

Editorial

MORE ABOUT EXPORTS

James Chamberlin is a Canadian now living and working in the United States. It is ironical that three years after his departure from Canada, his name may become nationally known. It is possible that with an election approaching, the case of Jim Chamberlin may become a cause célèbre, for he is a symbol of the growing export of brains that Canada has supplied to the U.S. in the last few years.

Mr. Chamberlin has recently been named by NASA as project manager for Project Gemini.

Project Gemini is the next major man-in-space project by the U.S. and involves putting two men in orbit in separate capsules which will rendezvous while in orbit. The fact that a man who has not even been in the U.S. long enough to qualify for citizenship, would be assigned by NASA to manage a project which means so much to U.S. international prestige, is an indication of the high regard with which he is held in U.S. scientific and engineering circles. Too bad Canada couldn't have held Jim Chamberlin and others like him.

ROTS OF RUCK

We've often heard that the Japanese have difficulty in twisting their tongues around the English "L", so we weren't really surprised last month when we got a news release from K. Fujita Associates of Tokyo, Japan, in which there was a reference to the Rockheed F-104J.

A STORY TO TELL

There has been a great deal of hooting and hollering from Ottawa recently about the splendid increase during 1961 in Canada's export trade. Learned commentators, no doubt urged on by the Hon. Alvin Hamilton, attribute the increase mainly to the big wheat sales to Communist China. We don't want to discount the contribution of wheat to the higher 1961 export picture, but we do think it's time somebody pointed out that Canada's Aircraft Industry is also responsible for a very healthy portion of the increase.

The increase in value of aviation exports in the first nine months of 1961, as compared to the same period in 1960, is nearly \$36.5 million. At the end of September, in fact, aviation exports had reached almost \$75 million, vs. \$50 million for the entire 12 months of 1960. When the final figures for 1961 become available, they should indicate an increase for the year in the order of \$75 million.

Under a Bushel: The point we wish to make is this: everybody knows that wheat exports have been responsible for a significant boost in Canadian export trade, but who outside the Aircraft Industry knows that aviation exports have done almost as much? We have yet to see or hear any of the mass communications media invoke the name of the Aircraft Industry in relation to its contribution to export trade.

This is no criticism of the communications media. It is the Industry's own fault that the only public image it has is an unfavorable one. To the public at large, the Industry is a bottomless pit that the Government is trying to fill with money. It is run by the modern day counterparts of the old munitions makers, who supposedly organized wars around the world in order to promote sales of their products.

The public has little or no awareness that many products originally financed by defence dollars eventually return export dollars amounting to as much or more than the products' original cost to the taxpayer. The public is even less aware of the considerable sums of the Industry's own money that are invested in the development of new products which may eventually bring big returns to Canada. A case in point is the Canadian Pratt & Whitney PT6, which will require some \$25 million in company funds to bring it through the 150 hour qualification test. The Caribou reportedly cost de Havilland Canada a similar amount to develop. The Caribou's success on the export market is an established fact; the prospects for the PT6 are also beginning to look good.

Time to Tell: We think it's about time something was done to create a more favorable public image of Canada's Aircraft Industry. The Industry's own organization, AITA, is the logical body to undertake this task, but for some reason it seems to be felt that AITA's function should be restricted to that of liaison with the Government. Perhaps it is feared that Industry self-promotion might be misconstrued by the Government as a form of lobby. Provided the self-promoting were properly done, we see no reason why there should be any possibility of misunderstanding. Canada's Aircraft Industry has no cause for shame and many reasons for pride. Canada could use more industries with the ingenuity and capability of this one. It's up to this Industry to tell Canada why.