

Corporations Open Big Campaign To Attract Young French Canadians

By ALEXANDER FARRELL
MONTREAL (CP) — Without fanfare, some big corporations have begun a vigorous effort to draw the cream of young French Canada into business careers.

It is perhaps the main step in a deliberate campaign to bury, once and for all, the notion that the world of big business is only for the English-speaking in Canada.

French-Canadian nationalism is sparking may firms to a fresh concern for their public image in Quebec.

English-speaking businessmen are trying to look at themselves through the eyes of the French-speaking majority in this province.

What they see is some sort of self-perpetuating, exclusive English-speaking club running the economy of the province.

Whether or not this is a true picture now, they are trying to make sure it won't be true in the future.

One businessman put it this way: "Responsible French-Canadians are saying their people have been subjected, that they have been denied equal opportunity in the economic sphere. Whether the charge is entirely true or not doesn't matter."

"The important point is that they believe it to be true. Therefore it is up to us, the business community, to demonstrate and technical sectors of business and industry greatly exceeds the supply. The situation has changed so much that jobs are going begging even when there are English-Canadians available to fill them."

At Laval, Emile Simard, director of placement, says big business has been increasing its campus recruiting annually for the last few years. There were a record 174 companies based on the campus last spring and he expects at least as many to be crashing the 1964 graduates.

"Although Laval had 1,300 graduates last spring, we were positively amazed at how far this fell short of the demand."

COMPETITION FIERCE
At the University of Montreal, largest French-speaking university in Canada, 130 companies were registered last year and placement director Marcel Cloutier expects the number will exceed 150 before the end of the 1963-64 term.

"I have never seen anything like it. The competition among the federal government, the provincial government and private business and industry for our graduates is fierce."

In this competition the federal government has been faring rather badly. The federal civil service has not so popular with our students in the last couple of years," says Mr. Cloutier. "So far this year we have more students lined up for jobs in Africa than in Ottawa."

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course, in fact he could hardly speak English, but his name was Johnson. This put my friend in an awkward position. "You see, business firms are not merely looking for bright French-Canadians, they are looking for people who are obviously French-Canadians, they want the public to see what good corporate citizens they are by hiring and promoting the sons of this province. If the potential executive's name is Boudrias or Laliberte, everything's fine, but if it happens to be Johnson or O'Neill, he doesn't suit the purpose quite so well."

CAN'T MEET DEMAND
Prof. Armstrong says the demand for young French-Canadians in business "has increased astronomically."

"A few years ago this demand was virtually non-existent. Big companies even had head office or large operations in Quebec, saw themselves getting along nicely without French. Why bother to change?"

"As far as employment policies were concerned, these companies showed hardly any awareness of the existence of French-speaking institutions of higher learning."

"This has changed dramatically. Now the demand for French-Canadians in the managerial and technical sectors of business and industry greatly exceeds the supply. The situation has changed so much that jobs are going begging even when there are English-Canadians available to fill them."

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think they will find more challenge and opportunity in Quebec than in Ottawa. This, I must emphasize, is quite a new trend and it isn't necessarily permanent. The federal government is making greater efforts to find bilingual people and it could be getting its share again in another two or three years."

OUTSIDERS IN RACE
At Quebec's newest French-speaking university, the 10-year-old University of Sherbrooke, the number of companies seeking graduates has jumped to 90 from 30 in the last year. And they're not exclusively Quebec-based firms.

Placement director Gaston Beauséjour, whose job didn't exist until last year because there was no need for it, says one company with its head office in Hamilton came to Sherbrooke in search of personnel.

"The situation now is far better than we had foreseen," he says. "There has definitely been more thought given to the French-Canadian by employers."

Agreeing this is so, one business executive says: "When French-Canadians complain about lack of opportunity, I think they are pointing the finger at us, the business community. "Where else would they be claiming to lack opportunity? They don't lack it in the professions. The vast majority of clergy, doctors, lawyers, teachers and dentists in Quebec are French, and this is getting to be true of engineers and architects as well. "They don't lack it in government service. They certainly don't lack it in the arts, in fact they have more opportunities at home in that field than English-Canadians."

"That pretty well leaves the field of business and industry as the field where, with a few exceptions, they have not found a road to the top."

CHIDES CHINESE
MOSCOW (AP)—The Soviet Communist party organ Pravda said Thursday that world opinion is "thoroughly fed up" with noisy Communist Chinese opposition to Soviet peace initiatives. A sharply worded editorial attacked Chinese press attacks which have criticized Soviet Premier Khrushchev's recent call for an international treaty to bar force in territorial disputes.



COSMONAUT MAKES ROYAL VISIT

Valentina Tereshkova, Soviet woman cosmonaut who's expecting her first child, waves on leaving Buckingham Palace in London after visiting with Queen Elizabeth II, who is expecting her fourth child. She left the palace in Soviet embassy car after yesterday's visit. (AP Wirephoto via cable from London)

Dir. Claims Cancer Cells Were Injected

NEW YORK (AP)—A director of the Jewish Chronic Disease Hospital accused the hospital in New York State Supreme Court records of injecting live cancer cells into patients without their knowledge during an experiment.

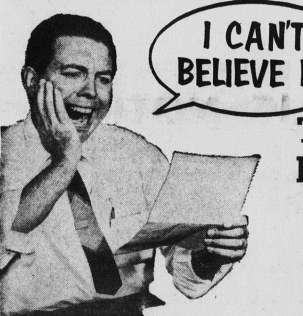
A hospital spokesman said the injections were harmless and the 22 patients were told that it was a cancer experiment, although not that the under-skin injections were cancer cells.

William A. Hyman, the board member and a lawyer, appeared before Justice W. Orliffe to ask that the hospital be required to produce records of the patients. The matter was adjourned to next month.

Solomon Siegel, executive director of the Brooklyn hospital, said the accusation was "complete misinformation" and called it an "effort to make an emotional uproar."

"GAVE ORAL CONSENT"
"These patients," he said, "gave oral consent in the presence of three physicians and they gave it readily since there was no anticipated danger. "They were told they would be injected with a cell substance to determine their immunity to cancer. "It was not necessary to tell them that the substances were cancer cells because they are harmless. As expected, they were rejected by the patients' bodies. It was the rate of rejection that was sought, and this was the same as for healthy subjects."

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