

Phone would cost more at U.S. prices

(NC)—You would pay about \$80 more a year than you do now if you were to buy your current telephone services at U.S. prices, says an annual study by Bell Canada.

The study compares the yearly price of a typical selection, or "basket", of telephone services in Canadian cities with the prices paid in U.S. cities of similar size. It shows that the average Bell residence customer would pay roughly \$80 more a year at U.S. prices, while an average Bell business customer would pay about \$65 less.

When the price differences for both business and residence customers are combined, Canadians overall would pay \$46 more a year at U.S. rates.

These figures are in Canadian dollars, and include the applicable government taxes—which are much higher here than in the United States. In this country, long distance service is sub-

ject to a federal tax (10 per cent at the time of the study), and eight and nine per cent provincial tax in Ontario and Québec respectively.

If the taxes are removed from the comparison, Bell residence customers would pay about \$100 more, and business would pay about \$55 more, at U.S. prices.

Canadians find their price advantage in two areas: local service (which would cost the average residential subscriber over \$100 more in the U.S.), and long distance calls made to locations less than 100 miles away. Long distance calls of more than 100 miles are cheaper at American rates.

However, 55 per cent of long distance calls made by residence customers are under the 100-mile mark, and are cheaper in Canada. Fifty per cent of business long distance calls are also less than 100 miles.

The fact that rates for long distance

calls of over 100 miles are more expensive in Canada is an issue frequently raised by those who favor two or more suppliers of long distance service. They claim that these particular U.S. rates are cheaper because there are several long distance suppliers in that country. They maintain that such competition in Canada would also lead to lower rates.

These arguments overlook the fact that the average Bell customer uses much more than just this type of long distance service. Bell's study examines a range of services commonly used by average residence and business customers. Under these conditions, Canadians overall pay less for telephone service than Americans.

The approach Bell uses in its annual study is the same as the one Statistics

Canada uses when calculating the overall cost of living (known as the consumer Price Index). Rather than focusing on a single service, Bell looked at rates for a "basket" of services, including local and long distance, installation and WATS (a specialized business service for heavy users of long distance).

The company then determines how

these services are generally used and how frequently, by the average business and residence customer during the course of a year.

For this study, prices in Montreal and Toronto were compared with those in U.S. cities of comparable size such as Houston, Philadelphia, Milwaukee, Cleveland and San Francisco.


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Canada turns on to television

(NC)—Canada's first TV broadcast took place when Montreal's CBFT hit the airwaves on September 6, 1952. Two days later CBLT Toronto went on the air. The two stations transmitted programs to an area which held about a quarter of Canada's existing population of 14 million.

From its inception TV's popularity in Canada grew enormously. By the end of 1954 service was available to almost 75% of Canadians through a combination of CBC owned stations and private affiliates. During this time Canada ranked second worldwide in live TV program production and number of TV stations.

By 1958 the CBC was operating the world's longest TV network. It linked Vancouver and Victoria to Halifax and Sydney. By 1960, 78% of Canadians had TVs in their homes. Colour TV was introduced in 1966.



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Less than one year old, this Hillsburgh home is filled with extras for the family. Central air, main floor family room, 2 baths, main floor laundry, and a walkout to an oversized deck that overlooks trees, trees, trees. Ideal location for commuters and truckers as it is only minutes to Hwy. 24. Don't miss this attractive home. Call Glenda Hughes for a personal showing. NRS-9185



IF FAMILY LIFE IS IMPORTANT
...then this pretty side-split in Moore Park is for you. Gather the kids around the table in the big kitchen; have family gatherings in the dining room and have fun in the main floor family room. In the Summer, entertain by the gorgeous pool. It's a honey of a home, maintenance free and spotless. Court location for \$229,900. Tour at your leisure with Glenda Hughes. NRS-9183



\$399,900.

IF YOUR ADDRESS IS IMPORTANT...
...then take a look at this Wildwood Rd. home. 2,500 sq. ft. of living space with a beautiful family room and fireplace. Main floor laundry room, master ensuite, beautiful crown moldings, hardwood floors. This custom home sits on a 1/2 acre lot that is beautifully landscaped and well treed. See it with Glenda Hughes. NRS-9144



EXTRA VALUE HOME!
Let the family enjoy a home to grow in, and a view to appreciate Mother Nature with. This spotlessly clean Acton split is in a quiet area of town, and well priced at \$184,900. Nice features include a new roof, double drive, 2 baths, built-in dishwasher and a finished rec room. See this cutie with Glenda Hughes. NRS-9189



UNIQUE HOME!
This Cape Cod home features a gourmet kitchen with built-in appliances - a dream to prepare meals. The finished lower level has a walkout, plus 2 walkouts from the main level to a large deck that overlooks miles and miles. See the view with John Hill. Prices at \$299,900. NRS-9187



CALVERT DRIVE!
Popular Sinclair model. 3 bedroom home - often requested, but seldom on the market! Lovely main floor family room with brick fireplace, sunshine ceiling in the greenhouse kitchen, beautiful master with ensuite and oversized walk-in closet. Priced to sell at \$244,900. Call Glenda Hughes for your personal tour. NRS-9208



FIRST TIME BUYERS TAKE NOTE!
This very pretty semi in Georgetown is a great stepping stone for the family who wants good space, and still speak to their bank manager! Finished from top to bottom with a 4th bedroom down, plus a wood-stove in the rec room. Nicely decorated and on a lovely treed lot which you can enjoy from a delightful interlocking brick patio. A great buy for \$179,900. Check out this winner with John Hill. NRS-9139



SOLID BRICK BUNGALOW!
Don't let the picture fool you; this nice home has a lot going for it. New windows, new roof, finished rec room, hardwood floors and mature trees. Priced at \$187,000. It's worth a second look with John Hill. NRS-9062



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