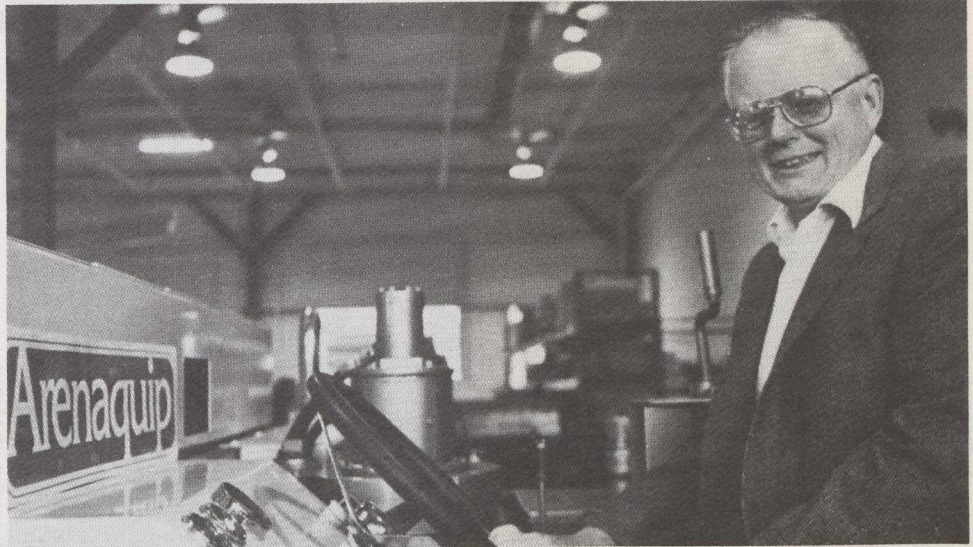


## Diversity delivers dividends

An Oakville, Ontario company, Erectoweld Co. Ltd., owes its success of some \$10 million in sales this year to the diversity of its products. Starting as a fabricator of high-pressure pipes in 1963, today Erectoweld is the parent company of a number of divisions employing 85 people at three locations in Oakville and 15 people in its US operations in Waukeshaw, Wisconsin.

Through its divisions it still manufactures high-pressure pipes for the petrochemical industry as well as forged forks and other attachments for lift trucks used in factories and warehouses.

Its Arenaquip Division manufactures ice resurfacers and other equipment for ice arenas and its Aquamarine Division is described as the world's largest manufacturer of aquatic plant harvesters used in many countries to clear rivers, streams, lakes and harbours of water weeds and other plants. Aquamarine is Erectoweld's newest



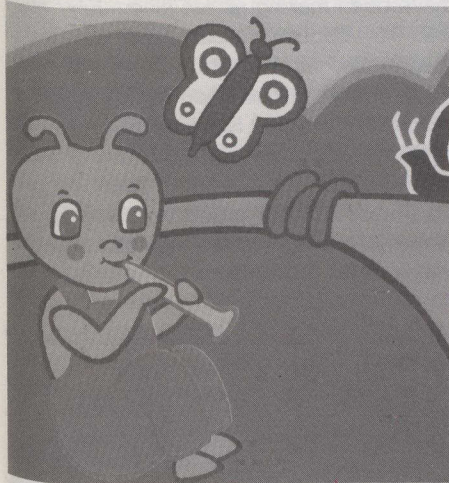
*François Bollinger, the president of Erectoweld at the wheel of the firm's resurfacer.*

acquisition and the company expects their sales of products in the area to jump from \$800 000 in 1983 to \$3 million in 1984.

According to François Bollinger, the president and one of the founders of Erecto-

weld, about \$6 million of their 1984 sales were in the US, Europe and the Pacific rim. The company has been actively engaged in expanding its overseas sales and was involved in eight trade shows last year.

## Mimi makes learning fun



A new computer program designed for children two years old and over has recently been introduced in Montreal, Quebec. Created by teacher Anne Bergeron for Logidisque Inc., the software program is believed to be the first one developed for children so young.

*The Adventures of Mimi the Ant* and her friends — the lady-bug, snails and butterflies — was designed for the *Commodore 64* computer. Each letter of the alphabet on the computer represents a different function that Mimi can perform and each one is accompanied by a short nursery rhyme, folk song or classical melody. Push "B" and butterflies flutter through the air; push "D" and Mimi dances; push "F" and Mimi plays a melody by Bach on her flute; or press "N"

and night falls as Mimi goes to bed to the tune of *Au Clair de la Lune*.

Mimi has a night-time setting as well as a morning one and the child can speed up or slow down any one of the scenes. Older children can program Mimi to perform a series of 125 different functions. By pushing the letters "S", "D" and "T", for example, Mimi will climb into bed and sleep, float dreamily through the air and return to her bed just as a thunderstorm erupts — all to the sounds of accompanying music.

First developed in French in 1982, the program was created by Mrs. Bergeron to satisfy her own two-year-old daughter's curiosity about the computer. The pro-

gram has already enjoyed considerable success among French-Canadian and European children and in 1984 won the jury's special prize at the International Software Festival held in Avignon, France.

The success of Mimi, a floppy disc that retails for \$35, has helped Logidisque win two important contracts in Britain and France, that could be worth up to \$4 million over a two-year period, said company president Louis-Philippe Hebert.

"The contracts are for our entire range of 40 programs. These range from small computer games for the *Vic 20*, which retail for \$15, to word-processor systems for the IBM pc worth \$400," said Mr. Hebert.



*Teacher Anne Bergeron, the creator of the software program, The Adventures of Mimi.*