

SOURCES SOURCES SOURCES SOURCES

1009 INDIVIDUAL CONTACTS

268 LISTINGS

577 SUBJECT GUIDE HEADINGS

Canada's Newsmedia Magazine

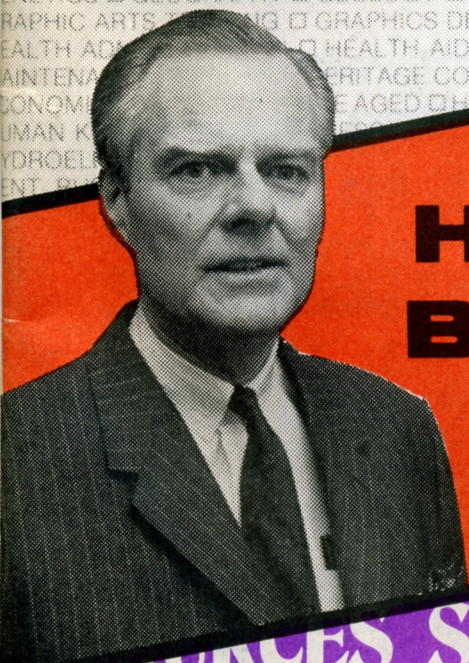
December 1979

Content

Semi-annual Directory Edition

SOURCES

A Directory of Contacts
published by the editors of *Content*
to aid reporters, editors and
researchers in all media



EXCLUSIVE!
UNABRIDGED FROM THE BOOK BASSETT
BY MAGGIE SIGGINS

How John Bassett Built His TV Empire

IN THE PULLOUT EDITORIAL SECTION,
FOLLOWING PAGE 38

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INSIDE CONTENT

READERS WILL NOTE UNUSUAL HEFT in this issue of *Content* (104 pages, our biggest issue to date). The reason is two-fold.

First, this is our fifth *SOURCES Directory* issue. It contains more listings (63 new) and information contacts (topping 1,000 for the first time) than any of the four previous editions of *SOURCES*. Feedback indicates it has become an extremely useful addition to journalists' kit bags (see Bonnie Brennan's letter on page 11). Whatever your seniority, specialty, or philosophy of reporting, *SOURCES* can be an aid. *SOURCES* works. It also generates revenue for this magazine. Keep *SOURCES* handy. Use it. And let contacts listed in these pages know when *SOURCES* has helped.

The list of recipients of *SOURCES* grows too. With this issue we welcome most of Canada's business and trade press editors and staffers, to whom 978 copies are being distributed for the first time.

The second major element of this issue is the editorial section (following page 37). We present unabridged the chapter "Building a TV Empire" from Maggie Siggins' just-published and very unauthorized biography of John W. Bassett.

Through his numerous past and present interests in the media Bassett has probably affected all of us more than we realize. The chronicling here of Bassett's bullish barge into the broadcasting business with the launching of the country's fattest TV station, *CFTO*, Toronto, makes fascinating reading.

On another front, we're pleased to announce that *Content* has gained membership in the Canadian Circulations Audit Board (CCAB). We know of no other journalism review in the world with audited circulation.

Content and *SOURCES* are independently owned and published by journalists for journalists. If it seems to you that what we're trying to do is worthwhile, subscribe today. There are handy subscription order cards (no postage required) in this issue.

Use the Subject Guide and may 1980 be good for Canadian journalism and you.—B.Z.

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THE LISTINGS

268 organizations, large and small, from coast to coast, with names, addresses and telephone numbers of their representatives. Starts on page 12

THE SUBJECT GUIDE

The index which will help you find appropriate sources on hundreds of subjects, from addiction to eye care to zoology. It begins on page 58

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Handy quick reference index at the back of the book 73

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(in the centre of the book, following page 38)

How John Bassett founded his television empire, an excerpt from a major new book E1

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Associate Publisher: Ray Bendall.
Editor: Ken Popert.
Advertising Sales Manager: Philip Junop.
Business/Circulation Manager: Debra Bee.

Contributing Editors: Randy Burton (Saskatchewan), Bob Carr (Omnium-Gatherum), Paul Park (Ottawa), Nick Russell (West Coast).

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Willie Filler created by Don Hawkes.

Content (established 1970) is published 11 times a year. 91 Raglan Ave., Toronto, Ont. M6C 2K7. Telephone: (416) 651-7799 or (416) 651-7733.

Subscription Information: A subscription to *Content* includes nine regular editions of *Content* and two *Sources* directory editions of *Content*. Subscribers also receive, free, editions of *Carleton Journalism Review*, an independent quarterly distributed to *Content* subscribers only (subject to discontinuation). Requests for missing issues cannot be accepted more than three months after date of publication.

Rates: 1 year: \$10; 2 years: \$17; 3

years: \$22. Outside Canada, add \$2 per year.

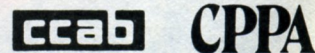
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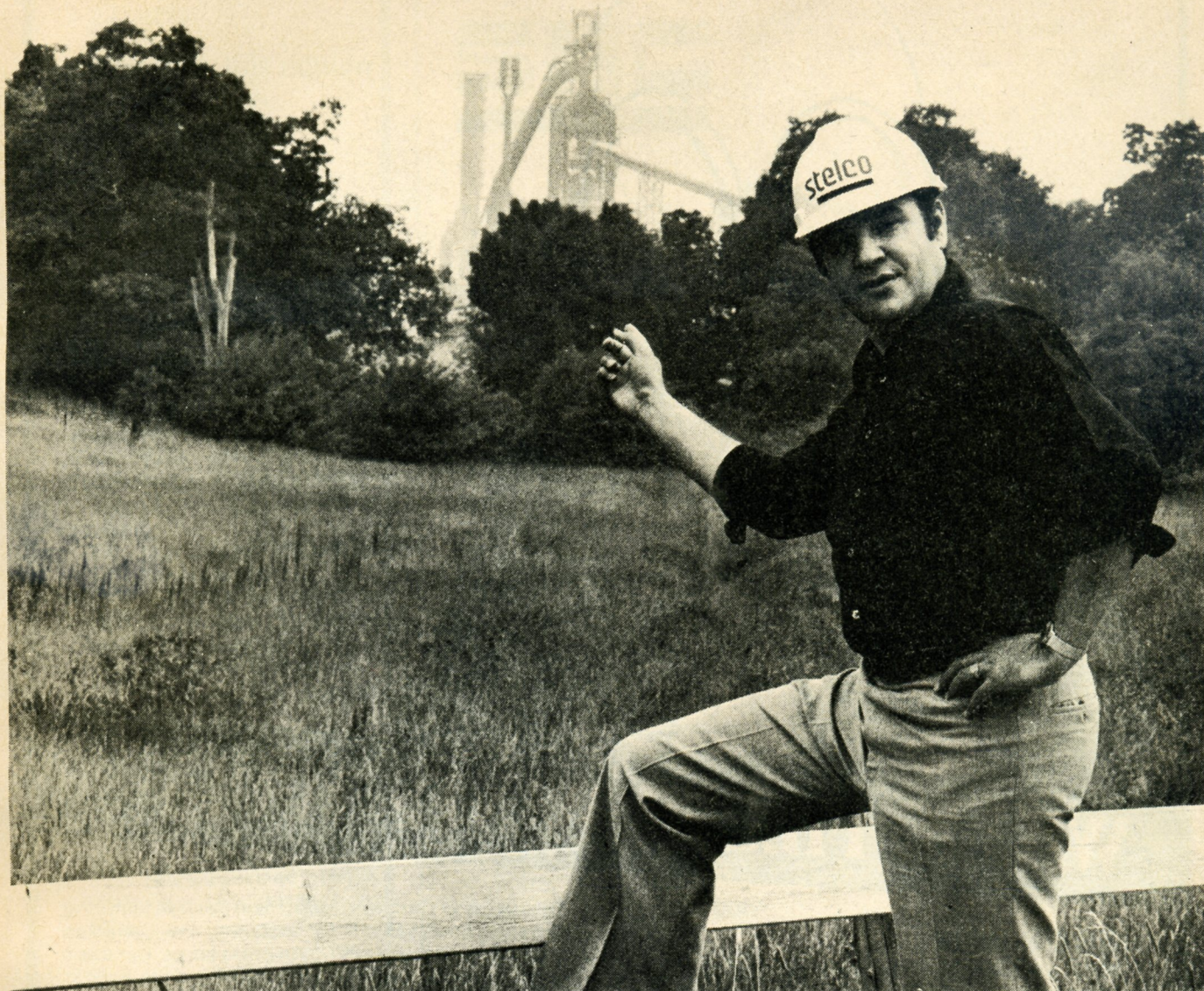


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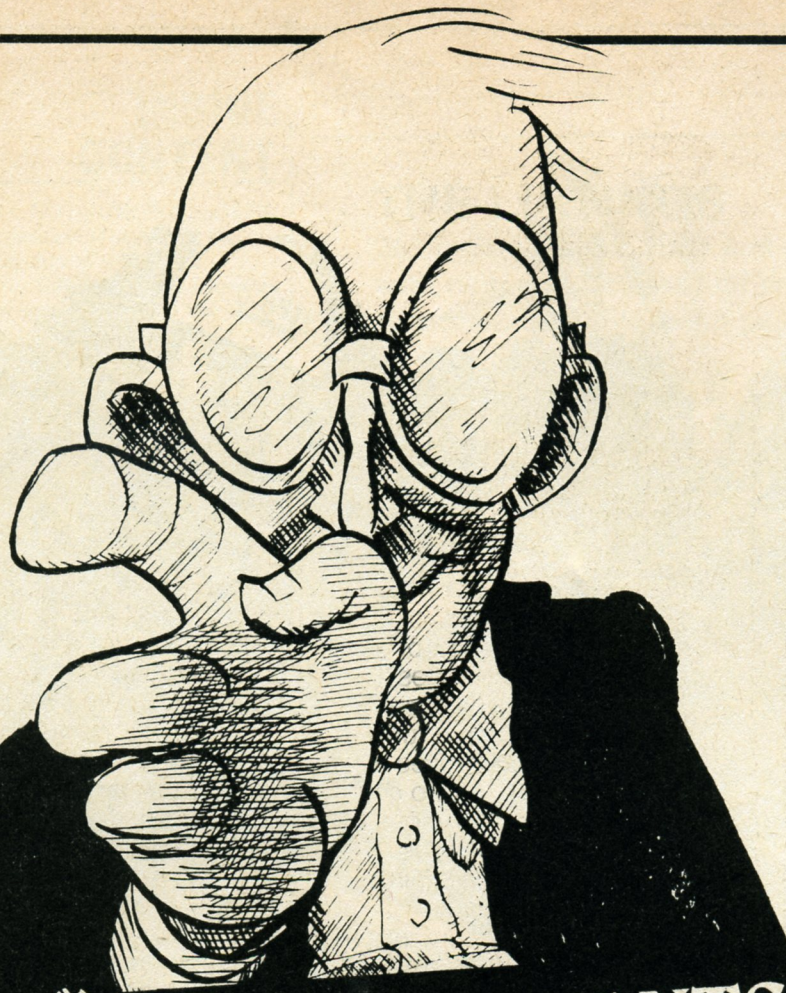
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Listings: Write for complete information on how to be listed in *Sources*.



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 - 179 Press Gallery members
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 - 423 cable TV program directors
- and
- 500 uncategorized (back issue requests, promotion, etc.)

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SOURCES welcomes

63

new listees

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- Association of Professional Engineers of British Columbia
- Atlantic Publishers Association
- Atomic Energy Control Board
- B. Allan Mackie School of Log Building
- Bank of Nova Scotia
- Bishop's University
- Black Resources and Information Centre
- *Broadcaster* magazine
- CNCP Telecommunications
- Canada Development Corporation
- Canada Packers Limited
- Canadian Association of Optometrists
- Canadian Automobile Association
- Canadian Business Equipment Manufacturers Association
- Canadian Catholic Organization for Development and Peace
- Canadian Council of Professional Engineers
- Canadian Environmental Law Association
- Canadian Federation of Independent Business
- Canadian Home and School and Parent-Teacher Federation
- Canadian Hospital Association
- Canadian Industries Limited
- Canadian Institute of Chartered Accountants
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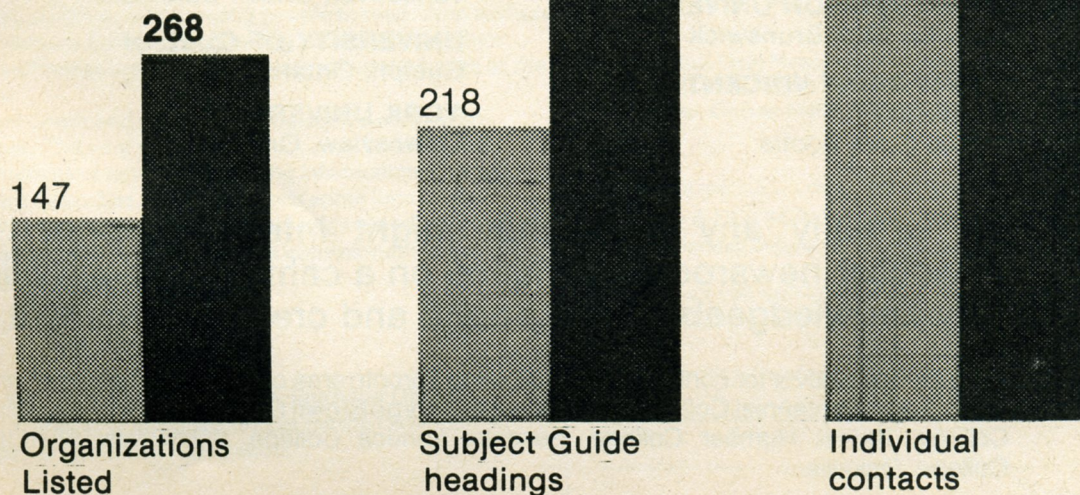
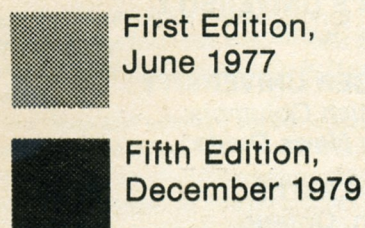
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OUR SOURCES ARE GROWING

(261% in 2½ years)

This edition of *SOURCES* provides:

- 288 organizational listings.
- 577 Subject Guide headings.
- 1,009 individual contacts.



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With this edition, *SOURCES* lists 27 universities and colleges, and one polytechnic, a 280 per cent increase over the previous edition. They are:*

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Toronto, Ontario

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Halifax, Nova Scotia

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Montréal, Québec

UNIVERSITY OF ALBERTA
Edmonton, Alberta

UNIVERSITY OF BRITISH COLUMBIA
Vancouver, British Columbia

UNIVERSITY OF GUELPH
Guelph, Ontario

YORK UNIVERSITY
Downsview, Ontario

On virtually any topic that might interest a print or broadcast newsroom, someone on a campus can provide truly knowledgeable background and credible comment.

*See the back cover for contacts at the following Toronto area colleges of applied arts and technology: Centennial College, Scarborough; George Brown College, Toronto; Georgian College, Barrie; Humber College, Rexdale; Seneca College, Willowdale; Sheridan College, Oakville.

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An important new book

Reading, the Future & Us evolved from a National Readership Symposium — the first of its kind — held in Toronto in 1979 under the sponsorship of the Canadian Daily Newspaper Publishers Association.

Given a deep and very real social concern about reading of daily newspapers and about reading in general, CDNPA's editorial and educational services brought together editors, publishers and educators from across Canada for a series of stimulating discussions. Delegates considered how the daily newspaper industry could both serve its own interests (in terms of circulation) and the interests of society (literacy), and how educators could more aggressively abet reading.

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There's a Biblical saying, "Blessed is he who readeth." So while this book explores reading habits — their shifts and changes — it makes a case for actively encouraging people to read. And it offers concrete suggestions for fostering reading skills at a time when some noted authorities are expressing fears about the forces of the electronic age.

Yet all is not doom and gloom. Our society is not rife with illiterate people. The very nature of literacy may be changing, given the influences of new and emerging information systems.

But there are difficulties. This book casts some light on the challenges to be confronted, and helps us understand how we can respond constructively. It helps inspire a commitment to the marvellous value of reading.

The book was compiled and edited by journalist Dick MacDonald, manager of editorial services for the Canadian Daily Newspaper Publishers Association.

Reading, the Future & Us is a soft-cover, perfect-bound book of 144 pages. Illustrated.

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Canadian Council on Smoking and Health	
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Ortho Pharmaceutical (Canada) Limited	
Pharmaceutical Manufacturers Association	
Merchandising	
Retail Council of Canada	
Metal, scrap	
Canadian Association of Recycling	
Metal Products	
CAE Industries Ltd.	
Metric Conversion	
Canadian Farm & Industrial Equipment Institute	
Metric Commission Canada	

Just flipping through this directory can be interesting, but to make it work for you...

USE THE SUBJECT GUIDE

(IT STARTS ON PAGE 58)

SOURCES Works.



Canadian Conference of Catholic Bishops
Conférence des évêques catholiques du Canada

June 11, 1979

Mr. Barrie Zwicker
Publisher
Content/Sources Directory
91 Raglan Avenue
TORONTO, Ontario
M6C 2K7

Dear Barrie:

I want to share a Sources success story with you.

The night Pope John Paul I died last September, my home phone rang steadily from 2:00 am to 6:30 am. The calls came from newsrooms in all parts of the country. Several of the calls were from major news offices with which I had worked on national "Catholic Church" stories in the past. However, many, many others were from news people I did not know and bureaus with which I had not worked. They had obtained my after hours number from your Sources Directory.

It meant losing a night's sleep, but then that's one of the joys of an Information officer. It also meant we were able to be of service as the story was breaking.

Thank you and all your staff for both Content and the Sources Directory. Content is doing a job that is needed - helping those of us in media take a critical look at ourselves and the structures and systems in which we work. I read it cover to cover and look forward to its arrival in the office.

Sincerely,

B. Brennan
Bonnie Brennan
Director
Information Office

Encl.

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Toronto, Ontario M5Z 1B7

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Contact:

Andra Sheffer, Executive Director
Ronald I. Cohen, Chairman
Office: (416) 967-0315

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33 Russell Street
Toronto, Ontario M5S 2S1

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Contact:

Barbara A. Coultres, Media Relations Officer
Office: (416) 595-6054

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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.)

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Office: (416) 961-6311
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930 Carling Avenue
Ottawa, Ontario K1A 0C7

The department is responsible for federal policies, programs and regulations relating to agriculture, including food grading and inspection; seed certification; regulations on pesticides and fertilizers; grain inspection and handling; diagnostic and veterinarian services for animals; market outlooks and reports; scientific research; international liaison; and dissemination of information.

Contact:

Information Services
Office: (613) 995-5222

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 112 aircraft over 80,000 unduplicated route miles.

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London, England:

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**ALBERTA CHAMBER OF
COMMERCE**

212, 10201 — 104 Street,
Edmonton, Alberta T5J 1B2

The Alberta Chamber of Commerce is an association of 110 member Chambers representing approximately 14,000 businesses and businessmen. Two principal objectives are to be spokesman to all levels of government on behalf of its members and to bring to these members information on events affecting the competitive enterprise system.

Contact:

Brigham Day, General Manager
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**THE ALBERTA GAS TRUNK
LINE COMPANY LIMITED**

P.O. Box 2535
Calgary, Alberta T2P 2N6

Major gas transmission company in Alberta and a principal sponsor of Canadian energy and industrial research and development projects; participation in projects for frontier gas; subsidiary company operations which include petrochemicals (extraction and gathering of ethane, ownership and operation of methanol and ethylene plants), valve manufacturing, gas sales and service, oil and gas production, exploration and development, and study of new sources of energy.

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Office: (403) 231-9148

Alberta

GOVERNMENT OF ALBERTA

ALBERTA GOVERNMENT

Edmonton, Alberta

The Public Affairs Bureau is the centralized communications agency for the Alberta

Government. The Bureau assigns professional communications staff to each department to develop and implement Government information programs.

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Kananaskis Country

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Workers' Compensation & Safety

Jim Haughton, Public Affairs Officer
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After hours: (403) 476-9559

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THE ALBERTA UNION OF PROVINCIAL EMPLOYEES

10975 - 124 Street
Edmonton, Alberta T5M 0J2

A union composed primarily of employees in the provincial public sector. The union is affiliated with the Alberta Federation of Labour, and the Canadian Labour Congress through the National Union of Provincial Government Employees.

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Bill Finn, Public Relations Officer,

Office: (403) 452-0333

After hours: (403) 479-6983



ALBERTA WEEKLY NEWSPAPERS ASSOCIATION

11 Fairway Drive, No. 213
Edmonton, Alberta T6J 2W4

The Awna is the provincial trade association representing community newspapers in Alberta. Its 92 member papers serve almost 40% of Alberta's population which constitutes a \$4.5-billion market. Weekly newspapers have an average 85.9% penetration of this rich Alberta market where disposable incomes are among the highest in Canada. Complete details on market areas, industries and advertising rates are available on request.

Contact:

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After hours: (403) 435-7444



ALCAN ALUMINIUM LIMITED

Box 6090,
Montreal, Quebec, H3C 3H2

Alcan Aluminium Limited, a Canadian company, was formed in 1928. Through its subsidiaries and investments in related companies in over 30 countries worldwide, it is engaged in all phases of the aluminum business, from bauxite mining to manufacturing of finished aluminum products.

(continued)

Contact:

Terry A. Kirkman, Public Relations Officer

Office: (514) 877-3150

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.

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Office: (604) 732-3377

ALLERGY INFORMATION ASSOCIATION

25 Poynter Drive, Room 7
Weston, Ontario M9R 1K8

The dissemination of 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:

Susan Daglish, President

Office: (416) 244-9312

AMNESTY INTERNATIONAL CANADA

(English-speaking branch)
Box 6033 - 2101 Algonquin Ave.
Ottawa, Ontario K2A 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, language or sex provided they have neither used nor advocated violence. Amnesty International opposes torture and capital punishment in all cases without reservation.

Contact:

Office: (613) 722-1988

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ARCHIVES OF ONTARIO

77 Grenville Street,
Toronto, Ontario, M7A 2R9

The Ontario Archives acquires or copies for permanent preservation, non-published documentary material and early newspapers relating to Ontario History. The Archives is interested particularly in obtaining, by donation or purchase, significant letters, diaries, municipal, church or business records, photographs or maps. The Archives welcomes information on the location of historical material.

Contact:

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Archivist of Ontario

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D.H. Russell

Supervisor, Private Manuscripts

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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 extensively. 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:

John Foss, President

Office: (416) 363-8046



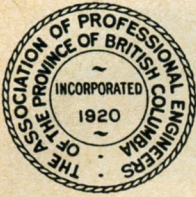
ASSOCIATION OF CONSULTING ENGINEERS OF CANADA/L'ASSOCIATION DES INGÉNIEURS-CONSEILS DU CANADA

130 Albert Street, Suite 616
Ottawa, Ontario K1P 5G4

Founded in 1925 under federal charter the ACEC is the national voice of consulting engineers in Canada. Its 900 member-firms, all Canadian owned, work throughout Canada and around the world in more than seventy engineering specialties. ACEC is also a member of FIDIC, the international federation of consulting engineers.

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THE ASSOCIATION OF PROFESSIONAL ENGINEERS OF BRITISH COLUMBIA

2210 West 12th Avenue
Vancouver, B.C. V6K 2N6

The Association represents more than 9,000 Professional Engineers in B.C. and is responsible for regulating the profession ensuring persons authorized to act as Professional Engineers are competent and adequately trained.

Spokesmen and Specialists List:

The Association provides an annual list of spokesmen and experts in various fields available for background information on a wide range of subjects.

Contact:

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ATLANTIC
PUBLISHERS ASSOCIATION

ATLANTIC PUBLISHERS ASSOCIATION

Killam Library
Dalhousie University
Halifax, Nova Scotia B3H 4H8

The Atlantic Publishers Association is a regional trade association representing the interests of book publishers in Newfoundland, Nova Scotia, Prince Edward Island, New Brunswick. Membership includes 13 active and 10 associate publishers. Active members are also members of the national association, the Association of Canadian Publishers, of which the APA is an affiliate.

Every other year the association produces a catalogue of its members' books with an update in between.

Contact:

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Harry Baglole, Secretary
Ragweed Press, Prince Edward Island
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Paul Robinson, Vice-President
Atlantic Institute Education, N.S.
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ATOMIC ENERGY OF CANADA LIMITED

275 Slater Street
Ottawa, Ontario K1A 0S4

Atomic Energy of Canada Limited is a Crown company incorporated in 1952. It is responsible for research into and development of peaceful uses of atomic energy, in particular the development of nuclear power systems to meet Canadian needs and improved applications of radioisotopes and radiation.

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ATOMIC ENERGY CONTROL BOARD

270 Albert Street
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Ottawa, Ontario K1P 5S9

The federal agency which regulates activities involving nuclear energy and prescribed substances in the interests of health and safety for workers and the public. Areas covered under the AECB's licensing process include the nuclear fuel cycle from mining to waste disposal, heavy water plants, research reactors and accelerators, and radioisotopes.

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There are more than
1000 contact persons
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B



B. ALLAN MACKIE SCHOOL OF LOG BUILDING

P.O. Box 1205
Prince George, B.C. V2L 4V3

Founded in 1974 by B. Allan Mackie, the B. Allan Mackie School of Log Building is unique in the world. It was set up in direct response to public demand following publication of his first book, BUILDING WITH LOGS, which has sold 80,000 copies. Now the School operates year-round with full-time staff. It is a Registered Trade School owned and directed by an independent non-profit Society. Most of the Board members are teachers, as well as Mackie graduates. Eight-week sessions have trained 1,000 professional log builders from all parts of the world; special short courses have trained a further 2,000 to build their own 20th century deluxe log homes. The School provides specialized briefs on the log home industry, now valued in the millions in Canada. The School actively supports three professional associations which have developed among its graduates: The Western, the Ontario, and the Quebec Log Builders' Associations. The School is engaged in research and in building an Archives, specifically, "The Log Building Inventory" file. A School Newsletter is published 6 times a year by our patron organization, Log House Publishing Company Ltd.

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Mike Kapral, Chairman of the Board
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BF Goodrich

B.F. GOODRICH CANADA LIMITED

Executive Offices
Kitchener, Ontario N2G 4J5

Manufacture and sale of rubber and plastics goods: tires, industrial and automotive rubber supplies, Canada's largest manufacturer of polyvinyl chloride (PVC) resins and compounds. Four plants, five branch offices and 81 retail outlets across the country. 2700 employees.

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Scotiabank

THE BANK OF NOVA SCOTIA

44 King St. W.,
 Toronto, Ontario M5H 1H1

The Bank of Nova Scotia — familiarly known as Scotiabank — is Canada's second oldest chartered bank (founded: 1832) and the fourth largest (assets totalling \$31.9 billion at June 30, 1979). Provides full banking services across Canada, with some 985 branches. Also operates more than 100 offices in other countries.

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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'ingénierie, de construction et de gestion de projets au Canada.

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

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BEDFORD INSTITUTE OF OCEANOGRAPHY

Box 1006
 Dartmouth, Nova Scotia B2Y 4A2

BIO, one of the largest centres of marine studies in the world, is the home of several laboratories and groups engaged in diverse but highly inter-related activities aimed at furthering our knowledge of the oceans. It is administered by the government of Canada departments of Fisheries and the Oceans; Energy, Mines and Resources; and Environment.

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Bell

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.

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Computer Communications Group:

John G. Caplan, Public Relations Manager
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BETTER BUSINESS BUREAU OF CANADA

2 Bloor St. E., Suite 3034
 Toronto, Ontario M4W 3J5

BBB/Canada is national headquarters and licensing authority for the BBB system in Canada. It directs network policies covering Bureaus operating locally coast-to-coast and speaks for the BBB system nationally. BBB/Canada is funded by national corporate memberships and license fees from the constituent Bureaus.

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 After hours: (416) 822-4031
Information Officer (to be named)

BISHOP'S UNIVERSITY

Lennoxville, Quebec J1M 1Z7

Bishop's University is a small, liberal arts university specializing in quality undergraduate education. One of Canada's oldest universities, Bishop's offers a full range of courses in both the arts and sciences as well as degrees in business administration, drama and education. Bishop's is located in the bilingual Eastern Townships of Quebec.

Contact:

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Timothy Belford,
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 Officer
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Principal: **Dr. C.I.H. Nicholl**

Vice-President: **J.L. Gregoire**

Dean of Faculty: **Dr. K.J. Kuepper**

Registrar and Admissions: **G. Marcotte**

Director of Student Affairs:
B. Coulter

Athletics: **T. Allen**

Division of Business Administration:
Professor W. Taylor

Division of Humanities:
Dr. W. Shearson

Division of Natural Sciences:
Dr. C.L. Arnot

Division of Social Sciences:
Dr. C.G. Rose

Faculty Specialists:
 Contact **Timothy Belford**

BLACK RESOURCES AND INFORMATION CENTRE (BRIC)

427 Bloor St. W., Second Floor
 Toronto, Ontario, M5S 1X7

The Black Resources and Information Centre (BRIC) is a non-profit, charitable organization serving blacks in Metropolitan Toronto. BRIC speaks and acts on behalf of blacks and minorities in the areas of immigration, the law and penal rehabilitation, but is generally a clearing house for information on the black community.

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Sri. G. Sri Skanda-Rajah, Legal Worker
Denise Jackson, Information Officer
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BOOK & PERIODICAL DEVELOPMENT COUNCIL

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 Toronto, Ontario M5S 1M5

The BPDC is an umbrella organization made up of associations of sellers, publishers,

distributors, librarians and writers in the book and magazine industries.

Contact:
Office: (416) 964-2655



BOY SCOUTS OF CANADA

National Office
P.O. Box 5151, Station "F"
Ottawa, Ontario K2C 3G7

Boy Scouts of Canada is a non-profit organization offering five programs (Beavers, Cubs, Scouts, Venturers and Rovers) to boys and youth, aged five to twenty-three, through partnership with churches, service clubs and community groups. It has a membership of 282,540. *The Canadian Leader* magazine has ten issues a year.

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BRASCAN LIMITED

Box 48, Commerce Court West
Toronto, Ontario M5L 1B7

Brascan Limited is a Canadian investment management company with interests in Brazil and Canada including: an electric utility, natural resources, financial services, consumer goods and services and real estate development.

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BRITISH AIRWAYS

One Dundas St. W., Suite 2500
Toronto, Ontario M5G 2B2

British Airways, born April 1, 1972 through merger of BOAC (British Overseas Airways Corp.) and BEA (British European Airways) flies to more than 150 cities in 80 countries. From Montreal and Toronto has direct passenger and cargo services to London, Glasgow and Manchester with onward connections to almost 90 cities in Britain and Europe, as well as to the Middle East, Africa, the Asian Subcontinent, the Far East and Australasia. Fleet size is 208 ranging from helicopters to Concorde.

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Broadcaster

BROADCASTER

7 Labatt Avenue
Toronto, Ontario M5A 3P2

Broadcaster serves radio and television in Canada with a monthly issue of features, news and technical information. Two directories, May and November, list radio and TV stations, cable companies, government agencies, equipment manufacturers, consultants and others. Total copies: 8,061 to national advertisers and personnel in the above groups.

Contact:
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C



CAE INDUSTRIES LTD.

Suite 3060, P.O. Box 30, Royal Bank Plaza
Toronto, Ontario M5J 2J1

CAE Industries Ltd. is a Canadian holding and management company employing 4,000 people in diverse industries across Canada and in West Germany. Principal

fields of endeavour are electronics, aerospace and metal products manufacturing; machine tool, industrial products and forestry and construction equipment distribution.

Contact:
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Vice President, Corporate Relations
Office: (416) 865-0070



CN Marine

CN MARINE INC.

100 Cameron Street, Suite 400,
Moncton, New Brunswick E1C 5Y6

CN Marine operates the largest ferry fleet in Eastern Canada with annual carryings in excess of two million passengers. That fleet includes vessels ranging from 95-foot, high-speed craft to a 486-foot ship capable of carrying 39 railway freight cars. CN Marine is a partner in Halifax Industries Ltd. and owns Coastal Transport Ltd. of Saint John, N.B. The corporation's Newfoundland Dockyard in St. John's worked on 282 domestic and foreign ships last year.

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Public Relations Representative
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After hours: (709) 726-4018

CNCP Telecommunications

CNCP

TELECOMMUNICATIONS

151 Front Street West
Toronto, Ontario M5J 1G1

CNCP Telecommunications is Canada's only nation-wide telecommunications carrier operating as a single entity. It provides business, industry and government departments with such services as Telex, computer data, voice, television, radio and facsimile transmission. Provides telegram and Telepost service to the general public. Employs 4,200 people.

Contact:
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John Cox, Montreal Office
Office: (514) 395-7797

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CALGARY EXHIBITION & STAMPEDE

Box 1060,
Calgary, Alberta T2P 2K8

July 4-13, 1980

The Calgary Exhibition and Stampede is a completely self-supporting non-profit entertainment organization, operated by approximately 1,000 volunteers and 185 permanent employees. Although the world-famous Stampede highlights activities, as many as 1,500 events are held in Stampede Park each year.

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CANADA COUNCIL/CONSEIL DES ARTS DU CANADA

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." It offers a broad range of grants and provides certain services to individuals and organizations in the arts. It is also responsible for maintaining the Canadian Commission for Unesco.

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Atlantic Regional Representatives:

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du canada

CANADA DEVELOPMENT CORPORATION

Suite 2272, 200 Granville Street
Vancouver, B.C. V6C 1S4

Incorporated November, 1971, CDC is a unique mix of public and private investment, which provides an opportunity for Canadians to employ their savings in active development of healthy Canadian enterprises which sell in both domestic and foreign markets. Although

created and initially funded by the Federal Government, CDC is not a Crown corporation. It was specifically designed to operate in the private sector, from which it has raised all its funds since 1974. The Corporation's objectives are to develop and maintain strong Canadian-controlled and managed corporations in the private sector, to widen the investment opportunities open to Canadians and to operate profitably and in the best interests of all the shareholders. To reach its objectives, CDC generally acquires effective control of the companies in which it invests, and builds up strong, entrepreneurial, managerial, technical and research talents in those companies so that they attain their maximum profitability and growth.

The legislation which set up CDC permits the share of Government ownership to be ultimately reduced to 10%. CDC already has 18,000 shareholders and the Government's share of voting stock has been reduced to 68%.

Investments as at Oct. 10, 1979 include the following, with percent of CDC ownership in brackets: Polysar Limited (100%); Petrosar Limited (60%); Texasgulf Inc. (31%); CDC Oil & Gas (100%); CDC Life Sciences Inc. (100% — this is a group of companies engaged in the discovery, development and marketing of pharmaceuticals and biologicals, and life sciences contracting. The largest is Connaught Laboratories Limited); CDC Data Systems (100% — CDC's holding company in electronics. It includes 54% of AES Data Ltd.). CDC also has a 35% interest in CanWest Capital Corporation, Winnipeg, and has minority positions in three venture capital companies: Innocan Investments Ltd., Montreal (37%); Ventures West Capital Ltd., Vancouver (49%) and Venturetek International Limited, Toronto (32%).

Contact:

Vancouver, B.C.:

Tam Deachman, Manager of
Communications

2272 — 200 Granville Street

Office: **(604) 682-0441**

After hours: **(604) 734-4526**

Toronto, Ontario:

Jim Smith, Manager, Public Relations

200 — 444 Yonge Street

Office: **(416) 593-1270**

After hours: **(416) 762-0103**



CANADA PACKERS LIMITED

95 St. Clair Avenue West,
Toronto, Canada M4V 1P2

Canada Packers Limited, largest producer of food products in Canada, with major operating divisions producing and processing meats, poultry, fruits, vegetables, dairy products, nut products, edible oils, chemicals, pharmaceuticals, animal and poultry feeds,

veterinary products, pet foods, leather, soaps, detergents, feathers and down, is a Canadian company employing 15,000 in six countries.

Contact:

Murray M.R. Stewart,

Public Relations Manager

Office: **(416) 766-4311**

CANADIAN ADVERTISING ADVISORY BOARD

1240 Bay Street, Suite 305
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**



CANADIAN AMATEUR RADIO FEDERATION INC./ FEDERATION DES RADIO AMATEURS DU CANADA INC.

General Offices:

P.O. Box 356

Kingston, Ontario K7L 4W2

The Canadian Amateur Radio Federation is the national body of Amateur Radio Operators dealing with administration, representation and education. We produce publications for people wishing to become Amateurs and will be happy to supply you with any information you may need about this challenging and rewarding pastime.

Contacts:

Arthur E. Blick, VE3 AHU

General Manager

Address as above

Phone: **(613) 544-6161**

Directors:

Peter Driessen

1946 York Ave. Apt. 203

Vancouver, B.C., V6J 1E3

Lionel Bonhomme, VE2 SY

22 Cinq Mars

Hull, Québec J8X 6B7

Jim McKenna

P.O. Box 703

Ft. McLeod, Alberta T0L 0Z0

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E.J. Sheffman, VE3 FTO
182 Fern Avenue
Willowdale, Ont. M2P 1X9

Nate Penney
P.O. Box 10
Shoal Harbour, Newfoundland A0C 2L0

Marvin Nash, VE3 FON
43 Bruce Farm Drive
Willowdale, Ont. M2H 1G4

CANADIAN ARTISTS' REPRESENTATION (CAR/ FAC) LE FRONT DES ARTISTES CANADIENS

44 - 221 McDermot Avenue
Winnipeg, Manitoba R3B 0S2

Canadian Artists' Representation (CAR/FAC) is an association of professional artists practicing in the visual arts. CAR/FAC 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. CAR/FAC does not adhere or subscribe to any political party or belief. CAR/FAC is a non-profit organization.

Contact:
Office phone for all below:
(204) 943-5948 (9am-1pm, M-F)
Dale Amundson, National Representative
After hours: **(204) 956-2391**
Bill Lobchuk, National Director
Linda Freed Shiels,
Secretary & Asst. Editor of *CAR/FAC NEWS*

CANADIAN ASSOCIATION FOR HUMANE TRAPPING

Box 934, Station "F"
Toronto, Ontario M4Y 2N9

Under Federal Charter since 1953, the Canadian Association for Humane Trapping (CAHT) is dedicated to bringing about the use of humane methods for trapping animals, through research and development, liaison work, education and legislation. The CAHT's primary concern is with Canadian fur-bearing animals.

Contact:
D.C. Baillie, President
Marietta J.B. Lash, Executive Secretary
Office: **(416) 922-7030**

268 organizations, large
and small, appear in this
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CANADIAN ASSOCIATION OF OPTOMETRISTS/ L'ASSOCIATION CANADIENNE DES OPTOMETRISTES

2001-210 Gladstone Ave.,
Ottawa, Ont. K2P 0Y6

On a national level the association represents Canada's 2,000 doctors of optometry — primary, or "first contact" vision care specialists — by voicing their concerns about vision care to government, other health professionals and the general public. It also coordinates the activities of its 10 provincial member associations to maximize awareness of vision care in Canada.

Contact:
Tom Little, Public Information Coordinator
Office: **(613) 238-2006**

Dr. Jack Huber, President
620 Avord Tower,
2002 Victoria Ave.
Regina, Sask. S4P 0R7
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Home: **(306) 586-5318**

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Alberta Optometric Assn.
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Home: **(902) 436-3332**

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Nova Scotia Optometrical Assn.
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Home: **(902) 755-1010**

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Newfoundland:
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Newfoundland Optometric Assn.
325 Millbrook Mall
Corner Brook, Nfld. A2H 4B5
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Home: **(709) 634-3107**

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College of Optometrists of Ontario
(Regulatory body)
Office: **(416) 962-4071**

Dr. Claude Gareau, Registrar,
Order of Optometrists of Quebec
(Regulatory body)
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Dr. Emerson Woodruff, Director,
School of Optometry,
University of Waterloo
Office: **(519) 885-1211, ext. 3174**

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Dr. Claude Beaulne, Director,
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University of Montreal
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**CANADIAN ASSOCIATION OF
RECYCLING INDUSTRIES/
ASSOCIATION CANADIENNE
DES INDUSTRIES DU
RECYCLAGE**

5799 Yonge St., Suite 1101
Willowdale, Ontario M2M 3V3

The Canadian Association of Recycling Industries (CARI) is a non-profit association of approximately 300 companies. The members primarily process scrap metal and paper for use by refining mills. CARI works to ensure the continued viability of the scrap industry by education, promoting internal communications, and liaising with external institutions.

Contact:

Stan Parker, Executive Director
Office: (416) 221-1191

**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.

Contact:

Helen Baxter,
Information and Publications Officer
Office: (613) 237-6885



**CANADIAN AUTOMOBILE
ASSOCIATION**

150 Gloucester Street,
Ottawa, Ontario K2P 0A6

The CAA is a federation of motor clubs serving more than 1.6 million members throughout Canada. The CAA, a non-profit organization provides emergency road service, travel and touring information, quality books on Canadiana, maps and counselling,

traffic law advisory service, travel agency operations and various insurance plans and benefits.

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Hamilton — OML
Ron Smith (416) 525-1214

Montreal — TCM
Marc Turcot (514) 288-7111

Quebec City — QAC
Monique Tardif (418) 653-2600

Saint John — MAA
Bill McQueen (506) 657-3470

Halifax — MAA
Ed Paul (902) 425-5220

**CANADIAN BANKERS'
ASSOCIATION**

Box 282, Toronto Dominion Centre
Toronto, Ontario M5K 1K2

The Canadian Bankers' Association serves the chartered banks of Canada in matters of concern to the whole industry. Its main activities are in the fields of legislation, education, publications, public relations, information, foreign exchange, inter-bank clearing, research and bank security.

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Dave Rogers, Chief of Broadcast Services
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Sandy Bruchovsky, Information Officer
After hours: (416) 243-0966

Montreal:

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After hours: (514) 627-0805

Stephane Moissan, Information Officer
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After hours: (514) 332-4669



**CANADIAN BOOK
INFORMATION CENTRE**

70 The Esplanade
Toronto, Ontario M5E 1A6

CBIC is a national association of over 130 Canadian-owned publishers. It was established in 1975 to promote Canadian books, authors and publishers to libraries, schools and the general public. It conducts a displays program (150 yearly) and gives promotional leads to publishers.

Contacts:

Serge Lavoie, Project Manager
Ann Wallace, Displays Co-ordinator
Office phone for above: (416) 362-6555

REGIONAL OFFICES:

Vancouver:

Paulette Kerr, Displays Co-ordinator,
1622 West 7th Avenue
Vancouver, B.C. V6J 1E5
Office: (604) 734-2011

Halifax:

Angela Rebeiro, Regional Manager
Killam Library
Dalhousie University
Halifax, Nova Scotia B3H 4H8
Office: (902) 424-3410

**CANADIAN BOOK
PUBLISHERS' COUNCIL**

45 Charles Street East, Suite 701
Toronto, Ontario M4Y 1S2

The Canadian Book Publishers' Council, established in 1910, is a trade association which represents the interests of 48 English-language publishing firms, the majority of

which are Canadian-owned. Its members publish the major portion of the English-language Canadian trade, text, and non-book materials. Many also act as agents and distributors for foreign books.

Contact:

Jacqueline Nestmann-Hushion, Executive Director

Marilyn Mint, Associate Director
Office: (416) 964-7231



CANADIAN BROADCASTING CORPORATION

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:

Head Office/Siège Social:

1500 Bronson Avenue, P.O. Box 8478

Ottawa, Ontario K1G 3J5

Andre Lamy, Vice-President,

Audience Relations

Office: (613) 731-3111

Ottawa Area (CBO, CBOF, CBO-FM, CBOF-FM, CBOT-TV, CBOFT-TV):

250 Lanark

Box 3220, Station C

Ottawa, Ontario K1Y 1E4

Paul Parent, Director of Public Relations

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and Public Affairs, ESD

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Babs Pitt,

Associate Director of

Communication and Public Affairs

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Cec Smith,

Director of Press Relations

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Norm Guilfoyle, Editor

Radio Program Guide

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Montréal, Québec H4W 1R5

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To be announced (Vancouver)

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Sandy Wright (Edmonton)

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Prairies:

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Louis Fortin (Québec City)

Office: (418) 656-9440

Denis Hamel (Montreal, English Services)

Office: (514) 285-2348

Maritimes:

Gordon Smith (Halifax)

Office: (902) 422-8311

Newfoundland:

Don Nicolle (St. John's)

Office: (709) 737-4176

Other contacts:

Local CBC Managers

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 40,000.

Contact:

Ed Finn,

Director of Publications & Information

Office (613) 829-8764



CANADIAN BUSINESS EQUIPMENT MANUFACTURERS ASSOCIATION

1 Greensboro Drive, Suite 200
Rexdale, Ontario M9W 1C8

The Canadian Business Equipment Manufacturers Association is a non-profit trade association formed in 1932, with a membership roster of over 60 firms, active in all facets of business equipment manufacturing and distribution in Canada. CBEMA maintains a variety of programmes intended to benefit both the individual firm and the industry as a whole which encompasses data processing, office machines and office furniture firms.

Contact:

W.J. Phillips, President, CBEMA

c/o Sunar, Division of Hauserman

1 Sunshine Drive

Waterloo, Ontario N2L 1X2

Office: (519) 886-2000

R.J. Martin, Executive Director

Office: (416) 248-6179



DEVELOPMENT AND PEACE

CANADIAN CATHOLIC ORGANIZATION FOR DEVELOPMENT AND PEACE

67 Bond Street, Suite 305

Toronto, Ont. M5B 1X5

Development and Peace (CCODP) is the international development and relief organization, founded in 1967 by Canada's Catholic bishops to promote development education among Canadians and support socio-economic development in third world countries. Most Catholic dioceses have CCODP members, who elect a Board of Governors, ultimately responsible for CCODP policy.

Contact:

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National Information Officer

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Regional Animateurs:

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Beaver Meadow

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Mr. Raoul Ferraton
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Phone: (403) 432-7934

Mrs. Marg Green
150 Robson St.
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Phone: (604) 683-0281



CANADIAN COALITION FOR NUCLEAR RESPONSIBILITY

2030 MacKay Street,
Montréal, Québec H3G 2J1

A national coalition of citizen groups dedicated to the establishment by government of a public inquiry into all aspects of nuclear power. CCNR is calling for a moratorium on the construction of new nuclear facilities pending safe methods for storing radioactive waste, and is asking for a direct diversion of funds from nuclear construction into conservation and renewable energy.

Contacts:

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Jane Broderick, Office Coordinator
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Gordon Edwards, Chairman
Phone: (514) 774-4832

Dorothy Rosenberg, National Coordinator
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Kjel Oslund, Citizen's Council Coordinator
Phone: (204) 284-2984

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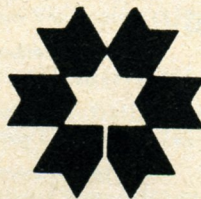
CANADIAN COMMUNITY NEWSPAPERS ASSOCIATION (CCNA)

12 Shuter Street, Suite 201,
Toronto, Ontario M5B 1A2

CCNA is a federated organization representing the organizations of all provincial weekly and community newspapers' associations. CCNA represents community newspapers' interests to governments and the advertising community. CCNA produces an interesting monthly, *CCNA Publisher*, for community publishers, which is available to others. Media inquiries will be answered or directed to best alternate source.

Contact:

Jim Dills, Executive Director
Office: (416) 366-4277



CANADIAN CONFERENCE OF THE ARTS/CONFÉRENCE CANADIENNE DES ARTS

141, Owest Laurier Ave. West, Suite 707
Ottawa, Ontario K1P 5J3

A non-profit national association linking together over 500 organizations, as well as over 700 artists and arts supporters, from across Canada. Established in 1945, CCA's objectives are: "to promote public interest and concern for the arts; to foster a sense of community within the arts; to encourage cultural policies and programs; to ensure adequate levels of support for the arts." Individual membership available for \$20, organizational for \$35, \$70 and \$100.

Contact:

John Hobday, National Director
Office: (613) 238-3561

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
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After hours: (613) 234-3038



CANADIAN CONSTRUCTION ASSOCIATION/ L'ASSOCIATION CANADIENNE DE LA CONSTRUCTION

85 Albert Street
Ottawa, Ontario K1P 6A4

CCA is the national voice of one of Canada's largest industries, employing 700,000 people on projects worth more than \$35-billion last year. Through direct members and more than 100 affiliated associations, CCA represents all sectors of the industry. It is staffed by specialists who touch industrial strategy, commercial policy, competition, labour relations, law, taxation, transportation — the whole industry.

Contact:

Maureen Crowe, Director of Public Relations

Office: (613) 236-9455

After hours: (613) 592-1380

CANADIAN COUNCIL OF PROFESSIONAL ENGINEERS

401 - 116 Albert Street
Ottawa, Ontario K1P 5G3

CCPE is a national federation of provincial associations representing Canada's 100,000 professional engineers. Its activities center on relations with the federal government and national and international organizations, accreditation of university engineering programs, engineering manpower, administering engineers' insurance programs, and coordination of provincial associations' responsibilities in licensing, ethics, and professional competence.

Contact:

Claude Lajeunesse, P. Eng., General Manager

Office: (613) 232-2474

John Butcher, Senior Staff Officer

Office: (613) 232-2474

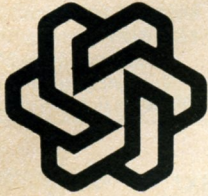
After hours: (613) 728-0205

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 health hazards of smoking, to provide consultative services to governments and health organizations, and to sponsor educational campaigns and research projects. (continued)

Contact:
Kurt Baumgartner, Executive Director
 Office: (613) 722-3419
 After hours: (613) 828-4576



**CANADIAN CRAFTS COUNCIL/
 CONSEIL CANADIEN DE
 L'ARTISANAT**
 46 Elgin Street, Suite 16
 Ottawa, Ontario K1P 5K6

A non-profit national federation of craft associations representing more than 30,000 craftsmen in Canada. It is recognised by the World Crafts Council through which it maintains international contacts. The CCC acts on behalf of craftsmen on all matters involving the federal government. Publishes *Artisan* bi-monthly by \$20 subscription.

Contact:
Peter Weinrich, Executive Director
 Office: (613) 235-8200

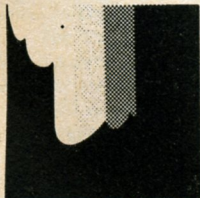
**CANADIAN DAILY
 NEWSPAPER PUBLISHERS
 ASSOCIATION**

321 Bloor Street East, Suite 214
 Toronto, Ontario M4W 1E7

CDNPA is a non-profit association of the vast majority of dailies in Canada. They represent 90 per cent of the total daily newspaper circulation in Canada. The association provides support services to its members in research, technology, circulation, editorial and Newspaper in Education.

Contacts:
 To reach all: (416) 923-3567.

John Foy, General Manager
David Hunter, Secretary
Dick MacDonald, Editorial Services
Harry Templar, Technical Services
Arnold Acton, Research
Diane MacLean, Newspaper in Education



**CANADIAN ENVIRONMENTAL
 LAW ASSOCIATION**

Suite 303, 1 Spadina Crescent
 Toronto, Ontario M5S 2J5

CELA is an Association specializing in environmental protection through the law. CELA's activities include a legal advisory service to the public, and, through its associate

body, the Canadian Environmental Law Research Foundation, a wide variety of publications, and submissions to various government agencies on reform of environmental laws.

Contact:
 Office number for all below: (416) 978-7156
John Swaigen, General Counsel

Grace Patterson, Director of Litigation
 After hours: (416) 961-1021

Michael Perley, Executive Director
 Canadian Environmental Law Research Foundation
 After hours: (416) 923-5687

Joe Castrilli, Research Director
 Canadian Environmental Law Research Foundation
 After hours: (416) 961-2285

**CANADIAN FEDERATION OF
 AGRICULTURE**

111 Sparks Street,
 Ottawa, Ontario K1P 5B5

The Canadian Federation of Agriculture is a national federation of provincial, regional and national farm and co-operative organizations united to speak for the farm people of Canada. The CFA Secretariat also acts on behalf of Dairy Farmers of Canada, the Canadian Pork Council and the Canadian Egg Producers' Council.

Contact:
Paul McLoughlin, Information
 Office: (613) 236-3633

**CANADIAN FEDERATION OF
 INDEPENDENT BUSINESS**

15 Coldwater Road
 Don Mills, Ontario M3B 3J1

The C.F.I.B. represents 55,000 Canadian owner-managers of small and medium size businesses across the country. An on-going membership voting system allows the Federation to take a representative position on most major federal and provincial issues.

Contact:
Roger Worth, Director — Public Affairs
 Office: (416) 445-9214
 After hours: (416) 274-6211

**CANADIAN GOVERNMENT
 OFFICE OF TOURISM/OFFICE
 DE TOURISME DU CANADA**

235 Queen Street
 Ottawa, Ontario K1A 0H6

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

Contact:
Bryan Goodyer,
 Chief, Information Services
 Office: (613) 995-5345
 After hours: (613) 749-3920

**Coming in Content: a probe of
 Canadian coverage of the
 Commonwealth conference.**

**CANADIAN GROCERY
 DISTRIBUTORS' INSTITUTE/
 INSTITUT CANADIEN DE LA
 DISTRIBUTION ALIMENTAIRE**

6000 E. Metropolitain, Suite 107
 Montreal, Quebec H1S 1B2

The Canadian Grocery Distributors' Institute was originally established as Canadian Wholesale Grocers Association in 1919. The Institute is a national organization with its membership from manufacturers, processors, brokers, wholesalers, distributors and retailers representing approximately 90% of total grocery product distribution in Canada. The Institute works closely with grocery industry associations in dealing with Government and other industry related issues. The Institute holds Annual and Midwinter conferences, and provides educational services through regular bulletins and seminars.

Contact:
Raymond C. Bertrand, President
 Office: (514) 259-2527
 After hours: (514) 334-8019

**CANADIAN HOME AND
 SCHOOL AND PARENT-
 TEACHER FEDERATION**

240 Eglinton Avenue East, Suite 204
 Toronto, Ontario M4P 1K8

Founded in 1927, CHSPTF is the largest volunteer non-profit organization in Canada, with local Associations throughout the country. Membership is open to everyone at the local level. The Federation strives to ensure and improve the education and the welfare of all children in the home, school and community.

Contact:
Tom C. Wilkinson, President
Marcia Seymour,
 Executive Secretary, Publicity & P.R.
 Chairman
 Office for both above: (416) 487-9939

**CANADIAN HOSPITAL
 ASSOCIATION/ASSOCIATION
 DES HOPITAUX DU CANADA**

410 Laurier Avenue West, Suite 800
 Ottawa, Ontario K1R 7T6

National federation representing hospitals to the federal government and public; both a periodical and book publisher for hospital management, publishing an annual *Canadian Hospital Directory* of hospitals which lists addresses, contacts, types of institutions, health associations and other health-related information, plus a similar *Directory of Long-Term Care Centres*.

Contact:
Jean-Claude Martin, President
 Office: (613) 238-8005, ext. 30

Paul Brown, Asst. Executive Director
 Office: (613) 238-8005 ext. 31

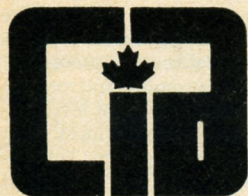
Elizabeth Katz, Managing Editor,
Dimensions in Health Service and
Hospital Trustee
 Office: (613) 238-8005 ext. 26

(continued)

Eleanor Sawyer, Editor,
Canadian Hospital Directory
Office: (613) 238-8005 ext. 25

Yvan Clermont, Rédacteur administratif,
L'Administrateur hospitalier
Office: (613) 238-8005, ext. 53

Joan Roche, Public Relations
Office: (613) 238-8005, ext. 35



**CANADIAN IMPORTERS
ASSOCIATION INC./
ASSOCIATION DES
IMPORTATEURS CANADIENS
INC.**

World Trade Centre
60 Harbour Street
Toronto, Ontario M5J 1B7

Established in 1932, federally incorporated as a non-profit trade Association in 1936. National voice for all sectors of Canada's import trade.

Contacts:

Keith G. Dixon, President
Peter J. Dawes, Vice-President
Office: (416) 862-0002



**CANADIAN INDUSTRIES
LIMITED**

630 Dorchester Blvd. W.
P.O. Box 10
Montreal, Quebec H3C 2R3

CIL is a major Canadian manufacturer and distributor of chemicals and related products, including fertilizers, explosives, plastics and paints. Together with its subsidiaries it employs about 8000 persons and operates more than 30 main manufacturing plants and numerous smaller sites across Canada, also some overseas locations. About 12% of its products and services are exported.

Contact:

Toronto:

45 Sheppard Avenue East
Willowdale, Ontario M2N 5S8

Keith S. Tisshaw, Public Relations Manager
Office: (416) 266-7315
After hours: (416) 481-3591

Bess Plourde, Public Relations Supervisor
Office: (416) 266-7317
After hours: (416) 498-1096

Montreal (address as above):

Tom Vares, Public Relations Officer
Office: (514) 874-3474

(continued)

Vancouver:

800 Terminal Avenue, V6A 2M8
Jo Marshall, Public Relations Officer
Office: (604) 685-1411

**THE CANADIAN INSTITUTE OF
CHARTERED ACCOUNTANTS**

250 Bloor Street East
Toronto, Ontario M4W 1G5

The Canadian Institute of Chartered Accountants represents Canada's 30,000 chartered accountants federally. CICA is responsible for accounting and auditing research, including setting accounting standards for Canadian business. CICA also develops advanced educational courses; issues professional studies and publications, including *CA Magazine*; and prepares briefs on federal business legislation.

Contact:

Helen Guest, Public Relations Officer
Office: (416) 962-1242

**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:

Jacques Rastoul, Executive Director
Office: (416) 979-1851



**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

**The Subject Guide is the key to
SOURCES. It starts on page 58.**



**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.

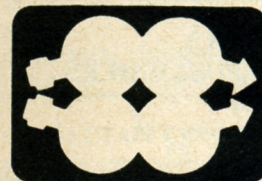
Contacts:

Office phone for all below: (613) 521-3400

Charles Bauer,
Co-ordinator of Public Relations
After hours: (613) 731-8019

Pierre D'Amour
National Representative, Public Relations
After hours: (819) 776-2543

Mary Kehoe, Assistant Editor



**CANADIAN LESBIAN AND GAY
RIGHTS COALITION/
COALITION CANADIENNE
POUR LES DROITS DES
LESBIENNES ET DES GAIS**

Box 2919, Station D
Ottawa, Ontario K1P 5W9

CLGRC 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.

Contacts:

Denis LeBlanc
Office: (613) 237-0212
Home: (613) 235-3988
If unavailable at above: (613) 238-1717

Allan Harkin
Phone: (613) 236-5771

Coordinating Office: (613) 233-0152

**THE CANADIAN LIFE
INSURANCE ASSOCIATION**

55 University Avenue, Suite 1400
Toronto, Ontario M5J 2K7

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, 1-800-268-8663. In French, 1-800-361-8070. (From British Columbia, phone 112-800-268-8663.)

Contact:

Bruce Powe, Public Relations Vice-President
Office: (416) 364-6295

After hours: (416) 483-9714

Marcel Theoret,

Director of Public Relations (Montreal)

Office: (514) 845-6173



CANADIAN LUNG ASSOCIATION

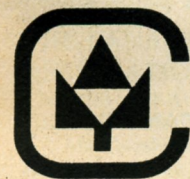
75 Albert Street, Suite 908
Ottawa, Ontario K1P 5E7

A national voluntary health organization concerned with the prevention and control of lung disease: emphysema, chronic bronchitis, asthma, tuberculosis and other health problems such as air pollution and smoking. Programs in medical research, rehabilitation and public education are actively carried out through its Medical, Nursing and Physiotherapy Sections at the national, provincial and local levels.

"The Christmas Seal People"

Contact:

Mr. Paul-Emile Cloutier,
Administrative Assistant
Office: (613) 237-1208



THE CANADIAN MANUFACTURERS' ASSOCIATION

One Yonge Street,
Toronto, Ontario M5E 1J9

The Canadian Manufacturers' Association is a national association of manufacturers of every size and kind. Through its staff of over 100 in nine offices across Canada, the Association provides expert information to its members and co-ordinates responses to matters of common concern.

Contact:

Gord Haugh, Manager Public Affairs
Office (416) 363-7261
After 5p.m.: (416) 363-7263
Residence: (416) 457-3070

Contact persons listed in SOURCES would appreciate knowing if you found them here.



CANADIAN MOTORCYCLE ASSOCIATION INC.

500 James Street N., Suite 201
Hamilton, Ontario L8L 1J3

The Canadian Motorcycle Association, the National Association for motorcyclists, represents road riding, trail riding and racing enthusiasts. It is affiliated internationally with the world governing body, FIM (Federation Internationale Motocycliste), and has hosted many World Championship activities. The Association provides programmes and activities for motorcyclists of all interests and ages.

Contact:

Marilynn Bastedo, General Manager
Office: (416) 522-5705



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 and its annual gross revenues are now around \$3-billion.

Contacts:

Dave Todd, Manager, Information Services
Office: (514) 877-4990

After hours: (514) 487-2013

Donald Macintyre, Assistant Manager
Office: (514) 877-4326

After hours: (514) 672-2795

Regional Offices:

St. John's, Nfld.:

Jim Sratton

Office: (709) 726-0220

After hours: (709) 722-1445

Moncton, N.B.:

Don Law

Office: (506) 382-0551

After hours: (506) 386-8672

Quebec City, Que.:

Louise Fillion

Office: (418) 694-2868

After hours: (418) 522-4353

Montreal, Que.:

Jean-Guy Brodeur

Office: (514) 877-5414

After hours: (514) 773-6295

Ottawa, Ont.:

Walter Smith

Office: (613) 232-6431

After hours: (613) 728-0401

Toronto, Ont.:

Mike Matthews

Office: (416) 365-3266

After hours: (416) 844-0232

Winnipeg, Man.:

Jack Skull

Office: (204) 946-2444

After hours: (204) 942-8633

Edmonton, Alta.:

Bill Dewan

Office: (403) 429-8390

After hours: (403) 434-6642

Vancouver, B.C.:

Al Menard

Office: (604) 665-4225

After hours: (604) 736-9578

CANADIAN NEWS SYNTHESIS PROJECT

P.O. Box 6300, Station A,
Toronto, Ont., M5W 1P7

The Canadian News Synthesis Project is a non-profit, volunteer group working to provide an analysis of political, economic and cultural events in Canada. CNSP publishes a monthly magazine which distills information from thirteen newspapers across Canada, organizes it in a consistent framework, and analyses developing trends in Canada. Sample copies of our magazine *Synthesis* are available without charge.

Contact:

Murray MacAdam, Outreach Co-ordinator
Office: (416) 368-0022



CANADIAN NUCLEAR ASSOCIATION

65 Queen Street West, Suite 1120-
Toronto, Ontario M5H 2M5

The Canadian Nuclear Association co-ordinates and represents the interests of utilities, consulting firms, producers of essential materials, manufacturing firms, transportation companies, financial institutions, labor organizations, educational institutions, government and individuals who are, or expect to be, engaged in some phase of development and/or utilization of nuclear energy.

Contact:

James A. Weller, General Manager

Office: (416) 363-6433

Telex: 06-23741



CANADIAN PACIFIC AIR LINES, LTD.

CP Air

One Grant McConachie Way
Vancouver International Airport Central
Vancouver, B.C. V7B 1V1

CP Air, a wholly-owned subsidiary of Canadian Pacific Ltd., was organized in 1942 by amalgamation of ten small air services. It operates scheduled passenger and cargo services on a 64,038-mile unduplicated route pattern linking five continents and major cities in Canada, plus a charter division.

Contacts:

Head Office:

James G. McKeachie,
Director of Public Relations
Office: (604) 273-6211, Ext. 388
After hours: (604) 922-2675

J.R. Moir,

Manager, Public Relations, Western Canada
Office: (604) 273-6211, Ext. 390
After hours: (604) 277-1365

G.E. McBurnie,

Public Relations Representative
Office: (604) 273-6211, Ext. 599
After hours: (604) 736-3182

Regional Offices:

Calgary, Alta.:

Beth Raugust,
Public Relations Representative
400 - 125-9th Ave. S.E.,
Office: (403) 266-9232
After hours: (403) 274-7555

Winnipeg, Man.:

Paul Thurston, Public Relations Rep.
318 - 181 Higgins Ave.
Office: (204) 946-3664
After hours: (204) 667-2285

Ottawa, Ont.:

E.P. Jolicoeur, Public Relations Rep.
119 Blackburn Bldg.
85 Sparks St.
Office: (613) 232-3794
After hours: (613) 728-8334

Toronto, Ont.:

M.L. Dukelow, Public Relations Officer
69 Yonge St., 6th Floor
Office: (416) 869-6733
After hours: (416) 961-7994

Montreal, Que.:

Gerald Dixon, Public Relations Officer
717, Place du Canada
Office: (514) 876-3709
After hours: (514) 453-1822

San Francisco, Calif.:

Ernest Beyl, Public Relations Rep.
c/o Beyl & Boyd Inc.
177 Post St., Penthouse
Office: (415) 362-8447
After hours: (415) 398-4467

Los Angeles, Calif.:

Dorothy Furman, Public Relations Rep.
c/o Furman Associates, Inc.
3133 Lake Hollywood Dr.
Office: (213) 851-3400
After hours: (213) 851-4011

Honolulu, Hawaii

Adney Smith, Public Relations Rep.
c/o Lund Heitman Smith Advertising
1376 Kapiolani Blvd.
Office: (808) 941-3004
After hours: (808) 373-3641

London, Eng.:

Timothy Sheppard, Public Relations Rep.
50 Finsbury Square
Office: 01-638-5555

Tokyo, Japan:

Yoroku Suzuki, Public Relations Officer
Rm. 911, Hibiya Park Bldg.
8-1 Yurakucho, 1-chome
Chiyoda-ku
Office: 212-5811
After hours: 922-5489

Hong Kong:

Kam Fuen Lam, Public Relations Officer
Swire House
Connaught Road
Office: 5-248 = 161
After hours: 37-411-226

Sydney, Australia:

Taffy Davies, Public Relations Rep.
Parlour & Davies Pty. Ltd.
Pandda Associates
1303 - 22-40 Sir John Young Crescent,
Woolloomooloo 2011, Australia
Office: (02) 358-2422

Buenos Aires, Argentina:

Douglas S. Clark, Public Relations Rep.
Avenida Cordoba 656
Office: 392-3662

Tel Aviv, Israel:

Moshe Triwaks, Public Relations Officer
c/o Sales Manager, CP Air
P.O. Box 4001
Office: 52-163

CANADIAN PACIFIC LIMITED

Head Office
Windsor Station
Montreal, Quebec H3C 3E4

Canadian Pacific is a widely diversified company with some \$9 billion worth of assets in land, sea and air transportation, telecommunications, natural resource development, hotels, real estate, manufacturing and financial services. The company employs approximately 100,000 people in Canada and abroad.

Contacts:

Head Office:

Robert Rice,
Assistant General Manager, Public Relations
Office: (514) 395-7085

After hours: (514) 697-5426

B.C. Scott,

Manager, Public Relations
Office: (514) 395-7268
After hours: (514) 935-1300

F.T. Draper,

Director, News Services
Office: (514) 395-7105
After hours: (514) 465-2987

Regional Offices:

Montreal, Que.:

Director, Information (Québec)
Gare Windsor, Chambre 146
Bureau: (514) 395-7075
La nuit: (514) 937-5866

Toronto, Ont.:

W.J. Berry,
Regional Manager, Public Relations
1009 - 69 Yonge Street
Office: (416) 366-7411
After hours: (416) 233-2515

Winnipeg, Man.:

A.G. Smellie,
Regional Manager, Public Relations
318 - 181 Higgins Ave.
Office: (204) 946-6662
After hours: (204) 284-1179

Calgary, Alta.:

E.E. Olson,
Regional Manager, Public Relations
400 - 125-9th Ave. S.E.
Office: (403) 266-9232
After hours: (403) 255-8697

Vancouver, B.C.:

J.D. Bower,
Regional Manager, Public Relations
1000 - 200 Granville St.
Office: (604) 665-2488
After hours: (604) 738-9837

Ottawa, Ont.:

E.P. Jolicoeur, Executive Assistant
119 Blackburn Bldg.
85 Sparks St.
Office: (613) 232-3794
After hours: (613) 728-8334

London, England:

T.J. Sheppard,
Manager, Public Relations,
Europe & the Middle East
50 Finsbury Square
Office: 01-638-5555
After hours: 0342-22954

The Subject Guide,
starting on page 58, will
help you find what
you're looking for.

SOURCES Works.

Put it to work for you.

(continued)



CANADIAN PAPERWORKERS UNION/SYNDICAT CANADIEN DES TRAVAILLEURS DU PAPIER

1155 Sherbrooke St. W., Suite 1501
Montreal, Quebec H3A 2N3

A national labour union representing 57,000 workers in the pulp and paper manufacturing industry. Membership is grouped in 230 local unions in four regions - Atlantic (New Brunswick, Nova Scotia, Newfoundland, Gaspé of Quebec), Quebec, Central (Ontario, Manitoba) and Western (Saskatchewan, Alberta, British Columbia).

National office, Montreal. Regional offices: Dalhousie, N.B., Quebec City, 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) 669-4918



CANADIAN PETROLEUM ASSOCIATION

THE CANADIAN PETROLEUM ASSOCIATION

1500, 633 Sixth Avenue SW
Calgary, Alberta T2P 2Y5

Membership of the C.P.A. includes Canada's major crude oil and natural gas exploration and production companies. C.P.A. member companies account for more than 80% of all oil and natural gas production in Canada. The Association's main objective is to improve communication within the industry, government and the public.

Contact:
J.T. Gorman, Public Affairs Director
Office: (403) 269-1161
After hours: (403) 263-0644

Jim Rennie, Public Affairs Representative
Office: (403) 269-1161

CANADIAN PHYSIOTHERAPY ASSOCIATION

25 Imperial Street
Toronto, Ontario M5P 1B9

The Canadian Physiotherapy Association (CPA) is the national organization of physiotherapists, responsible for setting and maintaining standards of education and practice for the profession. It is the official voice of the profession in Canada and internationally, and

is a participating member of the World Confederation for Physical Therapy.

Contact:
Marion Leslie (Miss M.J.), Executive Director
Joan Pape (Miss J.), Assistant Executive Director
Office: (416) 485-1139
After hours: (416) 925-0642



THE CANADIAN PUBLIC RELATIONS SOCIETY/

LA SOCIÉTÉ CANADIENNE DES RELATIONS PUBLIQUES

220 Laurier Avenue West, Suite 640
Ottawa, Ontario K1P 5Z9

CPRS is a voluntary organization of men and women engaged full time in the practice of public relations in Canada and abroad. It works to maintain high standards in public relations and to advance the knowledge, skill and status of those engaged in this field.

Membership in CPRS is restricted to individuals (not firms) who are engaged in the practice of public relations full time.

The national organization comprises a federation of eleven regional Societies located in major cities across Canada, plus a number of "Individual Members" located in areas at a distance from any Member Society, or resident abroad.

There is a national Council to which each Member Society elects representatives on a per capita formula, and from which National officers are elected annually. Councillors are the policy makers, and as such form the governing body of the National Society.

The National office is the pivotal organization, which links the Member Societies and Individual Members into a cohesive body. It has a full-time staff of three persons; responsibility is vested in an Executive Director.

Further details on the requirements for membership in CPRS are contained in the official application forms of the Society. These forms are available in English or French. Application should be made, with the exception of Individual Members, through a Member Society. Individual members should apply through the National Office.

Contact:
Patrick H. Macleod APR,
Executive Director
Office: (613) 232-1222

The following Societies have their own secretariat:

The Canadian Public Relations Society (Toronto) Inc.
185 Bay Street, Suite 708
Toronto, Ontario M5J 1K6
Phone: (416) 364-4666

The Canadian Public Relations Society (Quebec) Inc.

C.A. Renaud
315 - 1500 Stanley Street
Montreal, Quebec H3A 1R3
Office: (514) 842-1891

The Canadian Public Relations Society (Ottawa) Inc.

220 Laurier Avenue West, Suite 640
Ottawa, Ontario K1P 5Z9
Office: (613) 232-7014

Other Member Societies are located in Vancouver, Calgary, Edmonton, Regina, Winnipeg, Moncton, Halifax and St. John's. Information about Regional Societies may be obtained by writing to the National Office.



Canadian
Telecommunications
Carriers Association

CANADIAN TELECOMMUNICATIONS CARRIERS ASSOCIATION

1 Nicholas Street, Suite 700
Ottawa, Ontario K1N 7B7

The Association represents, both nationally and internationally, 20 of Canada's major telecommunications carriers. Among them, and supporting coast-to-coast services, the carriers have invested some \$15 billion in telecommunications plant - an investment that increases at about \$2 billion a year - and employs some 103,500 Canadians.

Contact:
Alex Dryden,
Supervisor, Information Services
Office: (613) 238-3080
After hours: (613) 234-8528

CANADIAN THEATRE REVIEW PUBLICATIONS

200B Admin Studies, York University
4700 Keele Street
Downsview, Ontario M3J 1P3

CTR Publications specializes in fine theatre books and Canada's only national theatre magazine, *Canadian Theatre Review*. Dedicated to the development and analysis of Canadian Theatre, the publications serve theatre professionals, students, academics, librarians, researchers, journalists, and theatre-goers. Titles include *Canadian Theatre Checklist*, *Canada's Playwrights: A Biographical Guide*, *A Directory of Canadian Theatre Schools and Canada on Stage: CTR Yearbook*.

Contact:
Don Rubin, Editor
Office: (416) 667-3768, 667-6284
After hours: (416) 881-8156
Mimi Mekler, Business Manager
Office: (416) 667-3768, 667-6284

**Canadian Journalists read
Content magazine.**

(continued)

**CANADIAN UNION OF PUBLIC
EMPLOYEES/SYNDICAT
CANADIEN DE LA FONCTION
PUBLIQUE**

233 Gilmour Street, 8th Floor
Ottawa, Ontario K2P 0P5

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:

Office phone for all below: (613) 237-1590

Fred Tabachnick, Public Relations Director

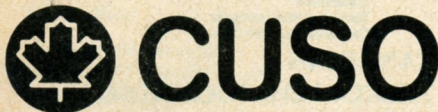
After hours: (613) 828-9817

Marc Belanger,

Assistant Director, Public Relations

After hours: (613) 737-3446

Pat Van Horne, Public Relations Officer



**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:

Sharon Capeling, Director, Public Affairs

Office: (613) 563-3652



**CANADIAN WESTERN
AGRIBITION**

Box 3535,
Regina, Sask. S4P 3J8

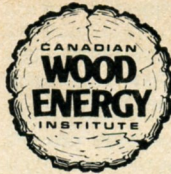
Agribition is Canada's only International Livestock show and Trade fair involving over 4,000 head of cattle, sheep, swine, and horses. Agribition includes a Rodeo, Horserama, 4-H Judging, and 400 commercial agricultural displays. The 28 shows and 27 sales are housed under 8 acres of new and expanded facilities.

Contact:

Gordon Stephenson, General Manager

Office: (306) 565-0565

After hours: (306) 585-1929



**CANADIAN WOOD ENERGY
INSTITUTE**

55 Isabella Street, Suite 103A
Toronto, Ontario M4Y 1M8

The C.W.E.I. is a national non-profit organization formed to protect the safety and well-being of wood energy users through the Institute's educational training programs and the co-ordinated efforts of manufacturers, distributors, retailers, installers, chimney sweeps and manufacturer's representatives who are associated with the solid fuel burning appliance and accessory industry and fuel-wood industry. The Institute also represents foresters, consultants, consumer and trade publications, other like-minded associations and government or quasi government agencies.

Contact:

Ann Dutchburn, Executive Secretary

Office: (416) 967-5760

**CANADIANS FOR HEALTH
RESEARCH**

P.O. Box 126
Westmount, Québec H3Z 2T1

Canadians for Health Research is a national, voluntary, non-profit organization whose purpose is to promote communication between all sectors of the public concerned with biomedical research and its role in health care delivery. CHR, with ten chapters across Canada, represents the public, voluntary health associations, biomedical researchers, and medical practitioners.

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Communications

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After hours: (514) 731-8860

Mrs. Pat Guyda, National President

Office: (514) 392-4864

After hours: (514) 487-6526



**CANADORE COLLEGE OF
APPLIED ARTS AND
TECHNOLOGY**

Box 5001
North Bay, Ontario P1B 8K9

Canadore College is located in North Bay, the Gateway to Northern Ontario. Canadore is the community college for the District of Nipissing and serves many students

from across northern Ontario. Its forty programs and superb learning environment atop the North Bay escarpment provide Canadore students with a distinctive career education.

Contact:

Assistant to the President

Office: (705) 474-7600, ext. 2265

After hours: (705) 476-2854

**CATHOLIC HEALTH
ASSOCIATION OF CANADA/
ASSOCIATION CATHOLIQUE
CANADIENNE DE LA SANTÉ**

312 Daly
Ottawa, Ontario K1N 6G7

National Catholic resource centre in the health care field. Succeeds Catholic Hospital Association of Canada (Association des Hôpitaux Catholiques du Canada), 1976. Coordinates: education, communications, inter-provincial Catholic health care Conferences liaison, interaction with government, inter-faith relations. Membership comprises corporate, personal members including 137 health care institutions. Bimonthly magazine, occasional newsletter.

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Executive Director

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After hours: (613) 744-1707

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Director of Communications

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**COMMITTEE FOR AN
INDEPENDENT CANADA**

National Office:
46 Elgin Street, Suite 48

Ottawa, Ontario K1P 5K6

Thousands of Canadians who have come together to achieve a more united, prosperous and independent Canada. Main purpose is to provide an organizational focal point for representation to politicians and government officials on a "pro-Canada" philosophy. Professional and substantial research on public policy issues is also undertaken on a regular basis.

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After hours: (902) 443-5179

Call CIC National Office (613) 238-2730 for:

Max Saltsman, Chairman
Audrey McVeigh, Executive Secretary



**Conestoga College
of Applied Arts
and Technology**

We've got a lot to share.

CONESTOGA COLLEGE OF APPLIED ARTS AND TECHNOLOGY

299 Doon Valley Drive
Kitchener, Ontario N2G 4M4

Conestoga College serves as a total community education resource to Waterloo, Wellington, Perth and Huron Counties, offering a full range of Apprenticeship, Canada Employment, Post Secondary and Continuing Education programs and courses.

Its six campuses are located in Cambridge, Clinton, Doon (Kitchener), Guelph, Stratford and Waterloo.

Contacts:

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After hours: (519) 885-0527
Kenneth E. Hunter, President
Office: (519) 653-2511, Ext. 230

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:

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Assistant to the President
Office: (807) 577-5751, Ext. 352
Anthony L. Acker, Media Co-ordinator
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THE CONFERENCE BOARD IN CANADA

Suite 100, 25 McArthur Road
Ottawa, Ont. K1L 6R3

An independent, non-profit organization — supported by business, government, labour and others — conducting research and analysis in economics, management and public affairs.

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Services to Associates include regular and special publications, conferences and seminars, and a unique Information Service.

News releases are issued to Canadian news media, covering quarterly economic forecasts and surveys, and highlights of major studies.

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CONSOLIDATED-BATHURST INC.

800 Dorchester Blvd. W.
Montréal, Québec H3B 1Y9

Consolidated-Bathurst Inc. is a major forest products and packaging corporation. The Company's 18,000 employees operate 35 production facilities in Canada and 15 in Germany.

Sales exceed \$1 billion and are about evenly divided between "Pulp and Paper" and "Packaging". Forest products include newsprint, kraft paper, kraft pulp, bleached kraft pulp, containerboard, box-board and lumber. Packaging products are: in Canada, corrugated containers, industrial bags, plastic and glass containers; and, in Germany, paperboard, folding cartons and corrugated products.

Contacts:

Denise Dallaire, Manager, Public Relations
Diane Chartrand, Public Relations Officer
Office: (514) 875-2160

**Any organization can list itself
in SOURCES. Call (416) 651-
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CONTENT,

Canada's Newsmedia Magazine

91 Raglan Avenue,
Toronto, Ont. M6C 2K7

The world of Canadian journalism, print and electronic, is the field of interest of this magazine, founded in 1970. Its pages provide criticisms of news media performance, news from the newsrooms and freelancers, how-to articles, flashbacks, reviews and advertisements.

Twice yearly, *Content* is published as *Sources*, the directory you are looking at. Please tell contacts reached through these pages that this is where you found them.

Content subscribers also receive quarterly issues of *Carleton Journalism Review* as free bonus supplements, through an exclusive distribution arrangement.

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Philip Junop, Advertising Sales Manager

Back issues and Subscriptions:

Debra Bee, Business/Circulation Manager



**CONTROL
DATA**

**CONTROL DATA CANADA,
LTD.**

1855 Minnesota Court,
Mississauga, Ontario L5N 1K7

Control Data Canada, Ltd., has 2,000 employees across Canada and provides total computer services. The company designs and manufactures large-scale computer systems in Canada for domestic and export markets. It has manufacturing facilities in six plants and sales of over \$100 million. Besides being a major computer manufacturer in Canada, Control Data is also one of this country's largest manufacturers of computer supplies and a leader in computer based education. George J. Hubbs is president, based at the executive offices in Mississauga, Ontario.

(continued)

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Manager, Corporate Communications
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CO-OPERATIVE TRUST COMPANY OF CANADA

CO-OPERATIVE TRUST COMPANY OF CANADA

Home Office:
333 4th Ave. N.
Saskatoon, Sask. S7K 2M2

This unique organization, owned by millions of Canadians (about one in three!) through their credit union membership, is the only national trust company headquartered in Western Canada. A reliable source of expert information on financial, trust and real estate industries, it provides a select range of services including credit union registered savings plans, real estate, mortgages, estate administration, pension administration and property development.

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Office: (403) 424-0261

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COOPERATIVE UNION OF CANADA

237 Metcalfe Street
Ottawa, Ontario K2P 1R2

Cooperative Union of Canada (CUC as it is better known) is a voluntary, non-governmental association which assists and represents the interests of cooperatives in Canada. These include credit unions and wheat pools, which are also cooperatives. CUC is controlled by 37 large cooperatives which serve thousands of local cooperatives across the nation.

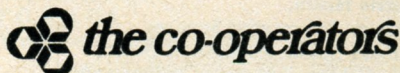
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James Milne, Government Affairs Director

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THE CO-OPERATORS

Priory Square

Guelph, Ontario N1H 6P8

The Co-operators is a national co-operative created and owned by Canadian co-operatives and credit union centrals, farm and labour organizations to serve members and the general public with insurance and related services. A network of over 200 offices provides multi-line insurance services. The Co-operators is Canada's 3rd largest multi-line insurer.

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Vancouver, British Columbia V5T 1R4

Office: (604) 872-7454

John Hartt

155D Polo Park Shopping Centre

1485 Portage Avenue

Winnipeg, Manitoba R3G 0W4

Office: (204) 786-3881

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 104 corporate members.

Contacts:

Arnold Edinborough, President & C.E.O.

Eileen Love, Assistant to the President

Office phone for all above: (416) 869-3016

COUNCIL OF CANADIAN FILMMAKERS

Box 1003, Station A

Toronto, Ontario M5W 1G5

The Council of Canadian Filmmakers is an umbrella organization of professional associations and unions in the English Canadian film and television production industry. It represents 14,000 directors, writers, actors, technicians and production personnel through its member organizations: ACTRA; Directors' Guild of Canada; Canadian Film Editors' Guild; Canadian Society of Cinematographers; NABET; IATSE 644; IATSE 873; Canadian Filmmakers' Distribution Centre; SGCT-ONF (NFB Union); British Columbia Film Industry Association.

Contact:

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(continued)

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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Office: (604) 668-4215

After hours: (604) 926-0277

D



DALHOUSIE UNIVERSITY

Halifax, N.S. B3H 3J5

The university is not only an institution for learning and teaching, but a centre for research and consulting in international business, economic development projects, economic and social policy, resource ecology and environmental management.

Contact:

Roselle Green, Public Relations Consultant

Information Office

Office: (902) 424-2517

DANCE IN CANADA ASSOCIATION

100 Richmond Street East, Suite 401
Toronto, Ontario M5C 2P9

This national service organization's membership includes professional dance companies; dancers; educators; administrators and interested individuals. The Association may be contacted both for general or specific information on events and developments in dance in Canada. Publications: *Dance in Canada Magazine* (quarterly); newsletter (monthly); *Dance Ontario* newspaper (quarterly).

Contact:

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Office: (416) 368-4793

Brian Robinson, Co-ordinator

Dance Ontario newspaper

Office: (416) 961-0050

Michael Crabb, Editor,

Dance in Canada Magazine

Office: (416) 368-4793

Home: (416) 844-3026

DEAN MILLER COMPANY LIMITED

Suite 1005 - 207 West Hastings Street
Vancouver, B.C. V6B 1H7

Dean Miller Company Limited and its sister company, International Public Relations Co. (Canada) Ltd., provide the full range of communications services and public relations counsel to both domestic and foreign clients. B.C. member of Inside Canada Public Relations Limited, with affiliated offices in key cities across Canada.

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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.

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dominion
textile inc.

DOMINION TEXTILE INC.

1950 Sherbrooke St. West

Montréal, Québec H3H 1E7

Dominion Textile Inc. is the largest textile company in Canada and the 6th in North America with an annual sales volume of more than \$660 millions and 26 manufacturing facilities in Canada. It employs more than 13,000 persons and it is engaged in the design, production and marketing of woven, non-woven and knitted fabrics for the apparel industry, for other industrial uses and the

consumer. It also produces yarns, interlinings, fusible fabrics and plastic products.

Michel Dufour, Public Relations Manager

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DOW CHEMICAL OF CANADA, LIMITED

Modeland Road Centre

P.O. Box 1012

Sarnia, Ontario N7T 7K7

Dow Canada is a major producer of a diversified range of petrochemicals and chlor-alkali products. Plants are located in Sarnia, Fort Saskatchewan (Alberta), Ladner (B.C.), Varennes (Quebec), Richmond Hill and Weston (Ontario). The Company employs approximately 3,000 of whom 99% are Canadians. The current value of plant properties in Canada is about \$500 million, and an additional \$600 million is being invested in new plants at Fort Saskatchewan. Dow Canada is a wholly-owned subsidiary of The Dow Chemical Company, Midland, Michigan, whose stock is traded on major world exchanges including Toronto.

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DU PONT
CANADA

DU PONT CANADA INC.

Box 660

Montreal, Quebec H3C 2V1

Du Pont Canada Inc. with about 5500 employees has eight manufacturing sites, a research centre and an exploration subsidiary. Manufactures man-made fibres for the textile, clothing, tire and carpet industries; polyethylene resins for plastics processors; plastic pipe; packaging materials; commercial explosives; automotive and industrial paints; petroleum chemicals; woven polyolefins; refrigerants and solvents. Also markets x-ray, printing, engineering and industrial films, agricultural and industrial chemicals; dyes and pigments; analytical instruments and electronic components.

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Ducks Unlimited (Canada)

DUCKS UNLIMITED (CANADA)

1190 Waverley Street
Winnipeg, Manitoba R3T 2E2

Ducks Unlimited is an international, private, non-profit organization creating and restoring waterfowl breeding habitat in Canada. Land for DU projects is made available free by Canadians; project costs are contributed by North American conservationists and sportsmen. Since 1938, DU (Canada) has completed more than 1,500 projects worth more than \$60 million.

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Patricia Knipe, Information Officer

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E, F, G

ENERGY, MINES AND RESOURCES CANADA

580 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) 995-3065

Earthquake Information: (613) 995-5548

ENVIRONMENT CANADA

Headquarters
200 Sacré-Coeur
Hull, Québec K1A 0H3

The Department of the Environment is responsible, at the federal level, for the protection of Canada's air, water and land resources, a responsibility that it shares in many instances with other federal departments and with the provincial governments. The major

component services of the Department are: Atmospheric Environment, Environmental Management and Environmental Protection, and Parks Canada. The Minister is John Fraser and the Deputy Minister is J. Blair Seaborn.

Contact:

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Peter Serafini,

Jacques Taky

Office: (819) 994-1410

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Forestry—**Vivian Williams**;

Lands and Inland Waters —

Cathy Normandin

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(Downsview, Ontario)

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EXPORT DEVELOPMENT CORPORATION (EDC)

110 O'Connor Street

Mailing address:

P.O. Box 655

Ottawa, Ontario K1P 5T9

A government-owned commercial enterprise, the Export Development Corporation provides financial facilities to assist Canadian exporters meet international credit competition. These facilities include export credits insurance against nonpayment for goods and

services by foreign buyers, surety insurance and guarantees against calls on performance bonds, loans to foreign buyers of Canadian capital equipment and services, and guarantees related to political risks of loss of Canadian investments abroad. Head office is in Ottawa and offices are maintained in Toronto, Montreal, Vancouver and Halifax.

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Corporate Communications

Jean Guy Bigras, Chief, News Services

After hours: (613) 733-2785

FALCONBRIDGE



FALCONBRIDGE NICKEL MINES LIMITED

P.O. Box 40, Commerce Court West
Toronto, Ontario M5L 1B4

Falconbridge is a diversified mining organization engaged in exploration, production and marketing on an international scale. The Falconbridge Group produces a wide range of metals, minerals and industrial products; carries on in-house and custom metallurgical research; provides technical consulting services to government and industry; and participates in joint ventures in the natural resources field.

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Home: (416) 444-2633

Sudbury (Falconbridge, Ont.):

Norman E. Greene

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Home: (705) 566-3591



FORD MOTOR COMPANY OF CANADA, LIMITED

The Canadian Road
Oakville, Ontario L6J 5E4

Ford of Canada, established on August 17, 1904, is Canada's longest-established 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.

(continued)

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Product Information Manager
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GOODYEAR

GOODYEAR CANADA INC.

3050 Lake Shore Blvd. West
Toronto, Ontario M8V 1K4

Goodyear Canada Inc. specializes in the manufacturing and sale of rubber and plastic products for industrial and automotive use.

The company is well-known for its line of tires for passenger cars, trucks, heavy equipment and farm machinery. An active general products division produces many products including hose and conveyor belts.

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P. Rose and B. Gouette, P.R. Officers
Office: (416) 252-4441, ext. 521 and 561

GROCERY PRODUCTS MANUFACTURERS OF CANADA

170 Laurier Ave. West, Ste. 703
Ottawa, Ontario K1P 5V5

1185 Eglinton Ave. East, Ste. 101
Don Mills, Ontario M3C 3C6

The Grocery Products Manufacturers of Canada is a national association representing some 100 manufacturers and processors of grocery products, including food and non-alcoholic beverages. The food and beverage industry is the largest manufacturing industry in Canada, both in terms of shipments (\$17.291 billion) and employment (219,646) in 1976. The industry supplies approximately 90 per cent of domestic processed food and beverage requirements. The GPMC conducts government and inter-trade relationships on behalf of its members, and carries out a public information program.

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Guaranty Trust

COMPANY OF CANADA

GUARANTY TRUST COMPANY OF CANADA

Head Office:
366 Bay Street,
Toronto, Ontario M5H 2W5

Guaranty Trust Company of Canada, established in 1926, is a major Canadian financial institution with assets over \$2.3 billion.

Guaranty Trust offers a full range of financial services in over 50 Savings Branches across the country. Corporate services are offered in most major cities.

Guaranty Trust Realtor offers a fully comprehensive Real Estate service in their many offices throughout Ontario and the Prairie provinces.

Contact:

Diane J. McPherson,
Manager — Marketing Services
Office: (416) 863-5099



GULF CANADA LIMITED

800 Bay Street
Toronto, Ontario M5S 1Y8

Gulf 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 \$2.7 billion. A fully integrated company, it is Canada's third largest producer of crude oil, liquids and natural gas.

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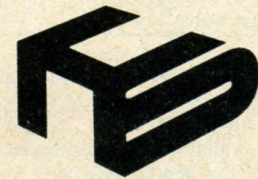
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H



HAWKER SIDDELEY CANADA LTD.

7 King Street East
Toronto, Ontario M5C 1A3

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IMASCO LIMITED

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Ottawa, Canada K1A 0H5
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K1A 0J2

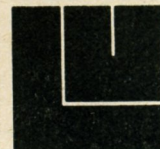
Labour Canada is the federal government department with responsibility for labour affairs, comprising such areas as labour standards, occupational safety and health and labour relations. It administers the Canada Labour Code which applies to federal jurisdiction enterprises. Regional offices are located in Moncton, Montreal, Toronto, Winnipeg and Vancouver.

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MOBIL OIL CANADA, LTD.

Box 800
Calgary, Alberta T2P 2J7

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 Dartmouth, N.S.

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Lorne Frame, Public Relations
Office: (403) 268-7334
After hours: (403) 281-6780



**Mohawk
College**

of Applied Arts
and Technology

MOHAWK COLLEGE OF APPLIED ARTS AND TECHNOLOGY

Box 2034
Hamilton, Ontario L8N 3T2

One of the larger community colleges in Ontario, Mohawk College provides post-secondary education in Applied Arts and Business, Applied Science and Technology and Health Sciences. The college also has courses in adult retraining, apprenticeship courses and a variety of offerings in Continuing Education. Unique programs at the college are Textile Engineering Technology, Energy

Systems Engineering Technology, Physiotherapy, Occupational Therapy and Applied Music.

Contact:

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Director of Information Services
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Ms. Janet Klinck, Information Officer
Office: (416) 389-4461 ext. 318

THE MOLSON COMPANIES LIMITED

P.O. Box 6015
Toronto A.M.F., Ontario L5P 1B8

Molson is a group of companies, producing and marketing a variety of products and services and employing some 12,500 people in over 400 Canadian communities and 30 other countries. Best known for its more than 25 brands of beer, other Molson companies include: Beaver Lumber, Willson Office Speciality, The Diversey Corporation and Seaway/Midwest Limited.

Contact:

Tim Taylor, Manager,
Communications Services
Office: (416) 675-5500



MOUNT ALLISON UNIVERSITY

Information Office
Sackville, New Brunswick E0A 3C0

Small and beautiful with a 140-year long tradition in teaching and undergraduate research. Mount Allison University offers bachelor's degrees in Fine Arts, Music, Science, Commerce, Arts, Engineering and Education. A call to the Information Office can gain access to any of the 1400 students, 120 faculty or 15,000 alumni.

Several firsts include...In 1875, first University in the British Empire to grant a bachelor's degree to a woman; 1969, the first Canadian University to establish an undergraduate program in Canadian Studies.

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Anita Coady, Information Officer
Office: (506) 536-2040, ext. 437
After hours: (506) 536-0826



MOUNT SAINT VINCENT UNIVERSITY

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Mutual Life of Canada issued its first life insurance policies in 1870 and operates only in Canada. In addition to 79 branch offices across Canada for individual insurance sales and service, the company has offices for group sales, estate planning, property investment and group claims.

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Mary McLaughlin, Public Affairs Executive
Office: (519) 888-2586

Karl Wahl, Public Relations Executive
Office: (519) 888-2265

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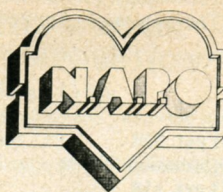
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Advertising and Public Relations Dept.
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Coming In Content:
A probe of Canadian coverage of the Commonwealth conference.



NATIONAL ANTI-POVERTY ORGANIZATION (NAPO)

196 Bronson Avenue, Suite 300,
Ottawa, Ontario K1R 6H3

A non-profit, registered charitable organization whose membership consists of Canadians living in poverty who, with the support and assistance of associate members actively seek solutions to the problems of the poor.

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:

Marjorie Hartling, Executive Director

Office: (613) 238-6311, 238-6312

After hours: (613) 741-6563

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) 563-4844

NATIONAL LIBRARY OF CANADA

395 Wellington Street
Ottawa, Ontario K1A 0N4

Houses a collection of almost 1,000,000 volumes in the fields of Canadiana, social sciences and humanities. Offers a wide range of services to researchers, including assistance in location of books and documents and in compiling bibliographies. Also operates an ongoing program of exhibitions and displays, and distributes numerous publications.

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Chief, Public Relations Office
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Margo Wiper,
Head, Publications Section
Office: (613) 996-3945

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Head, Displays Section
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NATIONAL PAROLE BOARD

340 Laurier Avenue West
Ottawa, Ontario K1A 0R1

Subject to the Parole Act, the Penitentiary Act, the Prisons and Reformatories Act, the Board has the exclusive jurisdiction and absolute discretion to grant or refuse an unescorted temporary absence, to grant, refuse or revoke a day parole or full parole, and to revoke mandatory supervision to anyone in a federal or provincial prison serving a sentence under federal law, except someone sentenced for delinquency or in custody serving an intermittent sentence. The Board also has the responsibility, under the Criminal Records Act, for recommending whether pardons for federal offences should be granted by the Governor in Council. The Board has 26 members, appointed by Governor in Council, and has its headquarters in Ottawa and offices in five regions of Canada.

Contacts:

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Secrétaire régional (position vacant)
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Kingston:

John Nugent, Regional Secretary
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Saskatoon:

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

Vancouver:

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

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, Prince Albert, Toronto and Victoria.

Contact:

Administrative Officer
Office: (416) 366-3494
After hours: (416) 929-0982

Coming In Content:
News on investigative reporting, energy reporting and the Halifax area's new daily.



NATIONAL UNION OF PROVINCIAL GOVERNMENT EMPLOYEES (NUPGE)

265 Carling Avenue, Suite 200
Ottawa, Ontario K1S 2E1
Telephone: (613) 563-0701
Telex: 053-4431

Second-largest union (195,000 members) in Canada, and affiliate of Canadian Labour Congress. Collective voice of provincial government unions in Canada. NUPGE is composed of nine components in eight provinces: B.C. Government Employees Union (BCGUE), Alberta Union of Provincial Employees (AUPE), Saskatchewan Government Employees Association (SGEA), Manitoba Government Employees Association (MGEA), Ontario Liquor Board Employees' Union (OLBEU), Ontario Public Service Employees Union (OPSEU), N.S. Government Employees Association (NSGEA), P.E.I. Public Service Association (PEIPSA), and Newfoundland Association of Public Employees (NSPE)

Contact:

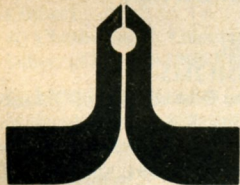
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W.C. (Bill) Reid, Secretary-Treasurer
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THE NEW DEMOCRATIC PARTY/LE NOUVEAU PARTI DEMOCRATIQUE

301 Metcalfe St.,
Ottawa, Ont. K2P 1R9

The NDP is one of the world's largest Democratic Socialist Parties (400,000 members), and a member of the Socialist International. Federally it holds 26 seats (1979: 2,000,000 votes, 18%). It holds government in Saskatchewan, opposition in Manitoba and British Columbia, and seats in Ontario, Alberta, Nova Scotia and the Yukon.

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Yellowknife, N.W.T.

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(403) 873-6559

Yukon NDP

Box 4584

Whitehorse, Y.T. Y1A 2R8

Tony Penikett, MLA, Secretary

Office: (403) 668-5868

NEWFOUNDLAND AND LABRADOR HYDRO

Box 9100, Philip Place

St. John's, Newfoundland A1A 2X8

Newfoundland and Labrador Hydro, a Crown Corporation employing 1,300, is Canada's fourth largest electric utility by capacity, with a generating capacity of 6,482 megawatts, including 5,225 megawatts at Churchill Falls. The Corporation has total power and energy sales of \$177-million.

Through a subsidiary company, Lower Churchill Development Corp. (51% Hydro owned, 49% Government of Canada owned) study is being made of future hydroelectric development in Labrador.

Contact:

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Director of Public Relations

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**Newfoundland
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NEWFOUNDLAND TELEPHONE

P.O. Box 2110

St. John's, Newfoundland A1C 5H6

Newfoundland Telephone owns and operates the principal telephone system in Newfoundland and Labrador, serving approximately 75 percent of the province's 550,000 residents. The Company is a member of the TransCanada Telephone System, a consortium of 10 leading telecommunication companies providing a cross-country network serving the needs of most Canadians.

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After hours: (709) 834-4230

noranda

NORANDA MINES LIMITED

P.O. Box 45, Commerce Court West

Toronto, Ontario M5L 1B6

Noranda Mines is an international group of more than forty companies operating some twenty mines, six refineries and reduction plants, and fifty-plus manufacturing operations in Canada and abroad. This Canadian-owned corporation is the largest producer of pulp and wood products in B.C. and an important producer in N.B. Collectively, the group produces about \$1.5 billion annually in primary and fabricated metals, plastics, fertilizers and wood products. Employment: about 30,800 Canadian, 9,000 abroad.

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NORTHERN TELECOM LIMITED

1600 Dorchester Boulevard West

P.O. Box 6123, Station A

Montreal, Quebec H3C 3J5

33 City Centre Drive

P.O. Box 458, Station A

Mississauga, Ontario L5A 3A2

Northern Telecom Limited is the largest manufacturer of telecommunications equipment in Canada, the second largest in North America and ranks among the top six worldwide. It is also a significant manufacturer of multi-function terminal systems and other computer-related equipment. It operates 56 manufacturing plants and employs more than 34,000 in Canada, United States, Brazil, Eire, Turkey and Malaysia. Its annual sales exceed \$1.5-billion. The corporation's shares are listed on the Montreal, New York, Toronto and Vancouver stock exchanges.

Worldwide corporate relations are directed by Northern Telecom Limited's offices in Mississauga, Ontario. Media relations are supervised by Northern Telecom Canada Limited, Toronto, Ontario.

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Northern Telecom Canada Limited

304 The East Mall

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Public Relations, Western Canada

8825 51st Avenue

P.O. Box 7800

Edmonton, Alberta T5J 2P4

Office: (403) 468-6006

After hours: (403) 466-6427

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THE OMBUDSMAN OF ONTARIO

65 Queen Street West,

Toronto, Ontario M5H 2M5

The Office of the Ombudsman of Ontario was established (Ont. Bill 86, 1975) as an agency of the Legislative Assembly to investigate administrative decisions and acts of officials of the Government of Ontario and its Agencies.

The Officer, the Honourable Donald R. Morand, Q.C., is an independent official who reports to the Legislature through the Speaker, and his reports are considered by the Select (all-party) Committee on the Ombudsman.

The public can contact the office by mail, telephone or in person and there are regular, publicized hearings held throughout Ontario to make the Ombudsman's services available to the public.

Office hours: 9 a.m. to 5 p.m. (24 hour answering service.)

Contact:

Keith Hoilett, Executive Director

Alice Murray, Communications Officer

General inquiries: (416) 869-4000

Communications: (416) 869-4030, 869-4032

ONTARIO CONFEDERATION OF UNIVERSITY FACULTY ASSOCIATIONS

40 Sussex Avenue
Toronto, Ontario M5S 1J7

A confederation of faculty associations at Ontario universities representing some 10,000 members. The confederation is mandated to express the views of university professors to the government and the public, to seek to maintain the quality of higher education in Ontario, to advance the professional and economic interests of teachers and researchers in Ontario universities.

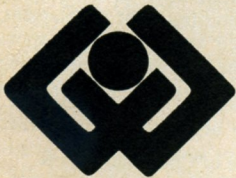
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Office: (416) 979-2117

Lynda Woodcock, Public Relations Officer

Office: (416) 979-2117



ONTARIO CREDIT UNION LEAGUE LIMITED

180 Duncan Mill Road,
Don Mills, Ontario M3B 3K3

The Ontario Credit Union League is a service organization for over 1100 Credit Unions.

The League assists Credit Unions to serve their members and provides services to develop the League and its Credit Union co-operative members in Ontario.

The League represents Credit Unions in dealings with other co-op organizations, government, the public and industry.

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Manager, Communications Division
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Colin Murray
Editor, *OCU News*
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TVOntario 
The television service of The Ontario Educational
Communications Authority.

ONTARIO EDUCATIONAL COMMUNICATIONS

AUTHORITY/TVOntario

2180 Yonge Street
P.O. Box 200, Station Q
Toronto, Ontario M4T 2T1

The OECA is an autonomous provincial Crown corporation which administers educational broadcasting in Ontario. Currently OECA operates an educational television

network, TVOntario, with outlets in Toronto (Channel 19), Ottawa (Channel 24), Kitchener (Channel 28), London (Channel 18), Chatham (Channel 59), Windsor (Channel 32), Sudbury (Channel 19), Thunder Bay (Channel 9), Sault Ste. Marie (Channel 20). TVOntario also serves part of northern Ontario via a microwave cable link. The broadcast day extends for 16 hours with programs aimed at pre-school, in-school, teachers and adults (open sector) learners. The Authority also operates the Provincial Broadcast Service for 2-3 hours using the facilities of the CBC, its affiliates and private stations across Ontario, provides a cable package for viewers in communities not reached by the TVOntario network and provides video and audio tapes through its VIPS distribution systems.

Contacts:

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David M. Walker, Executive Director

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General Manager, French Division

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Dr. Lewis Miller,

General Manager, Research & Planning

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Director of Information Services

Kevin Holen,

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Chris Johnson, Network Manager

Office phone for all above: (416) 484-2600

Telex: 06-23547



ONTARIO HYDRO

700 University Avenue
Toronto, Ontario M5G 1X6

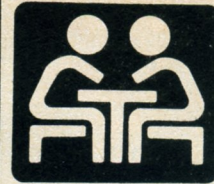
Ontario Hydro is Canada's largest electric utility and the second largest on the continent. Within its 250-thousand square miles service area, it serves almost 3 million customers directly or through the Province's 323 municipally-owned utilities.

Contact:

Media Relations Office: (416) 592-3328-39-40

After hours: (416) 592-5111

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You'll be surprised at what
you'll find.**



ONTARIO LEGAL AID PLAN

Provincial Office:

Suite 1000, 145 King St. West,
Toronto, Ontario M5H 3L7

The Ontario Legal Aid Plan, administered by the Law Society of Upper Canada for the Province of Ontario, assists over 250,000 people a year with legal advice and/or representation in criminal, civil and administrative law disputes. In addition to its 46 Area Offices, the Plan funds 35 storefront-type community law clinics specializing in welfare, landlord-tenant, juvenile, immigration, debtor-creditor, inmate, native and other matters. Six law school legal aid societies are also funded by the Plan.

Contact:

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Office: (416) 361-0766

After hours: (416) 967-3399



Ministry of Culture and Recreation

Ontario

ONTARIO MINISTRY OF CULTURE AND RECREATION

77 Bloor Street West, 6th Floor
Toronto, Ontario M7A 2R9

The Ministry is responsible for promoting and supporting a wide range of cultural and recreational activities and services in Ontario, formulating policies and developing programs in Arts Services, Sports and Fitness, Heritage Conservation, Libraries, Community Information, Citizenship and Multicultural Development. In addition, the ministry supports a number of provincial cultural, recreational and historical facilities and institutions. **Information Services Branch** supports these programs.

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Office: (416) 965-3535

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Marna Snitman, Co-ordinator

Office: (416) 965-2390



Ministry of Education

Ontario

ONTARIO MINISTRY OF EDUCATION

Communications Services Branch
14th Floor, Mowat Block
Queen's Park
Toronto, Ontario M7A 1L2

Contact:

John Gillies

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After hours: (416) 278-1355



Ministry of Energy

ONTARIO MINISTRY OF ENERGY

56 Wellesley Street West, 12th Fl.
Toronto, Ontario M7A 2B7

The Ontario Ministry of Energy is responsible for:

- Reviewing energy matters.
- Promoting energy conservation.
- Advising the Government on matters of energy policy.
- Co-ordinating the energy-related activities of the Government, including,
- providing policy direction to Ontario Hydro;
- lending technical support to the Ontario Energy Board;
- assisting the development of renewable energy.

Contacts:

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Office: (416) 965-3041

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Energy Conservation and Renewable Energy:

Office for all below: (416) 965-3246

Marcia Dorfman, Communications Manager

After hours: (416) 484-8794

Barbara Robson, Information Officer

George Gaydos, Information Officer



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 directed toward four major long-term objectives:

- To control contaminant emission;
- To establish environmental safeguards;
- To manage water resources and waste;
- To develop and maintain measures to restore and enhance the natural environment.

Contacts:

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Providing media liaison and public information services:

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Anson Raymond,

James Horwick,

Robert Koci,

M.J. Cheetham

Office: (416) 965-7117

Providing information for Ministry regional and district offices:

John Steele, Information Officer

Office: (416) 965-1658



Ontario

Ministry of Health

ONTARIO MINISTRY OF HEALTH

Hepburn Block
80 Grosvenor Street
Toronto, Ontario M4H 1A9

The Ministry is responsible for:

- Institutional Health Services including psychiatric hospitals, laboratory services, ambulance services
- Community and Personal Health Services including area planning co-ordinators, consulting services, health protection branch, clinical services and health promotion
- Administration and Health Insurance including Ontario Health Insurance Plan, and drugs and therapeutics

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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 senior housing; Ontario Mortgage Corporation; Ontario Land Corporation which is the corporate body which owns government residential/ industrial lands; the community planning wing responsible for planning 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 and the land development wing responsible for new town development and land marketing.

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Community Planning

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After hours: (416) 925-7612

Grant Maxwell, Co-ordinator,
Communications,

Community Development

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After hours: (416) 252-6571

John Franke, Co-ordinator,
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Office: (416) 965-9784

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Ministry of Industry and Tourism

Ontario

ONTARIO MINISTRY OF INDUSTRY AND TOURISM

Communications Division, 900 Bay Street
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**ONTARIO MINISTRY OF
INTERGOVERNMENTAL
AFFAIRS**

Mowat Block, 6th Floor
Queen's Park, Toronto, Ont. M7A 1B8

Communications Group, Frost Bldg. South,
Queen's Park, Toronto, Ont. M7A 1Y7

The Ministry is the province's chief contact with Ontario local governments. It is responsible for relations with the federal government, other provinces and external governments and agencies. The Office of Protocol Services answers inquiries from other branches, agencies and the public about protocol procedures and social etiquette. It also arranges official Ontario ceremonies, conferences and special events. Intergovernmental Affairs plays an integral part, along with the Premier's Office, in the formulation and discussion of the Canadian constitution.

Contact:

Communications Group:

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Marjorie Rebane,
Information Liaison Officer
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Protocol Services:

Walter Borosa, Chief of Protocol
Daphne Gaby Donaldson,
Public Events Officer
Office: (416) 965-1215



**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

Contact:

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Director, Information Services Branch
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Dennis Nagata, Senior Media Relations
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After hours: (416) 925-7382



**Ministry of
Natural
Resources**

**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.

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Janis Poppenk, Information Officer



**Ministry of
Treasury and
Economics**

Ontario

**ONTARIO MINISTRY OF
TREASURY AND ECONOMICS**

Communications Group, Frost Bldg. South,
Queen's Park, Toronto M7A 1Y7

Within the Ontario government, the Ministry of Treasury and Economics recommends fiscal, economic and regional policies. Work is done on taxation and fiscal policy (including development of the provincial Budget) economic policy and analysis; regional economic development; provincial borrowing and accounting; and statistical information.

Contact:

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**ONTARIO PUBLIC INTEREST
RESEARCH GROUP**

OPIRG-Provincial:
121 Avenue Road
Toronto, Ontario M5R 2G3

OPIRG is a provincial association with offices on seven university campuses. Funded by student fees and community memberships,

the staff work to: research local issues, sponsor campus and community educational activities and provide a resource centre for community groups, students and individuals. Staff also do research in selected areas with provincial or national significance to provide a context for local projects.

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Donna Elliott or Susan Horley
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McMaster University
Hamilton, Ontario L8S 4K1
Office: (416) 523-0131

OPIRG-Ottawa:

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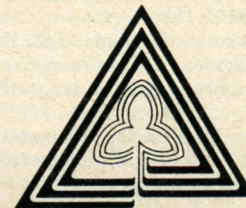
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OPIRG-Windsor:

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**ONTARIO PUBLIC SERVICE
EMPLOYEES UNION/
SYNDICAT DES EMPLOYÉS DE
LA FONCTION PUBLIQUE DE
L'ONTARIO**

1901 Yonge Street,
Toronto, Ontario M4S 2Z5

OPSEU, the largest provincial public sector trade union, has 16 offices across Ontario. It represents 65,000 employees of the provincial government, community colleges, hospitals, ambulance services, children's aid

societies, school boards, municipalities and social services. It offers expertise in negotiations, arbitration, health and safety, job evaluation, union education, public relations.

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Katie FitzRandolph, Public Relations Officer
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ONTARIO VETERINARY ASSOCIATION

340 Woodlawn Road West,
Suite 24-25,
Guelph, Ontario N1H 2X1

The Ontario Veterinary Association is the professional organization of the province's more than 1,600 doctors of veterinary medicine. OVA is the governing body responsible for licensure and discipline in the profession and for administering The Veterinarians Act. The OVA offices are in Guelph and its communications consultants are Tisdall Clark & Partners Ltd., Toronto.

Contact:

Frank Murphy, Registrar
Office: (519) 824-5600

Lance Connery
Office: (416) 362-1361

ORTHO PHARMACEUTICAL (CANADA) LTD.

19 Green Belt Drive
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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.

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251 Laurier Ave. West, Suite 301
Ottawa, Ontario K1P 5J6

OXFAM works with people in Canada and the third world tackling the problems of

underdevelopment. Projects emphasize self-help and long term development, in Southern Africa, the Caribbean, and South America, with Development Educations Programmes in Canada. Budget \$1-million annually, with remarkably low overhead. Audits available. Please send for free backgrounder.

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P

PARKS CANADA

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Hull, Québec 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.

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Ken Preston, Information Advisor
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PERFORMING RIGHTS ORGANIZATION OF CANADA LIMITED

41 Valleybrook Drive,
Don Mills, Ontario M3B 2S6

P.R.O. Canada is a not-for-profit Canadian-owned performing rights society. Its chief activity is to collect license fees from the

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(p.w.a.c.)

**PERIODICAL WRITERS
 ASSOCIATION OF CANADA**

The Writers' Centre
 24 Ryerson Avenue
 Toronto, Ontario M5T 2P3

A non-profit national organization of freelance writers. Goals include: circulating to writers news, information and market data on the industry; lobbying for higher writers' fees; lobbying for the use of a standard written contract in all freelance assignments and protecting and promoting the interests of professional Canadian writers.

Contact:
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PETRO-CANADA

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Petro-Canada is a Federal Crown Corporation established by Act of Parliament in 1975 to assure a continuity of supply of hydrocarbons for the needs of Canada by exploration and development of hydrocarbons in Canada and by research and development projects.

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**PETROLEUM RESOURCES
 COMMUNICATION
 FOUNDATION**

105 — 309, 2nd Avenue S.W.
 Calgary, Alberta T2P 0C5

The Petroleum Resources Communication Foundation is a non-profit organization

which represents over one hundred exploration, production, drilling, transmission and service supply companies. The sole objective of the PRCF is "to create an increased public awareness and understanding in Canada of the oil and gas exploration industry and related industries."

Contact:
Joe Dundas, President
Judy Williams, Executive Assistant
 Telephone for both above: (403) 264-6064

PETROSAR LIMITED

P.O. Box 7000
 785 Hill Street
 Corunna, Ontario N0N 1G0

Petrosar, a world-scale petrochemical refinery, processes Canadian crude oil to produce 2.7 billion pounds of primary petrochemicals per year plus some fuel co-products. Located in Sarnia's Chemical Valley, construction began at incorporation in April, 1974. The plant was officially opened in June, 1978, and is operating at capacity.

Contact:
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 Director of Public Relations
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**PHARMACEUTICAL
 MANUFACTURERS
 ASSOCIATION OF CANADA/
 L'ASSOCIATION CANADIENNE
 DE L'INDUSTRIE DU
 MÉDICAMENT**

141 Laurier Avenue West
 Ottawa, Ontario K1P 5J3

PMAC is a national, voluntary association representing 62 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.

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PLAYWRIGHTS CANADA

8 YORK STREET 6TH FLOOR TORONTO, ONTARIO M5J 1R2 (416) 363-1581

PLAYWRIGHTS CANADA

(formerly Playwrights Co-op)
 "The Centre for Canadian Plays and Playwrights"

8 York Street, 6th floor
 Toronto, Ontario M5J 1R2

PLAYWRIGHTS CANADA is a national association of professional playwrights.

Services to members include up-to-date information concerning developments in the playwrighting community, liaison with playwrights and theatres, a booking service for readings and workshops, negotiation of non-professional performance royalties, a reading service for evaluation of new plays, documentation in playscript format of members' plays which have received professional production as well as promotion and distribution of these scripts to theatres, libraries, schools and individuals.

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John Meyers, Production Manager
Jane Cunningham, Editorial Assistant
Susan Cardy, Tours Co-ordinator

polar gas

POLAR GAS PROJECT

P.O. Box 90, Commerce Court West
 Toronto, Ontario M5L 1H3

Proposes building a buried natural gas pipeline to connect Arctic frontier gas reserves to southern markets. Currently has an application before the NEB to construct a pipeline to transport Arctic Islands reserves and is studying alternative routings which would also allow connection of Delta gas reserves in a combined system.

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THE PRESBYTERIAN RECORD

50 Wynford Drive
 Don Mills, Ontario, M3C 1J7

National Magazine of The Presbyterian Church in Canada. Published monthly except August. Average circulation Jan.—June 1979: 86,339. Annual subscription \$4.50, single copy 40c.

Query re feature articles or photos. Sample magazine sent on request. Advertising deadline, three days before the first of the previous month of publication.

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PRISONERS' RIGHTS GROUP (PRG)

3965 Pandora
Burnaby, B.C. V5C 2A8

Help prisoners help themselves. Help educate the public as to true nature of Canadian prison system. Join with growing movement to abolish present prison system recognized as expensive, counter-productive, brutal and inhumane. Support community-supervised programs, moratorium on new prison construction, and other viable alternatives.

Contact:
Claire Culhane
Phone: (604) 299-7178

R

Registered Nurses' Association of Ontario



REGISTERED NURSES' ASSOCIATION OF ONTARIO

33 Prince Street
Toronto, Ontario M4W 1Z2

RNAO, a voluntary professional association, represents the interests of registered nurses in Ontario. Activities include government relations, promotion of quality nursing and health care, and preparation of statements and briefs on current issues in nursing and the health care field.

Membership comprises representatives from all levels and fields of nursing.

Contact:
Carole Elliott, Communications Officer
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RETAIL COUNCIL OF CANADA

Suite 525, 74 Victoria Street
Toronto, Ontario M5C 2A5

Retail Council of Canada is a national trade association representing the major chain stores in both food and general merchandise categories plus a substantial number of independent merchants. Council keeps the retail viewpoint before government, issues regular publications including the *Canadian Retailer* and provides educational material through workshops and seminars.

(continued)

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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.

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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:

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ROTHMANS OF PALL MALL CANADA LIMITED

75 Dufflaw Road
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The Company is a member of the worldwide Rothmans Group which operates 103 plants in 30 countries and whose products are sold in more than 180 countries. Rothmans of Pall Mall Canada Limited and its subsidiary companies are engaged in the production and sale of tobacco, beer and wine products and are involved in oil and gas operations.

Contact:

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THE ROYAL BANK OF CANADA

Head Office
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Montreal, Quebec H3C 3A9

With assets of more than \$50 billion, The Royal Bank is Canada's largest and ranks sixth in North America. It has more than 1,500 branches across Canada and almost 100 in other countries.

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After hours: (403) 274-1443

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1055 West Georgia Street
Office: (604) 665-4031
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Royal Insurance

Canada

ROYAL INSURANCE COMPANY OF CANADA

Head Office:
40 Scott Street,
Toronto, Ontario M5E 1L5

Royal Insurance Company of Canada is the largest insurer in Canada of homes, cars and businesses, with Branch, District and Service offices in most major centres across Canada, and a staff of over 3,800 who look after more than 500,000 clients and 1,250,000 individual insurance policies.

Contact:
Gordon S. Findlay, Communications
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ROYAL TRUSTCO LIMITED

Toronto-Dominion Tower
Toronto, Ontario M5W 1P9

Royal Trustco is the parent of the Royal Trust group of companies that includes Canada's largest trust company and leader in residential real estate sales; a computer services company (Computel) serving business and industry; and internationally, banks in Florida and trust and banking service companies in Europe.

Contact:
Lauchlin A. Chisholm,
Vice-President, Public Relations
Office: (416) 867-2761



Ryerson Polytechnical Institute

RYERSON POLYTECHNICAL INSTITUTE

50 Gould Street
Toronto, Ontario M5B 1E8

Ontario'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 Division encompasses evening courses, correspondence courses and the Management Development Institute. Open College/Ryerson presents credit courses on radio via CJRT-FM (91.1).
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S



THE SNC GROUP/LE GROUPE SNC

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Le Groupe SNC est l'une des plus grandes sociétés au monde qui peut offrir des services d'ingénierie, d'approvisionnement, de construction et de gestion de projet au Canada et à l'étranger.

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ST. FRANCIS XAVIER UNIVERSITY

Antigonish, Nova Scotia B2G 1C0

St. F. X. is a university offering the widest range of undergraduate programs of any university in the Maritimes. It is recognized internationally for its leadership in programs of social action in the fields of adult education, cooperatives, and community development. Our research is both basic, and problem oriented, and related in many cases to the needs of the constituency.

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Oscar Wilde (902) 867-3959

Dr. Pat Walsh, author of the play *Mad Shelley* (902) 867-3901

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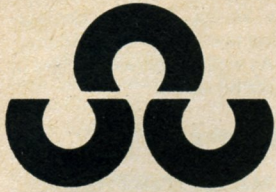
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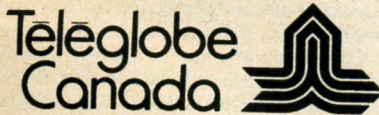
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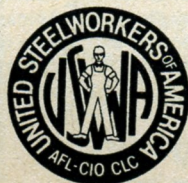
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WOOD HEATING guide

WOOD HEATING GUIDE

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24 Ryerson Avenue
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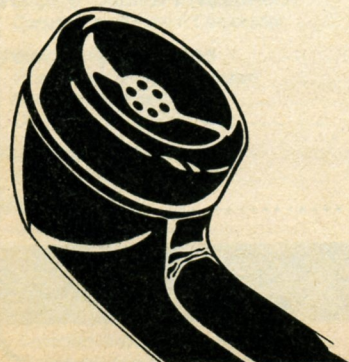
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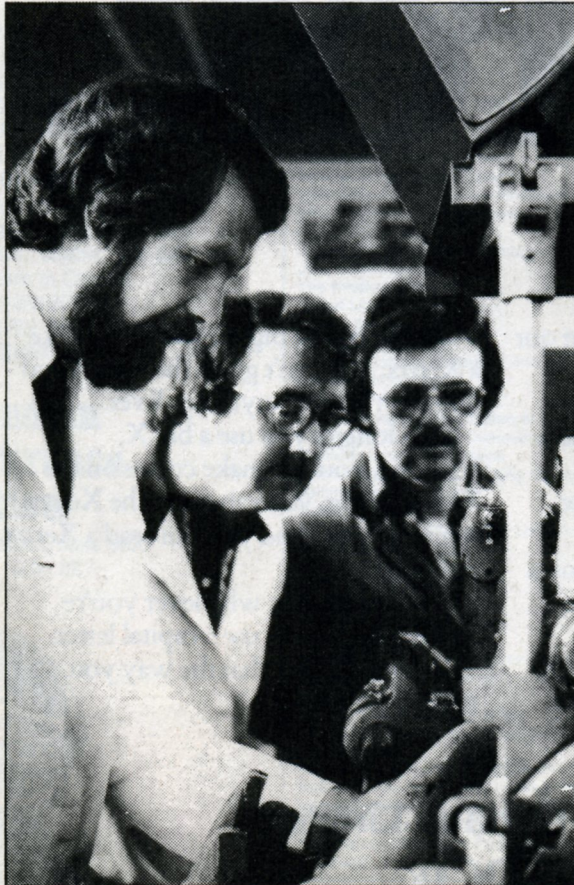
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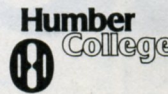
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