

MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 429,

April 4th, 1939.

The Special Committee on Radio Broadcasting met at 11 a.m. The Chairman, Mr. Arthur Beaubien, presided.

The CHAIRMAN: Gentlemen, we have a quorum. Will you kindly come to order.

Members of the committee will remember that a few days ago I intimated to them that I had received verbal word from the Association of Canadian Advertisers that they would not appear before this committee as they had met the board of governors in Montreal. Since then I have received a letter from them which I think I should read to the committee. It is addressed to me as chairman of the radio committee and reads as follows:—

March 31st, 1939.

Dear Mr. BEAUBIEN,—According to Mr. Howe, on February 20th, and just receiving your very kind letter of March 6th, the Association of Canadian Advertisers, through their radio committee, had the opportunity of discussing their problems with the board of governors at a meeting in Montreal.

The discussion which we were privileged to have with the board of governors, was a very frank exchange of views. It is a feeling of our representatives who attended that meeting, that there is, on our part, a much better understanding of the problems with which the board of governors are confronted in the development of radio broadcasting in Canada. We also feel that the chairman and members of the board have a much clearer and sympathetic understanding of our difficulties as users of commercially sponsored radio broadcasts. We now feel that there is a common ground to the working of our mutual problems in the presentation of the finest possible quality of radio entertainment for the people of Canada.

In view of the meeting in Montreal, we now feel that no good purpose would be served by appearing before your committee. In making this decision, we would like to say, that we have deeply appreciated the courtesy which has been shown to us in the past and to the various radio committees for whom we have had the privilege of making our representation.

We also feel that it is only fair to say that we were impressed by the appreciation which the chairman and the board of governors had for their trust. Their fair minded attitude in dealing with our problem, created in our representatives a feeling of confidence for a successful development in which trade and industry would have its part as far as radio broadcasting in Canada is concerned.

Yours very truly,

(Signed) GLEN BANNERMAN,
President,

ASSOCIATION OF CANADIAN ADVERTISERS.