

## Requests Licence For First Ultra-high Frequency TV

### GEN REQUESTS LICENSE

OTTAWA (CP)—An application for a licence to operate Canada's first ultra-high frequency television station — at Kapuskasing, Ont., — was made Friday to the CBC board of governors, along with bids for one other television outlet and three new radio stations.

Three applications were made for transfer of the control of licensed stations. These and other applications will be considered by the board at a meeting in Ottawa Sept. 26.

Station CJCH, Halifax, asked permission to transfer ownership from Chronicle Company Limited to CJCH Limited, CHIEF, Granby, Que., asked to transfer control of La Cie de Radiodiffusion de Granby Limitee to Marcel Provost; and CJQC Quebec City, asked to transfer control of Goodwill Broadcasters of Quebec Inc. to Claire Fontaine Investments Corporation Limited.

The application for the ultra-high frequency television station was placed before the board by Conrad Lavigne Enterprises Limited which operates radio station CFCL and television station CFCL-TV in Timmins, Ont.

OTHER STATION  
The other television application is for a regular very high frequency outlet at Yorkton, Sask. The proposed new radio stations would be at Blind River and Welland, Ont., and Montreal.

There now are 31 privately owned television stations operating in Canada and 10 CBC stations.

CBC officials said the Kapuskasing company's application does not state why it wants to establish an ultra-high frequency station. All present Canadian TV stations are on the very high frequency broadcast band.

The applicant for the proposed English-language station in Montreal is Geoffrey W. Stirling, owner of CJON radio and CJON-TV, St. John's, Nfld. The station would have a power of 5,000 watts at 980 on the dial.

Applications also have been received by the board for two new very high frequency television satellite stations.

A licence is sought by Cape Breton Broadcasters Limited for a TV satellite station at Inverness, N.S. on channel 6. Hooked to CJCB - TV, Sydney, N.S., it would have a power of 20 kilowatts video and 10 kilowatts audio.

CKVL-FM, Verdun, Que. — To change transmitter site and increase antenna height.

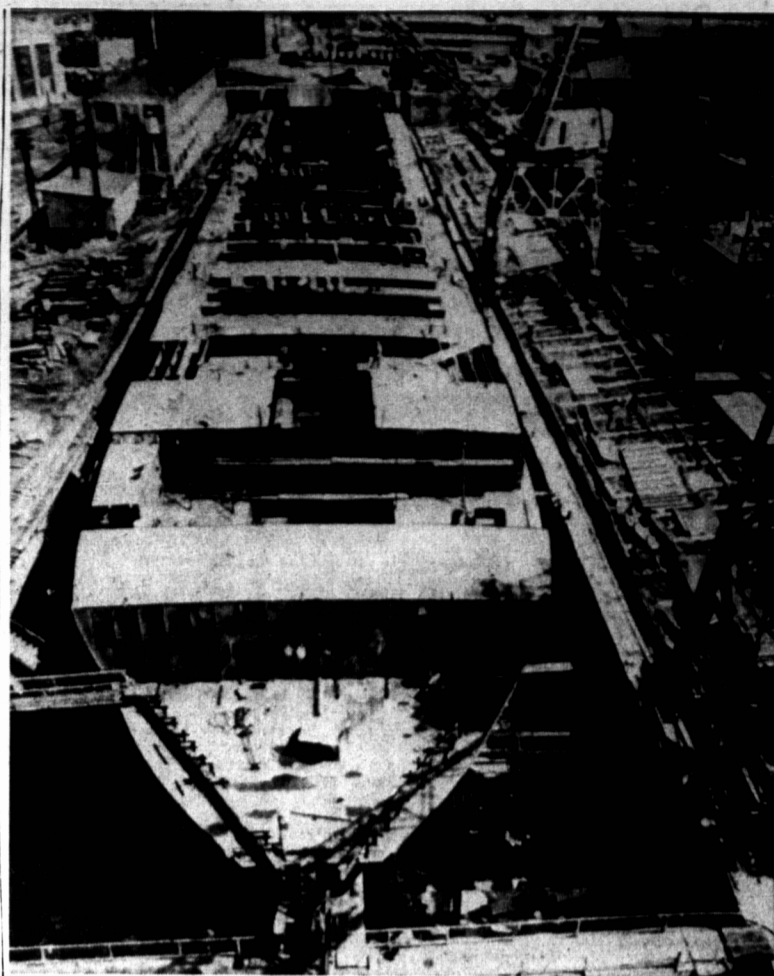
CJCH, Halifax — to change direction of its signal.

CKTS, Sherbrooke, Que. — to increase power from 250 watts to 5,000, change frequency from 1240 on the dial to 630 and change to French from English language broadcasts.

CHLT, Sherbrooke, Que. — To change to English from French.

CJMT, Chicoutimi, Que. — To increase power from 250 watts to 1,000 and change frequency from 1450 on the dial to 1420.

CKVL, Verdun, Que. — To increase power from 10,000 watts to 50,000 watts a day and 10,000 night.



CRANE BUCKET'S VIEW

TOLEDO, Ohio — A photographer went aloft on a crane bucket to get this picture of the hull of the biggest ship ever

built in Toledo. The 7 million dollar, 710-foot carrier is under construction in the American Shipbuilding Co. yards for Inter-

lake Steamship Co. of Cleveland. Completion is set for April 1958. (AP Wirephoto)

## Federal Revenues Continue To Rise; Surplus Down In July

OTTAWA (CP)—Federal revenues continued to rise in July but heavier spending trimmed the month's budgetary surplus of \$90,100,000 down to \$19,900,000 from last year's \$110,000,000.

This reduced the total surplus for the first four months of the fiscal year to \$210,000,000, a cut of \$119,000,000 from \$329,000,000 a year ago. Finance Minister Flemming said.

He suggested that at least two points had to be considered in comparing surpluses:

The defeated Liberal government had pinned Parliament's one-shot \$100,000,000 payment to the Canada Council to this year's expenditures. There was no similar outlay last year.

Federal payments to provinces for tax-sharing purposes now were being made on a monthly basis, compared with every three months in the last year. The comparative statement for last year included payments for only three months.

### FORECAST SURPLUS

The Liberal administration, defeated in the June 10 election, had forecast a surplus of \$152,000,000 for the current year compared with the \$282,000,000 produced in 1956-57.

In July, revenues climbed by \$61,500,000; expenditures rose by \$61,500,000.

Boosted partly by higher income tax collections, the government's revenues increased in July to \$501,500,000 from \$459,900,000 last year, boosting the April-July, four-month total to \$1,867,700,000 from \$1,613,300,000.

The personal income tax take increased in the month to \$141,500,000 from \$136,800,000; corporation income tax to \$141,100,000

from \$132,300,000.

Some other revenue sources for July with last year's yields in brackets: sales tax \$65,800,000 (\$63,300,000); import duties \$45,300,000 (\$48,000,000); excise duties \$28,200,000 (\$18,900,000).

Expenditures appeared to be up all down the line, with the total for the month increasing to \$411,400,000 from \$349,900,000 last year, swelling the four-month total to \$1,475,900,000 from \$1,282,900,000.

Defence outlays rose in the month to \$169,100,000 from \$151,800,000. Some other outlays with last year's figures in brackets: public debt charges \$46,400,000 (\$42,700,000); payments to provinces \$38,100,000 (\$9,100,000); family allowances \$34,100,000 (\$32,800,000); veterans affairs \$22,500,000 (\$21,000,000); public works \$11,600,000 (\$10,600,000).

## Convertible Issue Planned

TORONTO (CP)—A. V. Roe Canada Ltd. Monday announced the manner in which it proposes to raise the money for its contemplated purchase of control of Dominion Steel and Coal Corporation Ltd.

It intends "as soon as possible," the announcement said, to issue \$24,000,000 of preferred shares convertible into common shares. This issue will consist of 240,000 shares of \$100 par value each. Complete detail of the proposed issue have not yet been settled.

Hawker Siddeley, which now holds about 83 per cent of Roe

nadian holding company, Racair Ltd., buy that amount of the preferred shares.

The balance of \$4,000,000 will be offered for public subscription. The announcement, signed by Crawford Gordon, president of Roe, adds that it is anticipated that arrangements will be made whereby the underwriters "will use their best endeavors for a limited period of time, as far as practical and consistent with successful marketing, to give preference in allotment to present holders of Roe common shares, who may wish to purchase them."

Complete detail of the proposed issue have not yet been settled. Hawker Siddeley, which now holds about 83 per cent of Roe

common shares, intends at an early date to convert a substantial number of the preferred shares into Roe common.

To make enough common shares available, Roe proposes—subject to approval of shareholders at a meeting Aug. 29—to increase its authorized common shares from 7,500,000 to 10,000,000.

Of the present authorized common shares, less than 5,000,000 have been issued, of which Hawker Siddeley holds 4,000,000, and 500,000 were sold publicly last fall. The Roe offer contemplates acquisition of not less than 1,500,000 Dosco shares, which would represent about 52-per-cent control.

## Buying And More Buying Kept The Economy Rolling

### By FORBES RHUDE

Canadian Press Business Editor  
One of the most potent dangers of high prices is that they may put a damper on the public's buying enthusiasm.

If high prices do this, they will cut out one of the most effective safeguards the economy has had against economic dips in the post-war years.

This may seem so axiomatic that there would be full awareness of it, in fact, however, the public's buying enthusiasm has been so great that there may be a tendency to take it for granted.

In the slow-down of the last half of 1953 and first half of 1954, for instance, observers were almost unanimous in crediting the consumer and his determination to buy with preventing a considerable recession.

KEEP ON BUYING  
In that period, people apparently paid little attention to slipping economic denominators and a relatively high price level. They retained their confidence and kept on buying.

In general, Canadian confidence still seems to remain high.

The August letter of the First National City Bank of New York, however, has this to say of the situation in the United States: "Growing public consciousness of price inflation is beginning to cut two ways."

"Individual purchasing power has lagged, because per capita disposable income has not risen as rapidly as prices during the last year."

"In addition, the latest study of consumer attitudes by the University of Michigan's survey research centre found consumers somewhat less ready to buy than in earlier surveys."

TREND TO SAVE

"They were generally optimistic about their own financial position and predominantly confident about the general situation, but a somewhat greater percentage than last fall considered prices high and the time less favorable to buy."

This, at today's high level of activity, doesn't sound very alarming at present.

It indicates, however, that the public's ability and willingness to buy has a limit under current income levels; and that there is such a thing—not to evident in the post-war years—as pricing oneself out of the market.

In housing, for instance, it is not only a matter of wanting a house, but ability to go into the higher brackets which have developed.

A man may, for instance, adjust himself to price rises from the \$10,000 range to the \$15,000 range, but he may find that his powers of financial adjustment have run out when the tag gets to \$20,000. At some point, whatever his need, he is simply out of the market.

BUT BROWNS DON'T BUY

Within the home, too, psychology can switch. It has been said in the present buying era that one new-type appliance sold on a block is enough to sell it to the whole block—on the "keeping up with the Joneses" theory.

This has been relatively true. But non-buying can also become fashionable.

Mrs. Jones may still buy the appliance. But the also-personable Mrs. Brown may say "I simply won't pay the price," and Mrs. Black may chime in with, "I think you are absolutely right." A fad can be started that way, too.

All of which boils down to the fact that the customer can't be taken for granted.

### REBEL TOLL HIGH

ALGIERS (AP)—French troops claimed Friday they killed 100 nationalists rebels in two mountain engagements inside the rebellious territory. An army announcement said 60 rebels were killed in the Grande Kabylie area and 40 others died in an encounter east of Nementcha.

## Army Transfer From Overseas

OTTAWA (CP)—The first major changeover of army personnel now serving in the Middle East with the United Nations Emergency Force will start Sept. 15, army headquarters said Friday.

The RCAF will airlift about 50 officers and more than 600 men from Dorval Que., to Egypt, and about the same number to Canada from the Middle East. The first flights will leave Naples Sept. 19 and Egypt Sept. 20.

The RCAF airlift, departing Dorval and el Arish every two to five days, will be completed by the end of November.

Not included in the changeover are the 105-man 56 reconnaissance squadron of the Royal Canadian Armored Corps, now on desert patrol. The unit first took up its operational role in the Gaza Strip last April, and is not yet due to be relieved.

### EARLY BALL GAMES

Baseball dates back as early as 1838 in Canada when the game of "townball" was reported played in Upper Canada.



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