

*By Mr. Murray:*

Q. In the United States the beer manufacturers use television as advertising media extensively. Do you follow the same course?—A. No, we have regulations prohibiting the advertising of liquor on the air in Canada. In provinces where it is allowed, we permit beer and wine companies to sponsor programs, but not to push their product.

Q. You would allow cigarette advertising?—A. There is no prohibition against cigarette advertising.

Q. Lucky Strike is a very large user of television.—A. Yes.

Mr. KNIGHT: We were starting on something new, and we have a lot of things in ordinary radio advertising that I do not like and a lot of people do not like, and I was hoping that when we are starting out on a clean sheet that that should be kept as pure as it is possible to keep it. That is all I wanted to say.

*By Mr. Murray:*

Q. In the United States they advertise men of distinction, for instance, in television, in connection with certain spirits.—A. I think we have some in Canada too.

Q. But you would not permit that to be broadcast too?—A. Not for the product for which it is being used in the United States.

Q. Pictorially?—A. People might like to use men of distinction to advertise other products too.

Mr. STICK: I move the adjournment.

Mr. COLDWELL: When we are getting further reports there is one other I think we would be interested to have: To what extent is ownership of radio stations being concentrated? To what extent is more than one station owned by various groups in the country, newspapers and others? I mean multiple ownership of radio stations. We should know something about that because I think this question of multiple ownership is of immense importance. Multiple ownership is what I have in mind—one group owning several stations—newspaper ownership of stations. To what extent do you know controlling interests are being held in some other stations that are not shown as owned by certain groups?

The CHAIRMAN: Do you wish a return on that, Mr. Coldwell?

Mr. COLDWELL: I would like a return on that. I think it would be of interest to the committee at this stage.

Mr. SMITH (*Queens-Shelburne*): With reference to Mr. Boisvert's remarks, someone in the house mentioned on a resolution that our broadcasts going behind the iron curtain do not have enough satire as compared with broadcasts reaching there from other sources. Do you have any comment on that? Could we get typical copies of scripts put on the air by other countries for broadcasting behind the iron curtain in order to assess our programs in relation to those that were referred to as being better?

The WITNESS: We could look into that. You might be able to get some from Britain and the United States, but I am not sure about Radio Free Europe. I would like to say a word on that. The policy of the broadcast is worked out with External Affairs. It is the voice of Canada speaking. It is a public system, and the department thinks, and we think, too, that the official voice of Canada cannot go very far in indulging in, say, satire and epithets and that sort of thing. Together with the British and American authorities, and the Canadian External Affairs authorities, we think the main job of the Canadian international system is to concentrate first on the truth, then on interpreting things as they are, of projecting Canadian life, but that an official Canadian station, as