problem of pollution there;
- 2) show the immensity of the area which for national, and indeed continental security, demands increased Canadian surveillance and safe-guarding;
- 3) provide a first hand view of some of the new activities taking place in the north and the pace of development in human and natural resources;
- 4) attempt to correct some of the American misunderstanding of Canadian policies as applied to the North. Without any conception of conditions in the Arctic there has been an inclination to misinterpret Canadian legislation to prevent pollution in Arctic waters and actions to increase the presence of Canadian Armed Forces in the North. The Government's policy on foreign investment in the developing area could be clarified.

2. In reply to our request for their comments on this proposal, the Embassy in Washington has endorsed it with reservations. They make the valid point that, at the level of people we would wish to invite, eleventh-hour cancellations by some of them are almost inevitable. While warmly endorsing any initiative designed to further understanding of Canada among U.S. opinion formers, the Embassy admits that it hasn't established the complete rationale for this initiative and the benefits likely to accrue from this exposure to the Canadian North. The Embassy also questions the use of some \$50,000 for the project when personnel and other resources are in limited supply for the development of information activities in the United States.

.../2

- 2 -

3. In answer to these points I think that, since only about 20 people could be invited, the back-up list of participants could maintain the high level desired. Our objectives for the tour provide the rationale for the proposal. We can only agree that more personnel and resources are needed for our information program but the advantage of this project is that it is aimed at people in positions of influence who are not usually reached by our regular information programs. A check on the costs of the Arctic Tours for the Diplomatic Corps leads us to believe that one tour might in fact cost less than \$50,000 and that it might be possible to interest the Department of National Defence in participating.

4. Attached is a copy of the list of U.S. VIPs suggested by the Embassy for the tour. We should like to recommend to the Embassy that 1) some Republicans should be included among the legislators to indoctrinate potential Committee Chairmen, 2) more than one or no Cabinet member be invited, 3) consideration be given to including leading bankers and Presidential Economic Advisers and industrialists.

5. If we are to proceed with this project, it should be undertaken this summer or early fall before the intense electioneering for 1972 gets underway in the United States or postponed until 1973-74. I am rather inclined to postpone it for the following reasons:

- 1) We are hoping to go ahead in the coming year with the professional survey of U.S. attitudes towards Canada. This will help us plan a more effective information program which could cost more money in the coming years. The survey also may well indicate a more important vehicle for influencing the VIP opinion formers than the tour of the Arctic.
- 2) If we can go ahead with the production of a general film on Canada, we will need more than the \$50,000 presently budgeted for the tour.
- 3) The Embassy's reservations about the tour.

6. I should be grateful for your views.



Bureau of Public Affairs

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MEMORANDUM

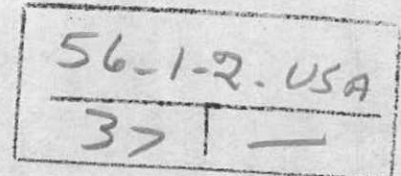
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Unclassified

FAP

February 12, 1971

Arctic Tour by U.S. VIPs



You will recall that one of the special projects proposed for 1971-72, when extra budgetary funds become available, was a VIP visit to the Canadian North by U.S. legislators, publishers and opinion makers. Our objectives for the tour are to:

- 1) provide an opportunity to emphasize the special conditions obtaining in the Arctic and the importance of the conditions underlying the Government's approach to the problem of pollution there;
- 2) show the immensity of the area which for national, and indeed continental security, demands increased Canadian surveillance and safe-guarding;
- 3) provide a first hand view of some of the new activities taking place in the north and the pace of development in human and natural resources;
- 4) attempt to correct some of the American misunderstanding of Canadian policies as applied to the North. Without any conception of conditions in the Arctic there has been an inclination to misinterpret Canadian legislation to prevent pollution in Arctic waters and actions to increase the presence of Canadian Armed Forces in the North. The Government's policy on foreign investment in the developing area could be clarified.

2. In reply to our request for their comments on this proposal, the Embassy in Washington has endorsed it with reservations. They make the valid point that, at the level of people we would wish to invite, eleventh-hour cancellations by some of them are almost inevitable. While warmly endorsing any initiative designed to further understanding of Canada among U.S. opinion formers, the Embassy admits that it hasn't established the complete rationale for this initiative and the benefits likely to accrue from this exposure to the Canadian North. The Embassy also questions the use of some \$50,000 for the project when personnel and other resources are in limited supply for the development of information activities in the United States.

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- 2 -

3. In answer to these points I think that, since only about 20 people could be invited, the back-up list of participants could maintain the high level desired. Our objectives for the tour provide the rationale for the proposal. We can only agree that more personnel and resources are needed for our information program but the advantage of this project is that it is aimed at people in positions of influence who are not usually reached by our regular information programs. A check on the costs of the Arctic Tours for the Diplomatic Corps leads us to believe that one tour might in fact cost less than \$50,000 and that it might be possible to interest the Department of National Defence in participating.

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ORIGINAL SIGNED BY
L. A. D. STEPHENS

Bureau of Public Affairs



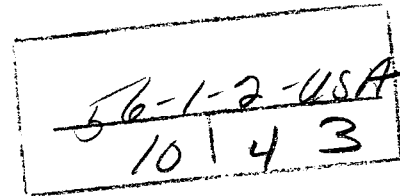
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Canadian Government Travel Bureau
Office de tourisme du gouvernement canadien

OTTAWA/CANADA

February 11, 1971

Mr. L.A.D. Stephens,
Director General,
Bureau of Public Affairs,
Department of External Affairs,
637 Congill Building,
Ottawa, Ontario



Dear Mr. Stephens:

Thank you for your letter of January 27 with the draft agenda for the Information Meeting to be held in Washington, D.C., March 17-19, 1971.

I plan to attend with Mr. Arthur Peers, the Bureau's General Manager for the Western United States, and Mr. Douglas Palmer, our General Manager for the Eastern United States. Since the information activities of our 14 regional offices in the United States are well known to their General Managers, this delegation of three will be broadly representative. We shall come briefed on current and planned developments in the information field.

Yours sincerely,

Dan Wallace
Director

Department
of Industry, Trade
and Commerce

Ministère
de l'Industrie et
du Commerce



Handwritten: + file
Handwritten: ew

Ottawa 4, Canada

File No./Dossier

February 4, 1971

Handwritten: 55

TO: FIS
FROM: ACRG
FEB 8 1971
ATTN: Miss Weiss

Mr. L.A.D. Stephens,
Head of Information Division,
Department of External Affairs,
Congill Building,
275 Slater Street,
Ottawa, Ontario.

56-1-2-USA
371

Dear Llyn:

This is further to your telephone call and subsequent letter and will confirm my attendance at the information meeting in Washington, March 17, 1971.

Incidentally I neglected to say this on the telephone the other day but congratulations on your appointment.

Sincerely yours,

Handwritten signature: Jack

J. A. Murphy,
Director,
Publicity Branch.

Handwritten: FAP

Department of
Indian Affairs and
Northern Development



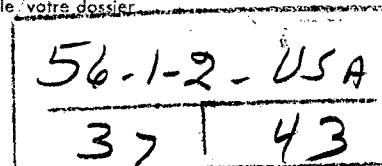
Ministère des
Affaires indiennes et
du Nord canadien

Miss E. Weiss,
Special Programs,
Information Division,
Department of External Affairs,
Ottawa, Ontario

Ottawa 4, February 1, 1971

our file/notre dossier

your file/votre dossier



Dear Miss Weiss:

It appears that the file room has destroyed the file dealing with the first party of V.I.P's etc. that Mr. Laing took to the north and the following outline is from my memory.

The aircraft was the old, rather slow, but very comfortable R.C.A.F. C 5. The Minister had originally been thinking of two trips, one for ambassadors and the other for representatives of business, etc., but it was decided instead to have a single trip with a mixture of people. The ambassadors were those from Denmark, Sweden, Italy, Yugoslavia, The Netherlands, and the U.K. High Commissioner. The Minister had with him Mr. John Turner, who was then his Parliamentary Assistant, Mr. Gordon Gibson, Senior (then a Territorial Councillor), and Gordon Gibson, Junior (then his Executive Assistant). Dr. O.M. Solandt (Chairman of the Science Council), Mr. G. Graham (Vice-President in charge of the Western Region, C.N.R.), Mr. R.E. Emmerson (Vice-President of the C.P.R.), Mr. N. Tottenham-Smith (President of B.P. of Canada), Mr. J.M. Buchanan (President of B.C. Packers), General H. Graham (Chairman, Toronto Stock Exchange), Claude Jodoin (President of the Canadian Labour Congress) Mr. H. Nicholson (President of Crest Explorations), Blair Fraser, Charles Lynch, Maurice Western and I formed the rest of the party. I may have missed out one or two.

We went first to Winisk, then to Churchill where we spent the night. Next day we went to Hall Beach and Resolute for the second night. We went from there to Inuvik for two nights, with side trips to places in the Delta; next to Whitehorse with side trips to various places in the Yukon, then to Yellowknife for the night. The last day we called at Fort Smith en route to Ottawa. The whole trip took a week. It was a very great success. I am sure that having a mixture of interests, rather than ambassadors alone or business men alone, was a very important factor in this.

-- The second trip was carried out by R.C.A.F. Hercules, a faster, but much noisier and less comfortable aircraft. I attach a list of those who took part and a letter that gives a good indication of what we saw and where we went. At Mary

ss E. Weiss

- 2 -

February 1, 1971

River the Hercules bogged down in the runway and delayed us a little but this added to the interest.

If there is anything else you want to know about these trips, please call me.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'G.W. Rowley', with a stylized flourish at the end.

G.W. Rowley,
Scientific Adviser

Encl. 2

Ottawa 4, August 17, 1966.

MINISTER, NORTHERN ADMINISTRATION BRANCH

Minister's Tour with the Journals Council

I thought I would send you a rundown on the Minister's tour to check that all arrangements have been made. I attach a copy of the itinerary as it has developed so far, and a list of the party. There may be one or two changes. In particular Mr. Harbord may not be going and there may be another cabinet minister.

The party leaves Ottawa on the morning of Saturday, August 20, and goes to Inukjuat Bay. Here you are arranging for them to be given a briefing and a drive round the settlement. They will have had lunch on the aircraft.

They then go on to Cape Iyer where arrangements have been made through the R.C.A.F. for them to be taken to see the station and to have coffee. They will then go on to Mary River for that night and for the following night. Raffinland Iron are making all arrangements for them there.

On Monday they go to Repulse where they will spend the morning. I have arranged for a briefing on oil and mineral exploration to be given by representatives of Cominco, and I have asked the Department of Transport to arrange for them to have lunch. A stop of one hour has been scheduled for Sachs Harbour. This is to give them a chance of seeing an isolated settlement and possibly something of the seismic oil exploration program in that general area. They then go on to Tuktoyaktuk where they will spend two and one-quarter hours. During this time Mr. Gilchrist will tell the party about northern transportation operations. I am assuming that your representative at Tuktoyaktuk will be making arrangements for the party to be shown the new wharf site and to be driven through Tuktoyaktuk to the extent that transportation is available. It will have been a long day and a cup of tea or coffee would probably be very acceptable, if this can be arranged. For the stop in Tuktoyaktuk the party will be in the hands of your representative but would he please include an opportunity soon after arrival for Mr. Gilchrist to speak for twenty minutes or so to the party.

From Tuktoyaktuk the party flies to Inuvik where they will again be in your hands until they leave. I assume that arrangements have been made for their accommodation. They will require dinner on arrival. In the evening there will be a briefing by Mr. Dahlstrom of Great Exploration. This should be in the conference room at the research laboratory. This would also provide an opportunity for your representative to say a few words about Inuvik. The next day is for trip around in the area which I assume you are arranging along the lines of my memorandum of 9 August. We will not now need the aircraft on wheels I mentioned to go to Great. This is a change. Mr. Dahlstrom is flying to Inuvik

in his company's Dakota. He will be able to take a small group from the party to Crest in his aircraft either on Tuesday, or more probably on Wednesday enroute to Whitehorse. Mr. Lewis may be coming to Inuvik via commercial aircraft to speak to the party about the development of small businesses in the north and if this materializes it should be fitted in the program for Tuesday. On the 24th we set off from Inuvik to go to Dawson. Unfortunately, we cannot land at Inuvik so we are going to spend a longer time at Dawson and have lunch there. I understand that you will make the arrangements for lunch at Dawson and for seeing a gold dredge and anything else they should do before they leave at 1330. On arrival at Whitehorse the party will drive around the town and also go to see New Imperial Mines before going to their hotels. I understand that Mr. Pingland is arranging a dinner that night followed by a reception.

Next day we leave for Tungsten where we arrive at 11.45 P.S.T. I have been in touch with Canada Tungsten Limited and they are making arrangements for the party there, which will include coffee and sandwiches.

We then go to Peace River arriving there at 1800 M.S.T. All arrangements here are being made by the Alberta government and we have no responsibility until the party returns to the Northwest Territories next day when they arrive at Pine Point at 1515 M.S.T. Here they will be visiting the mine and this has been arranged with Consolidated Mining and Smelting.

From Pine Point the party goes on to Yellowknife. I understand that they are staying at Akaitcho Hall and that they will be having dinner there shortly after arrival. John Parker tells me that there will be a reception that night and that next day arrangements are being made for them to visit the town and see local sights. They will have an early lunch before leaving. John Parker mentioned that one or two people from Hay River and Fort Smith would probably be visiting Yellowknife to meet the Council and that one opportunity for them to talk to the Council might be at this lunch. I am assuming that all the arrangements at Yellowknife are being made and co-ordinated there between the mayor and your representative.

From Yellowknife the party goes to Churchill and I understand that the Public Works representative is arranging with your representative to accommodate the party and to look after them during their stay. I think they should be given an opportunity to buy some souvenirs from the gift shop presumably on Saturday night. There will probably be a rocket launching as well that night. The next day they should visit the harbour and the town before leaving around 1.00 p.m. Two members of the National Harbours Board are going to Churchill in order to meet the party and to tell them about their operations at Churchill. I think it would be a good idea for the party to have a box lunch with them to break up the long journey to Ottawa and to allow them more time to see Churchill. Could this please be arranged between your representative and Public Works.

I think that covers all the main points, but please get in touch with me if you see any omissions or if there is anything about which you are uncertain.

The crew of the aircraft will probably total eight. The R.C.A.F. was asked some time ago whether they wanted us to make arrangements for the accommodation of the crew. They have not yet given us a definite answer. Perhaps this could be checked locally.

HOWLEY/jd

G.W.R.

BEST COPY AVAILABLE

Participants

The Honourable Arthur Laing, Minister of Indian Affairs and Northern Development
Mr. J.F. Grandy, Assistant Deputy Minister, Department of Finance
Mr. W.M. Gilchrist, President, Eldorado Mining and Refining Limited.
Mr. James Nelson, Canadian Press
Dr. J.M. Harrison, Assistant Deputy Minister, Dept. Mines & Technical Surveys
Mr. Courtney Tower, Time Magazine
Mr. Ian MacDonald, Financial Post
Mr. Maurice Cutler, McLean-Hunter
Mr. L. Rasminsky, Governor, Bank of Canada
Mr. S.S. Reisman, Deputy Minister, Department of Industry
Dr. O.M. Solandt, Chairman, Science Council of Canada
Dr. A.H. Zimmerman, Chairman, Defence Research Board
Mr. Charles Lynch, Southam News Agency
Dr. Roger Gaudry, Rector, University of Montreal
Mr. J.A. MacDonald, Deputy Minister of Indian Affairs and Northern Development
Mr. G.W. Rowley, Scientific Adviser