

Britain Bracing Itself For Commercial TV Start

LONDON (Reuters) — Britain, sheltered during its 33 years of broadcasting from any advertising, is getting ready for the Sept. 22 premiere of commercial television.

The first station of the Independent Television Authority will burst forth that day in an extravaganza of star-studded shows and £10,000-a-minute commercials.

The big question in many quarters is not how brilliant the shows but how extravagant the commercials. For commercial television comes to Britain only after a bitter political struggle, in which the Conservative government's bid for "freedom of the air" almost met with defeat in the House of Commons at the hands of the Labor party. In the House of Lords, peers of all parties joined in an unsuccessful attempt to keep the airways free of advertising.

ATTACKED BY CLERGY

Churchmen joined the fray. The Archbishop of Canterbury called the bill which authorized commercial television "a lunatic agreement." The Archbishop of York predicted that commercial television would bring "sex, crime, murder, blackmail and robbery" into the home and might do more harm to national life than the atomic bomb.

Foes of commercial broadcasting are expectantly dipping their pens in ink for some biting we-told-you-so comment.

Whatever commercial TV does bring to the British home threatens to draw enough viewers to worry the non-commercial British Broadcasting Corporation. The BBC is joining the battle of the dials with a revamped schedule which includes 15 additional programs a week.

Compulsory licensing of TV sets pays for the BBC's television broadcasting. Britons who have installed TV sets without paying the £3 license fee run the risk of detection by truck-borne electronic detectors.

COMPETITION SLIGHT

The BBC's new schedule is to begin with commercial TV's premiere Sept. 22. Even so there will be wide-open, free-for-all competition. The commercial TV authority will have to conform to austere timing regulations: no programs before 8 a.m. or after 11 p.m., and no more than two hours of broadcasting before 1 p.m. There must be a break of 15 minutes at supper time on Sundays and of an hour on other days. There must be no children's programs during Sunday school hours.

Advertising also will be restricted. Only advertising time, and not program time, will be sold. It will be inserted between programs or during "natural breaks within a program at the discretion of the broadcasters."

Engineering: "Even with increases in enrollment the profession will not be overcrowded."

Forestry: "A 50 percent increase in enrollment in this course would pose no difficulties in placement."

Geology: "This demand has recently been greater than the supply of graduates available each year."

No advertisement will be allowed immediately before, during or immediately after a news bulletin.

MEDICINE NEEDS PERSONNEL

Medicine: "The shortage of doctors continues. The good old family doctor shows signs of disappearance but there is still a great need of him. The rural areas of all provinces feel the pinch."

Nursing: "The shortage of graduates from this faculty has been experienced over the past 10 years and shows no sign of alleviation."

Social work: "As with other professions where the monetary return is comparatively low there are not nearly enough students to meet the demand for social work to fill the demands."

Theology: "The numbers of graduates in theology are not sufficient to fill the demand."

The NES supply and demand survey was based mainly on university enrolment figures, civil service commission data, job requests received by NES, business reports, interviews with business executives, and newspaper reports.

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WINNIE HAS HER SAY—Sitting comfortably on a rock, Winnie, the London Zoo's Syrian bear, waits for a handout or two from visitors. The claws on her front paws look as carefully manicured as any movie star, and she's just about as popular as one with those who come to see her.

IWA President Protesting Difference in Wage Scales

VANCOUVER (UPI)—A protest against wage differences between United States and Canadian woodworkers was made here by Al Hartung of Portland, Ore., president of International Woodworkers of America (CIO-CCL). He charged that giant U.S.-owned lumber and wood companies are "gouging" Canadian workers out of \$5 to \$7 rents an hour in wages.

"We must not tolerate this senseless differential," he told a union meeting here Tuesday night.

The basic average wages in the U.S. timber industry is \$1.87 an hour. In British Columbia it is \$1.55.

The head of the 60,000-member

LOOE, England (UPI)—A shark placed in the young offenders unit of the prison Ward that off this Cornish town by Hetty Attorney-General Robert Bon-Etherene of Brixham, Devon, her ordered the boy taken out of it. broke the record set three years ago by her husband, John, was received here by the boy's solicitor George O. Stewart.

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Court Costs Under Inquiry

TORONTO (UPI)—An investigation into the position of court money to split among the staff is being conducted by the city hall legal department. It has been ordered following refusal of a lawyer to make payment directly to the city solicitor.

The dispute between lawyer C. L. C. Allinson and city solicitor Wallace G. Angus involves \$64 awarded the city against Toronto Island residents Mr. Allinson represented in a recent case.

Although Mayor Nathan Phillips ordered the investigation, he said he thought the whole affair was "just a tempest in a teapot."

Mr. Allinson said he received no answer as to why "I should make out a cheque to Mr. Angus personally for costs awarded to the city."

Palmer Kent, deputy city solicitor, said authority for the city solicitor to receive personal payments for court costs is contained in a bylaw passed in 1925. Mr. Kent said it is not re-

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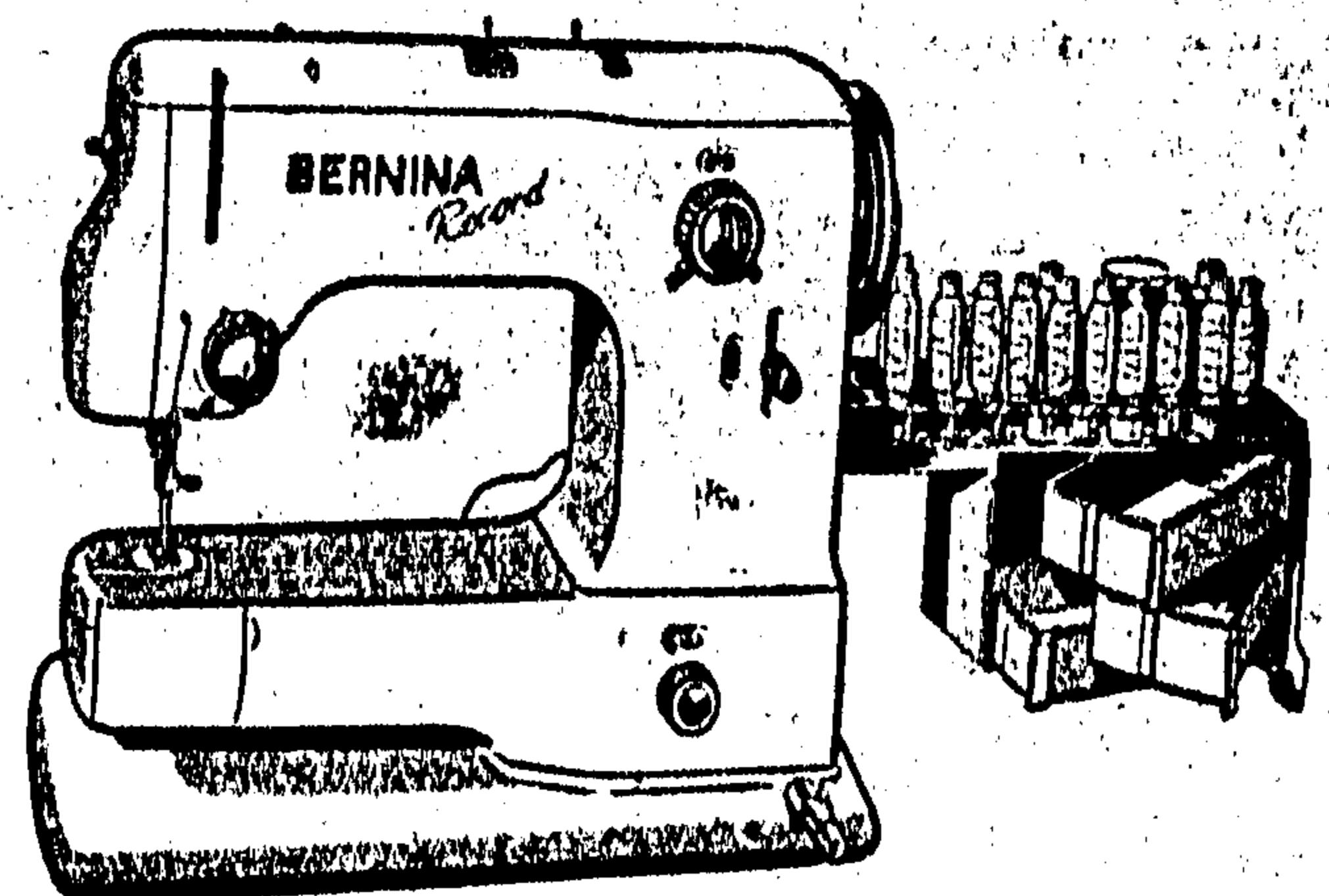
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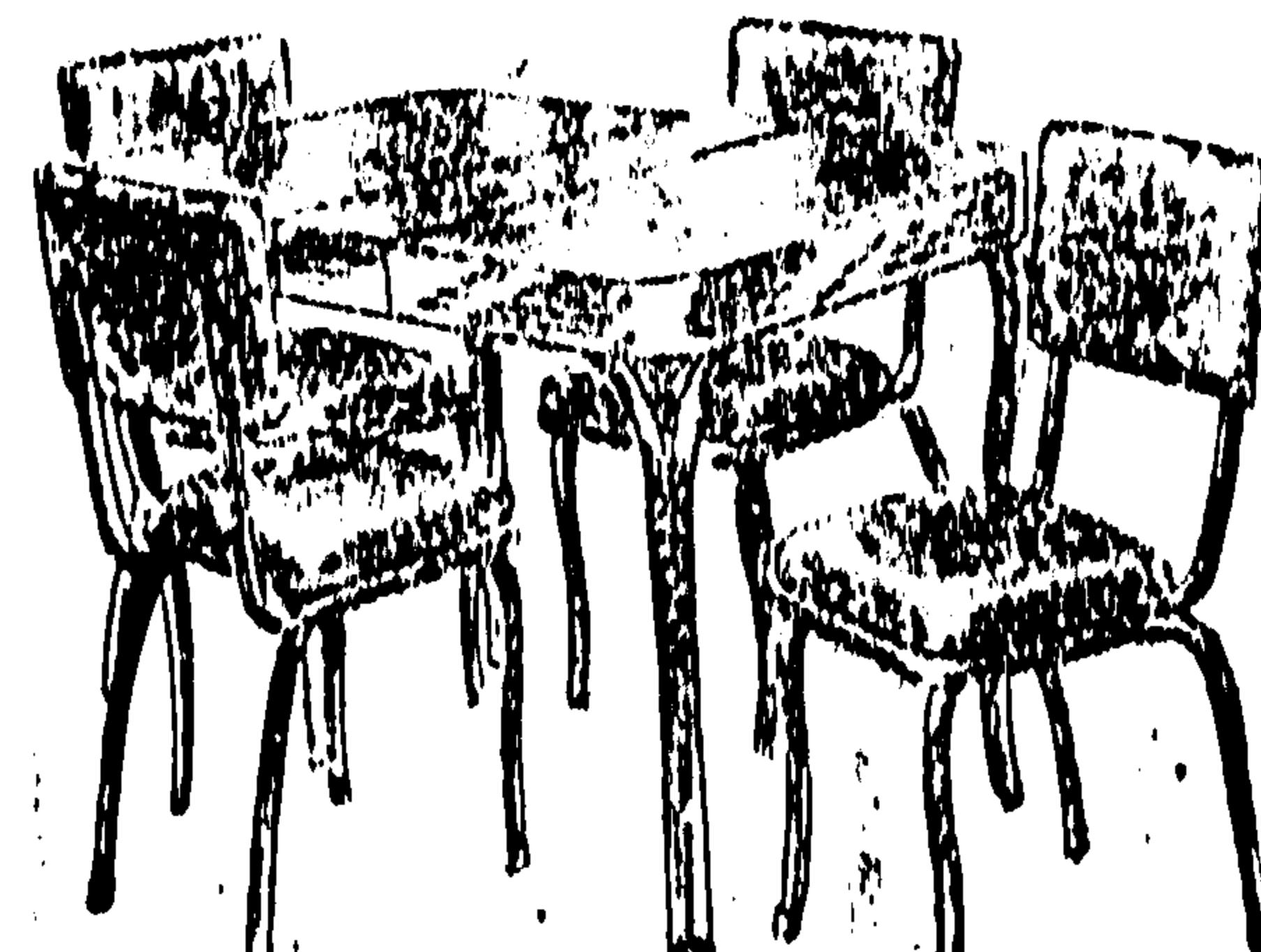
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