

We have had one paramount purpose in programs, and that has been to provide such a variety of programs of entertainment and enlightenment that must inevitably bring pleasure to the majority of listeners.

Our duties have been twofold. We have had the duty to increase the quantity of programs; we have had the duty to improve the quality of programs. We have tried to obtain the best programs available wherever they come from. We have tried also to stress the charm, vitality and resilience of the life of our country. By September, 1937, we were putting on 876 programs a month; by December, 1938, we put on 1,595 programs a month. I do not know whether quality has improved. I think it has and it certainly has if you can judge by listener reaction. I find it is difficult to analyse the psychology of ladies and gentlemen who write letters, whether the letter contains a billet from a lady or a ballot from a gentleman. But it might interest you to know that in November of 1938 we received 3,393 letters dealing with programs, of which 33 were unfavourable. You know how it is with letters; however, it is probable that in those 33 which were unfavourable the vitriol was a lot stronger than was the honey in the other 3,360 that were favourable.

In December of 1938, 4,814 letters were received and out of this 54 were unfavourable.

We have increased our listening time on our networks from six to twelve hours, and to sixteen on our own stations. Our programs in April of 1938 amounted to 1,340 and in December of 1938 to 1,595. The increase in hours from April of 1938 was from 538 to a total of 588 hours in December of 1938. The percentage of Canadian programs in April of 1938 was 82·8 per cent of the percentage of Canadian programs; in December, 1938, it was 81·5. The United States programs in April of 1938 represented 16·1 per cent and in December, 1938, they were 16·2 per cent. The B.B.C. programs in 1938 amounted to 2·4 per cent and in December of 1938 they were 2·2 per cent.

Other programs in April of 1938 were ·2 per cent and in December of 1938 they were ·1 per cent. It is hoped on the adjustment of certain shortwave matters that this amount will be increased. With reference to the general classification of programs I take the last statistical month available, namely December, 1938, and I am giving you an analysis of the percentage of hours devoted to the various classifications such as music, talks, variety, overseas, drama and so on.

GENERAL CLASSIFICATION OF PROGRAMS

LAST STATISTICAL MONTH—DECEMBER, 1938

Percentage of hours devoted to various classifications:

	Number of hours	Percentage of hours
Music..	312:05	53·02
Talks..	132:56	22·53
Variety..	52:20	8·87
Overseas..	29:32	4·97
Drama..	27:45	4·68
Children's..	18:45	3·14
Special events..	8:12	1·38
Northern messenger..	7:00	1·19
Public service..	1:30	·20
Totals..	588:45	100·00

Will Mr. Murray be kind enough to tell me what is meant by that last item, "Public service"?

Mr. GLADSTONE MURRAY: That represents requests from public authorities, charities, and matters relating definitely to social services.

The WITNESS: That is a question Mr. Murray and I have been discussing recently, and I think this is a good time for me to speak to you about it; we think that we should make our service available to distressed people; take the case of a

[Mr. Leonard W. Brockington, K.C.]