who took part in the challenging project at the time were: J.H. Ralph, electrical engineer; J. Lucien Dansereau, regional engineer; J.A. Adam resident engineer at St. Hubert; and engineer-in-chief, E.M. Cameron. Army engineers from the military base also were involved in the construction.

The St. Hubert tower was the highest of its type in the world. In London, near the old Croydon aerodrome, the mooring tower was just 170 feet high, 35 feet shorter than its Canadian counterpart. In Germany, airships were not moored to the top of a mast, but were lowered to the ground and put in a hangar.

In the interior of the tower three special electrohydraulic variable speed winches were installed. A complete heating plant and plumbing were provided in the two-storey, fireproof machinery house built at the base of the tower. The piping and electrical installations for all services were carried out by DPW, and an elevator capable of functioning at 150 feet a minute was installed by the Turnbull Elevator Company of Toronto. Obstruction lights were placed on the tower, as well as telegraph and telephone lines to service passengers in the airship.

The *R-100* made a second voyage to Canada in July 1931, crossing from Croydon to St. Hubert without attracting much notice. A few months later its counterpart, the *R-101*, crashed, with heavy loss of life in France, north of Paris at Beauvais. After this disaster, Britain abandoned the dirigible.

Eventually the landmark at St. Hubert served no useful purpose. The steel tower, a potential danger to planes, was dismantled in 1932.

QUARTERLY EXPORTS

Seasonally adjusted Canadian exports for the third quarter of 1972 stood at $4,634 million, which exceeded quarterly levels for 1971 and the first quarter of 1972 but were $340 million lower than the second-quarter figure. Shipments to the United States were down $226 million, and to Britain, $99 million. September exports, at $1,552 million, were $48 million below the August level, with a sharp decline in overseas shipments other than to Britain, partially offset by improved sales to the U.S.

Unadjusted September exports were virtually unchanged from those of a year earlier, as only the U.S. market showed any improvement. Declining sales to overseas countries offset the growth in deliveries to the U.S., yielding a net growth of $10 million to $1,495 million.

Export gains over those of September 1971 were recorded for crude petroleum, natural gas, lumber, automotive parts and aircraft, all of which are heavily dependent on U.S. markets. Export declines were recorded for wheat, mineral ores, metals, motor vehicles and communication equipment.

In the nine months to September, exports increased about 8 per cent, with the strongest growth confined to the U.S. and Japan. Commonwealth and the European Economic Community markets were particularly weak. Exports in 1972 were higher for automotive products, lumber, crude petroleum, aircraft and parts, and newsprint but lower for iron ore, aluminum, nickel, and communication equipment.

REGINA'S PRIVATE BUS SERVICE

"Call-a-Ride" or "Telebus" comes when you call it – and it comes right to your front door.

"Telebus" is the trade name for the new "phone-yourself-a-bus" system that has been operating in Regina, Saskatchewan since September 1971. A person can merely pick up the phone and have, within minutes, a city bus at the doorstep. Although most of the business for the new system comes from regular subscribers, including businessmen and students, who put in their bids for service on a permanent basis, casual users such as housewives out shopping can also make use of the system by simply dialing the appropriate number and waiting for a few minutes in the comfort of their homes.

The level of service experienced by the users of Telebus has been half-way between the taxi-cab and the regular bus.

FARES

The fare-structure for the new system is perhaps one of the major items that will entice new users into taking advantage of Telebus since, for only an extra ten cents over and above the regular bus fare, one can have the doorstep pickup. During the winter months in practically any Canadian city this alone is worth the dime. In Regina, fare-structure is broken into five categories covering children, students, adults and senior citizens. One extra category involves a monthly pass which, for frequent users, is most advantageous.

A primary feature of Telebus is that it is flexible in its adaptation to current transportation systems. In Regina, primarily because of the cost factor, the Telebus service is complementing rather than replacing the existing system. In other Canadian cities it might well replace an existing system or it might be used between certain non-peak hours to more effectively use resources at hand. One of the advantages of the service is that it is adaptable.

Increasing population, an increase in the number of private vehicles, increase in the public transit operating costs and deficits and a decline in the population willing to travel on the current system, were the reasons Telebus was instituted in Regina. It has been accomplished without a substantial increase in operating and fixed costs. It all boils down to increasing the efficiency of the present system and adding some factors that overcome the disadvantages of the regular bus systems such as walking to the bus-stop, and waiting for the bus in the sub-zero cold of a prairie winter. It is no wonder that the preliminary polling on the Telebus received such an enthusiastic welcome from the residents of Regina South.