

Questions

STATION CJBC, TORONTO—FRENCH LISTENING AUDIENCE

Question No. 1,883—Mr. Smith:

During the time that CJBC was broadcasting a part of its daily program in French, were any tests or surveys made to measure the listening audience and, if so (a) what kind of tests or surveys were made (b) what was the result of such tests or surveys?

Mr. Pickersgill: I am informed by the Canadian Broadcasting Corporation as follows: Yes. (a) information on the audience to CJBC's French language programs was obtained from an analysis, carried out by the C.B.C. research department, of all the available data relevant to CJBC's present and potential listening audience. This included data derived from C.B.C.'s own surveys and from several independent sources of audience information. (b) The analysis indicated that CJBC's 9.00-11.00 p.m. week day French language programs had an audience, within the station's coverage area, of about 9,000 different households over the course of an average five day week.

STUDIES OF FRENCH LISTENING AUDIENCE,
STATION CJBC, TORONTO

Question No. 1,884—Mr. Smith:

Prior to the decision to make radio station CJBC in Toronto a French language station, were any investigations or studies made as to the potential audience and, if so (a) what were these investigations or studies (b) what were the results or conclusions from such studies?

Mr. Pickersgill: I am informed by the Canadian Broadcasting Corporation as follows: Yes. (a) study and tabulation of statistical data on the French only plus bilingual population within the service area of CJBC; (b) it was estimated that a wholly French language CJBC could attract a home audience of about 30,000 different households in the course of an average seven day week, or 20,000 in an average day.

FLUORIDATION

Question No. 1,885—Mr. Lachance:

Has a careful appraisal of the advantages and disadvantages of fluoridation been made recently by the Department of National Health and Welfare and, if so (a) was a report submitted to the government (b) on what date was such a report submitted?

Miss LaMarsh: The Department of National Health and Welfare has carefully studied the dental effects of mechanically fluoridated water at Brantford, Ontario, and naturally fluoridated water at Stratford, Ontario during a period of 15 years. In addition the dental effects of naturally fluoridated water at Ingersoll, Ontario was studied in 1962.

[Mr. Pickersgill.]

It was conclusively shown that fluoridation was beneficial. Water either mechanically or naturally fluoridated to a level of about one part per million was found to reduce the occurrence of tooth decay by about two thirds in persons drinking it regularly from birth. No ill effects were observed.

(a) The results were widely publicized through departmental reports, press releases, and articles in professional and scientific journals.

(b) Departmental reports were published in 1953, 1954, 1955, 1958, 1959, 1962 and 1963.

POST OFFICE BUILDING, DUPARQUET, QUE.

Question No. 1,886—Mr. Caouette:

Will a post office be built in the near future, at Duparquet and, if so (a) what lots have been purchased (b) from whom have they been purchased (c) what was the price agreed upon for those lots (d) have building tenders been called (e) who are the tenderers and what is the amount of each tender (f) what persons made representations to the Post Office Department for the construction of such a post office?

[Translation]

Mr. Badanai: Yes.

(a) Two lots are being purchased on Beattie boulevard.

(b) From Messrs. L. Dessailly and R. Gilbert.

(c) \$800 each.

(d) No.

(e) N/A.

(f) The Post Office Department advise that they have not received any representations in this connection.

[Text]

WHEAT OVERTAGES

Question No. 1,896—Mr. Rapp:

In each of the crop years since 1955 to date what quantities of grain were received by the Canadian wheat board as a result of the difference between deliveries at country elevators where grain is not graded and the outturn at terminals where the grain is subject to weighing and grading under government inspection?

Answer: In each of the crop years 1955-56 to 1961-62 the net country elevator overages of wheat purchased by the Canadian wheat board from elevator companies at the board's initial prices are as follows:

Crop Year	Bushels
1955-56	643,618
1956-57	985,546
1957-58	1,540,775
1958-59	1,343,167
1959-60	1,997,214
1960-61	1,322,717
1961-62	2,142,344