

be induced to unite, to work together. Some progress has been made in that direction in the province of Quebec, but unfortunately most of the organization so far has been somewhat political in nature. I think we should find some way of getting across to our farmers in the province of Quebec that their operations should be organized along the lines which are above politics, which are higher than politics or politicians; and I include myself in that remark. To the extent that such a movement can be made successful through the medium of radio broadcasting I think the Canadian Broadcasting Corporation would have rendered a very great service to our country.

Mr. BOUCHARD: Mr. Chairman, I am very thankful for the debate that has taken place, but I would just like to add another word. Mr. MacKenzie in speaking about education mentioned that he did not refer to Quebec, so I thought I could make some reference to the situation there. I think it is generally recognized on the one hand that perhaps the best lovers of the soil are to be found in the province of Quebec, as Mr. Dupuis has stated; there also has been something done with respect to rural education. The conference on rural education that took place in 1937 I think demonstrated the fact that we are concerned. That conference showed that the result of our present system was to attract people to the city. It was a kind of an inventory, you know, of our weaknesses and of our mistakes of the past. However, I think we are all of one mind on this point. At the same time I would like to pay a special tribute to the provincial government for the help they have given; and you will recall that they passed a resolution to the effect that they were co-operating with the CBC in order to maintain and develop a rural mind in the province of Quebec, and they contribute to a certain extent towards the maintenance of daily broadcasts for the rural people; and they are to be congratulated for that very fine gesture.

The CHAIRMAN: Well, gentlemen, I think Mr. Murray is pretty nearly through.

The WITNESS: Mr. Chairman, if you will permit me to make just one or two observations on this quite remarkably helpful discussion. I will say quite frankly that I feel, having heard this discussion, almost inclined to apologize for the account I gave, deficient perhaps not so much in the nature of the work which I outlined as perhaps in my failure to give that measure of interpretation of the intangible which has been so eloquently and effectively developed later. In other words, I had the dry bones of information, but much more is needed. It might be, legitimate for broadcasting to inculcate an understanding of the way of life which has been so aptly described; and also perhaps to give a complete reorientation, not within the confines of an information service. Therefore, I shall hope to have your continuous interest and support in endeavours to impart perhaps more inspiration to the rural side—I have not forgotten the special need for accurate information or the importance of inculcating the aesthetics of artistic packing, or the fishermen.

Mr. Patterson has asked me specially to make a few observations on a point relating to a policy which is still in the making. I can describe it briefly as this: With the coming into operation of our two new regional transmitters in the maritimes and the prairies there has to be considered the range of advertising represented by the commercial programs that will be accepted for these transmitters. First of all, it is of fundamental importance to maintain a balance between sustaining programs and commercial programs. We have that pretty well laid down; The second point is that the big commercials, most of which come from the United States, have a very high entertainment quality, so from the point of view of the listener their inclusion is important. The third point is this, that if the advertising, for example, in the maritime region or in the prairie region were to be restricted to only these big international pro-