

MINUTES OF EVIDENCE

THE SENATE,

THURSDAY, May 17, 1934.

The Special Committee on Tourist Traffic resumed this day at 10.30 o'clock a.m.

Hon. Mr. Dennis in the Chair.

The CHAIRMAN: Honourable gentlemen, I present for the information of the Committee the following:

A communication from T. G. Hopkins, of Glace Bay, Nova Scotia; a memorandum "System of National Publicity" presented by the Central Bureau of the British Empire Reference Series, per Ernest Heaton, Toronto; a communication from W. G. Robertson, Secretary-Treasurer of the Canadian Automobile Association, Toronto; and the annual report of the Victoria and Island Publicity Bureau, Victoria, British Columbia, with covering letter.

Mr. Hector Charlesworth, Chairman of the Radio Commission, has kindly consented to come here this morning and give us information with respect to the work of the Radio Commission. We will be happy to hear from him now.

Mr. HECTOR W. CHARLESWORTH, Chairman of the Canadian Radio Commission: Mr. Chairman and honourable gentlemen, I do not know whether this Committee is aware or whether the country is aware that for some months, in fact since last winter, the Canadian Radio Commission has been using its staff and its network and its connections in the United States to promote tourist development in Canada—not merely to interest people of the United States in our tourist possibilities, but also in pursuance of our general policy to interest different parts of Canada in other parts of Canada.

We started this work in the summer of 1933. I recall that the Honourable Mr. Murphy, Minister of the Interior—possibly at the instance of Mr. Campbell, who is with us this morning—then wrote drawing my attention to the fact that since we had got organized on Canadian programs a great deal of interest was being taken in them by people in the Northwestern States, which is a field of development for tourist traffic to our National Parks in the west.

The matter was taken up by us, and my colleague, the Vice-Chairman, Mr. Thomas Maher, who is the member of the Commission directly responsible for the budget of our networks, took an interest in the matter. We had already established very friendly relations with the National Broadcasting Company of the United States, and had arranged for a series of international programs originating from New York, called "Hands Across the Border." The National Broadcasting Company agreed to include in that program, which went to all parts of Canada and the United States, a series of short addresses, interlarded in the musical program, about various sections of the Dominion, especially our National Parks.

That program was prepared by Mr. Campbell and was broadcast from New York in conjunction with the program by Mr. Milton Cross, one of the famous broadcasters of America. I do not think it is worth while reading the texts of these particular broadcasts, but I am willing to leave with the Committee copies of this material.

The CHAIRMAN: We should like to have an opportunity to study those broadcasts.