

Mr. CHARLESWORTH: I will leave this correspondence with you, to be returned to us later.

The CHAIRMAN: Thank you.

Mr. CHARLESWORTH: In September 1933 a representative of the National Broadcasting Company came to Ottawa to secure a contract from the Dominion Government to advertise the tourist attractions of Canada in the United States. I understand the Department of Trade and Commerce was approached, but they did not have a vote set aside to pay for such a broadcast, and it would have been rather expensive. We were willing to co-operate by way of preparing the program.

A little later the program department of our Commission met the representatives of the National Broadcasting Company in New York, and some discussion took place with regard to Canada's tourist attractions. In January, 1934, came the first announcement in the National Broadcasting Company's program "Hands Across the Border" of the attractions for tourists to be found in Canada. Samples of these announcements are available for the Committee.

These little sketches were prepared, as I have said, by the National Parks Branch of the Department of the Interior and news contact was maintained by the Publicity Branch of the National Parks Department. These were heard weekly on National networks in both Canada and the United States through the months of January, February and March without charge to any Canadian body.

Last October we started a program of our own, not exclusively with a view to stimulating the tourist business, although we had that in mind, but rather to interest the various parts of Canada in other sections. For instance, to interest the Maritime Provinces in the history of the West, and the West in the history of the Eastern Provinces, and so on. We organized that program pretty thoroughly through Mr. Arthur Dupont, our director of eastern network, and Mr. Rupert Caplan, who is a very able man in connection with the dramatic broadcasts, and runs our Theatre Guild programs from Montreal. Again we had the co-operation of the National Parks Branch and the Dominion Archives and the Musical Department of the Canadian Pacific Railway and the musicians under contract to ourselves, and we built up a series of programs. These are still running.

Now we are working on another series. This program, I may say, is really educational. It is of an hour's duration and contains music of the better types and a short description in vivid language of a definite part of a given province, the dramatization of incidents in the early history of the district, and music characteristic of the district so far as possible. For instance, for the Maritime Provinces we have used the old Hebridean music which is still to be found in certain sections, especially around Pictou. We also endeavour to interest Canada itself in the local basic industry of the section of the Dominion with which we happen to be dealing in the particular broadcast.

An account of a few descriptions and incidents is attached. I have here the continuities, which you can study. They do not relate to the present series but to the series used earlier.

This program presents in an hour the historical background, the evidences of culture and of industrial achievement, the tourist attractions, and so on to be found in a given district.

The CHAIRMAN: Over how many stations do you broadcast that program?

Mr. CHARLESWORTH: It is broadcast over the entire eastern network of the United States. I cannot give you the number of stations. Of course, it is broadcast over our own Canadian network, which covers every province.

The first of these programs was put on the air in Canada on February 6th and was continued until March 29th. It was not until then that the National Broadcasting Company began to include them and replaced the earlier pro-