

and get a reputation that their own countrymen never gave them in Canada. For that reason they come back with a reputation. It is also, I think, a sign of the standards in Canadian broadcasting in many things that so many of our performers can go to other places and automatically get very good roles.

By Mr. Fleming:

Q. I have several questions of a general nature in regard to programming. Since you received this parliamentary grant beginning a year and a half ago, what steps have you taken to reduce the commercial element in your programs?—A. In the first place we dropped just about all the local business that we were taking. You will remember that the Massey Commission recommended that we do that, and as soon as we got the new finance we did, with a certain amount of monetary reluctance, simply drop the local business we were carrying in areas where private stations were also in operation. That was the most drastic step. The other is that we have been more selective in the acceptance of commercial programs.

By Mr. Coldwell:

Q. In regard to selectivity, you have on the C.B.C. a program called "Suspense" and another one "Father Knows Best". I am wondering how on earth either of them ever got on the radio network. Do they pay well?—A. "Suspense" is an extremely popular program.

Mr. RICHARD: It is a very good program. I would not listen to "Stage 53" but I would listen to "Suspense".

Mr. COLDWELL: I had a greater respect for your taste than that.

Mr. RICHARD: Well, you come from the west.

The WITNESS: We are always trying to get a reasonable balance. We carry "Suspense" and one or two other detective type shows. We do not carry nearly as many as the American networks do. Mr. Richard's tastes have to be given a chance, but there should be other things on as well.

Mr. FLEMING: I notice your income from commercial contracts for the fiscal year ended March 31, 1952 was \$2,456,000 odd. How does your income from commercial contracts in the fiscal year ended March 31, 1953 compare with that?

The CHAIRMAN: Do you wish to take that up at this time?

Mr. FLEMING: It relates to programming, Mr. Chairman.

The WITNESS: We are over \$200,000 down.

By Mr. Fleming:

Q. You have dropped about a twelfth of your revenue as compared with the previous year?—A. Yes, but I might say Mr. Fleming—I am sorry, I have the wrong figures in my head. It is probably close to the same figure as in the year just finished. You must consider other factors which we are working on. For instance, raised rates on some of our stations and private stations on the networks. You have other things coming in. The French network is operating, and it carries commercial shows, and you have new sources of revenue to add to that figure and we are turning away business in other directions.

Q. I can appreciate the difficulties of getting an absolute basis of measurement. I was wondering if you could give any form of measure to show the extent to which you have effected a reduction of the commercial element in programs. Is that possible?—A. We could try to do it, but I am just trying to think how to get it into a tabular figure form. In these things, of course, we are dealing not just with revenue or figures but also on the quality of the program, and any judgment must be based, not in trying to reach any