

This program has been the subject of more than a year and a half of intensive planning by Dow and the Alberta Government, during which a number of alternatives have been studied with the object of maximizing resource-processing within Alberta. The project is subject to a favourable decision on an application for a pipeline system from Alberta to Ontario being considered by the National Energy Board.

The Dow project will result in plant investment in Alberta of some \$475 million and an additional investment in excess of \$225 million in two pipelines required to transport ethylene and light hydrocarbon liquids from Alberta to Eastern Canada. The resource upgrading achieved by the project will result in economic benefits of some \$3.9 billion to Alberta over a 20-year period.

End products from ethylene and chlorine are known to consumers in the form of polyethylene bottles and bags, plastic food containers, plastic pipe for gas lines, sheathing for power and telephone cables, vinyl coverings for furniture and automotive seating, foam cushioning for home and automotive use, foam insulation, anti-freeze, paints, carpets, etc.

In the past few years, the Canadian chemical industry has been faced with a shortage of ethylene which has culminated in serious shortages of a number of ethylene-based petrochemical products which is beginning to show adverse effects on many primary and secondary manufacturing industries throughout Canada. This project and other Alberta projects could completely reverse the trend of the Canadian chemical industry.

World's longest cross-country ski tour

The eighth annual Canadian ski marathon, claimed to be the world's longest cross-country ski tour, will be held February 23-24, from Lachute (40 miles west of Montreal) to Cantley (ten miles north of Ottawa).

The trail is 100 miles long and is divided into ten-mile sections. Each competitor can complete as many ten-mile sections as he pleases.

Last year's marathon was truly international. Besides Canadian entries, there were skiers from the United States, one from Venezuela, as well

as 60 contestants from Norway.

For the 1974 event, entries are also expected from Sweden and Finland.

As in the past, there will be *Coureur de Bois* awards; a bronze medal for skiing 100 miles; a silver medal for skiing 100 miles with a 12-pound rucksack; a gold medal for skiing 100 miles with a 12-pound rucksack and camping out overnight. Contestants must obtain the bronze award before the silver, and the silver before the gold. So far, 50 have qualified for the bronze medal, and will be eligible to try for the silver.

No one will be eligible for the gold until 1975. There will also be touring team trophies, and awards for each team classification: men, women, mixed, family, and schoolboy.

Ottawa door to door dial-a-bus

In three suburbs of Ottawa, citizens may call a bus instead of a taxi. For as little as 80 cents a round trip, they are picked up and returned to their door by a red and white minibus. The service started in August and now serves 2,500 passengers a day, which made it the largest such system in the world until Toronto inaugurated a similar feeder system for its expanding subway this autumn. There are two other much smaller phone-a-bus systems operating in suburban areas in southern California as well. The systems do not pay their way and Ottawa authorities do not think it likely that their system ever will. An official of the Ottawa-Carleton Regional Transit Commission said: "The only way we can afford this new service is that the Province of Ontario pays 75 per cent of the cost of the buses and 50 per cent of the operating cost." Still, the city, the province and the customers are well pleased.

The customers pay 40 cents a trip, ten cents above the regular bus fare. If they are willing to reserve the service for at least five days a week, they can buy a pass for \$4, which entitles them to five round trips on the phone-a-bus service plus unlimited use of the regular buses.

Ernest Paine, a Commission official, says he hopes to equip the Tele-Transpo routes with General Motors 21-passenger diesels, which will cut maintenance costs. They will cost

\$31,000 each, twice the cost of the small school-bus type gasoline buses now in use, but their fuel costs will be far less. Paine says that the Commission has had a great number of requests that the service be extended to other neighbourhoods. He said that the 50 drivers were also well pleased since they avoid the monotony of having to drive fixed routes.

Furniture-makers attend Cologne fair

Nine Ontario manufacturers attended the Cologne Furniture Fair recently and visited various plants in West Germany to study technological and design advancements.

The mission, sponsored by the Ministry of Industry and Tourism was to acquaint the Ontarians with the newest international styles, the latest technological processes, materials available and educational facilities.

Some 1,200 furniture producers from 34 countries — 700 from West Germany exhibited at the fair.

Members of the mission are producers of a wide range of furniture and fixtures for the home, office and contract markets. With exposure to the international market scene it is hoped Canadian imports can be reduced and exports increased by encouraging Canadian manufacturers to become more competitive in prices and design of their goods.

Books for developing countries

A campaign for books for universities in developing countries is under way under the auspices of Canada World Youth and the Overseas Book Centre in Ottawa. Members of university faculties have been invited to check over their personal and departmental libraries and donate any books they can spare.

Canada World Youth is a group operating on a grant from the Secretary of State Department and has as its objective inter-cultural exchange and personal growth through community involvement. The present group comprises nine Mexicans and ten Canadians.

The Overseas Book Centre has undertaken to pack and ship all books.