

*Broadcasting*

to speak, I have been on both sides of the fence. I know it is fashionable among some people in the industry to speak of peaceful co-existence with each other but for my part I decry that notion. There has to be co-existence of course, but I would hope that it would be competitive and that the C.B.C. would have no reluctance in getting into the fray and fighting for the advertisers' dollar. In an organization where so much emphasis is placed upon the development of native artistic talents there is always, I suppose, horror at the idea of having an aggressive sales force, but I think that can be done. There is no reason why the cash register and the grand piano should not, as it were, exist in the same room.

In debates of this kind previously I have mentioned the question of advertising salesmanship on the part of the C.B.C. and I also took it up with the officers of the corporation two years ago when they appeared before the broadcasting committee. I understand, though only from a chance remark that Mr. Ouimet made to me one day in the hall in passing, that the Canadian Broadcasting Corporation now has some "super-duper" salesmen employed. I would certainly want to find out in the broadcasting committee or have somebody find out what they are achieving and whether it is possible to obtain more of them.

In short, Mr. Speaker, I hope that the C.B.C. will not be shy in the matter of obtaining commercial revenue. I agree to a certain extent with the hon. member for Assiniboia (Mr. Argue) that it can be overdone. I think in the course of a week one gets a complete range of all the soap products that are manufactured in Canada through sponsorship of various programs by the manufacturers of such products. Maybe some other advertiser could be given a better break with regard to sponsoring some of these programs.

The second point that I think should be studied by the committee has to do with the new areas which have been opened up or may be opened up by second stations in different parts of Canada. This is a rather live issue in Nova Scotia where the people in the eastern part of Halifax county, Musquodoboit valley and along the shore from Musquodoboit harbour have complained for some time about not receiving satisfactory television service. There is a second Halifax station in operation now and I understand it will be at full power in two months' time. Again, another station farther east will shortly be in operation. This may solve the problem.

However, I think we should have some indication from the board of broadcast governors as to the new areas that are being opened up by the development of second stations because I think second stations not only have a responsibility within the competitive market when they start to operate in competition with the C.B.C. but they should also try to beam their signals in such a way as to give coverage to some people in outlying areas who do not now receive satisfactory television service.

The third point in which I would be interested, and this may be for the broadcasting committee or for the committee on external affairs, deals with the recent curtailment of the budget of the international service of the C.B.C. The result has been to cut the C.B.C. out of several areas in Europe, including Italy I believe where a rather enthusiastic fan club had developed for the C.B.C. international service, one member of which had even sent the head of the government of Canada a cake on behalf of this fan club.

Another point which I believe should be studied relates to the operations of the board of broadcast governors. I say this because there are those who, for political purposes, have been somewhat braver outside the House of Commons than they have inside during this debate in making rather loose allegations against the operations of this board. Knowing the men involved I would say that any scrutiny by the committee—this is my forecast based on the information I have—would result in a decision that the operations of the board of broadcast governors were above reproach. I believe, however, we have to make that examination in view of the remarks made concerning the award of some of the licences in Canada.

If I may take my own area as an example, there have been suggestions that one station manager, a successful applicant, made remarks beforehand that he had the licence in the bag. I believe this remark was made. I know also that remarks were made by the unsuccessful applicant to similar effect. This suggests to me that those who apply for T.V. licences are like the people who fight for the heavyweight championship of the world, and who claim their victory in advance. None the less, remarks like these are presented at political meetings out of context, and they make some people suspicious of the operations of the board of broadcast governors. I hope we will be given the opportunity to expose such remarks for the tripe they are. I have every confidence in the integrity of Dr. Stewart and the other members of that particular board.

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