

acquire some more outlets which we are anxious to do, of course, we will have to meet those expenses. You see, our preparatory work is not by any means completed yet. We have performed what you might call a gigantic task during the past twelve months, but it is not over.

Q. The policy which was settled upon a year ago by the committee (1932) was to have thirteen higher powered stations, I think that was the number.

Mr. STEEL: Seven.

*By Mr. Wright:*

Q. Yes, and six smaller ones, thirteen in all. Are you still adhering to that program?—A. We would like to see it accomplished. There is no such thing as a really high powered station in Canada.

Q. But that is still your viewpoint.—A. Oh, yes. As Col. Steel explained at the last meeting, if we had two or three really high powered stations, like a fifty thousand watt station, the situation would be entirely different. There are some ten thousand watt stations but those do not really rank as high powered stations.

Q. Considering that that is not going to be possible for several years, and thinking of the listeners whom we are all agreed should have first consideration, I come back to the other point again: Would it not be wise for the commission to stay away from commercial advertising making it possible for the best stations in the large centres to develop a very high type of program and be able to go on and improve and develop their stations so as to be able in some respects to become a fair competitor to the commission. What do you say as to that?—A. If we did that we would simply be left with an increased overhead and after all it would be at the expense of the radio listener, and our programs would have to deteriorate to that amount.

Q. You would still have ample to cover the whole of Canada with chain broadcasts of the finest type of programs you can develop, but you could not go on and build stations.—A. No, we could not go on and build stations. And if we lease any stations we have got to provide for the maintenance of those stations. We do not want to take any more money than we can help out of the fund that we have for programs and other matters. For instance, in Ottawa here we have much the best station existing in Eastern Ontario, and there is no reason on earth why advertisers should not have the use of it.

Q. Of course, you have competition in Ottawa. I would say where you have not competition it would be all right, but in the principal centres where you have got stations there should be good programs provided without the advertising.—A. Take in Toronto for instance—

Q. Why should the privately owned station have to compete with the commission?—A. In Toronto, for instance, if we excluded advertising from station CRCT another station would have to be created, because there would not be enough stations to carry the amount of advertising that originates in a big city like Toronto, which is the biggest advertising centre in Canada. CFRB would not be able to carry the amount of advertising that it would be called upon to carry especially when it has Columbia contracts to consider. The Commission is a great convenience to the general public in carrying advertising on that station CRCT. In fact, CFRB has to turn over business to us, or tries to, but we almost insist on keeping our National hours, our program hours free of advertising altogether. We could easily fill up the whole day at Toronto with advertising and without doing any injury to any other station there.

The CHAIRMAN: Are there any further questions, gentlemen?

*By Mr. McKenzie (Assiniboia):*

Q. With regard to your employees, the members of your staff and employees of the Commission, are they appointed by the Civil Service Commission.—A. The