

that at the Port Colborne refinery, which was announced on September 8. About 21,800 hourly paid and salaried employees work at present in the Ontario and Manitoba Divisions.

Production rates at the company's overseas nickel operations will be at levels substantially below those previously planned for 1978; consequently, employment levels will also be lower.

Inco's nickel production this year will be about 10 percent below last year's level of 462 million pounds. Production in 1978, based on current plans, will be about 15 percent below the 1977 level. Further production cutbacks may prove necessary, and could occur in the first half of 1978.

"The immediate need is to bring cash outlays into better balance with cash revenues," said the Third Quarter Report 1977 of Inco. "A sharp reduction in cash outlays of all kinds, including operating and capital expenditures, is clearly essential, and will be accomplished in all areas. With a view to improving cash revenues, we intend to remain fully competitive in the market-place. We also must proceed

with orderly reduction of excess nickel inventories accumulated in anticipation of increased demand that has not materialized....

#### Earnings and sales

"The company's earnings for the third quarter of 1977 were \$21.6 million, or 25 cents a common share, compared with earnings of \$58.9 million, or 79 cents a share, for the third quarter of 1976. Earnings for the first nine months of 1977 were \$95.2 million, or \$1.22 a common share, compared with earnings of \$135.9 million, or \$1.82 a share, in the corresponding period last year.

"Net sales for the third quarter totalled \$452 million, compared with \$512 million for the third quarter of 1976. Sales for the first nine months amounted to \$1,420 million, compared with \$1,462 million for the corresponding period last year. Sales by ESB Incorporated accounted for \$494 million, or 35 per cent, of the company's first nine months 1977 sales and \$423 million, or 29 per cent, of first nine months 1976 sales."

#### IDRC-sponsored magazine — flower in the desert

A Canadian-sponsored magazine, so popular that at one time it was traded on the black market, is to have its life extended through continued Canadian aid.

Eagerly sought by midwives and teachers, policemen and professors, farmers and blacksmiths, the quarterly *Famille et Développement*, has been described by a university professor as "a flower in the desert of political periodicals".

In 30 months its circulation has increased tenfold, to about 25,000, sold in 14 French-speaking African countries. Market studies show that each copy is read by at least ten persons.

Major support for the magazine comes from the Ottawa-based International Development Research Centre (IDRC) which so far has provided about \$600,000 in aid and plans to put up another \$150,000 over the next two or three years. By that time the magazine, which developed after the Crown corporation was approached by a group of West African educators, is expected to become self-supporting.

The idea of *Famille et Développement* originated in 1973, when an inter-African



conference on sex education sought international aid to develop a bulletin on family education. Gradually the magazine expanded to include broad social problems confronting African families, such as polygamy, teen-age sex and abortions, drugs and pornography.

Edited by Senegalese sociologist Marie-Angélique Savane, *Famille et Développement* focuses on the woman's role in the African family. It has become a practical

#### Ethnic theme for Senate window

The Senate Chamber in the Parliament Buildings, Ottawa, is visited annually by tens of thousands of Canadians and foreign visitors. A special Senate committee recently recommended that this parliamentary building must reflect something of the purposes, aspirations, and achievements of the nation. The committee has proposed the installation of new stained-glass windows in the Senate Chamber whose theme should be the ethnic origins of the Canadian people.

guide to such issues as health, hygiene, nutrition, mother and child care, youth, drugs and sexuality.

#### Provides model

Stories of self-help in other countries, for example, are well illustrated with photos and drawings and the reader is encouraged to compare and learn. Since the magazine began publishing, schools, roads, wells, bridges, dikes and irrigation canals have been built along designs shown in the magazine.

Publishing a successful magazine may be no great achievement in other parts of the world but in the sub-Saharan region the acceptance of such a high-standard publication has been spectacular.

It offers no lurid love stories, no sensationalism, no giveaways and no advertising.

#### Deprived area

Yet the circulation area — including Togo, Upper Volta, Niger, Chad and the Congo — is one of the most deprived in the world. Many of the so-called newspapers in this area consist only of mimeographed sheets offering sex and scandal. The demand for *Famille et Développement* became so great that copies sometimes were stolen before they got to the mailbox and traded on the black market at double the subscription price. It now is considered one of the most influential periodicals in Western Africa.

In the U.S., *The Christian Science Monitor* says that if *Famille et Développement* has done nothing else, it has shown the sub-Saharan African that information is power and proved the time-honoured adage: "Give a man a fish, he'll eat for a day. Teach him to fish, he'll eat for a lifetime."