

personally of any political pressure having been placed upon us at any time. If there ever has been any suspicion of pressure I am sure it has been completely resisted; and, further, as long as this board of governors is in office if there ever is any political pressure it will always be resisted. Our administrative officials have been instructed to act accordingly.

In presenting these facts and in stating what I consider to be our position I hope no one will think that there is any attempt on our part to usurp any authority. I look upon that statement as a plain statement of a plain duty which has been designated by parliament and accepted by us. We are, therefore, in our own opinion, a board that has a sense of responsibility to the listeners and to parliament as trustees for the listeners; that has an acute and an abiding sense of its duty to be impartial. We are a board that has done its honourable best to fulfil its obligations to all classes of those citizens whose business we administer.

Now, before I enter into the field of our progress, our policy and future developments—and perhaps deal with some of the difficulties and perils that beset national broadcasting—I propose once again, because these things are sometimes forgotten, to identify our origin, to mark the milestones, and to set the landmarks in order.

The demand for and the construction of a national system grew out of the conditions of population and geography. It was obvious both to the Aird royal commission which examined the situation in 1928 and 1929 and to the special parliamentary committee of 1932, that advertising revenue could not in Canada finance an adequate Canadian system. In any event if left on that basis Canadian radio would become only a satellite of the American commercial networks. For example, analyses made in 1932 and based on Department of Marine figures showed that outside of the main advertising districts of Toronto and Montreal only about two-fifths of the population could get Canadian programs regularly. These programs in any event were chiefly gramophone records. Of the six hours and fifteen minutes which represent the daily average broadcasting of all Canadian stations, only two hours and sixteen minutes were occupied by programs using any original talent whatever. In 1932, Canadian outlets of the principal United States' commercial chains comprised about half the total broadcasting power, viz: CKAC, Montreal, 5,000 watts (Columbia); CFCF, Montreal, 400 Watts (N.B.C.); CFRB, Toronto, 10,000 watts (Columbia); CKGW, Toronto, 5,000 watts (N.B.C.). These illustrations show how, if advertising were the basis of operation, Canadian radio would have been lost for Canadian purposes, commercially or otherwise.

Another factor upon which the Aird Commission and the parliamentary committee of 1932 found themselves in agreement was as to the character of radio as a natural monopoly and its tendency to fall under monopolistic control. This was especially true in Canada possessing as she did only a few high-powered wave lengths. The importance was consequently recognized, if a national system were to be established, of unified national control, for the purposes of co-ordination and expansion.

Both the Aird Commission and the parliamentary committee of 1932 pointed out the importance of avoiding duplication of facilities and of concentrating all available sources of revenue, (both the proceeds from licence fees and advertising), on the production of Canadian programs. At the same time, the Aird Commission saw that Canada could by such a policy provide Canadian listeners with a wide variety of programs from the United States, Great Britain and elsewhere. The system it conceived might be described as "public ownership of stations, competition in programs."

In addition to the above considerations, it was of course constantly emphasized that advertising and the profit motive should not be the foundations on which this new medium of mass communication should be built.