

Mr. Chisholm, of the Department of Trade and Commerce, mentioned yesterday that negotiations had been in progress for some time with regard to a suggestion of having three programs sponsored by the Government and fifteen or twenty programs by outside interests, each program to last thirty minutes. But I am afraid it is too late in the season to consider that, and that in any event the cost would be too great. If we had some recommendation before us from the Radio Commission, which we could present to the Government, it would be very helpful. Therefore, on behalf of the Committee I am asking if you can let us have by Saturday an outline of a spot program, an estimate of the cost and also an estimate of the coverage.

Mr. CHARLESWORTH: I will communicate with New York this afternoon.

Hon. Mr. MacARTHUR: Have you ample facilities for availing yourself of the vast amount of interesting material in Canada? Are you crippled or hampered in any way through lack of staff or money?

Mr. CHARLESWORTH: We are always short of money, but we have been using our regular program appropriation to develop this type of program. Of course we have had to economize a good deal, for it is a very difficult matter to provide thirty-five hours of programs every week across a large territory like Canada. The more money we have the more we can do, naturally.

Hon. Mr. MacARTHUR: If you had a little more money you could do a lot to stimulate the tourist industry, do you think?

Mr. CHARLESWORTH: I think we could, yes.

Hon. Mr. HOCKEN: But you can, without any very great additional expense, take care of the interprovincial tourist trade, can you not?

Mr. CHARLESWORTH: Oh yes, we can take care of that, so far as Canada is concerned.

The CHAIRMAN: Mr. Charlesworth, in your memorandum will you also kindly let us have suggestions regarding the development from a broadcasting standpoint of the interprovincial tourist traffic? We have had in mind the possibility of a prominent man from Ontario or Quebec, for instance, going to the Maritime Provinces and describing Ontario and Quebec; and a man from the Maritime Provinces coming to Quebec and Ontario and describing the East. Could such a plan as that be worked out this summer to develop greater travel between the various provinces?

Mr. CHARLESWORTH: I think perhaps it could. It might be worked out in the way that it was when I went down to the Maritime Provinces six or seven years ago. There are certain very able writers scattered throughout the country. If a Nova Scotia writer were taken to the Rockies or to the national parks of Saskatchewan, Manitoba and Alberta, he might be able to produce articles that would be very helpful. But seeing the Trans-Canada Highway is not yet completed I do not know whether there will be much interchange between the West and the East this summer.

The CHAIRMAN: But there certainly will be an interchange between Ontario and Quebec and the Maritime Provinces, and between the various Western provinces.

Mr. CHARLESWORTH: Yes.

The CHAIRMAN: I am sure it would be of very great assistance if we could have an outstanding man from the different provinces give an address over the radio, once or twice a week during the summer months, with an idea of making our people more Canada-conscious.

Mr. CHARLESWORTH: The principal item is wire charges, but we have that down pretty fine now.

The CHAIRMAN: You will take that into consideration?