

often disagree on many things; and one of them is that Sruki has always said that the product isn't good enough and I said "It is selling, isn't it, then it is good enough."

Mr. Fortier: Yes.

Mr. Metcalf: But this constant battle doesn't do us any harm.

Mr. Switzer: We have arguments over the budget.

Mr. Metcalf: But we don't agree that the technicians rule supreme, at least I wouldn't think that Sruki would agree.

Mr. Fortier: But there used to be a time when he did you know as far back as 1952...

Mr. Metcalf: Well, I am a salesman, I am not a technician.

Mr. Fortier: Well, maybe Mr. Switzer would care to comment on it. You have done it and you were a technician as you have described yourself albeit an excellent one. Did you have any experience in broadcasting prior to...

Mr. Switzer: Well, prior to 1968, when the current broadcasting Act brought cable TV under the jurisdiction of the CRTC, cable television was concerned with a strictly technical function. It was an economic alternative to owning your own antenna.

Mr. Fortier: Right.

Mr. Switzer: And up to that time, it was considered that cable TV perhaps fulfilled the same position in the whole television industry as a manufacturer of television sets might or a manufacturer of roof top antennas; it was on a purely business and a technical basis.

Mr. Fortier: And, of course, since 1968 because of the Broadcasting Act, it has evolved; hence the association you have made with a group versed in communications generally and broadcasting in particular?

Mr. Campbell: I would like to answer that because we would be misleading you if we said yes. The fact of the matter was that it had been evident for many years that we could fulfill a role in community affairs but we didn't, and in many instances because we were afraid of stepping on the toes of the broadcasters and we felt that our area was a passive reception alternative to the roof top aerial.

Mr. Fortier: But you were prepared prior to 1968, prior to the most recent CRTC guidelines or proposals, to originate programming from within your system?

Mr. Campbell: Well, we discussed it many times and decided against it.

Mr. Fortier: Because you feared the BBG?

Mr. Campbell: Well, because the way they were going to finance it, we could put advertising on and consequently we would obviously have been operating on a local level. With a local radio station there, we would be treading on the toes of the local broadcaster.

Mr. Fortier: Well, a question that comes to mind is who could have prevented you from doing it then?

Mr. Campbell: Well, we were doing quite well as we were, and we were afraid that we would create something that we would be quite happy not to have. So we just let sleeping dogs lie.

The Chairman: I have a supplementary question, Mr. Fortier, a very short one. I am just wondering what Mr. Switzer did in 1955 in Prince Albert. You sold cable to the citizens of Prince Albert as an alternative to an aerial, is that correct?

Mr. Switzer: We started in 1955 in Prince Albert before the local station was built.

The Chairman: Well, I was going to ask you that. What on earth did you do?

Mr. Switzer: Well, if you know the geography of Prince Albert, most of the city of Prince Albert is built in the valley of the North Saskatchewan River. Senator Prowse, you are familiar with Edmonton and it is exactly similar as though a city had been built on the river bottom...

Senator Prowse: Down at the bottom.

Mr. Switzer: Yes.

The Chairman: Well, I am familiar with Prince Albert as well, but I would like to know what you did?

Mr. Switzer: There was a television station in Saskatoon and Prince Albert really isn't all that far from Saskatoon, and reception on the top of the hill was quite good and all it took was a 60 foot tower on the top of the hill and everybody that lived on the top of the hill, on