

SOME CONCESSIONS PLANNED

Plans to Stiffen Canadian Content Rule

OTTAWA (CP) — The Board of Broadcast Governors has proposed to stiffen its Canadian-content rule for television by applying it specifically to the prime TV viewing hours from 6 p.m. to midnight.

In the over-all picture, he said, the level of Canadian content in the evening hours is "very low."

limits on sponsorship. For example, the maximum advertising in a half-hour program would remain at four minutes, 15 seconds; in a one-hour program, seven minutes.

At the same time the board proposed concessions for TV stations, chiefly in the form of expanded advertising limits for programs produced in the Commonwealth.

Present regulations allow a Canadian advertiser to buy only one-half of Canadian program time as long as that time does not exceed one-third of all broadcast time.

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Nationalization Draws Opposition From Power Co.

QUEBEC (CP) — Quebec Power Co. has told shareholders in its annual report "it is not in the long-term interests of the province to deprive its economy of the dynamic and stimulating factor of private enterprise represented by companies such as ours."

The report, signed by J. A. Fuller, chairman of the board, and Henri F. Beique, president, was referring to proposals to nationalize Quebec utilities advanced recently by Quebec Resources Minister Levesque.

"Your company can stand comparison from all points of view with electric utility," the report said.

It noted 84 per cent of the shareholders of the company are residents of Quebec, and including the 53 per cent interest held by Shawinigan Water and Power Company, they hold 93 per cent of the company's outstanding shares.

The company's outstanding shares. Sales of \$96,630,000 were the highest ever made in the company's fiscal first quarter, an increase of about \$10,000,000 from the corresponding quarter last year.

Massey-Ferguson Profits Increase

TORONTO (CP) — Massey-Ferguson Limited had set its first three months ended Jan. 31 of \$2,185,000 or 15 cents a share compared with \$1,827,000 and 11 cents in the corresponding period a year ago.

CONFEDERATION LIFE APPOINTMENTS

Confederation Life Association, Toronto, is pleased to announce the recent appointment of Mr. Robert E. Hart, Divisional Manager at Saint John, New Brunswick, as Regional Superintendent of Agencies. His new supervisory responsibilities will include the Association's Charlottetown Divisional Office.

Mr. V. F. Macdonald will continue as Divisional Manager at Charlottetown. He entered management in May 1960 after a very successful career as a life underwriter working out of the Charlottetown Office. Under Mr. Macdonald's management the Charlottetown Office is showing substantial growth in new business and a service of high quality.

Mr. Hart is well known in Charlottetown, and resided in this city some years ago. He joined Confederation Life at Halifax, and is a native Highlander. The many friends and clients of the Association being served by Mr. Hart are assured of the continuation of service at a professional level.

FINANCING FOR BUSINESS On March 6th & 7th Mr. L. E. Crowley of the Industrial Development Bank will be at the Kirkwood Motel Charlottetown

If you are engaged in a business—or plan to start one—and required financing is not available elsewhere on reasonable terms and conditions, you are invited to discuss your needs with the IDB representative.

Mr. Crowley 894-8527 or in advance by writing to INDUSTRIAL DEVELOPMENT BANK 75 Prince William Street, Saint John, N.B.

NEW! Benson & Hedges PROUDLY PRESENTS a distinguished addition to the famous Gold Band Family GOLD BAND CORONA EXTRA SIZE QUALITY Blended with Havana for Mild Smooth Smoking VALUE More Smoking Pleasure



Premier Stanfield of Nova Scotia discusses talks with Halifax actress Valerie Colgan, whom he met three years ago.

PREMIER, ACTRESS CHAT

study at London's Academy of Music and Dramatic Art and a stint on the stage. The 25-year-old actress was described as the outstanding Canadian in the London school.

CNR OFFICIAL DENIES CHARGES

Halifax Claims Rail Statements 'Misleading And Untenable'

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Decision Of Supreme Court Reserved On Cuban Ships

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Douglas Asks Crash Plans For New Jobs

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Tax Slashes Are Expected From Ottawa

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Excursion Fares Good To May 31st, 1962

See your old friends, your family — enjoy a change-of-scene. Travel almost anywhere in Canada on TCA ECONOMY ROUND-TRIP EXCURSION DAY SPECIALS — both weekday and weekend. It's one of the biggest and best travel bargains ever — with BIG savings all the way! On some routes you travel Monday, Tuesday or Wednesday you travel Saturday or Sunday on WEEKEND EXCURSIONS — good for 23 days.

SEE MORTON DEW, 181 QUEEN ST., OR CALL 4-8511 \*Travel must be completed by May 31st.

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