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Snow Costs To Double For Cities

By JOHN E. BIRD

OTTAWA (CP) — The National Research Council says the annual cost of snow removal and ice control will double in the next 10 years to between $120,000,000 and $200,000,000 unless better methods are adopted.

The council's associate committee on soil and snow mechanics reached this conclusion in a report analyzing technical discussions which took place at a two-day conference here in mid-February on snow removal and ice control.

Some 150 delegates attended the conference, representing the federal government, provincial highway departments, cities, airport maintenance organizations and the railways.

The report said four major steps could be taken immediately in an effort to check rising costs.

1. Greater use of weather information provided by the Canadian meteorological service of the federal transport department.

NEED MORE ROOM

2. Provision of more adequate dump areas to receive snow removed from city streets.

3. Adoption of methods to prevent moving traffic and parked cars interfering with snow removal.

4. Studies into the use of heating systems to melt snow as it is removed from streets and to flush the water into drains.

"Snow removal and ice control have become of major economic significance to Canada," the report said. "These operations can consume as much as 40 per cent of the total annual maintenance budget for city streets or highways5t h7,cn

COST MAY DOUBLE

"It is estimated that for Canada the direct cost from public funds of snow removal and ice contro)ge s between $60,000,000 and $100,000,000. Trends indicate that this cost will double within 10 years."

The report said many civic departments were not aware of the service provided by the Canadian meteorological service.

The report emphasized the need for studies on the effect that chemicals have on road surfaces, structures and vgetation.

These studies should be coupled with investigations into thermal melting systems, development of powerful, dependable all-weather switches for railways and the development of simple snow removal and ice control attachments for conventional drive units.

OTTAWA (CP) — Fisheries Minister Robichaud said Friday there is "no indication whatsoever" that the United States will retaliate in any way to Canada's planned imposition of a 12-mile fishing limit around her sea coasts. He was replying in the Commons to Lloyd R. Crouse (PC — Queens-Lunenburg).

The Guardian

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Honest Ed Gives Secret For Success

TORONTO (CP)—Honest Ed says honest ads and an open book are his secret for success.

Speaking at the Toronto Advertising and Sales Club, Ed Mirvish, proprietor of Honest Ed' discount store, said one of the reasons for the success of his promotions is that every employee associated with them is conversant with their aims, purposes and objectives.

"We give our employees facts and figures, even though such practices are frowned upon by most management as an invasion of their private preserve," he said.

Mr. Mirvish was asked to talk on "the illusion of the lowest price."

Instead, he said: "A valid low price must be behind any claim of low prices. If it were an illusion, the public would catch on quickly and we'd be out of business."

Then, he revealed how to cut prices:

"Cut services to a minimum. Don't accept returns, offer credit or deliver the merchandise to homes. Do not keep the store open long hours. Do not provide free parking, accept mail orders or exchange merchandise.

"Have no shareholders demanding high dividends, no branches and no warehousing problems because your turnover is almost immediate. Always make sure the merchandise offered for sale gives value.

"Maybe you can get people to shop in your store once or twice with a gimmick but if you want the public to return again and again, the product and value must be there."

RCMP History Grant Awarded

OTTAWA (CP) — A $4,250 grant has been awarded to Ottawa writer Robert Christie towards writing a definite history of the RCMP, the Canada Council has announced.

Other literary grants announced include:

Toronto historian George P. de T. Glazebrook, $4,500 to write a history of Canadian political thought.

Stanley T. Spicer of Fredericton, $4,000, for research and writing on the economic aspects of the construction of square-rigged ships in the Maritime provinces.

Alexander Laidlaw, national secretary of the Co-operative Union of Canada, $3,000, to prepare for publication a collection of the writings of Rt. Rev. M. M. Coady, who was closely associated with the Antigonish co-operative movement.

SEA INDUSTRY

The Canadian fishing industry yields 2,000,000,000 pounds of fish annually, with market value of about $200,000,000.

KIDNEY TRANSPLANT SETS RECORD

Verne Trewin, (seated) 55-year-old Ottawa Civil servant, chats with the team of doctors at Montreal's Royal Victoria Hospital that gave him a new kidney transplanted from a cadaver. The doctors, who performed the operation successfully for the first time in Canada, are from left to right, Chief Surgeon Dr. Lloyd D. MacLean, Dr. Kenneth J. McKinnon and Dr. John D. Dossator. Trewin is on his feet but confined to hospital four months after the operation, a record. An earlier case lived 3½ months. The Trewin kidney was donated by a 46-year-old male with an incurable brain tumor.

New Premiers' Role Seen In National Emergency

By STEWART MacLEOD

OTTAWA (CP)—Civil defence planners now are thinking that if Canada is attacked by nuclear weapons and communications are shattered, provincial premiers should immediately assume federal responsibilities in each province.

This would replace the system whereby a federal commissioner, appointed in advance, would take over the full powers of the national government in each province. In some cases the commissioner would be a federal cabinet minister.

Some provinces had expressed fears that this system would result in a clash of authority in an area where different levels of responsibility are difficult to define. It was never clearly established who would have the last word in any province.

Under the plan now being proposed here, provincial premiers would simply add all regional federal services to their responsibilities and carry on in complete command. These responsibilities would include dealing with neighboring U.S. states and other provinces, and making decisions affecting federal departments involved in survival operations.

A federal advisor would be operating in each province, under the command of the premier.

AWAITS APPROVAL

An official of the Emergency Measures Organization confirmed Wednesday that such a plan is being formulated, but it hasn't yet been drafted in detail and submitted to provincial premiers. However, no objections were expected from the provinces.

The question of who assumes over-all command in each province was the most contentious issue to face a cabinet-level federal-provincial conference here in 1961.

At that time, then Quebec attorney-general Georges E. Lapalme said the federal commissioner would have full control of each province "and he may be anybody—he may be a federal civil servant." Then defence minister Douglas Harkness had agreed that "areas of authority are not defined with sufficient clarity."

Meanwhile, the federal government has completed six of its planned 10 provincial emergency headquarters where regional control would be centred after any attack. The radiation-proof structures each have room for between 200 and 300 persons with a special room reserved for the premiers.

The completed headquarters—they are semi-underground, are in British Columbia, Alberta, Manitoba, Ontario, Quebec and Nova Scotia. The air-conditioned structures, self - sufficient in services and supplies, have been carefully painted, an EMO official said, so the colors wouldn't get on anyone's nerves over a long period of time.

Clergyman Levels Criticism At Radio Program Quality

By RUSSELL ELMAN

OTTAWA (CP)—A Presbyterian minister suggested here that a large segment of the Canadian radio audience has been debauched by low-quality programming dished up to them on a lowest denominator basis.

Rev. T.J. Watson of Fredericton, recently-appointed part-time member of the Board of Broadcast Governors, delivered a stinging sermon on the obligation of the broadcasting industry to provide superior quality programs as an alternative to Tin Pan Alley.

"It is a moral impertinence for anyone in public life, even commercial life, to suggest that there just are no tolerably well-agreed values in the fields of music, letters and arts, or that programs matching up to them should not be provided as a necessary alternative to what a majority wants," he said at a BBG public hearing.

Mr. Watson was defending a BBG proposal to impose a regulation that would require broadcasters to devote 25 per cent of their separate FM (frequency modulation) programming time to the arts, letters and sciences.

Both the publicly-owned CBC and the Canadian Assocition of Broadcasters, representing most private radio stations, indicated they would prefer the BBG to hold the proposed ruling in abeyance. It was urged that there should be maximum freedom in programming while FM radio remained in an experimental stage; it was also suggested it might be difficult to define exactly what constituted arts, letters and sciences.

TAKES EXCEPTION

Mr. Watson said he took exception to the implication that no standard of quality in the content of broadcast material can be furnished except by the expressed demand of a numerical majority of the listeners in the area of some stations' operations.

"This demand comes from an audience whose tastes and wants are already conditioned, or debauched some would say, by the fare that has been up till now in most cases provided for them in a lowest denominator basis without alternative," he said.

Two FM stations, CFCF-FM Montreal and CKCR-FM Kitchener, whose licences were renewed last year for only a one-year period during which they were to initiate separate programming, appeared before the board in connection with their licence renewal.

M. V. George, CFCF-FM general manager, said the pattern of FM should be variety not conformity. By offering listeners the varied programs of CFCF's AM service, the station was giving an alternative to the standard FM fare in Montreal.

Another part-time member, Prof. William Woodfine of St. Francis Xavier University, Antigonish, N.S., asked Mr. George if FM conditions were so difficult, why then did he want an FM licence?

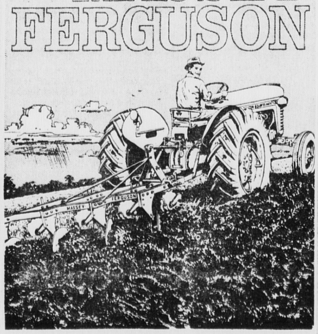
Mr. George said his station had been broadcasting FM since 1947 and was not ready to give up.

The BBG will announuce its decision on the FM regulations shortly.

EXPLODED BOMB

The first hydrogen bomb was exploded in 1952 at the U.S. Atomic Energy Commission's Eniwetok proving grounds in the Pacific.

M F MASSEY FERGUSON



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