ON THE AIR

THURSDAY PROGRAMS

CFCY TV

1:30 p.m.—Musical
2:00 p.m.—Film Festival
2:30 p.m.—Today at Home
3:00 p.m.—As The World Turns
3:30 p.m.—Take Thirty
4:00 p.m.—The Secret Storm
4:31 p.m.—Razzle Dazzle
5:00 p.m.—Prairie Profile
5:30 p.m.—Music Hop
6:00 p.m.—St. Lawrence North
6:30 p.m.—Gazette
7:01 p.m. CFCY TV News
7:15 p.m.—Keyboard Melodies
7:30 p.m.—My Favorite Martian
8:00 p.m.—Father Knows Best
8:30 p.m.—Petticoat Junction
9:00 p.m.—Hazel
9:30 p.m.—The Serial
10:00 p.m.—The Defenders
11:00 p.m.—Alfred Hitchcock Hour
12:00 p.m.—CBC TV News
12:13 a.m.—Local Weather
12:14 a.m.—Sign Off

CKCW TV

9:27 a.m.—Station Sign On
10:00 a.m.—National School Telecast
1:30 p.m.—Across Canada
2:00 p.m.—Friendly Giant
2:15 p.m.—Chez Helene
2:30 p.m.—Butternut Square
2:50 p.m.—CBC News
3:00 p.m.—Thursday Playbill
The Exile
3:30 p.m.—At Home With Helen Cracker
4:00 p.m.—As The World Turns
4:30 p.m.—Take Thirty
5:00 p.m.—Secret Storm
5:30 p.m.—Razzle Dazzle
6:00 p.m.—Fun Time
6:30 p.m.—Woody Woodpecker
6:00 p.m.—Supper Club
6:15 p.m.—Lionel Television News
6:25 p.m.—Weather
6:30 p.m.—Sports
6:35 p.m.—Supper Club
7:00 p.m.—12 O'Clock High
8:00 p.m.—The Rogues
9:00 p.m.—Hazel
9:30 p.m.—The Serial
10:00 p.m.—The Defenders
11:00 p.m.—Alfred Hitchcock
12:00 p.m.—CBC TV News
12:15 a.m.—Viewpoint
12:20 a.m.—Lionel Network News
12:25 a.m.—Station Sign Off

CFCY RADIO

THURSDAY

6:30—News and Weather
6:35—Morning Roundup
6:45—Island Wr., Mar. Temp.
6:46—Morning Roundup
6:55—News and Weather
7:00—Hebrew Christian Hour
7:15—Morning Roundup
7:30—News & Weather
7:45—Farm Report
7:41—Morning Roundup
7:45—Island Wr., Mar. Temp.
7:46—Morning Roundup
7:46—Sports Capsule and Scoreboard
8:01—News
8:11—Weather
8:16—Morning Roundup
8:45—Weather
8:50—Atlantic News Roundup
8:58:45—Thought For Today
9:00—News and Voice Reports CBC
9:11—Preview Commentary- CBC
9:16—Notes & Music
9:30—Five Roses Sweepstakes
9:35—Notes & Music
9:55—What's The Song Contest
10:00—News — Weather
10:05—Notes and Music
10:15—Stop The Record
10:18—Notes and Music
10:40—Mr. Co-op Program
11:00—News & Weather
11:05—News & Views On Groceries
11:20—Notes and Music
11:30—Stop The Record
11:35—Notes and Music
11:45—Bulletin Board
11:50—Notes —& Music
11:55—Atlantic News Roundup
12:00—Weather
12:05—Town —& Country Time
12:30—News — Weather
12:45—Town —& Country Time
1:00—News — Weather
1:05—Town — Country Time
1:15—What's On Tapp—CBC
1:45—Town &— Country Time
2:00—News — Weather
2:05—Mostly Music
2:00—News Headlines & Weather
3:03—Trans-Canada Matinee—CBC
3:30—Tops In Pops
4:00—News Headlines and Weather
4:03—Canadian Roundup—CBC
4:10—Tops In Pops
4:57—Stop The Record
5:00—News and Weather
5:05—The Outports
5:25|20—Marine Weather
5:28—The Outports
6:00—News and Weather
6:15—On Parliament Hill—CBC
6:20—Today's Editorial—CBC
6:25—Sports Parade
6:30—Business Barometer—CBC
6:35—Tonight's Music
6:45—Sleepytown Express
7:00—Back to The Bible
7:30—News & Weather
7:45—Program Schedule
7:46—Red Cross Program
8:00—Tonight's Music
8:58—News Headlines &— Weather
9:00—Citizen's Forum—CBC
9:30—Winnipeg Pops Orchestra—CBC
10:00—CBC Nat. News. On Parliament Hill & Speaking Personally—CBC
10:30—Variety Showcase—CBC
11:00—News & Regional Weather
11:05—Starlight Serenade
11:30—News & Weather
11:35—Starlight Serenade
12:00—CBC News, Weather & Sports

CBC

THURSDAY

6:00—The Morning Show, Part 1
8:00—The Morning Show, Part 1
9:00—CBC News and Inland Weather
9:15—Maritime Sportscast
9:21—The Morning Show, Part 2
9:45—Max Ferguson Show
10:00—CBC News
10:11—Commentary
10:16—A.M. Chronicle
11:15—Playroom
11:30—To Market With Music
12:00—CBC News
12:05—Joan Marshall
12:15—For Consumers
12:30—Record Album
12:30—The Archers
12:45—Trumpeters Lullaby
1:00—Jamboree Junction
1:30—Relax With Rafael
1:30—Maritime Farm T'Cast
2:00—CBC News and Weather
2:15—What's On Tapp

Canadian Resources Considered In U.S. Power Industry Plans

By ARCH MacKENZIE

WASHINGTON (CP) — Canadian energy resources and electrical systems are taken into account in a long-range United States forecast of evolution in its own power industry.

"The Canadian government currently is encouraging co-ordination among the electric systems in the U.S. and Canada and in particular the long-term export of surplus (Canadian) power . . ." says the study of the federal power commission.

It singles out the Peace and Columbia rivers in British Columbia, the Nelson River in Manitoba and Hamilton Falls in Labrador as sources which, "based on available information," might provide the U.S. with imports of 7,000,000 kilowatts.

This opwer on contracts of up to 25 years' duration "would probably (be) competitive with (power) from alternative sources in the U.S.," says the report, but it includes only 4,-000,000 - kilowatt capacity from Canada in its final reckoning. This is one per cent of the projected U.S. energy requirement in 1980.

This compares with the existing imports of 500,000 - kilowatt capacity of hydrom from Can, ada, says the report.

SEE MUTUAL BENEFIT

"It appears likely that within the next 10 years, power . . . could be made available . . . at prices which would be mutually advantageous."

It adds that stronger power connections across the border would provide two - way benefits in co - ordinated planning and operation. But in mentioning the possibilities for exports from the northern rivers, it says this should not be "construed as commission or staff approval or endorsement of particular projects or plans."

It rates the export potential of Hamilton Falls at 4,000,000-kilowatt capacity. Nelson River at 2,000,000 and the Peace and Columbia at 1,000,000 or 500,000 kilowatts each.

Some other references to Canada:

Assessing the Alaskan hydro potential at more than 10,000,-000 - kilowatt capacity, the study lists Rampart Canyon on the Yukon River after it leaves the Yukon. Rampart would involve some Canadian flooding, if built. But it is not assessed much priority yet. Another project closer to the Canadian border would involve Canada and so would the Yukon - Taiya proposal on the Pan Handle.

In discussing the Hamilton Falls project, the study makes no mention of the recent Newfoundland - Quebec impasse on development plans to produce power for the New York area.

It also runs behind the times in its one reference to the Passamaquoddy tidal power plan for New Brunswick and Maine on the Bay of Fundy. It says it "remains to be seen whether there is any way of developing this project" but the U.S. interior department is preparing a big push in Congress to get the project approved in 1965, with indications of success.

The report recommends electrical interconnections between New Brunswick and Quebec and eastern states in New York. It suggests that Ontario Hydro, which already has four links with the U.S., has potential during summer - month power surpluses for aiding Ohio and Pennsylvania and then getting help during peak winter demand.

It notes that the Manitoba power system is already associated with the recently-formed mid-continent area power planners.

The Columbia River treaty, with its increasing British Columbia involvement in the Pacific northwest, is noted.

Dealing with power resources in that area, it assumes that the Athabaska oil sands in northern Alberta have reserves of 300,000,000,000 barrels which might be reaching the market by 1970.

A growing place for Alberta and B.C. natural gas also is assumed, with considerable caution expressed on the amount that will be available.

The forecast of Canadian gas available to the seven western states in 1980 ranges from 21 trillion cubic feet to double that, compared with deliveries of 92,-000,000,000 cubic feet in 1961, a total sharply exceeded now.

RIPLEY'S BELIEVE IT OR NOT

New Products, Techniques Affect Soft Drink Industry

By KEN SMITH
Canadian Press Business Editor

TORONTO (CP)—New products and changing marketing techniques are giving Canada's $250,000,000-a-year soft drink industry some busy moments.

Introduction on a large scale during the last year of low-calorie drinks and the use of cans instead of bottles in many stores has resulted in sharp alterations in what had been established buying habits.

The result, says Craig Rice, 37-year-old president of Royal Crown Cola Ltd., has been to throw the industry into a turmoil.

"No one knows for sure what people will be buying next year, but the industry has to make its decisions now. The trouble is, no one can afford to make a mistake when he's fighting in a modern sophisticated market like we all are competing in today."

Canadians now are consuming an average of about 160 bottles of soft drinks each year a total of 3,000,000,000.

Taking an increasingly larger share of this market has been the sugarless soft drinks. From about one per cent of the market in 1960, the artificially sweetened drinkshave climbed to an estimated 15 per cent this year.

Industry estimates have given them about 50 per cent of the market—ore than $125,000,000—by 1970, although some companies now are scaling that estimate back slightly.

The apparent acceptance of the low - calorie drinks has meant firms not competing in the field have had to develop new brands. For the industry as a whole, it has meant juggling long - range production plans, advertising budgets and marketing programs.

Mr. Rice says consumer tests show more than 90 per cent of the people can't tell the difference between the regular soft drink and the artifically sweetened kind.

"As a result, the industry is attracting consumers it has not had before," he says.

WATCHED WEIGHT

"This is especially true in suburban areas. Many housewives before would never have thought of taking a soft drink when they took a break from their work because they're all watching their weight.

"Now they have a drink they don't have to worry about so they're getting the habit."

The switch to cans is also cracking open established buying habits. Mr. Rice says the number of soft drinks purchased in cans last summer more than doubled.

Because a case of cans is easier to handle—it weighs 19 pounds compared with 45 pounds for a case of bottled soft drinks—people shopping in supermarkets also prefer cans, since displays are easier to arrange, there is no problem of breakage and the bother of handling returns is eliminated.

Further advances in packaging in the immediate future—aluminium cans, fin-open cans, light-weight non-returnable bottles—will mean even greater changes in buying habits. Mr. Rice predicts.

TUNNEL COMPLETED

The last link in the 32-mile tunnel complex in the Snowy Mountains hydro-electric project in Australia has been completed after 15 years work.

1:45—Time Out For Melody
1:59—D.O. Time Signal
2:00—Time Out For Melody
2:15—Atlantic School B'Cast "Old Favorites"
2:30—Atlantic School B'Cast "Adventures in Songs"
2:45—John Drainie Talks A Story and It Happened Today
3:00—CBC News
3:03—Trans-Canada Matinee
3:30—Trans-Canada Matinee
4:00—CBC News
4:03—Canadian Roundup
4:15—Music In The Air
4:30—Countdown
5:00—Mar. Fish B'Cast
5:20—Tempo, CBC Notebook
6:00—CBC News
6:15—On Parliament Hill
6:20—Today's Editorial
6:25—Inland Weather and Sports Scores
6:30—Business Barometer
6:35—Music In The Evening
7:30—Maritime Magazine
8:00—Assignment
8:30—Reserved For Music
9:00—Citizen's Forum
9:30—Winnipeg Pops Orchestra
10:00—CBC National News, on Parliament Hill and Speaking Personally
10:30—Variety Showcase
11:00—Toronto Symphony Orch.
12:00—CBC News
12:03—Sports Scores, Inland and Marine Weather
12:15—Best Of Dixie

CONTRACT BRIDGE

By B. JAY BECKER

South dealer.
North-South vulnerable.

NORTH
♠ T82
♥ Q65
♦ 9862
♣ Q74

WEST
♠ KQJ86
♥ J1083
♦ 43
♣ J6

EAST
♠ A10943
♥ —
♦ 7
♣ AK108832

SOUTH
♠ —
♥ AK9742
♦ AKQJ105
♣ 6

The bidding:

East	South	West	North
1♣	Pass (1)	1♠	Pass
3♦ (1)	Pass (1)	3♠	Pass
4♠	6♦	Dble	

Opening lead— king of diamonds.

It would seem entirely normal for a defender with a poor hand to pay little attention to the proceedings during the play. Most defenders under such circumstances think they are meeting their obligations in full when they make sure that they follow suit to each trick played.

However, there are deals where a defender wih a dull ha.. has to do more than that. Opportunities occasionally arise where a defender who seems to be out of the picture can rise with might and main to perform a crucial task.

Here is one such hand where East did a lot with a little. South got to four hearts after West had overcalled with two diamonds. West led the king of diamonds, East playing the seven and South the four, and continued with the ace. East playing the three and South the queen.

West now played the jack, and it was at this point that East, whose hand was surely not the kind you write home about, rose from his lethargy and ruffed with the king.

The ruff defeated the contract. South had to lose two trump tricks regardless of what he now elected to go, and he went down one. Had East chosen to discard on the jack of diamonds, which was the high diamond at that point, South would have made the hand by ruffing low and playing the ace and another trump.

It is certainly unusual for a defender to ruff his partner's high card in a side suit, but in this case the play was clearly in order. It was in a position to know from the bidding and the fall of the queen of diamonds that there could be no further tricks for the defense except in trumps.

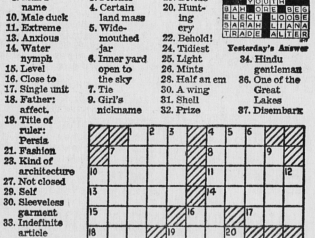
Ruffing the diamond high at trick three could not cost the defense a trick, but it did offer a clear chance to gain one if West had any such trump holding as Q-J, Q-10, or J-x. East's play was easy enough to make, the difficult part was to think of it.

DAILY CROSSWORD

ACROSS
1. Foot digit
4. Swab-like implement
7. Bird's stomach
8. Man's name
10. Male duck
11. Extreme
13. Anxious
14. Water nymph
15. Level
16. Close to
17. Single unit
18. Father: affect.
19. Title of ruler: Persia
21. Fashion
23. Kind of architecture
27. Not closed
29. Self
30. Sleeveless garment
33. Indefinite article
34. Rumanian coins
35. To let down
37. An ancient language
38. Beetle
39. Incites
40. Young of the herring
41. Organ of smell
42. Scotch river
43. Point

DOWN
1. Type of drama
2. "The Old ____ Bucket"
3. Pitcher
4. Certain land mass
5. Wide-mouthed jar
6. Inner yard open to the sky
7. Tie
9. Girl's nickname
10. Feats
12. Beverage
16. Exclamation
19. Divide
20. Hunting cry
22. Behold!
24. Trident
25. Light
26. Mints
28. Half an em
30. A wing
31. Shell
32. Prize

Yesterday's Answer
34. Hindu gentleman
36. One of the Great Lakes
37. Disembark



12-17

DAILY CRYPTOQUOTE — Here's how to work it:

A X Y D L B A A X R
is L O N G F E L L O W

One letter simply stands for another. In this sample A is used for the three L's, X for the two O's, etc. Single letters, apostrophies, the length and formation of the words are all hints. Each day the code letters are different.

A Cryptogram Quotation

KT BKV LE DVHF YV VDTN BLWW VDTN TJTF VF M YKHVFT.—JMOJTFMHAOTB

Yesterday's Cryptoquote: BENEFITS OBLIGE AND OBLIGATION IS THRALDOM.—THOMAS HOBBES

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OUR BOARDING HOUSE MAJOR HOOPLE