

Canadian Television Seeks Popularity

By OHN PATERSON
Canadian Press Staff Writer

Canada's \$8,000,000 television youngster will make its first official bow Sept. 6 in Montreal and two days later in Toronto.

The parent CBC is proud, but uncertain of public reaction. Mavor Moore, chief producer at the Toronto outlet, CBLT, said in a radio talk previously:

"We're good and scared. We're only too well aware that when we get on the air, you people sitting out there are going to compare us with the best being produced from New York and Hollywood, where they've been at it for years."

The CBC has been training television staff since January. Key men have been studying operations in the United States and Europe for a year and a half.

PRIVATE STATIONS WAIT

For at least a year, possibly longer, CBLT in Montreal on 2 and CBLT on channel 9 will be the only television stations in Canada. An Ottawa outlet is due late in 1953.

Private stations will have to wait for television licences at least until the three CBC stations are operating.

One spokesman for private stations, Harry Sedgwick, president of station CFRB in Toronto, said "our guess is that some private licences will be issued in about a year." CFRB first applied for a licence in 1938 and has repeated the application several times.

Montreal, with French- and English-language programs, and Toronto in English only will be television production centres for what is planned eventually as a nine-station

CBC network. Besides Ottawa, other stations are planned for Vancouver, Winnipeg, Windsor, Hamilton, London, Ont., and Quebec City. Halifax has also been mentioned as a possible station site.

At the outset Montreal and Toronto will have television programs running about three hours daily, mostly in the evenings, seven days a week. Both are expected to originate one or two hours of this daily time in their own studios, the remainder being made up of films and exchange shows on kinescope recordings.

MICRO-WAVE LINKS

Toronto expects to be linked soon with Buffalo by means of micro-wave, a new form of transmitting static-free electrical signals by radio, to permit broadcast of some U.S. network shows.

Montreal's 300-foot tower on Mount Royal is expected to have a coverage radius of 80 miles from Three Rivers on the east to Cornwall, Ont., on the west. The studios are in a downtown hotel, acquired and remodelled by the CBC.

Toronto, with a 500-foot tower, will cover a radius of around 65 miles, reaching Cobourg, Kitchener, Orillia and Buffalo in the various directions. Television studios are in a new five-storey building adjoining the CBC radio centre on downtown Jarvis Street.

U.S. network programs will not be available in Montreal until a micro-wave link is built next year between Toronto, Ottawa and Montreal.

There were 103,454 television sets in Canada in May, according to a survey by the Radio and

Television Manufacturers Association of Canada. Of these 96,414 or 93 per cent are in southern Ontario. Including 41,525 or 40 per cent in the Toronto and Hamilton district. Windsor had 36,955 sets and the Niagara peninsula 17,934. In the same survey Montreal had about 1,400 sets. The others are spread across Canada.

PRIVATE RADIO CLAMORS

Private television interests are clamoring for a chance at what has been called "the most powerful engine of persuasion ever conceived."

D. Malcolm Neill of Fredericton, chairman of the Board of Directors of the Canadian Association of Broadcasters, said the private broadcasting industry has been prepared for a long time to provide a Canadian television service from coast to coast.

He said the government policy is "a slap in the face" to Canadians who have been forced to wait for Ottawa to give the green light necessary to enable this country to try to catch up with "other civilized countries."

Mr. Neill was commenting on a report made to parliament in July by Revenue Minister McCann. This report included a recommendation made by the Massey Royal Commission on Arts, Letters and Sciences:

"That no private television broadcasting stations be licensed until the Canadian Broadcasting Corporation has available national television programs and that all private stations be required to serve as outlets for national programs."

The government has loaned \$8,000,000 to the CBC for capital

and initial program expenditures. The loan is at five per cent and the CBC hopes to repay it from licence fees—price not yet set, but \$15 has been mentioned—and from commercial sponsorship of programs.

"DISTINCTIVELY CANADIAN"

Regarding the type of programs planned, Stuart Griffiths, CBLT's program director, said in an interview:

"Under the terms of the Massey report we are in business to bring television to Canada and Canadian. U.S. networks will to ensure it will be distinctively provide only a minority of our programs."

CBC shows will be available to advertisers at \$1,600 an hour in Toronto and \$500 in Montreal, plus talent fees in both cases. An eight-second "spot" costs respectively \$120 and \$37.50. Montreal will charge less because of its fewer sets.

Among private applications for one of the 12 television channels made available under a company allotment system worked out for the whole continent are: Famous Players Canadian Corporation and CKEY, both Toronto; CFCF and CKAC, Montreal; CKNW, New Westminster, B.C., and CHML, Hamilton.

Program schedules so far announced by the CBC include parts of national hockey league games; football, wrestling, boxing and other sports; variety programs; panel shows, full-length dramas, children's programs and dramas, and educational programs in association with schools, universities and social service agencies.

Adventurous Trio Meet No Spectres in Nahanni

EDMONTON (CP)—Legends of death stalking those who brave the wilderness of the far-northern Nahanni Valley may have had some foundation, but the dangers are not from supernatural forces.

That's the firm belief of R. M. (Dick) Shamp, young chemical engineer from Washington, D.C. He and two companions—writer-photographer Norman Thomas of Albuquerque, N.M., and biologist Howie Martin of Yale University—won out against the elements in a gruelling exploration of the famed valley this summer.

"If trappers and prospectors have failed to return from the valley it's because they were not as fortunate as we were," says Shamp. "There is good reason for their failure to return. It's the kind of country where one mistake can mean your life."

PICKED WILD PART

They financed the trip by a commission from the U.S. Defence Department to test a new food ration pack, and an assignment to write scientific reports on some of their findings.

The trio motored from Washington to Watson Lake in the Yukon, where northern aviator C. C. F. Daizel picked them up for the 150-mile flight to their base camp at Glacier Lake, some 180 miles upstream from the mouth of the Nahanni River. The river is in the Northwest Territories and about 700 miles northwest of Edmonton.

They started from Glacier Lake because much of the Nahanni Valley had been covered by prospectors and trappers, and they wanted to go through a region less likely to have been seen previously.

When they got going on foot, each carried a 75-pound pack with a rifle and other equipment. Champ cracked a knee-blade and fractured a shoulder-blade soon after the start, but continued with the others.

A few days later one rifle was damaged on rocks beyond repair, and the two others were put out of commission by continual dampness. They saw the sun only three days.

In 25 days they walked 150 miles through tortuous country,

but were only 50 miles from their starting point. With rations getting short, they decided to return to camp as fast as possible. On the way back they went on three occasions, suffered a spill in glacier-fed waters and once were trapped for two hours in a whirlpool.

They got back to base with three meat bars, one pair of shoes among the three, one sleeping bag, a camera and film. The rest of their equipment had been ruined by rain or lost in raft upsets. All had lost a lot of weight—Shamp about 40 pounds, and the others about 20 pounds each.

From the base camp they flew to Watson Lake. Shamp went to Anchorage, Alaska, for hospital treatment before coming here to tell the story.

He doesn't believe the legend about a tropical valley in the Nahanni, but says there are some hot springs around which summer growth is luxuriant. They also found some mineral deposits, but not enough to bother about.

AS I SEE IT
(Continued from page 2)

shame. But it too has a complete plan to end the bottlenecks such as still disgrace almost every great city north of the border. Montreal, Toronto and Vancouver are still hopelessly snarled up in their traffic systems. But these cities down here have already shown how to end the worst of those snarls—and without going bankrupt, either.

Canada has never had any Lease Lend (or other types of handouts) from Uncle Sam. Maybe Vancouver could borrow Portland's lady Mayor to show how to end traffic road jams.

ARCTIC PIONEER

First of the great Arctic explorers was John Davis of Britain who reached West Greenland in 1587.

U.S. Urges Britain To Join In Aid Program for Iran

WASHINGTON (CP)—United States has urged Britain to join in the Anglo-American Emergency Aid Program for Iran to avert a possible Communist coup.

Secretary of State Acheson is reported to have stressed the need for quick joint action to keep Iran's vast oil resources from falling into Russian hands.

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Pigs Are Pets, Says Professor

WINNIPEG (CP)—Professor R. A. Wardle of the University of Manitoba says a hog in the house would make a useful pet.

The Zoology department chairman told a veterinary association meeting that the hog, for one thing, would dispose of "those lawn grass clippings you dump secretly at night on someone else's lot."

Prof. Wardle said that he had read that one pound of lawn clippings is equal to three pounds of meat.

"Those clippings if sensibly invested, would pay dividends in the form of chitterlings and rather," he said.

"The hog is undoubtedly intelligent and I imagine he could easily be house-trained. I see no reason why, in time, we should not have some quite desirable varieties of pigs sitting on our doorsteps."

Today's Stocks

(Courtesy S. D. Johnston Co. Ltd.)

VANCOUVER	
American Standard	12
Bralorne	6.15
B R X	.03 1/4
Cariboo Quartz	1.35
Congress	.07
Cronin Babine	.36
Giant Mascot	.93
Indian Mines	.14 1/2
Pioneer	2.10
Premier Border	.22
Privateer	.05 1/2
Reno	.03 1/2
Sheep Creek	1.38
Silbak Premier	.45
Taku River	.07 1/2
Vananda	.02
Salmon Gold	.02 3/4
Spud Valley	.05
Silver Standard	1.90
Western Uranium	4.80
Oils —	
Anglo Canadian	8.25
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Calmont	1.55
Central Leduc	4.60
Home Oil	16.00
Mercury	.23
Okalta	3.80
Royal Canadian	.25
TORONTO	
Athona	.16
Aumaque	.18
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Consol Smelters	36.00
Conwest	3.80
Donalda	.52
Eldona	.20 1/4
East Sullivan	8.05
Giant Yellowknife	10.00
God's Lake	.55
Hardrock	.13
Harricana	.09 1/2
Heva	.08 1/2
Duvel	.72
Joliet Quebec	.42
Little Long Lac	.67
Lynx	.13
Madsen Red Lake	1.80
McKenzie Red Lake	.41
Negus	.30
Noranda	81.90
Louvicourt	.22 1/2
Pickie Crow	1.71
Petrol Oil & Gas	1.02
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