

Last year when I spoke in the Senate about the C.B.C. I was much more charitable than the senators who spoke here last evening and this afternoon, because I was afraid that even some of my own colleagues would call me a witch hunter or a crackpot.

When we presented our brief to the Prime Minister we concentrated on five or six objectionable programs. When we went to the Fowler Commission, Mr. Steele even reminded our delegation about a very indecent program which we had forgotten to mention. I assure you we had a wonderful reception.

I have in my office letters we received from whole communities, such as Timmins, Ontario, Chicoutimi, Quebec, and various other places in Canada, offering their co-operation. Our mistake in the beginning was that only women's names were placed on the petition, because had men's names been included we could have had 500,000 names instead of only 90,000.

Recently, at a convention in the Chateau Laurier I received a call asking, "What has happened? Are you people letting up?" This was a mixed convention, and they wanted to take up where we had left off.

For all these reasons, honourable senators, you will understand how very proud I am of my male colleagues in the Senate today, that they are really the ones who are now putting teeth into this revolt. I congratulate the Leader of the Government (Hon. Mr. Connolly, Ottawa West) and the others who have spoken so eloquently. Thank you very much.

Hon. Gordon B. Isnor: Honourable senators, when sitting on the Government side one does not as a rule take part in a debate such as this. Rather one leaves it to the sponsor of the bill and to the Opposition to criticise the budget figures. However, in listening to the views expressed by all concerned, and particularly by the Opposition, with regard to the huge and ever-increasing amounts of money being expended—in the neighbourhood of \$10 billion—one wonders just how they analyse such sums.

In a business approach to the subject, it is not so much the amount to be spent in terms of dollars and cents, as it is a question of what is going to result from the expenditures. From time to time business is forced to do expensive advertising and to carry on campaigns that run into large sums of money; indeed, one finds the percentage cost of business gradually increasing from say 18 per cent or 19 per cent to 20 per cent or 21 per cent, and rising to

something like 30 per cent. However, you wait and watch your sales grow as the result of that expenditure, and at the end of the year you make up your statement and see the net profit, because that is what counts in business. This expenditure of \$10 billion is being forced on the Government to a large extent by the demands from all directions.

I do not want to be misunderstood, but in assessing what Senator Walker had to say with regard to Government expenditure, perhaps one should be reminded that he was a member of another government which continued to show deficits year after year. Indeed, there were 13 deficits while that government was in office. I prefer to wait to see the result at the end of the year, and I look forward to future years when we shall not have a deficit running from year to year such as occurred when the Conservative government was in office, of which the honourable Senator Walker was a member. I think that will be the fairest test we can make in regard to those expenditures of which we have heard so much today.

Honourable senators, perhaps I will not be popular in standing up to give voice to my sentiments regarding the C.B.C., because I view that body from another angle. Criticism against the C.B.C. here has been almost 100 per cent. I was rather surprised at the remarks of Senator Grosart. He is a gentleman who has been in the advertising business, and he knows the channels that you have to use to get the best results. I believe that if you were to canvass the private stations throughout Canada today, both radio and television, you would find that the C.B.C. rates very high.

I am certainly not opposing the thoughts expressed by the Leader of the Government (Honourable Mr. Connolly, Ottawa West) with regard to one particular program. It was disgraceful, and I wish to make myself clear on that.

However, I stand up to say that on the whole I have a word in favour of the C.B.C. In answer to those who criticise the religious services, I think they are doing a splendid job in regard to the churches. They give all denominations an opportunity, and they have very fine programs. Perhaps the finest on TV or radio stations in Canada today is the C.B.C.'s program called "Hymn Sing" at 5:30 o'clock on Sunday afternoon. I am sure that if any honourable senators have not yet heard or seen such a program they have missed a great deal of enjoyment.