

"This is the first instance brought to our attention of the effectiveness of your station as an advertising medium, and you are no doubt pleased to know of the excellent reception of your programmes in the north. Might I suggest you drop this gentleman a few lines or mention his name during your next broadcast?"

This is one of the thousands of letters. Take one concert, for instance; we received nineteen replies from Ontario, one from Nova Scotia, two from New Brunswick—this was a concert given at Ottawa. From the United States we received five replies from North Carolina, two from Maryland, four from Arkansas, four from Delaware, ten from Wisconsin, six from Connecticut, forty-eight from Pennsylvania, thirty-six from New Jersey, fifty-six from Massachusetts, seventy-three from New York, four from Michigan, two from Indiana, eight from Maine, twenty-one from Rhode Island, one from Minnesota, one from West Virginia, twenty-two from Ohio, seven from New Hampshire, four from Vermont, three from Kentucky, three from Illinois, one from the District of Columbia, one from Iowa, and one from Virginia. That is only a sample of what we are getting from all over the United States with respect to our broadcasting.

Now, up to the present time the cost of our broadcasting—

By the Chairman:

Q. You are not broadcasting?—A. Yes.

Q. Not from the trains?—A. No. We are receiving on the trains. As Mr. Graham has given in the House the cost of broadcasting, I suppose what I can do is to give you the expenditures up to the present.

By Mr. Jelliff:

Q. Will you give us the cost of installation?

The CHAIRMAN: Will the total be sufficient?

Mr. JELLIFF: Yes.

The CHAIRMAN: Just the total, Mr. Robb.

The WITNESS: "The estimated cost of operation of the Radio Department for the fiscal year ending March 31, 1925, including salaries, travelling expenses, equipment, and so forth, is approximately \$90,000." That is roughly about what it will be.

Mr. HARRIS: In making up your statement, Mr. Robb, how will you identify these different items? For instance, under the heading "Maintenance of Equipment" we will find a portion of this, and under "Other Supplies and Expenses" there will be a portion. Is it possible to earmark these so we can tell?

Mr. COOPER: We intend to do that; we said yesterday that would be done.

By Mr. Harris:

Q. Is it the policy of the Railway Company to expand this to each station agent along the line?—A. Yes and no. Yes, we have made arrangements with the dealers to get a reduction from the regular price. We have taken that up with our employees and they are placing orders with these people. Of course, we do not put the radio into our employees' homes, or pay for it. Each employee pays for his own.

Q. Does he pay for it or do you guarantee the account and collect it afterwards?—A. No, he pays for it. (To Mr. Swift) How is that, Mr. Swift?

Mr. SWIFT: Yes, sir; we are not involved in it at all, but we go to a dealer and say "You will have so many of these, and you want to give us a reduction," which they are doing. We have put this equipment in the Y.M.C.A.'s.

[Mr. W. D. Robb.]