

The CHAIRMAN: You are not passing over Prince Edward Island and Nova Scotia?

Mr. CHARLESWORTH: No. Nova Scotia is on the list, and in fact one of our earliest broadcasts of this series, last winter, dealt with Prince Edward Island, which has a most interesting history. That was widely applauded.

On July 12—I don't know whether it is a suitable date or not—we are going to broadcast the Jacques Cartier celebration.

Hon. Mr. MACARTHUR: What was the feature in regard to Prince Edward Island on that occasion?

Mr. CHARLESWORTH: I cannot tell you.

Hon. Mr. MACARTHUR: What was it in connection with?

Mr. CHARLESWORTH: They brought in the fox farms and something of the early history of the province. I didn't happen to hear it myself—I have a great many other things to attend to—but I got some telegrams of congratulation about that particular broadcast.

We are going to touch on the Yukon; we are going to be back on Prince Edward Island again, and we are going to deal with Nova Scotia August 2. That date may be changed. We are going to carry this on until practically the end of the tourist season—that is if our arrangement with the National Broadcasting Company holds, and I think it will, because, as I say, we sugar coat the pill so that people are interested in the program itself—people who perhaps would not have the means to come to Canada, but who nevertheless are interested.

Hon. Mr. HORNER: You are not forgetting Saskatchewan?

Mr. CHARLESWORTH: Oh, no. We won't forget Saskatchewan, Senator Horner. As I say, the material is unlimited.

Now, gentlemen, I do not know whether there is anything more I can tell you. I am going to leave with you a file of correspondence and so on, and some continuities.

The CHAIRMAN: Mr. Charlesworth, this Committee was appointed to consider the immense possibilities of the tourist traffic and to inquire as to the means adopted by the Government looking to its encouragement and expansion. Have you any recommendations to make as to the encouragement and expansion of the tourist business?

Mr. CHARLESWORTH: This arrangement that we have with the N.B.C. will not last forever, of course.

The CHAIRMAN: Is there no reciprocal arrangement at the present time?

Mr. CHARLESWORTH: We give this program to them. The "Hands Across the Border" was originated at New York. The program we give them is an expensive one and is used by them not merely as a gesture of goodwill but because it is a program of great interest to their listeners in the United States. We may be able to continue that policy, but naturally they are looking for new features all the time. We have the thing arranged for this summer, but I do not know whether we will be able to make as good an arrangement next summer. So far as the expansion of the tourist business is concerned, as you know, Mr. Chairman, I took an interest in that in the old days when I was an editor and a writer. I went to your province in connection with that matter.

The CHAIRMAN: And you did a fine job.

Mr. CHARLESWORTH: If you could get some really good articles, not merely tourist advertising, but good descriptive articles circulated in the United States, articles that will cause people to become deeply interested in certain parts of Canada and say "We are going to holiday there this summer," there should be some good results. I think the press is always a most helpful factor in matters like these.