SEMI-ANNUAL DIRECTORY ISSUE

content

Canada's National News Media Magazine

June 1977 Number 75 $4.50

SOURCES

A Directory of Contacts For Editors and Reporters in Canada

Encompassing information officers, public relations officers, media relations and public affairs people, and other contacts for groups, associations, federations, unions, societies, institutions, foundations, industries and companies and federal, provincial and municipal ministries, departments, agencies and boards.

First Edition

Compiled and organized by the editors of *Content*, *Canada's National News Media Magazine*

(Updatings carried monthly in *Content*)

About this directory...

Reporters frequently seek out those who would rather not be sought out. Then question them when they would rather not be questioned. This directory will be of little help in such situations, which are a matter for hard-nosed journalistic work.

In most cases, however, good journalism means sweating out the best questions and putting them to the best spectrum of sources. This directory can help in these circumstances.

A remarkable array of available information is represented in the listings in this book, which even in this, its first, edition is the most comprehensive of its kind ever published in Canada. The media contact persons listed are ready to answer questions, provide background material, help you check facts, or help you get in touch with others who have the information your story requires.

To help us improve for the Fall 1977 edition (already assured of being significantly larger) be sure to send us your criticisms, praise and especially suggestions. (See the suggestion form on the inside back cover.)

Remember to watch *Content* monthly for updatings of the listings.

Keep ***Sources*** handy so it can help you today, tomorrow, or in the coming months.

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SOURCES is the twice-yearly directory issue of *Content* magazine. *Sources* is distributed to *Content* subscribers and to a direct-request controlled circulation in radio, television and newspaper newsrooms, press galleries, magazines and news service bureaus in Canada.

Publisher: **Barrie Zwicker**. Managing Editor and Design: **Ray Bendall**. Business Manager: **Norah Zwicker**.

For valuable assistance on this first edition of *Sources* we thank Mary Marum, Terry O'Connor, Ken Popert, Becky Schechter, Sheryl Taylor-Munro, Paul Wilson and W.G. Zwicker. Willie Filler and newsboy logo drawn by Don Hawkes.

Content, *Canada's National News Media Magazine*
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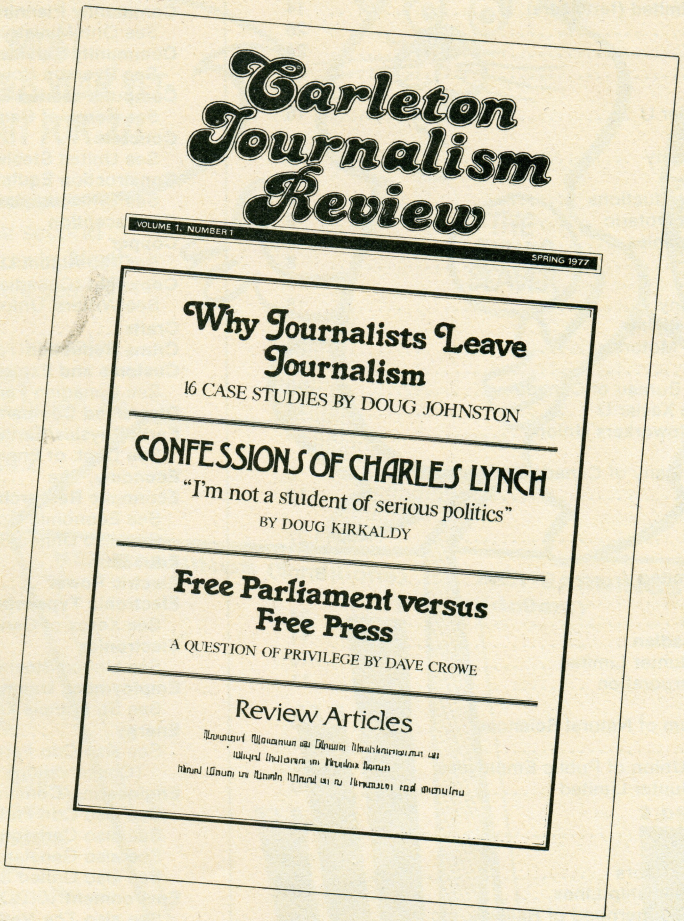
Write or call for advertising rates and details about how to list your organizations in *Sources*.

Additional copies of this directory are available from the address above for $4.50.

Coming Attraction:



July 1977 will see the appearance of a new and exciting Canadian journalism review. The *Carleton Journalism Review.* An attractive tabloid, it will feature the results of in-depth analysis and research into topical subjects in journalism and communications in Canada. It's being edited by award-winning journalist, author and teacher Anthony Westell.

Through a special distribution arrangement, the *Carleton Journalism Review* (to be quarterly) will be supplied to all regular *Content* subscribers, at no extra cost. Don't miss the premiere and future editions of the *Carleton Journalism Review*. Use the handy order form on the inside back cover of this directory and subscribe to *Content* today. It's the only way you can get *CJR* regularly.

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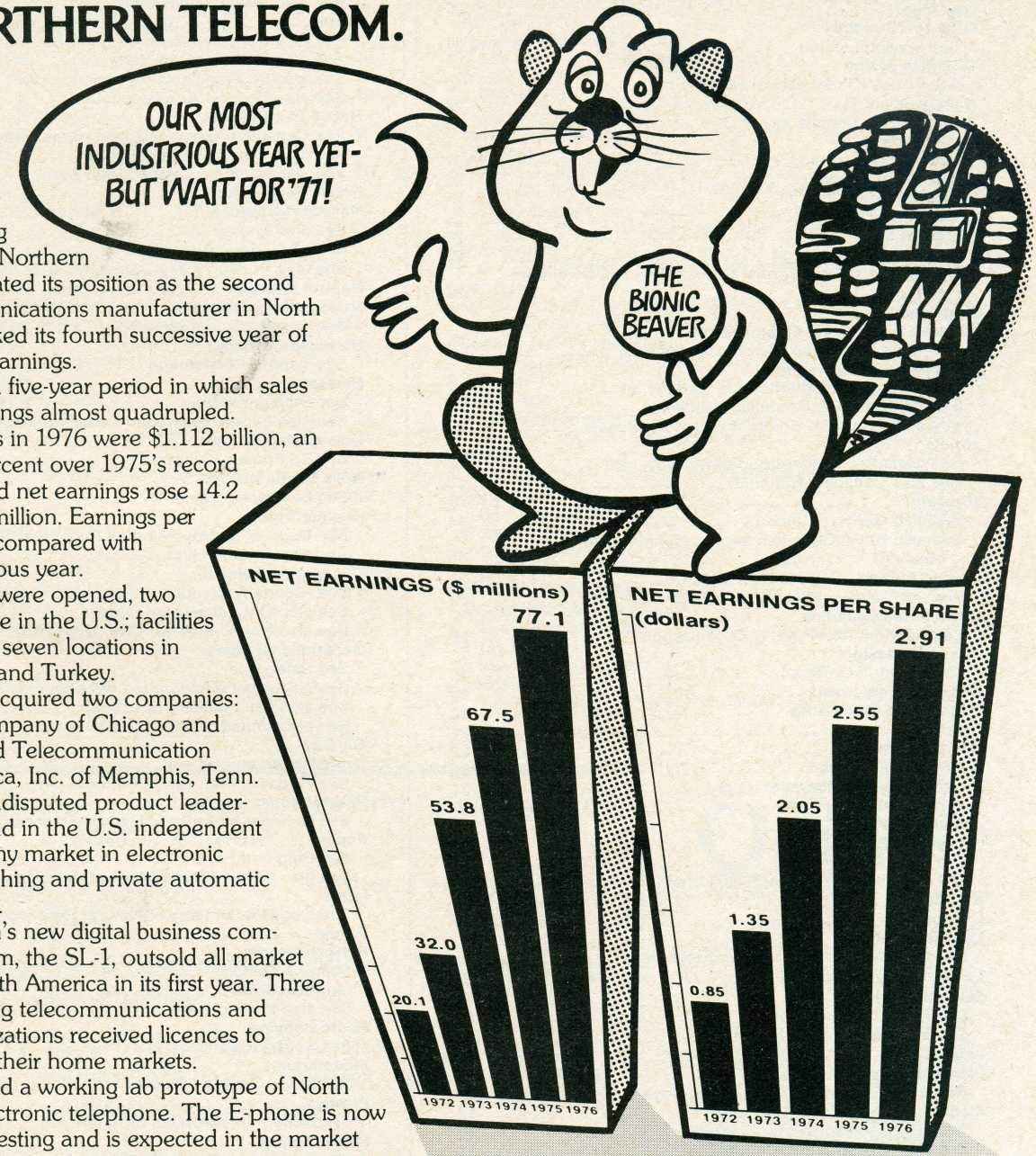
1976.
THE YEAR OF THE BEAVER.
ANOTHER BILLION-DOLLAR, RECORD-BREAKING YEAR FOR NORTHERN TELECOM.



In a year of lagging world economies, Northern Telecom consolidated its position as the second largest telecommunications manufacturer in North America and marked its fourth successive year of record sales and earnings.

It was the end of a five-year period in which sales doubled and earnings almost quadrupled.

Consolidated sales in 1976 were $1.112 billion, an increase of 9.2 percent over 1975's record sales. Consolidated net earnings rose 14.2 percent to $77.1 million. Earnings per share were $2.91 compared with $2.55 in the previous year.

Three new plants were opened, two in Canada and one in the U.S.; facilities were expanded in seven locations in Canada, the U.S. and Turkey.

In December we acquired two companies: Cook Electric Company of Chicago and its nine plants, and Telecommunication Systems of America, Inc. of Memphis, Tenn.

We maintained undisputed product leadership in Canada and in the U.S. independent telephone company market in electronic central office switching and private automatic branch exchanges.

Northern Telecom's new digital business communications system, the SL-1, outsold all market projections in North America in its first year. Three of Europe's leading telecommunications and electronics organizations received licences to manufacture it in their home markets.

In May we unveiled a working lab prototype of North America's first electronic telephone. The E-phone is now undergoing field testing and is expected in the market in early 1978.

Also in May, we became the first company in the world to announce a full line of digital switching and transmission equipment to be available between 1977 and 1980.

These are but some of the highlights of another successful year. Why not learn about them all? For a copy of our annual report, write: Roy T. Cottier, vice-president, corporate relations, Northern Telecom Limited, P.O. Box 6123, Station A, Montreal, Quebec H3C 3J5.

nt northern telecom

NORTHERN TELECOM LIMITED, MONTREAL, QUEBEC

Prior to March 1, 1976, Northern Telecom Limited was known as Northern Electric Company, Limited.

TODAY'S LEADERS IN TOMORROW'S TECHNOLOGIES.

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WHO? You. If you're reading this, you're probably eligible.

WHAT? For membership in the Toronto Press Club.

WHEN? We're open from noon to 2 a.m. Monday to Saturday.

WHY? To provide a common meeting ground for journalists and related toilers of both genders and all media.

WHERE? 73 Richmond St. West, Toronto, M5H 1Z4. Phone 362-4266. Better yet, drop by and pick up a membership application form. Say *Content* sent you.

TORONTO PRESS CLUB

THE AUTHOR'S
Quill
AWARD
FOR MASS MARKET WRITING

Periodical Distributors of Canada presents the Author's Quill Awards, in recognition of outstanding writing in the fields of fiction & non-fiction published in Canadian mass market magazines & mass market paperbacks distributed in Canada.

For information regarding rules & prizes & to obtain entry forms, please write:

Author's Quill Awards
Periodical Distributors of Canada
Suite 3106, Box 61
Toronto Dominion Centre
Toronto, Ontario M5K 1G5

Deadline for entries is June 15th, 1977.

SOURCES

AGRICULTURE/FOOD

Farm Equipment

CANADIAN FARM & INDUSTRIAL EQUIPMENT INSTITUTE
1243 Islington Avenue, Suite 715
Toronto, Ontario M8X 1Y9

CFIEI is a non-profit national trade association of manufacturers of farm and industrial equipment marketed in Canada; members achieve a majority of annual industry sales. A strong committee structure maintains industry interests in customs and excise, engineering/safety, metric conversion, energy conservation, legislation, marketing, parts distribution and traffic matters.

Contact:
Robert W. Kelly, General Manager
Office: **(416) 236-2431**

Farm Policy

SASKATCHEWAN FEDERATION OF AGRICULTURE
2220 Albert Street, 2nd Floor
Regina, Saskatchewan S4P 2V2

The purpose of the SFA, a non-profit farm policy organization, is to advance the well-being of Saskatchewan agriculture by recommending policies to governments that would enable farmers to more fully share in, and benefit from, the social and economic conditions enjoyed by the majority of Canadians.

Contacts:
Farm policy in Sask. and the Prairies:
Gary Carlson, Executive Secretary
Office: **(306) 522-0600**
After-hours: **(306) 586-0211**

General farm policy:
Clarence Hookenson, President
Phone: **(306) 462-4916**

Grains, livestock:
William Marshall
Phone: **(306) 569-4225**

Municipal government, land use, water management:
Charles Mitchell
Phone: **(306) 548-4716,** weekends

Grain:
Lorne Hehn
Phone: **(306) 726-5874**

Poultry and eggs:
Harold Crossman
Phone: **(306) 457-2723**

Farmers' Organizations

NOVA SCOTIA FEDERATION OF AGRICULTURE
Box 784
Truro, Nova Scotia B2N 5E8

A body corporate of the N.S. Farmers to fulfill the following purposes:

1. Formulate Farm policies and take common action.
2. Inform members of issues etc.
3. Improve farm and rural life of N.S.
4. Represent farmers before government
5. Promote economic programs to assist farmers
6. Co-ordinating function, commodity groups
7. Bargaining agency; farmers and commodity groups
8. Office service and facility

Contact:
Lester M. Settle, Secretary-Manager
Office: **(902) 893-2293, 895-6402**
After-hours: **(902) 662-3322**

Farming Careers

Saskatchewan Agriculture

SASKATCHEWAN AGRICULTURE
Room 132, Administration Building
Regina, Saskatchewan S4S 0B1

As a government department, Saskatchewan Agriculture is dedicated to helping young farmers establish successful farming careers. Programs and services are designed to help these farmers obtain the necessary capital, land and other support needed to operate a farm. Saskatchewan Agriculture is also dedicated to helping established farmers operate viable farms.

Contacts:
Roger Fry, Director, Communications
Office: **(306) 565-5149**
Ross Irvine,
Co-ordinator, Public Information
Office: **(306) 565-5155**

Food Products

H. J. HEINZ COMPANY OF CANADA LTD.
250 Bloor Street East
Toronto, Ontario M4W 1E6

Manufacturers of pure food products. Largest manufacturers of baby food and tomato products in Canada. Corporate headquarters — Toronto. Manufacturing operations — Leamington, Ontario.

Contact:
W. E. Gunn,
General Manager, Public Affairs
Office: **(416) 964-7057**
After-hours: **(416) 233-3162**

IMASCO LIMITED
4 Westmount Square
Montreal, Quebec H3Z 2S8

Imasco Limited is a multi-divisional company manufacturing consumer products, principally tobacco and food, and supplying consumer services in Canada and the United States. Manufactured products include a complete range of tobacco products and a wide variety of food products. Services consist of retail outlets which specialize in tobacco products, health and beauty aids, prescription drugs, gifts, sundries and sporting goods.

The operations of the company are grouped in three divisions, Imperial Tobacco, Imasco Food and Imasco Associated Products.

Contacts (office phone for all the following is **(514) 937-9111**):
Norman A. Dann,
Vice-President, Public Relations
After-hours: **(514) 637-5094**
Paul K. Ryan, Asst. to the Vice-Pres., PR
After-hours: **(514) 489-8716**
Jacques Breton, Public Relations
After-hours: **(514) 341-7793**
Louise Rousseau, Public Relations
After-hours: **(514) 935-6750**

JOHN LABATT LIMITED
451 Ridout Street, North
London, Ontario N6A 4M3

John Labatt Limited is a broadly based food and beverage company best known for Labatt's "Blue" and "50" the largest selling lager and ale in Canada. Other interests include Laura Secord, Catelli, Ogilvie flour and Chateau Gai wines, as well as food service operations, wheat starch and gluten, feeds and industrial milk production.

Contact:
Frances H. Carmichael,
Manager, Investor & Public Relations
Office: **(519) 673-5136**

Hog Producers

ONTARIO PORK PRODUCERS' MARKETING BOARD
4198 Dundas Street West
Toronto, Ontario M8X 1Y6

Buying and selling of live hogs in the province of Ontario. Hogs purchased from hog producer farmers in Ontario. Sold to meat processing plants.

Contact:
John W. Howell, Consumer Communications
Office: **(416) 239-2921**

THE ARTS

CANADA COUNCIL
255 Albert Street
(P.O. Box 1047)
Ottawa, Ont. K1P 5V8

The Canada Council is a corporation created by an Act of Parliament in 1957 "to foster and promote the study and enjoyment of, and the production of works in, the arts, humanities and the social sciences." It offers a broad range of grants and provides certain services to individuals and organizations in these and related fields. It is also responsible for maintaining the Canadian Commission for Unesco.

Contacts:
Mario Lavoie,
Chief, Information Services
Norman Dahl,
Senior Writer and Editor
Francine McIntyre,
Public Relations & Information Officer
Barbara Klante, Information Officer
Office phone for all the above (613) 237-3400

Atlantic Regional Representative:
Ron Irving
Confederation Centre
Box 848
Charlottetown, P.E.I. C1A 7L9
Office: **(902) 892-8223**

CANADIAN CONFERENCE OF THE ARTS/CONFÉRENCE CANADIENNE DES ARTS
3 Church Street, Suite 47
Toronto, Ontario M5E 1M2

A non-profit national association of over 1,000 arts organizations, artists and arts supporters from across Canada. Established in 1945, CCA's objectives are: "to promote cultural development in Canada by acting as a facilitator and catalyst (a) among artists, and (b) between the arts community and all levels of government."
Contact:
John Hobday, National Director
Office: **(416) 364-6351**

Arts Production Companies

TORONTO ARTS PRODUCTIONS
3 Church Street, 3rd Floor
Toronto, Ontario M5E 1M2

We are a non-profit arts production company. We provide the bulk of the programs which take place at the St. Lawrence Centre including the winter theatre season, Music at the Centre, and public affairs forums. TAP also produces the Theatre Hour Company, a small professional touring company providing live theatre and workshops to Ontario high schools.
Contacts:
Linda Zwicker, Administrative Director
Publicity Director (to be appointed)
Office: **(416) 366-1656**

Business/Arts

THE COUNCIL FOR BUSINESS AND THE ARTS IN CANADA
Box 64, Toronto-Dominion Centre,
Toronto, Ontario M5K 1E7

CBAC's aim is to encourage and stimulate business support of the arts but it does not provide grants or solicit funds for arts groups. CBAC functions as a liaison in fund-raising and corporate sponsorship activities for the arts, and as a counselling and information service for its 92 corporate members.
Contacts:
Arnold Edinborough, President & C.E.O.
Al Kowalenko, Research Assistant
Eileen Love, Assistant to the President
Office phone for the above: (416) 869-3016

Crafts

ONTARIO CRAFTS COUNCIL
346 Dundas Street West
Toronto, Ontario M5T 1G5

A non-profit organization of more than 3,000 members promoting the development of Canadian crafts and craftsmen in Ontario. Programs include the Guild Shop, 140 Cumberland Street, Toronto, a Craft Resource Centre and reference library, monthly publications, six regional conferences, a Craft Gallery and exhibitions program including travelling shows, and an awards and bursary program.
Contact:
Paul Bennett, Executive Director
Office: **(416) 366-3551**
After-hours: **(416) 925-5403**

Film

CANADIAN FILM AWARDS
175 Bloor Street East
Toronto, Ontario M4W 1E1

The Canadian Film Awards is an annual competition held in the fall. Its purpose is to stimulate artistic creativity and technical excellence among Canadian filmmakers. Films are entered according to category by producers, distributors or craftsmen. Awards are given to films by category and to individuals for craft achievements.
Contact:
Patricia Thompson, Executive Director
Office: **(416) 923-6050**
After-hours: **(416) 489-9638**

COUNCIL OF CANADIAN FILMMAKERS
Box 1003, Station A
Toronto, Ontario M5W 1G5

The Council of Canadian Filmmakers is an umbrella organization which represents — through its individual and organizational members — 10,000 film directors, writers, technicians and production personnel in the English Canadian film industry. CCFM was formed in 1973 to present a unified industry voice to government, the press and the public, and to lobby for the conditions which will permit the development of an indigenous film industry in Canada.
Contact:
Sandra Gathercole, Chairperson
Office: **(416) 869-0716**
After-hours **(416) 239-6791**

Music

CANADIAN ASSOCIATION OF MUSIC LIBRARIES/ASSOCIATION CANADIENNE DES BIBLIOTHÈQUES MUSICALES
c/o Music Division
National Library of Canada
Ottawa, Ontario K1A 0N4

A non-profit organization of librarians, scholars and institutions interested in the establishment, growth and use of music libraries and, in general, in fostering the preservation and dissemination of music materials. Established in 1971 as the Canadian branch of the International Association of Music Libraries, it participates in national and international projects and issues a quarterly Newsletter.
Contact:
Maria Calderisi, President
Office: **(613) 996-3377**
After-hours: **(613) 236-2542**

Visual Arts

CANADIAN ARTISTS' REPRESENTATION (C.A.R./F.A.C.) LE FRONT DES ARTISTES CANADIENS
44 - 221 McDermot Avenue
Winnipeg, Manitoba R3B 0S2

Canadian Artists' Representation (C.A.R.) is an association of professional artists practicing in the visual arts. C.A.R. acts on behalf of these artists to deal with all aspects and issues in the profession, to solve problems by a collective and democratic mode of action. The association serves to present the demands and proposals of the membership to individuals and institutions in the public and private sectors. C.A.R. does not adhere or subscribe to any political party or belief. C.A.R. is a non-profit organization.
Contacts:
Bill Lobchuk, National Representative
Office: **(204) 943-5948** (9am-1pm, M-F)
After-hours: **(204) 943-3310**
Linda Freed Shiels,
Secretary & Asst. Editor of *CAR NEWS*
Office: **(204) 943-5948** (9am-1pm, M-F)

VISUAL ARTS ONTARIO
8 York Street, 7th Floor
Toronto, Ontario M6J 1R2

A non-profit federation of seven professional visual art organizations representing over 4,500 artists, art educators and craftsmen. Founded in 1974, Visual Arts Ontario is dedicated to furthering the visual arts in Ontario through exhibitions, seminars, workshops and publications such as *Visual Arts Handbook*, the *Index of Ontario Artists* and the bi-monthly publication, *Artviews*.
Contacts:
William J.S. Boyle, Executive Director
Office: **(416) 366-1607**
Gail J. Habs, Communications Officer
Office: **(416) 366-1607**

Writers' Organizations

WRITERS' FEDERATION OF NOVA SCOTIA
Box 3608,
Halifax, Nova Scotia

To promote and develop Canadian literature in Nova Scotia through provision of programs to writers resident in the province. These include: annual awards for professional, developing and school-age writers; book and periodical promotion; writers' tours; writers-in-the-schools and a writer-in-residence; community writing courses, workshops, clubs; a monthly newsletter and markets magazine.
Contact:
Geraldine Gaskin, Executive Director
Office: **(902) 423-8116, 423-8117**

THE WRITERS' UNION OF CANADA
86 Bloor Street West, Suite 514
Toronto, Ontario M5S 1M5

Unites Canadian prose writers and advances common interests: fostering writing in Canada; relations with publishers; information exchange among members; good relations with other writers and their organizations worldwide. Current activities: reading tours; members' book; initiated high school CanLit Guides; work on Canadian Copyright

Act; many others.
Contacts:
Alma Lee, Executive Director
Office: **(416) 961-7373**
K.A. Hamilton, Tour Co-ordinator
Office: **(416) 961-7373**

BANKS

THE ROYAL BANK OF CANADA
Head Office
1 Place Ville Marie
Montreal, Quebec H3C 3A9

With assets of more than $30 billion, The Royal Bank is Canada's largest and ranks fifth in North America. It has almost 1,500 branches across Canada and 93 in other countries.
Contacts:

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Manager, Public Relations Services
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After-hours: **(514) 487-7107**

Roy Howard, Manager, Media Relations
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After-hours: **(514) 489-8861**

Fern LaBrosse, Media Relations Officer
Office: **(514) 874-5887**
After-hours: **(514) 845-6340**

Julie Ages, Media Relations Officer
Office: **(514) 874-6662**
After-hours: **(514) 735-2338**

District Public Relations Offices/Officers:

Halifax, N.S.:
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5161 George Street
Office: **(902) 424-8100**
After-hours: **(902) 455-3772**

Montreal, Que.:
Bernard Leclair
5 Place Ville Marie
Office: **(514) 874-5597**
After-hours: **(514) 332-1973**

Toronto, Ont.:
Peter Case
Royal Bank Plaza
Office: **(416) 865-2912**
After-hours: **(416) 889-1602**

Winnipeg, Man.:
Ted Holland
220 Portage Avenue
Office: **(204) 946-6775**
After-hours: **(204) 489-2218**

Regina, Sask.:
Don Bahr
2001 - 11th Avenue
Office: **(306) 569-1055**
After-hours: **(306) 545-6836**

Calgary, Alta.:
Jim Ramsay
335 - 8th Avenue SW
Office: **(403) 268-3362**
After-hours: **(403) 274-1443**

Vancouver, B.C.:
Dave Laundy
1055 West Georgia Street
Office: **(604) 665-4031**
After-hours: **(604) 921-9181**

TORONTO DOMINION BANK
Box 1, Toronto-Dominion Centre
Toronto, Ontario M5K 1A2

Toronto Dominion Bank is a full-service Canadian chartered bank with more than 950 branches in Canada and abroad, assets of $17 billion and 16,000 employees. TD Bank provides a full range of banking services to individuals and companies in both domestic and international fields.
Contacts:
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General Manager, Public Affairs
Office: **(416) 866-8081**
After-hours: **(416) 920-0742**
W. John Bowles,
Manager, Public Relations
Office: **(416) 866-8084**
After-hours: **(519) 823-5934**

BEVERAGES, ALCOHOLIC

ASSOCIATION OF CANADIAN DISTILLERS
350 Sparks Street, Suite 506
Ottawa, Ontario K1R 7S8

The function of the Association of Canadian Distillers is to promote the welfare of the distilling industry in Canada and throughout the world.
Contact:
George Wright,
Director, Research & Information
Office: **(613) 238-8444**

JOHN LABATT LIMITED
451 Ridout Street, North
London, Ontario, N6A 4M3

John Labatt Limited is a broadly based food and beverage company best known for Labatt's "Blue" and "50" the largest selling lager and ale in Canada. Other interests include Laura Secord, Catelli, Ogilvie flour and Chateau Gai wines, as well as food service operations, wheat starch and gluten, feeds and industrial milk production.
Contact:
Frances H. Carmichael,
Manager, Investor & Public Relations
Office: **(519) 673-5136**

BUSINESS/ GOVERNMENT

ONTARIO CHAMBER OF COMMERCE
2464 Yonge Street
Toronto, Ontario M4P 2H8

A provincial association of 1500 Ontario corporations and 200 community Chambers of Commerce promoting sound economic development and effective communication between business and government at the local and provincial level in Ontario. Chamber membership is open to all segments of business and its policies reflect democratic principles.
Contacts:
J.G. Carnegie, General Manager
Office: **(416) 482-5222**
V.J. Godin, Assistant General Manager
Office: **(416) 482-5222**

COMMUNICATIONS

MACLEAN-HUNTER LIMITED
481 University Avenue
Toronto, Ontario M5W 1A7

Maclean-Hunter Limited is a Canadian-controlled diversified communications company. It is the leading publisher of Canadian national periodicals, including *The Financial Post, Maclean's, Chatelaine*, and 88 business and trade publications. The company is also engaged, directly or through subsidiaries, in the operation of radio and television stations and cable television systems, the manufacture and sale of business forms, the distribution of periodical magazines and paperback books, book publishing, the production of trade shows and exhibitions, commercial printing and the supply of information services.

The head office of Maclean-Hunter Limited is in Toronto. The company also maintains offices in Montreal, Ottawa, Calgary, Edmonton and Vancouver.

Contacts:

Corporate Affairs:
Donald G. Campbell,
Chairman and President
Office: **(416) 595-1811**

Business Publications:
Robert W. Robertson, Vice-President
Office: **(416) 595-1811**

The Financial Post:
Paul S. Deacon, Editor & Publisher
Office: **(416) 595-1811**

Consumer Magazines:
Lloyd M. Hodgkinson, Vice-President
Office: **(416) 595-1811**

Book Publishing:
George W. Gilmour, President
Macmillan Company of Canada Limited
Office: **(416) 362-7651**

International Operations:
George W. Gilmour, Vice-President
Office: **(416) 595-1811**

Magazine Distribution:
James B. Neill, President
Metro Toronto News Company Limited
Office: **(416) 752-8720**

Book Distribution:
George Harwood, President
Co-operative Book Centre of Canada, Limited
Office: **(416) 751-3530**

Broadcasting:
Douglas C. Trowell, President
CKEY Limited
Office: **(416) 361-1281**

Edward W. Chapman, President
CFCN Communications Limited
Office: **(403) 249-9101**

Cable Television:
Frederick T. Metcalf, President
Maclean-Hunter Cable TV Limited
Office: **(416) 675-5930**

Printing and Business Forms:
Edward Nymark
Office: **(416) 221-1131**

Trade Shows Division:
Robert M. Gowdy, General Manager
Office: **(416) 595-1811**

Research Bureau:
Robert G. Scott
Office: **(416) 595-1811**

TORSTAR CORPORATION
One Yonge Street
Toronto, Ontario M5E 1P9

Torstar Corporation is a diversified communications company with *The Toronto Star*, Canada's largest newspaper, accounting for about 60 per cent of consolidated revenues. Torstar's other interests include nine community newspapers, consumer magazines, commercial printing, books and learning materials and film production. The company also has invested in broadcasting.

Contacts:
Doug Heal,
Director of Public Relations
Office: **(416) 367-2018**
After-hours: **(416) 961-6519**

The Toronto Star:
Vern Archer,
Manager, PR and Promotion,
Office: **(416) 367-2453**

Advertising

ADVERTISING STANDARDS COUNCIL
1240 Bay Street, Suite 302
Toronto, Ontario M5R 2A7

Administers advertising industry codes of standards, dealing with public, business and government on complaints under these codes. Maintains liaison with business and government on current concerns in the area of advertising ethics. (See Canadian Advertising Advisory Board.)

Contacts:
Robert C. Marvin, Executive Director
Office: **(416) 961-6311**
After-hours: **(416) 635-7094**
Evelyn Crandell, Associate Director
Office: **(416) 961-6311**
After-hours: **(416) 923-9530**

ASSOCIATION OF CANADIAN ADVERTISERS, INCORPORATED/ ASSOCIATION CANADIENNE DES ANNONCEURS INCORPORÉE
159 Bay Street, Suite 620
Toronto, Ontario M5J 1J7

An Association of corporations whose products or services are advertised nationally. Organized in 1914, incorporated in 1917. Objectives include: preserving freedoms of commercial speech; educating and informing advertisers about truth in advertising, laws affecting advertisers; expanding understanding of and information about advertising; improving advertising effectiveness in marketers' and consumers' interest.

Contact:
Tom Blakely, President
Office: **(416) 363-8046**

CANADIAN ADVERTISING ADVISORY BOARD
1240 Bay Street, Suite 302
Toronto, Ontario M5R 2A7

An all-industry advertising body, voluntarily supported by advertisers, advertising agencies and the media. Represents the combined interests of the advertising community in the areas of education, research, government liaison and public awareness of the advertising function. Directly responsible for advertising industry's self-regulation program. (See Advertising Standards Council.)

Contacts:
Robert E. Oliver, President
Office: **(416) 961-6311**
After-hours: **(416) 444-0816**
Suzanne Keeler, Administrative Manager
Office: **(416) 961-6311**
After-hours: **(416) 264-4863**

Book Publishing, Canadian

CANADIAN BOOK INFORMATION CENTRE
70 The Esplanade
Toronto, Ontario M5E 1A6

CBIC is a non-profit national association representing 87 Canadian-owned publishing houses. The association was established in March 1975 for the purpose of promoting Canadian books, authors and publishers to libraries, schools and the public. It also provides promotional leads to the publishers.

Contacts:
Angela Rebeiro, Project Manager
Office: **(416) 362-6555**
Lee Davis, Media Co-ordinator
Office: **(416) 362-6555**
Ann Trites McArthur,
Displays Co-ordinator
Office: **(416) 362-6555**

Broadcasting

CANADIAN BROADCASTING CORPORATION
Box 500, Terminal A
Toronto, Ontario M5W 1E6

The CBC is a public broadcasting service that is distinctively Canadian. The CBC is a balanced service of information, enlightenment and entertainment; extended to all parts of Canada; in English and French serving the special needs of geographical regions, a tribute to the development of national unity.

Contacts:
Nicholas Volk,
Director of Public Relations,
English Services Division (ESD)
Office **(416) 925-3311 Ext. 2644**
Cec Smith,
Asst. Director Public Relations, ESD
Office: **(416) 925-3311, Ext. 4661**
Norman Guilfoyle, Public Relations Officer, ESD/Accelerated Coverage Plan
Office: **(416) 925-3311, Ext. 4404**

CANADIAN BROADCASTING LEAGUE
Box 1504
Ottawa, Ontario K1P 5R5

The Canadian Broadcasting League, formed in 1930 as the Canadian Radio League, works to effect the following:

1. Policies regarding broadcasting in Canada which reflect the fundamental principle that the airwaves are the property of all Canadians;
2. Research into current issues and ideas in broadcasting as they affect the socio-economic-cultural lives of the Canadian audience;
3. Public awareness of broadcasting developments and participation in the regulatory process;
4. The growth of a strong and viable Cana-

In the past

Dick Beddoes, Pierre Berton, Harry Boyle, Harry Bruce, Stanley Burke, Keith Davey, Evelyn Dumas, Allan Fotheringham, Richard Gwyn, John Hofsess, Laurier LaPierre, Marci McDonald, Knowlton Nash, Eric Nicol, Alexander Ross, Eric Wells, Anthony Westell, W. A. Wilson and dozens of other Canadian news media people have written about the news business in the pages of *Content,* Canada's national news media magazine.

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dian film and television production industry;
5. Regional identity in the ownership and control of broadcast undertakings in the private sector.

Contacts:
Sandy Campbell, Executive Director
Office: **(613) 232-1591**
Beverlee Stevenson, Communications Officer
Office: **(613) 232-1591**

Cable Television

CANADIAN CABLE TELEVISION ASSOCIATION
85 Albert Street, Suite 405
Ottawa, Ontario K1P 6A4

The Canadian Cable Television Association provides a forum for the cable television industry to develop opinions and programs, researches and advises members on social, technical and economic subjects, communicates with the financial community on investment opportunities, shares knowledge and experience with government and regulators and acts as the voice of the cable television industry.

Contact:
Don Hoskins, Director of Communications
Office: **(613) 232-2631**
After-hours: **(613) 234-0466**

Communications Research

CANADIAN COMMUNICATIONS RESEARCH INFORMATION CENTRE/ CENTRE CANADIEN D'INFORMATION SUR LA RECHERCHE EN COMMUNICATION
Box 1047
Ottawa, Ontario K1P 5V8

Established in 1974, CCRIC's objectives are: "To create a national clearing house for the collection of information on communications activities, innovations, policy, research and resources; to provide access to existing information resources; to disseminate information and to exchange information with similar centres abroad." The Centre is a referral and consulting service rather than a research library or documentation source.

Contacts:
Ash K. Prakash, Executive Director
Office: **(613) 237-3400, ext 411, 493**
Francine Burke, Research Assistant
Office: **(613) 237-3400, ext 411, 493**

Information Processing

XEROX OF CANADA LIMITED
703 Don Mills Road
Don Mills, Ontario M3C 1S8

Xerox of Canada is in the information processing business. The company manufactures xerographic copiers and markets xerographic copiers and duplicators, computer-related equipment, facsimile devices, electronic typewriters and xeroradiographic products that print X-ray pictures on paper instead of film. Xerox also publishes textbooks, reference works and other materials, primarily for use in schools and libraries.

Contact:
Ms Katharine Futter,
Public Relations Manager
Office: **(416) 429-6750**

Magazines, Canadian

CANADIAN PERIODICAL PUBLISHERS' ASSOCIATION
3 Church St., Suite 407
Toronto, Ontario M5E 1M2

CPPA represents 200 Canadian magazines from small literary/scholarly journals to national consumer magazines; publishes a monthly newsletter; produces and distributes subscription catalogues; acts as a distributor to retail stores; represents members with governments, other organizations, and with the public.

Contact:
Sheryl Taylor-Munro,
Executive Co-ordinator
Office: **(416) 363-2616**
After-hours: **(416) 868-0608**

Postal

CANADA POST
Public Affairs Branch
Confederation Heights
Ottawa, Ontario K1A 0B1

Head Office of Canada Post is in Ottawa. Regional offices of Public Affairs are located in Halifax, Montreal, Toronto and Vancouver. District offices are located in most major cities within each region.

Contacts:
John Blenkiron, Head, National Newsdesk
Office: **(613) 998-8305**

Regional Directors of Public Affairs:
Atlantic Postal Region, **(902) 426-2246**
Quebec Postal Region, **(514) 283-4435**
Ontario Postal Region, **(416) 369-3155**
Western Postal Region, **(604) 666-1146**

Public Relations

TISDALL CLARK LESLY & PARTNERS LTD.
Box 61, Suite 3106
Toronto-Dominion Centre
Toronto, Ontario M5K 1G5

Tisdall Clark Lesly & Partners Limited is a public relations consulting firm serving business, government and the professions across Canada since 1952. Its services include graphics design, public opinion research, institutional advertising and organization studies. Principals are Ray Argyle, Joseph A.P. Clark, Lance Connery, William W. Craig, Charles W. Tisdall and William G. Turnbull.

Contact:
Any principal
Office: **(416) 362-1361**

Recording Industry

CANADIAN RECORDING INDUSTRY ASSOCIATION
245 Davenport Road
Toronto, Ontario M5R 1K1

To promote and further the interest of manufacturers, producers and distributors of phonograph records, tapes and other contrivances by means of which sounds may be mechanically reproduced.

Contact:
Brian Robertson, Executive Secretary
Office: **(416) 967-7272**

Telecommunications

BELL CANADA
1050 Beaver Hall Hill
Montreal, Quebec H3C 3G4

Bell Canada is the largest supplier of telecommunications services in Canada. The company was established in 1880 to provide telephone service. Today its network carries communications of all types — voice, visual and data — in the provinces of Ontario and Quebec, and parts of the Arctic.

With corporate headquarters in Montreal, it is structured into two operating regions — Ontario Region centered in Toronto, and Quebec Region based in Montreal. Its Computer Communications Group is located in Ottawa.

Contacts:

Headquarters:
David H. Orr, Director, Information
Office: **(514) 870-2347**
After-hours: **(514) 695-6700**

Ontario Region:
Mel V. James, Director, Information
Office: **(416) 599-6568**
After-hours: **(416) 962-3331**

Quebec Region:
Mme J. Boileau, Director, Public Relations
Office: **(514) 870-7345**
After-hours: **(514) 681-4824**

Computer Communications Group:
D. Wynn Walters, Director, Public Relations
Office: **(613) 239-4254**
After-hours: **(613) 824-5309**

Teleglobe Canada

TELEGLOBE CANADA
680 Sherbrooke Street West
Montréal, Québec H3A 2S4

Teleglobe Canada is the Crown corporation responsible for providing and operating Canada's external telecommunications services. It provides telephone, telex and telegraph links, radio and television transmission, as well as special data and facsimile services to all countries outside North America. Head office: Montréal; marketing offices: Montréal, Toronto and Vancouver.

Contact:
Brian Townsley,
Manager, Information Services
Office: **(514) 281-5215**
After-hours: **(514) 683-2187**

TransCanada Telephone System

TRANS-CANADA TELEPHONE SYSTEM
One Nicholas Street, 6th floor
Ottawa, Ontario K1G 3N6

Provide telecommunications facilities for the long distance transfer of information in all its forms. TCTS is a consortium comprising: Alberta Government Telephones; Bell

Canada; British Columbia Telephone Company; The Island Telephone Company Limited; Manitoba Telephone System; Maritime Telegraph and Telephone Company Limited; Newfoundland Telephone Company Limited; The New Brunswick Telephone Company, Limited; Saskatchewan Telecommunications; and Telesat Canada.

Contacts:

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After-hours: **(613) 731-3483**

R. J. (Ron) Coulson,
Supervisor, News & Information
Office: **(613) 239-2173**
After-hours: **(613) 224-4968**

Telecommunications Equipment Manufacturing

NORTHERN TELECOM LIMITED
1600 Dorchester Boulevard West
P. O. Box 6123, Station A
Montreal, Quebec H3C 3J5

Northern Telecom Limited, formerly known as Northern Electric Co., Ltd., is the largest manufacturer of telecommunications equipment in Canada, the second largest in North America and ranks among the top five worldwide. It operates 42 manufacturing plants and employs 25,000 in Canada, United States, Brazil, Eire, Turkey and Malaysia. Its annual sales exceed $1-billion. The company's shares are listed on the Montreal, New York, Toronto and Vancouver stock exchanges.

Worldwide corporate relations are directed by Northern Telecom Limited headquartered in Montreal, Que. Media relations in Canada are supervised by Northern Telecom Canada Limited, Toronto, Ont.

Contacts:

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Vice-President, Corporate Relations
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After-hours: **(514) 932-6893**

Richard W. Wertheim,
Manager, Investor Services
Office: **(514) 931-5711, ext. 5615**
After-hours: **(514) 626-5410**

Ottawa:

R. Brian O'Regan,
Assistant Vice-President, Public Affairs
255 Albert Street
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After-hours: **(613) 225-7435**

Northern Telecom Canada Limited
302 The East Mall
Islington, Ontario M9B 6C7

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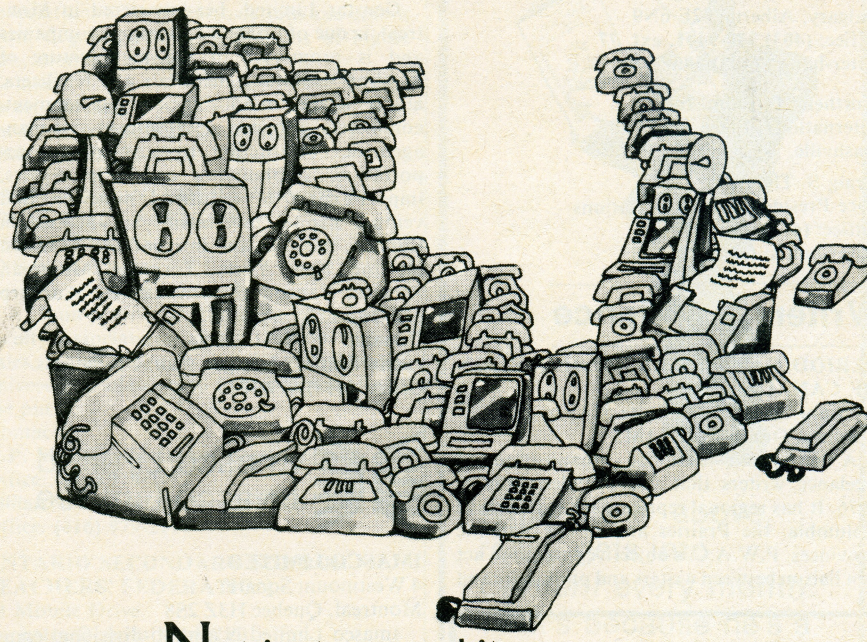
After-hours: **(416) 624-0056**

Alan G. Lane,
Director, Public Relations, Ontario
Office: **(416) 236-2641, ext. 246**
After-hours: **(416) 279-2074**

How to get around Canada.



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Trans-Canada Telephone System
One Nicholas Street, Ottawa, Ontario K1G 3N6
(613) 239-2086

Richard W. Oliver,
Manager, Publicity and Media Services
Office: **(416) 236-2641, ext. 250**
After-hours: **(416) 622-7542**

Montreal:
John M. Benet,
Director, Public Relations, Eastern Canada
Office: **(514) 931-5711, ext. 5325**
After-hours: **(514) 653-4304**

Calgary:
Brian A. Kilgore,
Director, Public Relations, Western Canada
808 - 53rd Avenue NE
Calgary, Alberta T2E 6N9
Office: **(403) 276-9441, ext. 77**
After-hours: **(403) 285-7836**

Northern Telecom, Inc.
International Plaza, Suite 900
Nashville, Tennesee 37217

Craig S. Thompson,
Vice-President, Public Relations
Office: **(615) 361-3500**
After-hours: **(615) 790-2435**

Writers, Freelance

PERIODICAL WRITERS ASSOCIATION OF CANADA
86 Bloor Street West, Suite 514
Toronto, Ontario M5S 1M5

A non-profit national organization of freelance writers that was founded May 1, 1976. It has regional representatives in British Columbia, the Prairies and in the Atlantic provinces. P.W.A.C.'s objectives are (a) to act as a liaison between writers and publishers and (b) to promote and pursue the interests and development of professional freelance writers in Canada.
Contact:
Lasha Charyshyn, Co-ordinator
Office: **(416) 961-8665**

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DIVERSIFIED COMPANIES

GENSTAR LIMITED
One Place Ville Marie, Suite 4105
Montréal, Québec H3B 3R1

Genstar Limited, headquartered in Montreal, is one of Canada's 25 largest companies and is prominent in the manufacture of building materials, chemicals and fertilizers, and is engaged in housing, land development, commercial property development and management, construction, tug and barge transportation, shipbuilding and ship repairs, import-export of industrial minerals, and venture capital investment. It operates in Canada, the U.S. and internationally. Listed on the New York, Toronto, Montreal, Alberta, Vancouver, Brussels and Antwerp exchanges. Symbol GST.
Contact:
Justin Battle, Manager, Public Relations
Office: **(514) 879-1270**

Imasco Limited
Imasco Limitée

IMASCO LIMITED
4 Westmount Square
Montreal, Quebec H3Z 2S8

Imasco Limited is a multi-divisional company manufacturing consumer products, principally tobacco and food, and supplying consumer services in Canada and the United States. Manufactured products include a complete range of tobacco products and a wide variety of food products. Services consist of retail outlets which specialize in tobacco products, health and beauty aids, prescription drugs, gifts, sundries and sporting goods.

The operations of the company are grouped in three divisions, Imperial Tobacco, Imasco Food and Imasco Associated Products. Direction and guidance of the operations of the company are provided by a head office group comprising approximately 40 persons at the company's headquarters in Montréal.
Contacts (office phone for all the following is **(514) 937-9111**):
Norman A. Dann,
Vice-President, Public Relations
After-hours: **(514) 637-5094**
Paul K. Ryan, Asst. to the Vice-Pres., PR
After-hours: **(514) 489-8716**
Jacques Breton, Public Relations
After-hours: **(514) 341-7793**
Louise Rousseau, Public Relations
After-hours: **(514) 935-6750**

THE ECONOMY

ECONOMIC COUNCIL OF CANADA
333 River Road, 16th Floor
(Box 527)
Ottawa, Ontario K1P 5V6

An economic research and policy advisory agency created by Act of Parliament in 1963 to study how Canada can achieve the highest possible levels of employment and efficient production, to promote a high and consistent rate of economic growth so that all Canadians may share in rising living standards.
Contacts:
Al Keys,
Information Services
Office: **(613) 993-3591**
Janet Ritchie, Information Services
Office: **(613) 993-1894**

EDUCATION

ASSOCIATION OF UNIVERSITIES & COLLEGES OF CANADA
151 Slater Street
Ottawa, Ontario K1P 5N1

The AUCC represents Canadian universities at the national and international levels. It provides a national forum for the discussion of many aspects of higher education. The Association provides a number of services to its member institutions and acts as a clearing house for information directed to and concerning these institutions.
Contact:
Rosemary Cavan, Director of Information
Office: **(613) 237-3330**

ONTARIO MINISTRY OF EDUCATION
Communications Services Branch
14th Floor, Mowat Block
Queen's Park
Toronto, Ontario M7A 1L2
Contact:
John Gillies
Office: **(416) 965-1139**
After-hours: **(416) 278-1355**

Community Colleges

THE CONFEDERATION COLLEGE OF APPLIED ARTS AND TECHNOLOGY
Box 398
Thunder Bay, Ontario P7C 4W1

Confederation College is a "Community College." In a very real sense it belongs to the community of Northwestern Ontario. You can use it to assist you to learn what you want to know. Here, adults of all ages from 18 to 80 can find courses or programs of assistance to them. All who wish to learn are welcome.
Contact:
E. William Greaves,
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GEORGE BROWN COLLEGE OF APPLIED ARTS AND TECHNOLOGY
Box 1015, Station B
Toronto, Ontario M5T 2T9

Located in the heart of the City of Toronto, George Brown Community College was established to serve the needs of the area. It was founded in 1968 as part of the Ontario Government's plan to extend the availability of post-secondary education to a larger number of students graduating from secondary schools.
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International Education

CANADIAN BUREAU FOR INTERNATIONAL EDUCATION
151 Slater Street, Suite 408,
Ottawa, Ontario K1P 5H3

National organization which acts as a resource centre for educational institutions, organizations and individuals concerned with international education in Canada and abroad. Works in two areas: Educational Travel for Canadians in Canada and abroad, and Foreign Student Affairs. Members include universities, colleges, organizations and interested individuals.
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Re foreign students in Canada:
John Helliwell,
Foreign Student Affairs Co-ordinator
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After-hours: **(613) 232-4332**

Re educational travel for Canadians:
Mary-Lynn Gravel,
Co-ordinator of Publications
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DEVELOPMENT EDUCATION CENTRE
121 Avenue Road
Toronto, Ontario M5R 2G3

The Development Education Centre is a research and educational institution doing work in the areas of international relations, world poverty, and the politics of underdevelopment and social change. We produce and distribute written and audio-visual material on these themes. We have a reference library which contains a wide range of documentation pamphlets, journals, periodicals and alternate news services.
Contact:
R.C. Swift, Librarian
Office: **(416) 964-6560**

Polytechnics

Ryerson Polytechnical Institute

RYERSON POLYTECHNICAL INSTITUTE
50 Gould Street
Toronto, Ontario M5B 1E8

Canada's only degree-granting polytechnic, Ryerson offers career-oriented education in some 35 programs in arts, applied arts, business, community services and the technologies. Its continuing education section encompasses a division of evening studies, correspondence courses, the Management Development Institute and Open College/ Ryerson, which presents credit courses on radio.
Contact:
Terry O'Connor, Information Officer
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Teachers

CANADIAN ASSOCIATION OF UNIVERSITY TEACHERS
75 Albert Street, Suite 1001
Ottawa, Ontario K1P 5E7

To promote the interests of teachers and researchers in Canadian Universities and Colleges, to advance the standards of their profession, and to seek to improve the quality of higher education in Canada. The Association is a federation of provincial associations of faculty associations and unions from degree granting institutions of higher education in Canada.
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ONTARIO CONFEDERATION OF UNIVERSITY FACULTY ASSOCIATIONS
40 Sussex Avenue
Toronto, Ontario M5S 1J7

A non-profit organization comprising faculty associations at all Ontario universities, which seeks to express the views of university professors to the government and the public.
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Lillian Smith, Information Officer
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ONTARIO SECONDARY SCHOOL TEACHERS' FEDERATION
60 Mobile Drive
Toronto, Ontario M4A 2P3

OSSTF, founded in 1919, is the professional organization representing 35,000 secondary school teachers in Ontario. Its headquarters are in northeast Metro on the Don Valley ravine.

A communications office staffed by two former newsmen is available to assist the media in queries ranging from negotiations to classroom developments and professional research.
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Universities

CARLETON UNIVERSITY
Colonel By Drive
Ottawa, Ontario K1S 5B6

Carleton University offers graduate and undergraduate degree programs in Arts, Social Sciences, Science and Engineering. In addition, programs in Architecture, Commerce, Industrial Design, Journalism and Music lead to specialized degrees. Approximately 16,000 full and part-time students attend the University which is located 15 minutes from downtown Ottawa.
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Lin Moody, Media Liaison Officer

Another satisfied reader.

Willie Filler, above, really gets into *Content* every month. That's because he's a reporter in the Great Canadian Newsroom, and the main character in an exclusive comic strip in Canada's national news media magazine. Willie's strip (which also features Sunny Star, the naive journalism graduate, Regina Post, the female star of the editorial department, and Claude Devoir, the *pequiste* from the art department) is a good reason why you should subscribe to *Content.*
For more reasons and a handy order form see the inside back cover of this directory.

Room 605, Administration Building
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McMASTER UNIVERSITY
1280 Main Street West
Hamilton, Ontario L8S 4L9

An educational institution teaching undergraduate and graduate students from around the world and carrying on research in all disciplines. McMaster receives the highest per capita government grants for research in engineering, physical sciences and life sciences among a surveyed group of Canadian universities. Current student enrolment is 10,500.

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ST. FRANCIS XAVIER UNIVERSITY
Antigonish, Nova Scotia B2G 1CO

St. F. X. is a university offering the widest range of undergraduate programs of any university in the Maritimes. The purpose is the education of all qualified candidates, but particularly those who reside in eastern Nova Scotia. Our research is both basic, and problem oriented, and related in many cases to the needs of the constituency.

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Dr. Kevin O'Brien, one of Canada's experts on Oscar Wilde **(902) 867-2101**
Dr. Pat Walsh, author of the play *Mad Shelley* **(902) 867-3901**
Rev. R.J. MacSween, editor, *The Antigonish Review* **(902) 867-2221**

Basketball:
Steve Kinchalski (902) 867-2128

Business Activity, Eastern N.S.:
St. F. X. Management Centre to aid small businesses **(902) 867-3941**

Cape Breton Folk Music:
J. C. O'Donnell, director of Men of the Deeps Miners Chorus **(902) 867-2106**

Concert Band:
James Hargreaves, director of Antigonish Wind Ensemble **(902) 867-2268**

Employment:
Dr. Winston Jackson, Dalhousie Public Affairs project on marginal employment **(902) 867-2452**

Environmental Research, Auto Emission:
Dr. E. A. Secco (902) 867-3950

Environmental Research, Fish and Birds:
Biology Dep't. (902) 867-2241

Environmental Research, The North:
Dr. Ron Nash (902) 867-2254

Environmental Research, Spruce Budworm:
Dr. Brian Lynch, working on environmentally-acceptable spray using sex attractant for males **(902) 867-3907**
Dr. A. A. MacDonald, Spruce Budworm Task Force **(902) 867-2129**

Football:
Cam Innes, President, Canadian College Football Coaches **(902) 867-2485**

Handicapped, Education of:
John McFarland, adaptive physical education for retarded children **(902) 867-2175**

Hockey:
Wayne Synishin (902) 863-3033

International Affairs, Canadian-Polish and Canadian-Soviet Relations:
Dr. A. Balawyder (902) 867-2285

International Affairs, SALT talks:
Dr. Robin Ranger, has written book and is frequent commentator on *CBC* **(902) 867-3940**

Native Indian Habitation on Cape Breton:
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Non-graded School:
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Neil MacKinnon, the Loyalists in N.S. **(902) 867-3922**
Dr. Ray MacLean, the Scots in N.S. **(902) 867-3945**
Major C. I. N. MacLeod, preservation of the Gaelic heritage in eastern N.S. **(902) 863-2036**

Nutrition:
Sister Helen Aboud (902) 867-2422

Parliament, Canadian:
Dr. John Stewart, Member of National Capital Commission group studying ideal physical facilities for Parliament **(902) 867-2291**

Petroleum Geology:
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Unemployment, N.S.:
Dr. William Woodfine (902) 867-2252

UNIVERSITY OF TORONTO
Information Services Department,
45 Willcocks Street
Toronto, Ontario M5S 1C7

Information Services communicates the activities and achievements of Canada's largest university to the on-campus community, the alumni and the general public. Coordinates with media, providing background information, visual materials and liaison with faculty and staff. Produces a weekly internal newspaper, a quarterly alumni tabloid and general campus publications.

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ENERGY

DEPARTMENT OF ENERGY, MINES AND RESOURCES
588 Booth Street
Ottawa, Ontario K1A 0E4

The department is responsible for: federal policies on oil, gas, electricity, coal, uranium and nuclear energy; energy conservation; resource management; research in energy and mineral technology; surveying and mapping; satellite and airborne remote sensing; research in earth physics (including earthquakes); explosives regulations; and geological research. Also sells maps.

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Electric Power

HYDRO-QUÉBEC
75 Dorchester Blvd. West
Montréal, Québec H2Z 1A4

Hydro-Québec is a state-owned utility, owns 80 per cent of Québec's electrical generating facilities and serves more than two million residential, commercial and industrial customers with an available capacity exceeding 17 million kilowatts.

It ranks among the world's major electric utilities, but is unique in that 99.8 per cent of its production is hydroelectric.

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NEWFOUNDLAND AND LABRADOR HYDRO
Box 9100, Philip Place
St. John's, Newfoundland A1A 2X8

"To develop the use of power on an economic and efficient basis."

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Director of Public Relations
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ONTARIO HYDRO
700 University Avenue
Toronto, Ontario M5G 1X6

Ontario Hydro's motto "Dona Naturae Pro Populo Sunt" means "the gifts of nature are for the people." For more than 70 years dedicated people, both in Hydro and associated municipal utilities, have ensured that nature's gifts — waterpower, fossil fuels and uranium — are harnessed to provide a sufficient supply of electricity to meet the needs of the people of Ontario.

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James Bay Project

NORTHERN QUEBEC INUIT ASSOCIATION/ASSOCIATION DES INUIT DU NOUVEAU-QUÉBEC
Southern office:
505 Dorchester Blvd. W., Suite 1500
Montréal, Québec H2Z 1A8

Box 179
Fort Chimo, Quebec J0M 1C0

The Northern Quebec Inuit (Eskimo) Association was one of the parties that negotiated the James Bay and Northern Quebec Agreement. The Association is now in the process of implementing the many provisions of the massive agreement. Basically N.Q.I.A. is a not-for-profit native association that attempts to represent the interests of all the Northern Quebec Inuit.

Contact:
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LA SOCIÉTÉ D'ÉNERGIE DE LA BAIE JAMES
800 de Maisonneuve Blvd East
Montréal, Québec H2L 4M8

La Société d'énergie de la Baie James is the managing body responsible for the hydro-electric development of rivers on the eastern coast of James Bay. SEBJ is a wholly owned subsidiary of Hydro-Québec, a non-subsidized crown corporation charged with production, distribution and sales of electricity in Québec.

La Société d'énergie, presently building the La Grande Complex, assumes sole management of the project.

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Oil/Gas

THE ALBERTA GAS TRUNK LINE COMPANY LIMITED
P. O. Box 2535
Calgary, Alberta T2P 2N6

Natural gas transmission pipeline in Province of Alberta; participation in projects for frontier gas; subsidiary company operations which include petrochemicals, manufacturing, gas sales, service and development.

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CANADIAN GAS ASSOCIATION
55 Scarsdale Road
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The Canadian Gas Association is the non-profit national trade organization representing 650 corporate and individual members drawn from every sector of the Canadian natural gas industry. The Association is the nationally accredited standards writing organization for all gas equipment sold in Canada and operates a modern certification laboratory.

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GULF OIL CANADA LIMITED
800 Bay Street
Toronto, Ontario M5S 1Y8

Gulf Oil Canada is Canada's second largest oil company in terms of assets, total sales and earnings. Founded as British American Oil Company Limited at Toronto in 1906, it has grown to total assets of $1.8 billion. A fully integrated company, it is Canada's third largest producer of crude oil and natural gas.

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MOBIL OIL CANADA, LIMITED
330 — 5th Avenue S.W.
Calgary, Alberta T2P 0L4

A major producer of crude oil, natural gas, natural gas liquids, and sulphur. Has exploration interests in all prospective areas of Canada.

Head office is in Calgary. Area offices are at Edmonton, Drayton Valley, Alberta; Swift Current, Saskatchewan and Halifax.

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After-hours: **(403) 281-6780**

NORCEN ENERGY RESOURCES LIMITED
4600 Toronto-Dominion Centre
Toronto, Ontario M5K 1E5

Norcen Energy Resources Limited, a Canadian-owned energy company engages in exploration, production and transmission of oil and gas, and operates natural gas utilities in Manitoba, Ontario and Quebec.

Executive Office is in Toronto. Exploration offices are in Calgary and London, England. Utility offices are in Winnipeg, Willowdale, Ont. and Montreal.

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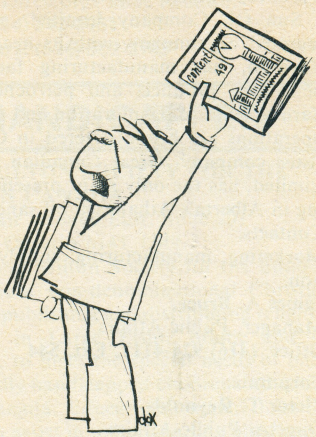

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but the Fall 1977 edition of *Sources* will be bigger *and* better. Watch for it. And get the monthly editions of *Content* for updates to the listings in this premiere edition of *Sources.*

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Content,
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Toronto, Ont. M4X 1S3
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SUN OIL COMPANY LIMITED
56 Wellesley Street, West
Toronto, Ontario M4S 2S5

Sun Oil Company Limited, a fully integrated oil company with its head office in Toronto, has manufacturing facilities for petroleum products and petrochemicals in Sarnia, Ontario. Exploration and production operations are headquartered in Calgary. A sister company, Great Canadian Oil Sands Limited, has the only plant presently operating in Alberta's Athabasca oil sands.

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Victor T. Reynolds
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Office: **(403) 269-8100**

Great Canadian Oil Sands:
John Perehinec, Public Affairs Manager
Great Canadian Oil Sands Limited
2900 Alberta Telephone Tower
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Edmonton, Alberta T5J 1X2
Office: **(403) 426-7440**

ENGINEERING/ CONSTRUCTION

BECHTEL CANADA
250 Bloor E.
Toronto, Ontario M4W 3K5

One of the principal Canadian organizations in engineering/construction and related project management.

Une des principales compagnies d'ingénieurs, de construction et de gestion de projets au Canada.

Head Office/Siège Social — Toronto; principal offices/bureau principaux — Montreal, Edmonton, Vancouver.
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ENVIRONMENT

FISHERIES AND ENVIRONMENT CANADA
Headquarters
200 rue du Sacré Coeur
Hull, Québec K1A 0H3

The Department of Fisheries and the Environment is responsible, at the federal level, for the protection of Canada's air, water and land resources, a responsibility which it shares in many instances with other federal departments and with the governments of the provinces. The Department has two main programs: The Fisheries and Marine Program, related to the aquatic environment and the living resources of ocean and inland waters, and the Environmental Services Program, delivered by three Services: Atmospheric Environment, Environmental Management and Environmental Protection. The Minister is Roméo LeBlanc and the Deputy Minister, J. Blair Seaborn.
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Forest, wildlife, inland waters, lands:
Environmental Management Service
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Claude G. Jarry, Information Services
Office: **(819) 997-4898**

Pollution monitoring and regulation:
Environmental Protection Service
351 St. Joseph Boulevard, 15th floor
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Ted Soroczan, Information Services
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Climatic and weather forecasts, air pollution monitoring:
Atmospheric Environment Service
4905 Dufferin Street
Downsview, Ontario M3H 5T4
Paul Wagner, Information Services
Office: **(416) 667-4723**

Fisheries, oceanography, marine pollution:
Fisheries and Marine Service
580 Booth Street, 6th floor
Ottawa, Ontario K1A 0H3
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Office: **(613) 995-2177**

Environment Ontario

ONTARIO MINISTRY OF THE ENVIRONMENT
135 St. Clair Avenue West
Toronto, Ontario M4V 1P5

The Ontario Ministry of the Environment is responsible for environmental protection and management. Its programs and policies are directed toward four major long-term objectives:
- To control contaminant emission;
- To establish environmental safeguards;
- To manage Ontario's water resources and to manage waste;
- To develop and maintain measures to restore and enhance the natural environment.

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Ron Johnson, Senior Photographer
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Providing environmental education liaison with academic institutions:
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STOP (Society to Overcome Pollution)
1361 Greene Avenue
Montreal, Quebec H3Z 2A5

A non-profit citizens' environmental organization "devoted to preserving and improving the quality of the physical and human enironment, and to promoting rational utilization of natural resources." Incorporated in 1970 in Quebec as a clearing house for information on environmental issues and a focus for citizens' concerns.
Contact:
Karl Raab, Director
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FOREIGN INVESTMENT/ OWNERSHIP

COMMITTEE FOR AN INDEPENDENT CANADA
46 Elgin Street, Suite 48
Ottawa, Ontario K1P 5K6
(613) 238-2730
Membership Office:
67 Yonge Street, Suite 1103
Toronto, Ontario M5E 1J8
(416) 863-1073

The Committee for an Independent Canada is a non-partisan citizens' organization whose major concerns are the very large and rapidly expanding degree of foreign ownership in the Canadian economy and the lack of awareness and appreciation for Canadian culture and heritage amongst our citizenship.
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FOREIGN INVESTMENT REVIEW AGENCY
Box 2800, Station "D"
Ottawa, Ontario K1P 6A5

The Agency administers the Foreign Investment Review Act which requires the federal government to review certain kinds of foreign investment in Canada. The Act applies to the takeover of existing Canadian businesses and, in some cases, to the establishment of new ones.
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FOREST RESOURCES

ForesTalk RESOURCE MAGAZINE
Legislative Buildings
Victoria, British Columbia V8V 1X5

Published quarterly by the Forest Service Information Division, British Columbia Ministry of Forests, *ForesTalk Resource Magazine* is designed to encourage interest, discussion and understanding of British Columbia's forest resources. Complimentary copies are available on request.
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Forest Products

CROWN ZELLERBACH CANADA LIMITED
815 West Hastings Street
Vancouver, British Columbia V6C 1B4

Crown Zellerbach Canada is among the country's largest integrated forest products companies, manufacturing pulp and newsprint, paper products, lumber and plywood and flexible plastic packaging; and operating a wholesale paper company and HomeTown-CrownMart retail stores.

Manufacturing locations are primarily in British Columbia, with sales and service centres across Canada.
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Pulp & Paper

CANADIAN INTERNATIONAL PAPER COMPANY
Sun Life Building, Dominion Square
Montreal, Quebec H3B 2X1

Canadian International Paper Company is one of the largest pulp and paper companies in Canada. Employing 12,500 Canadians, it operates mills, manufacturing units, sales outlets and warehouses from coast to coast.

Its products include newsprint, wood pulps, containerboard, corrugating medium shipping sacks, corrugated boxes, milk cartons and many other paper products.
Contact:
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CANADIAN PAPERWORKERS UNION/SYNDICAT CANADIEN DES TRAVAILLEURS DU PAPIER
1155 Sherbrooke St. W., Suite 1501
Montreal, Quebec H3A 2N3

A national labour union representing 55,000 workers in the pulp and paper manufacturing industry. Membership is grouped in 215 local unions in four regions — Atlantic (New Brunswick, Nova Scotia, Gaspé of Quebec), Quebec, Central (Ontario, Manitoba) and Western (Saskatchewan, Alberta, British Columbia).
National office, Montreal. Regional offices; Dalhousie, N.B., Montreal, Toronto, Vancouver.
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HANDICAPPED

JOHN MILTON SOCIETY FOR THE BLIND IN CANADA
40 St. Clair Avenue East, Suite 201
Toronto, Ontario M4T 1M9

The John Milton Society for the Blind in Canada is a non-denominational Christian ministry, publishing and distributing religious literature in Large Print, Braille and on Cassettes, to meet the special needs of blind and visually handicapped children and adults across Canada. Educational material for the sighted to assist in understanding blindness is made available. All publications are sent **without charge** by this registered Canadian charity.
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Mrs. Ruth F. Banko, Executive Secretary
Office: **(416) 921-4152**

HOUSING

ONTARIO MINISTRY OF HOUSING
56 Wellesley St. W.
Toronto, Ontario M7A 2K4

Ontario's Ministry of Housing co-ordinates provincial efforts to meet the housing needs of Ontario residents. The Ministry consists of Ontario Housing Corporation which manages socially assisted and seniors housing; Ontario Mortgage Corporation; the Community Planning Wing responsible for planning, new towns and community renewal; the Community Development Wing which assists municipalities in developing family and seniors housing, rent supplement, rural, private assisted and community sponsored housing.
Contacts:
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Office: **(416) 965-9780**
After-hours: **(416) 481-8432**

R. A. C. Adams,
Asst. Dir. of Communications
Office: **(416) 965-9784**
After-hours: **(416) 444-1253**

R. T. Tuokko, Manager, Communications
New Communities
Office: **(416) 965-9168**
After-hours: **(416) 292-1501**

R. R. Nykor, Co-ordinator, Communications
Community Planning
Office: **(416) 965-9780**
After-hours: **(416) 889-9601**

Grant Maxwell, Communications
Community Development
Office: **(416) 965-9780**
After-hours: **(416) 252-6571**

HUMAN RIGHTS

Gay Rights

GAY ALLIANCE TOWARD EQUALITY (GATE)
193 Carlton Street

Can we help?

We're The Canadian Life Insurance Association. We represent life insurance companies. And we're the authoritative source of information about life insurance in Canada.

When you need information or quotes for your stories on business, finance and the economy, give us a call. We can give you the answers and the point of view of one of Canada's most important businesses.

In English, call Bruce Powe or Wendy Barnes, collect, at **1-416-364-6295.**

In French, call Marcel Theoret, collect, at **1-514-845-6173.**

And if you have consumer questions or complaints, call the Life Insurance Information Centre "hot line." It's toll free from anywhere in Canada. In English: 1-800-261-8663. In French: 1-800-361-8070.

The Canadian Life Insurance Association

44 King Street West,
Toronto, Ontario
M5H 1E9

Toronto, Ontario M5A 2K7

Serve Toronto's gay community especially through public political action to win full civil and human rights for gay men and women and end discrimination against them; help build the gay liberation movement through activity in the Coalition for Gay Rights in Ontario and the National Gay Rights Coalition.

Contacts:
Brian R. Mossop, President
Office: **(416) 966-8131**
After-hours: **(416) 465-4469, 964-0148**
Tom Warner,
Coalition for Gay Rights in Ont.
Office: **(416) 978-6598**
After-hours **(416) 929-5728, 964-0148**
Christine Bearchell,
GATE Lesbian Caucus
Office **(416) 487-5281**
After-hours: **(416) 921-3858, 964-0148**

NATIONAL GAY RIGHTS COALITION/ COALITION NATIONALE POUR LES DROITS DES HOMOSEXUELS
Box 2919, Station D
Ottawa, Ontario K1P 5W9

NGRC is a civil rights organization whose primary objectives are: 1) the removal of all federal legislation which permits, condones, or encourages discrimination against homosexuals and 2) the implementation of legislatively guaranteed civil rights for gay people.

The Co-ordinating Office of the National Gay Rights Coalition is the responsibility of the Political Action Committee of Gays of Ottawa, the member organization of the Coalition in the National Capital Region.

Contacts:
John Duggan,
Chairperson, Political Action Committee
Gays of Ottawa
Office: **(613) 993-1996**
After-hours: **(613) 235-0835**
Co-ordinating office: **(613) 233-0152**

Robin Metcalfe
c/o Gay Alliance Toward Equality
Box 3611
Halifax South Postal Station
Halifax, Nova Scotia B3L 4G9
Office: **(902) 429-6969**

Ron Dayman
a/s Association pour les Droits des Gai(e)s du Québec
C.P. 36, Succ. C
Montréal, Québec H2L 4J7
Office: **(514) 843-6337**

Tom Warner
c/o Gay Alliance Toward Equality
193 Carlton Street
Toronto, Ontario M5A 2K7
Office: **(416) 929-5728**

Bill Lewis
c/o Gays for Equality
Box 27, UMSU
University of Manitoba
Winnipeg, Manitoba R3T 2N2
Office: **(204) 474-8216**

Gens Hellquist
c/o Saskatoon Gay Community Centre
Box 1662
Saskatoon, Sask. S7K 3R8
Office: **(306) 652-0972**

David Rand
c/o Gay Alliance Toward Equality
Box 1463, Station A
Vancouver, B.C. V6C 2P7
Office: **(604) 689-3139**

Release of Prisoners

AMNESTY INTERNATIONAL CANADA/AMNISTIE INTERNATIONALE CANADA
Box 6033 — 2101 Algonquin Ave.
Ottawa, Ontario K1A 1T1

Amnesty International, an independent, non-governmental organization, works for the release of those imprisoned for religious, political or other conscientiously held beliefs or their ethnic origin, colour or language, provided they have neither used nor advocated violence. Amnesty International also works to abolish all torture and cruel treatment of all prisoners.

Contact:
Sue Nichols, Co-ordinator
Office: **(613) 722-1988**

INSURANCE

THE CANADIAN LIFE INSURANCE ASSOCIATION
44 King Street West
Toronto, Ontario M5H 1E9

The trade association for 130 life companies: information sources for statistics, material on life insurance. The Life Insurance Information Centre provides a free answering service for consumer questions or complaints: in English, 1-800-261-8663. In French, 1-800-361-8070. (From British Columbia, phone 112-800-261-8336

Contacts:
Bruce Powe,
Director of Public Relations
Office: **(416) 364-6295**
After-hours: **(416) 483-9714**
Marcel Theoret,
Director of Public Relations (Montreal)
Office: **(514) 845-6173**

Bureau d'assurance du Canada
Insurance Bureau of Canada

INSURANCE BUREAU OF CANADA
181 University Avenue, Suite 1300
Toronto, Ontario M5H 3M7

The major association of Automobile, Casualty and Property Insurance Companies transacting business in the Canadian market.

Contacts:
Head Office:
John H. Cranford,
Director of Communications
Office: **(416) 362-2031**
Heidi Palmer, Public Relations Officer
Office: **(416) 362-2031**

Branches:

Halifax:
1641 Barrington Street
Halifax, Nova Scotia B3J 2A2
G. M. Walsh, Manager
Office: **(902) 425-5405**

Montreal:
1080 Beaver Hall Hill
Montreal, Quebec H2Z 1S8
C. E. Moreau, Manager
Office: **(514) 866-9801**
Pierre Chaput,
Director of Public Relations, Quebec
Office: **(514) 866-9801**

Edmonton:
10080 Jasper Avenue, Suite 1105
Edmonton, Alberta T5J 1V9
R. A. S. Cooper, Manager
Office: **(403) 423-2212**

Vancouver:
409 Granville Street
Vancouver, B.C. V6C 1W9
K. F. V. Malthouse, Manager
Office: **(604) 684-3635**

NORWICH UNION LIFE INSURANCE SOCIETY
60 Yonge Street
Toronto, Ontario M5E 1H5

Norwich Union Life Insurance Society, was founded in Norwich, England in 1808, and is one of the oldest life insurance organizations in existence. The Society offers a complete range of life insurance plans.

Head Office for Canada is in Toronto, with branch offices across the country.

Contact:
Gwen Gale,
Secretary of the Marketing Division
Office: **(416) 362-2961**

INTERNATIONAL

UNITED NATIONS ASSOCIATION IN CANADA
63 Sparks Street, Room 808
Ottawa, Ontario K1P 5A6

The UNA in Canada is a national organization operating through its branches across Canada. Its aims are mainly to study possible courses of action and seeking public and governmental support for those policies advocated by the UNA and to furnish information, educational programmes and the stimulation of public interest in the United Nations and its Specialized Agencies.

Contacts:
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Margit-Brigitte Doneit,
Information Officer
Office: **(613) 232-5751**
After-hours: **(613) 233-3007**

President:
J. King Gordon
c/o IDRC
60 Queen Street
Ottawa, Ontario
Office: **(613) 996-2321, Ext. 357**
After-hours: **(613) 749-8422**

Immediate Past President:
Mrs. Bernard Bazer
376 Clarke Avenue
Montréal, Québec H3Z 2E6
Office: **(514) 933-8183**
After-hours: **(514) 935-8332**

Vice-President, Policy Council:
Mme Louise Savard
100 Place d'Youville, Suite 730
Québec, Québec G1R 3P1
Office: **(418) 694-3831**
After-hours: **(418) 527-2331**

Vice-President, Executive Board:
Mrs. Thelma Baker
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Toronto, Ontario M8X 2R4
Phone: **(416) 233-2534**

Regional Vice-Presidents:
Maritime Region:
Eldon Richardson
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Saint John, N.B.
Phone: **(506) 652-1459**

Quebec Region:
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Montreal, Quebec H3P 1H7
Phone: **(514) 738-5000**

Ontario Region:
John Miller
188 Elizabeth Street
Stratford, Ontario N5A 4Z3
Phone: **(519) 273-0997**

Prairies & N.W.T. Region:
John R. Troniak
620 South Drive
Winnipeg, Manitoba R3T 0B1
Office: **(204) 489-4541, Ext. 329**
After-hours: **(204) 453-5835**

B.C. & Yukon Region:
Len Berry
3878 West Broadway
Vancouver, B.C.
Phone: **(604) 733-3912**

UNA Local Branches:

4335 Hampton Avenue
Montreal, Quebec H4A 2L3
Phone: **(514) 482-8356**

Mrs. Joan Broughton, Secretary
UNA Ottawa Branch
Phone: **(613) 722-5359**

Carole Hall, Secretary
UNA Toronto Branch
Phone **(416) 482-2463**

Catherine Hanna, President
UNA Hamilton Branch
Phone: **(416) 529-8813**

Dr. J. R. Mayer, President
UNA Niagara Falls Branch
Office: **(416) 684-7201, Ext. 222**
After-hours: **(416) 262-4926**

Hugh Bremner, President
UNA London Branch
Phone: **(519) 438-8391**

Miss Anne Loutit, President
UNA Winnipeg Branch
Phone: **(204) 489-8303**

Mrs. Lydia Sayle, Acting Secretary
UNA Vancouver Branch
Phone: **(604) 733-3912**

International Affairs

CANADIAN INSTITUTE OF INTERNATIONAL AFFAIRS
15 King's College Circle
Toronto, Ontario M5S 2V9

The Institute's purpose is to encourage knowledge and understanding of international affairs and Canadian foreign policy. It is non-partisan and does not express opinions but it is in touch with experts on all international issues. It has branch programmes in 20 cities, publications in English and French, and a reference library.

Contact:
Robert W. Reford, Executive Director
Office: **(416) 979-1851**
After-hours: **(416) 967-5830**

International Development

CANADIAN INTERNATIONAL DEVELOPMENT AGENCY (CIDA)
122 Bank Street
Ottawa, Ontario K1A 0G4

CIDA is the federal government agency charged with carrying out Canada's official development assistance program, the objective of which is to support the efforts of developing countries in fostering their economic growth and the evolution of their social systems so as to produce a wide distribution of the benefits of development.

Contacts:
John de Bondt, Media Relations Officer
Office: **(613) 995-6214**
After-hours: **(613) 832-1489**
Mariana Holbrook, Media Relations Officer
Office: **(613) 995-6214**
After-hours: **(613) 729-3000**
Daniel Moisan, Media Relations Officer
Office: **(613) 995-6214**
After-hours: **(613) 235-4617**

CANADIAN UNIVERSITY SERVICE OVERSEAS (CUSO)
151 Slater Street
Ottawa, Ontario K1P 5H5

CUSO is an independent, non-governmental development agency which is the anglophone section of CUSO/SUCO. Established in 1961, CUSO recruits and sends skilled Canadians to Third World nations to assist in their development; supports specific projects initiated and directed by Third World governments, groups or individuals; seeks to promote activities in Canada leading to understanding of and action on the cause of inequitable development.

Contact:
Hugh Nangle, Director, Public Affairs
Office: **(613) 237-0390**

International Education

CANADIAN BUREAU FOR INTERNATIONAL EDUCATION
151 Slater Street, Suite 408,
Ottawa, Ontario K1P 5H3

National organization which acts as a resource centre for educational institutions, organizations and individuals concerned with international education in Canada and abroad. Works in two areas: Educational Travel for Canadians in Canada and abroad, and Foreign Student Affairs. Members include universities, colleges, organizations and interested individuals.

Contacts:
Re foreign students in Canada:
John Helliwell,
Foreign Student Affairs Co-ordinator
Office: **(613) 237-4820**
After-hours: **(613) 232-4332**
Re educational travel for Canadians:
Mary-Lynn Gravel,

Co-ordinator of Publications
Office: **(613) 237-4820**
After-hours: **(613) 234-7341**

DEVELOPMENT EDUCATION CENTRE
121 Avenue Road
Toronto, Ontario M5R 2G3

The Development Education Centre is a research and educational institution doing work in the areas of international relations, world poverty, and the politics of underdevelopment and social change. We produce and distribute written and audio-visual material on these themes. We have a reference library which contains a wide range of documentation pamphlets, journals, periodicals and alternate news services.
Contact:
R.C. Swift, Librarian
Office: **(416) 964-6560**

KINDNESS

THE KINDNESS CLUB
252 Waterloo Row
Fredericton, New Brunswick E3B 1Z3

The Kindness Club is hoping to bring its message of kindness and conservation to the children in every home and every school in Canada. Members invited. Publicity welcome.
Contact:
Aida Flemming, President
Phone: **(506) 454-6186**

LABOUR

ALBERTA FEDERATION OF LABOUR
306 — 11010 142nd Street
Edmonton, Alberta T5N 2R1

The Alberta Federation of Labour represents about 105,000 trade union members in Alberta and is a chartered body of the Canadian Labour Congress. It acts as the voice of organized labour in Alberta and almost all trade unions are affiliated to it. The federation is involved in: making representation to government on a wide range of issues; the education of trade union members through a variety of seminars and conferences covering various topics; the development of a written history of the Alberta labour movement; encouraging working people to take part in the political process.
Contacts:
Reg Basken, President
10603 — 100th Avenue, Room 300
Edmonton, Alberta
Office: **(403) 424-1417**
Gene Mitchell, Executive Secretary
Office: **(403) 454-6307**
Warren Caragata
Office: **(403) 454-6307**
After-hours: **(403) 433-2656**
Health & safety, political action:
Harry Kostiuk,
Assistant Executive Secretary
Office: **(403) 454-6307**

THE ALBERTA UNION OF PROVINCIAL EMPLOYEES
10975 — 124 Street
Edmonton, Alberta T5M 0J2

A trade union representing employees in the provincial public sector and in the Alberta component of the National Union of Provincial Government Employees.
Contacts:
T. W. Broad, President
Office: **(403) 452-0333**
Bill Finn, Supervisor,
Membership Information & Training
Office: **(403) 452-0333**
After-hours: **(403) 482-2030**

CANADIAN BROTHERHOOD OF RAILWAY, TRANSPORT AND GENERAL WORKERS
2300 Carling Avenue
Ottawa, Ontario K2B 7G1

Formed in 1908, the CBRT&GW is Canada's oldest national union. More than half its 40,000 members are railway workers. The others include truck and bus drivers, hotel and hospital workers, sailors and fishermen. Its monthly journal, *Canadian Transport,* has a circulation of nearly 50,000.
Contact:
Ed Finn,
Director of Publications & Information
Office: **(613) 725-3361**

CANADIAN LABOUR CONGRESS
2841 Riverside Drive
Ottawa, Ontario K1V 8X7

The CLC is the major labour federation in Canada, representing some 2.3 million organized workers in more than 100 affiliated national and international unions and 10 provincial federations. Its major purpose is to represent the interests of Canadian workers in all matters of national or federal nature.
Contacts:
Charles Bauer,
Director of Public Relations
Office: **(613) 521-3405**
After-hours: **(613) 731-8019**
John Clark,
Assistant Director, Public Relations
Office: **(613) 521-3405**
After-hours: **(613) 521-8261**
Mary Kehoe, Assistant Editor
Office: **(613) 521-3405**

CANADIAN PAPERWORKERS UNION/SYNDICAT CANADIEN DES TRAVAILLEURS DU PAPIER
1155 Sherbrooke St. W., Suite 1501
Montreal, Quebec H3A 2N3

A national labour union representing 55,000 workers in the pulp and paper manufacturing industry. Membership is grouped in 215 local unions in four regions — Atlantic (New Brunswick, Nova Scotia, Gaspé of Quebec), Quebec, Central (Ontario, Manitoba) and Western (Saskatchewan, Alberta, British Columbia).
National office, Montreal. Regional offices; Dalhousie, N.B., Montreal, Toronto, Vancouver.
Contacts:
Neville Hamilton,
Director of Public Relations
Office: **(514) 842-8931**
After-hours: **(514) 931-7236**
Marc Lord,
Assistant Director, Public Relations
Office: **(514) 842-8931**
After-hours: **(514) 389-3745**

CANADIAN UNION OF PUBLIC EMPLOYEES/SYNDICAT CANADIEN DE LA FONCTION PUBLIQUE
233 Gilmour Street, 8th Floor
Ottawa, Ontario K2P OP5

CUPE is a trade union representing employees in municipal governments, crown corporations, municipalities, boards and commissions, public utilities, universities, hospitals, nursing homes, homes for the aged, penal institutions, libraries, police forces, the CBC and other public employees.
Contacts:
Norman Simon, Public Relations Director
Office: **(613) 237-1590**
After-hours: **(613) 829-1885**
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Assistant Director, Public Relations
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After-hours: **(613) 828-9817**
Marc Bélanger, Public Relations Officer
Office: **(613) 237-1590**
After-hours: **(613) 737-3446**

Ontario Ministry of Labour

ONTARIO MINISTRY OF LABOUR
400 University Avenue
Toronto, Ontario M7A 1T7

The Ministry is responsible for:
- Ontario Labour Relations Board
- Labour-management relations including conciliation and mediation services
- Ontario Human Rights Commission
- Employment Standards
- The Women's Bureau
- Occupational Health and Safety, including Mines Engineering Branch, formerly Ministry of Natural Resources, and Occupational Health Protection Branch, formerly Ministry of Health.

Contacts:
William Preiner,
Manager, Information Services Branch
Office: **(416) 965-7941**
Scott Tyrer, Media Relations Officer
Office: **(416) 965-7941**
After-hours: **(416) 769-2134**
Ontario Human Rights Commission:
Harold Attin
Office: **(416) 965-6841**
Women's Bureau:
Judy Stoffman
Office **(416) 965-1537**

UNITED AUTOWORKERS UNION
Canadian Headquarters
205 Placer Court
Willowdale, Ontario M2H 3H9

The UAW is one of the largest industrial unions in Canada, representing about 125,000 workers primarily in the auto, aerospace and agricultural implement industries. Membership includes production, office, technical and professional workers. Dennis McDermott, UAW International Vice-President and Director for Canada, is a leading spokesman for organized labour.
Contact:

Douglas Glynn,
Director of Public Relations for Canada
Office: **(416) 497-4110**
After-hours: **(416) 637-0815**

UNITED STEELWORKERS OF AMERICA
National Office
55 Eglinton Avenue East, 8th Floor
Toronto, Ontario M4P 1B5

The largest industrial union in Canada with over 197,000 members in every territory and province in Canada.

The union's membership in Canada includes a wide variety of occupations including mining, basic steel, metal manufacturing, chemicals, electronics, plastics, paper, furniture, concrete and other industries. In addition, thousands work in offices, technical and other white collar occupations protected by steelworker contracts.

We maintain a staff of experts in health and safety, economics, law, industrial engineering and education.

Contacts:
K. R. (Robbie) Robinson,
Director of Public Relations
Office: **(416) 487-1571**

Marc Zwelling, Representative
USWA District 6 (Ontario)
100 Lombard Street
Toronto, Ontario M5C 1L4
Office: **(416) 366-4991**
After-hours: **(416) 690-3323**

J. M. Carle, Public Relations Representative
USWA District 5 (Quebec & Maritimes)
1290 St. Denis Street, 10th Floor
Montreal, Quebec H2X 3J7
Office: **(514) 288-7200**
After-hours: **(514) 334-7045**

LEADERSHIP DEVELOPMENT

THE CANADA JAYCEES/JAYCEES DU CANADA
39 Leacock Way
Kanata, Ontario K2K 1T1

The Canada Jaycees is an organization of young people between the ages of 18 and 40. The aim of the Canada Jaycees is to provide leadership development through community service. There are 200 units across Canada with a total membership of 6,000. The Canada Jaycees are members of Jaycees International.

Contact:
W. Daniel Lamey, Executive Director
Office: **(613) 592-2450**

LEGAL/COURTS

THE CANADIAN BAR ASSOCIATION/ L'ASSOCIATION DU BARREAU CANADIEN
130 Albert Street, Suite 1700
Ottawa, Ontario K1A 0L6

The Canadian Bar Association represents more than 20,000 lawyers and law students from across Canada. It is dedicated to improvement in the law, the administration of justice and the learning and skills of the individual lawyer. The Bar has branches in each province and a full time staff of 17 in Ottawa.

Contact:
Stephen Hanson,
Director of Communications
Office: **(613) 237-2925**

Crime Reduction

JOHN HOWARD SOCIETY OF ONTARIO
168 Isabella St.,
Toronto, Ontario M4Y 1P6

A non-profit, non-governmental community organization dedicated to the reduction of crime in the community through the resocialization of the offender, the education of the community, the involvement of citizens in the criminal justice system and constructive and progressive reform of the criminal justice process. Crime is a community problem and must be solved in the community.

Contact:
Gordon MacFarlane
Office: **(416) 925-2205**
After-hours: **(416) 291-4650**

Parole

PAROLE BOARD CANADA
340 Laurier Avenue West
Ottawa, Ontario K1A OR1

Parole Board Canada is an independent administrative tribunal established under the Parole Act. Under this Act the Prisons and Reformatories Act, it has the exclusive jurisdiction and absolute discretion to grant, refuse and revoke parole, and to revoke mandatory supervision. Its headquarters is in Ottawa and there are offices in five regions across Canada.

Contacts:
B. R. Cormier,
Director of Communications
Office: **(613) 995-1308**
After-hours: **(613) 225-6052**
Douglas Parkinson, Information Officer
Office: **(613) 992-2818**
After-hours: **(613) 238-7998**

Moncton:
Ervin Williams, Regional Secretary
Office: **(506) 858-3051**

Montréal:
Serge Lavallée, Secrétaire régional
Bureau: **(514) 283-4275**

Kingston:
John Nugent, Regional Secretary
Office: **(613) 549-3800**

Saskatoon:
Norman Fagnou, Regional Secretary
Office: **(306) 665-5045**

Vancouver:
W. D. MacGregor, Regional Secretary
Office: **(604) 666-2121**

MANUFACTURING

Aluminum

Alcan Canada Products Limited

ALCAN CANADA PRODUCTS LIMITED
Box 269, Toronto-Dominion Centre
Toronto, Ontario M5K 1K1

Alcan Canada Products Limited is the sales and manufacturing arm of Alcan Canada, responsible for operating 27 manufacturing plants and 23 distribution centres across Canada. It is the largest supplier of semi-fabricated and finished aluminum products, and of ingot, to the Canadian domestic market. Products include sheet, plate and foil; extrusions; bare, covered and insulated wire & cable, cable accessories; siding and other building products; welded pipe; boats, household & specialty products.

Contacts:
J. W. Knapp,
Manager, Advertising and Public Relations
Office: **(416) 366-7211**
L. Holroyd,
District Manager, Public Relations
2609 Granville Street, Suite 460
Vancouver, British Columbia V6H 3H3
Office: **(604) 732-3377**

Heavy Manufacturing

HAWKER SIDDELEY CANADA LTD.
7 King Street East
Toronto, Ontario M5C 1A3

A large, diversified heavy manufacturing company. Principal products include passenger and freight railway cars; railway wheels and axles; highway trailers; shipbuilding and repair; power and communications structures; industrial gas turbines; castings; forestry, sawmill and mining equipment.

Head office in Toronto. Principal operations in Nova Scotia, Quebec, Ontario and British Columbia.

Contact:
J. F. A. Painter,
Director of Public Relations
Office: **(416) 362-2941**
After-hours: **(416) 451-7722**

Industrial Equipment

CANADIAN FARM & INDUSTRIAL EQUIPMENT INSTITUTE
1243 Islington Avenue, Suite 715
Toronto, Ontario M8X 1Y9

CFIEI is a non-profit national trade association of manufacturers of farm and industrial equipment marketed in Canada; members achieve a majority of annual industry sales. A strong committee structure maintains industry interests in customs and excise, engineering/safety, metric conversion, energy conservation, legislation, marketing, parts distribution and traffic matters.

Contact:
Robert W. Kelly, General Manager
Office: **(416) 236-2431**

MEDICAL/HEALTH

THE CANADIAN MEDICAL ASSOCIATION
Box 8650
Ottawa, Ontario K1G 0G8

A voluntary professional association.

To promote: improved medical and hospital services; the medical and related arts and

sciences; the interests of its 30,000 physician members.

To serve as the public voice of Canadian physicians.

Contact:
D. A. Geekie, Director of Communications
Office: **(613) 731-9331**
After-hours: **(613) 820-9786**

Addictions

ADDICTION RESEARCH FOUNDATION
33 Russell Street
Toronto, Ontario M5S 2S1

The Addiction Research Foundation of Ontario operates specialized research, educational, clinical, and service development programs aimed at conducting research into the nature, frequency, effects, and treatment of problems associated with the use of alcohol and other drugs; and disseminates information respecting the recognition, prevention, and treatment of alcoholism and addiction.

Contact:
Media Relations Officer (to be appointed)
Office: **(416) 595-6054**

Allergies

ALLERGY INFORMATION ASSOCIATION
25 Poynter Drive, Room 7
Weston, Ontario M9R 1L1

The dissemination or recipes and practical information for management of allergic disease. This non-profit organization successfully lobbied the government to have legislation passed for mandatory ingredient listings on all processed foods. Quarterly newsletters keep members informed about latest research on allergies.

Contact:
Kathleen Miller
3 Powburn Place
Weston, Ontario M9R 2C5
Office: **(416) 244-9312**

Contraception

ORTHO PHARMACEUTICAL (CANADA) LTD.
19 Green Belt Drive
Don Mills, Ontario M3C 1L9

Ortho Pharmaceutical (Canada) Ltd. is the largest manufacturer of contraceptive products and laboratory diagnostic reagents in Canada.

Extensive research is done on the premises. Professionals are welcome to see the only known museum on contraception.

Contacts:
Frank Potter, Director of Public Affairs
Office: **(416) 444-4461**
After-hours: **(416) 921-2013**
Heather Bennett, Secretary
Office: **(416) 444-4461**
After-hours: **(416) 444-7202**

Pharmaceuticals

PHARMACEUTICAL MANUFACTURERS ASSOCIATION OF CANADA/ L'ASSOCIATION CANADIENNE DE L'INDUSTRIE DU MÉDICAMENT
141 Laurier Avenue West
Ottawa, Ontario K1P 5JE

PMAC is a national, voluntary association representing 60 manufacturers/distributors of ethical and prescription pharmaceutical products in Canada. Membership comprises both domestic and international firms. Objectives include the encouragement of Canadian manufacturing and research, high standards of product quality and safety, and the wide availability and ethical marketing of pharmaceuticals.

Contacts:
Gordon Postlewaite,
Director of Communications
Office: **(613) 236-9993**
Maj.-Gen. W. M. Garton (retired),
President
Office: **(613) 236-9993**
Guy Beauchemin,
Executive Vice-President
Office: **(613) 236-9993**

Smoking

CANADIAN COUNCIL ON SMOKING AND HEALTH
725 Churchill Avenue
Ottawa, Ontario K1Z 5G7

A non-profit national co-ordinating agency consisting primarily of national voluntary and professional health associations and provincial councils on smoking and health. Its objectives are to promote the elimination of the health hazards of smoking, to provide consultative services to governments and health organizations, and to sponsor educational campaigns and research projects.

Contact:
Kurt Baumgartner, Executive Director
Office: **(613) 236-6035**
After-hours: **(613) 828-4576**

MERCHANDISING

HUDSON'S BAY COMPANY
2 Bloor Street East, 4th Floor
Toronto, Ontario M4W 3H7

A Canadian, publicly-owned merchandising company, with interests in natural resources and real estate.

Contact:
A. R. Huband,
Secretary and Manager, Public Relations
Office: **(416) 964-4484**

METRIC CONVERSION

METRIC COMMISSION CANADA
301 Elgin Street
Ottawa, Ontario K1A 0H5

Established in 1971, advises the Minister of Industry, Trade and Commerce on plans for conversion to the metric system and may, for such purpose, prepare conversion plans and disseminate information. It includes over 100 sector committees covering the whole Canadian economy, each developing a conversion plan for the industries involved.

Contact:
Ron Wood, Manager, Media Relations
Office: **(613) 593-6800**
After-hours: **(613) 235-3863**

MUSEUMS/ EXHIBITIONS

CALGARY STAMPEDE & EXHIBITION
Box 1060,
Calgary, Alberta T2P 2K8
July 8-17, 1977

The Calgary Exhibition and Stampede is a completely self-supporting entertainment organization, operated by approximately 700 volunteers and 175 permanent employees. Although the world-famous Stampede highlights activities, as many as 2,200 events are held in Stampede Park each year.

Contacts:
N. Stewart Barker, President
Wm. Pratt, General Manager
David Poulsen,
Publicity and Promotions Manager
Office phone for all the above:
(403) 261-0101

NATIONAL MUSEUM OF NATURAL SCIENCES
Metcalfe and McLeod Streets
Ottawa, Ontario K1A 0M8

The National Museum of Natural Sciences maintains collections and conducts research in the following disciplines: zoology, botany, mineralogy and palaeontology. It provides taxonomic service through identification of biological material. The Museum's interpretive and exhibit programs, popular publications and public lectures all form part of its educational function.

Contact:
Heather Shannon,
Executive Assistant to the Director
Office: **(613) 996-9281**

THE ROYAL ONTARIO MUSEUM
100 Queen's Park
Toronto, Ontario M5S 2C6

The Royal Ontario Museum is Canada's largest public museum. It includes the McLaughlin Planetarium with its Theatre of the Stars and the Canadiana Gallery located at 14 Queen's Park Crescent West.

The Museum offers a variety of programmes and activities including special exhibitions, lectures, concerts, film programmes, as well as shows in the Theatre of the Stars.

Contact:
David Young,
Head, Programmes & Public Relations
Office: **(416) 978-3703**

NATIVE PEOPLE SUPPORT

CANADIAN ASSOCIATION IN SUPPORT OF THE NATIVE PEOPLES
251 Laurier Avenue West, Suite 904
Ottawa, Ontario K1P 5J6

National citizens' support group which has two roles: education of the public in Native issues and aspirations; and training of Native groups in management and communications skills. Maintains information service and library, develops school curriculum material and works with its local membership to develop community interest in Native issues.

Contact:
Joanne Hoople, Executive Director
Office: **(613) 236-7489**
After-hours: **(613) 521-1755**

NATIONAL ASSOCIATION OF FRIENDSHIP CENTRES
200 Cooper Street, Suite 3,
Ottawa, Ontario K2P 0G1

The national representative of over seventy friendship centres across Canada which have developed in urban communities in response to the resulting problems of rising migration by Native people.

The member centres carry out programs and referrals to help alleviate the numerous difficulties of adjustment to an alien environment and culture.

Contacts:
Ed Buller, National Executive Director
Office: **(613) 232-1761**
Cliff Gazee, Public Relations Officer
Office: **(613) 232-1761**
After-hours: **(613) 235-0052**

THE NATIVE PERSPECTIVE
200 Cooper Street, Suite 2
Ottawa, Ontario K2P 0G1

A magazine for and about today's Native people, covering current issues of concern to all Canadians.

Published by the National Association of Friendship Centres, the magazine reports objectively on topics like land claims, the environment, political developments in Canada and abroad and is complemented with humor and fictional items.

Contact:
Cliff Gazee, Editor
Office: **(613) 232-1761**
After-hours: **(613) 235-0052**

NORTHERN QUEBEC INUIT ASSOCIATION/ASSOCIATION DES INUIT DU NOUVEAU-QUÉBEC
Southern office:
505 Dorchester Blvd. W., Suite 1500
Montréal, Québec H2Z 1A8
Head Office:
Box 179
Fort Chimo, Quebec J0M 1C0

The Northern Quebec Inuit (Eskimo) Association was one of the parties that negotiated the James Bay and Northern Quebec Agreement. The Association is now in the process of implementing the many provisions of the massive agreement. Basically N.Q.I.A. is a not-for-profit native association that attempts to represent the interests of all the Northern Quebec Inuit.

Contact:
Michael McGoldrick, Information Officer
Office: **(514) 866-6691**
After-hours: **(514) 486-8617**

NATURAL RESOURCES

See also FOREST RESOURCES and ENERGY.

DEPARTMENT OF ENERGY, MINES AND RESOURCES
588 Booth Street
Ottawa, Ontario K1A 0E4

The department is responsible for: federal policies on oil, gas, electricity, coal, uranium and nuclear energy; energy conservation; resource management; research in energy and mineral technology; surveying and mapping; satellite and airborne remote sensing; research in earth physics (including earthquakes); explosives regulations; and geological research. Also sells maps.

Contacts:
Media Relations Officers
Office: **(613) 996-8436**

Ministry of Natural Resources
Ontario

ONTARIO MINISTRY OF NATURAL RESOURCES
Whitney Block, Queen's Park
Toronto, Ontario M7A 1W3

The Ministry of Natural Resources provides opportunities for outdoor recreation and resource development for the continuous social and economic benefit of the people of Ontario and administers, protects and conserves public lands and waters.

Contacts:
Frank Moritsugu,
Director, Information Branch
Office: **(416) 965-3315**

Bob Keir,
Supervisor, Information & Liaison
Grant Mulholland, Information Officer
Mary Fran Grant, Information Officer
Paddy McKay, Information Officer
Jim Tiller, Information Officer
Bob Defries, Information Officer
John Bedinton, Information Officer
Janis Poppenk, Information Officer
Office phone for the above:
(416) 965-2756

Minerals/Mining

RIO ALGOM LIMITED
120 Adelaide Street West, Suite 2600
Toronto, Ontario M5H 1W5
Mining

Production of: uranium concentrate at mines at Elliot Lake, Ont., and Moab, Utah; copper and molybdenum concentrate at Lornex, near Logan Lake, B.C.

Steel

Production through Atlas Steels of stainless and other specialty steels at plants in Welland, Ont., and Tracy, Que.

Distribution of specialty metals in Canada, U.S., U.K., Australia and elsewhere.

Contacts:
David D. Willock,
Manager, Corporate Relations
Office: **(416) 367-4152**
After-hours: **(416) 444-7432**
Walter Skol,
Manager, Public Relations
Office: **(416) 367-4153**
After-hours: **(416) 245-1511**

Parks

NATIONAL AND PROVINCIAL PARKS ASSOCIATION OF CANADA
47 Colborne Street, Suite 308
Toronto, Ontario M5E 1E3

The National and Provincial Parks Association of Canada is a charitable educational citizens' organization which works to promote the values and ensure the preservation of Canada's national and provincial parks. The Association has a national membership and active chapters in Calgary, Edmonton, Ottawa and Toronto.

Contact
Terry L. Green, Executive Director
Office: **(416) 366-3494**

PARKS CANADA
Information Division
400 Laurier Avenue West, Room 352
Ottawa, Ontario K1A 0H4

In a world of constant change, Parks Canada exists to preserve the natural heritage of this country, to help Canadians everywhere to enjoy the beauty of our land and the achievements of its founders. We operate national parks, historic sites and heritage routes on behalf of the people of Canada.

Contacts:
Jim Shearon,
Chief, Information Division
Office: **(613) 995-6131**
After-hours: **(613) 592-4453**

Regional offices:

Halifax:
Mike Porter, Information Advisor
Historic Properties
Upper Water Street
Office: **(902) 426-3457**
After-hours **(902) 443-1196**

Ste-Foy, Que.:
Michel de Courval, Information Advisor
1141 Route de l'Eglise
Office: **(418) 694-4177**
After-hours: **(418)522-6724**

Cornwall, Ont.:
Paddy Steers, Acting Information Advisor
132 Second Street East
Office: **(613) 933-7951**
After-hours: **(776-4146**

Winnipeg:
Mrs. J. McCrea, Information Advisor
114 Garry Street
Office: **(204) 985-2110**
After-hours: **(204) 475-5038**

Calgary:
Ken Preston, Information Advisor
134 — 11th Avenue SE
Office: **(403) 231-4745**
After-hours: **(403) 243-7990**

Water

INTERNATIONAL JOINT COMMISSION
151 Slater Street, Room 850
Ottawa, Ontario K1P 5H3

A permanent, unitary body set up pursuant to the Boundary Waters Treaty of 1909. Consists of three Canadian Commissioners, three American, with a Canadian co-chairman and American co-chairman. Headquarters Ottawa and Washington plus regional office in Windsor to assist Commission with responsibilities under Great Lakes Water Quality Agreement.

Contacts:
Walter A. Sargent, Information Officer
Office: **(613) 995-2984**
After-hours: **(613) 733-6130**

Windsor, Ontario:
Pat Bonner, Information Officer
Office: **(519) 256-7821**

Washington, D.C.:
Herman Gordon, Public Affairs Advisor
Office: **(202) 296-2142**

NATURAL SCIENCES

NATIONAL MUSEUM OF NATURAL SCIENCES
Metcalfe and McLeod Streets
Ottawa, Ontario K1A 0M8

The National Museum of Natural Sciences maintains collections and conducts research in the following disciplines: zoology, botany, mineralogy and palaeontology. It provides taxonomic service through identification of biological material. The Museum's interpretive and exhibit programs, popular publications and public lectures all form part of its educational function.

Contact:
Heather Shannon,
Executive Assistant to the Director
Office: **(613) 996-9281**

POVERTY

NATIONAL ANTI-POVERTY ORGANIZATION (NAPO)
196 Bronson Avenue, Suite 300,
Ottawa, Ontario K1R 6H3

A non-profit national federation of 1800 local anti-poverty organizations throughout Canada whose members live in poverty. NAPO seeks to eliminate poverty through implementation of its program which includes promotion of self-help concepts in economic development, improved housing, counselling and advocacy, and support for better income redistribution.

Contact:
Majorie Hartling, Executive Director
Office: **(613) 238-6311, 238-6312**
After-hours: **(613) 741-6563**

RELIGION

CANADIAN CONFERENCE OF CATHOLIC BISHOPS/CONFÉRENCE DES ÉVÊQUES CATHOLIQUES DU CANADA
90 Parent Avenue
Ottawa, Ontario K1N 7B1

The national association of Catholic Bishops of Canada. Permanent secretariat is the co-ordination centre for national and international activities in which the Catholic bishops participate. Research and consultations are the main activities of the full time staff of priests, sisters and lay persons.

Contact:
Bonnie Brennan, Information Director
Office: **(613) 236-9461**
After-hours: **(613) 234-3038**

LUTHERAN COUNCIL IN CANADA
365 Hargrave Street, Suite 500
Winnipeg, Manitoba R3B 2K3

A co-operative agency for the three major Lutheran church bodies; The Evangelical Lutheran Church of Canada; Lutheran Church in America—Canada Section and Lutheran Church—Canada (LC-MS); through which Lutherans work together where co-ordination or joint activity is deemed desirable, currently in theological study, mission planning, social and campus ministry, communication.

Contact:
Walter A. Schultz, Executive Director
Office: **(204) 942-0096**

THE PRESBYTERIAN RECORD
50 Wynford Drive
Don Mills, Ontario, M3C 1J7

National magazine of The Presbyterian Church in Canada. Published monthly except August. Audited circulation as of December 31, 1976: 89,138. Annual subscription $3.00, single copy 35¢.

Query re feature articles or photos. Sample magazine sent on request. Advertising deadline, before the 1st of the month preceding the date of publication.

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After-hours: **(416) 481-9477**
Valerie M. Dunn, Assistant Editor
Office: **(416) 429-0110**
Leila M. MacInnes, Circ. & Advertising
Office: **(416) 429-0110**

SAFETY

CANADA SAFETY COUNCIL
1765 St. Laurent Boulevard
Ottawa, Ontario K1G 3V4

Non-government, non-profit organization dedicated to the prevention of accidents. Active in traffic, occupational and general public safety fields. Sponsors boating, driving, childrens' and farming safety weeks. Designs and/or co-ordinates programs — E.G. Block Parents; Defensive Driving; Elmer; Babysitting, Bicycle and Motorcycle courses. Co-operating agencies in each province.

Contacts:
Patrick G. Green,
Manager, Public Information
Office: **(613) 521-6881**
M. Mark Khoury
(French language enquiries)
Office: **(613) 521-6881**

Fires

OFFICE OF THE FIRE MARSHAL
Ministry of the Solicitor General of Ontario, Public Safety Division
590 Keele Street
Toronto, Ontario M6N 4X2

The Fire Marshal of Ontario is responsible for co-ordinating, directing and advising on virtually every aspect of fire prevention, fire fighting and fire investigation in Ontario. Services provided include investigation of specific categories of fires, maintaining statistics on fires, and providing advisory and training services to municipal fire departments.

Contact:
Alvin Faught, Public Relations Officer
Office: **(416) 965-4871**
After-hours: **(416) 291-3459**

SASKATCHEWAN

SASKATCHEWAN GOVERNMENT INFORMATION SERVICES
Legislative Building, Room 7
Regina, Saskatchewan S4S 0B3

Saskatchewan Government Information Services is the central co-ordinating unit for information from all government departments and agencies.

Contacts:
Mel Hinds,
Director of Information Services
Office: **(306) 565-6281**
After-hours: **(306) 525-8428**
Michael Shykula
Office: **(306) 565-6286**
After-hours: **(306) 586-5294**

STEEL

CANADIAN INSTITUTE OF STEEL CONSTRUCTION
201 Consumers Road, Suite 300
Willowdale, Ontario M2J 4G8

The Canadian Institute of Steel Construction is the national trade association representing the structural steel industries in Canada. These industries produce about 500,000 tons of fabricated steel each year and employ upwards of 15,000 persons. The Institute also has Canada's leading steel-producing mills as Associate Members.

Contact:
Ron Richardson,
Public Relations Consultant
Richardson Communications
1560 Bayview Avenue, Suite 302A
Toronto, Ontario M4G 3B8
Office: **(416) 491-4552, 487-3569**
After-hours: **(416) 421-5276**

DOMINION FOUNDRIES AND STEEL, LIMITED (DOFASCO)
Box 460
Hamilton, Ontario L8N 3J5

Canadian-owned Dofasco is the second largest integrated steel manufacturer in Canada. Basically, it produces hot and cold-rolled steel products and steel castings in Hamilton. Subsidiaries include National Steel Car Corporation, Limited, Hamilton, Ontario, one of Canada's largest railway rolling stock manufacturers, and Prudential Steel Ltd., Calgary, Alberta, a pipe mill.

Contacts:
Ron Dennis, Public Relations Assistant
Office: **(416) 544-3761, Ext. 2203**
Alan B. Goddard,
Director, Communications and Public Affairs
Office: **(416) 544-3761, Ext. 2200**

RIO ALGOM LIMITED
120 Adelaide Street West, Suite 2600
Toronto, Ontario M5H 1W5
Mining

Production of: uranium concentrate at mines at Elliot Lake, Ont., and Moab, Utah; copper and molybdenum concentrate at Lornex, near Logan Lake, B.C.

Steel

Production through Atlas Steels of stainless and other specialty steels at plants in Welland, Ont., and Tracy, Que.

Distribution of specialty metals in Canada, U.S., U.K., Australia and elsewhere.

Contacts:
David D. Willock,
Manager, Corporate Relations
Office: **(416) 367-4152**
After-hours: **(416) 444-7432**
Walter Skol,
Manager, Public Relations
Office: **(416) 367-4153**
After-hours: **(416) 245-1511**

UNITED STEELWORKERS OF AMERICA
National Office
55 Eglinton Avenue East, 8th Floor
Toronto, Ontario M4P 1B5

The largest industrial union in Canada with

over 197,000 members in every territory and province in Canada.

The union's membership in Canada includes a wide variety of occupations including mining, basic steel, metal manufacturing, chemicals, electronics, plastics, paper, furniture, concrete and other industries. In addition, thousands work in offices, technical and other white collar occupations protected by steelworker contracts.

We maintain a staff of experts in health and safety, economics, law, industrial engineering and education.

Contacts:

K.R. (Robbie) Robinson,
Director of Public Relations
Office: **(416) 487-1571**

Marc Zwelling, Representative
USWA District 6 (Ontario)
100 Lombard Street
Toronto, Ontario M5C 1L4
Office: **(416) 366-4991**
After-hours: **(416) 690-3323**

J. M. Carle, Public Relations
Representative USWA District 5
(Quebec & Maritimes)
1290 St. Denis Street, 10th Floor
Montreal, Quebec H2X 3J7
Office: **(514) 288-7200**
After-hours: **(514) 334-7045**

TOBACCO

CANADIAN COUNCIL ON SMOKING AND HEALTH
725 Churchill Avenue
Ottawa, Ontario K1Z 5G7

A non-profit national co-ordinating agency consisting primarily of national voluntary and professional health associations and provincial councils on smoking and health. Its objectives are to promote the elimination of the health hazards of smoking, to provide consultative services to governments and health organizations, and to sponsor educational campaigns and research projects.

Contact:
Kurt Baumgartner, Executive Director
Office: **(613) 236-6035**
After-hours: **(613) 828-4576**

IMASCO LIMITED
4 Westmount Square
Montreal, Quebec H3Z 2S8

Imasco Limited is a multi-divisional company manufacturing consumer products, principally tobacco and food, and supplying consumer services in Canada and the United States. Manufactured products include a complete range of tobacco products and a wide variety of food products. Services consist of retail outlets which specialize in tobacco products, health and beauty aids, prescription drugs, gifts, sundries and sporting goods.

The operations of the company are grouped in three divisions, Imperial Tobacco, Imasco Food and Imasco Associated Products.

Contacts (office phone for all the following is **(514) 937-9111**):

Norman A. Dann,
Vice-President, Public Relations
After-hours: **(514) 637-5094**

Paul K. Ryan, Asst. to the Vice-Pres., PR
After-hours: **(514) 489-8716**

Jacques Breton, Public Relations
After-hours: **(514) 341-7793**

Louise Rousseau, Public Relations
After-hours: **(514) 935-6750**

"Not the violent conflict between parts of the truth, but the quiet suppression of half of it, is the formidable evil; there is always hope when people are forced to listen to both sides."

John Stuart Mill

Imasco Limited
4 Westmount Square Montreal

Public Relations Department, Tel. (514) 937-9111

Just the facts.

If you need facts about steel — or the steel industry — talk to Ron Dennis at Dofasco.

If it's background information that you want, no problem. He'll also dig up the answers to specific questions.

Ron is a former newspaperman so he knows about deadlines and the need for terse, appropriate facts or comment. Let him help you in the deadline race or the methodical research for features.

Facts. Fast. Just call Ron Dennis at (416) 544-3761, extension 2203.

Or write:
Communications and Public Affairs, Dofasco, P.O. Box 460, Hamilton, Ontario. L8N 3J5

DOFASCO
Our product is steel. Our strength is people.

TRANSPORTATION

ROADS AND TRANSPORTATION ASSOCIATION OF CANADA
1765 St. Laurent Boulevard
Ottawa, Ontario K1G 3V4

A non-profit, non-partisan national association bringing together 900 corporate members from the public and private sectors of the transport field. RTAC works toward the rational use and development of Canada's overall transport system through forums, activities, technical and general information dissemination and research programs. Association has largest surface transportation library in the country.

Contact:
Gilbert Morier,
Public Communications Manager
Office: **(613) 521-4052**

Airlines

AIR CANADA

AIR CANADA
Corporate Headquarters
1 Place Ville Marie
Montreal, Quebec H3B 3P7

Air Canada was founded as Trans-Canada Air Lines in 1937 to provide air transportation to the people of Canada. Formed by the Parliament of Canada on April 10, 1937 as a crown corporation and wholly-owned subsidiary of Canadian National Railways. The airline today operates a route network that stretches throughout Canada, the United States, the Caribbean, and Europe. It is among the ten largest airlines in the world, operating a fleet of 120 aircraft over 80,000 unduplicated route miles.

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Director of Public Relations
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Raymond Guerin, Features Editor
Office: **(514) 874-4887**

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Regional Public Affairs Director, Central Region
Office: **(416) 969-5885**

Vancouver:
Hal Cameron,
Regional Public Affairs Director, Western Region
Office: **(604) 279-1262**

New York:
Jim Gould,
Regional Public Affairs Manager, U.S. and southern regions
Office: **(212) 935-7655**

London, England:
Henry Thou,
Regional Public Affairs Manager, Europe
Office: **01-759-2331**

Automobiles

BRITISH LEYLAND MOTORS CANADA LTD.
4445 Fairview Street
Burlington, Ontario L7R 4A3

Import, marketing, after-sales service and parts support for all Leyland cars and sports cars in Canada under brand names: Mini, Austin MG, Triumph, Jaguar, Rover, Land-Rover, Leyland. Company also specializes in cold weather product testing on liaison basis with parent corporation. Canadian public relations staff can supply or source information on parent company's 170-nation activities, and diverse range of non-automotive products including military, transit, agricultural and construction equipment.

Contacts:
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Office: **(416) 632-3040**
After-hours: **(416) 634-7631**
Lynn Walker, Public Relations Assistant
Office: **(416) 632-3040**
After-hours: **(416) 385-4243**

FORD MOTOR COMPANY OF CANADA, LIMITED
The Canadian Road
Oakville, Ontario L6J 5E4

Ford of Canada, established on August 17, 1904, is Canada's oldest existing automotive concern. Its Central Office is located in Oakville, Ont., with plants in Oakville, St. Thomas, Windsor and Niagara Falls. A national parts distribution centre is in Brampton, Ont., with regional sales and parts distribution offices in Burnaby, B.C., Edmonton, Winnipeg, Pointe Claire, Que., Halifax.

Contact:
Tony Fredo, Public Relations Manager
Office: **(416) 845-2511**
After-hours: **(416) 639-5213**

Railways

CANADIAN NATIONAL RAILWAYS (CN)
935 Lagauchetiere Street West
Montreal, Quebec H3C 3N4

CN is Canada's largest railway. The company also operates a chain of hotels, an extensive telecommunications network, trucking and bus lines, a fleet of ferries and coastal vessels and provides a wide range of national and international consulting services. Canadian National is the country's most visible corporate presence with annual gross revenues in excess of $2-billion.

Contacts:
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After-hours: **(514) 487-2013**
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Regional Offices:
St. John's, Nfld. **(709) 726-0220**
Moncton, N.B. **(506) 382-0551**
Quebec City, Que. **(418) 694-2868**
Montreal, Que. **(514) 877-5414**
Ottawa, Ont. **(613) 232-6431**
Toronto, Ont. **(416) 365-3266**
Winnipeg, Man. **(204) 946-2444**
Edmonton, Alta. **(403) 429-8390**
Vancouver, B.C. **(604) 665-4225**
London, England **01-930-2150**

Shipping

CSL
CANADA STEAMSHIP LINES

CANADA STEAMSHIP LINES (1975) LIMITED
759 Victoria Square
Montreal, Quebec H2Y 2K3

Canada Steamship Lines (1975) Limited, a wholly owned subsidiary of Power Corporation of Canada, Limited, manages on behalf of its parent firm: Canada Steamship Lines (div. of PCC), Canadian Shipbuilding and Engineering Ltd., John N. Brocklesby Transport Ltd., Kingsway Transports Ltd., Port Colborne Quarries Ltd., Provincial Transport Enterprises Ltd., Quebec Tugs Ltd., Steamships Forwarding Co. Ltd., and Superior Shipping Co. Ltd., in addition to others.

Contact:
John R. Hutchinson,
Director, Corporate Communications & Public Affairs
Office: **(514) 288-0231**
After-hours **(514) 363-2163**

TRAVEL/TOURISM

CANADIAN GOVERNMENT OFFICE OF TOURISM/OFFICE DE TOURISME DU CANADA
150 Kent Street
Ottawa, Ontario K1A 0H6

To promote the orderly growth of tourism to and within Canada.

Contact:
Bryan Goodyer,
Manager, Information Services.
Office: **(613) 995-0001**
After-hours: **(613) 749-3920**

CALGARY STAMPEDE & EXHIBITION
Box 1060,
Calgary, Alberta T2P 2K8
July 8-17, 1977

The Calgary Exhibition and Stampede is a completely self-supporting entertainment organization, operated by approximately 700 volunteers and 175 permanent employees.

Although the world-famous Stampede highlights activities, as many as 2,200 events are held in Stampede Park each year.
Contacts:
N. Stewart Barker, President
Wm. Pratt, General Manager
David Poulsen,
Publicity and Promotions Manager
Office phone for all the above:
(403) 261-0101

ST. JOHN'S TOURIST COMMISSION & CONVENTION BUREAU
Box 1567
St. John's, Newfoundland A1C 5P3
A non-profit organization established to promote the oldest city in North America. We're the first overseas possession of the British Commonwealth and now Canada's newest province. This is the birthplace of modern-day Communications in North America. We're as old as yesterday and as new as tomorrow. Come visit us, we'd like to know you better!
Contacts:
Bob Lewis, Manager
Office: **(709) 722-7080**
After-hours: **(709) 368-2005**
E. Ralph Davis, Chairman
Office: **(709) 726-6590**

Historical Sites

VILLAGE HISTORIQUE ACADIEN
Box 820
Caraquet, New Brunswick E0B 1K0
Along "La Rivière du Nord" and a few hundred miles from highway 11, between Grande-Anse and Caraquet is the site of the Village Historique Acadien. An attempt to recreate within definite space and time period a village of Acadia of the years 1780 — 1880, the Village Historique Acadien through its one mile of winding old fashioned gravel trail, will indeed take you back two centuries. Thirty-two buildings to visit depicting in a very authentic fashion an almost forgotten way of life, in a site chosen because of its proximity to the "levées" and "aboiteaux", still-standing witnesses of Acadians' presence there in the past.
Contact:
Antonio Landry, Public Relations Officer
Office: **(506) 732-5350**
After-hours: **(506) 727-3828**

VETERANS

THE ROYAL CANADIAN LEGION
359 Kent Street
Ottawa, Ontario K2P 0R7
Largest non-profit organization in Canada — 500,000 members — 1860 branches. Dedicated to assist those who have served and their dependents. Community projects include senior citizens' housing, bursaries, cadets, scouting and amateur sports. Members receive *Legion Magazine* monthly.
Contact:
J.E.A.J. Lamy, Dominion Secretary
Office: **(613) 235-4391, Ext. 33**

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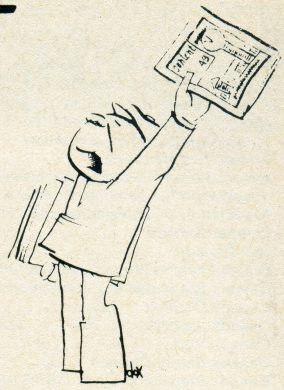

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3359 Mississauga Rd. N.
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2215 Erin Mills Parkway
(Sheridan Mall)

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International News
2197 Ste. Catherine St. W.
Mansfield Book Mart
2065 Mansfield St.
Wolfe's News Depot
1570 de Maisonneuve

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Trites Books
55 Mississauga St. E.

OTTAWA:
Algonquin College Bookstore
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PETERBOROUGH:
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The Book Cellar
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1560 Yonge St.
&
142 Yorkville Ave.
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Galaxy Books
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International News & Bookroom
663 Yonge St.
Lichtman's News Stand
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&
11 St. Clair Ave. W.
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630 Yonge St.
SCM Book Room
333 Bloor St. W.
University of Toronto Book Store
63A St. George St.

WINNIPEG:
Periodicals Section
University of Manitoba

CHICAGO:
Bob's News Emporium
5200 South Lake Park

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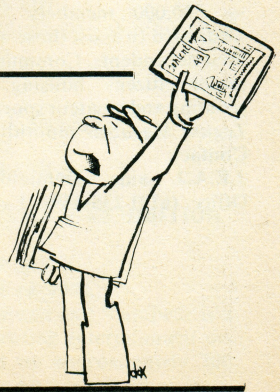

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