

lost child or missing relative or something of that kind; I think that is a type of national service which we might very well consider making available to distressed people. That is done by the B.B.C. in England, and I think it is a lead which we might very well follow. I think the C.B.C. might do also a little national advertising, not with respect to a particular manufacturer or even a certain group of merchants but rather from time to time to bring to the attention of our listening public the fact that certain Canadian products are now available in the market. For instance, we might say that such and such is the proper week in which to buy delicious apples from the Okanagan, melons from Montreal, fish from the Maritimes, or whatever it might be. In proportion to the extent to which we are able to increase public service in small matters of that kind the accumulated effect may prove to be of substantial benefit to the country as a whole.

The CBC now devotes 70 per cent of its broadcasting time to sustaining programs. We also allot more than half our total revenue to programs which, of course, are all sustaining programs. Our sustaining programs are regularly given to 36 stations, without charge, of which 27 are basic and 9 affiliated stations; and to 20 other private stations sustaining programs are offered with some restrictions; but we do give them special features and we use them whenever we can, particularly to allow greater coverage.

Mr. MARTIN: What do you mean by "basic"?

The WITNESS: Stations with which we have a contract and which regularly carry our commercial programs and agree to carry for an agreed part of their broadcasting hours, CBC service and sustaining programs. In addition to that we have some affiliated stations that are not under complete control, and then the remaining stations to whom we supply certain services. The other day, it was said publicly by someone, that private stations do not get any of the proceeds of CBC revenue. The answer to that, of course, is that taken together they get it all in service.

I have here a statement showing the proportion of expenditures divided between the broadcasting programs showing expenditures with respect to administration, programs, operation of stations, lines, depreciation, and so on. This information is available for the years ending the 31st March, 1936, 1937, 1938, and for the actual nine months ending December 31st 1938. I do not wish to take up this time by reading it but I should like to be able to have it placed on the record so that it may be available to you. I think you will find it useful. I would ask that it might be taken as read. Is that satisfactory, Mr. Chairman?

The CHAIRMAN: That will be all right.

CANADIAN BROADCASTING CORPORATION

	Year ended 31 Mar., 1936		Year ended 31 Mar., 1937		Year ended 31 Mar., 1938		Actual ending 9 months Dec. 31, 1938					
	Per cent total	Per cent total	Per cent total	Per cent total	Per cent total	Per cent total	Per cent total					
Administration.. . . .	\$ 120,606	89	7-57	\$ 125,360	31	8-07	\$ 146,686	26	6-77	\$ 101,789	79	4-81
Programs.. . . .	621,247	97	38-99	645,815	98	41-53	1,088,419	61	50-28	1,092,503	53	51-67
Operation of stations.. . .	170,954	32	10-73	206,960	68	13-38	286,762	60	13-24	316,570	12	14-97
Lines.. . . .	451,406	28	28-33	434,246	72	27-82	477,902	12	22-07	421,997	43	19-96
Depreciation..	106,846	09	4-94	154,122	11	7-29
Leases of time on private stations.. . . .	229,280	78	14-38	143,037	41	9-20	58,494	05	2-70	12,893	27	6-61
Interest on government loan	14,599	31	6-69
Totals.. . . .	\$1,593,496	24	100-00	\$1,555,421	10	100-00	\$2,165,110	73	100-00	\$2,114,475	56	100-00

The WITNESS: We have been able progressively to employ more Canadian talent. When I gave evidence before you last year I told you that we had employed 2,801 Canadian artists irrespective of members of choirs and organizations. This year we have up to date been able to employ 3,807 artists exclusive of members of organizations. It is estimated that by the end of the current