
Stop-smoking program starts

The Federal Government in co-operation with the Canadian Pharmaceutical Association has begun an education and public relations program to encourage pharmacists to assist the public to stop smoking.

The program was made public at the same time Health and Welfare Minister Monique Bégin announced her support for World Health Day held April 7, with the theme of "Smoking or Health — The Choice is Yours".

The program will attempt to educate pharmacists about the health hazards of smoking and other smoking-related problems and issues, and by motivating pharmacists to take an active role in discouraging the public from smoking.

Pharmacists participating in the program will be asked to counsel and answer questions about smoking-related problems, to distribute informational materials provided by the program, to reduce their own smoking, and to reduce their promotion and sales of tobacco.

The program relies heavily on the influence the community pharmacist can bring to bear on the consumer. Research has shown that approximately 70 per cent of the Canadian population goes to a pharmacy at least once during a 30-day period.

Canadian troops take part in NATO exercise



Canadian troops and equipment took part in Exercise Anorak Express, a joint Allied Command Europe Mobile Force field training exercise, which began March 5. During nine-days of 24-hour-a-day operations, transport aircraft from six nations — Canada, Germany, Italy, Norway, Britain and the United States — deployed troops, armoured personnel carriers, trucks, trailers, helicopters, a field hospital, communications gear and other equipment.

Sailing ships make comeback

Six Canadian investors believe the revolution in oil prices may be rewriting the economics of carrying cargo by sail once more, reports Chris Wood in the *Globe and Mail, Report on Business*, March 10.

They have formed Schooner Ventures Shipping and Trading Co. to demonstrate that money can again be made in wind-driven ships.

The consortium's first vessel is the *Artemis*, a 148-foot wooden-hulled, top-gallant schooner. Launched 78 years ago in Denmark, *Artemis* was touring Gulf of Mexico resort towns as a museum ship when Schooner Ventures purchased it last autumn.

The *Artemis*' age does not concern its new owners. "She's very sound," said Captain Chris Guiry, the vessel's new master and an investor himself, "and she carries all the electronic aids. She has world-wide capabilities."

Artemis' hold capacity is 300 tons and it takes three times as long to cross the Atlantic as a conventional freighter, but Schooner Ventures already has a contract for her first cargo. Sierra Marketing of Harrisonburg, Virginia, has chartered *Artemis* for a shipment of more than 1,000 wood stoves to London in late May.

"Of course she cannot compete in volume," Captain Guiry said, "but she will compete because of rising costs of fuel." Captain Guiry said his ship can already match trucking costs from Saint John to Florida.

Stacked against the fuel saving are higher per-ton labour costs incurred by *Artemis*' traditional rigging and the uncertain timetable that comes with dependence on the wind.

Once back on this side of the Atlantic, there are plans to bring *Artemis* into the Great Lakes. "We'd like to take a regular run," said Captain Guiry, "say Toronto to Rochester (New York). We know we can be efficient on that run." *Artemis* will also sail to Chicago in time for an energy show there in August.

Newspaper uses satellite to publish national editions

The *Globe and Mail* of Toronto will use one of Canada's *Anik* satellites to publish national editions in Calgary and Ottawa.

The decision to use the satellite to send page images to printing plants in those cities will enable the newspaper to deliver more up-to-date news to more people more quickly than ever, said executive editor Cameron Smith.

The *Globe* currently sells about 24,000 copies of the paper on the *Report on Business* in Western Canada and about 47,000 copies in Ottawa, Montreal and the Ottawa Valley.

The satellite will be used to transmit signals from a laser scanner that will "read" a page of newsprint in Toronto and transform the written words and photographs on each page into about 340 million electronic impulses.

Each impulse, travelling about 45,000 miles *via* the satellite positioned over the equator 22,300 miles away, will arrive in Calgary a quarter-second after it leaves Toronto, and reading and transmitting a full page will take one minute.

In Calgary (and in Ottawa) the signals will control a laser beam that will reproduce the words and photographs on negatives, which will then be used to make printing plates.

Publisher Ray Megarry said he expected the move would add 20,000 to 25,000 to the paper's Western Canada readership over two or three years, and 10,000 to 15,000 to the figures for Eastern Canada.

Gerard Thieren, Canadian Armed Forces