# CUS loses in UBC referendum; 2 to 1 vote

By JOHN GIBBS

UBC may have dealt the decisive blow in the death of the Canadian Union of Students in this week's two to one vote to withdraw.

A turnout of 4659 students Tuesday and Wednesday, voted 2946-1701, about 63 per cent, in favour of withdrawing. (UBC voted 70 per cent of a 5565 total in November of 1967 to stay in the union.)

Although the vote didn't reach the 65 per cent normally needed for a referendum, council had voted Monday to a 50 per cent decision binding.

The result leaves CUS with 21 out of a previous 46 schools which president-elect, Martin Loney, said could mean the end of the union as it now exists.

"It's probably the end of a broad coalition union in Canada," he said. "If any, the result will be a largely conservative union of student councils interested in annual dinner meetings, and a separate radical organization to work on the fundamental problems."

In a rare case of agreement with Loney, Fraser Hodge, AMS president-elect, said "in effect, it is the end of CUS."

He added that UBC didn't want to kill CUS "technically" because of the valuable information in its files.

Hodge said UBC will take the initiative this spring to form an alternate union of other dissident schools and formulate "policy that is acceptable to at least the majority of Canadian students."

Loney was skeptical, to say the least, and cautioned UBC students to watch the council closely. "See if its able to substitute action for rhetoric and build a viable national union," he said.

AMS president Dave Zirnhelt said he was pleased and the result was as he expected. "Student dissatisfaction has been registered," he said, "and CUS really has nowhere to go but up."

Bret Smiley, arts vice-president-elect, and chairman of the pro-CUS committee said the vote was the rseult of a "smear campaign by the establishment press."

"The idea of a moderate student association is ludicrous," he said. "The vote will polarize Canadian student opinion which will ultimately help the radicals.

Despite the official announcements after the vote, nearly all pro-CUS workers admitted privately before the polls opened that CUS at UBC was a lost cause. The CUS executive members on campus for the campaign left for the east before the polling was finished.


Get beeped

# THE UBYSSEY

Herb

Vol. I, No. 50 VANCOUVER, B.C., FRIDAY, MARCH 14, 1969 48 228-2305

**AHH, THE JOYS** of springtime . . . "Now as I was young and easy under the apple boughs. About the lilting house and happy as the grass was green . . ."
—Dylan Thomas

## UNDER THE COVERS


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Ginsberg goodies ..... p.3
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Athlete of the year ..... p.19


**Page Friday this week is entirely turned over to Bert Hill who has worked for two months investigating ownership, management and quality of the media all over North America, especially in Vancouver. This is a very rare opportunity to find out why the Vancouver Times folded, who owns most papers in Canada, why advertisers control the media, where the Sun and Province came from, and the profitable future of cablevision.**

# Rates rocket; residents reel

By ERIC BRYNJOLFSSON
*Ubyssey Housing Reporter*

Residence rates for the winter session are to be increased, says housing director Les Rohringer. The size of the increase has not yet been decided.

Rohringer said the increase in rates was needed to pay debts owing for new residence Place Vanier.

"This is in line with the policy that residences be entirely self supporting," he said.

An increase of 22 per cent in summer session rates has already been approved by the UBC board of governors.

Rohringer said he is still working out the winter session rent increase to present to the board for approval. Present winter rates are $709 for a single and $672 for a double room.

"The increase will not be as high as that for the summer session," he said.

Ross McNish, president-elect of the Totem Park resident association, Thursday criticized the policy that university residences be self-supporting. "The rate increase places an additional burden on out-of-town students who are already at a disadvantage compared to Vancouver residents," he said.

McNish said residences in all other provinces are subsidized. "The B.C. government subsidizes other housing in the province in the form of homeowner grants."

"Any action we take will be province-wide in cooperation with the Alma Mater Society and the other residences." (The AMS has a $14,000 political education fund for these purposes.)

CANADIAN PREMIERE — U.B.C.
MANY HAPPY RETURNS, PRATT
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# A Flower in a Concrete Plant

By MAURICE BRIDGE
Ubyssey Flower Child

Do you have any kind of a problem concerning UBC? If so, put it in writing and send it to Flower in a Concrete Plant, Ubyssey office, SUB, or leave it in the ombudsman's office in the main foyer of SUB.

**Q.** I want to know why and how I have been refused the fundamental voting right in Wednesday's CUS referendum. I am a concerned UBC student and simply because I did not have my pink AMS card with me I was refused the basic right of our so-called democratic society. What gives?

**A.** Unfortunately, voting at UBC needs some sort of regulation, or it becomes more of a farce than it already is.

The referendum on CUS concerns CUS members so letting non-students vote defeats the whole purpose of the vote. AMS cards (pink) are CUS membership cards, and the only proof of identity to the returning officer.

Ombudsman Bob Gilchrist has about 100 AMS cards which have managed to come adrift from their owners. He will be posting a list outside his office in the main foyer of SUB during the next week. So if you have lost your identity in this vast campus. He may be able to help you find yourself again.

**Q.** When is the exam schedule going up and why can't it be published earlier in the year?

**A.** We checked with the Registrar's assistant and discovered that with any luck, the schedule will be up sometime on Monday afternoon.

As to not making it up sooner, the registrar's office must check with each department to find out what exams they intend to give. The size of this operation, and the consequent time lag, make it impossible to get the schedule out any sooner.

**Q.** Universities are supposed to be liberal places, but I find my on-campus love life cramped by the fact that I cannot buy contraceptives here. Can you give me any information to help me get out of this bind?

**A.** Due to current licensing procedures, which are currently being revised in Ottawa, the only place on campus where you can buy prophylactics is the village drugstore. However, if the law changes, the Thunderbird Shop will save you the walk.

## Walking to Hope?

B.C. Indian organizers are looking for organizers to organize a walk from Vancouver to Hope to help the newly-organized Resources for Native Progress Association.

The walk will be the first project of the association, and will raise money for legal aid, research and field-worker projects.

The plan is for a three-day trek from city hall to Hope, camping in the evenings, with each hiker being paid per mile by a rich sponsor.

If you want to help organize, be at the Vanacouver Indian Friendship Centre, 1655 W. Broadway (two blocks west of Granville) at 1 p.m., Saturday.

## FILL IN THE BLANKS

Formula for locating a new library: find where everyone's coming from and going to and put library at centre of heaviest traffic.

That is essentially the reason for the questionnaire that will be distributed in campus libraries next week.

The first of a series of three questionnaires, this will help to determine the flow of student bodies on campus.

Questionnaires will be distributed in the main library, Sedgewick, and Brock. Students are asked to fill them out when they come upon them and then to deposit them in boxes provided.

ALMA MATER SOCIETY

ANNUAL GENERAL MEETING

Thursday, March 20th — Noon

Rain – Armouries — Shine – SUB Plaza

(This meeting is required by law, and 2000 are necessary for a quorum.)

— visser photo

"MAY THE FLYING fickle finger of fate never shaft you with a bummer," poet Allen Ginsberg comments lovingly upon hearing John Diefen baker's opinion of him.

# GINSBERG GOES BLAKE

About 1200 students shoehorned themselves into SUB ballroom Tuesday to hear Allen Ginsberg sing, drone, orate, and shout poetry.

On seeing the overstuffed ballroom, Ginsberg promised to repeat his performance for a second hour for the overflow crowd.

Fervent applause greeted the opening chants from Blake's "Songs of Innocence" with fellow madman Peter Orlovosky.

Ginsberg apologized for not knowing any but simple chords to sing to.

He recited "I Am a Victim of a Telephone" Message II" and another, thirty-minute tirade concerning lust for money, lovelessness, etc.

All the money raised by Ginsberg's three appearances in Vancouver will presumably go to the Georgia Straight defense fund.

# Parking prices up

Students who bring cars on campus will be dinged for even more money next year if the traffic and parking committee has its way.

The committee has recommended to itself that student preferred parking be increased to $15 from $10, faculty and staff from $15 to $22.50, but regular parking lots are to stay the same at $5.

When asked whether the boundaries of preferred parking lots will be enlarged, committee chairman J. F. McLean replied that no decision has yet been made.

The committee, which has four out of eight student members, also looked at a proposal for a parkade to be built where the current Brock lot exists.

It would be partially underground and would have three stories above the ground. It would provide parking for 1300 cars.

At present rates for covered parking, cars in this lot would pay $100 per year.

# *Beeping in the B.C. legislature an artificially-inseminated crisis*

**By PETER LADNER**
**Ubyssey Political Analyst**

Really, Mr. Capozzi, we received with shock and dismay your statement in the legislature recently that you were offended by our unorthodox way of informing our readers. Not to mention our more red than Socred political views.

If we may be allowed to thrust yet another nasty into your poor raped ear-hole; we were damn surprised.

You see, we were only doing our duty as the organ — oops, the medium — of the student body — err, populace, ah, make that population.

And alas — sorry, arear — we occasionally turn our thoughts to where your pure, political tee-totalling — whoops, scratch that — Socred — pardon again, make that Socblue — mind never seems to wander. But I guess we just blew it — pardon me, blue it — that time.

But after all, even motherhood starts with a good beep, no matter who you approach the subject — oops, another boner, oh do pardon us. No doubt you, being a good politician, may one day be blessed with a beeproduct of your spouse and yourself, who will be truly screwed — oh, defecate, that is only figuratively, or shall we say, not literally, speaking.

The poor little tad will never know what to make of all those beep signals between his navel and his knees. Unless he's a B.C. ferry, one of the esteemed premier's navel flotilla.

No matter how you kiss — oh heck, put your lips to — his cheek in your election campaigns, he will still have to rely on The Ubyseey and the Georgia Straight to show him he's the only child in the world born of a man who refuses to admit he beeps.

In extending ourselves — oh shucks, exerting ourselves — to try and please the members — sorry, citizens — of our community, we must apologize for going beyond the bounds of good clean political fun to enter — oops, come into, or rather venture into — the filthy arena of love — sorry, may that non-political interpersonal relationships.

It may beepresumptious of us to state it — ah, stay abreast, darn, say it — but may we recommend that a little beeping in the classroom is wonderful therapy — err, theraurinate.

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# THE UBYSSEY

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MARCH 14, 1969


## Editor, The Ubyssey, Sir:

May I be allowed to comment on the "harassment" of the Inter-High School Students Union, as reported in Tuesday's Ubyssey?

1. There is still much room for improvement in our schools, but they are fast becoming less authoritarian and less structured. (Visit the "Self" projects in Prince of Wales or in Lord Byng.)

2. Members of the Vancouver School Board welcome the chance to discuss ideas with any group of students. Among the 27 meetings I'm attending as Trustee during March, there have been meetings with groups from Templeton, from Graham Bruce, and from Vancouver City College. If they accept our invitation, we will meet on March 25 with members of the Inter-High School Union.

3. At these metings, all ideas are considered on their merits. However, the Inter-High Union represents a very small minority of students, and some of their proposals, as for a trimester system, may well be far from popular among the majority.

4. Like most organizations, the schools do exercise some control over material distributed within them by individuals. However, the Board is encouraging members of the Inter-High Union to form clubs in any school (with a sponsor teacher assured). As clubs they may then use the regular publicity facilites of the school.

5. If members have difficulty forming such clubs, or if they can document other harassment, I would like to hear from them. We need allies, not enemies, in our efforts to improve the school system.

**FRITZ BOWERS, School Trustee**

# Statement of the SFU six:

Why did several hundred students and other youth take part in the occupation of the SFU administration building last November? Why did the 114 submit to arrest after the RCMP invasion of the campus? Who is the guilty party in this whole struggle? Who is really on trial now, when we are faced with criminal charges against 114 people?

The Social Credit government and its educational system are on trial. The accused 114 have become the accusors! Our cause, the cause of the student movement is entirely justified and the militant action we took during the occupation was just and necessary.

We, along with a great many other students, supported the occupation as a last resort. The student movement presented its four demands to the president of SFU who said we "had a good case". We then presented them to the university Registrar who said he "had no power". The University Senate rejected our demands out-of-hand. Just as workers are forced to resort to strike action to defend their living standards we resorted to occupying the administration building to force the government to deal with our grievances.

Our demands are clear and simple. The universities should be open and accessable to all who wish to use them. Our actions were legitimate. We are not guilty of any of the charges that the courts and the attorney general have considered laying against us — be they indictable or non-indictable.

We accuse the government! It is anti-labor and anti-student. The educational policy of the Socred government gives away the fact that it represents the same vested interests, the corporate elite who control our universities through the Board of Governors. You and your educational system are responsible for the educational crisis that besets our schools and universities!

The government is well aware that it is on trial in the case of the 114. The government wants to save face and get rid of the case of the 114 as quickly as possible. They want us to plead guilty in the courts and thereby justify their police raid on the campus. They want us to justify their "rule of law" and their use of force to resolve the crisis in education.

Guilty of what? The guilt rests on the side of the government. We demand amnesty for the accused 114. **Drop all charges!** Let the government get down to the real problem of solving the crisis that is mounting throughout the whole educational system.

By its RCMP raid on the campus, the government has served notice that its formula for solving the educational crisis is to crush the student movement — by any means necessary.

Our position is firm. We are not guilty. We stand our ground. The student struggle is legitimate and just — not criminal. The struggle to democratize the university and wrest it from big business control is just beginning. The example we set will be one of a principled political defense.

Our victory will not be determined by the verdict itself, but by the defense of the student struggle that the case of the 114 represents.

On the side of government are the cops, the paddywagons and the courts. On the side of the 114 is the whole student movement and the union movement. There is no doubt in our minds where we must turn for support and for victory in our defense.

**KEN HIEBERT,**
**CAROL OLENIUK,**
**MIKE JONES,**
**DENA BLUMENTHAL,**
**RON DICKSON,**
**LYLE OSMUNDSON**

# Canadians know, even if Germans didn't

**By MELODY KILLIAN**

Another deportation inquest against a deserter from the U.S. has been begun by the Immigration department. This time the deportation order has become a public issue because Robert Wilder was arrested while "vagrant" in the SFU rotunda. Robert is now serving a seven-day sentence for vagrancy in Oakalla. The Committee to Aid American War Objectors will launch an appeal on the deportation order on his behalf. Then, as in the past, it will be up to Ottawa and the intricacies of the Immigration Act.

As U.S. imperialism in Vietnam continues and the growing numbers of U.S. youth say no to killing Vietnamese and to being channeled by Selective Service increases, the Committee to Aid American War Objectors wages a daily struggle against the Immigration Act. The Committee tries to obtain Landed Immigrant status for dodgers and deserters so that they will be able to remain in Canada safely and legally. With the help of many anti-war Canadians the Committee tries to provide shelter, jobs and legal aid to refugees from the draft and the war.

The case of Robert Wilder brings to the public the crux of the struggle for asylum for war objectors: the class bias and racism inherent in the Selective Service Act and the Canadian Immigration Act.

It is fairly well known that the U.S. Selective Service System "selects" for service those American youth who are superfluous to the domestic economy of America. Those who lack skills useful to the defense industries, those who haven't the money and background to get into or stay in university, those who are not articulate enough to launch draft appeals are denied deferrals. This fact is reflected in figures on blacks and the war: 10% of the U.S. population, 22% of the military, 37% of casualties in Vietnam. The Selective Service and the universities in the U.S. act together to form an airtight youth channeling system which siphons off surplus youth manpower into the military and sentences them to death in Vietnam. Grades can be death sentences. It's called youth genocide.

## Immigration Act also channels

What is much less known is that the Canadian Immigration Act is also a youth channeling device, paire dalmost perfectly to the Selective Service in its youth channeling effects. This is not surprising in the light of John Porter's finding on the share interests of the U.S. and Canadian power elites. The corporate interests served by these legislative tools are nearly identical.

The Immigration point system allows into Canada only those young people who will be useful to the Canadian economy: the skilled, the educated and those with "personality assessments" favorable to individual Immigration officers. The chances of a guy with only a high school diploma, or of a black guy from a ghetto becoming landed are almost nil. These are, of course, the very people most likely to end up in Vietnam.

Just as the poor, the non-white, the unskilled and inarticulate are channeled into the army because they are useless to turn the wheels of capitalism within the U.S., the poor, the non-white, the unskilled and inarticulate are denied entry to Canada, left to fend for themselves in the Third World or to face the draft in the U.S.

Skilled and educated middle class (and therefore mostly white) young men are welcomed to Canada because they are potentially useful to the branch plant corporations. Once in Canada, it becomes obvious to the refugee from the U.S. that the youth channeling system is continental and that moving from one part of the U.S. empire to another does not remove him from it.

## Serving the branch-plant economy

Here, instead of serving the interests of the military-industrial complex, the universities serve the interests of the branch-plant corporations. Just as in the States the admissions policies and the grading systems channel youth manpower. The choices open to youth are to get an education or work in the extractive industries which ultimately serve that same U.S. military-industrial machine. It is clear that the life choices of youth in Canada are no less pre-determined by class background and the needs of "the system" than they are in the U.S.

It is clear that the demand to open the universities to working class students in Canada (the demand of the SFU 114) and the demand of U.S. students that the military get off the campuses is the same demand: END YOUTH CHANNELING.

What about the people caught by the total nature of the channeling system: the deserters. Because of the class nature of the draft law, they ended up in the military. Because of the class nature of the immigration law, they can't stay in Canada. If deported, they face imprisonment in military stockades. The latest edition of LIFE magazine has an article on the horrible conditions in the military stockades and on the nature of U.S. military justice.

Canada is already complicit in the Vietnam war, mainly as a supplier of raw materials to the war machine. Copper from B.C. goes to the smelter in Tacoma. Electricity from our dams powers the Seattle-Tacoma military industrial complex. Lenkurt Electric here in Vancouver makes electronic equipment for Vietnam and hires people to go there to service it.

Is Canada to be also complicit in the genocide against surplus youth in America as well as complicit in the genocide being carried out against the Vietnamese people?

McEachen, Minister of Immigration is soon to make a policy statement regarding deserters in Canada. Canadians who feel that deserters should be given asylum should send telegrams to him in Ottawa immediately..

## Strand plays the same tune again

Students at Simon Fraser have asked President Strand to publicly state that he does not want Robert Wilder to be deported back to the U.S. and the stockade. President Strand has so far refused to do so, saying that after the police were called by the university, it is no longer any concern of the university's what happens to Robert.

But Robert Wilder and the situation of all deserters is the concern of all Canadians. We will not be able to say, as do the Germans, that we did not know. We know what is happening in the United States. When will Canadians join the youth all over the world who are risking so much to say no to the war?

Canadian students should demand anti-imperialist universities — universities where cops cannot be called on campus.

Students should control admissions policies so that the draft status of applicants can be looked into. Those with no other alternative to the stockade could be admitted regardless of academic standing. This would guarantee refugees from the war student visas and therefore safety in Canada.

Canadians who wish to help draft dodgers and deserters should offer places to sleep and money for legal aid to The Committee to Aid American War Objectors, 144 West Hastings, Vancouver.

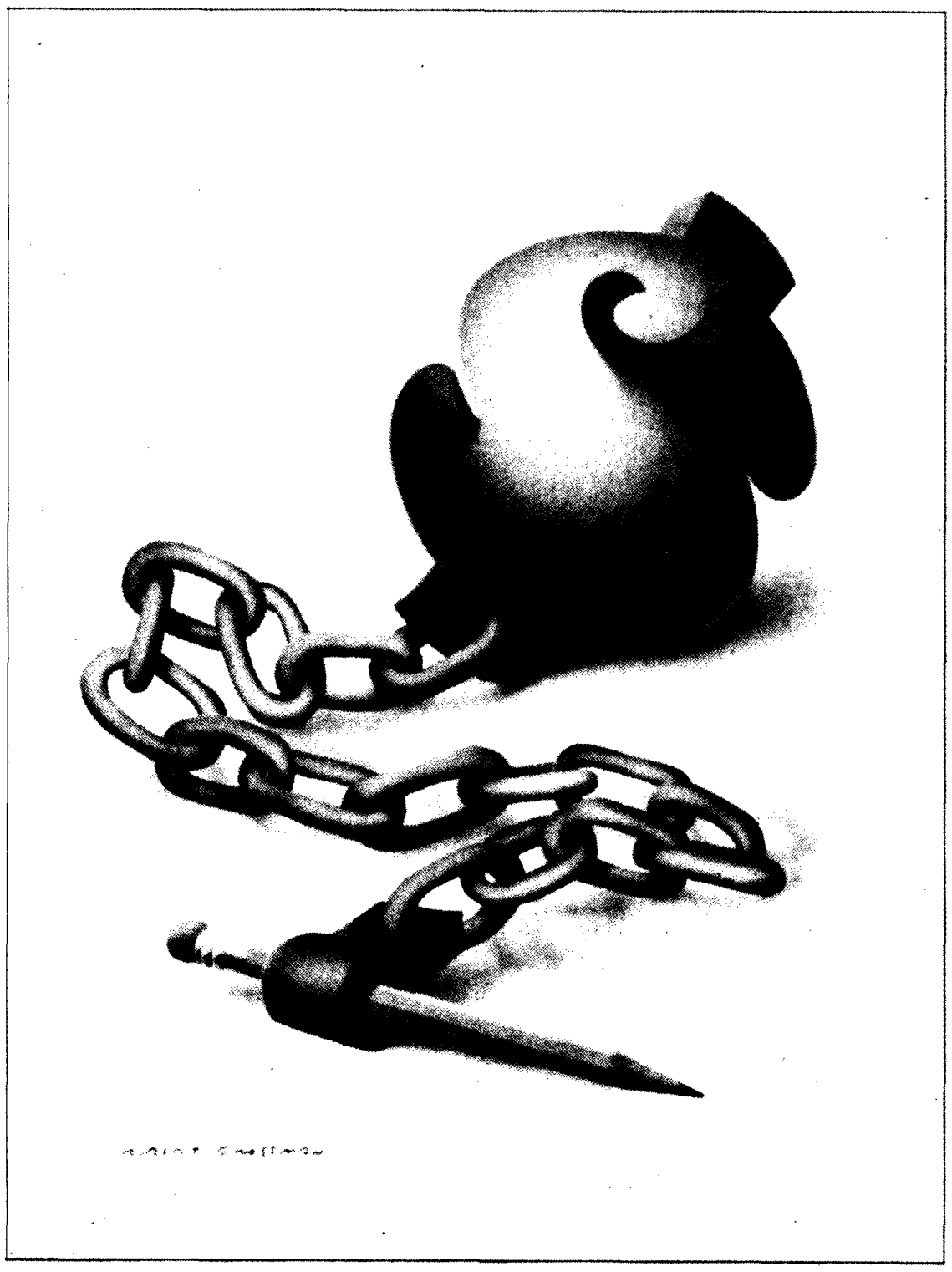
Today's weather
Bland

# NEWZAK

Today's papers
Blander

a special page friday report on our squalid media by bert hill

# Managing the news for power and profit



— Centre Magazine

If you were to learn that General Motors has just hired Henry Ford as president, sold him shares of GM stock, and announced that GM had owned Ford Motors since 1960 would you not expect the following?

- Lengthy analytical articles in the press.
- Angry editorials demanding why the public was not made aware earlier that the number one and two companies in an important field were jointly owned for the last eight years.
- Some anti-trust action by the justice department in response to a concerned public.

Recently, B.C. Packers announced its president had 'retired' and Dick Nelson of Nelson Brothers Fishing Co. was the new president. Together these two companies control at least sixty per cent of the salmon pack on the West Coast. Their only other real competition is the Canadian Fishing Company.

Both the **Sun** and the **Province,** in their relatively short stories, chose to focus on the personalities involved. The **Province** article noted that the companies controlled 75 per cent of the salmon pack but this is now thought to be high. The **Sun** article focused on the fact that Hyland, the ex-president of B.C. Packers, was probably pushed out by the new manager of the George Weston financial empire which controls B.C. Packers. It also carried an interview with Dick Nelson who had little to say about anything including how much B.C. Packers stock he was getting.

Nowhere in the articles was there any critical evaluation of the fact that B.C. Packers had controlled Nelsons since 1960 and the public knew nothing about this. There were no editorials and the only other reference was a gossipy little item in Fotheringham's column sometime later, that the Vancouver business community was still buzzing over the deal. This was the only part of the story to make it outside the business sections of the two papers concerning an industry of prime importance to British Columbia.

Why? Was it just another report on the present consolidation of our economic system into a few giants enjoying an oligopolistic relationship in many industries? Perhaps it was that Pacific Press is sensitive itself to merger-monopoly issues much like Trudeau who gives Biafra only superficial aid because it is a separatist state and separatism is the dominant political problem that Canada is wrestling with now.

In addition to the usual problems of putting out a paper, there are also the matters of social and advertising pressure. Newspaper publishers and owners are usually part of an upper class which means they have some biases. And because they are businessmen they are usually careful not to angle their biggest source of income, the advertisers.

**See: NEWS**
**continued on pf 4our**

## A history of Vancouver's press

# *The weak slat under the cradle of democracy*

For a city less than a century old Vancouver has been very hard on its communication media. More than three hundred daily and weekly newspapers, magazines and other periodicals have come and gone. Today the city has two daily newspapers; three Chinese language dailies; several weeklies, a monthly magazine, three television stations, cable television, and seven radio stations.

Like most media in North America they are all top-heavy with advertising. Prime time television (including the American educational channel) gives only about eight per cent of the time to public service, cultural programs and the like. Publicly-owned **CBC** sells almost as hard as **CTV.** The newspapers are little better. Only about twenty per cent of a newspaper is news, columns and editorials; the rest is advertising, and space-eating features, like comics.

The television stations, the newspapers and the radio stations are in most cases owned by chains whose head offices are outside the community.

In some cases there is cross-media ownership. The wire services that feed these media are likewise all privately or co-operatively owned from outside the community and in several important cases from outside Canada.

For all of these reasons the news media is "the weak slat under the cradle of democracy" (as one critic put it) and a constant source of worry to many citizens. For if a society proposes to function democratically it must have information and must have it from a variety of independent sources. As the sources die or are bought up the options close and with them the possibility of democracy.

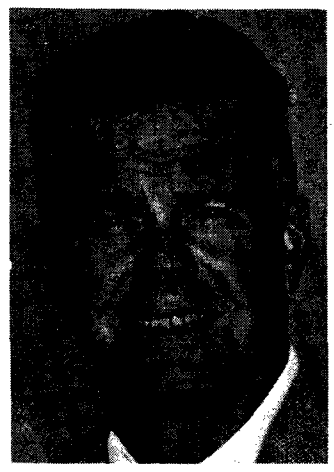
What follows is a history of the newspaper media in Vancouver and the closing of its options.

Vancouver's first newpaper of any consequence was the Vancouver **News-Advertiser,** a morning paper edited by Francis Carter Cotton at the turn of the century. He was given to essay writing and his paper was filled with long boring reports on political meetings. In 1894 he spent several months in the New Westminster jail for refusing to tell his partner or the courts what he had done with some land and stock. From his jail cell he continued to edit the paper and was re-elected to the provincial legislature. He was an early chancellor of UBC and something of a wheel in Conservative political circles.

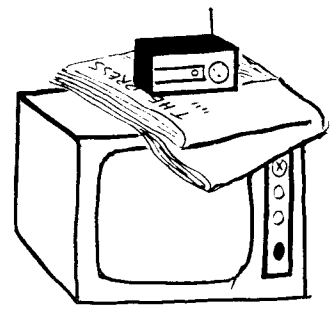
**See: DEMOCRACY**
**continued on pf 7even**

# Canada's Media Barons

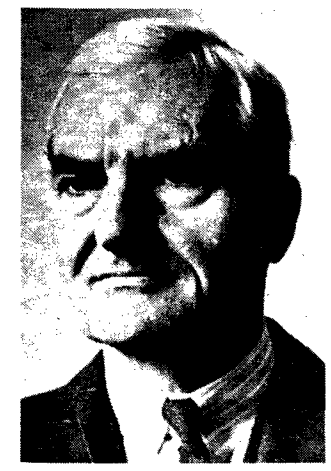
**ROY THOMSON**
. . . small town Lord



**MAX BELL**
. . . FP Publications



**PAUL DESMARAIS**
. . . french language press



**St. CLAIR BALFOUR**
. . . Southam Press

*"Freedom of the Press is guaranteed only to those who own one."*

—A. J. LIEBLING

In 1900 there were 35 Canadian cities and towns with two or three daily newspapers. There were about as many owners as there were papers.

Today there are 11 Canadian cities with two or more papers. If we exclude the cities where one paper is French and one is English there are eight two-paper towns. There are only five cities where newspapers of the same language compete in the same time slot.

Eight of Canada's 17 urban centres with a population of more than 100,000 are one-paper towns.

Nine companies own 65 of Canada's 107 newspapers and take up 66 per cent of Canada's total newspaper circulation.

Of Canada's 14 newspapers with a circulation over 100,000, four are independently owned. Two of these are French language. One of these, **Montreal-Matin,** is believed to be owned by Quebec's ruling Union Nationalist party.

By comparison in the United States there are over 100 newspaper chains with a total circulation of about 46 per cent of the total daily U.S. newspaper circulation. The largest of these chains, **Hearst,** has only about seven per cent of the total U.S. circulation as of 1960.

Half of America's 50 biggest urban centres are one-paper towns.

Outside North America there are cities in Latin America and Scandinavia and Japan that have 10 to 20 daily newspapers in direct and close competition.

Yet in Canada the major newspaper chains continue to grow. In recent years the Thomson newspaper chain has bought the **Peterborough Examiner** and the **New Glasgow .N.S.) News. PF Publications** has bought the **Vancouver Sun** and the **Toronto Globe and Mail.** Southam has bought the **Owen Sound Times,** the English gave him **Times** and the **Montreal Gazette.** They have all expanded into other media.

Roy Thomson owns 29 Canadian newspapers all under 35,000 circulation. All in one-paper towns, they account for less than eight per cent of Canada's daily circulation. He also owns 11 weeklies, biweeklies or tri-weeklies.

Thomson owns 36 American dailies, largest number in U.S.A., all of which are part of an communications empire that covers five continents and numbers close to 200 newspapers.

Only interested in the content of his newspapers as they relate to the balance sheet, his open statements that newspapers are cashboxes has made him unpopular among other newspaper publishers who dislike this honesty.

He was in the bidding for the Montreal **Gazette,** but was unsuccessful. Big city publishers have refused his bids for their papers.

When he bought the **London** Times, the English gave him his much desired title of Lord Thomson of Fleet, perhaps in an effort to civilize him. His Canadian papers are of a variety of politics, but few if any are worth reading.

Thomson has indirect holdings in television and radio outlets in Ontario. Through recent acquisitions in the U.S.A. he has control over some radio and cable television franchises. In Scotland he has owned television but appears to stick to the newspaper media predominately in North America. He is at present selling his other media to an Ottawa broadcaster.

The biggest and oldest newspaper chain in Canada is the Southam family chain. It directly controls 10 and has 49 per cent or less ownership of another three with a circulation of about 22 per cent of Canada's daily newspaper circulation. Southam also publishes the **B.C. Journal of Commerce** and the **Financial Times** of Canada. In partnership with the **Toronto Star,** it publishes the **Canadian,** a weekly color supplement that appears in many papers in-

**See: FREEDOM**
**Continued pf 8ight**

# Anti-trust: shaking up the barons

There has not been a comprehensive survey of the total media concentration in Canada but this doesn't mean there isn't any. The Sifton family owns radio, TV and a newpaper in Regina. Roy Thomson owns radio, TV and a newspaper in Peterborough, Ontario, and radio and TV in Kingston. Thomson is at present selling his radio and TV media. K. C. Irving owns radio, TV and newspapers in Saint John, New Brunswick. Paul Desmarais has the same media control in Sherbrooke, Quebec.

In most of the major Canadian cities there is some inter-media and cross media ownership.

In Vancouver **CKNW** and **CKWX** are part owners of Channels 8 and 6. Southam controls the **Province** and and part ownership of **CKWX. CKLG's** owner is a director of **CTV.**

American publishers have been aggressively assembling media empires in recent years. **TIME Inc.,** publisher of **Fortune, Sports Illustrated, Life** and **TIME** owns television and cable TV outlets. It was unsuccessful in its attempt to purchase a New Jersey newspaper but recently purchased **Little-Brown,** the book publishers. **RCA** owns **Random House. Cowles** Publishers owns the monopoly papers in Des Moines and Minneapolis, **LOOK** magazine and **Harper and Row** publishers.

In thirty of the U.S.'s 50 biggest cities newspaper publishers own radio and television outlets. In all fifty there is some joint ownership within each media.

Though somewhat slower, the U.S. Justice Department is moving equally aggressively to break up these media concentrations on the grounds that they limit diversity of opinion and retrain competition. In Los Angeles and Cincinnati newspaper publishers were ordered to sell recently acquired papers. In Boston a publisher was ordered to sell a TV station.

Many of these smaller empires are susceptible to takeover by the huge conglomerate corporations because they are exceptionally profitable and because they add prestige to these recently formed companies.

One such conglomerate, International Telephone and Telegraph tried to buy the **American Broadcasting Corporation** a couple of years ago. In the course of hearing before the Federal Communications Commission to study the merger it was revealed that ITT officials were pressuring reporters to write 'positive' stories on the merger.

Nicholas Johnson, a young lawyer appointed to the FCC to inject new blood into this moribund regulatory body, has written articles on the merger-prone media and the special problems of the conglomerates in several magazines.

Johnson points out that these conglomerates are built frequently on defence contracts and have foreign holdings. In such politicaly sensitive situations there is a marked danger that the conglomerates might use their media as extensions of their public relations departments. This is not to forget that chain-owned media often lose their autonomy through the head office links as well as theid individuality, partisanship, and analysis in favour of an all-purpose mass product.

In 22 U.S. cities 44 newspapers have joint publishing arrangements much like that between the **Sun** and the **Province.** As part of its assault on the media barons the U.S. Justice Department has taken one test case into the U.S. Supreme Court. In 1940 the two newspapers in Tucson, Arizona merged all their operations except for their news and editorial departments. Since then cities including Atlanta, Boston, Portland and San Francisco have joined the ranks.

On Monday of this week, the U.S. Supreme Court found the Tucson agreement illegal 'beyond peradventure of doubt'. According to the **AP** story that appeared in the **Toronto Globe and Mail,** Chief Justice William O. Douglas said, "three types of controls were imposed to end any business or commercial competition between the two papers: price-fixing profit-pooling and market control." Thus they broke the U.S. anti-trust laws.

The **Sun** and **Province** have separate circulation departments and the advertising departments are physically separate if not completely autonomous in operations. They pool their profits and have raised prices simultaneously.

The U.S. assistant attorney-general for anti-trust action in the Johnson administration had indicated that he would proceed against the other joint-operations if he won the Tucson case. These cases would be necessary to determine what kind of a joint-agreement, if any, would be lawful, since there was not a strict definition in the Supreme Court decision.

While the newspaper publishers have some imporant friends in congress who might yet pass a law to exempt the papers from further anti-trust action, their best friend may be the new Nixon assistant attorney general who is a veteran defender of corporations under fire from the anti-trust laws.

Canada's anti-combine division of the Justice Department has not been nearly as aggressive. In 1960 the **Sun-Province** combination was accepted even though the Province was making profits before and taking heavy losses after the merger. In 1962 the Justice Department found nothing wrong with Roy Thomson buying up the second newspaper in the Lakehead cities of Port Arthur-Fort William.

However, the Canadian Radio and Television Commission may yet shake up the media barons. It succeeds the old Board of Broadcast Governors and has been given increased powers and muscle to back up its decisions.

But no matter how hard government and regulatory commissions prod the media giants there is no guarantee they will encourage diversity of opinion and abandon the generally bland and profitable products they are producing.

As John Porter points out in **Vertical Mosaic** the media are owned by businessmen who look to them for profits and growth. Coupled with this is the serious prediction that most business (barring revolution) will be conducted by 200 giant corporations by the end of this century.

This means that the present break-neck rate of consolidation should pick up. The regulatory commissions will be like Canute commanding the tide to turn.

# Advertising makes weird things happen

Recently the head of a major Canadian advertising firm got up on his hind legs, picked the lint off his grey flannels and stated (with a straight face) that advertisers were the very backbone of freedom of the press. He was pointing out that advertising accounts for about 75 per cent of the revenue of Canadian newspapers.

He must have had his eyes in the sky and thinking in a very optimistic, one-dimensional fashion for somehow he missed the wreckage of dead newspapers, magazines and other periodicals strewn around his feet.

These publications died not because they were unpopular with readers but because they hadn't won the advertising revenue necessary to pay their debts.

Take the **Star Weekly** for instance. It was an authentic Canadian magazine with a circulation of over 860,000 in 1958 and it paid its bills with more than a million lines of advertising. Under pressure from **Time** and **Readers Digest** and the few remaining general interest Canadian magazines it began to slip.

In 1965 its circulation was only down to 683,000 but its advertising stood at 400,000 lines. It tried to transform its image to appeal to the affluent, educated urban middle classes. It took tentative steps in the direction of nationalism like its parent company, the **Toronto Sar.**

But that year the **Toronto Star** in conjunction with Southam launched the **Canadian,** a weekend supplement to compete with **Weekend,** the other supplement (published by the **Montreal Star**) for the declining share of the Canadian advertising market that was going into Canadian magazines. The new **Star Weekly** never had a chance.

By 1966 its advertising lineage was down to 178,000 and it was killed in October 1968 though at least 650,000 Canadians thought enough of it to buy it.

The American version of the **Star Weekly** is **Saturday Evening Post.** It was immensely successful with the middle classes of a less urbanized America of a generation ago and was immensely fat with advertisements.

Between 1961 and today it lost $62 million because it still had seven million subscribers that advertisers didn't like. These subscribers paid the subscription or newstand prices but this didn't even remotely cover the cost of producing each copy.

In the fall of 1968 the magazine's new publisher Martin Ackerman decided that "readers are a liability". So he cut out the half of the suscribers that weren't good enough consumers to attract the advertisers.

But even this failed to bring in the advertisers, who can be pretty conservative. Ackerman's only regret was at the death of the **SatEvePost** was that he hadn't slashed the subscriber list to one million; a select breed of educated, affluent readers — a tribe of Super Consumers.

In recent years advertisers have lost interest in the broad mass audience and thus the weaker newspapers and general interest magazines like the **Saturday Evening Post** and **Colliers** in the USA and **Liberty** and **Star Weekly** in Canada have died.

With these magazines have died the rights of an individual to select and purchase his own reading matter. The wave of the future is the special interest controlled circulation magazine being launched in countless numbers every year. The prospective publisher first picks out a small demographic group of individuals who have the inclination and money for a certain range of products. The publisher then approaches the advertising agencies handling these products for manufacturers and tells them he will send his advertisements into a certain number of households that are most likely to buy these products. The least of the publisher's problems is to secure articles to put in his magazine since 'talent' costs amount to only about 15 per cent of his expenses.

Soon the reader-consumer receives free in the mail a magazine that he has not consciously chosen to read. An example for UBC students is **Campus**, a magazine that all students in third or higher years receive free.

The reader is someone to be sold a certain range of goods not an individual to be enlightened and informed. The writer is someone who pads out the publication in such a way to make the reader look at every page but not engross him sufficiently to miss the advertisements.

In an age of non-writers formulating non-articles for non-magazines, what we have in all its glory is the advertisement and the high-paid copy writer. In a future age archaeologists will ignore and dismiss what we call our art and culture and look to the commercial and the advertisement as the authentic trademark of our civilization.

Since newspapers are financed in the same way as magazines they are not immune to the same influences.

**New York Times** publisher Punch Sulzberger was distressed at the collapse of the **Herald-Tribune.** Not only did he lose the only meaningful morning competition (forget the sex, crime and patriotism formula of the **Daily News**) to keep the **Times** sharp but the new added circulation was cutting into the **Times** profit at seven cents a copy.

As the middle classes have escaped the city the big dailies have watched their advertising slowly fall off. Many have started or bought out existing papers in the suburbs so that they could keep their advertising revenue. In Long Island, New York, one major U.S. newspaper chain carefully surveyed the affluent suburbanites and found that they wanted for example, more sports and less society news. They incorporated it into the **Suffolk Sun** which has recently completed a very successful first year. The **Toronto Telegram** has bought eight suburban weeklies in recent years and converted most of them into controlled-circulation free papers published out of a couple of **Telegram** plants.

The slightest decline in advertising can kill a publication. A contributing factor in the death of the **New York World-Journal-Telegram** was that there was a slight decline in the total advertising market at the time it emerged. A newspaper that has less than 50 per cent of a competitive field can expect to die since advertisers want the outlet with the biggest circulation.

The fatter publication that controls a single field can offer a code of ethics to advertisers which they must meet. This may mean that we see fewer of the four-inch truss ads in our newspapers but what of the full page colour ads that promote the toothpaste with sex appeal or he sports car that gives your ego a trip? Obviously these are blatant examples of manipulation and exploitation but the media is unlikely to reject them because they bring in so much revenue.

Every year the newspapers must sell more ads and expend even more energy in soliciting and placing them. Every year they have to offer the advertiser better guarantees that their ads are getting into the households that buy the products. Every year the papers get bulkier and the columns of news get skinnier jammed beside or on top of ads. The **Los Angeles Times,** the biggest advertising carrier of North American newspapers routinely exceeds one hundred pages weekdays. Sunday editions weigh eight pounds and have approached a thousand pages. They all begin to look like dinosaurs.

Today in the USA radio and TV have passed the newspapers in securing advertising, in Canada they have not as yet.

When the federal government finally moved to save the one Canadian magazine in four that Canadians read by removing the tax reduction on the 40 per cent of all Canadian advertising that goes into American magazines, the newspapers fought the law.

Some pointed out that by exempting the 'Canadian editions' of **Time** and **Readers Digest,** the lawmakers "were shutting the door after the foxes were in with the sheep." The most ferocious opposition came from the **FP** papers who saw the law as a potential threat to the freedom of the press. Obviously the dividing line between advertisements and news has disappeared.

Of course the sheep were losing on several counts. For one thing they would not compete like the American magazines. **Time** for example prints six regional editions within Canada which soak up advertising within these regions though there is no change in the news content. The Canadian magazines don't chase the advertisers nearly as hard.

Probably most important, the Canadian newspaper and periodical press has never been able to define a distinctive Canadian identity that the citizens might have moved to protect when foreign investors moved in a generation ago.

Even independently-owned **Saturday Night,** Canada's only large magazine with intellectual pretensions advertises itself to potential advertisers as having "200,000 educated, affluent, acquisitive readers and buyers for the things you sell" (48 per cent own hi-fi's, 23 per cent own tape recorders . . . ).

Obviously a big mistake was made a century ago when the publishers first let advertisers into their publications. Today no better view of the wretched excesses of our consumer-oriented society can be found than in the state of our media.

American critics have suggested that our media should be subsidized like universities and colleges are by the public. Americans have obviously had no experience with the **Canadian Broadcasting Corporation.**

In his book the **People Machine** Robert MacNeill quotes an observer as saying that "At **ABC** the salesman is king, at **CBS** and **NBC** merely royalty." At **CBC** the king is obviously the politician. Every backwoods demagogue can be sure of getting his name in the paper by blasting the **CBC** for being too expensive or being too provocative or both.

The problem is who is going to pay the bills? There must be some solution and judging from the media we had better find it soon.

## Almost half of all New York Times readers live in families owning two or more cars.

## "Almost half?"

**YOUR NEWSPAPER** is watching you . . . and it isn't just for news — a typical ad from a newspaper trade journal.

## Power of advertising

Leonard H. Lavin has pulled his Alberto-Culver Company from somewhere in the neighborhood of $300,000 to more than $127-million in annual sales in 14 years. And he has done it with a strong belief in the importance of new products and the power of advertising.

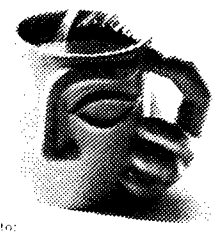
VO5 hair preparations, Calm deodorants, the Command line. If you watch television you've heard of them.Alberto-Culver is big in television.

"If you don't have new products you can't go ahead. If you want to grow you have to have new products," said the 49-year-old and sparely built Leonard Lavin. He has got about 50 new products in various stages of development and is so committed to advertising that he has had his agencies develop commercials for non-existent products. If they scored well when tested, then the products could be developed.

—Feb. 9, 1969
New York Times

# Your Psychology professor lives with his mother?

Think it over, over coffee.
The Think Drink.



For your own Think Drink Mug, send 75¢ and your name and address to:
Think Drink Mug, Dept. U, P.O. Box 1000, Willowdale, Ontario. The International Coffee Organization.

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HOW YOU CAN

**"TELL IT HOW IT IS"**

TO NEW FOREIGN
STUDENTS COMING TO
STUDY AT UBC IN
SEPT. 1969
. . . TURN ON TO SOME
NEW ONE AND SOME
NEW PLACE . . .

## NEWS
**from pf 1ne**

The newspaper publisher, who is part of, or identifies with, the local establishment can kill or shape news stories. This doesn't mean he is always successful.

When St. Anselm's Anglican Church on the UBC endowment lands was holding a meeting prior to firing Jim McKibbon, a young minister who was too radical for their tastes, **Sun** publisher Stuart Keate was standing at the door making sure no **Sun** reporters got in to cover the meeting. Unfortunately for Keate, he did not know the **Southam** reporters and the **Province** carried the story.

The big dailies have always done a better job of covering the better-off sections of their cities than they have of the ghettoes, the racial minorities and the poor. The reasons were partly that the papers were middle class insitutions and partly that the poor were lousy consumers of advertised goods.

But as the middle classes became concerned with the poor principally because the poor made it clear they weren't putting up with the status quo much longer, the big dailies have finally come to cover the ghetto.

Pacific Press has never done a very good job of covering the more than half of Vancouver east of Cambie. Now there are occasional stories on Indians, public housing and attempts to revive political life in east Vancouver to go along with the usual stories on husbands shooting their wives (or vice versa) and skid row hotels going up in smoke. It is also worth noting that both papers have fought the return of the ward system of local government, the ending of which in the 30's effectively disenfranchised the poor and gave political hegemony over to the more affluent west which has the time and money to mount effective campaigns. A measure of the estrangement and alienation that the east feels for Vancouver politics can be seen in the seven per cent spread in turnout between east and west in the recent election.

Newspapers are fond of justifying their policies with a we-are - only - giving - the - public-what - it - wants type of statement. The whole area of labour coverage rips this argument apart and shows another example of class bias by the newspapers.

Labour is numerically a greater force than business. Studies have shown that only about ten per cent of the Canadian population holds stocks and yet there are usually two or three pages of business news (often rewrites of corporate annual reports) and full pages of stock quotations in every newspaper.

But as major professional groupings previously thought as being part of the middle class, e.g. teachers and some other professionals show militancy and move toward union-formation, labour still only gets about a third of the space given to business and no regular spot in the papers.

Conversely the newspapers do not use their business writers to examine critically some of the financial news. A recent example was the stock trading boom and the role of promoters in speculative stocks.

Since advertisers pay the bills and provide the profits the newspapers treat them well.

Every weekend there plenty of canned wire stories on far away places to go with the pages of travel agency ads. And at mid-week there are pages of recipes to accompany the big advertisements from the supermarkets.

Department stores provide important advertisements which also attract other smaller advertisers. But to prove they exercise direct influence on news content would not be easy. It is a question of self-censorship; the paper voluntarily changes a story that might reflect badly on the big stores.

For example if department stores were to reorganize their charge accounts, the average reader would only find out when he looked at his bill the next month and noted an increase in interest charges. A more careful reader would find deep in the paper a short article giving the essentials of the change.

The exact level of advertiser influence over news coverage in Canada has never been accurately assessed. However a survey of American business writers and editors showed that 22.6 per cent were expected to write or shape articles for major advertisers.

The special tragedy of newspapers becoming pawns of establishments and private greed is that they and other media have the potential to uncover information of public interest and get it to the citizens of the community.

Without them, there is really no one who will defend the public interest. Politicians respond to private interests simply because there are no power blocs for the public interest.

Our cities are graphic examples of how the mass of private interests, big and small are rendering them increasingly uninhabitable. If the media will not devote its resources to expose the thousand defeats of public interest by private, then we will be left with little more than despair.

Some papers are getting at individual problems in an ambitious fashion. Consider the months long team research that went into a recent **Toronto Star** series on the conditions in public housing in Toronto.

But the idea is to get at different problems and reveal how they interact to produce even wierder problems. Hopefully the papers will describe the problems intelligibly enough for the individual citizens to pick out a course of action that he might take. The day of charismatic politician leading the babbling urbanized masses out of their peculiar hell has ended with John Lindsay and his string of disasters as mayor of New York City.

To do the job the newspapers will need more space and have to make better use of it. A

content analysis of a recent week's issues of the Pacific Press showed that the **Sun** contained an average 63 per cent ads, the **Province** 52 per cent. **The Globe and Mail** was about the same as the **Province.**

An analysis of one mid-week **Sun** showed it was more than than 70 per cent ads. Only about 20 per cent of that issue was given to news, editorials and columns. The rest was made up of space eaters like comics, stock quotations and trivial features.

An analysis of the news stories showed that they were split 60-40 in favour of wire stories over stories originating in Vancouver. Studies show this is the split to expect from a newspaper in a non-competitive position.

The second most interesting find was the incredible number of individual articles (225) and their relative shortness (average seven inches). Only about a third of the locally written stories exceeded seven inches.

It is local coverage that makes the difference between a great newspaper and a mediocre paper. The **Sun** falls down because it lacks the analysis to go with the bare news stories. The reason is that the **Sun** makes only superficial use of the beat system which has one reporter or more covering a news source over a long period of time. The **Sun** prefers to use a pool of general reporters to cover stories on a day to day basis, this gives the reporter little chance to get to know issue thoroughly and thus incorporate intelligent analysis into the bare bones of the story.

Instead the **Sun** tries to buy its expertise by phoning up professors, other experts and professional people in hopes of picking their brains for interpretation.

If the beat system is more expensive (the reporter may not file a story for several days and he has to be paid better than a general reporter) the beat system is rapidly becoming a necessity. Public relations officers, politicians and other public officials are becoming more and more sophisticated in handling news media. By inundating the reporter with brochures, releases, and speeches they can effectively tie up a reporter, who under the pressure of daily deadlines has only a short time to weed out the garbage and put across the hard news, usualy with no analysis.

The result is that the reporter is 'water carrying' for the news source. Lyndon Johnson and his administration made effective use of the media to launch attacks on its dovish enemies through unnamed 'reliable resources.'

Take as an example of superficial coverage the Block 42-52 (Pacific Centre) redevelopment story that has been a constant source of uproar in Vancouver for several years.

Looking through the **Sun** and **Province** file on the story I found that a variety of reporters covered it methodically for several years. In all articles there was limited continuity and virtually no analysis. The only full blown coverage occurred when the private developers unveiled their grandiose scale models.

But by reading all the articles and then checking out some obvious speculations through interviews I found that there was a lot more to the story. Placed in the context of the total aims of the planning department of the city and the wills of the private developers, it offered startling insights into the political health of the city. Simply by looking hard at the contract between the city and the developers a reporter could have kept his columns filled for a long time. Some of these things are being disclosed as the development proceeds.

By comparison the **Toronto Star's** Ron Haggart pursued a similar development in Toronto and in several hard hitting columns disclosed giveaways that eager politicians were offering developers. Haggart no longer works for the **Star** and part of the reason seems to be that the **Star** now favours these type of developments.

Publishers would probably prefer superficial stories since superficial articles by definition are those that do not raise the kind of troubling matters publishers might prefer not to face.

Urban development has become like clean streets, charities and other apple pie issues that newspapers support in a knee jerk fashion.

This of course does not mean that the modern newspaper cannot do tough investigative reporting. It is only a question of who or what your targets are. Phil Gaglardi found this out when the **Sun** revealed the financial deals his sons were involved in which led to his resignation as highways minister.

But why was there not a similar examination of the use of the lower mainland's rapidly disappearing fertile farming land and planning studies for the area?

Why for instance does the **Sun** conduct an interesting study of the West End but has not as yet followed it up with analysis of other areas with serious social and political problems like the East End?

Television is forcing the newspapers to concentrate on their abilities to give space to analytical and background articles. If a television newscast were set in type it would only occupy about three quarters of one page of a newspaper. Most television newscasts are comprehenstive but they lack length and depth. The obvious route for newspapers is to throw out the short articles and concentrate on lengthy features. TV news reaches an accurate cross section of the populace which should encourage people to learn more about individual stories through the papers.

Many newspapers have moved in the direction of greater in-depth analysis of fewer subjects but these are usually in competitive situations.

In an effort to win back readers from other media both Toronto evening papers have developed ombudsman - like columns. Like **The Ubyssey's** Flower in a Concrete Plant they provide readers with hard - to - get information and straighten out injustices by bureaucracies, public and privately-owned. In Vancouver the radio open line shows are the existing channels for angry citizens.

Because the **Sun** is so wealthy there is probably a tendency not to prod the golden goose no matter how fat and slow-moving it gets. The **Sun** shows a greater profit than the New York Times which has four times the circulation and two and a half times the advertising of the **Sun.**

As a consequence Pacific Press has been caught standing still on some important stories.

The public controversy over the strip mining techniques to be used in the East Kootenays by Kaiser Coal predictably began in the fall of 1968 with a hard - hitting documentary on CBS television. Both papers carried the charges and counter-charges of both sides methodically without taking any initiatives. Finally after the debate had been going for a very long time, the **Sun** finally sent a reporter and photographer to Kentucky to get some first hand reports—what used to be a destinctive trade mark of the **Sun.** The **Province** carried a valuable two page story that backgrounded the whole issue but like the Sun it was way over due.

**Yet another controversy may be triggered by a tough CBC documentary on the disolution of the Lower Mainland Planning Board and the rape of the 1966 Plan by the railroad access route into Roberts Bank. Again Pacific Press has covered this story but without depth, without imagination and without really getting concerned about it. Editorials aren't enough.**

Between September 1964 and August 1965 the **Vancouver Times** competition made the **Sun** noticeably jump. Not only did it use colour in pictures once again but its news coverage improved. Penny Wise was in Cyprus and Jack Scott was in Latin America reviving the tradition of globe-trotting **Sun** reporters. Scott wrote his series on Latin American military dictatorships but never returned to the **Sun.**

The **Sun** showed its old power in the coverage of the Granduc

**continued pf 6ix**

***The function of the press in society is to inform, but its role is to make money. The monopoly publisher's reaction, on being told he ought to spend money on reporting distant events, is therefore exactly that of the proprietor or a large, fat cow, who is told that he ought to enter her in a horse race.***

**— A. J. Liebling**


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|---|---|---|---|---|
| 12:45-2:45 | 2:00-3:30<br>7:30-9:30 | 3:00-5:00<br>7:30-9:30 | 3:00-5:00<br>7:30-9:30 | 12:45-2:45<br>7:30-9:30 |

| | Tues. Aft. | Wed. Aft. | Fri., Sat. & Sun. Aft. | Even. |
|---|---|---|---|---|
| STUDENTS | 15c | 25c | 35c | 50c |
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FREE — Public Skating Admission. Present this advertisement to the cashier at the Thunderbird Winter Sports Centre prior to March 31, 1969. It will be honored for one free public skating admission at one of the above times.

SKATE RENTAL OR SHARPENING — 35c

FREE — The Arena & Curling Rinks are available FREE through the P.E. programme 4 hours per day, Monday-Friday inclusive (U.B.C. students).


# OFFICIAL NOTICES

## Alma Mater Society

### COMMITTEE APPOINTMENTS

The following committees require chairmen and interested individuals to participate as working members.
Chairman for:

1. Frosh Orientation
2. Academic Activities
3. Speakers Committee
4. Performing Arts
5. C. U. S. O.
6. Intramurals
7. World University Service
8. S.U.B. Committee

Two co-chairmen for Homecoming and Open House.

Two students to sit on Management Committee of Winter Sports Centre.

One male student to sit on Men's Athletic Committee and one female to sit on Women's Athletic Committee

Four Students for the Discipline Committee.

Student Court — Judges (5) — 2 from Law and two alternate judges.

SUB Management Committee — 5 students.

Clerk of the Court.

If descriptions of these positions are desired please contact AMS Vice-President Room 258 SUB or AMS Secretary Room 248 SUB. Application letters should be handed into AMS secretary before 4:30 Wednesday, March 19th and should contain qualifications and reasons for interest in a position. Applicants will be notified as to when they will appear before a selection committee.

### GENERAL MEETING

**EVERYONE** out to General Meeting of Alma Mater Society on Thursday, March 20th at 12:30. Vote on:

1. Undergraduate societies levying own fees.
2. Representation by population on student council.

### REFERENDUM

March 18th and 19th, please get out and vote on Alma Mater Society $4.00 fee raise and Athletic $5.00 fee raise.

## NEWS

*continued from pf 5ive*

avalanche tragedy which featured lengthy stories and great pictures. But the **Vancouver Times** died and the only place you see colour in the **Sun** today is in the advertisements. The struggling **Province** occasionally uses colour pictures in its women's section.

Newspapers are having a great of trouble in holding their top personnel. Reporters are not well paid and have little professional status to protect them from manipulation by news sources or editors.

Television has taken much of the prestige that newspapers had and also some of their talented personnel. Douglas Leiterman, one-time producer of Seven Days and free lance documentary producer at one time was a Southam reporter.

Stanley Burke, the CBC national news announcer was at one time **Sun** Ottawa reporter. George Peloquin, the **Sun** city hall reporter is going to CTV.

There is a constant drain of Pacific Press staff into advertising and public relations.. Surveys of ex-newspapermen elsewhere in Canada show that they leave because the magic of newspapers quickly disappear when a reporter is forever writing banal stories on service club luncheon speakers and cats and dogs human interest stories. Then it becomes a question of which pays better, newspapers or related fields. PR and advertising pay better and get the personnel.

At one time the **Sun** was a great place to work. Cromie's **Sun** was the first to recognize reporters' unions in Canada. He paid the annual banquets out of his own pocket and subsidized the office cafeteria. Working conditions were great, hours were short, pay was good and the publisher was called by his first name by everyone. There was a profit-sharing program.

A year ago, the **Sun** and **Province** were hit by a Newspaper Guild strike over wages. The **Sun** has an incredible turnover in staff—a talent agency for the rest of Canada.

To remedy this situation managing editor, Erwin Swangard, had his contract bought and his assistant, Bill Galt, was elevated to managing editor. Swangard was considered a tyrant by some; a father-figure by some girl reporters. In any case the atmosphere around the **Sun** newsroom has reportedly improved.

Many of the reforms took the form of improvement of working conditions. Carpet was laid in some offices, anti-glare material was placed on desk surfaces.

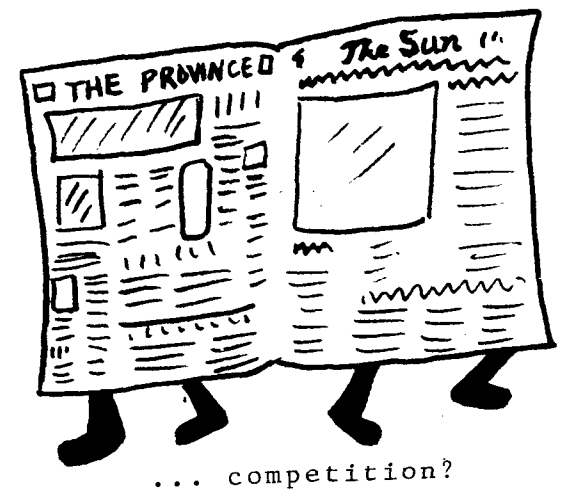
Senior reporters were given expense accounts to take news sources to lunch. This fell through when the reporters turned in the same bland stories.

Younger reporters still curse the deskmen who slash up stories automatically according to **Sun** policy. **Sun** publisher Stuart Keate predicts that university-educated reporters will improve the content of the **Sun.** But most leave.

Some reporters work part time while getting professional degrees at UBC. Other **Ubyssey** alumni have gone directly into public relations. There are at least three recent **Ubyssey** writers who have left the **Sun** for the **Toronto Globe and Mail.**

**The Province** is a much smaller operation having cut back its news staff and its size to minimize losses. It is thought to be a better place to work than the **Sun.**

But as long as the Pacific Press remains one of the most profitable businesses in North America there seems little reason to expect improvement in news reportage in Vancouver.




... competition?

*James Joyce's*

# Finnegan's Wake

**Wednesday, March 19**

**12:30, 3:30, 7:00 & 9:30**

**SUB Auditorium**

ADMISSION 75c

Sponsored by Performing Arts



# THE MANDALA

## Soul Crusade

Soul-Rock Sound From Toronto

**SUB Ballroom 50c Noon Today**

*Sponsored by Performing Arts Committee*

## DEMOCRACY

continued from pf 1ne

While Carter-Cotton was rotting in jail, Adolp Ochs bought another morning, the **New York Times**, at a bankruptcy action for $75,000 and it began its rise to greatness.

Carter-Cotton's competition was the **World**, a sickly evening paper and several vehicles mounted by timber and real estate barons to get their side of the truth out. Most of these died. (Before it did, the **World** donated **The World Cup**, to be given for competition between UBC and California College rugby teams).

In 1898 the weekly **Province** moved from Victoria and went into the evening daily field in competition with the **World**. By cutting prices and emphazing news the **Province** quickly established itself in one year as Vancouver's largest and most popular newspaper.

With the financial backing of the Canadian Pacific Railroad, its editor Walter Nichol bought out the original owners. The price was that he support Laurier and the Liberals. He put out a paper that enjoyed taking potshots at the many vaguely corrupt politicians in Victoria of that day. But after several law suits Nichol lost his crusading zeal and became more concerned with counting the money that his entertaining paper was piling up. His politics became Conservative but charges that the **Province** was CPR owned continued especially when the city was engaged in its periodic disputes with that railroad.

The **Sun** began as the **Saturday Sunset**, a weekly paper that called for pasteurized milk. It was also racist and implicated in the anti-Oriental race riots of 1907.

Some prominent Liberals bought the paper after a disastrous election and turned it into a morning daily in 1912. It lost a lot of money and went through several changes of ownership. One early editor received his political plum; diplomatic posting to London after a successful election but the party wouldn't pay his debts.

The **Sun** next fell into the hands of major construction firm struggling vigorously to get out of an unprofitable contract to build the Pacific Great Eastern Railroad. After pouring money into the coffers of both provincial parties and into the **Sun**, the construction firm was successful and had no further need of the **Sun**.

The office manager of the firm, Robert J. Cromie, received the **Sun** for nothing or next to nothing. The exact circumstances surrounding the transfer of ownership were never made clear

Cromie then bought the **News-Advertiser** in 1917 and took over the morning field. In 1924 he bought the **World** which had run into financial troubles after a real estate boom collapsed and with it a lot of advertising revenue. The **World** became the **Evening Sun**.

In the process of acquiring his news outlets (**Morning Sun, Evening Sun**) Cromie himself ran into troubles and his only competition, the **Province** held a mortgage for a time.

The papers of the day reflected the active society life of the city's wealthy. There was some artificiality in this highly organized social life centering around Shaughnessy. Earlier generations of entrepreneurs had come to make their fortunes fast and then get out. All the under-achievers were left behind,.

Cromie neglected to get a guarantee from the **World's** last owner Charles Campbell that he would not re-enter the Vancouver daily newspaper field. Campbell, who had made his fortune selling his liquor warehouse to the newly organized provincial liquor control board jumped back into competition with the **Evening Star**.

The **Province** and **Sun** were unsuccessful in pressuring street vendors not to handle the Star. The **Province** started publishing seven editions a week which lasted until 1933. The **Star** and **Sun** had a short price-cutting war which ended with an agreement to fix prices. Then the **Sun** sold the **Morning Sun** to the **Star** which vacated the evening field.

In 1920 Walter Nichol was appointed Lieutenant General of B.C. and by 1923 decided he liked Victoria better than Vancouver. He sold the **Province** to the Southam newspaper chain in 1923 for $3.5 million. By the end of the Nichol era the **Province** editorials waffled ridiculously — Nichol believed newspapers were a business and in any business it is foolish to offend the customers.

For more than thirty years the Vancouver newspaper market was stabilized. The **Sun** and the **Province** had the evening field. In 1932 the **Star** folded and its successor in the morning field was the **News-Herald**, which was co-operatively owned by newsmen thrown out of work by the death of the Star. Like all Vancouver morning newspapers it was never prosperous.

In 1933 the **Sun** pressed the leading **Province** to 'rationalize' their competition. The papers called off their circulation battle by fixing the **Sun's** circulation at 86 per cent of the **Province's**. Cromie was unable to get to the **Province** to split up the advertising market similarily.

All this time the **Sun** was blasting the **Province** as the voice of the East, the voice of St. James Street (Montreal's financial district). Cromie fought long editorial crusades against high railroad freight rates imposed on the west from the east.

Cromie went globe-trotting as did his writers though there was only one writer stationed regularly outside British Columbia (in Ottawa). After receiving yards of telegrams from Cromie, Mackenzie King offered him a cabinet post, perhaps to get him off his back. Cromie's **Sun** was independent Liberal which meant in practice it backed the Liberals only at election time. He didn't accept the post.

In British Columbia, the **Sun** pushed for the extension of the PGE into the Peace River Country and went on a number of other crusades. While Cromie opposed vaccinations and was anti-vivisectionist his paper was as pro-labour as establishment newspapers can get.

At one city council meeting deep in the depression a family man on relief made a superb effort to throttle an alderman who had thought the poor could show more decorum. After proceeding through the usual law-and-order introduction the **Sun** editorial noted the man had a good case.

The **Province** by comparison was the reliable grey old lady of Victory Square. It had no trouble maintaining its lead in the evening field. Among its writers was former **Ubyssey** writer Robert Elson who went on to **Time** magazine and is the writer of the official history of that corporation and its builder Henry Luce. Among its publishers was **Frank Burd**, at one time a member of the UBC board of governors and a man Cromie found difficult to negotiate with. The **Province** continued to sit on the fence in elections or call for a union government.

In 1935 Robert Cromie died at the age of 49 apparently overdoing a health food-jogging kick. The **Sun** was divided up among his wife and five children.

By 1942 the directors of the **Sun** were ready to sell the paper to the Sifton chain, publisher of several large dailies on the prairies. Don Cromie along with managing editor Hal Straight (now publisher of the weekly North Vancouver **Citizen** and **Sun** director) organized a revolt. Cromie persuaded his mother to refuse the takeover bid and thus found himself at age 26 **publisher of the Sun.**

**DON CROMIE**

Donald C. Cromie was the only child of Robert Cromie to take an active participation in the **Sun.** A younger brother Sam was active for a time but was killed in an accident.

His paper was just as parochial and just as raucous as his father's. Getting a national or international story in a prominent front page position was a small miracle. **Sun** columnists fought with the editorials, with the publisher and with one another. In one year there were 14 libel suits; the **Sun** lost one at a cost of a dollar. The **Sun** sent heart-defect blue babies to the Mayo Clinic and tired housewives to Hollywood.

The **Sun** stridently demanded the evacuation of the Japanese-Canadians in 1942 after Japan entered the the world war and the West Coast felt especially vulnerable. It attacked the federal government for moving too slowly, for separating families, for not properly handling 'troublemakers' who put up resistance. In one editorial the **Sun** noted happily that finally serious thought was being given in Ottawa to the idea of returning the Japanese to Japan at the end of the war.

**continued pf 9ine**

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**Two's a Pair by the Papa Bears, their first release under the Sixth Ave. label. Recorded at Aragon Studios. Agents: MCM**

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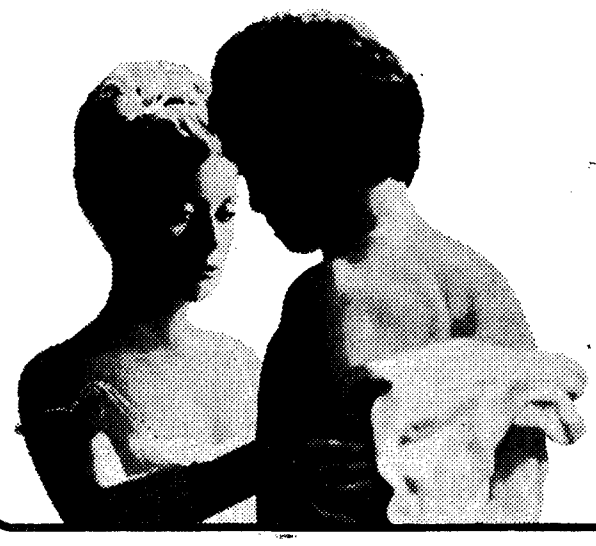

# Times in... Times out

On September 5, 1964, Vancouver was once more a competitive newspaper town. That day the **Vancouver Times** began publication.

Careful planning over several years had laid the base for the **Times.** Citizen support had been solicited at all levels of Vancouver society. The board of directors of the Times read like a Vancouver Who's Who. Victor Odlum, a member of a promiment investment investment house and associate of Vancouver newspapers over sixty years was the chairman of the board. The population put up its own money to raise the Time's working capital of $3 million. The **Times** had 4500 shareholders; the **Sun** has 1295.

**WARREN**

The **Times** attracted a competent news staff as well as columnists like Jack Webster and Doug Collins. It experimented with different layout styles and was printed on technologically advanced presses.

The driving force behind the **Times,** promoter-publisher Val Warren, was also largely responsible for undoing what chances the **Times** had of success. Warren grossly under-estimated the losses the **Times** would have to take. He thought that after an initial loss of $175,000 the **Times** would start showing profits with its second year. In seven months the **Times** lost $1.7 million.

Warren had disagreements with some of his best staff and they left.

Warren paid himself indirectly or directly $175,000 in the course of the three years he was associated with the **Times.** He had put up only $30,000 of his own money but it was evidently enough to give him all of the class B shares and voting control.

The **Times** was grossly under-capitalized; it needed at least three times the $3 million it had raised and even then its chances would have been only three or four to one to survive and hopefully sometime in the future show a modest profit.

Getting a Canadian Press wire service franchise cost $100,000 or twice the yearly rate for established newspapers. These and other expenses left the **Times** with only $200,000 in its treasury on its first day of publication.

Editorially the **Times** published few tough editorials and these were aimed at subscribers who had left; major advertisers who hadn't bought ads and the Pacific Press.

The **Times** never substantiated its vague charges again the **Sun** and the **Province.**

In March, 1965, the **Times** published a blank full page reserved for Woodwards which the **Times** charged was a local company that failed to support Vancouver's only locally owned and controlled paper. Advertisers looked on the **Times** as a project of dutiful Vancouver citizens who also continued to take the **Sun.**

Warren quit or was kicked off the sinking ship in June, 1965 and handed over his shares to the board of directors.

Last minutes attempts to raise additional capital had little success. Creditors were persuaded to hold off for a while.

On August 6, 1965 the last issue of the **Vancouver Times** appeared. Shareholders and the handful of remaining staff scrambled for what capital was left.

Val Warren turned up in Edmonton to try the same trick. Nothing came of it.

Odlum was left to liquidate the **Times,** the last of his three papers — all losers.

## FREEDOM

**continued from pf 3hree**

cluding the **Province.** Southam also publishes 50 trade magazines and has begun to move into the trade show business in a big way. It has large job printing plants in Toronto, Montreal and Vancouver.

Southam has a 30 per cent interest in Selkirk Holdings which has control of minority interest in eight radio stations, seven radio stations and three cable television franchises. These include **CKWX** radio in Vancouver, **CJVI** radio Victoria, **CJIB** radio in Vernon and a Kelowna television station. The Canadian Radio and Television Commission (a regulatory commission) recently refused Selkirk's bid to increase its 26 per cent interest in British Columbia Television Broadcasting System (Channels six and eight) to a controlling interest.

Southam appoints the publishers of each of its newspapers and gives him freedom to direct his newspaper. However there are restrictions on his fiscal powers which he must clear with his head office. Fred Auger, the **Province's** publisher joined Southams in 1950 from his position as advertising director of a major soap company. He became **Province** publisher in 1959 and is a member of the Southam board of directors.

Southam's main compeitor in the big cities of Canad is **FP Publications** In Vancouver, Winnipeg, Ottawa and Calgary they each own the only papers In Vancouver they have a joint publication arrangement The 'competition' frequently is ludicrous.. Recently the **Winnipeg. Tribune** (Southam) and the **Free Press** (FP) announced that because of rising costs they would no longer publish morning editions.

In Ottawa they had a profit-splitting arrangement.

Now that both have broken into the major cities of Canada (Southam—the **Montreal Gazette** in 1968; FP —the **Globe and Mail** (Toronto) in 1965; they are firmly anchored in every Canadian region except the Maritimes.

There are companies on which representatives of both media empires have shares or directors. These include Quality records; All Canada Radio and Television (a sales and transcript service), a Hamilton radio and TV station, and a Lethbridge TV station. Thus there is a tendency to slice up the pie rather than to compete for it.

In 1953 the Sifton brothers, Victor and Clifford, split up the family news empire. Clifford took the **Saskatoon Star-Phoenix** and the **Regina Leader Post.** Victor took the Winnipeg **Free Press** and with Max Bell formed **FP** Publications Ltd. in 1959. Bell owns the **Calgary Albertan** (inherited from his father) the **Victoria Times** and the **Victoria Colonist** (bought in 1949 and 1950); the **Lethbridge Herald,** some horses and oil wells.

**FP** Publications acquired the **Ottawa Journal** in 1961, the Vancouver **Sun** in 1963 and the **Toronto Globe and Mail** in 1965. Altogether it controls 10 papers with 21 per cent of Canada's daily newspaper circulation.

The **Globe** has a long history dating back to Confederation when it was owned by George Brown, an important political figure. In 1936 it was purchased by a financier who merged it with its only morning competition, the **Mail and Empire** to form the Toronto **Globe and Mail.** In 1955 it was purchased by Montreal financier Howard his **Globe** shares for **FP** shares and ownership passed to the **FP** Publications.

Webster appears to have got along with **FP Publications,** unlike the **Sun's** Don Cromie, for he is still chairman of the **Globe and Mail.** During the depression he is reported to have twice raised the price of coal which he controlled in Montreal. When the federal government fined him he raised the price again to cover the fine. Webster today has important real estate holdings in Montreal and Chicago and is a director of the Canadian Imperial Bank of Commerce.

The **Globe and Mail** is the closest thing to a national paper that Canada has. It sells about 300 copies weekdays, 600 copies Saturday in Vancouver. Its editorials and news interpretations are required reading in Ottawa and among the best in Canada.

While both Southam and **FP Publications** have their own news-gathering networks to supplement the wire services, the **Sun** and the **Globe** and **Mail** have their own special correspondents.

There are Liberal and there are Conservative papers within Southams and **FP Publications.** Take your pick.

**FP Publications** is privately owned and does not publish an

**See: FREEDOM**
**continued pf 10en**

## DEMOCRACY

from pf 8ight

Obviously the racism of the old **Saturday Sunset** and many British Columbians was not dead. The **Province** was little better.

In 1946 the Typographers Union took on the Southam chain in a bid to win a rule change that the Southam's Winnipeg **Tribune** had refused. The **Province** had agreed to the rule but the union cancelled the contract and tied up the **Province** for six weeks. The **Province** thought it had an agreement with the **Sun** that it would print the **Province** in the event it was struck. By printing the **Province** the **Sun** would also be struck.

Both papers had conducted joint negotiations with the unions. Cromie backed out claiming the **Province** had not made adequate preparations for a printers' strike and he wasn't prepared to fight without full Southam co-operation.

In 1945 the **Province** had 56 percent of the circulation and 55 per cent of the advertising for the Vancouver newspaper market. By 1948 when the full effects of the strike had set in the **Province** had 40 per cent of the circulation and 46.5 per cent of the advertising. In 1945 it had profits of $260,000; in 1948 lossess of $143,000. By comparison in 1945 and 1948 the **Sun** had profits respectively of $124,000 and $223,000.

The **Province** found that it could not regain its lead. It lacked the presses and plant to meet the **Sun's** technical sophistication. In 1951 Southam shipped in a new publisher, Arthur Moscarella from Winnipeg. Promotional expenses jumped but Moscarella found for every $5000 contest, Cromie would offer a $10,000 contest to readers.

Southam bought some land suitable for a plant but refused to produce the $5,000,000 investment the **Province** needed to turn it around and put it into a profitable position. It didn't want to take the risk.

Merger negotiations were inevitable. But Southam was angry with the **Sun**, which it alleged was telling potential advertisers that they need only put their ads in the **Sun**. There may have been some discussion prior to the 1946 strike, but both parties only got together seriously in the early 1950's.

Early negotiation proposals amounted to one party controlling the other. In 1956 aboard Cromie's yacht in Howe Sound, St. Clair Balfour of Southam and Cromie agreed on a joint publishing venture which had become a popular idea among U.S. newspaper publishers. However, with only one press it is physically impossible to print simultaneously two newspapers in the same evening field. Thus the **Province** shifted into the morning field. Both the **Sun** and Southams would own half of the company that printed their papers and would receive half the profits. The details of the agreement were settled in early 1957 and announced in April, 1957.

Both Southam and the **Sun** sold their assets to the new company, Pacific Press in return for half the debentures and half the shares issued by the company. Southam paid the Sun $3,850,000 to make up for its shoddier physical assets. Pacific Press took over the press, accounting, business, credit, personnel and statistical departments of both newspapers.

Each paper maintained its own circulation and advertising offices. Each selected its own publisher who had control over his own paper. Each selected half of Pacific Press' board of directors.

Moving into the morning field was not difficult. The **News-Herald** was struggling along making no money. Cromie had bought the paper in 1951 to get its surplus newsprint and sold the paper to Roy Thomson the next year. Thomson found he couldn't make a profit and almost immediately began suggesting to the **Province** and **Sun** that they buy him out. The day before the official announcement of the Pacific Press the **News-Herald** obediently folded and sold for $260,000 its subscription lists, the morning franchise to the Canadian Press wire service and the comic strip Blondie and other assets to the Pacific Press.

Observing the **Province's** retreat into the morning field on June 17, 1957, the Victoria **Times** noted piously that "the first duty of a newspaper is the economic duty of staying alive."

It should have said the prime duty of the modern newspaper is to maximize its profits. The **Province** was in no danger of extinction. In 1956 and 1957 it was showing a modest profit. Cromie might have taken on the **Province** in continued direct competition if it hadn t been that the Southam company with all its wealth was backing up the **Province.** And there was always the chance that an incident like the 1946 strike could reverse the competitive situation once again.

Both papers had adequate capital to finance separate presses. The real reason for the merger was that it would minimize profits by splitting capital expenditures on a new plant, cutting back on promotional expenses and eliminating redundant expenses. Thus it did not matter that the morning field was traditionally a poor spot for Vancouver newspapers for Southam would be getting half of all the **Sun's** profits and its only concern would be to minimize the **Province's** loss.

There is another reason for the merger: corporate incest. Southam owned 12 per cent of **Sun** voting stock at the time of the formation of the Pacific Press and the **Sun** had a substantial number of Southam shares.

At the announcement of the formation of the Pacific Press, Don Cromie emphasized that the autonomy clauses would let one paper eat up the whole profits of the Pacific Press without the other paper being able to do anything to stop it. The **Province's** Arthur Moscarella said the **Province** would continue to scoop the **Sun.**

Scott Young of the Toronto **Globe and Mail** was less than impressed. "Each paper has assured its readers that it will retain its former character. Since the chief characteristic of each paper was its bitter competitive spirit toward the other, this character-retention will be quite a trick, something like watching a wrestling match between Siamese twins."

In 1960 the restrictive Trade Practices Commission of the Federal government investigated the merger. After lengthy hearings it ordered the papers to stop insisting that national advertisers place ads in both papers. It also suggested that a judicial order be passed requiring both papers to have approval of the court before changing the agreement .

The **Sun** and Southam agreed to inform the Combines Investigation Branch if they should change the agreement and no court order was issued. In advertising directories today one rate is listed to cover both the **Sun** and the **Province** with the addition that an individual rate for the papers is available on request. People phoning the Pacific Press to place other classes of ads today are asked if they wish to plase an ad in the other paper as well.

The commission apparently accepted the statements that both papers could not continue to compete and show a profit too. Yet in 1959 the morning **Province** was losing half a million dollars. Its circulation had dropped from its post-merger high of 130,000 to about 106,000 when both papers raised their prices to a dime in 1958. Since then the **Province's** circulation has been static at 106,000. It refuses to release its advertising lineage which is usually an accurate indicator of a paper's financial state of health. However it is thought to carry about half the advertising of the **Sun** and may be making minimal profits.

The price hike hit the **Sun** as heavily but it quickly recovered the lost circulation. By 1965 the **Sun** needed a new press and building to handle its expanding circulation and advertising-laden bulk. Until then the old **Sun** presses had been adequate for both the **Province** and the **Sun**. The new Pacific Press building cost $12 million. The **Sun** now has a circulation of about 255,000.

In circulation the **Sun** is Canada's third biggest paper behind the **Toronto Star** and the **Toronto Globe and Mail.**

In classified advertising lineage it is the biggest in Canada and the fourth in North America. In total advertising it trails **La Presse** (Montreal) and the Toronto **Star.**

Circulation income only covers about a quarter of the cost of producing the newspapers. Thus the paper that can cover a market (thus getting the ads) with fewer papers will make the biggest profits. While the Toronto **Star** received about ten per cent more advertising than the **Sun**, it has about one-half more circulation than the **Sun.** Thus the Toronto **Star** showed profits in 1968 of $1.5 million. Without the competition that the **Star** gets from the **Telegram**, the **Sun** showed a profit of about $3.3 million. This assumes the **Province** is is contributing only minimal profits at best to the Pacific Press pot.

Following the formation of the Pacific Press the **Sun** continued to prosper but Cromie was finding himself in a familiar problem. He was losing voting control over the newspaper. In 1956 the **Sun** had split its stock into common (A) and voting (B) shares. By paying slightly higher dividends on A shares it was hoped that investors would allow B shares to come under control of the Cromie family.

But there had been at least two take-over bids or purchase offers by American chain owner Sam Newhouse and Swedish industrialist Axel Wenner-Gren which may have sprung some B shares lose from the various branches of the Cromie family. In 1955 **Albertan** publisher Max Bell had tipped off St. Clair Balfour of Southam that **Sun** voting shares were available. Both began buying up the stock.

By 1957 Southam had 12 per cent of the **Sun** stock but Cromie didn't know who was buying it since Southam bought through an agent on the Vancouver stock exchange. Balfour then informed Cromie he had the stock. He agreed to buy no more stock without informing Cromie. The reason for Bell and Southam buying the stock according to the official Southam history was that they didn't want control to fall into other than Canadian hands.

In 1957 the various branches of the Cromie family controlled 60 per cent of the Sun stock. Caught in the Southam-Bell squeeze the Cromie control dropped away dramatically until 1963 when the Cromies could count on only having 40 per cent of the voting stock. Cromie had apparently agreed to have Southam re-enter the market and it had 18 per cent of the B voting stock in 1963. Encouraging the diffusion was the fact that second generations of Cromie families which along with inheritance taxes was diffusing the voting control.

Cromie noted "If control were to be directed to any chosen professional newspaper group the sale had to be determined soon." In June 1963 Don Cromie went out to lunch with Max Bell and sold him controlling interest in the **Sun** Publishing Company. In a news story Max Bell noted that he was happy to be able to increase his interest to control. Southam's subsequently sold its **Sun** stock to Bell of **FP** Publications which today has an 80 per

**continued pf 10en**


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## FREEDOM

continued from pf 8ight

annual report or disclose its holdings outside the newspaper media. In the **Vertical Mosaic**, John Porter reports that Sifton owns a television station in Lethbridge, a radio station in Winnipeg and radio and television stations in Regina.

Until a few years ago Quebec's media was controlled for the most part by indepent families. But in the last few years a major French language media empire has been assembled by a young financier.

A generation ago Paul Desmarais inherited a nearly bankrupt Northern Ontario bus line and proceeded to form a major conglomerate financial empire. Acquiring influential friends in English and French Canada, Desmarais' four billion dollar empire reaches into insurance, and trust companies, gas, oil, mining and even a horse racing track.

He recently bought out most of the print media of his nearest competitor, Jacques Brillant, an Eastern Townships businessman. His daily French-language newspapers in four Quebec cities including the largest Montreal's **La Presse**, accounts for 42 per cent of Quebec's daily circulation. He also owns most of the French language Sunday press, the only place in Canada where the Sunday paper has been tried with success.

Using his Sherbrooke television station as a base, Desmarais has made some moves in the direction of forming a third television network in Canada. He proposed recently to assemble a satellite communication system.

Pierre Peladeau owns two struggling dailies in Montreal and Quebec. A one time fascist-sympathizer and scandal press publisher, Peladeau has apparently gone respectable. He is a nationalist and covert independentist.

**Le Devoir** is among the best newspapers in Canada. It was the only Quebec newspaper to resist the despotic regime of Premier Maurice Duplessis. Today it is edited by Claude Ryan easily French Canada's most influential journalist. It traces its roots back to Henri Bourassa, a major political figure who ensured **Le Devoir's** independence through a trust. K. C. Irving of the petroleum and marketing Maritime empire is believed to own the three biggest of New Brunswick's five newspapers and other media.

John Bassett owner of the **Toronto Telegram** and the CTV television station in Toronto is the former owner of the **Sherbrooke Daily Record.** He owns **CFTO**, a Toronto CTV station and eight Toronto area weekly newspapers.

The importance of chain ownership becomes obvious when we examine British Columbia, which has 14 daily newspapers.

Thomson owns four of these in Kamloops, Kelowna, Nanaimo and Penticton. They account for six per cent of B.C.'s total daily newspaper circulation. Like most Thomson papers they take the cheapest service that Canadian Press Wire Service offers.

North West Publications publishes dailies in Prince George and Prince Rupert and a number of weekly newspapers throughout the province. Brewer-builder Ben Ginter owns the **Prince George Progress,** a bi-weekly newspaper. North West accounts for three per cent of the province's daily circulation.

There are four independently-owned papers left in this province and they are published in Kimberley, Nelson, Trail and New Westminster. They represent 8.4 per cent of the province's daily circulation.

If "Not a damn one of the Thomson papers are worth reading" in the words of one observer, the rest of the papers, independent or not, are probably worse.

Generally they offer a couple of pages of local news sandwiched between pages of wire copy. They are uniformly uninspired and uninteresting. Most lift most their editorials from Victoria and Vancouver newspapers and one another and call them guest editorials. The **New Westminster Columbian** makes no attempt to compete with the Vancouver papers and advises its readers to subscribe to them. **The Columbian** emphasizes local news in Surrey, New Westminster, Port Coquitlam and Burnaby. It has local editions for these areas.

The **Vancouver Province** accounts for 20.7 per cent of all B.C.'s circulation and the FP papers (both Victoria papers and the **Sun**) account for 61.7 per cent of the province's daily circulation.

The world-wide wire services that feed into these media empires are as concentrated. The major American wire services are **Associated Press** (co-operatively owned by its members) and **United Press International** (the merger of two privately owned networks). **Reuters** is a European-based wire service that recently ended an agreement which made **AP** its North American feeder. Another news service which is privately owned is **Los Angeles Times - Washington Post** (TPS), one of the newest. In addition **TPS** carries a number of features and columnists like Art Buchwald. Among the best of the wire services is that offered by the **New York Times.**

In Canada the cooperatively-owned **Canadian Press** feeds news to its member-owners who pay an annual levy based on size. Many of these news and features services give exclusive local franchise to newspapers which hurts the chances of just-beginning newspapers to win circulation even though the established newspaper may not use a particular feature.


# GRADUATE STUDENT ASS'N

***The proposed new constitution is now posted at the Centre. This will be presented at the Spring General Meeting of the Association scheduled for March 27th. Please leave any comments, suggestions etc. re. the constitution with the secretary at the Centre.***


## DEMOCRACY

continued from pf 7even

cent control over Sun voting shares.

Cromie had planned to stay on as chairman and director of the **Sun** Publishing Company and president and publisher of the paper. But by February 1964 he had severed all his ties with the paper in protest.

"I disagree with **FP** Publication Ltd. leaders over some policies, procedures and manners. As chairman I had hoped to be useful to the staff, the community and the new majority owners. On review the association seems fruitless. I wish them every success in continuing the **Sun's** prosperity and community confidence."

The man possibly responsible for Cromie's displeasure was R. S. Malone, executive vice president of **FP** Publications. For some time afterward he held the top spot on the **Sun's** masthead which at the time of sale had dropped the proud claim that the Sun was owned and operated by Vancouver people.

In 1962 the **Sun** had sold radio station **CHUB** in Nanaimo and a small California newspaper. In 1963 the **Sun** disposed of its Southam shares and also its shares in Grouse Mountain Resorts Limited.

In retrospect it is interesting to speculate whether the Cromie family could have continued control of the newspaper. Most of the great newspapers of the world are or were family-owned: the McConnell's **Montreal Star,** the Ochs-Sulzberger **New York Times,** the Chandler's **Los Angeles Times,** Bourassa's **Le Devoir** (Montreal) the Graham's **Washington Post**, the Atkinson's **Toronto Star**, and the Pulitzer's **St. Louis Post-Dispatch.**

By putting controlling interest in these papers into a trust the founders could let their children share in the profits of the paper without diffusing control.

Once voting control was secure from take-over by a chain, the staff could work in confidence to build and shape the paper as is the case with the **New York Times**. And the great papers are generally known for the independence of their staff.

By contrast the only way Roy Thomson could get a great newspaper was to buy the **London Times**. As a rule most chain-owned papers are thoroughly uninteresting because their local autonomy is usually eroded by the ties with a head office.

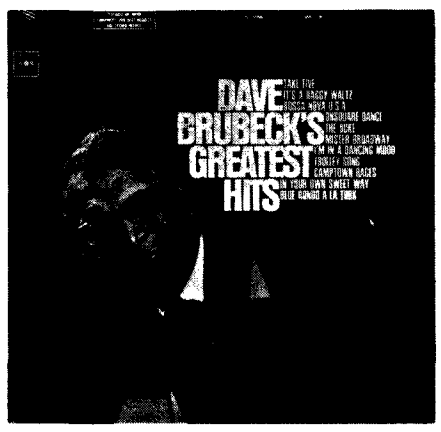
The Cromie's **Sun** was not a great newspaper but it was exciting and entertaining paper that reflected its community and its owners who were a maverick group within the British Columbia establishment. Today it is remembered as something of a golden age in local journalism.

The man who bought the **Sun** is G. Maxwell Bell today a director of the CPR, the Bank of Nova Scotia, and Northern Electric. He is also a member of the McGill University board of governors.

He had inherited the **Calgary Albertan** from his father and in 1949 and 1950 bought both Victoria newspapers. He now also owns the **Lethbridge Herald.** He also owns oil and

**See: DEMOCRACY continued pf 12elve**


# Hear these artists at a JAZZ



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# Media Empires

**Southam Press Ltd. (St. Clair Balfour)**
**Daily Newspapers:**
Ottawa Citizen, Hamilton Spectator, North Bay Nugget, Winnipeg Tribune, Medicine Hat News, Calgary Herald, Edmonton Journal, Vancouver Province, Owen Sound Times, Montreal Gazette, London Free Press (25 per cent), Kitchener Waterloo Record (48 per cent), Brandon Sun (49 per cent).
Total Circulation: 968,000. Per cent: 21.7.
**Magazines:** 50 trade magazines, Financial Times of Canada, B.C. Journal of Commerce, The Canadian (50 per cent).
**Radio and Television:** Selkirk Holdings (30 per cent).
**Radio:** Lethbridge, Edmonton (60 per cent), Calgary (60 per cent), Grande Prairie (38 per cent), Hamilton (28 per cent) Vernon (50 per cent), Victoria (CJVI — 75 per cent), Vancouver (CKWX — 100 per cent), London, Ottawa.
**Television:** Lethbridge (50 per cent), Vancouver and Victoria (CHAN—8, CHEK—6) — 26 per cent), Calgary, London, Hamilton (7 per cent), Kelowna (33⅓ per cent) and nine rebroadcast stations.
**Cable Television Franchises:** Ottawa (30 per cent), Lethbridge, Winnipeg (25 per cent).

**Roy Thomson**
**Daily Newspapers:**
**B.C.:** Kamloops, Kelowna, Nanaimo, Penticton.
**Sask.:** Moose Jaw, Prince Albert.
**Ont.:** Barrie, Brampton, Chatham, Cornwall, Fort William, Galt, Guelph, Kirkland Lake, Oakville Orillia, Oshawa, Pembroke, Peterborough, Port Arthur, Sarnia, Sudbury Timmins, Welland, Woodstock.
**P.Q.:** Quebec Chronicle-Telegraph
**N.S.:** New Glasgow.
**P.E.I.:** Charlottetown.
Circulation: 347,000. Per Cent: 7.8.
**Radio:** Timmins, Peterborough, Kirkland Lake, Kingston, London, North Bay.
**Television:** North Bay, Peterborough, Kingston.

**FP Publications Ltd.**
**Daily Newspapers:**
Vancouver Sun, Victoria Colonist, Victoria Times, Calgary Albertan, Lethbridge Herald, Winnipeg Free Press, Toronto Globe and Mail, Ottawa Journal.
**Sifton:** Regina Leader-Post, Saskatoon Star-Phoenix.
**Circulation:** 927,000. Per Cent: 20.7.
**Radio:** Regina, Winnipeg, Hamilton.
**Television:** Regina, Lethbridge.

**North West Publications**
**Daily Newspapers:**
Prince Rupert, Prince George.
Circulation: 16,000. Per Cent: 0.3.
Several weekly newspapers.
**Other Media Holdings:** unknown.

**Maclean-Hunter**
**Magazines:** 60 trade and professional magazines; Macleans: 625,-500 (also French language); Chatelaine: 1.2 million; Homemakers Digest (free, controlled circulation): 800,000; Financial Post.
**Radio:** Toronto, Chatham, Kitchener-Waterloo, Calgary, Orillia.
**Television:** Calgary, Halifax (sold it).
**Cable television franchises:** North Bay, Guelph, Owen Sound, Midland-Penetang, Collingwood, Huntsville, St. Catharines, Toronto, London, Hamilton, Peterborough (75 per cent), Sarnia (66⅔ per cent).

**John Bassett**
**Daily Newspapers:** Toronto Telegram, Sherbrook Daily Record (sold controlling interest in 1968). Circulation: 251,000. Per cent: 5.6.
**Other papers:** Eight Toronto area weekly newspapers.
**Television:** Toronto (CTV).
**Other media holdings:** Unknown.

## Regional Media Empires

**Power Corporation (Paul Desmarais)**
**Daily Newspapers:** La Presse (Montreal), Granby La Voix de l'Est, La Tribune (Sherbrooke), Le Nouvelliste (Trois Rivieres). Circulation: 295,000. Per cent: 6.6.
**Other newspapers:** Five Montreal Sunday papers, other papers.
**Radio:** Sherbrooke, Montreal.
**Television:** Sherbrooke.

**Le Journal (Pierre Peladeau)**
**Daily Newspapers:** Le Journal de Montreal, Le Journal de Quebec. Circulation: 51,000. Per cent: 1.1.
**Other Newspapers:** Seven weeklies (two Sunday papers).
**Other media holdings:** Unknown.

**K. C. Irving**
**Daily Newspapers:** Moncton Times and Transcript, St. John Telegraph-Journal, St. John Evening Times-Globe, Fredericton Gleaner. Circulation: 100,000. Per cent: 2.2.
**Radio:** Saint John.
**Television:** Saint John.
**Cable Television:** CFTC rejected bid for CATV Saint John franchise.

**Moffatt Broadcasting**
**Radio:** Moose Jaw, Edmonton, Calgary, Vancouver (CKLG), Winnipeg.
**Television:** Winnipeg, Regina, Moose Jaw.


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SPECIALIST TEACHERS 1969-70
The Edmonton Public School System subscribes to a philosophy of education which places the emphasis on the development of the pupil rather than on subject matter or course content, believing that the ultimate purpose of education is that of fitting man for life.
Staffing requirements are adequately supplied in most areas for 1969-70. Some specialized personnel are still required.
Applications are solicited from well-qualified, certificated teachers in the following areas only:
1. SCHOOL PSYCHOLOGIST
(minimum of Master's degree or equivalent in clinical psychology)
2. SPEECH CLINICIAN
(minimum of Bachelor's degree or equivalent)
3. SPECIAL EDUCATION
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(c) Neurologically Impaired
(d) Emotionally Disturbed
(e) Low Vision
4. SECONDARY VOCATIONAL IN THE FOLLOWING TRADES ONLY:
(a) Horticulture
(b) Custodial Services
(c) Food Preparation (Chef qualifications)
5. TEACHER LIBRARIANS
(minimum of 3 university courses in library science)
6. ORAL/AURAL FRENCH SPECIALISTS AT MOST GRADE LEVELS
7. SECONDARY INDUSTRIAL ARTS—(MULTI-ACTIVITY)
All applicants must be eligible for Alberta teacher certification requiring a minimum of two years post-secondary education beyond British Columbia grade 13 including formal teacher education.
For application forms and employment information, write giving a brief outline of qualifications and experience to the address below. Also indicate which hours from 9 a.m. to 4 p.m. on Wednesday, April 2, would be convenient for a Vancouver interview with a Board presentative. In writing refer to Recruiting Competition 1969-5.
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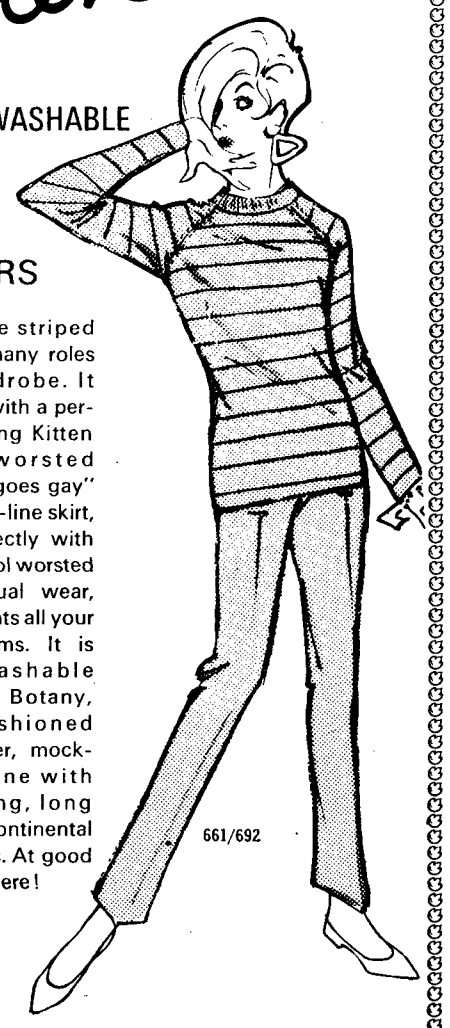


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# Hot Flashes!

## Stop the press!

If television has forced newspapers into greater in-depth reporting, community antenna television (CATV) may push them out of business.

Television, individually-wired (via telephone connection) into the best receiving antenna in a community), has been part of the North American scene for some years. Recent discoveries and refinements should permit each home to have its own facsimile printer to receive special material. Not only will this permit citizens to ignore the usual run of trash available on television but it will permit readers to receive magazines, books, news stories and anaylses minus advertising, comic strips, and other trivia if they so desire.

Justifiably concerned about this development, major media owners have turned CATV franchises into one of the hottest contests in North America.

**TIME Inc.** has $15 million invested in CATV franchises or about the amount you would need to start the equivalent of **TIME** today.

**Times-Mirror,** publisher of the **Los Angeles Times,** books, magazines and features has recently reorganized itself to provide for a vice-president to supervise its CATV franchises.

The huge conglomerate corporations have moved into this field. **Gulf and Western** has franchises in 19 cities and seven U.S. states.

**Gulf and Western owns Famous Players** which operates more than 300 Canadian cinemas and drive-in theatres, owns 20 per cent of TV channels 8 and 6 in Vancouver as well as several CATV Canadian franchises.

Toronto was the scene of a recent major dispute before a hearing of the Canadian Radio and Television Commission (successor to the BBG). One small CATV company charged five major media companies including **Maclean-Hunter** and Roger Broadcasting with muscling in on its franchises. The small company had been given a large area of Toronto to itself by the BBG but Bell Telephone had restricted it to a smaller area. Bell had become the de facto licenser by insisting that CATV companies which have to negotiate with Bell for use of its telephone wires could only wire a limited area at one time.

Rogers is owned by Argus Corporation (E. P. Taylor) and has extensive radio and television holdings as well as CATV franchises.

**Maclean-Hunter,** the major magazine publisher in Canada, owns half a dozen radio and television stations and has CATV franchises in a dozen Ontario towns and cities including a piece of Toronto.

Through Selkirk Holdings, Southam is known to have interests in CATV franchises in Winnipeg, Lethbridge and Ottawa.

**FP Publications** does not disclose its holdings and Thomson is thought to own a few CATV franchises in the USA as part of recent acquisition of a group of newspapers. He is now selling a Belleville, Ont. CATV franchise.

Vancouver Cablevision is one of the largest CATV operations in North America and is part of one company with CATV franchises in Victoria, Montreal and Toronto. While it refuses to disclose its ownership, **TIME** reports that it is largely owned by the Columbia Broadcasting System, the American network.

As in the USA, CATV in Canada has only come under strict regulation in the last few years. In the USA the Federal Communications Commission only established its jurisdiction after lengthy court battles last year. Until recently would-be Canadian CATV operators could get their licenses from the Department of Transport as easily as you can get a driver's license.

CATV has a commercial potential that more than balances its threat to the conventional media. And because of its commercial potential we can pretty well forget about the visionary possibilities of CATV.

The CATV cable can carry a very large number of channels. Thus it would be possible for a corporation's head office to supervise a distant automated plant via a rented channel. Every CATV operator is given an exclusive geographical area for his personal monopoly. This means that advertisers can select the market which is most likely to buy their products.

So much like TV and radio before it and perhaps the newspapers before them all, the fantastical potential for education and entertainment of this fascinating new media seems consigned to its commercial grave before it even begins.

## Punchy Davey

The latest in a long series of proposed enquiries into the media was made last month by Senator Keith Davey. Davey's 'criticism' of the media shows more the power of the press than it does any real critical thoughts on his part. He pulled punches right down the line.

The press has always been super vigilant about any possible government regulation. And they have used their media to pound the message of importance of freedom of the press into the public and the politicians. They have also done a good job on their own image.

Davey wondered if the concentration of ownership might not be bad. But then he even seconded the usual argument that monopoly is produced by some mysterious law of economics. He thought the study might take a look at the level of editorial independence within the chains. Liberal Davey had no embarrassing questions about the lack of a social democratic (NDP) daily Canadian newspaper.

Davey wanted to know why newsmen were not well-paid as, for example in Peterborough, the site of a recent strike where the newsmen were getting $120 a week.

Senator Davey went on to say according to the Canadian Press story that the occasional abuses of the press were "swallowed up in a sea of solid grey journalism".

Davey noted the press was inclined to police itself with reasonable effectiveness and he certainly wouldn't argue for any press control (perish the thought). (Let us now worship the sacred cow of your choice.)

However he thought a couple of broadcast regulations (55% Canadian content, contribute to national unit) might be "unofficially" applied to newspapers.

This month publishers have nothing to worry about. Once they get their monthly profit statement together and off to the board of directors they can go firing off outside Canada to fight battles for freedom of the press content in the knowledge their freedom, control and profits are secure.

## DEMOCRACY

from pf 10en

racing horses and is said to divide his reading between the **Racing Form** and the **Bible.**

In 1953 the Sifton brothers, Victor and Clifford split their news empire. Clifford took the **Saskatoon Star Phoenix** and **Regina Leader Post.** Victor took the **Winnipeg Free Press** and with Max Bell in 1959 formed **FP** Publications. A second generation of both Sifton families is now in control. In 1961 both families joined together along with other prominent figures in the Winnipeg power structure to try to win a Canadian Television (**CTV**) network franchise for Winnipeg. They were unsuccessful. Southam and the **Sun** were also unsuccessful in 1960.

It is ironical to remember that it was this same Sifton family, now co-owners of **FP** Publications and the **Sun** whose takeover bid Don Cromie had stopped twenty years before.

**FP** Publications brought in Stuart Keate as the new publisher of the **Sun.** He had begun his newspaper career in Vancouver as a sports writer for **The Ubyssey** and the **News Herald.** He was a BA graduate of UBC and Vancouver native.

Following the war he worked for Toronto newspapers, wrote for **Maclean's** magazine and served **Time** as Montreal bureau chief. In 1950 he was appointed publisher of the **Victoria Times,** a paper Max Bell had recently acquired. While in Victoria he was a president of the Chamber of Commerce.

He was named publisher of the **Sun** in May 1964 and is a member of the UBC board of governors.

IMPORTANT NOTICE

TO ALL

STUDENTS & FACULTY

THE BOOK STORE will be CLOSED ALL DAY

TUESDAY, APRIL 1st and
WEDNESDAY, APRIL 2nd

FOR ANNUAL STOCK TAKING

The store will be open Thursday, April 3rd before the Easter holidays

# BLURBLURBLURBLUR

## Church tells all

Got premarital, emotional, or religious hangups?

Discuss them with the "poor man's psychologists" in the interview room beside the ombudsman's office in SUB.

The UBC Chaplain's Committee has arranged to provide counselling services by various chaplains on Mondays from 12 noon and 2 p.m., Wednesdays, between 12 and 3, and Fridays between 11:30 and 12:30.

Chaplains participating are Neil Kelly, Roman Catholic, Gene Baade, Lutheran, Bernice Gerard, Pentecostal, Jack Shaver, United, and Bob Pearson, Lutheran.

## New Arts I open

A meeting of Arts students is scheduled for Tuesday, March 18 in the Buchanan Lounge. Included in the agenda will be the selection for the new Arts building.

Other matters will include the fee referendum that is scheduled for the AMS general meeting, arts fees, "Pro-calendars" and other administrative rubber stamp decisions.

## New Psych head

Psychology department head Douglas Kenny has been named associate dean of arts.

Kenny has been on the UBC faculty since 1950. He is a former president of the UBC faculty association and the B.C. Psychological Association.

He will continue to teach psychology after taking office on April fool's day.

## AUS general meet

Teachers and students from high schools all over B.C. are descending on the campus this weekend to find out where it's at.

It's a symposium at the Arts I building, Thursday to Saturday.

The purpose of the symposium is to explain what Arts I is all about and how it works.

**EDITORS:**

Co-ordinating ..... Al Birnie
Managing ..... Bruce Curtis
City ..... Alex Volkoff, Peter Ladner
Associate ..... Paul Knox
Wire ..... Irene Wasilewski
Page Friday ..... Andrew Horvat
Sports ..... Jim Maddin
Photo ..... Fred Cawsey
Ass't News ..... John Gibbs

The old regime grinds to a halt and the masses go into hiding. Only a handful of stalwart hacks, including Nate Smith, Eric B., Maurice Bridge, Frank Flynn, Keith Routley, Elaine Tarzwell, Kirsten Emmott, and Nader Mirhady continue to rattle around the near-deserted office, listening to the agonized cries of "never again" from Curtis on the news desk. Maddin labored alone in the jock shop, resisting Gordie Tong's religious advances. Shuttering in the darkroom were Dirk Visser and John Frizell.

# Fame and fortune for fiddley Finlay

**By MIKE FINLAY**
**Ubyssey Appointments Editor**

Well-known social drinker Mike Finlay was elected editor of The Ubyssey at a marathon 4½ hour staff meeting Friday.

The blonde, baby-faced part-time hack for The Sun promised a crackdown on extremists believed to have infiltrated the very editorial board, according to usually reliable sources close to the big wheel.

"By the beard of Allah, they shall not pass," said Finlay. "I run a taut ship; shape up or ship out."

Council reporter for Canada's greatest university newspaper in 1967-68, Finlay will lead The Ubyssey into its second half-century, following in the illustrious steps of such journalism greats as Himie Koshevoy, John Turner, Stuart Keate and Ann Arky.

He replaces present editor Al Bernie, who goes on to bigger and better things.

In an interview following his appointment, Finlay said certain reforms will be instituted in next year's paper.

"Persons complaining about 'Tween Classes will be shot on sight," he said. "The job of a newspaper is to educate and lead, not to bicker with the unwashed."

When asked about editorial policy, Finlay, a confessed pederast, said there will definitely be one. "Some people will agree with us and some won't," he said.

FINLAY

# NDP must build new movement

"The New Democratic Party must become a mass movement working toward the creation of an independent socialist Canada," says NDP provincial leadership candidate John Conway.

"Canada cannot be independent without being socialist or socialist without being independent," Conway, a student senator at Simon Fraser University, told 30 students in the SUB party room Tuesday noon.

Conway said the NDP no longer sees itself as a mass people's movement but as an electoral machine like the other parties.

"The party must become an alliance of workers, students, farmers, professional groups and even small businessmen," he said.

"It must be a mass movement of people who are politically active on a day to day basis and willing to confront the power structure at every point."

Conway said present NDP policies only provide for a fairer administration of capitalism.

He said it is still important for radicals to work within the NDP because there is no viable alternative.

Conway said he expects his support in the leadership race will come from a section of the young NDP organization, old Cooperative Commonwealth Federation members, and some union officials.

"There are no MLAs supporting me," he said, although I've heard a rumor that Bob Strachan (current NDP leader) got drunk one night and put on one of my campaign buttons."

# DEFFNER KNOCKS HEFNER

"Man is not in search of himself; he is in love with himself."

Rev. Donald Deffner, sponsored by the Campus Lutheran Society, spake these words Thursday noon. He was talking on the image of modern man as presented by the mass media.

"The media are promoting the "I" philosophy," said Deffner. He referred to several songs by Paul Simon of Simon and Garfunkel which he said promoted isolationary individualism.

"Man has sinned against God, only God can forgive him, and that forgiveness can be found was Deffner's main theme, as he held that media had failed to answer the basic existential questions facing man, but the church held the final solution.

Speaking on sex, Deffner refuted the Hefnerian idea of guilt and shame being antiquated concepts, and came out in favor of pre-marital chastity.

Deffner will be speaking again at noon today in Angus 110; and also in the Lutheran Campus Centre tonight.

**"GENETIC ENGINEERING AND THE CHURCH"**
**PANEL AND DISCUSSION**
**SPEAKERS: DR. JAMES MILLER,** Head, Division of Medical Genetics, UBC
**SISTER DIANE DUPRE,** Headmistress, Convent of the Sacred Heart
**DR. W. S. TAYLOR,** Principal, Union College of B.C.
***AT UNIVERSITY HILL UNITED CHURCH***
**5375 University Boulevard**
**SUNDAY, MARCH 16th - 11:00 A.M.**

**1ST YEAR ENGINEERS**
**CROFTON PULP & PAPER LIMITED**

Summer employment opportunities exist at Crofton for students who intend to become Mechanical or Chemical engineers.

Company representative will be on campus for interviews on March 26 & 27. Appointments can be made by contacting the University Placement office.

**BE THERE**
**THURS., MAR. 20**

*FILMSOC PRESENTS*

**MICKEY ONE**

**TUES., MARCH 18**
12:30, 3:30, 6:30, 9:00
**SUB THEATRE**
ADMISSION 50c

WITH
**WARREN BEATTY**
Director: Arthur Penn of Bonnie & Clyde fame

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Thursday Noon
INTERNATIONAL HOUSE

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. . . TURN ON TO SOME NEW ONE AND SOME NEW PLACE . . .

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# SPORTS

## Soccer players sock it to em

At Callister Park the Soccer Birds overcame several obstacles last Sunday to increase their league lead to three points by beating second-place Columbus 2-0.

Midway into the first half Ash Valdal was sent to the hospital for ten stitches after knocking heads with Bob Hazeldine.

Then just before the half Wayne Thompson was sent off for fighting with Gene Vazzoler who also departed.

Starting the second half at ten-a-side, the Birds struck quickly on a pretty passing play that saw Robin Elliot send Jim Briggs into the clear. Although on a bad angle, Briggs hit the near top corner to put the Birds in front.

Columbus then threw everything they had into the attack, but the defence, led by a busy Barry Sadler in goal, proved a match for all Columbus efforts.

A disputable tripping call inside the Birds' area gave Columbus a chance to tie the score.

Sadler topped off his record-tying thirteenth league shutout performance by saving brilliantly on the penalty kick.

The Birds, however, were to suffer yet another setback as Len Lendvoy was sent off for pushing and his Columbus counterpart was allowed to remain in the game.

Shortly after that the under-manned Birds broke upfield and Ken Elmer converted a cogent Gary Thompson pass with a first-time shot that curved into the upper corner of the net.

**JOY WARD** and Gunther Klaus, were the top UBC skiers last weekend at the Tryol Giant Slalom. They both won the overall championships, Gunther by 1.6 seconds and Joy by 1.3 seconds. The event was held on Whistler Mountain, and as well as getting the winning spots, in both men's and women's events, UBC picked up second and third as well.

## Intramurals

**ALL EVENTS START AT 12:30 at the JOHN OWEN TRACK**

Monday, March 17 — 1 hr. — 100 yd. Heats.
Tuesday, March 18 — 1 hr. — 880 yds. — Discus.
Wednes., March 19 — 1 hr. — 440 Heats — Javelin.
Thursday, March 20 — 2 hr. — 2 Mile Walk — 100 yd. Final — Long Jump — Shot Put.
Monday, March 24 — 1 hr. — 220 Heats — 4 x 110 Heats.
Tuesday, March 25 — 1 hr. — 1 Mile — 220 Final.
Wednes., March 26 — 1 hr. — 440 Final — Triple Jump.
Thursday, March 27 — 2 hr. — High Jump — 4 x 440 Final — 4 x 110 Final.

## Intramural posts open

Applications are now being accepted for the following positions within the administrative structure of the men's and women's intramural program:

Director — men's and women's.
Assistant Director — men's and women's.
Referee-in-chief — men's and women's.
Assistant referee — men's and women's.
Co-rec Director — men's and women's.
Publicity Director — men's and women's.

Preference for these positions will be awarded to first and second year students with:

a) an interest in the intramural program;
b) some administrative experience, not necessarily in the area of athletics;
c) good academic standing.

These positions involve a commitment of some 10-15 hours per week with a salary range of $150-$1,000 per academic year depending upon position, qualifications and available budget allocation.

Interested students are asked to apply in writing before March 18 stating position applied for, qualifications and experience to:

Office of the Director,
School of Physical Education and Recreation,
Memorial Gymnasium, Campus.

For further information regarding the various positions call in person to the men's intramural office, Room 308, Memorial Gymnasium, Monday through Friday, 12:30-1:30.

The Men's Athletic Association is accepting applications for the positions of President, Vice-president, and Secretary-Treasurer. Letters of application should be sent to Mr. R. J. Phillips, Athletic Director, War Memorial Gym, by Tuesday, March 18.

## WEEKEND ACTION STAR

This week we have two women athletes who have demonstrated their skill at the recent W.C.I.A.A. competition in Winnipeg. Anne Covell and Betsy George each won two events and established new records in both.

Anne Covell moved from out of obscurity into Olympic class. Last year, she placed second in the 400 meters at the Canadian Open Championships. Her time of 55.0 was a qualifying time for the Olympics in Mexico. At the Olympics she just failed to make the semi-finals with a time of 54.3.

As a competitor for UBC Track Team she has had many wins and established many new records. At the W.C.I.A.A. meet she set a new 60 yds., and 300 meter record. In the Telegraphic Meet she broke the 60 yds., and 100 yds. record. Also at the Alberta Provincial Open Championships she won the 50 yds. in 6.0 seconds. This weekend she is competing in the Canadian Indoor Championships in Edmonton. Anne is in first year Physical Education, so we'll hear quite a lot from her.

Another outstanding member of the Track Team is Betsy George. She's in second year arts. She set new records in the hurdles and broke her own record in the long jump at the W.C.I.A.A. meet. She placed fifth in the long jump at the Achilles Meet and third in the same event at the Alberta Indoor Championships.


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2. ROUNDABOUT EUROPE 21 days. London to Rome and back. $273
3. SCANDINAVIA & RUSSIA 20 days from London and back. $362
4. POLAND & RUSSIA 20 days from London and back. $210
5. ITALIAN HIGHLIGHTS 14 days London to Rome and back. $182
6. ISTANBUL & BALKANS 21 days return to London. $318
7. CENTRAL EUROPE 14 days return to London. $318
8. BEST OF BRITAIN 9 days. $141
9. ROUNDABOUT IRELAND 8 days. $164
10. SCENIC SCANDINAVIA 15 days return to London. $276

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Tuesday, Mar. 18

PARTY ROOM — SUB — NOON

# Athlete of the Year is ice hockey star

The man who won this year's Bobby Gaul Trophy said that he was laying bets with the toastmaster, Frank Gnup, as to who would win the award; when it was announced, he said, "It was unbelievable, I was really shocked."

With tears in his eyes, Mickey McDowell, a member of the Thunderbird Ice Hockey team accepted his award which is emblematic of "excellence in athletics and scholastics combined", at UBC.

The award is named after a former UBC athlete who died shortly after his graduation and in his memory his friends and fellow competitors donated the trophy to UBC.

Mickey in his acceptance speech, summarized the attitude of many of the athletes who were present at the annual Big Block Club banquet when he quoted and then modified, a passage from George Bernard Shaw, who once said, "Getting the Noble Prize in Literature is like being thrown a life line when you have reached shore safetly."

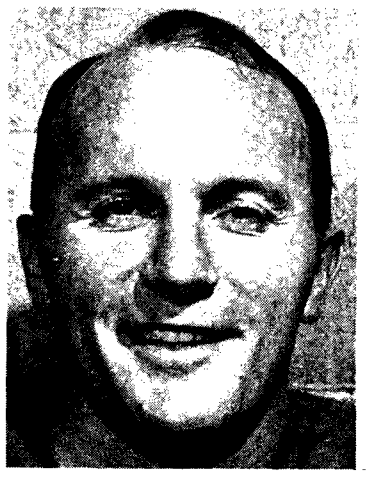
Mickey qualified that saying, "The greatest thing about being an athlete is that you never reach shore safetly."

"Thank you," he ended, "I really appreciate that."

The athletes were also treated to UBC's Mr. Gravel-tongue, Frank Gnup, who pointed out to the assembled Big Block club members that the constitution of their organization allows them to supply ushers and promote sports.

After various derogatory comments about athletes trying to help coaches in other sports from the sidelines, he finally drew a great laugh by pointing out some of his problems with the tight money situation at UBC.

He said that in talking to Jack Parnell, the registrar, he was warned that with the higher marks needed to get into UBC next year he would have to start looking for some of the big husky girls to play on his football team because he



McDOWELL

won't get any more football players.

Defending himself and the other coaches he said that they, who knew best, doubted like hell that the coaching on campus was lousy.

He didn't however, even let the coaches off that lightly, as he threw a few stones at Lionel Pugh, the track coach.

"Some sports aren't as tough as others," he said, "why look at Lionel there, if it weren't for girls he'd be a hell of a bad coach. Lionel," he went on, "stole a seven foot jumper from the hill, he don't care if the kid has long hair." But then philosophically he added, "but for that matter, if they win, neither do I."

Sports in general caught some blows in passing, "I played volleyball when I was in high school. It's a great game. But then I grew out of it."

## Gym team is champ

Two UBC women were named to the Canadian team to compete in the Student World Games.

Sandi Hartley, for getting first place in the Canadian Intercollegiate Championships, and Leslie Bird, for picking up the third place spot, were the girls choosen.

Along with Terry Cotton, their team, coached by S. Heigberg, finished first of the eight Canadian schools who competed.

The second place team was the University of Alberta while Western College finished in third spot.

What makes this a more impressive victory is the fact that the girls had to raise all the money for their trip by themselves.

The girls wish to thank all those people who donated money to the team.

PIZZA PATIO
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ANNUAL
General Meeting
Mar. 20 — Noon

MARCH EASTER SUNDAY APRIL 6
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—WITHDRAW U.S. TROOPS
Your help is urgently needed to build the mobilization. Bring Mind, Muscles, MONEY to 18 W. Hastings, Headquarters, APRIL 6th MOBILIZATION COMMITTEE.
On Campus contact BOB McKEE, 224-7578,
or HILDA THOMAS, Bu. 2277, 224-4678

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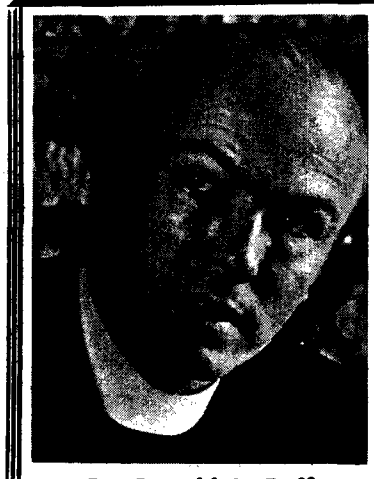

Dr. Donald L. Deffner
B.A., B.D., M.A., M.Th., Ph.D.
DEFFNER
on
MASS MEDIA
and
SEX
TODAY
NOON
Henry Angus 110

TODAY & SATURDAY
MARCH 14 & 15
FRIDAY
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SATURDAY
6:00, 8:15, 10:30
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SUB Rm. 207
Noon Monday

## TODAY

**PERFORMING ARTS**
Manadala soul crusade sings in SUB ballroom, noon, 50 cents.

**ALLIANCE FRANCAIS**
General Meeting to elect new committee today at noon. I.H. upper lounge. Talk by Mr. Sigauz on Sunday at 8 p.m. at 3746 W. 13th Ave.

Sullivan - Zirnhelt - and Hodge - All at once?
THURS. MAR. 20

**HILLEL HOUSE UJA**
Film on Israel. Bruce Zien speaks today noon.

**CLASSICS CLUB**
Prof. A. G. Woodhead on "In Defense of Clodius", Buch. Penthouse 8 p.m. today.

**CHINESE VARSITY CLUB**
Year end banquet and dance held March 15 at Sands Motor Hotel. Pick up your tickets today.

**VCF**
VCF, a student's viewpoint, in SUB ballroom today noon.

**THE PIT**
The pit is open tonight from 4:30-midnight. Next week the Pit will be open Monday, Tuesday, Wednesday nights.

**CIASP**
Banter with SGM'ers, noon today in SUB 117.

**VOC**
Introductory ski touring this Sunday. Opportunity for pre-sphinx came equipment tryout. Meting Club room today noon.

## NEXT WEEK

**T.BIRD M.C.**
Meet 10 Sunday for ride to Westwood scrambles at SUB loop. Meeting in SUB 211 Wednesday.

**NEWMAN CENTRE**
Car rally! Cars leave St. Marks College 12 noon, Sunday. Dash plaques awarded to 3 winning cars. Costs 50 cents per person. Party at destination point.

**PREMED SOC**
Genetics seminar with Dr. Person Sunday at 7 p.m., SUB 211. Free refreshments.

**EXPERIMENTAL COLLEGE**
Karl and D. Sage on how to teach Canadian history. Monday noon, Bu. 100.

**ALPHA OMEGA**
Special meeting for all members, Monday in SUB 212A.

# 'tween classes

**PRE-SOCIAL WORK CLUB**
Elections and sign up for Riverview trip. Monday noon, SUB F.

**WOMEN'S BIG BLOCK CLUB**
Meeting Monday for presidential elections, SUB room A.

**UKRANIAN VARSITY CLUB**
Very important meeting Monday in SUB 212A.

**DEPT. OF SLAVONIC STUDIES**
Dr. A. G. Cross lectures on Letter of a Russian Traveller next Friday in Bu. 214.

**UBC LIBERALS**
The Giant Killer Ray Perrault (M.F) speaks Monday noon in L&M.

**EL CIRCULO**
Rapsodia y verborrea-caricature of orators by Sir Bartroli. International House, *Monday noon.*

**ACE**
A panel of first year teachers will talk about their experiences on Monday, noon in Ed. 1006. Non-members 10 cents.

**CHINESE VARSITY CLUB**
General meeting Tuesday noon in Bu. 205. Elections of officers for 69-70.

**ANTHROSOC UNION**
Last general meeting Tuesday, March 18, noon, in SUB 215.

**COMMERCE U.S.**
Giant general meeting, Party room, Wednesday. Freer is coming.

**THUNDERBIRD M.C.**
Meeting in SUB 211, Wednesday noon.

**EDUCATION U.S.**
Education direction day discuss courses with department heads and senior students, Thursday, Ed. lounge.

**ALPHA OMEGA**
Annual meeting and elections Thursday, March20 at 7:30 p.m. in SUB Council Chambers.

**ALPHA OMEGA**
General meeting Monday noon, SUB 212A.

**COMMERCE SCHOLARSHIP**
High is cumming—SUB aud., March 26.

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by Douglas Bankson
"AN OUTRAGEOUS FARCE"
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Students $1.00 — Reservations 228-2678
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# CLASSIFIED

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Commercial—3 lines, 1 day $1.00, 3 days $2.50.
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*Classified ads are not accepted by telephone and are payable in advance.*
*Closing Deadline is 11:30 a.m. the day before publication.*
*Publication Office: 241 STUDENT UNION BUILDING, UNIVERSITY OF B.C., Vancouver 8, B.C.*

## ANNOUNCEMENTS

### Dances 11

U.B.C.'s LAST COLOSSAL CONCERT - Dance with Poppy Family and Wiggy Symphony, S.U.B. Ballroom, Mar. 14, $2.00. 9 p.m. - 1 a.m.

BIG SOUL DANCE: KING BLUE and the Epics, Place Vanier, Friday, March14,9-12,$1.35.

IDES OF MARCH, FRI. 14-15 ALL night dance. Floor show starts at 10 p.m. Friday. Dance starts at 11:30 p.m. Breakfast at 4:00 a.m. Saturday. Admission $1.00. At International House. Drinks served.

LAST BIG DANCE AT PLACE Vanier. Friday, March 21. Come and have your last big fling before exams.

SPRING SWING - POLKA PARTY, Sat., March 22, 9 p.m.-1 a.m. in International House. Admission $1.0$ person. Germand band, bar, prizes. Sponsor German Club.

DANCE AT I.H. SAT., MAR. 15, 8:00-1:00. Bar 2.50 couple.

DANCE ON SUB PLAZA FOLLOWing Annual General Meeting. Noon, Thurs., March 20 — FREE!

### Lost & Found 13

LOST: GOLD BRACELET. ONE ivory charm at Place Vanier. Dance Sat. Nite or Dick in your car. Call Rm. 351, 224-9883.

FOUND 2000 IN CASH, MEET ME at SUB Plaza, noon, March 20 for negotiations.

### Rides & Car Pools 14

### Special Notices 15

WHY PAY HIGH AUTO INSURANCE Premiums? If you are age 20 or over you may qualify. Phone Ted Elliott 299-9422.

AGGIES! FOR A NEW YEAR WITH new ideas vote Lorne Borgal for A.U.S. President.

BLOW YOUR MIND WITH SOUL—The Mandala direct from Toronto, SUB Ballroom, noon today. 50c.

FEEL GUILTY? IF YOU HIT BLUE sports car in staff lot last Thurs. Behind Brock, please contribute $20 toward $38 cost. I will pay rest. Ted Price 266-9296, 7250 Marguerite. Or leave in Lib. Circ. Office.

SCIENTIFIC GRAPHICS, COMplete Theses and Publications, High Calibre Typing, Graphs, Illustrations, Formulations. Special Student Rates. Phone 733-4506( evenings).

### Travel Opportunities 16

### Information Wanted 17

### Wanted Misc. 18

THE BOOK "MAINSTREAMS of Modern Art" by John Canaday or information on. Phone Connie. 926-3351.

WANTED — A QUORUM FOR GENeral meeting. Applicants should present themselves at SUB. Plaza 12:30 noon, March 20.

## AUTOMOTIVE

### Automobiles For Sale 21

1966 SUNBEAM 1725 4-DOOR SEDAN 17,800 miles one owner. Excellent condition. Contact Geoff Matthews. 228-2181, 596-7860.

1965 VIVA EXCEL. CONDITION. $850. Radio, 23,000 miles. Phone Dawne 325-1494.

1963 TRIUMPH TR4. NEW TONueau, new brakes. Top condition. 736-6840.

'67 EPIC TAKE OVER PAYMENTS $73/mo. 11,000 mi. Excellent shape. '57 Chev., std. shift, great shape. $250.00. 929-1635.

MERCEDES 180, 1959, WELL CARED for, '69 plates, extra tires, $529, 876-5077 after 6 p.m.

### Automobiles For Sale (Cont.) 21

'61 MGA MK1
Rebuilt engine. New tires, British Racing Green with Maroon Upholstery. Excellent cond. 261-0569 or 733-4121.

'69 MAZDA FOR SALE, 5000 MILES, radio, W.W., etc. Will swap for fairly new sports car. Ted, 731-3706.

VOLVO 142 S, 2 DR. 14,000 MI. NO exhaust emission control, 736-7064. Eves. private.

SAVE ON TOYOTA! $400 OFF 1969 Crown Wagon, 2500 miles. Warranty. Extras. My loss is your gain. Lorne, AM 3-3557.

1958 HUMBER, VERY GOOD COND., auto. Solid English car, good buy. Phone 261-2826.

AUSTIN 1100, 1965. 34,000 MILES. Top condition, radio, $950. Ph. 224-0918.

### Auto Wanted 22

WANTED
MGB MIDGET OR SPRITE. HAVE cash. Phone RE 3-7628.

### Automobile—Parts 23

### Motorcycles 26

'65 SUZUKI 80CC 5,500 MI. 150 M.P.G. helmet included $135.00 full price. Phone 681-2016 eves.

'64 HONDA 300. EXCELL. COND. $250.00. Ph. Dave 731-2808.

### Photography 34

### Scandals 37

GRADUATING SCIENCEMAN QUESTions his education. Wishes copy of "Naked Poems" by Phyllis Webb. Phone Fred 988-8532.

HIGH IS CUMMING!
SUB Aud. March 26, 12:30, 3:30, 7:00, 9:30. Admission $1.00.

KENTUCKY BLEW GRASS! MANdala Blow Soul! SUB Ballroom noon today. The rock soul sound of the Mandala — 50c.

EARTHQUAKE COMING! PAPA Bears leaving. Catch them at the Big Mother before the disastrous ending.

GRAD REEF RAMPAGE, FRIDAY, Mar. 14, 7:30 p.m., from SUB. $1.75 person. AMS ticket office.

IT'S SCANDALOUS THAT 2000 STUdents can't get together once a year. Try it — Thurs., March 20 — SUB Plaza (or Armouries) noon.

### Sewing & Alterations 38

### Typewriters-Rental & Rep. 39

### Typing 40

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### Help Wanted—Female 51

### Help Wanted—Male 52

### Help Wanted—Male or Female 53

### Work Wanted 54

TYPIST 5 BLOCKS FROM GATES. Call Mrs. Woodward 228-8536.

## INSTRUCTION

### Special Classes 63

### Tutoring 64

M.A. IN ENGLISH WILL TUTOR English 100. Phone Cathy, 224-9249.

## MISCELLANEOUS FOR SALE 71

VIKING AM - FM - MB RADIO 13 Trans. $85 in Oct. '68, sell for $50. Leather case, earph. 988-5405.

ELECTRA 210 PORT. 1-YR.-OLD, changeable types for sale. $150 or near offer. Call J. Bak, 2161 or home. 738-4655.

CANON FP 36 MM SLR (WITH meter) $150. 200 mm 4.5 auto. lens $80. Also acc. for above. Phone Dave, 987-2601.

BEOMASTER 1000, DUAL TAPE & record decks, Noresco speakers, teak stand stereo system. Excellent, as new. Offers! 736-6197 evenings.

FOR SALE. ELECTRIC SEAL (Rabbit) fur coat. Excellent condition. Must sell! 266-5167.

SIX 5:60-15 TIRES AND WHEELS, $15 each. 50CC pedal bike $60. Jim, 683-0136.

## RENTALS & REAL ESTATE

### Rooms 81

ON CAMPUS — GIRL TO SHARE basement flat. Private entrance, furnished, toilet, cooking facilities, refrigerator. $37.50 a month. FREE APRIL 1st. Phone 224-4941.

### Room & Board 82

ROOM AND BOARD ON CAMPUS $85.00 a month at D.U. Fraternity House; good food, short walk to classes, quiet hours for study; phone 228-9389, 224-9841.

ON CAMPUS RESIDENCE ACCOMmodation in Carey Hall for balance of term in double room. University rates. Phone W. E. Wilburn, 224-6939 or 224-5086.

PRIVATE ROOM, BATH & BOARD in exchange for babysitting, light housework. Available May 1st. Kerrisdale. 263-7952.

### Furn. Houses & Apts. 83

BACHELORETTE PAD: PRIVATE rooms, Sauna, T.V., Stereo, Washer-Dryer. $45.00 per month. Apply 1874 W. 16th after 6 p.m.

GRADUATE STUDENT TO SHARE house with 3 of same. Dunbar area. Bob or Ken 228-3089.

KITS. RESP. PERSON REQ. TO share house, semi-furn. private room. $50. Call John 732-7918.

WANTED IMMED. ONE GIRL TO share large three bdrm. suite. $33. Phone after 10:00 p.m., 733-3827.

### Unfurn. House & Apts. 84

WANTED: MAY 1st, 1 BR. APT. unfurn. S.C. Kits area. Respons. young couple. Phone 874-6678 after 5 p.m.

WANTED SELF CONTAINED SUITE — single girl, for May 1. Phone 228-8216, 5:00-6:30 p.m.

*BUY — SELL — RENT*
*WITH UBYSSEY*
*CLASSIFIED*