



George Forsythe tries to restore service to 963 numbers after backhoe tore cable Tuesday. Citizen photo by Jean Witte

**INTERIOR UNIVERSITIES**

**Job-type courses urged**

University campuses proposed for Prince George and three other interior centres should stress job-oriented courses, say the University of Victoria and Simon Fraser University.

The universities proposed that arts and pure science should be de-emphasized for the campuses being considered for Kelowna, Kamloops, Nelson and Prince George. The two universities prepared the plans after the Universities Council of B.C. asked last September that they, along with the University of British Columbia, make suggestions for extending degree-granting programs to the interior.

The proposals are to be submitted in August to the UCBC's Interior Programs Board, which will make recommendations to the council.

Walter Hardwick, deputy education minister, said Tuesday the programs board will study short-term proposals for 1978-1979 on Friday and examine the longer-term suggestions next month.

UBC's proposal has not been made public, but a press release from SFU said Simon Fraser envisions eight university schools that "would have quasi-professional or job-market orientation."

The SFU plan proposes separate schools offering degrees in resource management, early childhood education, fine arts, humanities, management studies, applied social sciences, applied science and health science. The schools would be housed in facilities on existing community college campuses and would have 10 to 12 full-time resident teachers, the release says. They would be geared to "local economic conditions and the job market."

George Pederson, UVic vice-president, said the major thrust of his university's programs would be in professional schools, including social work, nursing, child care, public administration, law and education. He said the proposal de-emphasizes the arts, and most of the programs are developed from the prospective of non-urban areas.

The Winograd report, commissioned by Education Minister Pat McGeer, recommended a new university for the interior. Centred in Vernon with satellite campuses in four other cities, it would place the conventional emphasis on arts and sciences. Winograd suggested that SFU develop and launch the new university, which was to become autonomous by 1990.

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**Area road job planned**

A contract to pave 25 miles of the Nazko, Blackwater and Norwood Roads, north of Quesnel, has been awarded to Dawson Construction Ltd. of Vancouver.

The contract calls for paving of 17 miles of Nazko Road, six miles of Blackwater Road and two miles of Norwood Road. The Vancouver firm submitted the lowest of four tenders for the project at a bid price of \$496,215. The total cost, including engineering, supervision and materials, will be \$970,000.

Work will begin in mid-August and employ 50 men. The paving is expected to be completed by September. The project includes installation of 52,500 tons of asphalt, paving and installation of 16,000 tons of gravel on road shoulders and spraying over 100,000 gallons of primer and tack coat on the roads.

**Attempted murder hearing delayed**

A preliminary hearing into a charge of attempted murder was adjourned Tuesday in Mackenzie provincial court until August 23 at 9:30 a.m. Crown counsel requested the adjournment.

Charged is Felix Dennis of Ingenika. He was charged after a shooting incident at Ingenika April 2 in which Sam Dennis was shot in the leg.

Lindsay said parking lot reorganization will increase the number of parking spaces despite the area lost to the addition. He expects an increase in staff when the new section is completed, but could give no figure. No figure was available for the cost of the addition.

**DOWNTOWN OPERATION**

**Safeway will expand**

Construction on a 12,000 sq. ft. addition to Safeway's Fourth Ave. and Victoria St. store will begin in mid-September.

The addition will increase the store's area to 31,173 sq. ft. Store manager Wally Lindsay said Tuesday the expected completion date is mid-March. The store will remain open during construction.

**Switch at gas station**

A subsidiary of Shell Canada Ltd., Beaver, will take over operation of Woodward's Prince George gas station Monday.

Store manager Keith Nixon said the takeover is part of Woodward's province-wide abandonment of gas stations.

Woodwards has operated a

**Backhoe disrupts phones**

About 2,100 telephones in the 963 exchange in Pineview were out of service for six hours Tuesday.

A backhoe, laying new cable alongside an old line, near the airport, tore the old line at about 11 a.m.

The accident left Pineview residents without service except to numbers in the same exchange.

The accident also impaired service to 150 telephones in Red Rock, 350 in Hixon and 200 in Giscome and Hansard.

Repairs were almost completed when the line was again cut by a backhoe at 2 p.m. Service to Pineview and Red Rock were restored at 5:20 p.m. and to the other areas at 8:30 p.m.

About 50 people in the south end of Hixon were still without telephone service at press time after a highways ministry crew tore a cable south of Hixon.

That accident occurred at 11 a.m. Tuesday.

**Firm awarded ferry work**

Demac Engineering Ltd. of Vancouver has been awarded a contract to reinforce the Marguerite reaction and aerial ferries and the Isle Pierre reaction ferry.

A reaction ferry utilizes the river's current as power and an aerial ferry carries its own source of power.

The Marguerite ferries are on the Fraser River 110 miles south of Prince George and the Isle Pierre ferry is on the Nechako River 35 miles west of Prince George.

The Vancouver firm submitted the lowest bid price, \$73,676 of the seven tenders submitted.

Five workmen will install reinforced concrete foundations and counterweights, steel frames and towers to support and restrain track and counterweight wire ropes.

Workmen will also install wire ropes and self-propelled cars and ferry carriages.

The total cost, including engineering supervision and materials, is expected to be \$100,000.

The projects are scheduled to be completed by September 5.

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Prince George will never lack for tourists as long as the scenery and outdoor life in the Central Interior remains some of the finest in the world.

Yet there are growing doubts among businessmen, and even some aldermen that this city can continue to trust in the weather and good fishing to compete with more aggressive tourist-minded communities.

Like it or not, they say Prince George is at the stage where it has to make some hard decisions about whether it is willing to put up the dollars and the effort to attract out-of-towners.

How long, for example, is Prince George going to roll with the attitude of Mayor Harold Moffat:

"The city isn't interested in getting into the tourist business," he said recently. "We expect private enterprise to function in that area."

"We don't need any special promotions to get people here. They just come anyway."

"If people feel we should have more publicity, let Gracey McCarthy - tourism minister get to work on it."

It is an indication of just how new the concept of tourist promotion is here when Ald. Monica Becott regards as a "triumph" city council's recent decision to allow a young artist to decoratively paint all the city's fire hydrants.

"It's a start," she says. "It will provide a conversation piece for visitors."

Prince George is growing, the region is growing, tourism generally is growing.

This city's population skyrocketed from a mere 13,877 in 1961 to some 80,000 in greater Prince George this year.

It is estimated that some 1,100 out-of-towners go through the city daily during the peak tourist season, most of them here for the outdoor activities or passing through on their way to and from Alaska and the south coast.

It is figured that some \$45 a day is spent by each tourist.

At the tourist information centre, staff answer a maximum 150 queries daily during the summer. The downtown chamber of commerce office directs another 40 to 50 visitors.

However increasingly there are concerns that Prince George isn't prepared for the growing influx of sight-seers and conventions.

"If the coal development goes ahead here, this city is going to expand great guns. I'd like to be ready for it," Becott says.

Adds Ethyl Bliss at the chamber of commerce: "Tourism is soon going to be the number two or number one industry. If we don't get going now, we're going to lose all the tourists to the Okanagan and the south."

"People don't stop to realize tourists benefit the entire city, not just a few commercial spots," chamber of commerce president Wally West says.

**TOURISM**

**The debate grows hotter in Prince George: Should we spend money to attract tourist dollars to the city?**

The Citizen

Bob Harvey  
City Editor  
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**Local news**

by HOLLY BOTHAM  
Citizen Staff Reporter

Mayor Harold Moffat's retort to that however, is that "the city built a campsite. Next the chamber of commerce will want us to build motels for people who don't want to stay in campsites. . . . Nobody pumps money into Woodwards or Simpson Sears. It's up to private enterprise."

City council appears to have no unified policy towards tourism.

For the past three years, council's representatives on the Fraser-Fort George Regional District, led by Mayor Moffat, Ald. Bob Martin and Lorne McCuish, have successfully argued that Prince George should not join the Yellowhead 16 Travel Association.

"Everybody already knows we have the road," reasons Moffat. "Why spend time on just one project? There are other highways around here just as good."

Council has also held to a trickle the flow of funds to the chamber of commerce.

This year's grant was \$19,500, \$4,000 up from last year but still in no way comparable to financial support received by other chambers of similar size.

Kamloops for example gets an annual stipend of \$68,000, plus \$12,000 for publicity. Prince Rupert's chamber of commerce gets \$42,000, Dawson Creek receives \$22,000, Kelowna and Penticton \$48,000.

"It's ridiculous, totally inadequate," fumes John Rahier, owner of the Prince George Highway Motel and head of the area's motel-hotel association.

Most aldermen feel the grant is comparatively low, but add the chamber of commerce is remiss in not making a stronger appeal.

The attitude is such that when asked by the chamber of commerce to make a few repairs on the tourist booth at Highways 97 and 16, which the chamber operates, the city readily agreed — then sent the chamber a bill.

The city still requires that the chamber pay taxes on the booth. When told the chamber was behind some \$12,000 on its payments, Mayor Moffat says harshly, "Well then, we'll just take it out of their grant."

In typical ad hoc form however, city council has made a few scattered attempts to make Prince George more attractive for tourists.

This week, urged on by Ald. Monica Becott and Trent Beatty, council agreed to spend \$5,000 to clean up the area around the tourist booth.

And it endorsed a proposal to spend \$3,700 to join the Yellowhead Interprovincial Highways Association although it neglected to stipulate just when it would join.

The chamber of commerce meanwhile is not healthy and could use a little leadership itself.

"We've got about 300 members, only a few of them really active, which is atrocious for a town this size," says Ethyl Bliss.

"I've told the chamber for years that they better concentrate on a membership drive. It's not going to come overnight," adds John Rahier.

The approximately \$20,000 generated from membership fees is used to pay wages, rent and office supplies at the chamber's downtown office. There's little left over for anything else.

"Two years ago we printed 10,000 beautiful brochures. We've run out, and there isn't anything else we can give tourists," says Mrs. Bliss.

Even schedules of fishing locations are distributed in rough mimeographed form. A tiny folder with "mini facts" of Prince George and a large map are the only available handouts.

Ask the tourists what they think this city is doing — or not doing — for them, and the answer is a barrage of compliments and complaints.

The scenery is beautiful, the outdoors life is superb, the golf course is nice, shopping is good, people are friendly.

The other side of the coin: no organized activities for senior citizens, the city camp site (although filled every night) lacks adequate hook-up facilities, few or no signs, no bus tour of the city, restricted hours at the art gallery, few facilities for children, no parks where fires are permitted, no rest areas along roads, a minimal night life, smelly pulp mill.

"Let's face it, there's zilch here for the public," says Bill Brain who is putting up \$250,000 to remedy the situation.

A former IBM sales manager from Saskatchewan, Brain is the owner-operator of the KOA camp site a few miles out of town on Highway 97.

"I located here for two reasons: there was nothing in the city already, and it is obvious this area is going to boom."

Chamber of commerce president Wally West showers more criticism.

"The chamber takes care of tour groups from start to finish. We never see members of council."

Businessmen from the Northwest Mines and Oil Resources, a youth group, seniors citizens from Kelowna and — this week — 14 industrialists from New Zealand have all been hosted by members of the chamber or individual merchants including Prince George Mack.

On Aug. 6 a caravan of 300 Air-stream trailers will arrive in Carrie Jane Gray Park. Chamber executives have arranged to welcome them; not one alderman has offered to make an appearance.

The recipe to put what Ald. Becott describes as "more pizzazz" in the city's promotion package is varied.

She would like to see this city established as a major summer centre for the arts and recreation, rivalling programs at Penticton and Banff.

Brain suggests the chamber install a large map at the entrance of the city and invite merchants to put in \$5 to have their businesses pinpointed.

West says that with more money, the chamber could hire a permanent manager, print more brochures, and operate a sophisticated promotion campaign. He'd also like to see city council speed up plans for a new campground.

Ald. Vic Litnosky says it is up to city council to take the initiative on promotions, then allow commercial interests and residents to carry the momentum.

Almost everyone agrees this city has to do more flag-waving if it is going to come up with a better answer than one recently given a couple from California who asked what there was to do in town.

The reply was: "Well the museum was very nice. But it burned down. If you want, you can go look at the remains."

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**Supermarket offer taken**

Supermarket clerks and cashiers at SuperValu, Overwaitea and Safeway stores in Prince George Tuesday voted 99 per cent in favor of accepting a 64 cent-an-hour pay increase.

The one-year contract settlement will raise the basic wage for cashiers to \$7.42 an hour and to \$8.12 an hour for clerks. This is the wage attained after one year's work experience.

The settlement will go into effect Aug. 29 and will benefit about 250 members of the Retail Clerks Union 1518.

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