

*By Mr. Isnor:*

Q. As I understand it, your Dominion network, the second network, takes in private stations which were already in existence along with one C.B.C. station?—A. That is right.

Q. No new stations were added?—A. No new stations were built for the purpose of being added to the network. There are stations which were not on any network before which are now on the network; there are stations which were on the old national network which have been transferred to the Dominion network.

Q. Because of the bringing into being of this second network will it add more outlets of your own at C.B.C. stations?—A. Well, it means that CJBC, Toronto, is now on the Dominion network and we are providing now for a provincial outlet in Nova Scotia, Halifax. The report has gone to the minister.

Q. That is, you are making capital expenditure so as to carry out services of the second network?—A. Right.

Q. Are there any others besides the one in Nova Scotia?—A. There is only one station, CJBC, which was not on the network before and which is being placed on the Dominion network, and the one which we are building to provide an outlet in Halifax for the Dominion network.

*By Mr. Hansell:*

Q. Mr. Chairman, might we revert back to the first submission this morning just for a moment? Can you tell us, Dr. Frigon, if the corporation, or radio in Canada, has given much advertising to newspapers and periodicals in the country? Sometimes programs are advertised.—A. Many sponsors do advertise their programs in the newspapers. We ourselves do that in certain isolated cases. There is one radio magazine in Quebec where we have a number of our own ads. Of course, we do advertise our commercial department in trade papers on a limited scale.

Q. Sometimes a radio station will advertise a radio program itself, will it not?—A. Yes.

Q. I do not suppose that will be to a very large extent at all, perhaps quite infinitesimal compared to the total amount of advertising.—A. I do not think it means very important revenue to the press. It is just that much more. We have advertised in the Toronto papers a little in order to establish CJBC but we do not as a rule advertise our programs in daily papers, for instance.

Q. You have a department in Toronto run by a Miss Brown—is that the name of the lady—that seeks to contact newspapers with announcements and so forth?—A. Yes, we have a press and information department which keeps in constant touch with all publications to try to get news of the C.B.C. to the public.

Q. That has nothing to do with advertising?—A. No.

Q. Do the press co-operate very much along that line?—A. Some newspapers have flatly refused to take our ads because they claimed we were competitors. I should put it this way; at least one newspaper has decidedly refused to take any paid advertising from us. We did not fight the issue because I do not think it is worth while.

*By Mr. Coldwell:*

Q. Do they give any reason?—A. Because we were competitors; they also own a private station and we were competitors.

Q. May I ask what newspaper that was?—A. That was *La Presse*, Montreal.

Q. They also refused I believe to take some other advertising.