

Government CBC Blueprint Bypasses One Fowler Idea

OTTAWA (CP) — The gov. broadcasting industry accepted government's new blueprint for the many ideas of the Fowler com-

mittee that examined the industry—but it bypassed a big one. The Fowler advisory committee on broadcasting in its report last September visualized a totally new control agency which would regulate, supervise, con-

rol and "develop" the broadcasting system. It even picked out a name for the new body: The Canadian Broadcasting Authority. The government's white paper on broadcasting, tabled in the Commons Monday, went part way toward the suggested system, proposing to reconstitute the Board of Broadcast Governors with power to regulate and control the whole industry, including the CBC. But it said the government could not go along with the Fowler idea that the regulatory authority should also be responsible for management of the CBC.

The Fowler committee, headed by Montreal businessman R. M. Fowler, suggested an authority that would receive performance reports at regular intervals from all stations and be able to call for explanations of any deviations from the prescribed standards.

DRAWS CLEAR LINE

The white paper, on the other hand, drew a clear line between people who make broadcasting regulations, and people responsible for programming.

It promised machinery "which distinguishes clearly between the total delegation of authority over programming on the one hand, and ultimate authority over the structure of the system on the other."

State Secretary Judy LaMarsh told a press conference that the government in essence adopted the committee's proposals for regulation. She said the main difference is that the CBC's board of directors is to remain in existence.

The white paper accepted the Fowler recommendation that licences be issued by the BBG rather than by the cabinet on the BBG's recommendation. But it said appeals against board decisions may be made to the cabinet.

Miss LaMarsh said the main reason for removing the final decision on applications from the cabinet was the suspicion that political considerations had

been called the remaining appeal provision a safety net, and noted that there is only one case on record where the cabinet reversed a BBG recommendation.

The government also went along with the Fowler committee's view that broadcasting quality standards can't be established on a uniform basis in all parts of the country.

TAILORED TO WEATH

The committee said performance guarantees should be tailored to the size, wealth and location of the station.

The white paper agreed that private broadcasters operating in the richer markets can afford better programming—and it said they will be expected to produce it.

It conceded that high quality does not necessarily flow from high cost, and that "standards of quality cannot readily be made a condition of a licence."

However, "judgments about quality can quite legitimately be made in retrospect on the basis of actual observed performance, and should carry a great deal

SECOND SECTION

of weight when an application for the renewal of a licence is being considered."

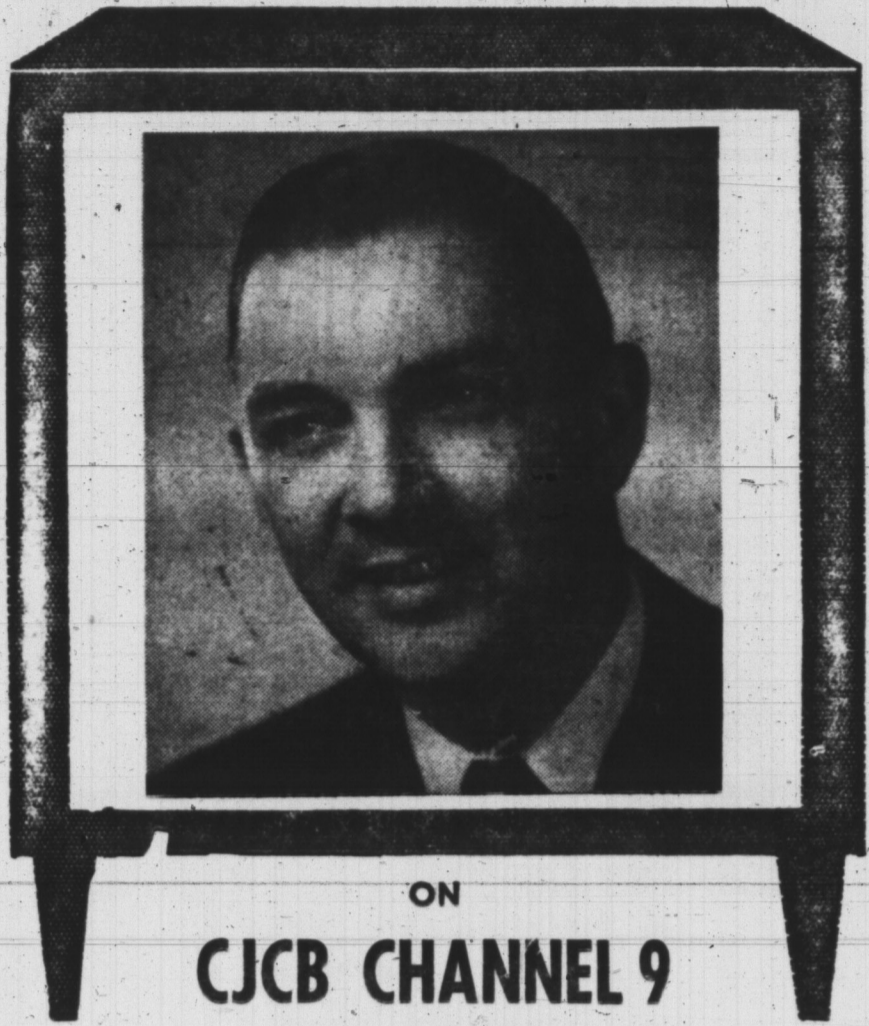
The BBG's power to interfere with the day-to-day programming of any broadcaster is to be strictly limited.

The white paper said the board will not be empowered to give directions "other than by generally acceptable regulations or in the conditions of a licence" to any broadcaster concerning specific programs.

Minimum standards of public-service programming and Canadian content will be set by the BBG on an individual basis and these standards "will be incorporated into the conditions of the licence so as to be legally enforceable."

The Guardian

"Covers Prince Edward Island Like The Dew"
Charlottetown, Thurs., July 7, 1966.



ON
CJCB CHANNEL 9
ALEX CAMPBELL
FRIDAY, 7:15 p.m.
P.E.I. Liberal Leader

Housekeeping For Building Has Million Dollar Budget

TORONTO (CP)—Here's some advice for men who are tired of hearing their wives complain about having to wash and wax the kitchen floor.

—Ask them how they'd like to—Take care of six miles of hallways;

—Be responsible for 1,650,000 square feet of floors, or about 35 acres;

—Clean more than 220 wash-rooms daily;

—Polish windows containing more glass than is used in a town of 10,000 population.

—Be ready to provide personalized maid service for hundreds of clients.

That's part of the housecleaning chore being undertaken by Modern Building Cleaning, a division of Dustbane Enterprises Ltd., at the new Toronto-Dominion Bank tower now filling a large part of the Toronto skyline.

Admittedly, Modern has some consolation for its task—a \$1,000,000 a year contract—and will be putting more 275 men and women on the job.

But it's a sample of the growth going on in one of the unsung service industries in Canada, cleaning for hire.

RECKONS VOLUME

There is no authoritative estimate of how big the industry really is, but one recent United States study suggested it is the fourth-largest in dollar volume among the services.

Modern says the cost of cleaning hospitals and schools alone in Canada runs to almost \$2,000,000 a year. Throw in the thousands of commercial establishments using cleaning services and, one cleaning executive says, talk of \$5,000,000, \$6,000,000, or a year would probably be conservative.

"There are hundreds of small plants in just one small industrial area of Toronto or Montreal," he says. "You figure almost all of these use outside cleaning help, then multiply that by the thousands of industrial sites in Canada—well, you figure it out if you can."

The T-D tower, to be the tallest building in North America outside Manhattan when it opens for occupancy next year, represents the largest cleaning contract ever awarded in Canada.

Other statistics: It will require 1,600 gallons of floor polish just to go through the building once; more than 200 machines such as vacuum cleaners, floor polishers and automatic scrubbers—and costing from \$125 to \$600 each—will be used in the battle.

So quickly has the professional cleaning service grown

Freeze On TV Licences Is Lifted

OTTAWA (CP) — The freeze on licences for new competing television stations is lifted as of now, Transport Minister Pickersgill told the Commons Tuesday.

He said this is a consequence of the government's white paper on broadcasting tabled in the House Monday.

For the last two years, the Board of Broadcast Governors has not recommended any new TV stations in areas that already are served by one station.

The white paper said such applications will now be heard by the BBG and evaluated on the basis of their revenue potential. Applicants will have to satisfy the government that their advertising revenue would be adequate to support "a proper level of public service programming."

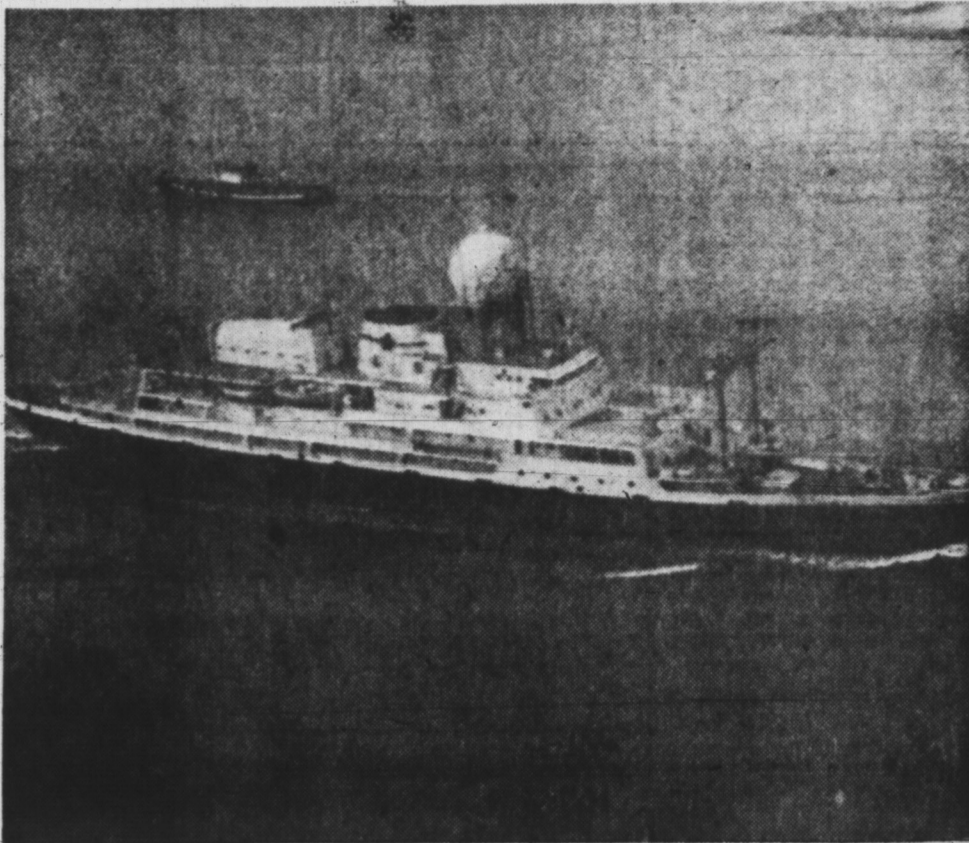
John B. Stewart (L—Antigonish, Guysborough) asked whether the BBG will hear applications for a TV station in Antigonish, N.S.

Mr. Pickersgill said the BBG now will hear any application for alternative TV service in any area, except four listed in the white paper.

The paper says alternative TV channels are being reserved for the CBC in the Saint John-Fredrickton area, Sudbury, Saskatoon.

Mr. Pickersgill told Joe Macaluso (L—Hamilton West) that too and Victoria.

Mr. Pickersgill told Joe Macaluso (L—Hamilton West) that the government will continue to receive applications for community antenna TV systems pending approval of new legislation bringing the CATV industry under BBG jurisdiction.



WEATHER SHIP READY FOR DUTY

The Canadian Coast Guard ship "Vancouver" enters Vancouver harbor after completing sea trials. The ship is the most up-to-date oceanographic

and weather ship in the world. She was built and fitted at a cost of \$11,000,000 by Burrard Dry Dock Company of North

Vancouver. Meanwhile a sister ship, The Quadra, was launched at Vancouver Monday. (CP Wirephoto)

Initial Objective Reached In Canada's Nuclear Program

OTTAWA (CP)—Canada's nuclear program has reached its initial objective in developing economic nuclear power for utilities with development of the Pickering nuclear station near Toronto, Atomic Energy of Canada Ltd. said here in its annual report.

Estimates of the cost of electricity from this plant, sched-

uled to begin operating in 1971, indicate power can be produced from large nuclear stations in southern Ontario at costs competitive with power from coal-burning stations of similar size, the report says.

It says heavy water moderated reactors now are being installed in Canada in direct

competition with coal-fired boilers of the same capacity.

Smaller units of the same design were being used in such places as India and Pakistan.

Canadian developments in nuclear power will be mainly directed at improving Atomic Energy's system of using heavy water for moderator and natural uranium for fuel, the report says.

This system would enable the Crown-owned corporation to keep its competitive position with other methods of electricity generation.

FISHING INDUSTRY For EASTERN KINGS



• CRAB and SHELL FISHING

Crab and shell fishing are being researched, and this new industry will be based in Souris.

• NEW PROCESSING PLANT

An Irish moss processing plant will be built in First Kings.

• SALT MACKEREL PROCESSING

A large development is already taking place in a central part of the province. This new industry will be encouraged to expand to Eastern Kings.

• 10 NEW STEEL DRAGGERS

Two new steel draggers are to be delivered to Souris this summer, two are being constructed for Souris, and six more are to be built to operate out of Souris. This will ensure year-round full employment for everyone.

"KEEP FIRST KINGS FIRST"

VOTE

KEITH MacKENZIE
PETER MacAULAY

CONSERVATIVE

"THE TOP NAME ON EACH BALLOT"



PRINCE EDWARD ISLAND

THE ELECTION ACT, 1963

DIRECTIONS TO ELECTORS

Mark one "cross" X with the black lead pencil on EACH BALLOT after the name of the candidate for whom you intend to vote.

WHITE BALLOT —
ASSEMBLYMAN

1 LAVOIE, Ira Bertram X
of Doetown, Barrister

2 NICHOLSON, David Peter
of Joetown, Exporter

BLUE BALLOT —
COUNCILLOR

1 JONES, James Robert X
of Notown, Merchant

2 PILGRIM, Cornelius
of Moetown, Broker

Then fold each ballot and return both to Deputy Returning Officer.

A spoiled ballot paper may be exchanged for a new one

G. LORNE MONKLEY,
Chief Electoral Officer