New Ad Regulations Announced By BBG

OTTAWA (CP) — New regulations reducing the amount of advertising permissible on Canadian television and imposing special controls on FM (frequency modulation) radio programming will go into effect Oct. 1.

The new rules, approved at a closed meeting June 18 of the Board of Broadcast Governors, were made public Friday.

Overriding the objections of some broadcasters, the BBG amended its television regulations so that from October the maximum time allowed for commercials in each viewing hour will be 12 minutes instead of the present 16. The number of commercial messages permitted in each hour will be cut to 16 from 20.

Most TV stations do not at present broadcast more than 12 minutes of commercials an hour. However, it is understood a few stations sometimes exceeded this level and this was a factor in prompting the BBG to reduce the advertising time.

The board's proposals were aired at a public hearing here in March.

Only significant change from the proposals advanced then is a reduction in the amount of time FM broadcasters will have to devote to programming of arts, letters and sciences. The quota will be 20 per cent of broadcast time each week instead of 25 per cent as originally proposed.

DEFINES COMMERCIALS

In reducing the commercial time on TV, the BBG also defined what it means by the term "commercial message.' It includes commercial announcements, station promotion announcements and program promotion announcements, but does not include public service announcements.

The TV regulations were further amended to allow broadcasters more flexibility in meeting their Canadian content requirements.

From Oct. 1, stations will be allowed to work out their basic 55-per-cent Canadian quota on a quarterly basis instead of in four-week periods. Stations and networks, however, still will have to devote at least 40 per cent of broadcast time between 6 p.m. and midnight to programs basically Canadian in content and character.

(During the summer period, which TV stations regard as the doldrums for advertising, the Canadian content rule again has been relaxed to 45 per cent.)

For the first time the BBG issued a special set of regulations for FM broadcasters. They are essentially the same as for AM, or standard band, broadcasting but provide for less advertising and set out content quotas for programs in the arts, letters and sciences.

Also for the first time, the new regulations make it mandatory for stations, which have both AM and FM outlets to have separate FM programming. Initially the minimum requirement is two hours a day.

ON THE AIR

THURSDAY

CFCY-TV

8.30 p.m.—Musicale
8.58 p.m.—Sign On
4.00 p.m.—Mlle de Paris
4.31 p.m.—Vacation Time
5.30 p.m.—Mr. Piper
6.00 p.m.—Yogi Bear
6.31 p.m.—Gazette
7.01 p.m.—CFCY TV News
7.15 p.m.—Keyboard Melodies
7.30 p.m.—Citizen James
8.00 p.m.—Dr. Kildare
9.00 p.m.—Lucy
9:30 p.m.—Eric Sykes
10:00 p.m.—Grindl
10.30 p.m.—Music Stand
11.00 p.m.—The Untouchables
12.00 p.m.—CBC TV News
12.13 a.m.—Local Weather
12.14 a.m.—Sign Off

CKCW-TV

8.45 p.m.—Station Sign On
News, Weather, Sports
Cartoon
4.00 p.m.—Mlle. De Paris
4.30 p.m.—Vacation Time
5.00 p.m.—Leave It To Beaver
6.30 p.m.—Television News
6.45 p.m.—Weather
6.50 p.m.—Sports
7.00 p.m.—Premiere Theatre
8.00 p.m.—Dr Kildare
9.00 p.m.—Lucy
9.30 p.m.—Eric Sykes
10.00 p.m.—Grindl
10.30 p.m.—Music Stand
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.—Sign Off

THURSDAY

CFCY RADIO

6.28—Sign On
6.30—New & Weather
6.35—Country & Western Roundup
6.55—News & Weather
7.00—Hebrew Christian Hour
7.15—Country & Western Roundup
7.30—News & Weather
7.35—CFCY Farm News
7.41—Country & Western Roundup
8.00—News
8.11—Weather
8.16—Country & Western Roundup
8.45—Weather
8.50—Atlantic News Roundup
8.58—Thought For Today
9.00—CBC News & Voice Report
9.10—Preview Commentary
9.15—Notes & Music
9.27—Matinee Musical Charades
9.30—Notes and Music
9.35—Notes & Music
9.55—What's The Song
10.00—News & Weather
10.40—Mr. Co-op Program
10.50—Notes & Musc
11.00—News Headlines & Weather
11.05—News & Views on Groceries
11.20—Notes & Music
11.27—Matinee Musical Charades
11.30—Notes & 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
12.43—P.E.I. Road Report
12.45—Town & Country Time
1.00—Weather & N.S. Road Report
1.05—What's On Tapp—CBC
1.45—Cafe Variety
2.00—New & Weather
2.05—Tops In Country and Pops
2.27—Matinee Musical Charades
2.30—Tops in Country and Pops
3.00—News Headlines & Weather
3.03—Trans-Canada Matinee CBC
3.30—Tops in Country and Pops
4.00—News Headlines & Weather
4.03—Canadian Roundup CBC
4.10—Tops in Country and Pops
4.30—The Outports
5.00—News & Weather
5.05—Matinee Musical Charades
5.08—The Outports
5.25—Marine Weather
5.28—The Outports
6.00—News & Weather
6.15—On Parliament Hill CB
6.20—Sports Parade
6.30—Tonight's Music
7.00—Back To The Bible
7.30—News & Weather
7.45—Program Schedule
7.46—Red Cross Program
8.10—Tonight's Music
8.58—News Headlines and Weather
9.00—Soundings—CBC
9.30—CBC Strings—CBC
10.00—National News CBC
10.30—Chicho's Place
11.00—News & Regional Weather
11.05—Starlight Serenade
11.30—News Headlines & Maritime Weather
11.35—Starlight Serenade
12.00—News, Reg, Weather & Sports
12.08—Sign Off

CBA

THURSDAY

6.00—The Gerry Fogarty Show Part 1
8.00—News & Inland Weather
8.15—Maritime Sportscast
8.21—The Gerry Fogarty Show Part 2
8.35—Max Ferguson Show
9.00—CBC News & Direct Reports
9.10—Preview Commentary
9.30—A.M. Chronicle
10.15—Invitation
10.30—To Market with Music
11.00—CBC News
11.05—Shirley Brett
11.15—For Consumers
11.20—Record Album
11.30—The Archers
11.45—Davitt Drops By
12.00—Jamboree Junction
12.15—Tennessee Ernie Ford

Apartment Project Up For Sale

VANCOUVER (CP)—A financially-troubled apartment project planned by Webb and Knapp (Canada) Ltd. for Coal Harbor in Vancouver's west end is up for sale.

The news was disclosed by a prospective buyer for the 28-acre site and its plans for three 35-storey and four 25-storey buildings. The project was to have cost $55,000,000.

R. A. Wykes, vice-president and managing director of Taylor-Woodrow of Canada Ltd., made the announcement in a telephone interview from Toronto.

He confirmed that his company was appraising the project with the thought of buying it. Taylor Woodrow is a Canadian subsidiary of Taylor Woodrow Ltd. of London.

E. R. Loftus, Vancouver vice-president of Webb and Knapp, did not confirm the site was actually up for sale, but said the Woodrow firm was inspecting it "because they might do the job for us or participate in some way."

Russian Paper Splashes Story On Hounded Man

MOSCOW (Reuters) — Red Star, Soviet defence ministry newspaper, has splashed the story of a youth hounded by Soviet officials for 18 years after his father, a top Soviet general, was arrested in Stalin's pre-war army purge.

The newspaper gave unusual prominence to the story, illustrated with pictures of the purged marshal, Vasily Bluchet his wife and son, Vsevolod, now 42 and working as a coal miner.

Marshal Blucher, an outstanding army commander, was one of the marshals who signed the death warrant on Marshal Tukhachevsky in 1937. Tukhachevsky and several other Soviet generals were charged with plotting to assassinate Stalin.

In 1938, Marshal Blucher was arrested and died in a concentration camp. He was reported to have been shot.

Marshal Blucher was posthumously rehabilitated in 1956. Marshal Tukhachevsky was also rehabilitated.

Red Star says that, barred from all but the most menial jobs, young Blucher was once fired by the director of a brewery who was afraid he would "poison the beer."

It says he suffered "such misfortune that it is impossible to measure or weigh it."

ADDICTS HOUSED

Male drug addicts housed in the British Columbia Penitentiary number 250; 90 female addicts from western Canada are confined to Kingston's women's prison.

12.30—Maritime Farm B'cast
1.00—CBC News & Inland Weather
1.15—What's On Tapp
1.45—The Open Road Show
1.59—D.O. Time Signal
2.00—The Open Road Show
2.45—John Drainie tells a story
3.00—CBC News
3.03—Trans-Canada Matinee
4.00—CBC News
4.10—Music in the Air
4.30—Tempo
5.00—Maritime Fish B'cast
5.20—Tempo
5.40—CBC Notebook
6.00—CBC News
6.15—On Parliament Hill
6.20—Today's Editorial
6.25—Maritime Sportscast
6.30—Music in the Evening
7.30—Maritime Magazine
8.00—Assignment
8.30—Fraley at The Movies
9.00—Soundings
9.30—Music of Chopin
10.00—CBC National News.
On Parliament Hill
And Speaking Personally
10.30—Chicos Place
11.00—NC Chamber Orchestra
12.00—CBC News
12.30—Sports Scores, Inland & Marine Weather
12.15—Music In The Night

Voted Youth's Best Friend

WINNIPEG (CP)—His wife sees him only on Wednesday nights—the remainder of his leisure time is spent with young people. Now Joe Lamarche has been named Youth's Best Friend for his work with young athletes.

Sponsored by a local television station and a Jewish women's service organization, Mr. Lamarche was selected by the young people he has served for 13 years. Nominations came from youngsters throughout the Greater Winnipeg area, each accompanied by a 150-word essay describing the merits of the nominee.

Mr. Lamarche, a pipefitter with Canadian National Railways, became sports director of his neighborhood community club at nearby St. Boniface 13 years ago. Since then he has devoted many evenings to the club's hockey program, swimming and baseball.

Every year since 1958 he has helped select a Winnipeg all-star team to compete in the annual peewee hockey tournament at Goderich, Ont.

His wife, Terry Lamarche, knows how much time her husband spends with Winnipeg's youth.

NO MORE NUDE PARADES FREEDOMITE HEAD SAYS

AGASSIZ, B.C. (AP)—"No more nude parades," said Big Fanny the 230-pound grandmother who used to lead her radical religious sect through protest marches in the raw.

The mass destruction of property has stopped too.

After a turbulent 40-year history of fighting government authority with nude parades, burnings and bombings, the Sons of Freedom sect now appears to be living up to its original pacificist ideals.

How long the lull will last is anybody's guess.

Florence Storgoff, better known as Big Fanny, the Freedomite spokesman, believes her religious sect is the victim of a miscarriage of justice which must be corrected.

The main sore spot is one of the most unusual prisons in the world. The fireproof, concrete compound was built in 1962 to house 100 members of the sect sentenced to terms of up to 10 years for terrorist acts, mostly arson.

Behind the prison lies a long history of friction between a democratic state seeking to protect the rights of all its citizens and a radical religious sect which believes it must resist all government authority.

Big Fanny, 56, and the 550 other members of her sect are camped here outside the prison, 75 miles southeast of Vancouver. They live in 142 tarpaper shacks.

Many of the men wear beards of biblical patriarchs. Some of the women wear babushkas on their heads, peasant blouses and ankle-length skirts.

They converse in Russian, cook borscht, chew sunflower seeds and find part - time work picking fruit.

RIPLEY'S BELIEVE IT OR NOT

DAILY CROSSWORD

ACROSS

1. A dance step
4. A plot for flowers
7. External seed coating
8. Exclamation
10. Goddess of volcanoes
11. Great quantity
12. Except
13. Hesitation sound
15. A flower part
17. Before
18. Cherished animal
20. Spirit: Egyp. myth
21. Singer: ——Horne
23. Quicker
26. Very small quantity
28. Island off Greece: poss.
30. Measure of length
33. Exclamation
34. "—— O' My Heart"
36. Flightless bird
37. Memorandum
40. Perform
41. Enemy scout
42. A country's fleet
44. Poker stake
46. Fencing sword
47. Golfers' aids
48. Half ems
49. Pers. weight

DOWN

1. False show
2. Trouble
3. Slumber
4. Cheat
5. Jewish month
6. Europ. fish
7. River: So. Am.
9. Jostle
12. Chief god: Babyl.
14. Declined
16. Distant
19. Spigot
22. Persian fairy
24. Cunning
25. One whose business is hauling
27. Ribbed fabric
28. Against
29. River: Fr.
31. Thick cords
32. 24 hours
35. Out-of-the-way mammals
38. Narrow, woven cotton
39. Level
43. Affirmative reply
45. Born

Yesterday's Answer

7-9

DAILY CRYPTOQUOTE — Here's how to work it:

A X Y D L B A A X E
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, apostrophes, the length and formation of the words are all hints. Each day the code letters are different.

A Cryptogram Quotation

O X D J X U W X O L J R X Q U C J W Y Z V N Z Q Z S W N W Q D A F D E V W J D F Q B. — E C Y Y Z P V

Yesterday's Cryptoquote: THE FIRST OF ALL DEMOCRATIC DOCTRINES IS THAT ALL MEN ARE INTERESTING.—CHESTERTON

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CONTRACT BRIDGE

By B. JAY BECKEE

East dealer.
East-West vulnerable.

NORTH
♠ 9763
♥ AQJ76
♦ J
♣ AK9

WEST
♠ J2
♥ 9532
♦ 9642
♣ 1032

EAST
♠ 10
♥ 108
♦ AKQ853
♣ 765

SOUTH
♠ AKQ864
♥ K4
♦ 107
♣ J84

The bidding:

East	South	West	North
1 ♦	3 ♠	Pass	6 ♠

Opening lead — two of diamonds.

Switzerland was the surprise team in the early rounds of the Olympiad. They scored eight straight wins at the start of the tournament and were well in front of the 29-nation field with a score of 52 victory points out of a possible 56. Great Britain at this point was second with 43 VPs.

But in the ninth round the Swiss played the British and lost 7 to 0. Here is one of the hands where Britain scored a gain.

The British North-South pair quickly reached six spades on the bidding shown. West led a diamond and South made 12 tricks for a score of 980 points.

But at the second table, with a Swiss pair holding the north-south cards, the bidding went this way:

East	South	West	North
3 ♣	3 ♠	Pass	4 ♣

East was Terence Reese, partnered with Boris Schapiro. They were playing their newly devised and highly artificial system known as the Little Major.

The one spade bid was systemic and showed a moderate opening bid with length in either one or both minor suits. The spade bid was not intended as a psychic; it was merely an artificial bid to show a specific type of hand.

But the effect was that South, in overcalling with two spades, was making a minimum overcall and not a jump bid—which was what the South at the first table had done.

This collateral effect of the one spade bid made it much more difficult for the Swiss North to visualize a slam. Not having the benefit of the jump overcall made at the first table, he went directly to four spades. He did not even have available a cuebid in Reese's minor suit, since Reese had not yet indicated which minor suit he had.

West led a club and South made seven, but Switzerland lost 470 points on the deal.

OUR BOARDING HOUSE MAJOR HOOPLE