

gram of "Hands Across the Border" by our own originating program "Parade of the Provinces."

I have received a telegram from Mr. Caplan, who has been in charge of building up these broadcasts, and he said he has collected from the various sources I have named, the Archives and so on, sufficient material to broadcast almost indefinitely without repetition. I do not know whether the people of Canada as a whole are fully aware of the immense amount of interesting material that is available.

The CHAIRMAN: What response are you getting from those broadcasts?

Mr. CHARLESWORTH: Well, we do not collect fan mail ourselves, but we hear of it all the time. The stations get letters. Usually the letters that reach me are in reference to something about some singer that catches the fancy of an individual. We use very good singers, and an orchestra of twenty-two pieces under a real showman named Jerry Shea of Montreal. He is not a symphonic interpreter, but a real excellent showman.

The value of this program from the Canadian standpoint is that it brings into the homes from which tourists may come something of the advantages to be found in Canada. I was in New York on Wednesday of last week, and in discussion with Mr. Woodman, who holds the position of what they call Traffic Manager on the National network, he said our programs were of intense interest. Perhaps this is owing to the fact that there are very large numbers of Canadians in the United States. But they are listened to also by a great many Americans who like the way our show is put up.

Our aim is first of all to give the listener a really good show, and then, as far as the educational and tourist aspects of the broadcast are concerned, to sugar coat the pill. We feature in turn every province of the Canadian Confederation. Latterly we have been taking it up in a somewhat different way. The other night we had a broadcast on the St. Lawrence river—the historical association of the St. Lawrence river, and what it meant. We will be dealing with the epic of western exploration, and occasionally we have used a dramatized episode of something in the history of the Mounted Police. We allowed the London Life, in a broadcast it had, to use one of our sketches which dealt with the bringing of the hostile Canadian Indians out of Canada into the West, and establishing them as peaceable people. We also had a dramatization of the episode of the discovery of gold at Rossland. In fact, the field is more or less illimitable when you make a study of the history of Canada during the past hundred years.

The dramatizations, of which I am going to leave some copies with you, were written by a Mr. Van Lusil of Montreal, an experienced man in putting together broadcasts. We use about eight to ten interpreters on each program, with an orchestra of twenty-two pieces. Between musical interludes we have little playlets. We usually start first with a dramatization of an historical event or legend relating to the district; then we have a dramatization of some particular industrial accomplishment, and finally, an announcement of the natural resources of a particular district, with an invitation to would-be tourists to visit the scenic points. We expect this program will continue through the summer.

We are considering dealing with certain things that are happening this year—the Toronto Centennial; the Tercentenary festivities at Three Rivers; the biggest thing that is going to happen in Canada, the four hundredth anniversary of the arrival of Jacques Cartier at Gaspé. To-night, May 17, if I mistake not, Manitoba is being dealt with in that way; next week we deal with New Brunswick; then with Alberta; then we take a part of Ontario, and then we will deal with something in connection with Quebec. Then on June 28—