

Tram rolls through Hong Kong to promote Canadexpo 84



A specially-decorated tram rolled through the central business district of Hong Kong during the month of May to promote Canadexpo 84, the largest national trade fair ever held in the British territory. The fair was the centrepiece of a month-long series of trade, social and cultural events. Canada Month is being followed by a travel promotion campaign conducted by Tourism Canada.

Leading newsman dies

Gordon Sinclair, one of Canada's best-known newsmen, died recently after suffering a heart attack. He was 83.

Until the day of his attack, he worked on his radio show at CFRB in Toronto — his forty-first year with the station — and still appeared on CBC's panel show *Front Page Challenge*, as he had since it began in 1957.



Gordon Sinclair

Prime Minister Trudeau, in a statement from Ottawa, said Sinclair's death "ends one of the longest and most remarkable careers in Canadian journalism."

"His wit, his irreverence, his bluntness, his off-beat views have been part of our media landscape for so long many of us had come to believe he would always be there."

Sinclair's reputation was built on his jazzy ties, jaunty hats, tartan socks, loud sports jackets and rude questions. He railed against fluoridation, medicare, the singing of *God Save the Queen*, taxes and a grass-cutting bylaw in the Toronto borough of Etobicoke.

Computer books hot sellers

Computer books have become one of the hottest items in the Canadian publishing industry, with sales forecast at \$30-million this year.

Revenue and the number of titles are doubling every six months, according to some estimates. There were at least 7 500 new computer book titles in North America last year.

Virtually every major book retailer has a computer book section, but few of them are willing to divulge their sales. One source said about 40 per cent of the computer books sold in Canada are sold by three Toronto-based chains.

Classic Book Shops International Ltd. has sales of \$6-million, Coles Book Stores Ltd. \$5-million, and W.H. Smith Canada Ltd. \$3-million from these books.

Over-all Canadian sales reached about \$25-million, or \$30-million if the college textbook market is included.

An emerging trend is the dedicated book store. There are now three or four outlets in Toronto that sell only computer books, and some computer supplies. For example, the Toronto Computer Book and Supply Centre opened its first Toronto store a year ago and is now adding a second Toronto location.

Another store, The End User, opened its doors last November, and offers a book search service for titles not immediately on hand.

Wide range

The books range from computer primers for children and those telling a businessman what computer to buy to volumes on a particular make of microcomputer, such as the Apple II or IBM PC. Some are dedicated to particular programming languages, while others increasingly offer a humorous view of the industry.

"It's a captive market," said Aaron Milrad, a Toronto lawyer specializing in publications and the entertainment industry. One figure cited is that the typical owner of a personal computer usually buys 10 to 12 books.

Initial publication runs are between 30 000 to 50 000, Mr. Milrad said, with second editions as large again.

Best seller

One of the biggest computer book best sellers has been *The Personal Computer Book* by Peter McWilliams, a humorous but informative introduction and buying guide to personal computing.

Many computer books tend to be specialized for owners or prospective owners of particular computers. Often, these supplement the manufacturer's documentation or, in some cases, replace it. Thus, one of the biggest sellers last year was the *Commodore 64 Programmer's Reference Guide*.

At McGraw-Hill, the *Apple II Users Guide* heads the list. North American sales topped 200 000 and Canadian sales were 12 000 last year.

Institute names new director

Dr. Michel Chrétien has been named the new scientific director of the Clinical Research Institute of Montreal.

Mr. Chrétien, 48, younger brother of Energy Minister Jean Chrétien, has published more than 200 scientific articles and was chosen over 61 other candidates from Canada, the United States and Europe. Since 1967, he has been director of the institute's molecular neuroendocrinology laboratory, where researchers study molecules involved in brain function.

Mr. Chrétien will assume his new duties July 1. He succeeds Dr. Jacques Genest who founded the internationally-known institute in 1952 and has served as its scientific director since 1966.