

the south hill in Prince Albert, got good reception.

We built a cable television system in the river valley and it is in the order of 100 to 125 feet in that valley, but is was enough particularly for a high band station like Saskatoon which operated on Channel 8 to throw a substantial shadow over that river valley.

We put up a 60 foot tower on the top of the hill and we ran a cable down into the valley, we built a cable network for the people who lived in the valley and we rented them the use of our antenna of the top of the hill.

The Chairman: How many subscribers did you have?

Mr. Switzer: This is going back—we left Prince Albert about '55 or '56, but I believe we had as many as 4,000 subscribers.

The Chairman: If you don't mind me asking, what did you charge them?

Mr. Switzer: We charged at that time I think \$4.50 a month for one channel service and one channel was typical for a cable TV system in those years.

The Chairman: One channel that wasn't on much of the time either I guess, was it?

Mr. Switzer: Well, in those years Channel 8 had a fairly comprehensive service, as I recall, but then when the local television station was built, the local radio station decided to go into the TV business. Incidentally that local radio was owned and is still owned by Ed Rawlinson, a partner with us in that cable TV system. When they built the local television station, they sold their interest in it, but that is another example which can be added to Mr. Metcalf's, examples of cable TV systems which substantially went broke. That cable TV system went rapidly downhill within months of the opening of the television station.

The Chairman: Rapidly downhill with no pun intended!

Mr. Switzer: And that system is essentially more abundant today.

Mr. Campbell: Senator Davey, may I add to the answer by Fred Metcalf?

The Chairman: Yes.

Mr. Campbell: I would like to tell Mr. Fortier that we joined forces, Fred Metcalf and Maclean-Hunter, in 1967 and the Broadcast-

ing Act of course didn't come into being until 1968—I think that is very important.

Mr. Fortier: I don't think I should direct this question to Mr. Campbell because we have already heard his answer but I will try it on Mr. Metcalf. Are you concerned about the crossmedia ownership which now finds itself under the wings of the Maclean-Hunter group of companies?

Mr. Metcalf: Not at all, no. I think that the interest of Maclean-Hunter Limited and the interest of Maclean-Hunter Cable Television Limited are sufficiently widespread that there is no problem involved in too much control of media in any given community, let's say. I don't see any problem there at all.

Mr. Fortier: Your brief makes clear that Maclean-Hunter is still expanding the cable...

Mr. Campbell: Hopefully.

Mr. Fortier: What are you aiming at ultimately, Mr. Campbell?

Mr. Campbell: Well, it has been announced that we have an application in for a system currently owned by Famous Players, which we have acquired subject to the approval of the CRTC in Hamilton. The reason we are doing that is that we already have a small system in Hamilton. This one is adjacent to it and we could put two ends into one, provide a superior service, do a reasonable programming job, whereas with 6,000 subscribers there, we don't feel we really can. You would have to either get in or get out. But that is one area which we are trying to develop.

We are talking about some other systems in the Province of Quebec which we have not concluded any agreements on, and we have an application in for Burlington on the record. We haven't plotted really as to where we feel we should stop. We certainly haven't come to that crossroad yet.

Mr. Fortier: Are you aiming at a national network?

Mr. Campbell: No, I don't think so. But I think we would like to be part of a national network and that of course if the idea of Programmes Cable-Canada Limited, where we, along with some associates would be providing the kind of service that would be acceptable across the country.