

CBC REVIEWS YEAR

The Canadian Broadcasting Corporation last year pressed ahead with the development of Canada's national broadcasting system under a continuing demand for increased services, particularly in television, the CBC said in its 22nd annual report.

The report, for the fiscal year ended March 31, 1958, said that the year saw six new privately-owned television stations added to the system; extension of direct microwave connections to Halifax and Winnipeg and new developments in radio broadcasting.

By the end of the year more than 3,000,000 Canadian homes -- representing 71 per cent of all those in Canada -- had bought television sets.

Improved programme fare, extended coverage in both languages and the attendant higher payments to the growing number of private stations last year brought the gross operating cost of the television service to \$58,070,145. This compared with a gross operating cost for the television service of \$46,581,000 in 1956-57.

Meanwhile, radio services on the three national networks -- Trans-Canada, French and Dominion -- were undiminished. Total gross expenditures rose to \$15,188,827 in 1957-58 from \$14,814,000 the previous year -- an increase of \$375,000.

Total gross operating expenses of the CBC during 1957-58 increased by \$11,864,327, or 19.3 per cent which compares with an increase of \$12,485,548 or 25.5 per cent during the previous year.

Commercial revenue showed an increase of \$4,716,351 or 19.9 per cent over the previous year, arising from a substantial increase in television commercial revenue which reached a record high gross figure of \$26,380,672. On the other hand, commercial revenue from radio with a gross total of \$2,029,842 decreased by \$416,421 or 17 per cent compared with the previous year.

Radio broadcasting and integrated services concluded the year with a surplus of \$180,201 while the television service operated with a deficit of \$5,148,676.

"The Corporation continued to face rising costs common to all industries in Canada as well as additional costs attendant upon the continuing development of national television across the country. In the year ahead costs covering the essential developments and maintenance of the television and radio services are expected to increase further," the report said.

Commenting on the Corporation's financial position, the report said that the CBC's working capital dropped from \$15,238,000 -- largely represented by Government of Canada bonds -- at March 31, 1957, to \$5,320,000 at March 31, 1958. During the year, \$9,918,000 of the working capital was spent to meet the operating and capital needs of the corporation.

"Liquidation of the Corporation's working capital to this extent has had the effect of rendering its day to day financing difficult because the nature and size of its commitments require a larger working capital," the report said.

Despite the sustained rise of interest in television viewing, a renewed interest in day-time radio was apparent also. Last year alone, more than 720,000 radio sets were sold -- an all-time Canadian sales record.

At the same time, public and privately-owned stations, working together within the national system, developed coverage to a point where 82 per cent of the population was within reach of good television service. Six new television stations came into operation during the year, bringing the total number in Canada to 46, of which eight are CBC stations. All carried the national programme service provided by the CBC with the privately-owned stations using an average of more than 40 hours a week, representing 55 per cent of their total programming.

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CANADA'S ATOMIC EXHIBIT

A model of Canada's first atomic power station, NPD (Nuclear Power Demonstration), will be featured in Canada's exhibit at the Second United Nations International Conference on the Peaceful Uses of Atomic Energy, Geneva, September 1 to 13, 1958.

The Canadian exhibit will occupy a space of 2,900 square feet at the conference, which will be attended by representatives of all member countries of the United Nations and its special agencies. A total of 5,000 scientists, engineers, government officials, executives of private companies and others are expected to attend the meeting.

Canada's exhibit covers the full range of atomic energy developments in this country from the uranium industry through fundamental and applied research to radioactive isotopes and atomic power. Included in the exhibit are fifteen models of atomic power reactors, cancer treatment machines, a uranium mine mill, the Port Hope Refinery of Eldorado Mining and Refining Limited, the research and production reactors at Chalk River, and a beta ray spectrometer.

Actual equipment, rather than models, in the Canadian exhibit include a cancer treatment machine weighing nearly three tons, a radiography machine weighing a ton and a Gammacell weighing three and a half tons. The