

not be interpreted at present as anything other than an amazing exception. I might mention, however, that one of the BBC officials at present in Canada asked me to find out if the CBC would install in Western Canada a television receiving set, because it was the belief of engineers that perhaps there was something more than merely "freak transmission" to this extraordinary distance. Such machines would cost three or four hundred dollars. I said I would take up with Mr. Murray and Dr. Frigon the possibility of installing a set in the far West to see if it is possible this year to pick up any signals from England.

Standards of transmitting and receiving equipment are still in a state of experimental development. It may be said, however, that the cost of one unit of television transmitters and incidental equipment, apart from buildings and antenna, would be in the vicinity of half a million dollars. Household receiving sets are on the market in London and to a lesser degree in New York, in the latter ranging in price from \$200 to \$700. It is estimated that program production costs would average \$4,000 per hour. Unless moving picture film can be made available cheaply for use as television program material, the cost of supplying daily different programs with live talent will be highly expensive. It will be seen that, even in terms of giving a service in one or two of the great metropolitan centres, television would be at present a formidable financial enterprise. Taking into account the high costs, both of equipment and of production, and the limited scope of television in its present stage, it is safe to say that it is not economically feasible in Canada at the moment.

I understand, for instance, that the sale of television sets in Great Britain has been very disappointing. On the other hand, the vice-president of the National Broadcasting Corporation told me in New York the other day after I had looked at the televising of one of the films, "The March of Time," that in his view at the present time, and in the view of his company, television probably constituted the greatest advertising and propaganda medium in the world. The picture I saw, for instance, was a picture to build up Mr. Roosevelt, in which you saw him delivering his address and in which interviews were had with taxicab drivers, workers in factories, and people of that kind throughout the capital, saying what they thought of Mr. Roosevelt. I must say that, sitting in the darkness of the room, seeing the features of that mobile face and listening to all the delightful accents of his voice, the whole picture did seem to me to be one of strong propaganda for Mr. Roosevelt.

So far as the board of governors of the Canadian Broadcasting Corporation is concerned, its present policy is not to alienate from the public domain any broadcasting rights in television to privately-owned stations or other profit making concerns.

I am very sorry that in the annual report the attitude on television was very badly worded. It was really an extract from a motion that was passed some two years ago. At that time all the patents in Canada for television were held under licence by the Canadian Pacific Railway. There were, I think, some tentative applications for licences, and all that we were anxious to provide for was that there should be no incorporation of subsidiary companies in connection with television. And we passed that resolution in those terms having regard only to the erection of broadcasting television stations. Unfortunately, it has been misinterpreted by some people, particularly in Western Canada, as though we intended to prevent scientific research. Of course, we had no such intention, but rather to give the greatest possible encouragement to scientific research as long as it does not involve a franchise for broadcasting television. The Corporation does not intend to prevent scientific research.

Nothing could be more desirable than that research should lead to ways of reducing the cost of television, either by changes in existing methods or by the discovery of some wholly new and revolutionary principle. It is of course necessary, however, in the public interest, to prevent a wrong type of exploitation

[Mr. Leonard W. Brockington, K.C.]