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Canadian paper industry stresses research and modernization for the future

Canada's abundant forest and energy resources, plus an established, forward-looking forest industry have helped make Canada the world's premier pulp and paper exporter and its second largest producer.

In Canada, 75 pulp and paper companies currently operate 148 plants in nine of the ten Canadian provinces. These employ more than 140 000 woodlands and plant workers. This work force is mainly located in 100 or more communities whose economic stability depends primarily on pulp and paper.

The pulp and paper industry is a major component of Canada's manufacturing sector, its national profile having gained strength over the years. Today, Canadians control nearly 75 per cent of total production. The industry is a leading employer, offers competitive salaries and wages, and has a very high value-added by manufacture. It also contributes to the country's balance of payments, playing a leading role in Canada's trade balance. Its net contribution is more than the contribution of the agriculture, mines,

fisheries and fuels sectors combined. In 1980, the pulp and paper industry produced \$11-billion worth of goods, representing 3.7 per cent of the gross national product. Of this, \$8.5 billion was exported, that is, 11.5 per cent of Canada's total export revenues.

Production and export

Both in Canada and abroad, the major portion of wood pulp production is used domestically in the manufacture of paper and paper products. In 1980, for example, only 16 per cent of world pulp output was traded on international markets. Canada was the leading exporter, accounting for 34 per cent of world trade, while Sweden came a distant second with 16 per cent. Recently, most of the pulp and paper industry has fallen behind as a result of the international economic recession. Nevertheless, Canadian production and exports have been maintained at acceptable levels.

During the first quarter of 1982, Canada produced 4.76-million tonnes of paper pulp. More than 65 per cent of this



Canada's vast renewable forest resources supply the pulpwood for the industry's pulp and paper mills. The huge woodpile shown in the foreground might be sufficient to feed a large mill for a couple of months.

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has been processed into paper. Newsprint accounted for 2.26 million tonnes; other papers, 610 000 tonnes; and paperboard, 537 000 tonnes. During the same period, exports reached 3.69 million tonnes. The United States, the largest importer of Canadian pulp and paper products, bought 2.45 million tonnes. The rest was purchased mainly by European and Latin American countries.

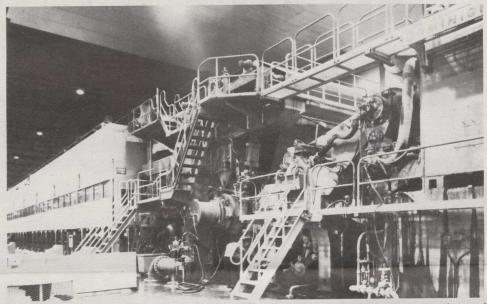
Modernization program

The pulp and paper industry is currently suffering from a cash flow squeeze, stockpiling and weak demand. Similar effects are being felt world-wide. However, Canada realizes the importance of the pulp and paper sector, and is working with the industry on various long-term projects in anticipation of the eventual economic boost. These projects will ensure that the industry retains its enviable position on world markets and that it is able to meet the challenges of evolving technology.

The Canadian pulp and paper modernization program began in 1979 as a federal-provincial government effort. The program, scheduled to end in 1986, has been allocated a total of \$516 million that should generate over \$5 billion in private investment. These sums will be used to fund pollution abatement, energy conservation, plant and equipment modernization and rationalization projects, as well as projects aimed at making the most effective use of resources. With the program now in its third year, it is estimated that the industry's productivity should increase by 18 per cent by 1986, despite the current unfavourable economic climate.



Canada is the largest single exporter of pulp and paper in the world, with mills spread across nine of the ten Canadian provinces. This British Columbia plant is typical of more than 140 similar mills throughout the country.



The Canadian pulp and paper industry is investing billions of dollars in improving and expanding production facilities. The machine above, designed and built in Canada, installed in a mill in eastern Canada, produces 400 tonnes of newsprint a day.

The work undertaken to date is already producing positive results. From 1979 to 1981, the pulp and paper industry has doubled its capital outlay in plant modernization and equipment conversion. In 1981, the industry's rate of increase in capital outlay was the highest of the entire Canadian manufacturing sector.

Part of this investment capital was used for converting specialized equipment: many Canadian companies have switched from obsolete mechanical pulp processes to thermo-mechanical pulp (TMP) and derived processes. These new processes produce higher fibre yields and reduce chemical pulp use. Many news-

print manufacturers now have the capacity to produce better quality mechanical pulp-based specialty papers. The Canadian Pulp and Paper Association estimates that Canada, as a leader in TMP development, will achieve one-third of world TMP capacity by next year.

Industry response to the modernization program has been positive. It is expected that capital investments of about \$3.5 billion in more than 60 facilities will be supported by the total modernization program. The investment-to-investment ratio is such that the industry plans to allocate between \$5 and \$6 for each dollar of government assistance.

The pulp and paper industry is Canada's major energy buyer. Reasonable energy costs are undeniably one of the industry's most precious assets. In order to preserve this advantage and to contribute to over-all energy conservation efforts, the industry has long been working towards reducing its purchased energy consumption. The industry's original objective was to reduce its consumption by 12 per cent between 1972 and 1980. In this period, the industry exceeded its goal by achieving a 17 per cent decrease. It now hopes to reach the 30 per cent mark by 1984.

To reap, one must sow

Canada has abundant natural resources, alone accounting for one-tenth of the world's entire forest resources. Large areas of the country produce species (Continued on P. 8)

United economic effort urged

Canadian Minister of Finance Marc Lalonde has called for a strong and cooperative effort by major industrial nations with the capacity to lead an economic revival in 1983.

Mr. Lalonde made the statement in Washington, D.C. during a recent two-day meeting of the International Monetary Fund (IMF). He said he continued to be concerned that, despite signs of recovery in the United States, the net impulse of economic policy throughout the world is for contraction rather than expansion of economic activity.

"It is therefore important that those few major countries which are in a position to exercise some flexibility in their policies use it to encourage an early revival of domestic demand," he told the IMF's interim committee.

Mr. Lalonde also called for improved co-ordination among the industrial nations in efforts to strengthen the international financial system and to assist the difficult financial adjustment problems being faced by less developed countries.

He expressed Canada's support for an increase in IMF resources to 100 billion SDRs (\$130 billion Cdn) from the existing level of 61 billion SDRs (\$80 billion Cdn). This will inspire "increased confidence in the world financial system in the years ahead", he said.

Describing the world's unemployment problems as "a moral and social challenge of truly staggering proportions", Mr. Lalonde expressed confidence that "we have the means and the will to rebuild the economic future".

Field trials of satellite services

The Department of Communications, the TransCanada Telephone System (TCTS) and the Government Telecommunications Agency (GTA) will begin testing integrated telecommunications services provided by the *Anik B* satellite next August. Various federal departments will test a number of audio and data communication services.

This trial will enable the federal government to evaluate other services and features offered by telecommunications carriers. GTA will review the interests and requirements of federal departments in order to identify potential government users.

Canada-Algeria sign agreement during ministerial visit

Canada and Algeria have signed a general scientific and technical co-operation agreement aimed at intensifying bilateral relations.

The agreement was signed February 14 by Canadian Minister of State (External Relations) Charles Lapointe and Algerian Minister for Higher Education and Scientific Research Abdelhak Brerhi during a five-day visit to Canada. In addition to a stay in Ottawa, the Algerian minister travelled to Toronto and Quebec City where he met with provincial education ministers.

Agreement

The agreement signed by the two ministers will enable Canada and Algeria to strengthen, develop and diversify their scientific and technical co-operation in the areas of training and technology transfers, scientific and technological research and specialized manpower development.

The purpose of the agreement is to promote direct co-operation between governmental institutions in training and research fields such as exchange programs, joint research projects and other forms of co-operation.

Mr. Brerhi's visit reflected the increasing co-operation between Canada and Algeria and enabled both countries to explore new forms of exchanges in the

technical and scientific fields. In addition to his meetings with Mr. Lapointe, the Algerian minister also held talks with Minister of Communications Francis Fox, Minister of Science and Technology and Economic Development Donald Johnston and Minister of State Serge Joyal. Mr. Brerhi took a first-hand look at Canadian resources in the areas of higher education, educational technology (data banks, Telidon), applied research in communications (satellites, fibre optics) and scientific information processing and distribution.

Nuclear power plant

While in Toronto, Mr. Brerhi visited the Pickering nuclear power plant. The Algerian delegation was the guest of the Quebec government during its visit to Quebec City.

Algeria ranks as Canada's twelfth most important commercial partner in the world. It is Canada's most important market in Africa.

Last November Canada and Algeria signed a memorandum of understanding concerning the financing of exploratory missions, which will enable interested government departments to develop cooperation programs particularly in the areas of agriculture, telecommunications, energy, fisheries, construction and water resource engineering.



Algeria's Minister for Higher Education and Scientific Research Abdelhak Brerhi (seated left) and Minister of State (External Relations) Charles Lapointe sign the accord. (Standing, left to right): Algerian Ambassador to Canada Salah Mohamed Dembri, Minister of State Serge Joyal and Minister of Fisheries and Oceans Pierre De Bané look on.

Versatile information system planned by Northern Telecom

Northern Telecom Limited has announced a \$1.2 billion five-year research and development program that will allow organizations to manage their information needs — including data processing, voice and data communications, world processing and communications, and the exchange of image communications — as one integrated system.

The OPEN World (Open Protocol Enhanced Networks) system which Telecom is planning represents a significant departure from traditional approaches to the design of information management systems.

"Presently there is chaos in the telecommunications market with many suppliers offering an array of systems, products and services, many of them incompatible," said Walter Light, chairman and chief executive officer of Northern Telecom Limited. "The result is an enormous waste of resources, and systems that are inefficient," he said.

Mr. Light also said that organizations should be able to manage their information needs as one integrated system and should be able to do so without discarding existing equipment and without locking themselves into a single supplier. By using OPEN World products and services as building blocks for their systems, companies will be able to accomplish this.

"We are committed to the development

of a universal, open system, that will handle many types and brands of equipment, and evolve in a planned fashion to protect against obsolescence," said Mr. Light.

The OPEN World comprises a planning framework to assist users in planning and building their own information management systems, and includes the provision of telecommunications products, services and features for the implementation of such systems.

New terminals planned

Northern Telecom is planning for a number of new voice and data terminals, for a series of services and features for information handling, and for enhanced networks based on digital communications technology that will evolve to accommodate future requirements.

In Northern Telecom's OPEN World, information management systems will be designed around the communications function. A digital switch, either in a telephone company central office or on a user's premises in the form of a business communications system (or PBX), will be the hub or controller of the system. Northern Telecom is evolving its *DMS-100* family of telephone switches and its *SL* family of PBXs as OPEN World products to meet these requirements.

"All products and services of the

The OPEN World integrated information management system being developed by Northern Telecom is depicted, with a variety of systems, equipment, networks and services under the control of an SL PBX controller, on one integrated, evolving system.

OPEN World will meet five key criteria," said Northern Telecom president Edmund Fitzgerald. "They will provide continuity, by evolving to avoid obsolescence; compatibility, to enable diverse components to work together; congeniality, to ensure that equipment and systems are easy to use and attractive; control, to ensure optimum performance of the system; and cost-effectiveness, which is the bottom-line criterion."

He said the company was announcing its OPEN World concept to enable users to plan and build for the management of information in a more rational fashion.

Northern Telecom Limited is the largest manufacturer of telecommunications equipment in Canada and the second largest in North America. It is also a significant manufacturer of information processing equipment. It employs about 35 000 throughout the world and has 49 manufacturing plants in Canada, the United States, England, Republic of Ireland, Malaysia and Brazil. Its shares are listed on the Montreal, New York, Toronto and Vancouver stock exchanges.

Japanese car exports to Canada

Canada has reached an understanding with Japan on the question of passenger car exports to the Canadian market, Minister of State for International Trade Gerald Regan announced on February 17.

The Japanese Ministry of International Trade and Industry (MITI) has forecast that passenger car exports to Canada over the period January 1 to June 30 will not exceed 79 000 units. This represents a decrease of approximately 11 000 units from exports over the same period last year.

Mr. Regan said that the announcement made by MITI is an interim understanding. "It has been agreed between our two governments that discussions on the further extension of the restraint understanding will be reopened no later than mid-May 1983," he said.

The minister indicated that the Japanese export forecast level of 79 000 passenger cars for the first six months of 1983 is without prejudice to the level of export restraint for the period beyond June 30.

Minister Regan referred to the announcement as an indication that the Canadian and Japanese governments can work together to solve important bilateral problems of mutual interest.

Scenes from Winterlude 1983 — Ottawa's annual winter carnival



(Top row, left to right): "Mr. and Mrs. Ice Hog, mascots of Winterlude, Ottawa's annual winter carnival, pose with eight-year-old Robbie Haines. "Simon Fuller, Tish and Brian Cook and Stuart Bleakney, who call themselves the Kirby Road Slightly Mad Hatters enjoy blueberry tea complete with silver service in their plastic fishing hut equipped with wood stove. They were participating in the ice fishing derby held on the Ottawa River. (Bottom row, left to right): "Chief Mechanic won the Canadian Club Classic horse racing event watched by 50 000 people on the Rideau Canal. "Part of the large crowd that attended this year's festivities. About 12 per cent of those who attended Winterlude this year were visitors. "Heinz Niederhauser of White Lake, Ontario skiis his way to first place in the Canadian Ski Marathon. A total of 275 536 kilometres were skied by the 2 432 participants in the race which covered 160-kilometres from Lachute, Quebec to Ottawa.

Leather footwear import quotas expanded

Canadian companies will be allowed to import a further 1.9 million pairs of leather footwear bringing the total quota allowed for the period December 1, 1982 to November 30, 1983 to 11.4 million pairs.

The increase in the quota was announced February 2 by Minister of State (International Trade) Gerald Regan. Mr. Regan said that with this final allocation he expected that the import trade would

now be in a position to ensure that consumers' footwear needs are met within the over-all quota restraint on leather footwear imports.

The minister also announced that effective December 31, 1982 leather shoes and sandals valued for duty at \$45 (Cdn) and more a pair and leather boots valued for duty at \$75 (Cdn) and more each pair are exempt from the quota on imports of leather

footwear. Those goods will continue to require import permits, but permits will be issued without restraint. In the recent past, imports of footwear above these prices have totalled approximately 500 000 pairs annually. The over-all yearly level of the leather footwear quota remains unchanged at 11.4 million pairs.

As well, Mr. Regan announced that effective immediately, separate categories for boot imports have been established, so that timely information will be available on boot imports, as distinct from imports on shoes and sandals. This information will enable the government to determine whether separate quotas need be established for imports of boots, as opposed to the present system of allocating quota for boots, shoes and sandals together.

In announcing these changes in the quota administration, the minister indicated both domestic and international considerations had been reviewed. The changes were made in accordance with Canada's rights and obligations under the General Agreement on Tariffs and Trade, and followed meetings Mr. Regan has had with various trade, consumer and union groups representing the footwear sector.

Mystery of multiplying caribou baffles wildlife officials

Baffled wildlife officials say it seemed impossible but a herd of barren ground caribou in Canada's North — thought to be steadily declining in number — apparently has tripled in population in the past five years.

The caribou herd, called *kaminuriak* by inland Inuit in the Northwest Territories and the far reaches of northern Manitoba and Saskatchewan, was down to 40 000, according to a 1977 survey.

However, results from a spring 1982 survey, with officials using the same procedures, shows there now are 130 000 of the animals in the region — all of which leaves Harvey Payne, northern wildlife specialist with the Manitoba Department of Natural Resources, quite puzzled.

"From what we know about caribou populations, they just do not grow that quickly," Mr. Payne said. "Caribou never have twins or triplets like the white-tailed deer population."

Mr. Payne said there were indications that calf survival had been particularly good in recent years and that the population of wolves, the caribou's chief natural enemy, had been reduced at the same time.

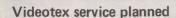
"So, if there was going to be a slight increase in the herd, it wouldn't have surprised us one bit," said Mr. Payne. The results of the recent study were "difficult to explain".

Mr. Payne said the survey, carried out at the herd's calving grounds in a remote area in the Northwest Territories, is 95 per cent accurate.

While admitting that the spring survey could be wrong, he said it also was possible that past surveys had been incorrect and the recent one accurate.

Another survey, although expensive, is planned for next spring to see if the result is the same. If last spring's results are borne out, the department will have to evaluate its testing procedures.

Mr. Payne said it was possible that a neighbouring herd migrated to the calving ground at the time of the survey for one reason or another, but this had never been observed in the past.



Infomart of Toronto plans to offer a full consumer videotex subscription, including news services, for less than \$15 a month by no later than next year, said company president David Carlisle.

A market study recently completed in Los Angeles shows US consumers are willing to pay significantly more than \$15 a month. That rate is competitive with pay television in Canada, Mr. Carlisle said in an interview with the Canadian Press.

He said the company has not decided whether the full service would be carried in Toronto by Bell Canada or several cable TV companies. A variety of videotex packages may be offered and it is possible a deluxe version could cost more than the basic rate of \$15.

In the Los Angeles study, the features most frequently used by 350 customers were news and interactive services such as home banking.

The US trial ran 250 000 words of news a day, offering content from wire services and major California daily newspapers, in addition to stories written by local reporters for the videotex trial.



Caribou herds in Canada's North are increasing at a rate that is baffling wildlife officials.

News of the arts

Exclusive Canadian showing of armour at Royal Ontario Museum

Treasures from the Tower of London: An Exhibition of Arms and Armour will be presented in an exclusive Canadian showing at the Royal Ontario Museum in Toronto from March 19 to June 19.

The exhibition is the first of its kind to leave the Tower in its 900-year history. Approximately 120 masterpieces, dating from the fourteenth to the nineteenth century have been selected to illustrate the exhibition's purpose — that ancient arms and armour can be appreciated as works of art and triumphs of functional design, rather than quaint relics from a barbaric past.

Included are tournament and parade armour, ceremonial and presentation pieces, hunting equipment, edged and missile weapons, and a variety of firearms.

Several of the works are associated with stellar historic figures. Included are full armours for Henry VIII (circa 1520), Robert Dudley, Earl of Leicester (circa 1575) and a youth's armour for the future Charles II as the Prince of Wales at age 14 (circa 1644). Among the edged weapons are a great ceremonial sword of the early Lancastrian kings, a military backsword believed to have belonged to



Field armour of the future King Charles II. This armour is depicted in a portrait of Charles, Prince of Wales, when 14 years of age. The portrait was painted in Oxford in 1644 by William Dobson.



Head of Programs and Public Relations of the Royal Ontario Museum Charles Tomsik (left) and Master of the Armouries, Tower of London A.V.B. Norman examine an open-faced parade helmet included in the exhibition. The German helmet, dated to about 1600, is made of finely embossed steel with elaborate decorations of gilt copper.

Oliver Cromwell and a dress sword of the "Iron Duke", the first Duke of Wellington.

Other items of note are a great helm (similar to that of the Black Prince), a bow-stave found on a mid-nineteenth century diving exploration of the vessel *Mary Rose*, and a pair of pistols, considered the finest ever made in Britain, attributed to Pierre Monlong, gun maker to William III.

Luxury items — a gilt-trimmed parade helmet, decorated staff weapons, engraved and inlaid swords and firearms — serve to illustrate the high achievements of designer and craftsman as well as man's continuing impulse to utilize arms and armour as personal adornment and an indication of status.

Treasures from the Tower of London provides a brief introduction to the history of the 900-year old Tower of London, begun in 1066 by William the Conqueror, and its role as a museum. The exhibition is divided into several themes: Tournament and Parade; The Hunt; The Royal Court; Presentation and Ceremony; War; The Craft of the Armourer and the Weaponsmith.

Canada's Oscar quest

Three Canadian documentaries and the Canada-France movie co-production *Quest* for Fire have been nominated for Oscars.

After the Axe, a 60-minute film about executive firing made for the National Film Board (NFB) by Sturla Gunnarsson and Steve Lucas of Toronto was nominated in the documentary feature category.

So was Just Another Missing Kid, a 90-minute film which traces a young Ottawa man's tragic disappearance during a trip to Colorado. It was made for the Canadian Broadcasting Corporation (CBC) by Toronto film-maker John Zaritsky and shown on the CBC television program The Fifth Estate:

If You Love This Planet, a warning about the dangers of nuclear war, produced by Edward LeLorrain and directed by Terri Nash for the NFB, was nominated for documentary short subjects.

Quest for Fire was nominated for best achievement in make-up. Sarah Monzani and Michele Burke used complicated techniques to remodel the actors' faces into those of primitive man.

Quest for Fire, produced by International Cinema Corporation of Montreal, was the only Canadian feature film nominated for an Academy Award, although a record 23 were submitted to the Academy of Motion Picture Arts and Sciences.

The three nominated Canadian documentaries have already won several prizes on the international film festival circuit and *Quest for Fire* won a Cesar as the best French movie of 1981.

Canada's native people now have a newspaper of their own. Nation's Ensign, an Edmonton-based publication that has been serving Canadian Indian communities from the Yukon and British Columbia to Ontario for two years, has extended circulation to Quebec and the Maritimes. As a national publication, it has become the "voice" of nearly 2 million native people across Canada. Bert Crowfoot and Ben Buffalo Rider, started the paper two years ago. Today, the 48-page tabloid, published twice a month, has a staff of 14 and several freelance writers across Canada. Greg Harrison, managing editor, said that the paper's goal is to reflect the real concerns and aspirations of native peoples on a national basis.

Paper industry (Cont'd from P. 2)

yielding high-quality raw materials. For example, Canada is recognized the world over for its black spruce, from which superior quality paper is made. Nevertheless, the Canadian pulp and paper industry is always looking for ways to improve its use of existing resources and to develop new sources of raw materials.

Canada, as a result, figures prominently in forestry research and development. Current agricultural activities are expected to lead to the breeding of superior species, the upgrading of techniques and increased production in existing forest areas. The pulp and paper industry participates in wood harvesting research to help reduce operating costs, improve site performance and develop methods for logging difficult sites. Paper pulp research has already contributed to higher fibre yields. With the discovery of new techniques, it will be possible to pulp dif-

ferent species and decrease energy costs at the same time.

The United Nations' Food and Agriculture Organization (FAO) predicts that paper and paperboard demand in the United States, Japan and western Europe will reach 177 million tonnes by 1990, an increase of 47 million tonnes over the 1980 total. Although this demand will be met mainly by the domestic industries in these countries, imports will inevitably increase.

Canada, with its relatively cheap and abundant natural resources, is committed to research and development, as well as to the modernization of its pulp and paper industry. As a result, Canada will be in a position to take advantage of the new markets and to maintain its world leadership in the export of forest products.

Importers will therefore continue to be guaranteed a stable supplier of highquality products at competitive prices.



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A six-week-old mixed German shepherd puppy tugs on Muriel McKay's afghan as Lillian Dickonson looks on. The pup was visiting the Perley Hospital as part of a program by the Ottawa-Carleton Humane Society, which uses pets as therapy for the elderly.

The Natural Sciences and Engineering Research Council has awarded \$25.8 million in grants to university researchers for 1982-83. The grants are awarded for university research in selected fields of national importance. The fields include biotechnology, communications, energy, environmental toxicology, food/agriculture and oceans. In addition, a number of grants were awarded for research in fields other than those identified by council. The 1982-83 competition marked the first year that the area of biotechnology was identified as a separate and distinct field eligible for support under the strategic grants program.

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News briefs

Canada's universities will be the focus of public attention this autumn when campuses from coast to coast mark the achievements of higher education during National Universities Week. The celebration, the first of its kind to be held in Canada, has been scheduled for October 2-8. The purpose of the week is to highlight the role of Canadian universities in community, regional and national development. It will draw attention to the value of teaching, scholarship, research, and cultural and public service activities and will emphasize university contributions to business and industry.

Questor Surveys Limited of Mississauga has been awarded a \$2.5-million (US) airborne geophysical survey contract in the Philippines. The contract is to undertake an airborne geophysical survey over approximately 168 000 square kilometres in the Philippines. Questor Surveys Limited, one of Canada's largest airborne geophysical survey companies, won the contract against strong international competition.

The Canadian housing construction industry, which hit a 20-year low in 1982, will show dramatic improvement this year because of lower interest rates, government incentives and an increase in consumer confidence, according to the Housing and Urban Development Associa-

tion (HUDAC). In its economic forecast for 1983, HUDAC predicted housing starts would increase 20 per cent to 150 000 from last year's low of 125 860, with most of the new construction taking place in British Columbia, Ontario and Quebec.

The Calgary Tower has lost its top-ofthe-town status after a 15-year reign as the tallest free-standing structure in western Canada. Construction workers have begun pouring concrete for the fiftyfirst floor of the Petro-Canada office tower in downtown Calgary, boosting its height to 191 metres. An independent team of engineers, who spent 12 hours sizing up the tower, determined it has a height of 187.7 metres. The \$200-million Petrocan project will be 54 storeys or 213 metres tall when it is finished.

The National Energy Board has ended a five-year ban on light crude oil exports. In a telex message to the industry, the board said it would consider applications for a total volume of 40 000 barrels a day of light crude exports for the period between March and December. Higher volumes may be allowed between March and May.

Raley's, a major California supermarket chain, has chosen Systemhouse Limited of Ottawa to install a computer system that will manage inventory and ordering for 42 stores in California and Nevada. The contract is valued at \$685 000.

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