

# Ministry study released

Toronto - Ontario Minister of Culture and Communications Christine Hart announced the release of a study assessing the current and future levels of competition in local distribution telecommunications networks in Canada.

"The debate on the future of local distribution has been hampered by a lack of factual information on the Canadian environment and on the factors and trends influencing competition between the telephone and cable industries," said Ms. Hart. "This study not only provides such information, but uses the data as a base for an independent and reasoned assessment of the potential for competition in local networks over the next 10 years."

Commissioned by the Ministry in December 1989 and conducted by Ottawa's NGL Consulting Ltd., the study concludes that the level of local distribution competition will not change significantly over the next decade. More specifically:

Cable/telephone company networks will continue to develop separately, particularly if governed by today's regulatory regimes.

Competition for cable television's traditional programming delivery role will likely emanate more from Direct Broadcast Satellites and possibly Multipoint Distribution Systems than from telephone companies.

Cellular telephone and other mobile personal communications services could likely have a greater impact on competition in the provision of local telecom-

munications services than services provided by cable companies.

Direct competition in local distribution services between cable TV and telephone companies for non-video services will remain relatively low compared to the total local distribution market. The residential market for such services will not become primary to either industry before the year 2000. There will be increased competition by cable companies or their subsidiaries in the provision of private line facilities to medium and large business users within

metropolitan centres.

There will not likely be a business case for entry by telephone companies into the video services market over the next decade.

The Ministry has used the study to prepare its comments on local distribution networks to the federal Department of Communications, as requested through a September 1989 Notice in the Canada Gazette. The study was attached as an appendix to the Ministry's submission, which was filed on May 2, 1990.

## Classified Continued



### Autos For Sale

- 1986 Ford Tempo GL, 5 speed. AM/FM cassette. Very good condition. Certified. \$5,600.00. 877-8775. (es)
- 1979 Pontiac Le Mans V6, air, replaced motor and transmission. \$1,200.00 as is. 838 2380. (es)
- 1982 Plymouth. Good running condition. Asking \$1,000 as is. 877-4818 after 4:15 p.m. (es)
- 1984 Dodge 600 fully loaded. Asking \$2,500.00 call 877-9227 after 6:30. (es)
- 1986 GMC Van, p/s, p/b, overdrive, good condition. \$5,900.00. 877-3869 evenings. (es)
- 1987 Dodge Omni hatchback, one owner, standard, well maintained. Certified \$5,500.00. 853-0798. (es)
- '64 American Rambler, California car. Rock Solid - body and engine. Many new parts, 6 cyl. 3 speed. Must See To Believe. Must Sell Immediately. \$2,200.00, O.B.O. 873-2939.
- 1980 Dodge Aspen Slant Six. Well maintained - records available. Damage on passenger side. \$600.00. 873-2777. (es)
- 1984 CONVERSION VAN - in immaculate condition, 65,000 miles, 4 captain's chairs, convertible couch, cooler and clothes rack, Colour TV. H.D. suspension, trailer package. Asking \$17,000.00, o.b.o. Must be seen! Call Dave Hastings at 877-2201 (days), 877-0735 (evenings).

### How To Kill A Business In Ten Easy Steps

1. Don't advertise. Just pretend everybody knows what you have to offer.
2. Don't advertise. Tell yourself you just don't have time to spend thinking about promoting your business.
3. Don't advertise. Just assume everybody knows what you sell.
4. Don't advertise. Convince yourself that you're in business, so long customers will automatically come to you.
5. Don't advertise. Forget that there are new potential customers who would do business with you if they were urged to do so.
6. Don't advertise. Forget that you have competition trying to attract your customer away from you.
7. Don't advertise. Tell yourself it costs too much to advertise and that you don't get enough out of it.
8. Don't advertise. Overlook the fact that advertising is an investment in selling - not an expense.
9. Don't advertise. Be sure not to provide an adequate advertising budget for business.
10. Don't advertise. Forget that you have to keep reminding your established customers that you appreciate their business.

If you want your business to grow and prosper contact our display advertising department for professional advice.

**the HERALD** 877-2201  
Home Newspaper of Halton Hills - Established 1885



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| <p><b>COME AND SEE!</b><br/>3 bedrooms, eat-in kitchen, separate garage<br/><b>\$197,900</b></p> <p>RSM-36-90</p>   | <p><b>BARBER DRIVE</b><br/>2345 sq. ft., new home on oversized lot in the Fernbrook area.<br/><b>\$284,900</b></p> <p>RSM-53-90</p>   | <p><b>ESTATE BUILDING LOT</b><br/>Over one acre backing onto Credit River.<br/><b>\$154,900</b></p> <p>RSM-54-90</p>  | <p><b>REGAN CRES.</b><br/>Ravine lot, pool, 4 bedroom ensuite<br/><b>\$279,900</b></p> <p>RSM-52-90</p>  | <p><b>"HEART LAKE"</b><br/>5 level backsplite, fireplace, immaculate.<br/><b>\$239,900</b></p> <p>RSM-53-90</p>   |
| <p><b>\$15,000-BELOW BUILDER'S PRICE</b><br/>Brand new 2,000 sq. ft., 4 bedrooms, 1 1/2 baths. June closing. Vendor may assist with financing to qualified buyer.<br/><b>\$254,900</b></p> <p>RSM-49-90</p> | <p><b>A MUST TO SEE!</b><br/>4 bedrooms, gleaming hardwood floors, elegant appointments throughout. This home is a must to see for the family who wants a home done up "To The Nines".<br/><b>OFFERED AT \$219,900</b></p> <p>RSM-48-90</p> | <p><b>DESIREABLE AREA</b><br/>Large lot, three bedrooms up, one down, plus bath carport and closed storage area.<br/><b>OFFERED AT \$195,900</b></p> <p>RSM-50-90</p> | <p><b>COUNTRY NORTH OF "THE GLEN"</b><br/>Large 4 plus bedrooms, 1 1/2 storey on over one acre, with a one bedroom apartment.<br/><b>OFFERED AT \$379,900</b></p> <p>RSM-47-90</p> | <p><b>JOYCELYN CRES.</b><br/>Great area for families, 4 bedrooms, family room, 2nd full washroom, walkout to deck.<br/><b>ASKING \$221,000</b></p> <p>RSM-51-90</p> |