

Canada: Boom Unlimited

LEO CHERNE



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TO Americans Canada is a wonderland, inescapably presented in travel folders with the recurrent photos of tall pines, uninhabited forests, the antlers of buck and bull moose, the crimson of the Mounties' uniform,

the picturesque garb of the Eskimo on the frozen tundra. The lace doilies purchased at Victoria, the view of the Falls from the roof of the General Brock, the imposing vista of Quebec from the Chateau Frontenac, a pair of skis on the Laurentians, breathtaking Banff in the Canadian Rockies, cheaper French perfume, full quarts of Canadian Club, and souvenir totem poles hustled by the tourist through the tunnel which connects Windsor with Detroit complete the average American view of Canada.

With each month, however, reality leaves the myth of the travel folder and the superficialities of tourist impressions further behind. Three facts have suddenly persuaded a growing group in America that Canada is more than a convenient playground: the fact that the Canadian dollar is worth two cents more than the American dollar, the discovery of great oil resources in Alberta and Saskatchewan, the extraordinary and unexpected Canadian decision to do the St. Lawrence Seaway alone. Even the image of naked Doukhobers in their perennial protest against Government fades before the rushing realities of the economic giant emerging in the North.

No matter how you look at it, Canada is unique in our modern world. Its stubborn refusal to cling tamely to our apron strings shocks and impresses us. In these days of restrictions, red tape, planned economies, and economic rigidity, nothing could be more astounding and exciting than a country whose national budget shows a surplus for six years, which welcomes immigrants, which abandons exchange and import restrictions, and which places its faith in free, competitive enterprise.

The incredulity is increased by the knowledge that these emerge from a society which provides most of the protections commonly identified with the welfare state, which includes within its borders a province governed by Socialists, in which the once outlawed Communist Party by changing its name was able to elect a member or two to Parliament, which combines with minimal friction the stubborn English Protestantism of Ontario with the determined Catholicism of French Canadian Quebec.

If we sometimes feel that our own country has lost that spirit of adventure in economic matters and has been seduced by the siren song of the welfare state, we can be consoled and encouraged by the fact that our northern neighbor is pursuing triumphantly the pattern we so much admire and did so much to develop. We must also be more than a little envious of the fact that Canada was able to adopt price control, wage control, and rationing, apply them rigorously during World War II to achieve the desired results with only minor disagreements and dissatisfaction, and finally get rid of the whole apparatus when the objectives were secured.

Those 4,000 miles stretching from Atlantic to Pacific along our northern

border are handsomely endowed. It is a land of fabulous material resources, and our Canadian neighbors are developing their treasures at an amazing rate. The achievements to date have been outstanding. Already Canada is one of the world's chief sources of raw materials and foodstuffs. Nickel, copper, lead, zinc, magnesium, gold, titanium, and a dozen other vital metals flow from her mines in an ever-increasing stream. She is the world's greatest exporter of aluminum, nickel, lead, zinc, and copper. Her forests, stretching over vast areas, supply 82 per cent of the world's newsprint. Her "wheat basket" in the prairie provinces is a granary not only for Canada but for many other nations. Canadian fish finds its way on to dinner tables throughout the world.

But if the present is remarkable, it almost pales beside the potential. A new iron ore empire is springing up in the waste lands of northern Canada. Railroads are forcing their way through this wilderness to carry its riches to the factories. New towns are being built to house the workers who will mine the ores. By 1954 the ore will be pouring forth from the greatest of these developments—a \$250 million project on the Labrador-Quebec frontier.

Almost anyone with a few dollars to invest today casts an eye at Canadian oil stocks. The boom in Alberta ranks, at least in excitement, with any we have seen in Texas or Oklahoma. The searchers for oil swarm over every part of Canada, and some seventy companies—including most of the big



—National Film Board of Canada.

Building a new coke-house—"industrial plans springing up all over the country."

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American firms—plan to spend between \$30 and \$50 million this year prospecting for oil and natural gas in Saskatchewan alone. Reserves already known bring Canada to fifth rank among the world sources of oil, and much more may yet be discovered.

Development of these easily accessible resources may be only the first step. Some day it will probably be possible to exploit the famed oil sands at Fort McMurray, which are potential reserves at least equal to and probably even double the world's proven reserves.

Nevertheless, it is easy to exaggerate the opportunities for the American investor in this area. There is an old oil field maxim that is not likely to be disproved in Alberta: "More money is poured into the ground than is taken out of it." And not only in oil is this true. The search for gold and more recently uranium has already taken its toll, not only in physical hazard and geological risk encountered, but in the diminished pocketbooks of many an American and Canadian investor. But so long as the possible payoff is as large as the mines and oil wells promise, there is not likely to be a shortage of gamblers with available cash.

Aluminum is another source of Canadian strength. In 1937 Canada produced about 10 per cent of the world's aluminum. Today she accounts for one quarter. Tomorrow, a new refinery will increase her present capacity by 150 per cent. She is already the world's largest aluminum exporter, and second only to us as a producer. But with a virtually unlimited source of cheap hydro-electric power at her command she is destined to achieve over-all pre-eminence in this field.

With the threat of war hanging over us today and possibly for many years to come, it is reassuring to remember that Canada ranks with Belgian Congo as a great source of uranium. The Canadian Government is pouring millions into the development of this strategic resource. Next year a new mill in Saskatchewan, using ores wrested from the Great Bear Lake area in the Arctic Circle, will begin contributing 500 tons of uranium daily to help the free nations stay ahead in the desperate atomic armaments race.

Such examples could be multiplied endlessly. But the most significant aspect of the Canadian boom is the very fact that it has not been limited to exploitation of natural resources. Where other countries have been content to sell the output of their mines and farms in a raw state, Canada has developed, and is expanding, the industrial capacity to turn her raw materials into finished products. New



—National Film Board Photo.

Water-power for Labrador iron ore—"a \$250 million project."

industrial plants are springing up throughout the country—steel mills, chemical plants, hydro-electric installations, synthetic rubber plants, the whole gamut of heavy industry. In the field of consumer goods, textiles, apparel, automobiles, electric appliances, food products, furniture, and myriad other products flow from Canada's factories.

Over-all, Canada's industrial expansion since 1939 has made even our own remarkable achievements in that period seem modest by comparison. American businessmen who can appreciate the difficulties and complexities of establishing new industries can recognize the vigor of a nation which has been able to increase its gross national product 81 per cent since 1939 (comparable figure for the United States is 69 per cent.)

American capital and American technology have made a great contribution to this growth. American investors now have a \$7.5 billion stake in Canadian industry; they own or control some 2,500 industrial plants which account for almost a third of the total manufacturing. The roster of American companies with branches in Canada reads like a "Who's Who" of American business—Singer Sewing Machine, Ford Motor Company, Johns Manville, Electric Boat, United Aircraft, to name but a few. These companies and others like them have helped Canada achieve a standard of living second only to our own.

Canada's investment possibilities are only one of her attractions for American industry. She also represents a market of fourteen million people whose tastes and habits are very much like our own and, equally important, a market which is not circumscribed by a barrier of import controls and exchange regulations. Last year, America sold \$2.8 billion worth of

goods and materials across the border; more than to any other country in the world. Americans like to do business with Canada not only because similarity of tastes makes it unnecessary to modify standard domestic products to suit the market as is often necessary in foreign countries, but because they get fair and equitable treatment. There is no legislation favoring Canadian over American companies, no shadow of possible expropriation, no need to take local investors or politicians into partnership to protect the business. The political climate is highly favorable. The Government is sympathetic to private enterprise and pursues those conservative economic policies most comforting to the businessman.

Large credit for this state of affairs must go to the Minister of Trade and Commerce, C. D. Howe, who, Americans are proud to remember, is a product of our country. But even a change in the party in power would probably have less significant repercussions for business than a similar switch in the United States. Canadian elections do not give rise to the same doubts and uncertainties in business circles as they do in the United States, because the two major political parties agree on most economic fundamentals.

In these days of world uncertainty and rapidly shifting trade conditions, it makes sense to distribute your economic eggs among a number of baskets. American businessmen have shown their recognition of this fact by their tremendous investment in Canada. Canadian businessmen are also aware of the advantages of diversified holdings, and some of them have begun investment in American properties. This trend can be expected to continue and grow, forging another

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Two Accents, One Voice

DESMOND PACEY



Desmond Pacey

IN moments of dejection the Canadian writer is apt to feel superfluous. The libraries and bookstores of his country are crowded with the wares of American and British authors, imported books dominate the review sections of his newspapers and magazines, and the great majority of his countrymen seem to have little interest in reading him. There are only some fourteen million of these countrymen anyway, they are divided into two major and many minor linguistic groups, they are scattered thinly over half a continent, and many of them still look abroad for all valid cultural achievements and are convinced that no Canadian writer can be other than a poor substitute for the real thing. In spite of these and other discouraging factors, however, there is a Canadian literature, a literature which in many ways is distinctive and which is rapidly growing more mature and significant.

In an effort to establish this assertion, it may be well to begin with a rough sketch map of the territory before us.

The colonial period, extending to the act of confederation in 1867, produced little writing of more than local interest in either French or English. Confederation, and the national excitement which accompanied it, stimulated literary production in both English and French Canada. The skillful, if somewhat derivative, romantic nature verse of Charles G. D. Roberts, Bliss Carman, Archibald Lampman, and Duncan Campbell Scott was paralleled in French Canada by the similar poetry of Octave Crémazie, Louis Fréchette, and Léon-Pamphile Le May; and the historical romances of William Kirby ("The Golden Dog," 1877) and Gilbert Parker ("Seats of the Mighty," 1896) were parallel by

Philippe Aubert de Gaspé's "Les Anciens Canadiens," (1863), Joseph Mettette's "L'Intendant Bigot" (1872), and Napoléon Bourassa's "Jacques et Marie" (1866). (I say "paralleled" advisedly, for though the development of writing in French and English Canada has shown remarkable similarity, there has not been very much direct contact between the two groups of writers.)

The output of this late-nineteenth-century generation was so impressive for an infant nation that the period is often called the Golden Age of Canadian literature. Carman, Roberts, and Parker especially made international reputations, and the best work of all the leading poets of this generation may still be read with profit and pleasure.

But if this was the Golden Age, the age which followed it, from 1900 to 1920, was the age of brass. It was, in Canada as elsewhere, a vulgar, noisy, materialistic epoch, and the writers for the most part echoed its crudities. The rough popular ballads of W. H. Drummond, Robert Service, Tom MacInnes, and Pauline Johnson dominated English-Canadian verse, and the leading novelists—Ralph Connor, L. M. Montgomery, and Gilbert Parker—purveyed sensation or sentiment, or a mixture of the two, to audiences which were numbered in the hundreds of thousands. There were quieter and more musical voices—Marjorie Pick-

thall in English Canada, Emile Nelligan, Albert Lozeau, Paul Morin, and René Chopin in Quebec—but they were scarcely heard in the resounding din. The age cried out for a satirist, and it found one in the outstanding Canadian writer of the epoch: Stephen Leacock. He is the author most likely to endure, not so much for the slapstick humour that made him famous as for the dry, sly satire in such books as "Sunshine Sketches of a Little Town" (1912) and "Arcadian Adventures with the Idle Rich" (1916).

It is during the last thirty years, and especially during the last decade, that Canadian literature has made the most rapid strides. There may not have been as many internationally famous names as in the two preceding generations, but the general level of achievement has been much higher and the writers have begun to come seriously to grips with the problems of their own time and place. Until 1920, almost all Canadian literature had been romantic: that is, it had been largely personal, emotional, sensuous, nostalgic, and evasive. Since 1920, in both French and English, it has been predominantly realistic in outlook, social in emphasis, intellectual in tone, experimental in form, and contemporary in reference.

The two world wars have been chiefly instrumental in effecting this transformation. World War I gave Canada self-confidence, hastened her industrialization, and taught her the bitter facts of life. As a result her writers, in the Twenties and early Thirties, set out to give her a literature commensurate with her new status among nations, occupied themselves with the social effects of the new industrialism, and dared to look



—Karsh.

Hugh MacLennan and Germaine Guèvremont—"predominantly realistic in outlook."

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