

THIS WEEK AND NEXT

by Ray Argyle



The Union Of Canadians

The task facing Canada is to weld a variety of distinct ethnic groups and regional blocs into a united nation.

To achieve this, Canada needs inspired leadership able to generate among Canadians a sense of national purpose which will outweigh — but not obliterate — ethnic and regional loyalties.

The realization of this goal would ensure Canada's status as a unique and wonderful country with an identity and culture separate from the United States despite the inroads of American economic influence.

But the glittering prospect of a country rich in diversity but secure in national purpose will remain but a tarnished hope unless Canadians find a way of coping with the expansive provincialism of the past decade.

Because Canada has lived in crisis most of this century, it is only in recent years that the underlying sores of disunity have erupted into common view. The 1914-18 "war to end wars," the brief honeymoon of the now distant 20s, the great depression and the second world war with its aftermath of cold war all combined to suppress divisions in our unity.

Suddenly, in the mid-50s, the Canadian political and social status quo began to crumble. In a revolution which has affected every phase of Canadian life from political parties to schools, churches and trade unions, hardly a voice has been heard calling for the strengthening of Canada as a national entity.

French Canadian discontent which led to the Royal Commission on bilingualism and biculturalism was matched by claims of other ethnic blocs that they were the significant second language groups in their own regions.

The fact that English and French were the co-founders of the "union of Canadians" has never meant that every citizen should be bilingual. It does mean, however, that every Canadian should have the opportunity of a full life in either of the two cultures.

While other ethnic groups do not have the legalistic language rights of English and French, they have rejected the American melting pot policy of complete assimilation. The Canada

which has emerged 100 years after Confederation is a pseudo-nation inhabited by a multiplicity of national groups.

The pseudo-nations which now make up Canada are founded in language, religious and regional differences. The French Catholic of Quebec sees the world through eyes different from the British Protestant of the prairies or B.C. His outlook is as different from these groups as is the outlook of the affluent, urbanized Toronto businessman from that of the tough, fatalistic Cape Breton coal miner.

The process by which the provincial governments have reclaimed authority vested so long in Ottawa is a reflection not only of these conditions but also of the lack of strong leadership at the federal level.

It has been complicated by the present government's policy to extend to all provinces privileges which have been granted Quebec so as to blunt charges of favoritism toward French Canada.

But the English "separatist" backlash sweeps on. The Pearson government's decision to limit top civil service jobs to those who are bilingual may be correct in principle but the result will be a civil service of French Canadians because one cannot master French while living in an English environment.

Federalism — even "co-operative federalism" — is essential to Canada. The ambitious programs of the welfare state era and the need to reduce economic inequality between the provinces demands more, not less, national unity.

The place to start may be in abolition of the British North America Act. It commits the provinces to responsibilities such as education and welfare which they are today incapable of financing. As an act of a British parliament over which Canada has no jurisdiction, it will wear on the national fabric until it is replaced by a constitution of purely Canadian origin. Ethnic and regional individualism can still make Canada a unique union if we also share a national purpose of well-defined social goals.

Toronto Telegram News Service

They say that even back in the Stone Age when women wrote down their ages, they were chiseling.

Psychiatrists say it's not good for a man to keep too much to himself. The department of Internal Revenue says the same thing!

CYCLE REPAIR SHOP

WE HAVE JUST RECENTLY SET UP A COMPLETE SERVICE AND REPAIR SHOP FOR BICYCLES — TRICYCLES AND MOTOR BIKES, IN CONJUNCTION WITH OUR HONDA DISPLAY CENTRE — LOCATION — NEXT TO BANK OF MONTREAL, SCHREIBER.

BICYCLE PARTS — TIRES — ACCESSORIES — ARE NOW IN STOCK.

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SCHREIBER — ONTARIO

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SALE PRICES

IF A RETAIL MERCHANT were absent-mindedly to advertise an article at \$10, readers probably would spot it as a mistake. It would be, of course. It is well known that nobody would pay \$10, or \$5, or \$20, for anything; it must be offered at \$9.98, \$4.99 or \$19.95. If merchants did not believe this, they would not go to such trouble working out odd amounts. It does not reflect credit upon the intelligence of vendor or buyer where a retail sales tax brings the price over the dollar mark anyway, but there you are.

In the infancy of retail advertising, it was considered bad taste to mention prices at all. Thus in a Toronto publication in 1802 A.D.: "Messrs. Quetton & St. George acquaint the public that they have lately arrived from New York with a general assortment of dry goods and groceries. Will also be found at the same store a general assortment of tools for all mechanics."

Search of newspaper files disclosed that as recently as 1901 blankets were offered at \$1, men's hose at 50 cents and "fur ruffs" at \$3. (The Prairie West scorned coppers.)

An old-timer in the retailing of women's wear says it was department stores, in competition with each other, that started this abhorrence of round numbers, "and we had to follow." One never knows, of course, whether \$1.98 is reduced from \$2 or marked up from \$1.90. Recently a 10-page section of a daily newspaper, advertising one firm's goods, listed hundreds of articles, from cotton dusters at \$1.99 to batteries at \$7.99, not one at an even amount. Yes, one: women's shoes at \$5. It must have been a misprint.

Just as a passing thought: do hardheaded, practical country folk see through this gimmick? Evidently not; it was a farmers' co-op that advertised a dishwasher at \$229.99.