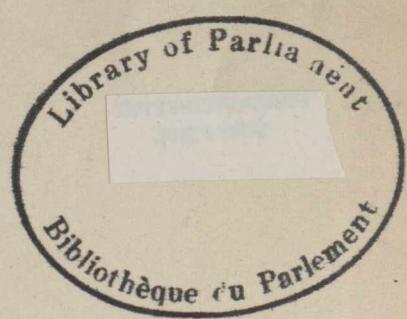
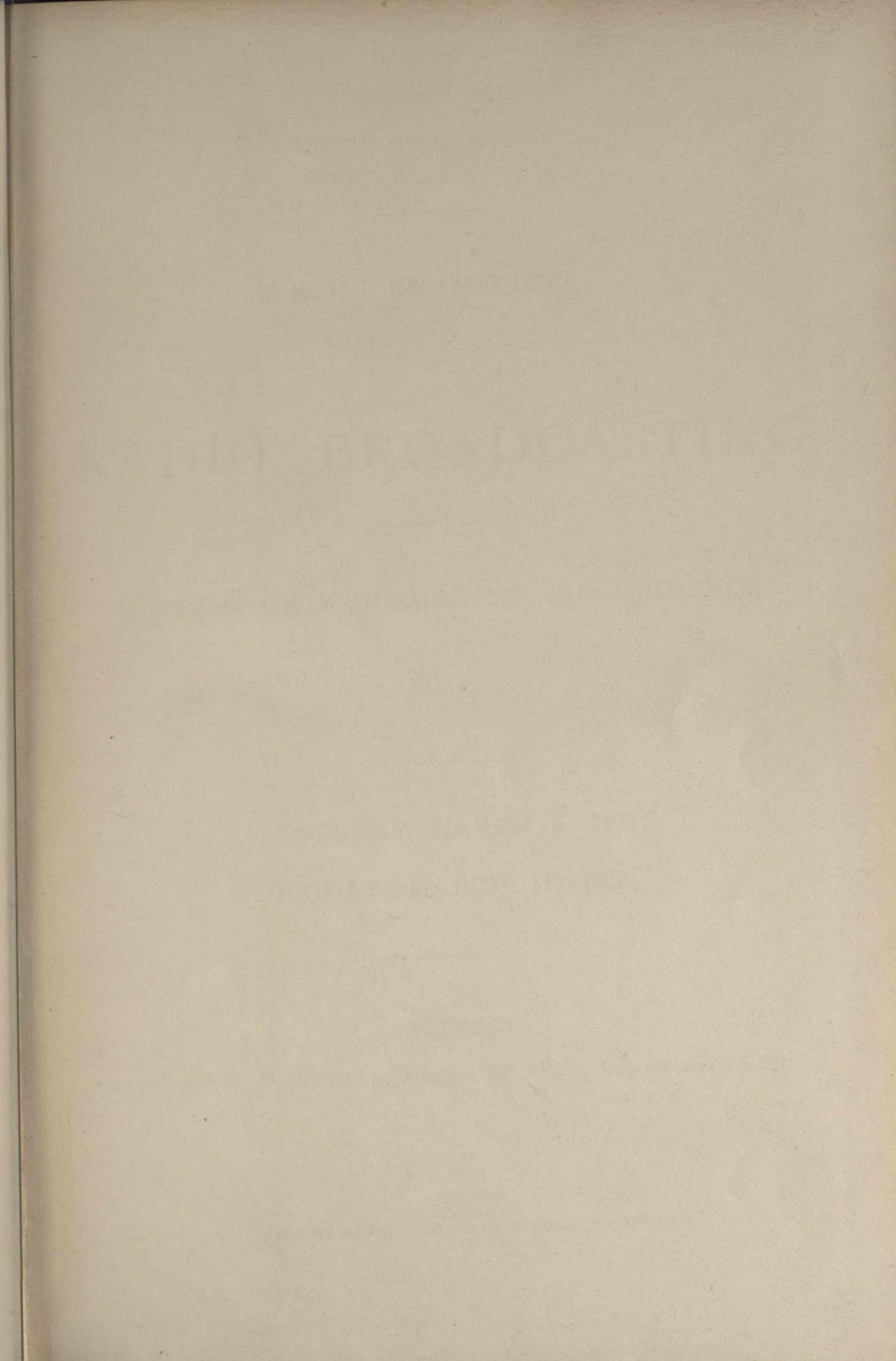


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SESSION 1932
HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 1

TUESDAY, MARCH 8, 1932

FRIDAY, MARCH 11, 1932

WITNESS:

Commander C. P. Edwards, Director of Radio, Department of Marine

OTTAWA
F. A. ACLAND
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
1932

MEMBERS OF THE COMMITTEE

Hon. R. D. MORAND, *Chairman*

Mr. W. A. Beynon,

Mr. E. J. Garland,

Hon. P. J. A. Cardin,

Mr. J. L. Ilsley,

Hon. W. D. Euler,

Mr. R. K. Smith,

Mr. O. Gagnon,

Mr. D. McK. Wright.

E. L. MORRIS,
Clerk of the Committee.

ORDER OF REFERENCE

HOUSE OF COMMONS,

WEDNESDAY, March 2, 1932.

Resolved,—That a Special Committee of this House be appointed to consist of Messrs. Morand, Wright, Beynon, Smith (*Cumberland*), Gagnon, Cardin, Euler, Ilsley and Garland (*Bow River*), for the following purposes:—

- (1) To consider the report of the Royal Commission on Radio Broadcasting dated the 11th day of September, 1929, and, commonly known as the Aird report.
- (2) To advise and recommend a complete technical scheme for radio broadcasting for Canada, so designed as to ensure from Canadian sources as complete and satisfactory a service as the present development of radio science will permit.
- (3) To investigate and report upon the most satisfactory agency for carrying out such a scheme, with power to the said Committee to send for persons and papers and to examine witnesses, and to report from time to time to this House.

Attest.

ARTHUR BEAUCHESNE,
Clerk of the House.

TUESDAY, March 8, 1932.

Ordered,—That 700 copies in English and 300 copies in French of proceedings and evidence which may be taken by the said Committee be printed, as required; and that Standing Order 64 be suspended in relation thereto. The said Committee be granted leave to sit while the House is sitting.

Attest.

ARTHUR BEAUCHESNE,
Clerk of the House.

REPORTS OF THE COMMITTEE

FIRST REPORT

TUESDAY, March 8, 1932.

The Special Committee on Radio Broadcasting beg leave to present the following as their First Report:—

Your Committee recommend that 700 copies in English and 300 copies in French of proceedings and evidence which may be taken, be printed, as required, and that Standing Order 64 be suspended in relation thereto.

Your Committee also recommend that they be granted leave to sit while the House is sitting.

All which is respectfully submitted.

R. D. MORAND,
Chairman.

MINUTES OF PROCEEDINGS

COMMITTEE ROOM 429,

TUESDAY, March 8, 1932.

The Special Committee on Radio Broadcasting assembled at 2 o'clock, p.m., when the following members were present: Messieurs Beynon, Cardin, Euler, Gagnon, Garland (*Bow River*), Ilsley, Morand, Smith (*Cumberland*) and Wright—9.

Mr. Gagnon moved that Mr. Morand be elected Chairman.

Motion unanimously adopted.

Mr. Morand took the chair.

The Chairman, having read the Order of Reference, it was resolved that copies of the Report of the Aird Commission be obtained for the use of the members of the Committee.

Mr. Garland moved that a sub-committee be appointed to consider representations that might be offered to be placed before the Committee for consideration, either written statements or by persons, so as to enable the Committee to determine as to witnesses who might be heard for evidence.

Motion adopted.

The Chairman appointed the following members to comprise the sub-committee, viz: Mr. Cardin, Mr. Garland, Mr. Smith and Mr. Wright. By request of the Committee it was to be understood that the Chairman would act with the sub-Committee as ex-officio member thereof, and to convene the meetings of said sub-committee whenever necessary.

On motion of Mr. Gagnon it was resolved: That the Committee obtain leave to print 700 copies in English and 300 copies in French of its proceedings and evidence to be taken; and also obtain leave to sit while the House is sitting.

The Committee also considered the question of radio broadcasting from a technical point of view. The name of Lt.-Col. W. A. Steel, presently attached to the National Research Council, was suggested as a very suitable person to advise the Committee in matters of such character. After some discussion it was resolved by the Committee that Lt.-Col. Steel be requested to attend the meetings of the Committee as an adviser in technical radio matters.

Consideration was also given to the desirability of having some knowledge of legislation in the United States and Great Britain respecting radio matters; this phase of the question to be enquired into at a later stage of the proceedings.

On motion of Mr. Cardin it was resolved: That Lt.-Commander C. P. Edwards, of the Department of Marine, be requested to prepare a résumé of the present operations of radio use in Canada, and that he be requested to attend the next meeting of the Committee for the information of the members in that regard.

Mr. Graham Spry of the Canadian Radio League, who was present asked for leave to submit representations on behalf of the League at some future meeting. Mr. Spry's request was granted.

The Committee then adjourned to meet again Friday next at 10.30 o'clock, a.m.

E. L. MORRIS,
Clerk of the Committee

MINUTES OF PROCEEDINGS

COMMITTEE ROOM 429,

FRIDAY, March 11, 1932.

The Special Committee on Radio Broadcasting opened proceedings at 10.30 a.m. this date, the Chairman, Hon. Mr. Morand presiding. The following members of the Committee were present:—

Messieurs Beyon, Cardin, Euler, Gagnon, Garland (*Bow River*), Ilsley, Morand, Smith (*Cumberland*), and Wright—9.

In Attendance: Lt.-Commander C. P. Edwards, Director of Radio of the Marine Department, as the witness for the meeting.—

Lt.-Col. W. A. Steel of National Research Council, as Technical Adviser on Radio matters before the Committee.

Mr. Graham Spry, President of the Radio League, and other representatives of radio interests.

The Chairman stated that communications had been sent to the heads of all the universities in Canada, to all broadcasting stations, the Bell Telephone Company, the premiers of the provinces, Mr. Beattie of the Canadian Pacific Railway, and Sir Henry Thornton of the Canadian National Railways, inviting them to make representations, either in person or by briefs. Also letters to Sir John Aird, the Canadian Manufacturers' Association and the Canadian Broadcasters' Association.

The Chairman informed the Committee that he had received some communications, one from the Union Typographique Jacques Cartier, of Montreal, containing representations for the consideration of the Committee, and another from the Canadian Chamber of Commerce, in reference to a questionnaire which the Chamber had submitted to the people to ascertain the opinion of Canadian business with regard to the recommendations contained in the Royal Commission's report, and desired the wishes of the Committee with reference to all such communications.

It was decided that certain extracts should be written into the record, and that all such documents were to be filed with the subcommittee for consideration.

On motion of Mr. Gagnon, seconded by Mr. Beyon, it was resolved that the Department of Marine be requested to place before the Committee the file containing all the representations and evidence submitted in connection with the investigation and report of the Royal Commission.

On motion of Mr. Cardin, seconded by Mr. Gagnon, it was resolved that the Department of Marine be requested to allow the attendance of Mr. J. W. Bain, of the radio branch, as technical adviser, with reference more particularly to such representations as may be received from the Province of Quebec.

Commander Edwards was called and made his statement, numerous questions being asked as he proceeded.

The witnesses filed with the Committee Appendices 1 to 9 inclusive, as follows:—

1. Classification of Physical Broadcasting Stations in Canada.
2. List of Broadcasting Stations in Canada.
3. Table showing licensed Broadcast Listeners in Canada 1922-32.
4. Changes on Broadcasting Stations.
5. Form of Licences issued to Canadian Broadcasting Stations.
6. Rate Sheets.
7. Licences for sets per 1,000 of population.
8. Analysis of Broadcasting Stations.
9. Technical aspects of the Report of the Royal Commission on Radio Broadcasting.

Appendices 2, 3, 3(a), 4, 7, 8 and 8(a) to be printed as an appendix to the record.

Mr. Graham Spry asked permission to submit some questions which were answered by the witness.

Mr. Blair, M.P., asked permission to submit certain papers containing the opinions of the Deans of the universities of the Dominion of Canada, which were tabled for the consideration of the subcommittee.

It being near one o'clock, after some discussion as to a convenient date for the next meeting, it was decided to meet again on Tuesday, March 15th, at 1.30 o'clock, p.m.

The Committee adjourned.

E. L. MORRIS,
Clerk of the Committee.

MINUTES OF EVIDENCE

MARCH 11, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Mr. Morand presiding.

The CHAIRMAN: Gentlemen, since our last meeting we have had a meeting of the committee on witnesses, and letters have been sent to the following inviting them to make presentations either in person or by briefs: The heads of all the universities in Canada and all those now having broadcasting licences in Canada, the Bell Telephone company, the premiers of the provinces, and Mr. Beatty of the Canadian Pacific Railway and Sir Henry Thornton of the Canadian National Railways. A letter was written to Sir John Aird suggesting that if he wished to appear or have any of his commission appear they would be welcome. The Canadian Manufacturers association and the Canadian Broadcasters association have received letters of invitation or they will receive them. The letters have been sent out. They are all letters of invitation. Now, if anyone else can think of any person or body whom they would like to have invited they should leave the names with me and I know that the committee will be glad to arrange to see that those parties are invited.

Now, I have also received two communications which I think should go into the record; but inasmuch as we are going to have a lot of these communications I would like to have the viewpoint of the committee in respect to them. We will have a very large number of resolutions coming in one way and another. They are beginning to come in now, and I would like to know whether we should read all these resolutions here or simply give the substance of them and have them entered in the minutes. I think that that is for the committee to decide.

Mr. BEYNON: I think, Mr. Chairman, if we are going to put all these resolutions into the record it is going to make it extremely voluminous. After all, the resolutions are merely the expressions of opinions of certain people. It would be better, perhaps, to let the committee have the substance of the resolutions. I do not think it would be wise to attempt to put them verbatim in the proceedings.

Mr. GAGNON: I think before hearing any witness we ought to take cognizance of the evidence that was given before the Aird commission. I understand that evidence is available in the Department of Marine. I understand that more than one hundred and eighty witnesses were heard. Probably the same people would like to be heard once more; but I think it would save time and money if those witnesses who have been previously heard would now be requested to state if their views have changed in any respect and if they have something new to add. If they have no further views to stress other than those which they stressed before the Aird commission, I think their appearance here will be shortened. I submit that we ought to read the evidence.

The CHAIRMAN: What you have in mind is to have the evidence submitted to this committee so that we can peruse it generally. However, if you do not mind, I would like to deal with this matter first: What is the idea of the committee in respect of communications which will come in undoubtedly in large volume—that have started to come in now? Do you think that we should have these resolutions read entirely and entered in the record?

Mr. GARLAND: I may say that the task before the committee is a difficult one to decide. I may tell you frankly that resolutions coming in from responsible

bodies are not just offhand expressions of opinion; they are usually a deliberate statement of principle, and it may not please them, whether that is our object or not, I don't know—but it may not be satisfactory to ignore or pass over a letter of opinion from an individual or an expression of opinion from organizations.

Mr. STITT: Where we have a number of repetitions, would it not be better to sift out those which enunciate a certain principle and then simply state that resolutions have been received from certain people along the same lines, without loading up the record with repetitions.

Mr. CHAIRMAN: It is entirely in the hands of the committee. A lot of these will be very important, and people reading the printed pages of the evidence may want to look over these resolutions which, after all, in most cases, are expressions of thought by substantial groups in the community.

Mr. WRIGHT: Are they from individuals or associations?

Mr. GARLAND: As a matter of fact, I think we are anticipating difficulty before we have to meet it. I doubt if there will be such an enormous number as some people imagine. I think one hundred and fifty resolutions perhaps, at the outside, will be all.

The CHAIRMAN: Suppose we read these two and enter them in the minutes.

Mr. GARLAND: If it is a question of taking the time of the committee, I can see a way out.

The CHAIRMAN: That is what I had in mind.

Mr. GARLAND: Why not have them copied and have a copy sent to each member and entered in the minutes.

The CHAIRMAN: I had it in mind simply to state that we had a resolution from certain people, and I can give the gist of it and then it can be printed in the minutes.

The first resolution I have is from the Union Typographique Jacques-Cartier with a covering letter signed by Henri Richard, Secretary. They are against public ownership. The next one is from the Canadian Chamber of Commerce, Montreal, and is signed by M. McL. Clarke, Secretary. I will read one paragraph only:—

That broadcasting should be placed on a basis of public service and that the stations providing a service of this kind should be owned and operated by one national company; that provincial authorities should have full control over the programs of the station or stations in their respective areas.

Mr. GAGNON: I move that after the adjournment to-day we put at the disposal of the committee the evidence given before the commission.

The CHAIRMAN: Do you want typewritten copies?

Mr. GAGNON: Yes. What is the proposal?

The CHAIRMAN: That the evidence taken before the Aird commission which is now in the hands of the Department of Marines be made available to the committee.

Hon. Mr. EULER: To have individual copies for each member? It is voluminous. Would it not be well to exclude a great deal of it which is not of great importance.

Mr. GARLAND: Would it not serve the purpose of this committee to have the evidence simply tabled and available for the use of members at any time. We are only a small committee.

The CHAIRMAN: It is moved and carried that the evidence taken before the Aird commission be tabled. Now, we have Commander Edwards with us this morning and he will present a picture of our radio situation.

Commander C. P. EDWARDS, called.

The WITNESS: Mr. Chairman and members of the committee, I have prepared a written statement covering shall I say, a survey of the radio broadcasting situation in Canada, as of the 1st of March. Is it your wish that I should read this? I have several copies here?

The CHAIRMAN: Yes.

The WITNESS: Broadcasting in Canada.

1. Jurisdiction over the administration of all radio broadcasting in the Dominion, including the licensing and control of broadcasting stations and receiving sets, is vested in the Minister of Marine under the Radiotelegraph Act, R.S.C. 1927, c. 195. This jurisdiction was recently challenged by certain of the provinces and the matter was made the subject of a reference to the Supreme Court of Canada, which ruled in favour of the Dominion. An appeal was made to the Privy Council which, under judgment given on the 9th February last, confirmed the decision of the Supreme Court to the effect that jurisdiction over all radio matters is vested in the Federal Authority.

Broadcasting in Canada is carried on by private enterprise except in the Province of Manitoba where the stations are operated by the provincial government through the Manitoba telephone system. In 1923 the Dominion Government entered into an arrangement whereby they would pay to the Manitoba Government 50 cents in respect of each radio receiving licence collected in the province. The total amount paid to Manitoba since 1923 in that regard is \$84,035. That is from 1923 to January, 1932, and the amount paid for the first ten months of the current fiscal year is \$18,410. That indicates that there are about 40,000 licences in Manitoba. This payment to the Manitoba government is made under a provision of the Radiotelegraph Act which gives authority to the government of Canada to pay to private companies, provincial governments, or any other party who undertakes broadcasting a subsidy. This however is the only case we have of the government paying any cash to anyone for actual broadcasting.

Broadcasting in Canada started in with some test programs, in 1919, carried out by the Canadian Marconi Company of Montreal. Regular organized programs commenced in December, 1929, by the same company, and by 1922 broadcasting had become definitely established throughout the country.

To-day we have 66 stations divided as follows:—

(1) Radio Manufacturers and dealers	14
(2) Railway Companies and commercial organizations	15
(3) Newspapers	9
(4) Radio clubs and non-commercial organizations	18
(5) Religious organizations	2
(6) Retail stores	8
 Total	 66

Details are given in Appendix 1 and 2.

Classification of these stations by power is as follows:—

10,000 watts	1
5,000 watts	5
4,000 watts	2
1,000 watts	2
500 watts	21
250 watts	3
100 watts	14
50 watts	11
25 watts and under	7

In addition, there are 18 licences for "phantom" stations issued. A phantom station is defined as one which owns no physical equipment but is allotted a distinctive call signal and is licensed to operate over a station having physical equipment.

Two classes of broadcasting licences are granted by the Department, namely, "private commercial broadcasting", and "amateur broadcasting". I will file with the committee copies of the licences. For private commercial broadcasting an annual fee of \$50 is charged. Amateur broadcasting stations are those operated by societies such as the late Ottawa Radio Association, these stations pay a fee of \$10 per annum. For the \$50 licence and the \$10 licence fees we collect annually \$4,080.

Licences are granted only to British subjects or to companies incorporated under the laws of the Dominion of Canada or any of the provinces thereof. The issue of amateur broadcasting licences is restricted to recognized radio associations; this class of licence was originally established for the purpose of permitting local radio associations to carry on broadcasting at remote points not served by commercial stations.

Receiving licences are granted to any person in the Dominion irrespective of nationality. The fee to date has been \$1 per annum, but effective 1st April, 1932, will be raised to \$2 per annum, under P.C. 475 of the 29th February, 1932. Licences to the blind are issued free, and will continue to be issued free.

The total number of licences issued in Canada for the first 10 months of the current fiscal year is 571,898.

Net revenue from broadcast receiving and transmitting licence fees, after paying commissions to the dealers and Post Office Department, and the subsidy I have mentioned to the Manitoba Government, for the first 10 months of the fiscal year is \$494,648.26, almost half a million dollars.

To give you a picture of how we sell licences, we sell through dealers and banks and similar parties and allow them a 10 per cent discount. They buy from us a book of licences worth \$9 and pay cash for it. Then they retail the licences for which they charge \$1. The total sold through dealers and banks was 416,069, or 72.8 per cent of the total. In other words, three quarters of our sales are through dealers. Through post offices 123,362, or 21.5 per cent. The balance is sold, some through Manitoba Telephone System, some through the R.C.M.P., and some direct to the public, 5.7 per cent. On the 416,069 sold through dealers and banks we paid a commission of 10 cents per licence. On the 123,362 sold through post offices we paid a commission of 5 per cent. On the balance no commission is paid.

When we increase the fee to \$2 it is proposed to pay the dealers 15 cents per licence instead of 10 cents. I will file with the committee a detailed statement showing the distribution of receiving licences through the Dominion, but if the committee would like to have any data on that the information is available.

The CHAIRMAN: You might tell us, through each province, if you have it there.

The WITNESS: Again taking the first 10 months of this year, which will be all the committee will be interested in:—

Alberta	26,193
British Columbia	53,917
Manitoba	32,666
New Brunswick	12,875
Northwest Territories and Yukon	139
Nova Scotia	20,529
Ontario	273,218
Prince Edward Island	1,152
Quebec	121,650
Saskatchewan	29,559

Making the figure I gave you before 571,898 for the first 10 months of the current fiscal year. We anticipate that there will be about 600,000 licences sold by the 31st of March.

For the purpose of dealing with preventable radio interference in its various forms, the department maintains throughout the Dominion an inspection department with 18 permanent and 33 part-time establishments and 24 specially equipped cars. The duty of the inspectors is to police the ether to see if there is any interference, and the purpose of the cars is to go out and locate any local interference that is bothering the listener, and get it suppressed. In the smaller centres we are running part-time men, paying them from \$10 to \$30 a month. They deal with the minor causes and then report to the department, and the expert man is sent down. Generally, they keep the department in touch with the local situation. So we really have our finger on the radio pulse from one end of the country to the other. We endeavour to know what is going on.

The amount of revenue collected from receiving licence fees is taken into consideration by the department each year when preparing its estimates to provide for this free service accorded the listening public. The amount voted last year was \$225,000. This year it has been reduced by about \$45,000.

Now, we come to broadcasting stations. Early in 1928 Mr. Cardin, the then Minister of Marine, made the announcement in the House of Commons that he proposed to set up a commission to go into this radio question, and since that date the policy of the department has been to permit comparatively few changes in the station set-up. And any changes—this if of some importance—whether it be new stations, transfers and increases in power which have been authorized by the department, it has been stipulated that in the event of nationalization the licensees would waive any claim for compensation. In other words, the status has not materially changed since 1928. The new stations which have been authorized since that date are three in number,—a small station for the Acadia University in Nova Scotia of 50 watts. That is an educational station. A new station at Windsor, Ontario, of 1,000 watts. That was to meet a condition where a large number of Canadian listeners getting no Canadian programs whatever. The nearest Canadian station is at London but is blanketed in Windsor by a Detroit station on the adjoining channel. The third station is a small amateur station at Trail, British Columbia. Trail is a special case. They have smelters with precipitators from which they experience a tremendous lot of local noise and cannot get outside programs. To stop the noise would cost many thousand dollars. Last of all we have the Canadian Marconi ship to shore station at Glace Bay, Nova Scotia, which has a telephone transmitter, and this telephone transmitter is used to broadcast government weather warnings to fishermen under a contract with the department. The company have been granted a provisional licence to use this transmitter for commercial broadcasting. That completes the new stations.

Major Changes in Location:

A transfer of a small station from Iroquois Falls, Ontario, to North Bay, Ontario. Also a transfer of small station from Midland, Ontario, to Port Arthur, Ontario. That completes the major transfers of stations.

Increase in Power:

Twenty-five stations have been allowed to increase their power. Those of importance are:—

CKAC, La Presse, Montreal—500 watts to 5,000 watts.

CFCN, Calgary—500 watts to 10,000 watts.

CFRB, Rogers-Majestic Corporation, Toronto—1,000 watts to 4,000 watts.

London Free Press—500 watts to 5,000 watts.

CKOC, Wentworth Radio, Hamilton—50 watts to 1,000 watts day to 500 watts night.

Details are given in Appendix 4.

The others are of smaller character. That is, increases from 10 watts to 100 watts. I will file with the committee the full details of all the 25 stations involved.

Applications for New Stations:

The department has on file approximately 400 applications and enquiries in regard to new stations. All these applicants are advised, when the application is received, that the question of the future policy of radio has not yet been determined and that their application has been placed on file for consideration when the policy has been announced. That has been in effect since 1928. It is very difficult to say how many of these 400 are bona fide applications, that is to say, if we said, here is your licence, how many of them would go ahead? Probably less than 100.

We now come to the radio channel situation. At the present moment Canadian broadcasting stations are using 25 channels. I will enumerate those here. Considerable interference has been experienced on a good many of them from foreign stations located in the United States, Mexico and Cuba.

Kilocycles			Kilocycles		
1,210	910	685	985	780	580
1,200	890	665	960	745	540
1,120	880	645	930	730	*530
1,030	840	630	915	690	*520
1,010	815	600			

* Not at present in commercial use.

Formal negotiations were entered into with United States in February, 1927, with a view to making a treaty, or other formal arrangement, for the assignment of broadcasting channels in North America, but with no results. The present situation is well summed up in the reply made by the Hon. P. J. Arthur Cardin to a question of Mr. White, M.P., of London, in the House of Commons, on March 31, 1930, as follows:—

- (1) Is Canada making efforts to extend her rights in the matter of more numerous channels for broadcasting?
- (2) If so, what is the result of such negotiations with the United States?

The sovereign right of all nations to the use of every radio channel is recognized, thus Canada has always enjoyed the right to allot any of the frequencies in the broadcast band to any radio broadcasting stations under its jurisdiction.

It is, nevertheless, recognized that until technical development progresses to the stage where radio interference can be eliminated, special arrangements between neighbouring countries are desirable in order to minimize such interference.

To this end, negotiations were entered into with the United States, immediately on the passing of the United States Radio Act in February, 1927, with a view to concluding a formal agreement for a division of the 96 available broadcast channels between Canada and that country.

The division demanded by the United States representatives, based primarily on the relative populations of the two countries, was not acceptable to the Canadian representatives, and the conference was therefore adjourned.

In December, 1928, Canada notified all nations subscribing to the International Radio Convention, through the medium of the International Radiotelegraph Bureau, Berne, as follows:—

The question of the division of frequencies in the broadcast band between the broadcasting stations in the North America area has been the subject of negotiation between the interested countries, but, so far, no agreement has been reached. The International Radiotelegraph Convention of Washington, 1927, becomes effective on January 1, 1929, and in submitting Canada's list of broadcasting stations for publication in the Official List, in accordance with the provisions of the Convention, the Canadian administration has refrained from notifying the temporary and inadequate assignment on which its broadcasting stations are now operating and desires it to be understood that, pending consummation of an agreement between the administrations in the North America area in regard to broadcasting, the Canadian administration in no way waives the right it considers it enjoys under the International Radio Convention in regard to the use of reasonable proportion of the broadcast frequencies available in the above mentioned area.

That situation, Mr. Chairman, has not changed since that date.

In the meantime, particularly this year, night-time radio transmission conditions have improved and with the establishment of higher power stations in both Mexico and Cuba, which are using the channels we have allotted to our stations we are experiencing interference from those countries. Some nights it is bad, some nights you do not get it at all. In the day time we do not get it. We, at the same time, are of course interfering with Mexico and Cuba; but I do not think to the same extent as they are up here because our stations are not as strong. Mexico has a 75,000 watt station which, if the figure is correct, is the strongest station in North America, and it is assigned exactly half way between a Canadian and a United States channel.

The broadcast band, as set up by the International Convention, and used in North America, extends from 550 K/cs to 1,500 K/cs, and theoretically, is divided into 96 channels, each 10 K/cs wide.

The United States is adhering to the 10 K/cs separation, but both Canada and Mexico are using what are termed "split channels", that is, a space between two channels used by the United States on which a station can be put without causing undue interference. In Europe they have decided on a 9 K/c separation, which divides the band into 105 channels. This worked fairly well for a time, but with the increasing power of transmitters they are having trouble over there. The closer you put the stations together, of course, the more liability there is of interference, and finally when you get the stations right down on the same frequency you cannot do anything.

Of the 96 channels the United States is using 90 to take care of 608 stations. That is, they are not using 6. That is the number of exclusive channels they think Canada is entitled to. However, of the 90, they use 11 for low power so as not to interfere with stations using those channels in Canada. Canada cannot, of course, get along with this number of channels, and our solution so far has been to find what we call holes in the ether where we place a station half way between two American channels. There is a certain amount of interference, but it is working out fairly well. It cannot continue, because as the stations increase in power interference increases and we need to have a permanent arrangement; as a temporary arrangement we have now 25 channels. Our main interference on the 6 exclusive channels is from the high power stations in Mexico and Cuba.

By Hon. Mr. Cardin:

Q. Is that station operated by a private concern or publicly owned?—
A. My impression is, Mr. Cardin, that it is a privately owned station operated by the telephone company in Havana—we will check that over for you.

Q. And what about Mexico, is that the same thing?—A. The Mexican stations that are causing most of the trouble are privately owned. We have some interference from one station which is owned by the government, in Mexico City. The balance are owned by private enterprises. We have an enormous number of stations in North America. The United States to-day has 608 stations; Canada has 66; Mexico has 44 and Cuba has 51, making a total of 769 stations on the broadcast band.

In the United States 420 stations are on the air simultaneously at night. In other words, the channels are used by more than one station. If you have a small station, Mr. Chairman, you can put another small station near it and it won't interfere. If however you increase the power of the stations you have to put them further apart. For instance, on 100 watts we have to put them 300 miles apart, but when we get up to 5,000 watts we have to keep them 2,025 miles apart. As we get up to 50 kilowatts of course we cannot duplicate at all. A large number of the stations, in both Canada and the United States are not of very high power and they can duplicate. Nevertheless the congestion is out of all proportion. In the whole of Europe, as against our 769 in North America, they only have 278 stations, and there they are experiencing interference trouble.

As the power of the station increases, of course, more trouble still will be experienced. In other words, on one channel you can put in a multiplicity of small stations, or you can put in a very much smaller number of large ones.

In Europe they have another development which is of some interest here, especially in Canada, a country of long distances. In addition to the 550 to 1500 K/c band, they use what is called the "low frequency" band, extending from 160 to 285 K/c, in which there are 14 channels 9 K/cs wide, making a total of 119 channels theoretically available in Europe. Those low frequency channels are excellent for working in the day time, but they demand certain changes in the receiving apparatus, and so far we have not gone into that.

At the Madrid conference which is to be held this fall, there is going to be a great amount of pressure to get more channels for broadcasting in Europe and possibly here, but if we change or extend the band here then our manufacturers have got to extend the range of the receivers to cover the new band.

By Hon. Mr. Euler:

Q. What do you mean by band?—A. Consider the receiver dial, as you wind it round and go right through from one end to the other, you cover what we call the broadcast band. A band might contain 10 channels or 40 channels. We had an experience in trying to extend the present broadcasting band. We suggested to the Canadian manufacturers that we should take three channels, very excellent channels, which would come just where your present dial ends, and design Canadian receivers to suit, but we were unable to persuade them to do that. The point we made, of course, was, that while it would cut off some American stations at the bottom, it would give us three new channels at the top, having in mind that there were no Canadian stations at the other end of the dial at all, only American stations and those small and of not much interest to Canadian listeners. One of them 540 K/c is going to be tried out at the Windsor station, very shortly. We tried one at Brandon and it worked very well. However, the Canadian manufacturers were not able to meet us on that. They found technical difficulties in the way of design and one thing and another

and we did not get any further. There is no question, however, that the whole thing is going to be tried out, sooner or later. The only way to get more channels is by increasing the width of the band.

I am filing with the committee a form of licence.

By Mr. Garland:

Q. The only method of increasing the width of the band is to put the receivers on shorter waves?—A. Either shorter waves or longer waves, but the shorter waves, as we come to the other end of the dial, are not very satisfactory. They do not travel very far—100 miles or so, on the other end they travel much greater distances. Your Alberta station, CFCN on 1600 meters and high power would probably cover from Winnipeg to Vancouver in the daylight without difficulty.

By the Chairman:

Q. Tell us, Mr. Edwards, why they have set up that width of band that they are not using?—A. It is because of the pressure on the radio spectrum. The man in the street thinks only in terms of broadcasting, but there is a tremendous traffic that goes on in the ether, ships to shore, messages, navigation, and so on.

We have in Canada, in addition to the broadcasting stations which occupy this band, 1,482 stations which are operating, and they are all carrying on useful work. The ships take quite a number of channels because they have got to look after their navigation, the safety of life, and so on, and it is just one continual fight between all those varied interests, all of which have got to be taken care of, and that is the reason why the point you make of a certain width has all got to be fought out at Madrid.

I will file with you, sir, a copy of the form of licence we issue to broadcasting stations. These licences are issued for one year only and they all automatically expire at the end of the fiscal year. This licence deals exclusively with technical matters, such as wave length, power, hours of working, etc. There is nothing in that licence which has any reference to censorship of any character. All these broadcasting stations, of course, have to live, and they earn their money by charging a fee for advertising programs. In Canada these fees vary from \$25 an hour to \$225 per hour. That is for the preferred hours at night. In the day time they quote lower rates. The rate does not vary so much according to the size of the station as with the number of listeners the station covers. What the advertiser is concerned with is: How many listeners is my program reaching. The chains across Canada you are more or less familiar with. The rates for a complete chain across Canada, coast to coast, including all the big cities, would cost an advertiser \$3,580 per hour. That is to say, if you are a big company and want to advertise your product from coast to coast you can expect to pay \$3,500 per hour, and then in addition for whatever program you are prepared to put on, that is, for your orchestra and everything else.

The rates charged by the stations so far are not under any specific jurisdiction. The licence says that no rates should be charged without the approval of the Minister of Marine. In the normal course of events we assume that these rates will come under the jurisdiction of the Board of Railway Commissioners and that can, very simply, be done by including a section to that effect in the licence. You appreciate that radio has grown so quickly we do not want to make too many regulations, in fact, we have tried to avoid doing so.

By Mr. Ilsley:

Q. You say you assume the rates will come under the Board of Railway Commissioners?—A. Well, the Board of Railway Commissioners has jurisdiction over all Dominion rates in every other feature—telephone, telegraph, railway and so on—and this corresponds to a telephone rate, more or less, I presume.

Q. You think it is covered by the Railway Act now, is that what you mean?—A. It may even be. That has just been the thought in the back of our minds, that when the question of these rates did come under the jurisdiction of someone that body would probably be the Board of Railway Commissioners.

By Hon. Mr. Euler:

Q. It is now under the Minister of Marine?—A. Yes.

Q. He could delegate it.—A. I think you could put in a clause saying all rates would be under the jurisdiction of the Board of Railway Commissioners. I am not criticizing the rates that are charged. They are very moderate compared with the rates charged in the United States.

By the Chairman:

Q. You might explain for the benefit of the committee, while you are on the question of rates, generally the set-up of a chain.—A. This is one which was calculated out by the staff. While I am talking about rates I may say the committee will have before them the men who are actually handling these chains and who will be infinitely more competent to discuss them than I. This however is more or less of interest in showing how the amount is arrived at. A chain consists of, first of all, a telephone line from coast to coast. You run a telephone wire through from Halifax to Vancouver touching every city. The Maritime network is Charlottetown, Halifax, St. John and Fredericton. The eastern network is Toronto, Montreal, Quebec, Ottawa and London. This is how the whole is made up:

TRANSCONTINENTAL BROADCASTING CHARGES

TRANS-CANADA BROADCASTING COMPANY—HALIFAX TO VICTORIA

Maximum night-time charge (a discount is allowed for when a number of broadcasts are contracted for).

Eastern Network

Toronto Montreal Quebec Ottawa London Hamilton, Chatham,	}	per hour.....	\$ 886 20	\$ 886 20
		per hour.....	50 00	100 00

Western Network

Winnipeg Calgary Regina Edmonton Saskatoon Vancouver Fort William, Yorkton,	}	per hour.....	1,576 40	1,576 40
		per hour.....	50 00	50 00

Fleming,	per hour	60 00
Moose Jaw	per hour	60 00
Red Deer,	per hour	60 00
Lethbridge,	per hour	60 00
Kamloops,	per hour	50 00
Victoria,	per hour	100 00
		<hr/>
		\$3,062 60

Maritime Network

Charlottetown	per hour	518 00	518 00
Halifax			
St. John			
Fredericton			
		<hr/>	\$3,580 60

Q. Can a broadcast originate at any point in the chain?—A. A broadcast can originate at any point in the chain.

As regards receiving sets in Canada, it may be of some interest to the committee to hear how we stand internationally with the other countries in regards to numbers.

By Mr. Wright:

Q. The telegraph line is equally satisfactory as a telephone line.—A. It has got to be a very high grade of line provided with elaborate amplifiers. A telegraph line, for instance, would carry five or six messages on the same line, but on a broadcast system they have to use it for broadcast alone. It is quite a high grade business.

There are three chains across the country, all of them excellent. The Canadian National have one and the Canadian Pacific have another one, and then there is the new all-Canadian telephone line—and I have no doubt it will be available for broadcasting.

The land line companies will be here and I am merely giving you this for your information, so that the committee may have the general picture rather than the exact detail of it.

I would like to show to the committee where we stand internationally in Canada with our 600,000 sets. We come sixth. The leading country of the world is Denmark which has 119 sets per thousand people and not very many transmitting stations. The United States comes second with 98 sets per 1,000. Sweden follows with 78. Great Britain comes fourth with 77. Australia with 63, and then Canada comes next with 58. Germany has 56. Then you get away down the line, Switzerland 26, Irish Free State 8, and Roumania 2·8 sets per 1,000 people.

The hours per day the different stations are on the air may be of some interest to the committee. Each station must keep a log of the hours of work, according to our licence, so we have called in the logs for two typical months, December and January, and we have had them analyzed. Some stations do not average more than an hour a day, seven days in the week. Other stations run as high as 16 hours.

For the Province of Alberta with 8 stations they run an average of 4·58 hours a day, per station.

British Columbia, 10 stations, 6 hours per day per station.

Manitoba, 2 stations, 6 hours per day.

New Brunswick, 4 hours 40 minutes per day.

Nova Scotia, 4 stations, 3½ hours per day.

Ontario, 18 stations, 6 hours, 54 minutes per day.

Prince Edward Island, 7 hours, 16 minutes per day.

Quebec, 11 hours, 11 minutes per day.

Saskatchewan, 5 hours, 54 minutes per day.

The average for the whole of the Dominion, for 56 stations, is 6 hours, 15 minutes per day.

For our analysis we also classified the programs they put on as sponsored and sustaining. A sponsored program is one that is paid for by an advertiser. A sustaining program is one which is not paid for. The station makes no revenue out of it. Then we have the recorded programs. That is, gramophone records and electrical transcriptions.

If there are any typical stations that any of the members are interested in we could give them a cross-section of what that station does per day. Take station CFCN. For the last two months that station averaged 6 hours and 47 minutes on the air per day. Sponsored programs were on for 2 hours and 40 minutes, sustaining programs nil. Electrical transcription 2 minutes a day, and phonograph records 4 hours and 5 minutes.

CHNS Halifax, the Maritime Broadcasting Company an average of 7 hours and 1 minute per day, with 4 hours and 12 minutes sponsored programs and one half minute for sustaining programs. Electrical transcription average $7\frac{1}{2}$ minutes a day, and records 2 hours and 41 minutes.

By Mr. Garland:

Q. Those are averages?—A. These are averages taken for 60 days. We have on file in the department an exact log of every minute a station is working, and that is available if you wish to refer to it to check any station. When the Aird report was issued it was gone into by the department and checked over by one of our engineers who in 1930 prepared a report on the technical aspects. It reflects the conditions of that date, it may nevertheless be of some interest to the committee as to what is involved in the Aird report. I will file that with you for your consideration.

I think that is about all. That brings the picture fairly well up to date.

By Mr. Garland:

Q. Will you go back to the question of the cost of chains. You have not given us the western section yet.—A. I am filing these rates with the committee. The Canadian Broadcasting System quotes here Western network from Winnipeg to Regina, 1 hour \$500. If you want supplementary stations on that—

Q. Just a moment, that is from Winnipeg to Regina?—A. From Winnipeg to Regina. That is what they call the basic network. That is \$500 per hour. Now, if you want to add onto that, for Edmonton you put on \$155. If you add on Calgary you put on \$135 more, and if you put on Vancouver you add on \$300 more.

By Hon. Mr. Euler:

Q. Those are quite arbitrary amounts, are they? Are they fixed by the station itself?—A. There is a basic rate fixed for each station, and then the balance is for the toll to the telephone company or the land line.

Q. Who fixes that basic rate?—A. That is fixed by the station itself. That is the basic rate for their own station. They go to the land line company and say what are your rates for a telephone line from say Winnipeg to Calgary including these loops at Regina and so on. I will file the rates issued for the Canadian National Telegraph and also for the Canadian Pacific, as we have them on record in the department. The Canadian Pacific will rent a line from Winnipeg to Regina, Calgary and Vancouver—that runs you right through—for \$353. Now, to make up the complete rate you have to add to that the cost of all stations you tie on. Generally it is \$60 an hour for the medium sized 500 watt station, and as high as \$225 for the larger ones.

Q. Would you say, in view of the additional charges for chain broadcasting, that the west could not possibly expect the same service as the east will get in commercial broadcasting?—A. It is somewhat difficult for me to answer that.

Q. Is it not obvious on the basis of cost? After all, the commercial house is interested in the largest number of listeners rather than in the service?—A. Exactly. It will cost you very much more to carry that broadcast out west, and in proportion you would not cover the same number of listeners.

Q. That is the point.—A. You see, a 100 watt station in Montreal or in Toronto will probably cover 2,000,000 people. But to cover that many people out west might need probably stations costing a quarter of a million dollars.

Q. May I ask, has there been any material reduction in the cost of equipping and establishing stations since the Aird report?—A. No. The apparatus in a broadcasting station has become more elaborate and more refined and the tendency is to increase the power to give better service. The broadcasting station of to-day, of course, is a very, different one from the broadcasting station of 10 years ago.

By Hon. Mr. Euler:

Q. Can you give us any idea of the cost of those stations, 100 watt up to 5,000 watt?—A. The cost of such stations runs roughly as follows: a 50 watt station about \$7,500 complete.

By the Chairman:

Q. Is that the machinery?—A. Machinery? No, that is the going concern but not including the building. Five hundred watts about \$30,000; 1,000 watts \$40,000; 5,000 watts—that is a favourite size and has a very useful range, about 125 miles daylight \$120,000. In discussing the range of a broadcasting set, we figure on the daylight range, the range it will have at any hour of the day and night; a 5,000 watt station has a range of about 125 miles.

By Hon. Mr. Euler:

Q. What is the cost?—A. The cost of a 5,000 watt station is \$120,000 complete.

Q. All subject to approval by the departmental inspectors?—A. Oh, yes. We prescribe the standard in the licence. All stations are operating on the same standard to-day—all high grade apparatus. Then, when you get to the 50,000 watt station you are running up a cost of into \$400,000.

By Mr. Garland:

Q. What does a 10,000 watt station cost?—A. About \$150,000.

By Hon. Mr. Euler:

Q. What is the value of the total equipment in Canada to-day?—A. That is rather difficult to say Mr. Euler. Not many of the stations in Canada have the original equipment they started with. They have all improved now. In the licence we give them, we say, "Any money you spend you have to waive compensation for it," and that has acted as a detriment to improvements. Our department estimates, very roughly speaking, that to go out and replace every station in Canada to-day, would cost somewhere around \$1,800,000. But, then, just what value the licensee puts on his station is another matter.

Q. It would not be much good, in view of the fact that his licence expires every year?—A. Of course, the point is that parliament may, in its wisdom, consider he had a vested right, or something of that kind.

By Mr. Garland:

Q. May I ask Mr. Edwards whether Canada is receiving adequate coverage from Canadian Radio stations?—A. We have a map here, sir, and with your permission, Mr. Chairman, I shall put it up, and show you just what coverage

Canada is receiving. It is a question, Mr. Garland, you understand, of not only coverage, but what do they get when they are covered. If you have the money you could go out and build a station here and there, and cover it. Canada, you will see by that map, is not inadequately covered.

By the Chairman:

Q. Have you comparative figures as to the cost of receiving set licences throughout various countries?—A. I think it is in the Aird report. In answering your question, Mr. Chairman, about the licence fees, there is quite a long list here, which we can file with the committee. They vary greatly, and in briefly looking over the list, I find Canada, \$1, French West Indies, 40 cents; Trinidad and Tobago, annual licence, \$2.83 to \$4.87; Bolivia, \$12.25. The rest may be interesting. Finland \$2.50; Denmark \$2.68; Germany \$5.71; Norway \$5.36; United Kingdom \$2.43; Japan \$5.98; Australia \$4.15 and \$5.83. There are two licences there. New Zealand, \$7.29; Union of South Africa, \$4.87 to \$8.50. They have two licences there. There is no licence fee in the United States that is, there is no licence fee for the receiving station.

By the Chairman:

Q. The two rates, are they for the crystal and the tube set?—A. I think it has something to do with the arrangements they have for subsidizing stations over there. They pay a certain amount to the station.

By Hon. Mr. Euler:

Q. Is there no licence fee for the broadcasting stations?—A. In the United States there is a licence but no fee for the broadcasting station. There is no licence or fee for the receiving station. The map, Mr. Chairman, shows the daylight range of the stations existing in Canada. If you live in one of those circles you can get a daylight signal from at least one station. The ranges are worked out. You will see by reference to Mr. Bain's report what is meant by a reliable daylight signal. A reliable daylight signal is approximately the signal that CKAC puts into Ottawa. You have all heard La Presse here. We say a signal of about that order is the minimum signal you require. Anything less than that is not of much use when there is any static present. Those circles visualize where you would get a signal around each station, approximately the signal that La Presse gives you in the city of Ottawa. La Presse is a 5,000 watt station, 145 miles away, but it works particularly well in the direction of Ottawa. Normally, La Presse will give you this signal at a distance of 125 miles. From the map you will see the area we have still to cover. No one will attempt to cover the whole of Canada. Mr. Bain deals with this question in his discussion of the Aird report, as follows:

The immediate objective would be to give a service of the type described over an area of approximately 740,000 square miles, representing the settled area of this country under present conditions.

It is proposed to accomplish this by means of a chain of seven 50 watt stations, having a total coverage of 640 square miles, and four 5 k.w. stations having a total coverage of 200,000 square miles, making a total of 840,000 square miles.

It is unavoidable that there will be some overlapping of the areas covered by certain stations, and in other cases that the coverage will extend outside of the boundaries of Canada.

The Canadian National Railway line has been taken as the boundary of the service area in Northern Ontario and in Northern Quebec. And that gives us the area we have to serve as follows: In Prince Edward Island, the area is

2,184 square miles; Nova Scotia 21,428; New Brunswick 27,985—the whole of those provinces—in Quebec 120,000 square miles as compared with the total area of the province of 594,434. In Ontario 200,000 square miles out of a total of 407,262 square miles. In Manitoba 50,000 out of a total of 251,832; Saskatchewan 125,000 out of a total of 251,700; Alberta 120,000 out of a total of 255,285; British Columbia 70,000 out of a total of 355,855. That is a preliminary service.

By Hon. Mr. Euler:

Q. What is the range of the 10,000 watt station? There is one in Alberta but it does not seem to radiate very far.—A. Well, I have heard that 10,000 watt station down here in Ottawa night after night. But the reliable daylight range on the basis we take would be 140 miles, though he may get away beyond that.

Q. Have you heard it at a much longer distance, or is it possible to hear it at a much longer distance?—A. He would probably run it up to almost 200 miles.

By Mr. Garland:

Q. Reverting back to Australia. Australia has recently abandoned her privately owned subsidized stations, has she not?—A. We understand they are now on straight government ownership. We have not got the latest information here, but we hope to have it before the committee rises.

By Hon. Mr. Euler:

Q. Can you tell me which countries are working actually under public ownership, if there are any outside of Australia?—A. Under public ownership? I would put it the other way. The only countries who are not working under government ownership are the United States and Canada—Mexico, Cuba, North America. Outside of North America, there is very little private ownership.

Q. Is it exclusively publicly owned, or in some cases privately owned?—A. In some cases, I think in France—we can give you that, I think you will find it in the Aird report. France has one or two commercial stations, but the balance of them are government owned; either government owned or government controlled. North America runs on a different basis.

Q. In any of those countries that are under publicly owned systems, do they do any advertising?—A. Yes, but to a moderate degree. I think we can give you a statement on that.

By Mr. Garland:

Q. North America is almost entirely advertising?—A. It is almost the sole source of revenue. Governments do a certain amount of advertising. The Quebec government puts on a very excellent program once a week; it is paid for by the Quebec government.

Q. How many hours of National Canadian broadcasting do we have per week?—A. When you say National Canadian, you mean chain broadcasts?

Q. Yes.—A. Paid for by advertising?

Q. Not necessarily. I mean the total chain, Canadian chain.—A. It has all to be paid for by somebody.

Q. I know, but can you give me your idea, whether it is paid for by private agencies or by governments?—A. I will have to get that information. I think probably the best way to get it would be when the committee is examining the head of one of the chains, who no doubt you will have before you—the Canadian Broadcasting chain, or another Canadian chain. He could give you that information in detail.

Q. How many of our Canadian stations are now receiving programs directly from American stations?—A. Only four, except an occasional program which may come over. There are four which have, shall I say, regular connection with the States; two in Montreal, Canadian Marconi, CFCF, and to a lesser degree, CKAC, La Presse. In Toronto, two stations, CKGW, Gooderham and Worts, and CFRB, Rogers Majestic.

Q. I understand CFCN is trying to get connection at the present time?—A. Yes. We have heard of some discussion of that.

By Hon. Mr. Euler:

Q. Have you any figures of the cost of operating these privately owned systems in Europe?—A. Yes, we can give you the financial report of the B.B.C. for instance.

Q. It might be easier to get it from Britain, but have you it from other countries as well?—A. No, I am afraid not. We can get it from Australia, I am sure.

Q. I was wanting it from other countries. Do those countries that operate publicly owned systems obtain any revenue through advertising?—A. No, the B.B.C. in 1931 showed a total revenue of £1,224,355.

By the Chairman:

Q. Is that revenue from advertising?—A. No, from licence fees.

By Hon. Mr. Cardin:

Q. Would that be licences from receiving sets?—A. Collected by the British Post Office on account of licence fees.

By Mr. Beynon:

Q. That is for receiving sets?—A. Yes.

By the Chairman:

Q. They have a tax on tubes?—A. No.

Q. How many stations do they operate?—A. Twenty, sir. They have been reducing their stations. They had a number of small ones. The B. B. C.'s total expenditure for the year ending 1930 was £1,038,352. Their revenue from licences paid to them by the British Post Office was £1,043,000, publication, £160,000.

By Mr. Gagnon:

Q. From what books are you quoting?—A. I am quoting from the B.B.C. year book. We will file this with the committee. Would you like a copy of the statement filed, Mr. Chairman? If so, I will have it copied out.

The CHAIRMAN: Yes.

By Mr. Gagnon:

Q. Have you the publication that shows the details of the different nationalized systems over the world?—A. Yes; the Aird report will give you that in very great detail. The Aird report dealt with it very extensively.

Q. I understand that the report was filed in 1929?—A. Yes. There has been no material change since that time. Australia is about the only country, I think, that made any material change. At that time Australia had a certain number of stations operated by the government, and now we understand the government has taken them all over.

By Mr. Beynon:

Q. Have you any copies of the memorandum to give to the committee?
—A. Yes, I have five or six copies here.

The CHAIRMAN: Can you secure a copy for each member of the committee?
—A. I will leave them with you, and there are some more being made. We will have everything available, in typewritten form, including most of the appendices.

By Mr. Wright:

Q. In the matter of the collection of fees, what methods would you recommend? You have had a great deal of experience?—A. Through the dealers and the post offices. The whole object in collecting fees is to make it easy for the listener to buy them. We have found radio dealers and supply houses very effective. They have sold 416,000 licences, or seventy per cent of the total.

Q. Would it not be more satisfactory to collect through post offices?—A. The difficulty with the post office is the fact that there are only a few staff post offices, where the staffs are actually paid by the department, the others are all running on a percentage basis. A licence blank is worth its face value in cash. The only people the post office will permit us to give licences to are staff post offices. The dealer comes and buys his licence before he gets it. In other words, we have the cash from the dealer before he sells the licence.

By Mr. Beynon:

Q. Under this new arrangement you are giving him fifteen cents for the trouble of selling the licence?—A. Yes.

By Hon. Mr. Euler:

Q. Do you check up from him as to what he sells?—A. No.

Q. How do you keep tab of him?—A. He makes out the licence to the customer, and a duplicate must be sent back to the department once a month. That is filed on an addressograph plate for that year, and we have a record of each licence fee. We put a tab on that plate, and next year if he has not renewed, he gets a post card telling him that we have no record that he has renewed his licence.

By Mr. Garland:

Q. I should like to ask Mr. Edwards in his opinion if it would not be wise at the time of the sale of a set to a customer, to instruct him that he must secure a licence, or secure one at the time of the sale?—A. A very logical idea, sir. We have also had under consideration the suggestion that each set must carry a notice somewhere reasonably prominent, informing the purchaser that this set must not be operated without a licence. That is following your idea a little farther.

By the Chairman:

Q. Some of those sets last more than a year, and you cannot get them next year?—A. No.

By Hon. Mr. Euler:

Q. Have you been prosecuting those whom you found operating without licences?—A. Not for the last two years, because of the case before the courts. Before that, we did.

By Mr. Garland:

Q. I do not know whether I am telling you anything or not, but I know of radio sets that have never been licensed, and they have been operating for seven, eight or nine years.—A. With a dollar licence fee, you must not spend a dollar to collect a dollar, but with a two dollar licence fee, and with our legal status established, it is different.

By Hon. Mr. Cardin:

Q. Do you think it would be helpful, if it were possible, to have a report from all dealers, giving the names and addresses of the parties to whom they sold radios?—A. Yes, sir.

Q. That would prevent those who have radios from escaping the tax?

By Mr. Garland:

Q. Could that be done in the regular way?—A. Yes. We have that under consideration. We have discussed that with the law officers of the Crown. They have ruled that we could do certain things, and others that we could not. We finally got it to a basis just about in line with Mr. Cardin's suggestion. We are trying to get it to the state where the purchaser will not be able to operate without a licence, by having the dealer report it to us, and so on. But we must not put too much on the dealer.

By Hon. Mr. Cardin:

Q. Mr. Edwards, would you inform the committee in regard to the increase in the percentage allotted to those who are issuing licences?—A. The proposal was to increase the commission from ten to fifteen cents—for selling a licence.

By the Chairman:

Q. He is investing \$20 in the book now?—A. \$18.50 in the book.

Q. Yes, and the previous investment was \$9.—A. \$9.

By Hon. Mr. Euler:

Q. It costs him no more to collect two dollars from the licensee than it did to collect one dollar?—A. No, he just signs his name, and the name of the licensee.

By Hon. Mr. Cardin:

Q. Is it not a fact that the department has received many many requests from people who have been given authorization to sell licences?—A. It seems to vary from day to day, sir. We have approximately four thousand dealers who are selling licences for the department.

By Mr. Garland:

Q. That extra five cents looks almost like a gift to me.—A. They are all complaining that the ten cents was not adequate, that it was hardly enough to pay them. The individual has a certain amount of mailing to do, and clerks time taken up in filling out the book, and they have always felt that so small a sum that was obtained in the way of commission was not sufficient. Under the new scheme they put up \$18.50 instead of the \$9 to buy the book. They have to have some percentage on that money while it is lying idle. They do not buy a book to-day and sell it to-morrow; it is probably carried for two or three months. I think it is a fair figure. We want the dealers to sell those licences for us—somebody has to do it, and we make it worth their while.

By Hon. Mr. Cardin:

Q. Do you experience any difficulty in finding the number of dealers that you want?—A. I do not think so, sir. We have quite a list of them.

By Mr. Gagnon:

Q. Can you suggest any cheaper method of selling licences?—A. I do not know that we would sell them any cheaper any other way. The British government take 31 cents for selling a licence. They deduct $12\frac{1}{2}$ per cent off the licence fee, of \$2.50. In Canada we are running now, roughly ten cents per licence, and we pay a commission to the dealer of ten cents.

Q. I am not saying this by way of criticism, I am simply inquiring whether there was any other system that you could suggest.—A. Quite so. What we want to do is to sell licences; to get the corner man in the corner store who knows that Bill Smith and Tom Jones have a set, and who will get those men to come in each year and buy from him, and if he is going to get fifteen or twenty dollars himself, we are very willing to let him sell those licences.

By the Chairman:

Q. Is it the suggestion that when a set is sold to have the licence go with the set?—A. Yes, the licence should be sold with the set.

By Mr. Wright:

Q. On the average, would it take half an hour to complete the issuance of a licence?—A. One minute.

Q. But if he is canvassing?—A. Oh, yes. I am talking about local post-masters and local agents of that character—the salesman in the store in Ottawa. You walk down the street and you see a sign. You go in and pay \$2, the salesman writes your name on a slip of paper and he signs his own name. The banks are handling this for us now. We have had great success with the Provincial bank. They are selling them through all their branches.

By the Chairman:

Q. Tell us when did Grant start going on the air with his present frequency?—A. He ran for a short time with his old set. The new transmitter has been going for a short time.

Q. Is the Canadian Marconi company now actually broadcasting programs with a full power set at Glace Bay?—A. In the daytime they are allowed to use 4,000 watts; in the night time 2,000 watts. They are on a provisional arrangement to see whether they interfere or not. So far they are using 2,000 at night and not interfering, and they are carrying on. The licence comes up for review on the 31st of March. It is just a provisional arrangement.

Q. There is another question I would like to ask. In making your map what limit or field of strength was used in preparing and making the map?—A. Oh, 100 micro-volts.

By Mr. Garland:

Q. It has been suggested to me that it might be well if Mr. Edwards would define the various technical terms used in his work?—A. I thought I had not used any.

The CHAIRMAN: Tell us which ones you want him to explain.

The WITNESS: Wait until you examine some of the radio engineers that come before you.

By Hon. Mr. Euler:

Q. What do you mean by wave length?—A. Would you like me to try and describe it?

Q. Yes.

By Mr. Garland:

Q. There is one confusion for which, possibly, Mr. Edwards is directly responsible. In his description he talks of 5,000 watts and the next minute he talks of 50,000 kilowatts?—A. 1,000 watts are a kilowatt.

By Hon. Mr. Euler:

Q. I do not want to waste the time of the committee, but really I am ignorant of some of these terms, and I do not know what a wave length is. If Mr. Edwards could explain that briefly I would like to hear it, and probably someone else would?—A. Mr. Euler, for your purpose try to conceive that all this space that we have here is filled with an intangible medium that is called the ether. Now, this ether is a most peculiar thing. Our light is transmitted through it. It will vibrate if you shake it, and we can shake it at most terrific speed from a hundred times a second to millions and millions times a second—so fast that you cannot conceive it—by an electric current. We put up in the middle of that ether an antenna wire and we connect it onto a Radio transmitter. Now, by fixing the components of this electric machine of ours we can create a current, an electric current, which vibrates very quickly. The current of that electric light on the ceiling vibrates sixty times a second, and by fixing the electrical parts of our transmitter we can make our electricity vibrate at any speed, say for instance, 500,000 times a second. Every vibration we call a cycle and 1000 cycles is a kilocycle hence over 500,000 vibrations are referred to as 500 kilocycles. We send the current which we have generated up the antenna wire which has so to speak a grip on the ether, and the ether starts to vibrate in sympathy with the current in the wire and the wave travels out just as when you throw a stone in the water which starts a ripple travelling along the surface. This is its equivalent. But in the ether in this case it has the peculiar characteristic that at whatever rate we make our electrical current vibrate in the transmitter that is the rate of the transmission of the ether. Now, that wave or vibration travels through the ether and cuts across your receiving wire. It immediately generates a current in that wire which is in sympathy with it. You do with your receiving set exactly what we do with our transmitter. By turning your dial you alter the electrical characteristics in your box until you get exactly in sympathy with this 500,000 and the moment you get it in adjustment your loud speaker starts to talk and you are then tuned to a 500 kilocycle. Suppose you have another station alongside which is sending out 550,000 vibrations a second. That travels on the air and crosses your wire, but you will not receive anything until you turn your dial and alter the characteristics of the receiver so that you are tuned to 550,000 then you get the new concert.

By Hon. Mr. Cardin:

Q. Now, I have only one or two questions to ask. If I understood you correctly you took as a very reasonable station to-day La Presse?—A. Yes, a good standard 5,000 watt station.

Q. And you said that at present you have about 400 applications?—A. 400 applications and enquiries.

Q. You have about 400 applications for broadcasting licences out of which you said that possibly 120— A. Possibly 100.

Q. —would be a reasonable requests?—A. No. I said they would be requests to the extent that they would erect a station if they got a licence.

Q. How many of those reasonably strong stations similar to La Presse could you accommodate now with the channels you have at present?—A. Very few.

Q. Whatever is said, we are going to be faced with a great difficulty in the allotment of channels later on, are we not?—A. That is a problem we have got to face.

By Mr. Garland:

Q. If we are going to multiply the number of small commercial stations?—A. Yes. When this committee decides what the policy is going to be, if it decides on national ownership then there will be so many channels wanted of private ownership then we may want a different number of channels.

By Mr. Gagnon:

Q. I would like to know how you can secure a channel?—A. We have twenty-five now. I might again read to you what Mr. Cardin said in that regard to a question of Mr. White, M.P., of London in the House of Commons on March 31st 1930:—

The sovereign right of all nations to the use of every radio channel is recognized, thus Canada has always enjoyed the right to allot any of the frequencies in the broadcast band to any radio broadcasting stations under its jurisdiction.

Mr. GARLAND: Would not the answer be that the only possible way of getting hold of a channel would be to have a station large enough and powerful enough to drown out all the others?

The CHAIRMAN: That is the rich man's way.

By Mr. Garland:

Q. Is that correct?—A. Yes.

By Mr. Beynon:

Q. The other way would be by international agreement?—A. Yes.

By Mr. Wright:

Q. Is there any objection to the multiplication of amateur broadcasting stations?—A. Yes. There is a definite limit to the number of small stations. You cannot go on indefinitely. Suppose we consider—500 watts power—you can duplicate on a 50 watt station every 220 miles. That will give you, running across Canada, twelve stations on one channel. Now, take another channel and you put in—twelve more 50 watt stations—and they can operate the full twenty-four hours of the day, but two of our channels have been used up. There is quite a definite limitation to the number of small stations you can have.

Q. In the countries of Europe and elsewhere where the stations are operating is the satisfaction to the owner of the receiving set better than it is in Canada and the United States?—A. So many factors enter into that. All things being equal the listener in will always listen to the stronger station.

By Hon. Mr. Euler:

Q. Don't you think that in addition to the interference we now have with such far-off stations as the ones in Mexico and Cuba that that difficulty will be extended by reason of the fact that the European stations will become more powerful and we will have interference from them as well?—A. They have very powerful stations in Europe now. The average station in Europe, I imagine, is of distinctly higher power than the average station in North America.

Q. Do we experience any interference?—A. No. Not from Europe. So far as these waves are concerned—the waves used in the 1,500—550 kilocycles band—they do not reach us with sufficient strength to bother us. By the time these waves get here they are so weak that our stations on this side completely drown them out.

Q. Do you think there will be such a development that that will not always be the case?—A. It might be. At the present stage in the development of the art, I would not regard that as a serious problem. We may have to face it some day, but not at the present moment, because, apparently, they have reached about the limit in power now—somewhere around 100 kilowatt. Stations get very expensive to install. There is not much point in sending out too strong a wave in Europe. Then try to cover one or two countries.

Q. Perhaps Russia will do that?—A. There is a possibility of that. The strongest station in Europe is 170 kilowatt. That is at Warsaw.

Mr. GRAHAM SPRY: Mr. Chairman, might I speak on behalf of the Listeners' organization. I have a certain number of questions which may give a different picture to that map.

The CHAIRMAN: Very well, Mr. Spry.

By Mr. Spry:

Q. The first question is: Is it correct to say that radio is a national monopoly?—A. Yes. It may not be a complete monopoly, Mr. Spry, but it certainly is a monopoly. The number of channels available is limited. We might, for instance, in laying out our scheme, give four channels to Toronto and four channels to Montreal and so on, but if we are to take care of the rest of the country, and knowing how many channels are available, that is all we can spare them. Therefore, as it is, the stations in the four channels in those particular cities would enjoy a monopoly of those channels.

Q. Is it not also correct that in at least twenty-seven countries radio is operated as a monopoly?—A. As a government monopoly?

Q. Not necessarily as a government monopoly, but, at least, where the government authority predominates and where radio is operated as a monopoly; where competition is eliminated as between stations?—A. I cannot say offhand, Mr. Spry. Certainly it is operated as a monopoly.

Q. In the great majority?—A. Yes, the great majority.

Q. From the point of view of efficiency, undoubtedly a monopoly is advantageous?

The CHAIRMAN: Those are statements of facts, Mr. Spry, which you may make when you appear before the committee.

By Mr. Spry:

Q. Mr. Edwards, when you look at that map you might have the impression that almost any time during the day you can get a Canadian station?—A. I said you would be within range of a Canadian station. The map shows the areas which we think are normally covered by the existing stations.

Q. For example, if Mr. Beynon was in Moose Jaw at this moment and turned on his radio set what Canadian stations would he be likely to get? Take the case of Mr. Wright or Mr. Smith or of anyone, what stations would they be likely to get?—A. If you have a station there and that station is on the air within that circle I would say he would get a fair signal.

Q. But your figures show that the average Canadian station is on the air about six hours a day in the height of the season which is January, the middle of the year, and that a large number of the stations you quoted gave programs which were certainly either advertising programs or gramophone records?—A. I am filing with the committee all the details on that.

The CHAIRMAN: Just limit yourself, Mr. Spry, to your questions.

By Mr. Spry:

Q. There is only one other question. That is with reference to the two suggestions: One, present stalemate and, two, the Madrid conference. There has been a stalemate in this country for three years, or almost four years,

since the announcement of the Aird commission, is that right? On the same point, the Madrid conference will discuss the allotment of wave length, will it?—A. The Madrid conference? In the final analysis, the work of dividing the channels in North America will have to be settled by the nations in North America. Madrid will deal with the broadcasting question as a whole and will allot certain bands for broadcasting. The local division of the channels in these bands is not an international matter; it is what we call a regional matter. Whether that matter will actually be fought out at Madrid between the nations interested—ourselves, the United States, Cuba and Mexico—or whether it will be done in North America, I cannot say at this moment; but what we are vitally interested in is, what channels are going to be made available at Madrid and how will they fit in with any scheme we want to follow out in North America.

Q. Then the Madrid conference is of vital importance to broadcasting in this country?—A. Very much so; if for instance they extend the broadcast band we should have to extend the range of our receivers if we wish to take advantage of the additional channels made available.

Q. Is it not correct to say that we must have a program for presentation at that International conference at this session of parliament?

The CHAIRMAN: That is a question of policy.

WITNESS: As a public servant I have no views to express on broadcasting policy. When this committee in its wisdom reports to the house and parliament in its wisdom decides the matter—I will receive orders to do certain things; and I must express no opinions on these matters.

The CHAIRMAN: I am sure, Mr. Spry, when you submit your data you will take quite good care to impress us with the importance of the Madrid conference.

Mr. BLAIR: Would you permit me, Mr. Chairman, to submit the opinions of the Deans of the Universities of the Dominion of Canada. I have them here from Fredericton, Vancouver, Toronto and from Hamilton. I have one here from your own man in Windsor who says he was born in Windsor. He was educated in Windsor and radioed from the United States. I have one here from St. Michael's college, all the different colleges, and from the Academies of Medicine of the different colleges. These men have sent these in with the idea perhaps of showing their co-operation in any educational campaign that the government might wish to put on. They are also throwing out a gentle hint that when the sacred hour is on and the educational hour is on that you will kindly keep that jazz music off to one side of the dial. They say if you are going to mix jazz with an educational campaign you are headed for a catastrophe. Those opinions I would like to leave with you on the table.

Mr. GAGNON: All persons who are not members of the committee ought to submit all documents to the sub-committee that has the selecting of witnesses and the receiving of such documents. I have no objection to Dr. Blair filing his documents but we must adopt some system. If we don't we are going to have thousands of documents before the end of the sittings of this committee, and it will be absolutely impossible for the members to study them comprehensively.

The CHAIRMAN: I think that is a very good suggestion, if Dr. Blair will submit them to the sub-committee. Those are personal letters to you?

Mr. BLAIR: I have been asked to submit them to your committee.

The CHAIRMAN: They will be submitted to the sub-committee.

Mr. GAGNON: My suggestion is to give them to the sub-committee which deals with witnesses and reports.

Mr. BLAIR: Whatever the chairman wishes.

The CHAIRMAN: Put them on the table and they will be gone over by the sub-committee.

Hon. Mr. CARDIN: In view of the fact that there will be a rather large number of people appearing before the committee from the Province of Quebec, making representations and submitting their views in the French language, I would make a motion that some expert speaking French should be retained, to work in co-operation with Colonel Steele. Mr. Bain, of the Department of Marine, knows French very well. I am sure he would be of great assistance. I would move that he be retained to stay with us in case we require a translation in French.

The CHAIRMAN: He is a member of the branch?

Mr. CARDIN: Yes.

Carried.

By Mr. Euler:

Q. I think you stated, Colonel Edwards, that Canada has six definite channels which are recognized by the United States?—A. You will find the reference in the Annual Report of the Federal Radio Commission. There are six channels which they will not assign to any of their stations, and there are 11 others which they will only assign to stations with very limited power. That is their concession.

Q. You say we practically have 17 exclusive?—A. That means we have six on which we can put unlimited power, but we cannot go ahead indefinitely on the others.

Q. But they do not interfere with the six?—A. They do not, but Cuba and Mexico interfere with the six. Of course, we are using more than that. We have taken not only those 17 channels but we are now using 25 channels. CFCN Calgary is on one of those.

Q. They refrain definitely from using six of ours?—A. Yes.

Q. And how many do we definitely refrain from using that they use,—there are 96 altogether?—A. Well, we say that we don't use any of them, but what we do is, we take a spot in between two of them and we put a station on it.

Q. Is there any definite understanding at all?—A. No. The question was asked, what is the date CFCN transferred to 985 kilocycles,—21st April, 1931.

The CHAIRMAN: Are there any other questions you would like to ask Mr. Edwards while he is here?

By Hon. Mr. Cardin:

Q. Mr. Edwards, is the broadcasting in Canada to-day subject to any criticism and are there any complaints filed in the department against the broadcasting we have to-day?—A. Yes, sir, we have a certain number of complaints, not very serious. They are on record with the department. That is, the people who have taken the trouble to write in. We will have the complaint file sent over and you can see all the complaints we have. It is also our intention to file with you all the resolutions, letters and everything we have pro and con government ownership.

The CHAIRMAN: I think it should be tabulated under certain heads.

The WITNESS: We will have an analysis made of what complaints we have had.

By Mr. Garland:

Q. Mr. Edwards, I understood you to say that from the time the then Minister of Marine definitely decided that the question of the ownership of the

air was a matter for judicial decision, that any new licences granted were subject to the provision that it entailed no obligation, moral or otherwise, upon the Dominion Government,—is that so?—A. Quite so.

Q. Now, does the same apply to any increase in power?—A. To any change in any station involving any expenditure of money.

Q. So that CFCN Calgary has no claim because it increased its power?—A. No.

Mr. GAGNON: Before we adjourn, am I in order if I respectfully suggest that the report of this sitting contain a list of all the exhibits which have been filed? I have already noted that in other committees numerous documents are filed and the report of the sitting does not mention them, or does not mention which documents have been filed. Therefore, I think it would be more practical, and more convenient for the members of the committee, if every report should contain a list of every exhibit filed. I would move accordingly, Mr. Chairman.

The CHAIRMAN: It is not necessary to have a motion.

The WITNESS: I am filing 9 appendices which I referred to through my remarks.

The CHAIRMAN: They will be included in the proceedings.

Hon. Mr. CARDIN: I understand, as we proceed, we may require the assistance of Mr. Edwards. I understand he is at the disposal of the committee?

The CHAIRMAN: Yes, we can send for Mr. Edwards at any time.

The WITNESS: I think, sir, I will be present at most of the sittings. The minister has instructed me to place myself at the disposal of the committee.

The CHAIRMAN: Are there any other questions in reference to this particular phase of it?

Mr. BENYON: I move we adjourn, Mr. Chairman.

The CHAIRMAN: When do you wish to reconvene, on Tuesday?

Mr. GAGNON: Not Tuesday, there are two other committees sitting.

The CHAIRMAN: I think we will be sitting every day, Mr. Gagnon, we will have to. Will most of the committee be here Monday? We should get in four days next week. It will give us a chance to recapitulate after that and start again after the Easter recess. It is going to be a very big proposition, as you can see, and I think the quicker we get into it the better. We have permission to sit while the House is in session.

The Committee adjourned to resume on Tuesday, March 15, at 1.30 p.m.

APPENDIX No. 2

LIST OF BROADCASTING STATIONS IN CANADA

Broadcasting Stations (Private Commercial)

Call sign	Name of owner and address of main studio	Location of station	Frequency (K/Cs)	Licensed power (antenna input in watts)
CFAC	The Calgary Herald, Herald Building, Calgary, Alta.	Calgary, Alta.....	690	500
CFBO	C. A. Munro, Limited, Canterbury Street, St. John, N.B.	St. John, N.B.....	890	500
CFCA	Star Publishing & Ptg. Co., Ltd., Cor. Yonge St., and St. Clair Avenue, Toronto, Ontario.	Toronto, Ont.....	1,120	(using 50 watts) 500
CFCF	Canadian Marconi Co., Mount Royal Hotel, Montreal, Que.	Montreal, Que.....	1,030	500
CFCH	Northern Supplies, Ltd., Capital Theatre, Main Street, E., North Bay, Ont.	North Bay, Ont.....	930	100
CFCN	W. W. Grant & H. G. Love, Calgary, Alta.	Near Strathmore, Alta..	985	10,000
CFCO	John Beardall, William Pitt Hotel, Chatham, Ont.	Chatham, Ont.....	1,210	250
CFCT	Victoria Broadcasting Assoc., 1405 Douglas St., Victoria, B.C.	Victoria, B.C.....	630	50
CFCY	The Island Radio Broadcasting Co., Ltd., 143 Great George St., Charlottetown, P.E.I.	Charlottetown, P.E.I....	580	500
CFJC	D. S. Dalgleish & Sons, Ltd., Connaught Road, Kamloops, B.C.	Kamloops, B.C.....	1,120	100
CFLC	Radio Assoc. of Prescott, Victoria Hall, Prescott, Ont.	Prescott, Ont.....	915	100
CFNB	Jas. S. Neill & Sons, Ltd., Queen Street, Fredericton, N.B.	Fredericton, N.B.....	1,210	50
CFQC	The Electric Shop, Ltd., Saskatoon, Sask.	Saskatoon, Sask.....	910	500
CFRB	Rogers Majestic Corp., Ltd., Toronto, Ont.	Twp. of King, Ont.....	690	4,000
CFRC	Queen's University, Fleming Hall, Kingston, Ont.	Kingston, Ont.....	930	250 D 50 N
CHCK	W. E. Burke & J. A. Gesner, 36 Upper Hillsboro St., Charlottetown, P.E.I.	Charlottetown, P.E.I....	960	100
CHCS	The Hamilton Spectator, Hamilton, Ont. (Uses Station CKOC).	Near Fruitland, Ontario..	630	1,000 D 500 N
CHGS	R. T. Holman, Ltd., Holman Building, Summerside, P.E.I.	Summerside, P.E.I.....	1,120	100 (authorized to increase power to 500 watts).
CHLS	W. G. Hassell, Vancouver, B.C. (Uses Station CKCD).	Vancouver, B.C.....	730	100
CHMA	Christian & Missionary Alliance, 146th St., & 99th Avenue, Edmonton, Alta.	Edmonton, Alta.....	580	250
CHML	Maple Leaf Radio Co., Ltd., 13th St., Mount Hamilton, Ont.	Mount Hamilton, Ontario.	880	50
CHNS	The Maritime Broadcasting Co., Ltd., Lord Nelson Hotel, Halifax, N.S.	Halifax, N.S.....	815	500
CHRC	C. H. R. C. Limited, Victoria Hotel, Quebec, Que.	Quebec, Que.....	645	100
CHWC	R. H. Williams & Sons, Ltd., Regina, Sask.	Near Pilot Butte, Sask...	960	500
CHWK	Chilliwack Broadcasting Co., Ltd., Wellington Ave., Chilliwack, B.C.	Chilliwack, B.C.....	665	100
CHYC	Northern Electric Co., Ltd., Montreal, Que. (Uses Station CKAC).	Near St. Hyacinthe, Que.	730	5,000
CJBC	Jarvis St. Baptist Church, Toronto, Ont. (Uses Station CKGW).	Bowmanville, Ont.....	840	5,000
CJBR	Saskatchewan Co-Operative Wheat Producers, Ltd., Regina, Sask. (Uses Station CKCK).	Regina, Sask.....	960	500
CJCA	The Edmonton Journal, Edmonton, Alta.	Oliver, Alta.....	745	500

LIST OF BROADCASTING STATIONS IN CANADA—Continued

Broadcasting Stations (Private Commercial)—Continued

Call sign	Name of owner and address of main studio	Location of station	Frequency (K/Cs)	Licensed power (antenna input in watts)
CJCB	N. Nathanson, 318 Charlotte St., Sydney, N.S.	Sydney, N.S.....	880	50
CJCJ	The Alberta Pub. Co., Ltd., Calgary, Alta.	Calgary, Alta.....	690	500
CJGC	London Free Press & Ptg. Co., Ltd., London, Ont.	near Strathburn, Ont.....	910	5,000
CJGX	The Winnipeg Grain Exchange, 188 Grain Exchange, Winnipeg, Man.	Yorkton, Sask.....	630	500
CJOC	H. R. Carson, Marquis Hotel, Lethbridge, Alta.	Lethbridge, Alta.....	1,120	100
CJOR	G. C. Chandler, 804 Hornby St., Vancouver, B.C.	Sea Island, B.C.....	1,210	500
CJRM	Jas. Richardson & Sons, Ltd., Moose Jaw, Sask.	Old city, Moose Jaw, Sask.	665	500
CJRW	Jas. Richardson & Sons, Ltd., Alexandra Hotel, Winnipeg, Man.	Royal Fleming, Sask.....	665	550
CKAC	La Presse Pub. Co. Ltd., Montreal, Que.	near St. Hyacinthe, Que..	730	5,000
CKCD	Vancouver Daily Province, Vancouver, B.C.	Vancouver, B.C.....	730	100
CKCI	"Le Soleil" Ltd., Quebec, Que. (Uses Station CHRC).	Quebec, Que.....	645	100
CKCK	Leader-Post, Limited, 1853 Hamilton St., Regina, Sask.	Regina, Sask.....	960	500
CKCL	The Dominion Battery Co., Ltd., 20 Trinity St., Toronto, Ont.	Toronto, Ont.....	580	500
CKCO	Dr. G. M. Geldert, 282 Somerset St. W., Ottawa, Ont.	Ottawa, Ont.....	890	100
CKCR	Wm. C. Mitchell & Gilbert, Liddle, Waterloo, Ont.	Waterloo, Ont.....	645	100
CKCV	Vandry, Inc., 252 Marguerite Bourgeois Avenue, Quebec, Que.	Quebec, Que.....	880	50
CKFC	United Church of Canada, 12th Ave. & Hemlock St., Vancouver, B.C.	Vancouver, B.C.....	730	50
CKGW	Gooderham & Worts, Ltd., King Edward Hotel, Toronto, Ont.	Bowmanville, Ont.....	840	5,000
CKIC	Acadia University, Wolfville, N.S.....	Wolfville, N.S.....	1,010	50
CKLC	Alberta Pacific Grain Co., Calgary, Alta.	Red Deer, Alta.....	840	1,000
CKMC	R. L. MacAdam, Cobalt, Ont.....	Cobalt, Ont.....	1,210	100 (using 50 watts)
CKMO	Sprott-Shaw Radio Co., Room 1604 Bekins Bldg., Vancouver, B.C.	Vancouver, B.C.....	730	100
CKNC	Canadian National Carbon Co., Hillcrest Park, Toronto, Ont.	Toronto, Ont.....	960	500
CKOC	Wentworth Radio Broadcasting Co., Ltd., Hamilton, Ont.	near Fruitland, Ont.....	630	1,000 D 500 N
CKOV	J. W. B. Browne, Bernard Ave. & Pandoozi St., Kelowna, B.C.	Kelowna, B.C.....	1,200	100 (using 50 watts)
CKPC	Cyrus Dolph, 268 Guelph St., Preston, Ont.	Preston, Ont.....	880	100
CKPR	Dougall Motor Car Co., Ltd., Fort William, Ont.	Port Arthur, Ont.....	890	50
CKTB	Taylor & Bate, Ltd., St. Catharines, Ont. (Uses Station CKOC).	near Fruitland, Ont.....	630	1,000 D
CKUA	University of Alberta, Edmonton, Alta.	Edmonton, Alta.....	580	500
CKWX	Western Broadcasting Co., Ltd., 1220 Seymour St., Vancouver, B.C.	Vancouver, B.C.....	730	100
CKX	Manitoba Telephone System, Brandon, Man.	Brandon, Man.....	930	500
CKY	Manitoba Telephone System, Winnipeg, Man.	Winnipeg, Man.....	780	5,000
CNRA	Canadian National Railways, Moncton, N.B.	Moncton, N.B.....	630	500
CNRD	Canadian National Railways, Red Deer, Alta. (Uses Station CKLC).	Red Deer, Alta.....	840	1,000
CNRH	Canadian National Railways, Halifax, N.S. (Uses Station CHNS).	Halifax, N.S.....	815	500
CNRL	Canadian National Railways, London, Ont. (Uses Station CJGC).	Near Strathburn, Ont....	910	5,000
CNRM	Canadian National Railways, Montreal, Que. (Uses Station CKAC).	Near St. Hyacinthe, Que.	730	5,000

SPECIAL COMMITTEE

LIST OF BROADCASTING STATIONS IN CANADA—Concluded

Broadcasting Stations (Private Commercial)—Concluded

Call sign	Name of owner and address of main studio	Location of station	Frequency (K/Cs)	Licensed power (antenna input in watts)
CNRO	Canadian National Railways, Chateau Laurier, Ottawa, Ont.	Ottawa, Ont.....	600	500
CNRQ	Canadian National Railways, Quebec, Que. (Uses Station CKCV).	Quebec, Que.....	880	50
CNRR	Canadian National Railways, Regina, Sask. (Uses Station CKCK).	Regina, Sask.....	960	500
CNRS	Canadian National Railways, Saskatoon, Sask. (Uses Station CFQC).	Saskatoon, Sask.....	910	500
CNRT	Canadian National Railways, Toronto, Ont. (Uses Station CFCA).	Toronto, Ont.....	1,120	500
CNRV	Canadian National Railways, Vancouver, B.C.	Lulu Island, B.C.....	1,030	500
CNRW	Canadian National Railways, Winnipeg, Man. (Uses Station CKY).	Winnipeg, Man.....	780	5,000
CNRX	Canadian National Railways, Toronto, Ont. (Uses Station CFRB).	Twp. of King, Ontario....	690	4,000
CPRY	Canadian Pacific Railway Company, Toronto, Ont. (Uses Station CKGW).	Bowmanville, Ont.....	840	5,000
VAS	Canadian Marconi Co., Glace Bay, N.S.	Glace Bay, N.S.....	685	4,000 D 2,000 N
*	Essex Broadcasters, Ltd.....	Windsor, Ont.....	540	1,000 D 500 N

* This station is not yet in operation.

Broadcasting Stations (Amateur)

IOAK	Classic Radio Club, 151 Ontario St., Stratford, Ont.	Stratford, Ont.....	1,200	10
IOBU	Canora Radio Assoc., Railway Ave., Canora, Sask. East, Canora, Sask.	Canora, Sask.....	1,200	15
IOBP	Wingham Radio Club, Brunswick Hotel Bldg., Wingham, Ont.	Wingham, Ont.....	1,200	15
IOBI	Prince Albert Radio Club, Orpheum Theatre Bldg., Prince Albert, Sask.	Prince Albert, Sask.....	1,200	25
IOBQ	Telephone City Radio Assoc., 12 Terrace Hill, Brantford, Ont.	Brantford, Ont.....	1,200	5
IOAB	Moose Jaw Radio Assoc., Grant Hall Hotel, Moose Jaw, Sask.	Moose Jaw, Sask.....	1,200	25
IOAT	Trail Amateur Radio Assoc., Trail, B.C.	Trail, B.C.....	1,155	25

RADIO BRANCH, DEPARTMENT OF MARINE,
OTTAWA, ONTARIO, 10th March, 1932.

APPENDIX No. 3

BROADCASTING IN CANADA

TABLE SHOWING LICENSED BROADCAST LISTENERS IN CANADA

	1922-33	1923-24	1924-25	1925-26	1926-27	1927-28	1928-29	1929-30	1930-31	1931-32
Alberta.....	448	1,994	5,843	7,152	10,588	14,936	14,957	21,456	24,493	26,193
British Columbia.....	1,316	2,769	6,049	9,494	14,776	18,561	23,407	35,998	43,644	53,917
Manitoba.....	632	1,722	6,553	14,503	18,005	19,288	20,450	26,370	33,265	32,666
New Brunswick.....	105	430	1,240	2,612	2,968	4,475	6,285	8,783	11,829	12,875
N. W. Territories.....		4	3	17	46	94		148	147	139
Yukon.....			12	23	31	14	111			
Nova Scotia.....	314	970	2,772	3,288	4,998	7,106	8,587	13,379	16,942	20,529
Ontario.....	3,532	11,677	41,347	60,110	102,504	125,012	145,263	211,775	260,359	273,218
P.-E. Island.....	27	138	163	202	289	587	757	985	1,270	1,152
Quebec.....	3,018	9,250	18,211	21,141	39,207	51,347	49,751	71,757	96,999	121,650
Saskatchewan.....	562	2,655	9,303	15,944	22,238	26,635	27,358	32,906	34,152	29,559
Total.....	9,954	31,609	91,996	134,486	215,650	268,055	296,926	423,557	523,100	*571,898

NOTE:—The periods shown above are for 1st April to 31st March, inclusive, the Dominion Government fiscal year.

*The year 1931-32 is for the ten months ending 31st January, 1932. Complete returns for February and March not yet available.

RADIO BRANCH, DEPARTMENT OF MARINE,
OTTAWA, 10th March, 1932.

SPECIAL COMMITTEE

APPENDIX No. 3A

DEPARTMENT OF MARINE—RADIO BRANCH

ISSUE OF PRIVATE RADIO RECEIVING LICENCES IN CANADA

STATEMENT showing issue for fiscal year 1930-31, and for fiscal year 1931-32 up to end of January, 1932.

	1931-32 to end Jan.	1930-31 fiscal year		1931-32 to end Jan.	1930-31 fiscal year
<i>By Provinces—</i>					
Prince Edward Island.....	1,152	1,270	Galt.....	1,910	1,706
Nova Scotia.....	20,529	16,942	Guelph.....	2,308	2,112
New Brunswick.....	12,875	11,829	*Hamilton.....	20,224	17,593
Quebec.....	121,650	96,999	Kingston.....	2,724	2,134
Ontario.....	273,218	260,359	Kitchener.....	3,607	3,009
Manitoba.....	32,666	33,265	Lindsay.....	1,022	849
Saskatchewan.....	29,559	34,152	London.....	9,826	9,815
Alberta.....	26,193	24,493	Niagara Falls.....	2,963	3,107
British Columbia.....	53,917	43,644	North Bay.....	1,694	1,244
N. W. Territories.....	139	147	Oshawa.....	3,207	3,005
Grand Total.....	571,898	523,100	*Ottawa.....	14,796	12,226
<i>Principal Towns & Cities—</i>					
Charlottetown, P.E.I.....	487	482	Owen Sound.....	1,240	1,026
Summerside.....	160	237	Peterboro.....	3,201	3,145
Amherst, N.S.....	547	429	Port Arthur.....	1,518	1,073
*Glace Bay.....	621	461	St. Catharines.....	4,004	3,866
*Halifax.....	7,125	5,863	St. Thomas.....	2,637	2,219
New Glasgow.....	564	452	Sarnia.....	2,334	2,351
*Sydney.....	1,577	1,361	Sault Ste. Marie.....	1,897	1,878
Truro.....	787	616	Smith's Falls.....	941	784
Yarmouth.....	737	732	Stratford.....	2,306	2,162
Fredericton, N.B.....	928	765	Sudbury.....	632	613
Moncton.....	1,724	1,169	*Toronto.....	80,733	81,078
*Saint John.....	3,623	4,104	Welland.....	1,425	1,282
*Hull, P.Q.....	1,256	980	*Windsor.....	9,309	10,644
*Levis.....	1,061	738	Woodstock.....	1,819	1,549
*Montreal.....	71,607	44,842	Brandon, Man.....	1,408	1,458
*Quebec.....	8,728	6,840	Portage la Prairie.....	449	376
*St. Hyacinthe.....	1,240	1,033	*Winnipeg.....	22,293	20,525
Shawinigan Falls.....	610	240	Moose Jaw.....	2,530	2,319
Sherbrooke.....	1,809	1,615	Prince Albert.....	771	657
Three Rivers.....	2,242	1,587	Regina.....	4,749	4,515
Belleville, Ont.....	1,735	1,586	Saskatoon.....	3,463	3,058
Brantford.....	3,967	3,713	*Calgary, Alta.....	6,289	5,004
Brockville.....	1,447	1,206	*Edmonton.....	6,239	4,570
Chatham.....	2,240	2,382	Lethbridge.....	1,015	884
Collingwood.....	470	250	Medicine Hat.....	844	754
Cornwall.....	1,625	1,145	Nanaimo, B.C.....	1,074	790
Fort William.....	2,089	1,487	New Westminster.....	2,949	2,307
			Prince Rupert.....	311	163
			*Vancouver.....	27,922	20,974
			*Victoria.....	7,437	6,942

*Suburbs and surrounding small towns and villages included in each case, particulars of which are shown on attached sheets.

Number of licences issued to Blind (free) included in above Grand Totals—

Year 1930-31.....	677
Year 1931-32 to date.....	824

GLACE BAY AND DISTRICT, N.S., INCLUDES

Glace Bay (Town)
Dominion No. 1
Dominion No. 2

Dominion No. 4
Dominion No. 6

New Aberdeen
Caledonia Mines

Bridgeport
McKays Corners

HALIFAX AND DISTRICT INCLUDES

Halifax (City)
Cow Bay
Georges Island
Prince Lodge
Rockingham

Melville Cove
Purcells Cove
Arndale
Woodside
Dartmouth

Dutch Village
Imperial
Mill Cove
Richmond
Fairview

Bedford
Eastern Passage
Jollymore
Millview
McNabs Island

SYDNEY AND DISTRICT INCLUDES

Sydney (Town)
Whitney Pier

Myra Road

North Sydney

Sydney Mines

ST. JOHN AND DISTRICT INCLUDES

St. John (City)

Beaconsfield

East St. John

Fairville

HULL AND DISTRICT, QUEBEC, INCLUDES

Hull (City)

Wrightville

Val Tétreau

LEVIS AND DISTRICT INCLUDES

Levis (Town)

Bienville

Lauzon

QUEBEC AND DISTRICT INCLUDES

Quebec (City)
Stadacona

Charlesbourg
St. Malo

Giffard
Limoilou

Ste. Foy
St. François d'Assise

ST. HYACINTHE AND DISTRICT INCLUDES

St. Hyacinthe (Town)

Village St. Joseph

Village La Providence

MONTREAL AND DISTRICT INCLUDES

Montreal (City)
Ahuntsic
Bordeaux
Bronx Park
Cartierville
Côte Des Neiges
Côte St. Luc or
Côte St. Luke
Côte St. Paul
Dixie
Dorval
East Greenfield
Greenfield Park

Hampstead
Hochelaga
Lachine
Long Point
Longueuil
Maisonneuve
Model City
Montreal East
Montreal North
Montreal South
Montreal West
Mount Royal
Notre Dame de Grâce

Outremont
Park Extension
Pte. aux Trembles
Pointe Claire
Pointe St. Charles
Pont Vieux
Rosemont
Ste. Cunégonde
St. Hélène Island
St. Henri
St. Josaphat
St. Lambert
St. Laurent

Sault aux Récrolets
Tétreaultville
Verdun
Viauville
Ville Emard
Ville la Salle
Villeneuve
Villeray
Ville St. Pierre
Westmount
Laval des Rapides

TORONTO AND DISTRICT, ONTARIO, INCLUDES

Toronto (City)
Balmy Beach
Bedford Park
Birch Cliff
Brockton
Cedarvale
Coleman
Davisville
Deer Park
Earlscourt

East York
Fairbank
Forest Hill Village
Humber Bay
Humbermount
Humberside
Lambton Mills
Lake Shore Road
Leaside
Little York

Mimico
Mimico Beach
Mount Dennis
New Toronto
North York
Oakwood
Parkdale
Runnymede
Rusholme Road
Scarboro

Scarboro Beach
Scarboro Bluffs
Scarboro Junction
Silverthorn
Swansea
Todmorden
Westmount
Weston
Wychwood Park
York Mills

OTTAWA AND DISTRICT INCLUDES

Ottawa (City)
Billing's Bridge
Britannia Bay
Britannia Heights
Britannia Village
City Height
City View
Clarella Park

Clarkstown
Cumming's Bridge
Eastview
Elmdale
Highland Park
Hintonburgh
Hurdman's Bridge

Laurentian View
Lindenlea
McKellar Townsite
New Edinburgh
Ottawa East
Ottawa South
Ottawa West

Overbrook
Riverside Park
Rockcliffe
Rockcliffe Annex
Rockcliffe Park
Westboro
Woodroffe

SPECIAL COMMITTEE

HAMILTON AND DISTRICT INCLUDES

Hamilton (City)	Ancaster	Hamilton Beach	Waterdown
Alberton	Bartonville	Mount Hamilton	West Hamilton
Aldershot	Dundas	Vinemount	

WINDSOR AND DISTRICT, INCLUDES

Windsor (City)	Ojibway	Sandwich	Windsor
Ford	Riverside	Walkerville	

ALBERTA

Calder under Edmonton	Alberta Park under Calgary
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WINNIPEG, MAN., INCLUDES

Winnipeg (City)	Fort Whyte	Norwood Grove	St. Johns
Assinibois	Genthon	Pacific Junction	St. Norbert
Brooklands	Hulton	Riel	St. Paul
Charleswood	Inkster	Ritchat	St. Vital
Deer Lodge	Kildonan	River Heights	Transcona
Dickens	King Edward	Springfield	Tuxedo
East Kildonan	Kirkfield Park	Sturgeon Creek	Varsity View
East St. Paul	Louise Bridge	St. Boniface	West Kildonan
Elmwood	Morse Place	St. Charles	Weston
Fort Garry	North Kildonan	St. James	West St. Paul
Fort Rouge	Norwood		

VICTORIA, B.C., INCLUDES

Victoria (City)	Glynn	Millstream	Royal Oak
Albert Head	Goldstream	Milnes Landing	Saanich
Brentwood Bay	Gordon Head	Moodyville	Saanichon
Cadboro Bay	James Island	Mount Tolmie	Sevenoaks
Colquitz	Keating	Oak Bay	Sidney
Colwood	Lake Hill	Otter Point	Sooke or
Cordova Bay	Langford Station	Prospect Lake	East Sooke
Craigflower	Marigold	River Jordon	Tod Inlet
Deep Bay	Metchosin	Rocky Point	Williamhead
Esquimalt			

VANCOUVER, B.C., INCLUDES

Vancouver (City)	Central Park	Kerrisdale	Point Grey
Alta Vista	Collingwood	Kitsilano	Royal Oak
Ardley	Cypress	Lynn Valley	South Vancouver
Bowen Island	Dunderave	Marpole	Spratt Station
Burnaby	Edmonds	McKay	West Point Grey
Caulfields	Hollyburn	North Vancouver	West Vancouver
Cedar Cottage			

APPENDIX No. 4

CHANGES IN BROADCASTING STATIONS

NEW STATIONS AUTHORIZED:

CKIC—Wolfville, N.S., Acadia University.....	50 Watts
Licensed 1st April, 1929.	
.....—Windsor, Ont..... Essex Broadcasters.....	1,000 Watts D 500 Watts N
Licence authorized 29th April, 1931 (Station not yet in operation)	
VAS—Louisburg, N.S.—Canadian Marconi Co.....	4,000 Watts D 2,000 Watts N
Provisional Licence issued on 1st September, 1931, authorizing use, for commercial broadcasting purposes, of apparatus installed in April 1928, for Government broadcast to fishermen.	
IOAT—Trail, B.C.—Trail Amateur Radio Association.....	25 Watts
(Licence issued 15th January, 1932.)	

TRANSFERS IN LOCATION AUTHORIZED:

CKPR—Midland, Ont.—Midland Broadcasting Co.....	to
CKPR—Port Arthur, Ont.—Dougall Motor Car Co.....	to
13th January, 1931.		
CFCH—Iroquois Falls, Ont.—Abitibi Power and Paper Company.....	to
CFCH—North Bay, Ont.—Northern Supplies Ltd.....	18th December, 1930.	100 Watts

INCREASES IN POWER AUTHORIZED:

CFBO—St. John, N.B.....	C. A. Munro, Ltd.....	50 to 500 watts
CFCH—North Bay, Ont.....	Northern Supplies, Ltd.....	50 to 100 watts
CFCN—Calgary (Strathmore), Alta.....	W. W. Grant and H. G. Love.....	500 to 10,000 watts
CFCO—Chatham, Ont.....	John Beardall.....	25 to 250 watts,
CFCY—Charlottetown, P.E.I.....	Island Radio Broadcasting Co., Ltd.....	100 to 500 watts,
CGJC—Kamloops, B.C.....	D. S. Dalgleish & Sons, Ltd.....	15 to 100 watts,
CFLC—Prescott, Ont.....	Radio Ass'n of Prescott.....	50 to 100 watts,
CFNB—Fredericton, N.B.....	Jas. S. Neill & Sons, Ltd.....	50 to 500 watts,
CFRB—Toronto, Ont.....	Rogers Majestic Corporation, Ltd.	1,000 to 4,000 watts,
CHCK—Charlottetown, P.E.I.....	W. E. Burke & J. A. Gesner.....	30 to 100 watts,
CHGS—Summerside, P.E.I.....	R. T. Holman, Ltd.....	25 to 500 watts,
CHRC—Quebec, P.Q.....	C. H. R. C., Limited.....	25 to 100 watts,
CHWK—Chilliwack, B.C.....	Chilliwack Broadcasting Co., Ltd.....	5 to 100 watts,
CJJC—Calgary, Alta.....	Albertan Publishing Co., Ltd.....	250 to 500 watts,
CJGC—London, Ont.....	London Free Press and Printing Co., Ltd.....	500 to 5,000 watts,
CJOC—Lethbridge, Alta.....	H. R. Carson, Ltd.....	50 to 100 watts,
CJOR—Vancouver, B.C.....	G. C. Chandler.....	100 to 500 watts,
CKAC—Montreal, P.Q.....	La Presse Publishing Co., Ltd.....	500 to 5,000 watts,
CKCD—Vancouver, B.C.....	Vancouver Daily Province.....	50 to 100 watts,
CKCR—Waterloo, Ont.....	Wm. C. Mitchell & G. Liddle.....	50 to 100 watts,
CKMC—Cobalt, Ont.....	R. L. MacAdam.....	15 to 100 watts,
CKMO—Vancouver, B.C.....	Sprott-Shaw Radio Co.....	50 to 100 watts,
CKOC—Hamilton (Fruitland), Ont.....	Wentworth Radio Broadcasting Co., Ltd.....	50 to 1,000 watts (D), 500 watts (N),
CKPC—Preston, Ont.....	Cyrus Dolph.....	25 to 100 watts,
CKOV—Kelowna, B.C.....	J. W. B. Browne.....	25 to 100 watts,

APPENDIX No. 7

LICENCES OR SETS PER 1,000 OF POPULATION

Canada.....	58
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Denmark.....	119.5
United States.....	98.37
Sweden.....	78.99
Great Britain.....	77.5
Austria.....	63.34
Germany.....	56.23
Hungary.....	35.79
Norway.....	30.04
Finland.....	29.07
Switzerland.....	26.75
Iceland.....	25.92
Czecho-Slovakia.....	21.89
Latvia.....	20.38
Estonia.....	12.1
Belgium.....	10.8
Irish Free State.....	8.83
Poland.....	8.09
Italy.....	4.04
Lithuania.....	4.9
Yugo Slavia.....	3.24
Roumania.....	2.8

AUTHORITY:

EUROPEAN COUNTRIES..... The B.B.C. Year Book, 1932;
 UNITED STATES..... "Broadcasting Magazine", 1st January, 1932;
 CANADA..... Dominion Bureau of Statistics. (Census for 1931).

RADIO BRANCH, DEPARTMENT OF MARINE,
 OTTAWA, ONTARIO, March 10th, 1932.

APPENDIX No. 8

ANALYSIS OF BROADCASTING PROGRAMS

PRIVATE COMMERCIAL BROADCASTING STATIONS

For the Period December 1, 1931 to January 31, 1932

ALBERTA

Particulars of station			Average number of hours per day				
			Total	Programs of original talent		Recorded programs	
Call Sign	Location	Licensee		Sponsored	Sustaining	Electrical transcriptions	Phono-graph records
CFCN	Calgary.....	W. W. Grant.....	6.47	2.40	Nil	.2	4.05
CJCJ	Calgary.....	Albertan Publishing Co....	6.00	.10	.36	.6	5.08
CFAC	Calgary.....	Calgary Herald.....	6.00	.40	1.10	Nil	4.10
CJOC	Lethbridge.....	H. R. Carson.....	4.24	1.15	.06	.03	3.00
CKUA	Edmonton.....	University of Alta.....	2.47	Nil	1.38	Nil	1.09
CHMA	Edmonton.....	Christian and Missionary Alliance.	3.30	Nil	.28	Nil	.02
CKLC	Red Deer.....	Alberta Pacific Grain Co.	5.16	1.13	1.47	.11	2.05
CJCA	Edmonton.....	Edmonton Journal.....	7.06	1.10	2.56	.29	3.11

BRITISH COLUMBIA

BRITISH COLUMBIA							
CJOR	Vancouver.....	G. C. Chandler.....	15.07	6.10	3.06	.03	5.48
CNRV	Vancouver	C. N. Railways.....	5.30	1.47	2.37	.05	1.01
CKCD	Vancouver.....	Vancouver Daily Province	1.15	.49	.36
CKFC	Vancouver.....	United Church of Canada	1.13	.11	.2547
CKWX	Vancouver.....	Western Broadcasting Co.	6.18	5.0001	1.17
CKMO	Vancouver.....	Sprott-Shaw Radio Co....	9.56	3.28	.06	.04	6.18
CFJC	Kamloops.....	D. S. Dalgleish & Sons..	3.45	.10	.02	.01	3.32
CHWK	Chilliwack.....	Chilliwack Broadcasting Co., Ltd.	4.42	.44	.39	3.19
CFCT	Victoria.....	Victoria Broadcasting Co.	7.00	2.01	.01	.05	4.53
CKOV	Kelowna	J. W. B. Browne.....	5.35	1.10	.10	.10	4.05

MANITOBA

MANITOBA							
CKY	Winnipeg.....	Manitoba Telephone Sys- tem.	10.36	4.00	1.51	1.45	3.00
CKX	Brandon.....	Manitoba Telephone Sys- tem.	1.03	.48	.09	.02	.04

NEW BRUNSWICK

NEW BRUNSWICK							
CFNB	Fredericton.....	Jas. S. Neill & Sons.....	2.50	.4802	2.00
CFBO	St. John.....	C. A. Munro.....	8.08	.43	1.03	.14	6.08
CNRA	Moncton.....	C. N. Railways.....	3.16	.5202	2.23½

NOVA SCOTIA

NOVA SCOTIA							
CHNS	Halifax.....	Maritime Broadcasting Co.	7.01	4.12	.0½	.07½	2.41
CKIC	Wolfville.....	Acadia University.....	1.5715	1.42
CJCB	Sydney.....	N. Nathanson.....	3.38	1.34	2.04
VAS	Glace Bay.....	Can. Marconi Co.....	1.29	.13	1.16

ANALYSIS OF BROADCASTING PROGRAMS—Continued

ONTARIO

Particulars of station			Average number of hours per day				
			Total	Programs of original talent		Recorded programs	
Call Sign	Location	Licensee		Sponsored	Sustaining	Electrical transcriptions	Phono-graph records
CFCO	Chatham.....	John Beardall.....	2.21	1.01	.32	.04	.44
CKMC	Cobalt.....	R. L. MacAdam.....	.50	.01 ¹	.21 ¹ ₂	.08 ¹ ₂	.18 ¹ ₂
CKOC	Hamilton	Wentworth Radio Broadcasting Co., Ltd.	12.39	4.35	1.18	.12	6.34
CHML	Hamilton.....	Maple Leaf Radio Co., Ltd	5.45	1.45	1.30	.02	2.28
CFRC	Kingston.....	Queen's University.....	.0303
CFCH	North Bay.....	Northern Supplies, Ltd.....	5.45	1.45	1.15	.15	2.30
CNRO	Ottawa.....	C. N. Railways.....	6.03	1.38	2.00	.02	2.23
CKCO	Ottawa.....	Dr. G. M. Geldert.....	1.04	.33	.2803
CFLC	Prescott.....	Radio Assoc'n of Prescott.	1.54	.17	.32	.08	.57
CKPC	Preston.....	Cyrus Dolph.....	4.58	.21	2.19	.03	2.15
CKPR	Port Arthur.....	Dougall Motor Car Co., Ltd.	5.30	1.15	.30	.15	3.30
CJGC	London.....	London Free Press.....	8.19	3.16	3.03	.06	1.54
CFRB	Toronto.....	Rogers Majestic Corp., Ltd.	14.22	2.06	10.10	.03	2.03
CKCL	Toronto.....	Dominion Battery Co., Ltd.	9.00	2.32	2.37	.01	3.50
CKNC	Toronto.....	Can. National Carbon Co.	12.19	3.56	2.46	.02	5.35
CKGW	Toronto.....	Gooderham & Worts, Ltd.	16.08	5.16	7.09	.08	3.35
CFCA	Toronto.....	Star Publishing & Printing Co.	9.30	2.27	5.29	.02	3.32
CKCR	Waterloo.....	W. C. Mitchell & G. Liddle.	7.45	2.45	1.00	.15	3.45

PRINCE EDWARD ISLAND

CFCY	Charlottetown.....	The Island Radio Broadcasting Co.	5.38	.5202	4.44
CHCK	Charlottetown.....	W. E. Burke & J. A. Gesser.
CHGS	Summerside.....	R. T. Holman, Ltd.....	8.54	1.2615	7.13

QUEBEC

CFCF	Montreal.....	Canadian Marconi Co.....	15.30	4.49	4.30	.04	6.07
CKAC	Montreal.....	La Presse Pub. Co., Ltd.....	13.44	5.34	5.17	.37	2.16
CHRC	Quebec.....	C.H.R.C. Limited.....
CKCV	Quebec	Vandy, Inc.....	4.25	2.32	.08	.03	1.42

SASKATCHEWAN

CFQC	Saskatoon.....	The Electric Shop Ltd.....	5.48	1.53	2.05	.16	1.34
CJRW	Fleming.....	J. Richardson & Sons.....	4.51	1.12	1.01	.05	2.33
CJGX	Yorkton.....	Winnipeg Grain Exchange.....	2.52	1.33	.3841
CJRM	Moose Jaw.....	J. Richardson & Sons.....	6.10	.26	2.22	3.22
CKCK	Regina.....	Leader-Post Limited.....	7.08	1.03	2.26	.11	3.28
CHWC	Regina.....	R. H. Williams & Sons.....	8.36	1.45	2.57	.15	3.39

ANALYSIS OF BROADCASTING PROGRAMS—Concluded

AMATEUR BROADCASTING STATIONS

Particulars of station			Average number of hours per day				
			Total	Programs of original talent		Recorded programmes	
Call Sign	Location	Licensee		Sponsored	Sustaining	Electrical transcriptions	Phono-graph records
10AB	Moose Jaw, Sask.	Moose Jaw Amateur Radio Assoc'n.	2.10	1.3832
10BU	Canora, Sask...	Canora Radio Association	.050516
10BI	Prince Albert, Sask.	Prince Albert Radio Association	.473116
10AT	Trail, B.C.....	Trail Amateur Radio Association.	3.00	2.00	.05	.55
10AK	Stratford, Ont..	Classic Radio Club.....	1.2942	.02	.45
10BP	Wingham, Ont....	Wingham Radio Club.....	1.004614
10BQ	Brantford, Ont..	Telephone City Radio Association.	2.19	2.19

RADIO BRANCH, DEPARTMENT OF MARINE,

OTTAWA, 11th March, 1932.

APPENDIX No. 8A

SUMMARY BY PROVINCES OF 56 PRIVATE COMMERCIAL
BROADCASTING STATIONS

Provinces	Average Number of Hours per Day				
	Total	Programs of original talent		Recorded programs	
		Sponsored	Sustaining	Electrical transcriptions	Phonograph records
Alberta..... 8 stations.....	4.58	.54	.65	.07	2.52
British Columbia.... 10 stations.....	6.00	2.07	.46	.03	3.04
Manitoba..... 2 stations.....	5.50	2.24	1.00	.54	1.32
New Brunswick..... 3 stations.....	4.44	.48	.21	.05	3.30
Nova Scotia..... 4 stations.....	3.30	.50	.32	.02	2.06
Ontario..... 18 stations.....	6.54	1.52	2.23	.06	2.33
Prince Edward Island. 2 stations.....	7.16	1.0909	5.58
Quebec..... 3 stations.....	11.11	4.18	3.18	.15	3.20
Saskatchewan..... 6 stations.....	5.54	1.18	1.55	.08	2.33
Dominion averages for 56 stations.....	6.15	1.45	1.15	.12	3.03

Period December 1st, 1931, to January 31st, 1932.

RADIO BRANCH, DEPARTMENT OF MARINE, OTTAWA, 11th March, 1932.

APPENDIX No. 8B

ANALYSIS OF DAILY PROGRAMS OF ELEVEN CANADIAN BROADCASTING STATIONS SELECTED AT RANDOM

FOR THE PERIOD 1ST DECEMBER, 1931, TO 31ST JANUARY, 1932

Particulars of station			Average number of hours per day				
Call Sign	Location	Licensee	Total	Programs of original talent		Recorded programs	
				Sponsored	Sustaining	Electrical transcriptions	Phono-graph records
CJOR	Vancouver, B.C.	G. C. Chandler.....	15.07	6.10	3.06	.03	5.48
CFCN	Calgary, Alta...	W. W. Grant.....	6.47	2.4002	4.05
CKCK	Regina, Sask...	Leader-Post, Ltd.....	7.08	1.03	2.26	.11	3.28
CKY	Winnipeg, Man..	Manitoba Telephone System.....	10.36	4.00	1.51	1.45	3.00
CKPR	Port Arthur, Ont.	Dougall Motor Car Co....	5.30	1.15	.30	.15	3.30
CFRB	Toronto, Ont...	Rogers Majestic Corp....	14.22	2.06	10.10	.03	2.03
CKGW	Toronto, Ont...	Gooderham & Worts, Ltd.	16.08	5.16	7.09	.08	3.35
CKAC	Montreal, P.Q.	La Presse Pub. Co., Ltd..	13.44	5.34	5.17	.37	2.16
CFCF	Montreal, P.Q.	Can. Marconi Co.....	15.30	4.49	4.30	.04	6.07
CHNS	Halifax, N.S....	Maritime Broadcasting Co.	7.01	4.12	.02	.07 $\frac{1}{2}$	2.41
CFBO	St. John, N.B..	C. A. Munro.....	8.08	.43	1.03	.14	6.08
Daily average for eleven stations.....			10.55	3.26	3.17	.19	3.53

RADIO BRANCH, DEPARTMENT OF MARINE, OTTAWA, 11th March, 1932.

APPENDIX No. 8C

TIME OCCUPIED BY CANADIAN BROADCASTING STATIONS ON PROGRAMS
ORIGINATING FROM UNITED STATES CHAINS

FOR THE PERIOD 1ST DECEMBER, 1931, TO 31ST JANUARY, 1932

Station	Location	Average hours per day	Origin of program
CFCF.....	Montreal.....	4 hrs. 22 mins.	N.B.C.
CKAC.....	Montreal.....	54 mins.	C.B.S.
CFRB.....	Toronto.....	7 hrs. 15 mins.	C.B.S.
CKGW.....	Toronto.....	5 hrs. 36 mins.	N.B.C.

RADIO BRANCH, DEPARTMENT OF MARINE, OTTAWA, 10th March, 1932.

SESSION 1932
HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 2

TUESDAY, MARCH 15, 1932

WITNESSES

Graham Spry, Esq., President, Canadian Radio League.
W. T. Burford, Esq., Secretary, All-Canadian Congress of Labour.

OTTAWA
F. A. ACLAND
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
1932

MINUTES OF PROCEEDINGS

TUESDAY, March 15, 1932.

The Special Committee on Radio Broadcasting, in accordance with issue of notice, met in Room 429 at 1.30 p.m. this day, Hon. Mr. Morand, the Chairman, presiding. The following members of the Committee were present:

Messieurs: Beynon, Cardin, Euler, Garland (Bow River), Ilsley, Morand, Smith (Cumberland), and Wright—(8).

In Attendance: Mr. Graham Spry, President, Canadian Radio League; Mr. W. T. Burford, Secretary, All-Canadian Labour Congress; and other representatives of various radio interests. Lt.-Col. W. A. Steel and Mr. J. W. Bain, as technical advisers in radio matters; and

Commander C. P. Edwards, Director of Radio, Dept. of Marine, who, at the opening of the meeting asked permission to make a correction in a statement made in his address to the Committee at the previous meeting. Agreed to and the correction made.

Mr. Graham Spry called and addressed the Committee, stating the objectives of the League, the American situation, the International situation, etc. Numerous questions were asked of the witness, and answered.

The Chairman thanked Mr. Spry for his presentation of views. The witness retired.

Mr. W. T. Burford was called and submitted the views of the organization he represented, such views supporting the Aird Report in principle; and further submitted recommendations for the establishment of a Canadian broadcasting system. The witness replied to numerous questions asked by the Committee.

The Chairman thanked Mr. Burford for the representations as presented from the labour organization. The witness retired.

Some further discussion followed.

Mr. Spry rose to state that the Canadian Radio League are prepared to bring from Great Britain a Canadian of large experience, and also another gentleman of experience in radio matters, from the United States, without expense to the Government, and have them appear before the Committee, if the Committee so desired.

On motion of Mr. Ilsley it was agreed that the gentleman referred to be brought before the Committee.

Col. Steel explained a point in reply to a question asked by Mr. Euler, with reference to broadcasting channels, internationally.

It being three o'clock, the Committee agreed to adjourn to Wednesday at 10.30 o'clock, but later it was found necessary to cancel the meeting as called, and arrange for a meeting for Thursday at the same hour.

The Committee adjourned.

E. L. MORRIS,
Clerk of the Committee.

MINUTES OF EVIDENCE

Room 429,

HOUSE OF COMMONS,

March 15, 1932.

The Special Committee appointed to inquire into Radio broadcasting met at 1.30 p.m., Mr. Morand presiding.

The CHAIRMAN: Gentlemen, I have here a short summary of some of the salient points given at the last hearing. I hope to have these published each meeting so that you can have the benefit of them. You can place them on your files and check up.

Mr. SMITH: Mr. Chairman, on page 3 of the minutes of Friday last there appears to me to be an obvious mistake. Just below the middle of the page "Regular organized programs commenced in December 1929." Should not that be December, 1919?

Commander EDWARDS: Yes, 1919 is correct.

The CHAIRMAN: Is there anything else arising out of the minutes? If not, Mr. Edwards has one or two corrections to make and a little amplifying of some of the things he said.

Commander EDWARDS: Mr. Euler at the last session asked me the question: "Can you tell me which countries are working actually under public ownership," and I replied: "Under public ownership? I would put it the other way. The only countries who are not working under government ownership . . ." and I am afraid I gave a wrong impression. I would like to qualify that and say the only countries who are not working under government ownership or control—

Mr. SMITH: What page is that?

Commander EDWARDS: Page 15, sir. We are apt to use the term government ownership and government control somewhat loosely and I was in error on this occasion. I gave the impression in my reply that all those stations abroad were government owned. Of course they are not. The best information on that is obtained in the Aird report and that is the information on which I based my remarks. That is the only correction I wish to make, sir.

GRAHAM SPRY, called.

The WITNESS: Mr. Chairman, it is not the intention of the Canadian Radio League to trespass at any length upon the time of this committee to-day.

I propose to deal, in fact, with only one small yet very important aspect of the radio broadcasting problem as it concerns the Dominion of Canada. May I preface those remarks by a statement, that the Canadian Radio League comes here in no attitude of unfriendliness to existing private broadcasters. We regard this committee as a fair and open opportunity for the discussion of a problem which is common not only to listeners and the public which we claim, in some measure, to represent, but also to the broadcasters of to-day who are serving them. This is not a contest between rival commercial interests. It is simply a friendly discussion as to how Canada can solve a very urgent and important public question, the problem of radio broadcasting.

To-day I shall deal only with some international aspects as they bear very vitally upon our own domestic situation. May I preface this—as a second pre-

face—by a very brief and general statement of the purposes and objects of the Canadian Radio League. Its purposes can be stated in a few and definite words. We advocate:

1. Canadian operation and ownership of stations.
2. Government regulation and control of broadcasting.
3. Competition and private enterprise in programs.
4. Greater revenue for more and better Canadian programs.
5. Canadian coverage, clearer reception, and fewer and larger stations.
6. The elimination of direct advertising sales appeals, but the continuation of sponsored programs.
7. The development of broadcasting, not only as a means of entertainment, but as "an effective instrument in nation building."
8. The fullest protection of the language and character of the Province of Quebec.
9. Immediate action by Parliament to ensure Canadian interests are safeguarded at the Madrid Radiotelegraph Conference in September, 1932.

The position of the Canadian Radio League is that so powerful and useful an agency of communication should be used for the broadcast national purposes, that it should be owned and operated by the people, that it should not primarily be adapted to narrow advertising and propagandist purposes by irresponsible companies subject to no popular regulation or control.

It is not proposed on this occasion, however, to discuss those controversial aspects of the radio broadcasting problem, but to sketch briefly certain considerations of an international character which, in the view of the Canadian Radio League, urgently compel the formulation of a policy—be it private or public—by the Government of Canada at this present session of Parliament.

That the present stalemate which has persisted for three, indeed for four years, in Canada, must be ended, is patent to all interests. Between the listeners and the private broadcasters there is on this point no disagreement. All interests, without distinction, are agreed that definite, clean-cut and decisive action is desired and expected of this Committee and this session of Parliament.

This necessity is given added force and urgency by the international situation both in the world at large, and in North America.

The significance of the international situation is this: at Madrid the broadcasting band will be re-allotted and perhaps enlarged between the different nations and continents of the world. Competition for wave-lengths will be severe. A nation without a program will have no basis for bargaining, and once the world situation has been dealt with and it is a matter for Canada, the United States, Mexico and Cuba to agree upon the allotment of the broadcasting band, if Canada has established no claims at Madrid and has formulated no policy at home, what right will she have to claim more channels when she is not, as Commander Edwards' evidence on March 11th abundantly shows, using the channels she has?

The Madrid Radiotelegraph Conference will embrace the principal broadcasting nations of the world, and more particularly European and North American nations. It will be the first international radio conference since the Conference at Washington, 1927, which allotted the frequency bands to the different services such as broadcasting 550 to 1500 k/cs, ship-to-shore, aeronautic, direction-finding, trans-oceanic services, etc.

The Washington Conference included representatives of the Union Internationale de Radiophonie, which had been organized in London in 1925 and had met and allotted the broadcasting band among the different European nations at Geneva in 1926, Brussels in 1928, and Prague, 1929.

These plans were definite improvements upon their predecessors, but so rapid has been the growth of broadcasting power in Europe, that the Prague Plan is now obsolete, mutual interference has become a serious evil, and all European nations are determined and ready to deal drastically with the problem at Madrid.

The proposals of importance which will be discussed are these:—

1. The increase in the separation between channels from nine to eleven k/cs., with the consequent reduction in the number of channels from 106, as at present, to 87 channels.
2. The extension of the broadcasting band below 550 k/cs. to include channels in the "long-wave band," that band between say 350 and 550 k/cs.

Both of those policies, as well as those concerning other aspects of radio communications, if adopted by the Madrid Conference and given the force of international law through a convention similar to that of Washington in 1927, will bear directly upon Canadian radio broadcasting.

At the present time Canada has no policy. There is no authority that has now the power to regulate effectively Canadian broadcasting. There is a multiplicity of authorities, and the Government has not seen fit even to include the expenses of a delegation to Madrid in the estimates of the Department of Marine.

If Canada has no program, how can she bargain for wave-lengths at Madrid? If we have no program, how will we know what to claim? And if we make an arbitrary claim, how will we support that and substantiate it? A nation that neither knows what it wants, nor what it wants it for, will be in no position to hold its own with European nations or with North American nations ardently competing for greater portions of the broadcasting band.

In Europe the growth of broadcasting has been phenomenal. In the years which have seen not progress, but in some respects retrogression in Canada, there has been a growth in the number and power of stations and in the use of broadcasting. With European nations, broadcasting is no question of entertainment only; it is there considered a question of urgent national moment; it is a major question of national policy, as important, indeed, as the educational system.

This growth is revealed in the table of stations and increase in power here set forth and taken from the British Broadcasting Year Book, 1932, page 308:—

	Spring 1926, Plan de Geneve	Spring 1929, Plan de Prague	Spring 1931
Total number of stations (U.S.S.R. excepted).....	119	189	213
Number of stations of the U.S.S.R.	?	11	48
Total number.....	?	200	261
Total power in kW. (C.C.I.R.).....	150	600	2,860
Number of stations of 20 kW. and more.....	1	5	44
Number of stations of 50kW. and more.....	0	1	27
Maximum power in kW.....	22	54	158
Mean power per station in kW.....	1.1	3	11
Separation in kc/s.....	10	9	9

A growth in the number of stations, in the power of stations, in the development of national radio policy, this is the gross and scope of broadcasting endeavour in Europe. These, and great plans of future development, are to be the bases of the discussions at Madrid.

In 1927, before the Washington Conference, it was pointed out in the British Broadcasting Corporation Year Book, 1928, page 288, that preparations should

be made "in order that European broadcasters should have their house in order and a definite policy framed on careful experiments and proved by recent experience to be satisfactory, with which to support their claims for the necessary wave-bands at this conference." That is precisely what should be said of this country. We should have at least a plan to put our house in order, "with which to support our claims for the necessary wave-bands."

What will be the politics of the Madrid Conference? It would appear that it will be a contest between the United States, on the one hand, and European nations on the other. Both are fully organized and fully prepared for the conference; both have policies to support and to implement.

The United States, with the lion's share of the broadcasting band and satisfactory positions for other services, is inclined to stand pat and oppose any fundamental alterations in the Convention of 1927.

European countries, on the other hand, are compelled to seek a better allotment and an increase in that section of the spectrum used for broadcasting purposes.

Where does Canada's interest lie?

Canada, under a satisfactory system, will require more channels. How will she secure them? There are only two possible means: first, by securing channels now used by the United States; second, by an enlargement of the broadcasting band.

If Canada is not represented at Madrid she will not be in a position to vote with European nations in support of the second alternative, namely, the extension of the band. If Canada is at Madrid her voice and vote may be decisive and will certainly be important. Certainly her voice may be raised to demonstrate that all of North America is not satisfied.

And if Canada goes to Madrid, secures consideration for her views, will she not be in a stronger bargaining position when she must negotiate with the United States for more channels?

The Madrid discussions are of essential significance for the future of Canadian broadcasting. If Canada's interests are not secured, then, they may suffer permanently.

At those discussions, unless this Committee and this Parliament formulate a policy for future development, Canada will have no record of growth to report, no program of construction to present, no just, honest and convincing claim for further channels to make.

Such are the international and mainly European aspects bearing upon the Canadian policy. But more important and more urgent is the North American situation. In the last resort, the broadcasting band allotted at Madrid will be divided and recognized by whatever agreement there may be between the nations of this continent. At present there is none, but an informal gentleman's agreement, which has been given effect to, not by an international treaty, but in the United States by General Order Forty of the Federal Radio Commission, and by regulations of the Department of Marine under the Radiotelegraph Act in Canada.

What is the American situation as it bears upon the Canadian situation? This is a complicated and delicate question and cannot be more than briefly answered here. That the American people and the American Government have nothing but friendliness for Canada, there can be no doubt. That is not challenged. But such is the American system, that commercial interests are constantly warring to improve their position. In these struggles Canadian interests sometimes seriously suffer.

In discussing the American situation even here in this brief and but suggestive manner, let it be clearly stated that there is no hint of unfriendliness on the part of the Canadian Radio League, nor any attack upon the American

system. We do not suggest that the American system is good or bad; we only suggest that, be it good or bad, it sometimes impinges upon Canadian interests, and not always beneficially.

Let the American situation be described, as it concerns Canada, in a series of statements which may be elaborated in more detail as required.

First, Canada, for purposes of commercial exploitation, is part of the territory of the Radio Corporation of America, and by agreement with the Radio Corporation of America, British interests have contracted not to compete with American interests in the Dominion of Canada.

Secondly, The Radio Corporation of America is a subsidiary of the General Electric Company and the Westinghouse Electric, and occupies a dominant position, amounting in respect of some services, to a monopoly. It operates directly or through subsidiaries, trans-oceanic, ship-to-shore, broadcasting and other services. The National Broadcasting Company, the R.C.A. Communications, the Radiomarine Corporation, The Radio-Victor Company, The Radiotron Corporation, General Motors Radio Corporation, the R.C.A. Photophone, and the largest motion picture, vaudeville and other entertainment companies are subsidiaries of the R.C.A. Through patents estimated to number more than 4,000, it influences where it does not control the radio manufacturing industry of North America. The Radio Corporation of America was organized not only for commercial purposes, but also to challenge, even to expel the power of the British communications group in the United States, indeed in North America.

Thirdly, The R.C.A. and associates have entered into traffic and service agreements which embrace, if not in their terms, in their effect, the Dominion of Canada, and have made certain Canadian broadcasts impossible.

Fourthly, The American radio manufacturing companies, through royalties agreements, stock control or subsidiary companies of various kinds, occupy a predominant position in the Canadian radio manufacturing field, and British companies using fundamental patents have been excluded from entry into Canada.

Fifthly, The American broadcasting chains are supported by advertising. This advertising is not only heard in Canada, but, where there are Canadian subsidiaries, the advertising programs originating in the United States are relayed to Canadian stations. These broadcasts employ no Canadian talent.

Sixthly, Canadian stations in the largest centres of population are, in some instances, owned or controlled by American interests. Others relay a large portion of their daily program from American sources. This relaying of American programs, welcome as it is in many instances, weakens Canada's claim for further channels, and, as has been rightly pointed out by the Federal Radio Commission of the United States, if Canada can hear American programs direct, why provide Canada with channels to duplicate those programs?

In brief, Canada, for important commercial and communication purposes, is part of the territory of the largest American radio communications and manufacturing group. This group in the United States is being attacked as a

monopoly, as a combination in restraint of trade, as the propagandist voice of the so-called "power trust" of the United States, and as a threat to American republican government.

What, then, is Canada's position, wedged as she is between a fiercely competitive group of European nations and a dominant American group?

Without a program, without a policy, how can Canada claim her share of the air, either at Madrid or at Washington?

The simple fact is: Canada may arbitrarily claim, but on the present system she cannot justify a greater share of the broadcasting band. Canada is not using the channels she has. There are not ten stations in Canada which are using the channels allotted to them. We are asserting our right to channels we do not now fully use. With what justice may we claim further channels?

The answer rests with this Committee of the House of Commons of Canada. The answer lies in the policy which this Committee must formulate at this session of Parliament.

It is the conviction of the Canadian Radio League that Canada should be represented at the International Radiotelegraph Conference at Madrid.

It is the conviction of the Canadian Radio League that a long-term but definite program of broadcasting development be enacted at this session of Parliament.

It is likewise the conviction of the Canadian Radio League that a policy of public ownership and operation of radio broadcasting stations in Canada will alone utterly assure Canadian ownership and make possible a system which will justify Canada's claim for more channels.

The radio problem is no mere question of more or better entertainment, of more or less advertising. It is a question of public opinion, of the basis of free government. The choice before this Committee is clear; it is a choice between commercial interests and the people's interests. It is a choice between the State and the United States.

By Mr. Smith:

Q. In your statement, Mr. Spry, you refer to the fact that certain channels tentatively allotted to Canada were not being used. Would you elaborate that point a little more fully?—A. I will be very glad to, sir. I understand that the American minimum is 12 hours' operations a day, and if at the end of the three months when a licence in the United States expires a station which has not been providing the public the services up to the minimum then the licence need not necessarily be renewed. That is not a fixed standard. There would be exceptions in the case of educational stations which cannot afford to be on the air all the time, but for commercial stations there is a minimum. In Canada if you go through all of our stations you will find that they are operating two, three, four and five hours a day. The whole position is accurately and efficiently set forth in the memorandum which Commander Edwards presented, and which I believe is in the minutes, but if you wish, I will be very glad to go through and point out some of the stations. The point I am making is, we are not using the channels, and our answer is that we cannot afford to do it on an advertising basis.

By Mr. Ilsley:

Q. Your organization is advocating the adoption of the Aird Report?—A. Mr. Chairman, we are urging the adoption of the general principles of the Aird report, but we reserve the right to modify it according to new circumstances and according to our judgment.

Q. Have you made any analysis of figures of cost and cost of maintenance contained in that report?—A. Mr. Chairman, it was not my intention to go

into costs to-day at all. I was intended as a pinch-hitter before other speakers came on to-day. We have made such an analysis, and in due time we will be prepared to present a technical scheme with the full financial analysis. We do not think that at the present time we can do that.

Mr. ILSLEY: The first thing that hits me in the Aird report is the matter of costs. I do not see why you should not go into it as fully as possible.

The CHAIRMAN: I think we should go into it as soon as possible. It is rather interesting to know that most of them are jockeying somewhat for position, I am afraid, just now.

Mr. GARLAND: Would it not be as well for Mr. Spry to give to the Committee his reasons for the statement that Canada will require more channels?

The CHAIRMAN: Yes, I think so.

The WITNESS: Mr. Chairman, that again would depend upon our presentation of a technical scheme. What I stated to-day was that under our present system we do not require more channels.

By the Chairman:

Q. Mr. Spry, what is your League, who do you represent?—A. Mr. Geoffrion is sitting on my list of our support. It would take me more than an hour at least to read the list, but I think I can give you the headlights in a very brief moment. We will circulate a statement showing what the league is, to all the members of the committee.

The League is an entirely voluntary and independent organization. It was organized by a small group of listeners. It is financed by appeals to the organizations supporting us, such as churches, national associations, labour bodies, farmer organizations and private individuals who are members of the League.

By Mr. Garland:

Q. Any newspapers?—A. We wrote to a number of newspapers. I think we have received contributions from not more than three and both the secretary and myself have contributed more than any one newspaper, and between the two of us we have contributed the majority of the funds.

By Mr. Euler:

Q. Does it consist entirely of listeners?—A. Not necessarily.

Q. Does it as a matter of fact?—A. I should think it would consist very predominantly of listeners.

Q. What is the membership?—A. We have a national council and we have an executive committee. We have not been able to afford an organization of membership. We are, in effect, the agency of all federations and organizations which are supporting the improvement and public ownership of Canadian broadcasting.

Q. Could you say approximately how many people you represent?—A. There are about 150 names on our National Council and the various organizations we represent. I did not expect to go into this at this time.

Q. It is not a criticism, Mr. Spry, it is merely seeking for information.—A. Certainly, I appreciate that.

Hon. Mr. EULER: Mr. Spry comes here representing a certain organization. I think it is well that the committee should know who he represents.

The WITNESS: I most appreciate the opportunity. National associations, labour and farm organizations with a membership of 279,308, have passed resolutions and have supported the Canadian Radio League. Sixteen university presidents, 8 provincial superintendents of education, and other educational leaders are members of our council and have supported us. The heads and other leaders

of Roman Catholic, Anglican, United, Baptist and Presbyterian Churches. Some of those religious organizations as bodies, have contributed in a small measure to the financing of the league. Leaders of women's organizations and women's organizations with a total membership of 683,800 are supporting us, and we have the support of 70 publications with a combined circulation of over 2,000,000.

I could analyse the support in any way you wish. Geographically take for example the west. The Legislature of the Province of Alberta passed unanimously a resolution endorsing the public ownership of broadcasting in Canada.

By Hon. Mr. Euler:

Q. Would you say, Mr. Spry, that all these organizations which you have spoken of as being members of your League have definitely acceded to the policy which you have enunciated here?—A. Our method, sir, of getting in touch with them was first of all to find out those organizations which had passed resolutions and we found much to our surprise that there were a large number of organizations which, even before the Aird Commission, had gone into this question and had passed resolutions. An example of that is the Canadian Legion which before the Aird Commission reported had presented a most lengthy analysis of the situation.

Q. What you have said is generally expressive of what the members of your League desire?—A. That is my opinion, sir, and my conviction.

Q. Have any definite steps been taken to ascertain that in a definite way?—A. We have constant communication with our different bodies. We circulate our different members and there has been ample opportunity for discussion.

Q. Have you had any protests from members of your League?—A. We have had two protests. One was the case of a man who was an early member of the League, and he had been spoken to by Mr. E. W. Beatty and he was not so sure that he was in favour of public ownership. The second case is a man who had supported us and had been approached by manufacturers of radio sets which he happened to handle. He is a very prominent man in Toronto. He did not want too great publicity given to his name. We approached him later and he sent us a cheque for \$25. Those are the only two protests we have had.

By Mr. Smith:

Q. How long has your League been in existence?—A. The first steps to organize were taken October 6, 1931. That was the preliminary discussion of a group of listeners here in Ottawa. We then wrote to people throughout Canada, and on December the 8th the League was formally constituted. Before we asked for any support finally, we enunciated our purposes. We made clear the character of our objects, and we secured as great and as ample publicity as we could.

By Mr. Euler:

Q. The suggestion is made that you made an error in saying 1931, it should be 1930. Is that correct?—A. 1930, thank you, sir. Let me give you the support that we have been getting from one section of Canada and I confess that this is not complete. We have no paid officers. It is entirely a voluntary League. We have employed stenographic assistance from time to time but we are a voluntary organization, and we are not in a position to send people out canvassing, or high power salesmanship.

Here is just the Prairie Provinces:—

The Alberta Federation of Labour;
Independent Labour Party;
United Farmers of Alberta;
United Farmers of Canada, Saskatchewan section;

United Farm Women of Alberta;
United Farmers of Manitoba;
University Clubs in Calgary, Winnipeg and Regina;

and all the daily newspapers in the Prairie Provinces with, I think, only one exception—the Brandon *Sun*. No, there is one other, one of the Southam papers is one of our most active opponents in Western Canada. As I say, all but these daily newspapers in the Prairie Provinces are supporting us, and that includes such dailies as the Edmonton *Bulletin*, the Calgary *Herald*, the Saskatoon *Star*, the Regina *Leader*, the Winnipeg *Free Press*, the Winnipeg *Tribune*, etc.

The heads of the three provincial universities, the superintendents of education of Alberta and Saskatchewan, the deputy minister of education of Manitoba, the director of Radio Extension, University of Alberta, are all members of the League's council.

The governments of the Prairie Provinces, as I indicated in the case of Alberta, have certainly shown definite sympathy. In the case of the government of Manitoba they have indicated a general support of public ownership, but they await a definite scheme before endorsing us. I can go on, Mr. Chairman.

The CHAIRMAN: I think probably you had better.

By Hon. Mr. Euler

Q. What is the feeling in Ontario and the eastern provinces?—A. Mr. Chairman, I think that the Radio League might be perfectly frank in confessing that we have not won the battle in the city of Toronto. What is more, the people of Central Canada, and particularly the people of Toronto and Montreal receive adequate and valuable broadcasting. With them, therefore, the question of improving Canadian broadcasting is not so urgent as in other parts of Canada. But what is the situation in Ontario? Well, when we announced our existence one of the Toronto stations, CKGW, broadcasted the suggestion—I would not say the statement—that we were advocating a \$30 licence fee. There was also the suggestion that we were advocating the abolition of the Amos and Andy programs. Mr. Chairman, we have been beaten in Toronto by Amos and Andy

By Mr. Ilsley

Q. Mr. Spry, what is the support in the Maritime Provinces?—A. Mr. Chairman, I am going to circulate this in detail to every member.

Q. I think it is a good thing that these names should come out to tell us who is supporting you.—A. We publish it in our booklet and we circulate that booklet just as far afield as we can afford. Mr. Ilsley, you want the Maritime support?

Q. Yes.—A. In addition to the Maritime representation on our national council of farm and women's organizations, various organizations such as women's clubs have passed resolutions. The League is supported by the leading men of the business and professional communities of the Maritimes, such as Hector MacInnes, K.C., G. Fred. Pearson, K.C., J. D. McKenna, Hon. W. S. Stewart, and W. E. Bentley, K.C.

The leading papers in Saint John, Moncton, Glace Bay and one in Halifax, and Charlottetown, have indicated their support of the League's aims.

The heads of the University of King's College, Dalhousie University, University of New Brunswick, Mount Allison University and the superintendents of education of Prince Edward Island and Nova Scotia are members of the League's Council.

By Mr. Beynon

Q. Might I ask if the League's proposed scheme has been made known to those people in detail?—A. They have received copies of our booklet.

Q. What is your booklet? Does that booklet give the scheme which you are going to put before this committee?—A. The booklet gives general support to the Aird scheme.

Q. No, no. You spoke of having a scheme which you were going to submit to us, a scheme that you are keeping in the background for the time being—has that been made known to the various associations?—A. Here is what we state in the booklet, page 6:—

“The League accepts the general principle of the report of the Royal Commission on Radio Broadcasting—namely, broadcasting as a public service—but is not entirely in accord with all the recommendations of that report and has amendments to offer with respect to financing, the establishment of the national directorate, the selection of the provincial advisory bodies and local broadcasting.”

Q. That is not the question I asked. Is the scheme which you purpose submitting to this committee?—A. The technical scheme has not been submitted.

Q. These organizations, and people and papers and so on, when you say that they are supporting the League they are supporting the League in the principle of government ownership?—A. They are supporting it according to this booklet and according to the letters that we send them.

Q. Now, what evidence have you that they are supporting all that is in that booklet?—A. Well, they have sent us money and they have written us, and they have assisted us in getting further members.

Q. But they have not formally passed on the contents of that booklet?—A. In what respect? We have had meetings that have passed on this booklet and of which ample notice has been given.

Q. Meetings of what?—A. Of the council, or of the executive of the Canadian Radio League.

Q. Oh, yes, but I am speaking now of these farm organizations and other bodies?—A. Mr. Chairman, I will be perfectly frank. The League wrote a number of the resolutions which are in question. Certainly they passed on it.

Q. The Canadian Radio League wrote the resolutions?—A. We approached these organizations; we discussed it with them; we asked them what their objections were; we went into it as fully as we could and these organizations have passed these resolutions.

Q. Have you any of these resolutions?—A. Mr. Chairman, we have not a single resolution here this afternoon, but we have all our resolutions typed out. They are being mimeographed this afternoon and they will be distributed to the members of this committee, every one of them. We had a telegram, for example, to-day from the United Farmers of Saskatchewan with instructions to speak in their name, provided we supported the principle of public ownership.

By Hon. Mr. Euler:

Q. I was merely going to ask, could you give approximately the percentage of those belonging to your organization that have definitely and formally expressed approval of your project?—A. We will indicate that very fully by quotations from letters or resolutions of those organizations.

Q. You may have a large number of them, but whether it is a majority or less than the majority it will be interesting to know just to what extent it is unanimous or nearly unanimous.—A. On the principle of public ownership those resolutions are unanimous.

Q. And did you receive resolutions from a majority of the members belonging to the organization?—A. From every individual member, no.

Q. Take the organizations?—A. From a majority of the organizations, yes. Take the National Council of Women, it was discussed at the last two annual conferences and I believe at a third. In the case of the Daughters of the Empire it was first of all taken up by the directorate. It was then submitted to the Annual Conference, to the delegates from all over Canada and it was passed, I believe, unanimously. In the case of the labour organizations, the Trades and Labour Council of Canada, that had been discussed long before there was any Canadian Radio League. The position had been taken and at subsequent representations to the government it has been there presented and endorsed. The same I believe applies to the organizations of labour which are speaking this afternoon.

Q. I am just trying to find out how nearly you approach unanimity on the thing?—A. Unanimity is the word, sir.

By Mr. Garland:

Q. Would it be accurate to say that all of the organizations and all the individuals that have associated themselves with your organization are unanimously in favour of the public ownership of radio broadcasting in Canada?—A. Well, for every single member, Mr. Chairman, I cannot make the statement—

Q. Can you make the statement that all the organizations who affiliated are in favour?—A. Yes, through their official organs, through their councils and executives. They have discussed it in their publications.

By the Chairman:

Q. You will be able to furnish us with a list of those associations?—A. Yes.

By Mr. Smith:

Q. Mr. Spry, will you give the committee the name of the leading Halifax newspaper that is supporting your League?—A. It is the Halifax Chronicle. In our organization we have an individual in most of the cities in Canada who acts as a sort of secretary and keeps in touch with our other members. Our representative in Halifax is Mr. Hector MacInnes.

By Mr. Beynon:

Q. Are those organizations affiliated with the League?—A. Yes.

By the Hon. Mr. Euler:

Q. Financially?—A. Not necessarily financially. That was one of hopes and it has been realized but it is not a condition.

By the Chairman:

Q. An expression of good-will in most cases?—A. More than an expression of good-will, an active participation. The gentleman I mentioned, Mr. Hector MacInnes is of most valuable assistance. Most active, and I could give to the committee the names of many Canadians who have been active in that manner. Take Winnipeg, Mr. Paul Nanton and Mr. R. K. Finlayson.

By Hon. Mr. Euler:

Q. You mentioned pretty well all the provinces with the exception of the Province of Quebec?—A. I will be very glad to do that, Sir. The League's objects have gained a widespread and enthusiastic backing in the province of Quebec. Leading business men and educationalists are members of our council. The following is a list of members of the League's council in the Province of Quebec:—

Monseigneur Camille Roy, Rector, Laval University; Past President, Royal Society of Canada;

Monseigneur Piette, Rector, University of Montreal;
 Canon Chartier, Vice-Rector, University of Montreal;
 Monseigneur Alexandre Vachon, Laval University, Quebec;
 Col. John Price, President, Price Bros., Quebec;
 Very Reverend J. C. Farthing, Bishop of Montreal;
 General Sir Arthur Currie, President, McGill University, Director, Bank
 of Montreal;
 Reverend Archdeacon Scott, C.M.G., D.S.O., Quebec;
 H. Edmond Dupré, Vice-President, Compagnie Chicin, Quebec;
 Sir Georges Garneau, President, Battlefields Commission;
 Louis St-Laurent, K.C., Quebec, President, Canadian Bar Association;
 Brigadier-General T. L. Tremblay, General Manager, Quebec Harbour
 Commission;
 Hon. Frank Carrel, Quebec;
 Fred N. Southam, President, Southam Publishing Company, Montreal;
 W. M. Birks, Past-President, Chambers of Commerce; Past-President, Mont-
 real Board of Trade;
 Lady Drummond, Montreal;
 Morris Wilson, Montreal, General Manager, Royal Bank of Canada;
 The late C. E. Neill, Montreal, Vice-President, Royal Bank of Canada.

Q. Have Amos and Andy got the same influence in Montreal that they have in Toronto?—A. I am not sure that Amos and Andy was on CFCF at that time.

The leaders of the Catholic Church in Quebec including his Eminence the late Cardinal Rouleau and Archbishop Gauthier have approved the League's object. The following is a message which the League received from the late Cardinal Rouleau:—

“Cardinal Rouleau, O.P., Archbishop of Quebec, cannot do otherwise than applaud any measures that would tend to improve the radio broadcasting service in our country.

“In this marvellous invention is a potent means of popular instruction and education. It is important to eliminate from the programs anything that might cause error, vulgarity or danger to the soul of the people, and only to give moral, philosophic, literary, scientific or artistic productions likely to elevate the thoughts and to refine the feelings.”

That was sent to the Canadian Radio League in both French and English and this is the translation which was provided by the Cardinal.

Monseigneur Roy, of Laval University:—

“I am very happy to see this League formed and to see it already engaged in bringing about the reorganization of Canadian broadcasting on a public service basis. I have already approved of the support given to the League's aims by the Royal Society of Canada and by the “Universities' Conference. I wish to say, therefore, how much I personally am in sympathy with the work and projects of this League. I am convinced that only by means of an authorized public service can Canada be assured of a suitable and practical broadcasting organization and one adapted to her needs.”

Monseigneur Piette:—

“I am convinced that broadcasting, which has become a powerful instrument of education and social good, ought to be brought under adequate control as soon as possible. I am heartily in favour, therefore, of the formation of a Board which would regulate broadcasting in the public interest. I am confident that, if well organized on a public service

basis, the dignity of this powerful medium of communication would be raised and it would be made a great deal more valuable for all our people." Monseigneur Vachon:—

"I must tell you that I am absolutely in sympathy with the movement authorized by the Canadian Radio League and I will be pleased to give it my active support if it can be of any use. I understand very well the enormous influence of broadcasting for good or evil and the absolute necessity of exercising control over this marvellous means of communicating ideas."

The following newspapers have indicated support of the League's projects:—

Le Devoir, Montreal;

La Patrie, Montreal;

Progrès du Saguenay, Chicoutimi;

Leader-Mail, Granby;

La Nouvelliste, Three Rivers;

L'Evenement, Quebec;

Chronicle-Telegraph, Quebec.

Only as to the general principle, the *Montreal Star*.

By the Chairman:

Q. What about Ontario, we might as well finish them while we are at it?—

A. From the business point of view the League has secured the support of a large number of bankers and so forth:—

A. T. White, Vice-President of the Canadian Bank of Commerce;

A. E. Phipps, General Manager, Imperial Bank of Canada;

Arthur Anglin, K.C.;

C. L. Burton, President, Robert Simpson Company;

Thomas Bradshaw, President, North American Insurance Company;

Maj.-Gen. the Hon. S. C. Mewburn, Vice-President, Bank of Montreal;

Frank A. Rolph, President, Imperial Bank of Canada, President, Toronto Board of Trade, 1930;

Hon. N. W. Rowell, K.C., President, Toronto General Trust;

Col. O. M. Biggar, K.C.;

Russell Smart, K.C.

We have another list of names as well as those which I have not in this particular memorandum.

The vast majority of Ontario's influential dailies and periodicals irrespective of party affiliations have rallied to the support of a national system.

The heads of universities of Toronto,—Queen's, Ottawa, McMaster, Victoria College and the chief superintendent of education for Ontario are members of the League's council. That, sir, is Ontario. We have another list.

By Hon. Mr. Euler:

Q. Are there any other organizations?—A. Labour organizations?

Q. Yes?—A. Only through the national organization.

Q. Not from Ontario?—A. No, we have not particularly set out every individual provincial organization. If we have the national organization and it has been discussed fully we are satisfied.

By Mr. Garland:

Q. Now that we have the character and quality of this organization may I ask a question. Mr. Spry, you referred to a contest that was likely to ensue at the Madrid Conference between the United States representatives and the European representatives in respect of their respective rights. How will they be likely to conflict?—A. Well, Mr. Chairman, I confess at once that I am not a technical

radio man. Like Mr. Aylesworth, the president of the National Broadcasting Company, I really do not know a vacuum tube from an inner tube, and I heard him say that under oath before the Federal Radio Commission. However, the general set-up of the International situation is fairly simple and fairly clear. I had a chart here dealing with the growth of power and the number of stations in Europe. In Europe broadcasting is an international public agency, and national policy is bound up with it. I need only refer you to the instance of Russia or of Poland, to show the dangerous uses that may be made sometimes of radio. Those countries have been developing their power since 1927, for the last 5 years. The broadcast band is divided up into 106 channels. In Europe 85 to 89 of those channels are clear channels, channels upon which only one station is broadcasting. Nevertheless, due to the great increase in power there is very violent interference. For example, one of the largest German stations—a station of 75,000 watts—breaks in on a London station. That is an example. I can give you other examples. That situation is calling for remedy and as I say there are only two ways that that can be remedied, and the principle one which it appears Europe seeks is the extending of the broadcast band. On any receiving set dial you have 550 to 1500 kilocycles, or it may be in the corresponding metres. Below 550 kilocycles there is a further section of that whole spectrum and the European nations are suggesting that a portion of that band in what are called the long waves be taken from another service and applied to broadcasting, the sort of broadcasting we would hear if we were in Europe over our ordinary receiving sets. For example, at the present time the S.O.S. signal—and the technical men here can correct me—for ships at sea is in that section below the ordinary broadcast band which we use every day. Now, what are you going to do? Are you going to move these other services as, for example, the S.O.S., to another section of the spectrum? Europe says, Yes, let us increase the number of channels by taking into the reception range of the ordinary receiving set the usual broadcasting station, those long waves before 550 kilocycles, say between 350 and 1500. That is the European proposal so far as I know it and that is what they are going to stand by. The United States apparently is not inclined to consent, but of course I have no official information, I have this only from information I have been able to glean from official publications and from conversations which I had with representative officials of the United States last summer. The United States is in a manner satisfied with the present broadcasting zone of 550 to 1500 kilocycles. They are not so keen on altering at Madrid, the distribution of existing services and different broadcasting bands. I am sorry that I cannot give you a full description but there is a difference between things here and as they stand in Europe. Just to explain that point, the proposal is suggested in the British Broadcasting company year book that there be a wider range between channels which now stand at 9 kilocycles and these are to be increased to 11 kilocycles.

In Canada, and in North America generally, the separation between two stations is 10 kilocycles. In Europe it is only 9. The result is that in Europe there are 109 broadcasting channels while in North America there are only 96. The European proposal is that the separation between channels is increased to 11 kilocycles. That means that there is to be a further reduction of channels to around 87.

Mr. GARLAND: Mr. Chairman, Mr. Spry has told us that it is proposed to add to the spectrum a certain number over 500, that of course is principally European. The way this thing is constituted now it might be regarded as a problem between continents. I do not think it would be suggested for a moment that even though all this part of the spectrum were used that such broadcasting would be likely to interfere with any broadcasting in Canada; is that right?

The WITNESS: No, certainly not, that is not the point. The problem we are facing is the problem of the North American stations rather than the European and as I tried to make clear in my memorandum, will the bargaining position be better after we have stated our position at Madrid and had it perhaps recognized by that conference? Would our position be stronger when we must eventually come to a division of the channels within that broadcasting zone between Canada, the United States, Mexico, Cuba, Newfoundland and St. Pierre Miquelon (which is now operating, I am told, on a Canadian channel).

By Mr. Garland:

Q. As a result of your studies, Mr. Spry, what would you recommend as the stand to be taken by the Canadian delegate to the Madrid conference. Do you think he should advocate the increasing of the spectrum?—A. Mr. Chairman, I would prefer not to give any specific answer to that. It is a big matter. It is of such importance that you will see in my recommendation that all we have said with respect to the Madrid conference is that Canada should be represented.

Q. Canada should be represented there you say, but with a definite policy? —A. Yes, with a definite policy because if we have no definite policy when the allotment of the broadcasting zone is made at Madrid, and later confirmed in the United States and in North America, if there is a change in the separation between stations in Europe and the United States with fewer stations being permitted to use these channels, after they have been allotted what chance in the world will Canada have two years from now of claiming more channels? She will be competing for channels against millions of dollars.

Q. The issue is immediate and should be dealt with immediately. The implication, then, in my own mind, Mr. Spry, is that Canada will no doubt require more channels?—A. If we are to have as effective coverage as we should, we will require more channels and as I say that is a big matter.

Mr. SPOTTON: I am not a member of your committee but I have been following this matter intimately and I would be glad if you would bring out a little more clearly just who the Canadian Radio League are. I would like to know when they were organized; where their charter is; what the name of their secretary is; have they any records of their membership; where do they hold their annual meetings; are they a national organization, or just who do they represent. You know how it is, the Moderator of my church may say that he is representing so and so when, as a matter of fact, he may not even represent his wife in the matter. I have been trying to find out who these people are since we first heard of them years ago—before the fall of 1930. I'd just like to know who they represent—it may be a great many, we will take it for granted that it is—I would just like to get enough information so that we will know that they really represent someone.

By the Chairman:

Q. In the papers you have filed you have that point pretty well covered I suppose?—A. Yes, Mr. Chairman, I think it is pretty well covered.

The CHAIRMAN: Are there any other questions? If not, we have a representative here of the All-Canadian Congress of Labour, Mr. Burford.

Mr. BURFORD: My name is W. T. Burford, Mr. Chairman. I am secretary of the All-Canadian Congress of Labour. My presentation is that of an organization which is not exclusively concerned with radio broadcasting, or with radio in any other manner as a means of communication, we are not concerned with that side of it.

The All-Canadian Congress of Labour has been interested in radio as a means of nursing public opinion for the last four years, and we recognize in our progress the similarity of interest between those who are now asking for national control of radio broadcasting with those who are engaged in the same battle as ourselves to eliminate alien influences in the economic affairs of this country. Our representation has been summarized, Mr. Chairman, in a statement which I would like to read, and it will not take many minutes.

MEMORANDUM ON RADIO BROADCASTING IN CANADA

Submitted by the All-Canadian Congress of Labour to the Parliamentary Committee on Radio Broadcasting, March 15, 1932

Radio broadcasting, as a medium of popular instruction as well as entertainment, is of great interest to the All-Canadian Congress of Labour and to the national labour unions which it embraces. When the Royal Commission on Radio Broadcasting conducted its inquiry in 1929, the All-Canadian Congress of Labour and one of its affiliated unions were the only labour organizations which presented the views of the workers at the public hearings.

The congress was gratified to note that the views it then presented were received by the Royal Commission with approval and that they formed the basis of the commission's recommendations. After the lapse of nearly three years, during which time the congress has become more firmly convinced than ever that present broadcasting arrangements are unsatisfactory, it feels that the principal recommendations of the Commission are worthy of endorsement.

Since the commission reported, however, the broadcasting situation has changed in two respects. First, the country-wide high-class programs sponsored by advertisers have diminished in number and frequently until now they are available to listeners during only four or five hours in the week, this being the result, presumably, of depressed business conditions. Secondly, the final court of appeal, the judicial committee of the Privy Council, has cleared up the jurisdictional question by deciding that the Dominion Government has undivided authority over public broadcasting. It is reasonable to suppose that, had the Commission not thought that the provinces possessed certain legal rights in radio administration, it would not have solicited their co-operation in the manner it did during its inquiry, and that it would not, in return for that co-operation, have recommended provincial representation on a proposed board of control. And had the commission anticipated a marked decline in the quality of broadcasts provided by advertisers it would probably not have placed so much reliance as it did upon the sponsored program.

The All-Canadian Congress of Labour is of the opinion that the report of the Royal Commission on Radio Broadcasting should be adopted by the government as a basis of policy, subject to the modifications necessitated by altered circumstances. So modified, the proposals of the commission will be in conformity, in all essential respects, with those offered by the Congress in 1929.

The congress does not concur in the opinion expressed by the Royal Commission that "the provincial authorities should be in a position to exercise full control over the the programs," nor in the recommendations for provincial radio directors and advisory councils, and it would eliminate all advertising from broadcasts, whether direct or indirect.

The worst defect of the existing broadcasting arrangement is its relegation of an important public utility to the position of an agency to promote the sale for profit of other services and merchandise. Such value as is received by the public from broadcasting is as secondary in the minds of those who pay for it as the coupon in a packet of cigarettes is to the tobacco manufacturer. So long as radio broadcasting is a mere advertising medium, the advertising is bound to occupy a predominant position in all programs. The hours when most listeners are tuned in will be at the disposal of the advertisers with the greatest resources, and each advertiser will seek to attract attention by using his period for entertainment rather than for instruction. During the evening hours, therefore, the listener has no choice except as between one kind of amusement and another. The educational possibilities of broadcasting are almost wholly neglected. The occasional serious program is broadcast in the unseasonable hours, late at night or in the morning, when few can benefit.

In Canada the disadvantage resulting from private enterprise in radio broadcasting is coupled with that of the inability of such private enterprise to provide effective competition with United States stations of greater range and more substantial endowment. Canadian stations, in short, cannot "keep up with the Joneses." The Royal Commission found this to be a matter of general complaint.

"In our survey of conditions in Canada," it reported, "we have heard the present radio situation discussed from many angles with considerable diversity of opinion. There has, however, been unanimity on one fundamental question—Canadian radio listeners want Canadian broadcasting. . . . At present the majority of programs heard are from sources outside of Canada. It has been emphasized to us that the continued reception of these has a tendency to mould the minds of the young people in the home to ideals and opinions that are not Canadian. In a country of the vast geographical dimensions of Canada, broadcasting will undoubtedly become a great force in fostering a national spirit and interpreting national citizenship."

As an organization which is deeply interested in the elimination of alien interference in the affairs of this country, the All-Canadian Congress of Labour believes that on the broad ground of public policy radio should be removed from its present inefficient private control—which has brought Canada into a state of dependence upon the United States for its radio programs—and be controlled and operated by the Dominion Government as a national service. By that means only can radio in Canada be prevented from degenerating, like the cinema and the popular magazines, into an instrument of United States propaganda. The Government has recognized the need to restrict the influx of printed matter from foreign countries and has done so by means of a customs tariff. It cannot, however, keep out electric waves, and to dissuade the Canadian people from absorbing American culture by radio a much more efficient broadcasting service than private enterprise can provide is needed in Canada.

The influence of foreign publications in Canada is of course limited by their profitable distribution. Radio broadcasting differs in this important respect, that those who listen are not directly paying subscribers for the service they receive. The stations are not paid by the audience at so much a program, as one buys a newspaper or a magazine. Since all stations can be heard, it is right that all which are worth hear-

ing should receive support out of a common fund contributed by the audience. The nucleus of that fund exists in Canada, being derived from the sale of licences on receiving sets. Support from such a fund would naturally imply an obligation on the part of the stations concerned to provide a uniformly good service, and, to render this possible, co-ordination—the pooling of resources, both material and technical—is obviously necessary. Full co-ordination would, it is believed, require the granting of a monopoly.

The All-Canadian Congress of Labour shares the view of the Royal Commission that radio broadcasting should be a public monopoly, that an organization similar to the British Broadcasting Corporation should be charged with the control and operation of the stations, and that these should be owned exclusively by the Dominion.

The Congress therefore recommends:—

1. The organization of a Canadian Broadcasting Corporation, with a board of directors appointed by the government, vested with complete administrative control of broadcasting.

2. The extension of the activities of the Radio Branch of the Department of Marine to provide technical service to the Canadian Broadcasting Corporation for the installation and maintenance of stations; the Radio Branch (or the Department of Communications as it may become) to be authorized by legislation to make use of all patented apparatus, at an arbitrated valuation, for the general advantage of Canada.

3. The non-renewal of present broadcasting licences on their expiration.

4. The erection of a series of six or seven powerful broadcasting stations by the Government, as recommended by the Royal Commission, these to be placed at the disposal of the Canadian Broadcasting Corporation as initial equipment.

5. An increase in the licence fee for the operation of radio receiving sets to \$4 per annum, fifty cents of this sum being allotted to the Radio branch for its regular service of inspection and interference-prevention, the remainder being allotted to the Canadian Broadcasting Corporation.

6. The selection as directors of the Canadian Broadcasting company of persons representative of purely Canadian cultural and economic interests, without regard to the geographic and political divisions of the country, at least one of the directors being selected from the national labour unions.

Summarizing that statement, Mr. Chairman, we recognize that Canada already possesses the practical equipment necessary for the maintenance of an efficient broadcasting service. In the Department of Marine the Radio Branch has already all the technical offices necessary to equip and to man any station which may be needed. They could render an efficient service, we believe, if such a service were needed as a national undertaking in Canada. All that is necessary in order to achieve this goal of national broadcasting is an advisory body, a board or commission, or some organization which can superintend programs and the general organization. And the boiled-down recommendations of the All-Canadian Congress of Labour are that the technical machinery is already here, and that all we need to put it into use, and to bring about national broadcasting is to appoint a body which would have entire control of broadcasting operations in the interests of the public.

By Mr. Garland:

Q. Mr. Burford submitted as one of his arguments in the memorandum which he read the suggestion that because advertisers were in a position to command or control most of the best reception periods of the day, or the time in

which radio receivers were most in operation, and as a result of such conditions entertainment rather than educational matter was being broadcast. Is that correct?—A. That is so.

Q. Under a national broadcasting system you would not suggest that educational matter rather than entertainment, or advertising, programs would be put on the national broadcasting time?—A. Not essentially, Mr. Chairman. We feel that the broadcasting arrangement we have to-day is such that one advertiser vies with another to put on in their advertising something a little more attractive or a little more entertaining. You may get fifteen minutes of jazz music followed by fifteen minutes of coon ditties while another rival advertiser will be putting on another form of entertainment so that there is a constant repetition without any fundamental variation in the entertainment programs. It does not constitute a program in short, but it constitutes an effort by diverse interests to outrival one another.

Q. Isn't it evident that that is what the public want; and if it is not what the public want how are you going to force them to listen to your Canadian broadcasts even after you nationalize them?—A. I do not think it is what the public want, it is what the public can get, and it is all they can get at the present time. They have no choice between programs which are essentially duplication. They have to listen in the hope of catching one they want.

By the Chairman:

Q. How many members have you, approximately, in your organization?—A. Approximately, 29,000, Mr. Chairman.

Q. About 29,000? You are a Canadian union?—A. That is so.

Q. And your objection is to interference by American labour unions?—A. In broadcasting, no. Our objection is to interference in the economic affairs of Canada and to the influences of these United States controlled labour organizations which have already too big a representation in this country. We have been engaged for five years combating these organizations as we do not feel that it is necessary to submit to dictation from trade organizations in the United States. We feel that in this field of radio broadcasting there is a matter very close to our own interests or rather to the interests or the movement for which we stand, and that if we can achieve national broadcasting the influence of these various foreign agencies will be reduced.

Q. Have you made any effort to find out what it would cost to set up an all-Canadian broadcasting organization?—A. Full inquiry was made into the matter of cost by the Aird Commission, Mr. Chairman, and we assumed that the figures which the Aird Commission has prepared are correct.

Q. You have not attempted anything of your own?—A. We have not attempted anything of our own. We have not the technical equipment to do that.

By Mr. Garland:

Q. You are not suggesting the development of any great scheme involving a large expenditure, but rather a definite program at the national expense?—A. We would assume that the recommendation of the Aird Commission in that respect would apply; that the government would make an advance or guarantee the bonds of the broadcasting corporation for a certain sum, which I believe was said to be around \$5,000,000, in order to erect the necessary stations. The interest on the bonds we feel assured would be paid by the receipts from licences as it is in Great Britain.

The CHAIRMAN: Any other questions? Thank you, Mr. Burford. Is there anybody else to be here to-day? Is anybody ready to go on to-morrow—we have some business for to-morrow but I do not know at the moment just what it is.

Mr. SPRY: The Canadian Radio League are prepared to bring from Great Britain a Canadian gentlemen of large experience who has been studying British broadcasting, and without any expense devolving upon the Government whatever. We are also prepared to bring a gentleman from the United States who has had wide experience in educational broadcasting. If the committee saw fit to approve of that we would make immediate arrangements to bring these gentlemen before this committee.

The CHAIRMAN: It is in the hands of the committee. What is your pleasure, gentlemen?

Mr. ILSLEY: I move that we hear them.

Hon. Mr. EULER: The suggestion has been made that under present conditions it is just a matter of choosing between one form of amusement and another. I think there is a great deal of truth in that. I also feel that a national broadcasting system would involve more educational instruction and so on. There are a great many people who don't want to hear that sort of activity—perhaps what they want more is something like Amos and Andy and so on. The question is this: Even if we had these six or seven national stations giving their educational programs would not the listener be precluded from tuning in on these other stations, if he wanted to, from the United States? Is there any way by which that can be done?

Colonel STEELE: It can be done, if you change the whole campaign on which you are broadcasting and also if you can force your manufacturers of radios to change the construction of their sets.

Hon. Mr. EULER: Do you mean that it could be so arranged that you would have to listen in exclusively to the Canadian broadcasting stations?

Colonel STEELE: It amounts to that, yes. May I make a statement, briefly? We are in Canada at present working in the internationally allocated channels for broadcasting from 550 to 1,500 kilocycles. Provided that we take from that band sufficient frequencies to build up the proposed national chains there would be nothing to interfere with listeners tuning in to national broadcasts or programs coming in from the United States. On the other hand, it would be possible to build up a national scheme using bands of frequencies in the spectrum below those allotted international for broadcasting. Then it would be only a question of inserting a different coil in the set.

By Mr. Garland:

Q. That would mean a new type of reception for Canada?—A. Not a new type of reception particularly but it would mean that we would have to put a new coil in the set.

By Hon. Mr. Euler:

Q. I think the Aird report contemplated some such arrangement as that. Was that the fact?—A. My interpretation of the Aird report was that it contemplated building up its system within the present international bands. What I have just outlined is a little different from that, and I suggested it as a possible alternative.

By Mr. Garland:

Q. I do not want the committee to waste time considering this, but if we were to adopt such a strange idea as accepting another section of the spectrum, is it ever likely that we should develop a receiving set and a broadcasting apparatus sufficiently efficient to give us anything like as efficient a broadcasting service as we are getting to-day?—A. These sets are actually on the market to-day. They are being turned out by Canadian companies.

Q. Is the reception as good as you get with the other sets?—A. Yes, it is just as good.

The CHAIRMAN: Are there any other questions? There is a motion before the chair, I think.

Mr. ILSLEY: I move that these men Mr. Spry has mentioned be called before the committee.

The CHAIRMAN: That is agreeable to all the gentlemen of the committee; that we hear these gentlemen? Then I declare the motion carried.

The committee adjourned until Wednesday, March 16.

SESSION 1932
HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 3

THURSDAY, MARCH 17, 1932

WITNESSES

Mr. Charles A. Bowman, Editor, "Citizen", Ottawa.

Mr. Agustin Frigon, Ph.D., Director "Ecole Polytechnique", Montreal;
Director-General, Technical Education, Province of Quebec,
Montreal.

(Former members of the Royal Commission on Radio Broadcasting, 1929)

OTTAWA
F. A. ACLAND
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
1932

MINUTES OF PROCEEDINGS

THURSDAY, March 17, 1932.

MORNING SITTING

The Special Committee on Radio Broadcasting assembled at 10.30 a.m. this day in room 148, Senate, Hon. Mr. Morand, the Chairman, presiding. The following members of the Committee were present:

Messieurs: Beynon, Cardin, Euler, Gagnon, Garland (Bow River), Ilsley, Morand, Smith (Cumberland) and Wright,—9.

In Attendance: Charles A. Bowman, Esq., Editor, *Citizen*, Ottawa. Agustin Frigon, Esq., Ph.D., Director Ecole Polytechnique, Montreal, Director-General, Technical Education, Province of Quebec, Montreal, Que. Commander Edwards, Director of Radio, Marine Dept., also, Lt.-Col. Steel and Mr. J. W. Bain, technical radio advisers, and other representatives of various radio interests.

The Chairman announced that in response to request, Mr. Bowman and Dr. Frigon were present and ready to take up with the Committee, the Report of the Royal Commission on Radio Broadcasting, in detail.

Mr. Bowman and Dr. Frigon called, making their statements and answering questions jointly, as former colleagues on the said Commission.

Subjects taken up and considered:

Survey of conditions in Canada, *re* private enterprise in the radio field, public ownership, operation and control, *re* personnel of proposed governing body, broadcasting stations, licence fees, programs, finance, etc.

Certain questions were answered on technical and expert radio matters, by Commander Edwards, Col. Steel and Mr. Bain.

It being 12.30 o'clock the Committee agreed to adjourn and re-assemble again at 1.30.

The Committee adjourned.

AFTERNOON SITTING

The Committee resumed at 1.40 o'clock, the Chairman presiding; the following members of the Committee being present:

Messieurs: Beynon, Cardin, Gagnon, Ilsley, Morand, Smith (Cumberland) and Wright,—7.

The witnesses of the morning sitting again being present, the Aird Report was further considered. Considerable discussion on radio interference, costs in connection with stations and operation, the merits of public control as against private enterprise, subject to partial control, etc.

Discussion followed until 3 o'clock. The Chairman announced the hour and the Committee decided to adjourn. The witnesses retired.

The Chairman on behalf of the Committee thanked the witnesses for the very interesting discussion; Mr. Bowman in return thanked the Committee for the very courteous reception given the witnesses.

The Committee intimated that the two gentlemen might be required again at a later date.

By general agreement the Committee adjourned to meet again to-morrow Friday, same room—at 10.30 a'clock a.m.

E. L. MORRIS,
Clerk of the Committee.

MINUTES OF EVIDENCE

ROOM 148,

March 17, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Mr. Morand presiding.

The CHAIRMAN: Gentlemen, you all have a copy of the short resume made of what was presented to the Committee at our last sitting, to keep on your files and make it a little easier to summarize later on.

You also have before you a statement of the Ontario Radio League, which they have sent in. They are to be heard a little later on, probably after Easter.

We have with us this morning two members of the Royal Commission to go over with us the Aird Report. Sir John Aird was to be here, but unfortunately he is ill and cannot be present. He may come later. Mr. Bowman and Dr. Frigon have kindly consented to go over this report with us this morning, bringing before us the salient points, and answering any questions that we may wish to ask. I will ask Mr. Bowman first to give us a few minutes introduction in respect to it.

CHARLES A. BOWMAN and AUGUSTIN FRIGON, called.

Mr. BOWMAN: Mr. Chairman, I might preface the reading from the report by giving a short statement about the way we were set to work on this investigation.

The Commission, so far as I know, was appointed without any of the three members having consulted with each other in any way previously. We had not met until we were appointed, and then we met in the Minister's office for the first time. None of us had absolutely made up our minds on any particular method, and all through the work that we carried on we did not attempt to influence each other, so that we made more or less our own conclusions and put them into separate summaries of what we felt might be done. The Chairman, Sir John Aird, recommended that we should do it that way, and I can say that so far as my own knowledge of Sir John's views on the subject was concerned I did not know until he brought down his report what his recommendations were going to be in any way at all. Unanimity was arrived at without one or other of the Commission attempting to exercise influence on each other's views.

We felt it would be wise to go to the other countries first and find out what they were doing before we travelled through our own country, and so we visited the National Broadcasting headquarters in New York and went over their plant and visited their station; and then we went abroad and visited the British and European countries,—as many as we could find time to do—Great Britain, France, Germany, Belgium, Holland; and we went to Geneva where the International Office is situated. We also visited the Irish Free State and Belfast, where there are stations, and then we came back and we went through Canada and held open meetings in 25 cities. These meetings were open to anyone who wished to come before the Commission and express their views, and Sir John was very generous and lenient in that way. He insisted upon everyone being given ample hearing. And then having done that, as I say, we got to work and we drafted what we felt would be a plan to develop, and then we found that we were unanimous in our views on the subject.

With those few prefaced remarks I will be prepared now to go along with the report, unless you wish to have anything additional from Dr. Frigon about that.

Mr. FRIGON: Well, Mr. Chairman, all I can do is to confirm what Mr. Bowman has said. I may add that, as far as I am concerned, if the need arose I would have no objection to signing the same report again to-day, although we have had almost three years' discussion on it, and, further, I cannot see that we would have to add anything to it. I think it is quite complete the way it is now.

As Mr. Bowman told you, the first thing we had to do after we were appointed was to study the problem from the general point of view. That is why we went to other countries, to see what they were thinking about it there. The next step was to gather facts about local conditions here, and that is why we travelled all over Canada.

It is some satisfaction to me to know that the objections that have been brought forward against the report were never against the actual facts in the report. For instance the great argument of those who did not approve of the report was that we recommended government ownership. Well, I think that Mr. Bowman and I can prove to you, by reading over the report and discussing it, that that is not the case. We did not recommend what you might call State or Government ownership of radio broadcasting.

At present the situation in Europe is about the same as it was three years ago, and what we were told then has certainly matured. It may be said that in Europe there is only one country where they have exactly the same system as in the United States. That is Luxembourg, when they will start in April a station which will be run strictly on the American plan. All the other countries have either full government control or some other system which is a composite of the American plan and what you might call the government ownership plan.

That is all I have to say, Mr. Chairman. If you would like us to go down the report and discuss the different points we will be glad to do so.

The CHAIRMAN: I think that would be the most satisfactory way.

Mr. BOWMAN: I would ask you, Mr. Chairman, to turn to page 6 of the report, the first paragraph at the top of the page:—

"In our survey of conditions in Canada, we have heard the present radio situation discussed from many angles with considerable diversity of opinion. There has, however, been unanimity on one fundamental question—Canadian radio listeners want Canadian broadcasting."

Now, that was something we all were very greatly impressed with, that desire for Canadian broadcasting, apart from any other opinion about how it should be done.

Hon. Mr. EULER: Not to the exclusion, I suppose, of other broadcasting?

Mr. BOWMAN: Not to the exclusion of American broadcasting, or any other that we may have, but they did feel that we should be getting more Canadian broadcasting.

Mr. GARLAND: What they meant was Canadian service?

Mr. BOWMAN: Yes.

Mr. SMITH: And not that there was any objection to other broadcasting?

Mr. BOWMAN: No, but that did not influence us in making our report. In our report we were very careful to safeguard the rights of the listeners to hear American broadcasts if they want to, and you will find that as we go along.

Mr. BEYNON: There would not be the same unanimity in the matter of other broadcasts as in the matter of the one of Canadian broadcasts?

Mr. BOWMAN: There was a unanimous opinion in favour of hearing more Canadian broadcasts.

Mr. FRIGON: I think in this regard there were a few points that were brought forward. One of them was that our Canadian listeners—and especially the younger generation—were listening all the time to American broadcasts, including political speeches or government talks, and that we did not have a real service in Canada to balance that American broadcasting. Another thing was that there should be means provided to help Canadian talent to go on the air.

The CHAIRMAN: To develop Canadian talent?

Mr. FRIGON: Yes. Those were two of the strong points in favour of a Canadian broadcasting system.

One other thing also was the great possibilities of getting the different provinces in closer touch with one another by a national system which would provide for programs; for instance, informing the various provinces of the activities of one another, dealing with such matters as economic affairs, or the history of different parts of Canada, the system we propose would easily provide for that sort of Canadian service. Of all the witnesses that we had before us there was only one who said he did not care whether all our programs were American or Canadian. All the others emphasized the fact that we would have a majority of truly Canadian broadcasting.

Mr. GAGNON: Did you have an expression of opinion about Amos and Andy?

Mr. FRIGON: At that time we did not have them on our programs, but we had remarks on some of the broadcasting on the west coast coming from the United States which, while not exactly antagonistic to Canadians, had too much of the American influence in them, for instance some historical sketches which neglected altogether the Canadian aspect. More often than not they were distorting the facts to the benefit of the American side of the question.

Mr. BOWMAN: Such as the arrival of Captain Vancouver on the Pacific Coast. They talked about Vancouver, and the listeners down there all felt that it was Vancouver in the United States.

Mr. GAGNON: I understand your recommendations are contained on page 7?

Mr. BOWMAN: Yes.

Mr. GAGNON: Since the judgment of the Privy Council has been rendered, do you think you have something on which to change your recommendations?

Mr. FRIGON: No. The suggestions might remain exactly the same. The only difference is now that I understand the Federal government has full power to do as they please, whereas before there might have been some question as to whether the provincial governments would have something to say; but the suggestions that we made in this report can be applied exactly as they stand now without any changes.

Mr. GARLAND: As a matter of fact, the decision of the Privy Council would rather strengthen your report?

Mr. FRIGON: From a certain point of view, yes, it might even help.

Mr. GARLAND: May we proceed through the report?

The CHAIRMAN: Yes.

Mr. BOWMAN: In the middle of that first paragraph on page 6 it says:

"We believe that private enterprise is to be commended for its effort to provide entertainment for the benefit of the public with no direct return of revenue. This lack of revenue has, however, tended more and more to force too much advertising upon the listener. It also would appear to result in the crowding of stations into urban centres and the consequent duplication of services in such places, leaving other large populated areas ineffectively served."

Mr. FRIGON: In connection with what the chairman said about having a station give time to an educational institution, that is being done at present, but dependent upon the time that is available over the station. If a station can sell its time, it will be very much inclined to do so rather than give it to an educational body.

In England we had the opportunity of examining into the broadcasting to schools. They are doing really wonderful work. Generally speaking, it consists in well known educationalists, or well known authorities on certain subjects, giving lectures for so many minutes per week. The students, in each classroom listen to the lecture which is followed by a discussion led by the tutor in charge of the class; the whole course is illustrated by printed matter, and circulars. At present, in England, they have a national board on education by radio. It has become a regular part of their educational system.

In the United States they have an important system in Ohio which is doing a good deal of work.

In Canada, of course, the University of Alberta has been doing that for a certain number of years on a small scale, but there are very great possibilities of using broadcasting for educational purposes. The trouble is that if you have to rely on the goodwill of the stations you cannot say how long it will last.

The CHAIRMAN: You mean, the available time you could get would most likely be taken up, or be divided up between that and advertising matter rather than given over wholly to educational matters.

Mr. FRIGON: Well, not exactly that. What I am talking about now is the school work, which happens in the afternoon.

Talking about education on the air, it might be the proper time to point out that the policy of radiobroadcasting should depend on, whether we consider broadcasting as a business or as a medium to be used for the benefit of the country. If it is a business, well, some control of programs, or of the activities of the stations would be sufficient, but if it is to be used for the benefit of the country, from all points of view, it can hardly be a profit-making business. That is the fundamental fact of the whole case, whether broadcasting is a business for profit-making purposes or an instrument to be used for the benefit of the public at large.

Mr. BOWMAN: On that point, Mr. Chairman, I wonder if the committee would let me quote what the Right Hon. Mr. Meighen said at the National Council of Education held in Vancouver in 1929. The Right Hon. Arthur Meighen, speaking on that, at a session devoted to radio, said:—

"If left to private enterprise like the magazines and the moving pictures, it is bound to cater to the patronage that will reflect in dividends for the stockholders. That is sound commercially, but it will never achieve the best educational ends... Nobody who is the father of a family like myself will disagree with the statement that the educational features of radio are open to vast improvement."

The amount of fodder that is the antithesis of intellectual that comes over the radio is appalling while the selection of material for broadcasting remains in commercial hands."

That was Mr. Meighen's views expressed at the National Conference of Education in Vancouver in 1929.

On page 6, the paragraph before the last one, of the report:

"We have examined and considered the facts and circumstances as they have come before us. As our foremost duty, we have concentrated our attention on the broader consideration of the interests of the listening public and of the nation. From what we have learned in our investigations and studies, we are impelled to the conclusion that these interests can be

adequately served only by some form of public ownership operation and control behind which is the national power and prestige of the whole public of the Dominion of Canada."

Then at the bottom of that same page, in the last two lines, we say:—

"The stations providing a service of this kind should be owned and operated by one national company. Such a company should be vested with the full powers and authority of any enterprise, its status and duties corresponding to those of a public utility. It is desirable, however, that provincial authorities should be in a position to exercise full control over the programs of the station or stations in their respective areas.

Mr. BEYNON: That has been a matter of considerable diversity of opinion, has it not, Mr. Bowman. I mean as the report has been read?

Mr. BOWMAN: I should think so, yes. We were very earnestly impressed with the necessity of getting the co-operation of the provinces. We felt from the beginning that this thing would not be a success unless we could have the co-operation of the provinces.

Mr. FRIGON: In line with these remarks, and going back to what I said before, if you study the question from a general point of view, you have to decide whether radio broadcasting is a profit-making business or an instrument to be used for the benefit of the nation. Now, if you want the man in charge of programs to only have in mind the advantage to the public, you cannot very well expect that this man will also be trying to satisfy the advertisers. He has to do one thing or the other. He has either to take the means to get circulation and satisfy those who hire the station, or to keep in mind the point of view only of serving the public.

We came to this conclusion, that if you want to accept the last point of view, that is, broadcasting in the interests of the nation or in the interests of the public, it cannot be left to private enterprize. We did not want to make it either a government department or a government-owned system. We have tried to devise something in between, something which will not be run for the purpose of making money and which, on the other hand, would not be some department of the Federal government. So we recommended a company which would own and operate the whole system. This company to be composed of representatives of the Federal government and of the provinces. We had a few discussions in our Commission as to the name of the company. Some thought that it should be called the Royal Canadian Broadcasting Company while others thought it should be called the Canadian Radio Broadcasting Company. Those are the small things we had to discuss. Finally we decided that it should be called, or that we would recommend it should be called the Canadian Radio Broadcasting Company, to show exactly what we meant. It is a company and it is Canadian. On the company composed of twelve persons—we recommended—three would represent the Federal government and one would represent each province.

One other point we provided for is a provincial control of programs. When we met the provincial authorities in the different provinces, we were told that they were willing to co-operate and talk matters over, but that it must be agreed first that the provinces, or provincial groups, will have full control of whatever programme is broadcasted over the stations located in their respective provinces. So the next thing to do was to supplement this national company by local groups in each province which would revise, give the o.k., accept or refuse the programs which were put forward to be broadcast over their respective stations. For instance, in the smaller provinces you would have a director of broadcasting who would be the man in charge of programs in that province. This man should be a resident of the province. In larger provinces, like say Ontario and Quebec, you may have a commission of three per-

sions governing the broadcasting. These three men would have full responsibility over all the programmes transmitted over the stations in their own particular province.

In this way the running of the stations would be centralized with the national company but the programs—although the company would be acting as a sort of clearing house—would be supervised and approved by local groups.

I have here a diagram—I do not know whether you would be interested in seeing it—illustrating the whole affair. That is a diagram of the organization which we proposed.

HON. MR. EULER: You would have the provincial bodies absolutely supreme so far as power over programs is concerned, or would they be subject in any way to the national body, the national company?

MR. FRIGON: Well, I think that should be left with the provincial groups. That is my own personal opinion but I think it is shared by my colleagues.

On this chart there are two distinct groups. The top one is the national company with its different services—engineering, research, control, finance and so on. The lower group is the provincial group, consisting of a provincial manager, with his departments: operation, publicity, etc.; and of the supervisory control composed of a provincial director and an advisory board. The provincial director, or the provincial commission, as the case may be, would check up on anything and say whether or not the programs are acceptable to them, and the provincial director, or the chairman of the commission, would go back to the National Broadcasting Company, in his capacity as a national director to express the views of his province in matters of broadcasting of programs, or policy. In this way the national company would set forth the general policy which would be approved by each provincial director, and in the provinces the programs would be checked back and approved by the provincial director. I think the functioning of this scheme is easy to understand. These men, we will suppose, will meet in Ottawa so many times a year. They may decide on programs which would be acceptable to all the provinces, on chain programs. They may leave a certain number of hours which would be available to the provincial groups to use. It may happen that one province, for instance, may have on a certain date a very interesting program to put on. They would advise the head office of the national company that they have this program to offer. This would be offered, in turn, to each province which would be free to accept or reject it, and in this way the general policy of broadcasting would be national, but the local programs would suit the purpose, and taste of each province.

We have added to that provincial directorate an advisory board on which would act people representing different groups in each province, the press, the clergy, the labour organizations and so on. Probably 15 or 20 men would meet a few times each year and give their views on what programs they think should be used in the provinces. Then in turn the commission and the directorate would bring back to the national company, the views that have been expressed by this advisory board, and then you would have the means of adopting and putting into effect a national policy which would suit, we hope, everybody.

MR. BEYNON: Who would be responsible for financing those provincial groups?

MR. FRIGON: Well, under our scheme the Canadian Radio Broadcasting Company should receive subsidies from three distinct sources.

MR. BOWMAN: We will come to that a little later. It is in the report.

HON. MR. EULER: Am I right in assuming, then, that the principal body would have the originating, we would say of all programs within that province?

MR. FRIGON: Not necessarily. It is not necessary that the programs should originate in the province, but it will be necessary for the provincial group to approve of a program being broadcast over their stations.

Hon. Mr. EULER: Suppose the national body here at Ottawa desires to broadcast a program that they think is of national interest, countrywide interest, would it be possible—it probably would never arise—for any one province to object so that it could not be broadcast in that province? Should not there be a supreme authority?

Mr. FRIGON: I would answer that by saying that in every province, every provincial government that we consulted, was very emphatic on the point that they wanted to keep control of the programs within the province.

Hon. Mr. EULER: There might possibly be a conflict, you see.

Mr. FRIGON: Yes, there might be. It might well be that the province of Ontario would say, "We do not want that program." Of course these things might possibly happen, but I suppose that generally speaking the bulk of the programs would be acceptable to all. That is the case in Germany and England. In England they have the British Broadcasting Corporation which operates all the stations in the British Isles, but they also have local groups. They have a director and board for the Scottish district; they have another one for the Welsh district, and so on, and those groups are given a certain number of hours which they may use almost as they please, subject to the control and acceptance by the head office. The same in Germany. Each state has its own broadcasting company which looks after the programs. They have a governing company in Berlin which acts as a sort of clearing house for all these programs, but each particular state is quite free to broadcast what they please, or to accept or refuse whatever is proposed by the other states.

Hon. Mr. EULER: Does the national company retain control, for example, as to the amount that should be expended in each province?

Mr. FRIGON: Our system resembles very much the German system. In Germany each state is given a certain portion of the money available, based on certain formulae which they have. Of course they are permitted to secure money from other sources, but the amount of money they receive from headquarters is limited to a certain amount.

Mr. BEYNON: In the case of putting on a chain broadcast over the whole Dominion, in that case it would be necessary to secure the approval of all the provinces before that could be done?

Mr. FRIGON: Yes.

Mr. GAGNON: I fail to reconcile that—the full control that the province might exercise over the programs and the control which has been given to the Dominion Government by the Privy Council.

Mr. FRIGON: I am not a lawyer, but I understand the Privy Council said, in effect, that the Dominion Government is free to do as it pleases. There is, nothing, however, that would keep the Federal Government from deciding that they will agree with the provincial authorities on the means of appointing a group in each province which would be part of the organization.

Hon. Mr. CARDIN: In other words, it does not bring about misunderstanding between the province and the Federal Government?

Mr. FRIGON: Not at all. In our report we do not say in what way this commission should be appointed.

Mr. GAGNON: Each province keeps control of the programs?

Mr. FRIGON: Each province representative was very, very strong on that point, that they wanted to keep control of the programs broadcast over the stations in their own province. They are willing to co-operate but they wanted to be sure they would have the right to accept or refuse, or promote any program they wanted of their own.

Mr. GARLAND: This plan is submitted by the whole commission?

Mr. FRIGON: Oh, yes.

Mr. BOWMAN: That is not in the report, Mr. Chairman. If you will look on page 7 you will find that when we made our report we left it very general. We did not attempt to put any cut and dried plan into it. We recognized that naturally this would be a matter for negotiation, and discussion and conference, and we did not attempt to put that or any of these details into our report.

Mr. FRIGON: This chart has been prepared by myself, but I believe it illustrates exactly what is written in the report. The details I have given are my own views. The report did not go as far as stating them. I thought I might give them to you, because usually it seems that people cannot realize exactly how this would function. They read the report and they cannot see exactly how it would function in practice. That is why I have tried to give you my views on how it could work.

The CHAIRMAN: In your discussions, in making up your report you undoubtedly had some discussions as to how the representatives, or the directors of this company should be appointed. Would you give the committee the benefit of those discussions, whether they should be appointed by the Dominion or by the provinces?

Mr. BOWMAN: I do not know whether we were unanimous on that but one thought we had about it is this, that the men who would represent the provinces on the board of directors should be nominated by the Lieutenant Governor in Council but appointed by the Governor General in Council.

Mr. FRIGON: We felt this was a question of detail organization which would be provided for by the rules and regulations that would have to be adopted, and it was not our duty to specify how this should be done. What Mr. Bowman has said is about what we thought might be done at that time, that there should be co-operation between the provinces and the Federal authorities on the selection of these men.

The CHAIRMAN: Did you discuss at that time the length of time that a person should be appointed for?

Mr. BOWMAN: No, I don't think so.

The CHAIRMAN: Can you tell us how long these men are appointed for in England?

Mr. BOWMAN: I am not sure, but I think it is 10 years.

Mr. GARLAND: Five years.

Mr. BOWMAN: Possibly it is 5 years.

The CHAIRMAN: But the idea was that the provinces would have the say as to who should represent them, at least they should nominate their nominee or suggest their nominee to the Federal government?

Mr. FRIGON: Yes.

Mr. ILSLEY: That is done in connection with the Canadian Farm Loan Board, the Dominion appoints them on the nomination of the province.

Mr. SMITH: This may be a little bit off the trend of thought we are following, but it is just as well perhaps to bring it out here. This is a suggestion that has been brought to my attention, that radio in Canada should be controlled by a non-partisan commission, some members of which would have practical knowledge of broadcasting of radio and would establish and maintain the policy of broadcasting throughout the Dominion and exercise intelligent and effective control over it, but that the operating of the stations themselves be in the hands of private interests. I would like to have your views on that.

Mr. BOWMAN: Well, we could comment on that now if you wish or perhaps it would be better to go through and get our own views as we put them in

the report first. It will take us away from what we set out to do, that is to go through this report, and then you will get what we thought about how it should be done.

On page 7 after "Personnel," which Dr. Frigon has gone very carefully into, the next paragraph speaks about broadcasting stations:—

"It is to be hoped that the system will eventually cover effectively and consistently that vast northern territory of Canada which at present has comparatively few inhabitants at remote and scattered points but which may come to be as densely populated as some European countries in the same latitude. The company's immediate objective should be, however, to provide good reception over the entire settled region of the country during daylight or dark under normal conditions on a five-tube receiving set."

That is what we had in mind in recommending the kind of stations that should be put up, to give complete coverage of the settled regions. And then we go on to say:

"However, from our own observations and from information we have received, we believe it has been fairly well established in practice that high-powered stations are needed to meet consistently with good results the maximum number of people. We would like, therefore, to recommend as a matter for consideration, the establishment of seven (7) stations, each having an aerial input of say 50,000 watts;"

And then we go on to say where we think those stations should be located.

"The proposed high-power stations could form the nucleus of the system and as each unit were brought into operation it could be ascertained what local areas, if any, were ineffectively served and stations of smaller power could accordingly be established to serve these places."

The CHAIRMAN: Just before you go any further, are five-tube sets still the average set, or are those sets going out of use?

Col. STEEL: I would think a seven-tube set would be more nearly the average to-day.

The CHAIRMAN: In other words, the volume is much greater than it was three years ago in a general way?

Col. STEEL: Yes.

Mr. BOWMAN: The next paragraph:—

"We would also suggest that the high-power stations might be so designed as to permit, in time, an increase of power to an economic maximum and of being so modelled as ultimately to provide for two programs being broadcast simultaneously on different wave lengths."

Hon. Mr. CARDIN: What have you got in mind in regard to what you call these smaller power stations?

Mr. BOWMAN: We had a map in the other room which showed the situation, but in any case we felt that where a region is found not to be receiving adequate service one of these smaller stations could be put in as a supplementary service.

Hon. Mr. CARDIN: As the result of experience and actual test?

Mr. BOWMAN: Yes.

Hon. Mr. CARDIN: Not necessarily at the beginning by any means?

Mr. BOWMAN: No. I think further on we express the view that it might require an addition to those seven large stations to fill in the vacuum, or whatever you might call it, where there isn't any reception.

Hon. Mr. CARDIN: Have you considered the possibility of a section of the country not being satisfied with the programs which would be broadcast through all of these stations and who would like to have something different from what is broadcasted through these stations? These small stations could be used, I suppose, for some purpose other than the main broadcasting, something of local interest for example?

Mr. BOWMAN: They could be.

Mr. GARLAND: Mr. Chairman, may I ask Mr. Bowman if it is not feasible to-day to broadcast if that condition mentioned by Mr. Cardin becomes fairly widespread, that is, varying the programs from one station?

Mr. BOWMAN: Yes. There are stations now in England that they call twin transmitters, and they are sending out simultaneously two different programs, one local, on different wave lengths, one a local program and one a national program.

Mr. FRIGON: In connection with Mr. Cardin's remark there is one thing that is not in the report, because we did not think it was worth while incorporating it there, but which might be taken into account, that is the possibility of maintaining the low power stations that are permitted now according to the present law. At present a group of people can apply to the Marine Department and obtain a licence as a club to operate a low power station of so many watts, say 50 watts. This is ample to cover small localities and would give to the people in the particular locality that it serves all they needed to broadcast their local programs. That is a possibility which might be looked after. It would be quite feasible, because those low power stations, so many miles apart, would not interfere with each other, and would not interfere with the powerful stations that we are proposing, and yet would permit of the kind of service Mr. Cardin is suggesting.

Mr. GARLAND: Would the success of that not depend upon the space that we received on the band?

Mr. FRIGON: Well, it all depends on the distribution of the wave lengths.

The CHAIRMAN: How many of those 50-watt stations could you put across Canada on one band?

Col. STEEL: You could put several hundred.

The CHAIRMAN: What coverage would those small stations have?

Col. STEEL: About 20 miles.

The CHAIRMAN: Without interfering with one another?

Col. STEEL: Yes.

Mr. FRIGON: It means, for instance, it would cover the whole city of Montreal.

Mr. WRIGHT: If that plan were adopted those stations would become extremely interesting.

Mr. FRIGON: We did not recommend them because they would take care of strictly local conditions, instead of having a general national interest.

Mr. WRIGHT: It only takes care of a limited number of people in local centres.

Mr. FRIGON: Of course, these small stations could only be looked upon as supplementary to the system.

Mr. WRIGHT: They would have to be regular though?

Mr. FRIGON: Oh, yes, of course, and they should be made part, so to speak, of the organization.

Hon. Mr. EULER: If they were controlled by those radio clubs that you speak of, to that extent they would be privately operated.

Mr. FRIGON: Yes, but they may be subject to the approval or control of the local directorate to some extent.

The CHAIRMAN: The question of ownership was not considered so much as the question of control of those small stations?

Mr. FRIGON: I quite understand that you would not like these stations to broadcast anything they please. They should be put under the control of the local director, the provincial directorate.

Hon. Mr. EULER: They would have to submit all their programs then to the provincial directorate?

Mr. FRIGON: It would be quite feasible, I think.

Mr. GAGNON: May I at this time ask some questions about the functioning of the system of these gentlemen in the time of a general election, for instance? Suppose any leader of a political party in Canada wanted to broadcast his speech all over Canada and one province objects?

Mr. FRIGON: It is in the report, further down we cover that.

Mr. BOWMAN: Page 7.

Hon. Mr. EULER: You would have the same thing locally,—a municipal election in a town or city like my own, and it is quite desirable that people should have an opportunity of hearing a speaker if he wanted to speak. Still, would it always be possible to do that?

Mr. GAGNON: I am afraid this provincial control of programs in some provinces would be quite a handicap.

Mr. GARLAND: Of course it would be a matter of policy, Mr. Chairman.

Mr. FRIGON: Mr. Chairman, do you want to cover that now, because there is an answer to that?

The CHAIRMAN: The question has been asked. It is a fair question.

Mr. FRIGON: Well, the answer is that in Europe where they have a system similar to the one we proposed they always arrive at some understanding between the parties. The broadcasting organization say that there will be so many minutes or hours at the disposal of or for the political campaign. The parties agree on a division of that time. They may have so many minutes to one party, then the other party has so many minutes, and so on down the line, and the time is actually limited to a maximum.

Hon. Mr. CARDIN: There will be no difficulty here because there are only two parties.

The CHAIRMAN: There are others that talk.

Hon. Mr. CARDIN: They might develop.

Mr. GARLAND: Fortunately enough, Mr. Chairman, the growing body of public opinion is demanding that we be heard.

The CHAIRMAN: Do they charge for that kind to talk, or do they consider that it is something they have got to bear with?

Mr. FRIGON: I don't quite remember.

Mr. BOWMAN: They do not charge.

Mr. FRIGON: No, it is offered to the parties. Of course you can discuss that point.

Mr. GARLAND: May I interject here to suggest that if Mr. Gagnon is so much in favour of free speech that he support the principle of free broadcasting, with equal time to the various political groups in this country?

Hon. Mr. EULER: May I just revert to something which I should like to mention again? I am favourably impressed with the scheme as laid out here but I think you would find perhaps the greatest objection to this from these

small places, if there is any danger of the smaller centres of population, such as we have in Ontario, being precluded from having local broadcasting. I think that is important, because those localities perhaps might not always like to listen in on those big programmes through those large stations, yet they could still listen in on programs from the United States. What I am getting at is the program of local interest, you would still have those little stations in the small centres where they can hear matters that are interesting only to that particular locality. Would that work out under your scheme. Do you have anything to offer with regard to that?

Mr. FRIGON: One point to consider is that the number of bands available are limited, and every small locality cannot expect to have its own station.

Hon. Mr. EULER: You spoke of something over 100 that would be possible.

Mr. FRIGON: If you supplement the main of the organization with these small low power stations that would be possible, of course.

Hon. Mr. EULER: And how would you control those? Would you leave those under private control, or put them into a publicly owned scheme?

Mr. BOWMAN: As I understand it, Mr. Chairman, the present Act permits the establishment of those small stations but it safeguards the public interest by saying that they cannot be operated for gain. A small radio club, limited to 50 watts, is not supposed to be operated for gain. It is not supposed to carry on advertising and that sort of thing. I believe there is in Moosejaw just such a club. People pay a dollar a year to be a member of the club, and some generously disposed citizens give contributions, and when the Fall fair is on they broadcast about the Fall fair, but the safeguard is that it is not operating for gain.

Mr. ILSLEY: You say that is in the Act?

Mr. BOWMAN: In the Radio telegraph Act, as far as I know.

Mr. ILSLEY: Acadia University, in Nova Scotia, has a 50-watt station. How would that fit in to this scheme?

Mr. BOWMAN: There is no reason why they could not fit in.

Mr. ISLEY: They want to have their own programs.

Mr. SMITH: Mr. Bowman, what are the objections to those smaller stations carrying on advertising?—

Mr. BOWMAN: Well, one objection that I would offer is this, that this is a wonderful new medium for serving the public, and that it is not fair to clutter the air up with advertising. Take any local community now—and I may be accused of speaking as a newspaper man—but every little community has its small weekly paper and it gives that community adequate service in advertising, and it does not seem fair that this new instrument should be used for advertising purposes.

Mr. GAGNON: Have you visited countries where advertising is absolutely prohibitive?

Mr. BOWMAN: Yes.

Mr. GAGNON: Could you give instances?

Br. BOWMAN: Well, Great Britain and Germany. Germany, I believe, they do allow some.

Mr. FRIGON: They have cancelled that. At the time we went to Germany they did broadcast advertising 10 minutes a day from 6.15 to 6.25 at night, or something like that. During that time anybody could give a talk for which he paid so much per word or line, and for 10 minutes only, there was nothing

else but advertising, and then it stopped for a day; but they have done away with that now. I do not think they have a single word of advertising over the radio now.

The CHAIRMAN: Are the stations at present in existence in Canada offering the educational authorities the use of the air free? And is it being taken advantage of very much?

Mr. FRIGON: Not for direct educational purposes I would say. Universities like the universities of Montreal are using some stations for, I would say, good-will programs or for general educational purposes, but there are no lectures, no courses given over the air except through some private stations such as the one in Alberta and at the Acadia University.

Mr. GARLAND: Is it not true, doctor, that in most cases the educational programs provided by universities would be crowded out of the air in the good hours under a commercial advertising system of broadcasting?

Mr. FRIGON: In the United States, the privately owned stations gave their time freely to educational work at the start, but they have had to cut the time allowed on account of advertisers buying up the hours.

Mr. GARLAND: And the educational authorities are crowded into unfavourable hours thereby?

Mr. FRIGON: Yes. There is a case just now in the States where an educational station has been forced to share time with a privately owned station, and their hours cannot be used because it does not suit them at all. The case is being taken to Washington.

The CHAIRMAN: I suppose some of the reason is that some of the universities have not been organized yet for that purpose?

Mr. FRIGON: No, and they could not very well organize until they are better satisfied that the organization would last. It has been decided by the Catholic School Board of Montreal that all the new high schools will be prepared to receive loud speakers and radio outfits but this equipment will not be installed until there is some decision arrived at as to whether it can be used permanently or for a certain length of time which cannot be determined.

Mr. BEYNON: Have you got any evidence at all as to the reaction of the public with respect to educational programs, to what extent the public favour these?

Mr. FRIGON: There are two types of programs. There are the educational programs which are meant for the public at large and these are very popular in some cases, such as in the case of music lessons, literature and history. The other type is the school broadcast where a certain group of lessons are given over the air for particular classes in the school system. I have copies of programs in England, where they give so many lectures in English history, and so many in the different subjects. There is also a similar system in the State of Ohio.

Mr. BEYNON: Have you any evidence as to what extent the public have availed themselves of those?

Mr. FRIGON: You mean the straight school broadcast?

Mr. BEYNON: Yes.

Mr. FRIGON: Oh, very largely in England and in Ohio.

The CHAIRMAN: The English schools are equipped for the receiving of those programs.

Mr. FRIGON: When we were in England we witnessed a certain class in the county of Kent, and we were given figures on that particular course. It was

being taken in by 60,000 students at that time. Since then they have organized a National Council for School Broadcasting, which means that this work is going forward.

Mr. BOWMAN: In connection with this educational question, perhaps the committee won't mind if I remind them what the Right Hon. Mr. Bennett said on the 16th of February in the House:—

"It must be agreed that the present system of radio broadcasting is unsatisfactory. Canadians have the right to a system of broadcasting from Canadian sources equal in all respects to that of any other country. Such a scheme can be established only after the most thorough inquiry and upon a program which will take several years to carry into effect. The enormous benefits of an adequate scheme of radio broadcasting controlled and operated by Canadians is abundantly plain. Properly employed, the radio can be made a most effective instrument in nation building with an educational value difficult to estimate."

And if I may just add a little comment on what is happening at present, just let me quote two words, "spot advertising," where they simply come in and boldly intrude in our homes with this kind of publicity. As radio set owners—and when you think that the people of Canada have invested \$60,000,000 in radio sets—it seems hardly fair that we should have those radio sets used in this way. This is what the father of radio, Lee DeForest, had to say, not speaking from the point of view of public ownership or private ownership—he is the president of the American Institute of Radio Engineers, and at the annual meeting of that body he said:—

"As the so-called "Father of Radio Broadcasting" I wish again to raise my voice in most earnest protest against this revolting state of affairs. The present all too marked tendency of the broadcast chains and of many individual stations to lower their bars to the greed of direct advertising will rapidly work to sap the life-blood and destroy the greatest usefulness of this magnificent new means of contact which we engineers have so labouriously toiled to buildup and to protect.

"In all seriousness I attribute a part of the present undeniable slackening in radio sales to the public as actually due to this pernicious advertising. The radio public is, I believe, becoming nauseated by the quality of many of the present programs. Short-sighted greed of the broadcasters, stations' owners and advertising agencies, is slowly killing the broadcasting goose, layer of many golden eggs.

"Too long has this careless situation continued without earnest protest from our organization. We members of this institute must be jealous of its good name, regardful of a wide supervision of this broadcast institution. We should, I maintain, take active steps to get rid of the stupid avarice which is killing the most splendid and potent means of entertainment, culture and education which mankind has yet devised."

Hon. Mr. EULER: Mr. Chairman, I would like to ask, in the European countries where I understand the broadcasting is done entirely under publicly owned systems—I presume that originally it was done under private ownership and then taken over by the governments—as a result of that has there been any dissatisfaction under the new publicly owned system as compared with what they had previously?

Mr. BOWMAN: Well, I would say the test of that, Mr. Chairman, is the remarkable increase in the number of licences. Both in Britain and Germany the number of listener-licences has gone up enormously. In Germany they pay the equivalent of \$6 a year. In England they pay 10 shillings a year, and the growth has been steadily upward.

Hon. Mr. EULER: There has been no sort of tendency towards the return of private ownership?

Mr. BOWMAN: I think there is criticism. There will always be criticism, but the curve shows a very big increase.

The CHAIRMAN: Is that curve any higher there than it has been in the United States? Has the growth been greater?

Mr. FRIGON: It would probably be steeper at present because they started later, and they have not reached saturation.

Mr. BOWMAN: I would say, Mr. Chairman, that I have not seen anything like the agitation in Great Britain and Germany against their system that there is in the United States against the privately owned system. The protests are very bitter over in the United States.

Mr. FRIGON: This is the curve for 1930-31 from month to month. It shows an increase of 700,000 in 12 months in England.

Mr. SMITH: Mr. Chairman, just on that feature of educational broadcasting, some of the smaller stations at present are broadcasting university extension courses. There is one in Nova Scotia, in Halifax. How would this new scheme work in cases like that?

Mr. BOWMAN: My view is that it would provide them with better facilities than they have now.

Mr. SMITH: In what way?

Mr. BOWMAN: Because it would give them a much more modern and effective range of distribution—coverage. It would be more economical. Just now, under private competition, you have a duplication. You have three or four stations operating in one city. Under the plan as we propose it you would eliminate that waste of duplicate stations. You would have one good, efficient station instead of comparatively smaller stations competing against each other.

Mr. SMITH: Yes, but would not there be several universities anxious to secure the air for their own purposes for broadcasting these extension courses, and might there not be some difficulties arise as to determining which ones should have the air?

Mr. BOWMAN: Well, I can only say, Mr. Chairman, that we found the university authorities very much interested in the plan of national broadcasting—national service.

Mr. GARLAND: They would receive better service than they are at present receiving?

Mr. BOWMAN: Yes.

Mr. GARLAND: Is it not largely a question of expense at the present time with the universities?

Mr. BOWMAN: It is.

Mr. FRIGON: It might be better to let a group of public men decide on what should be done in the educational field after they have taken advice from educationalists rather than letting anybody who owns a licence broadcast where they place. I have here a program of the Ohio School of the Air, which is conducted by the State Department of Education of Ohio.

The CHAIRMAN: Whom do they broadcast through?

Mr. FRIGON: They have one station which is their own and one which has been put at their disposal by a private firm.

Mr. GARLAND: In passing, doctor, is it not quite true that your report has been supported strongly by the presidents of all the universities in Canada?

Mr. FRIGON: I do not know whether every one of them has supported it in writing, but I know that everyone whom we saw was very much in favour of it.

Mr. GARLAND: Dalhousie.

Mr. FRIGON: Oh, yes.

Mr. SMITH: Dalhousie is the university I had in mind, but in looking at the list of persons who made statements at the hearings I only see one university represented there,—Acadia.

Mr. FRIGON: I do not expect that any university chancellor or president would go as far as to come before a commission and express his view.

Mr. SMITH: One did, Doctor Paterson.

Mr. FRIGON: Yes.

Mr. SMITH: I see he is the only one.

Mr. BOWMAN: We had educational spokesmen, however. In Winnipeg I remember we had some witnesses and they wanted to tell us what they were doing and their difficulties. Mr. Chairman, may I on that subject just say that in this plan of chain stations it was not in the mind of the commission that these stations should be all the time hooked up as a chain. They will be individually operated and be available for local service as well as for the national service. It will only be at certain hours that they will be hooked up and broadcasting as a national chain.

Mr. FRIGON: Suppose, for instance, that at a meeting of the National Board or National Committee someone from Ontario comes along and says "We are going to have Mr. So and So, a very prominent professor of science at the Toronto University give a lecture on Wednesday evening at 7 o'clock, who will take it?" Well, it might be that all the provinces would like to have that and they will hook up on the chain. This man will talk to the different universities in Canada. Or you may have the Province of Quebec say, Mr. So and So is a very prominent man in Canadian history and he is willing to give 15 minutes of a short resume on every Monday evening. Well, all the provinces might be very pleased to have that, and you will have Vancouver and Halifax listening to Mr. So and So talking about the French regime in Canada, or the other way around, it may be coming from the west. You may have some western university, like the University of Alberta, providing for a course of five, ten or fifteen lessons on the economics of the western provinces, and other parts of Canada will listen to that. Those would be general programs with educational features, but, as Mr. Bowman said, there would be some local programs for local purposes.

The CHAIRMAN: In arriving at your seven stations which you have here, what was the basis by which you arrived at that number?

Mr. BOWMAN: Well, it was to give coverage, the most effective coverage, and 50,000 watt stations from the technical information we were able to obtain at that time seemed to be the station that was going to be a standard service station. There were not many at that time. I think there were only one or two in the States, but they have since then become quite general in the United States, and we felt that that was the economical station to give the best coverage for Canada.

Mr. FRIGON: It has been standardized since?

Mr. BOWMAN: On that too, Mr. Chairman, we felt that we had to think ahead and not merely think of the situation right at this moment. We all know that this thing is just in its infancy, and twenty years from now—and this committee doubtless will have to make recommendations which will affect Canada

for twenty and fifty years, and more,—we felt that we should try to keep that in mind, and so on page 8, in the next paragraph, the second paragraph, we say:—

“ We would also suggest that the high-power stations might be so designed as to permit, in time, an increase of power to an economic maximum and of being so modelled as ultimately to provide for two programs being broadcast simultaneously on different wave lengths.”

The CHAIRMAN: That has now become quite a standard procedure, has it not, the two programs?

Mr. BOWMAN: Yes, and we saw such stations. Personally I had that factor in my mind. Take Saskatchewan with a twin transmitter, Saskatchewan can be taking the national program and sending it out on one transmitter and on its other transmitter it can be sending a Saskatchewan program simultaneously because of certain wave lengths. Of course we will have to have more lengths to do that. Similarly in Quebec you would have a twin transmitter, one sending out the national program and one a Quebec program. One could be in English, the other in French, but that is something in the future, of course.

Then the next paragraph:—

“ It is well, perhaps, to point out here the necessity of locating broadcasting stations at suitable distances from centres of population to obviate blanketing of reception from outside points. The need for this has been amply demonstrated to us.”

We constantly had in mind that we do not want to interfere with the reception of Amos and Andy, or if Jack Dempsey or anyone else was putting on an entertainment in the United States and our friends up here wanted to hear, by all means give them every opportunity. I think that is the rule, that no station can be located in a position where it is going to interfere with reception from outside sources, and those seven stations would be most carefully placed so that they would not interfere with the United States or any other kind of outside reception, so that anyone in Canada would still be at liberty to listen to Amos and Andy, Clara, Lou and Em; and if it is Dempsey and Tunney, or somebody else, this plan of ours would not prevent anyone from hearing those things if they wanted to.

Hon. Mr. EULER: Would the coming of television modify your plans any way?

Mr. BOWMAN: No, it would not modify our plans, but if this plan is carried out it means, we hope, that we will be able to take advantage of television when it comes.

Mr. SMITH: Then, Mr. Bowman, stripped of all its details, cost and other incidentals, the report resolves itself into this: It is a question as between private ownership and either public ownership or ownership by national government under some kind of supervisory control.

Mr. BOWMAN: Well, that may be the question the committee may have to deal with.

Mr. SMITH: That is your recommendation, is it not?

Mr. BOWMAN: Yes, we felt that the best service to the country would be under the plan that we outlined.

Mr. SMITH: There is no objection to stations from outside, no particular objections?

Mr. BOWMAN: Well, just this, that now you see we get an overwhelming amount of broadcasting from outside and we do not get a fair share of our own broadcasting. We would like to see that our Canadian people would get at least

a 50-50 share of broadcasting. They would have something just as attractive from Canadian sources as they have from outside.

Mr. SMITH: We do not have to listen to outside broadcasting.

Mr. BOWMAN: If we spend \$200 on a set we like to get some value out of it, and if we cannot get anything else but outside broadcasting we simply have to take it.

Mr. GARLAND: I would like to ask whether it would be at all possible to provide an adequate coverage of service under indirect private ownership to radio broadcasting stations.

Mr. BOWMAN: I cannot see where they can get the revenue to do that from advertising. It is going to be quite an expensive undertaking whoever does it, and how there is to be revenue raised in Canada from advertising to give the Canadian people even one chain of adequate stations I cannot say.

Mr. GARLAND: In the opinion of your commission, then, it was really a case of determining as between a private monopoly and a public monopoly?

Mr. FRIGON: It amounts to this, practically, going back again to what I said at the beginning, the fundamental point is whether you should consider the whole thing as a business generally, or use it for one particular purpose and not let anything interfere with it, that purpose being to serve the nation properly. Control is feasible to some extent, but I think it is fair to say that the Royal Commission was appointed as the result of some difficulty that was encountered in applying control. You may apply control in certain cases but you cannot control the details of the program, and if you try to do so it immediately turns into a political, religious or language controversy. You cannot get out of it.

Mr. BOWMAN: Mr. Chairman, I would say that we have had enough experience in Canada of what happens when you have duplication of competitive building. We have had it with railways until we were over-built with railways, and at the present moment we have a transportation commission going around this country trying to eliminate this waste of duplication, and that is what happens in private competitive enterprise. To me, at any rate, it would be just as extravagant to build those duplicate stations as it would be to build duplicate telephone stations or duplicate waterworks. It is wasteful competition.

Hon. Mr. EULER: Mr. Garland spoke of a monopoly.

Mr. GARLAND: Not necessarily private ownership, although I did mention private monopoly.

Mr. BOWMAN: Well, just for that reason, if you have private ownership you have this competitive duplication of building unless you confer a special privilege on one particular person, and that leads eventually to monopoly. We had to merge these two over-built railways into one and we are still wondering where we can save some more money. That has been our experience. It leads to monopoly because it is a wasteful competition, and there is no good reason, in my opinion, to build those duplicate stations.

Mr. GARLAND: If we continue as we are under private ownership undoubtedly they will all get together and be privately owned.

Mr. BOWMAN: Well, that would be the most economical way to run it.

Mr. FRIGON: Monopoly also comes from the fact that only a certain number of radio bands are available. Whenever one is given a licence to broadcast over a certain band, he has the monopoly of that band. When these are all distributed, nobody else can broadcast because some particular persons monopolize all the wave bands.

Hon. Mr. EULER: Yes, but if one of his customers goes and buys it he is paying for a certain period of time. That might happen in a political campaign.

Mr. BOWMAN: Mr. Chairman, in our examination of the situation, where we did find this private enterprise, in the United States, there was a great amount of evidence given to us indicating that there was a monopoly there, and since then there have been some very strong statements made about that tendency towards monopoly in the United States and Owen D. Young, who is probably one of the most influential men in the whole business of electrical communications, I think, appeared before Congress and expressed his view that monopoly was the logical way to do this, and he was asked by, I think, a Congressman,—I am speaking now from memory—why it would be better to have a monopoly. Well, he said, I would prefer private monopoly, but if it has to be one or the other, then rather than have this kind of system which we have now I would have public monopoly.

The CHAIRMAN: Would you care to say anything about the possibilities of the service under private ownership passing into foreign hands in Canada?

Mr. BOWMAN: Well, we can look at the motion pictures there, Mr. Chairman. Those of us who can remember 25 years ago and see what has happened to our motion pictures, well, the situation it seems to me is very similar to that.

Mr. GARLAND: The same way with many of our theatres.

Mr. FRIGON: And magazines, of course.

Mr. ILSLEY: I suppose private monopoly would be, in your opinion, a very good thing, on a profit-making basis?

Mr. FRIGON: The thing is just this, if the man who is arranging the programs wants to try to make money out of his station all well and good. On the other hand, if the only thing he has in mind is to do what should be done for the interests of those who are listening in, it is a different proposition. The two situations are entirely different and will result in different solutions from those responsible. If they have to get more listeners and please more people, they will do it whatever programs are required and you cannot blame them for that. We are talking about magazines, and these other things. Take the newspapers, in the United States, for example. The means they take to get circulation might be good in certain respects, but not so good in others.

Mr. BEYNON: Does not that lead to this conclusion that the privately owned concern would give the people all they want and the other would give them what they ought to have?

Mr. BOWMAN: Mr. Chairman, may I speak on that? On page 10 we have provided for that. We contend, in our recommendations, for one national company. We do not propose to eliminate private enterprise in program building. We would still retain the private enterprise and diversity in program building. Those high quality broadcasts would still be available, but still we would have a very much better service than they can get now. As I say, we would still have the benefit of private enterprise in giving the public entertainment. We would not eliminate that. Indeed we would encourage and hope that we would get some revenue from it.

Hon. Mr. EULER: I understand that it was stated that the establishment of a national system such as is proposed here would not prevent anybody from tuning in on an American broadcast of any kind.

Mr. FRIGON: That is correct.

Mr. ILSLEY: You were speaking of blanketing.

Mr. BOWMAN: We say in our report:—

"It is well perhaps, to point out here the necessity of locating broadcasting stations at suitable distances from centres of population to obviate blanketing of reception from outside points. The need for this has been amply demonstrated to us."

Mr. ILSLEY: If a centre of population is on one wave length?

Mr. BOWMAN: We put the stations at least 30 or 40 miles from a centre of population.

Mr. ILSLEY: Then it does blanket on another wave length, that is the point I want to get?

Mr. BOWMAN: For instance, if we have a station 40 miles outside of Montreal it would not prevent people in Montreal listening in to an American station if they wanted to.

Mr. GARLAND: But that wave length, that frequency, would have the effect of blanketing naturally because that would be our frequency.

Mr. BOWMAN: That is the only station that operates there.

Mr. FRIGON: A powerful station will spread out, so to speak, on the dial at receiving sets close at hand, over several frequencies adjoining that on which it is actually broadcasting. That is why stations are located outside at large centres and if possible away from groups of houses.

Mr. ILSLEY: Don't you think, if they did not blanket American broadcasting at all, and the Americans are broadcasting, and the people do not want what you are broadcasting or what you are giving to them, they can listen to the American broadcast still?

Mr. FRIGON: That question of giving people what they ought to have or what they want is, of course, very important, but it is surprising to find how many people would like to listen to radio but who don't because they do not get what they like. There are a great number of citizens in Canada who would like to use radio but who are prevented from doing so because the present system is giving what the majority of the population like to listen to. Some people think that they must have certain things but it is possibly because they never had an opportunity to hear anything else. There are statistics showing that whenever you start to broadcast good programs the number of listeners increases steadily, and you win listeners who were before listening to lower grade programs.

The CHAIRMAN: In other words, doctor, you think the taste in Canada might be a little different to what it is?

Mr. FRIGON: The taste in Canada might be improved if you take proper means.

Mr. GARLAND: As a matter of fact, it is likely that your local Advisory Board, your provincial advisory boards, would develop the type of program that the majority of the people in the provinces would like to hear.

Mr. FRIGON: I claim that any man has the right to get the type of program which he wishes to have, even if there is a majority against him. For example, in Great Britain they decided at a certain time to give Beethoven's sonatas. There were some protests, as these were considered too classical, but they kept on broadcasting them and as they went along they received an ever-increasing number of letters endorsing this new feature from people who gradually joined in the program. It soon became so popular that they increased the number of hours devoted to that type of music. At the start they probably had a very small group of listeners, but when it became known that this was being done, people who had not been listening to radio before, became interested and a new group of the public was satisfied.

Mr. BOWMAN: May I just say, Mr. Chairman, if we leave it open to our sponsored program broadcasters to give the public what they want—and in my opinion there is nothing finer coming over the air from any country than we have been getting from such programs as the Imperial Oil, the Canadian Pacific hour of music and the Canadian National symphony hour; those programs, in

my opinion were most popular and I have never heard anything better from any source and those are entirely by private enterprise and we would leave it open for those to continue to give the public what they wanted.

The CHAIRMAN: Have you considered the effect of preventing advertising in Canada, and the promoting of advertising on United States stations that are available to listeners in Canada? What effect that would have on business in Canada? Do I make myself clear?

Mr. BOWMAN: Well, there are two answers to that, Mr. Chairman. One is if we can offer a more attractive program than those advertising programs from the United States the people will not listen to those advertising programs from the United States, especially the people that the advertisers want to reach. You may get the jazz hounds listening, but they are not the people that advertisers want to sell. It is the mothers that the advertisers want to reach more than anything else, the people in the homes, and if we can offer those people in the homes something good, something Canadian, they will not listen to those American programs. The other answer is that in the United States to-day they are far from being satisfied. There is a great deal of protest there against this misuse of the air.

Mr. WRIGHT: Is it not true that supposing you had all the money at your disposal you could not put up programs comparable with the United States programs because we have not the talent in Canada?

Mr. BOWMAN: I would not agree with that. I believe we have talent in Canada that will compare very favourably with the kind of stuff that is coming from the United States. Still, there are good things coming from the United States. There is no reason at all why the national company could not arrange to take those and put them through the Canadian chains.

Mr. FRIGON: Here is a very interesting instance of what happens. When we were in Europe we went to Paris and I interviewed many people there, not those connected with broadcasting, but other individuals, some of my friends there. In France anybody can broadcast, and the public is supposed to have all they want, while England is supposed to have a highbrow radio organization. But I found out that people in Paris would tune in on 260, London, when they wanted to listen to good jazz music. In England they decided that they should broadcast dance music from the best orchestras they could find between ten o'clock and half-past eleven. But they would not have jazz all day long. Here, I believe, there is too much of that sort of thing, that people are supposed to like.

Mr. GAGNON: Mr. Bowman, it has been suggested that I ask you this question: Could you tell us of any Canadian radio station owned or controlled by American interests in Canada?

Mr. BOWMAN: Well, I cannot. I don't know that I can say that.

Mr. GAGNON: But you will admit, of course, that no transfer of licence can be made without the sanction of the Marine Department now?

Mr. BOWMAN: That would be my understanding.

Hon. Mr. EULER: There is nothing in the law at the present time, though, that prohibits the transfer to American owners or English owners or anybody else.

Commander EDWARDS: A licence may only be issued to a British subject, or to a company properly registered in Canada, and no transfer can be made of any licence without the consent of the Minister of Marine.

The CHAIRMAN: That would be a company registered in Canada, but not necessarily a Canadian company.

Commander EDWARDS: A Canadian company, as we understand it, a company as described by the regulations of the Secretary of State, whatever he describes as a Canadian company.

Hon. Mr. EULER: The minister can control in any event.

The CHAIRMAN: Oh, yes.

Mr. BOWMAN: There is nothing that I know of to prevent a Canadian company acting as an agency for United States broadcasting.

The CHAIRMAN: Did you notice when you were over in the old country any such a thing as this, for instance: I believe that some of the Holland stations take all the advertising that they can get. Am I right in that? Say any of the English advertisers broadcasting from Holland in order to get their advertising across?

Mr. BOWMAN: There has been talk of that, Mr. Chairman, but I was told that these advertisers really harm themselves because the British listening public resent this attempt to try to force advertising onto them, so that the goods do no commend themselves to the consumers when it is done in that way.

The CHAIRMAN: There was no great amount of that done?

Mr. BOWMAN: No.

Mr. GAGNON: Suppose the departmental regulations were to the effect that no advertisement could be made before a certain hour, leaving the remaining hours to the listening of good programs?

Mr. BOWMAN: Well, Mr. Gagnon, we went very carefully into this and we put what we thought should be done in this report, and we do not think that an adequate system in Canada could be supported by money from advertising. We do not see any way that private stations could raise enough revenue to give the people of Canada the service that they should have from advertising.

Mr. BAIN: Mr. Chairman, you asked a question which I misunderstood. You asked us how many stations of 50 watt power could be operated in Canada on our shared channels. I took the question to be 'same'.

The CHAIRMAN: I did say the same wave length. What I had in mind was how many you would get across on one wave length?

Mr. BAIN: I would say about six, and at the maximum ten, which would go on the channels that we have shared. You would still have to provide exclusive channels for the high-power station but if you only take our twelve shared channels and an additional say five or six that we might put in between on these settled channels that we are operating at the present time you might have something like seventeen or eighteen channels, and at about ten stations per channel you would have 180.

The CHAIRMAN: We will adjourn now to meet again at 1.30.

The committee adjourned at 12.30 to resume at 1.30 P.M.

AFTERNOON SESSION

The Committee resumed at 1.30 p.m.

The CHAIRMAN: Supposing we went on from Interference, page 11. In your survey in Canada did you make any investigation as to how much service you are getting at the present time in respect to the interference and the service the present organization is giving, was there much complaint, commendation, or what?

Mr. BOWMAN: Well, there was appreciation, Mr. Chairman. We found that the listeners were quite appreciative of the service the department was giving. In a number of places without any invitation, or even questioning people paid tribute to the valuable aid they received. There were some places

where they felt they should have inspectors where they did not have inspectors, but in a number of cases, if I remember, there were tributes paid to the service that the department was giving in the way of dealing with interference.

The CHAIRMAN: I notice that you say in your report here:—

“that there is no law in effect compelling the users of interfering apparatus to correct faults which interfere with radio reception once such are pointed out by the inspector.”

Is there any expression you would like to make on that at all?

Mr. BOWMAN: Well, of course that is a matter for the government to consider. We felt that it might help to improve the elimination of interference if the law were more clear on that.

The CHAIRMAN: Put the responsibility on those who were operating the operating mechanism rather than the department to correct it?

Mr. BOWMAN: Yes. I imagine that the department, on the whole, found that the people who were causing interference were generally quite responsive and would respond to representations made to them but there were cases where it was not so satisfactory.

Mr. FRIGON: There are a good many of those sources of interference in certain types of machinery which could very easily be corrected, at low cost, when the machine is built, and in that respect if there was some regulation forcing people to take care of that it would not mean very much to those who manufacture the equipment and it would mean a whole lot in the suppressing of interference. However, I think the radio department find that they are always very well received by those concerned, and everyone is willing to take whatever steps are necessary to make corrections. We were given cases of really very fine service which was rendered to certain localities.

The CHAIRMAN: Was there any question of the possibility of requiring submission to the Radio Department of Mechanisms before they were constructed or put in control, for instance? What I have in mind is the hydro electric people of Ontario where it is required that much of the mechanisms put in there must be inspected.

Mr. BOWMAN: You see, we were not really supposed to concern ourselves with the technical problems and when these representations were made to us we simply passed them on to the department.

The CHAIRMAN: Before we go to the summary I think we ought to go back to finance. You might give the committee an idea of how you arrive at the amount of money necessary to set this up.

Mr. BOWMAN: On page 8, just after where we stopped, there is a paragraph headed “Provisional Broadcasting Service.” That is a kind of introduction to that:

“While we believe that the proposed organization should be adopted and establishment of the high-power stations proceeded with as soon as possible, it seems necessary that provisional service be furnished. To do this, we recommend that one existing station in each area be taken over from private enterprise and continued in operation by the Canadian Radio Broadcasting Company until such time as the larger stations in the proposed scheme are placed in operation.”

We had in mind beginning carefully and in a small way like that, but then we went on to outline what we thought:—

“The stations selected for the provisional service should be so chosen from those at present in existence as to provide maximum possible coverage.”

And then we go on to the paragraph on finance:

"Cost of Establishing Stations in Proposed Organization.—The stations forming the system in the proposed organization should be well and fully equipped. The cost of installing the seven high-power units would probably approximate \$3,000,000. There would, however, be considerable salvage value in the plants taken over. Assuming that four smaller stations, three 5,000 watt and one 500 watt, would be needed to furnish a supplementary service in local areas not effectively reached by the high-power units, an additional amount of possibly \$225,000 would have to be spent in re-erecting apparatus taken over from present stations owners. These expenses would represent a capital expenditure of \$3,225,000.

"In addition to this, compensation would have to be paid to owners of existing stations which we think should be met out of an appropriation made by parliament."

Now, that was the proposed capital expenditure. We got our information about the probable cost of these stations from the technical officers of the department, and I think Dr. Frigon checked those off by independent inquiries outside.

The CHAIRMAN: Has that materially changed at all, the cost of stations now, or have you any knowledge as to that?

Mr. BOWMAN: It is possible if anything they may have gone up. I don't know. I should think the technical officers of the department could tell you that.

And then we went on in the next paragraph:—

"Cost of Operation.—The service provided would necessarily have to be of a high order. A total annual expenditure for operation of the entire operation proposed, including supplementary stations, would seem to require a minimum of approximately \$2,500,000. In addition, the question of interest on capital and sinking fund would have to be considered."

The cost of operation there would mean the salaries to the operators of the plant and also a certain amount for entertainment,—broadcasting services.

Mr. SMITH: Mr. Bowman, have you any means of knowing what the cost of operation is now for all the stations in Canada?

Mr. BOWMAN: Not at this moment, no. I don't know what it is.

Mr. ILSLEY: Have you details of these figures showing how they are made up? How do you arrive at \$2,500,000 as the cost of operation?

Mr. FRIGON: That was figured out in detail at the time, taking into account the personnel, the material, the replacement value of parts, the telephone lines and power required, and so on. Each type of station was figured out and, when added together, it gave that amount.

Mr. ILSLEY: Have you the details here? Have we access to those specifications?

Mr. BOWMAN: I should think it is with the committee.

The CHAIRMAN: Mr. Morris has those.

Mr. ILSLEY: These figures have been checked? There was an article by a man named Ashcroft—

Mr. FRIGON: I am very sorry to say that from that point of view the figures given in opposition to the report were so much exaggerated that there was no sense in them. When there is talk of \$15 per receiver being required it is out of all proportion to any decent figure. Of course there is no limit to the amount you will spend on programs. If you keep three or four symphony orchestras across Canada you may spend any amount.

Mr. WRIGHT: That figure of \$2,500,000, does that cover the setup in the plan submitted this morning covering the provincial committees?

Mr. FRIGON: Yes, it does.

Mr. BEYNON: How much of this cost was allotted to programs?

Mr. FRIGON: Roughly over a million dollars.

Mr. BOWMAN: The ratio of cost seems to be about 45 per cent for programs and 55 per cent for operating costs, approximately that.

Mr. FRIGON: In England they used, last year, about 48 per cent of their expenditures for programs proper and about 16 per cent for operation and the balance was expended in taxes and remuneration to the directors and everything of that sort.

Mr. BEYNON: In this scheme, as it was contemplated here, going back to the question I asked this morning, was it intended that the provinces should finance their own programs or that the whole thing should be financed by the corporation?

Mr. FRIGON: By the national company. I think the reason why we did not give any details in the report on this particular question is that the people who would be put in charge, or just before you would decide to put the organization into force, you would have to figure the cost at the moment it started and set a budget. We knew very well that it would take at least two years before anything could be done; a law passed, people appointed, stations reorganized or built. This budget should be established whenever you think the proper time has come to consider, in detail, the financing of the system. Personally I am quite satisfied that we have enough margin in all those figures to cover the service that we suggested. At that time our figures were based on reliable information on the cost of equipment and maintenance both from a program and operating point of view.

The CHAIRMAN: Colonel Steel, have you any data at all on what the technical cost of maintaining a 50-kilocycle station would be?

Col. STEEL: It would run somewhere between \$200,000 and \$250,000 a year.

The CHAIRMAN: That is the mechanical end of it?

Col. STEEL: That is the mechanical end of it. And allowing a certain amount for wire line connections but excluding programs.

The CHAIRMAN: Excluding programs?

Col. STEEL: Yes.

The CHAIRMAN: \$225,000 to \$250,000?

Col. STEEL: Between \$200,000 and \$250,000. That is a pretty good average price and it checks up fairly well with costs at the present time with costs in the United States. I have checked that within the past month or six weeks.

Mr. FRIGON: I am told that a report on the financial aspect of the question has been filed with your committee. The figures that were used, and others that have been added to it, are in as Appendix No. 9 to Commander Edwards' testimony.

The CHAIRMAN: Colonel Steel, in this figure that you gave us, have you any figures as to how much of that is personnel?

Col. STEEL: I think I can get that for you. It is maintenance costs you want now?

The CHAIRMAN: Yes.

Col. STEEL: Take a 50-kilowatt, the cost of salaries is somewhere in the neighbourhood of \$30,000; rentals, etc. would be somewhere about \$15,000 or

\$16,000; the cost of power about \$18,000. Then you will have to allow something for interest, depreciation and insurance on your equipment, and that would be pretty close to \$40,000, and then there are renewals on plant. That is the expendable stores which would run somewhere between \$25,000 and \$45,000. The total cost as I give it there would be slightly under \$200,000, say \$175,000.

Mr. FRIGON: Here is another estimation which works out at \$175,000 for the operation of a 50-kilowatt station. At the time we took whatever figures were available and consulted different persons, and what we gave there is a summary or a total sum of what might be the expenditures required.

The CHAIRMAN: Have we any figures available—I presume we will find them in the British Broadcasting Year Book—how much did they spend approximately in Great Britain last year and the year before, say?

Mr. FRIGON: Last year they spent £580,303. That is about 48 per cent of their total expenditure. That includes programs and includes payment of artists, orchestras, news royalties, performing rights and simultaneous broadcast telephone system, salaries and expenses of program staff. Add to that maintenance of plant, power, salaries and expenses of engineering staff, development and research, etc., £192,720, which is about 16 per cent of the expenditures required. The rest of the expenditures are divided amongst rent, rates, taxes, etc., administration salaries and expenses, contributions to staff provident fund, governors' fees, and provision for income tax, etc.

The CHAIRMAN: Wouldn't it cost just as much or more to give a similar program in Canada as it would in England?

Mr. FRIGON: Well, the telephone lines, of course, represent a good proportion of the expenditures in Canada, but I do not know whether we can expect to have as complete programs as they have there.

The CHAIRMAN: To give a complete program population does not count, it is the area to be served.

Mr. FRIGON: In England they have one of the best symphonic orchestras in Europe at present. In the New York studio of the N.B.C. at the time of our report they spent about \$700,000 just for their musical talent. At that time they paid their musical director \$32,000 a year, but of course you could not expect to live up to those figures in our country.

MR. ILSLEY: Have you any figure showing the probable cost of compensation to existing owners of broadcasting stations?

MR. BOWMAN: We did not want to publish any figures, but I believe in a survey we made we thought that a million dollars would be a reasonable price for the existing equipment.

MR. BAIN: I may say, Mr. Chairman, that we have recently made a valuation from the information available from the reports of our inspectors. Of course that information is not very complete as to buildings and so on, because our inspectors are not concerned with that, but from what information we had from these inspectors' reports of the various stations the present commercial value arrived at confirms Mr. Bowman's statement. Our exact figure is \$998,000.

MR. ILSLEY: That does not allow for goodwill?

MR. BOWMAN: We had not intended to allow anything for goodwill.

MR. ILSLEY: Is it replacement value after depreciation?

MR. BAIN: It is replacement value less depreciation and obsolescence from the time the stations have been in operation.

MR. BEYNON: Well, obsolescence will be a big factor.

MR. BAIN: The obsolescence, sir, is very high on radio apparatus, because the developments are so rapid.

MR. BEYNON: And will continue to be rapid?

MR. BAIN: Yes, will continue to be rapid.

MR. FRIGON: And I think that would apply specially to a great many of the stations we have at present.

MR. BAIN: I would like to qualify that last statement by saying I do not believe the development from now on will be as rapid as it has been say in the last 10 years.

MR. WRIGHT: What percentage have you allowed for depreciation? Have you figured on a percentage basis?

MR. FRIGON: It is in the file.

MR. ILSLEY: Can you state what percentage has been allowed for depreciation?

MR. BAIN: Yes, I have it here.

COL. STEEL: About 15 per cent.

MR. BAIN: The figures I have are in detail for building power equipment, towers and transmitters, wire supply and studio furnishings for buildings. We allowed for a wooden building a life of 20 years and for a brick and stone building a life of 50 years. That is, for a wooden building a depreciation percentage of 5 per cent and for a brick and stone building 2 per cent, and power equipment we depreciated at 5 per cent, towers at 5 per cent, and transmitters we depreciated at 8 per cent, but I am under the impression that we should have used 10 per cent. I think 10 years is a good fair life,—and wire supply we used 5 per cent. Studio furnishings we also used 8 per cent, making an average of about 15 per cent. All our figures are under 10 per cent.

MR. ILSLEY: Where is your 15 per cent there?

MR. BAIN: Those figures would average out about $7\frac{1}{2}$ per cent.

MR. ILSLEY: Yes, and you add the other $7\frac{1}{2}$ per cent for obsolescence, don't you?

MR. BAIN: Yes.

MR. ILSLEY: 15 per cent a year. That would soon wipe out the value altogether.

MR. BAIN: That has been taken into account, because we did not use in arriving at this present value of \$988,000,—we did not use 15 per cent previously, because that is not the practice in commercial valuations. If the equipment is giving good service to-day, although it may have been in existence for 10 years and theoretically its life is ended, it is still operating and giving good service.

MR. ILSLEY: I think the rule that is often used is, that if used and usable it is put in at 40 per cent of its replacement value as the minimum.

MR. BAIN: Yes. Well, that is just about the figure that we arrive at, counting the different years that these stations have been in operation. I would say that it figures out about that, the replacement cost being about \$1,900,000 and the present commercial value about \$988,000. It works out at about that.

COL. STEEL: When I said 15 per cent, Mr. ILSLEY, that is based on present practice in the United States. The big corporations in the United States are at the present time using about 15 per cent on their transmitters and on their towers, that is, depreciation and obsolescence. Remember, obsolescence applies particularly to questions of towers and transmitters; not so much to accessories and buildings and that sort of thing. I do not think that there is a transmitter in operation in the United States to-day, that is, one of any size, which is more

than four or five years old. They have all been scrapped, which would run your percentage nearer to 20 or 25 per cent; but that will not carry on in future, and I should say 15 per cent taking in depreciation and obsolescence would cover transmitters and towers which are the big cost in a modern station.

Mr. ILSLEY: We were saying this morning that some of these small stations would probably continue. I had in mind particularly the station of a university, a small station. Does your scheme contemplate the continuation of any other existing station except temporarily.

Mr. FRIGON: There are stations in use at present of the 5,000-watt type that could be used wherever they would be required. You do not need to scrap those altogether, but there are a good many stations that are just worth about as much as scrap, small-size stations.

Mr. ILSLEY: Colonel Steel, you might check those figures as supplied. These cost figures are very important. You are the expert of this committee.

Col. STEEL: You must remember that those costs were prepared over three years ago and costs have changed. If anything they have come down and I certainly would say that these costs are the maximum. I am quite convinced a good deal of the work could be done to-day at lower cost. For example, there is not much doubt but that a 50-kilowatt station could be built to-day at a price lower than quoted in the Aird Report. I am quite convinced that you could buy a 50-kilowatt station to-day for \$250,000.

Mr. FRIGON: Since that time the 50-kilowatt station has been standardized to a great extent.

Col. STEEL: And there are a large number of them in operation throughout the United States and other countries and consequently the price has come down; but that price I have taken pains to check up and it is within a very few per cent of being correct.

The CHAIRMAN: What I want to get back to is the cost of programs. The programs in England last year apparently cost well over \$2,000,000. How many hours a day were they on the air in England.

Mr. FRIGON: They broadcast all day long.

The CHAIRMAN: All day long?

Mr. FRIGON: Yes. Not as long as some American stations, but I would say all day.

The CHAIRMAN: What I am trying to get at is this: basing it upon what you are getting over in the old country, about how much money would we have to spend to get the kind of program which would be acceptable to the Canadian people in comparison to what they are getting from the other side? If they spend \$2,500,000, after all that is based on hours' broadcasting more than it is upon the cost of the station. It would cost almost as much for one station as it would for the seven.

Mr. FRIGON: If you insist on hearing a well-known comedian, for instance, and he insists on being paid a very high salary. From a publicity point of view it may be a good thing to have him, but so far as the quality of the program is concerned, you may as well get someone half as cheap or at a quarter of the price, which would give you a very very fine program just as amusing and just as popular you might say. Of course it is hard to establish exact figures on this point, to this extent, that you have to use the money at your disposal to the best of your ability. In our case we figured that there would be about a million dollars available for programs and that ought to fill the bill quite nicely. If you have more, so much the better.

Mr. BOWMAN: It is probable, Mr. Chairman, that the rates in England are much higher than you would get in Canada, and as Mr. Frigon says, we

would not have to spend anything like the British amount for a symphonic orchestra. We have in Canada excellent symphonic orchestras and I do not think they would cost anything like the cost of the British Broadcasting symphonic orchestra.

Mr. FRIGON: It is the same with our theatres. We cannot expect in Montreal and Toronto to have the same quality performances as they have in London or Paris or New York. We have to do with whatever our wealth will permit us to do.

The CHAIRMAN: Unfortunately, doctor, we cannot go to New York, but by turning the dial here we will be able to get New York. That is one of the factors you have to take into consideration.

Mr. FRIGON: There are two ways to get over that. If the symphony orchestra in New York pleases you better than the Toronto Symphony Orchestra you can listen to it over an American station, or you may arrive at some working arrangement with other countries to hear their programs.

The CHAIRMAN: That is what I wanted to bring out.

Mr. FRIGON: Not all the time but under certain conditions.

Mr. WRIGHT: When you made your investigation were you able to anticipate what the cost of the programs were of some of the better stations in the United States like say Louisville and two or three of the New York Stations that would more nearly compare to the Canadian cost.

Mr. FRIGON: I just gave some figures. In New York at the time we wrote our report the bill for the permanent musicians kept by the National Broadcasting Company was about \$600,000 a year. If some advertiser wanted to have a program with a star of the New York opera he had to pay for it, that was his own lookout. If they want Maurice Chevalier for 25 broadcasts, that feature has to be paid for.

Hon. Mr. CARDIN: Were you given the opportunity of ascertaining what our stations were earning in the way of programs for example.

Mr. FRIGON: I cannot say that we had the figures on that. We estimated to the best of our ability what it might cost, but we did not have exact figures before us. Figuring it on the data we had we thought that a million dollars would give something that was worth while.

Mr. BOWMAN: I thought there was really very little of a national broadcasting character going over Canadian stations. We found a great many of the stations were using gramophone records and some of them were using small orchestras, but they did not get into the national broadcasting service.

Mr. FRIGON: I would like to cover the point of getting programs from the States for our Canadian stations. Personally, I would not be much in favour of that, but there might be occasions where some American programs would be very interesting and we would like to have them. The same in Europe,—the British Broadcasting Company and some of the European stations would be very pleased to make arrangements with us so that we might be able to exchange programs with them. We might, for instance, work out an arrangement with some European country whereby we would exchange some of our best features for some of theirs.

The CHAIRMAN: Is that technically now becoming quite possible?

Mr. FRIGON: It is getting there.

Col. STEEL: It is tending that way. I would not say it can be done with technical satisfaction to-day but they are developing that way fairly rapidly.

Mr. WRIGHT: Four or five Canadian stations now have arrangements with some of the better stations in the States. Have you any idea what it costs per hour?

Mr. BOWMAN: I think the department probably has figures on that. We have not got them, but I think you will probably get from the department the figures.

Commander EDWARDS: You will have before you some of the representatives from some of those stations and I think it would be far better if you got the figures from them, because our figures would not be quite correct.

Mr. FRIGON: It might be the proper time to get at exact figures on the whole thing, to get a tentative budget established. Our figures were what you might call round figures. We felt they were quite safe.

The CHAIRMAN: Would you discuss the revenue, how you propose to get your revenue?

Mr. BOWMAN: Just before leaving that, there was one other thing that we were impressed with in our travels, and that is in Canada there are places where there is no broadcasting except when atmospheric conditions are fairly good, and then they get American broadcasting, otherwise they get nothing, and looking at it even from the point of view of the industry here, if we could give a better service I feel sure there would be a great many more sets sold in Canada.

Mr. ILSLEY: Did you provide for salaries to the directorate? There are twelve directors here and I was wondering whether there would be salaries paid.

Mr. FRIGON: It was in our mind then that they might not receive any salary at all as directors of the National Company. Some of us thought that they might receive just enough salary to make it worth while for them to come to Ottawa once in a while, but not to make it a paying position, so to speak. Of course the provincial directors or the Chairman of a provincial commission would receive a salary.

Mr. ILSLEY: Of course you did not provide for the advisory boards?

Mr. FRIGON: No, the advisory boards would be composed of public minded people.

Mr. ILSLEY: You must have provided some for the managers?

Mr. FRIGON: Oh, yes.

Mr. WRIGHT: The provincial committees would pretty well take care of their own expenses.

Mr. FRIGON: The advisory committees,—I should not think there would be any expense there.

Mr. WRIGHT: Not so far as the Federal government is concerned.

Mr. FRIGON: No. The provincial directors would be on the salary list.

Mr. ILSLEY: Would not there be a tendency for them to become somewhat perfunctory in the discharge of their duties, especially if there was an able man as manager or president of the whole enterprise.

Mr. BOWMAN: Some people might think that that was very desirable, Mr. Ilsley. If it is within the walls of this room—I intended to ask Sir John Reith about his directors in London. I said, What do they do, Sir John? He said, "The best thing about them is that they don't do anything."

Mr. ILSLEY: I am afraid by the time you get to the officers you would not get very much work done.

Mr. FRIGON: What you say may be quite correct, but you have got to balance that argument against what you would have with another system.

Mr. BOWMAN: In Belfast they have a situation like that, and the station director in Belfast explained how his advisory council worked, and it is rather a delicate piece of territory, that is, to satisfy everyone. He has an advisory council and it functions quite well. When someone comes along and says, Will you broadcast this on the 17th of March, will you broadcast the sham-

rock day, well he calls in his advisory council if he thinks it is necessary and he gets their advice, and having them behind him he can go along and do it.

Mr. FRIGON: In England they have daily meetings of the directors of the different departments, and they set their programs so many weeks in advance. In those programs are features or items that must be accepted by all stations. For others, they have their choice, and some hours are kept blank. These lists, or tentative programs are sent to the local directors in the different sections of the country and they return them, with a mention of their choice, what they want of those that are submitted to them and suggestions for the open hours. Now, this, in turn, is readjusted so that one part of the program may originate in London, and the local boards of advisors provide for the rest of it.

Mr. GAGNON: I do not think that this scheme could be worked here in Canada if you give the provinces full control of the programs.

Mr. FRIGON: We are giving to Quebec the responsibility of watching their own programs. We claim that the Quebec people should watch their own programs.

Mr. ILSLEY: I understood you to say that the governments of the provinces insisted that they have the say over what was broadcasted.

Mr. FRIGON: I would not go that far. I would say that the control of programs should stay within the province. It should be a provincial affair.

Mr. GAGNON: Since you spoke to the Quebec government have you been able to secure the view of that government?

Mr. FRIGON: I think everybody knows more about it than I do.

Mr. WRIGHT: Is it desirable that Canadian broadcasting companies should provide for more than say two hours in the afternoon and two in the evening? Would not that be as much as any of the people of Canada would be anxious to listen to a purely Canadian program?

Mr. FRIGON: As far as I am personally concerned, I am quite satisfied to leave that whole question to whoever will be in charge of the system. They will have to go into the whole question. They will have all the details and get in contact with their own people and get together on a co-operative basis. They will decide what is best. It is all right for us to say that it will be two, three or four hours, but a year from now it may be found that something else is required. For instance, you may have three or four stations within a certain territory, one specialized in high class music and orchestras, the other in literature or jazz if you like, every station would not have to maintain a full orchestra or a jazz band. I am speaking of just one way of economizing on programs. If you divide the different types between the different stations according to whatever facilities they have in their own territory, you can effect economies. If you have a station in the Maritimes maintaining a big orchestra it might be out of all proportion to what they could afford. Instead, they may possibly use the Symphony Orchestra of Toronto or they may use the Grenadiers Band of Montreal because those organizations already exist and could supply good music to the Maritimes. In turn, the Maritimes might have a good string quartette that could be very useful to the other stations. It is not very easy to arrive at a definite and exact figure before you have to study the details of the thing. You have got to deal with round figures at the start.

The CHAIRMAN: Of course, gentlemen, undoubtedly we will have other people coming before us who will submit to us an entirely different set of figures and we will have to balance one against the other.

Is there anything you want to discuss with respect to the revenue—as to how you propose to raise the revenue?

Mr. BOWMAN: Well, of course, as I mentioned this morning, in Great Britain they pay 10 shillings a year for a licence per receiver set, and in Germany they pay the equivalent of \$6 a year, one mark a month, and we found in Canada wherever we went no opposition to the question about increasing the licence fee, in fact we found people who said they would gladly pay \$5 a year. I think one man said \$15 if only he could get some good Canadian broadcasting. The Commission recommended \$3 a year licence fee, and that is on page 9.

The CHAIRMAN: Is there a sales tax on parts of radios in Great Britain? There was at the beginning anyway. Is that still in existence?

Mr. BOWMAN: The revenue does not go to the British Broadcasting Company. They make their revenue by selling their publication over there. They have a weekly paper called the *Radio Times* and it has the largest circulation of any weekly paper in England. Incidentally the man in charge is a Canadian.

The CHAIRMAN: They do not sell any advertising at all in England?

Mr. BOWMAN: No.

The CHAIRMAN: There isn't even a sponsored program of any kind?

Mr. BOWMAN: Not for revenue. They put on the Hotel Cecil orchestra but they do not charge anything or get any revenue for putting it on.

Mr. FRIGON: Regarding the weekly paper in England, which might reflect on the popularity of their system over there, they have this:

"On January 16, 1929 . . . the circulation of the *Radio Times* was 999,000 in round figures. On the same date in 1931 it was 1,603,000."

In two years it had increased from about one million to 1,600,000, a weekly circulation. The corresponding figures for the *World Radio* were 127,000 to 258,000 in two years, more than double.

Mr. BOWMAN: That is the national weekly?

Mr. FRIGON: Those two papers give the programs, the first of the British stations and the second of the world stations.

Mr. ILSLEY: It has been suggested by your critics that you would not get anything out of indirect advertising at all?

Mr. BOWMAN: That has not been the experience, Mr. Ilsley, because the three biggest broadcasting services are the Canadian Pacific hour of fine music, the Canadian National symphony hour and the Imperial Oil hour. The Imperial Oil have gone off the air, but I imagine one reason—I don't know—but I should imagine it would be that they would feel that the expenditure they were incurring did not justify the results they were getting in coverage because at the present time the coverage is nothing like adequate throughout Canada, but if there was a national chain and if the Imperial Oil and the C.P.R. and others would be encouraged to go on the air, because it is not merely a service they are giving in Canada but they are getting—especially the railway companies—very valuable publicity in the United States. Our system would be listened to, in my opinion, by a great many American listeners.

Mr. ILSLEY: Are there some details available of this \$700,000 annually that is estimated to be the initial revenue from indirect advertising?

Mr. FRIGON: At that time it was based on what was going on. That was 1929. I don't know what the figure would be now.

The CHAIRMAN: That is more or less an estimated figure you arrived at at the time?

Mr. FRIGON: At that time we thought it corresponded to the actual practice.

Mr. WRIGHT: Why is it desirable to purchase all the present broadcasting stations in Canada?

Mr. BOWMAN: One reason would be that they could be better located than they are just now. Take for instance the situation in Toronto where you have four broadcasting station projecting into one comparatively congested community. We know other parts of Canada where they are not getting adequate service. If the whole of the stations were bought out some of these stations could be distributed in such a way that other people in the country would get a better service.

Mr. WRIGHT: You would have the right to locate your stations where you wish, and if you could not purchase at a reasonable price you could build.

Mr. BOWMAN: That is true, but we were a little more merciful.

Mr. WRIGHT: I was wondering why you wanted to cut out all local competition.

Mr. BOWMAN: There is a limit to that kind of thing. Take for instance Toronto, as I mentioned, with four stations broadcasting. Now, is Toronto going to be allowed to monopolize that air? Is London going to be allowed to have a larger station, and is Hamilton? Surely if Toronto has four large stations Hamilton should be allowed to have one and London should be allowed to have one. There is a limit to that.

Mr. WRIGHT: Of course you would have that under your control because you would issue the licence.

Mr. BOWMAN: The situation as it is now, however, is that Toronto has four large stations, comparatively speaking, and some other places have none. We heard complaints at that time that the stations in Toronto were not strong enough to answer the American station, and the people who appeared before us were asked what they would suggest and they said that the station power should be increased in Toronto, and so the proposal put before us was that there should be four stations in Toronto with 10,000 watts each and someone said they could be 50,000 each. The question then was—What will Hamilton have? And they said Hamilton might be considered as part of the Toronto district. Hamilton did not take that view of things when we went there.

Hon. Mr. CARDIN: During your visit to England did you meet with any criticism of the British broadcasting there?

Mr. BOWMAN: Yes, we did. I did. I made it my business to look for critics, and one criticism was that on a Sunday it was too religious. They felt that the man who was running it was far too strict about the Sunday broadcasting. I think they had been listening to some broadcasting from other parts of the world and they felt that the British could be peped up a bit on Sundays.

Mr. GAGNON: I received a few days ago a little booklet in which it is alleged that the present system in England was very bad. Do you agree with that?

Mr. BOWMAN: No, sir. I would say that the British people are the best type of that, and the best evidence of it is the enormous increase in licences and subscriptions to this weekly paper that gives the program. Sir John Reith takes the view that there is no such thing as the public knowing what it wants. He thinks that this talk of the public knowing what it wants is largely imaginary. I am not suggesting that we should follow any such plan. Our plan, as we have it, is that we would encourage private enterprise to make use of the national broadcasting system, to give what they have, what the public would most desire, that is our proposal. We do not propose to follow that rigid British plan at all in ours. All we want is to save the waste and duplication and complication in building stations; but we want to encourage competition in the broadcasting over one national system.

Mr. FRIGON: The best answer to whether there is some criticism in England is, as I said this morning, that there have been some seven hundred thousand

receiver sets added the last year and the circulation of the weekly paper which gives the programs that are broadcasted by the B.B.C. has increased from 999,000 to 1,600,000 in two years. That is an increase of over 200,000 a year of people buying the programs of the B.B.C. They must like those programs.

The CHAIRMAN: The other newspapers do not publish the programs.

Mr. FRIGON: No. The B.B.C. retains the right to publish their programs.

Mr. SMITH: There was one question I asked this morning with respect to policy. I would like to have an expression of policy from the members of the Aird Commission on it. It has been suggested to me that radio in Canada should be controlled by a non-partizan commission, some of the members of which would have practical knowledge of radio, and who would establish and maintain a policy of broadcasting throughout the country exercising intelligent and effective control over it, but that the operating stations be left in the hands of private interest. Might I have an expression of opinion on those views?

Mr. BOWMAN: Well, Mr. Chairman, I would say that the person who puts forward such a proposal should demonstrate to this committee where they are going to get the revenue from to give Canada an adequate service under those plans. We could not find where they would. The only place that we could find where revenue could be provided to give Canada one chain of stations across this country was by increasing the licence fee to \$3 a year. I cannot myself see how any plan such as that can get revenue from advertising to give Canada the service that it deserves.

Mr. SMITH: Could not that feature of it be worked out satisfactorily?

Mr. BOWMAN: Well, I would offer another objection and it is this: Here is a new medium of service to the world; here we are beginning with it in Canada on the ground floor. We have allowed many of our valuable natural resources to pass out of our control into the control of large interests. Here is something that is new, something that is worth holding, if we will look at this thing from the point of view of Canada, not merely five years from now but Canada 20 years from now or 50 years from now. When we think of the development that is coming with television, let us imagine the day when we will have television, or a television service as well as a broadcasting service in this country, when our children in the schools will be able to walk into the school, we will say, in Saskatchewan somewhere,—up at Yorkton—and on some afternoon they will be able to see a liner coming in at Halifax, or a liner sailing from Vancouver, hear the whistle blow, see the ropes cast off; or, on the other hand, they will be able to see the factories down in the east manufacturing farm implements; or be able to make a trip through the large motor car plants, helping to bring Canada closer together. That is a side of it in my opinion, that we should keep in mind. Now, I do feel that the only way that can be done satisfactorily to Canada is to have an adequate service. I do hope, sir, that this committee will think of this great new instrument for the service of the world from some bigger angle than the situation as it now presents itself.

Mr. SMITH: Would not this commission study those matters which you suggest and endeavour to regulate them to the best advantage to the citizens of Canada?

Mr. BOWMAN: We have the experience of the motion pictures, sir, and if we cannot do better with radio broadcasting than we have done in motion pictures, I would not feel very encouraged about it.

Mr. SMITH: I would not either, but I think the motion pictures are in an altogether different position than the radio.

Mr. BOWMAN: They are very closely related.

Mr. SMITH: They may be in one sense, but their operation cannot be very closely related.

Mr. BOWMAN: It gets down to a question of finance.

Mr. FRIGON: Not only that, but it all depends on what you call control. If you mean by control that you impose upon the station whatever program you think is best they will never accept that. If their advertisers require certain types of programs they must have them. Personally I take this stand: I do not care whether it is private or public ownership, but if you ask me with what system you would get the best out of radio, with what system you will profit the most, I will tell you it must be public service, because you cannot mix up the interests of the man who wants to make money out of the equipment and the man who wants to render service to his country. You cannot blame the radio broadcasters for doing as they do. It is their business and they are quite right in doing what they are doing. But that is not the question. The question is, should you use that medium for better purposes in the interests of the country at large. If you decide that you should, after having studied what can be done with radio, then you cannot leave it in the hands of profit-making organizations.

Mr. ILSLEY: Your point is that the people are using this for profit-making purposes. Now, according to Mr. Bowman, your colleague, all the best hours are going to be rented—that is what is hoped will be the case—so that the government will make a lot of money out of it. Then possibly those to whom you rent it will be doing so simply for the purpose of making profit, then what becomes of your contention? Is there any difference between that system and the system from the standpoint of public welfare, the system as suggested by Mr. Smith?

Mr. FRIGON: I do not quite get that.

Mr. SMITH: I would like to ask another question.

Mr. FRIGON: I am sorry, I did not quite catch your remarks, Mr. Ilsley.

Mr. ILSLEY: Perhaps I got the wrong end of it entirely. As I understand your position you say that the public will get better programs, that is, programs that are more adapted to the public, with the idea of benefiting them rather than making money out of them. Now, Mr. Bowman says it is his hope and expectation that a large amount of revenue will come in from advertising because the hours are going to be rented or let to advertisers.

Mr. BOWMAN: I will qualify that by saying goodwill advertising which is different from direct advertising.

Mr. ILSLEY: I know, but they are going to give the sort of program that will make them listen to their name.

Mr. FRIGON: You would not be so much concerned with big organizations who are willing to pay for big programs, such as Mr. Bowman mentioned, as much as with the little advertising firms who get you listening to all sorts of rigmarole from six o'clock to eight o'clock, listening to things that you don't bother with, things that are occupying valuable time, time which could be used otherwise. An orchestral program from eight to nine could be sponsored by the Canadian Pacific. Well, there is no harm in that at all, and I suppose they would be willing to do it. They already do. That sort of program would be sponsored, I think, very readily by big organizations.

Mr. ILSLEY: I suppose the ownership of stations gives the correct measure of control, does it?

Mr. BOWMAN: After all, in the last analysis, it is a natural resource which we will own. It is the ether, or whatever you like to call it, and it is something which the private interests if they once secured control, would exploit.

Mr. FRIGON: Coming back to what I said this morning, just imagine the man who is in charge of the station, whoever he is, director or general manager. He is lining up his program for the next month. All he has in mind is to fol-

low the advise of his advisory council composed of prominent citizens, and to please the majority of the people who are interested in good programs of all types, from jazz to grand opera. He gets his program lined up properly, because that is his business, so that the whole thing will be presentable to the public in a worth while fashion.

Mr. ILSLEY: He sells space.

Mr. FRIGON: I know. Then he has in his program a certain number of hours that he would like to reserve for a certain type of entertainment such as symphonic orchestral work or bands or good singing. These hours he can offer to the sponsoring companies who would like to buy them. On the other hand, this same man if he were working for a private concern would want to make so much per cent on the money the company has invested. It is a different proposition altogether. He has to get the best price for his hours, he has to get as much out of it as possible, and he is bound to sacrifice quality for quantity. If a popular song is in the air, well, you are likely to hear it fifty times in a week. When Christmas time comes you will hear the same carol night after night and day after day simply because it is in the air. A well regulated program organization would think that twice is enough. Just the same on Mothers' Day, you will hear Mother Machree fifteen or twenty times, Mother Machree Saturday and Sunday, because everybody wants to have "Mother Machree" on the air. Let us have it once or twice. That is enough.

Mr. SMITH: Several times mention has been made to-day of profit-making stations as existing in Canada to-day. It is a fact in eastern Canada at least that some of the stations are not operating at a profit, or do they attempt to so operate. There are certain agencies from the standpoint of service that are taking advertising, but they do not make ends meet, and it is not so much of a business venture so much as it is of a service agency.

Mr. ISLEY: Which ones?

Mr. SMITH: So that you could hardly style those as profit-making institutions?

Hon. Mr. CARDIN: They may not make any profit but they are after profit.

Mr. SMITH: Well, I don't know,—I know some that are not.

Hon. Mr. CARDIN: They could increase the power of their station?

Mr. SMITH: Yes, but they are not endeavouring to commercialize the thing in the broad sense of the term. It is a service.

Mr. FRIGON: There is such a station, sir, that broadcasts in Canada. They cater more especially to religious broadcasting. When we went to their city they said, "We have got to keep that station". We asked why and they said "Well if you take it away from us it will be taking away a privilege that we have". One of the men who was broadcasting from the station said "All my congregation is on the air. I have no church. My listeners are my congregation." And they insisted on keeping that station for their own local purposes. It might be well to reserve one band for this purpose when probably 95 per cent of the population would like to have something else and should have something else. I think in that case in particular this station should be used for better purposes.

Now, there are stations like the University of Alberta station and others which are doing good work at present, and I think it would only be proper that they should be called upon to give their advice, and should be given preference in whatever educational work is to be done by the proposed organization. Those who are already doing good work, work that is worth while, should be the first to be called upon to co-operate. We have stations doing good work, and their owners should be the first ones to be called in to advise and supply whatever program material is necessary.

Mr. SMITH: Well, they have all been invited.

Mr. BOWMAN: Of course, people who are doing educational work seldom have a great deal of ready cash to jump into a train and come from Edmonton or somewhere else to give us the benefit of their views.

Mr. WRIGHT: Do you think it desirable that institutions of that kind should be encouraged to build stations and so forth?

Mr. BOWMAN: No, they should be encouraged to make use of the national system.

Mr. FRIGON: In the United States at the present time there is a complaint amongst educationalists that not enough time is given to education over the air and they are trying to get at least 20 per cent of the wave lengths, allotted to educational institutions. As I say, they claim they have not got enough time and that whatever they had is being taken away from them.

Mr. ILSLEY: If I remember right, there were 70 institutions which were crowded out of their broadcasting by commercial work in the States.

Mr. WRIGHT: Would it be desirable that these institutions should get together and put up a program and let them allot time to suit their own individual interests?

Mr. FRIGON: That is what they are trying to do now, but, of course, with the system they have in the States it is very hard for them to get along.

The CHAIRMAN: When you were discussing this did you take into consideration, or did you take the possibility into consideration of developing a national program which could be served to the existing stations or stations under private ownership?

Mr. FRIGON: Well, if the stations were owned by operators from which you could buy the time, or the facilities, it would be the same thing, except it would cost more money.

The CHAIRMAN: That is not what I had in mind. What I had in mind was the possibility of these stations plugging in,—was that discussed?

Mr. FRIGON: That is one way out of it, but if you are going to establish figures on the cost of our system you might also estimate the cost of that.

Mr. BOWMAN: You get into trouble at once. In Toronto, for instance, they have four stations. What station would you give that to?

The CHAIRMAN: It is still under the control of the department to continue those stations or run a pencil through them. Of course that is not a very easy thing to do.

Mr. GAGNON: I would like if you could tell me what latitude is left to private enterprise under your proposed scheme.

Mr. BOWMAN: Well, the latitude that would be left to private enterprise, Mr. Gagnon, would be that they could build up programs as broadcasters but not as station owners. They could then go to the existing national system and rent time on that existing system. We will take the Canadian Pacific Railway Company. They have a program building organization and they could come with their program and, by negotiation with the national company, arrange for a certain town which they wish; and that would apply not only to them but to the Imperial Oil; and there is a new organization—Canadian Industries Limited—and these private, goodwill advertisers could still go on and devote all their time to program building rather than devoting the time to building and operating stations.

Mr. GAGNON: They might derive a certain benefit which would be very appreciable.

Mr. BOWMAN: I hope they would derive benefit. I believe in encouraging them to get all the benefit they can out of it.

Mr. FRIGON: Take large concerns like the railway companies. They could very well go to the national company and submit a plan to broadcast say 15 hours of Canadian history, with music. The radio company may accept and reserve specified hours for that purpose and charge accordingly. It could very well be done. It will have to be done to get money.

Mr. GAGNON: I think there is a widespread feeling amongst the people that your scheme is much more sweeping than that. I think it is commonly believed that you do not leave any latitude at all to private enterprise.

Mr. BOWMAN: In some instances some stations have rather given their listeners a wrong impression of what our recommendations were.

The CHAIRMAN: Is there anything else that we want to ask those gentlemen who have been kind enough to come here to-day and give us the whole day?

Mr. FRIGON: We will come back if you need us.

Hon. Mr. CARDIN: We may have to ask those gentlemen to come back later on after we have heard from the other side. I am anxious to hear from the other side.

Mr. BOWMAN: Well, as Dr. Frigon says, we will be glad to come back any time your committee desires.

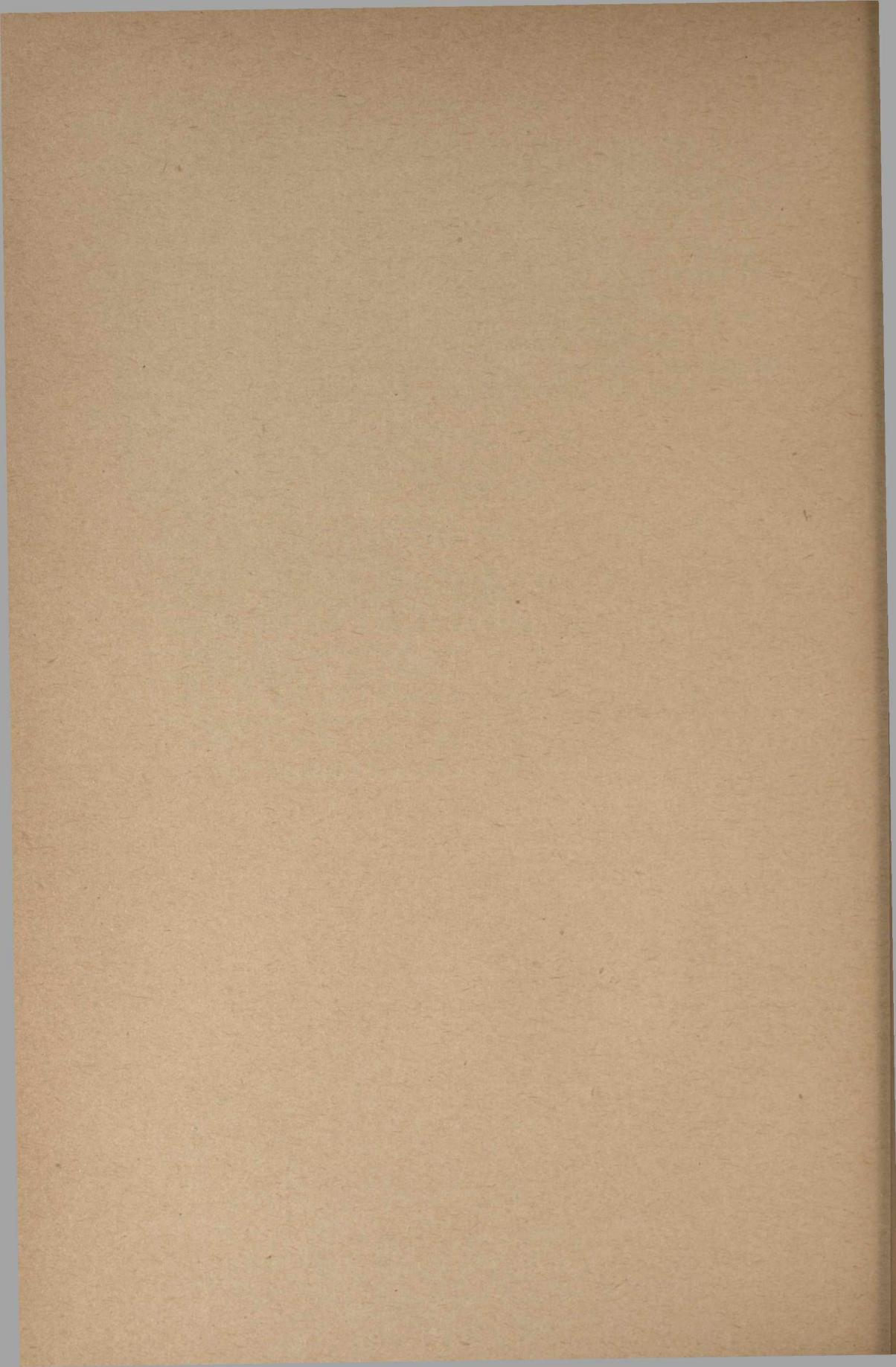
Mr. GAGNON: You have been quoting some interesting details from a book, Dr. Frigon. Could you indicate what it is?

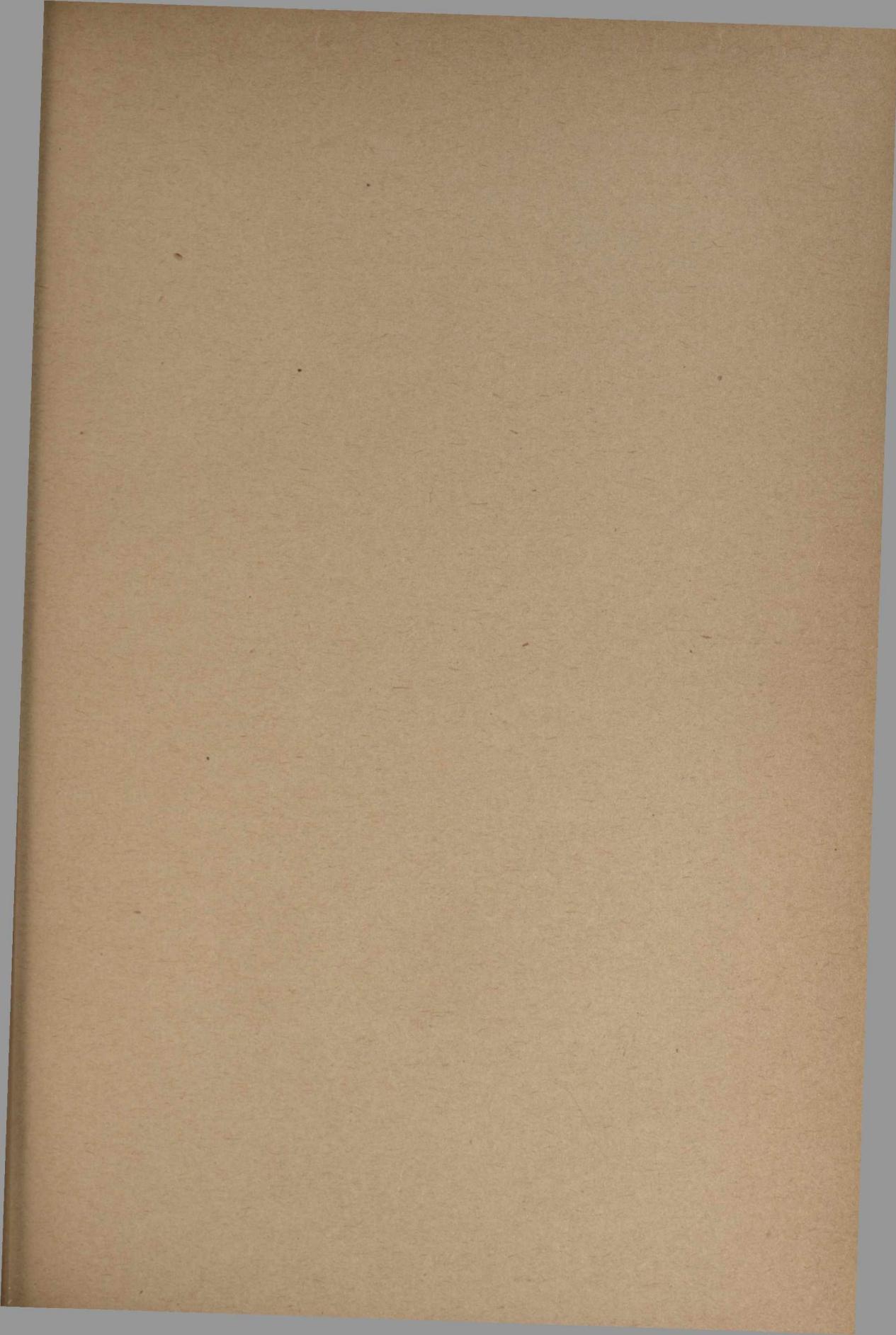
Mr. FRIGON: Yes, that is the British Broadcasting Company's year book.

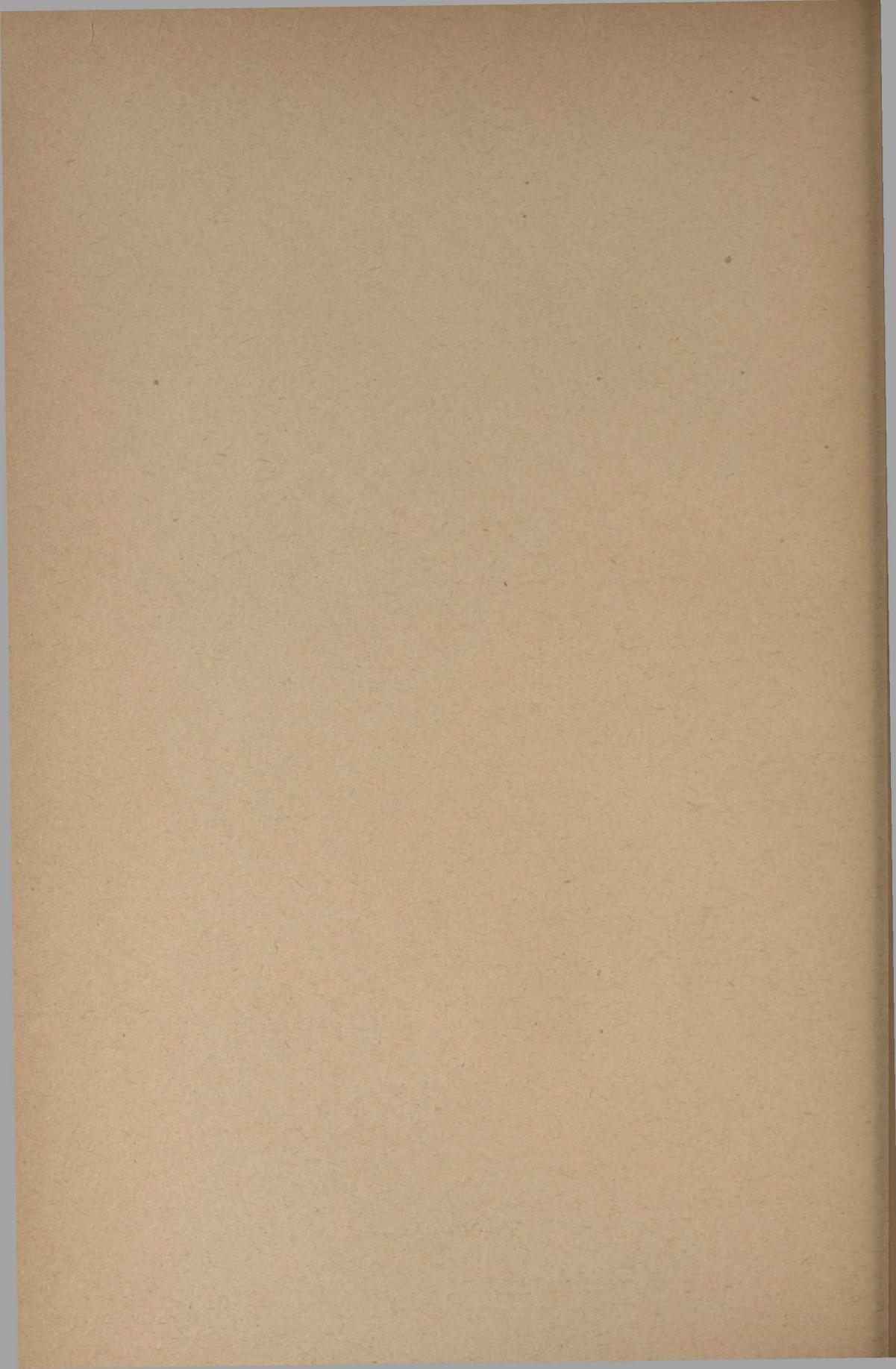
The CHAIRMAN: Gentlemen, we thank you very very much. We may have to avail ourselves again of your time.

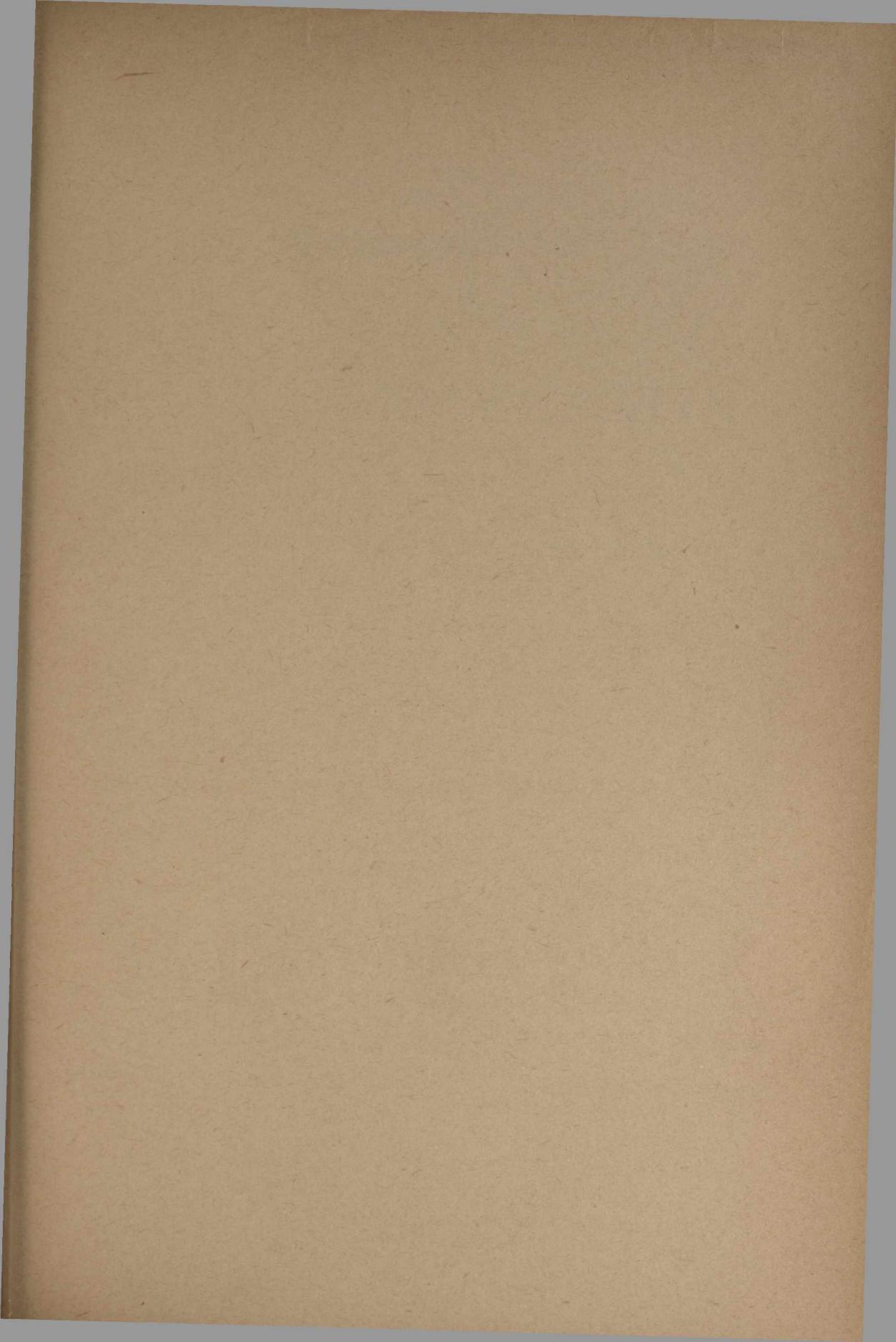
Mr. BOWMAN: May I, Mr. Chairman, express our appreciation of the kindness of the committee. To me, who has been attending committees for many years, this is one of the most interesting committees I have ever seen.

The committee adjourned to resume on Friday, 18th March, at 10.30 a.m.











SESSION 1932

HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

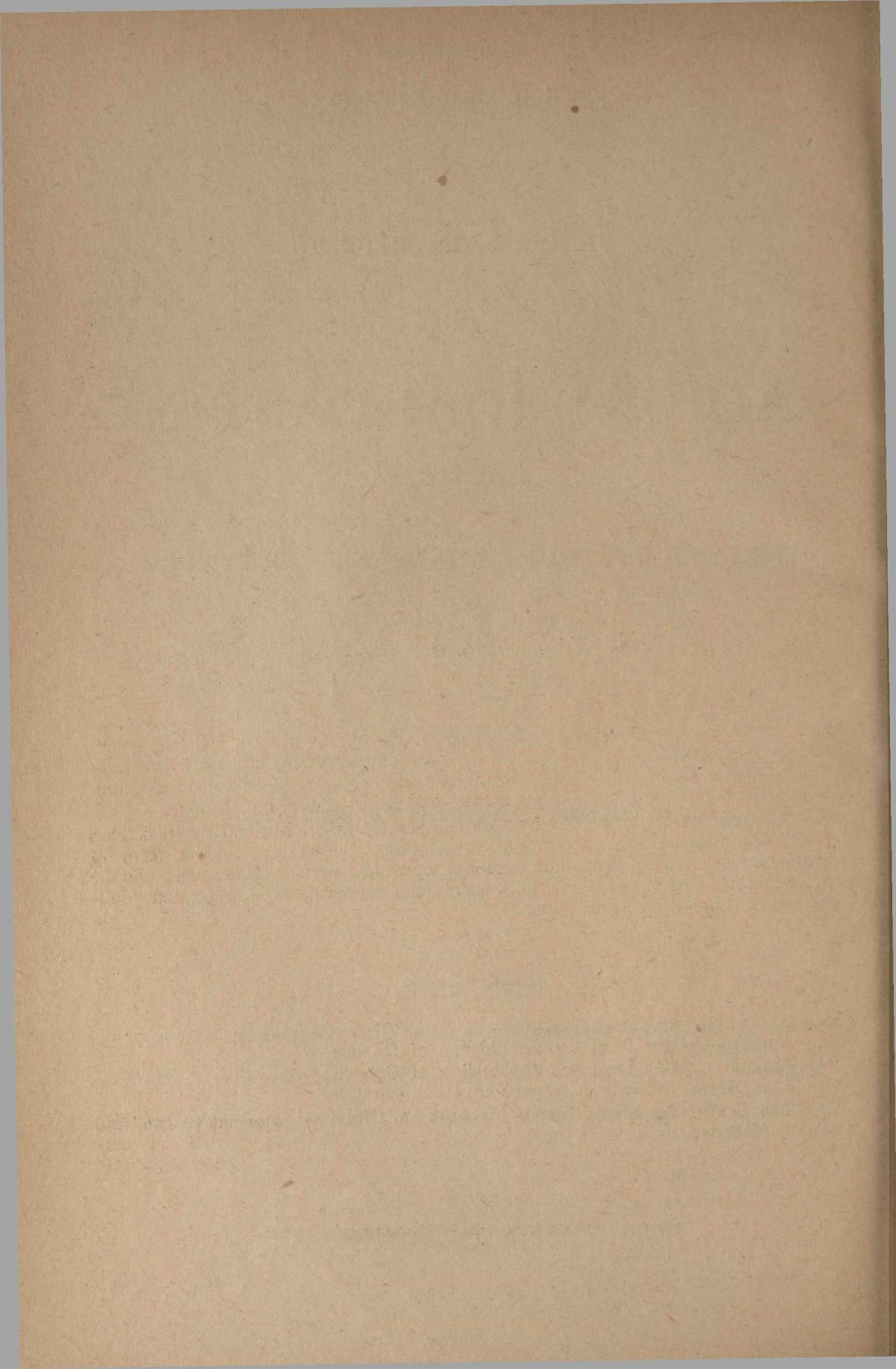
No. 4

FRIDAY, MARCH 18, 1932

WITNESSES:

- Mr. A. C. Campbell, representing Single Tax Association of Ontario,
Ottawa.
Commander C. P. Edwards, Director of Radio, Department of Marine,
Ottawa.
Lt.-Colonel W. A. Steel, Radio Technician, National Research Council,
Ottawa.

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1932



MINUTES OF PROCEEDINGS

THURSDAY, March 18, 1932.

The Special Committee on Radio Broadcasting met in Senate room, No. 148, and came to order at 10.40 o'clock a.m., Hon. Dr. Morand, the Chairman, presiding. The following members of the Committee were present:

Messieurs: Beynon, Gagnon, Garland (Bow River), Morand, Smith (Cumberland) and Wright—6.

In attendance: Mr. A. C. Campbell, Ottawa, representing the Single Tax Association of Ontario; Commander Edwards, Director of Radio of the Department of Marine; Lt.-Col. Steel and Mr. J. W. Bain, Technical radio experts.

Present: Mr. Graham Spry, Pres. Canadian Radio League, Dr. A. Frigon, Director-General of Education, Province of Quebec, etc., and former member of the 1929 Royal Commission on Radio Broadcasting; and other representatives of radio organizations and stations.

The Chairman stated that Mr. Campbell was present to submit the views of the organization he represented, and if it met the wishes of the Committee, Mr. Campbell would now be heard.

Mr. Campbell called, and presented a statement of the views of the association above named, which emphasized strongly the preservation and guarding of the air medium for radio broadcasting as one of the natural resources of the Dominion of Canada. Questions were asked by the Committee and replied to by the witness. Mr. Campbell was thanked by the Committee, and retired.

The Chairman then referred to the expert radio men present, and suggested that it might be profitable to discuss with them different phases of the radio question.

Statements were made by Commander Edwards, Colonel Steel and Dr. Frigon, the following subjects being considered, interspersed with discussion and questions: coverage, costs, equipment, buildings, power supply, broadcasting channels, radio bands, conferences, past and pending, stations, direction-finding chain stations of the Government, ship signals, interference, distribution of channels with the United States, and other matters pertaining.

A large chart was placed by Commander Edwards, illustrating in colours the "Radio Spectrum" and "Electro-Magnetic Spectrum," in the form of radio bands, showing used and unused proportions of the ether, etc.; and he gave explanations of long and short waves, the causes of what is termed "fading" and other kindred matters.

Mr. Spry replied to certain questions asked by the Committee.

With the permission of the Committee, Mr. Spry filed the following papers, which were ordered printed as an appendix to the record, viz:

App. 9—Letter from the Most Reverend the Lord Archbishop of Nova Scotia, Primate of all Canada;

App. 10—Letter from the Archbishop of Quebec;

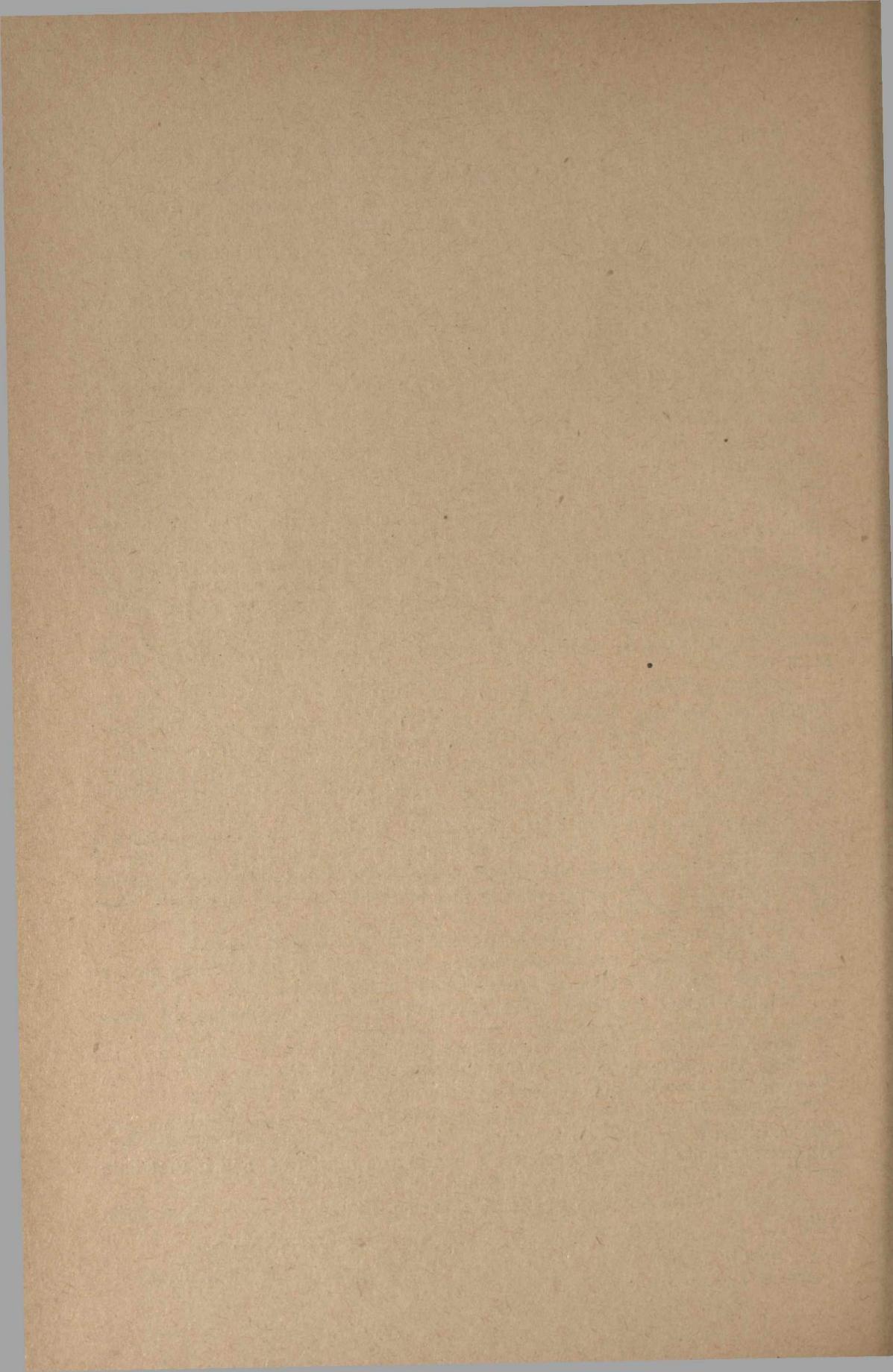
App. 11—Letter from the Archbishop of Ottawa;

App. 12—Broadcasting systems in other countries.

The Committee agreed that the meeting had been an informative one, and then considered the date of the next meeting. The Chairman stated that certain arrangements had been made for a hearing on March 31, and if that date met the views of the Committee, it would be decided on.

The Committee adjourned to meet again on Thursday, March 31, at 10.30 a.m.

E. L. MORRIS,
Clerk of the Committee.



MINUTES OF EVIDENCE

ROOM 148,

18TH MARCH, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Mr. Morand presiding.

The CHAIRMAN: We have Mr. Campbell with us this morning representing the Single Tax Association of Ontario.

A. C. CAMPBELL—called.

By the Chairman:

Q. Whom do you represent, Mr. Campbell?—A. The Single Tax Association of Ontario.

Q. How big a membership has that association, or is it just local?—A. It does not confine its membership to any particular district otherwise than to Ontario.

Q. All right, Mr. Campbell, you may proceed.

The WITNESS: Mr. Chairman and Honourable Gentlemen: The Single Tax Association of Ontario offers thanks to the Committee for opportunity to present its views.

Our association strongly approves the course taken by the Dominion authority in allowing time for public consideration of the many and difficult questions involved in formulating a national policy on the subject of radio broadcasting. It seems to us that the great obstacle is failure on the part of many people to realize that this discovery of a new means of communication is capable of vast development, with possibilities of great good and of great evil. Canadians may fail to realize also their peculiar position on this continent, as custodians of a vast northern territory whose development must depend in great degree upon radio. In other lands radio is a convenience of business, a means of entertainment and pleasure, but in Canada's northland it is a matter of commanding necessity.

Obviously the management of radio must include a development of unknown extent and complexity, and involving possibilities of great good and great evil. We are preparing to enter upon a road whose course and outcome no person can clearly foresee. This, therefore, is a time for the utmost caution. Not, of course, that we should cowardly refuse to proceed, but that we should be most careful that we are right before we go ahead. One great advantage of delay is that it has enabled us to make a decision on our own constitutional question as to jurisdiction. We know that radio is a matter in charge of the Dominion authority. Another advantage is that we have had opportunity to observe and learn by our own practical experience in radio and that of other countries. Our association pleads for a continuance of this policy of careful consideration, not for purpose of mere delay, but for wise decisions. This is all the more necessary because radio is now in wide and constant use, and demands may be made, based upon preferences, needs, and even alleged rights, that, if yielded to, may affect Canada unfavourably, for years, perhaps generations, to come.

It is plain that more is involved in this question than can be settled by the experts in radio alone. The forthcoming Madrid Conference, for instance, is a recognition of great international interests dependent upon the development of radio service. The very fact that your honourable Committee exists for investi-

gation of this whole problem is simply a declaration that the Canadian people as a whole have asserted their right to decide all these matters in the interest of the nation, and of the people of the future. More than that, the people have decided that radio broadcasting shall not be left to the adjudication of the courts nor the haphazard movements of business or social life, but shall be dealt with directly and with power by the political authority of the Dominion. All this being so, we must deal with the matter on the basis of the fundamentals of our political organization.

What are those fundamentals? One is the equality of all before the law; another is the democratic principle which calls all to take part in deciding matters of common interest. Unless radio is some day to become a means of radically changing our institutions, it must be built plumb with the foundation on which those institutions rest.

The Single Tax Association of Ontario holds it as fundamental in all society, and therefore in our own, that natural resources are a gift to the existing generation in trust for its own members and for future generations. This makes such resources, to our way of thinking, inalienable. No private ownership can be established, and any privilege granted to private parties must be balanced by a payment to the public of the value of that privilege. It is because we propose such payment as the sole source of general revenue for the public that we are called single taxers.

We hold that the element in which, or through which, radio operates—commonly spoken of as “The Air”—is a natural resource. Therefore we hold that it is inalienably a trust of the public and is property of the people and sacredly clear of privilege. Canada's experience affords special example and special warning in such matters. Tax example first. Probably more than any other country, Canada has maintained the principle of public ownership of natural resources. Vast natural resources still are in public ownership because no private interest has sought to own them. But, even if private interest should seek ownership, it could not secure it except in the case of farm lands. Mines, water-powers, forests, fisheries, foreshores and other minor natural resources, are leased, not sold. And, especially in water-powers, very strong and definite declaration has been made of continued public ownership free of the establishment of any claim of private interest. The Water-powers Act of 1919 has this as a declaratory clause:—

“The property in and the right to the use of all Dominion water-powers are hereby declared to be vested in and shall remain in the Crown, saving, however, any rights of property in or to the use of such powers which before the sixth day of June, one thousand nine hundred and nineteen, have been granted to the Crown, R.S.C., 1927, Cap. 210.”

The sense of public ownership in water-powers is not equally strong in all parts of Canada, but, on the whole, Canadians do believe that it is not right, that it is not possible under our institutions, to give private individuals ownership in such natural resources. This may be because the great Niagara cataract is one of our earliest and most prized possessions, and that the thought of private property in a spectacle so sublime offended even the least idealistic of our people. However we account for it, the fact remains that waterfalls and nearly all other natural resources are not sold but leased. And our history indicates that our people's sense of common property in such assets grows stronger year by year. All this shows Canada as an example in these matters.

Now consider this country's experience as a warning. We went through a period when vast tracts of arable land were given in private ownership. Even the grantees, those who still hold property in these lands, would probably oppose a repetition of this method in the case of lands still publicly owned, for the

results have been unsatisfactory. At one time we gave away forests in fee simple. Where in Canada would such a course be continued? We have examples of the disadvantage from every point of view, of giving private rights in water-powers. All these instances help to account for the strong sense of public ownership in such resources that exists in Canada. Thus Canada as an example and Canada as a warning point in the same direction—public ownership of natural resources.

It is probably because the actual physical nature of the radio element—"The Air" is not clearly apprehended that its place among our natural resources is not understood. But it is a physical element, for without it there could be no radio broadcasting. It is as truly a part of our territory as is the atmosphere which covers our share of the earth or the sea that bounds it on three sides. Human progress has developed the use of this element, "The Air," in such a way as to be profitable to private parties. But these private parties did not make the element, nor did they make the progress which has brought the element into profitable use. Private parties are reasonably entitled to all they can make by using radio, but not to any share of Canada's territory. Those responsible for the custody and management of Canada's territory are in duty bound to secure for the public all the value that accrues from the use of the radio element.

It is apparent that radio will develop its special international problems. Whatever those problems may be it will hardly be pretended now that they will be made simpler or easier of solution by the existence of private interests with any claim, direct or indirect, upon the territory of the Dominion. If Canada's claim not only to sovereignty, but to ownership in the radio element remains undisturbed and unquestioned, our international problems in radio will present themselves in their simplest, most soluble form.

But radio is not merely an element, it is a service as well. It is mainly because of the fact that it has become a widely-used service in advance of settlement of fundamental principles that practical difficulties have arisen. But in these matters of combined elements and services, Canada has already achieved great success, and on right lines. From what has been done we may learn lessons in the management of the radio service. A road, for instance, is a service using the element—the surface of the earth. Time was when there were private rights in our roads and we depended upon private companies to build and service our roads. Resulting conflicts and difficulties drove us back to first principles—public ownership of natural resources and equal rights for all secured under democratic control. That is the way in which our roads, with few and unimportant exceptions, are managed to-day. And the same is true of other services. Let us avoid difficulties by applying to radio from the first the principles we have learned by experience to apply in other cases.

While our association is opposed to recognition of any right of private ownership in natural resources, we realize that changes to be made in our laws on the subject of radio may cause hardship in cases in which it will be very expensive and very troublesome to distinguish between the disturbance to reasonable exploitation and disregard of pretended rights in the radio element itself. It seems certain that the value to Canada of complete unquestioned control of this natural resource will grow greater year by year, and will attain proportions quite beyond calculation on the basis of present conditions. As a matter of convenience, and to win general approval and acquiescence on laws embodying clearly the principle of public ownership, and, if necessary, public operation, we would be willing to see any private interests now concerned dealt with generously.

Here is a summary of our prayer to this honourable committee, and to the House of Commons and the Parliament of Canada:—

A. Make a declaration, or use such other method as may be fitting, to establish clearly Canada's sovereignty and ownership of the radio element as a part of the nation's territory.

B. Apply the single tax method, either,—

(1) By such tax on any privilege given in "The Air" as will take for the public the whole value of that privilege; or

(2) by public ownership and operation of radio service on the well-known and established lines of public service involving similar principles.

C. In international questions arrange that Canada may continue her traditional international policy of goodwill, tolerance, conference, and conciliation.

D. In radio within the nation pursue the same policy of enterprise and regard for the public interest as made Canada the first country on this continent to afford national assistance to the first great radio inventor, Signor Marconi.

E. Secure unanimity among Canadians on the radio question as far as possible, and, to that end, deal generously with those who are to be displaced by the adoption or extension of public ownership and operation.

The CHAIRMAN: Thank you very much, Mr. Campbell. Are there any questions the members of the committee would like to ask?

By Mr. Smith:

Q. What is the membership of your organization, Mr. Campbell?—A. I am sorry I don't know that, sir. I saw by the report in the paper that that question had been put to the Radio League and I have asked for the information, but it has not come to me yet.

By the Chairman:

Q. You are just representing this association?—A. Yes; but I saw that the Radio League had been given time to put in those facts and I would ask the same privilege, if I may have it. I happen to have some little folders here which show what the association is. I may say that with one change in name the association has been in existence for over fifty years.

By Mr. Wright:

Q. What do you mean, Mr. Campbell, by the application of the principle of single tax?—A. The recognition, first, of the common right in all natural resources and the application of the tax machinery to secure for the public all the value of those natural resources as that value arises, or where there is also a service connected with it—as in the case of roads which I mentioned—then to employ that share of public ownership and operation, not only ownership but operation that may be necessary in order to secure the rights of all the people.

By Mr. Smith:

Q. Has your association given any special study to radio?—A. Not on radio, sir. Radio is a new idea to us.

By the Chairman:

Q. You are just applying the old principle to a new fact?—A. That is it.

The CHAIRMAN: Thank you very much, Mr. Campbell.

The WITNESS: Thank you very much, Mr. Chairman, on behalf of the association and myself.

The CHAIRMAN: Gentlemen, that is the only witness we have here this morning. Are there any questions that you would like to ask some of our technical men? We have quite an array of them here.

Mr. GARLAND: Mr. Chairman, the factor in connection with this whole business that seems to be exercising the minds of those who have talked with me about it is cost, and I wonder if the technical men have been sufficiently practical—they often are—as to look into the matter of costs?

Col. STEEL: For example, Mr. Garland, what is it you would like to have on the question of cost?

Mr. GARLAND: In the first place, if you could give us what, in your opinion, the necessary equipment and stations required for a fairly full coverage of the country's requirements would cost?

Col. STEEL: Well, perhaps we are assuming something, or perhaps we are going a little bit too far in advance of the findings of this committee to decide upon how many stations are required or might be required, but I have some figures here which are based on rather a general resume of the situation. As far as capital costs are concerned, to put in a system which would give fairly representative coverage would cost about \$2,000,000.

Mr. GARLAND: Initial cost?

Col. STEEL: That would be the cost of equipment, power supply, buildings, and all the auxiliary parts required.

Mr. GARLAND: On that point, would that include the taking over of the existing broadcasting stations?

Col. STEEL: It might, to a certain extent, in so far as you could replace some of these proposed stations by stations that are already in existence. It does not include the payment of goodwill. That might be quite an important thing, and it might not.

Mr. BEYNON: Nor does it include reimbursing those whose stations could not be utilized?

Col. STEEL: No, it does not, although I do not anticipate that that would be a very large percentage of the cost.

The CHAIRMAN: Commander Edwards, when was the proviso put in that anything that would be added to, or new machinery coming in, could not be considered as a claim?

Commander EDWARDS: Roughly speaking, the date when Mr. Cardin announced in the House of Commons that he was going to appoint a royal commission. On and after that date every increase, every new station, every increase in power, any change made in any licence, was made with the stipulation that the licensee agrees to waive all claim for compensation in the event of nationalization, and the licence had embodied on its face a statement with reference to cancellation in the event of nationalization.

The CHAIRMAN: Each renewal of licence had that on its face.

Commander EDWARDS: Each licence contains a stipulation which says the apparatus authorized under this licence may not be changed without the consent of the minister,—and the minister, in giving that consent, has always included the stipulation regarding no compensation. That was in cases where application had been made for a change. Of course, if a man did not apply for any change there was no stipulation made.

The CHAIRMAN: There was no definite circular sent out to all the stations to that effect at all, it was just when they applied for additions or changes?

Commander EDWARDS: I would like to check that up, Mr. Chairman, but my recollection is that a circular letter was sent to all stations notifying them. I will look that up and file the letter with you.

Mr. GAGNON: One of the witnesses who appeared before us a few days ago gave us what I consider very important facts concerning the Madrid Conference that is going to take place this year. What are your views about what was said?

Commander EDWARDS: In my own evidence, sir, I remarked about the Madrid Conference. That is an international convention, and one of the functions of this particular conference will be the division of the radio spectrum into bands.

The CHAIRMAN: I think some of us are pretty ignorant in respect to that whole thing. Could you tell us how these conferences were formed? Where did they originate from,—who calls them?

Commander EDWARDS: The original conference was called in 1906 at Berlin and was a conference of all the nations getting together to, shall I say, make rules for the prevention of interference. In those days we only had ship to shore services. The ether is a peculiar thing. We have these paths or channels through the ether, sort of one-way streets which only one man can use at a time, and if a ship sends out a distress call on a certain channel and someone else is using it, you cannot hear it, the original conference was called in order to make regulations whereby we would be able to minimize interference, and that has been the object of every conference ever since, endeavouring to eliminate or reduce interference by regulation.

By 1912, in London, the radio art had developed considerably, but still was far from broadcasting, or any of the new services we have at the present time. However, the 1912 Conference held in London developed the idea of minimizing interference and formed new rules to cover the new services which had developed since the Berlin Conference. They established the SOS wave. To give you one more example of the purpose of the conference,—if a ship is going to send out a distress call there must be someone listening for her and she must know what channel to send it on, so it is broadcast on one general channel which we call the 500-kilocycle channel. It is internationally established as the distress channel. If you are in distress you alter your transmitter and adjust it to this particular channel and send out your SOS, and every ship which is not working on commercial traffic is standing by on that channel.

There was no conference held from 1912 to 1927, because of the war. By 1927, of course, the advance in radio had been most spectacular, tremendous in fact, and we had not only to deal with ship to shore but point to point, the international services from North America to England, and from North America to Europe and all over the world. We have developed many different services. We have, for instance, direction finding. In the radio spectrum we have got to provide for all these various services. The spectrum runs from 10 kilocycles at one end down to 60,000 kilocycles at the other, and we divide it into arbitrary channels. I will file a chart of it so that you will get the complete picture. Out of the spectrum a certain section may be taken of 20, 30 or 40 channels and given to the ships. We have another section which contains 96 channels which we give to broadcasting. We have another section of 20 or 30 channels which we give to ships again, and so on down the scale. We have standard broadcasting bands. Then we have a ship band and above that we have a band where we place aircraft, and above that we come back again to ship stations, and above that we have point to point stations working continentally; above that we have point to point stations working internationally. It is a purely arbitrary assignment set up by mutual international arrangement.

The broadcasting in North America is all done in this particular band 1,500 to 550 kilocycles. If you turn the handle of the dial of your receiving set you pass through 96 channels, that is, starting from 1,500 kilocycles, until you finally come to the upper end on 550 kilocycles. In between that we have, as I say, 96 channels. Now, if you could pass beyond that which your broadcast receiver will not do—it not being built for it—but could you do so you run into a ship band which has a lot of channels in it, and were you in Europe where they use another band for radio broadcasting you would then pass out of the ship channel, through the aircraft channels, and find another broadcasting band. Their receivers are so built that you run first of all through our broadcasting band and then the other one which we do not use so far in North America. It is now being used here for aircraft and point to point work, naval work and that sort of thing. The North America nations decided that they would not use it for broadcasting, as yet anyway.

The convention at Madrid will be asked to extend the broadcasting band, as we now have it, from 1,500 to 500 kilocycles. The question will be—Shall we extend it and put some more broadcasting stations on the end of it on channels that would have to be taken away from the ships, and if we do so what a e we going to give the ships to replace it, because the ships need all the channels they have.

The CHAIRMAN: Who takes the initiative in calling this conference at Madrid?

Commander EDWARDS: At each conference the nations decide where they will call the next one. At each conference some nation invites the conference to meet next time in its country and this year Spain's invitation was accepted.

The CHAIRMAN: Another question I would like to ask. Your department at the present time is operating some stations in Canada?

Commander EDWARDS: Yes, ship to shore stations.

The CHAIRMAN: Would you give us a little outline of what that is, what it entails in the matter of organization?

Commander EDWARDS: The ship to shore service serves two purposes; first of all the safety of human life at sea, and, secondly, aid to navigation. The Department of Marine is operating to-day 29 coast-stations, that is, stations for communication with ships; 12 direction-finding-stations, that is, aid to navigation stations; 19 radio-beacon stations; 4 radio telephone stations and 47 ship stations. The reason the control of radio rests in the Department of Marine is because of the fact that the first application of radio was for communication with ships at sea, the only way it could be done, and with a view to protecting the lives of Canadian people at sea, and with the idea also of reducing our insurance rates, which is a very important point on the St. Lawrence, as you will appreciate. The government went quite extensively into the development of radio. Perhaps I should not say this, but we feel that we rank high in the world to-day in the matter of our radio aid to navigation service. There may be services as good but we do not think there are any better. We have spent quite a lot of money in keeping this service running. That service to ships, costs in round figures, \$700,000 a year.

The CHAIRMAN: Is there a certain revenue from that?

Commander EDWARDS: For the last fiscal year the revenue in connection with the aid to navigation service was \$75,752.

The service is divided into chains. We have a chain that extends from Alaska down to Vancouver. That takes care of all the ships on the Pacific Coast. We have a second chain that starts at Port Arthur and runs down to Kingston on the Great Lakes which takes care of the shipping on the Great Lakes. Then we have

another chain that starts from Kingston and runs down the Gulf of St. Lawrence to Belle Isle; then turning south we have another chain which connects with the previous one, running right around the coast of Nova Scotia into the Bay of Fundy; and lately we have put in a chain that starts at Port Churchill and runs out through Hudson Strait to the Atlantic Ocean; we also have one station on the Arctic Ocean in Coronation Gulf. If for instance you handed us a message at St. John, New Brunswick, we could deliver it for you at Port Arthur or in Hudsons Bay.

A later development has been the Radio Beacon stations. A station is established at a salient point and any ship fitted with a radio direction-finder can take its bearing. In the earlier days it was found preferable for the station on shore to give the ship the bearings but in the last nine years the direction-finding apparatus has improved greatly, and to-day the direction-finder on the ship is about as good as the direction-finder on the shore. The fact that the ship is able to take its own bearing means the saving of considerable expense.

The CHAIRMAN: About how many men have you got on your staff locally and outside?

Commander EDWARDS: In round figures, 350. In addition to the ship to shore service the department maintains a service for the improvement of reception for broadcast listeners. We maintain an inspection department at each of the main centres throughout the country and provide them with a car fitted with special apparatus. The inspectors listen in on the air at night and they check up for interference from any source whatever. A ship may get off its channel and interfere with broadcasting, or a commercial station may get off its channel, or an amateur may get off his channel. The inspector checks all this and takes steps to remedy it.

Another source of interference, which is probably worse in Canada than in other countries is due to the large amount of electrical energy used in this country, all distributed by overhead wiring. Wherever you have electricity in a distribution system, any little spark which starts anywhere on an insulator, for instance, is a source of interference which may travel a block or may travel miles. There is no legislation in effect now to compel any person who causes interference to stop it. Generally, the public utility says—You tell us where it is and then we'll stop it, and to arrive at that end we have established this service. Our men go out and locate the source of the interference and then the public utilities stop it for us. I would like here to pay tribute to the public spiritedness of these bodies, from coast to coast, for the money they spend and the trouble they go to to take care of the listeners. They are to be complimented for it. It is not the intention of the department to amplify that service to any great extent. There is a limit to the amount of money you can spend on it. This year we will spend \$200,000. The total we have spent on that interference service since 1922 is \$1,136,000. That includes inspection, collection of licenses, and all the work that goes with it.

Mr. BEYNON: Commander Edwards, what is the width of a channel?

Commander EDWARDS: It is an arbitrary figure which is fixed by the technical experts. In the case of a radio telegraph station it is two kilocycles wide. In the case of broadcasting stations in North America we fixed it at 10 kilocycles. In other words, you take a little more of the spectrum to put a broadcast station in. Suppose you have a band 20 kilocycles wide. According to our arrangement we can put in two broadcasting stations, one below the other, but if they were telegraph stations we would put in ten.

Mr. BEYNON: Now, with the broadcasting stations, isn't it true that a good many of them, owing to the fact, perhaps, of the imperfection of their apparatus, or perhaps the lack of skill on the part of the operators, overrun their channel, that is, they are wider than their channel?

Commander EDWARDS: Generally speaking, no. As the broadcasting transmitter is designed to-day and used to-day, it does keep to its 10-kilocycle channel. Subject, however, to this: if you get right alongside a station, for instance CNRO in Ottawa, then it gives you the appearance on your own receiver of covering much more than 10 kilocycles—probably 50, but that is not so much the fault of the transmitting station as the inherent inability of your receiver to select a weak signal and reject a very strong signal. It is what we call blanketing, and it is a condition that we cannot do very much with. You cannot design a receiver for sale to the public which you could put right alongside a station of the strength of CNRO, for instance, and expect to get a broadcasting station right on the next channel within ten kilocycles of it, but you can design a receiver that will pick one out, say seven or eight kilocycles away.

Mr. BEYNON: Well, if it does interfere then it must be overflowing its channels, must it not.

Commander EDWARDS: Well, not exactly. The fault rests with the receiver as well as with the transmitter. Station CNRO, for instance, if 20 miles out, would come into Ottawa with a good solid signal, but you would have no difficulty with the ordinary receiver on the market to-day. In receiving another signal on the next channel, so the answer to that difficulty is very simple: prescribe that strong stations must be placed outside the city.

Mr. BEYNON: That is the reason, undoubtedly, then, that in the Aird report they recommend putting them outside?

Commander EDWARDS: Yes, it is also a regulation of the department, and has been for years. CNRO, and two or three other stations, such as the Toronto Star, which entered broadcasting in the early days, were permitted to go into a city. At that time—and it isn't so very long ago—the technique was such that a good many of them to put the studio right alongside the transmitter, a matter of a few feet away. To-day, of course, a man can speak in Halifax and be broadcast in Vancouver; so, for a good many years now we have prescribed certain distances for stations. If you have a small station, we let you put it up in the city. If it is a strong station then you have to go out 20 to 25 miles. We treat each case on its own local merits. There is no objection to a 500-watt station in some cities in the case of St. John, New Brunswick. For instance, the local licensee desires to increase his power to 500 watts. We said—We have no objection to that but you must go outside the city. He pointed out to us that he could not afford to do that, and we then said—if you can get the local authorities to recommend it we will have no objection. So a motion of the City Council was passed recommending to the minister that he waive the rule in this case and permit this station to go not more than say two miles out, and that was duly authorized.

The CHAIRMAN: Then there is another thing. We have the regular broadcasting and then you have your ship signals, but there is another side yet to broadcasting in Canada, that is, under the Department of National Defence. I don't mean by that their particular work.

Commander EDWARDS: The Colonel is familiar with that. The broadcasting is different from all this Radio-telegraph and Radio-telephone communication. We have many more Radio-telegraph stations in Canada than broadcasting stations. They are on channels of their own and do not interfere with the broadcasting at all.

The CHAIRMAN: Still, these others are administered by some department of government?

Commander EDWARDS: Yes, administered by the Department of National Defence. They are responsible for the aircraft communication, and for all the

military activities and, of course, for the naval activities, and they also operate a commercial chain of stations running from Edmonton up the Mackenzie River to the Arctic Ocean.

The CHAIRMAN: That is the one that I am particularly interested in.

Commander EDWARDS: That has a telegraph service.

Mr. GAGNON: Do I understand that there is to-day a duplication of service with regard to radio?

Commander EDWARDS: I should hardly say that. We get along together very well. We look after the ship to shore end of it, and the only other government activity is this one which is administered by the Department of National Defence, the government in his wisdom decided that that was the best way to operate it. There is no conflict between us.

Col. STEEL: There is no duplication, Mr. Gagnon. As Commander Edwards has pointed out, they, in general, look after broadcasting of ship to shore, aids to navigation, and ship navigation. The service looked after by the Department of National Defence includes aircraft, for which they are responsible entirely, and that includes communication for aircraft, aids to navigation for aircraft, and communication between aircraft and the ground.

Now, there is another branch of aircraft, although it is not so great to-day, but it was a few years ago, and that is the question of forest preservation by the use of aircraft; and as aircraft was under the Department of National Defence we undertook that work, and we have a chain extending through Manitoba, Saskatchewan and Alberta, doing nothing but looking after aeroplanes that were flying in connection with forest preservation. Naturally, those stations were located in areas where there was no communication, and as a service to those local centres we undertook to handle communications for them at a very very low cost. In addition to that service, there is the service down the Mackenzie River in an area where again there is no communication, either by the Department of National Defence or any other department of government or any commercial company, and that runs from Edmonton where we are in contact with the telephone service all the way down through the main trading posts on the Mackenzie up to the Arctic, up to Aklavik, and westward into the Yukon, out in the new silver mining area just a little bit east of Dawson city, and Dawson City itself.

Those services are tied in at several places with Commander Edwards' service. For example, it has a station at Churchill, and also a station up on Copper Mine River, which is right out in the Arctic.

Commander EDWARDS: This is a chart that was prepared in connection with the Constitutional case. It is rather technical, of course, but it will give you some idea of this radio spectrum we are talking about and how it has been divided internationally. (Commander Edwards explained chart to committee.) The relation between wavelength and frequency is that when the ether is vibrating very very quickly we have what we call a short wave, and when it is beating slowly then we have a long wave.

Mr. GARLAND: Could not that band be used for satisfactory radio reception?

Commander EDWARDS: For broadcasting in the way we know it, no. The useful part for broadcasting starts somewhere around 150 k/c, and runs up to somewhere around here (indicating on chart), 1,500 k/c. Below that the waves do not travel very well. The ideal band for broadcasting is about the band they are using now. There is another section above it, but of course you have to specially design your receivers so as to take that in. The Canadian manufacturers who are trying to get into the English market where they use this additional section of the broadcasting band are now making receivers for the English trade, and they embody in those receivers switches and coils, to accommodate them to that band.

Mr. BEYNON: Our band runs from what?

Commander EDWARDS: 550 to 1,500 k/c.

Mr. BEYNON: Here is a matter that has given me considerable wonder. Take station CKCK of Regina,—you get it at 600 kilocycles?

Commander EDWARDS: Yes.

Mr. BEYNON: And get it again at 1,200 kilocycles?

Commander EDWARDS: Well, I am free to admit we do not make a lot of unnecessary regulations for the stations. This radio art is developing, and I would say that the policy of the department has been to make as few regulations as we can. Let it develop and see what it is going to do. The old type transmitters while they emit a fundamental wave of 600 k/c they have a habit, as all radio transmitters have, of emitting another radiation of exactly twice the frequency, and so on. You can design a transmitter that will not radiate those harmonics, and we have warned our stations that they have to be ready when we say the word to tear out those transmitters. For a station of the power you mention a modern transmitter of 500 watts would cost about \$20,000; but so long as it does not cut in on some other station and cause trouble we, so far, have not insisted on changing the transmitters.

Mr. BEYNON: Well, I am afraid it does.

Commander EDWARDS: I know the case you mention, Mr. Beynon.

Mr. BEYNON: Take Salt Lake City, for instance, it is 1,240 k/c. You cannot get Salt Lake City if CKCK is on.

Commander EDWARDS: That raises the issue, how far are we going to regulate and legislate for American stations?

Mr. BEYNON: No, you are regulating for Canadian listeners.

Commander EDWARDS: It is a most complex structure. As a matter of practice, we do try to avoid putting a station on that will in any way blanket a popular American station.

Mr. BEYNON: The point that interests me is whether that could be avoided.

Commander EDWARDS: All we have to do is to issue a regulation. That can be eliminated, especially if it is a serious case. Unless there is some specific and pretty well founded complaint we do not insist. However, if the local complaint is sufficiently serious then we will insist.

Mr. GARLAND: In other words, when there is sufficient interference?

Commander EDWARDS: If the local listeners do not complain we do not bother.

Mr. GARLAND: Commander Edwards, has the old phenomenon of slipping off a wave length been completely dealt with.

Commander EDWARDS: No, we prescribe certain limitations especially with those old type transmitters. With the new type transmitter, the modern transmitter, it does not occur. A station stays on its wavelength very closely. In the United States they now prescribe that the transmitters must be within 50 cycles. We prescribe to-day 300, but we often find an old type station slips off a thousand cycles and we promptly put him back again. It is just a matter of dollars and cents. When this committee and the government has arrived at its policy we will proceed then to stiffen up the regulations.

Mr. BEYNON: As a matter of curiosity, have you definitely established the cause of fading?

Commander EDWARDS: I think that is fairly well known, sir. The worst fading, of course, is at the termination of the daylight wave of a station. A station sends out two waves as a rule, if you can think of it as such. One goes

along with its feet on the ground and due to the absorption it slowly peters out and gets weaker and weaker, according to the power of the station. A good example in Ottawa is Schenectady, WGY, 200 miles from here—a powerful station, 40 to 50 kilowatts, the daylight wave only just reaches Ottawa, and with a sensitive set in the daytime you can get a signal, you are just on the thin edge in the daytime; the sky wave shoots up in the air and it disappears into space, but at nighttime, when it is getting quiet up above we have a conducting layer called the Heavyside layer, that is, where the air gets thin. Air itself is a good nonconductor, but as you get higher up you find a vacuum which is a fair conductor. The net result is that at nighttime, when things have quietened down, this layer acts as a sort of reflector and it will reflect a wave down, and when you are beyond the daylight range of the station then you receive nothing else but this reflected wave which, as a rule, only comes down at night. The wave may be reflected on you one minute and the next minute be reflected some place else. Perhaps the worst fading is due to this sky wave coming down within the range of the ground wave and getting mixed up with it. When the signal fades in and out depending on whether these are in phase or otherwise. You will find this always at a certain specific distance from any station, generally between 100 and 250 miles, but while we know what causes fading we have no way of correcting it except to put more power in the station, to send out a stronger wave.

The CHAIRMAN: Under what department is the telegraph and telephone service?

Commander EDWARDS: The only telegraph service operated by the Dominion Government comes under the Department of Public Works. They have a small telegraph division. Of course, the main communications of this country are carried on by the Canadian Pacific Telegraphs and the Canadian National Telegraphs and by the Bell Telephone Company and the provincial telephone companies.

Mr. GAGNON: Do I understand that your service is connected very closely with the telephone or telegraph services?

Commander EDWARDS: Oh, yes, we are not a distributing body; that is, the messages which are received either at the Government station or at the private commercial stations—and we have a large number of private commercial radio and telephone and telegraph stations in the country; the Marconi Co. operates a lot of radio stations, and they turn over their traffic to local telegraph or telephone companies to distribute it. If you file a message in England for delivery in Canada it will come over a Marconi beam, and then will be turned over to either the Canadian Pacific or the Canadian National to be delivered. The same with a message from Australia. If you were on board a ship and a message were sent through one of our coast stations it would be delivered through the land-line company. All the systems are inter-connected under a working arrangement and radio, generally speaking, is just a link in the communication.

Mr. GAGNON: I have been told that at a conference held in the United States where the allotment of channels was discussed, it was suggested that Canada had not the number of channels she ought to have. I would like to have the experts' view on that.

Commander EDWARDS: Of course, that is a very delicate question. It was all we could secure at the time. It was not accepted by Canada.

Col. STEEL: Might we put it this way, Commander Edwards: Let us leave the broadcast band for the time being. Following the 1927 International Radio Conference there was a North American Conference called here in Ottawa and representatives of the United States, Canada, Newfoundland, Cuba and Mexico

were all invited to come here. Our proposition was not to discuss broadcasting but to discuss other bands mainly useful for commercial interests; to be exact, sir, about 1,500 to 6,000 k/c., that band which is very largely used to-day by commercial interests. Unfortunately, Mexico did not come, but after considerable discussion we succeeded in allotting that band which is known as a national band, that is, it is a band in which the frequencies do not tend towards interference. Europe was not interested, because we could use it as we liked without interfering with anybody in Europe at all. However, we would interfere with people anywhere in North America and that is why all North American countries were asked to send representatives to Ottawa. In the distribution following the discussions of that conference Canada did fairly well. We came out with about roughly 40 per cent of the available channels for use in this country. Now, that did not mean that those channels are all being actually used in Canada to-day, but the representatives who met here realized that Canada was a growing country, and that in view of the very great amount of this country which was not developed by wire communication Canada had a right to the use of those frequencies as and when she could find the money and the opportunity to put in the stations.

That arrangement, I believe you will agree with me, has proven fairly satisfactory, and we are quite satisfied with the so-called North American arrangement.

Now we feel that we have an equal right to a similar subdivision so far as the broadcasting band is concerned. Up to date we have not been able to get it.

Commander EDWARDS: I cannot remember the exact date in 1923, but the United States called a conference of their own nationals to consider broadcasting. At that time Canada was using a certain band from 400 to 450 metres with about nine channels in it. We did not attend that conference, but as the result of that conference they allotted to the stations in the States every channel in the broadcasting band. A year later they called another conference, which I attended, and the best we could do was to get them to stay off six channels and a certain number of channels on which they would keep their power down. The matter was brought to the attention of the department and discussed. We were enabled to carry on without interference for the time being, then the whole United States radio legislation broke down and perhaps a couple of hundred stations came in. The United States Government then passed new legislation and on the date that legislation went through the Canadian Government sent down an official delegation under Mr. Alex. Johnson and gave Mr. Vincent Massey, our minister at Washington, power to negotiate a treaty. That was in February, 1927. The United States held to its previous contention that the fair basis of division was population. We refused to consider any such basis and came home, and that has been the situation since. We did not at that time put stations on their channels; as a matter of fact we did not actually need channels. At that date the situation was not really serious. That is to say, we had sufficient channels to take care of all the stations of the power we had and some to spare. In fact, even to-day there is the odd channel around that can be used on limited power. We are using to-day twenty-five channels. Our trouble is to take care of high-power stations.

The CHAIRMAN: However, Commander Edwards, if a proper broadcasting system were put into effect in Canada we have not sufficient channels at the present time to give us the proper covering.

Commander EDWARDS: It all depends on what sort of system you put in, sir. If the system is going to be high-power we will want an exclusive channel for each station. Generally speaking, for every real high-power station of the order of 50 kilowatts we will want one channel free from interference from

Mexico, Cuba or the United States. If you decide on seven stations then you will want seven channels. Now, in the case of local stations, the 1,000 watters and even the 5,000 watters, there is a possibility of duplicating with Mexico or Cuba or even the Southern United States, and if you are going to have four of them then you will require four channels, that is, you will want seven channels for your high-power stations and four other channels which might possibly be duplicated again in North America.

Mr. SMITH: While we are not using all the channels we have to-day we want more in order to provide for future development.

Commander EDWARDS: We want more high-power channels, we want a certain number of exclusive clear channels in North America to take care of our high-power stations.

Mr. GAGNON: Is it correct to say that the coming Madrid conference will deal with such a situation?

Commander EDWARDS: No, the Madrid conference will not deal with that. There seems to be confusion on that point. The Madrid conference only allocates the bands and the division of the local channels in those bands is a matter of local arrangement.

Col. STEEL: I think, Commander Edwards, there ought to be a qualification of that statement. All the nations who are going to Madrid have already circulated their proposals, and we know that United States is not favourable to any change whatsoever in the existing broadcast band. Now, as far as we are concerned, if the United States continues to say—Well, we have a proprietary right to those frequencies because we have been using them for very many years, the only possible way we have of getting any additional frequencies to extend our present system is to have the broadcast band extended. That is the problem that is going to affect us and affect us very very greatly at Madrid. That may be a very deciding factor with regard to our situation here in Canada. If, in the meantime, we could arrive or come to an agreement with the United States on subdividing the present band a little more equitably it might not be so important, but that does not seem to be very probable.

Mr. GAGNON: Do you suggest that before the Madrid conference takes place representations are to be made through the Canadian Minister at Washington to the United States Government?

Col. STEEL: Something should be done. The danger of the Madrid conference is that we are going to find ourselves forced to argue this point out with the United States without having any possibility of extending the band, and then we may find ourselves with just what we have and nothing more.

Mr. GARLAND: As a technical man would you advise that the Canadian policy should be on the side of European band extension rather than on the American side of band extension?

Col. STEEL: I would rather answer this question in another way, Mr. Garland,—that it really does not make any difference whether your frequencies are just below the present band or just above the present band. The present band of frequencies, for instance, could be extended a small amount either on the upper side or on the lower side, that is, we could have them higher than 1500 k/c or slightly lower than 550 k/c. As a matter of fact Commander Edwards is using 540 now. As a technical man it does not make any difference to me whether you decide to shift the band a little to the right or a little to the left in order to give us the additional frequencies we require. Receiving equipment can be built which will be perfectly satisfactory to work on that end of that band. So that if Madrid should decide to give more frequencies below 550 there will be no difficulty in the world for us to change our receiver equipment to cover that band, or if they wanted to go the other way the same thing is true.

Mr. WRIGHT: How do you know that if they did extend the band the United States might not claim that exclusively?

Col. STEEL: I think the United States might at least give us an opportunity to subdivide those additional channels.

Mr. GARLANDS I like the ease with which you suggest the making over of receiving sets. Have you any estimate of the cost per set taking an average eight or nine tube set?

Col. STEEL: You mean to take and make that set work either a little more on the upper end or the lower end?

Mr. GARLAND: Yes.

Col. STEEL: Well, providing it was a superheterodyne set, as most of them are to-day, I think it could be done for a few dollars. It is something that a local radio electrician could do.

Mr. WRIGHT: You could transform the old sets?

Col. STEEL: Oh, yes, it only means a change of the coil.

Mr. GARLAND: With respect to this matter of our requirements in the future, Commander Edwards said it would depend on the number of high-power stations we would require. In your opinion, what would be the best system for Canada to secure proper coverage, a high-power system or let us stay with the low-power broadcasting station?

Commander EDWARDS: I think the modern tendency to-day is—and you have the example of Europe before you—that the high-power station is the most economical way but always, of course, subject to small local stations to look after local situations.

Mr. GARLAND: By the way, in connection with this commercial end, Commander Edwards told us a little while ago that in the ship to shore service they received a certain revenue. I wonder if Colonel Steel can give us any figures of the revenue secured from the northwestern service.

Col. STEEL: I cannot give you exact figures, but it is very close to \$50,000 a year. For some years now it has been around \$50,000.

Mr. GARLAND: That is the only commercial service you operate.

Col. STEEL: Yes, that is the only commercial service we operate.

Mr. GARLAND: Have you any figures, either of you, on the revenue received by commercial broadcasting stations sending commercial messages rather than broadcasting programs? There is quite a bit of that done from Edmonton, for example.

Col. STEEL: I cannot give you actual information, but I know Rice of *The Journal* quite well, and a few years back we had been a little bit in conflict over that matter and I know their revenue has been very small. A few hundred dollars a year would cover all they are taking in.

Mr. SMITH: Has there been any effort made by the Government of Canada to secure a conference between Canada and the United States to settle some difficulties with respect to broadcasting on this continent before the Madrid conference?

Commander EDWARDS: Those matters, sir, are handled through the Under-Secretary for External Affairs and I think it would be beyond our province to comment on it. You may be quite sure that all concerned have always been fully alive to the situation and have not overlooked every possible step to improve it. You will find reference to it in our annual reports from 1923 on.

Mr. SMITH: I just want this committee to know whether there have been steps taken or not because I look upon it as a very urgent matter.

Commander EDWARDS: Vital.

Mr. GAGNON: You said you prepared a report. To be submitted to whom?

Commander EDWARDS: That is my annual report for the year 1924.

Mr. GAGNON: Submitted to the Minister of Marine?

Commander EDWARDS: Submitted to the Minister of Marine.

Mr. GAGNON: And did you recommend that action be taken with respect to the allotment of channels?

Commander EDWARDS: I said:—

"In 1923 the United States allotted to its own licensees practically every channel in the broadcast band, and in so doing duplicated the channels already in use by the Canadian stations. As a result the transmissions of practically every one of our stations were subject to severe interference."

"This unsatisfactory state of affairs was relieved in October, 1924, when the United States Department of Commerce agreed to regard six of the channels in the upper band as belonging exclusively to the Dominion. In addition, there are available for Canadian stations the channels used by the southern United States stations which are sufficiently far removed from Canada to reduce the possibility of interference to a minimum."

"The channels between 1,080 and 1,500 kilocycles are duplicated in the two countries. Generally speaking, these higher frequencies are being allotted to the smaller countries with a limited range and the question of interference has not yet become a factor."

"There is, however, a growing tendency on the part of the United States to place high-power stations on these higher frequencies owing to the congestion in their upper band, and the question of specific division of these frequencies between the two countries will have to be dealt with in the not far distant future."

"The west coast stations in both Canada and the United States duplicate on the channels used by the east coast stations, and we have to-day the equivalent of 19 channels in use in the Dominion with comparatively little interference, our organization being such as to pick up and correct any irregularities of frequency without undue delay."

Mr. SMITH: What year is that, Commander Edwards?

Commander EDWARDS: 1924. Here is another report made in 1927:—

NEGOTIATIONS WITH THE UNITED STATES RE BROADCAST WAVES

In February, 1927, at the request of the United States Government, negotiations were entered into with a view to concluding a Treaty covering the allocation of the broadcast waves between Canada and the United States.

The Canadian representatives were:—

A. Johnston, Deputy Minister of Marine and Fisheries,
 Jean Dèsy, Department of External Affairs,
 Laurent Beaudry, First Secretary, Canadian Legation, Washington, D.C.,
 C. P. Edward, Director of Radio, Department of Marine and Fisheries.

The United States representatives were:—

Judge Steven Davis, Department of Commerce (later replaced by O. H. Caldwell, Federal Radio Commissioner),
 W. D. Terrell, Department of Commerce, Washington, D.C.,
 W. R. Vallance, Department of State, Washington, D.C.

The United States representatives adopted the attitude that an allocation on the basis of 77 exclusive waves to the United States, 6 to Canada and the

remaining 12 to be shared between us, was reasonable, and the negotiations accordingly failed.

They were prepared to consider some increase in the number of shared waves, but shared wavelengths, while useful, are of limited value since they can only be used by comparatively low powered stations, and while they serve to round out a national radio system, they cannot take the place of exclusive waves in the national layout which the Canadian representatives foresee will be necessary for this country, as it develops, in the course of the next few years.

It is obvious that with six exclusive waves it is not possible to build up an organization of high power stations adequate to cover this Dominion from the Atlantic to the Pacific, and that such an organization will be demanded in the not far distant future is becoming increasingly evident. The attitude adopted by the Dominion representatives has since received strong support in the Canadian press.

In the meantime, the Federal Radio Commission has taken steps to clear the existing interference on the six exclusive and 12 shared channels used by Canada, and we have to thank them for a substantial reduction in the interference on those waves.

The CHAIRMAN: Did the Aird report make any submission as to the amount of channels we should have?

Commander EDWARDS: Well, to give effect to their report would require, I think, about 10 high-power channels, Mr. Chairman. They have seven 50,000-watt stations and three 5,000-watt stations and one 500-watt station. That would take about ten channels to take care of them.

Col. STEEL: We might establish it pretty well as a fact that everything from a 5-kilowatt station up, in order to give good service, you have to have a clear channel. It cannot possibly give the very best service unless it has a clear channel.

Mr. GARLAND: Would you regard the Aird report in that regard as being within the limit, to provide sufficient coverage it would require ten channels?

Col. STEEL: I think we need more than that.

Mr. SMITH: How many more?

Col. STEEL: Well, I think we need 15 clear channels; from 12 to 15 clear channels.

Mr. SMITH: Can we get them, that is the point?

Col. STEEL: We can go after them.

Mr. SMITH: Well, let us go after them.

Mr. GAGNON: The importance of my question concerning the Madrid conference was to ascertain from the experts if they agreed with the view held by Mr. Spry.

Mr. SPRY: I judge that they entirely substantiate my statements.

Mr. FRIGON: In regard to this division of channels, or awarding of channels, may I point out that in Europe they have adopted a formula, or they have agreed on a formula, according to which the wave bands are divided amongst the different nations on the basis of area, population, and the number of telephone and telegraph messages, or communications and their area. They have worked out a formula where these three fundamentals enter in the way of dividing the wave bands, and that has been accepted by the European nations.

Mr. WRIGHT: Taking that as a basis, what would be the fair proportion for Canada for the North American continent?

MR. FRIGON: I have not figured that out.

COMMANDER EDWARDS: If we apply the European formula to North America Canada would have approximately 20 channels.

MR. WRIGHT: 20 distinct channels?

COMMANDER EDWARDS: Yes.

THE CHAIRMAN: Is there anything else you wish to bring before the Committee, Commander Edwards?

COMMANDER EDWARDS: Since the Committee started to sit authority has been given to two stations in Toronto to increase their power subject to the non compensation stipulation. Those stations are CFRB and CKGW. This matter has been under review for a good many months. Our anxiety, of course, is to get high-power stations on the air. With a high-power station you can offset the interference. If you are operating a 50-kilowatt station and you have interference it does not bother you anything like so much as it would if you were operating a 500-watt station.

MR. SPRY: Mr. Chairman, I would like to file this from the primate of all Canada, in which he starts

"I am thoroughly in sympathy with the Canadian Radio League."

I have also here, in French, a communication from the Archbishop of Quebec, as well as one from the Archbishop of Ottawa. Both of them strongly support the Canadian Radio League. It would be somewhat interesting at this time if these were read following the reading of my statement of the late Cardinal Rouleau.

THE CHAIRMAN: I think we will just file them, Mr. Spry.

MR. SPRY: I am also filing, sir, an answer to a question that has been very often asked as to the systems in different parts of the world. We have made an analysis on the basis of the Aird Report and the basis of an American report.

THE CHAIRMAN: I think it would be just as well to file that too, Mr. Spry.

MR. SPRY: Very well, Mr. Chairman.

The Committee adjourned to resume on Thursday, 31st March, 1932, at 10.30 a.m.

APPENDIX No. 9**THE CANADIAN RADIO LEAGUE**

OTTAWA, CANADA, March 18, 1932.

A message to the League from The Most Reverend The Lord Archbishop of Nova Scotia, Primate of All Canada, dated February 29, 1932:—

"I am thoroughly in sympathy with the Canadian Radio League. The present condition of the radio business is in my mind entirely unsatisfactory. The amount of time that is taken up not only with advertisements but with all sort of trash which is thrown in apparently to interest customers is sometimes absolutely disgusting to the ordinary listener-in. I quite understand that to eliminate advertising entirely would be a difficult thing, but I feel that the majority of radio owners would be quite willing to pay the larger licence fee if the advertising could be at least limited, and certainly prevented from use for this purpose on Sundays. Anything that I can do to further the interests of the League I would be quite willing to do."

APPENDIX No. 10

REÇU à OTTAWA le 17 mars 1932.

L'Archevêque de Québec est vivement saisi de l'influence de la radiodiffusion dans la formation morale des générations modernes. Il a eu occasion de s'en convaincre plus vivement encore récemment, alors qu'il lui a été donné de se servir de cette merveilleuse invention pour prendre contact avec son nouveau diocèse, et qu'il a eu l'écho des sentiments éveillés par ses quelques paroles. Aussi bien approuve-t-il de tout cœur l'objet de la Ligue Canadienne de la Radio, qui s'emploie à maintenir dans les hauteurs de la dignité et de l'art en même temps que de la morale l'usage d'un si puissant moyen d'action sur les masses, et que malheureusement le commercialisme risque d'abîmer de plus en plus. Il ne saurait qu'applaudir aux efforts de la Ligue Canadienne de la Radio pour l'amélioration, et l'épuration quand il y a lieu, des programmes d'émission.

†J. M. RODRIGUE VILLENEUVE, O.M.I.
Archevêque de Québec.

APPENDIX No. 11

L'Archevêque d'Ottawa souhaite à la Ligue Canadienne de la Radio la réalisation de ses légitimes aspirations, lesquelles sont de voir cette bienvenue invention servir les intérêts du public, pour le bien de l'éducation, de la morale du patriotisme et de l'art, au lieu d'être employé principalement comme moyen de réclame commerciale.

OTTAWA, 12 mars 1932.

APPENDIX No. 12

BROADCASTING SYSTEMS IN OTHER COUNTRIES

Government monopolies financed by licence fees predominate throughout the world. North America alone on competitive advertising basis.

The broadcasting systems in other countries are set out in the following notes, and show whether the system is a monopoly private or public, or competitive. The method of financing is also indicated.

SUMMARY

Number of countries listed.....	35
Number with monopolies	29
Number under government monopoly.....	21
Number under private monopoly.....	8
Number under control through commission.....	3
Number competitive	7
Number financed by advertising entirely.....	3
Number financed by licence fee entirely.....	25
Number receiving state subsidies.....	2
Number receiving contributions.....	3

Australia.—Government monopoly. Licence fee \$6. Advertising permitted.

Austria.—Monopoly operated by a corporation under a government charter. Capital stock held by government and private group. Licence fee \$3.60. No advertising.

Belgium.—Monopoly operated by directorate representing civic and educational organizations, with representatives of government. Licence fee \$2.40. No advertising.

Bulgaria.—Monopoly operated by amateur listeners under supervision of commission. Financed by membership fee. Government collects licence fee as a tax. No advertising.

Canada.—Competitive system financed by advertising. Licence fee \$1 (now \$2) collected by government for radio interference service.

Czecho-Slovakia.—Monopoly operated by a corporation of which government owns 51 per cent of the stock. Licence fee \$3.60. No advertising.

Danzig.—Monopoly owned and operated by the government. Licence fee \$6. Advertising 5 minutes daily.

Denmark.—Government monopoly. Licence fee \$2.70. No advertising.

Estonia.—Monopoly operated under private company, subject to government control. Licence fee from \$4 to \$10. Advertising 20 minutes daily.

Finland.—Government monopoly. Licence fee \$2.50. No advertising.

France.—Competitive, with both private and government stations. Licence fee 40 cents. Advertising restricted.

Germany.—Government monopoly. Operated by a group of nine regional companies in which government has majority stock control. Licence fee \$6 a year. Advertising 10 minutes daily.

Great Britain.—Government monopoly. Operated by an independent company of the British Broadcasting Corporation. Succeeded British Broadcasting Company which was an amalgamation of the radio industries. Postmaster-General is the liaison between the Corporation and Parliament. Licence fee \$2.50 a year. No advertising permitted.

Greece.—Private monopoly under government control. Operated by American interests. Licence fee not yet determined. Advertising restricted to few minutes daily.

Hungary.—Government monopoly. Licence fee \$4.80. No advertising.

India.—Monopoly under government control. Licence fee \$3.65. No advertising.

Irish Free State.—Government monopoly. Licence fee \$2.50, also 33½ per cent ad valorem duty on imported radios. Advertising restricted in time and permitted only to companies advertising Irish products.

Italy.—Private monopoly under commission control. Licence fee \$3.60. Few minutes advertising daily.

Latvia.—Government monopoly. Licence fee \$4.80. No advertising.

Lithuania.—Government monopoly. Licence fees from \$2.40 to \$6. Advertising 2 to 5 minutes three days a week.

Luxembourg.—Monopoly to be operated by a commercial company representing leading American and European radio corporations. To be financed by advertising.

Holland.—Competitive system, with two major and seven minor broadcasting organizations. Supported entirely by voluntary contributions. Licence fee \$1.60. No advertising.

New Zealand.—Government monopoly. No other information. Licence fee \$7.29. No advertising.

Norway.—Monopoly operated by private company, staff of which are Government employees. Licence fee \$5.34. A few minutes advertising.

Poland.—Monopoly operated by private company, stock of which government owns 40 per cent. Licence fee \$4. Advertising 20 minutes daily.

Portugal.—Competitive private system. Government erecting 20 kilowatt station. No licence fee. No advertising.

Roumania.—Monopoly operated by company of which government owns 60 per cent of the stock. Licence fee \$1.40 to \$4.80, and taxes on radio shops, clubs, etc., with loud speakers. No advertising.

Russia.—Government monopoly. No licence fee.

Spain.—Competitive system. Licence fee 50 cents. Advertising permitted. Government monopoly under consideration.

Sweden.—Government monopoly of high-powered stations. Licence fee \$2.70. No advertising.

Switzerland.—Government monopoly. Licence fee \$3. No advertising.

Turkey.—Monopoly operated by private company under a government concession. Licence fee \$1.50. Advertising few minutes daily.

Vatican City.—Government monopoly. No licence fee. No advertising.

Yugoslavia.—Competitive. Licence fee \$6 a year. Advertising limited to few minutes daily.

Union of South Africa.—Private monopoly. Proposed government control by commission. Licence fee \$4.87 to \$8.50.

IS THE BRITISH BROADCASTING CORPORATION POPULAR WITH BRITISH LISTENERS?

Growth of Licences

The net increase of licences in Great Britain between September 30, 1930, and September 30, 1931, is shown as follows:—

Licences 1931	3,930,577
Licences 1930	3,195,553
Net increase	835,024

The rate of increase of certain months is shown:—

Average monthly increase, 1928	19,000
Increase, December, 1930	85,102
Increase, January, 1931	109,109

Each listener is charged a licence fee of ten shillings.

Complaints

In 1930 the B.B.C. received 89,000 letters from listeners in Great Britain. These letters were as follows:—

Complaints	3,492
Appreciation	54,382
Enquiries and suggestions	30,000

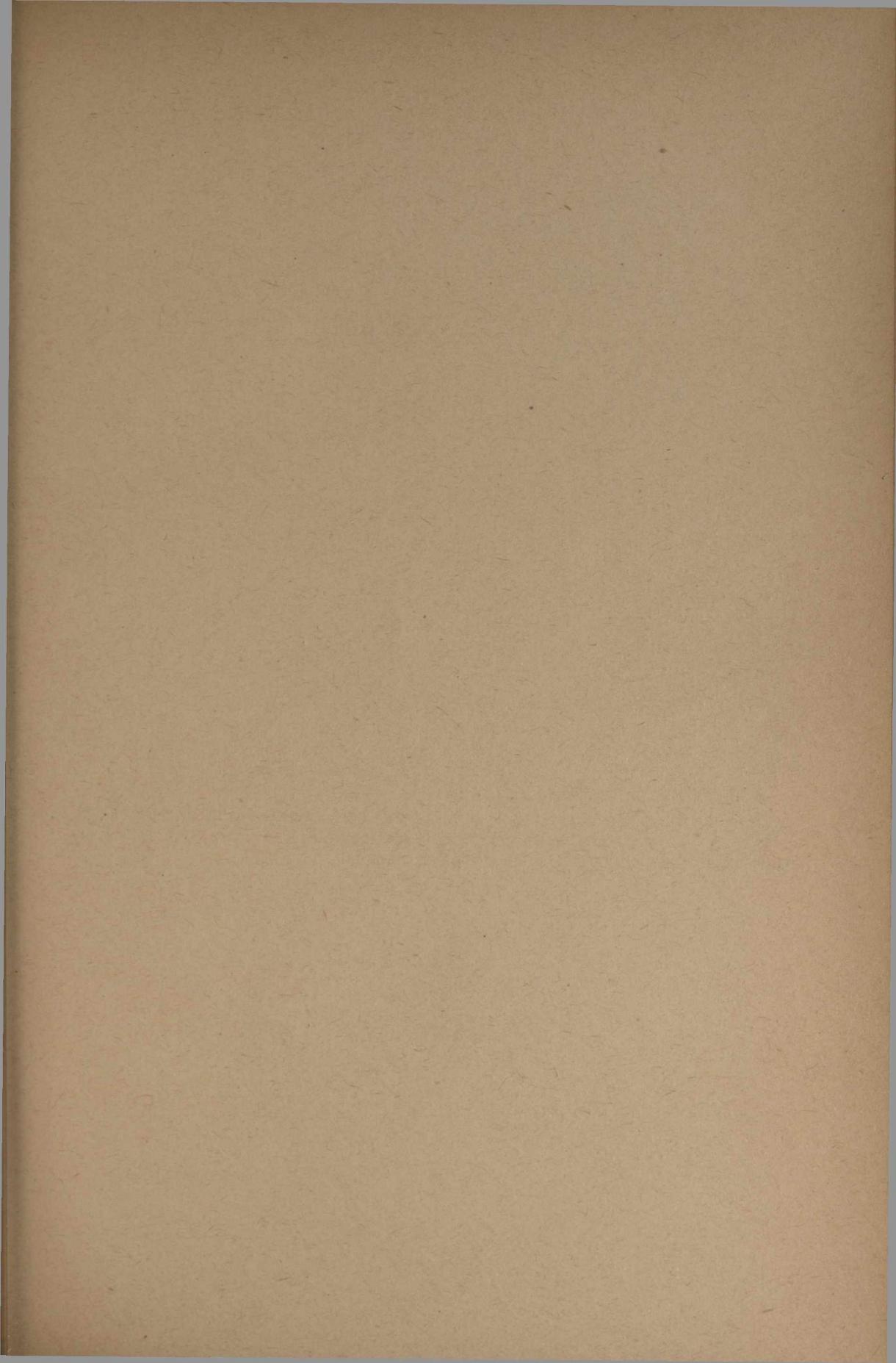
(From an address by Lord Gainford, House of Lords, March 19, 1931, page 456.)

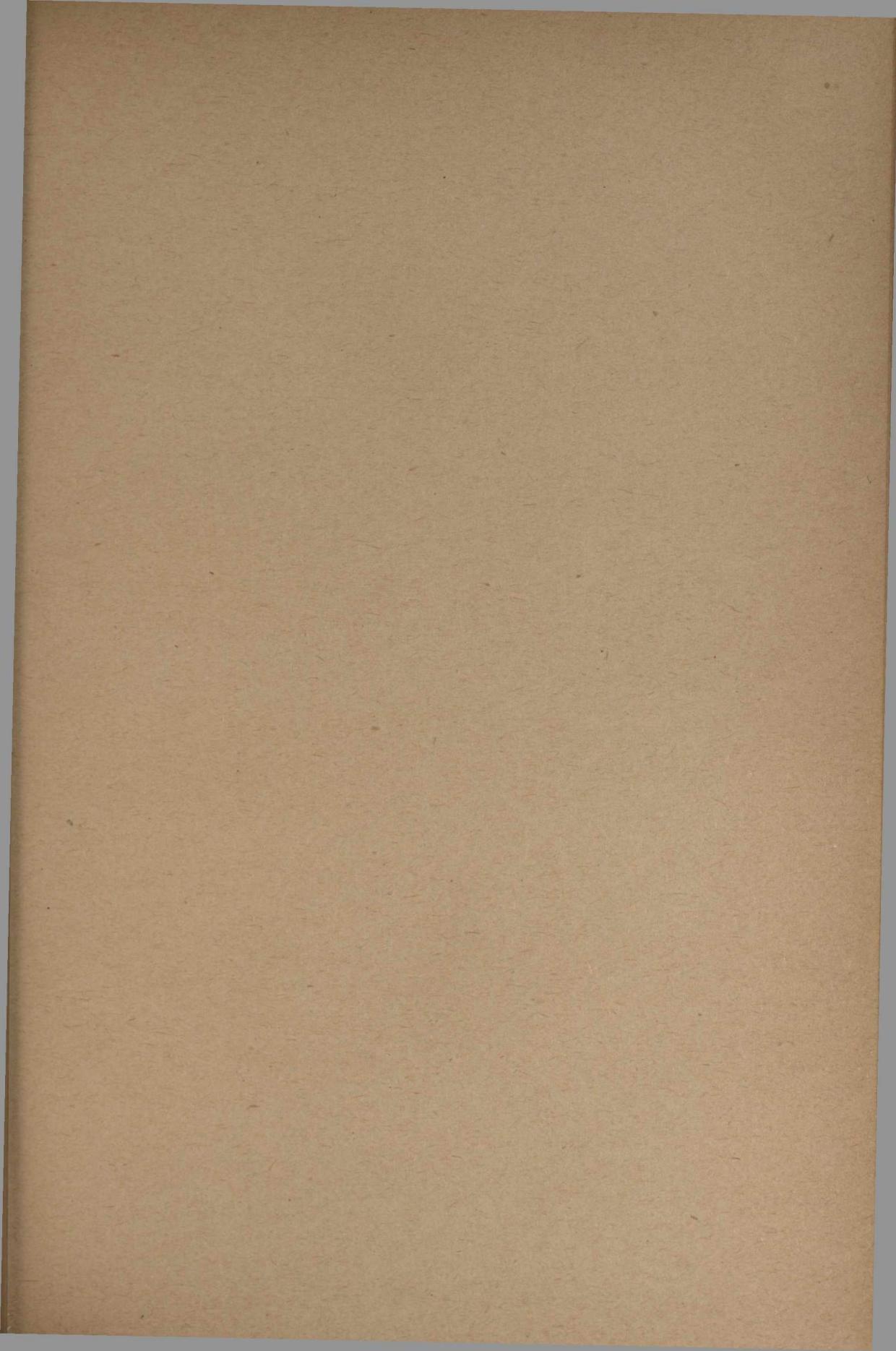
"I do not think any better tribute could be paid than the fact that over 50,000 people have troubled to speak well of our programs, and that only 3,500 were critical."

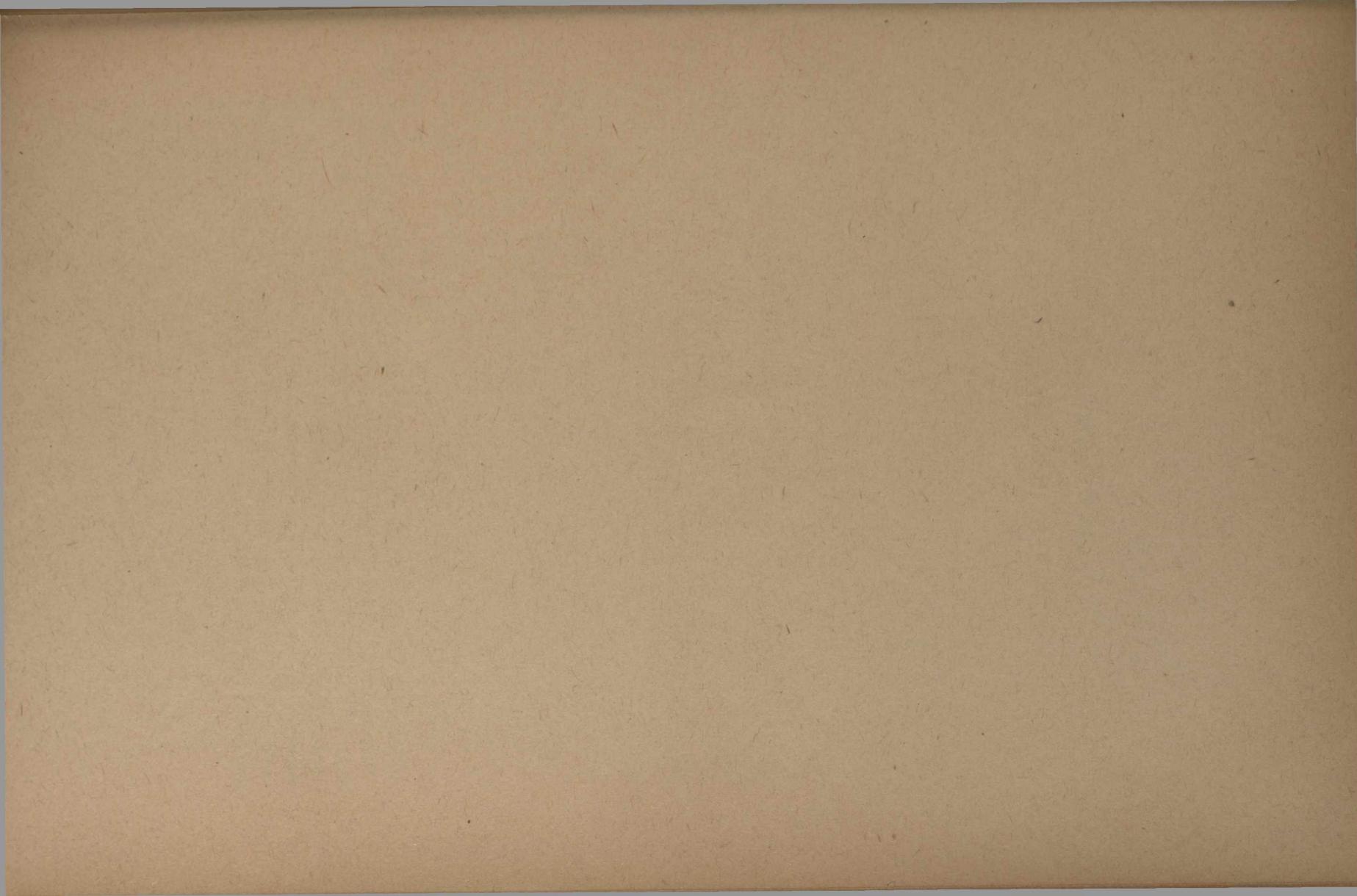
Tributes

Senor Marconi, in *London Spectator*:—

"The British Broadcasting system is the best broadcasting system in the world . . . We have magnificent technical engineers in Italy, but your programs excel ours, and those of every other nation."







SESSION 1932

HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 5

THURSDAY, MARCH 31, 1932

WITNESSES:

Mr. J. E. Walsh, General Manager, Canadian Manufacturer's Association, Toronto; Mr. J. C. Macfarlane, representing Canadian Manufacturer's Association as counsel; Mr. E. S. Rogers, Vice-President, Rogers' Majestic Corporation, Station C.F.R.B., Toronto; Mr. C. M. Pasmore, Campbell-Ewald Advertising Agency, Toronto; Mr. A. M. Patience, representing Association of Radio Manufacturers, Toronto; Mr. E. L. Bushnell, Broadcasting Station C.K.N.C., Canadian Carbon Company, Toronto.

OTTAWA

F. A. ACLAND

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1932

MINUTES OF PROCEEDINGS

THURSDAY, March 31, 1932.

MORNING SITTING

The Special Committee on Radio Broadcasting, in accordance with notice issued, met in Senate Room No. 148, at 10.40 o'clock a.m., Hon. Dr. Morand, the Chairman, presiding. The following members of the Committee were present: Messieurs Cardin, Euler, Gagnon, Garland (*Bow River*), Ilsley, Morand, Smith (*Cumberland*) and Wright—8.

In Attendance: Mr. J. E. Walsh, General Manager, Canadian Manufacturers Association, Toronto; Mr. J. C. Macfarlane, representing Canadian Manufacturers Association as counsel; Mr. E. S. Rogers, Vice-President, Rogers Majestic Corporation, Station C.F.R.B., Toronto; Mr. C. M. Pasmore, Campbell-Ewald Advertising Agency, Toronto; Mr. A. M. Patience, representing Association of Radio Manufacturers, Toronto; Mr. E. L. Bushnell, Broadcasting Station C.K.N.C., Canadian Carbon Company, Toronto.

Present: Commander Edwards, Director of Radio, Marine Department; Colonel Steel, Director of Radio, National Research Bureau, and Mr. J. W. Bain of the Radio Branch, Department of Marine, as technical advisers to the Committee; also a number of representatives of various other radio interests.

The Chairman stated that the gentlemen present in the interests of the Canadian Manufacturers Association were present in accordance with arrangement and the Committee were ready to hear them.

Mr. Walsh, the General Manager made a brief statement and informed the Committee that Mr. J. C. Macfarlane had been selected to present a brief representing the Association's views.

Mr. Macfarlane called and presented brief covering a period of some two hours, through which was interspersed statements and answers to questions by Mr. Pasmore, Mr. Rogers, and others.

A large map was placed by Mr. Pasmore, showing coverages throughout Canada and explained by him.

The following papers were filed with the Committee and ordered to be printed as an Appendix to the record:—

An Analysis of Canadian Radio Industry, years 1924-31.

Report of Engineering Committee, Radio Manufacturers Association.

Report of Survey by E. S. Rogers.

Map giving practical coverage from tests.

Statement of Relative Radio Coverage.

Charts.

Report of Field Intensity Measurements Data.

Statement on use of Field Intensity Measurements.

Bibliography Available.

The University of Toronto's Broadcasting Program: January 11th. Introduction—Sir Robert Falconer.

Report of Stevens & Scott, Ltd., Montreal, on "Our Jimmy" Broadcasts.
(Letters attached.)

Memorandum from The Canadian Manufacturers Association.

Wes McKnight's Velvetedge Sportviews.

General Survey of Station Mail.

Recapitulation of Mail Received by CKNC.

Letter from Ontario Agricultural College to Canadian National Carbon Co.,
Ltd., Toronto, and other letters attached.

Correspondence from Department of Education, in different provinces.

Time devoted to Advertising on Typical Canadian Network Broadcasts.

Letter from The Mortimer Co., Ltd., Ottawa, to Mr. Pasmore.

Statement made by G. D. Allen, President of the Toronto Branch of the
Canadian Legion over station CKNC, Monday, March 28, 1932, etc.

Telephone Survey of Radio Audience.

Growth of Network Broadcasting in Canada.

Survey of Radio Broadcasting over CFRB.

AFTERNOON SITTING

The Committee resumed at 3.50 o'clock, the Chairman presiding and the
following members of the Committee present: Messieurs Cardin, Euler, Gagnon,
Garland (*Bow River*), Ilsley, Morand, Smith (*Cumberland*) and Wright—8.

The following gentlemen were questioned and made statements in the order
as below named, as shown in evidence: Mr. A. M. Patience, Colonel Steel, Mr.
E. S. Rogers, Mr. Pasmore, Mr. Bushnell, Commander Edwards, Mr. Graham
Spry, etc.

Mr. Macfarlane presented a brief, by request of the Association of Special
Broadcasting, to be made a part of the record.

Mr. Patience presented a brief from the Radio Manufacturers Association
to be included in the record.

The Committee desiring to meet in camera for a short time it was decided
to adjourn the meeting, and to meet again to-morrow, Friday, in same room, at
10.30 o'clock a.m.

The Committee adjourned.

E. L. MORRIS,

Clerk of the Committee.

MINUTES OF EVIDENCE

Room 148,

THURSDAY, March 31, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Hon. Mr. Morand presiding.

The CHAIRMAN: I have considerable correspondence which I will get in shape to enter into the minutes of the meeting a little later. I have not got it sorted properly yet.

We have with us to-day some very important witnesses, and I am going to call upon Mr. Walsh of the Canadian Manufacturers' Association.

Mr. SMITH: Before you call Mr. Walsh, the government of Nova Scotia would like to be represented by counsel and present a brief. They mentioned the 6th or 7th of April as the dates on which they would like to appear before the Committee. I wonder if that could be fixed, Mr. Chairman?

Mr. GARLAND: May I suggest in that regard, Mr. Chairman, that this Committee appointed a sub-committee to deal with questions of this kind, and I think you could very well refer Mr. Smith's suggestion to the sub-committee.

Mr. SMITH: They would like to come right away.

The CHAIRMAN: We will have the sub-committee settle that to-day.

J. E. WALSH, called.

The WITNESS: Mr. Chairman, I am appearing on behalf of the Canadian Manufacturers' Association as well as various allied interests in connection with the matter before this Committee.

We were invited by the Aird Commission to appear before them in 1929, and at that time we filed a comprehensive brief, copies of which I will hand to the members of the Committee. That brief was prepared by technical men connected with the industry, and with broadcasting, advertising and everything else connected with it.

We have prepared a brief for submission to your Committee, and it is quite technical. I expect our members will be here shortly. We would like to follow this brief as closely as possible and examine a few experts at the same time. Those experts will, of course, be at the disposal of the Committee for any questions you may wish to ask.

I do not know that I need add anything more at present, because anything I would have to say is in the brief. We have tried to bring it down in a rather comprehensive way. There is an index to the brief, setting forth our position, and we hope to make a better presentation of our case in that way rather than by dealing with it in a general way.

Mr. McFarlane is here now. He has been good enough to undertake the presentation of the brief and the examining of the witnesses as he proceeds, if that is satisfactory.

JOHN C. McFARLANE, called.

By the Chairman:

Q. You are from Toronto, Mr. McFarlane?—A. Toronto, yes.

The CHAIRMAN: Proceed in your own way, Mr. McFarlane.

The WITNESS: Mr. Chairman and members of the Radio Committee, I have been selected to present the memorandum or brief on behalf of the Canadian Manufacturers' Association, and in presenting the brief I would like, with your permission, to possibly have the privilege once or twice during the reading of it to ask some of the gentlemen who have helped in the preparation of the brief to explain some of the statements that we are making and amplify them. I do not purpose to conduct an examination, but after the reading of the brief is over these gentlemen—or even when they are amplifying some portions of this brief—are here for the members of the Committee to ask any questions.

The gentlemen whom I have with me particularly are Mr. Edwin S. Rogers, Vice-President of the Rogers Majestic Corporation of Toronto. Mr. Rogers is not only well known as an inventor, particularly in the field of vacuum tubes, but he has also had a great deal of practical experience in the operating and maintenance of the well-known station CFRB, and, in addition, his company is a manufacturer of radio receiving sets. He may have some information of a technical nature to impart to the committee, and we are glad to give the committee the privilege of asking any questions. We have also with us Mr. Pasmore, of the Campbell-Ewald Advertising Agency. Mr. Pasmore is known for his experience in planning broadcasting programs, particularly programs such as the General Motors Broadcasting weekly or the General Electric broadcast, and others, and has had considerable experience also in conducting various analyses of the receptivity of the public to programs of different variety ranging from grand opera down to the lightest type of music. We thought that his experience would be of very great use to the committee if they desire to ask any questions, particularly on the intricacy of building up a chain program or in carrying it out from time to time. We also have with us Mr. Patience, who is at present the radio engineer of the Hayes Wheel & Forgings Company of Chatham, Ontario, but formerly with the Philco Company. He has had considerable technical experience and practical work in the manufacture and design of radio receiving sets. We also have with us Mr. Bushnell, well known as the announcer of the Canadian National Carbon Station, if you wish to have any information from that point of view.

It is respectfully submitted that a Canadian National policy in regard to radio broadcasting should endeavour to secure:—

1. Good programs.
2. Efficiency and economy in preparing and transmitting these programs to the public.

By the term "Good Programs," we mean programs that provide inspiration, education, information and entertainment; that eliminate that which is offensive to good taste or subversive to morals; that prefer Canadian numbers without entirely excluding the best productions of other countries; and that will satisfy the great majority of reasonable people who like to listen to the radio.

Those employed in industry, with their dependents, number about 2,500,000 or about one-quarter of the population of Canada. Consequently, we study radio from two points of view, that of the industrial radio listeners and that of the firms, and their employees who are engaged in the manufacture of radio sets and supplies.

Under either government or private ownership, Canadian industries would continue to make and sell radio equipment, but we favour the encouragement of the mechanical genius and business enterprise which discovered and is constantly improving radio, through the stimulating competition of private endeavour; and, therefore, advocate the continuation of private ownership of radio, including stations and sets under government supervision instead of government ownership.

At Toronto on May 17, 1929, the Canadian Manufacturers Association submitted to the Royal Commission on Radio Broadcasting a brief setting forth its views and recommendations.

Now, after an interval of three years, during which the report of the Royal Commission on radio broadcasting has been made public, and the Privy Council has, on reference to it, declared the subject of radio broadcasting to be within the jurisdiction of the government of Canada, and particularly in view of the changed financial and industrial conditions which the Dominion of Canada is now faced with, the Canadian Manufacturers Association, after further mature consideration, still maintain the general views on the subject of radio broadcasting as set forth in the brief filed with Royal Commission, copies of which are now no doubt already in the hands of your committee. We are grateful for this opportunity to supplement these views by information and statistics which have been evolved from practical experience in the three years which have elapsed since their presentation.

Shorn of all other ramifications or side issues, the problem of radio broadcasting in Canada to-day is apparently confined to two main items, namely:

- (a) Adequacy of broadcasting services.
- (b) Types or artistry of programs.

ADEQUATE SERVICE—DEFINED

Much has been said emphasizing in general the lack of adequate broadcast service for the listener-in, but the term "Adequate service" has not been defined. Presumably it involves not only making provision for a required number of broadcast channels available to Canadian listeners-in, but also it suggests strength and clarity of reception, or, on the other hand, it may include types of programs. In any discussion of radio broadcasting it would seem essential that some attention be given towards clear conception of these three phases mentioned, and if so a solution of the real problem may be more readily arrived at.

MADRID CONFERENCE

We note with favour the attention which has been directed to the questions to be discussed at the forthcoming conference at Madrid.

Certainly all possible measures should be taken to hold and confirm for Canadian use the six clear channels now available to this country by reason of mutual agreement with the United States and, if, as it would seem, those channels now available cannot be increased then it may be all the more important that Canada should strenuously support the widening of the available broadcast band from 550 kilocycles upward of 1,500 kilocycles downward, as the case may be, in order to claim for herself as against the United States three or four more of the available channels.

In such negotiations, however, due consideration must be given to the resultant effect changes in wave bands may have upon the \$125,000,000 worth of radio set equipment owned in Canada and which engineers state would have to be refitted or redesigned at the factories, involving a cost of approximately \$7.50 per set (including transportation) or a total of some \$675,000 to the radio set owners. Such changes would also necessitate Canadian manufacturers under-

taking their own research and engineering with considerably higher costs, which have hitherto been controlled by contractual participation in the laboratories of the United States where the huge production warranted the expense.

I now desire to file with the committee an analysis of Canadian radio industry for years 1924-1931 as compiled by the Dominion Bureau of Statistics.

I would also like to file with the committee a report of the Engineering Committee, Radio Manufacturers Association, on the subject of proposed appropriation of channels 540-530-520 for Canadian broadcasting use. I might mention that later if you desire to ask any questions on this report Mr. Patience will be glad to answer them.

Undoubtedly the government will be represented at the Conference of Madrid by its departmental technical engineers and advisors. We would submit, however, that additional provision should be made, not only in the interests of the government itself but of the radio set manufacturers, broadcast equipment manufacturers and listening public who may be considerably affected by any change in wave bands, by having present at such conference in a consultant or independent capacity, an eminent engineer of high technical knowledge of present radio apparatus and having broad conceptions particularly of the present research with a view to future developments in the radio purposes field.

DOMINATION OF FOREIGN INFLUENCE

Suggestions have been made in the public press and elsewhere of the apparent proposed domination of broadcasting in Canada by foreign capital, not only in ownership of stations, but in control of types of programs being offered to the public. The fact is, that under private ownership, all stations in Canada are now owned and operated by Canadian capital and personnel.

Departmental supervision can be relied upon to ensure continued Canadian ownership of stations, their location and transfers of interest. Similarly, as was suggested in our previous brief, departmental or commission supervision of types or contents of programs can protect the Canadian listener-in against undesirable programs without the necessity of a large public capital investment or the responsibility of large annual maintenance charges.

Broadcasting stations which introduce well-known programs from the United States sources state that the time which they take from chain broadcasting services originating in the United States is quite within their option and depends upon their desires. For instance, one large Canadian broadcasting station considers that it is good policy to be hooked up with another system in order to obtain better programs. These created a greater listening public and advertising demand, and, since the introduction of their foreign chain programs they have continually employed more Canadian musicians and spent more money in the production of local programs. The item of orchestral music for one single station alone increased from around \$40,000 in 1930 to over \$65,000 in 1931. Apparently, also, such a policy has been endorsed by the public rather than disconcerted when a survey made in March, 1931, showed that in answer to a direct query as to whether broadcasts from the American chains be continued or not resulted in replies from 2,569 or 98 per cent, indicating that they desired the retention of the United States tie-up, while only 54 people or 2 per cent objected to the same.

I would like to file this analysis or report of the survey signed and verified by Mr. E. S. Rogers, and which, I would point out, was made in 1931, not in anticipation of appearing before the Radio Committee, but simply to ascertain for station CFRB whether their efforts in this line would be appreciated or not. Mr. Rogers is here and if you would like to ask any questions on this he will be very glad to answer same. In addition, Mr. Pasmore will be glad to answer any questions as to his knowledge that at the same time Canadians do not dislike their own programs, but like to have programs supplementary.

ADEQUACY OF PRESENT BROADCASTING

Statements repeatedly made of lack of adequate radio broadcasting services, would indicate that there are concerted complaints from certain parts of Canada that radio signals cannot be properly heard or that radio programs are not available in sufficient strength to enable all would-be listeners-in to be agreeably satisfied. Maps prepared showing the location or some 56 broadcast stations operating throughout the country would indicate, at least theoretically, that the main population of Canada is within listening daylight or night time range, but before any decision should be arrived at as to the necessity of better broadcasting coverage, there certainly should be ascertained definitely and specifically what districts or areas throughout the Dominion are not now covered by any broadcasting system. Examination of all circumstances may narrow the difficulty caused to one regional location of broadcasting stations, or some physical local characteristics which can be overcome at reasonable expense, and if certain areas are not covered, would higher power or a supplementary station suffice? If all districts are covered, then is the problem one of not receiving chain broadcasts, or are the objections directed solely to the quality of programs received. Saskatchewan has been cited as an example of failure of Canadian broadcast stations to reach Canadian listeners. The actual coverage results have, however, been charted and the map shows that the actual listener's response differs very little from the theoretical coverage, most parts of the province being able to hear Canadian stations even when two stations just outside the provincial border line were not included in the tests.

I would like to ask Mr. Pasmore to produce a map prepared by MacConnell and Ferguson, Advertising Agency, giving a practical coverage from tests.

Mr. PASMORE: This is a general map of theoretical coverage. This is for the whole of Canada.

(Mr. Pasmore explains map to the committee).

Mr. SMITH: Did you ask the listeners-in to write back setting forth what type of radios they were using, or what size of volume?

Mr. PASMORE: We did not, sir.

Hon. Mr. EULER: Just what point are you trying to make, what is your argument?

Mr. PASMORE: Saskatchewan was mentioned earlier as an example, sir, of poor coverage.

Hon. Mr. EULER: And you are trying to show that there is good coverage?

Mr. PASMORE: Well, that there is at least moderately good coverage. As a matter of fact, the mail response showed that Saskatchewan was one of the weakest coverages, or else one of the least interested in the invitations which we sent out, either one or the other. We got a very large proportion of replies from Manitoba and a very large proportion from Alberta. I may say that the towns shown on this map here represent a total of 214,000 of a population,—157 towns out of 374,000 population in all towns of the provinces. We do not know anything about rural coverage, the invitations which were sent out being for people to write in for a catalogue of electrical merchandise, consequently the appeal of that invitation would be principally to people who lived in towns where electricity was available. It would not appeal to the farmer who had no electrical current. The catalogue would be useless to him, and consequently we got a very poor rural response; the response was practically all from towns.

Mr. GARLAND: Nothing very much definite then can be drawn from the picture?

Mr. PASMORE: Except that all those towns were reached, sir, and we presume that points in between must have been reached.

Mr. GARLAND: That would depend, of course, on the sets.

Mr. ILSLEY: Did you write asking them to send in for a catalogue?

Mr. PASMORE: No, we did not write. The invitation was broadcast on the air. They would have to hear the program and they would have to hear it sufficiently clear to understand the nature of the invitation and then act on it by writing in.

Mr. ILSLEY: I thought you were asking them whether they were getting good reception or not, or something like that?

Mr. PASMORE: Oh, no.

Mr. ILSLEY: You just broadcast that you had a catalogue for them if they would write in?

Mr. PASMORE: They proved the reception, they proved it by the fact that they were listening to the program.

Mr. ILSLEY: Did you do that just in Saskatchewan?

Mr. PASMORE: No, over the whole Dominion, and we intend to go ahead and produce similar charts of the Dominion; but it takes a long time to tabulate 30,000 names, breaking them down into towns, and we wanted to get something done for the purposes of this investigation that you are making, and Saskatchewan seemed to be the most reasonable to go ahead with first.

Hon. Mr. EULER: Were you acting on behalf of the C. M. A.?

Mr. PASMORE: As a matter of fact, it was started for our own information.

Hon. Mr. EULER: When you say your own, whom do you mean?

Mr. PASMORE: Our client and ourselves as an advertising agency.

Hon. Mr. EULER: Who is your client?

Mr. PASMORE: Canadian General Electric. We wanted to know about radio coverage for future use.

Mr. ILSLEY: You represent an advertising agency?

Mr. PASMORE: Yes, sir.

Mr. ILSLEY: What agency?

Mr. PASMORE: The Campbell-Ewald Limited.

Hon. Mr. EULER: These inventories were made on behalf of your client, the Canadian General Electric?

Mr. PASMORE: Oh, yes. It was just started last winter.

The WITNESS: I would like also to file a statement prepared of relative radio coverage of the main divisions of Canada, actual network. This is a short statement and possibly I can paraphrase it.

“RELATIVE RADIO COVERAGE OF THE MAIN DIVISIONS OF CANADA—
ACTUAL NETWORK

The following data is based on a total of 30,000 letters received during a three-week period this winter by a Canadian Broadcaster using approximately the best obtainable coverage in every province of Canada. As the inducement was the same in all provinces, the results may be taken as a fair indication of the relative intensities of coverage (by population and by set ownership) obtained by a typical Canadian program.

	Ratio of letters to population	Ratio of letters to Radio Sets	Percentage of set owners receiving program (estimated)
			%
Maritimes.....	.07	1.33	13.3
Quebec.....	.18	2.64	26.4
All Ontario.....	.25	1.81	18.1
Western Peninsula.....	.11	0.74	7.4
Eastern and Central Ontario.....	.32	2.34	23.4
Manitoba.....	.71	8.16	81.6
Saskatchewan.....	.24	4.07	40.7
Alberta.....	.49	8.53	85.3
British Columbia.....	.30	2.61	26.1

A telephone test in the section of Ontario from which 2.34 per cent of set owners sent letters, showed that 23.25 per cent of the set owners were listening to this program. Thus, the number listening to the program may be taken generally as roughly ten times the number sending letters. This forms the basis of the third column in the above tabulation."

That was not prepared for the purposes of this committee, just in the ordinary routine of the Campbell-Ewald Advertising Agency.

FOUR YEAR HOLD-UP CURTAILS PROGRESS

Criticism has no doubt been directed to the inefficiency of present broadcasting equipment arising possibly by reason of obsolescence of equipment, or by lack of coverage or power. In this respect it may be fairly stated that much of the present obsolescence or lack of coverage, exists by reason of the stringent restrictions which for three or four years have prevented the private owner from improving his equipment. All inducement to give better service or coverage and which private initiative would ordinarily give has been sterilized by reason of conditions inserted in broadcasting licences by which any improvement to equipment must be made at the owner's responsibility and without hope of compensation should the equipment later be taken over by the government. Consequently, any removal of the hitherto existing ban on improvements together with approval of increased power of stations to 50,000 watts or more, (several stations already desiring increased power and are prepared to make the necessary investment and improvements) will no doubt immediately result in the bringing of such equipment up to present day accepted coverage and quality.

Private competition always tends to concentrate the service to be rendered in the hands of those who are best able to develop the same, and radio broadcast services, if unhampered, will tend towards concentration of radio broadcast transmission in larger high-powered stations located at points of maximum coverage, and in sufficient chain relationship throughout Canada to any desired extent to ensure adequate coverage by signal strength with the type of programs which are satisfactory to the largest percentage of the people.

By Mr. Garland:

Q. What is your definition of adequate coverage?—A. Adequate coverage would be a coverage which would give a reasonable reception to the general public. You will have from the minimum to the maximum.

Q. Are you speaking of daylight or night reception?—A. Both day and night.

Mr. GARLAND: It just occurred to me that quite a different conclusion would be drawn if one knew that the advertising one had was night broadcasting or day broadcasting. Take Saskatchewan for instance.

Mr. PASMORE: It would be from seven to eight o'clock in the evening throughout Saskatchewan, sir.

The CHAIRMAN: Is that one of the good hours for transmission?

Mr. PASMORE: For reception, I believe so, sir.

By Mr. Ilsley:

Q. You are saying that certain results will follow from private ownership of broadcast stations. I suppose that is more in the nature of argument than statement of fact. Do you mean under regular private ownership? Surely any scheme like that is subject to so much government interference?—A. We are recommending that there should be some sort of departmental supervision or commission supervision to which the public, or any person having any request to raise in respect of broadcasting, could appeal, and authority given to this commission or to the department to deal with it in the best way they may think advisable.

By Mr. Cardin:

Q. You mentioned that the broadcasting is not as good as it might be on account of the regulations of the department, and because it was intimated that the developments should be at the risk of the owners of the stations. Is it not a fact that for almost four years the power of many of the stations has been increased and that new developments have been installed.—A. I believe some stations have made application for increase of power.

Q. Did they not get, in fact, the increased power that they were asking for?—A. I haven't the information available, sir. I can get the information on that.

By Hon. Mr. Euler:

Q. Is not there a brand new station of 10,000 watts at Calgary since the announcement by the government that they would not be held responsible for any investments that were made?—A. I understand that there is, but we are not making a complete statement. We are just simply suggesting and stating that of those restrictions had not been in effect in the last three or four years there would have been quite a different condition in radio.

Present facilities are already giving excellent service to the more densely populated portions of Canada, and if the government feel it their duty to extend certain services to more distant and sparsely settled districts of the country, such can be accomplished from the surplus funds derived from set licenses by temporarily or otherwise assisting the communication lines to the necessary extent. We are told, however, that with the removal of present hampering restrictions, private ownership will itself give complete Canadian coverage within the next two years. Particularly in the present period of financial depression, any participation of the government either by ownership or subsidy should be solely supplementary only to that of private ownership and at a minimum of expense.

Adequacy of service no doubt involves, in addition to the type and power of transmitting equipment, or the location of the stations for broadcasting purposes, also the long distance transmission of programs. When radio was new and mysterious the listener-in, in remote sections boasted of his ability to hear programs from distant stations, but with the development of high-powered sets and dynamic speakers much of the lure of radio has disappeared and the one-time appreciative fan has become a critical connoisseur not satisfied with local broadcast, but demanding powerful reception of the Metropolitan programs.

In portions of the western or eastern parts of the country the advantages of high class urban broadcasts may be precluded by the heavy expenses of added stations of cost of long distance line transmission, unless overcome by the initiative of large commercial organizations who support chain programs; but it should not, however, be necessary to take over a whole system of broadcasting in order to remedy a few small gaps, but the least onerous methods should be adopted by which line transmission rates can be lowered to the acceptance of stations far east or west if they so desire. It is stated that the grouping of widely segregated half or hour broadcast periods into a consecutive five or ten hour continued use by available or probable chain programs and the quota distribution of business to most favourably equipped lines to carry the load, would do much to ease the burden.

If private initiative cannot undertake the whole transmission line burden, and the desired programs are therefore denied, then the government should assist, but should preferably limit its participation to the smallest amount necessary for subsidization or guarantee, and then only until improved conditions automatically pre-empt sufficient broadcasting time by sponsored or sustaining programs to absorb the transmission line costs.

Chain broadcasts, we are told, have been steadily improving, and if the present depressed financial and industrial conditions did not prevail, would no doubt have been much widened in scope and application. Even if conditions are not at present entirely favourable, or if it is maintained that proper broadcast service can never be given by private broadcasting, inasmuch as there will never be sufficient revenue from private or advertising sources to provide the program service demanded by the public, the adoption of the principle that the government should step in and take over any business which private enterprise cannot make successful would be hard to justify.

COST OF PROPOSED STATIONS

The Aird Report concludes that seven high-powered 50,000 watt stations, four 5,000 watt stations and one 500 watt station would provide the desired coverage for Canada. We would submit that such a conclusion can be tentative and approximate only. Unanticipated dead spots develop where least expected and every installation is a business venture of its own, science not having yet eliminated the hazard. Practical erection and operating radio transmission engineers state that large allowances must always be made to synchronize the practical coverage with the theoretical. Protracted and expensive actual surveys are always necessary to finally determine the proper location, the effective height of transmission towers and the penetrable power over the desired physical area—all of which materially adds to the cost of the apparatus necessary in order to achieve the theoretical coverage. "National Advisory Council on Radio in Education—United States Report 1931" points out particularly that the range of a station is not a "simple and uniquely definable quantity" but depends on many factors from "quality of reception" required, "time of day or night, atmospheric disturbances, antenna types employed, local topography, assigned frequency of stations" and other factors, so that any range figures given are instructive approximations only.

I would like to file some sets which are made for the purpose of ascertaining practical and theoretical coverages from different stations throughout I think the United States mainly, and which have been prepared, with a report explaining same by Mr. E. S. Rogers. I will file these charts and this report of Field Intensity Measurements Data for the information of the Committee.

(Mr. Rogers explains report to the committee).

Hon. Mr. EULER: There would be the variation from the minimum to the maximum, I mean in point of range?

Mr. ROGERS: How do you mean?

Hon. Mr. EULER: For instance, the radius is not constant at all.

Mr. ROGERS: No.

Hon. Mr. EULER: At one point it may extend 100 miles and another perhaps only 50?

Mr. ROGERS: That is right.

Hon. Mr. EULER: What would be the variation?

Mr. ROGERS: It varies. You cannot predict, it is impossible to predict.

The CHAIRMAN: Is it a constant thing?

Mr. ROGERS: It is variable, according to the location of buildings, and so on.

The CHAIRMAN: Is it constant as to time?

Mr. ROGERS: Fairly well so. However, I do not know of any data that has been collected on it.

The WITNESS: I would also like to file for the benefit of the Committee a statement on the use of field intensity measurements for the determination of broadcast station coverage—by C. M. Jansky, Jr., and S. L. Bailey, consulting engineers, Washington, D.C.; also bibliography available on the subject of Canadian broadcasting stations, which includes certain references to field intensity measurements.

In particular reference to the situation in Canada, a map used in illustrating the coverage of existing broadcast stations indicates coverage by circles of different radii, and from such circles the total coverage of present stations or of future stations are approximated. While theoretically such a map may be correct, the final conclusion of the number of location or types of stations required in Canada may only be finally ascertained after considerable experimentation. A map made by MacConnell and Fergusson, Advertising Agency, some six months ago, showing the actual daylight and night coverages of certain stations under the then operated wave lengths, indicates two things:

- (1) that in the main the population of Canada is already reasonably well covered.
- (2) that the actual coverage is very unconventional and irregular in application, depending considerably upon the topographical formations in various localities and being quite different from any theoretical coverage which might be devised. A further factor is the contention that low powered stations even down to those of 50 watts have often in actual practice at unexpected ranges considerably heterodyned stations of much greater power although in the originally proposed locations no interference was considered possible.

NECESSARY INITIAL INVESTMENT

The Departmental and Aird reports estimate the cost of the proposed public broadcasting system at some \$3,913,000 made up as follows:—

Cost New Stations

7-50,000 Watt each at \$400,000	\$ 2,800,000
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Rehabilitation Old Stations	225,000
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Departmental valuation 1932 56 stations	988,000
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\$ 3,913,000

It is a matter of opinion whether any broadcasting station owner can be bound by the waiver provision stipulated in licence renewals or new licences issued since 1928. Operators during the last four years have been forced by competition to improve the efficiency of their broadcasting services and will undoubtedly have reasonable rights to compensation. The bulk of their goodwill has been definitely created during the past four years and, measured by the public reaction as indicated by various surveys, the value of this goodwill must be generously considered in any purchase price.

Based upon past expropriation experiences, whenever purchase proposals are forecasted the values demanded by owners immediately rise and it would not be unreasonable to state that the quoted departmental valuation of \$988,000 would in actual purchase transactions (improvements included) be increased by at least $33\frac{1}{3}$ per cent, or to roughly \$1,317,000.

Estimating the capital value of a station to be four times the value of its physical equipment and applying goodwill on the basis of 20 per cent of such capital account, produces a goodwill valuation of \$1,053,600. Recapitulating the total investment to bring the Aird broadcasting scheme into operation would be as follows:—

New Station costs	\$ 2,800,000
Old stations rehabilitation	225,000
Property and equipment present stations	1,317,000
Goodwill present stations	1,053,600
 Total	 \$ 5,395,600

without possible expropriation and legal costs and other unascertainable expenses. Even then, with the rapid development in the radio art, such investment, if made, may by future application of scientific research become suddenly jeopardized by entire obsolescence unprovided for in any maintenance program—for instance the moving picture industry was revolutionized over night by synchronized sound and vision developments; with consequent heavy recapitalization investments.

By Mr. Ilsley:

Q. That is apart from the goodwill?—A. No, that does not include goodwill.

Q. You think it should be a third higher anyway?—A. The present replacement cost of the present stations, if you were to purchase that equipment as new equipment to-day has been put at about \$1,800,000.

By Hon. Mr. Euler:

Q. Your contention still is that in spite of what the government has said, that it will not be held responsible for any such improvements that are made, if they want to go ahead they are entitled to compensation.—A. That is a matter of opinion, that they may be still entitled to compensation, and we are putting it at a very conservative figure, with improvements that might be worth \$1,317,000.

Q. Where do you get 20 per cent?—A. That is a general paper from the study of the financial reports or private statements of assets of some of the United States stations, and the general ratio is that the physical equipment of the station is about 25 per cent of the capital invested.

Q. Are you basing it on the revenue?—A. Yes, and there are studio fittings and a great many other things attached to it; investment on contracts, and I think the committee will likely have before it before their meetings are over actual information from the various broadcasting stations, which is private information.

By the Chairman:

Q. You might state what you mean by physical equipment?—A. Such as transmitter and other broadcasting apparatus; antenna towers, control, and reception in the radio room, including the lands and the buildings. We are simply taking the general rule you apply to the financial statements of an organization, the physical assets, and in particular the figures we looked at are about 25 per cent of the total investment. There may be a certain surplus of—the good will realized on it for two or three years.

By Mr. Ilsley:

Q. That good will is dependent on the goodwill of those who issue the licence, that goodwill asset, because it depends entirely on the issuance of the licence?—A. That is if the refusal of the licence is valid some of the owners may contest.

By Mr. Cardin:

Q. It is stated that is going to expire in one year?—A. We placed it down at 20 per cent. It may run into expropriation proceedings, or if you come into a legal contest it might be 50 per cent.

By Mr. Garland:

Q. You said you based your calculation of 400 per cent increase on the calculations of the broadcasting companies in the United States?—A. This is a general statement that was given to us as information, which is private and which we cannot produce.

Q. Can you say whether those stations were the large or the small ones?—A. Just the average.

Q. You said they were based on their returns?—A. No, that is my mistake. We were not in a position to ask the broadcasting stations to give their private financial statements. We are just drawing that point for the purpose of the committee, to place the point before them for consideration.

By Mr. Ilsley:

Q. You reckoned that on 400 per cent?—A. Yes.

Q. That included goodwill?—A. Goodwill. That is a question of policy. It may be valued at \$1.

By Mr. Garland:

Q. Why did you not take Canadian stations instead of American?—A. We have not got it, as I said before.

By the Chairman:

Q. Is some of the information based on the stations whose licences have been taken from them?—A. No.

By Mr. Euler:

Q. You do not take that into consideration, that some of the stations have vested rights?—A. Yes, they had certain vested rights until three or four years ago.

Q. Do you include in that any investment that may have been made up until three or four years ago?—A. You will have to make allowance in a general way. That would depend on the actual discussion, the actual bargain which

would be made by the government with certain people. In other cases they might carry out expropriation proceedings. That is the reason they placed it so low. (Reading):

ANNUAL MAINTENANCE COSTS.

Various estimates made of the cost of maintenance of broadcasting stations, namely cost of materials, engineering, light, heat, power, etc. of a 50,000 watt station has been estimated by various departmental engineers as between \$175,000 to \$250,000 per year, but little emphasis has been laid upon the added cost of programs.

The annual costs in Canada under the Aird broadcasting scheme would be as follows:

7 stations 50,000 watt at \$250,000 each	\$1,750,000
4 stations 5,000 watt at \$154,100 each	616,400
1 station 500 watt at \$109,300 each	109,300
Cost of programs etc., at least equal BBC—	
Canadian likely four hours more per day . . .	2,750,000
Line Operation costs	500,000
(No provision for duplication of feature program service)	
Total annual expense operation of stations . . .	\$5,725,700

REVENUE TO BE DERIVED

Since direct advertising would be eliminated under the Aird plan and, from advices received, present and potential sponsors of broadcast advertising would not be interested in indirect advertising as defined in the Aird report, or in evidence given before your Committee, the revenue from advertising sources would be negligible.

The only source of revenue would, therefore, be confined to licence fees or some form of taxation. The present licensing basis of (\$1.85 net) per set on an estimated maximum of 900,000 sets in operation would produce only \$1,665,000 which would be reduced by at least \$200,000 departmental interference prevention service expenses, giving a net revenue of \$1,465,000 to be relied upon.

Thus with an annual operating cost of \$5,725,700 and an income of \$1,465,000 the net operating annual loss will be at least \$4,200,000 to be liquidated either by additional licence fees or from the consolidated revenue funds. On the other hand, to make public broadcasting carry its own burden, the receiving set licensee would be faced with an annual licence fee of not less than \$7 per set.

It must be remembered also that the cost of serving broadcast entertainment to the public has increased consistently since the industry was first developed and there is reason to believe that presently known costs will continuously increase.

The suggestion has also been made that from indirect or sponsored advertising some \$700,000 revenue would result. We are, however, told by experts in the advertising field that the rental of broadcasting time would not be sought by commercial organizations unless there was available some recognized portion of the allotted time for direct advertising.

I believe a brief will be filed on behalf of the Canadian Advertising association, which is authority for the estimate that some \$700,000 will be lost if the advertising was confined to direct advertising.

Several large Canadian advertisers have experimented with broadcast advertising which confined itself largely to, indirect advertising as defined in the Aird report. In every case within our knowledge this practice has ultimately been discontinued, the broadcaster either leaving the air or resorting to direct advertising.

By the Chairman:

Q. Can you tell us the names of any of these firms?—A. Mr. Pasmore would have that information.

Mr. PASMORE: I can give you the names of three firms who have experimented with two and they will become interested in any subsequent or direct advertising. One was the Imperial Oil company, the Canadian General Electric company, the General Motors of Canada. They have all tried both types.

In further reaction Canadian advertisers may seek their service from foreign stations with consequent loss to Canada in funds and employment. Why also deny to Canadian organizations the advertising of their own merchandise when foreign stations are free to broadcast into Canada the merits of foreign products.

Some statements have been directed to the existence of several stations competing with each other in the same locality, involving duplication of broadcasting expense and services. The situations, however, are entirely different. The existence of three or four stations in areas of dense population does not necessarily mean a duplication of services but the provision of a variety of programs to people who may be widely different in habits, inclinations and racial characteristics.

TELEVISION APPARATUS

Mention has been made of the possibility in the future of having television programs made available to large audiences, or to the schools, or even to the homes. It is implied that television broadcasting will be done over the seven 50,000 watt stations to be erected. Such imaginary ideas should be carefully bridled and delayed actuality of television for the near future should be recognized. While certain stations in the United States and on the continent are broadcasting experimental television programs and newspapers and magazines are estimating thousands of amateur television sets are in operation, engineers indicate television is only where radio reception was ten years ago.

Television broadcast facilities differ markedly from radio broadcasting requirements. Different wave lengths and wider bands of frequencies are necessary; elaborate studio pick-up equipment must be used; transmitting apparatus is more advanced and specialized in design.

Similarly, different receiving apparatus for television reception (for wave lengths outside the present broadcasting band) is required—and of more specialized type with scanning and synchronizing equipment.

While television broadcasting is in an advanced experimental condition, no stations have been devised capable of giving reliable service over considerable areas; the present accepted distance being approximately fifteen miles—namely within the visual radii of the highest stations. Receivers have not been provided on a commercial scale to give acceptable detail, steadiness, or the necessary wide angle of view. The problem of net work syndication of television programs has advanced even less and many obstacles still exist to an acceptable commercial or educational application of radio television, and when television comes into actual reality, present broadcasting owners will be again broadcasting stations and the necessity of expending further capital funds for their rehabilitation, or for television apparatus. If no solution is found to extend the range of television from the presently known 15 to 20 miles, television transmitting apparatus may ultimately be necessary for every town or city requiring such services involving expenditures at present unascertainable.

I would like to refer to the committee for their information a report of the National Advisory Council on television. This handbook is their reliable handbook, being prepared under the supervision of this committee, the head of which is Dr. Goldsmith, general engineer of the Radio Corporation of America; the members are O. H. Caldwell, John B. L. Hogan, R. H. Manson, who are well-known as radio experts. I refer you to that article on the subject of television.

In this field, as in that of radio broadcasting of sounds, the developments of the future can best be left with private initiative which will attract capital on the merits of the enterprise, rather than upon any public conceptions which are more or less nebulous in the minds of those who are over enthusiastic upon the future possibilities in this field.

TYPES OR ARTISTRY OF PROGRAMS—SHOULD “ENTERTAINMENT” BE RESTRICTED

In addition to the question of Canadian coverage by Canadian stations, criticisms have been submitted in evidence concerning the type of broadcast presentations on the Canadian air. It is suggested that a much greater proportion of cultural and educational material is desired by listeners.

Many communications supporting this view have been filed with your Committee, emanating from heads of various societies, educational and religious organizations. But before action is taken to condemn finally the present broadcasting system and practice in Canada, it would be well to discover to what extent the criticisms represent the mass of public opinion. Our own information is that the proportion of serious criticism is actually extremely small.

I would like to file for the benefit of the committee an analysis of criticism that have been received as to the attitude of the public, made by McConnell and Ferguson, and Stevenson and Scott, where they are making tests, not for the purpose of a hearing before this committee but to test for receptiveness by the public to certain different types of programs.

McCONNELL & FERGUSSON LIMITED

Advertising Agency

NATION-WIDE MERCHANTISING AND ADVERTISING SERVICE

254 Bay street, TORONTO, Canada,

MARCH 29, 1932.

Mr. C. M. PASMORE,
c/o Campbell-Ewald Limited,
19th Floor,
Sterling Tower,
Toronto.

DEAR Mr. PASMORE:

We regret that lack of time prohibits our giving you as complete a story of the “C-I-L Opera House of the Air” as the reception of this hour justified.

Canadian Industries Limited sponsored this Sunday evening entertainment over a network of Canadian stations throughout Eastern Canada. The hour of the broadcast was 9:30 to 10:30 p.m., each Sunday night for a period of fourteen weeks. The last broadcast was February 14th.

Well over 10,000 letters were received by Canadian Industries Limited. These letters were unique in that there was not one criticism offered; but to the contrary—almost every letter received expressed goodwill towards the Company for having the foresight and courage to broadcast Empire music, employing Canadian artists throughout. Read these:

Mr. Alfred Walker, Sherbrooke, Que. “... a large number of lovers of good music appreciate the thoughtfulness of Canadian Industries Limited by bringing to our homes the beautiful gems of the Gilbert & Sullivan Operas... from Sunday November 22nd until the end of the series, every other engagement from 9.30 to 10.30 p.m. will be cancelled!”

Mr. B. P. Robertson MacKenzie, Toronto. “... This venture is worthy of real support, and brings Canada in a single bound into the sphere of the best in radio broadcasting.”

Mr. P. W. Shill, Verdun, P.Q. "... one of the most successful broadcasts to which I have listened... such programs are well worth while, and I hope the response will be such that you will feel justified in continuing this class of entertainment for many months to come."

Mrs. Gertrude Cadney, Outremont, P.Q. "... enjoyed it more than anything we have heard over the radio for a long time... intend to keep Sunday evenings open for your programs in future."

Mr. Albert Weir, Montreal, P.Q. "... Reflects great credit on those who took part... musical treat in store for radio listeners during the Winter."

Mrs. A. Stock, Toronto, Ontario. "... Keep up the good work... such superlative style and taste. No superfluous advertising to destroy or mar the picture."

Mr. Sam Noakes, Toronto. "... welcome change from American blaah. Yours was like champagne after dishwater."

Miss Jean Anderson, Toronto. (Telegram). "... Completely satisfactory musically, dramatically, humorously... ideal entertainment... Soloists, chorus, orchestra and dialogue splendid. Production a credit to Canadian conductor, Canadian artists, Canadian Industries Limited."

Mrs. E. H. Dolman, Long Branch. "... You are doing something worth while, Canadian and British."

Mr. R. G. Feek, Montreal, P.Q. "Your broadcast was wonderful—carry on the good work!"

Mr. Albert Perkins, Humber Bay, Ont. "Announcing orchestra, chorus, principals—very good indeed."

Mr. J. J. Butterfield, Hamilton, Ont. "Real treat to hear such fine Canadian talent. What little advertising there was did not detract from the program, and the smooth way it was given could offend no one."

Mr. L. Herbert Ruel, Director, Mendelssohn Choir, Montreal. "... my felicitations... one of the most delightful programmes I have ever heard."

Dean Sinclair Laird, McDonald College, Montreal, P.Q. "... unique feature, undoubtedly outstanding."

Geo. J. Bryan, Toronto. "Your program finest broadcast of operatic music ever set on the air, either United States or Canada."

Mr. Field, Hamilton, Ont. "Your concerts finest broadcasts—are likely to take the place of the Atwater-Kent Sunday evening programs—as far as Canada is concerned."

Mr. E. J. Hessin, Toronto. "You have placed yourselves in the front ranks, not only of Canadian, but of American programmes. My only complaint—our applause brought no encore."

Mr. Stanley Le Brocq, Comptroller, Steel Co. of Canada, Hamilton. "The C-I-L Opera House of the Air—grand! glorious! wonderful!"

Mr. Geo. T. Barratt, Quebec, P.Q. "A treat long to be remembered."

Mr. Thomas M. Stead, Toronto. "... an oasis... continue to enrich the air."

Dr. E. C. MacMillan, Director, Toronto Conservatory of Music. "My appreciation of the excellence of these performances. I trust the response has been sufficiently gratifying to warrant their being continued for some time."

In giving you the above, we have only taken excerpts from mail which was received up to December 18th.

The only formal protest entered against this series, was a letter from Lord's Day Alliance, stating that they objected to the use of the air for broadcasting purposes on Sunday.

The commercial announcements occupied but three minutes of the sixty minutes devoted to each individual opera. A one-minute announcement was made at the opening—one-minute announcement made at the half hour mark—and a closing announcement. No selling was attempted. These broadcasts were put on purely as a goodwill feature for Canadian Industries Limited. They desired that their Company be better known, and took this means of acquainting the Canadian public with the magnitude of their enterprise, and the importance of their activities to Canada and to the Empire.

We attach hereto but a few of the excerpts taken from mail received up to December 18. Unfortunately, with the brief time at our disposal, we are unable to let you have more. However, the letter of—

Mr. R. B. Huestis, of December 28th, and a further letter from Mr. McKechnie of Toronto General Trusts, serve well to express the opinion of many thousands of Canadians who wrote in congratulating our clients upon the excellence of their broadcasts.

The photograph of the mail received goes forward to you under separate cover, c/o the Chateau Laurier, Ottawa.

Yours very truly,

McCONNEL & FERGUSSON LIMITED,
(Sgd.) WM. JAMES BAXTER.

Copy of letter received from:

THE MACLEAN PUBLISHING COMPANY LIMITED,

DECEMBER 28, 1931.

Major W. J. BAXTER,
c/o Messrs. McCONNELL & FERGUSSON LTD.,
254 Bay St., Toronto.

DEAR MAJOR BAXTER:—It may interest you to know that out in Baby Point where I live, and which is a fairly representative district in Toronto, the C.I.L. Opera hour at 9.30 on Sunday night, is one that has the entire village listening.

I know when I am at home we wouldn't think of missing it, and in other homes where I have been on Sunday nights, everyone has waited for it and turned it on regularly, and from general gossip this is a general practice in Baby Point.

It is refreshing to hear music such as this over the radio. I have not heard of any single program that has caused so much comment—at least not in that part of Toronto in which I live I have no doubt you are hearing this from all quarters. It is refreshing to hear good music, instead of all the trash that comes over the radio these days.

While I have spent my life in magazine publishing, because I believe in it so thoroughly, still I have always been able to appreciate the fact that there are other good media.

I think you are entitled to a word of commendation on your usage of radio as exemplified by the C.I.L. program, and hope that this from me may be received by you in the spirit in which it is offered.

While I have the opportunity, let me extend to you the compliments of the season, and my best wishes for 1932, which I hope may be even a better year than 1931, which is certainly one in which you have contributed to history in the advertising world in Canada. Here's hoping you keep it up.

Very truly yours,

(Signed) R. B. HUESTIS,
Business Manager, Class Magazine Division,
THE MACLEAN PUBLISHING CO. LTD.

Listener Criticism of Canadian Broadcasts

In connection with the broadcast advertising of Canadian General Electric (musical program) and General Motors Products of Canada (hockey broadcasts) thousands of letters have been received from listeners. A large proportion of these letters are extremely complimentary. But at the other extreme of comment, there has been only a negligible amount of criticism—a microscopic fraction of one per cent. One or two writers objected to the program in general; one criticized the announcer for talking too loud; one criticized the announcer's pronunciation of French; one criticized the style (but not the subject matter or length) of the advertising introduced in the broadcast.

Certified by CAMPBELL-EWALD LIMITED.

(Signed) C. M. PASMORE,

Director Broadcast Advertising.

*Report on "Our Jimmy" Broadcasts**"Our Jimmy"*

Summary of information supplied by Stevenson and Scott, Advertising Agents for W. Clark Limited, Montreal.

1. Average daily mail response when pictures of artists are offered.....	600
2. Approximate total of mail received from December 1, 1931, to March 26, 1932.....	5,000
3. Number of letters received expressing criticism of advertising matter or time devoted to it.....	None
4. Number of letters received containing criticism of entertainment.....	10
5. Time devoted to advertising out of the fifteen-minute period.....	2½ min.

MEMORANDUM

STEVENSON & SCOTT LIMITED, MONTREAL

No. 5.

Date—March 29, 1932.

REPORT ON "OUR JIMMY" BROADCASTS SPONSORED BY W. CLARK LIMITED,
MONTREAL, PLANNED AND MANAGED BY STEVENSON & SCOTT
LIMITED, MONTREAL

A series of fifteen-minute broadcasts, daily except Sundays, over CFCF, Montreal; CKGW, Toronto; CNRO, Ottawa; and four days weekly over CJGC, London. Time: 7.30 to 7.45 p.m.

"OUR JIMMY"

These short sketches of the doings of the Simpson family—"Jimmy", and his parents, "Ned" and "Margie"—were first broadcast in Montreal in December, 1931. Soon after the series had begun, the public were asked to write their opinions of the programs and state whether or not they wished them continued. The response was large and overwhelmingly in favour of continuance.

Later Montreal was hooked up with Toronto and Ottawa, and the same request repeated there. Again came a large response in favour of continuance. London was next added to the list, and the same large vote for continuance of the programs followed.

Fan Mail

Letters came in steadily at all times, but there is naturally a very much larger number on those days which follow a request for letters, or an offer of calendars or leaflets. At such times 400, 600 and 700 a day are not unusual. On March 28, 700 letters were received in response to an offer of a leaflet containing pictures of the performers in the "Our Jimmy" programs.

The total number of letters received since the broadcasts began is now well over five thousand, many of these pointing out that they speak not only for the writer but for all members of the family and often also for groups of friends. Frequently more than one name is signed to a letter.

No Criticism of Advertising Message

No letter expressing any criticism whatever of the advertising message, or of the time devoted to it, has yet reached us. In fact a number of the letters announce whole-hearted agreement with the radio's commendation of the various Clark products mentioned, and their writers seem to welcome the fact that the familiar foods that they buy so often are talked about on the radio.

During the fifteen minute program, $2\frac{1}{4}$ minutes are customarily devoted to advertising talk, partly at the beginning and partly at the end of the "Our Jimmy" sketch.

Negligible Criticism of Entertainment

Out of the total number of letters received, only about ten voiced any criticism of the entertainment. One of these was from a person who thought Jimmy's father and mother were not strict enough with him; one from "An Animal Lover" who thought the dog "Zero" should be treated less erratically by the Simpson family; the others objected to the voices of Margie or of Ned and wished the performers changed. There has been no criticism of "Jimmy" himself.

There have been received, of course, a number of letters which, while expressing keen appreciation of the broadcasts, contain requests for special episodes. Many of these have come from mothers who want Jimmy used as a good example to the children, as, for instance, in one letter that came after the broadcast based on Jimmy's Saturday night bath. The writer requested that Jimmy be given more baths over the radio, as she felt that his example would be an encouragement to her children in their own ablutions.

A large proportion of the letters naturally come from children, all expressing enthusiastic admiration for Jimmy and most of them intensely interested in the fact that they often eat the products that Jimmy advertises.

A few sample letters are included in this folder, and a photograph of the mail which arrived on March 28th.

WORK INVOLVED IN THE PREPARATION OF "OUR JIMMY" PROGRAMS*Preliminaries*

The preliminary work before launching the first "Our Jimmy" broadcasts was heavy and occupied about two months' time. The central plan of the sketches and characters had to be decided upon. Then writers had to be tried out till one was found capable of carrying on a daily series of playlets in the style desired. Performers had to be tried out till those best suited to the parts were found. Rehearsals were frequent with constant revisions in an effort at improvement.

The playlets had to be so balanced as to provide uninterrupted entertainment for persons of all ages and classes. The advertising message had to be given in such a manner as to provide adequate return to the sponsor of the program for money expended but so as not to interfere with the listeners' enjoyment. The whole program had to be so timed as to fit exactly the 15-minute period.

Finally the first few programs were definitely approved and the series commenced. The voice of the first performer chosen to play the part of Ned was found unsatisfactory, and a new performer was substituted after a few broadcasts.

Daily Work

There are now 7 persons, exclusive of the sponsors who give final approval to the programs, occupied in preparing and producing these broadcasts:—

The Writer of the script, who finds each program one full day's work;

The 3 performers, who rehearse together daily from $1\frac{1}{2}$ to 2 hours, in addition to studying each script privately in their own homes;

The announcer, who is present at all rehearsals and is constantly available for consultation and discussion as required;

The director, who actually directs the performance and manages detail;

The representative of this Agency, who provided the original idea on which the broadcasts are based, and who continues to oversee everything, to edit each script, and to write the advertising messages included in each day's program.

Every Saturday morning a conference is held in the offices of this Agency at which are present at least two members of this firm, the writer of the script, the director of the performances, and such other persons as are necessary to the successful production of the programs for the following week. This regular conference lasts usually about two hours. In addition to this, conferences with performers and others are called when required during the week to deal with any matters that arise and need immediate attention.

110 HICKSON AVENUE,

ST. LAMBERT, QUE.

MARCH, 25, 1932.

Messrs. W. CLARK Limited,
P.O. Box 3220,
Montreal, Que.

DEAR SIRS,—I have just been listening in to your "Our Jimmy" program and I would like to take advantage of your offer made by the announcer.

I am enclosing two labels as requested and trust you will forward a picture of "Our Jimmy" and folder.

We look forward to your program every evening and use your products continually. I bought a can of Clark's cooked spaghetti after hearing the announcer recommend it and was so pleased with it. I went back to the store and bought three more cans.

Thanking you in anticipation, I am

Sincerely yours,

(Signed) EMILY AITKEN.

Jan. 25/1932.

CLARK Co., Ltd.,
Montreal.

GENTLEMEN,—Mark down another vote for the continuation of the "Our Jimmy" program which we enjoy very much (over C.N.R.O.).

We would be pleased to receive one of your calendars.

The young ones certainly crowd the radio at 7.30 p.m. to hear Jimmy, so jot down 5 "yes" votes. We also use and like your various products.

Thanking you, I am,

Yours truly,

(Signed) R. J. GIMBLETT,
644 Gilmour St.,
Ottawa, Ont.

OTTAWA, 26 Jan., 1932.

DEAR JIMMY,—My, how I love you on the radio. I listen every night and the 15 minutes are too short.

I clap my hands with joy when I hear the big organ play School Days and hurry into the sitting room to take my place beside the radio so that I will not miss one word. Gosh, I wish we had a whole hour instead of only 15 minutes.

I laughed when you got your bath for I know what that is and I love your dog Zero, for I have a nice dog too. His name is Rover.

Your dad is a real pal and your mum a pet.

I wish it was supper time now to hear you again.

So long Jimmy. Remember to-night at 7.30.

(Signed) EDMUND KEANEY,
231 Laurier Ave. East,
Ottawa, Ont.

621 MANNING Ave.,
VERDUN, Que.,
26. 3. 32.

"W. CLARK, LIMITED,
Box 3220,
Montreal.

DEAR SIR,—Will you please send me a folder of "Jimmy, Ned, and Margie" as spoken of in your broadcast of Friday evening.

I use Clark's goods and none other, and I hope your broadcasts will continue for a long while.

Thanking you very much in advance, I am,

Yours truly,

(Signed) PANSY HODGE,
621 MANNING Ave.,
VERDUN, Que.

7484 WISEMAN Ave.,

MONTREAL, Dec. 17, 1931.

W. CLARK, LTD.,
Amherst St.,
Montreal.

GENTLEMEN,—By all means continue your "Jimmy" programs. We all think they are extremely good, especially my son Bunny, who cannot on any pretext, be dragged off to bed until the last note of "School-days" has died away. Your programs are almost as good as your products.

Yours very truly,

(Signed) ELSIE MORRISON,
(Mrs. J. A. MORRISON).

3428 LASALLE BLVD.,

VERDUN, Quebec,

March 25/32.

SIR,—You will find enclosed 2 soup labels for photos, as you called over the radio. We enjoy "Our Jimmy" very much, and all of us look forward to it each night, also Clark's beans, soups, sauce, etc. We find the best after trying many other kinds.

Yours,

(Signed) MRS. E. CLARKE.

4 CONCORD Ave.,

TORONTO, ONTARIO.

Messrs. WM. CLARK, LTD.,
Box 294,
Montreal, Que.

DEAR SIRS,—Our Jimmy is a real boy, we enjoy the home-like sketch each evening they are on the air.

Best of all it's a Canadian program chuck full of comedy and drama advertising purely Canadian products.

(Signed) L. F. GURNEY

SATURDAY.

"Our Jimmie" program:

Am not writing to discuss the pronunciation of "tomato" but just wish to tell you how entertaining your program is and especially "Jimmie". May it continue for a long time.

Best wishes for your success.

(Signed) Mrs. HELEN J. MITCHELL.

64 Bellefair Ave.,
Toronto.

203 BALMORAL Ave. South,

HAMILTON, ONT.,

Jan. 25/31.

DEAR JIMMIE,—My brother, Bill, and I listen to you every night and hope to do so in the future.

We think that "Our Jimmie" is the best children's program there is and stay in till it is over and then go out after.

We hope that you will continue with your program and will be on at 7.30 p.m. every night.

With best wishes and luck,

Yours truly,

(Signed) MAXINE and BILL NORTON.

534 OSSINGTON AVE., TORONTO, ONT.,

JANUARY 25th, 1932.

To "OUR JIMMY",—In answer to your request this evening, to write and let you know how we liked your program.

I've "listened in" and enjoyed your programs right from the very first and I don't think it could be improved on. It's like the rest of Clarks things, can't be beat. We use Clarks Pork and Beans and firmly believe that they are unsurpassed.

I sure hope you will continue to be "on the air" for a long time yet. And thanking you in advance for your lovely calendar and wishing you all kinds of success in your future programs.

I remain,

An ardent follower of

"Our Jimmy" programs,

(Signed) ELEANOR MILNE.

58 SHANLEY St.,

TORONTO, Jan. 26.

DEAR JIMMY,—I like your programs very much. They are very nice. I have not missed you once yet since you started to come on.

I haven't much to say but I wish you would send me a calendar. I will write where to send it below.

JOAN DUFFY,
58 Shanley St.,
Toronto, Ont.

I hope I won't miss any all year around.

Yours truly,

(Signed) JOAN DUFFY.

By Mr. Garland:

Q. I think we have had evidence to the effect that owners are at liberty to tune in on any station they desire to. Is it your thought they are precluded from listening in on any station they desire? Is it not also true that on the evidence this committee has had so far it was intimated that the programs over Canadian stations do not by any means eliminate proper entertainment?—A. We are raising that point for the committee particularly to enquire into to ascertain the mass response of the people and just to bring before you the difficulty of knowing what the people want.

By Mr. Smith:

Q. Is this the thought you have in mind: if a 50,000 watt station was established in Ottawa that would pretty well preclude all the reception of any other station on account of its power and strength?—A. No. It depends entirely on the sets.

Q. The sets, as they are to-day?—A. The sets as they are to-day.

Present programs.

Many references to present programs indicate an impression that these programs are produced more or less spontaneously, with little preparatory effort, and with no knowledge of the taste or desires of the radio audience. But actual investigation proves that program building is fast developing into a very intricate avocation, requiring the skilled services of highly paid technicians who through actual experience, trial programs and test responses are trying to give to the public, particularly through the big chain broadcasts, balanced programs which will meet the approval of the greatest number of people. The preparation of the one-hour weekly chain broadcast of one Canadian organization already occupies most of the working time of the musical director, the full-time efforts of two "arrangers", and practically the full-time efforts of two "production men", as well as part-time assistance from many others on the staff of the agency which handles the program. All this represents merely the preparatory work. Is such attention not sufficient indication of the desire of the present broadcaster to give high class and non-vulnerable programs?

By the Chairman:

Q. How do they arrive at what is good for the people?

Mr. PASMORE: I can give a description of how one firm arrived at, not what was good for the people but what the people wanted.

Q. What is the difference?—A. There may be a difference. I do not know. I would not like to argue that point. They advised all employees to listen in over two stations. Questionnaires were sent out and they were asked to fill out those questionnaires as to what they liked and what they did not like. The first responses including those who regarded their first program as "ordinary" was unfavourable, those who regarded it as "just another program". Unfavourable responses including those who regarded their first program as "ordinary" was 60 per cent, so we tried another one one week later. In that case it was 9 per cent. The favourable response, including those who regarded it as "good" and those who regarded it as "excellent", was 91 per cent. The employees of the company were again advised to listen and provided with questionnaires and the early response gave quite a little bit of criticism; I think it amounted to 16 or 18 per cent who regarded it as "poor". Later on the responses became more favourable. The ultimate outcome, when the early and later reports were all lumped together, was that 26.5 per cent said the program was excellent and 18.8 per cent said it was ordinary and 3.3 per cent said it was poor. Having

ascertained that, a similar questionnaire was sent out to the customers of the company. Their response was very much more favourable than that of the employees, indicating either we had improved the program considerably or that employees are more critical than the general public. The result was 56.2 per cent excellent; 36.7 per cent good; 5.6 per cent ordinary and 1.5 per cent regarded it as poor.

By Mr. Euler:

- Q. What kind of program was it? A concert program or classical music?—
A. A little bit of light music and some jazz.
Q. Advertising?—A. Yes.
Q. What per cent of the advertising would be compared with the music?—
A. Seven per cent.
Q. In time?—A. Yes.

By Mr. Ilsley:

Q. Have you ever tried to test the public's response to programs with advertising and without advertising?—A. Evidence will be submitted to you showing tests made by two stations in Toronto, asking the audience to send in a vote for the most popular and most unpopular program. We are going to submit that later, and they will, I think, answer this question. Mr. Pasmore dealt with the next paragraph. I simply go ahead with the next paragraph.

This scientific canvassing of the public taste, carried on simultaneously by a score or more separate sources of program production (as is beginning to be the case) must soon result in a very accurate satisfaction of the entertainment requirements of Canadian listeners. The results are beginning to show in the growing popularity of the better Canadian productions compared with even the best of the comparable features produced in the United States.

Even without such surveys, Canadian broadcast advertisers possess a valuable guide to public taste through the public contacts provided by their dealer organizations. If a sponsored broadcast is not acceptable to listeners, the dealers know of it immediately, and report the fact to the advertiser. A public committee would have no such widespread and intimate contact with the listeners.

Experience has proven that criticism and suggestions from individual critics provide a guide only when they are dealt with in mass. One recent request for suggestions for improvement of a program, brought demands for twenty-seven major and scores of minor alterations—many of them mutually contradictory. When the results were checked in the mass, however, it was found that only two of these were demanded by any substantial proportion of the total, and when the required changes were made criticism dropped to the vanishing point.

Such methods, when applied by a variety of separate organizations, whose success or failure governs their continuance in business, will definitely ensure the provision of exactly the program service that the people of Canada require. For a single organization to attempt such a task, covering all programs on the Canadian air, would be practically hopeless.

EDUCATIONAL OR SCHOOL PROGRAMS

Statements are being freely made that no facilities are available by the present broadcasting systems for educational or school purposes, and that public operation of broadcasting will provide the urgently desired accommodation. In this connection attention might be directed to the advisability of plainly construing the term "educational." Does it imply solely the "intent" to instruct or should it not include the broader conception, namely, "the har-

monious development of our faculties." We submit, that the music of Mozart, or Chopin or the concerts of the Philadelphia Symphony or travel broadcasts are educational. The broadcast reception of the music of an "English Nightingale from Panborne Woods," or the message from the Vatican can be so interpreted; even mystery stories are beneficial.

One man wrote into a well-known station, saying he had been listening to a mystery story the other night and it saved him \$5,000. A fraud he had heard was used in a mystery story and he was wise and it saved him \$5,000.

The Radio Set Manufacturers Association has already interested itself in the possibility of radio reception in the schools, but on communication with the Superintendents of Education in the various provinces the replies received were not critical of present broadcasts but emphasis was mainly directed to the inability or inadvisability at the present time of providing the funds involved in placing suitable equipment and amplifier apparatus in the schools.

I will file with you the original file and the replies, for the perusal of the committee.

In this connection I file with you private and confidential communications between the National Carbon company and the Ontario Agricultural college.

I present a series of broadcast covering six days a week, fifteen minutes each day, being the University of Toronto Broadcasting Program, January 11th until March 4th. One of the subjects was "The Physical Nature of the Earth" by Dr. W. A. Parks and a number of others. A general invitation was sent to the general public to send in a request for copies of these and in response to this series, on some forty broadcasts, they received some one thousand replies, an average of twenty-five replies to each broadcast. Attached to this is a similar statement from the Canadian National Carbon company of the responses they received to broadcasts by world-wide travellers, on a series of Travellers' Talks.

Other educational institutions having no broadcast equipment of their own have been steadily offered time of one or two hours per day, free of charge, for placing on the air educational talks, lectures or other information which university authorities might feel would be thankfully received by the listening-in public, but such facilities have not been utilized to any extent but are still open for acceptance. In some instances the reception to a University broadcast series resulted in little demand for printed copies of the lectures; in another instance an educational institution possessing its own broadcast equipment has practically ceased going on the air.

I find a copy on the subject addressed Station CFRB.

The dissemination of information to school classes throughout the various parts of each township, county or province, may be an objective for the future, but admitting that each school is possessed of the proper radio set with satisfactory amplifier apparatus, the information must for practical use be confined to that type of instruction which can be understood by the whole class or school, or otherwise segregated in fractional hour periods suited to the various grades in school from elementary to the top class, involving continuous broadcasting for several hours per day. In fact practically the whole of the broadcasting period during the day time would have to be appropriated to cover the vast range of subjects and numerous school grades if real educational value is desired.

The National Advisory Council (page 17) commenting on school subject broadcasting, concludes that "no dependence can be placed on a sporadic service nor can any effective system of educational work be thus planned." "For educational purposes only, nothing but a continuous program, as well as an unbroken sequence of programs is valuable. The loss of a single program or substantial portion thereof on the part of an individual may destroy practically the entire value of a series of broadcasts for him. The requirements for educational broadcasts are necessarily more stringent so far as reliability is concerned."

Any widespread activity in solving complete radio reorganization of educational periods and programs would also have to be approved by Provincial authorities, education coming under the jurisdiction of the provinces and with programs being practically different in each of the nine provinces in Canada, the difficulties of chain broadcast would be almost insuperable.

Recent technical information informs us that home sound and vision apparatus has been perfected to the point for practical use in school rooms and various educational or instructional uses, at prices which are within the range of the purchasing power of the average school or educational unit. Already in the United States and in other parts of the world considerable progress has been made in the production and distribution of synchronized visual and talking films, provision being made for complete libraries of such films which can be transferred from point to point or from school to school, enabling the assembly of complete education libraries subject to the approval of the educational authorities of the province or school district. Educational talking films have the added advantage that proper and timely films can be obtained for instructions in desired subjects for the different grades in the school rooms as the exigency may require, and if on the first presentation of the sound film, the lesson has not become focused in the minds of the pupils, the films have the additional advantage of being repeated to such an extent as may be desired by the particular teacher in charge. In contradistinction from the varied reception which may attend school broadcasts of sound or television, even if such becomes an actuality in the future, synchronized sound films ensure a clarity of vision and tone intensity that may result in future preferences being given to that type of instruction.

Studies of the advantages of these school educational talking films have already progressed to such a point that they have in various quarters demonstrated their value for educational purposes, and it is expected from many sources of high standing that they are the proper substitutes or alternatives for any proposed broadcasting through the chain or local broadcasting stations, as they provide the hoped for results which the broadcasting system cannot ensure. Any movement toward widespread transmission of school programs may be extremely hazardous and merely a leap in the dark.

PROGRAMS DESIRED BY THE PUBLIC

Much evidence has been given contending that types of programs at present received by the public are not what the people desire, but that there is a great demand throughout the breadth of the country for programs which are entirely cultural, educational or such as tend toward fostering a national spirit.

It may be illuminating to note an actual tabulation made by one Toronto station from "favorite program" votes sent in by the station's audience. It was found that the classification of cultural or educational programs were placed eighth, ninth and sixteenth on the list instead of first or second as we have been led to believe. The order of preference for these programs, as indicated by the preferences of the people who replied to the inquiries, was as follows:

1. Daily musical program (Canadian—sustaining).
2. Daily "personality" feature (American—sustaining).
3. Daily "comic strip" (Canadian—commercial).
4. Weekly "personality" feature (American—sustaining).
5. Daily "comic strp" (American—commercial).
6. Weekly drama (American—commercial).
7. Weekly concert (Canadian—commercial).
8. Weekly musical education (American—sustaining).

9. Weekly musical—cultural (American—sustaining).
10. Weekly concert (American—commercial).
11. Weekly operetta (Canadian—commercial).
12. Weekly old-time music (Canadian—sustaining).
13. Weekly old-time concert (Canadian—commercial).
14. Weekly concert-dance (American—commercial).
15. Weekly drama (Canadian—sustaining).
16. Weekly musical-cultural (Canadian—commercial).
17. Weekly drama (American—commercial).

This shows seven sustaining and ten commercial programs among the most favoured. Eight are Canadian and nine American. Obviously the listeners are quite impartial from both of these standpoints. From the standpoint under consideration, however, we find cultural and educational programs occupying only three places among the first seventeen. Their proportion of the total ballot was, we are informed, even less impressive.

By Mr. Ilsley:

Q. What is the meaning of "sustained program"?—A. "Sustained" means that the station does the financing. "Sustained program" is the technical name given to the station sustaining.

The programs upon which the above tests were based were particularly identified by offerings of the highest type of performers in each particular field, and it is submitted that this gives an indication of the true desire of the people throughout the country in respect of the programs for the reception of which they have invested their savings in radio receiving sets. Such people would no doubt resent any effort to take away from them the privilege of receiving the programs which they prefer.

In this connection I would like to file a general survey of station mail, which indicates certain results.

At this time I might file response to a program of sport given from CFRB, one broadcast, fifteen minute broadcast, February 16, 1932.

It is interesting to see that to this one broadcast of fifteen minutes we received 1,252 replies.

ADVERTISING-ON-PROGRAMS

Advertising announcements broadcast from the various chain or local stations have received considerable comment, much of it we submit being entirely misdirected or over-emphasized. In this phase there would appear to be three types of advertising, namely:—

- (a) Spot advertising—the direct advertising of the goods and merchandise of various advertisers, sandwiched in between musical selections and paid for on the basis of so much for each announcement rather than by the purchase of a definite period of time-on-air.

By Mr. Ilsley:

Q. On whom do the costs now fall?—A. The costs now fall of course upon the commercial organization, who believes it in the interests of their business to pay money for advertising.

By Mr. Garland:

Q. They are doing this for nothing? They expect no return for it?—A. The same return they expect from newspaper or billboard advertising.

By Mr. Euler:

Q. In one case they do it directly; in the other case they do not. It does not hurt them.

By Mr. Garland:

Q. You are not going to state to this committee that the commercial concerns are putting on programs out of love for the public?

Mr. PASMORE: They are doing it to sell their products at a profit.

By Mr. Euler:

Q. If they did not expect to get repaid in full they would not put these programs on. They cannot carry them at a loss.

Mr. PASMORE: It is part of their business budget, for the furtherance of their business.

By Mr. Euler:

Q. Are there different rates for direct advertising and indirect programs?

Mr. PASMORE: No, they do not differ. May I put it this way: That no concern wants to make its broadcasting advertising obnoxious. If the firms that tried the indirect and later switched to the other it was because they found it had not had the necessary advertising value.

By Mr. Ilsley:

Q. If they can get a little more advertising value for the same outlay they will do it?—A. That always carries the inference to the public that what they lose in the value of advertising they would gain in the audience reached.

We admit that there is considerable objection to this form of advertising, but the remedy does not necessarily involve the taking over of all private broadcasting stations or the assumption of responsibility for putting on the complete programs for the nation. Rather the inexpensive corrective lies in giving authority to a public regulatory commission to hear complaints and with power to enforce the offending stations to eliminate the objectionable features.

- (b) The second type of advertising mainly in use is known as the sponsored program—carrying direct advertising, namely, not only the bare mention of the sponsoring company, but also reference to its products and reciting in more or less detail the qualities which they possess, the reasons why they should be purchased and the opportunity for the listener-in to obtain further information in regard to them. In the chain broadcast for which such advertisers expend very large amounts of money, they of course desire to utilize a proportion of the time for direct mention of products and for such use or advertising they contribute the amounts required not only for the payment of the program material, but also for station and land line costs. If they were not given this opportunity, it is stated by those who have the knowledge of this type of broadcast and who direct the programs for such purposes, that the broadcast would not be considered worth while and would be abandoned.
- (c) The third type of advertising is known as the indirect sponsored program, in which a portion of time is merely given to the announcement of the sponsoring organizations, without any comments on the variety or quality of the sponsor's products. Inquiries from the authorities who have practical experience in this form of broadcast advertising, elicit the replies that such types of sponsored programs are not conducive to the results which the sponsors desire and for which they pay their advertising allowances. Accordingly, in several instances such programs have been, or rapidly are being, abandoned.

Any scheme of broadcasting in which a large proportion of the revenue for operating purposes is to be derived from the selling of space to prominent advertisers, we are informed, would have to be absolutely abandoned if the programs were those of sponsored indirect advertising types. Thus the burden of the continuance of the class programs already on the air would fall either upon the receiving set owner or the taxpayer at large.

Analyses have already been presented to your Committee giving the average number of hours per day of broadcasting by certain typical Canadian stations not only segregating between sponsored and sustaining programs, but also redividing these programs between those of original talent and those of recorded programs, such as by electrical transcription or phonograph records. In view, however, of the focusing of attention on the advertising features of present programs there should be also analyzed or presented for consideration actual particulars of the amount of advertising announcements or the proportion which the advertising announcements bear to the total percentage of time on the air. In this connection we draw your attention to an actual survey of radio broadcasting over CFRB for the seven days ending January 25, 1931, which showed that the advertising announcements occupied only 4.55 per cent of the actual total time, the programs and station announcements occupied 4.91 per cent; the recording occupied 12.87 per cent and the programs themselves occupied some 77.67 per cent. From another viewpoint the average proportion of every hour of broadcasting was as follows:—

Advertising 2 minutes and 43 seconds per hour or 4.55 per cent.

Program announcements 2 minutes and 56 seconds or 4.91 per cent.

Entertainment 54 minutes and 21 seconds or 91.54 per cent, and of a total average of 60 minute programs.

I point out this was made a year ago, not having the purpose of this committee in view at all. It was just made for the purpose of the station satisfying itself on the advertising value of the program.

I would like to file a survey of radio broadcasting over CFRB for the seven days ending January 25, 1931.

I would also like to file a statement of time devoted to advertising on typical Canadian network broadcasts.

From a further analysis it was shown that the average amount of advertising in each hour of broadcasting prior to 7 p.m. was 2 minutes and 58 seconds, the average amount of advertising in each hour of broadcasting between 7 p.m. and midnight was 2 minutes and 16 seconds; the advertising period in each hour of broadcasting over a full day was 2 minutes and 43 seconds.

Additional surveys recently made covering the actual period of advertising which is made on various minor and major programs now on the air give corroborative results. Such analyses therefore would indicate that undue exaggeration is given to the advertising time portion, and we believe that most criticism refers to "spot" advertising rather than to the advertising contained on sponsored programs.

On the other hand it should be noted, that if the public seriously objected to sponsored direct advertising, they would certainly make their objections felt and would not respond to invitations extended in connection with the advertising of that particular organization. The actual results from experience appear to indicate that there is no such feeling of resentment. In response to a recent announcement on direct sponsored programs that catalogues of the sponsoring company were available to the listener-in upon his post card request, some 30,000 requests were received. Analysis indicated that this represented a direct favourable reaction to the advertising from one out of every ten listeners. At the

same time there was absolutely no indication of any unfavourable reaction at all. Surely this cannot be regarded as a demand for the abolition of broadcast advertising.

As data has been submitted to indicate the popularity of the British Broadcasting system, it may be well to compare the figures with those which Canada can show.

	Great Britain	Canada
Licences 1930	3,195,553	423,557
Licences 1931	3,930,577	523,100
Increase	835,024	100,457
Percent increase	26%	23.6%
Licences per 1,000 population (1931)	87.3	25.5
Set ownership per 1,000 population (1931)	87.3	75.

I would like to file figures made by the Mortimer Company of the mail received in reply to that broadcast. They state "would advise that we registered 27,410 letters and in addition to those registered we received 3,500 after the contest was closed." If the committee desire to see the physical part if the mail it is available.

By Mr. Ilsley:

Q. Percent means per 100—A. Percent of the ownership per 1,000 population. No, it is not percent; it is 87.3 per 1,000; 87.3 in Great Britain and 75 in Canada.

As a comparison between a country which is densely populated and completely covered, and one which is sparsely populated and incompletely covered, this shows Canadian broadcasting in a favorable light, especially when the retarded development of the last four years is considered.

I would like to file some correspondence from the Canadian Legion of the British Empire Service League.

I would like to file a recapitulation of mail received by CKNC, not including that sent direct to the sponsor. This gives certain details for certain weeks, showing 39,178 replies; also a statement from the Trans Canada Broadcasting Company dated March 28, 1932, showing the average number of letters received by the station from listeners-in to be about 500 per day and one day's mail for "Our Jimmy."

An even more significant comparison of program popularity is disclosed in the B.B.C.'s claim to the receipt of 89,000 letters "fan mail" in 1930. There are individual stations in Canada which alone equal or exceed this total regularly. Total "fan mail" in Canada, from one-fifth the population, would probably reach more than five times the British figure—or more than twenty-five times the British total by comparable units of population.

This previous exhibit supports that.

SUPERVISION OF PROGRAMS

The Aird report proposes a highly developed and complicated system of program supervision involving a national board with supplementary provincial assisting committees and providing that every program in any province should be first approved by the provincial director. The practical difficulties in the way of operating such a supervisory system would be almost insuperable. The practical construction of acceptable radio programs is fast becoming a field in which only specialists can, with considerable experience, balance the desires of the public with the aims of the donors whether such programs are sustaining or sponsored. Program details are always in state of flux and often must be

altered during the last few minutes preceding actual presentation. Submission of programs in detail and particularly in case of chain broadcasts where nine provinces must first approve, can only result in endless delays, highly increased cost and complete inflexibility of programs. The existence of a small, easily approachable committee to hear complaints and direct elimination of objectionable features would give the public any opportunity to register its desires and obtain any protection deemed advisable.

No doubt at seasonal times, certain songs or musical compositions are repeated excessively, but the remedy lies not so much in pre-listening and approval of all programs, but in the desire of broadcast conductors to give novelty of program and avoid repertoire collisions. Variety and flexibility of programs to meet the varied public requirements can only be obtained by competitive effort, and not by concentration of all program conception into the purview of a few though highly cultivated or equipped persons on a committee.

The Canadian public, we submit, are already well supplied with high quality Canadian programs from the chain broadcasts heard throughout the country, and a recent survey in Toronto indicates that such are appreciated by and satisfactory to the public when it was found that some 47% were listening to a hockey game; 31% to a well known Canadian chain program; 12% to other local stations, and 10% only were tuned in on all-American stations combined.

By Mr. Garland:

Q. What does it prove?—A. Even with an opportunity to hear types of programs, both Canadian and American, that there are already good American programs on the air, and they would listen to Canadian programs.

PRIVATE AND PUBLIC OWNERSHIP

Any movement to take over the present broadcast systems overlooks the great contribution private initiative has already accomplished in this field of endeavour.

I mentioned the survey made of the City of Toronto. I want to file some of the survey, as to how it was done.

By Mr. Garland:

Q. What inference do you draw from that?—A. It is a survey that was made to ascertain the type of programs put on and available to the Canadian public, that the majority were listening in to the Canadian programs.

I would like to file a brief summary of the growth of network broadcasting in Canada.

Initial broadcasting was preceded by long and expensive research supported by private funds. Experimental and original broadcast equipment was replaced almost immediately by more highly developed and powerful apparatus.

The transmission of programs by broadcasting owners gave the public a new hobby; their curiosity was aroused and they studied diagrams, made or secured parts, assembled them on boards or in rough cabinet, and spent their nights logging the remote stations which could be identified.

With continued research increasing the range power of receivers, loud speakers replacing head phones and the public desiring cabinet assemblies of varied design, the radio set manufacturing industry under private ownership arose almost overnight involving the investment of millions of dollars and the employment of thousands of people.

Variety and uniqueness of programs developed apace with the desires of the public and the ability of the set manufacturers or broadcast equipment owners to give service, and private enterprise, having risked a huge investment in this

development of the radio art, is prepared, if permitted to carry on, to give as satisfactory a broadcasting service as human ingenuity can devise.

Under these circumstances, and considering the industrial financial and general economic conditions with which the country is now faced, and in view of its unescapable obligations, is it advisable to add to the already huge national capital investment and to its increasing annual maintenance costs, in an attempt to improve a situation, which, when fully and carefully analyzed, can be satisfactorily solved without calling upon the public treasury for its support.

The gentlemen I mentioned have more information, Mr. Rogers, Mr. Pasmore, and, members of the committee, if you like to ask them any questions you may do so.

The CHAIRMAN: It is now twenty minutes to one and I think we had better adjourn say until 3.45.

Mr. EULER: I take it Mr. McFarlane is representing manufacturers of receiving sets and tubes and so on.

The WITNESS: Yes.

By Mr. Euler:

Q. What is their chief basis of objection to national broadcasting?—A. The radio set manufacturers, I believe, will be filing a brief of their own, that is, a separate brief so they will explain the situation. I would like to explain that in regard to the Association of Canadian Advertisers the statement I presented was not under my sponsorship in any way but I agreed I would present it to the chairman.

The CHAIRMAN: Is it agreeable to meet at 3.45?

The committee adjourned until 3.45.

AFTERNOON SITTING

The Committee resumed at 3.45 p. m.

The CHAIRMAN: Colonel Steel, during the adjournment, has gone over some of the data that was presented here this morning and he has a few questions that he would like to ask. Mr. McFarlane said he would get the men who are with him to answer any question, so I will now call on Colonel Steel to submit the questions.

COL. STEEL: Mr. Chairman, in the short time available it has been very difficult for Mr. Bain and myself to make any very detailed study of the data submitted, and these questions are not intended to be in the nature of very deep technical questions, but more that we desire to have certain points that are not quite clear to us at the present time cleared up so that when this committee is considering the data at a later date the entire point of view will be more easily obtained.

The first question has to do with the article submitted by Mr. Rogers and Mr. Jansky dealing with field intensity measurements. We would like to ask: Is it not true that many of the curves given are taken from articles dealing with the coverage of stations over large cities, and therefore, represent special cases rather than general conditions?

MR. ROGERS: You would have to have coverage over large cities in Canada as well, would you not? The curves were given for WCCO in Minneapolis,—that is over a large area.

MR. PATIENCE: As a matter of fact, if you go into that, you will find that question has already been anticipated. There is one station in Oil City, Pennsyl-

vania. In other words, generally they cover large and small sections. Some stations are typical cases where they are outside the city.

Mr. ILSLEY: What is the point of this discussion? Is it to show that you cannot tell how much you can cover when you establish a station in Canada?

Mr. PATIENCE: Yes.

Mr. ROGERS: It is to show that you cannot determine what the actual coverage is. However, you have got a fair idea of what the coverage is going to be.

Mr. ILSLEY: The suggestion is, however, that the members of the Aird Commission did not take that into account.

Mr. ROGERS: That is it.

Mr. ILSLEY: They estimate that those seven stations would cover the country and perhaps they would not.

Mr. ROGERS: That is the point.

Mr. PATIENCE: If you review the bibliography, there are a number of cases in the States where a plant has been put up as the result of certain field intensity measurements, and due to poor coverage conditions it was found necessary to make very elaborate changes in the station. There is one case out in Oregon where the location had to be changed several miles before they could erect a new station. In Canada we have not the large buildings that they have in New York City. Take for instance Station WERE and Station WLRW, both located in small communities; both stations were on practically the same wave length, with also the same power, 500 watts; they are both the same installation practically. In one case there was a coverage of from 30 to 40 miles and in the other case the coverage was 13 to 22 miles. In other words, you cannot build a station and say we want to put that station in Hamilton or Brantford and it is going to cover a certain area.

Mr. ILSLEY: Your suggestion is the government might build those stations and have to move them?

Mr. PATIENCE: Yes.

COL. STEEL: Of course we do not agree with that statement. We do not think it is quite fair to the government to assume that in arriving at the data which has been put in the Aird Report, or other departmental reports, that no consideration was given to engineering matters. As a matter of fact, very careful consideration was given to all those engineering matters, and a great deal of time and study was extended on those very factors and I think that the coverage in general that has been laid down could, without any doubt, be obtained by utilizing the power given in the Aird Report.

The reason for asking this question is, that in looking over the data given, if you analyze it in a broad sense instead of considering it with special application to the particular study in the field intensity measurements, you will find that in general you can take a station as the centre and describe a circle and you will have fairly close to the normal coverage of that station. There are one or two circumstances, such things as bodies of water or other phenomena, that will produce a bump or change in the power of the field intensity measurement, but taking it broadly you can lay down the point and describe the circle and you won't be very far out. In considering the problem in its general aspects I do not think there is any question but what that is satisfactory from an engineering point of view.

Mr. SMITH: These gentlemen say they have had practical experience.

Col. STEEL: Yes, we are quite ready to admit that there are certain cases where within the service area of the station you will find variations, but those variations are not so terrific that it means no reception, or excellent reception. There will be variations undoubtedly due to local conditions.

Mr. ROGERS: Are you referring to coverages of 200 and 300 miles?

Col. STEEL: We are referring to the subject as a whole. I have already said that there are variations, undoubtedly, within that service area, where you will get a variation in signal strength.

Mr. GARLAND: May I ask Colonel Steel, out of all this discussion, does not there emerge the one fact that the same problem faces private ownership as faces the government?

Col. STEEL: Exactly.

Mr. GARLAND: The situation is as it was.

Mr. ROGERS: That is perfectly true. We have been operating a broadcasting station for five years and we have those variations.

The CHAIRMAN: I think the discussion is of interest to the committee in order to better understand the situation, and I think the information should be brought out.

Col. STEEL: Now, referring to the engineering report of the Radio Manufacturers Association, I would like to ask this question: Is it not a fact that by a minor change in design, such as a suitable switch, that the necessary change in band width could be made without sacrificing any channels?

Mr. PATIENCE: Yes, that could be done, but I would not want to call it a minor change. I would certainly call it a major change; but that does not necessarily mean that the manufacturers would not be in accord with that change. I intended to bring that up a little later and explain it somewhat. The mathematical analyses to be found in that report we consider to be perfectly accurate, and at that time we understood that it was intended to increase the band at one end and cut it short on the other end, with which the manufacturers would not be in accord. The public would not accept the small increase at the top at the expense of the decrease at the bottom. However, their present feeling is this, that any information regarding a possible change in wave lengths should not be given wide publicity in the newspapers due to the present economic situation. Furthermore, there are two alternatives to increasing the wave length. One has been to increase at the top end with the lower frequency, and the other has been to increase at the lower end with the higher frequency, and we would certainly not like to see any increase at the lower end. Our experience has been that it has been very difficult, almost impossible, to design an efficient receiver, and broadcast manufacturers and operators will also say that it is very difficult to build a transmitter that will give you a sufficient coverage. The coverage is more or less of a local nature at the high frequencies. However, the low frequency end does give you a wide coverage, which is desirable and if there is any change at all anticipated by the Canadian government we would like any developments along that line to be made public, or rather we would like the manufacturers to be consulted in the matter just as we have in the past. We are interested, as manufacturers, in knowing what the government intends to do and, therefore, we would like to be consulted or have the matter discussed with us; but the one point we want to drive home is that we are not in accord with any increase in the wave length at the high frequency end.

Col. STEEL: The next question refers to the maps. What are the limiting field strengths used in laying down daytime ranges on the maps?

Mr. PASMORE: I have no information on that subject except this, I believe the maps were prepared from information given to the gentleman of that agency who prepared the maps, on statements from the stations themselves as to their coverage, not based on any technical formula whatever.

Col. STEEL: Then I may take it that the circles on this map have no relationship to actual field strength measurements?

Mr. PASMORE: Except to the extent that the measurement is shown by reports from listeners as to whether they got the stations regularly or irregularly.

Col. STEEL: But that would not be a field strength measurement?

Mr. PASMORE: No, that would not be a field strength measurement.

Col. STEEL: Referring to the map of Saskatchewan, does the said map represent day or night-time reception?

Mr. PASMORE: Night-time reception.

Col. STEEL: Again referring to the same map of Saskatchewan, does each dot represent a single case of reception, or does it represent consistent reception over any appreciable length of time?

Mr. PASMORE: It represents nothing more than that a listener or listeners in that town, or village, or city, heard the offer made on three consecutive Tuesday evenings.

Col. STEEL: So it represents three consecutive Tuesday evenings?

Mr. PASMORE: Well, one or another of them.

The CHAIRMAN: Any one of the three.

M. PASMORE: The point is this, that they must have been listening to the program.

Col. STEEL: One night would be sufficient to bring you in a post card and that card represents a dot?

Mr. PASMORE: Well, there were a good many letters received. I would say roughly, close to three thousand letters in the province.

Col. STEEL: The next question has to do with the definition given to good reception: Eckerlsey of the B.B.C. has given the following definition of good reception:

"Good reception means the production at the receiving antenna of an intensity of signal such that good loud speaker volume is provided, during daylight or dark, without noticeable interference from any cause, for 90 per cent of the time."

Would you be willing to have this definition read into your statements regarding present day reception in Canada?

Mr. PATIENCE: No, that is a very general statement. If that included all kinds of radio sets now in use you certainly would be penalising the broadcasting station because the majority of sets in use to-day are probably inefficient receivers. The only definition that we would like written into our proposal would be one measurement of field intensity, then you would have something definite. You don't know there whether he refers to a crystal set or whether it is an 11 tube superheterodyne.

Col. STEEL: Well, then, can you give us a definite statement with regard to good reception? I am merely asking this question to try to get a definite statement from you?

Mr. PATIENCE: I hope to be able to answer that, I have gone through all the engineering reports that I have, and I subscribe to most of the magazines, but at present radio engineers have not determined that, and, therefore, I do not think it is up to me as one single engineer to give a definition of it. I can merely give you my own personal opinion on it.

Mr. ILSLEY: What is the explanation of this phrase "Field intensity"?

Col. STEEL: Well, I think as Commander Edwards explained to you at one of the previous sessions, the transmission of energy from a broadcasting station will produce at any point an electro magnetic field. Now, that electro magnetic field is capable of producing a certain voltage, and we measure that voltage in

terms of the total number of volts generated divided by the effective height in meters, and we take then so many volts or micro volts, whatever you want to use, as a subdividing factor. That is measuring the field intensity.

Mr. PATIENCE: I might say for the benefit of the committee, that that article that was filed this morning, that is, the article by Jansky in the proceedings of the radio engineers defines field intensity, or suitable reception conditions rather. It is only an arbitrary value, but an arbitrary value that has been pretty well used by broadcasting engineers up to date. It is not an official definition.

Mr. ILSLEY: Good reception depends on field intensity.

Mr. PATIENCE: Yes. Actual field intensity has not been defined so far.

Mr. MCFARLANE: Mr. Chairman, I would like to bring to your attention the second sheet of the exhibit which was filed this morning,—General Survey of Station Mail. It simply indicates this: A request was made over CFRB asking people to indicate their preference for private ownership or public ownership. It was simply a straight invitation to indicate their viewpoint, and of the letters received so far—which is only I believe two or three days ago that this announcement was made—there were 333 in favour of private ownership, and in favour of public ownership 8.

Hon. Mr. EULER: When you asked the question as to whether they were in favour of private or public ownership, was it simply a bald question or did you advance arguments in favour of one or the other?

Mr. ROGERS: There was no argument advanced.

Hon. Mr. EULER: For instance, stating that the cost to the radio user would be \$30 a year?

Mr. ROGERS: Nothing of that sort was mentioned.

Mr. GARLAND: Has CFRB conducted a campaign somewhat along the same lines as mentioned by the Ontario Radio League?

Mr. ROGERS: Not that I know of. The question was simply this—

Mr. GARLAND: Yes, after a campaign.

Hon. Mr. CARDIN: In what form was the question?

Mr. ROGERS: I have not got the exact form of the question. The announcement was that we have been endeavouring to supply the public with the best of entertainment and we wanted to know if they were satisfied or if they wanted to change over to government ownership.

Hon. Mr. CARDIN: Was the question preceded by anything else?

Mr. ROGERS: Nothing more than our ordinary program.

Hon. Mr. CARDIN: Your program without comment?

Mr. ROGERS: Absolutely. It was simply a straight question announced during the program.

Hon. Mr. CARDIN: Yes, but was any campaign carried on previously against public ownership?

Mr. ROGERS: We have never put any propaganda on whatsoever against public ownership over our station.

Mr. ILSLEY: To whom did this go?

Mr. MCFARLANE: There was no circular at all, it was just a call over the station, and Mr. Rogers can supply the form of the question, because usually a program is all laid out and a record is kept of what is said over the station.

The CHAIRMAN: You can provide us with that?

Mr. ROGERS: Yes.

Mr. MCFARLANE: Mr. Chairman, if there is nothing else I would like to draw to your attention a brief that was given to me simply as a message bearer to bring before the committee.

The CHAIRMAN: Have you some of your other men who wish to follow up what you have gone over this morning? Have you some other statements which you wish to bring in?

Mr. MCFARLANE: No, I don't think so. I would like to say this, that these gentlemen will be available for information or assistance to the committee at any time without any expense to the committee; that is, if they have any information which they can give they will be glad to do so.

Mr. GARLAND: Mr. Chairman, I am sure that the witness realizes that there is more than merely broadcasting programs involved in this question. There is the question of direction finding, ship to shore service, and so forth.

Mr. MCFARLANE: This brief does not deal with that at all.

Mr. GARLAND: What would your contention be in regard to it?

Mr. MCFARLANE: I would not like to express any opinion without considering it.

Mr. GARLAND: Well, there is in your opinion a growing demand at the present time for additional channels in Canada?

Mr. ROGERS: For what use?

Mr. GARLAND: For broadcasting use?

Mr. ROGERS: In Canada?

Mr. GARLAND: Yes.

Mr. ROGERS: Well, of course, that brings up the whole argument of whether Canada is supplied with the present number of channels or whether it is not.

Mr. GARLAND: Apart from that altogether, do you of your own knowledge not admit that there is already existing a demand for additional channels?

Mr. ROGERS: I think more channels in use in Canada would be of advantage.

Mr. GARLAND: Is not there now existing a real demand for more channels?

Mr. PATIENCE: I don't think so. I don't think the public know anything about channels. I think the public want more broadcasting and, therefore, they ought to have more channels.

Mr. GARLAND: I am not talking about the public.

Mr. PATIENCE: There is a potential demand for more channels because the public want more coverage.

Mr. GARLAND: It does not matter what they want, but there is a demand for more channels.

Mr. PATIENCE: I would rather put it that there is a need for more channels.

Mr. GARLAND: Now, as a matter of fact, in giving a licence to operate on a channel, is not that equivalent to giving the owner possession of that channel, or rather the ownership of that channel to whoever gets the licence?

Mr. SMITH: If I might interject a question: Has there not been some evidence given here that we are not using to-day all the channels that have been allotted to us?

Commander EDWARDS: We are using to-day, sir, twenty-five channels. We have got twenty-five different channels on the air.

The CHAIRMAN: I would ask Mr. Smith, that you leave that question for the time being.

Mr. GARLAND: I do not suggest for a moment, Mr. Chairman, that we are admitting by any means that we have enough or that we are likely to get enough.

I am simply stating what appears to be a fact at the present moment. I understand that your evidence this morning was to the effect that you were in favour of them retaining the present ownership of the stations?

Mr. MCFARLANE: Yes.

The CHAIRMAN: The present system?

Mr. MCFARLANE: Yes, the present system of private ownership?

Mr. GARLAND: Do you contemplate an increase or a decrease in the number of these stations?

Mr. MCFARLANE: I have no information on that.

Mr. GARLAND: You have admitted, of course, that the coverage was not complete. Can you say that there will be an increase or a decrease in the number of stations? Will improvement in the technique of broadcasting result in an increase or a decrease in the number of stations?

Mr. ROGERS: It is very difficult to prophesy ahead of time.

The CHAIRMAN: Could we get better coverage or better broadcasting if we had more wave lengths and more stations?

Mr. ROGERS: You would get more coverage and get a more varied type of program. You would have different types of programs. The public would probably be more satisfied with that. In Toronto there are four stations with four different types of programs. I suppose if the same thing was true in Halifax they would like four different types of programs there.

The CHAIRMAN: I suppose this would be rather a difficult question to answer offhand, but if the balance of Canada was supplied with the same amount as Toronto how many bands would we need?

Mr. ROGERS: Are you talking about area or population?

The CHAIRMAN: Both.

Mr. ROGERS: It is pretty difficult to figure that out offhand.

Mr. GARLAND: We can get that in another way. I would like to ask the witness whether under his proposals the present licence system will be continued, or what does he suggest? Would not the department continue to issue licences?

Mr. MCFARLANE: Yes, I assume so.

Mr. GARLAND: What would you suggest?

Mr. MCFARLANE: We have no suggestions.

Mr. GARLAND: You are content with the present year to year licence?

Mr. MCFARLANE: I would not care to give an opinion on that without consulting with others.

Mr. GARLAND: In connection with the United States situation at this moment, when the licence is granted down there that does not give them perpetual ownership of that particular channel, does it?

Mr. PATIENCE: No.

Mr. GARLAND: It can be cancelled?

Mr. PATIENCE: Yes.

Mr. GARLAND: And no goodwill is taken into consideration?

Mr. PATIENCE: That question I anticipated and I am sorry I cannot answer it. I saw nothing about goodwill in any of the articles that I have seen published on the question. However, the fact does remain that the licences were for a very short period, and can be cancelled at will; but you also know the number of attempts in the United States to cancel those licences and so far there has not been an organization big enough to do it.

Mr. GARLAND: I think it has happened in the case of some small stations.

Mr. PATIENCE: Oh, yes.

Mr. BUSHNELL: Usually the cancelling of a licence in the United States is dependent entirely on the types of programs and the service which is rendered, and cancellation is usually for an infraction of the rules and regulations of the commission. Therefore, any station committing an infraction of those rules possibly would not have any goodwill; it might not be worth anything.

Mr. GARLAND: You would be quite willing to accept a licence system that would give to the Canadian government the same power that they would have, for example, in the United States, cancellation without reimbursement?

Mr. BUSHNELL: For any infractions of the rules which were laid down by the government.

Mr. GARLAND: Infraction of the regulations?

Mr. BUSHNELL: Mr. Garland, in other words, then, a private owner that lived within the regulations, a private concern securing a licence under your proposal that lived within the regulations would have perpetual ownership of the channel, is that the point?

Mr. McFARLANE: If renewed from year to year.

Mr. GARLAND: I presume the licence would be renewed from year to year unless there was an infraction of regulations?

Mr. McFARLANE: Yes.

Mr. GARLAND: Then we come down to the fact that it does mean perpetual ownership of the channel, is not that so?

Mr. McFARLANE: Depending on the attitude of the government of the day.

The CHAIRMAN: Depending on the regulations established by the government?

Mr. McFARLANE: Yes. The same principles apply to many other rights which may be established.

Mr. ILSLEY: You would argue that if it were ever expropriated there would be a goodwill there?

Mr. McFARLANE: Oh, yes, we take that position.

Mr. GARLAND: In your opinion will the power of the station be increased?

Mr. McFARLANE: I think the general opinion is that if the present restrictions were removed there is capital sufficiently interested, that is, among the present owners, to increase the power of the stations so as to give a better coverage that they think is desired.

Mr. GARLAND: It would follow, would it not, under competition that they would have to have greater power?

Mr. McFARLANE: That would likely follow, as would the development of broadcasting equipment, more powerful and more elaborate equipment.

Mr. GARLAND: I think you are quite right there. And you suggest that these increasingly powerful stations would remain in competition with each other?

Mr. McFARLANE: Well, we have not given any consideration to that point.

Mr. GARLAND: Well, that is what you said in your evidence?

Mr. McFARLANE: We say we would like a continuation of the present system of private ownership, but we also say that it might be advisable to have a regulating commission to which an appeal could be made in case of objectional programs, rather than having the government entering into a huge investment and subject itself possibly to those charges.

Hon. Mr. CARDIN: Did not you say in your report that you could see the possibility of centralization of broadcasting?

Mr. MCFARLANE: Yes, to a certain extent the same forces and the same conditions would likely apply to broadcasting as in other types of industry or enterprise.

Mr. GARLAND: For example duplication?

Mr. MCFARLANE: It might or it might not.

Mr. GARLAND: Let us be frank. Is it not almost certain that under private initiative you will have duplication?

Mr. MCFARLANE: No more than you might have duplication of milk rights throughout a city.

Mr. GARLAND: Of course, you are aware of the form of control that is now taking place in connection with our milk market?

Mr. MCFARLANE: That is a subject that I have not studied.

Mr. GARLAND: Well, then, I take it that you suggest that there should be no limitation of the right on the part of individual broadcasting stations to compete with each other.

The CHAIRMAN: Mr. McFarlane, you give some consideration in your report to the question of regulations. Have you arrived at any definite conclusion as to what you think the regulations should be, or how far the government should go in the way of regulations?—A. No, we have not, because that would mean a study of regulations and the result of regulations, and so forth. It would mean a study possibly of the regulations in other countries, and before we would evolve or come to any definite recommendation we would have to make a study from that viewpoint.

The CHAIRMAN: Until such time as you have arrived at some conclusion, or some body has arrived at some conclusion as to the extent of the regulations, it would be very difficult for you to answer a question as to whether there would be duplication, or anything else?

Mr. MCFARLANE: Yes.

Mr. GARLAND: Under private ownership and development there are only two alternatives. You are on the horns of a dilemma, almost. It is either unlimited competition and duplication or centralized control. Is that not the case?

Mr. MCFARLANE: I would not like to give any opinion on that unless I made a study of the whole subject as an economic study.

Mr. GARLAND: Let us take an illustration, the one mentioned by the chairman a little while ago, the City of Toronto. I understand you have four stations there. Those four stations under private ownership would have the right to apply for an increase in power. Would you suggest that this radio commission should have the right to decide which station should have the right to power?

Mr. MCFARLANE: Not entirely. I imagine that would be the result of conferences between the department and the owners of the stations likely arriving at some satisfactory solution between the two. It might be a matter of direction, or it might be to better advantage to move a station to another point.

Mr. GARLAND: Don't you think it will mean more than conferences between the radio department and one station? Won't it mean a conference with all four stations interested?

Mr. MCFARLANE: Well, it might depending on the department.

Mr. GARLAND: You said a moment ago that you anticipated that the power of these stations would be increased. Here you have four stations in Toronto. What is to prevent each of those four stations from receiving a 50,000 watt licence, or for applying for a 50,000 watt licence?

Mr. MCFARLANE: I don't know that there is anything to prevent them applying for the licence, but I cannot answer that question as to whether they would secure the licence to increase the power or not.

Mr. GARLAND: These present broadcasting stations have a right to broadcast at certain times. Is there any limit to the time they can broadcast?

Mr. MCFARLANE: Yes, I believe there is.

Commander EDWARDS: All licences that are issued, in the schedule there is a line entitled "Hours of Work", and underneath that line is put in a phrase something like this "As may be prescribed from time to time by the minister of Marine." And then again in the licence there is a clause which says, "The issuing of this licence does not convey a monopoly of the channel to the licensee," and the department would have the power to take upon itself to make one station share time with another, or three stations to share time, or four stations. It would have that power. As a matter of fact, in only one case have we ever asked a station to share time, and in most cases they have the right to use the channel pretty well full time.

Mr. GARLAND: If we have four stations in Toronto operating full time at 50,000 watts apiece, of course the situation obviously becomes rather hopeless. Would it be your suggestion that it could be arranged by agreement between the four stations and the department, or between the four stations themselves, as to the sharing of time?

Mr. PATIENCE: There is another way out that has been used by the American governing body. One has been mentioned by Commander Edwards, that is the sharing of time. The other alternative I do not think, has been used in Canada, that is, the leasing of a station for, we will say, 50,000 watts during the daytime, and where blanketing, as the result of high power takes place, that station is also licensed for lower power during the evening. I think the department has power to do that too.

Mr. GARLAND: Roughly it would mean a sharing?

Mr. PATIENCE: It is a sharing in either case.

Mr. GARLAND: And there you have a multiplication of capital investment for part-time operation. Would that not follow?

Mr. PATIENCE: Yes, I must admit that.

Mr. GARLAND: Quite, an overlapping monopoly.

Mr. PATIENCE: I think the whole discussion boils down to the fact that it is a matter that will eventually solve itself. It has already solved itself in the case of Toronto. While we have four stations there we certainly haven't any more power. The question might arise, or there might be a possibility of applying to the government for increased power, but the fact remains that up to date no increase of power has been granted to the stations.

Mr. PASMORE: Something also depends on the source of revenue. There are local advertisers who have no interest outside of the local community, and there are national advertisers whose interest is outside of the local community. If a station had the ambition to secure more coverage no one would be taking the advantage of the income obtainable from the local advertiser.

Mr. GARLAND: I wonder if under the suggestions offered by the witness he has not given consideration to the creation of a government commission, a body somewhat of the same calibre but possibly not with the same extensive powers as the Board of Railway Commissioners, to control private radio development.

Mr. MCFARLANE: There has been some indication that a commission possibly of that nature might be desirable but it has never been considered or mentioned, except in a general way, not in detail.

Mr. GARLAND: You have no conclusion of your own on the matter?

Mr. MCFARLANE: No, we have not gone to that extent in our brief.

Mr. GARLAND: But you did suggest it yourself, some system, such as a commission.

Mr. MCFARLANE: A supervisory commission?

Mr. GARLAND: Leaving private initiative comparatively free?

Mr. MCFARLANE: As it is to-day.

Mr. GARLAND: Have you not worked out a plan of that kind?

Mr. MCFARLANE: Not at the moment.

Mr. GARLAND: Would it not result in pretty much the same situation as we have with our railroads in Canada?

Mr. MCFARLANE: Well, that is one of the things we are trying to avoid.

Mr. GARLAND: Don't you think perhaps that the evidence is rather against you?

Mr. MCFARLANE: I would not say so.

Mr. GARLAND: I had an opportunity during the interim to glance over your brief, and at page 7 I find in the middle of the page you suggest:

If the Canadian radio broadcasters are to serve the Canadian public adequately in the future it seems reasonable to expect that a larger number of wave lengths should be utilized or that by co-operation Canadian broadcasting chains may be established with strategically placed high-powered stations with relay stations in between to enable Canadian broadcasting to be conducted from coast to coast simultaneously or over as great an expanse as time differences make feasible.

You said "broadcasting chains." How many did you have in mind?

Mr. MCFARLANE: What page is that?

Mr. GARLAND: Page 7.

Mr. MCFARLANE: We have not recently given any consideration that I know of to either limiting or increasing the number of chains. That will be a matter for further consideration depending on circumstances.

Mr. GARLAND: A moment ago the question arose over the channels, and the suggestion was made that they might be shared by mutual agreement. I would like to ask Commander Edwards his opinion of the feasibility of that.

Commander EDWARDS: You place your finger on the weak spot in that connection, because two stations sharing a channel would have two plants, two staffs and two organizations, and with just one station on the air it would mean one station lying idle which, of course, would not be a very economical thing. If you would refer the matter to Mr. Rogers, I am sure he would tell you that there is not sufficient revenue for them to live and at the same time share time with anybody. A big station to put on a big program must have revenue and it cannot secure that revenue in three and a half days. I feel sure that Mr. Rogers will confirm that.

Mr. GARLAND: Mr. Chairman, the witness indicated that he represented the radio manufacturers of Canada?

Mr. MCFARLANE: No, in a general way the radio set manufacturers are associated with the Canadian Manufacturers' Association, but they have a brief of their own which Mr. Patience would like to read later on this afternoon.

Mr. GARLAND: By the way, there is just one other thing. On this question of the British Broadcasting Company's fan mail as compared with ours in Canada, we receive more fan mail, do we not? We ask for fan mail, do we not?

Mr. PASMORE: Oh, yes.

Mr. GARLAND: Do they ask for it in Great Britain to the same extent?

Mr. PASMORE: I imagine that they do not ask for it at all in Great Britain, but even granting that the difference is quite considerable,—about twenty-five times at least.

Mr. GARLAND: Ask and you shall receive, you know. Now, how is it proposed under your scheme to raise the necessary moneys to finance adequate coverage and service throughout Canada?

Mr. McFARLANE: In our brief we simply point out that it either has to be paid out of possibly the treasury or the consolidated fund or the other way by set owners paying a licence fee. We have not made any specific report as to how the amount should be derived. We leave that with the—

Mr. GARLAND: Private individual.

The CHAIRMAN: You mean in the subsidizing of the private chains?

Mr. McFARLANE: I think we did intimate that a certain amount might be available to subsidize the sparsely settled or remote districts from a balance of the licence fees which might be over after departmental expenses are met.

The CHAIRMAN: I wonder if anyone has any data on how much money is spent in Canada on advertising generally?

Mr. PASMORE: I have never seen data on that other than just a guess.

The CHAIRMAN: What is the guess generally?

Mr. PASMORE: It would be my guess. I would not like to make any statement on that at all.

Mr. BUSHNELL: May I answer that question in regard to the cost of one station? The cost of advertising in one station, the one operated by the Canadian National Carbon Company, the bill for the year 1931 amounted to \$177,000 of which \$61,000 was paid to talent, the balance to transmission lines and chain stations, but the \$177,000 was taken from the appropriations of advertisers using our stations.

Mr. GARLAND: I wonder if Mr. McFarlane would be willing to give us some ideas of his own in regard to the method by which the further development of radio in Canada would be financed under private ownership, by advertising?

Mr. McFARLANE: Well, it is a difficult thing to answer. That involves the financial planning of large corporations and the owners of the broadcasting stations and might be rather involved.

Mr. PASMORE: In that connection, the same facilities available in Canada to Canadian advertisers,—we might expect to get approximately one-fifth of the expense of broadcasting and chain programs by private sponsors here in Canada as in the States. In the States it is \$35,000,000 a year. One-twelfth of that would leave approximately \$3,000,000 a year for chain programs only.

Mr. GARLAND: May I ask this further question: Does not the Aird report recommend the continuation of the sponsored chain programs?

Mr. PASMORE: Yes, sir, but it limits the sponsorship to the extent of saying that this is sent to you through the courtesy of such and such a company. The contention of the Canadian advertisers, I think, has been submitted to you, and they would not be prepared to spend money on advertising of that sort because they would not get the return from it.

Hon. Mr. CARDIN: Is it not a fact that during the best hours in the evening the National Broadcasting Company and the Columbia Broadcasting Company do that very thing?

Mr. PASMORE: Oh, no, that is quite incorrect, sir.

Hon. Mr. CARDIN: I have heard a lot of the programs of the National Broadcasting Company and we hear of the sponsor only at the opening of the program and at the end.

Mr. PASMORE: That is not the common practice. I can say that definitely, sir. The common practice at present is for something more than sponsorship announcement. It is usually a direct advertising announcement and it usually comes at intervals of not more than 20 minutes.

Mr. BUSHNELL: The programs which you have possibly been listening to have been sustained programs.

The CHAIRMAN: Can you give us the names of a few sustained programs from 6.30 to 11 o'clock?

Mr. McFARLANE: I would prefer that Mr. Rogers answer that question as he is operating on the chain.

Mr. ROGERS: Well, the Street Singer is a Columbia feature, and the Street Singer is probably the most popular hour.

The CHAIRMAN: At what time?

Mr. ROGERS: That comes on around 11 o'clock.

The CHAIRMAN: 11 o'clock at night?

Mr. ROGERS: Yes.

The CHAIRMAN: Between 6.30 and 11, are not all of those hours taken up by advertisers?

Mr. ROGERS: No.

Mr. GARLAND: Mr. Chairman, may I ask if in Canada coast to coast chain broadcasting has declined in recent years or is it expanding?

Mr. PASMORE: One of the appendices filed this morning, sir, showed that it had been expanding slightly in recent years. The number of network advertisers has increased slightly.

Mr. GARLAND: From my own personal knowledge I find that you are conducting chain broadcasts in the east and we do not get them in the west, neither do the Maritimes get them.

Mr. PASMORE: In connection with that may I draw your attention to a statement which is made in the brief of the Association of Canadian Advertisers, which points out that at present one of the handicaps of the broadcasting advertiser, the network advertiser in carrying programs to the far east and west is the heavy line tolls. If some system could be devised where line tolls could be materially cut you would find more programs being distributed right across Canada. They are anxious to get that coverage out there. At present it is not economically possible.

Mr. GARLAND: Have you any suggestion that under private ownership it would be made more easy?

Mr. PASMORE: Only this, sir, that whether the ownership is public or private, if the government intends to spend a certain amount of money in broadcasting the advertisers' money is of additional benefit and more programs will be carried out if you use the advertisers' money than if you don't use it.

Hon. Mr. CARDIN: As a matter of fact, is broadcasting a paying proposition at present?

Mr. PASMORE: To the stations, sir, or to the advertisers?

Hon. Mr. CARDIN: To the stations?

Mr. McFARLANE: I imagine each broadcasting station would have to answer that for itself. No doubt the committee will get that confidentially.

Hon. Mr. CARDIN: I would like to have that answered.

Mr. BUSHNELL: I believe that answer, sir, will be given in the questionnaire which has been submitted by this committee and which was regarded as confidential.

Mr. GARLAND: May I ask the witness if he is in a position to give the committee any assurance that under private initiative and development there will be established adequate coverage of chain broadcasting, and so on?

Mr. DUPONT: The Canadian Association of Broadcasters plan to bring their brief to this committee next week and we have plans to take care of that situation.

Mr. GARLAND: As money appears to be the major factor, may I ask if the witness and those whom he represents have given any thought to the possibility of American control, what their opinion thereon would be?

The CHAIRMAN: Foreign control, you mean?

Mr. GARLAND: I beg your pardon, Mr. Chairman, foreign control.

Mr. MCFARLANE: We do not know of any tendency or steps being taken towards foreign control.

Mr. GARLAND: You do not know of any?

Mr. MCFARLANE: We know of none.

Mr. GARLAND: Have you any idea at all of the present capitalization and its source of the radio companies in Canada?

Mr. MCFARLANE: We have not made any analysis of that. We believe that will be before the committee.

Hon. Mr. EULER: Mr. Chairman, as I understand it, one of the chief objections to the government assuming ownership and control of radio broadcasting is that it would involve very heavy expenditures on the part of the government. Would the objection to government ownership be largely removed if in order to increase the revenue the government might decide to modify the recommendations in the report with regard to advertising, to such an extent that they might permit of a certain amount of advertising which would give them the necessary revenue, limited we will say but allowing sufficient of it so that there would not be any great deficit or necessity for expending public money; would your objections be removed pretty largely then, or if not, what further objections would you have?

Mr. MCFARLANE: Well, I would not like to answer that without giving it consideration.

Mr. GARLAND: You suggested the private ownership and development of radio. Now, where is the money to come from? Will not the great bulk of it come from advertising?

Mr. MCFARLANE: I imagine that is the principal source.

The CHAIRMAN: Might I ask, does the advent of radio in the advertising field increase the total amount of money spent on advertising, or is it at the expense of the newspapers?

Mr. PASMORE: I am not going to mention any names, but I have personal information of two cases in which the introduction of broadcasting advertising was not even considered at the time these concerns made up their advertising appropriations and budgets for the year. The subject was introduced afterwards and an additional appropriation was made for that purpose in the hope of additional business resulting. I may say in the definite prospect of additional business resulting.

Mr. GARLAND: Mr. Chairman, we had a number of letters this morning. I have one here from the Ontario Radio League.

The CHAIRMAN: Mr. Garland, I have a number of these letters which we will take up to-morrow if you wish.

Mr. GARLAND: This letter says:—

Much prefer to pay even \$10 or \$20 per annum providing programs are worth hearing and the infernal tooth paste, cigar and face cream advertising is completely cut out.

Mr. SPRY: It has been broadcast over stations in Toronto and the statement is being spread abroad, that a proposal for a \$30 licence fee has been laid before this committee. Might I ask if any such proposal has been made before this committee, or if the committee have any such information?

The CHAIRMAN: No, there has not been any as far as I know as chairman.

Mr. ILSLEY: The only figure mentioned was \$7 this morning.

The CHAIRMAN: Is there any other question you wish to ask this gentleman? If not, we will ask Mr. McFarlane to read a brief which he has been asked to present from the Association of Canadian Advertisers.

Mr. MCFARLANE: I am the message bearer, to read this to the committee so that it will be made part of the evidence, but I have no sponsorship for it:—

SPECIAL COMMITTEE ON BROADCASTING,
House of Commons,
Ottawa, Ontario.

GENTLEMEN:—Representing many of the principal sponsors of broadcast entertainment in Canada, this Association begs permission to submit herein its views concerning some of the problems which your Committee at present is studying.

As an association, we are not primarily concerned in the question of station ownership. As we understand it, however, one of the principal reasons advanced for public ownership of stations is that this would make possible the elimination of direct advertising on the air.

May we be permitted to take definite issue with any such proposal. Briefly, the claims of Canadian Advertisers are:

1. That advertisers should not be summarily debarred from the reasonable use of a medium which has been maintained and developed in Canada very largely out of revenues derived from advertisers.
2. That there has been no demand from any appreciable portion of Canadian listeners for the prohibition of direct advertising on sponsored programs.
3. That it will impose a very severe handicap on Canadian products if they are denied the use of an advertising medium which is still available to competing foreign products.

Broadcasting admittedly has not made as rapid strides in Canada as it should have done during the past few years. This has been due in part to the existence of certain handicaps upon the production and distribution of broadcast entertainment. Examples of these handicaps are:

1. Inefficient studio construction in the key studios available for network programs.
2. Insufficient studio and production equipment.
3. Insufficient station coverage in some sections of Canada, due principally to the unduly restricted power of some stations.
4. High cost of land lines for transmitting programs to distant stations.
5. Sparsity of population reached, in comparison to wide area over which coverage is required.

The first three of these handicaps are due principally to the four years of retarded development which have resulted from the public ownership proposal.

We believe that the removal of this cause of uncertainty would encourage stations to make up for lost time in providing the needed facilities for production and coverage.

The high cost of land lines is a problem which could be solved by a moderate degree of subsidization out of the receipts from radio licence fees.

Given removal of these four handicaps, the fifth would not be sufficiently serious to deter national advertisers in Canada from providing Canadian listeners with a substantial volume of high-grade, efficiently produced entertainment. We submit that in all of our efforts, Canadian advertisers have shown up well in comparison with those of other countries. Even under existing heavy handicaps, our broadcasting efforts stand up equally well in comparison to-day. The removal of existing handicaps would not only ensure further improvement in this respect, but would encourage a more extensive participation in broadcasting activity.

We have definite evidence that the programs sponsored by Canadian advertisers in the key cities of Montreal and Toronto are highly acceptable to the audiences in those districts. The weak point in Canadian broadcasting at the present time is *not* the presence of advertising on such programs. Rather, it is the fact that so few of these well planned advertising programs are carried to distant sections of Canada. The few which are given national distribution are extremely popular with Eastern and Western audiences. There is every reason for believing that others would be equally welcome if distributed through the more distant stations.

If broadcast advertising were really resented by more than a very small fraction of the Canadian audience, we, the advertisers, would be the first to feel the reaction. We would be forced off the air in self-defence, to avoid loss of business.

On the contrary, we have experienced an almost total absence of adverse reaction. And to complete the picture, we have definite, tangible evidence that our messages have been heard, favourably considered, and acted upon by large sections of the audience. Letters received by individual advertisers in some cases have run into totals of many thousands.

In such circumstances we may be pardoned for disputing the claims made before your Committee with reference to the alleged popular demand for the elimination of broadcast advertising. May we also point out that under the present system of broadcasting, financed by advertising, Canadian listeners have invested \$125,000,000 in receiving equipment.

We note that "indirect advertising" has been suggested as a substitute for direct advertising on sponsored programs; and that estimated revenue from advertisers, under this restriction, is placed at \$700,000 annually.

In the opinion of this Association, no such sum, nor any substantial sum whatever, should be counted upon as a revenue from "indirect advertising". The use of such advertising has already been tried experimentally, and at considerable cost, by many of our members. The results have not been such as to encourage any advertiser in repeating the experiment.

We are quite in accord with the principle that some part of the revenue from radio licence fees should be devoted by the Government to the improvement of broadcast services in Canada. This, augmented

by the expenditures of Canadian advertisers, should ensure good volume, good variety and good quality for the programs available to Canadian listeners.

We fail to see, however, in what respect it would be an improvement if a substantial part of this prospective total expenditure is eliminated.

Surely it is obvious that more broadcasts and better broadcasts can be produced with the financial assistance of advertisers than without that assistance.

All of which is respectfully submitted.

We have the honour to remain,

Yours truly,

(Sgd.) F. E. CLOTHWORTHY,
Secretary.

Mr. Chairman, I believe the Radio Manufacturers Association have a short brief which they have asked Mr. Patience to present.

Mr. GARLAND: Just on that last brief of yours, are you in a position to answer any questions?

Mr. McFARLANE: No, I never read the brief before.

Mr. PATIENCE: This is the brief of the Radio Manufacturers Association:—

Parliamentary Committee on Radio Broadcasting,
Ottawa,
Ontario.

Gentlemen:—

Since the report of the Royal Commission on Radio Broadcasting was made public, the Radio Manufacturers Association of Canada has been closely following the developments in connection with the question of Broadcasting Station Ownership and operation and has reviewed the various reports and comments made by the many organizations who have reported and commented on this subject.

As an organization, representing the manufacturers of Radio Receiving Apparatus, we are mainly interested in results rather than a means of attaining those results, and therefore do not offer a solution to the problem but recommend that whatever form of ownership is adopted, the administration of radio broadcasting affairs in Canada be along the following lines:

1. The appointment of a National Radio Commission for a period of five years—in order to avoid political interference—to have general jurisdiction over policies in broadcasting matters throughout Canada and to consist of the following members:

- (1) Chairman appointed by the Government;
One representative from Broadcasters Association;
One representative of Broadcast Advertisers;
One representative of Radio Manufacturers;
One representative from each Province;
- (2) Provincial Advisory Council to consist of—
Chairman appointed by the Government who will represent the Provinces on the National Commission.
One representative of Musical Societies;
One representative of Educational Interests;
One representative of Religious Organizations;
One representative of Broadcast Advertisers;
One representative of Broadcasting Stations;
One representative of Radio Manufacturers.

The purpose of this Council will be detailed administration in each Province of the recommendations of the National Radio Commission.

It is our belief that Provincial Advisory Counsels, working in conjunction with a National Radio Commission as we have outlined, could do a great deal in improving program standards, due to the diversified interests represented, and because of the fact that they would be able to act as expert consultants in the matter of program improvement. At the same time a great deal could be done to make the advertising more effective, while at the same time reducing the time per program devoted to strictly advertising material. If a list of the leading chain programs is studied, making an accurate record of the actual time devoted to advertising, it will be noted that in most cases the programs which have the greatest public acceptance and whose trade-names have become better known, due to Radio Broadcasting, devote much less time to advertising than other sponsors whose broadcasts have not benefited so much by the broadcasting medium. Further investigation will show that these sponsors have given a great deal of thought to the wording of their announcements in order to tell their story most effectively in the shortest possible time. The other sponsors, either because of lack of desire to do so, or because of lack of experienced advice, have been unable to condense their advertising.

With organizations as recommended by our Association we feel that this service would be made immediately available to all sponsors and with their expert advice, entertainment and advertising programs would be greatly improved.

We would recommend that the National Radio Commission adopt a policy and establish standards in regard to Radio programs upon the advice of the various Provincial Advisory Counsels and that the Provincial Advisory Counsels meet once a month to review and discuss programs of the past month and to make recommendations to Broadcasting Stations for improvement in sustaining programs and to the stations and sponsors for improvements in sponsored programs.

In adopting national policy in regard to Broadcast programs, ample time should be provided Canadian Companies for advertising purposes and direct advertising to be allowed but limited to a certain maximum percentage of the total time, this percentage to vary with the time of day.

Where Canadian Advertisers are prepared to supply talent for quality programs, they should be subsidized by a contribution towards broadcasting these programs over a chain of stations, the Government to pay part of the line charges. The extent of expenditure on the part of the Government in this connection would depend on the relative service to the listening public in the sections served, and would be decided by the National Radio Commission. Desirable high-quality American programs to be brought in upon approval of the National Radio Commission.

No controversial, religious, political or educational matter should be broadcast by any station without the approval of the Provincial Advisory Council.

2. In order that an exchange of radio talent can be made between the various sections of the country to provide a greater variety of programs to stations located in the Maritimes, Middle West, and the Pacific Coast, we recommend that the Government subsidize stations located in these territories by assuming part of the cost of lines between the station from which the programs originate and the other stations. The amount of the subsidy should be decided by the National Radio Commission, and they would be governed by the relative service to the radio listening

public and the cost of providing such service. This would apply principally to sustaining programs.

3. We believe that a plan such as this, if adopted by the Government would meet with the approval of the radio listeners and also with the owners of broadcasting stations, and that the latter would, as soon as this plan became effective, immediately make improvements in their present equipment which they have hesitated to do in the past, fearing that such expenditures would be lost if their stations were taken over by the Government.

However, whether these improvements are made either by the private operators or by the Government, there will remain certain territories in Canada which have not, and will not receive suitable radio broadcasting coverage. Therefore, it would be necessary to erect new stations to take care of these areas. It is our recommendation that the Government finance the erection and operate these stations, but keep in mind the possibility of turning them over to a private organization or organizations, if such a private organization or organizations would be interested in the purchasing of these stations at a later date.

In some cases it might be considered better engineering practice, or better from an economic standpoint to subsidize an existing station or stations to provide for increased power. Such subsidies however should be made with the understanding that the Government be repaid any amount forwarded as soon as the station or stations can operate on a paying basis.

4. Present radio branch of the Department of Marine and Fisheries to be given more authority:

- (a) To suppress interference from electrical equipment in various vicinities.
- (b) To obtain an equitable division of wave-lengths on this continent.
- (c) To allocate the necessary stations to cover all of Canada.
- (d) To enforce adherence by each station to technical regulations.

5. Our Association is in favour of the present form of licence fee and further agree that the increase from \$1.00 to \$2.00 is justified, especially when such an increase might provide the necessary increased service in suppressing radio interference which has been brought about by the increased number of broadcast receiver owners, the increased investment by the public in receiving equipment as a result, and the increased interference as a result of more electrical appliances now in use.

6. In conclusion, we would like to point out that under Government ownership, the cost to the Government would be divided in five ways:

- (a) The cost of purchasing the existing radio equipment.
- (b) Modernizing the equipment after it is purchased.
- (c) Operating all the broadcasting stations.
- (d) The erection of new stations found necessary, or the subsidizing of some stations until they are on a paying basis.
- (e) Subsidizing sponsored and advertising programs by assuming a portion of the line costs as previously discussed.

Irrespective of what these various costs are, our plan, if adopted, would save the cost represented in a, b and c, without any sacrifice in the quality program provided.

Yours sincerely,

RADIO MANUFACTURERS ASSOCIATION."

That is the report. I would just like to add—it is not in the report—this very brief recommendation or request on behalf of the Radio Manufacturers Association. It is in connection with the subject brought up this morning in connection with increasing the wave bands. If that is coming up in Madrid we would like to urge that the government send a representative to Madrid. We think it is very important that a representative should be there, and also a representative of some other body, possibly a representative of the manufacturers of receiving sets, in order to protect the public interests represented by an investment of \$125,000,000 in radio receiving equipment and an investment of \$20,000,000 to \$25,000,000 annually for new receptions from now on.

Hon. Mr. CARDIN: Would that commission you suggest have anything to do with the issuing of the licence?

Mr. PATIENCE: The National Radio Commission, yes. That would come under the policy. They could have complete control, or should have complete control, based on advice from the Provincial Advisory Councils to adopt any policy which they thought desirable for the furtherance of better broadcasting in Canada.

Hon. Mr. CARDIN: And would you leave the Radio Branch without any interference?

Mr. PATIENCE: No, that probably was not clear, and we have not considered it in that light. The Department of Marine would always have the technical officers for any commission. That is a point that is very important and should be written into our report. It maintains the technical officers for the commission.

Hon. Mr. CARDIN: Have you given any consideration to the position in which the department is going to find itself, or that commission if it were organized, with more than 100 requisitions for broadcasting licences already in the hands of the officers of the department?

Mr. PATIENCE: That question will always be an important one under private ownership. However, it is just a question of how many of those requests are authentic requests, if it comes to dipping down into their pockets to pay for it.

Hon. Mr. CARDIN: We were told that of the number of applications already in about 100 were serious ones.

The CHAIRMAN: How many are in?

Commander EDWARDS: In round figures, about 400, Mr. Chairman.

Mr. PATIENCE: That is naturally a problem.

Mr. ILSLEY: If you have 100 people equally entitled to a wave length how are you going to pick out one under private broadcasting?

Mr. PATIENCE: I think the department, so far, has handled that very well.

Hon. Mr. CARDIN: Yes, but the applications have been piling up for three or four years. What answer would you suggest?

Mr. PATIENCE: Under private ownership, the fact remains that you can only put a certain number of wave lengths on, and those who, on investigation, prove to be in a position to give better coverage certainly are the ones which should be given the licence. The stations already on and who have done a good job should be permitted to maintain a licence.

Hon. Mr. CARDIN: Yes, but take another organization that has as much capital as one already in operation.

The CHAIRMAN: Supposing you had more wave lengths for Canada, have you any idea as to how they could be allotted?

Hon. Mr. CARDIN: We cannot hope to have enough wave lengths to meet those 100 requests.

Mr. PATIENCE: No, the only solution that you can recommend is again a very general one, because that brings up the question of what coverage a station will give. There is nobody who can definitely say what that coverage will be. However, after investigation you can get a very general picture of what it might do, and if an organization or corporation with sufficient capital is prepared to put a station in that location, and assuming that there is no other application filed for that same location, I think they should get it. However, if there were two or three or more willing to put a station in the same locality then I would not like the job of solving it.

Mr. ILSLEY: The only thing would be priority of application.

Mr. PATIENCE: Yes.

Mr. ILSLEY: That does not seem fair, that the first man who rushes in should get a valuable monopoly in perpetuity without paying for it.

Hon. Mr. EUER: Auction it off.

Mr. GARLAND: I gathered from the witness' statement that the body he suggested setting up was not at all dissimilar to that recommended in the Aird report.

Mr. PATIENCE: Not in its set-up, except I think it is more representative and then also their function is entirely different. As I interpret the Aird report I believe that they recommend censorship of programs before they go on the air. That would not be at all favourable to broadcasters, in fact, it would not be feasible. However, we suggest an analysis of programs that have been put on the air, after they are on the air, and review those very thoroughly and then suggest improvements for future programs, but certainly not censorship.

The CHAIRMAN: In what way does this compare with the situation in the United States with their commission?

Mr. PATIENCE: The commission there is more or less the same as our present department.

Mr. GARLAND: Your proposal was not quite that. I made a note of it. I thought your proposal was that this commission should establish standards.

Mr. PATIENCE: Yes.

Mr. GARLAND: Well, now, that is tending to censorship in advance.

Mr. PATIENCE: Yes, that is true to that extent. But their general standards would be built up after experience in analyzing the programs as they come along, or from past experience up to the present, but certainly not censorship, because that would mean a program must be submitted in plenty of time for censorship, and very often a rehearsal for programs, and the technique that goes with them very often culminates, you might say, almost the night before the program goes on the air, and that would handicap the production immensely.

Mr. GARLAND: Well, then, these established standards for the programs are to be based upon the advice received from provincial advisory boards, according to your recommendations?

Mr. PATIENCE: Yes, and that Provincial Advisory Board, as I said, should be capable of giving that advice.

Mr. GARLAND: Who is to be responsible for appointing this commission?

Mr. PATIENCE: I do not think I made that clear. However, in the first place the chairman would be appointed by the government. This is a national commission. Then one representative from the Broadcasters' Association; they would appoint that man. I am now speaking of the national radio companies; one representative of broadcasting advertisers. There is an association there which would recommend their representative. Then one from the radio manufacturers, and the Radio Manufacturers' Association would recommend their

man, one from each province. That would be another government appointment. Coming down to the other advisory councils—musical societies, I had in mind there the Canadian Association for the Advancement of Music, and there may be some other society, but I think they are the leading musical society, and they would appoint their representative. Educational interests—it is a little difficult to say, but probably the Minister of Education for the province. Religious organizations—there again it is a little bit debatable, but I think that could be worked out.

Mr. GARLAND: You suggested further on in your report that the cost to satisfy the public, of providing suitable and adequate service and so on, would involve too much money, and that the service should be subsidized?

Mr. PATIENCE: Yes.

Mr. GARLAND: Advertisers, in other words, get part of their costs defrayed out of the public treasury?

Mr. PATIENCE: No, that point was answered by Mr. Pasmore just before I read my brief. I know that the advertisers have money to spend and are very anxious to give coverage in the west, but there is a certain expense from Toronto to Winnipeg, and from Quebec City to Halifax or St. John that is practically lost in giving that coverage to these points, and under government ownership it would be necessary to pay for that cost anyway, and we recommend a subsidy based on the relative service the public would get from that program. It will be decided by the National Radio Commission, if the commission thought the program should be broadcast in the west. Then in order to give the public the coverage, which the government would almost be forced to do, then subsidize the stations to the extent of a certain percentage of the line cost.

Mr. GARLAND: As I understand it, your suggestion is that the advertisers carry the cost of the programs as far as they can in the east.

Mr. PATIENCE: Yes, if it got to the other end of that line.

Mr. GARLAND: But the government is to step in and help to get their advertising into the west and into the east?

Mr. PATIENCE: Their advertising or their program?

Mr. GARLAND: That is the same thing, is it not, so that the situation is the same precisely as I said.

Mr. PATIENCE: In the government paying to get the advertising in would mean the public getting a good program, assuming that the predominance is not advertising on the program.

Mr. GARLAND: This commission is to locate the number of stations, let us say, in Toronto.

Mr. PATIENCE: That commission, as it is made up, with the exception of representatives from the broadcasters' association and from the radio manufacturers, would not have sufficient technical advice at its disposal.

Mr. GARLAND: You made the further recommendation that if it was found necessary to increase the power of stations that the increase of power should also be subsidized?

Mr. PATIENCE: Yes. That would be better than building another station.

Hon. Mr. EULER: My understanding is that your recommendations here are predicated on private ownership?

Mr. PATIENCE: More or less, yes.

Hon. Mr. EULER: In the alternative, if the whole system were put in, would you regard your set-up of administration, the administrative bodies, as suitable for a publicly owned system?

Mr. PATIENCE: As a radio manufacturers' representative, my second paragraph answers that. We are more interested in results.

Hon. Mr. EULER: You are not definitely making a recommendation as to the relative value of private and public ownership?

Mr. PATIENCE: No.

Mr. GARLAND: Can you give the committee the amount of capital invested in Canada in radio manufacturing?

Mr. PATIENCE: In plant equipment?

Mr. GARLAND: In radio manufacturing generally.

The CHAIRMAN: Receiving sets and so forth?

Mr. PATIENCE: In plant equipment or in receiving sets?

Mr. GARLAND: The whole business, the whole capital invested in plant and everything?

Mr. PATIENCE: I would not like to answer that now, it would be just a guess. However, we could get those figures for you if we thought it was of any importance. Somebody suggested that I should obtain those figures and bring them down, but I did not think they were of any importance.

Mr. GARLAND: To be quite fair, I think the witness should be asked to comment upon this. I secured from the Dominion Bureau of Statistics a statement which shows that of the total capital invested in radio manufacturing in Canada, 60·1 per cent is United States, 33·8 per cent Canada, 4·8 per cent Great Britain, and 1·3 per cent other countries.

Mr. PATIENCE: That statement should be correct, and I do not think it is any detriment to Canada, so far, in that there was very little capital in Canada originally in order to develop radio. Possibly two companies were, you might say, pioneers in Canada, of radio. They were unable to supply the capital and the American interest stepped in and took advantage of the situation. However, fortunately, the new tariff has made it necessary for those American companies to make greater investments in Canada, and I know particularly some very large companies who will change that picture entirely next year.

Mr. GARLAND: To what extent does the radio manufacturing business in Canada control broadcasting in Canada?

Mr. PATIENCE: I would say there is no control over it at all except the moral control.

Mr. GARLAND: Your company does not own any stations, or stock in the stations?

Mr. PATIENCE: Yes, some of them do. Mr. Rogers can probably answer that better.

Mr. ROGERS: As far as I know, two stations in Canada are owned by radio companies in the radio manufacturing business. Our company owns one station and the Canadian Marconi owns one station in Montreal. There may be others, I don't know.

Mr. ILSLEY: You suggest there should be certain government subsidies there for one purpose and another, one for adequate coverage, one to get the programs all the way across the country, and there may be another one, and that money should come from the government.

Mr. PATIENCE: Yes.

Mr. ILSLEY: The tax payer. Why would it not be fair for that money to be raised by taxes on the people who get the franchise to use those channels exclusively? That question may be a little bit academic, but you have raised the question of subsidies, and you have never taken into account the possibility

of raising it in that way. You said it should come from the owners of receiving sets, in further licence fees. Why wouldn't it be fair for those who apply and get that limited number of channels, thereby obtaining franchises of great value,—why wouldn't it be fair for them to pay for those franchises so as to enable the public of Canada to be served adequately?

Mr. PATIENCE: That is, as you say, an academic question, and one of great importance, one that needs considerable thought and discussion. However, looking at it from the other angle, we assume that the government are more or less satisfied that some system, government or otherwise, similar to the Aird recommendations will be satisfactory. If that system is correct they are automatically prepared to spend certain money out of the treasury which will come from the public, and that amount would probably be less than what we recommend for subsidies, because that would be a charge which would give no revenue in either case, either according to our recommendation or to government ownership.

Mr. GARLAND: I gathered from your answer to Mr. Euler that you are not directly interested in advocating either public or private ownership?

Mr. PATIENCE: Right.

Mr. GARLAND: But won't you admit that through either one or the other a monopoly is the only and most efficient method?

Mr. PATIENCE: I must admit, following the discussions which we have had, our feeling is that efficiency is not obtained by monopoly.

Mr. GARLAND: Efficiency is not obtained?

Mr. PATIENCE: No. As the result of one of the big monopolies it has already been found top heavy and has in the last few months been broken up into several small organizations, and in Canada, some of the monopolies that have been referred to, the question is debatable whether they are efficient or are not.

Mr. GARLAND: You then think that duplication of service, and multiplication of stations, and overhead, is the more efficient method?

Mr. PATIENCE: It is. The merit in that is in the development of the radio art. If we were to go back and live with radio, as some of us have for years, you would have the feeling that that development would never have been possible if it had been going along one channel. It has been the competition and the diversified opinions of different engineers who, for a long time, possibly did not agree with each other.

Mr. GARLAND: That is the technical aspect of it.

Mr. PATIENCE: But it is an important point. It all comes into the question of efficiency. That is an intangible item that must be considered.

Mr. GARLAND: Are you seriously suggesting that under any private or public monopoly there would be no interference whatever with the private scientific engineering efficiency? We are not proposing to control that.

Mr. PATIENCE: You would have the government take over broadcasting and you would have to set up immediately an engineering organization, and I do not know whether that has been considered. If it has, it has been lost in any of the evidence I have read so far. You would set up one laboratory.

Mr. GARLAND: We are not suggesting control of the manufacturers.

Mr. PATIENCE: Of broadcasters?

Mr. GARLAND: No.

Mr. PATIENCE: Well, that will tie up immediately with the actual operation of broadcasting stations. You will have to set up an engineering organization because you cannot develop broadcasting equipment without actually using it.

In other words, the best developments come from those station engineers. All the time a station is on the air he is taking observations, making measurements and so on. As a result improvements are made. How many companies who build broadcasting equipment who do not own and operate broadcasting stations?

Mr. GARLAND: I would rather you answer your own question.

Mr. PATIENCE: I think I can. I don't know of any.

Hon. Mr. EULER: Would not private ownership have a monopoly within each channel?

Mr. PATIENCE: True. It is a number of monopolies.

The CHAIRMAN: What you have reference to is that by the multiplication of monopolies you believe that the development of the science of broadcasting, and so forth, has more chance than it would have under one separate unit, whether private or public.

Mr. PATIENCE: That is the point I want to make.

Mr. MCFARLANE: All the present radio set manufacturers have Canadian factories at the present time. There are some 23 manufacturers in operation and they have Canadian factories.

Mr. GARLAND: They also have their engineers?

Mr. MCFARLANE: All have engineers of different types.

Mr. GARLAND: And they have their experimental laboratories?

Mr. MCFARLANE: Some have experimental laboratories. It depends on the type of organization. Some have large engineering organizations. Others have organizations of a smaller type.

Mr. GARLAND: The freest form of competition in the direction of more efficient instruments still continues?

Mr. MCFARLANE: Still continues.

Mr. PATIENCE: I might say that the Canadian section of the Institute of Radio Engineers is probably the third largest section. Its membership comes from all over the world.

The CHAIRMAN: Have you any data with reference to what development is taking place in the quality of the sets and quality of the broadcasting stations, say in Great Britain where they have a monopoly and in the United States where they have not? In what way do they compare?

Mr. PATIENCE: I think a few of the manufacturers of broadcasting receivers have been working very closely with organizations in different parts of the world with the anticipation of building up an export trade, and the evidence we have received from importers, and our own representatives who have travelled there in the anticipation of building up a sales organization, has been that the American receiving set has been so much superior to the British receiving set. For example, in the past year especially, the sale of American made goods in England has gone ahead with great strides. I know of one company, for instance, within the period June to December that had previously sold only a few sets sold 10,000 receivers in the British Isles.

Mr. IRSLEY: What do you attribute that to?

Mr. PATIENCE: As I say, the introduction of a low price receiver of better performance than anything on the market over there at the time.

Mr. IRSLEY: Yes, but you were saying a while ago that where there was a government system there was no way of manufacturers of parts to work in collaboration with it.

Mr. PATIENCE: Those are imported sets. They are exported sets through Canada.

Mr. ILSLEY: Perhaps I have not followed you, but you were telling the chairman that what is being manufactured in Great Britain at that time was behind what is being manufactured in the United States.

Mr. PATIENCE: That would be the conclusion. A question was asked me—it really has nothing to do with broadcasting—the development of receiving sets is on a par with the development of broadcasting stations, although I may say, in answer to your question that this year possibly for the first time the development of broadcasting receivers will tie up with the problem of broadcast station development very closely. That has not been so in the past. Receiver manufacturers have gone along their own line and broadcasting stations have gone along their own line, but this year the difference of what I might call almost a new system of broadcast receivers makes it necessary for the broadcasting stations to work very closely with the business of broadcast receivers.

The CHAIRMAN: Will that mean the scrapping or obsolescence of much of the broadcasting materials?

Mr. PATIENCE: No, it will call for an improvement in operating of the broadcasting stations, and some of them, as a matter of fact, have already put that equipment into use.

Hon. Mr. EULER: The witness has said that the American broadcasting set is so much superior to the British broadcasting set. Does he in any way attribute that to the fact that in Britain they have a publicly owned broadcasting system?

Mr. PATIENCE: Not at all.

Hon. Mr. EULER: And in the United States privately owned?

Mr. PATIENCE: No, as I said just now the position of receiving sets in the past has been entirely adverse to the development of broadcasting stations, private or public.

Mr. ILSLEY: Is the broadcasting apparatus made in the States better than that made in Great Britain?

Mr. PATIENCE: I think in some cases the broadcasting equipment in Great Britain is just as good as we have. They have developed some very good ideas.

Mr. ILSLEY: You are rather suggesting that we stop development here in Canada if we go into public ownership?

Mr. PATIENCE: I would say that the development would be slower because of the fact that you would only have one laboratory. The same thing holds true with broadcasting receivers where there is only one laboratory. As I have often said, if we were locked in a room and made to develop our receivers without any knowledge from the outside world we certainly would not get very far, but due to the number of laboratories now working the number of ideas that have gone out in the past year from the various laboratories, every individual has been helped considerably. The same thing would apply to the design and construction of broadcasting station equipment, and if you make it necessary for only one laboratory to give to the country its ideas you will be a lot further behind in five years' time than if you permitted several laboratories to develop their ideas.

Hon. Mr. EULER: Would not you have access to all those other laboratories in other countries?

Mr. PATIENCE: That is true, but as far as Canadian development is concerned you are certainly limiting Canadian engineering, and you must remember that the first A.C. set that was designed in the world was designed in Canada and put on the market.

Hon. Mr. EULER: Is it keeping in the van right along?

Mr. PATIENCE: Absolutely.

Mr. GARLAND: To what extent are Canadian manufacturers of broadcasting equipment interested in the scientific improvement of broadcasting?

Mr. PATIENCE: What is that question again, please?

Mr. GARLAND: To what extent are radio manufacturers of broadcasting equipment interested in the scientific improvement of their product?

Mr. PATIENCE: They are forced to be interested because of competition and the necessity, not only on this side of the line, but on the other side of the line of installing new equipment. I do not believe there is a station in Canada—

Mr. GARLAND: I am not talking about broadcasting stations, I am talking about the manufacturers of broadcasting station equipment.

Mr. PATIENCE: In Canada those manufacturers are quite limited, but they, as I said before, do operate stations. We will limit the remarks to those manufacturers and those stations. Those manufacturers have engineers, and the results that have been obtained have been analyzed and improvements are continually being made, and, therefore, they are interested in manufacturing better equipment in order to give better service.

Mr. GAGNON: Someone spoke about England. I would like to know if some of the distinguished experts who are appearing before us to-day could give us some data of what takes place in England.

The CHAIRMAN: We will have a man from England who will give us that information.

Mr. GAGNON: One member of the Aird Commission stated that in England the ideas were perfect, and Mr. McFarlane has read us a letter from a gentleman who complains at the development of broadcasting in England.

Mr. GARLAND: I did not understand either from the Aird Report, or from any other recommendations made to this Committee, that there was to be, as suggested by the witness, any interference whatever with the present method of designing and perfecting transmitting apparatus in Canada.

Mr. PATIENCE: That is probably due to the lack of knowledge of what will result. I think it has already been answered by me that it would automatically result in the fact that one organization controlling broadcasting would be forced to maintain a laboratory. Now, the other two or three companies in Canada who make broadcasting equipment would naturally strive to continue in the business but if they would not be operating stations their experience would be limited, because they get most of their experience from actual practice.

Mr. GARLAND: Of course, you must admit, there will be a limit to the number of stations in Canada?

Mr. PATIENCE: You still have two laboratories now.

Q. But there is no interference suggested in the experimental working that can be carried on by manufacturers of transmitters?—A. If they operate broadcasting stations now.

Q. But you said there were only two or three now, Marconi and Montreal?—A. The Northern Electric build broadcasting equipment also. We were talking about receivers a little while ago; we are now talking about transmitters.

By Mr. Euler:

Q. But you are not proposing to interfere with manufacturers of receiving sets?—A. No, but there are two questions. One is, interfering with transmitter manufacturers and the question of interfering with receivers.

Q. So far as manufacturers of receivers are concerned that condition will not be changed at all and with regard to the others there are only two or three in the field now?—A. Three.

Q. You cannot find a very strong argument on that.

By Mr. Ilsley:

Q. You cannot see any effect of it in England. They are struggling along all right?—A. They are doing a good job. I think I will refer you to this number 9 and number 10. I think these men know more about the subject than I do. Mr. Maxwell has an article "Broadcasting in England" or "American and European Broadcasting". These men may be biased but there are two articles that deal with that very thoroughly, I think.

By Hon. Mr. Cardin:

Q. May we hope to ask for any reduction in the price of receiving sets?—A. I can tell you there are hopes of an increase in price.

Q. That is always what develops.

Mr. ILSLEY: May I ask if the increase is due to the tariffs?—A. No. However, the Bureau of Statistics, if they continue getting the information they are getting, they will answer that themselves.

By the Chairman:

Q. Has the manufacture of radio sets increased very much since the tariff has gone up?—A. I cannot tell you.

By Mr. Garland:

Q. There was a question of present receiving equipment but there was a suggestion of increasing the band. Can you give any idea of the possible cost of these improvements?—A. You could not possibly answer that until you decide—there are three suggestions; one is an increase below the present band; one is an increase directly above; the other is to increase the space; in other words, the English system of a space between 550 and 1,000 metres; the other is to go from 200 metres to around 600. I do not know just where, continuously. That will be another problem. Until that is decided each one will be a separate answer.

Q. It is not a serious technical change?—A. I would not say; especially if the superheterodyne is to remain common, which I think it is, in Canada. The Canadian public have a large area to cover. They have potential possibilities of receiving here over wide areas and they have not got Britain, and there is the urge to get out and get a California station once a year and it is the urge to get that that influences the manufacturers of receiving sets to build the superheterodyne. If we cover wide wave lengths we will get into difficulties.

Q. At the present time I think the manufacturers are turning out a short wave adapter?—A. They regret they are.

Q. It is not entirely satisfactory?—A. No, it is not entirely their fault. It is principally the fault of transmission.

The committee adjourned until Friday, April 1st, at 10.30 a.m.

APPENDIX No. 13

CANADA—DEPARTMENT OF TRADE AND COMMERCE—DOMINION BUREAU
OF STATISTICS

ANALYSIS OF CANADIAN RADIO INDUSTRY FOR FIRST AND SECOND QUARTERS, 1931

THE RADIO INDUSTRY IN CANADA, JANUARY TO JUNE, 1931

Sales of radio receiving sets by authorized manufacturers and importers in Canada during the first six months of 1931 amounted to 75,745 sets valued at \$6,385,555, factory selling prices. These sales included 68,395 A.C. sets (exclusive of A.C. combinations) worth \$5,410,914 at the factories, 5,414 A.C. combined phonographs and radios at \$861,001, and 1,936 battery sets prices at \$113,640.

According to the Dominion Bureau of Statistics at Ottawa, a total of 37,619 machines were completely manufactured or assembled in Canada during January, February and March of this year and the stock on hand as of March 31, 1931, numbered 23,498 machines. For the succeeding three months of April, May and June the Canadian production amounted to 32,919 sets while inventory on June 30, 1931, stood at 32,288 machines. Sales totalled 47,653 and 28,092 sets for the first and second quarters respectively. The inventory on December 31, 1930, was reported at 25,852.

Statements on sales by the reporting companies show that the proportionate disposition by provinces during the first six months of this year bears a remarkable similarity to that for the entire year of 1930, the variation for any province being less than one per cent. While differences in the provincial sales ratio as between the first quarter of 1931 and the year 1930 and the first and second quarters of 1931 were sometimes as high as four per cent, these short period deviations balanced one another, until at the end of the six months period no great change was apparent.

The Radio Branch of the Department of Marine at Ottawa issued 50,569 licences to operate receiving sets in Canada during the first quarter of this year and 421,731 licences in the second quarter, to make a total for the half-year of 472,310. In 1930 the total number of issued licences amounted to 599,116.

Note.—Radio licences are issued for the fiscal year March 31 to March 31. First quarter figures for the calendar year 1931 represent the last three months of the licensed year; figures for the second quarter take in the bulk of the renewals.

TABLE 1—NUMBER AND PERCENTAGE OF RADIO SALES IN CANADA, BY PROVINCES FOR 1930, FIRST AND SECOND QUARTERS OF 1931, AND HALF-YEAR, 1931

Province	1930		1st quarter 1931		2nd quarter 1931		6 months 1931	
	Number of sets sold	% of total						
Prince Edward Island.....	638	.3	133	.3	122	.4	255	.34
Nova Scotia.....	8,630	3.9	1,777	3.7	1,278	4.5	3,055	4.03
New Brunswick.....	4,372	2.0	701	1.5	600	2.1	1,301	1.72
Quebec.....	61,512	27.5	13,624	28.6	7,907	28.2	21,531	28.34
Ontario.....	104,155	46.7	23,272	48.8	12,355	44.0	35,627	47.0
Manitoba.....	11,689	5.2	2,581	5.4	1,491	5.3	4,072	5.4
Saskatchewan.....	6,034	2.7	798	1.7	1,038	3.7	1,836	2.43
Alberta.....	8,493	3.8	1,309	2.7	1,205	4.3	2,514	3.32
British Columbia.....	17,705	7.9*	3,458	7.3	2,096	7.5	5,554	7.33
Canada.....	223,228	100.0	47,653	100.0	28,092	100.0	75,745	100.0

TABLE 2—SUMMARY ANALYSIS OF THE RADIO INDUSTRY IN CANADA DURING THE FIRST AND SECOND QUARTERS OF 1931

Types of sets according to list prices, with tubes, at points of production	Unit	January, February and March, 1931			April, May and June, 1931		
		Production	Sales	Inventory Mar. 31, 1931	Production	Sales	Inventory June 30, 1931
<i>A. C. Receiving sets, only—</i>							
Below \$65.00 (including chassis).....	No.	11	468	546		160	
\$ 65.00 to \$ 99.99.....	No.	7,967	*9,412	2,895	*13,713	10,537	*7,840
\$100.00 to \$135.99.....	No.	13,389	11,968	3,918	3,151	4,375	4,444
\$136.00 to \$175.99.....	No.	4,719	6,773	2,205	6,533	4,849	4,246
\$176.00 to \$199.99.....	No.	4,304	7,102	3,481	4,835	3,423	4,398
\$200.00 to \$255.00.....	No.	2,873	5,495	2,975	1,155	1,386	3,023
Above \$255.00.....	No.	716	1,564	2,067	251	883	1,611
Total A. C. sets.....	No.	33,439	42,782	18,807	29,638	25,613	25,612
Total selling value at works.....	\$	2,423,078	3,520,648		2,127,185	1,890,266	
<i>A.C. Combination Phonograph and Radio—</i>							
Total A.C. combination sets.....	No.	3,650	3,898	3,184	1,945	1,516	3,609
Total selling value at works \$		587,584	591,961		208,832	269,400	
<i>Battery Operated Receiving sets, including battery combinations, motor boat, etc.—</i>							
Total battery sets.....	No.	530	973	2,227	1,336	963	3,067
Total selling value at works \$		26,855	55,106		76,791	58,534	
Total receiving sets....	No.	37,619	47,653	23,498	32,919	28,092	32,288
Total selling value at works \$		3,037,518	4,167,715		2,412,808	2,217,840	

* Includes some machines valued at less than \$65.00 reported by less than three firms.

TABLE 3.—ANALYSIS OF RADIO SALES IN CANADA, BY PROVINCES, DURING THE FIRST AND SECOND QUARTERS, 1931

Types of sets, according to list of prices, with tubes, at points of production	Unit	P.E.I. N.S., and N.B.	Quebec	Ontario	Man., Sask., and Alberta	British Columbia	Canada
JANUARY, FEBRUARY AND MARCH, 1931							
<i>A. C. Receiving Sets only—</i>							
Below \$65.00 (including chassis).....	No.		50	349	69		468
\$ 65.00 to \$ 99.99.....	No.	*559	2,322	4,966	815	750	9,412
\$100.00 to \$135.99.....	No.	540	3,254	6,494	903	777	11,968
\$136.00 to \$175.99.....	No.	366	1,786	3,195	716	710	6,773
\$176.00 to \$199.99.....	No.	433	2,248	3,313	660	448	7,102
\$200.00 to \$255.00.....	No.	314	1,499	2,750	623	309	5,495
Above \$255.00.....	No.	63	628	568	196	109	1,564
Total A.C. sets.....	No.	2,275	11,787	21,635	3,982	3,103	42,782
Total selling value at works.....	\$	174,880	985,122	1,763,919	360,010	236,717	3,520,468
<i>A.C. Combination Phonograph and Radio—</i>							
Total A.C. Combination Sets.....	No.	234	1,636	1,241	545	242	3,898
Total selling value at works.....	\$	31,386	257,113	169,014	103,515	30,933	591,961
<i>Battery Operated Receiving Sets, including battery combinations, motor boat, etc.—</i>							
Total battery sets.....	No.	102	201	396	161	113	973
Total selling value at works.....	\$	6,895	10,435	21,362	9,702	6,712	55,106
TOTAL RECEIVING SETS.....	No.	2,611	13,624	23,272	4,688	3,458	47,653
TOTAL SELLING VALUE AT WORKS	\$	213,161	1,252,670	1,954,295	473,227	274,362	4,167,715
APRIL, MAY AND JUNE, 1931							
<i>A.C. Receiving Sets, only—</i>							
Below \$65.00 (including chassis).....	No.			151			160
\$ 65.00 to \$ 99.99.....	No.	*670	*2,919	4,519	*1,359	1,079	10,537
\$100.00 to \$135.99.....	No.	286	1,226	1,933	604	326	4,375
\$136.00 to \$175.99.....	No.	410	1,316	2,280	549	294	4,849
\$176.00 to \$199.99.....	No.	257	787	1,789	444	146	3,423
\$200.00 to \$255.00.....	No.	68	440	641	177	60	1,386
Above \$255.00.....	No.	57	283	438	72	33	883
Total A.C. Sets.....	No.	1,748	6,971	11,751	3,205	1,938	25,613
Total selling value at works.....	\$	130,044	501,229	870,233	247,651	141,109	1,890,266
<i>A.C. Combination Phonograph and Radio—</i>							
Total A.C. Combination Sets.....	No.	68	725	424	268	31	1,516
Total selling value at works.....	\$	9,759	120,212	84,334	50,230	4,505	269,040
<i>Battery Operated Receiving Sets, including battery combinations, motor boat, etc.—</i>							
Total battery sets.....	No.	184	211	180	261	127	963
Total selling value at works.....	\$	11,794	10,069	11,612	16,990	8,069	58,534
TOTAL RECEIVING SETS.....	No.	2,000	7,907	12,355	3,734	2,096	28,092
TOTAL SELLING VALUE AT WORKS	\$	151,597	631,510	966,179	314,871	153,683	2,217,840

* See footnote to Table 2.

TABLE 4.—RADIO RECEIVING LICENCES ISSUED DURING THE CALENDAR YEAR 1930 AND FIRST AND SECOND QUARTERS, 1931

Province	1930	1st	2nd
		quarter 1931	quarter 1931
No.	No.	No.	
Prince Edward Island.....	1,458	155	639
Nova Scotia.....	18,027	2,022	13,356
New Brunswick.....	12,554	1,315	8,582
Quebec.....	100,398	10,275	89,449
Ontario.....	283,313	21,855	212,299
Manitoba.....	35,474	3,293	23,746
Saskatchewan.....	35,898	4,443	18,799
Alberta.....	25,493	3,060	14,433
British Columbia.....	46,362	4,120	40,387
Northwest Territories and Yukon.....	139	31	41
Canada.....	559,116	50,569	421,731

DIRECTORY OF FIRMS REPORTING, JANUARY TO JUNE, 1931

- Brunswick Radio of Canada, Ltd., Hanna Ave, Toronto, Ontario.
 Canadian General Electric Co. Ltd., 212 King St. W., Toronto, Ontario.
 Canadian Marconi Co. Ltd., 211 St. Sacramento St., Montreal, P.Q.
 Canadian National Carbon Co. Ltd., 805 Davenport Road, Toronto, 4, Ontario.
 Canadian Westinghouse Co. Ltd., Hamilton, Ontario.
 Columbia Phonograph Co. Ltd., 22 Front St. W., Toronto, Ontario.
 De Forest Crosley Ltd., 245 Carlaw Ave., Toronto, 8, Ontario.
 Fada Radio Ltd., 821 Queen St. E., Toronto, 8, Ontario.
 Grimes Radio Corp. Ltd., 102 Breithaupt St., Kitchener, Ontario.
 Kennedy of Canada, Ltd., Colin B., 20 Trinity St., Toronto, 2, Ontario.
 Kipp & Co. Ltd., H. M., 328 Carlaw Avenue, Toronto, Ontario.
 La Salle Radio Ltd., Windsor, Ontario.
 Malcolm & Hill Ltd., Kitchener, Ontario.
 Mohawk Radio Ltd., 436 Wellington St. W., Toronto, 2, Ontario.
 Phileo Products Ltd., of Canada, 1244 Dufferin St., Toronto, Ontario.
 Rogers Majestic Corp. Ltd., 622 Fleet St., Toronto, Ontario.
 Silver-Marshall of Canada, Ltd., 75 Sherbourne St., Toronto, 2, Ontario.
 Sonora Corp. of Canada, Ltd., 345 Adelaide St. W., Toronto, Ontario.
 Sparton of Canada, Ltd., Cor. Elm and Pine Sts., London, Ontario.
 Stewart Warner Alemite Corp. of Canada, Ltd., Belleville, Ontario.
 Stromberg-Carlson Tel. Mfg. of Canada, Ltd., 211 Geary Ave., Toronto, 4, Ont.
 Temple Radio Ltd., 283 King St. E., Toronto 2, Ontario.
 Victor Talking Machine Co. of Canada, Ltd., 925 Lenoir St., Montreal, P.Q.
 Williams Piano Co. Ltd., Oshawa, Ontario.

CANADA—DEPARTMENT OF TRADE AND COMMERCE—DOMINION BUREAU
OF STATISTICS

ANALYSIS OF CANADIAN RADIO INDUSTRY FOR CALENDAR
YEAR 1930

THE RADIO INDUSTRY IN CANADA, 1930

Sales of radio receiving sets in Canada during 1930 amounted to 223,228 units worth \$22,776,225 at factory selling prices. Of this total 170,082 sets valued at \$19,196,936 were completely manufactured or assembled in Canada while the inventory at the end of the year was reported at 25,852 sets. Included in the sales were 138,493 A.C. sets worth \$14,624,649; 21,835 A.C. combination phonograph and radio at \$3,905,209; 9,702 battery sets at \$662,632; and 52 miscellaneous sets at \$4,446.

Of the total sales numbering 223,228 sets, Ontario took almost one-half or 46.7 per cent; Quebec, 27.5 per cent; British Columbia, 7.9 per cent; Manitoba, 5.2 per cent; Nova Scotia, 3.9 per cent; Alberta, 3.8 per cent; Saskatchewan, 2.7 per cent; New Brunswick, 2 per cent; and Prince Edward Island, .3 per cent.

Inventory at the end of December, 1930, showed a total of 25,852 sets on hand, including 20,069 A.C. sets, 3,101 A.C. combinations and 2,682 battery sets.

The number of licences issued by the Radio Branch of the Department of Marine at Ottawa to permit the operating of radio receiving sets in Canada advanced in 1930 to a total of 559,116, an increase of 43 per cent over the 390,130 issued during 1929.

SUMMARY ANALYSIS OF THE RADIO INDUSTRY IN CANADA, 1930

Types of sets classified according to list prices, with tubes, at points of production	Unit	Production	Sales	Inventory, Dec. 31, 1930
A.C. Receiving sets, only—				
Below \$65.00.....	No.	2,098	1,541	1,549
\$65.00 to \$99.99.....	No.	5,992	30,345	487
\$100.00 to \$135.99.....	No.	11,766	23,147	267
\$136.00 to \$175.99.....	No.	26,567	32,448	3,469
\$176.00 to \$199.99.....	No.	37,681	38,184	5,643
\$200.00 to \$255.00.....	No.	37,689	42,923	5,362
Above \$255.00.....	No.	16,700	17,906	3,292
Total A.C. sets.....	No.	138,493	186,494	20,069
Total selling value at works.....	\$	14,624,649	17,102,317
A.C. Combined Phonograph and Radio—				
Below \$159.99.....	No.	30	30
\$160.00 to \$199.99.....	No.	9
\$200.00 to \$255.99.....	No.	2,062	4,125	164
Above \$255.99.....	No.	19,743	22,306	2,937
Total Combination sets.....	No.	21,835	26,470	3,101
Total selling value at works.....	\$	3,905,209	4,941,598
Battery Operated Receiving Sets—				
Table models.....	No.	957	1,477	111
Console models.....	No.	8,745	8,205	2,571
Total Battery sets.....	No.	9,702	9,682	2,682
Total selling value at works.....	\$	662,632	661,394
Miscellaneous sets, including battery combinations, motor boat, etc.—				
Total.....	No.	52	582
Total selling value at works.....	\$	4,446	70,916
Total Receiving Sets.....	No.	170,082	223,228	25,852
Total Selling Value at Works.....	\$	19,196,936	22,776,225

ANALYSIS OF RADIO SALES IN CANADA, BY PROVINCES, 1930

Types of sets classified according to list prices, with tubes, at points of production	Unit	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Canada
A.C. Receiving Sets, only—											
Below \$65.00.....	No.		45		134	1,308	54				1,541
\$65.00 to \$99.99.....	No.	3	1,448	50	9,993	13,790	1,125	317	788	2,831	30,345
\$100.00 to \$135.99.....	No.	35	857	556	6,078	10,376	1,555	383	768	2,539	23,147
\$136.00 to \$175.99.....	No.	72	1,097	806	8,101	17,113	1,415	598	795	2,451	32,448
\$176.00 to \$199.99.....	No.	71	1,386	661	10,427	18,949	1,629	911	1,280	2,870	38,184
\$200.00 to \$255.00.....	No.	152	1,422	1,005	10,327	22,281	1,624	1,054	1,227	3,831	42,923
Above \$255.00.....	No.	32	549	358	5,039	9,032	632	460	537	1,217	17,906
Total A.C. Sets.....	No.	365	6,804	3,436	50,099	92,849	8,084	3,723	5,395	15,739	186,494
Total selling value at works.....	\$	44,234	610,518	368,237	4,335,993	8,611,249	730,405	372,930	529,968	1,498,783	17,102,317
A.C. Combined Phonograph and Radio—											
Below \$159.99.....	No.					30					30
\$160.00 to \$199.99.....	No.				2						9
\$200.00 to \$255.99.....	No.	5	161	70	1,595	1,451	303	110	173	257	4,125
Above \$255.99.....	No.	54	815	427	8,915	6,923	1,753	751	1,609	1,059	22,306
Total Combination sets.....	No.	59	976	497	10,512	8,404	2,056	861	1,787	1,318	26,470
Total selling value at works.....	\$	11,007	162,723	93,486	2,113,752	1,486,708	368,201	150,094	308,566	247,061	4,941,598
Battery Operated Receiving Sets—											
Table models.....	No.	5	156	24	162	551	229	238	56	56	1,477
Console models.....	No.	209	674	415	739	2,327	1,037	1,042	1,185	577	8,205
Total Battery sets.....	No.	214	830	439	901	2,878	1,266	1,280	1,241	633	9,682
Total selling value at works.....	\$	14,959	55,103	33,170	70,638	180,826	78,975	90,699	90,116	46,908	661,394
Miscellaneous sets, including battery, combination, motor boat, etc.—											
Total.....	No.		20			24	283	170	70	15	582
Total selling value at works.....	\$		1,700			2,537	35,500	20,516	8,781	1,882	70,916
Total receiving sets.....	No.	638	8,630	4,372	61,512	104,155	11,689	6,034	8,493	17,705	223,228
Total selling value at works.....	\$	70,200	830,044	494,893	6,520,383	10,281,320	1,213,081	634,239	937,431	1,794,634	22,776,225

RADIO RECEIVING LICENCES ISSUED DURING THE CALENDAR YEARS
1929 AND 1930

Province	1929	1930
	number	number
Prince Edward Island.....	948	1,458
Nova Scotia.....	12,511	18,027
New Brunswick.....	7,807	12,554
Quebec.....	66,630	100,398
Ontario.....	191,257	283,313
Manitoba.....	25,191	35,474
Saskatchewan.....	32,042	35,898
Alberta.....	20,175	25,493
British Columbia.....	33,415	46,362
Northwest Territories and Yukon.....	154	139
Canada.....	390,130	559,116

DIRECTORY OF RADIO FIRMS REPORTING, 1930

Brunswick Radio of Canada, Ltd., Hanna Avenue, Toronto, Ontario.
 Canadian General Electric Co. Ltd., 212 King St. W., Toronto, Ontario.
 Canadian Marconi Co. Ltd., 211 St. Sacrement St., Montreal, P.Q.
 Canadian National Carbon Co. Ltd., 805 Davenport Road, Toronto 4, Ontario.
 Canadian Westinghouse Co. Ltd., Hamilton, Ontario.
 Columbia Phonograph Co. Ltd., 22 Front St. W., Toronto, Ontario.
 De Forest Crosley Ltd., 245 Carlaw Ave., Toronto 8, Ontario.
 Fada Radio Ltd., 821 Queen St. E., Toronto 8, Ontario.
 Freshman Freed-Eisemann Radio Ltd., 20 Trinity St., Toronto 2, Ontario.
 Grimes Radio Corp. Ltd., 102 Breithaupt St., Kitchener, Ontario.
 Kipp & Co. Ltd., H. M., 328 Carlaw Ave., Toronto, Ontario.
 Kolster Radio Ltd., 207 Queen's Quay, Toronto 2, Ontario.
 La Salle Radio Ltd., Windsor, Ontario.
 Malcolm & Hill Ltd., Kitchener, Ontario.
 Mohawk Radio Ltd., 436 Wellington St. W., Toronto 2, Ontario.
 Philco Products Ltd. of Canada, 1244 Dufferin St., Toronto, Ontario.
 Rogers Majestic Corp. Ltd., 622 Fleet St., Toronto, Ontario.
 Sonora Corp. of Canada, Ltd., 345 Adelaide St. W., Toronto, Ontario.
 Sparton of Canada, Ltd., Cor. Elm and Pine Sts., London, Ontario.
 Stewart Warner Alemite Corp. of Canada, Ltd., Belleville, Ontario.
 Stromberg-Carlson Tel. Mfg. Co. of Canada, Ltd., 211 Geary Ave., Toronto 4, Ont.
 Temple Radio Ltd., 283 King St. E., Toronto 2, Ontario.
 United American Bosch Corp., Cornwall, Ontario.
 Victor Talking Machine Co. of Canada, Ltd., 925 Lenoir St., Montreal, P.Q.
 Williams Piano Co. Ltd., Oshawa, Ontario.
 Workrite Radio Ltd., 75 Sherbourne St., Toronto 2, Ontario.

RADIO STATISTICS FOR CANADA, 1929

Production of complete radio sets, parts and batteries in Canada during 1929 reached a value of \$20,966,137 or 65 per cent above the total of \$12,768,024 reported for 1928, according to a preliminary statement issued by the Dominion Bureau of Statistics at Ottawa.

Data for this bulletin have been assembled from the annual returns to the industrial census; in 1929 an output of radio sets or parts was reported by 47 different firms of which 40 were in the electrical supplies industry, 5 in the

musical instruments industry, 1 in the chemical industry, and 1 in the furniture industry. This survey, however, does not include the great number of small custom workers who assemble or build to order; only those classed as manufacturers have been included. (See directory appended.) Complete sets were made in 18 different plants and the output numbered 143,968 sets worth \$14,986,-173 as compared with a corresponding total of 81,032 sets worth \$7,486,127 in 1928. Vacuum tubes were manufactured in 4 factories; the number made was 2,924,270 and the value was \$3,100,148. Batteries, storage and dry cell, said to be manufactured for radio purposes, were produced in 14 establishments and the value totalled \$1,791,639 as against \$2,456,065 in 1928. Battery eliminators were reported by 3 concerns and the output amounted to 574 worth \$9,722. Other lines of production included transmitters, transformers, loud speakers, panels, condensers and other miscellaneous parts.

As reported to the Bureau by the United States Trade Commissioner at Ottawa, the exports to Canada of radio sets and parts from the United States during the calendar year 1929 had a value of \$10,784,156 and included the following items: radio transmitting sets and parts, \$380,396; radio receiving sets, \$5,406,233; radio tubes, \$317,217; receiving set components, \$2,213,762; loud speakers, \$734,353; receiving set accessories, \$1,732,195.

Radio licences are issued by the Department of Marine and Fisheries. During the fiscal year ended March 31, 1929, licences were issued to 423,557 persons exclusive of 589 to the blind, as compared with 296,756 licences issued in the preceding fiscal year. Ontario led all provinces with a total of 211,775 and Quebec was next with 71,757. Registrations in the other provinces in order were as follows: British Columbia, 35,998; Saskatchewan, 32,906; Manitoba, 26,370; Alberta, 21,456; Nova Scotia, 13,379; New Brunswick, 8,783; Prince Edward Island, 985; and the Northwest territories, 148.

Transmitting licences were issued to 1,289 stations during the fiscal year; the following classes were included: private commercial broadcasting, amateur broadcasting, limited coast, public commercial, experimental, private commercial, training school, amateur experimental, aircraft and ship.

PRODUCTION OF RADIO SETS AND PARTS IN CANADA, 1928 AND 1929

	Selling value at works	
	1928	1929
	\$	\$
Telephones (head sets, loud speakers, etc.).....	220,615	131,192
Vacuum tubes.....	2,043,473	3,100,148
Complete radio receiving sets.....	7,486,127	14,986,173
Apparatus and parts not elsewhere specified, including complete transmitting sets.....	484,203	947,263
Battery eliminators.....	77,541	9,722
Radio batteries.....	2,456,065	1,791,639
Total.....	12,768,024	20,966,137

In addition to the above, the furniture industry in Canada produced 87,200 radio cabinets worth \$1,279,500 in 1929 as compared with a value of \$709,000 in 1928.

RADIO TRANSMITTING LICENCES ISSUED DURING THE FISCAL YEAR ENDED
MARCH 31, 1930

Prepared in the Radio Branch, Department of Marine and Fisheries

	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	N.W.T. and Yukon	Total
Private commercial broadcasting.....	3	3	3	9	25	4	11	13	10	81
Amateur broadcasting.....	1	5	3	1	10
Limited coast.....	4	4
Public commercial.....	1	4	2	13	7	6	5	9	47
Experimental.....	2	3	11	37	1	4	13	71
Private commercial.....	3	21	34	10	8	6	49	7	138
Training school.....	1	1	1	1	1	2	6
Amateur experimental.....	8	33	14	65	222	41	89	50	83	5	610
Total.....	12	51	22	120	331	63	111	78	167	12	967
Aircraft (Dominion).....	3
Ships (Dominion).....	319
Total Transmitting (all classes) Dominion.....	1,289

NOTE.—A complete list of the names and locations of the stations enumerated above may be had on application to the Director, Radio Service, Department of Marine, Ottawa.

PRODUCERS OF RADIO SETS, PARTS AND BATTERIES IN CANADA, 1929

(a) RADIO SETS AND PARTS

Electrical Supplies Industry

- Bakelite Corporation of Canada, Ltd. (5), 163 Dufferin St., Toronto, Ont.
 Baldwin International Radio of Canada, Ltd. (5), 445 King St. W., Toronto, Ont.
 Benjamin Hughes Electric Co. (4) (5), 205 Vitre St. W., Montreal, P.Q.
 Canadian Brandes Ltd. (1) (5), 207 Queen's Quay, Toronto, Ont.
 Canadian Marconi Co. (1) (3), 211 St. Sacramento St., Montreal, P.Q.
 Canadian National Carbon Co. Ltd. (1), 805 Davenport Road, Toronto, Ont.
 Canadian Westinghouse Co. Ltd. (1) (2), Sanford Ave. and Myler St., Hamilton, Ont.
 Crouse-Hinds Co. of Canada, Ltd. (5), 7-21 Labatt Ave., Toronto, Ont.
 De Forest Radio Corp. Ltd. (1) (5), 245 Carlaw Ave., Toronto, Ont.
 Fada Radio Ltd. (1) (5), 821 Queen St. E., Toronto, Ont.
 Grimes Radio Corp. Ltd. (1), 140 Victoria St., Kitchener, Ont.
 Haliburton & White Ltd. (5), 686 Notre Dame St. W., Montreal, P.Q.
 C. C. Meredith & Co. (5), 45 Jarvis St., Toronto, Ont.
 The Mohawk Radio Ltd. (1), 436 Wellington St. W., Toronto, Ont.
 Northern Electric Co. Ltd. (2) (3) (5), 1261 Shearer St., Montreal, P.Q.
 Racon Electric Co. Inc. (5), 3 Mutual St., Toronto, Ont.
 Radio Valve Co. of Canada, Ltd. (2), 189 Dufferin St., Toronto, Ont.
 Rogers-Majestic Corp. Ltd. (1), 622 Fleet St., Toronto, Ont.
 Rogers Radio Tubes Ltd. (2), 56 Church St., Toronto, Ont.
 Sangamo Electric Co. of Canada, Ltd. (5), 179-185 George St., Toronto, Ont.
 Smith & Stone Ltd. (5), Georgetown, Ont.
 Sonoro Corp. of Canada, Ltd. (1), 345 Adelaide St. W., Toronto, Ont.
 Stromberg-Carlson Telephone Mfg. Co. of Canada, Ltd. (1), 211-219 Geary Ave., Toronto, Ont.
 Temple Radio Ltd. (1), 183 King St. E., Toronto, Ont.
 Workrite Radio Ltd. (1), 75 Sherbourne St., Toronto, Ont.

Musical Instruments Industry

Berliner-Gramophone (1), 925 Lenoir St., Montreal, P.Q.
 Brunswick-Balke-Collender Co. of Canada, Ltd. (1), 358 Bay St. Toronto, Ont.
 National Cabinet Co. (5), 458 King St. W., Toronto, Ont.
 Phonola Co. of Canada, Ltd. (1) (5), Elmira, Ont.
 Williams Piano Co. Ltd. (1), Oshawa, Ont.

Furniture Industry

Geo. McLagan Furniture Co. (1), Stratford, Ont.

(b) **RADIO BATTERIES**

(*For complete list of battery manufacturers see bulletin on "Batteries"*)

Blais Bros, Battery Co. Ltd., 10361-106th St., Edmonton, Alberta.
 Burgess Battery Co., 399 Buttrey St., Niagara Falls, Ont.
 Burgess Dry Cells Ltd., 14 Bury St., Winnipeg, Man.
 Canada Batteries Ltd., 927 Dufferin St., Toronto, Ont.
 Canadian National Carbon Co. Ltd., 805 Davenport Rd., Toronto, Ont.
 Coyle Batteries Ltd., 1481 Venables St., Vancouver, B.C.
 Dominion Battery Co. Ltd., 20 Trinity St., Toronto, Ont.
 Exide Batteries of Canada, Ltd., 153 Dufferin St., Toronto, Ont.
 Globelite Battery Co. Ltd., 147 Pacific Ave. E., Winnipeg, Man.
 Hart Battery Co. Ltd., St. Johns, P.Q.
 La Salle Lead Products Ltd., 630 Wyandotte St. E., Windsor, Ont.
 Monarch Battery Co., Montreal St., Kingston, Ont.
 Prest-O-Lite Company of Canada, Ltd. (4), 1360 Dufferin St., Toronto, Ont.
 Willard Storage Battery Co. of Canada, Ltd. (4), 269 Campbell Ave., Toronto,
 Ont.

-
- (1) Complete sets.
 - (2) Vacuum tubes.
 - (3) Transmitting sets.
 - (4) Battery Eliminators.
 - (5) Parts.

RADIO STATISTICS FOR CANADA, 1928

Production of complete radio sets, parts and batteries in Canada during 1928 reached a value of \$12,768,024 or 45 per cent above the total of \$8,789,171 reported for 1927, according to a preliminary statement issued by the Dominion Bureau of Statistics at Ottawa.

Data for this bulletin have been assembled from the annual returns to the industrial census; in 1928 an output of radio sets or parts was reported by 45 different firms of which 39 were in the electrical supplies industry, 5 in the musical instruments industry and 1 in the furniture industry. This survey, however, does not include the great number of small custom workers who assemble or build to order; only those classed as manufacturers have been included. Complete sets were made in 14 different plants and the output numbered 81,032 sets worth \$7,486,127 as compared with a corresponding total of 47,500 sets worth \$3,748,622 in 1927. Vacuum tubes were manufactured in 4 factories; the number made was 1,556,917 and the value was \$2,043,473. Batteries, storage and dry cell, said to be manufactured for radio purposes, were produced in 16 establishments and the value totalled \$2,456,065 as against \$2,572,993 for 1927. Battery eliminators were reported by 7 concerns and the output amounted to 3,219 worth \$77,541. Other lines of production included transmitters, transformers, loud speakers, panels, condensers and other miscellaneous parts.

As reported to the Bureau by Lynn W. Meekins, United States Trade Commissioner at Ottawa, the exports to Canada of radio sets and parts from the United States during the calendar year 1928 had a value of \$5,264,642 and

included the following items: radio transmitting sets and parts, \$255,434; radio receiving sets, \$2,449,666; radio tubes, \$173,843; receiving set components, \$1,280,602; receiving set accessories, \$11,105,097.

Radio licences are issued by the Department of Marine and Fisheries. During the fiscal year ended March 31, 1929, licences were issued to 296,756 persons including 472 to the blind, as compared with 268,055 licences issued in the preceding fiscal year. Ontario led all provinces with a total of 144,842 and Quebec was next with 49,812. Registrations in the other provinces in order were as follows: Saskatchewan, 27,386; British Columbia, 23,480; Manitoba, 20,496; Alberta, 14,973; Nova Scotia, 8,611; New Brunswick, 6,289; Prince Edward Island, 756, and the Northwest Territories, 111.

Transmitting licences were issued to 1,146 stations during the fiscal year; the following classes were included: private commercial broadcasting, amateur broadcasting, limited coast, public commercial, experimental, private commercial, training school, amateur experimental, aircraft, and ship.

PRODUCTION OF RADIO SETS AND PARTS IN CANADA, 1927 AND 1928 (x)

	Selling value at works	
	1927	1928
	\$	\$
Condensers.....	15,543	33,737
Panels and parts (switches, dials, binding posts, keys, sockets, etc.).....	41,377	37,660
Telephones (head sets, loud speakers, etc.).....	227,392	220,615
Transformers.....	14,504	10,149
Vacuum tubes.....	1,317,990	2,043,473
Complete radio receiving sets.....	3,746,622	7,486,127
Apparatus and parts not elsewhere specified, including complete transmitting sets.....	759,632	402,657
Battery eliminators.....	19,118	77,541
Radio batteries.....	2,572,993	2,456,065
Total.....	8,789,171	12,768,024

(x) All figures subject to revision.

In addition to the above, the furniture industry in Canada produced radio cabinets worth \$709,000 in 1928 and \$900,000 in 1927.

RADIO TRANSMITTING LICENCES ISSUED DURING THE FISCAL YEAR ENDED MARCH 31, 1929

Prepared in the Radio Branch, Department of Marine and Fisheries

—	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	N.W.T. and Yukon	Total
Private commercial broadcasting.....	3	3	3	9	24	4	11	12	10	79
Amateur broadcasting.....	2	6	3	1	12
Limited coast.....	3	3
Public commercial.....	3	1	4
Experimental.....	2	3	8	27	1	1	4	46
Private commercial.....	2	18	30	10	5	3	28	2	98
Training school.....	1	1	1	1	1	5
Amateur experiments.....	9	34	15	64	207	15	90	56	87	7	584
Total.....	12	47	21	103	295	31	109	73	131	9	831
Aircraft (Dominion).....	2
Ships (Dominion).....	313
Total transmitting (all classes) Dominion.....	1,146

NOTE.—A complete list of the names and locations of the stations enumerated above, may be had on application to the Director, Radio Branch, Department of Marine and Fisheries, Ottawa.

PRODUCERS OF RADIO SETS, PARTS AND BATTERIES IN CANADA, 1928

(A) RADIO SETS AND PARTS

Electrical Supplies Industry

- Bakelite Corporation of Canada, Ltd., 163 Dufferin Street, Toronto, Ontario.
 Baldwin International Radio of Canada, 445 King Street West, Toronto, Ontario.
 Benjamin Electric Mfg. Co. of Canada, Ltd., (4), 11-17 Charlotte Street,
 Toronto, Ontario.
 Benjamin Hughes Electric Co. (4), 2311 Jeanne Mance Street, Montreal, P.Q.
 Canadian Westinghouse Co. Ltd. (1), (2), (4), Sanford Ave. N., Hamilton,
 Ontario.
 Canadian General Electric Co. Ltd., 212 King Street West, Toronto, Ontario.
 Canadian Brandes, Ltd. (1), 243 Church Street, Toronto, Ontario.
 Canadian Marconi Co. (1), (3), 173 William Street, Montreal, P.Q.
 De Forest Radio Corp. Ltd. (1), 245 Carlaw Ave., Toronto, Ontario.
 Durable Electric Appliance Co. Ltd. (4), 81 Jarvis Street, Toronto, Ontario.
 Fada Radio Ltd. (1), (4), 821 Queen Street East, Toronto, Ontario.
 The Mohawk Radio Ltd. (1), 14 Temperance Street, Toronto, Ontario.
 Northern Electric Co. Ltd. (2), 121 Shearer Street, Montreal, P.Q.
 The Packard Electric Co. Ltd. (4), 13 Race Street, St. Catharines, Ontario.
 Racon Electric Co. Inc., 105 Sherbourne Street, Toronto, Ontario.
 Radio Valve Co. of Canada, Ltd. (2), Cannon and Ashley Streets, Hamilton,
 Ontario.
 Rogers Radio, Ltd. (2), 56 Church Street, Toronto, Ontario.
 Sangamo Electric Co. of Canada, Ltd., 183-185 George Street, Toronto, Ontario.
 Smith & Stone Ltd., Georgetown, Ontario.
 Splitdorf Electrical Co. Ltd. (1), 493 Yonge Street, Toronto, Ontario.
 Standard Radio Mfg. Co. (1), 90 Chestnut Street, Toronto, Ontario.
 Stromberg Carlson Telephone Mfg. Co. of Canada, Ltd. (1), 211-219 Geary
 Ave., Toronto, Ontario.
 Workrite Radio Ltd. (1), 51 Bruce Street, Brantford, Ontario.

Musical Instruments Industry

- Berliner-Gramophone (1), 925 Lenoir Street, Montreal, P.Q.
 Brunswick-Balke-Collender Co. of Canada, Ltd. (1), Kitchener, Ont.
 Pollock-Walker, Ltd., 480 Victoria Street, Kitchener, Ontario.
 Phonola Co. of Canada, Ltd., Elmira, Ontario.
 Williams Piano Co. Ltd. (1), Oshawa, Ontario.

Furniture Industry

- Geo. McLagan Furniture Co. (1), Stratford, Ontario.

(b) *Radio Batteries*

- (For complete list of battery manufacturers see bulletin on "Batteries")
 Baird, Wm. and Son, 568 Dundas Street, Woodstock, Ontario.
 Blais Bros. Battery Co. Ltd., 10161-100A St., Edmonton, Alberta.
 Burgess Battery Co., 399 Buttery Street, Niagara Falls, Ontario.
 Burgess Dry Cells Ltd., 14 Bury Street, Winnipeg, Manitoba.
 Canada Batteries Ltd., Rear 360 Dufferin Street, Toronto, Ontario.
 Canadian National Carbon Co. Ltd., Hillcrest Park, Toronto, Ontario.
 Coyle Batteries Ltd., 1445 Venables Street, Vancouver, B.C.
 Dominion Battery Co. Ltd., 20 Trinity Street, Toronto, Ontario.
 Eagle Star Battery Co. Ltd., 382 Queen Street, Ottawa, Ontario.
 Exide Batteries of Canada, Ltd., 133-157 Dufferin Street, Toronto, Ontario.

Globelite Battery Co. Ltd., 147 Pacific Ave. E., Winnipeg, Manitoba.
Hart Battery Co. Ltd., St. Johns, P.Q.
La Salle Lead Products, Ltd., 630 Wyandotte Street East, Windsor, Ontario.
Monarch Battery Co., Montreal Street, Kingston, Ontario.
Prest-O-Lite Company of Canada, Ltd., and U. S. Light and Heat, Ltd., Hill-
crest Park, Toronto, Ontario.
Willard Storage Battery Co. of Canada, Ltd. (4), 269 Campbell Ave., Toronto,
Ontario.

-
- (1) Complete sets.
 - (2) Vacuum tubes.
 - (3) Transmitting sets.
 - (4) Battery Eliminators.

PRODUCTION OF RADIO APPARATUS IN CANADA WAS VALUED AT MORE THAN SIX MILLION DOLLARS IN 1926

The Dominion Bureau of Statistics at Ottawa reports that the production of radio sets, parts and batteries in Canada during 1926 was valued at \$6,277,544 or almost a million dollars below the corresponding figure for 1925. Returns were received from 41 establishments in this field of which 15 produced storage or dry cell batteries for radio purposes and 26 made radio sets or parts; of the latter number 10 firms were only producers of parts on a small scale. Vacuum tubes were made in 5 establishments, complete radio receiving sets in 13 different plants and transmitting sets in only 2 plants. The production of vacuum tubes amounted in value to \$1,261,803 while complete radio sets were worth \$2,253,098. Storage batteries for radio purposes were reported by 11 concerns and dry batteries were made in 4 different plants; the total output amounted in value to \$2,276,747. There are also a great number of small producers throughout the country who assemble or build sets and parts; the industry has developed so rapidly in the last few years that as yet it has not been possible to get trace of all these smaller manufacturers.

As reported to the Bureau by Mr. Lynn W. Meekins, United States Trade Commissioner at Ottawa, the exports to Canada of radio sets and parts from the United States during the calendar year 1926 amounted in value to \$2,872,991 and included the following items: 32,768 receiving sets worth \$1,238,680; 96,059 tubes valued at \$113,837 and \$1,520,474 worth of parts and accessories.

Radio licences were issued by the Department of Marine and Fisheries during the eleven months ending February, 1927, to 207,328 persons as against 134,486 in the fiscal year ended March 31, 1926. Ontario led all provinces with a total of 97,851; Quebec was next with 38,056. Registrations in the other areas were as follows: Saskatchewan, 21,657; Manitoba, 17,817; British Columbia, 14,250; Alberta, 9,860; Nova Scotia, 4,763; New Brunswick, 2,753; Prince Edward Island, 249; Yukon, 31; and the Northwest Territories, 41. Licensed broadcasting stations numbered 96 distributed as follows: Ontario, 39; British Columbia, 11; Saskatchewan, 14; Alberta, 10; Quebec, 11; Nova Scotia, 4; Manitoba, 3; New Brunswick and Prince Edward Island, 2 each.

TABLE 1.—RADIO LICENCES ISSUED IN CANADA, BY PROVINCES, FISCAL YEARS 1925 AND 1926

Province	1925		1926*	
	Receiving Licences	Broadcasting Licences	Receiving Licences	Broadcasting Licences
Prince Edward Island.....	202	1	249	2
Nova Scotia.....	3,288	4,763	4
New Brunswick.....	2,612	1	2,753	2
Quebec.....	21,141	4	38,056	11
Ontario.....	60,110	24	97,851	39
Manitoba.....	14,503	2	17,817	3
Saskatchewan.....	15,944	7	21,657	14
Alberta.....	7,152	6	9,860	10
British Columbia.....	9,494	10	14,250	11
Northwest Territories.....	17	41
Yukon.....	23	31
Total.....	134,486	55	207,328	96

*Eleven months only.

TABLE 2.—PRODUCTION OF RADIO SETS AND PARTS IN CANADA, 1925 AND 1926

Item	Selling Value at Works	
	1925	1926
Condensers.....	\$ 41,626	13,281
Panels and Parts (Switches, Dials, Binding Posts, Keys, Sockets).....	88,103	29,895
Telephones (head sets, loud speakers, microphones).....	412,556	146,074
Transformers.....	36,816	26,855
Vacuum Tubes.....	1,299,684	1,261,803
Complete Radio Receiving Sets.....	2,667,999	2,253,098
Apparatus and Parts not elsewhere reported, including complete Transmitting Sets.....	325,675	269,791
Radio Batteries.....	2,238,169	2,276,747
Total.....	7,110,628	6,277,544

In addition to the above, the furniture industry in Canada produced radio cabinets worth \$708,658.

PRODUCERS OF RADIO SETS, PARTS AND BATTERIES IN CANADA, 1926

(a) RADIO SETS AND PARTS

- Benjamin Electric Mfg. Co. of Canada, Ltd., 11-17 Charlotte St., Toronto, Ont.
 Benjamin Hughes Co., 2311 Jeanne Mance St., Montreal, Que.
 Chas. Branstoun & Co., 355 Yonge St., Toronto, Ont.
 Canadian Westinghouse Co. Ltd., Sanford Ave. N., Hamilton, Ont.
 Canadian General Electric Co. Ltd., 212 King St. W., Toronto, Ont.
 Canadian Brandes Ltd., 243 Church St., Toronto, Ont.
 Canadian Marconi Co., Montreal, Que.
 De Forest Radio Corp. Ltd., 245 Carlaw Ave., Toronto, Ont.
 Fada Radio Ltd., 821 Queen St. E., Toronto, Ont.
 Haliburton & White Ltd., 314 Notre Dame St. W., Montreal, Que.
 National Electric Heating Co. Ltd., 544 Queen St. E., Toronto, Ont.
 Northern Electric Co. Ltd., 121 Shearer St., Montreal, Que.
 Oxley & Meredith, 110 Church St., Toronto, Ont.
 Radio Valve Co. of Canada, Ltd., Cannon & Ashley Sts., Hamilton, Ont.

Rogers Radio Ltd., 56 Church St., Toronto, Ont.
 Smith and Stone Ltd., Georgetown, Ont.
 Splitdorf Electrical Co. Ltd., 493 Yonge St., Toronto, Ont.
 Standard Radio Mfg. Co., 90 Chestnut St., Toronto, Ont.
 Stromberg Carlson Telephone Mfg. Co. of Canada, Ltd., 211-219 Garry Ave.,
 Toronto, Ont.
 White Radio Ltd., 41 West Ave. N., Hamilton, Ont.
 Brunswick-Balke-Collendor Co. of Canada, Ltd., Kitchener, Ont.
 Pollock-Welker Limited, 480 Victoria St., Kitchener, Ont.
 National Cabinet Co. Ltd., 485 King St. W., Toronto, Ont.
 Phonola Company of Canada Ltd., Elmira, Ont.
 The Otto Higel Co. Ltd., King & Bathurst Sts., Toronto, Ont.
 The Strathroy Furniture Co. Ltd., Strathroy, Ont.

(b) RADIO BATTERIES

Blais Brothers Battery Co. Ltd., 10161-100 A St., Edmonton, Alta.
 Burgess Battery Company, 399 Battery St., Niagara Falls, Ont.
 Burgess Dry Cells Ltd., 14 Bury St., Winnipeg, Man.
 Canada Batteries, 350 Dufferin St., Toronto, Ont.
 Canadian National Carbon Company Ltd., Hillcrest Park, Toronto, Ont.
 Champion Battery Co., 410 South Railway, Medicine Hat, Alta.
 Dominion Dry Cells Ltd., 20 Trinity St., Toronto, Ont.
 Eagle Star Battery Co., Ottawa, Ont.
 Exide Batteries of Canada, Ltd., 133-157 Dufferin St., Toronto, Ont.
 Globolite Battery Co. Ltd., 147 Pacific Ave. E., Winnipeg, Man.
 Hart Battery Co. Ltd., St. Johns, Que.
 Monarch Battery Co. Ltd., Kingston, Ont.
 Prest-O-Lite Co. of Canada, Ltd., Hillcrest Park, Toronto, Ont.
 Smiths Battery Station, 211-10th Avenue W., Calgary, Alta.
 U.S. Light and Heat Limited, Welland Ave., Niagara Falls, Ont.
 Willard Storage Battery Co. of Canada, Ltd., 269 Campbell Ave., Toronto, Ont.

CANADA PRODUCED \$5,548,659 WORTH OF RADIO APPARATUS
 IN 1925

Production in Canada of radio apparatus including sets, parts and batteries reached a total value of \$5,548,659 in 1925 according to a statement issued to-day by the Dominion Bureau of Statistics at Ottawa. Six plants in Canada were engaged solely in the manufacture of radio sets or parts, 9 other concerns made sets and parts in conjunction with the manufacture of other electrical apparatus and 12 of the manufacturers of batteries in Canada reported an output for radio purposes.

Statistics for 1925 show a substantial growth in the radio industry during that year and also reveal a tendency toward the production of complete sets rather than in the manufacture of separate parts. In 1925, the number of complete sets manufactured by these companies was 48,498 and the selling value, f.o.b. works was given as \$2,196,024. Production of vacuum tubes amounted in value to \$1,299,684 and was double that of the previous year; output values of all other parts were lower than in 1924.

Imports of wireless apparatus and parts into Canada totalled \$3,552,537 during the calendar year 1925. United States supplied \$3,358,196 worth of these materials. As exports were practically negligible the apparent consumption of radio apparatus in Canada, obtained by adding the imports to production, reached a grand total of \$9,101,196.

Radio licences were issued by the Department of Marine and Fisheries during the twelve months ending March, 1926 to 134,486 persons. Ontario led all provinces with a total of 60,110; Quebec was next with 21,141. Registrations in the other areas were as follows: Saskatchewan, 15,944; Manitoba, 14,503; British Columbia, 9,494; Alberta, 7,152; Nova Scotia, 3,288; New Brunswick, 2,612; Prince Edward Island, 202; Yukon, 23; and the Northwest Territories 17. Licensed broadcasting stations, not including amateurs, numbered 55 distributed as follows: Ontario, 24; British Columbia, 10; Saskatchewan, 7; Alberta, 6; Quebec, 4; Manitoba, 2; New Brunswick and Prince Edward Island 1 each.

The total Canadian production was as follows: The item of aerial material has not been included as the majority of firms report their production of aerial wire under the item "Copper Wire and Cable."

—	Number	Value
		\$
Condensers.....		41,626
Coils and Couplers.....		1,017
Panels and Parts (Switches, Dials, Binding Posts, Keys, Sockets).....		88,103
Telephones (head sets, loud speakers, microphones).....		412,556
Transformers.....		36,816
Vacuum Tubes.....	940,498	1,299,684
Complete Radio Receiving Sets.....	48,498	2,196,024
Apparatus and Parts not elsewhere reported, including Complete Transmitting Sets.....		249,709
Radio Batteries.....		1,223,124
Total.....		5,548,659

CANADA SPENT \$5,614,790 ON RADIO SETS AND PARTS IN 1924

STATISTICAL REPORT SHOWS OUTPUT OF \$3,201,103 AND IMPORTS OF \$2,413,687

Public interest in radio broadcasting and the consequent demand for apparatus has created a new industry. Already in Canada production of radio apparatus and the trade in parts and sets have attained a commercial importance which in the next few years should be considerably augmented.

Production of radio sets and parts in Canada during 1924 amounted to \$3,201,103 according to a statement issued to-day by the Dominion Bureau of Statistics at Ottawa. Exports of similar commodities from United States to Canada in the same year were valued at \$2,413,687, and as exports in this class from Canada were negligible, the apparent total purchases of radio sets and parts in Canada reached the grand total of \$5,614,790.

Radio licences were issued by the Department of Marine and Fisheries during the twelve months ending March, 1925 to 91,996 persons. Ontario led all provinces with a total of 41,847 and Quebec was next with 18,211. Registrations in the other areas were as follows: Saskatchewan, 9,303; Manitoba, 6,553; British Columbia, 6,409; Alberta, 5,843; Nova Scotia, 2,722; New Brunswick, 1,240; Prince Edward Island, 163; Yukon, 12; and Northwest Territories, 5. Licensed broadcasting stations in the Dominion numbered 51 at the end of the year.

In Canada, 13 plants all located in Ontario and Quebec reported a production of radio sets or parts. Three plants were engaged solely in the manufacture of radio apparatus; three large electrical concerns made radio goods on a large scale in special departments; while the remainder of the reporting firms made only odd parts for which their plants were fitted in conjunction with their regular production.

The Canadian production was made up as follows:

	Total Selling Value
Aerial Material (wire insulators, ground clamps, lightning arresters, spreaders).....	\$1,242,505
Condensers.....	78,622
Coils and couplers.....	15,445
Panels and parts (switches, dials, knobs, binding posts, keys, sockets).....	127,143
Rheostats and resistances.....	12,963
Telephones (head sets, loud speakers, microphones).....	429,021
Transformers.....	80,229
Vacuum tubes.....	696,151
Apparatus not elsewhere reported, including complete radio sets.....	519,024
 Total.....	 \$3,201,103

APPENDIX No. 14

REPORT OF ENGINEERING COMMITTEE RADIO MANUFACTURERS ASSOCIATION

SUBJECT: PROPOSED APPROPRIATION OF CHANNELS 540-530 520 FOR CANADIAN BROADCASTING USE

Due to the importance of this subject to the Canadian Radio Manufacturer, exhaustive study has been made of the question from all angles in order to ascertain the real effect such move would have in the Canadian Radio field and this study, coupled with the difficulty of getting engineering representatives together, will explain the delay in filing of this report.

Having due regard to the lack of broadcasting facilities in Canada, your Committee had hoped to be able to comment favourably on the subject, but after careful analysis we regret our inability to do so.

The adoption of these three new channels and the operation of broadcasting stations thereon creates two major engineering problems.

- (a) Required changes or alterations in sets now in the market to permit their tuning to these new channels.
- (b) Design features necessary in future sets to take care of the new channels.

PROBLEM OF SETS NOW ON THE MARKET

In order to increase the tuning range of any set, changes must be made in either the inductive or capacitative element. To tune to a lower frequency the electrical constants of one of these elements must be increased.

The actual number of channels lost at the high frequency end of the band will vary slightly with different sets because of the different inductive and capacitative constants now used.

It is assumed that the tuning condenser will remain unchanged since it obviously would be impractical and uneconomical to make such a change.

In order to arrive at the average loss of channels at H.F. end of the band an average tuning condenser has been taken as a basis for consideration. The maximum capacitance of such a condenser would be 330 mmfds.

The solution of this problem when small fixed condensers are added to each section of the tuning condenser is given in Appendix "A." It will be seen that for this case 40 channels would be lost (see Appendix "C").

We do not believe that this sacrifice would be desirable.

44447-6

The solution of this problem when the inductive unit is changed for one having greater inductance is given in Appendix "B." It will be seen that for this case 8 channels must be lost and we do not believe this sacrifice would be desirable. (See Appendix "D").

44447-6

Superheterodyne receivers which are rapidly gaining prominence introduce a further problem. A superheterodyne oscillator must be so designed that its voltage output variation over the frequency range is a minimum. Should the frequency range be increased by increasing the inductance or capacitance it is certain that the voltage output variation would not fall within the required limits. Since the sensitivity of a superheterodyne receiver is a function of the oscillator voltage it will be seen that a large variation in this voltage will cause a similar variation in the sensitivity of the receiver over the broadcast band, a feature which is very undesirable.

Another circuit which is now very popular is the band pass filter. To change the constants of the circuit would be difficult and the efficiency of the circuit would more than likely be seriously impaired.

In either of these two cases it would be necessary to change the calibrated dial substituting one with a double calibration.

With respect to sets already in the consumers' hands it will be at once obvious that a major problem is presented in effecting changes of either of the above two methods owing to the fact that practically no radio dealer has the necessary set-up to effect such change accurately and economically, thus reverting the entire issue to a factory problem of considerable dimension.

PROBLEM OF NEW SET DESIGN

In designing future sets to include the proposed new channels there are three solutions. Two of these solutions are the same as for sets now on the market and the results are the same.

The other solution of this problem would enable the set to be tuned over the complete tuning range including the three new channels 540-530 and 520 kilocycles. To make this possible a tuning condenser having a greater capacity range than condensers at present used would be required. While there is no difficulty in building a condenser of larger capacity it is more difficult and expensive to build a condenser of larger capacity while maintaining the same minimum capacity. In order that no channels be lost at the high frequency and the same minimum capacity must be maintained.

With the relatively small production of radio receivers in Canada and the importance of cost production as a result of competition we do not feel that these three new channels would warrant any increase in factory cost no matter how little that increase might be.

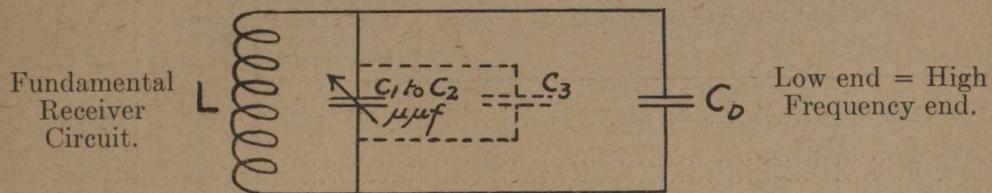
Since the major part of most receivers is designed in American laboratories, and since most Canadian companies are subsidiaries of American companies where most of the original development work is done, it would be necessary to design special sets for the Canadian market. The cost of a special condenser would be further increased due to the smaller number of units required.

Assuming that there were no production difficulties and that these three channels were made available to any organization petitioning for an allocation there is another factor worthy of consideration. To warrant operating a station in Canada there should be an audience of at least 20,000 listeners. Since it is impracticable to change existing sets it is obvious that it would require several years to build up an audience of this size from purchasers of new sets. Manufacturers will not build more costly sets unless there are stations operating, and no one will operate a station without an audience.

Your Committee regrets their inability to report more favourably on this question but we desire to assure the authorities that this report is sincerely the result of careful and exhaustive study of the question from an unbiased point of view.

APPENDIX A.

If the frequency spectrum be enlarged to include 520 Kc (approximately 580 meters) how many channels would be lost at the low end by adding fixed capacitors to tuning condensers?



C_1 to C_2 represents the present tuning condenser.

C_3 represents the proposed added capacitor.

C_d represents the distributed capacity of the circuit, tubes, etc.

Let $C_1 = 20$ mmf (an average minimum capacity value)

$C_2 = 330$ mmf (an average maximum capacity value)

λ = Wavelength.

λ maximum = 550 = 2.75 (present range) = MC maximum

λ minimum 200 = MC minimum

$$\therefore C \text{ max.} = (2.75)^2 = 7.56 \text{ but } C \text{ max.} = C_2 + C_d \text{ and } C \text{ min.} = C_1 + C_d$$

$C \text{ min.}$

$$\therefore C_2 + C_d = 7.56 = 330 + C_d \text{ or } 330 + C_d = 7.56 (20 + C_d) \text{ or } C_d = 27.2 \text{ mmf}$$

$$C_1 + C_d = 20 + C_d$$

Then C maximum will be $330 + 27.2 = 357$ mmf say

and C minimum will be $20 + 27.2 = 47$ mmf say

Then $L = \frac{\lambda^2}{3.55} \text{ max.} = \frac{550^2}{3.55} = 239$ m H.

$$355 \text{ C max. } 355 \times 357$$

To tune to 520 Kc (say 580 meters) C maximum must be increased.

$$C \text{ max. (new value)} = \frac{580^2}{3.55} = \frac{580^2}{3.55} = 397 \text{ mmf}$$

$$3.55L = 3.55 \times 239$$

$$\therefore C_3 \text{ to be added} = 397 - 357 = 40 \text{ mmf (C max.} = 397 \text{ mmf and C min.} = 87 \text{ mmf).}$$

$$\text{Then } \lambda \text{ max. } 1.885 \sqrt{LC} = 1.885 \sqrt{239 \times 397} = 1.885 \sqrt{94800} = 1.885 \times 308 \\ = 581 \text{ meters or } 516 \text{ Kc.}$$

$$\lambda \text{ min.} = 1.885 \sqrt{239 \times 87} = 1.885 \sqrt{20800} = 1.885 \times 144.4$$

$$= 272 \text{ meters or } 1100 \text{ Kc.}$$

$$\therefore \text{Frequency bands lost } 1500 - 1100 = 40$$

10

APPENDIX B

If the frequency spectrum be enlarged to include 520 Kc (approximately 580 meters) how many channels would be lost at the low end by changing the inductive unit?

NOTE.—Low end = High frequency end.

See diagram, Appendix A.

Let $C_1 = 20$ mmf and $C_2 = 330$ mmf as in Appendix A

and λ maximum (before change = 2.75) = MC maximum

λ minimum MC minimum

and C maximum = 357 mmf C minimum = 47 mmf and $L = 239$ m H.

To tune to 520 Kc (say 580 meters)

$$L_{\text{max}} = \frac{580^2}{3.55} = \frac{580^2}{3.55} = 580^2 = 265 \text{ m H}$$

$$3.55C = 3.55 \times 357 = 1268$$

$$\text{Then } \lambda \text{ max.} = 1.885 \sqrt{LC} = 1.885 \sqrt{265 \times 47} = 1.885 \sqrt{12450}$$

$$= 1.885 \times 112 = 211 \text{ meters or } 1420 \text{ Kc.}$$

$$\therefore \text{Frequency bands lost} = 1500 - 1420 = 8$$

10

APPENDIX C

STATIONS DELETED BY ADDING CONDENSERS

Location of Transmitter	Frequency in kilo-cycles (meters in parentheses)	Power (Watts in Antenna)	Call signals
St. Louis, Mo.	1,200 (200)	100 250	WIL
La Salle, Ill.		100	WJBC
Decatur, Ill.		100	WJBL
New Orleans, La.		30	WJBW
Lancaster, Pa.		100	WKJC
Louisville, Ky.		30	WLAP
Ettrick, Va.		100 250	WLBG
St. Louis, Mo.		100 250	WMAY
Silver Haven, Pa.		100	WNBO
Carbondale, Pa.		10	WNBW
Springfield, Vt.		10	WNBX
Auburn, Mass.		100	WORC
LaPorte, Ind.		100	WEPS
Columbus, Ga.		50	WRAF
Hammond, Ind.		100	WRBL
Paragould, Ark.		100	WWAE
Gunnison, Colo.		100	KBTM
Marshalltown, Ia.		50 100 250	KFHA KFJB
St. Louis, Mo.		100	KFWF
Mandan, N. Dak.		100	KGCU
Fergus Falls, Minn.		100 250	KGDE
Old Ham, S. Dak.		15	KGDY
Yuma, Colo.		50	KGEK
Fort Morgan, Colo.		100	KGEW
Los Angeles, Calif.		100	KGFJ
Little Rock, Ark.		100	KGHI
Lacey, Wash.		10	KGY
Monroe, La.		50	KMLB
Santa Maria, Calif.		100	KSMR
Bellingham, Wash.		100	KVOS
Stockton, Calif.		100	KWG
El Centro, Calif.		100	KXO
Zanesville, Ohio	1,210 (247.9)	100	WALR
Plains, Pa.		100	WBAX
Richmond, Va.		100	WBBL
Springfield, Ill.		100	WCBS
Greenville, N.Y.		100	WCOH
Chicago, Ill.		100	WCRW
Cranston, R.I.		100	WDWF
Harrisburg, Ill.		100	WLSI
Chicago, Ill.		100	WEBQ
Freeport, N.Y.		100	WDDC
Mississippi City, Miss.		100	WGBB
Rock Island, Ill.		100	WGCM
Anderson, Ind.		100	WHBF
Madison, Wis.		100	WHBU
Red Bank, N.J.		100	WIBA
Lewisburg, Pa.		100	WJBI
Gadsden, Ala.		100	WJBU
Mansfield, Ohio.		50	WJBY
Ithaca, N.Y.		100	WJW
Columbus, Ohio.		50	WLCI
Richmond, Va.		100	WMAN
Jamaica, N.Y.		10	WMBG
Jamestown, N.Y.		25	WMRJ
Manitowoc, Wis.		100	WOCL
Pawtucket, R.I.		100	WOMT
Thomasville, Ga.		50	WPAW
Greenville, Mass.		100	WQDX
Gastonia, N.C.		100	WRBQ
Chicago, Ill.		100	WRBU
Springfield, Tenn.		100	WSBC
		100	WSIX

STATIONS DELETED BY ADDING CONDENSERS—Continued

Location of Transmitter	Frequency in kilo-cycles (meters in parentheses)	Power (Watts in Antenna)	Call signals
Streator, Ill.		50	WTAX
Casper, Wyo.		100	WDFN
Devils Lake, N. Dak.		100	KDLR
Lincoln, Nebr.		100	KFOR
		250}	
Cape Girardeau, Mo.		100	KFVS
San Bernardino, Calif.		100	KFXM
Watertown, S. Dak.		100	KGCR
Elk City, Okla.		100	KGMP
Dodge City, Kans.		100	KGNO
Fresno, Calif.		100	KMJ
Passadena, Calif.		50	KPPC
Shreveport, La.		100	KWEA
Canton, N.Y.	1,220 (245.9)	500	WCAD
Pittsburgh, Pa.		500	WCAE
		1000}	
Tampa, Fla.		1000	WDAE
Lawrence, Kans.		1000	WREN
" "		500}	KFKU
		1000}	
Pullman, Wash.		500	KWSC
Indianapolis, Ind.	1,230 (243.9)	1000	WFMB
Quincy, Mass.		1000	WNAC
			WBIS
Stata College, Pa.	1,230 (243.9)	500	WPSC
South Bend, Ind.		500	WSBT
Anchorage, Alaska		100	KFQD
Albuquerque, N. Mex.		250}	KGGM
		500}	
San Francisco, Calif.		1000	KVA
Waco, Tex.	1,240 (241.9)	1000	WACO
Detroit, Mich.		1000	WXYZ
Birdville, Tex.		1000	KTAT
Newark, N.J.		1000	WAAM
		2000}	
Northfield, Minn.		1000	WCAL
New Orleans, La.		1000	WDSU
Newark, N.J.		250	WGCP
St. Paul, Minn.		1000	{WGMS WLB
Paterson, N.J.		1000	WODA
Fridley, Minn.		1000	WRHM
Northfield, Minn.		1000	KFMX
Long Beach, Calif.		1000	KFOX
Boise, Idaho.		1000	KIDO
Oil City, Pa.		500}	WLBW
		1000}	
Savannah, Ga.		500	WTOC
Council Bluffs, Iowa.		1000	KOIL
Harlingen, Tex.		500	KRGV
Tucson, Ariz.		500	KVOA
Brownsville, Tex.		500	KWWG
Grand Rapids, Mich.		500	WASH
Ithaca, N.Y.		500}	WEAI
		1000}	
Baltimore, Md.		250	WFBR
Jackson, Miss.		500}	WJDX
		1000}	
Furnwood, Mich.		500	WOOD
Colorado Springs, Colo.		1000	KFUM
Decorah, Ia.		50	KGCA
Seattle, Wash.		1000	KOL
Seattle, Wash.		1000	KTW
Decorah, Iowa.		100	KWIC
Camden, N.J.	1,280 (234.4)	500	WCAM
Ashbury Park, N.J.		500	WCAP
Brainard, Tenn.		1000}	WDOD
		2500}	
Trenton, N.J.		500	WOAX
Dallas, Tex.		500	WR
Great Falls, Mont.		1000}	KFBB
		2500}	

STATIONS DELETED BY ADDING CONDENSERS—Continued

Location of Transmitter	Frequency in kilo-cycles (meters in parentheses)	Power (Watts in Antenna)	Call signals
Superior, Wis.	1,290 (232·6)	1000 2500	WEBC
North Fayette, Pa.		1000	WJAS
Saranac Lake, N.Y.		50	WNBBZ
Salt Lake City, Utah		1000	KDYL
Galveston, Tex.		500	KFUL
Blytheville, Ark.		50	KLNC
San Antonio, Tex.		1000 2000	KTSA
Rossville, N.Y.	1,300 (230·8)	1000	WBBD
Forest Hills, N.Y.		500	WEVD
Carlstadt, N.J.		1000	WHAP
Troy, N.Y.		500	WHAZ
Miami Beach, Fla.		500 1000	WIOD { WMBF
Cebu, P.I.			KZRC
Kansas City, Mo.		1000	WOQ
Wichita, Kans.		1000	KFH
Portland, Ore.		500	KFJR
Los Angeles, Calif.		1000	KGEF
Los Angeles, Calif.		1000	KTBI
Portland, Ore.		500	KTBR
Royal Oak, Mich.		50	WAGM
Terre Haute, Ind.		100	WBOW
Wilkes Barre, Pa.		100	WBRE
Joliet, Ill.		100	WCLS
Charleston, S.C.		100 250	WCSC
El Paso, Tex.		100	WDAB
Buffalo, N.Y.		100 200	WEBR
Altoona, Pa.		100	WFBG
Flint, Mich.		100	WFDF
Wissinoming, Pa.		50	WFKD
Lancaster, Pa.		100	WGAL
Newport News, Va.		100	WGH
Philadelphia, Pa.		100	WHAT
Poynette, Wis.		100	WIBU
Johnstown, Pa.		100	WJAC
Marion, Ind.		50	WJAK
Laconia, N.H.		100	KWAV
Joliet, Ill.		100	WKBB
Birmingham, Ala.		100	WKBC
Galesburg, Ill.		100	WKBS
Muncie, Ind.		50	WLBC
Auburn, N.Y.		100	WMBO
New Bedford, Mass.		100	WNBH
Knoxville, Tenn.		50	WNBH
Union City, Tenn.		100 250	WOBT
Washington, D.C.		100	WOL
Reading, Pa.		50	WRAW
Tifton, Ga.		20	WRBI
Hamilton, Ohio.		100	WKR
Grove City, Pa.		100	WSAJ
Winston-Salem, N.S.		100	WSJS
Jerome, Ariz.		100	KCRJ
Sacramento, Calif.		100	KFBK
Boone, Ia.		100	KFGQ
Juneau, Alaska		10	KFIU
Riverdale, Ia.		100	KEJY
Dublin, Tex.		100	KFPL
Greenville, Tex.		15	KFPM
Denver, Colo.		100	KFUP
Edgewater, Colo.		50	KFXJ
Oklahoma City, Okla.		100 250	KFXR
St. Joseph, Mo.		100	KGBX
Wolf Point, Mont.		100 250	KGCX
Kalispell, Mont.		100	KGEZ
Ravenna, Nebr.		100	KGFW

STATIONS DELETED BY ADDING CONDENSERS—Continued

Location of Transmitter	Frequency in kilo-cycles (meters in parentheses)	Power (Watts in Antenna)	Call signals
Yakima, Wash.		50	KIT
Medford, Ore.		50	KMED
Shreveport, La.		50	KRMD
Houston, Tex.		100	KTLC
Shreveport, La.		100	KTSL
El Paso, Tex.		100	KRSM
Cedar Rapids, Ia.		100	KWCR
Aberdeen, Wash.		75	KXRO
Tallmadge, Ohio	1,320 (227.3)	1000	WADC
New Orleans, La.		500	WSMB
Pueblo, Colo.		250	KGHF
		500}	
Twin Falls, Idaho.		250	KGIQ
Honolulu, Hawaii.		500	KGMB
Idaho Falls, Idaho.		250	KID
		500}	
New Haven, Conn.	1,330 (225.6)	500	WDRC
Mason, Idaho.		500	WSAI
Eau Claire, Wis.		1000	WTAQ
San Diego, Calif.		250	KGB
Sioux City, Ia.		1000	KSCJ
		2500}	
Pensacola, Fla.	1,340 (223.9)	500	WCOA
Toledo, Ohio.		500	WSPD
		1000}	
Siloam Springs, Ark.		50	KFPW
Spokane, Wash.		1000	KFPY
New York, N.Y.	1,350 (222.2)	250	WBNY
Cliffside Park, N.J.		250	WCDA
New York, N.Y. “ ”		250	WKBQ
		250	WMSG
St. Louis, Mo.		1000	KWK
Syracuse, N.Y.	1,260 (220.6)	1000	WFBL
Chicago, Ill.		500	WGES
		1000}	
Gary, Ind.		1000	WJKS
		1250}	
Vicksburg, Miss.		300	WQBC
Long Beach, Calif.		1000	KGER
Butte, Mont.		500	KGIR
Pasadena, Calif.		1000	KPSN
Glen Falls, N.Y.	1,370 (219)	50	WGBF
Danville, Va.		100	WBTM
Baltimore, Md.		100	WCBM
		250}	
Philadelphia, Pa.		100	WELK
		250}	
Rome, Ga.		100	WFDV
Fort Wayne, Ind.		100	WGL
Mount Orab, Ohio.		100	WHBD
Memphis, Tenn.		100	WHBQ
Calumet, Mich.		100}	WHDF
		250}	
Jackson, Mich.		100	WIBM
Ypsilanti, Mich.		50	WJBK
Lexington, Mass.		1·0	WLEY
		250}	
Lynchburg, Va.		100	WLVA
Tampa, Fla.		100	WMBR
Patchogue, N.Y.		100	WPOE
St. Albans, Vt.		5	WQIM
Williamsport, Pa.		50	WRAK
Hattiesburg, Miss.		10	WRBJ
Wilmington, N.C.		100	WRBT
Augusta, Me.		100	WRDO
Racine, Wis.		100	WRJN
Buffalo, N.Y.		40	WSVS
Enid, Okla.		100	KCRC
		250}	
Everett, Wash.		50	KFBL
Astoria, Ore.		100	KFJI
Grand Forks, N. Dak.		100	KFJM

STATIONS DELETED BY ADDING CONDENSERS—Continued

Location of Transmitter	Frequency in kilo-cycles (meters in parentheses)	Power (Watts in Antenna)	Call signals
Fort Worth, Tex.		100	KFJZ
Galveston, Tex.		100	KFLX
Tucson, Ark.		100	KGAR
San Antonio, Tex.		250	
Mitchell, S. Dak.		100	KGCI
Oklahoma City, Okla.		100	KGDA
Raton, N. Mex.		100	KGFG
San Angelo, Tex.		50	KGFL
Reno, Nev.		1,370 (219)	KGKL
San Antonio, Tex.		100	KOH
Marshfield, Ore.		100	KONO
Berkeley, Calif.		100	KOOS
Seattle, Wash.		100	KRE
Kansas City, Mo.		100	KVL
Hayward, Calif.		100	KWKC
LaCrosse, Wis.		1,380 (217.4)	WKBH
Dayton, Ohio.		200	WSMK
Pittsburgh, Pa.		500	KQV
Clarinda, Ia.		500	KSO
Cleveland, Ohio.		1,390 (215.8)	WHK
Little Rock, Ark.		1000	KLRA
Phoenix, Ariz.		1000	KOY
Fayetteville, Ark.		1000	KUOA
West Lafayette, Ind.		500	WBAA
Brooklyn, N. Y.		500	WBBC
"		500	WCGU
Culver, Ind.		500	WCMA
Clermont, Ind.		500	WKBF
Brooklyn, N. Y.		500	WLTH
"		500	{ WSGH
Ogden, Utah.		500	WSDA
Chickasha, Okla.		250	KLO
"		500	KOCW
Bay City, Mich.		500	WBCM
Amarillo, Tex.		250	WDAG
Sheboygan, Wis.		500	WHBL
Lexington, Mass.		500	WLEX
South Dartmouth, Mass.		500	WMAF
Springfield, Ala.		500	WODX
Roanoke, Va.		250	WRBX
Montgomery, Ala.		500	WSFA
Boston, Mass.		500	WSSH
Rockford, Ill.		500	KFLV
Amarillo, Tex.		1000	KGRS
Erie, Pa.		1,420 (211.3)	WEDH
Cicero, Ill.		30	WEHS
Battle Creek, Mich.		100	WELL
Talladega, Ala.		50	WFDW
Tupper Lake, N. Y.		100	WHDL
Cicero, Ill.		10	WHFC
Bluefield, W. Va.		100	WHIS
Ottumwa, Ia.		100	WIAS
Steubenville, Ohio.		50	WIBR
Wilmington, Del.		100	WILM
New Orleans, La.		100	WJBO
Chicago, Ill.		50	WKBI
Kansas City, Kans.		100	WLBF
Detroit, Mich.		100	WMBC
"		250	
Joplin, Mo.		100	WMBH
Paducah, Ky.		250	
Spartanburg, S.C.		100	WPAD
"		100	WSPA
Cumberland, Md.		250	
Portland, Ore.		100	WPBS
Fond du lac, Wis.		100	KFIZ
Alam, Calif.		100	KFQU
Seattle, Wash.		100	KFQW

STATIONS DELETED BY ADDING CONDENSERS—*Concluded*

Location of Transmitter	Frequency in kilo-cycles (meters in parentheses)	Power (Watts in Antenna)	Call signals
Nampa, Idaho.....	1,370 (219)	50	KFXD
Flagstaff, Ariz.....		100	KFXY
Abilene, Tex.....		100{ 250}	KFYO
Alva, Okla.....		100	KGFF
San Francisco, Calif.....		100	KGGC
Trinidad, Colo.....		100	KGIW
Las Vegas, Nev.....		100	KGIX
Sandpoint, Idaho.....		100	KGKX
Red Oak, Ia.....		100	KICK
Minot, N. Dak.....		100	KLPM
Eugene, Ore.....		100	KORE
San Antonio, Tex.....		100	KTAP
Houston, Tex.....		100	KTUE
Portland, Ore.....		100	KXL

APPENDIX D

STATIONS DELETED BY VIRTUE OF CHANGING COILS

Location of Transmitter	Frequency in kilo-cycles (meters in parentheses)	Power (Watts in Antenna)	Call signals
Harrisburg, Pa.	1,430 (209.8)	500 1,000	WBAK
Columbus, Ohio		500	WCAH
Memphis, Tenn.		500	WGBC
Lemoyne, Pa.		500	WHP
Memphis, Tenn.		500	WNBR
Los Angeles, Calif.		1,000	KECA
North Platte, Nebr.		500	KGNF
Allentown, Pa.	1,440 (208.3)	250	WCBA
Rochester, N.Y.		500	WHEC WABO
Peoria Heights, Ill.		500 1,000	WMBD
Greensboro, N.C.		500	WNRC
Mt. Beacon, N.Y.		500	WOKO
Allentown, Pa.		250	WSAN
Quincy, Ill.		500	WTAD
Oakland, Calif.		250	KLS
Hackensack, N.J.	1,450 (206.9)	250	WBMS
Springfield, Ohio		500	WCSO
Akron, Ohio		500	WFJC
Jersey City, N.J.		250	WHOM
" "		250	WKBO
Newark, N.J.		250	WNJ
Fall River, Mass.		250	WSAR
Toccoa, Ga.		500	WTFI
Shreveport, La.		1,000	KTBS
Mt. Vernon Hills, Va.	1,460 (205.5)	10,000	WJSV
Westcott, Minn.	1,470 (204.1)	10,000	KSTP
Nashville, Tenn.		5000	WLAC
" "		5000	WTNT
Spokane, Wash.		5000	KGA
Amherst, N.Y.	1,480 (202.7)	5000	WKBW
Oklahoma City, Okla.		5000	KFJF
Covington, Ky.	1,490 (201.3)	5000	WCKY
Deerfield, Ill.		5000	WCHI
Mt. Prospect, Ill.		5000	WJAZ
Batavia, Ill.		5000	WORD
Westminster, Calif.		5000	KPWF
Boston, Mass.	1,500 (200)	50	WBBS
Long Beach, N.Y.		100	WCLB
Connersville, Ind.		100 150	WKBV
Ludington, Mich.		50	WKBZ
Long Island City, N.J.		100	WL BX
Chelsea, Mass.		100 250	WLOE
Newport, R.I.	1,500 (200)	100	WMBA
Wilkinsburg, Pa.		100	WMBJ
Brooklyn, N.Y.		100	WMBQ
Lapeer, Mich.		100	WMPC
Binghamton, N.Y.		100	WNBF
Bristol, Tenn.		100	WOPI
Philadelphia, Pa.		100 250	WPEN
Tupelo, Miss.		100	WQDV
Augusta, Ga.		100	WRDW
Woodside, N.Y.		100	WWRL
Santa Barbara, Calif.		100	KDB
Brownwood, Tex.		100	KGKB
Corpus Christi, Tex.		100	KGFI
Moorhead, Minn.		50	KGFK
Grant City, Mo.		50	KGIZ
Scottsbluff, Nebr.		100	KGKY
Prescott, Ariz.		100	KPJM
Wenatchee, Wash.		50	KPQ
Santa Ana, Calif.		100	KREG
Longview, Wash.		100	KUJ
Austin, Tex.		100	KUT

APPENDIX No. 15

Announcement broadcast:—

It is the present policy of the Rogers Batteryless Station to give our listeners a variety of entertainment, not restricting it to the leading Canadian artists and organizations that are regularly heard from this station, but availing ourselves also of the talent to be had through the international network of the Columbia Broadcasting System. The Columbia network provides a variety of programs including many orchestras and outstanding artists engaged at an annual cost of tremendous proportions. From time to time there is agitation in various quarters for the elimination of international chain broadcasts in Canada. What are your sentiments in this matter? Would you vote in favour of the present mixed type of program? Or would you vote for Canadian broadcasts exclusively without bringing in any international chain programs at all? CFRB seeks the advice and help of its listeners. Will you express your sentiments in this matter on a postal card or letter and address it to CFRB, Toronto to-day? Thank you. ("Yes" indicates response from listeners in favour of continuing with the Columbia Broadcasting System—"No"—those opposed.)

Location	Yes	No	Location	Yes	No
Bala.....	3	-	Colborne.....	1	-
Ballycroy.....	1	-	Coldwater.....	15	-
Bancroft.....	1	-	Collingwood.....	23	-
Barrie.....	18	-	Columbus.....	1	-
Beamsville.....	19	-	Conestoga.....	1	-
Beaumaris.....	2	-	Consecon.....	4	-
Beaverton.....	1	-	Cookstown.....	1	-
Beeton.....	1	-	Cooksville.....	2	-
Belfontain.....	1	-	Coulson.....	1	-
Belhaven.....	2	-	Creemore.....	5	-
Belleville.....	13	-	Dannielson, Conn.....	-	1
Bens Run—W. Va.....	-	1	Darling Road.....	1	-
Bewdley.....	1	-	Dixie.....	1	-
Blackwater.....	1	-	Doon.....	2	-
Bloomfield.....	1	-	Drayton.....	3	-
Bolton.....	2	1	Dunbarton.....	2	-
Bowmanville.....	4	1	Dundas.....	3	1
Bracebridge.....	9	-	Dunnville.....	2	-
Bradford.....	5	-	Durham.....	1	-
Brampton.....	16	-	Elmira.....	1	-
Branchton.....	3	-	Elmvale.....	20	-
Brantford.....	30	-	Elmwood.....	1	-
Bridgeport.....	1	-	Elora.....	4	-
Brussels.....	6	-	Erin.....	3	-
Burlington.....	5	-	Everet.....	1	-
Burks Falls.....	2	-	Fenelon Falls.....	1	-
Caistor Center.....	1	-	Fergus.....	4	-
Caledonia.....	1	-	Fesserton.....	1	-
Calmerston.....	1	-	Feversham.....	1	-
Campbellford.....	2	-	Flesherton.....	2	-
Camp Borden.....	1	-	Fonthill.....	2	-
Campbellville.....	1	-	Footes Bay.....	1	1
Cannington.....	5	-	Forest Hill.....	1	-
Cargill.....	1	-	Frankford.....	1	-
Castleton.....	1	-	Freeman.....	4	-
Cayuga.....	2	-	Fruitland.....	1	-
Cedar Brae.....	1	-	Galt.....	14	1
Chatham.....	-	-	Georgetown.....	12	1
Cheltenham.....	1	-	Glanford Station.....	1	-
Chesley.....	1	-	Glenwilliams.....	1	-
Churchill.....	1	-	Gilford.....	2	-
Claremont.....	3	-	Goderich.....	3	-
Clarksburg.....	2	-	Gore Bay.....	1	-
Clarkson.....	5	-	Gormely.....	3	-
Clifton Springs, N.Y.....	-	1	Gorrie.....	1	-
Clinton.....	2	2			
Cobourg.....	8	-			
Codrington.....	1	-			

SPECIAL COMMITTEE

Location	Yes	No	Location	Yes	No
Gowganda.....	-	1	Montreal.....	1	-
Grafton.....	1	-	Mount Albert.....	2	-
Grand Valley.....	2	1	Mount Dennis.....	12	-
Granton.....	1	-	Mount Elgin.....	1	-
Gravenhurst.....	18	-	Mount St. Louis.....	1	-
Greenwood.....	1	-	Muskoka Beach.....	2	-
Grimsby.....	2	-	Myrtle.....	1	-
Guelph.....	25	2	Napanee.....	4	-
Hagersville.....	1	-	Nashville.....	1	-
Hamilton.....	72	1	Nestleton.....	1	-
Hampton.....	1	-	Newcastle.....	1	-
Hanover.....	2	-	New Dundee.....	-	1
Harriston.....	5	-	New Market.....	18	-
Hastings.....	3	-	Newtonbrook.....	3	-
Hawkestone.....	3	-	New Toronto.....	6	-
Hensall.....	1	-	Niagara Falls.....	8	1
Hespeler.....	1	-	Niagara on the Lake.....	1	-
Hillsburg.....	3	-	North Bay.....	1	-
Hillsdale.....	3	-	Northmount.....	1	-
Hornings Mills.....	2	-	Noval.....	3	-
Humber Bay.....	5	-	Norwood.....	1	-
Humberstone.....	-	1	Nottawa.....	2	-
Huntsville.....	4	-	Oakville.....	6	-
Ingersoll.....	2	-	Oakwood.....	1	-
Ironsdale.....	1	-	Orangeville.....	4	-
Islington.....	11	-	Orillia.....	28	-
Jordan Stn.....	1	-	Oriole, Ont.....	1	-
Kendal.....	1	-	Oshawa.....	67	-
Kettleby.....	2	-	Oro.....	1	-
Kincardine.....	5	-	Orono.....	3	-
King.....	2	-	Otter Lake Stn.....	1	-
Kingston.....	4	-	Owen Sound.....	21	1
Kippen.....	1	-	Palgrave.....	1	-
Kitchener.....	24	1	Palmerstone.....	3	-
Lafontaine.....	1	-	Parham.....	1	-
Lakefield.....	3	-	Paris.....	2	-
Lakeview.....	1	-	Parkhill.....	2	-
Lambton Mills.....	2	-	Parry Sound.....	2	-
Lansing.....	5	-	Pefferlaw.....	1	-
Leaside.....	2	-	Penetang.....	1	-
Lemonville.....	3	-	Peterboro.....	50	-
Lindsay.....	16	-	Petersburg.....	1	-
Linwood.....	2	-	Phelpston.....	1	-
Lisle.....	1	-	Pickering.....	3	-
Listowel.....	1	-	Picton.....	9	-
Little Britains.....	1	-	Plainville.....	1	-
Lloydtown.....	1	-	Plattsburgh.....	1	-
Locust Hill.....	1	-	Port Carling.....	3	-
London.....	4	2	Port Colborne.....	1	-
Long Branch.....	19	-	Port Credit.....	3	-
Loretto.....	-	1	Port Dover.....	4	-
Loring.....	1	-	Port Elgin.....	2	-
Lucan.....	1	-	Port Hope.....	14	-
Lynden.....	1	-	Port McNicoll.....	5	-
MacTier.....	2	-	Port Nelson.....	1	-
Malton.....	3	-	Port Perry.....	10	-
Manitowaning.....	1	-	Powassan.....	1	-
Maple.....	3	-	Preston.....	3	-
Markdale.....	1	-	Prince Albert.....	1	-
Markham.....	8	-	Queensboro.....	1	-
Marmora.....	2	-	Raglan.....	2	-
Meaford.....	2	1	Richmond Hill.....	9	-
Merritton.....	2	-	Ridgeville.....	2	-
Midland.....	17	-	Ridgetown.....	4	-
Millbank.....	1	-	Ridgeway.....	2	-
Millbrook.....	1	-	Roche's Point.....	3	-
Milton.....	3	-	Rodney.....	3	-
Milverton.....	1	-	Rosseau.....	2	-
Mimico.....	12	-	Scarboro Bluffs.....	2	-
Miner's Bay.....	1	-	Scarboro Jct.....	3	-
Mitchell.....	1	1	Schomberg.....	1	-

Location	Yes	No	Location	Yes	No
Seaforth.....	5	-	Unionville.....	2	-
Selkirk.....	-	1	Upper Woodstock, n.b.....	-	1
Severn Bridge.....	3	-	Upper Grove.....	-	1
Shanty Bay.....	1	-	Uxbridge.....	10	-
Shelbourne.....	9	1			
Shillington.....	-	1	Victoria Harbour.....	1	-
Simcoe.....	4	1	Vienna.....	1	-
Singhampton.....	1	-	Vittleland.....	1	-
Smiths Falls.....	1	-	Virgil.....	1	-
Smithville.....	1	-			
Sparrow Lake.....	2	-	Walker's Point.....	1	-
Springfield.....	1	-	Walkerton.....	3	1
St. Catharines.....	25	-	Warsaw.....	1	-
St. Marys.....	1	-	Wahsago.....	4	-
St. Thomas.....	1	-	Waterloo.....	3	1
Stamford Centre.....	1	-	Waterford.....	1	-
Stayner.....	4	-	Waubaushene.....	6	-
Stony Creek.....	1	-	Welland.....	8	-
Stouffville.....	5	-	Welland Port.....	1	-
Stratford.....	10	1	Weston.....	26	-
Streetsville.....	2	-	Whitby.....	14	-
Stroud.....	2	-	Whitevale.....	3	-
Sunderland.....	1	-	Wiarton.....	2	-
Sutton West.....	2	-	Walton.....	1	-
Tavistock.....	1	-	Willowdale.....	6	-
Terra Nova.....	1	-	Windermere.....	2	-
Teeswater.....	1	-	Windham.....	1	-
Thamesford.....	1	-	Wingham.....	1	-
Thistletown.....	4	-	Winona.....	1	-
Thornbury.....	1	-	Woodbridge.....	2	-
Thorold.....	6	-	Woodrous.....	2	-
Toronto.....	1,154	19	Woodstock.....	6	-
Tottenham.....	27	-	Wooler.....	2	-
Trenton.....	3	-	Wroxeter.....	1	-
Udora.....	6	-	Zephyr.....	20	-
Uhthoff.....	1	-		2,569	54

Percentage in favour of continuing American
and Canadian programs as at present..... 98% Opposed..... 2%

APPENDIX No. 16

(Photographic illustration. Radio field strength contours super-imposed on aerial photograph of New York city.)

APPENDIX No. 17
**RELATIVE RADIO COVERAGE OF THE MAIN DIVISIONS OF
CANADA—ACTUAL NETWORK**

The following data are based on a total of 30,000 letters received during a three-week period this winter by a Canadian Broadcaster using approximately the best obtainable coverage in every province of Canada. As the inducement was the same in all provinces, the results may be taken as a fair indication of the RELATIVE intensities of coverage (by population and by set ownership) obtained by a typical Canadian program.

	Ratio of letters to population	Ratio of letters to Radio Sets	Percentage of set owners receiving program (estimated)
			%
Maritimes.....	0.17	1.33	13.3
Quebec.....	0.18	2.64	26.4
All Ontario.....	0.25	1.81	18.1
Western Peninsula.....	0.11	0.74	7.4
Eastern and Central Ontario.....	0.32	2.34	23.4
Manitoba.....	0.71	8.16	81.6
Saskatchewan.....	0.24	4.07	40.7
Alberta.....	0.49	8.53	85.3
British Columbia.....	0.30	2.61	26.1

A telephone test in the section of Ontario from which 2.34 per cent of set owners sent letters, showed that 23.25 per cent of the set owners were listening to this program. Thus, the number listening to the program may be taken generally as roughly ten times the number sending letters. This forms the basis of the third column in the above tabulation.

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APPENDIX No. 18

(Seven Charts.)

APPENDIX No. 19

FIELD INTENSITY MEASUREMENTS DATA

It is the purpose of this report to show that field intensity is not a factor that can be mathematically predetermined but rather the field intensity pattern is an irregular figure.

From the definition of field intensity found in the 1931 Year Book of the Institute of Radio Engineers it is evident that some irregularity of field strength pattern is likely to occur:

"Radio field intensity is the effective (root-mean-square) value of the electric or magnetic field intensity at a point due to the passage of radio waves of a specified frequency. It is usually expressed in terms of the electric field intensity in microvolts per meter or millivolts per meter. When the direction in which the field intensity is measured is not stated it is to be taken that it is measured in the direction of maximum field intensity."

The field strength not only falls off with increasing distance, due to the distribution of the energy over a larger and larger area, but some of the radiated energy is lost being transformed into heat by electrical losses in the transmission media.

If the surface of the earth were flat and of uniform electrical characteristics, the attenuation of field intensity could be predicted mathematically. Generally, however, the earth's surface is irregular in form or material, or both, and consequently irregularities in transmission must result.

The characteristics of the earth's surface which affect radio transmission may be roughly grouped as follows:—

1. Areas of different electrical constants—fresh water, salt water, marsh or other wet land, dry land, rock, snow, etc.
2. Differences of elevation—hills, valleys, mountains, etc.
3. Absorbing masses, buildings, towers, or other structures, many of which possess resonance characteristics, producing selective attenuation.

From a brief consideration of the above it can be easily seen that it is impossible to develop a formula to cover so many intangible factors affecting radio transmission efficiency.

Measurements of field intensities have been amply described in radio literature (Proc. I.R.E., A.I.E.E. Journal, publications of U.S. Bureau of Standards, etc.) so there is no point in further description of the means employed.

A large city probably offers more of the factors or evils affecting radio transmission than any other large area. Field intensity measurements have been made very carefully in New York and the surrounding country. Figure 1, a field intensity map which has been plotted over an airplane photograph of New York City, is a beautiful illustration of the irregularities of radio transmission. The transmitter site is indicated by the inked circle near the middle of the figure. The very high attenuation due to an area of high buildings is very evident at the tip of the island. The low attenuation over water is clearly shown in the passage of the waves over the Bay, the Hudson, and East River. The zone of low intensity in the vicinity of Central Park is of peculiar interest, the signal falling to a limit as low as at other points thirty miles distant in the country. (See figure 2.)

Another low intensity area is indicated by the arrows, the effect being produced by the "shadow" of a hill nearby.

Figure 2 is a plot made over a larger section of the country. It is interesting to note that at Oredell, 14 miles from the transmitter the field intensity is greater than a large section of Manhattan less than two or three miles from the transmitter.

It hardly seems necessary to comment on the impossibility of ever pre-determining such effects, let alone their magnitude. Figure 3 is very deserving of attention, as it illustrates the effect of moving the transmitter. Sections A and E illustrate the effect of merely moving the transmitter a few city blocks. The transmitter located at Secaucus actually serves New York City better than either transmitter on the island. In all sections of figure 3 the inner contour is 50,000 microvolts per meter, and the outer 10,000.

Figure 4, a field strength contour map of Washington, District of Columbia and vicinity again illustrates the irregularities. The better transmission over water is noticeable in passage of the waves over the Potomac River and Chesapeake Bay.

Figure 5 is a plot of field strength against distance, with a cross sectional graph giving the elevation of land traversed. The station was WCAP, Washington, D.C. (640 KC). The smooth upper curve merely shows the attenuation which would be obtained in the ideal case. The dotted line B represents the actual measured field intensities in a line southeast from the transmitter while B' gives a profile of land and water traversed. A short distance from Mt. Zion, the rate of attenuation decreases, and the curve flattens out due to the passage of the wave over Chesapeake Bay. Past Easton the route is over land and the attenuation increases, causing the curve to droop.

Compare the field strengths shown in B with those of C, the latter case being in a North West line. C' indicates the increased elevation and irregular profile. The consequent transmission irregularities are evident, the "mountains" about 53 miles from the transmitter producing a very definite "shadow" or area of low field intensity at Funkstown.

FIGURE 6 is a field intensity graph made over a large area in Minnesota on the coverage of WCCO, Minneapolis. This series of measurements was made by C. M. Jansky, of the University of Minnesota.

FIGURE 7 and 8 made by the General Electric Company at Schenectady, N.Y., serve to illustrate how little it takes to severely disturb a field distribution pattern. The curves in Figure 7 were made with a steel halyard supporting the antenna between the towers. Replacing this with non-conducting manilla rope caused the very noticeable change in pattern.

From the foregoing it will be seen that in considering broadcast station coverage, one must deal not only with those factors which cause field distortion near the transmitter but with the entire surface traversed by the wave.

The intangibilities of transmission are evidenced by Toronto listeners in the case of WTAM. Operating on 880 Kc. a few years ago, with an output of 1,000 watts, a good signal was laid down in Toronto, particularly considering the poor sensitivity of receivers in use then. Now, the station uses 50,000 watts on 1070Kc. reception in Toronto is much poorer than with the old transmitter —on a different frequency. More extreme still, in Erie, Pa., 90 miles from WTAM Cleveland, dependable nighttime reception is made impossible by rapid fading. Another 50,000 watt station, KDKA, located 110 miles away similarly fails to give good nighttime service to Erie. KDKA cannot be relied on to give even average service to Toronto, 220 miles away.

Transmission from Toronto to Montreal and from Montreal to Toronto is also extremely freakish.

The 1,000 watt transmitter of WBEN located a few miles from Buffalo was found to serve Buffalo so poorly that expensive alterations to the aerial were required.

The signal intensity required to give good service depends on the comparative intensity of static and other interference. However, the following figures are of interest:—

100,000 Microvolts per meter are required for excellent service,
10,000 Microvolts per meter for very good service,

- 1,000 Microvolts per meter for fair service,
100 Microvolts per meter for poor service.

These figures are published in the January issue of the I.R.E. Proceedings by C. M. Jansby after a careful survey. These check rather well with the figures of the American Telephone and Telegraph Co., in their studies of broadcast coverage. A further grading, using three grades gives for Grade I a lower limit of 10,000 microvolts per meter, and for grade II the limit has been placed at values lying between 2,000 and 500 microvolts per meter, Grade III is the "poor service designation."

Ref.: A. N. Goldsmith, "Reduction of Interference in Broadcast coverage." Proc. I.R.E., Oct., 1926.

Ralph Bown & G. D. Gillett—Proc. I.R.E. Aug., 1924.

Lloyd Espenschild—Journal A.I.E.E. Jan., 1927.

Bell System Journal Jan., 1927.

"Radio Broadcast coverage of City Areas."

C. M. Jansby—Proc. I.R.E. Oct., 1928.

Some studies of radio broadcast coverage in the middle west.

Proc. I.R.E. Jan., 1932.

On the use of field intensity measurements for the determinations of broadcast station coverage.

APPENDIX No. 20

Taken from

ON THE USE OF FIELD INTENSITY MEASUREMENTS FOR THE DETERMINATION OF BROADCAST STATION COVERAGE

By C. M. JANSKY, JR. and S. L. BAILEY, (Consulting Engineers—Washington D.C.)

Summary.—This paper discusses the importance of adopting uniform standards designed to express the coverage obtained by broadcast transmitters in terms of the field intensities produced, and discusses the methods used by the authors. Illustrations are given of the methods used to determine coverage, to predict the effect of changes where transmission constants are known, and to determine interference conditions on the basis of given receiving set characteristics. The importance in the field of radio regulation of the establishment of certain fundamental principles defining the area throughout which a broadcast station is entitled to protection against interference from other stations and the conditions under which a listener is entitled to interference free reception is particularly stressed.

A broadcast system may be said to consist of (1) a transmitting installation, (2) a transmission medium, and (3) the particular receiving installations which, at the time in question, are used for the reception of programs. Of these three parts, the one least subject to human control, the one concerning which the least knowledge is available, the one subject to the greatest variation in characteristics and yet the one involved in all problems of governmental regulation is the transmission medium.

How different the situation where the idiosyncrasies of radio transmission phenomena are involved. Consider such basic questions as the following: How much power must a station radiate at a particular location and on a particular frequency to give satisfactory broadcast service to a given community? What will be the effect of assigning to the same and adjacent frequencies other stations in the same or in remote areas? What increase in coverage would be obtained by increasing the power a given amount? How would the situation be changed by changing the frequency assignment. Would the coverage be the same if the station were in Pennsylvania as it would be were the station in Kansas? Questions such as these cannot be answered without thorough and extensive studies in the field. Even then, the variable factors are so many and so involved that the results must be expressed carefully to prevent misinterpretation by those not fully understanding or not intimately acquainted with all of the conditions.

More recently there has been a tendency to classify broadcast service into three grades: high quality dependable, reasonably satisfactory, and useful at times but not always high quality or dependable. These have been referred to as Grade I, Grade II, and Grade III services. The outer limit of Grade I service has usually been taken as 10,000 microvolts per meter, while the limit of Grade II has been placed at values lying between 500 and 2,000 microvolts per meter.

It will never be possible to determine broadcast coverage to the same degree of accuracy as it is possible to measure the distance between two points. Nevertheless, field intensity measurements properly interpreted will give results far more accurate than those obtained by any other method of study yet developed.

The greater difference in transmission characteristics in different parts of the United States can be seen from a comparison of Fig. 1 with Fig. 2 which is the field intensity pattern for WLBW, Oil City, Pennsylvania. The difference

in frequency assignments is only 40 kc, the power rating is the same 1,000 watts), the antenna efficiencies are approximately the same.

The area within the 500-microvolt contour in Fig. 1 is 4,735 square miles, while that within the 500-microvolt contour in Fig. 2 is 1,483 square miles; that is, only 31 per cent as great.

At WLBW an entirely different situation was found to exist at night. After sunset the power was only 500 watts but of greater importance is the fact that heterodyne interference was frequently experienced where the intensity fell below 1,000 microvolts per meter. The 500-watt, 1,000-microvolt-per-meter contour was therefore taken as defining the outer limit of night-time service from WLBW. The area receiving good night service is only 400 square miles 27 per cent of the cent of the area receiving good daytime service. The area receiving good night-time coverage at WLBW is, therefore, only 8.5 per cent as great as that of WREN. The difference in power of the two stations at night is a minor factor. The night-time coverage of a regional station is frequently less than the daytime coverage because of heterodyne interference.

Note.—This factor demands more exclusive channels.

The value of field intensity measurements as a basis for predictions may be shown by further reference to the Kansas situation. The attenuation factor and antenna efficiency obtained for WREN were used to predict the probable effect of a change from the present location on a flour mill in town to a suitable site in the country. It was assumed that at the proposed location the antenna efficiency could easily be made as great as 45 per cent. The attenuation constant was assumed to be substantially the same throughout the area. Both assumptions are entirely justified.

The predicted Grade A coverage areas at the new location for 1,000 watts and 2,500 watts are shown on Figure 3. The area for 1,000 watts at the present location (Fig. 1) is 4,753 square miles while that predicted for 1,000 watts at the new locations (Fig. 3) is 10,220 square miles. The area predicted for 2,500 watts is 16,380 square miles. These figures show that the contemplated move without any increase in power would give a Grade A service more than twice as great as that at the old location. The population receiving good service would be increased from 253,500 to 950,000.

Increasing the power from 1,000 to 2,500 watts in the daytime at the new location increases the area served from 10,220 square miles to 16,380 square miles, an increase of 60 per cent, the gain in service area obtained by moving to secure greater efficiency is greater than the gain resulting from increasing the power by 2.5 times.

APPENDIX No. 21

PUBLIC VERSUS PRIVATE OWNERSHIP AND OPERATION OF
CANADIAN BROADCASTING STATIONS

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7. "Report on Aird Broadcasting Recommendations," R.M.A. Special Committee, January 26, 1931.
8. "Clocking the Sponsors," Radio Retailing, May, 1931.
9. "Broadcast Problems in England," by W. T. Maxwell, *Saturday Night*, February 28, 1931.
10. "American vs. European Broadcasting," by O. H. Caldwell, Radio Retailing, May, 1931.
11. "Government Radio Control Great Success in Britain," *Toronto Daily Star*.
12. "R.M.A. Recommendations to Parliamentary Committee, March, 1932."
13. "R.M.A. Recommendations to C.M.A. Committee," March, 1932.
14. "R.M.A. Letter to C. P. Edwards, March 24, 1932."
15. "R.M.A. Report re Enlarging Broadcast Band," Dec. 1, 1930.
16. "Parliamentary Committee Evidence"—C. P. Edwards, No. 1, March 8, 11, 1932.
17. "Parliamentary Committee Evidence—Graham Spry and W. T. Burford, No. 2, March 15, 1932.
18. "Parliamentary Committee Evidence"—Chas. Bowman and A. Frigon, No. 3, March 17, 1932.
19. "On the Use of Field Intensity Measurements for the Determination of Broadcast Station Coverage," by C. M. Jansky and S. L. Bailey, consulting engineers, Washington, D.C.—Proceeding I.R.E., January, 1932, page 62.
20. "Broadcasting Costs"—Electronics, June 31, page 688.
21. "Service Area of Broadcast Stations"—Canadian Situation and L. W. Arguments—Eckersley—Proc. I.R.E., July 30/1192.
22. "Station Assignments by Power & W. L.—Dellinger—Proceedings I.R.E., Aug. 29, 1931.

Note

19. "WREN"—Oil City, Penn., 1220 KC., 500 V., 34 to 50 miles, 1 KW.
"WLBW"—Lawrence, Kan., 1260 KC., 500 V., 13 to 22 miles, 1 KW.

APPENDIX No. 22

Eight weeks broadcast 6 days a week, 15 minutes each day. A free copy of each lecture was forwarded to everybody writing. Total number letters received about 1,000.

THE UNIVERSITY OF TORONTO'S BROADCASTING PROGRAM

January 11—Introduction: Sir Robert Falconer.

GENERAL TOPIC FOR MONDAYS: THE EARTH WE LIVE ON.

January 18—The Sun as a Star: Dr. C. A. Chant.

January 25—The Composition of the Stars: Dr. R. K. Young.

February 1—How the Earth was Formed: Dr. R. K. Young.

February 8—The Physical Nature of the Earth: Dr. W. A. Parks.

February 15—The Age of the Earth: Dr. W. A. Parks.

February 22—Coal: Dr. E. S. Moore.

February 29—Probable Future of the Earth as a Planet: Dr. C. A. Chant.

GENERAL TOPIC FOR TUESDAYS: EARLY CIVILIZATIONS.

January 12—Dawn of Civilization: Prof. T. F. McIlwraith.

January 19—The Indian Civilization of the Americas: Prof. T. F. McIlwraith.

January 26—Ancient Civilizations: Prof. C. T. Currelly.

February 2—Ancient Civilizations: Prof. C. T. Currelly.

February 9—Greek Patriotism: Prof. G. M. A. Grube.

February 16—The Greek Idea of a Gentleman: Prof. G. M. A. Grube.

February 23—Roman Civilization—Augustus Ceasar: Prof. G. Norwood.

March 1—Roman Civilization—The Arch of Titus: Prof. G. Norwood.

GENERAL TOPIC FOR WEDNESDAYS: SCIENCE.

January 13—How the Electron was Discovered: Dr. E. F. Burton.

January 20—Electrons and X-rays: Dr. L. Gilchrist.

January 27—Electrons and Atoms: Dr. E. F. Burton.

February 3—Methods of Producing X-rays: Dr. L. Gilchrist.

February 10—X-rays and Crystal Structure: Dr. E. J. Allin.

February 17—X-rays in Medical Practice: Dr. G. E. Richards.

February 24—The Need for Botanic Gardens—Prof. R. B. Thomson.

March 2—The Story of Gasoline: Prof. E. G. R. Ardagh.

GENERAL TOPIC FOR THURSDAYS: LITERATURE AND HISTORY.

January 14—Willa Cather—Her Quebec Story and others—Dr. Pelham Edgar.

January 21—Burns' Letters: M. W. Wallace—Principal University College.

January 28—Melville's Moby Dick: Dr. E. J. Pratt.

February 4—T. S. Eliot & The Spirit of Modern Poetry: Prof. G. W. Knight.

February 11—Sir Walter Scott: Prof. R. S. Knox.

February 18—Recent Discoveries in Canadian History: Prof. G. M. Wrong.

February 25—Early Days in Upper Canada—Prof. W. S. Wallace.

March 3—Virgil's Message to the Modern World: Prof. E. A. Dale.

GENERAL TOPIC FOR FRIDAYS: CHIEFLY SCIENCE.

January 15—Trees in Winter: R. C. Hosie.

January 22—Forestry Problems: Dean C. D. Howe.

January 29—Old-Time Meals: Miss Ruth Home, M.A.

February 5—The Scientific Point of View: Dr. G. S. Brett.

February 12—The Scientific Point of View: Dr. H. D. Kay.

February 19—The Scientific Point of View: Prof. A. F. Coventry.

February 26—The Scientific Point of View: Dr. E. S. Ryerson.

March 4—(To be announced).

CANADIAN NATIONAL CARBON COMPANY, LIMITED

TORONTO 4, ONT., March 28, 1932.

Canadian Manufacturers Association,
 Bank of Hamilton Bldg.,
 Toronto 2, Ont.

Att'n. Mr. Alex. Marshall, Manager, Commercial Intelligence Dept.

GENTLEMEN:—At the meeting of the Special Committee on Radio Broadcasting held last Thursday, it was suggested that information be given to Mr. McFarland regarding the efforts which had been put forth by various stations along educational lines, and the results which had been obtained from these broadcasts.

In the month of November we engaged the services of Mr. W. A. Fraser, eminent Canadian author and world-wide traveller, to broadcast for us each Sunday evening between 8:45 and 9 o'clock, a series of educational talks on wild animals, referring particularly to those of the Indian jungle, a subject in which Mr. Fraser is particularly well versed as he spent a considerable portion of his life in the far east. There was no advertising in connection with these broadcasts, and the cost was borne entirely by CKNC, a matter of \$25 per broadcast.

Over this period of 13 weeks we received not more than 25 letters all told from listeners who appreciated the talk which Mr. Fraser was giving.

At the end of the 13 weeks we engaged Lieut-Commander Jeffries, world-wide explorer, a man whose experience during the Great War was confined almost entirely to submarine manoeuvres. He has been broadcasting for the past 4 weeks, and his broadcasts have been particularly interesting, and yet we have received not more than 3 letters per broadcast, although we have asked the listeners from time to time to let us know if they enjoyed these educational talks. From the mail response which we have received, it would indicate that the public in general is not particularly interested in listening to educational talks.

You might also be interested in knowing that we have several entertainment features on our station at the present time, such as the Coo-Coo-Noodle Club, sponsored by Patterson Chocolates Limited, a broadcast which is constructed for purely entertainment purposes, which is broadcast over a chain of 5 stations in Ontario and Quebec, but which on our station alone for the past 13 weeks has drawn an average response of 2,500 letters per week, with no incentive whatever being offered other than a membership in the club.

We are also broadcasting a daily feature from 10 to 11 o'clock each morning known as "Archie's Morning Melodies" which has averaged a mail response of 800 letters per week for the past thirty weeks. This broadcast is what we call a "personality program" and contains a fair proportion of advertising.

For the week commencing Monday, March 14th, the total number of letters received was 7,595, which would lead one to believe that listeners are still writing to radio stations, telling them the type of entertainment to which they prefer to listen.

Yours very truly,

EVEREADY STATION CKNC.

E. L. BUSHNELL,
Studio Director.

(Copy)

STATION C.F.R.C. QUEEN'S UNIVERSITY

KINGSTON, CANADA, January 24, 1931.

Mr. H. S. MOORE,
622 Fleet Street,
Toronto, Ontario.

DEAR SIR,—I have just received your letter and questionnaire. In reply I wish to say that there are so few questions on the questionnaire that I can answer that I am not returning it as you wish. The reasons for this decision are as follows: Station C.F.R.C. has no regular broadcasting schedule. During the fall term of the University session we broadcasted the major intercollegiate football games and a few lectures; that was all. During this portion of the session we have scheduled a lecture a week for seven weeks. We may have another lecture or two and perhaps an occasional sport broadcast.

The station is rated at 500 watts and is of the type where the oscillator is modulated directly using the Heising scheme of modulation. The frequency is 930 K.C. giving a wavelength of 322.6 metres. Our complete staff is made up of two men only, myself and an assistant. We are connected with no hookups.

If the information I have given you is incomplete and you still wish the questionnaire to be filled out I shall gladly do so on your advice.

Yours truly,

(Signed) S. C. MORGAN,

Manager, C.F.R.C.

SPECIAL COMMITTEE

APPENDIX No. 24

Wes McKnight's Velvetedge Sportviews

List of points who acknowledged reception of program broadcast on Tuesday, February 16, 1932, 6.30 to 6.45 p.m.

Alliston.....	4	Fergus.....	1	North Bay.....	1
Atherley.....	2	Fonthill.....	2	Orangeville.....	1
Aurora.....	3	Footes Bay.....	1	Oakville.....	7
Acton.....	2	Galt.....	7	Oak Ridges.....	4
Angus.....	1	Gravenhurst.....	8	Orillia.....	12
Athlone.....	1	Guelph.....	6	Oshawa.....	12
Allandale.....	5	Grand Valley.....	1	Owen Sound.....	7
Anten Mills.....	1	Greenbank.....	1	Omemee.....	1
Agincourt.....	2	Goderich.....	3	Oakwood.....	1
Baysville.....	1	Georgetown.....	1	Pointe Anne.....	1
Brechin.....	2	Grimsby.....	2	Port Carling.....	4
Beeton.....	1	Goodwood.....	1	Parry Sound.....	6
Barrie.....	17	Hamilton.....	49	Port Perry.....	3
Brantford.....	11	Hanover.....	9	Port Hope.....	2
Brampton.....	6	Harriston.....	2	Pickering.....	1
Bracebridge.....	14	Huttonville.....	3	Port Colborne.....	3
Beamsville.....	2	Humberstone.....	3	Palmerston.....	2
Brighton.....	6	Hagersville.....	1	Preston.....	1
Burlington.....	5	Hillsburg.....	1	Phelpston.....	1
Belleville.....	1	Huntsville.....	3	Pt. Dalhousie.....	3
Bewdley.....	2	Hilton.....	1	Penetang.....	3
Beaumaris.....	1	Hornby.....	1	Port Credit.....	5
Bowmanville.....	1	Ingersoll.....	1	Peterboro.....	14
Bradford.....	1	Inglewood.....	2	Fembroke.....	1
Breslau.....	1	Ishington.....	3	Portsmouth.....	1
Burford.....	1	Jarvis.....	1	Parham.....	1
Brussels.....	1	Kitchener.....	9	Pt. McNicoll.....	5
Bobcaygeon.....	1	Kingston.....	2	Paris.....	2
Bronte.....	1	Kinmount.....	2	Pt. Elgin.....	1
Burks Falls.....	1	King.....	3	Palgrave.....	3
Blair.....	1	Kincardine.....	1	Pefferlaw.....	2
Brooklin.....	1	Kenilworth.....	1	Princeton.....	1
Baltimore.....	1	London.....	5	Rousseau.....	2
Beaverton.....	3	Lindsay.....	12	Rodney.....	1
Charlton Stn.....	1	Little Britain.....	1	Ridgetown.....	2
Coldwater.....	4	Lakeview.....	2	Roche's Pt.....	1
Caledon.....	1	Listowel.....	1	Richmond Hill.....	2
Cayuga.....	1	Linwood.....	1	St. Catharines.....	22
Cobourg.....	4	Lakefield.....	2	Smithville.....	1
Coleman.....	1	Lansing.....	2	Stratford.....	4
Collingwood.....	5	Langstaff.....	1	Southampton.....	2
Chesley.....	3	Markham.....	3	Snug Harbour.....	1
Campbellford.....	1	McTier.....	4	Stouffville.....	1
Caistorville.....	1	Meaford.....	6	St. Marys.....	2
Colborne.....	1	Minden.....	1	Streetsville.....	2
Cannington.....	1	Mount Forest.....	2	Simcoe.....	2
Cheltenham.....	1	Milton.....	5	Seaforth.....	1
Cargill.....	1	Mono Road.....	2	St. George.....	1
Coboconk.....	1	Midland.....	4	Sunderland.....	1
Camp Borden.....	2	Mt. Bridges.....	1	Severn Bridge.....	1
Consecon.....	1	Mildmay.....	1	Shanty Bay.....	2
Creamore.....	1	Malton.....	3	Shomberg.....	2
Cataract.....	1	Midhurst.....	3	Trout Creek.....	2
Dunville.....	1	Milverton.....	1	Tottenham.....	4
Durham.....	2	Martstay.....	1	Thorold.....	2
Dixie.....	1	Moon River.....	1	Tavistock.....	1
Dunbarton.....	1	Niagara Falls.....	7	Thorold.....	4
Elmvale.....	2	Newcastle.....	2	Terra Cotta.....	1
Eugenia.....	1	Northmount.....	2	Troy.....	1
Egmondville.....	1	Newtonbrook.....	2	Thistledown.....	2
Fenelon Falls.....	2	Nobleton.....	2	Trenton.....	3
Flamboro.....	1	Newmarket.....	2	Tara.....	1
Freeman.....	1	Nottawa.....	1	Tamworth.....	1
Fort Erie.....	1			Thornton.....	1
Flesherton.....	1				
Franklin.....	1				

Unionville.....	1	Woodbridge.....	2	Angliers.....	1
Utopia.....	1	Wainfleet.....	1	Montreal.....	1
Uxbridge.....	2	Wellington.....	2	Port Cologne.....	1
Utterson.....	1	West Hill.....	1		
Victoria Harb.....	3	Waterdown.....	1		
Virginia.....	1	Wingham.....	1		
Vinelands.....	2	Wellesley.....	2		
Whitby.....	1	Walkerton.....	1		
Waubashene.....	5	Woodham.....	1		
Webbwood.....	2	Waterford.....	1		
Welland.....	5				
Waterloo.....	3				
		Hudson Heights.....	1	Niagara Falls, N.Y.....	1
				Franklin, Mass.....	1
				Buffalo, N.Y.....	2
				Albion, N.Y.....	1
				Batavia, N.Y.....	1
				Eau Claire, Wis.....	1

SUMMARY, VELVETEDGE SPORTVIEWS

Letters received in acknowledgment of program broadcast on February 16, 1932—6.30 to 6.45 p.m.

		Number of towns and villages heard from	Number of letters received
	Province of Ontario		
Toronto.....			639
Rest of Province.....		216	602
Province of Quebec.....		4	4
U.S.A.....		6	7
		226	1,252

APPENDIX No. 25

General survey of station mail indicates—

First: That the listening audience, in selecting favourite programs makes no distinction between sustaining and commercial programs.

Second: That no discrimination is made between Canadian and American programs.

Third: That the preference for entertainment features over educational and cultural features is more than 4 to 1, although the preponderance of entertainment features available is less than $2\frac{1}{2}$ to 1.

SUMMARY OF PREFERENCES

	Points
Concert programs.....	126
Musical personalities.....	117
Sports.....	87
Personality types.....	74
Drama.....	51
Classical music.....	46
Comic strips.....	34
Educational.....	33
News.....	32
Music and Drama (one program).....	28
Dance.....	21
Religion.....	17
Vocal Comedy.....	15
Musical programs of lighter type.....	307
Other light entertainment.....	159
Sports.....	87
	<hr/>
	553
Classical music.....	46
Educational.....	33
News.....	32
Religion.....	17
	<hr/>
	128

CFRB—TORONTO

Response to announcement *re* popularity of radio programs.

Number of letters in favour of private ownership.....	333
Number of letters in favour of public ownership.....	8

Feature	First choice	Second choice	Third choice	Total
Street Singer CBS.....	21	23	15	59
Tony's Scrap Book CBS.....	34	18	2	54
Eno Crime Club CBS.....	12	24	15	51
General Motors Hockey Broadcast.....	17	11	15	43
Wes McKnight's Sportviews.....	9	17	14	40
Neilson Hour.....	16	10	12	38
Toronto Globe Newscasts.....	10	8	14	32
Blue Coal Radio Revue CBS.....	10	11	7	28
Funnyboners CBS.....	5	6	14	25
Army & Navy Bands CBS.....	5	9	11	25
New York Philharmonic CBS.....	17	3	3	23
Rabbi Eisendrath.....	4	9	9	22
Kathleen Stokes.....	9	6	6	21
Little Jack Little CBS.....	9	3	5	17
Ben Alley CBS.....	3	5	6	14
Louise.....	5	5	2	12
Ann Leaf CBS.....	2	4	5	11
John Duncan—harpist.....	6	4	—	10
Tom Hamilton.....	3	2	5	10
Langley programs.....	5	—	4	9
Bing Crosby CBS.....	2	4	2	8
Uncle Rebus & Jeff.....	—	2	5	7
Geo. Hall and his Orchestra CBS.....	3	3	2	8

Feature	First choice	Second choice	Third choice	Total
Count von Luckner CBS.....	1	2	4	7
Morning Devotions.....	5	1	-	6
International Broadcasts CBS.....	6	1	4	11
Old Guide and his Magic Canoe.....	2	2	2	6
Chateau Laurier Orchestras.....	-	6	-	6
Uptown Theatre Organ.....	1	3	3	7
Gene Fogarty and his Orchestra.....	2	1	2	5
University of Toronto.....	1	3	1	5
Jamie Reid.....	1	-	4	5
Special mention hockey games.....	4	-	-	4
Auditions.....	-	3	1	4
Columbia Revue CBS.....	-	3	1	4
Ernest Hutcheson CBS.....	-	4	-	4
Cathedral Hour CBS.....	1	1	2	4
Toscha Seidel CBS.....	1	3	-	4
General Columbia programs.....	11	3	5	19
Columbia Symphony CBS.....	2	-	2	4
Yorkminster Church.....	1	2	-	3
Alex. Chuhaldin.....	-	3	-	3
C N R X.....	1	-	2	3
John Ford.....	-	2	-	2
Leon Belasco CBS.....	-	-	2	2
Fraser Allen.....	-	-	1	1
Lorne Denny.....	1	-	-	1
Guy Lombardo CBS.....	-	1	-	1
Jack Denny and his Orchestra.....	-	-	1	1
Christian Science Church.....	2	-	-	2
Paul and Vera.....	1	-	-	1
Rev. W. J. H. Brown.....	-	2	-	2
H. S. Wood.....	2	-	-	2
Auditions.....	-	2	-	2
Connie Boswell CBS.....	2	-	-	2
Helen and Mary CBS.....	-	1	-	1
Underwood program.....	-	-	1	1
Philadelphia Symphony.....	1	-	-	1
Sigmund Steinberg.....	-	2	-	2
Romance of Chemistry.....	-	-	1	1
Frostilla CBS.....	-	-	1	1
Colonel and Budd CBS.....	1	1	-	2
General Foods.....	1	1	-	2
Dr. Fricker.....	-	-	1	1
Four Eton Boys CBS.....	1	1	-	2
Professor and the Major CBS.....	-	-	1	1
Romanelli Orchestra.....	-	-	1	2
Memory Girl.....	1	-	1	2
Mornin Serenade.....	1	-	-	1
Arthur Jarrett CBS.....	-	-	2	2
Halliday program.....	-	1	1	2
Linit CBS.....	-	-	1	1
H. J. Moore.....	-	-	2	2
Rhythm Kings CBS.....	-	1	-	1
Westons.....	-	1	-	1
With the Poets.....	1	-	-	1
Ann Jamison.....	-	-	1	1

SPECIAL COMMITTEE

APPENDIX No. 26

RECAPITULATION OF MAIL RECEIVED BY CKNC, NOT INCLUDING THAT SENT DIRECT TO THE SPONSOR

Week commencing February 22, 1932.....	8,462
Week commencing February 29, 1932.....	8,953
Week commencing March 7, 1932.....	7,742
Week commencing March 14, 1932.....	7,943
Week commencing March 21, 1932.....	6,078
Total.....	39,178

Station CKNC, Toronto,

E. L. BUSHNELL,

Studio Director.

WEEK COMMENCING FEBRUARY 22

Coo-Coo-Noodle Club.....	3,113
Uncle Bob (Children's Feature).....	1,475
Weston's Children's Hour.....	205
Adeline Robson (Astrology).....	319
Buckingham Boosters (Dance Orchestra).....	279
Stamp Club (Talk on Stamp Collecting).....	203
Beauty Specialist (Afternoon Talk to Women).....	107
Rocky Mountaineers (Old Time Dance Orchestra).....	40
Jane Gray Players (Light Drama).....	92
Archie Cunningham (Daily Morning Personality Program).....	705
Raynell (Personality).....	1,662
Miscellaneous.....	262
Total.....	8,462

WEEK COMMENCING FEBRUARY 29

Coo-Coo-Noodle Club.....	3,585
Uncle Bob.....	1,387
Weston's Children's Hour.....	196
Adeline Robson.....	299
Stamp Club.....	242
Beauty Specialist.....	45
Jane Gray.....	28
Raynell.....	2,074
Archie Cunningham.....	656
Miscellaneous.....	341
Total.....	8,953

WEEK COMMENCING MARCH 7

Coo-Coo-Noodle Club.....	2,904
Uncle Bob.....	1,221
Weston's Children's Hour.....	172
Adeline Robson.....	299
Stamp Club.....	267
Radio Guild (Drama).....	232
Beauty Specialist.....	52
Archie Cunningham.....	768
Raynell.....	1,580
Miscellaneous.....	347
Total.....	7,742

WEEK COMMENCING MARCH 14

Coo-Coo-Noodle Club.....	2,847
Uncle Bob.....	1,361
Weston's Children's Hour.....	224
Adeline Robson.....	250
Stamp Club.....	216
Radio Guild.....	165
Archie Cunningham.....	813
Raynell.....	1,443
Miscellaneous.....	624
Total.....	7,943

WEEK COMMENCING MARCH 21

Coo-Coo-Noodle Club.....	2,170
Uncle Bob.....	1,132
Weston's Children's Hour.....	178
Adeline Robson.....	229
Stamp Club.....	225
Archie Cunningham.....	496
Raynell.....	946
Miscellaneous.....	702
Total.....	6,078

TRANS-CANADA BROADCASTING COMPANY

KING EDWARD HOTEL

TORONTO, CANADA, March 28, 1932.

Radio Broadcasting Committee,
 Canadian Manufacturers' Association,
 Toronto, Ont.

GENTLEMEN,—We are enclosing list of the firms who have done network broadcasting during the last three years, over Station CKGW.

The number of letters received by the Station, from listeners-in, averages about 500 per day.

Yours very truly,

.....
General Manager.

(Two photographic illustrations.)

APPENDIX No. 27

ONTARIO AGRICULTURAL COLLEGE

GUELPH, CANADA, September 21, 1931.

Canadian National Carbon Co. Ltd.,
805 Davenport Road,
Toronto 4, Ontario.

Attention Mr. Rupert Lucas.

DEAR SIR,—Your letter of September 17th addressed to President Christie has been referred to me for attention.

Please accept our thanks for your offer of assistance in broadcasting any educational material which we might wish to put on the air. We have on two or three occasions in the past broadcasted series of talks from this institution and our faculty members do occasionally broadcast from various stations on special request and under special circumstances.

Business calls me to Toronto frequently and on the first occasion I will drop in at your office and talk the matter over with you. In the meantime if any representative of your company should be at Guelph in the near future I will be pleased to have him call at my office here and go further into the matter.

Yours very truly,

J. BUCHANAN.

Mr. GREIG.

September 17, 1931.

G. I. CHRISTIE, B.S.A., D.Sc.,

President, Ontario Agricultural College, Guelph, Ont.

DEAR DR. CHRISTIE,—In the spring of this year our Mr. Ewart Greig corresponded with you regarding the broadcasting of a farmers' feature in the way of an educational talk by someone in your department, and offered the facilities of CKNC for this purpose. It appears that the season was not then right, and you mentioned that perhaps the fall of the year would be more suitable for interesting talks to the farmers.

May we again take this opportunity of extending to you the complete use of our radio facilities for an educational feature of this nature? As Mr. Greig pointed out to you we are always ready and willing to broadcast anything which would be of interest to the community of farmers within the hearing of our station, and should the Department decide to avail itself of our offer, would you be good enough to contact with the writer and we can go into the matter thoroughly.

Yours very truly,

EVEREADY STATION CKNC.

INTER-COMPANY CORRESPONDENCE

TORONTO 4, ONT., September 8, 1931.

CANADIAN NATIONAL CARBON COMPANY, LTD.

DEAR Mr. BUSHNELL,—I am attaching an original file of correspondence between Dr. G. I. Christie, president of the Ontario Agricultural College, and ourselves. If you will read my letter of April 23, you will be familiar with what I had in mind, which I believe we should follow up very carefully now, as I should certainly like to have an educational feature for the farmers from this station.

Please follow this right up with Dr. Christie and let us try to come to some arrangement with them to have agricultural talks from CKNC.

Yours very truly,
EWART GREIG.

GUELPH, CANADA, May 8, 1931.

EWART GREIG, Esq.,
 Canadian National Carbon Co. Ltd.,
 805 Davenport Road,
 Toronto 4, Canada.

DEAR MR. GREIG,—Your letter of April 23rd has been considered with our Departments. We appreciate very much your proposal for educational talks over the radio. Our people feel that this is an unusually busy season for the farmers and that perhaps the talks over the radio would not be as satisfactory now as during the Fall and Winter. Again, at this time of the year a large number of our Staff are engaged in research and demonstration work in the Province and are unable to prepare talks as suggested. I will be glad to discuss this with you again in the Fall.

Yours very truly,

G. I. CHRISTIE.

GUELPH, CANADA, April 27, 1931.

EWART GREIG, Esq.,
 Canadian National Carbon Co. Ltd.,
 805 Davenport Road,
 Toronto 4, Ontario.

DEAR SIR,—I wish to acknowledge your letter of April 23 to Dr. Christie and to advise you that he is out of town for this week and that your letter will be referred to him on his return.

Yours very truly,
 MARGARET I. ODROSKIE,
President's Secretary.

April 23, 1931.

G. I. CHRISTIE, B.S.A., D.Sc.,
 President, Ontario Agricultural College,
 Guelph, Ontario.

DEAR DR. CHRISTIE,—At the Ontario Retail Hardware Convention that was held in the Royal York Hotel a few weeks ago, I was present during the luncheon at which you presented such a splendid address on the part the hardware dealer played in serving the farmer and, as we own and operate Radio Station CKNC, it struck me that one of the easiest ways of getting a message such as yours to the largest number of farmers would be by radio.

About two years ago, we had conferences with Hon. G. Howard Ferguson, then Prime Minister, Hon. George S. Henry, Minister of Highways, and Hon. John S. Martin, then Minister of Agriculture. We definitely went on record in offering to the provincial government, free of charge, time on our station for educational broadcasts, especially on subjects of interest to the department of Highways, Public Health, Agricultural and Provincial Police. I am under the impression that the cabinet ministers, whom we interviewed, looked favourably upon the idea, but nothing ever came of it.

As you know, some of the radio stations have been criticized for the lack of educational matter being broadcast, and we should like to overcome this criticism by again offering time on our radio station for the broadcast of educational matter, such as you suggested at the luncheon speech referred to above. We shall be glad to supply an announcer, engineers and the station if you could see your way clear to have someone address the farmers in this community along the lines suggested in your speech.

We shall be very glad to have your comments on this suggestion.

Yours very truly,
Sales Promotion Manager.

APPENDIX No. 28

January 27, 1932.

DEPUTY MINISTER,

Department of Education,
Parliament Buildings, Toronto.

DEAR SIR,—At a meeting of the Radio Manufacturers' Association of Canada held recently, the question of the installation of a Radio in every school in the province and its possibilities was discussed. The meeting was addressed by Captain Atkinson of the Bureau for the Advancement of Music in Canada, who outlined the work of their Bureau and what had been accomplished in the schools through their co-operation with your Department in both vocal and instrumental music.

We would like to receive your reaction on this question before any steps of a definite nature are taken by our Association. It is felt that the installation of a Radio in every school would be a very valuable asset in many ways. Arrangements would have to be concluded between your Department and the various Boards of Education and Broadcasting Stations to co-operate with the schools in broadcasting suitable lectures and other broadcasts of educational value.

I trust you will give this matter your consideration as early as possible and would appreciate hearing from you in due course.

Yours very truly,

.....
Secretary-Treasurer.

Also sent to the Deputy Minister in each of the following provinces: British Columbia, Alberta, Saskatchewan, Manitoba, Quebec, New Brunswick, Nova Scotia and Prince Edward Island.

Replies received in connection with this letter attached.

GOVERNMENT OF THE PROVINCE OF PRINCE EDWARD ISLAND—
DEPARTMENT OF EDUCATION

CHARLOTTETOWN,

PRINCE EDWARD ISLAND,
CANADA, February 15, 1932.

W. A. CHADWICK, Esq.,

Secretary-Treasurer, Radio Manufacture Association,
107 Yonge St., Toronto 5, Ont.

DEAR SIR,—This is to acknowledge receipt of your communication of the 8th instant, *re* placing radios in schools.

This, of course, would be very desirable, but I fear the expense would be entirely beyond the reach of the ratepayers of this province. And furthermore, until better control is obtained over the distribution of broadcastings, schools would need to be careful of what might be received therein.

As the whole matter of radio communication is so new and the future development so uncertain, we, at any rate, shall have to step carefully in the matter.

Yours very truly,

H. H. SHAW,
Chief Superintendent of Education.

EDUCATION OFFICE, NOVA SCOTIA

HALIFAX, N.S., March 7, 1932.

Mr. M. A. CHADWICK,
Secy.-Treasurer, Radio Manufacturers' Association,
767 Yonge Street, Toronto 5, Ont.

DEAR SIR,—I have your letter of March 1st, for which I thank you. In Nova Scotia the Department of Education stands expenses in connection with the school broadcastings. We pay for the services of the radio station and also a small honorarium to the speakers not connected with our own Department. We do not, however, give any assistance to the school board in the purchase of radio receiving sets. That is a local matter for the schools.

Very truly yours,

H. R. SHINNER,

Asst. Supt. of Education.

EDUCATION OFFICE, NOVA SCOTIA

HALIFAX, N.S., Feb. 27, 1932.

Mr. M. A. CHADWICK, Secretary-Treasurer, Radio Manufacturers' Association of Canada, 767 Yonge Street, Toronto 5, Ont.

Dear SIR,—Your letter of February 8 has been received and I am directed by the Superintendent of Education to acknowledge it. In Nova Scotia, the Central Department of Education conducts weekly broadcastings to the schools. The program is of two hours duration from 2 to 4 p.m. Friday, throughout the school year or the major portion of the school year. I enclose samples of recent programs.

Unfortunately we have never taken a census of the schools and we do not know how many schools are equipped with radios. Our program is intended for the adults as well as for the children, as you will readily see by reference to the topics of the talks. We circulate the program through the schools of the province and the teachers know that they are expected, whenever possible to listen in.

With the exception of French, there is not direct instruction over the radio in any of the ordinary school branches. The programs are intended to supplement the school course and in fact may be considered to be recreative, and a wise use of the Friday afternoon period.

Very truly yours,

H. R. SHINNER,

Asst. Supt. of Education.

EDUCATIONAL BROADCASTING

THE EDUCATION OFFICE, Halifax, N.S.

The *Journal* of the National Education Association reports Mr. T. F. Tyler, secretary and research director of the National (United States) Committee on Education by radio as saying:

"Sufficient data have been presented to show that teaching by radio can be and is being done. One question—Has it any advantage over teaching done before the development of the radio? Cleveland teachers say that classes which have had only one year of radio teaching in arithmetic follow directions better and require less repeating on the part of the teacher. Another interesting report is that school physical examinations reveal a higher measure of accuracy in the

hearing of pupils who have received than among those who have not received radio instruction. But most important of all, pupils ranked higher in the subjects they learned by radio than pupils in the same subjects taught by ordinary methods."

The program for Friday, February 19, will be broadcast over Radio Station CHNS between 2 and 4 p.m.

2.00-2.05—Announcements.

2.05-2.10—Musical selection.

2.10-2.25—Another in the series of Myths and Legends for Children arranged and broadcast by Miss Helen Creighton.

2.25-2.35—Musical selection.

2.35-2.50—Another of the series of talks on Books and Authors arranged and broadcast by Mr. Ralph Marvin.

2.50-2.55—Musical selection.

2.55-3.10—Geography Talk—Halifax to Venice and Back—by Mr. V. E. Tibbs.

3.10-3.20—Musical selections.

3.20-3.35—A talk on the value of snow to our forests, arranged by the Dept. of Forests and Lands, broadcast by Mr. G. J. Redmond.

3.35-3.40—Musical selection.

3.40-3.55—French Lesson.

3.55-4.00—Announcements.

"God Save the King"

EDUCATIONAL BROADCASTING

THE EDUCATION OFFICE, HALIFAX, N.S.

The program to be broadcast by the Department of Education from Radio Station CHNS will be as follows:

2:00—2:05—Announcements.

2:05—2:10—Musical selections.

2:10—2:25—Another in the series of stories, based on Nova Scotian History, written and broadcast by Miss Helen O'Connor.

2:25—2:35—Musical selections.

2:35—2:50—"The Wonder of the Mind" a talk by Dr. J. S. Thompson.

2:50—2:55—Musical selection.

2:55—3:10—Another of the series of talks on Books and authors by Mr. Ralph Marvin.

3:10—3:20—Musical selections.

3:20—3:35—"Going to School in Newfoundland"—a talk by the Rev. A. L. Gardiner.

3:35—3:40—Musical selection.

3:40—3:55—French Lesson given under the direction of Miss Harriet Roberts.

3:55—4:00—Announcements.

"God Save the King"

EDUCATIONAL BROADCASTING

The third in this year's series of educational broadcastings will be given over CHNS by the Department of Education on Friday, Nov. 13 between 2:00 and 4:00 p.m.

The program will be as follows:—

2:00—2:05—Announcements, etc.

2:05—2:10—Musical selection.

2:10—2:25—Nature Study Talk by Mr. C. R. K. Allen.
 2:25—2:35—Musical selections.
 2:35—2:50—Talk on Recent Books by Maritime Province Authors by
 Mr. Ralph Marvin.
 2:50—2:55—Musical selection.
 2:55—3:10—Nova Scotian History Talk by Miss Helen O'Connor.
 3:10—3:20—Musical selections.
 3:20—3:35—Current Events by Mr. H. R. Shinner, Ass't. Superintend-
 ent of Education.
 3:35—3:40—Musical selection.
 3:40—3:55—French Lesson conducted by Prof. C. H. Mercer and Mr.
 A. W. Cunningham.
 3:55—4:00—Musical selection.
 "God Save the King"

THE CHIEF SUPERINTENDENT OF EDUCATION

FREDERICTON, February 13, 1932.

Mr. M. A. CHADWICK,
 Secretary-Treasurer, Radio Manufacturers Association,
 767 Yonge Street, Toronto 2, Ont.

DEAR SIR,—Until such time as Radio programs shall be of different type
 and under at least, some control, I shall not favour the installing of radio sets
 in every school of the Province of New Brunswick.

Yours truly,

A. S. McFARLANE,
Chief Superintendent.

DEPARTMENT OF EDUCATION, QUEBEC, P.Q.

March 4, 1932.

Mr. M. A. CHADWICK,
 Radio Manufacturers Association,
 767 Yonge Street, Toronto, 5, Ont.

DEAR SIR,—I have received your letter of March the 2nd together with a
 letter dated February 17th to the Radio Trades Association, Quebec.

I do not know the address of the Radio Trades Association but I think
 that it is in Montreal. You could obtain the address from Mr. Roy Campbell,
 University Tower, St. Catherine Street West, Montreal. However as I see
 that what you desire is a list of the School Boards of the Province of Quebec,
 I am enclosing herewith a list of the superior schools of the Province and if
 you will address the Secretary-Treasurer in each instance, you should be in
 communication with the clientele that is most likely to be of benefit to you. I
 would not like my name to be used in connection with any circulars that you
 may direct to these Boards.

In addition to the superior schools of the Province, there is a somewhat
 large number of elementary schools. A second list is enclosed giving you the
 names and addresses of the secretaries of all the school boards, including those
 in the list above referred to. I doubt if the elementary schools are worth cir-
 cularizing at the present time. If you do communicate with them, please refrain
 from using my name here also.

I am returning herewith the letter addressed to the Radio Trades Associa-
 tion.

Yours truly,
 W. P. PERCIVAL,
Director of Protestant Education.

DEPARTMENT OF EDUCATION, QUEBEC, P.Q.

February 15, 1932.

Mr. M. A. CHADWICK,

Radio Manufacturers Association,

767 Yonge Street, Toronto, 5, Ont.

DEAR SIR,—I have received your letter of February the 9th.

The purchasing of equipment for schools in the Province of Quebec is under the control of the School Boards. This Department therefore, cannot assist the Radio Manufacturers Association by purchasing radio equipment.

I would like to see radios in the schools and have fostered the broadcasts of the National Council of Education, which are given from 1 o'clock to 1.15 on Mondays and Wednesdays each week during the present session. At present, however, we are opposed to radio broadcasts during school hours.

The Radio Trades Association has been provided with a list of our school boards, and I understood that they were to communicate with them.

Yours truly,

W. P. PERCIVAL,

Director of Protestant Education.

DEPARTMENT OF EDUCATION, ONTARIO

TORONTO, February 4, 1932.

M. A. CHADWICK, Esq.,

Secretary-Treasurer, Radio Manufacturers Association of Canada,

767 Yonge Street, Toronto 5.

DEAR SIR,—I am directed by the Minister of Education to state, in reply to your letter of the 27th ultimo, that the question of installing radios in school buildings is one which concerns the local authorities. Having regard to the radio situation which exists on this Continent, the Minister, while realizing that the radio has possibilities as an educational agency, is not prepared to institute a series of educational broadcasts to the schools at the present time.

I have the honour to be,

Your obedient servant,

A. H. W. COLQUHOUN,

Deputy Minister of Education

DEPARTMENT OF EDUCATION, WINNIPEG.

February 15, 1932.

M. A. CHADWICK, Esq.,

Secretary-Treasurer,

Radio Manufacturers Association of Canada,

767 Yonge Street, Toronto 5, Ontario.

DEAR SIR,—In reply to your favour of 8th instant, I beg to say that we have been considering for some time this matter of education by radio but under existing conditions we cannot suggest to our schools that they install radios. When normal conditions return we expect a large number of schools will provide this equipment. Meanwhile, we are giving certain assistance with high school courses by radio, the lectures being given outside school hours when the children are at home.

Yours truly,

R. FLETCHER,

Deputy Minister of Education.

DIRECTOR OF RURAL EDUCATION, SASKATCHEWAN

REGINA, Sask., February 18, 1932.

M. A. CHADWICK, Esq., Sec.-treas.,
 Radio Manufacturers' Association, of Canada,
 767 Yonge Street, Toronto 5, Ontario.

DEAR SIR,—Your letter of February 8th with regard to a proposal for the installation of radio in schools has been referred to this office for acknowledgement and reply.

As you are no doubt aware a very interesting experiment in educational broadcasts is being conducted in this province at the present time. Through the co-operation of the broadcasting stations, the government telephones, the C.P.R. telegraph, and the staff of the Saskatchewan Government Correspondence School, lessons in the French, Latin, English, History, Science, and German courses of grades IX and X are broadcast over a province-wide hook-up from 6.00 to 6.30 p.m. each week day except Saturday. The lessons follow the correspondence courses, the outlines of which are forwarded to the pupils some time previous to the radio talks.

The initial broadcasts covered a period of three months last fall and met with so much popular support for the idea that another three months' series was commenced on January 18th. Data will be collected towards the end of this period to show the number who have taken advantage of the broadcasts and their reactions to them.

I understand that as a result of the success of the combination of correspondence courses and radio lessons in this province (we have over 10,000 high school students enrolled) Manitoba is planning the development of a similar proposal.

The above outline definitely indicates the interest of this department in the matter of the use of radio for school purposes.

Before the department could commit itself to any general system of installation of radio in schools a good many other matters would need to be considered. Chief of these would be the question of cost. At the present time Saskatchewan is not in a position to initiate increased expenditures in the field of education. How soon such expenditures could be incurred depends largely on the recovery in prices of agricultural products particularly wheat and also upon the evidence with regard to the necessity or desirability of such expenditures.

If your organization has a definite proposal to make it will be given careful consideration. Have you any further information to offer?

Yours faithfully,

A. R. BROWN,

Director of Rural Education.

DEPARTMENT OF EDUCATION, ALBERTA

EDMONTON, February 19, 1932.

Mr. M. A. CHADWICK,
 Sec.-Treas. Radio Manufacturers Association of Canada,
 767 Yonge street, Toronto, 5, Ontario.

DEAR SIR,—In reply to your letter of the 8th instant I beg to state that owing to financial conditions throughout the world, and especially in Western Canada, the boards of trustees find it difficult to operate their schools during the entire school year, and it is doubtful whether the boards would consider placing

a radio in the schools during the present year. I therefore do not consider that your suggestion is practicable until such time as conditions improve.

Your obedient servant,

J. T. ROSS,

Deputy Minister.

DEPARTMENT OF EDUCATION, OFFICE OF THE SUPERINTENDENT,
VICTORIA

February 16, 1932.

M. A. CHADWICK, Esq.,
Secretary-Treasurer, Radio Manufacturers Association,
Toronto, 5, Ontario.

DEAR SIR,—I beg to acknowledge receipt of your letter of the 11th instant.

While it is undoubtedly true that much educational advantage might be derived from the installation of a radio in each school in the province, yet I regret to advise you that this Department is not in a position to give any financial support to such a proposal at the present time.

Yours very truly,

S. J. WILLIS,

Superintendent of Education.

APPENDIX No. 29

TIME DEVOTED TO ADVERTISING ON TYPICAL CANADIAN NETWORK BROADCASTS

Wrigley	2·5%	
Neilson	3·3%	
W. R. Johnston	4·4%	
Buckingham	3·3%	
Eveready	3·5%	
C. G. E.	7·5%	
General Motors	8·3%	
Canadian Industries	5·0%	

From data supplied by Station CKNC; McConnell & Ferguson, Ltd.; Stevenson & Scott, Ltd.; and Campbell-Ewald, Ltd.

APPENDIX No. 32

TELEPHONE SURVEY OF RADIO AUDIENCE

During the hour, 9 to 10 o'clock, December 1, 1931, telephone calls were made to 703 homes in Toronto and Weston. Of these, 633 (or 90%) were set owners. Of the set owners, 475 (or 75%) were "listening in" when called. Of these, 90% were tuned to five Toronto stations—all of which were carrying Canadian advertising programs throughout the hour.

Station A—(Hockey Broadcast)	225	(47%)
Station B ₁ —(Concert Program)	148	(31%)
Station C ₂ —(Varied entertainment)	38	(8%)
Station D—(Varied entertainment)	17	(4%)

The above are all Toronto Stations.

All Buffalo stations combined	41	(9%)
All other U.S. stations combined	6	(1%)

It should be noted that Buffalo stations, carrying the network programs of two American chains, are available in Toronto practically as easily as local stations.

Certified by CAMPBELL-EWALD LIMITED.

Director Broadcast Advertising.

APPENDIX No. 33

GROWTH OF NETWORK BROADCASTING IN CANADA

—	1929	1930	1931
Number of network broadcasters.....	16	17	21
Number of program hours of network broadcasting.....	264	646 $\frac{1}{2}$	844 $\frac{1}{2}$

APPENDIX No. 34

SURVEY OF RADIO BROADCASTING OVER CFRB FOR THE SEVEN DAYS ENDING JANUARY 25, 1931

SUMMARY

—	min. secs.	Per cent of total time
Advertising Announcements.....	291 40	4.55%
Program and Station Announcements.....	314 05	4.91%
Programs—		
Recordings.....	824 35	12.87
Physical Programs.....	4,971 30	77.67
	5,796 05	
Total Time on the air.....	6,401 50	

The average proportion of every hour of broadcasting is as follows:

Advertising.....	2 min., 43 secs.	4.55%
Station and Program Announcements.....	2 min., 56 secs.	4.91%
Entertainment.....	54 min., 21 secs.	90.54%
	60 min.	

ANALYSIS OF ADVERTISING ANNOUNCEMENTS

—	Prior to 7 p.m.	7 p.m. to midnight	Daily Total
min. secs.	min. secs.	min. secs.	min. secs.
Monday, Jan. 19th.....	35.20	8.30	43.50
Tuesday, Jan. 20th.....	44.40	19.35	64.15
Wednesday, Jan. 21st.....	50.25	12.05	62.30
Thursday, Jan. 22nd.....	31.10	10.30	41.40
Friday, Jan. 23rd.....	33.35	14.05	47.40
Saturday, Jan. 24th.....	13.05	6.15	19.20
Sunday, Jan. 25th.....	5.15	7.10	12.25
	213.30	78.10	291.40

Average amount of advertising in each hour of broadcasting prior to 7 p.m..... 2 min. 58 secs.
 Average amount of advertising in each hour of broadcasting between 7 p.m. and midnight..... 2 min. 16 secs.
 Average amount of advertising in each hour of broadcasting over full day..... 2 min. 43 secs.

SPECIAL COMMITTEE

ANALYSIS OF PROGRAM TIME FOR SEVEN DAYS ENDING JANUARY 25, 1931

	min. secs.	min. secs.
Recordings—		
Classical.....	50·30	
Popular.....	683·45	
Dance.....	90·20	
		824·35
Physical Programs—		
Classical and religious music.....	805·35	
Popular music.....	1,547·55	
Dance music.....	825·30	
Drama, plays, dialogue, etc.....	398·15	
Educational talks sponsored by advertisers.....	119·10	
Educational talks non-commercial.....	599·00	
Church Services.....	293·15	
News Stocks, weather.....	382·50	
		4,971·30
Total Programme Time.....		5,796·05

ANALYSIS OF POINT OF ORIGIN OF PROGRAMS WEEK ENDING JANUARY 25, 1931

	Columbia	Own
	min. secs.	min. secs.
Monday, Jan. 19th.....	497·25	434·15
Tuesday, Jan. 20th.....	396·10	506·15
Wednesday, Jan. 21st.....	517·10	414·35
Thursday, Jan. 22nd.....	409·10	492·10
Friday, Jan. 23rd.....	433·15	497·55
Saturday, Jan. 24th.....	649·15	251·45
Sunday, Jan. 25th.....	260·00	642·30
Total.....	3,162·25	3,239·25

	min. secs.	
Programs emanating from Columbia Broadcasting Points in U.S.A.....	3,162·25	49·4%
Programs emanating from Studios of CFRB or other points in Canada...	3,239·25	50·6%
Total Time on the air.....	6,401·50	

TIME SPENT BY ANNOUNCERS ON PROGRAMS

	C. Shearer	D. Miller	W. McKnight	J. Kannawin
	hours	hours	hours	hours
Monday, January 19th.....	1	4 ³ / ₄	4 ³ / ₄	5
Tuesday, January 20th.....	1	1 ³ / ₄	8	4 ¹ / ₄
Wednesday, January 21st.....	1	6	2 ¹ / ₂	7
Thursday, January 22nd.....	—	5 ¹ / ₂	3	6 ¹ / ₂
Friday, January 23rd.....	1	3	6 ¹ / ₂	5
Saturday, January 24th.....	1 ¹ / ₂	3 ¹ / ₄	6 ¹ / ₄	4
Sunday, January 25th.....	1 ¹ / ₄	5 ¹ / ₂	2 ⁴ / ₄	5
	6 ¹ / ₄	29 ³ / ₄	33 ³ / ₄	36 ³ / ₄

COMPARISON OF TOTAL BROADCASTING TIME IN RELATION TO SPONSORED PROGRAMS AND SUSTAINING FEATURES

	Sponsored Broad- casting	Sustaining and Studio Features	Total Time on the Air
	min. secs.	min. secs.	min. secs.
Monday, January 19th.....	202 25	729 15	931 40
Tuesday, January 20th.....	369 20	533 05	902 25
Wednesday, January 21st.....	324 05	607 40	931 45
Thursday, January 22nd.....	256	645 20	901 20
Friday, January 23rd.....	425 05	506 05	931 10
Saturday, January 24th.....	155 20	745 40	901
Sunday, January 25th.....	227 55	674 35	902 30
Totals.....	1,960 10	4,441 40	6,401 50
Percentage of Total.....	30.6%	69.4%	

PERCENTAGE OF ADVERTISING IN SPONSORED PROGRAMS

In 1,960 min., 10 sec. of sponsored programs, total advertising amounted to 291 min., 40 sec.

Before determining the relation of advertising to program time, allowance has been made for the fact that included in the figures in the preceding paragraph is 52 min., 05 secs., which was devoted entirely to short commercial announcements, Bulova Time, etc.

This means that in 1,908 minutes of sponsored musical features, advertising totalled 239 minutes.

For every hour of sponsored programs the advertising time works out to 7 minutes, 40 seconds.

LIST OF COMMERCIALLY SPONSORED PROGRAMS BROADCAST AFTER 7 P.M.

	Total Time	Advertising	Sponsor
	min. secs.	min. secs.	
Monday, January 19th.....			
14 -	2 45		Evangeline Adams
15 -	1 45		George & Blossom
30 -	1 15		Old Mill
15 -	1 15		Book Knowledge
15 -	1 50		George & Blossom
60 -	4 05		Macdonald
45 -	1 40		Embassy
13 -	1 15		Arch Aid Shoes
17 -	1 55		Gipsy Trail
30 -	3 40		Paramount
14 15	1 05		Patterson
14 15	2 10		Evangeline Adams
14 -	1 05		George & Blossom
30 -	2 05		Royal Typewriter
30 -	2 -		Satin Finish
30 -	1 15		Embassy
15 -	2 55		Television Inst.
15 -	- 45		George & Blossom
30 -	2 40		Buckingham Boosters
60 -	1 55		Neilsons
13 50	1 55		Virginia Dare
15 -	1 10		George & Blossom
60 -	2 50		Consoliers
60 -	1 55		Ovaltine
30 -	- 40		Riviera
30 -	1 15		Old Mill
14 10	1 40		Evangeline Adams
15 -	1 25		George & Blossom
30 -	1 25		Vapex
30 -	- 45		Riviera
30 -	1 05		Embassy
30 -	3 25		Rogers-Majestic
60 -	2 10		Imperial Oil
	924 30	61 00	

RELATION OF ADVERTISING TO SPONSORED PROGRAMS FROM 7 P.M. TO MID-NIGHT

	Total time of sponsored programs after 7 p.m.	Advertising	Short Commercial Announcements
	min. secs.	min. secs.	min. secs.
Monday, January 19th.....	59 -	5 45	2 45
Tuesday, January 20th.....	195 -	15 40	3 55
Wednesday, January 21st.....	132 30	9 40	2 25
Thursday, January 22nd.....	120 -	8 15	2 15
Friday, January 23rd.....	223 -	11 25	2 40
Saturday, January 24th.....	105 -	4 40	1 35
Sunday, January 25th.....	90 -	5 35	1 35
Totals.....	924 30	61 00	17 10

Percentage of advertising in sponsored programs after 7 p.m. 6.6%
 Number of minutes of advertising in each hour of sponsored broadcasting after 7 p.m. 3 min. 57 secs.

(Short Commercial Announcements not included in this calculation)

LADIES AND GENTLEMEN,—I would like to mention the fact that I am speaking strictly as an individual and not as a member of the Canadian Legion. I say as I note in a Toronto Weekly paper that the Legion passed a resolution at St. John, New Brunswick, favoring Government Control of Radio Broadcasting. This was in the year 1928 and I was present at that Convention and voted for the resolution, but having recently returned from England I have changed my opinion as to the supposed superiority of Government Control. I would also say that very few, if any, of the delegates present at the Convention had any opportunity of comparing the systems when they voted? During the past year or so I did feel that some sort of supervision should be exercised by the Government as I grew a little tired of hearing advertising but after my experiences overseas I am quite content with our present Canadian system. The statement made by Mr. C. A. Bowman of the Aird Royal Commission in a Toronto newspaper last Saturday, that the British public are offered the finest of programs by the British Broadcasting Company, is in part very true, but I am going to be very definite when I say they are not in any way superior to the many hundreds of programs that I have heard over Canadian stations and particularly in my home city—Toronto. Owing to ill-health for some years past I have been forced to make radio my outstanding entertainment and I was very disappointed after listening to radio broadcasting as it exists under Government Control in England to-day. In endeavouring to locate the differences that exist I was struck with the entire lack of variety and it is undoubtedly a “take it or leave it system”. They have what is known as Regionals, located in various parts of the country. They are known as North, South, East and West, but even with these stations, the variety of programs offered does not compare with our own. To lovers of classical music I feel that they would resent being forced to listen by the hour to dance music from London or Blackpool, but it is a fact that they must do so or shut off the machine. This one item alone convinced me of the superiority of our present Canadian system. In talking radio over with the various people I met in the north of England I discovered that they are not at all satisfied and are protesting considerably. I explained our system and I found that they would be only too willing to have sponsored programs by Business Houses, etc., if they could be sure, like we are, of a high type of program that follows. Another point that strikes home is the number of outstanding artists we are privileged to hear over Canadian and American stations as compared with the number offered by the British Broadcasting Company. There is absolutely no comparison. It

frequently happens that when London is broadcasting all the Regional stations are using the same program and this alone prevents variety. Just a word for those listeners who are looking for Sport programs. I have no hesitation whatever in saying they would be very disappointed. During the time I was there I did not have the pleasure of hearing one broadcast on sport. In spite of the fact that Football grounds and boxing arenas' are sold out days before, the public very seldom have the opportunity of hearing the games or matches put over the air. It is a fact that the outstanding or major sporting events are broadcast, but absolutely nothing to compare with the hundreds of good sport programs we hear during the year.

In conclusion may I again say that I was keenly disappointed and I do trust that we, who have known the benefits reaped from radio over here, will make every effort to prevent any such system being employed under Government Control as it exists in Great Britain to-day. I feel that you will endeavour to do so and use your power to prohibit Government Control from becoming an established law in Canada.

Statement made by G. D. Allen, President of the Toronto Branch of the Canadian Legion over station CKNC, Monday, March 28, 1932.

Certified by E. L. BUSHNELL,

CKNC.

269 KING STREET, WESTON,
TORONTO 15, March 23, 1932.

Radio Station CFRB,
Toronto, Ontario.

DEAR SIRS:—In response to your two questions of last night as sent out over the air, it is indeed very difficult to answer your first, as the programs from your station are all so very good.

However, I will endeavour to give you my three favourites, they are:—

1. The Street Singer.
2. The Blue Coal Revue.
3. The Eno Crime Club.

Both my wife and I are very fond of listening to good dramas or detective stories and would like to hear more of them from your station, it being particularly clear from interference at all times.

I am very much opposed to any change being made in the present methods of radio broadcasting, in fact so much that although I am and always have been a rabid Conservative, I would vote against the present government if they ever interfere with present conditions.

I would say to them, leave well enough alone, feeling they cannot give the radio fan anything like the same class of programs that we are getting to-day.

My Rogers 1927 model is giving just as good service as the day I first got it, and during this time I have only replaced two tubes, but have had it overhauled at the factory twice.

Wishing your station every success.

Yours very truly,
Ever a Rogers booster, "The Best"

A. W. CHARLES.

45 GLENHOLME AVE., TORONTO, 3/22/32.

CFRB.

Answering your request for an expression of opinion.
We consider the 3 best programs on your station:

Eno Crime Club,
Count Lucknow,
Voice of a Thousand Shades.

Unquestionably the present system of private ownership is the only means of continuing the present high calibre of programs on the air.

It is a joke to think of a government entertaining us.

F. SELWAY.

245 DUNVEGAN ROAD,

FOREST HILL VILLAGE, March 23, 1932.

Station CKNC,
City.

GENTLEMEN,—After listening to the remarks of your Mr. Bushnell, the writer wishes to go on record as being absolutely opposed to government control of radio broadcasting in Canada.

We have too many glaring examples of government control now, and I have no doubt that it would result in seeing a good many receiving sets on their way to the scrap heap, as a short visit to England will so disgust one with radio reception and government control of it, that one will not even listen to it.

I take pleasure in opposing this and wish you the best of luck in having this bill defeated good and proper.

Yours very truly,

W. WALTER WATT.

145 SHELDRAKE BL.,

TORONTO, March 26, 1932.

Station CKNC, Toronto.

SIRS,—I have listened to your broadcast re broadcasting stations being taken over by the government and I wish you to convey to the proper authorities my opinion on the question and tell them I am indeed well satisfied with the system that is now in vogue.

Yours truly,

GEO. A. BLACK.

129 CEDRIC AVE.,

TORONTO 10, March 28, 1932.

Studio Director, CKNC, Toronto.

SIRS,—I wish to record my disapproval of government controlled radio service.

I cannot see just why the Canadian government wishes to take charge of radio at this stage of the game, unless some of the powers that be would like to add to their incomes. If the government wants to control and to make a success of radio, they should try to make a success of the C.N.R., which is supposed to be publicly owned.

I presume that if some of the people wished to listen to the programs emanating from the American chains and had a large radio, is the government going to tax these people according to the number of tubes? I notice that some

cabinet minister says that we want highbrow music, but I am sure that we cannot stand for too much of this type of music; and of course, I presume the Canadian government will not permit the broadcasting of hockey games or wrestling matches.

For the life of me I cannot see why the Dominion government taxes us \$1, as we are not entertained 5 cents worth by the government now, nor have I ever seen an account of how the money collected is spent.

I think that the people of Canada should be allowed to decide whether the government should take over the radio service, and I am not in favour of it.

Yours truly,
K. WHEATLEY.

OTTAWA, CANADA, March 30, 1932.

Mr. C. PASSMORE,
Room 451, Chateau Laurier,
Ottawa, Canada.

Dear Mr. PASSMORE,—Enclosed please find photo print showing the letters that we received in connection with the Canadian General Electric broadcast last November.

Would advise that we registered 27,410 letters and in addition to those registered we received a further quantity of 3,500 after the contest was closed.

Yours truly,
THE MORTIMER COMPANY LIMITED,
C. G. WALTON,
Secretary Treasurer.

(Photographic illustration.)

APPENDIX No. 35

AMERICAN VERSUS EUROPEAN BROADCASTING

*From a Radio Talk Delivered April 6, Over the Red Network By O. H. Caldwell,
Former Federal Radio Commissioner, Editor "Radio Retailing"*

For a good many years I have been mixed up with this thing called radio. I knew it when it was a weak but promising infant. I watched its astounding growth up through adolescence. Then, at Washington, for two years, I sat with it through its long illness (and there were times when I feared we might never pull the patient through). And now I see radio broadcasting blooming in its prime of usefulness.

Yet despite this long familiarity I never tune in a radio set without experiencing a new thrill at the miracles which radio produces, miracles not only of science and engineering, but miracles of program features, music, entertainment and inspiration. And I never cease to marvel that a network of transmitters like this one, actually connects, through invisible ether links, with fifteen million American homes. For, think of it, under our American broadcasting system we have built up a radio audience larger than that of all the rest of the world put together.

And just as American broadcasting leads the nations of all the world in its number of sets, so does it also lead all the world in the quality, the variety and the compass of its programs.

On these invisible channels there come to your home, the world's greatest musicians, the greatest leaders, the popular entertainers, the makers of current history and current thought, the great teachers and orators and ministers, the

events of the day and the hour—events within the very twinkling of their happening.

In fact, when you have a radio set, the whole panorama of modern existence is yours at the touch of a dial, and without a penny of expense.

In Europe you would be paying an annual charge for the privilege of listening on the radio. You would be taxed by the month or year for the programs—and not very good programs, either, lacking in interest, in variety, in enterprise. In England, for example, you would have the choice of usually one or at most two programs. There the expenditure for program talent is hardly a million dollars yearly as against thirty millions here. In Germany, France, Spain and in other countries of Europe, similar conditions prevail.

Europe leads America only in one thing—the greater power of some of the European broadcasting stations. Over there they have stations three to ten times as powerful as any licensed for regular service here. But this deficiency cannot be blamed on American broadcasters. They stand ready with stations of far greater power and greater usefulness, but the restraining hand of my former associates of the Federal Radio Commission holds back the expansion of this great service from the American public and keeps millions of American farmers from enjoying the good radio which might be theirs with the higher broadcasting powers already found necessary all over Europe.

America's remarkable program expansion seems to me the master miracle of radio. It is the development of this big new idea, during the past five years, that has made the rest of radio miracles possible. True, "Free Radio, on the American Plan" does involve the condition that you and I shall listen to some advertising during the programs. But I am sure the average reasonable listener feels no objection to a brief announcement and gladly gives his attention to such an advertising message in return for the entertainment he is enjoying. In the great network programs, hardly three per cent of the total time on the air, is devoted to advertising announcements. Certainly this is keeping the advertiser within bounds, and cannot be objected to by any reasonable listener.

And along with developing the high quality of musical offerings and entertainment, American broadcasters have also accomplished wonders technically in transmitting true tone values. At the cost of millions of dollars for new equipment, the great stations of the country are now putting into the air, radio waves that are indeed perfect reproductions of the sounds in the studio.

Wonderful music is dancing as radio vibrations there in the ether, above your home roof every night. But whether you hear modern American broadcasting in all its original beauty, or get only a tinny rasping shadow of its real self will depend upon whether you have an adequate modern, well-engineered radio receiver.

APPENDIX No. 36

BROADCAST PROBLEMS IN ENGLAND

How the B.B.C. Works—Giving the Public Not What it Wants But What the B.B.C. Thinks it Should Have

By W. T. MAXWELL

Two characteristics have distinguished the B.B.C. programs for the past eight years: (1) Whenever the concerts were described as "Special" the word "special" had no function except that of concealing mediocrity. (2) The concerts could always be turned off and listeners could select their own programs on the gramophone.

However, after eight years, listening-in is now as much of a British institution as policemen or the habit of self-depreciation. Indeed, the increase in listeners has exceeded all expectations since that memorable day in July, 1922, when the first broadcast concert was recorded in Great Britain. And what a paradox it is!

Few will believe that this almost universal habit in Britain was achieved by the most un-British of policies. This policy is: "We (the B.B.C.) will not give the public what it wants, but what we think it should have."

Said the Director-General of the B.B.C., Sir John Reith (I heard him with my own poor ears): "I am as certain as anything that to set out to give the public what it wants, as the saying is, is a dangerous and fallacious policy involving almost an under-estimate of the public's intelligence and a continual lowering of standard. It is not autocracy but wisdom that suggests the policy of prosecuting carefully and persistently a basis of giving people what you believe they should like, and what they will come to like, granting of course direction and human understanding on the part of those who carry out the policy and resolution."

This has always been Sir John Reith's policy since he was plain John Reith and General Manager of the British Broadcasting Co., Ltd., in 1922. It was still his policy when he was made managing director in 1923 and it persisted after he was knighted in 1927. He repeated it publicly again in 1929 when the B.B.C. had its Royal Charter (under State control although outside State machinery) with three more years to go.

All the newspapers howled. They were unanimously, wholeheartedly, positively and immediately for burning the B.B.C. total and complete from microphone to announcer. So fierce was the criticism that these upholders of British traditions gave the impression that even when the B.B.C. was burning they would stay to address the flames vehemently and convincingly and perish indignantly rather than yield so much as a semicolon of their inalienable right to choose their own violinist, jazz singer, after-dinner speaker or what-have-you.

"We have had enough," they cried, "of a controlled monopoly with its entire lack of enterprise and wide vision."

An agitation was started for the termination of the Royal Charter and the beginning of a new order of things. Public opinion was whipped up to demand a change of lessees and a number of large business concerns were urged to take steps to secure the lease. Letters were quoted from lonely men in outposts of Empire who complained that they never heard the news bulletins or the time signals, which was all they wanted. The B.B.C. were then urged to adopt a 24-hour program and an Empire broadcasting scheme with a licensing fee of \$5, half of which was to go to the B.B.C. and the other half to the Dominion of Colony concerned. Big business interests then stepped in and declared that the only industries to benefit by the B.B.C. were those directly connected with broadcasting such as the gramophone companies, song publishers, and manufacturers of wireless parts.

The outcome of this agitation was the formation of several small companies who advertise merchandise and broadcast their concerts from Holland.

The question in England has always been, not so much whether the B.B.C. should have its monopoly but whether there should not be more and better programs. It is recognized, however, that only unrestricted competition will give freedom of choice and that this freedom of choice can only be provided by advertisers. The question, therefore, has now resolved itself as follows: Should the public have what it wants or what the B.B.C. thinks it should have?

Friends of the B.B.C. have retorted: "Does the public always know what it wants; if so, who can tell?"

The opposite camp reply: "No. The public does not always know what it wants, but a business organization is always ready to cater to public taste and has always done so more successfully than any bureaucracy."

This is where the matter now stands in England but there are many who believe that the B.B.C. will lose its charter and that a large business concern will take it over in 1933.

What kind of program does the B.B.C. offer?

I remember the first broadcast concert recorded in Great Britain. It was in July, 1922, at a garden party in Hampstead. Before the concert started an organ pipe was blown to help listeners to tune in their sets. A few months later the first orchestral program to be broadcast in Britain was sent out. There were ten players including the pianist. At that time broadcasting an opera was not thought possible but in January of the following year Mozart's "Magic Flute" and the "Valkyrie" were broadcast from Covent Garden Opera House. The reception was bad and the B.B.C. was blamed, but the company built eight stations up and down the country and engaged a permanent orchestra. The broadcasting of public concerts was next suggested. This met with firm opposition at first but in 1927 the B.B.C. rescued from an untimely end the famous Queen's Hall Promenade Concerts, conducted by Sir Henry Wood, which were on the point of bankruptcy.

Contemporary chamber music was then inserted in the program and afterwards the latest developments in chamber music of all countries. Thus the parish-room type of entertainment which the B.B.C. first offered has now developed until 70 per cent of the B.B.C. programs is music. A large percentage of B.B.C. listeners are unfamiliar with concert music and much of the criticism levelled at the B.B.C. is due to this fact. But, working on the principle that the public should hear only what the B.B.C. thinks it should hear much of this criticism is ignored. The B.B.C. frequently invite eminent men to broadcast—Bernard Shaw, G. K. Chesterton, and the public speeches of the Prince of Wales have been put on the air which, it is pointed out, might not be possible if business concerns were in control. Supporters of the B.B.C. declare that the advantages of a state-owned B.B.C. was evident during the time of national crisis in 1926 when the general strike virtually cut off Great Britain from the rest of the world.

The B.B.C. ban politics but the speeches of politicians dealing with matters of national character are frequently broadcast. Transmitting stations exist in practically every large town. These provincial stations pick up most of the programs from London. The London station broadcasts a National program on a wave-length of 1,554·4 metres; a London Regional program on a wave-length of 356·3 metres; and a London National on a wave-length of 261·3 metres. There are also Regional programs broadcast from every large centre.

The owner of the cheapest kind of set in the North of England can listen in to London, which is picked up by the station in his vicinity and retransmitted. Practically every provincial station has its own permanent orchestra.

I have in front of me typical National and Regional programs. The National program offers a short play based on the story "Mackintosh," by Somerset Maugham. The critics like the dialogue and the acting but "Sustained a headache because of the intense concentration necessary to distinguish one character from another and efforts to visualize an island in the South Seas." This criticism may have been undeserved but it is true that the wireless play will have only a limited appeal until television becomes general.

This National program began at 10.15 a.m. with a church service which was followed fifteen minutes later by the shipping forecast, and at 10.45 a talk "About books and people" by Mrs. Oliver Strachey. The station then picked up from Cardiff the National Orchestra of Wales and opened again at 1 p.m. with an orchestral program from a London restaurant. At 2.20 p.m. came a running commentary on the Scotland vs. France Rugby International, and at

4 p.m. until 4.45 p.m. the B.B.C. orchestra. The playing of an organist at a London cinema was next broadcast until 5.15 p.m., which is the Children's Hour, with a short play especially written for children.

At 6 p.m. an eye witness account of the Arsenal vs. Chelsea match was broadcast with football results followed by the weather forecast and news. Next came a batch of songs and at 7.20 p.m. a talk about the "Week's work in the garden." This was followed by a military band, a talk on Robert Burns' 172nd Anniversary, more songs, music from the Studio at Edinburgh, another news bulletin, a short play, more songs by jazz singers and at 10.30 p.m. till midnight a dance-band from a famous London hotel.

On the same day the London Regional program was made up of items selected from the National program with the exception of a London Sports bulletin and a piano recital at the time that the National program broadcast the second news bulletin. Another program on the same day was that of the Midland Regional on a wave-length of 479.2 metres. This began at 3.30 p.m. with selections by a colliery band followed by duets, an organ recital, a children's hour, a dance band, another organ recital, more songs, a "fantastic relay of Ancient Rome," the Midland studio orchestra, and a news bulletin at 10.30 p.m. when the station closed down. In this instance listeners in the Midlands who had small sets could not hear London but the Midland program was supposed to be "just as good."

The station at Cardiff on the same day broadcast the London program until 1 p.m. and then a dance band from a local hotel, followed by a talk on bygone Wales and then the remainder of the National program picked up from London until midnight. Swansea, which is only a few miles from Cardiff, broadcast selected items from the Cardiff program and the London program. This plan is followed by the smaller stations throughout the country.

The Sunday programs are mostly composed of church services and sacred music. Owners of good sets can always tune in to Berlin, with its symphony orchestra or the numerous Paris stations, Vienna, Budapest, Rome and anywhere on the continent where the same system prevails as in Canada with the exception of Italy. There, as is to be expected, the dictatorial plan is in force as in England.

A study of the programs for the past six months proves conclusively that the B.B.C. is now definitely out of sympathy with all kinds of opera. No complete opera has been broadcast since last August and no opera at all for the past two months except an occasional excerpt.

All light operas have been discontinued. This, of course, is difficult to justify in a country which produced the Savoy operas. If the Gilbert and Sullivan operas are to be heard, listeners must tune in to Dutch or German stations. These national light operas cannot be heard from any English station. Probably the B.B.C. won't pay for them.

There have been, however, hundreds of hours of jazz bands, brass bands, cinema organs, and vaudeville shows. So the criticism hurled at Sir John Reith to-day after eight years of management is that he is crowding out a most important branch of music, and that his programs do not fully represent that form of art which has inspired so many of the greatest composers and plays such an important part in the life of the European nations.

Sunday is England's worst day for wireless programs. It is the time of the week-end party to which one goes so full of hope and returns as flat as a rug. . . . We must be there for tea. We are there for tea. Somebody is saying: "Close the window, there is less chance of the wireless fading. How delightful to see you; listen to this." The wireless is tuned in to that stand-by woman who sings and then to that awful bore who talks about this and that. Comes the young jazz hound and his partner and the soprano who is surely a shimmering voluptuary.

"What—no—really! There will be a good wireless orchestra after dinner?"
 Odours when sweet violets sicken! Then a numb-skull girl says to you:
 "Do you know this one? It's the 'Pagan Love Song'!"

Breakfast is at ten. Nobody goes to church. It comes to you over the wireless. After lunch one wants to read but the wireless is going. Somebody is talking: "When I was in Poona. . . ." Pooh! The train leaves at 9 a.m. Good-bye, good-bye. I hope I never see you again. What a lovely time it's been. Such a fine wireless set. Lunch in town, dinner and wireless, wireless and dinner for ever and ever, Amen.

So the public is given what the B.B.C. thinks it should have. And the issue in England is left between an idealist director with vision opposed to immediate success, universal approval and quick profits.

NATIONAL AFFAIRS

By E. C. BUCHANAN

PRIME MINISTER AND PARLIAMENT

As the session draws near, one becomes more interested in considering its possibilities, and in this connection it may be worth while to amplify the suggestion I offered last week that, notwithstanding the manifest difficulties to which he will be exposed, and the unusual opportunities that are afforded the opposition parties by the economic situation and the bold steps the administration has taken in a far from completely successful effort to relieve it, Mr. Bennett is likely to be found equal to his task and in fairly comfortable command of the course of events. And, in consequence of this command, it may well be that the session will not be as long drawn out as one would ordinarily expect in the circumstances. There is, as has been indicated before, plenty of material for a long and windy session, but the methods and settled purposes of the Prime Minister must be taken into account.

It may be profitable to recall the way things went off last September. Before the session and even during the early part of it, all but a very few of the frequenters of Parliament Hill were convinced that unemployment relief legislation and a drastic tariff revision could not be put through in two weeks. There was no precedent for such a thing. The House of Commons was bound to insist on discussion. And perhaps they would have been right had the House been under any other leadership than that of the present Prime Minister. But his methods and determined purpose made the outcome certain. He entered the session with his legislation ready and resolved to put it through. He would neither temporize nor compromise. Liberals and Progressives protested and pleaded,—suggested he should go off to London and let them debate his bills. He replied that his legislation was before them, that they could debate it to their hearts' content, but that it represented the policies and purposes of the administration and was going through, that he would remain in his place until it was through. The result was that his measures were passed, the most far-reaching economic legislation that had been before parliament in years was enacted in two weeks, and the Prime Minister was off to the Imperial Conference in time. And public opinion approved his course.

Parliament will not be under the same pressure at the regular session, but Mr. Bennett's methods will not be greatly dissimilar. He knows now what he means to do in the way of legislation. He will know when the time comes, if he doesn't now, how it is to be done. His policies which will be given application in his legislation were before the country in the general election, so that he has full authority for his measures, and he has from the same source an ample majority to put them through. As I suggested a week ago, his legislation probably will be in such shape as to offer in itself the maximum resistance

to criticism. The position, therefore, will be that he will be able to say to the opposition, as he did last September, that its criticism must be viewed in the light of the fact that it is diametrically opposed to the policies he was elected to office to apply.

The opposition parties will be free to discuss the policies and courses of the government as much as they like, but since that discussion will take the form of outright condemnation rather than analytical examination, the ministerial side of the House will not be under obligation to reply to it and will have nothing to gain by so doing. All the ministry need do is explain its measures and respond to legitimate interrogation. The country having already accepted its policies, it will not be required to defend them. And in the absence of this superfluous defence, the opposition would be in the position of belabouring the empty air. It could not gain greatly by that. So, if all Mr. Bennett requires of his adequate following in the Commons is that it stand by, ready to pass his legislation at the proper time, the opposition side may talk itself out more quickly than might ordinarily be expected and the business of the session may make reasonably rapid progress.

DEMAND FOR MR. MEIGHEN

Ottawa has been considerably interested in the proposal, echoed from many quarters, that Mr. Meighen should return to public life. The volume of the demand for his return has attracted, one hears, attention in the East Block. Ottawa is without information as to Mr. Meighen's personal disposition in the matter, but if he were coming back at all the present would seem, on the face of it, an opportune time. He is not, of course, envisioned as re-entering parliament otherwise than as a member of the cabinet, and just now both a seat and portfolio are open—East Hamilton and the portfolio of Finance. A Minister of Finance must be appointed sooner or later, and obviously it would be difficult to find anyone as well qualified for the post as Mr. Meighen. His return to parliament in that capacity clearly would please large sections of the country and, in a general sense, would strengthen the administration. It would be acclaimed also in parliament itself. The demand for his return is not, however, strengthened by the gratuitous concern in Liberal quarters about the welfare of the government and the possibility of improving it by his inclusion in it. From the information I have the immediate prospect of Mr. Meighen's early return to Ottawa, no matter how desirable, is not bright. Later on . . . who knows?

THOSE TARIFF HEARINGS

The public tariff hearings by a committee of the cabinet turned out to be, as I indicated they were intended to be, merely a gesture—and a very casual and indifferent gesture at that. There was, in fact, no occasion for them other than the undertaking wrung from the Prime Minister by Mr. King in the hurry of the September session. The implementation of that undertaking was little more than a formality. But there was no reason why it should have been anything else, as was clearly revealed by the almost entire failure of any interests directly concerned about the tariff to appear before the committee. Nobody had any use to make of the committee except Mr. Deachman, who used to take up so much of the time of Mr. Moore's tribunal, and a few gentlemen from Montreal who claimed to represent the automobile distributors of Canada. Mr. Darby, who was wont to vie with Mr. Deachman in expounding free trade theories and denouncing the "interests" to Mr. Moore, is now associated with the Winnipeg Grain Exchange, while Mr. Deachman seems to have abandoned the "Consumers' League," being now chief publicist for a political party organization.

The committee, however, with Mr. Bennett presiding, went through the motion of holding hearings for three days. The first day nobody offered any representations and the proceedings were over in a minute, the second day would have been the same had Mr. Deachman not been incapable of resisting the temptation to argue the fallacy of tariff protection; the third day saw the Montreal gentlemen who purported to speak for the automobile dealers doing their cause a poor service in connection with the fixing of values for duty, and doing that fifteen hours too late.

The fact is that both the government and the interests concerned about the tariff, even the agricultural interests, are satisfied that on the one side the acquisition of necessary information can be facilitated and on the other side submissions can be more effectively made when facts and figures are examined and discussed around a table. Public hearings to afford opportunity for debate between protagonists of high tariffs and low tariffs would be ridiculous with the government unalterably committed to high tariff policy and determined to apply it.

The one arresting piece of information brought out before the committee came from Mr. Percy Sparks, clothing manufacturer and chairman of the Garment Manufacturers' Association. He stated that since the September tariff revision three British woollen manufacturers had established in Canada and that fourteen others were negotiating with a view to establishing. He said also that since the September revision, in which the tariffs on textiles was drastically advanced, he had been able to purchase for his factory from Canadian mills better quality cloth at lower prices than he could remember buying in twenty-three years, which meant that farmers and working men were getting better and cheaper clothing as a result of the Bennett tariff. He made the interesting forecast that twelve months hence no woollen fabrics for clothing of any grade of quality would be imported into Canada from Great Britain or anywhere else. Now, of course, practically all the finer and higher priced woollens are imported from Great Britain and Ireland.

TOO MUCH OF IT

Indifference to public opinion, especially the opinion of those directly affected, was carried too far by Colonel MacLaren, Minister of Soldiers' Pensions, in connection with the reduction in the special winter unemployment allowance to disabled war veterans. The Minister did not think it worth while to give any advance notice of the reduction, even to the recipients of the allowance. They learned of it only when they got their cheques. Ottawa, growing accustomed to secret government, was astonished. It was too much even for Mr. Bennett, and he made haste to retrieve the blunder in an announcement that the full payments would be restored at once.

MOTOR CAR DUTIES

The fixing of values for duty on automobiles at twenty per cent below manufacturers' list prices will mean increased protection of \$127.20 on cars in the thousand dollar price class, the class it was mainly intended to affect, according to figures given me by the Revenue Department. The discount previously allowed the importer on these cars was thirty per cent, the duty being levied on the price to the importer. The imposts, including customs duty, excise and sales taxes, came to \$190.40. The new imposts, including a dumping duty amounting to the difference between the price to the importer and the value for duty, come to \$317.60. The increase in protection, therefore, is in the neighbourhood of sixty per cent. But manufacturers have got to refrain from exploiting the consumer under it. Some say they will lower prices and that American manufacturers will establish plants in Canada.

SESSION 1932
HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 6

FRIDAY, APRIL 1, 1932

WITNESSES:

Dr. E A. Corbett, President, University of Alberta, Edmonton; Dr. F. W. Patterson, President, Acadia University, Wolfville, Nova Scotia; Mr. H. S. Moore, President, Canadian Association of Broadcasters, Station CFRB, Toronto; Dr. Ewart Greig, Secretary-Treasurer, Canadian Association of Broadcasters, Toronto; Mr. W. F. Morgan-Dean, Canadian Association of Broadcasters, Toronto; Mr. J. A. Dupont, Canadian Association of Broadcasters, Station CKAC, Montreal.

Appendix at end of Record.

OTTAWA
F. A. ACLAND
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
1932

MINUTES OF PROCEEDINGS

FRIDAY, April 1, 1932.

MORNING SITTING

The Special Committee on Radio Broadcasting met in Senate Room No. 148 this day, and opened proceedings at 10.30 o'clock a.m., Hon. Mr. Morand, the Chairman, presiding. The following members of the Committee were present:

Messieurs: Cardin, Euler, Gagnon, Ilsley, Morand, Smith (Cumberland) and Wright,—7.

In attendance: Dr. E. A. Corbett, President, University of Alberta, Edmonton; Dr. F. W. Patterson, President, Acadia University, Wolfville, Nova Scotia; Mr. H. S. Moore, President, Canadian Association of Broadcasters, Station CFRB, Toronto; Mr. Ewart Greig, Secretary-Treasurer, Canadian Association of Broadcasters, Toronto; Mr. W. F. Morgan-Dean, Canadian Association of Broadcasters, Toronto; Mr. J. A. Dupont, Canadian Association of Broadcasters, Station CKAC, Montreal.

Present: Technical advisers on radio matters for the Committee, and numerous other representatives of various radio interests.

The Chairman referred to a file of correspondence received from different parts of the country, from those interested in radio matters, and wished to know the views of the Committee as to how much of it should go into the record.

On motion of Mr. Smith, seconded by Mr. Ilsley, the decision would be left to the discretion of the Chairman.

Motion adopted.

The Chairman filed a brief from the Manitoba Telephone System to be read into the record.

Dr. E. A. Corbett called and submitted his views to the Committee; numerous questions by members of the Committee were answered.

The Chairman expressed the thanks of the Committee. The witness retired.

Dr. F. W. Patterson called and addressed the Committee on the radio activities of Acadia University. Questions by members of the Committee were answered by the witness.

The Chairman expressed the thanks of the Committee; the witness retired.

By general agreement the Committee adjourned to resume hearings at 3.45 o'clock.

AFTERNOON SITTING

The Committee resumed at 3.45 o'clock, the Chairman presiding.

Members present: Messieurs: Euler, Gagnon, Garland (Bow River), Ilsley, Morand, Smith (Cumberland) and Wright,—7.

In attendance: The same witnesses as at the morning sitting, with the exception of Dr. Corbett and Dr. Patterson.

Other representatives present.

A correction in figures (typographical error) in the evidence of Mr. Macfarlane on Thursday, March 31, was made.

Mr. H. S. Moore called, and stated that he would like Mr. Ewart Greig to present their brief to the Committee.

Mr. Greig read the brief. Considerable discussion ensued. Questions asked by members of the Committee were answered by Mr. Moore, Mr. Greig, Mr. Morgan-Dean, Mr. Dupont; also by Col. Steel and Mr. Bain as technical radio experts.

The following papers were filed during the day and ordered to be printed as an appendix to the record:

Radio Program, Station WEAO, the Ohio State University; Evidences of Public Support for a National Broadcasting System (Canadian Radio League).

The Committee adjourned to meet again on Tuesday, April 5, at 10.30 o'clock a.m.

E. L. MORRIS,
Clerk of the Committee.

MINUTES OF EVIDENCE

ROOM 148

FRIDAY, 1st April, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Honourable Mr. Morand presiding.

The CHAIRMAN: Before hearing the witness this morning, I have a file of correspondence much of which is very very important, some of a lighter vein, but it is all addressed to me as chairman of the Committee. A great deal of it should go into the record. Some of it I am not so sure of. I am in the hands of the Committee as to what we are to do with it.

Mr. SMITH: Mr. Chairman, I would move that the chairman be instructed by the Committee to use his own discretion, taking out whatever letters are of importance and value and deleting the balance.

Mr. ISLEY: I second that motion, Mr. Chairman.

Carried.

The CHAIRMAN: I will hold this over for another day and blue-pencil a lot of it. I have here a brief from the Manitoba Telephone System which they would like to have read into the record. I will hand this to the reporter and it will be copied into the record.

MANITOBA TELEPHONE SYSTEM

WINNIPEG, MAN., March 18, 1932.

The Special Committee on Radio Broadcasting,
House of Commons, Ottawa.

E. L. MORRIS, Esq., Clerk of Committee.

DEAR SIR,—In accordance with the invitation contained in your circular of March 10th. I beg to submit some ideas on the subject of Radio Broadcasting in Canada, which I trust may prove useful. In this connection I am attaching a short brief given to the "Aird Radio Commission" when in Winnipeg.

It will be noted that this agrees substantially with the Royal Commission's final report excepting that this report advocated complete Dominion ownership and operation; the expense attendant to such a scheme would be much too great especially under present conditions and in the present stage of radio development. If the different provinces were unwilling to follow the Manitoba scheme, which is in effect one unit of what an ultimate plan would be under Dominion ownership, then a suitable company could be granted a charter in each province and for a specified time.

There is to my mind considerable merit in the idea of a separate organization for each province. It allows for separate identification of each province; costs are divided and a healthy condition of competition would be set up tending to maintain a high program standard as well as relieving the Federal Government of expense other than that necessary for administration. Furthermore each Provincial Government has already subscribed in a signed statement to the Air Commission to assist in such a general plan.

There are at present some 70 stations in operation over the Dominion. It is safe to say that probably not one-third of this number is to-day earning enough to meet expenses, nor will they for an indefinite time. Under the single station plan, one for each province, with connecting stations where necessary, the existing number could be reduced by more than half, this in turn would tend to minimize the wave length problem.

Eight major telephone companies have adopted practically the same plan in building and operating the Trans-Canada Long Distance circuits and these companies are equipped to link up broadcasting stations in the different provinces, as well as supplying the necessary local facilities for connecting up theatres, churches, etc., for remote control service. In every country in the world where radio stations are linked, telephone system wires are used, the principal reasons being that they reach practically everywhere and there is a complete absence of noise interference.

Briefly then, my suggestion is, one high powered station in each province, under a Commission appointed by each province; these Commissions operating under a Federal Board or Department. Licence fees would be provincially collected instead of by the Federal Department as at present. These fees should not exceed \$3 and other revenue necessary would be raised from high class sponsored programs. The division of licence fees or revenue from program service is a matter of detail and need not be amplified here.

Manitoba is following this plan now almost in its entirety. We had the first high powered station in the Dominion and we are supplying a service much beyond that possible in other Western stations, and providing that this or some similar plan is put into effect we would consider favourably increasing our power to any necessary extent.

I may advise that our present system of operation has the approval of the City of Winnipeg, the Winnipeg Board of Trade, the Industrial Development Board, the Amalgamated Radio Association of Winnipeg, as well as other public bodies in the province. The general feeling is that about all lacking is more suitable chain programs from Eastern Canada and more regular broadcasts from across the Atlantic.

Details in connection with this proposal should not present great difficulty and need not be outlined here. I trust therefore that these remarks may serve of some value to your Committee.

Respectfully submitted,

J. E. LOWRY,
Commissioner.

P.S.—The organization of the Winnipeg station CKY includes an Independent Audition and Program Board, composed of two noted musicians and one musical critic. This Board is paid a weekly fee.

Associated with this Board is a Committee appointed by the National Council of Education for the purpose of supervising all educational features. This Committee is voluntary and both arrangements are working out satisfactorily.

Brief Submitted to Radio Commission.

THE MANITOBA SITUATION

Manitoba is the only province which rightly or wrongly has been developing a definite radio policy. In 1923, anticipating useless and expensive duplication in broadcasting stations, as well as confusion rapidly manifesting itself in the United States, a proposal was made to the Dominion Government whereby complete control of Radio Telephony

would be granted to the province under, of course, Federal jurisdiction. Under this arrangement no broadcasting licences were to be granted unless ratified by the provincial authorities.

Arguments in favour of this policy were that competition more or less useful would be eliminated. The station could be developed more readily to become a useful public utility. That since there was not sufficient business or support to maintain more than one station, consequent economy and revenue would provide a superior service, and less disturbance as well as interference would be experienced by listeners who wished at times to hear outside stations. Underlying all these was the fact that the Telephone System was provincially owned and there was evidence that two-way radio communication was possible which, if not properly controlled, would materially affect revenue from Long Distance service.

Against the policy, statements to the effect that the single station or stations publicly owned and operated with the absence of competition, development would be retarded and there would consequently be lacking the necessary incentive making for better programs or service.

That these objections carried little weight it may be stated the Telephone System itself being a complete monopoly has not suffered through lack of competition. That if competition is necessary it exists owing to the very fact that any firm or institution may use the station and consequently must endeavour to put over high-class programs through sponsored indirect advertising so as to gain public approval.

Proponents for a number of stations within the city and province overlooked the factor of interference. Therefore it can be positively stated that the great majority who have given any serious or unprejudiced thought to the question, are in favour of the existing arrangement.

Practically the only objection to the Winnipeg station which (in spite of lack of competition) has been developed to the most modern and powerful in Canada, and on the air more hours per day, is that owing to its proximity to Winnipeg it cannot be tuned out successfully when the user of certain receiving sets desires to listen to distant stations. Now it seems a curious irony that while the single station idea kept the air clear for such users, while the station was operating at comparatively low power, this condition allowed for the fairly successful use of very indifferent receiving sets and consequently a large number were sold that would have been useless for outside reception had early objectors had their wish in connection with a number of broadcasting stations in the city. When the station was converted to an up-to-date and much more powerful plant, these receiving sets owing to their lack of selectivity, are not equipped to tune in the same number of outside stations when the local station is on the air, although it tunes out much sharper with a good set than did the old station. Against this however is the fact that a much superior service is given to possibly as many cheap sets, such as crystals, etc.

It may be mentioned that the Telephone System has devised a device which, when connected to radio sets of poor selectivity, allows the local station to be cut in as sharp almost as the most expensive set. Therefore it can be said that with the use of this device which costs only a few dollars to make up, the users of non-selective sets have no complaints of local interference.

There are a number of serious objections to moving the station to a distance from the city greater than at present. First, we have found by actual experiment that a distance of 30 miles makes practically no difference to certain types of non-selective sets. Second, that any distance

say up to 50 miles from present location, would be very expensive, and maintenance would be difficult owing to the necessity of having to erect heavy copper wires between the studio and transmitter with the danger of interruptions owing to breakdowns. Third, those using the station for sponsored programs much prefer that the stations over which they broadcast are comparatively adjacent to large centres, since the users of large sets of high selectivity are not so liable to "pass over" their station.

Broadcasting in the British Isles has undoubtedly been developed to a much higher plane both as to station performance as well as quality of program service than has been reached anywhere on this continent. The success there has been in a great measure due to the quality of receiving equipment to which almost as much attention has been paid as the broadcasting transmitters, and one of the first things, in my opinion, which should be looked into for the purpose of greater regulation, is that of standardization of receiving sets. Every branch of the electrical industry has suffered owing to the lengthy periods over which a form of standard equipment, satisfactory both from an economic and service viewpoint, has been reached, in consequence of which the average user being unfamiliar with such things, has been compelled to make several purchases before the satisfactory article has been reached.

Canada has today 75 broadcasting stations, inclusive of phantom licences using the same station under other call letters. Practically all of these stations were erected for the purpose of advertising something or other. Only one out of the total, it can be said, is being operated with the definite idea of supplying a service—the schedule of which covers Entertainment, Education and Information, actively assisted by the Provincial University and Agricultural College. It is true that there are a few other stations carrying similar service in part, but the fact remains that the first principle of these stations, and all others in the country, is the publicity which may be gained for the institutions owing them.

Outside Manitoba no other provinces has made any attempt or given any active thought in a public way, to a policy of control which will tend toward a superior Public Service. Such a policy has been in effect in Manitoba for five years. This has resulted in a constantly improved service which has been self supporting for four years, allowing for the erection last year of the most modern and powerful station in the Dominion.

Were it not for the efforts of the C.N.R. Radio Station with its chain of stations across the country, which is doing a wonderful job in the way of supplying high class entertainment, Canada would be lagging very much behind the world in the use of this new art of mass communication. No criticism can be offered as far as the Federal Radio Department is concerned for this condition. The powers granted allow regulation only in so far as allotment of wave lengths and time are concerned as well as the general methods to be used in operation. Rather the Federal Radio Department is to be commended for the progress it has made regardless of the handicaps of scope and lack of sufficient funds.

It becomes increasingly evident therefore that some method or policy governed by a Central body, is imperative if full advantages is to be taken of the possibilities of Radio in this country. This is all the more important since our neighbours to the south are now operating almost 700 stations, many of them very high powered, and they are in a fair way toward blanketing the Canadian air every night to the exclusion almost of every one of our stations.

I do not think a chain of Dominion owned stations from Coast to Coast would lead to the ideal solution of the problem. There are many

objections to such an arrangement. First, the expense would be too great and liable to put an unnecessary burden on listeners-in; this in turn would develop a mass criticism regardless of the class of service put on, tending to embarrass not only the Governing Department but the Government as well.

It must be remembered that regardless of what is done there will be complaints and the best accomplishment will be that which keep complaints at a minimum. Again, there is the question of variety as well as the endeavour necessary to set up a healthy economic effort of competition, which will tend in turn to develop more rapidly a high order of usefulness. Many other objections might be noted but these two I believe, are sufficient, carrying within them as they do, many other objections which develop under close examination.

It would appear therefore necessary to contemplate a chain of high powered stations, one in each province, separately owned and operated, and generally responsible for what might be termed, Provincial Programs or service, but all responsible to a Central Executive or Commission appointed by the Federal Government and equipped with the necessary staff to co-operate and advise on every phase of both Radio Telegraphy and Telephony. The only other activity of this Commission would be the operation of a high powered station for both reception and transmission of so called high and low frequencies. This station or stations to be erected at the most suitable location for "across ocean" reception, serving as the key station for what might be termed, "Dominion or Empire programs".

Briefly an analysis of these remarks may be reduced to the following suggestions:

That each province should be equipped with one high powered station of not less than 5000 watts, which would be the identification station for outside publicity or other purposes for that province. The power of each station to be sufficiently high so that respective provincial boundaries would be covered under fair atmospheric conditions, and possibly the Continent under ideal reception weather. Smaller stations for purely local service may be allowed not exceeding 4 to each province; power ranging from a minimum of 100 watts to a maximum of 1000. It would not appear at this time of any great moment whether the Identification Stations were publicly or privately owned providing the general service aspect had first consideration.

That the Dominion Government erect at a suitable location, a super power station equipped for both short and long wave reception, as well as transmission. This station to serve as the "key" station for a Dominion chain, so that what might be termed Dominion or Empire broadcasts could be hooked up with the provincial key stations by means of telephone circuits from coast to coast.

That arrangements be made with the Telephone or Telegraph Companies or both, for the use of two properly equipped transcontinental circuits at nominal cost, for the purpose of linking up each provincial station to the Dominion station transmitting Dominion programs or relaying "Across Ocean" broadcasts.

That Empire or Relayed programs be broadcast at least once per month, and Dominion programs once per week. Dominion concerts could be simplified by the expedient of each province being responsible for programs in turn, or by definite laid down schedules.

That the expense necessary for the maintenance of Dominion station, including wire facilities, be offset by a revision of licence fees where-

by crystal or small set users pay a fee of from one to two dollars, and higher powered receiving set users a fee of from three to five dollars dependent on revenue required. Half of this revenue to be retained by the Dominion Government for purposes suggested, and the balance divided equally between other provinces for support of their respective stations. Licence fees to be collected at the source for the first year, i.e. by distributors and jobbers of receiving equipment selling the initial set or supplies necessary for the building of same, after which licence fees would be collected by each province.

That the question of receiving equipment be given consideration whereby comparative standards be set up, thereby protecting the public purchasing Receivers, so that such may possess the requirements of quality of tone, selectivity, as well as lack of distortion.

While the provincial stations are not being used for the above mentioned broadcasts they would be leased at constant prices for sponsored programs of high merit, the revenue from which would be used by the stations leasing time to further support the cost of operation and maintenance.

These proposals or modifications of them would, in my opinion, be a very definite step in the right direction and consequently put Canada in the forefront, as far as this Continent is concerned at any rate, in the use of radio for the benefit of Canadians.

V. E. LOWRY.

The CHAIRMAN: We have the pleasure this morning of having with us Professor Corbett of the University of Alberta.

EDWARD A. CORBETT, called.

The WITNESS: Mr. Chairman and gentlemen, I understand that my presence here has been requested in order that you may hear something of education by radio as carried on by the University of Alberta. I also realize that we have been honoured in this way simply because we have had, perhaps, a longer and somewhat more comprehensive experience in this kind of work than most institutions of high learning in Canada.

May I say at the outset how much I appreciate the honour you have done the university I represent in allowing us to present our case for radio education. I shall endeavour to tell you as briefly as possible just what our experience has been and what conclusions we have come to with regard to the possibilities and the limitations of this new medium of university extension.

CAN THE RADIO BE USED EFFECTIVELY IN UNIVERSITY EXTENSION WORK?

This was the question faced eight years ago by the Department of Extension of the University of Alberta.

For some fifteen years an increasing effort has been made to reach the most remote parts of the Province of Alberta with the usual extension services. Two hundred and fifty Travelling Libraries had been kept in constant circulation serving only those communities that were without library facilities.

Three travelling lecturers with moving picture machine, lantern slide lectures and agricultural talks, had for many years ploughed their way through mud and snow and over corduroy roads, or no roads at all, to bring to remote country schools and community halls what entertainment and instruction could be given, until scarcely a district in Alberta was left unserved, and thousands of children and many grown-ups had seen their first moving pictures through the Department of Extension of the University of Alberta.

Short courses, young people's conferences, debating societies, farm publications, reading clubs, and open shelf library, all these had been built up through the years into a well-organized institution for adult education which yearly served some 50 per cent of the population of the Province.

Could Radio, the new science, be used to still further extend the walls of the University until the dream of its founders would be realized and all the people in the Province could, if they so desired, turn naturally to the University for entertainment, for instruction, and for an answer to the problems ever before the western farmer and business man?

It was at least worth an experiment. One thing we could be sure of: the people would listen to and appreciate programs of the best music, recitals by clever artists, but whether or not they would listen to lectures, none could say.

At that time there was little or no precedent for the experiment. The British Broadcasting Corporation was in its infancy, and its educational policy only partially developed. The great universities of the United States, many of which now give degree courses over the air, at that time, like ourselves, were only toying with the idea.

In the fall of 1924 it was decided to make a gesture in the direction of educational broadcasting, and through the courtesy of the Edmonton Journal's Broadcasting Station, the University began in a somewhat halting and uncertain fashion to feel its way over this new and untravelled territory. At first lectures of general or topical interest were given once a week over CJCA, but in 1926 the Provincial Government, convinced of the possibilities of Education by Radio, granted a sufficient sum of money to erect a 500 watt station, and a part of the Extension Building was equipped as a studio.

From the beginning of its history, the Department of Extension had realized that education, like any other commodity, has to be sold to the people and that a certain amount of showmanship is always necessary in promoting a program of Adult Education. In other words, the pill has to be sugar-coated. It was recognized at the beginning therefore that the dry-as-dust professor with a one-hour manuscript to read before the microphone, was definitely out of the picture. He is still out of the picture. If the radio was to take an important place in the world of education, a new art must be developed in keeping with the character of the new science. There would have to be clear, crisp voices, free from pronounced accent; there would have to be a gift for concise, direct statement and the attractive arrangement of material. Lecturers would have to learn to say in 20 minutes what ordinarily requires an hour, and say it in such an easy, friendly way that the listener, invited by the personality of the speaker, would desire to listen to the end. Class-room methods were obviously of no use for the simple reason that students could not be compelled to listen. With a turn of the wrist, they would shut off the lecturer and go roaming over the continent for a program more to their taste. From the beginning also it was recognized that entertainment of a high quality has a legitimate place on an educational program, and that good music and good drama should form the background and setting for the more serious work of courses of lectures in economics, agriculture, literature, etc.

Unlike the great State colleges of the United States, Canadian Universities are usually hard pressed for funds in the development of new ideas. We felt very grateful for the gift of a station and an annual allowance in the Department of Extension budget to care for operating the station.

Programs would have to be gratis: professors would be asked to leave their research work, their class-rooms, and stand before a small round disc and speak for 20 minutes to an unseen audience without other reward than the doubtful satisfaction of having done something worth-while. Singers and players from the city's best talent would have to be asked to come over to the University and

give their time free. It looked as though under such circumstances a fully-rounded program would not be possible. We have found it to be otherwise; the musicians, music houses, artists, players, and readers of the city, as well as the professors have given willingly and lavishly of their time and talents. Whereas in some of the larger institutions of the States large sums of money amounting in one case to \$10,000 a year, are spent in programs alone, the University of Alberta has spent no money in artists' fees, and the annual upkeep of the station is less than \$4,000 a year.

And in the eight years of University broadcasting in Alberta, the public, particularly in rural districts, has become so familiar with the idea of education by wireless that there is a constant demand for more courses of instruction. This year a great many boys and girls of high-school age have been unable to continue their schooling. Hundreds of young men and women of University age have been compelled because of lack of money to forego long-standing plans for a University education. The courses of lectures given from the University station are designed as much as possible to meet the needs of these young people, who, through no fault of their own, have been denied the opportunities they would ordinarily have enjoyed.

For several years the Government of Alberta has been under pressure from various organizations to build the University a 5,000 watt station so as to give its programs complete coverage all over the Province. In 1931 a unanimous resolution was passed by the U.F.A. Convention in Calgary asking that the power of the University station be increased, and a few weeks ago a similar petition was forwarded from the Trustees Convention in session. I mention these things to show that the rural public of Alberta have learned to demand from Radio not merely entertainment,—they can get all they want of that from the five or six other stations in the Province, and all the crooning and ballyhoo they want from American stations,—from the University they demand and they get entertainment of a high order and courses of instruction of University standard.

Do people actually listen to lectures and academic courses on the air? Is it not true that the average man listens a few minutes to a talk and then shifts the dial quickly to something else? Undoubtedly that is true in many instances, particularly in cities and towns where opportunities for self-improvement are more readily available. I can only speak of the country and the people I know, and I can assure you that there are thousands of people in Alberta, particularly in rural districts, who listen eagerly four nights a week to lectures in regular courses on History, Literature, Household Economics, Child Welfare, Public Health, Agriculture, General Economics, Current Events, Recent advances in Science, Astronomy, etc.

May I give you some specific proof of that general statement. Several months ago we decided to experiment with the possibility of teaching French by Radio. Professor Hector Allard drew up a course in practical French Phonetics, a copy of which I have in my hand here. We circularized 50 principals of High Schools and asked them if they would agree to get their grade 10 and 11 students together at a convenient hour and co-operate with us in the effort. We prepared 500 copies of these lesson helps and we began with 25 groups of about ten students each. Within two weeks we had to run off 1,500 more of these mimeographed lesson helps and there are now over 2,000 people studying French under the direction of Professor Allard two afternoons a week. A week after the course started I had an indignant protest from a large group of Calgary business men who claimed that if the hour were changed to 9.00 p.m. there were several hundred men in Calgary who would like to take the course. Next year we will arrange a similar course for business men at a late hour.

May I read at this point a letter I received a few days ago from a man who operates a mine at Castor, Alberta. He is a French-Canadian and his letter is written in French. He says in effect:

You would be interested if you could look in on us here during one of your French lessons. The men under my charge are a mixture of French and English. We all come up from the mine at 4.45 so as to be ready for your lecture at 5 o'clock. The English men are learning to speak French and the French men are learning to speak more correctly. We use pencils and note-paper and our discussion goes on for half an hour after you have stopped talking. I wish also to say how much this course is appreciated in my own home, where my children have an opportunity of hearing our language spoken correctly.

In addition to the mimeographed lesson helps, we also send out a little French magazine called *L'Avenir*, which is published by Professor de Savoye of the University.

Now there are something like 30,000 French-Canadians in the Province of Alberta. It is a great service to these people and provides an opportunity in this way for their children to hear their beautiful language spoken by one who has mastered all its shades of meaning and inflection. We put on one or two French programs of music, and an occasional French play to further supplement this aspect of our work.

Do people listen to lectures? May I give you another instance. For several years now I have been giving a course of lectures every Thursday night on Canadian History, and last year I had a class of 2,000 people, many of them following the courses with maps prepared and sent out free of charge to anyone asking for them. This year I have been giving a course on "Customs and Legends of the Plains Indians." In February owing to a change in the program I had to change my half-hour from 8 to 9 o'clock. This brought me into competition with "Amos and Andy," and when I notified my listeners of the change in time I remarked on that fact and said I expected to lose a large number of my audience. That week I received 400 letters protesting that Amos and Andy could be heard any night in the week, "Carry on."

An interesting side-light in this connection is the interest taken by Ukrainian people in these lecture courses. We have broadcast a great many programs of Ukrainian folk-songs and dances arranged by the Ukrainian Choir of Edmonton. We have, as you know, some 70,000 Ukrainian people in the Province, and more and more as a result of the Radio they are looking to the University for assistance in education and in the meeting of practical problems. I was not surprised, therefore, to learn last week of a group of teachers in a Ukrainian settlement who gather their students together on Thursday nights to listen to these lectures on Canadian History, and then the following day they are asked to write compositions in English on the story they heard the night before. And only two weeks ago a bundle of these compositions were sent me as examples of what these young people who are learning our language could accomplish. Here again the opportunity new Canadians have in this way of learning correct English is surely a worth-while service to the strangers within our gates.

Then there are the lonely settlers and homesteaders beyond the Peace River, down the Mackenzie, at Fort Chipewyan, etc. I have here a letter from Mrs. Sheridan Lawrence whose husband is a famous farmer and trader at Fort Vermilion, 350 miles down the Peace River beyond Peace River town. They have a large family, large enough in fact to have their own school district, and Mrs. Lawrence writes to say what the University Radio lectures, the drama and the music have meant to them during the long winter months.

We are on the air twenty hours a week and the programs are arranged in the following manner:

1. Afternoon programs beginning at 4.00 are taken by experts in various fields of particular interest to women, such as Household Economics, Handicrafts, Health and Literature. These lectures are given by members of the University

staff and representatives of the Provincial Department of Health. At 5.30 we have a symphony hour of music, during which the very best records, carefully arranged in concert form, are used, and from 6.30 to 7.00 a dinner program of semi-classical music is given. On Mondays and Fridays at 5 o'clock, the course in Practical French Phonetics is given.

On Monday evening from 7.30 to 8.00 o'clock, there are short series of lectures on such subjects as "Present-day Conditions in Russia," "The Sino-Japanese Situation," "Advances in Science," "Canadian Art," etc. In each of these cases there were several hundred demands for copies of the lectures. These are usually arranged in series of three 20-minute talks given on consecutive Monday evenings, and have had the effect of stimulating reading to such an extent that the Open Shelf Library of the Extension Department has been taxed to its utmost to keep up with the demand for books. We formerly had 300 travelling libraries in circulation. We could now use 500 if we had them, and last year the convention of Librarians in session at the University of Alberta took up the question of how to co-operate with the University in providing books demanded by the people as a result of radio programs.

2. On Wednesday evenings the program, interspersed with music, is purely agricultural, and consists of twenty-minute talks on practical farm problems, such as Soil Drifting, the Grasshopper Menace, How to Winter Fall Pigs, Preparation of Seed Grain for Exhibition Purposes, etc. The demand for the material on these lectures has grown steadily, and 30,000 bulletins were sent out covering the particular subjects under discussion. The proof of the value of these programs to the farmers of the Province is shown by the fact that in 1931 the U.F.A. at its annual convention passed a resolution asking the Provincial Government to proceed with the erection of a 5,000 watt station, so as to make the lectures available to the whole Province. And within the last two weeks a delegation of school trustees, appointed by the Alberta Trustees Association, waited upon President Wallace urging that our power be increased sufficiently to enable the whole Province to benefit by the various courses. A 500 watt station only has a sure medium of some 60 miles, and a large section of the Province would not receive our programs at all were it not for the fact that we hook up for some of our farm programs with CKLC at Red Deer, which is a 1,000 watt station and gives us a little wider coverage.

3. On Thursday evenings two university courses are given, running right through the winter. A year ago there was a course in the history of English Literature, and another on Western Canadian History, running from October to April from 8.00 to 9.00 every Thursday evening. In one of these courses—the History of Western Canada—we had over 2,000 students following the lectures with maps provided by the Department. This year a course in Economic Problems takes the place of the Literature period, and here again the demand for reading courses is met by providing books from the Extension Library.

4. *Music.* We use about two hours a day for good records, classical and semi-classical. The record music is carefully chosen so as to give a program in concert form. This is a program that is greatly appreciated. We have had a great number of letters stating that our station is the only one providing a continuous service of this kind. Then in addition there are special musical broadcasts, as for instance, on March 22nd, which was the Goethe Centenary, when the whole score of Faust was produced by Edmonton artists. The day following we were deluged with letters and telephone calls of appreciation.

5. In the field of Drama we have our own body of players, and regular broadcasts of plays are arranged. Recently when the Alberta Dramatic Festival was held at the University, we broadcast one whole program of four one-act plays; and here again the appreciation was sufficient to convince us that the radio can be successfully used in the production of drama.

We are not the only university in Canada with an educational program on the air. Work of a similar nature, although perhaps not so extensive, is being carried on by a number of other Institutions of higher learning and with marked success. I think I may say, however, without overstating the case, that the Province of Alberta has had a better opportunity than any other province in the Dominion to form an opinion as to what can be achieved in the way of education by wireless when a station is owned by the state and is under no necessity of selling time for advertising. I think that is the reason why our Boards of Trade, our Women's Institutes, our U.F.A. and U.F.W.A., our Alberta Teachers' Alliance, our Trustees Association, the Conference of the United Church, our Labour organizations, our City Council and our Provincial Government have all gone on record as being in favour of national control of Radio.

A very large part of Canada has had no opportunity of forming an opinion on the question. Most of our people in Canada are familiar with only one aspect of broadcasting, and that is its entertainment and advertising possibilities. They know nothing of the continental systems and the work they are accomplishing in the education of the people and in elevating the tone and spirit of national thought and ideals.

May I state in closing my remarks the three main reasons why we in Alberta are anxious that there should be Government control of broadcasting in Canada.

1. We believe that the results of school broadcasting in European countries and the State of Ohio has clearly demonstrated the fact that the radio can be used to great advantage in supplementing the work of the teacher, particularly in rural schools. In the State of Ohio under the direction of the State Department of Education there are over 6,000 schools equipped with receiving sets and every day children put their books away at certain periods in the afternoon and listen to travel talks by great explorers, lessons in geography by people who know the country under discussion, little historic dramas, musical appreciation, talks in science by expert teachers, etc. It is estimated that nearly half a million children in Ohio are being assisted in this way as a regular part of their school work. The same is true in England, Germany, Czecho-Slovakia and many other European countries. Russia is now building a 500,000 watt station costing 45 million dollars, and it was recently stated that one of its chief functions would be in assisting rural schools. Wherever work of this kind is being done, the teachers are taught how to use the radio to best advantage and weekly bulletins of lesson helps are provided. In other words this aspect of radio education is a definite state responsibility, and no commercial organization, however beneficent it may be, can possibly secure the co-operation of scholars, teachers, trustees and state officials necessary to its success.

2. Our second main reason in asking for Government control is because in the field of adult education the only hours that are worth very much for courses of instruction are evening hours, and under a commercial system which must depend for its existence upon advertising, the peak hours from a revenue point of view are the hours between 6.30 and 9 p.m. These are the hours during which the workman on farm or in a factory is at leisure and are consequently most valuable in a well organized program of adult education.

May I contrast here the experience of the B.B.C. in this respect as compared with that of a great American University. The B.B.C. this year has 2,000 groups of workers under the direction of trained instructors listening each night in the week to lectures of university standard in almost every field of knowledge. The University of Ohio, on the other hand, which has a 1,000 watt station of its own and a liberal allowance for programs and is in a position to be of the very greatest assistance to farmers and workers of the State, has recently been limited by the Federal Commission to daylight hours (before 7 p.m.). In other words its

magnificently planned program of adult education has to go by the boards to make room for toothpaste or corn plasters.

One of the greatest social problems of the future will continue to be as it is now, the wise use of leisure hours. A nationally controlled radio system better than any other organization can supplement the work of existing agencies in providing for the leisure hours of the Canadian people.

3. We are anxious that this great public utility should be developed in the interests of the Canadian people as a whole, and what is equally important—that it should be directed and controlled by Canadians and for Canadians rather than by a great commercial organization such as the Radio Corporation of America.

But apart altogether from the question of specific details of educational broadcasting, there is a wider question to consider and it is this: More than in any previous age we are affected in our tone and attitude by the extraneous aids to education which are provided for us on all sides to-day, and more particularly by the radio. It is not the case, as seems to be the viewpoint of commercial organizations, that we have to give the people what they want. It is the case that the people of Canada desire ideals and viewpoints somewhat higher than they themselves might normally adopt. In other words, the tone has to be set. There must be a conscious aim to cultivate wider, deeper and more lasting points of view. There must be as well the interpretation of national ideals. There seems to us—and here I speak for the University of Alberta and the Government of Alberta, as well as for thousands of Alberta people—to be no method of consciously striving towards that goal except by a system of national organization.

By Mr. Smith:

Q. Professor Corbett, there is one statement here, perhaps we might find out some further information about it. You said that the British Broadcasting Corporation this year have two thousand groups of workers listening in each night for certain lectures. Have you any idea how many would be in each group, or give us an average?—A. This is their handbook for 1932 from which that report was taken, and although they do not state the number I gather that the average group contains from 25 to 30 men. Of course, they are not all workers, but the majority of them are.

By Mr. Wright:

Q. How many hours a day do you broadcast?—A. We are on the air twenty hours a week, sir.

By the Chairman:

Q. Your station is right at the university, is it?—A. Yes, sir.

By Mr. Wright:

Q. You do not have any interference from the other stations in Alberta?—A. I don't know what you mean exactly, but if you mean co-operation, we have had the friendliest co-operation from all the other stations in every way.

Q. However, you are able to put on your regular program without any handicaps?—A. Yes.

By Mr. Smith:

Q. You started in 1924 with one lecture a week, and that has increased to twenty hours a week at present?—A. Yes, sir.

By Mr. Wright:

Q. In what way would you be benefited by public ownership and control?—A. Well, if for instance, a 50,000 watt station were built, as suggested by the

Aird Commission Report, what would happen I imagine would be that the Department of Education of the province would become responsible for all educational programs both to schools and in adult education as well, and in that event our university station would simply go out, and we would have definite periods during which we would have complete coverage all over the province, under the direction of the Department of Education.

Q. But after increasing the power of your station, as at present proposed, there isn't any objection to stations operating as they are at the present time?—A. We would naturally increase our power if we had to. If some form of Federal control were established we would not continue our station.

Q. Would you be just as well served by conducting your station in use in the university as at the present time?—A. I think we would if we could get the money. The time is coming when we can no longer carry out programs as we have been doing. We will have to pay our lecturers and musicians and artists eventually, no doubt about that, and there will be a good deal of expense. Of course we could not provide anything like the artistic programs that could be provided under a national system.

By the Chairman:

Q. Professor, suppose you had one station of 50,000 watts in Alberta, it would give you at best twenty hours, or probably less than that, to education on that station, the time being taken up by other activities which are bound to crop up. Would that have a tendency to make it difficult for you to get sufficient time for your educational programs?—A. I don't think so, sir. I think the demand in Alberta is sufficiently strong to ensure us having at least twenty hours a week, because part of that twenty hours a week is what I refer to as the sugar coating. It is the entertainment features which would be taken over by another organization.

By Mr. Smith:

Q. In other words, you would have less time under a national system than you have now?—A. We would have less time on the whole, but I would hope that we would not have any less time for the actual business of adult education that we are interested in.

By Mr. Gagnon:

Q. I was very much interested, being French, about the splendid experiment you have carried on in Alberta. May I ask who is the promoter of that?—A. Yes. We planned it ourselves, and we were fortunate enough to have the assistance of Professor Hector Allard of the French Department, and he is very enthusiastic about it. Not only that, but we have as well that splendid little magazine L'Avenir which is published at the university also, and is distributed freely. That has been the most immediately successful thing that we have ever done.

Q. I would like very much to know whether you have had some protests from any source in Alberta against the teaching of French?—A. Oh, none whatever. We have had some protests against the station. I do not want you to get the idea that everybody loves our station. There are some people in the City of Edmonton, for instance, who may be tuning in on a prize fight and who have to listen to a lecture on how to winter fall pigs, and they don't like it, but in those instances where they have good up-to-date receiving sets they can tune us out very readily and without any difficulty whatever. The complaints would be from those people who have obsolete sets.

By Mr. Smith:

Q. I suppose, Professor, if the radio policy in Canada remains as it is that in the natural course of events your time on the air would keep on increasing, would it not?—A. I don't know. I think we have got about as much time now as we can get.

By the Chairman:

Q. Supposing your station were subsidized?—A. Oh, in that event we would go into school programs unless it were being done by someone else. That is a tremendous field, sir.

Q. Your activities are seriously cramped by the lack of money?—A. Yes.

By Mr. Gagnon:

Q. One reason for favouring national broadcasting is that the university cannot develop their educational programs without receiving help from the government?—A. I don't think so. They have no money.

By Mr. Wright:

Q. That would be a provincial matter?—A. Yes.

Q. If you had a 10,000 watt station would that be sufficient for the whole of Alberta, for educational purposes?—A. I would like to know just what results are being obtained at the present time by the 10,000 watt station in Calgary. Up to the present the reception from that station has not been very clear in the northern part of the province. I don't know whether they are using all their 10,000 watt power yet, but I should think 10,000 watts should fairly cover the province.

By the Chairman:

Q. Your station, you say, went out about 750 miles?—A. Yes. There are places in the Mackenzie Valley where they receive regularly and very clearly as, for instance, 750 miles north.

By Mr. Euler:

Q. If you just boil down in a sentence or two your reasons for believing national control would be preferable to the present system. Just boil it down in a sentence or two?—A. I am naturally interested in the problem of the wise use of leisure time and I think that the opportunities to use leisure hours in well organized study directed by qualified people from the university centre is the best opportunity that can be offered for that purpose, and I do not see how that can be done under the commercial system, and the second reason—because advertising intrudes—your hours are too valuable from a revenue point of view. The second reason is the tremendous possibilities of radio in rural schools. I have travelled over that province for ten years since the war and I think I have visited every school in the province at various times and rural schools, remote schools, are extraordinarily helpless in lack of equipment for chain use facilities, to bring the world to the door of the most remote school-house in Alberta, which would bring the children into contact with great minds, great personalities. Those, I think, are the two main reasons.

Q. You think the time devoted to advertising would be deducted from the time in the way you describe, which would be a waste in your opinion of a natural resource?—A. Yes. I think I should say the commercial stations have been most generous in relaying our programs and it would be very ungrateful of me not to acknowledge that the commercial stations have been most generous. Our programs are a good thing for commercial stations to have in certain periods. They are free, and many of them interesting and they make pretty

good padding, but this kind of thing will happen, of course. A week ago Thursday night I was giving the last lecture in a series that had been running several months but the hockey game for the western championship was being played in Winnipeg, and my lecture went up, quite naturally. I do not blame them at all. That is a thing that happens.

By the Chairman:

Q. In the case of a chain broadcast over the national system such as indicated by the Aird report your educational hours would be taken care of by the provinces or by the chain?—A. I think your school programs would largely. The experience of the Educational Council in Ohio would show that the proper use of radio in the school demands complete co-operation between the instructors and the teachers. The instructors instruct the teachers in the wise use of radio, but I would imagine the adult educational program would be in the hands of the provincial university, under the Department of Education.

By Mr. Wright:

Q. The national hook-up would not be of much value to you in the rural public schools. It has been frequently stated a gramophone is preferable to broadcast?—A. I am very glad you brought that up because that is a field in which we have had considerable experience. Four years ago we purchased from the International Educational Association a complete laboratory of educational records. These were recitals by great actors, like Sir Forbes Robertson, Helen Terry; excerpts from Shakesperean plays; lectures by the late Sir Oliver Lodge on "The Mysteries of the Heavens"; lectures by great scientists in recent advances, told in such a way as to interest children. We purchased 200 of these records, issued by the Educational Association for use in schools, and set up a travelling laboratory so that a dozen of these records could be packed safely in a box, prepared for the purpose of giving to the schools. It is a valuable service. The only thing is, the gramophone is a difficult thing in a school; it soon deteriorates, and very few schools have them.

Q. They are much less expensive than receiving sets?—A. Yes, but there would not be anything like the variety. For instance, there are no more records being issued by the International Educational Association. They have gone out of business. At least, I understand they have. I think they have failed, and it is very difficult to get records of an educational character, just as it is to get films. If you go to a movie house you see them on the bottom of the other program. There are very good films on travel but there are none available.

The CHAIRMAN: Are there any more questions? We thank you very much. I am sure I express the appreciation of the whole committee for what you have done for us to-day. We also have Prof. Patterson, of Acadia University.

Prof. F. W. PATTERSON, called.

The WITNESS: Mr. Chairman and gentlemen, what I have to say is not written. I think, however, I can make it as concise as if it were written and it will not be necessary that I take any great amount of your time.

As you will understand, my primary interest in radio broadcasting is of the educationist. The statement, very fine in its character, made by Dr. Corbett, makes it unnecessary to say a good deal of what I might otherwise have said. It is unnecessary to duplicate material or to duplicate the ground that has been covered. I might say, as far as the collegiate station is concerned, the small stations, these stations cover certain operations and as the result of these operations we have reached certain definite conclusions in regard to it. We think in the first place the possibilities of education by radio are not as great as are sometimes claimed for them and yet we think that on the other hand they are much greater than have yet been achieved, and there is room still for a great deal of development.

Now, in all I have to say to-day I have nothing at all to say upon the commercial system versus nationalization. So far as I am concerned, while I am interested in it personally, I am not interested in it officially. May I, before suggesting the point of view I should like to present to you, speak very briefly with regard to the type of work we have been trying to do: During the past three years we have given a course of thirty-two weeks, on such subjects as Canadian literature. The addresses given in that course, I might say, have since been published in book form and are now used as a text in the educational institutions; Canadian history; biblical literature; children's literature; special economics; household economics; general science; general psychology; abnormal psychology; the history of music, and the appreciation of music. In addition to that a large number of much shorter courses have been given. With regard to the longer courses we found the leading daily papers of the province willing to co-operate in announcing a clear outline of the courses with regard to literature and they were published weekly to synchronize with the broadcast of the programs published. The same was not true of the shorter courses. I have since that procured the co-operation of the educational society to which Dr. Corbett has referred. The University of Alberta is a provincial institution, controlled by the state, supported by the state. There is no provincial institution in the province of Nova Scotia. The universities there are privately endowed, privately supported. The Department of Educational broadcasts through a privately owned station in Halifax rightly assumes the responsibility for such broadcasts. The work we try to do is to serve the adult population of the constituency and the juvenile population of the constituency with programs that are not covered by the schools or the general broadcasts on education. These lectures have been brought to the people by broadcasts with several other lectures, by such men as Sir Henry Forbes Johnston and many men of great prominence, and we have broadcasts from those. The success of that depends very largely on the technical skill with which the thing is handled. You will probably have before you the information that in the City of Stuttgart, in Germany, a full evening's program was given; a wonderful concert was supplied by artists; although they are by records they asked those listening in to make their comments. Of sixteen thousand some hundred odd replies received some fifty-two were right. It was not a particularly important matter whether they used the record or the artist so long as the public did not know. Immediately they knew there was a tendency to regard it as a canned performance. I recall very well the broadcasting of a complete record of the Messiah. I received a letter from a farmer about twenty miles away expressing his appreciation of the quality of our music. His mother had been a soprano soloist and had sung a part of the Messiah time and again in the Crystal Palace in London and she knew how it ought to be sung, and she really never heard it sung better. In addition to this program we have given complete renditions of over 100 master-pieces of music, including symphonies with 13 complete operas, running from three hours to three and one-half hours and the musical portions of many other operas; 6 complete oratorios and masses.

By Mr. Euler:

Q. All given from records?—A. All given from records. As a matter of fact we have a collection of records that cost \$2,000 or \$3,000, as fine an individual collection of records as can be found on the North American continent. In addition to that we have our own school of music, our own orchestral organization, our own lectures on the appreciation of music and programs by our artists. My only point is this, and I need not take your time for any great length, that the advantages of programs of that kind are obvious. We utilize about 16 hours a week. Furthermore, whatever the system of control finally adopted, there will be provision for educational broadcasts. There is no question about

that, if we might give you the utterances of those who have been investigating the matter. My only thought is this, that personally I feel whatever the system adopted there are some obvious advantages, and I can see no serious disadvantages in providing a place for a station that might be owned by a university, that is operated on a non-profit basis, that sets up its own standards and that can interpret aright the educational needs of its particular constituency and bring to it a program that is rich and unified. When I say a program I imply unity, not a series of programs but a program that will be rich and varied in its character. I do not think it is necessary that I say any more. If there are any questions you should like to ask me I shall be glad to answer them if I can. My thought is that whatever the system finally recommended by your committee to parliament, approved and adopted by them, there might rightly have been placed in that system a provision for the university owned and controlled system, operated on a non-profit basis, for purely educational purposes. That is all, I think, sir.

By Mr. Ilsley:

Q. What would be the effect of setting up a powerful broadcasting station say at Moncton or some point in the Maritime Provinces? What would be the effect of such a station on the university?—A. That would depend very largely on the difference in the wave lengths. If they were as remote as the wave lengths of Moncton station to-day it would be none at all, and with the newer stations—and I do not think one can cater to the demands of people with worn-out receiving sets—with the newer receiving sets any of these stations can be tuned out. You are only two points on the dial from them. I recall, not long since, bringing in the experimental sets, one of these mantel sets, and tying it up to our own set, it could be tuned out at one point on the dial, and those newer receiving sets are not well handled at the station.

Q. Could you use that powerful broadcasting station?—A. I had intended to refer to that, and overlooked it. In the other provinces, where there are state universities, as in the western provinces, and where there is only that university, and that a state university, and that located at a centre where the broadcast station would be located, there would be obviously no difficulty. Situated as we are we should be greatly handicapped. We should have to have a transmission set or at least the amplifiers and the telephone system, connecting that with the larger centre, and the cost of the telephone wires from Wolfville to Halifax is about \$60. Operating at Moncton it would probably be multiplied threefold.

Q. In other words you are anxious to obtain your broadcasting from the Acadia university at Wolfville?—A. I do not care to appear here primarily as the representative of Acadia college to make a plea for it. My position is this, that any privilege Acadia university cannot ask for and ought not to ask for as Acadian university—but all it can ask for is for something as one of a group of educational institutions who are entitled to similar treatment that they so desire, if wave lengths are not sufficient to handle the situation without allotting the one-wave length to a number of institutions and distributing the time amongst them, that problem can be handled in that way. I come representing Acadia merely because they have the only broadcasting plant in the Maritime provinces.

By Mr. Euler:

Q. Dr. Corbett, I think, said, one of his reasons for desiring national ownership or national operation is the cause of the fact of the cost. As time goes by he feels that there is a great field for expansion and ultimately they will not be able to get free the service they are receiving now, which would involve the expenditure of money. Would the same thing hold good for

universities such as Acadia university? Perhaps I should not ask that question but I gather from what Dr. Corbett said it would be difficult to develop an educational system under that system and they would develop it by a national system?—A. There is something they need in that way. They find themselves handicapped by the lack of funds and then even you would be handicapped later in the development of the educational business. In the first place the Province of Alberta is a large province; the territory to be covered by any educational system there would be many times the size of the constituency we have to cover. There are of course financial limitations attached to any university, particularly the small, privately endowed institution. There are difficulties attached to everything that university undertakes, and the fact of a program, sometimes limited in its development for the time being by lack of finance, need not militate against a program that could be carried on if that program were worth while. We pay nothing for programs; we have our own school music, our own school dramatic art, and we have our engineering staff. The work is done by students, trained by us and become expert in that way. The development in radio, the necessity of replacing the station ultimately with a more improved station would involve a considerable outlay, if we ever get out of this depression—I think there would be no difficulty in attaining our object.

Q. But you are not particularly concerned about the financial difficulty?
—A. We are not at the moment concerned about financial difficulty, and have not been.

Q. And you can carry out the program you wish to undertake?—A. We can carry out the program we wish to undertake. We could make that program richer, were we in a position to do what is being done by the University of Alberta, where they have the province behind them and that sort of thing, but we are not doing that.

Q. Would you not like to?—A. We would like to, and we think the time will come when we can handle that.

Q. But I suppose at the moment the difficulty is the financial obligation?
—A. The difficulty at the moment is the financial obligation, as far as that is concerned. We are not exempt from that at all.

By the Chairman:

Q. As an educationist would you give us an idea as to what reaction you would have to an adult university program, put over a chain versus that put over by local universities throughout the various parts of the country?—A. Well, I anticipate even that an educational program put out over a chain would probably, by reason of the fact that it was put out over a chain, and not because of any superior intrinsic merit, would secure a more favourable reaction. In anything I am saying to-day I have nothing at all to say against the educational program put out over a chain. All I am suggesting is that the educational program that is sponsored by a central group and put out over a chain, in the last analysis can very well be supplemented and complemented perhaps by a chain of a different character such as is put out by private universities. I do not think they are exclusive at all, in other words.

By Mr. Euler:

Q. In case radio were nationalized there should be exceptions made in cases like your own?—A. Yes.

By Mr. Ilsley:

Q. Have you any facts you can place before the committee showing whether your programs are popular or not?—A. I can give you more facts that they are

unpopular. As a matter of fact, I can give you many, showing they are popular, that is, that they appeal to a certain element but that is also true, that the people who enjoy them most are the people who write least about it, and the people who enjoy it most are those who listen to Barnacle Bill the Sailor. For example, I put on not long ago the complete opera of The Barber of Seville by Rosini and we had a letter from a man who found the thing so difficult to understand that it was very hard on the "narves of his cat." For instance, one man writes in, "Won't you put on the Symphony of Beethoven complete?"

Mr. ILSLEY: I think that would be possible only in Nova Scotia.

The WITNESS: These are farmers who come from Kings County. These operas have gone on complete: Carmen, Palliachio, The Cavalier de Rusticanna; La Boheme; The Barber of Seville; Rigoletto; Tannhauser, and everything Gilbert and Sullivan have put on; the Mass in B Minor by Bach; Stainer's Crucifixion; Verdi's Requiem Mass, and all of these take an hour. They run from an hour and twenty minutes up to three hours and fifty minutes. We are learning, improving our technique, but that is merely a private matter, and it is not necessary to waste your time on these details. This is simply an illustration of what we are trying to do and personally there is before us, in any system adopted, very great possibilities for, as Dr. Corbett suggested, it is not attempted to make it too high-brow and instead of simply talking, have a talk to the folks.

By Mr. Ilsley:

Q. I live seven miles from this broadcasting station and I think I have heard only one complaint about it. Are the complaints based on the fact that they blot out other programs?—A. Those complaints were in the early days before the more selective sets were put on at popular prices. The only complaints there are now are from the people who feel they ought to have some of these operas in English rather than in the languages in which they were originally rendered, who like to get some sense, as well as a pleasing and inspiring sound.

Q. Would you like to say anything about the broadcasting stations in Nova Scotia or in the Maritime Provinces?—A. I am not here to say anything about the nationalization versus the commercial. I do not wish to say anything about that. That is outside of my field representatively to-day. There are sets in Fredericton, Saint John, Moncton, Halifax, Wolfville, Charlottetown, Summerside, Sydney and Glace Bay, I think.

Q. I have tried listening to CHNF station. That is Halifax station. Certain times on Sunday nights I tried to listen to Prof. Stewart, who delivers an address every Sunday night and I have been unable to get him. Do you know the reason why the broadcasting is so bad there?—A. I am not an expert in that field. I know it is sometimes very difficult to give a reason. For example, Saint John can be heard in Moncton and Moncton cannot be heard in Saint John.

By Mr. Smith:

Q. I have frequently listened in to the Acadia University station and it occurred to me there are other very worthy uses made of the station in addition to those you have already mentioned. I have in mind listening to the broadcast of the debate between the university team at Acadia and the British university team, and I suppose there are other worthy uses made of broadcasting?—A. All faculty recitals are broadcast; all student recitals are broadcast; practically all debates are broadcast. That is intercollegiate debates. Class debates are not. Special addresses or lectures under the Educational Council are broadcast. Unfortunately our arrangements with the New York artists, like Mischa Elman, Edward Johnson, and the English and French artists, like Maurice Marechal,

their broadcasts are not permitted, but local artists, the better class, their recitals are broadcast. There are other uses to which they are put.

Q. Would you feel, in the national system, your activities in that regard would be very much circumscribed?—A. They would be curtailed, yes, if it were an exclusively national system. Of course, we are fortunate at the present time, and the condition that exists that under any system that exists might not continue. If we have the exclusive use of the wave length by arrangement with the Department of Marine, we can go on the air any time. It would be unreasonable to expect that condition would exist in any system that might be set up so far as the future is concerned.

By Mr. Ilsley:

Q. How far does your broadcast extend? What points do you reach?—A. We reach St. Stephen, St. Andrews, Eastport in Maine, Saint John, as far north as Chipman; Sussex, Moncton, Amherst, practically all of Prince Edward Island, by day time broadcast; Truro, into New Glasgow, Dartmouth, but not Halifax, except in the outskirts. The area between Truro and Halifax, and in the day time Digby and a little farther, probably in around Moncton by night. The evening broadcasts of WBZ blanket us when we get any distance; all the peninsula down to Grays Harbour gets in there, across to the south shore of Nova Scotia. We have only a 50 watt station, to a 200 watt station or 150 watt, whatever they may happen to have. One hundred watt would probably give us all the coverage we would reasonably desire.

The Committee adjourned until 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 3.45 p.m.

The CHAIRMAN: I have a letter here from Mr. McFarlane who gave evidence yesterday, in which he points out a typographical error in the brief which he submitted. With your permission, I will hand this letter to the reporter and have the correction made.

CANADIAN MANUFACTURERS ASSOCIATION

OTTAWA, April 1, 1932.

Hon. RAYMOND MORAND, Chairman,
Radio Broadcasting Committee,
House of Commons, Ottawa.

DEAR SIR,—In the brief presented to your Committee yesterday on behalf of the Canadian Manufacturers Association, the estimated cost of refitting present radio sets in Canada—see Par. 2 under title of "Madrid Conference,"—read "a total of some \$675,000 to the radio set owners." This was a typographical error and should have read "\$6,750,000," as is quite obvious from the context, namely \$7.50 per set on an estimated 900,000 present operating sets in Canada being the figure used elsewhere through the brief.

I would appreciate your presenting this correction to your Committee at its next session so that the proper figure can be included in the recorded evidence.

I have the honour to be,
Yours faithfully,
(Sgd.) J. C. MACFARLANE.

The CHAIRMAN: We have Mr. H. S. Moore, President, Canadian Association of Broadcasters, with us this afternoon.

HARRY S. MOORE called.

The WITNESS: Mr. Chairman and members of the Radio Committee, we are not submitting a voluminous statement but rather a short presentation. We do not wish to duplicate the material already submitted by the Canadian Manufacturers Association and others who are in favour of private ownership. Mr. Greig will read the brief of our association, and might I suggest, Mr. Chairman, that Mr. Greig be permitted to continue to read the brief throughout—it is very short—without interruption, and after hearing the brief, why we will be very glad to answer any questions.

I might add that Mr. Aime Geoffrion has been retained as our counsel. He is unable to be with us to-day on account of having to leave town suddenly, but he will be asking to appear before this Committee later on, possibly next week.

EWART GREIG, called.

The WITNESS: Mr. Chairman and gentlemen:

Submission on behalf of Canadian Association of Broadcasters, a list of whose Members and Directors is attached hereto and whose Members, by Special Resolution dated the 26th day of February, A.D. 1932, authorized their Officers to make this submission.

We believe that this is no time for any Government to invest public funds in broadcast equipment and that any changes which are made in the present radio situation in Canada should be made solely with the object of improving, in so far as is possible, the class of program broadcast from stations located in the four Western Provinces and in the Maritime Provinces; it being felt that the class of programs broadcast to-day in Ontario and Quebec is of a very high order and requires no great expenditure of money to improve at this time. We suggest the following:

That the control of radio be left with the Minister of the Department of Marine as at present. The radio branch of this Department, in charge of Commander C. P. Edwards, has been considered highly efficient by the great majority of radio broadcasters. An alternative would be to establish a Department of Radio Communications or a Federal Regulating Commission to act in co-operation with an advisory committee, if deemed necessary.

That all radio dealers in Canada should be licensed by the Federal Government. It should be a requirement of the licensee to issue a radio licence with each set sold and a monthly report of all sales, also a return of corresponding licence fees, made to the Department. It should also be a requirement of the licensee to report all unlicensed sets serviced by himself or any of his employees.

That the Government, from time to time, subsidize programs and transmission lines to all stations that are fulfilling a need in their respective localities.

We approve of the two-dollar licence fee which has been established and which becomes effective April 1, but the surplus created should be returned to the radio set owners in the way of improved Government subsidized programs to regions that are not well served at the present time.

It is imperative that advertising be permitted in order that Canadian manufacturers and distributors will have an equal chance with American concerns now using the radio in the United States and reaching Canadians over United States stations. We recommend that regulations be established to confine indirect advertising to 5 per cent of the time on the air between the hours of 7 p.m. and 11 p.m. As an example, one hour's program would carry a maximum of three minutes indirect advertising talk. We refer the Committee to

the following telegram sent by this Association to the Honourable Mr. Alfred Duranleau, Minister of Marine, on February 11, 1931,—

"At the annual meeting of the Canadian Association of Broadcasters held in Toronto to-day, at which all of the leading stations were represented, steps were taken to debar all advertising on Sundays from Canadian programs except mention of name of sponsor, his address and nature of business or product. Also to limit on all weekly programs after 7 p.m. the amount of advertising so as not to exceed 5 per cent of the time on the air of any one program. Further to eliminate entirely after 7 p.m. individual commercial announcements. This is for your personal information." H. S. Moore.

Summing up the above plan, with Government subsidized program, the finest artists and the finest orchestras can be delivered to the radio listener in the far northwest, just as they are to-day delivered to the residents of the metropolitan centres. Coincident with such a program, the Government should definitely declare itself committed to private ownership of radio stations and permit the radio stations of Canada to go ahead and increase their power and improve their facilities to a point where Canada, insofar as broadcasting is concerned, will be comparable with any other country.

LIST OF MEMBERS—CANADIAN ASSOCIATION OF BROADCASTERS

- Albertan Publishing Co. Ltd., CJCJ, Calgary, Alta.
- Alberta Pacific Grain Co. Ltd., CKLC, Calgary, Alta.
- Beardall, John, CFCO, Chatham, Ont.
- Burke, W. E. & Gesner, J. A., CHCK, Charlottetown, P.E.I.
- Canadian Marconi Company Ltd., CFCF, Montreal, Que.
- Canadian National Carbon Co. Ltd., CKNC, Toronto, Ont.
- Canadian Pacific Railway Co., CPRY, Toronto, Ont.
- Carson, H. R., Ltd., CJOC, Lethbridge, Alta.
- Chandler, G. C., CJOR, Vancouver, B.C.
- CHRC Limited, CHRC, Quebec, Que.
- Dolph, Cyrus, CKPC, Preston, Ont.
- Edmonton Journal Limited, CJCA, Edmonton, Alta. .
- The Electric Shop Wholesale Supplies, CFQC, Saskatoon, Sask.
- Essex Broadcasters Limited, Windsor, Ont.
- Geldert, G. M. (Dr.), CKCO, Ottawa, Ont.
- Holman, R. T. Limited, CHGS, Summerside, P.E.I.
- Island Radio Broadcasting Co. Ltd., CFCY, Charlottetown, P.E.I.
- La Presse, CKAC, Montreal, Que.
- Leader Post Co. Ltd., CKCK, Regina, Sask.
- London Free Press Printing Co., CJGC, London, Ont.
- McAdam, R. L., CKMC, Cobalt, Ont.
- Maple Leaf Radio Co. Ltd., CHML, Hamilton, Ont.
- Maritime Broadcasting Co. Ltd., (The Halifax Herald), CHNC, Halifax, N.S.
- C. A. Munro Ltd., CFBO, Saint John, N.B.
- Nathanson, N., CJCB, Sydney, N.S.
- Neill, Jas. S. & Sons, Ltd., CFNB, Fredericton, N.B.
- Northern Electric Company Ltd., CHYC, Montreal, Que.
- Northern Supplies Ltd., CFCH, North Bay, Ont.
- Richardson, Dawson, Broadcasting Facilities, Winnipeg, Man.
- Richardson, James & Sons, Ltd., CJR, Winnipeg, Man.
- Rogers-Majestic Corporation Ltd., CFRB, Toronto, Ont.
- Sprott-Shaw Radio Co., CKMO, Vancouver, B.C.
- Toronto Daily Star, CFCA, Toronto, Ont.

Vandry, Inc., CKCV, Quebec, Que.
 Victoria Broadcasting Association, CFCT, Victoria, B.C.
 Wentworth Radio Broadcasting Co. Ltd., CKOC, Hamilton, Ont.
 Williams, R. H. & Sons Ltd., CHWC, Regina, Sask.

LIST OF DIRECTORS—CANADIAN ASSOCIATION OF BROADCASTERS

A. W. Robb, CHNS, The Halifax Herald, Halifax, N.S.
 J. O. Apps, CPR, Can. Pacific Rwy., Montreal, P.Q.
 J. A. Dupont, CKAC, La Presse, Montreal, P.Q.
 J. R. Foster, CKLC, Alberta Pacific Grain Company, Red Deer, Alta.
 C. Thomas, CJGC, London Free Press, London, Ont.
 N. Thivierge, CHRC, CHRC Limited, Quebec, Que.
 D. R. P. Coats, CJRW-CJRM, James Richardson & Sons, Yorkton, Sask.
 G. C. Chandler, CJOR, Vancouver B.C.
 H. S. Moore, CFRB, Rogers-Majestic Corporation, Toronto, Ont.
 G. M. Geldert, Dr., CKCO, Ottawa, Ont.
 Ewart Greig, CKNC, Can. National Carbon Co. Ltd., Toronto, Ont.

Mr. GARLAND: How many of the stations listed here have withdrawn since the list was made up?

Mr. GREIG: No, sir, not since the list was made up.

Mr. GARLAND: Some have withdrawn from the association?

Mr. GRIEG: You mean we have members resign?

Mr. GARLAND: Yes.

The CHAIRMAN: Those that are here are now members?

Mr. GREIG: Those are now members in good standing.

Mr. GARLAND: All right.

Hon. Mr. EULER: This morning we had the presidents of two universities here, and one of them, the president of Alberta University expressed himself to the effect that he did not think educational programs such as they were putting out, and others which they might desire to put out in the extension of the work, would be possible under the system that we have now. I would like to ask the witness what he has to say with regard to that. Can he show the committee that an educational campaign, or educational work, can be carried on just as readily by a privately-owned system as under a publicly-owned system?

Mr. MOORE: I may say in reply to that that I know of a number of stations which have already in the past offered as high as ten hours a week for educational features absolutely gratis. Speaking for Station CFRB, they have offered two hours every afternoon in the week for five days in the week gratis. CFRB at the present time is broadcasting the University of Toronto gratis. We also co-operate in every possible way with hospitals, police departments, charitable institutions, soldiers and other public service organizations by giving free service where necessary.

Hon. Mr. EULER: Would you be willing to make that a condition of their remaining as they are now continuing that service gratis?

Mr. MOORE: I can answer that for our own station and I imagine that the majority of the stations in the association would be quite agreeable to it.

Mr. GREIG: I can answer definitely for ours, Mr. Chairman. We would be quite willing to do the same thing. We have also offered our station free to the Ontario government and to several departments in that government including the Ontario Agricultural College. I had correspondence with Dr. Christie. We made an effort to get some educational programs on the air with

the government and with the college but we have not been successful so far. We would be willing to continue to make that effort and would be willing to have them on the station.

Hon. Mr. EULER: You would agree, of course, that there is an educational value to radio, and the difficulty that schools and colleges would have naturally would be in connection with the expense of putting on this work. Now, if it is under private ownership I would judge private owners could not afford to put out any programs without making a charge even if they may be doing it now. Would there be any possibility or probability that they would continue that sort of thing? It is not a business-like arrangement—

Mr. GREIG: It is a business-like arrangement to give the audience something that gives them diversity.

Hon. Mr. EULER: You mean you give it to them in the same way as you give a concert of music?

Mr. GREIG: Yes.

Mr. DUPONT: Speaking for CKAC I would say that we have daily, and have had for two years, one hour of straight educational matter, of which one-half hour has been arranged by the professors of McGill University in Montreal and the other half-hour by the University of Montreal itself, and we are ready to continue this service on a gratuitous basis. We only ask of the educational bodies that they assume themselves the organization of those courses, and that they give to us say some time in August, or that they come to us and lay their plan before us and tell us that for the years 1932 and 1933 our requirements will be so many hours, and we are willing to continue giving them this service on a gratuitous basis.

Hon. Mr. EULER: Would you give them the time when the work can be done to most advantage, that is, we will say early in the evening?

Mr. DUPONT: Providing the request for time was on a reasonable basis. If they should ask for one hour, say nine to ten, I doubt if you would find that those programs would be well received by the majority of the people. We believe at that time the people want more entertainment, although we are carrying out a program each evening which goes from coast to coast. We have other educational matters in the evening, but if they will come to us and say, We want so many half-hours, or so many hours, we are ready to continue the service. As a matter of fact, it is good business to all the stations.

The CHAIRMAN: Do you precede these educational programs with announcements of advertising?

Mr. DUPONT: It all depends, sir. Sometimes we have a sustaining program preceding the educational program. At other times we have not; it is a program that is arranged and paid for by the station to fill its time. Our time schedule is fifteen and a quarter hours a day, of which 60 per cent is arranged by the station at its own expense.

Mr. GARLAND: What are the hours filled by advertisers?

Mr. MOORE: Seven to eleven in the evening. Eight to eleven is considered the peak of broadcasting.

Mr. GARLAND: I suppose you find that time pretty well taken up; you have no difficulty in filling in that time.

Mr. MOORE: No, there is no difficulty.

Mr. GARLAND: I therefore take it that all educational stuff would have to be at hours other than those that are favoured by advertisers.

Mr. MOORE: Yes.

Mr. GARLAND: Naturally the commercial interests of your concern would demand that you pay attention to the advertisers?

Mr. MOORE: I do not think it could be expected of the private broadcasters to give free educational features between eight and eleven at night.

Hon. Mr. EULER: Unless you were paid for it?

Mr. MOORE: Unless we were paid for it.

Hon. Mr. EULER: That is only reasonable.

Mr. MOORE: For example, CFRB has been putting on for about a year and a half an educational feature at its own expense. Probably some of you gentlemen have heard Henry J. Moore, horticulturist. We not only put that on gratis but we pay Mr. Moore for his services. We have each lecture printed immediately following, and we have a mailing list of over 700 people to whom we mail that lecture every week. We have furnished those 700 people with binders so that they have an opportunity to keep a complete and permanent record of all those lectures. The binders are furnished at the exact cost, which is 75 cents. The lectures are all furnished gratis. That is all done at a cost to the station of about \$60 a night.

Mr. GARLAND: On page 2 you suggest, "an alternative would be to establish a department of radio communications or a Federal regulating commission to act in co-operation with an advisory committee if deemed necessary." What powers do you suggest should be given to that body?

Mr. MOORE: Well, we had in mind that that body would have the powers to improve the standard of programs going on the air, and to curtail advertising. I think you will find that most of the larger broadcasters in Canada are not in favour of the amount of advertising that is now going out on the air, but they are forced to it because there are no government restrictions and because of the competition.

Mr. ILSLEY: Why are you not in favour of it, what is the matter with it?

Hon. Mr. EULER: You would have less time and higher rates.

Mr. MOORE: Just as we suggest in the brief—we suggest five per cent of advertising time. Now, the way that is worked out, if you had an hour program, five per cent means three minutes in every hour for advertising talk. Three minutes means 300 words of the average announcer. Supposing you had an hour program. You make your opening announcement of fifty words, then your fifteen-minute announcement of another fifty words, then your half-hour announcement with another fifty words, and your three-quarter announcement of another fifty words, and then your closing announcement, which would be 250 words of advertising during an hour's program. Most of the larger stations are in favour of restrictions along that line.

Mr. GARLAND: What would you do in the case of an hour that is subdivided into one-half hour and two fifteen-minute programs?

Mr. MOORE: One-half hour would carry 150 words, and 100 words for a quarter-hour program as a maximum.

Mr. GARLAND: There is a suggestion here with regard to requiring the licensee to issue the radio licence, that is, the radio dealers. I have no objection to that, but frankly I would like you to give reasons why the radio dealers should become, in effect, policemen for the government.

It should also be a requirement of the licensee to report all unlicensed sets serviced by himself....

In other words, he is called in to service a set and he finds there is not a licence stuck up somewhere so he makes inquiries and then writes out a report, something like an information to the government. What is your justification for that?

Mr. MOORE: He should not be allowed to service an unlicensed set. He is called to service a set and they have not got a licence. Well, then, he should not be allowed to service it.

Mr. GARLAND: That is a different principle than is suggested here.

Mr. MOORE: If you go to buy a car the onus of putting the licence on that car is on the dealer when he sells you the car. The same principle should apply with a radio set, and it is a very easy matter for the government to collect those fees. The result would be in time—after a period of two or three years—that all radio set owners in Canada would be paying a licence fee of \$2, whereas I estimate that about 60 per cent have paid them in the past. According to statistics, I think there are about a little over a million sets in use in Canada to-day.

Mr. GARLAND: I think that is very likely true. But I was just wondering what justification you had to make this recommendation. I am not stressing it.

Hon. Mr. EULER: You do not like the idea of those people being informers?

Mr. GARLAND: I do not think it is fair to ask the servicer of sets to act as a sort of informer.

Mr. WRIGHT: Can you suggest any other plan by which the government might get the information?

Mr. GARLAND: Yes, I think the plan suggested at the beginning, that all radio sets should be sold subject to the purchase of a licence at the time of sale. What about this next clause? The next paragraph reads:

That the government from time to time subsidize programs and transmission lines to all stations that are fulfilling a need in their respective localities.

Have you made any estimate of the amount of subsidy required?

Mr. MOORE: No, we have not. Of course, that could run into any amount up to half a million dollars a year, to subsidize land lines. That should, of course, be left to the regulating commission.

Mr. GARLAND: The purpose of this would be to carry chain programs—

Mr. MOORE: Into the remote points.

Mr. GARLAND: Those programs, of course, would include advertising?

Mr. MOORE: No.

Mr. GARLAND: Why not?

Mr. MOORE: Well, if they were sponsored by an advertiser,—you mean that the government should subsidize land lines—

Mr. GARLAND: I am asking you what you mean by this, that is what I want to get at.

Mr. MOORE: Well, from the amount of money that the government would obtain from this additional \$2 licence, provided that they collected for all the sets in use, there should be sufficient there in the surplus to subsidize programs and transmission lines into the remote points. There is another angle to that. I think you will find that, for example, stations like CKAC, CKGW, CFRB, CJGC and other larger stations have some very good features on the air, and they would be perfectly agreeable to feeding these programs out to all the smaller stations across the country providing the government would subsidize the transmission lines. For example, if CFRB were putting on a sustaining feature to-night with no advertising feature in it, paying \$250 for that program, there would be no objection to that program going out to twenty other stations providing the government wanted to pick it up on these subsidized lines. Then, on the other hand, should the government desire to put on programs of its own that would be an added feature?

Mr. GARLAND: They would naturally have to secure time from the stations?

Mr. MOORE: No, the stations will give them that time provided they notify the stations in sufficient time so that it does not interfere with their advertising schedule.

Hon. Mr. EULER: You could not very well shut them out in those good hours from seven to eleven.

Mr. MOORE: Those good hours are not sold, not all of them.

Mr. GARLAND: It would come to that, though.

Mr. MOORE: It depends on the city.

Mr. GARLAND: Your tendency always would be naturally, as a matter of business, to fill those hours with advertising?

Mr. MOORE: Oh, naturally, but we are a long way from filling those hours. It is not within the next two or three years.

The CHAIRMAN: You would have no objection to letting your advertising programs go onto subsidized lines?

Mr. MOORE: No, we would have no objection at all.

Mr. ILSLEY: What are your reasons for thinking that the time for advertising should be limited to the extent that you recommend here? I understood yesterday that the taste of the public would automatically limit advertising, that is what the publicity expert, Mr. Pasmore, I think, said. Why don't you let those advertisers continue as much as they like?

Mr. MOORE: That may be quite true with a large advertiser such as Imperial Oil, and General Electric, and companies of that nature, but when you get into the smaller advertiser it is much harder, and it is far more difficult to paint that picture and show him that he is doing himself harm in putting out advertising in a large amount. If there is a restriction on advertising all we have to do is to refer him to the rules and regulations of the department.

Mr. ILSLEY: On page 3 the expression "indirect advertising" is used twice. What do you mean by that?

Mr. MOORE: Well, my definition of that is,—that is really very broad. My understanding of indirect advertising is that the announcement should not carry any details. That the details should be carried on in the press and that the advertising in the press should be tied up with the broadcast. For example, in the States, if you listen to some of their broadcasts you will find them quoting the prices and describing the article very minutely. I call that direct advertising. Indirect advertising, I would say, is the name of the sponsor and the line that he is manufacturing and distributing without going into a great deal of detail. In selling our radio station we try to discourage the advertiser from putting on the air what should go out to the newspapers, and we are trying daily to educate the advertiser who is broadcasting that the radio station is not in opposition to the newspaper but is a supplement to the newspaper, and that it is a builder of goodwill, and if he puts out an abnormal amount of advertising in his broadcast he is just going to destroy the object.

Mr. ILSLEY: You are not very far away from what the Aird Commission recommends, as I gather it. They recommend that it be limited to indirect advertising, and they define that as meaning the mention of the firm and the product handled.

Mr. MOORE: In some respects we are in agreement with the Aird Report and in other respects we disagree.

Mr. ILSLEY: Well, on this point of indirect advertising, which is a very important point, these gentlemen who gave evidence yesterday were very emphatic that if it were limited to the announcing of the name of the advertiser and the product that they handled the income would be negligible. They used that word two or three times.

Hon. Mr. EULER: People would not consider it worth the money they would have to pay for it.

Mr. ILSLEY: Now it would appear from you who are the broadcasters that you think these people would continue to advertise and get results?

Mr. MOORE: I have in mind such programs as Canadian Industries, and Imperial Oil. All of those programs are using less than five minutes' advertising talk on the air. That will give you an idea of exactly what we mean by indirect advertising.

Mr. GARLAND: Mr. Chairman, every evening when I have that delicious half-hour between seven and seven-thirty at home at dinner I turn the radio on, and there comes into Ottawa the advertising of a program, pork and beans and heaven knows what else, and this blessed thing goes on until one gets so sick of it that he switches off onto an American station to try and save himself. Is that one your stations, CKAC?

Mr. DUPONT: I must say that it is not over CKAC. It is CFCF or an Ottawa station. You mean Clark's "Our Jimmy" program?

Mr. GARLAND: Yes.

Mr. DUPONT: It is not our station. That is where we would like to apply the five per cent restriction.

Mr. MOORE: That is why we are asking for a regulation on it.

Mr. GARLAND: The witness has not yet given us clearly what he proposes shall be the powers of the government regulating body, whether it be the department or a commission. He suggested both. Frankly, I would like some definition of what the powers should be.

Mr. MOORE: We are not prepared to give evidence or to give an opinion on that to-day.

Mr. GARLAND: Of course that is all important.

Mr. MOORE: Mr. Aime Geoffrion will be representing us again before this committee and at that time we will be glad to go into that.

Mr. GARLAND: Mr. Chairman, surely the witness does not mean that his lawyer knows more about what should be done than he knows himself?

Mr. MOORE: No, no. I say we are submitting further evidence of which that will be a part.

Mr. GARLAND: In the last paragraph your recommendation is:

the government should definitely declare itself committed to private ownership of stations and permit the radio stations of Canada to go ahead and increase their power and improve their facilities. . . .

Does that also include increasing the number of stations?

Mr. MOORE: If possible. That depends, of course, entirely on the department of marine and the wave lengths available.

Mr. GARLAND: The present stations you suggest should retain their licences so long as they keep within the regulations; that is pretty important.

Mr. MOORE: I should think that should be left up to the department or this regulating commission. It strikes me that the whole thing will have to be gone over by technical experts. We do not come here as technical experts and say what stations are required to cover a territory, and so on.

The CHAIRMAN: In other words, you believe that the number of stations licensed now should be made to conform with the necessity of coverage and not for the pleasure of any particular owner or would-be owner.

Mr. MOORE: Yes. I also think that if after a reasonable length of time certain stations who now have a licence, if they do not improve and come up to certain regulations, or certain standards, their licence should be taken away from them, if they are not properly serving the public.

Mr. GARLAND: But if they live up to the standard we believe they should continue with their licence?

Mr. MOORE: Absolutely.

Mr. GARLAND: The four stations in Toronto naturally would come under the category mentioned by you, so that they would have their licences in perpetuity as long as they remain within the regulations. What about these stations increasing their strength, their power? Supposing you take four 50,000 watt stations in Toronto which although entitled to full time might agree by mutual agreement to share that time, approving of that advertising of that duplication of service.

Mr. MOORE: I think there is a point—getting away from your question for the moment—that so far as I know has not been brought before this committee. For example, I am wondering if anybody before this committee has yet indicated what would become of the Aird set-up of seven 50 K.W. stations and a number of small 5,000 watt stations when television arrives. Has that been brought out?

Hon. Mr. EULER: Yes.

Mr. MOORE: For example, when television arrives it won't be a question of a few high-powered stations. It will be a series of low-powered stations placed probably from 120 to 150 miles apart in order to cover the country, so that the future, probably three or four or five years hence, will not see high-powered stations if they are broadcasting television.

Mr. GARLAND: If you are so sanguine in that—as I have no doubt you are—don't you think that private broadcasters are taking a frightful risk?—A. Are not the private broadcasters in a better position to develop television after years of research than the government would be?

Mr. GARLAND: Is that your opinion?

Mr. MOORE: That is my opinion.

Mr. GARLAND: Let us get back to the question of the four stations in Toronto, what about this multiplication of service, should that be permitted?

Mr. MOORE: I prefer to leave that up to the commission.

Mr. GARLAND: Let me read what you say in your brief:

The government should definitely declare itself committed to private ownership of radio stations and permit the radio stations of Canada to go ahead and increase their power and improve their facilities

and so on. No limitations. That is very definite; there is no restriction whatever there. Stations could go ahead and develop the maximum of power.

The CHAIRMAN: That would entirely depend on what the witness means by governing body and the powers that would be granted to that governing body.

Mr. MOORE: We don't think we should dictate as to the powers of the regulating committee.

Mr. GARLAND: Under private ownership would it not likely follow as the result of experience in practically every line of commercial life in this country, that there would be a concentration of the ownership of broadcasting?

Mr. MOORE: No.

Mr. GARLAND: Don't you think they would do it in order to avoid unnecessary duplication of overhead?

Mr. MOORE: No, I don't see why they should any more than in any other line of business. You are getting that in other lines of business.

Mr. GARLAND: Then you agree that there will be unnecessary duplication of overhead?

Mr. MOORE: No, I would not agree to that.

Mr. GARLAND: Would not you call it that in Toronto?

Mr. MOORE: Not as long as there is enough business there to keep the four stations going. For example, there is more advertising going out of the City of Toronto to-day, more hours being sponsored than any other city in Canada, for the simple reason of the population of Ontario.

Mr. WRIGHT: In so far as the people of Canada are concerned is it not desirable that they should have the competition?

Mr. GARLAND: Competition in what?

Mr. WRIGHT: Between stations.

Mr. MOORE: For example, in the provinces of Ontario and Quebec, 70 per cent of the radio owners in Canada are in those two provinces, so that you must expect to have more radio stations in Toronto serving Ontario and more in Montreal, Quebec and Ottawa than you would in other points.

Mr. GARLAND: You do not agree then, that one good high-powered, well equipped, efficient station can give better programs, better service than a multitude of smaller stations?

Mr. MOORE: They would not have the variety.

Mr. GARLAND: I am not talking about variety. I am talking about the quality of the broadcast. Is not one good station to-day better than a dozen poor ones, is not that a fact?

Mr. GREIG: Better to have half a dozen good ones.

Mr. GARLAND: Can you answer the question, or do you care to?

Mr. MOORE: Put your question again.

Mr. GARLAND: Is it not better to have one good station than half a dozen poor ones?

Mr. MOORE: Where are the half dozen poor ones?

Mr. GARLAND: I am not asking you that.

Mr. MOORE: I would say, yes.

Mr. GARLAND: A gentleman behind you suggested it would be better to have six good stations. May I ask him why?

Mr. GREIG: Well, you would have competition amongst the six of them to have the finest programs in that locality. They would be competing with each other at all times, giving the people a variety of programs to listen to that they might not otherwise be able to tune in on.

Mr. GARLAND: You think there is that wide variety of programs in the first place?

Mr. GREIG: Well, there is a wide variety of tastes and there is a wide variety of programs on the air from seven o'clock to eleven. I think we will all admit that.

Mr. GARLAND: Is it not your experience that the listener in will try to get a station that is coming in clearly and will prefer that station every evening?

Mr. GREIG: Well, I will say that the average listener will tune in on the station where he hears his favourite program.

The CHAIRMAN: Such as Clarks' beans, for instance?

Mr. GARLAND: Now, in this question is involved the question of cost, and after all in the final analysis it is the public that bear the costs of these stations.

Mr. GREIG: The public, in the final analysis, bear the cost of newspaper advertising too.

Mr. GARLAND: I agree with you.

Mr. GREIG: The public bear the cost no matter what way the stations are operated.

Mr. GARLAND: Yes, all right.

Mr. GREIG: Indirectly.

Mr. GARLAND: Now, you are seriously suggesting, are you, that six stations—

Mr. GREIG: Oh, no, you just used in your illustration. You said would six be better than one. I would have answered the same way if you had said would four be better than one.

Mr. GARLAND: Then you are not yet convinced that it would be wise to have a number of stations?

Mr. GREIG: You mean a number of stations in one locality?

Mr. GARLAND: Yes.

Mr. GREIG: I would say it would be quite all right if that locality wants them. I have not heard any complaints in Toronto about handling four stations there.

Mr. MORGAN-DEAN: Mr. Chairman, there is a point, I think, that bears on the question here. There are only twenty-four hours in the day. A station is not like a newspaper or magazine that can continue to add pages of advertising and is not limited at all except by the amount of advertising that they can sell. A radio station has 24 hours in the day and no more. They can just do so much, so that one station instead of four in a city the size of Toronto could probably not serve Toronto satisfactorily.

Mr. GARLAND: In regard to advertising?

Mr. DEAN: In regard to advertising or in regard to programs.

Mr. GARLAND: Do you think advertising should be regarded as a major feature in determining the number of stations?

Mr. DEAN: No, but after all advertising is the nucleus—

Mr. GARLAND: To private ownership, yes.

Mr. DEAN: Under private ownership. The public pays in any case.

Mr. GARLAND: The only difference is that in one case the public pays for a multiplication of stations whereas in the other case they would only pay for the necessary number of stations.

Mr. DEAN: What position is the public going to be in in three or four years from now when television arrives?

Mr. GARLAND: That is a dream.

Mr. DEAN: It is not a dream, it is something that is coming very rapidly. There is no industry developing more rapidly than the broadcasting of radio.

Mr. GARLAND: Than radio television?

Mr. DEAN: Television is a distinct possibility and on the horizon. Certainly inside of three years.

Mr. GARLAND: Fifteen or twenty miles so far?

Mr. DEAN: Yes, fifteen or twenty miles.

Mr. GARLAND: On what you base your argument it would be preferable to instal those lower-powered stations in large numbers when television comes? Television could not reach—

Mr. MOORE: We do not expect to get beyond 60 miles at the very maximum.

Mr. GARLAND: You would have to put in those lower-powered stations?

Mr. MOORE: The government would adapt themselves to the new conditions.

Mr. GARLAND: Is there any reason why the government-owned stations should not adapt themselves to the new conditions as well as any other company?

Mr. MOORE: No reason at all. Seven 50,000 watt stations would cover the country. The question is whether it is wise to do that, knowing television is coming.

Mr. GARLAND: Would it not be just as wise to go on and increase the number of stations?

Mr. MOORE: We just suggest that particularly because in the last three or four years we have been living under disabilities.

Mr. GARLAND: You would go ahead and do that if those restrictions were removed?

Mr. DEAN: There is no doubt they will develop it but they hesitate now to develop in view of the circumstances.

Mr. GARLAND: In the three or four years that intervene before television comes you will do that but what will happen in that time?

Mr. DEAN: Perfectly true, but in that case it is up to the private ownership, they sustain the loss. If the government puts it in the public would lose.

The CHAIRMAN: With the number of set owners you have it will give you a field for advertising as broadcasters. You feel you would be able to give the people of the provinces of Quebec and Ontario good coverage?

Mr. DEAN: Yes, we are positive of that.

The CHAIRMAN: Anything in the way of subsidies that would help that would be a help to the west.

Mr. MOORE: It would help the west and the Maritime provinces, where broadcasting needs help.

Mr. DUPONT: It costs more money to send that program from Montreal to the Maritime provinces than it does to Toronto.

The CHAIRMAN: Why is that?

Mr. DUPONT: There are several mineral deposits and they have to have repeaters every 150 or 200 miles.

Mr. GARLAND: The proposal, as the result of that question, Mr. Chairman, is in any highly populated centres that the development and initiative be left to private development but that the government carry the expense of the servicing of the rest of Canada, where it is not profitable.

Mr. DEAN: I think you could just carry that a little further, to this extent, that the government is asked to spend the surplus money received from licences for receiving sets, 70 per cent of which would be taken from Ontario and Quebec.

Mr. GARLAND: In the first program you mean subsidizing the stations and transmission lines. After you said that you came to the station part, subsidizing to come from the licensing of the program. Had you two ideas or had you one?

Mr. DEAN: Just one.

Mr. ILSLEY: There was a proposal made yesterday, that is outlining all areas that are—taking the proposition I made for subsidizing until the time comes when they will be practically taken over by private ownership—would you give any consideration to that?

Mr. MOORE: Yes, I think, as soon as stations in the middle west are able to take care of themselves and properly serve their districts that the subsidy should be discontinued but they are a long time from that.

The CHAIRMAN: In other words, you take the stand the government should not be in business and the only time it should be is when it should help in certain areas where help could not be given otherwise.

Mr. ILSLEY: I guess public areas were not subsidized at all before outlying areas. It seems to me that the rich areas where you can make a lot of money and no other broadcasters—

Mr. MOORE: Broadcasters are willing to supply certain sustaining programs providing the government subsidizes the transmission lines. You make the statement present broadcasting companies are making money. I think there are very few broadcasting companies to-day who are not in the red.

Mr. EULER: How do you hope to correct that if you are in favour of limiting the hours of advertising? Your income, of course, comes from advertising entirely. You are now suggesting to limit the very thing which enables you to increase your revenue. Would not the assumption be that you would try to increase the number of advertisers on your programs and the length of time? If you want it reduced and limited where would you get your money?

Mr. MOORE: It is just a question of educating the advertiser, and we are asking the assistance of the department to educate the advertiser, to limiting the amount of advertising talk on the program.

Mr. EULER: Where do you hope to make your money if the advertising is limited? Raise the rate, I suppose.

Mr. MOORE: We will have more advertisers.

Mr. EULER: If you have more advertisers will that not result in leaving less time for concerts and programs. Does that not necessarily follow?

The CHAIRMAN: Is this the case: In many instances your advertisers will go to your neighbours where they can get better advertising, in staying with the better stations?

Mr. MOORE: That is the case at the present time.

The CHAIRMAN: If they were limited you would have more time for advertisers?

Mr. MOORE: For example, we have lost this year three Sunday programs because CFRB has adhered to the resolution of this association, passed a year ago. We would not accept a program on Sunday carrying advertising. We lost three programs this year and they went to other stations carrying the government resolution.

Mr. DEAN: The difficulty is to get a good many advertisers to keep within the reasonable limit in the amount of advertising for their program. A good many of them have it half advertising and a five minute program, if you let them have their way. The fact remains the best programs are inside those limits and get the best results.

Mr. MOORE: The three programs I mentioned are all in the lines we suggest and they are all getting great results. It is much easier to educate the larger advertisers than several smaller advertisers, who cannot quite see the point.

The CHAIRMAN: Are there any more questions? You have your lawyer, who proposes to appear some time next week?

Mr. MOORE: Yes.

Mr. EULER: I think it was mentioned already: Yesterday when the representative of the advertiser gave evidence he stated he did not think that revenues—at least I think he said revenues would be negligible if you allowed only sponsored programs, that is, if you allowed only advertisers to advertise with their name and the name of their product was given. You do not agree with that?

Mr. MOORE: We are not suggesting that. We are suggesting that on Sunday. For other days the advertising inside 5 per cent; on Sunday no advertising at all but merely the mention of the sponsor's name.

Mr. EULER: You would not regard Sunday as any great factor in your advertising at all?

Mr. MOORE: There was one time Sunday was the biggest day in the week for us.

Mr. EULER: Why did you stop it?

Mr. MOORE: Because of the policy of our company.

Mr. EULER: Protests by listeners; desecration of the Sabbath?

Mr. MOORE: No. The Lord's Day Alliance asked us to try to curtail advertising on Sunday and we worked along with them in that request.

Mr. EULER: Would you think that on days other than Sunday it would be necessary, to get results, that they do more than simply give the name of their company and the name of their product?

Mr. MOORE: Absolutely.

Mr. EULER: You said a moment ago the cost of it should be left to the newspapers?

Mr. MOORE: Limit it to 5 per cent. If you wish, we would be glad to submit to the committee a series of announcements actually going over the air for two or three weeks, to show you what I mean.

Mr. EULER: I just wanted that clear and there seemed to be a difference of opinion between the advertisers and the broadcasters.

Mr. MOORE: I thank you.

Col. STEEL: Television, as it has been developed up to date, depends entirely on one principle. I do not intend to go into that because you are not interested in it, but it requires a very wide band of frequencies to transmit a television program. As a matter of fact it requires approximately 100 K/c. It is very evident from what you have heard that if you have to have 100 K/c to carry a television program, it is not possible to put that into the band at present used for broadcasting. Engineers, therefore, had to look to some other part of the band, that is the general band, the entire spectrum as you see it there, in which they could get channels 100 K/c wide. They had to go down towards the very limit of the band, and are working between 5 and 10 metres. This is in the very high frequency part of the band.

In this part of the spectrum they are able to obtain channels 100 K/c inside without interfering with other services. A channel of this width is capable of carrying 10 ordinary broadcast channels of the width allowed in the normal part of the band set aside for radio broadcasting.

Television transmission in this high frequency band is very much similar to the transmission of light, that is a building or a hill, or anything of that nature coming between the receiving and transmitting station, would make it impossible to receive the television transmission. As an example, I might point out that the Empire State building in New York city is being used to-day for one of the largest high-powered television stations ever attempted. But even here they do not hope to get a radius of more than 15 or 20 miles, although there will be practically nothing between the transmitter and the receiver, which might limit reception in this area. That means your television or picture program is going to be transmitted on the very high frequency part of the band, whereas your music entertainment and advertising must still be transmitted on the part of the band which is allocated for broadcasting. Therefore, no matter what development takes place in television, you will still require your present stations to transmit your entertainment programs and you will have to have additional stations to transmit the television program.

Mr. GARLAND: Is that very high frequency band used for broadcasting?

Col. STEEL: It is not.

The CHAIRMAN: What about broadcasting television? It could not be done on the same band at all.

Col. STEEL: It could not be done on the same band used for programs. That has been definitely given up by radio engineers working on that problem to-day. I have had an opportunity of seeing most of the work in New York, during the past three or four months, and it seems to be the opinion of most of the engineers who have studied the subject that what I have already described is likely to be the nature of the development during the next five or ten years. They feel that to-day, television is where broadcasting was ten years ago, so the practical thing, as it would apply to the home, is likely to be ten years away instead of two or three years.

Mr. DUPONT: It may interest the committee to know that La Presse, CKAC, have a licence to operate television broadcasts, and we expect to make our first official demonstration at a meeting in the Mount Royal hotel, Montreal, by the Newspaper Association. Tests have been carried on every day and every evening from the La Presse building to the Mount Royal hotel, which is about half a mile away. We have carried it about eight miles so far.

The CHAIRMAN: I suppose the committee would be permitted to see that?

Mr. DUPONT: With pleasure.

Col. STEEL: I would like to ask Mr. Dupont this question: Is it not true that you are carrying out these experiments on television on an entirely different wave length from the one on which you are sending out your entertainment program?

Mr. DUPONT: Absolutely. For instance, in the province of Quebec, if we wanted to give good television service, how many television transmitters would we require? Fifty kilowatts would give good service in the province of Quebec, but if you are to give good service you would require about ten television transmitters.

The CHAIRMAN: Would the machinery used for carrying broadcasting and machinery necessary for carrying television—would they be interchangeable? Would they be the same generators?

Col. STEEL: The tendency to-day is to build entirely different sets of transmitters. They cannot be put close together.

Mr. GARLAND: Then, assuming the statement of Mr. Dupont that adequate television service in Quebec would require ten stations—is it not likely, under the television system, those ten stations would be adequate if the advertising would justify the revenue?

Mr. DUPONT: It is good for publicity, and as we are keeping up with the times we think it is a good place to do it. This television will cost around \$10,000 or \$20,000 and we think it is good business to have it. It is good business for the paper.

Mr. BAIN: You do not expect your development of television will render CKAC obsolete?

Mr. DUPONT: No, sir, because they operate on two different wave lengths.

The committee adjourned until Tuesday, April 5, at 10.30 a.m.

APPENDIX No. 37**WEAO—THE OHIO STATE UNIVERSITY BROADCASTING
STATION****OHIO PROTESTS**

WEAO, the only publicly owned station in Ohio is operating in the public interest and service. Appreciating this fact, many thousands of Ohioans have voiced their disapproval of a recommendation made by Examiner Walker, of the Federal Radio Commission, which would limit the operation of WEAO to time before 7:00 p.m., and thus deprive the working people of Ohio of any chance of receiving a direct educational message from their state university. Mr. Walker doubts the ability of the only publicly owned station in a state that has a representative government to operate in the public interest, convenience, and necessity, as required by the Federal Radio Laws.

A score or more of state-wide organizations have adopted resolutions objecting to any such limitation of WEAO programs. Thousands of individual listeners have sent their objections to the Federal Radio Commissioners in Washington, D.C. Typical of these objections is the resolution adopted by the Portsmouth, Ohio, Chamber of Commerce, which reads:

"We believe that the programs coming from this station discussing important economic public questions make it possible to extend its educational facilities to the people of the state of Ohio by radio. Further, we believe that the entire future of educational broadcasting in Ohio would be eliminated by an adverse decision of your commission. This is a valuable means of education to which the citizens of Ohio are entitled."

A hearing was held last November at which the University presented arguments as to why it should be entitled to one-half time on the air, dividing evenly with Station WKBN, of Youngstown. This hearing was ordered by the Commission upon the inability of the stations to divide the time equally, as the Federal Radio Commission had directed. The Examiner's recommendation to limit WEAO to day-time and very early evening is the result of this hearing.

What do *you* think of such a recommendation as affecting WEAO, the only Ohio station that presents programs without advertising or commercial propaganda, and that is a definite and real contact between your state university, state government department, and other state supported institutions? Are you not entitled to keep in touch with, and to obtain service from such agencies?

Attorney General Gilbert Bettman, the state's attorney, is actively engaged in protecting the rights of the citizens of Ohio in this controversy. He has filed with the Federal Radio Commission, a forceful statement of objections (a copy of which will be sent to you upon request to WEAO). This is a matter of fundamental importance to the people of Ohio and the entire country is watching the outcome of this important battle for the public's rights in radio broadcasting.

WEAO has, since June 3, 1922, to date, a period of nearly ten years, presented a program of educational information from Ohio State University, a service well established and of proven value. The proposed interruption of evening programs is a serious restriction of a valuable resource that is becoming of increasing importance each year. The University is endeavouring to protect this most valuable privilege in the interest of the people of the state and appreciates the assistance given by the many organizations and individuals in support of its request now pending before the Federal Radio Commission.

PRESIDENT RIGHTMIRE

9:10 p.m. Monday. WEAO listeners will be glad to note that President George W. Rightmire has been scheduled on the station program for a series of talks on the university and its functions to continue for an indefinite period.

The President's subjects for this month include "The University and Your Boy and Girl," March 7; "The University of, by, and for the People," March 14, this being a talk on the social importance of the university; "The University and Ohio's Farmers," March 21, concerning itself chiefly with the college of agriculture; and "The University and Ohio's Industry," March 28, this talk being based mostly on the college of engineering.

This is your opportunity to gain a view of the function and purpose of a great state institution, comprising a city within itself of 13,000 people.

BUSINESS CONDITIONS

8:20 p.m. Wednesday. With five talks on this month's schedule, the bureau of business research, under the direction of Professor Spurgeon Bell, is offering an even more varied program than those offered heretofore for the benefit of Ohio business men.

The regular talk on "Employment in Ohio," by Professor Viva Boothe, giving the latest facts and figures on the trend of that subject, opens the month's series, March 2. It is followed, March 9, with another talk by Professor Boothe entitled, "Foreign Trade of the United States in 1931," presenting a review of the nation's part in world commerce last year and a comparison with other years.

"Business Conditions in Ohio" is another of the regular talks on the bureau's monthly schedule. It will be presented by Professor Bell, March 16. This will be followed, March 23, with a talk by Professor L. H. Grinstead entitled "Free Service Problems in Retail Stores." Professor Grinstead has made a special study of the problems of retail stores and he presents real information on this topic.

Professor Bell appears on the program for the last talk of the month and his subject is the "Status of Industrial Planning Progress in the United States." With various national planning programs being presented by economists all over the country, this topic is an important one. Don't fail to hear these important discussions.

WEAO PROGRAMS SUITABLE FOR SCHOOL USE

French—Mon.-Wed., 9:15-9:45 a.m.

Spanish—Tues.-Thurs., 9:15-9:45 a.m.

Home Economics—Mon.-Wed.-Fri., 10:00-10:30 a.m.

Ohio History—Every day, 10:40-10:50 a.m.

Literature—Mon.-Thurs.-Fri., 1:30-1:45 p.m.

This schedule is designed to help school teachers arrange their teaching programs in order to listen to these radio-class-room discussions.

THE ATTORNEY-GENERAL

9:30 p.m. Wednesday. The citizens of Ohio will be given an opportunity to look at the world through the eyes of the attorney-general when the Hon. Gilbert Bettman, attorney-general of Ohio, presents his series of talks during the remainder of this month. His subject, in order to bring his topics home to every Ohio listener, is "Looking Through the Window of the Attorney-General's Office."

Get acquainted with your attorney-general, he is taking this opportunity to get acquainted with you.

ENGINEERING

8:45 p.m. Wednesday. Industrial problems and practical engineering are the subjects chosen by members of the faculty of the college of engineering for their helpful talks during this month. Five talks are included on this month's schedule.

The first, March 2, will be given by Professor D. S. Demorest, chairman of the department of metallurgy, and is entitled "Where the Nations Stand in Metal Resources." "The Status of the Domestic Petroleum Producing Industry" will be told by Professor E. V. O'Rourke of the department of mine engineering, in his talk March 9.

"Minerals in Industry" is the topic of a discussion by Professor William J. McCaughey, chairman of the department of mineralogy, March 16. He will be followed March 23 by Professor J. R. Shank, of the engineering experiment station, who will talk on "Portland Cement Concrete, Some of the Later Developments." The engineering experiment station is constantly conducting tests on concrete, brick, and other building and paving materials, and Professor Shank bases his talks on some first-hand experience.

H. J. Hoffman, draftsman for the engineering experiment station, will tell "What One Practical Engineer Missed by Not Having a University Training" in the talk March 30. These talks are given by men who are associated with facts. Don't miss this chance to get information from a source which you know is absolutely correct and designed to help you.

YOUR HEALTH

8:30 p.m. Wednesday. The talks on disease prevention presented by the college of medicine under the direction of Dean John H. J. Upham are designed as an aid to WEAO listeners and the people of Ohio. They contain practical pointers on protection from common diseases.

The first talk this month will be given by Dr. Charles J. Shepard, of the department of medicine, on "Common Skin Troubles." The second, March 9, deals with "Prevention of Tuberculosis," and will be presented by Dr. Casper H. Benson, of the same department.

Dr. Clayton S. Smith, of the department of physiological chemistry and pharmacology, will give the third talk, March 16, on "Poisons." He will be followed, March 23, by Dr. Mary A. Graber, of the department of medicine, with a talk of interest to all parents. Her subject is "Growing Pains in Children."

EVENING MUSICALES

Three special programs are included on this month's schedule of evening musicales. March 18, the Ohio Wesleyan String Quartet will be presented in a half-hour concert of light classics at 10:00 p.m. March 23, at 10:00 p.m., Edwin Stainbrook and Willis Ewing, two well-known Columbus pianists will be presented in a program of piano duets. At the same hour March 25, Dorothy Stevens Humphreys, soprano, and Agnes Wright, pianist, will present a program of Negro spirituals, by Greenberg, set to modern music. Here's another musical gem you can't afford to miss.

APPENDIX No. 38**THE CANADIAN RADIO LEAGUE***For a National Broadcasting System***EVIDENCES OF PUBLIC SUPPORT****I. NATIONAL ORGANIZATIONS*****Canadian Legion of the British Empire Service League* (60,000 members)**

"That provision should be made for adequately covering Canada throughout with broadcasting stations, operated, controlled, and owned by the Government."

"The introduction of some measure of program control, permitting only such programs as will not tend to lower the dignity of the country in the eyes of other nations."

"The Canadian Legion believes that the Canadian public would be better served by some form of Federal Government ownership and operation rather than by ownership and operation by private enterprise. This opinion is arrived at largely in view of the inadequacy of the present Canadian broadcasting effort, and the overwhelming of the Canadian listener by the flood of programs from powerful stations of the United States, which are frequently heavily charged with foreign propaganda. It is felt that Canadian private enterprises could hardly compete with United States stations without very strong organization and the expenditure of great sums, which the advertisers might conceive to be unwarranted from their point of view. Furthermore, it is to be anticipated that radio, under private enterprise in Canada, would develop along similar lines to that in the United States which the vast majority of our membership regard as undesirable. Canadian listeners have had a good opportunity to determine whether the American privately owned commercial system of radio broadcasting will meet Canadian needs. As far as the Legion is concerned, it opposes the adoption of such a system in Canada."

From "Views of the Canadian Legion of the B.E.S.L. on Radio broadcasting in Canada," passed by the St. John Convention.

NOTE.—The Canadian Legion has been specially represented on the League's delegations to the Minister of Marine, January, 1931, and January, 1932.

The Canadian Legion has supported the League since its inception. J. A. McIsaac, Secretary-Treasurer, is a member of the League's Executive.

Native Sons of Canada

"For a number of years the Native Sons of Canada have sought national control of radio broadcasting in Canada. It was our opinion that the Canadian Government should provide and operate a chain of stations with the object of uniting all of Canada into one national system."

"As our conventions represent practically all of Canada, it would seem as if there is a nation-wide desire to have a Canadian system."

"Letter from Robt. D. MacLachlan, National Secretary, dated January 29, 1931."

NOTE.—The Native Sons of Canada is an affiliated member of the Canadian Radio League, and its National President, Dr. J. L. McDougall, is a member of the League's Council.

II. LABOUR ORGANIZATIONS

Trades and Labour Congress of Canada (150,000 members).

"We would respectfully urge that action be taken to give effect to the Aird Report by the creation of a nationally owned and operated broadcasting system. Radio broadcasting should be developed in the national interests rather than along the lines of an advertising medium. Wherever private companies own the stations advertising becomes the primary object as their revenue is received from this source and profit the chief reason for operating.

"Duplication of stations should be avoided as far as possible in order to ensure the clearest reception by those owning receiving sets. Owing to the restricted number of channels available, unless the Government creates a monopoly, it would be difficult to accomplish this object. The Trades and Labour Congress is definitely opposed to monopoly being granted or subsidies given to privately owned enterprises of this character and firmly believe that it is in the public interest that control of the air should remain in the hands of the people."

Trades and Labour Congress Recommendation to the Prime Minister, January 22, 1931. Reiterated January, 1932.

Note.—The Trades and Labour Congress is an Affiliate Member of the League, and its President, Tom Moore, is on the League's Council.

The Trades and Labour Congress has been specially represented on the League's delegations to the Minister of Marine, January 1931 and January 1932.

Alberta Federation of Labour (Affiliated with the Trades and Labour Congress.)

"Your Executive would recommend that the convention go on record as favouring a national system of broadcasting, and that organized Labour may have equal rights with other groups to present its viewpoint on social and economic questions."

Resolution adopted by 1930 Convention.

"You may speak for Federation."

Telegram to the League from Elmer Roper, Secretary, March 14, 1932.

New Brunswick Federation of Labour (Affiliated with the Trades and Labour Congress.)

"This Federation is in full accord with the work of your League.

Therefore endorses its action in the matter of radio broadcasting.".....

From Telegram to the League from G. R. Melvin, Secretary-Treasurer, March 12, 1932.

Note.—The New Brunswick Federation is an Affiliate Member of the League.

All-Canadian Congress of Labour.

"The present broadcast service is considered unsatisfactory for the following reasons:—

- "1. It is a gratuitous and voluntary service.
- "2. It derives most of its support from direct or indirect commercial advertising.
- "3. Being voluntary it can be regulated only to a limited extent but cannot be compelled to function.
- "4.
- "5. It cannot protect the public from undue influence and subtle propaganda by private interests.
- "6.
- "7. In a sparsely settled country adjoining one which has a vastly greater population, a broadcast service in the former must be up to the highest

standards in the latter; Canada's failure in this respect results in public dependence upon the broadcasting stations of the United States, whose standard is high in some respects only."

"It is believed that government control, ownership, and operation would provide the only absolute assurance of elimination of foreign control of broadcasting. Any private corporation having its stocks open to purchase on the market might readily fall under undesirable influence."

From Memorandum submitted by All-Canadian Congress to Royal Commission. These recommendations embodied in representations to the Government in 1931 and 1932.

III. FARM ORGANIZATIONS

United Farmers of Alberta (14,308 members)

"Resolved that the United Farmers of Alberta maintain their stand in favour of the establishment of a Canadian Radio Broadcasting Company by the government, and oppose the creation of a private monopoly in which the railways, eastern financial and manufacturing interests would have control, to the detriment of agriculture and other western interests."

Passed by 1931 Convention. Reiterated at 1932 Convention.

"... You are authorized to act on behalf of the United Farmers of Alberta in requesting Government ownership and control of broadcasting."....

Letter to the League from Robert Gardiner, M.P., President, United Farmers of Alberta, March 21, 1932.

Note:—Henry W. Wood, President, United Farmers of Alberta, 1930-31, is a member of the League's Council.

Legislature of Alberta.

"Resolved, that this Assembly believes that the best interests of Canada will be served by the adoption of the policy of national ownership of radio broadcasting and would recommend that the Federal Parliament enact legislation giving effect to the recommendations of the Aird report."

Resolution passed unanimously by Alberta Legislature, February 27, 1931.

Note:—Alberta feels so strongly in the need of a national system that both Premier Brownlee and the Honourable R. G. Reid, Provincial Treasurer, offered to go on the League's Council.

United Farm Women of Alberta.

Similar resolution.

United Farmers of Canada (28,000 members).

"It is the desire of the United Farmers of Canada that we support the recommendations of the Royal Commission on Radio Broadcasting that broadcasting should become a public utility under national ownership with provincial co-operation."

Resolution, United Farmers of Canada, at Saskatoon Convention, March, 1931.

"We favour government ownership, operation, development and control of Radio Broadcasting (Stop). We authorize you to represent us before the Parliamentary Committee on Radio."

Telegram to League from United Farmers of Canada, March 12, 1932.

United Farmers of Manitoba (5,000 members).

"Our organization feels very strongly on the matter of Radio control.....
Support from it will be given to a sane reorganization."

Letter to League from United Farmers of Manitoba, September, 1931.

IV. NATIONAL WOMEN'S ORGANIZATIONS

National Council of Women (500,000 members).

"Resolved that, the National Council of Women of Canada declare their strong support of the establishment of a Canadian Broadcasting Company by the Dominion of Canada to own, operate and control all broadcasting stations in the Dominion, to erect high-powered stations that can serve the whole Canadian people, to eliminate direct advertising, and by the increase of a licence fee to three dollars, finance a greater number of Canadian programs.

And be it also resolved that, whereas broadcasting should not be operated primarily as a business but as a public service for the whole people of Canada,

Be it resolved therefore that, the National Council of Women express their hearty opposition to the establishment of a private monopoly under some form of government censorship."

Recommendation of National Council of Women to Prime Minister, February, 1931. Reiterated March, 1932.

NOTE.—The National Council of Women is represented on the League's Council by its past president, Mrs. J. A. Wilson, and its President, Miss Winnifred Kydd.

Imperial Order Daughters of the Empire (20,000 members).

"The Imperial Order of the Daughters of the Empire welcomes the suggestion of the Canadian Radio League in its desire to organize public opinion in regard to the national ownership of broadcasting as a public service....."

Resolution of the Imperial Order Daughters of the Empire, December 1930.

Endorsed by Halifax Convention May, 1931.

"I was instructed by the National Executive Committee to reiterate the thought expressed in our resolution..... of December 9, 1930."

Letter to the League from Imperial Order Daughters of the Empire, March 9, 1932.

Catholic Women's League of Canada.

"I may say I shall be most happy to give you my own support. Insofar as the support of the Catholic Women's League as a whole is concerned, I am sure it would be only too glad to endorse any move that is purely Canadian, and as I have the honour to be its National President, I feel perfectly safe in assuring you of its approval."

Letter to the League from Mrs. M. J. Lyons, President, Catholic Women's League of Canada, January 23, 1931.

Note:—Mrs. M. J. Lyons is a member of the National Council of the League.

Federated Women's Institutes of Canada.

"I shall be very glad to be placed on the list of members of the Council of the Canadian Radio League, regarding this as a tribute to the Federated Womens Institutes of Canada, of which I am President... I should welcome Canadian speakers and artists in Canada, some approach to the B.B.C. system in the Old Country in the quality of broadcasts, and above all the elimination of the necessity to sit through a weariness of advertisement before and after every item of music or speech. There is too much chaff and too little wheat in what one has to accept from the radio any and every day."

"The preponderance of the American element in diction, in sentiment, in humour, in reference, in advertisement, in jazz, in what one cannot fail to call plain vulgarity is to be deplored, and if you Radio League can accomplish even a modification of these elements, it will be worth while."

Letter to the League from Mrs. W. F. Cameron, President, Federated Women's Institutes of Canada.

"The Canadian Radio League is worth while. I shall be glad to become a member of its Council and assist in bringing about its objects."

Letter to the League from Miss Annie Stuart, Honorary President, Federated Women's Institutes of Canada.

Canadian Federation of University Women.

"The Federation of University Women in convention assembled, respectfully recommend to the Federal Authorities, that in event of Radio becoming nationalized in Canada, an interprovincial committee be convoked under the aegis of the Dominion Government, whose duty it will be to survey the field of educational possibilities and to make such record available to the educational authorities of each of the provinces."

Resolution of Annual Convention, August 1931.

"... We wish to have our Federation behind the movement for the better use of Radio in Canada."...

Letter to the League from The Federation, February 15, 1932.

Individual Board of Trade.

Lethbridge, Grand Prairie, Edmonton, Hyth Beaver Lodge, Vegreville, Peace River—In fact I don't know of a single Board of Trade where the matter has been considered that voted for private ownership.

SESSION 1932

HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 7

TUESDAY, APRIL 5, 1932

WITNESSES:

Major Gladstone Murray, Deputy Director, British Broadcasting Corporation, London, England; Mr. R. W. Ashcroft, of Station C.K.G.W., Trans-Canada Broadcasting Company, Toronto.

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OTTAWA
F. A. ACLAND
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
1932

MINUTES OF PROCEEDINGS

TUESDAY, April 5, 1932.

MORNING SITTING

The Special Committee on Radio Broadcasting met in Senate Room No. 368 and opened proceedings at 10.30 o'clock a.m., this day, Hon. Mr. Morand, the Chairman, presiding.

Members Present:—Messieurs Beynon, Cardin, Euler, Gagnon, Garland (*Bow River*), Ilsley, Morand, Smith (*Cumberland*) and Wright,—9.

In Attendance: Major Gladstone Murray, Deputy Director, British Broadcasting Corporation, London, England; Mr. R. W. Ashcroft, of Station C.K.G.W., Trans-Canada Broadcasting Company, Toronto.

Present: Mr. Brooke Claxton, counsel for Canadian Radio League, of the firm of McGibbon, Mitchell & Stairs and Claxton & Claxton, Montreal; Commander Edwards, Col. Steel, and Mr. Bain, in technical advisory capacity; and also other representatives of various radio interests.

The Chairman stated that Major Murray was present to tell the Committee some facts relative to the inception and growth and the management of the British Broadcasting Corporation.

Major Murray introduced, and proceeded with his address to the Committee, giving a history of the British Broadcasting Corporation from its formation up to the present time. At the end of the address many questions were asked by the Committee and answered by the witness.

Mr. Claxton submitted several questions to the witness.

The following were filed by the witness and ordered to be printed as an appendix to the record:

Extract from British Broadcasting Corporation Program Book, 1932: "Broadcasts to Schools—Summer Term 1932";

Extract from British Broadcasting Corporation Talks: "Broadcast Talks—April to July, 1932."

It being one o'clock the Committee adjourned to meet again at 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 3.45 p.m., the Chairman presiding, and all the members of the Committee present,—9.

The same gentlemen "*In Attendance*" and "*Present*" as at the morning sitting.

Major Murray continuing as a witness, was questioned by the members of the Committee as to his views and opinions with reference to radio matters on both sides of the Atlantic.

Questions were submitted by Col. Steel, Commander Edwards, and also by Mr. Claxton, which were answered in detail in each case.

When all questions had been answered the Chairman, on behalf of the Committee expressed their sincere thanks for the very interesting address, and comprehensive information given to them.

The witness expressed his pleasure at being able to appear before the Committee, and retired.

Mr. R. W. Ashcroft called and presented brief for Trans-Canada Broadcasting Company. Numerous questions were submitted by members of the Committee. The witness was asked some questions by Mr. Claxton and Mr. Spry, representing the Canadian Radio League.

The witness filed two pamphlets as follows: "Broadcast Advertising in Europe," and "Broadcast Advertising in Latin America."

The Chairman, on behalf of the Committee, thanked the witness for his presentation.

The witness retired.

The Committee adjourned to meet again to-morrow, Wednesday, at 10 o'clock a.m.

E. L. MORRIS,

Clerk of the Committee.

MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 368,

APRIL, 5, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Hon. Mr. Morand presiding.

The CHAIRMAN: We have with us to-day a gentleman who will tell us how radio broadcasting has worked out, and the history of it, in Great Britain. I know it will be of immense interest. Major Murray has come all the way from the old country, he says over a pretty rough sea, to give us the benefit of his experience. We will have the Major read his memorandum which he has prepared, and at any time during the reading of it, if the members desire to make any notes, then after the Major gets through questions can be asked. I think he would prefer it that way.

MAJOR GLADSTONE MURRAY (Director of Public Relations, British Broadcasting Corporation), called.

The WITNESS: Mr. Chairman and gentlemen, may I begin by expressing my sense of the privilege of being invited to give evidence on the important subject which your Committee is investigating. The British Broadcasting Corporation has asked me to convey their earnest hope that your deliberations will lead to a decision of advantage to Canada. Secondly, as a Canadian, I feel particularly fortunate in being nominated by the British Broadcasting Corporation to represent them for this purpose. In order to obviate possible misunderstanding and misrepresentation, I would like to have it put on record at this stage that my purpose here is solely to make available to your Committee what information I have and in no sense to suggest that what is happening outside Canada should necessarily be a criterion of what Canada should do in the matter of broadcasting. It might be helpful also to add that the British Broadcasting Corporation, and myself personally, enjoy cordial relations with the National Broadcasting Company and the Columbia Broadcasting System of the United States.

ORIGIN OF THE BRITISH SYSTEM

I propose first of all to sketch briefly the origin and development of the British system of broadcasting. Early in 1922, leading radio manufacturers of the United Kingdom started broadcasting, tentatively, on their own account, in a competitive way, but they soon discovered, partly through the necessary limitation of wave lengths, but also through the importance of avoiding redundancy and duplication, it was desirable to evolve a system of unified central control on a monopoly basis. It is, I think, relevant to note that radio manufacturers on their own account and as a result of their own experience suggested a system of monopoly under state licence. The suggestion was adopted and the result was the formation of the British Broadcasting Company Limited with capital subscribed by the six leading radio manufacturers, who were given a provisional licence through the Postmaster-General to begin a public service of broadcasting. Each of the six radio manufacturers concerned subscribed £10,000 capital and the dividend was limited to $7\frac{1}{2}$ per cent. Separate operations were pooled, and the result was the beginning of organized broadcasting in Great Britain.

From the beginning, the Board of Directors under the Chairmanship of Lord Gainsford, supported and encouraged the policy of the chief Executive—Mr. (now Sir) J. C. W. Reith, whose view it was that in the long run it was best for the trade to have public utility broadcasting instead of broadcasting organized to advance any special commercial interest. The financial basis was the listeners' licence fee which, at the beginning, was graduated, and supplemented by the returns from a tax on wireless receiving sets and parts,—the latter being discontinued and the former being standardized at 10s. per annum in 1923, that is in the year following the establishment of the company. So rapid was the progress of broadcasting that within eighteen months of its start it became the subject of a special Parliamentary enquiry. This was known as the Sykes Committee of 1923 and it gave such whole-hearted approval to the basis on which broadcasting was being established in Britain that the licence to the company was extended to the end of 1926. Meanwhile in 1925 a second Parliamentary Committee was set up under the Chairmanship of Lord Crawford of Balcarres. The number of licences had increased from 158,871 in 1923, 1,645,207 in 1925.

Lord Crawford's Committee sifted a great deal of evidence, examining the views of all those who applied for the opportunity of expression. Once again the verdict was emphatic approval of the system of broadcasting which the Trade Board and its chief Executive had diligently evolved. The Committee, indeed, were so impressed by the importance and potentiality of this new service that, while approving the lines on which it was being conducted, they advocated a change of constitution. It is worth while to consider their recommendations in this connection, and I quote from the early part of their Report, namely, paragraphs 2, 3, 4 and 5.

2. We are deeply conscious of the magnitude of the issues involved,—not merely as regards their scientific or mechanical aspects, but still more in relation to their ultimate impact on the education and temperament of the country. We have made full use of a valuable report (Cmd. 1951) issued by a committee appointed by the Postmaster-General on the 24th April, 1923, which, under the chairmanship of Major-General Sir F. Sykes, surveyed the situation. If some of our conclusions differ from theirs, it will be understood that the remarkable developments achieved since then, have thrown the whole field into a wider perspective. Progress has been rapid and noteworthy. And at the outset of our remarks we wish to record our admiration for the work accomplished by the British Broadcasting Company. Formed at a moment when Broadcasting was still embryonic—regarded by many as a toy, as a fantasy, even as a joke,—the Company by strenuous application to its duties, aided by the loyalty of its staff, has raised the service to a degree which reflects high credit on British efficiency and enterprise.

3. Broadcasting has become so widespread, concerns so many people, and is fraught with such far-reaching possibilities, that the organization laid down for the British Broadcasting Company no longer corresponds to national requirements or responsibility. Notwithstanding the progress which we readily acknowledge, and to the credit of which the Company is largely entitled, we are impelled to the conclusion that no company or body constituted on trade lines for the profit, direct or indirect, of those composing it can be regarded as adequate in view of the broader considerations now beginning to emerge.

4. It is agreed that the United States system of free and uncontrolled transmission and reception, is unsuited to this country, and that Broadcasting must accordingly remain a monopoly,—in other words that the whole organization must be controlled by a single authority.

Four methods seem available, namely:—

- (a) that the State as such should be responsible;
- (b) that the licence of the British Broadcasting Company should be renewed;
- (c) that a new company should be formed on the analogy of the British Broadcasting Company;
- (d) or else that a public corporation should be set up to act as a Trustee for the national interest in Broadcasting.

5. British Broadcasting Commission.—As already indicated, we do not recommend a prolongation of the licence of the British Broadcasting Company, or the establishment of any similar body composed of persons who represent particular interests. We think a public corporation the most appropriate organization. Such an authority would enjoy a freedom and flexibility which a Minister of State himself could scarcely exercise in arranging for performers and programs, and in studying the variable demands of public taste and necessity. The authority can be set up by Statute or under the Companies Acts. However established, it would hold the licence of the Postmaster-General, and in view of the scale, significance and potentialities of Broadcasting, the proposed corporation should be invested with full authority. Its status and duties should correspond with those of a public service, and its directorate should be appointed with the sole object of promoting the utmost utility and development of the enterprise. We think the "British Broadcasting Commission" would be a suitable title for the new authority.

Of course the reference to Commission is of no special significance. It was decided to use the term Corporation as being more convenient and appropriate. In brief, Lord Crawford's Committee recommended that unified central control was to remain; that the monopoly was to be perpetuated; that principles of business administration were to be continued, but that the Trade Board was to be replaced by a Board of Governors representing the Crown as Trustees for the State.

The Government, acting on the recommendation of Lord Crawford's Committee, set up the British Broadcasting Corporation to take over the British Broadcasting Company as a going concern. Shareholders were paid out at par and the staff were transferred without change of organization. The Corporation was granted a Royal charter and licensed for ten years with provisions for extension thereafter, and withdrawal meanwhile if cause were shown. The rapid progress of the Company was more than paralleled by that of the Corporation; the number of licensed listeners in January, 1926, when the Corporation took over, was 1,840,375; in January, 1928, this figure had grown to 2,418,131, and in January, 1930 to 3,008,903. The latest figures available, those for February, 1932, reveal the fact that 4,556,740 people in Great Britain think it worth while to pay 10s. a year to listen to broadcasting. Nearly every licence represents a household. The Broadcasting constituency is certainly not less than 20 millions strong, and it is probable that 50 per cent of the dwellings in Great Britain are equipped with wireless receiving apparatus. Broadcasting has now become part of the normal indispensable machinery of British civilization. The activities and the policies of broadcasting are followed with intense general interest. The attitude of newspapers in continuously featuring and criticizing programs for the most part, very favourably, and in discussing all phases of policy, is another sign of vital public interest. If there were wanted a further indication of the strength of broadcasting in Britain it could be found in a consideration of the progress of the ancillary publications. The Radio Times, for example, beginning as a struggling weekly program newspaper, has become a national magazine, the circulation increasing from 225,000 in 1923 to 2,000,000 at present.

It has sometimes been said in error or in malice that the State subsidizes broadcasting. The reverse is the truth, the State benefitting very substantially from broadcasting. Of the 10s. licence fee paid by the listener each year, 10 per cent is deducted by the Post Office for the cost of collection. Then, on a sliding scale, there are deductions on behalf of the Treasury for public funds, 10 per cent on the first million licences, 20 per cent on the second, 30 per cent on the third and 40 per cent on all additional licences thereafter. As a special contribution to the Exchequer during the present financial emergency the British Broadcasting Corporation volunteered to forego an extra £50,000 for the half year from September, 1931, to March, 1932, and £150,000 for the full year March, 1932, to March, 1933. The Chancellor of the Exchequer announced in the House of Commons that public funds would receive this year about one million pounds sterling from the licence revenue attracted by the British Broadcasting Corporation. This left the Corporation with about £1,500,000 to conduct its current activities and meet capital expenditure. It is important to note that there is no such thing as sponsored programs for advertising purposes. The program builders can range the whole field of entertainment and thought without being handicapped by commercial considerations or the dictates of advertisers. It would be true to describe the British Broadcasting Corporation, both the Company and the Corporation, as a successful experiment in a new type of public utility management. In this connection it might be helpful to examine certain essential general requirements which are fulfilled in the case of the British Broadcasting Corporation.

(a) *Public Control Over Major Policy.*—This means remote and general control and by the State as the State not by any political party or, for that matter, by any party Government for its own ends. I would recall the exact wording of the recommendation of the Crawford Committee Report on page 13, paragraph 16:—

16. *Status of the Commission.*—We feel that the prestige and status of the Commission should be freely acknowledged and their sense of responsibility emphasized. We have framed our report with this object constantly in our minds, and we have done so with the knowledge that the State, through Parliament, must retain the right of ultimate control. We assume that the Postmaster-General would be the Parliamentary spokesman on broad questions of policy, though we think it essential that the Commission should not be subject to the continuing Ministerial guidance and direction which apply to Government Offices. The progress of science and the harmonies of art will be hampered by too rigid rules and too constant a supervision by the State. Within well-defined limits the Commission should enjoy the fullest liberty, wide enough to mark the serious duties laid upon it, and elastic enough to permit variation according to technical developments and changes in public taste. It would discourage enterprise and initiative, both as regards experiments and the intricate problem of programs, were the authority subjected to too much control. The aspirations and the public obligations of Broadcasting can best be studied by a body appointed *ad hoc*, endowed with adequate tenure, and concentrating on this particular duty. The Commissioners should therefore be invested with the maximum of freedom which Parliament is prepared to concede.

The purpose and scope of the Corporation are given in the preamble of the Royal charter. It is granted in order that the broadcasting service should be conducted "by a public Corporation acting as Trustees for the national interest." In view of the "widespread interest" taken in and "the great value of, the service as a means of education and entertainment" it is "deemed desirable that the

service should be developed and exploited to the best advantage in the national interest." The Corporation is, therefore, given the power to "do matters and things incidental or pertaining to a body corporate" but "the Corporation shall apply the whole of its surplus revenue (if any) and other income solely in promoting its objects." The term is ten years from the first January, 1927, provision being made for extending it as well as for withdrawing the licence if it is considered that the service is unsatisfactory.

- (b) *Absence of Public Interference in Management as Distinct from Major Policy.*—It would be difficult to exaggerate the importance of freedom from political interference in management as distinct from major policy. In the term "political interference" should be included interference by elected representation of any kind, it being regarded as undesirable to have elected representation on the governing body of this kind of public utility. Elected representatives in some form or another should certainly be able to control policy, but only in the wide sense of the term. Parliament must be consulted about the type of constitution and the organization. They must be consulted also with respect to the terms of reference given the utility. It will have limitations and obligations of various kinds imposed upon it. It will be accountable at regular intervals to the body which created it. By the very fact that elected representatives have been responsible for its establishment, so there is guaranteed a continuing public control throughout the conduct of affairs. But it is submitted that the experience of the British Broadcasting Corporation demonstrates that that control should be felt only when the utility is not carrying out its obligations, or has gone beyond its powers, or has been guilty in some way or another of offending the letter or the spirit of the Constitution which has been duly considered and agreed. It is submitted that this principle would apply irrespective of the manner in which the utility was constituted, whether by Royal charter, as a result of departmental action, by special legislation, by provisional or special orders. The practical point of the argument is that the pressure from the elective control element should be even and general, and not spasmodic and local.
- (c) *The Right Field of Operation.*—No area less than that of the nation is a good unit for broadcasting. Given the right kind of constitution and organization it is only when the area is the whole nation that legitimate local interests can be safeguarded and fair play guaranteed all around. Moreover, with a nation-wide area work is naturally more economical and efficient.
- (d) *Disinterestedness and (e) Expertness.*—Coming now to the fourth and fifth disiderata, disinterestedness and expertness, the first of these is implicit in the idea of the non-profit-making public utility and need not be further discussed. But there is one point of special interest in the case of the British Broadcasting Corporation to which I should allude at this stage. In some broadcasting organizations the Board, especially when it has the Trustee character, has been chosen from amongst persons of standing in the various professions and occupations—and they are many—which are interested in broadcasting. Lord Crawford's Committee here deliberately and wisely took the opposite view and Governors were not selected on the basis of being identified with particular aspects of broadcasting work. Of course, broadcasting touches so many sides of life—music, drama, light entertainment, news, education, religion, politics, hygiene, and so on—that people competent to be governors or trustees must necessarily have given service to the public in definite directions. The point is that a musician, for example,

might be nominated, but he would not be nominated as a musician but rather as a person with a broad cultural background and mature judgment in cultural things. He would be the kind of man that life-long devotion to music, and not simply to the interest of musicians, had given a fitness for the position of a trustee of national culture. The Crawford Committee emphasized this view in clause 8 of their report, the first paragraph of which reads as follows:—

8. Personnel of the Commission.—However the new Commission be constituted, the problem of organizing the Board or Governing Body and its Committees seems to us identical. It has been suggested in evidence that the Board should be composed of persons representing various interests, such as music, science, drama, education, finance, manufacturing and so forth. We cannot accept this view, since compromise and even conflict might ensue owing to division of allegiance. On the contrary, we hold that the actual Commissioners should be persons of judgment and independence, free of commitments, and that they will inspire confidence by having no other interests to promote than those of the public service. We hope they will be men and women of business acumen and experienced in affairs. In numbers they should not exceed seven or be less than five, and we recommend that they should be nominated by the Crown. It may be desirable, in order to assist in preserving continuity, that a member of the existing Board of the British Broadcasting Company should be one of the new Commissioners, who would, of course, be empowered, should they think fit, to appoint an Executive Commissioner with a seat on the Board of Management. In the interests alike of continuity and independence, the Commissioners first appointed should hold office for five years. Thereafter, one should in every year retire by rotation, being, however, eligible for re-appointment. All vacancies on the Commission, casual or otherwise, should be filled by the Crown.

OPERATION OF THE BRITISH SYSTEM

The evolution and basic principles of the British system having been reviewed, its operation may now be sketched. Acting in the spirit and on the letter of the constitution, Mr. Baldwin, Prime Minister in 1926, made the following appointments to the first board, with the agreement of the other party leaders: Chairman, the Earl of Clarendon; Vice-Chairman, Lord Gainford, ex-Chairman of the Broadcasting Company; Sir Gordon Nairne, ex-Director of the Bank of England; Dr. Montague Rendall, ex-Headmaster of Winchester, and Mrs. Philip Snowden, wife of one of Mr. Baldwin's most formidable political opponents of that time. With Lord Clarendon's appointment two years later to be Governor-General of the Union of South Africa, Mr. MacDonald, the then Prime Minister, with general concurrence, appointed as his successor The Right Honourable J. H. Whitley, ex-Speaker of the House of Commons. At the end of the first five years of the Corporation's existence, that is at the end of 1931, Sir Gordon Nairne retired and was succeeded by Mr. Harold Browne, an eminent financial and accounting authority. The remuneration of the Governors is as follows: Chairman, £3,000 a year; Vice-Chairman, £1,000, and others, £700. The Board meets regularly to review points of major policy, the chief Executive Sir John Reith being in attendance. In addition the Chairman sees a good deal of the chief Executive between Board meetings thereby facilitating the progress of business involving major policy. It is important to note the application of the distinction between control of major policy and actual management. The financing of new stations, decisions as to important contractual relations with outside bodies such as the press, rates

of pay and conditions of employment, relations with the Postmaster General and the Government, the general principles of program policy—these are examples of the subjects which appear on the agenda of meetings of the Governors. There would be no question of their dealing specifically with such problems of management as how most effectively to broadcast the boat race between Oxford and Cambridge, or how to organize and evolve a national orchestra of which they had approved in principle. The actual management is vested in a Control Board which is an executive committee presided over by the Director-General and consisting of the Controller, and the five heads of branches namely programs, engineering, talks, finance, public relations and publications. This Committee, which meets weekly, reviews the wide range of subjects involved in dealing with the day to day business of the Corporation. Each branch, of course, has its appropriate executive and specialist sub-committees handling details and applying decisions. The regional directors form a special class, much importance being attached to the safeguarding of local interests and aspirations. They come directly under the chief Executive and are not responsible in a disciplinary sense to the branch chiefs at headquarters. There are various advisory and specialist committees, both general and regional. Responsibility for adult education and school education has been largely devolved on the respective councils of experts. Likewise the allocation of time among the various religious denominations rests primarily with the religious advisory committees, central and regional. It is perhaps worthy of note that these religious advisory committees represent all the leading denominations. Then there is a music advisory committee representing chief elements of the music profession. There are also regional committees which are particularly useful in helping the regional directors to meet local wishes. The regions, that is Scotland, Wales and the West of England, Northern Ireland, the North of England and the Midlands, enjoy a large measure of autonomy in reflecting the aspirations, characteristics and artistic resources of their areas. There is also a healthy element of rivalry for inclusion in the national programs. The increased possibility of local autonomy is due to the development of what is known as the regional scheme of high-power twin-wave transmitters. Originally, the British system operated 21 stations, most of them low-powered but providing about 95 per cent of the population with the opportunity of receiving clearly a minimum of one program on the cheapest and simplest apparatus, that is on crystal sets. But the congestion of the ether by the rapid development of broadcasting on the continent of Europe made it necessary to revise the system of distribution on the basis of fewer wave lengths. There was also the legitimate desire on the part of the public for alternative programs both regional and general. So the multiple station low-power system of distribution was scrapped and is being replaced by high-power twin-valve regional distribution. The new twin-wave transmitters for London, the Midlands and the North of England are now in operation; that for Scotland will be opened next month; the others, that is the transmitters for the West of Britain and Northern Ireland, will be completed within two years. What is the effect of this new system in areas such as London, Manchester, Birmingham and their environs? Take the average listener in Manchester equipped with a cheap tube set. He will get a strong, clear signal, free of interference, from the two wave lengths of the North Regional transmitters at Moorside Edge. He will also get nearly as clear and strong a signal from the long-wave Daventry station 5XX. On one of the Moorside Edge wavelengths he will receive the regional program, that is the program specially adapted to the needs of the north country listener, reflecting the kind of entertainment most generally acceptable in that area. On the other wavelength at Moorside Edge he will receive the national program contrasted to the regional program. Great care is taken to make the contrast

real. For example, the policy is to offer a symphony concert on one wave as against a vaudeville performance on the other. Also, to give nearly always an entertainment alternative to a serious talk. With the completion of the regional scheme the vast majority of the population will be given a minimum choice of two programs suitably contrasted and a maximum of as many as six different programs throughout the country.

It is sometimes alleged that the British Broadcasting Corporation sets out to give the public not what it wants but what it thinks it should have and that, as a result, the programs are too high-brow and therefore unpopular. This allegation is based on a complete misconception. First of all, a monopoly contrived in this public utility form is bound to be unusually sensitive to real movements of public opinion. The British Broadcasting Corporation from the beginning has taken the line that its function is to provide the best available entertainment and culture and thought in the most acceptable manner. It has assiduously avoided any writing down of the public taste and I submit that the remarkable and accelerating progress of the Corporation is incontrovertible proof of the rightness of its attitude on this subject of public taste. The philosophy is simply this, that a public utility of this kind can only succeed in giving the public what it wants by appreciating rather than by depreciating its assessment of public taste—a continuous improvement of the quality of programs is the only way to guarantee public satisfaction.

THE COMPOSITION OF PROGRAMS

It is sometimes stated that British programs are predominantly educational and high-brow. An actual analysis of the composition of programs soon disposes of this suggestion. Taking the national program and one regional program as its contrast, the average proportion of music on the national is 66 per cent, on the regional 75 per cent. Of the 66 per cent of music on the national, 23 per cent is light music, 10 per cent dance music and 16 per cent serious symphonic and chamber music. Of the 75 per cent music on the regional, 30 per cent is light, 15 per cent variety music and just over 20 per cent serious—symphonic and chamber. Thus by far the main constituent of the main programs is music, most of which is of light variety. Talks and debates account for about 8 per cent on the national and 5 per cent on the regional; school education is 4·5 per cent on the national, adult education 2·5 per cent, and news 5 per cent on the national and about 8 per cent on the regional.

All matter broadcast, whether educational or not, is submitted to an entertainment test. In other words, the speaker, however eminent, is carefully tested for the microphone and given the opportunity of rehearsal. The manner of presenting the subject is carefully discussed. The problem of microphone personality is intricate and baffling. There are some who seem to have it naturally, I mean speakers such as The Prince of Wales, Mr. Baldwin, Sir Oliver Lodge, Sir Walford Davies and Mr. George Bernard Shaw. These speakers realize that when they are broadcasting to an audience which in their case is rarely less than ten millions, they are conducting intimate conversations with each member of the audience individually. The possession of this technique, and a voice which can be well carried on the air confers on these speakers that quality of entertainment value which makes their message all the more effective because it is agreeable. Broadcasting has become highly specialized in all its main aspects. Radio drama, for instance, is the subject of constant research and development; as many as fifteen studios are used in the production of some radio plays. The field of what is known as "outside broadcasting" claims a department to itself. By "outside broadcasts" are meant the running commentaries on the descriptions of actual events and occasions. Take the boat race between Oxford and Cambridge, for example. Here it is necessary

to install a portable transmitter in a motor launch following the race. The signals from this portable are recorded at a nearby station on shore, taken by telephone line to one of the control rooms in Broadcasting House where they are amplified and balanced, then taken by telephone line to Brookman Park and Daventry for nation-wide and sometimes world-wide distribution. All this requires not only highly-skilled technical service but also faultless program organization. In the ten years of its existence the British Broadcasting Corporation has carried out many thousands of these difficult outside broadcasts and only on three occasions has there been breakdown.

MUSIC

Music is, of course, the main concern of broadcasting, and the history of the British Broadcasting Corporation provides some interesting facts about the reaction of public opinion to various kinds of music. It was urged at first by the protagonists of what might be called the depreciation school (that is the school that thinks it can give the public what it wants by constantly writing down its taste) that broadcasting was an unsuitable medium for good symphony music and that anyway the public did not want it. Fortunately the British Broadcasting Corporation took the other view with some very significant results. Perhaps the outstanding result has been in the matter of what are known as the Promenade Concerts. In the spring of 1895, Mr. Henry Wood as he then was and the late Robert Newman organized the first season of summer Promenade Concerts at the Queen's Hall in London. For thirty-two years this annual ten-weeks' season of symphony music was continued always under the conductorship of Sir Henry Wood. Then in 1927 it was suddenly announced that the concerts would be discontinued as the proprietors were not prepared to go on. The closing down of these concerts would have constituted a national loss, so the British Broadcasting Corporation intervened, took them over and has operated them with growing success for the past five years. Now there are two main points involved in this connection. It was said first of all that the concerts were suffering because of broadcasting and that that was one of the reasons why the concert company abandoned them. And in the second place it objected that the music of these concerts would be much too high-brow for the listening public and that, therefore, it was improper of the British Broadcasting Corporation to intervene. In 1928 about one concert a week was broadcast during the ten-weeks' season. The public reaction was not marked either way, but there was certainly no antagonism. In 1929 about two concerts a week were taken for broadcasting and these met with very definite public approbation. It was notable too that the hall was never more crowded than on the nights when the concerts were being broadcast. It is also interesting to realize that, although there was a slight loss on the 1928 season, there was a growing profit on all subsequent seasons. In 1930 about four programs a week were taken for broadcasting and in 1931, with new regional facilities available, the Promenade Concerts were broadcast either regionally or nationally five times a week throughout the season, meanwhile the hall being crowded nightly to a point of discomfort.

About three years ago it was decided that in order to keep pace with the steadily rising standard of public appreciation in music, it would be necessary to create a first-class permanent orchestra on a generous scale. The best talent was assembled and a national orchestra of 115 players is now in existence. It has given three winter seasons of public symphony concerts, earning and receiving the unqualified praise of the music critics, who regard it now as a musical organization second to no other in the world. While this great orchestra was being evolved, care was taken to do as much as possible to help existing orchestras whose concerts were broadcast from time to time. For example, the

orchestra of the Halle Society of Manchester has been helped considerably in this way. Then active support has been given to the formation of new independent orchestras. One enterprise of this kind is now being evolved in Scotland where a new Scottish national orchestra has become possible through the initiative and co-operation of the British Broadcasting Corporation with existing orchestras.

It would take much too long to deal adequately with all the other departments of music and choral work, but perhaps the treatment of dance music may be of special interest. In the early stages of the British Broadcasting Corporation, the dance music that was broadcast was taken from outside sources, mostly hotels. This was found to be of such varying standards that it became necessary to create a special dance orchestra which was known as the London Radio Dance Band, conducted by Sydney Firman. This carried on for a time and was followed five years ago by a larger and more elaborate organization known as the British Broadcasting Corporation Dance Orchestra, conducted by Jack Payne. This dance orchestra achieved an amazing popularity, so much so that its conductor recently decided to resign from British Broadcasting Corporation in order to turn his reputation to commercial account. He has been given a contract by a gramophone company which, it is understood, will yield him a return under contract of \$70,000 a year for at least five years. So the British Broadcasting Corporation has created a third orchestra and again on slightly different lines from the one which preceded it. The new dance orchestra is developing a quieter technique and that this is appreciated, there is no doubt. Although the new orchestra has been broadcasting for only a few weeks, it has had a resounding public welcome which is all the more gratifying when it is considered how universally popular was its predecessor. Meanwhile, of course, the transmission of the British Broadcasting Corporation Orchestra are appropriately supplemented by transmission of the best outside dance bands.

EMPIRE BROADCASTING

Since 1927, the British Broadcasting Corporation has conducted an experimental partial short-wave service to the Empire from the temporary transmitter at Chelmsford (8 S.W.). There were discussions at the last Imperial Conference and at several Colonial conferences to determine how to spread the cost of the developed permanent Empire short-wave service. These conversations were unproductive and the matter was allowed to drift until the beginning of this year. Then the British Broadcasting Corporation decided to proceed at its own expense, the estimated capital cost being £50,000 with about the same amount per annum for maintaining the service. The work has begun and the new station will be ready to operate before the end of this year. The plan is to transmit suitable programs at times convenient to listeners in all parts of the British Commonwealth, that is to say within the normal main listening period between 6 p.m. and midnight locally. To do this will involve a continuous organization with some programs being repeated as many as five times. As this service develops an effort will be made to enrich it with material from the Dominions and Crown Colonies so that it will become a genuinely British Empire service and not merely a United Kingdom service.

EXCHANGE OF PROGRAMS

The era of world program exchange is at hand. The British Broadcasting Corporation has begun to exchange regularly with the United States, Germany, Italy, Austria and Belgium. What happens is that periodically a British program is relayed throughout Germany by the German stations and a German program similarly relayed throughout Great Britain by the British Broadcasting Corpor-

ation. Apart from the value of international understanding and good will, this practice of interchange provides an advertisement which no enterprising country can afford any longer to ignore. If Canada had her independent broadcasting authority so recognized as to be in a position to deal on equal terms with the other broadcasting authorities of the world, she would share in enterprises of this kind. It would be possible then for there to be, for example, a Canadian Night of Broadcasting throughout the whole civilized world.

EDUCATION

A. School Broadcasting

I have concentrated so far on aspects of general policy and on the entertainment side. I would like now to discuss briefly school broadcasting and broadcast adult education. School broadcasting is conducted under the professional guidance of a Council of educationists, presided over by Mr. H. A. L. Fisher, Warden of New College, Oxford, and ex-Minister of Education. Over 6,000 schools are now equipped with standard receiving apparatus and the rate of increase accelerates. The courses are arranged to fit in to school curricula, both elementary and secondary. History, English, nature-study, languages and music, are some of the subjects dealt with by lecturers chosen not only because they are recognized authorities, but also because they are able to speak through the microphone in a way attractive to pupils. These transmissions are arranged during school hours in the afternoons and while they are in progress there is, of course, available at least one alternative program of entertainment.

B. Adult Education

Corresponding to the Council which advises on school broadcasting, there is a central council for broadcast adult education, also an expert body, and presided over by the Archbishop of York. It has concerned itself chiefly with the encouragement of wireless discussion groups, who, having met together to listen to a broadcast talk, then discuss it among themselves. In the winter of 1930-31, 1,005 listening groups were formed and were in touch with the British Broadcasting Corporation through the system of area councils which the central council had set up. Local experiments in Kent, in the West Midlands, undertaken with the help of the Carnegie Trustees, have provided encouraging accounts of the cultural value of the adult education series supplemented by the activities of listening groups. Local authorities and public libraries, as well as voluntary organizations, continue to associate themselves with this part of the work of broadcasting. The range of appeal seems to be about as wide as possible and is interpreted as a sign that the British Broadcasting Corporation preserves its elasticity and in its work realizes the advantage of a service not hidebound by regulations, nor committed to any doctrine or dogma. One group in the West of England last winter claims to have been composed entirely of admirals and generals; in the North the movement has taken a different turn achieving civic significance of Liverpool where regular meetings of over 100 listeners were held to follow Sir William Beveridge's talks on unemployment. There is also an authentic account of a Village Inn in the West of England, where it was found that the wireless set had been dismantled because the discussions to which the talks give rise had an unnecessary distracting influence on the amount of beer consumed. In addition to organizing the various courses and helping the group movement, the central council has started to train the group leaders who were assembled at Oxford for a summer school last year. There is no doubt that this adult education department of the work of the British Broadcasting Corporation has great and growing vitality and is contributing materially to the cultural progress of the country.

In conclusion, I would sum up the policy of the British Broadcasting Corporation in this way,—to provide wholesome entertainment on the widest basis and in the greatest variety possible, with particular attention to music of all kinds, and without prejudicing in any way the priority of entertainment values, to make a continuous and cumulative contribution to good citizenship.

The CHAIRMAN: If the members of the committee wish to ask any questions, Major Murray is prepared to answer them.

Hon. Mr. EULER: Would it be possible for a British listener to listen in on continental programs?

The WITNESS: Oh, yes.

Hon. Mr. EULER: The witness speaks of the national programs and the community programs.

For instance, take a small town or city, ten or fifteen or twenty thousand, under the British System is it possible to have small broadcasting stations in those smaller centres?

The WITNESS: Well, it is the policy under the British system to meet—so far as technical facilities and financial resources permit—all such demands. I think I can give you an example. I had to meet the town council of Sheffield not long ago and we had to go fully into this. Sheffield wants to use its own broadcasting station for municipal purposes primarily, educational and so on. It does not much mind whether the range of the station is merely within the civic limits, and we are agreed that if it ever became possible, if we ever get enough channels, or that perhaps through some technical development, which is not impossible,—that is to say, there may be what is called ultra short wave channels, experimentations with which are being conducted now, then certainly there would be as much local broadcasting as there is legitimate demand for it, and money to pay for it; but at the moment we are limited to a few channels, and in a community as small as that they could not have their own broadcasting at this juncture, but it is merely because of technical limitations.

Mr. ILSLEY: How much parliamentary control is there over the operations of the British company by ministers, answering questions in parliament?

The WITNESS: That is an important point and I am glad you asked the question. The postmaster general is responsible in the main. He will answer questions of major policy affecting the broadcasting corporation, but he will not deal with any questions on such matters as programs. The moment you started dealing with programs the time of the House of Commons, I think, would not be available for other purposes.

Mr. ILSLEY: What about division of time between political parties at elections by the British Broadcasting Corporation?

The WITNESS: Well, we have succeeded, I believe, on the whole, in reaching a modus operandi, because there is, I believe, an equal measure of dissatisfaction from both extremes of politics and that is a healthy sign. The attitude is to endeavour to get the political parties to make their own arrangements and it has succeeded, so far, fairly well. At times of general elections the party whips meet and draw up a scheme. We have never imposed any scheme upon them. Sometimes we have made suggestions, but party political broadcasting is worked out on the basic principle of impartiality. So far as our work impinges upon party politics at all—for instance the unemployment problem—it is always done in the form of a debate or symposium of opposing views.

Mr. GARLAND: I presume you do not subject the speakers then to the same tests that you do otherwise?

The WITNESS: Oh, yes. As a matter of fact, it has not become necessary to subject them to a test, they seek it. In the last general election in which Lord Asquith—Mr. Asquith then—was actively engaged, it was in the early days of

broadcasting, and each of the political parties had agreed to a certain number of main addresses being broadcast. Mr. Lloyd George and Mr. Asquith had their addresses taken from public meetings. I think Mr. Macdonald did too. Mr. Baldwin was the only one who chose to go to a studio and, of course, his address was very much more successful technically. The atmosphere of the public meeting did not assist the broadcasting of the other addresses at all. Of course that became generally recognized before long. It was the subject of comment in the press, and since then the political leaders of all parties have been only too anxious to acquire what technique they can for broadcasting.

Mr. ILSLEY: It has been suggested that if Canada sets up a public ownership system of broadcasting that there may be some discrimination in favour of the party that is in power, that is, in either the province or in the Dominion. Are there any complaints of that kind in Great Britain?

The WITNESS: There were, but they have all died away. There were complaints. During the first Labour administration there were complaints but there was no basis for them. I can speak from definite personal experience there, because any pressure would be exercised through me as I am responsible for the parliamentary end, and there has been no sign of improper pressure.

Mr. GARLAND: May I ask if you would care to amplify the remark you made at page 3. It was an interpolation of your own, that it was felt by the Commission that the radio broadcasting technique and enterprise was growing to be too big to be left to a profit-making enterprise.

The WITNESS: Well, the important word there is indirect. You see, the original company, the six radio manufacturers who had procured the initial capital were conducting this thing in the sense of public service, but it became such a power in the state that it was considered irregular to allow it to go on under that situation. I believe one of the reasons was that they felt that it would be all right, perhaps with the existing members of the Board and the existing chief executive. But under that constitution they could not be sure the personal element might not intervene in some successors and, therefore, there ought to be a safeguarding of a thing which was becoming really as great a factor as any other in the state for the promulgation of views, and so on.

Mr. GARLAND: It is generally believed then in Great Britain that to leave radio broadcasting under private control would be improper and not in the best public interests.

The WITNESS: Yes, there is hardly any dissenting voice.

Mr. SMITH: Mr. Murray, I would like to ask a question arising out of the paragraph at the top of page 2 on the question of the early reorganization and unified control. The statement is made near the bottom of the first page and the top of page 2, "Separate operations were pooled. . . ." Would you elaborate that a little more clearly?

The WITNESS: Well, there were three or four stations in existence, at Birmingham, Manchester, and one at Bournemouth. They were all operated by one or other of those six companies that came together. They had been working on their own for a little time with a provisional licence and they decided they could not go on competing, it was not going to pay, and it was going to be inefficient. I happened to be working for one of them at the time, the Radio Communication Company. I remember the early conversations between the chief executives, and it did not take them six months of operation to come to the conclusion that unified control was essential. It was waste and redundancy which impressed them most.

The CHAIRMAN: In taking over these various organizations was there anything given for goodwill or for established rights?

The WITNESS: It did not matter, because the people concerned had come together and subscribed this money. There was nobody to buy out.

Mr. ILSLEY: You just paid them par on the shares?

The WITNESS: Yes, they were paid off at the end of the time, and meanwhile the licence had limited the return to seven and a half per cent. The state put up no money at all at any time. As a matter of fact, when the company took over from the corporation it was estimated then that the state had already made even in those days—this is 1925—to the extent of a million pounds on the operations of the company. Now, of course, it is a million pounds a year, but that includes the ten per cent which I spoke of.

Hon. Mr. EULER: Returning again to the question which I asked a short time ago, and to clarify the thing entirely in my own mind, under the present system in Canada where we have a considerable number of small broadcasting stations, in the small centres of population it is possible under that system—and it is done—to broadcast, we will say, church services and perhaps forms of entertainment that are only of local interest, for instance, a local hockey match or a municipal contest, or the broadcasting of the candidates speeches in the various constituencies, proceedings which have no particular interest for anybody but those in the community; then under the British system, I take it from what Mr. Murray has said, it would be impossible because of technical difficulties, is that the case?

The WITNESS: Well, sir, the answer to that is that there is nothing inherent in the British system which makes that impossible. It is the limitation. You have the advantage here of an extended area in which you can use wave lengths several times over. I believe that that sort of thing can only be conducted properly by a public utility. I would say definitely we regard it as a very unfortunate—and we hope temporary—limitation that we cannot do that thing in Great Britain. Our policy would be to allow each community to have the maximum facilities available.

Hon. Mr. EULER: To-day in Canada there is a great deal of criticism. We receive letters and communications all based on the assumption that these local broadcastings must necessarily be discontinued, and there is a good deal of objection.

The WITNESS: I do not see that it is at all necessary.

Hon. Mr. EULER: In fact, it might be called advisable.

The WITNESS: The whole field would have to be surveyed and available facilities scientifically distributed. Your larger centres of population in Canada would not be sacrificed to the advantage of remote or smaller centres, yet there would have to be a safeguarding of special needs in remote rural areas for example.

Hon. Mr. EULER: There is a great deal of misapprehension on that score throughout Ontario at the present time.

The CHAIRMAN: Each one of your stations must have a wave length of its own, you cannot duplicate your stations in England.

The WITNESS: There is not the same opportunity of duplication as here.

The CHAIRMAN: But it can be done in a country of this size?

The WITNESS: Yes.

Mr. BEYNON: It would be a matter almost entirely of expense?

The WITNESS: Yes. One other point: It would be important for the public utility to see that local broadcasting was conducted, however humbly and with whatever limited resources, on proper principles and up to the standard of public service, and so on, that had been laid down for the whole country. It should not be debased in any way.

Mr. GARLAND: Would you say that because of the very characteristics of radio, technical and otherwise, that it constitutes a natural monopoly?

The WITNESS: That is my view.

Mr. WRIGHT: The stations which Mr. Euler speaks of are what we call amateur broadcasting stations that have no right to charge for their services. Do you see any objection to them being called commercial stations and having the privilege of charging for such services?

The WITNESS: Charging in the sense of getting a portion of the licence fee?

Mr. WRIGHT: No.

The WITNESS: Or advertising?

Mr. WRIGHT: For local advertising?

The WITNESS: I should imagine that such stations incorporated under a public utility would simply be regularized. They would have to come up to the standard that was laid down, of efficiency, then they would have access to the same sources of revenue as the others.

The CHAIRMAN: Could you give us about the average cost of putting on a program for, say, 14 hours a day? We have to figure here our wire distribution, and so on?

The WITNESS: That is a hard question to answer. Could I answer it in a slightly different way, sir?

The CHAIRMAN: Yes.

The WITNESS: The incidence of the distribution of expenditure, if you take 100 as the total unit, according to our system, 63·07 per cent is the average expenditure on programs there. Then the other expenses are represented, for instance, administration is 6·58 per cent; maintenance of plant and power 16·95 per cent, and provision for depreciation 3·14 per cent. I do not think it would be fair for me to give an answer definitely on the question of the actual cost of a 14-hour program for this reason, that I am not sufficiently familiar with the detail and it varies a great deal. For instance, we would have in a program in one day a play like a great production such as *Kitesh*, a Russian opera, which cost a great deal of money to produce. It would not be fair to put that down as a charge for that one day. And I think the fairer way is to take a percentage of whatever money is available. Sixty-three per cent is a fair enough proportion.

Mr. ILSLEY: Do British advertisers have any way of reaching the British public by radio?

The WITNESS: Yes, they can go to the continent of Europe.

Mr. ILSLEY: Do they do that?

The WITNESS: They are doing that, but not nearly so much as they did because they find it does not pay. One of the leading experimenters in that direction was telling me the other day that he had withdrawn his contract through radio Paris, because he found it was not paying. There are not so many contracts in existence now as there were.

Mr. ILSLEY: Do they complain that continental goods get an advantage that way? Are not they sending their advertising into England? I don't know whether they would or not.

The WITNESS: No, they don't do very much of that, because there is a kind of understanding amongst members of the International Union of Broadcasters preventing that sort of thing.

Mr. ILSLEY: It is suggested here that if we eliminate direct advertising, which the Aird Commission Report recommends, that is, by Canadian manufacturers, we would give American manufacturers a great advantage because

they will send their advertising into this country from American broadcasting stations. I was wondering if there is any similar situation in England?

The WITNESS: I think it is quite fair to say that direct advertising from the continent has been a failure.

Mr. ILSLEY: Is there any feeling of resentment on the part of British listeners against advertisers who are trying that?

The WITNESS: I do not think they pay very much attention to the advertising.

Hon. Mr. EULER: You would say that your British programs are so good that the British people do not listen in on continental programs which contain advertising?

The WITNESS: I doubt if there is very much listening to the continent, except during times when the British Broadcasting Corporation is shut down. Certainly the introduction of anything in the nature of even indirect advertising on our service would be most unpopular. We have tested public opinion on the subject once or twice and the reaction was instantaneous.

Hon. Mr. EULER: Do you mean they resented programs that contained advertising?

The WITNESS: They even resented the courtesy acknowledgment which we gave to dance bands from hotels like the Savoy, and so on. There is no money transaction but there is a courtesy acknowledgment, and that is resented a good deal by some listeners.

The CHAIRMAN: Or by the other hotels?

The WITNESS: That is another story.

Hon. Mr. EULER: There is really nothing to prevent a British listener from listening in on a continental program which has indirect advertising in it?

The WITNESS: Nothing.

Hon. Mr. EULER: Is it because of a certain patriotic feeling, or because they do not like broadcasting that contains advertising, especially in view of the fact that they can get a British program which contains no advertising?

The WITNESS: It is a considerable factor. Of course, the conditions of reception are obviously better. The British stations keep on the wave lengths rather better. There is less fading and it is much better to listen to British stations, but I think undoubtedly it is fair to suggest that they are so prejudiced—if you might call it that—against any kind of admixture of commercial motive in their programs that they prefer to stay at home.

Mr. ILSLEY: I think I read somewhere, where it is proposed to erect a high power station in Luxemburg. Will that change the picture any?

The WITNESS: I do not think it makes any difference. As a matter of fact, some of the people engaged in the construction of the station have some doubt about it because they are hesitating in completing it.

Hon. Mr. EULER: It should be a pretty nearly parallel situation between Canada and the United States on the one hand and Great Britain and continental countries on the other.

The CHAIRMAN: It would be that which is intended for English use only?

The WITNESS: Yes, wherever the potential market is supposed to be. There is a further point that I might add to that question. I think that the indirect advertising, that is to say, the measure of advertising which was recommended in the Aird Report, and which probably would be necessary to carry on from time to time in Canada, would prove to be vastly more efficient in the long run because it would be less distasteful to the public than the rather blatant advertising which we hear in other places.

Mr. SMITH: On page 3, quoting the report of one of the commissions, paragraph 4, states:

It is agreed that the United States system of free and uncontrolled transmission and reception is unsuited to this country

Is that because of the advertising solely, or for other reasons as well?

The WITNESS: That was the main consideration.

Mr. SMITH: The main consideration?

The WITNESS: Yes.

Mr. SMITH: There were other considerations, were there?

The WITNESS: That was the main consideration, and the feeling that this is a natural monopoly and that it is the prerogative of the state because it is too important to devolve. This is from Lord Crawford's report. That committee was constituted very largely of people who normally would be regarded as conservative by tradition. Lord Crawford himself quite conservative. I believe that Mr. Graham was the only representative of what was normally the left in politics there, and at the time of the issue of the report it was commented upon as being all the more valuable because the initiative had come from traditional conservatives.

Mr. GARLAND: Would not another reason be the unnecessary duplication and consequent expense?

The WITNESS: Yes, that would be another reason which applied at the beginning.

Mr. ILSLEY: And the limitation and number of wave lengths available. In the United States we have a very large number. In England I understand they have nine.

The WITNESS: Yes.

Hon. Mr. EULER: One of the difficulties spoken of in Canada, if radio was under national ownership, would be that of providing for high class concerts, that is, if we had to provide them the expense would be too great as to necessitate very heavy licence fees for owners of receiving sets. I wonder whether the witness would care to say anything with regard to that? The thought which I have in my mind is this: He stated it would become possible for Canada to receive complete programs from Britain and other continental countries which would be, of course, of a very high character. If that were possible would that be a very expensive proceeding. Would we be able to get those programs from Britain or continental countries at a reasonable expense, perhaps less than would be incurred in providing our own high class concerts? Could you give us any idea with regard to the expense connected with that?

The WITNESS: I will deal with the last point first. There is no program expense in connection with that procedure provided you are in a position to return a program. You see, we have got through the International Union, an arrangement whereby we have those exchanges at no program cost to each other.

Hon. Mr. EULER: Who pays for the cost of transmitting it across the Atlantic?

The WITNESS: That is divided. That is not a very great item. The actual creation of the concert itself, or the program, the main part of the expense. That is borne by the country of origin. Under the present arrangement the country of origin also contributes partly to the cost of transmission, but it is a cooperative effort. The element of expense is not an insurmountable obstacle there providing the country of reception is in a position to return the compliment, and that does not mean that elaborate or expensive programs are

expected. It enables me to refer to the considerable difficulty we have in Britain now in being able to take from the United States anything like the amount of material which they want from us. We find it difficult to find in their programs material which would be acceptable to the British listeners.

Hon. Mr. EULER: Because of the fact that there is advertising in it?

The WITNESS: Of course it has to come out anyway, but it is not any adverse reflection on its quality. Much of it is unsuitable. Of course, the sort of thing we want which would be particularly suitable in Great Britain, and for that matter on the continent of Europe, is programs representing the work of the new composers of Canada, including recitals of some of your newer writers of whom note has been taken abroad. It does not mean that the expense incurred in the creating of a program which would be acceptable abroad need be very great, but it does mean it should be done skilfully and with a view to high quality in the intellectual and artistic sense rather than the business sense.

Hon. Mr. EULER: I suppose it would be a matter of only the program for broadcasting?

The WITNESS: That is it.

Hon. Mr. EULER: As a matter of fact, do you have any exchange of that with the United States now?

The WITNESS: Yes, we do, but we are having difficulty in getting from the United States material which is acceptable.

Hon. Mr. EULER: Is there a greater demand on their part for British broadcasts than there is on your part for their broadcasts?

The WITNESS: Yes, there is a greater demand. We realize that some of their suggestions are not palatable. We do not want to take jazz music from them, but we would like to get things which would be really representative of American culture in its interesting aspects. As a matter of fact, it is very difficult to get these things reconciled, but of course it is early yet to offer any judgment on it, and I must say that we are more than appreciative of their eagerness to develop this new interchange, because undoubtedly it will be a considerable factor in bringing the world together. If you can get people to realize ultimately that their interest in entertainment and in talks and discussion and so on, are very much the same, that fundamentally humanity is not very much divided, then it is very much more effective than direct propaganda.

Hon. Mr. EULER: You say it would be comparatively easy to have exchanges of programs and interchanges as well. Would you say the same thing would apply in connection with France.

The WITNESS: It would be more difficult, for the reason that the organization there is backward. They have a recommendation for some kind of public utility. I believe it emerged in 1929 about the time of the Royal Commission in Canada, but they have not been able to deal with it yet. Germany would be just as easy because the German organization is very good, and the same would apply to Belgium, Austria, Italy and some of the Balkan countries that are well organized.

Hon. Mr. EULER: An^d the obtaining of these excellent programs, because I suppose they are excellent from most of the European countries, would probably not be possible under our present system, or would it?

Mr. GARLAND: I was going to put the same question in a little different way. Would you say that the type of broadcast suitable to the British people, I mean the international broadcast interchange programs, are more easily secured from countries such as Germany under some form of national control than from a country say like the United States in a chaotic condition of control?

The WITNESS: Much easier. It is definitely much more difficult—and I speak from some experience—getting smooth working arrangements under present conditions in Canada than it would be under a public utility.

Hon. Mr. EULER: Because you would have one chief authority to deal with in the one case and a divided authority in the other.

The CHAIRMAN: Do you broadcast any amateur musicales of any kind?

The WITNESS: Not a great deal. We broadcast from musical festivals that are organized up and down the country, but we do not encourage amateur talent a very great deal, because it is important to give the preference to those who make a living out of the profession.

The CHAIRMAN: You have no trouble, though, in respect to broadcasting with your musical organizations?

The WITNESS: No, because we follow the principle of quality for quality. There is no ban against amateur, but quality for quality, the professional gets the advantage because he makes his living out of it. A very good amateur, of course, would be put on because we cannot afford to lose the talent.

Mr. SMITH: It must be rather difficult to differentiate under the Crawford Report on the status of the Commission as to the policy. There is the national policy without ministerial interference, I think it states in the section in question.

The WITNESS: That is related, of course, to a question which was asked earlier on, the question as to the nature of replies in the House of Commons. The minister responds in the House of Commons. If he makes it clear at the beginning—as was done in this case by successive postmasters general—that he would not deal with any question of program detail; he would not enter into any discussion of matters which were within the province of the corporation which had been delegated to do this job, he would only consider broad questions of policy, once that is laid down and understood difficulties decline.

The CHAIRMAN: What about the question of building new stations?

The WITNESS: No, that would not be a matter for parliament at all except in so far as the annual report is concerned. Our annual report for 1931 will be presented to parliament under the post office estimates and it is subject to any comment that members may care to make. Last year the House of Lords spent an afternoon in discussing one of our publications, "The Listener", so that I mean there is full opportunity for public ventilation. The matter came up on the general principle of whether it was the right and desirable thing for us to extend the field of publication beyond where we had gone. Newspaper interests had sent a deputation to the Prime Minister complaining about this publication. We had found that a great many people were wishing to have the talks printed. No ordinary newspapers were prepared to print them so we thought we had better do it ourselves and the newspaper industry objected. They said this was a misuse of our monopoly and it would raise large questions of policy. The matter was fully debated and disposed of to our advantage; and it has turned out that the misgivings of the newspaper industry were entirely unjustified. They believed that a serious weekly such as The Spectator would suffer on this account, but I have had it on the authority of an eminent editor, that he believes now that they have actually benefited from The Listener, because it encourages the reading habit. People hear a portion of serious talk; they get interested in it, and they buy those new books. We cannot deal with subjects in talks as fully as we would like to, but we can at least stir up intellectual curiosity of, and as a result, the serious written word tends to benefit. Certainly the libraries have discovered that because whenever there is mention of a book in a talk there is at once a terrific run on the public libraries for that book, so now Librarians try to find out in advance if possible what books are going to be mentioned in our talks.

The CHAIRMAN: You seem to make a profit from publications.

The WITNESS: We have to do something to make up our contribution to the public funds.

Mr. SMITH: Would you say that there is complete harmony between all the authorities with respect to both policy and control as it exists to-day under your system?

The WITNESS: You mean all the authorities?

Mr. SMITH: I mean the ministerial aspect of it, the government aspect of it, and then the commercial aspect of it.

The WITNESS: I should say there is as complete a state of harmony as we can get in a human relationship. There have to be checks and balances. For instance, there was a long argument about whether the job of chief executive and chairman should be combined. That was threshed out and it was represented it might be more economical and efficient, but it was decided on general constitutional grounds that that was undesirable, that the chief trustee of the national interest *qua* the national interest should not be the executive, in the sense, there should be a balance between the two.

Hon. Mr. EULER: Is there any substantial demand in England on the part of the listeners for a return to the old system privately owned?

The WITNESS: None at all.

Hon. Mr. EULER: There is not?

The WITNESS: No, no.

Hon. Mr. EULER: I was going to say if there is what would you say it was based on?

The WITNESS: There is absolutely no indication of it. I am sure that they are generally satisfied with the system and, of course, they are healthily dissatisfied with some programs and that is a good sign. Moreover it is a good sign I believe that the chief dissatisfaction with the programs is within the organization. It is because the programs, of course, can bear constant improvement, and it is because they are improving that the constituency increases at a remarkable rate. I think it was three years ago that a newspaper proprietor suggested to me in conversation that we should reach our saturation point around about three million. People have been talking saturation points in this business for years. Now it is $4\frac{1}{2}$ million and going up at an accelerating rate.

The CHAIRMAN: Are most of your receiving sets manufactured in England, or are they using imported sets of various kinds?

The WITNESS: I think the great majority are manufactured in England. There is an increasing proportion manufactured in Canada. Is the Philco manufactured in Canada?

The CHAIRMAN: Yes.

Mr. GARLAND: Mr. Chairman, the witness was not clear the other day, but some of the witnesses suggested the thought to the committee that under a centralized monopoly, presumably government ownership or government operation, that there would be an inclination to let slide the necessary research work. What has been the experience of the British Broadcasting Corporation in that regard?

The WITNESS: Our experience is quite the opposite. We have the facilities and the resources which would not be possible under a more dispersed system. We do a great deal of research both on the program and the technical side. On the technical side we have recently taken up very seriously the development of television. In the new building, Broadcasting House, which is now being occupied, there is a special television studio being completed, and from what I saw

the other day in New York it will be in advance of anything they have got there, and we shall use the Baird system of British Television for regular transmissions.

Hon. Mr. EULER: We have had some predictions by witnesses—we had them last week—as to what period of time would probably elapse till we had television. Have you any opinion on that?

The WITNESS: I cannot say, and I doubt the validity of an opinion on that question. There is so much depending on the chance of invention. We have no definite view, but we have decided that it is worth while spending money on a concentrated effort because we believe its coming is inevitable, but how long is another matter.

Hon. Mr. EULER: When it does come will it necessitate scrapping all the present equipment?

The WITNESS: Oh no, it will necessitate a considerable revision technically, mostly on the program side.

Hon. Mr. EULER: Not in the mechanical equipment?

The WITNESS: No, that will have to be modified, of course, but I do not see it ever being used continually for all purposes of broadcasting. It would seem to have a legitimate use mostly for what we call certain kinds of outside broadcasts. For instance, the Grand National, if there was a running commentary of the Grand National it would be pleasant to have a picture of it at the same time, but I am not so sure that it is equally necessary to have a picture of a dance band orchestra or even some of the more eminent politicians.

Mr. ILSLEY: Following Mr. Garland's question, witnesses last week said that manufacturers, in order to make improvements in their broadcasting equipment, must have the use of broadcasting stations, that they get that in Canada under the privately owned system, and that under a publicly owned system they could not see how that could be practical, at least to the same extent.

The CHAIRMAN: You mean in connection with the manufacture of receiving sets?

Mr. ILSLEY: No. One witness was talking about broadcasting equipment. The manufacturers of receiving sets do not have to use broadcasting stations, as I understand it. That is my recollection of it. He drew the distinction between them and we got into a discussion as to whether broadcasting equipment was equal in England to that in the United States and he said it was. But do you permit your manufacturers the use of your broadcasting stations to experiment so that they may improve their broadcasting equipment? If not, how do they meet the need?

The WITNESS: Well, of course, of necessity there is a very close connection between our engineers, and the manufacturers who provide the apparatus, because after all they build our stations for us under contract. For instance, the research organization of the Marconi and the General Electric Company are in constant touch with our research organizations. I do not know if it was considered that there was any need for private experiments, and of course, if there were need, the facilities would be available, but there has never been any murmur of obstacle on our part, because it is the common interest to make things as efficient as possible.

Mr. ILSLEY: There is just one question about this publication of Radio Times. Is that published by you or by a private company?

The WITNESS: No, we publish that.

Mr. ILSLEY: And do you charge so much a subscription?

The WITNESS: It sells at tuppence, and the subscription list is so small; I cannot remember what it is per annum. We sell two million copies a week at tuppence per copy, and we charge sixpence for the Christmas number.

Mr. ILSLEY: It pays, it is a profit making branch?

The WITNESS: Yes, it is a very considerable profit maker. It makes it possible for us to carry on the business after the Treasury has slaked its thirst.

Mr. CLAXTON: (Canadian Radio League). Mr. Murray, could you explain from what source the British Broadcasting Corporation got its money with which to erect its equipment and buildings?

The WITNESS: In the beginning?

Mr. CLAXTON: Yes.

The WITNESS: The money was put up by the six radio manufacturers who subscribed £10,000 each. They had to finance the early operations on that and on what they could borrow from the bank until the licence revenue began to accrue.

Mr. CLAXTON: And that was repaid to them?

The WITNESS: That was repaid to them at par, but they got no compensation for goodwill or anything like that.

Mr. CLAXTON: And how do you now finance?

The WITNESS: By current income, and we have authority under the Licence to borrow up to £500,000 as and when necessary.

Mr. CLAXTON: Now, the financial statement for the year 1930 in the year book for this year, there is a figure of revenue from licences. Is that the total licence revenue or is that the net revenue coming to the British Broadcasting Corporation?

The WITNESS: That is just the part allotted by parliamentary authority for this year.

Mr. CLAXTON: That is, after the government has taken its share?

The WITNESS: Yes.

Mr. CLAXTON: And does the British Broadcasting Corporation pay income tax and other tax?

The WITNESS: The British Broadcasting Corporation has to pay income tax on some profits and it pays the usual local taxes.

Mr. CLAXTON: Then you spoke before of the possibility of British listeners tuning in on continental stations when the British broadcasting station had shut down. Could you elaborate on that. For what period of each day does the British broadcasting station operate?

The WITNESS: The British broadcasting station operates about 12 hours a day on most of its stations except Sunday. It operates practically continuously from 12 noon until 12 midnight, and there is no early morning broadcast as it is understood over here. There is a religious service at 10.15 and then a weather bulletin, unless there is some special outside broadcast in the morning.

Mr. CLAXTON: You mentioned in your brief the advisory committees. Are those committees of the British Broadcasting Corporation staff or committees of outside experts of people interested?

The WITNESS: All outsiders. The music advisory committee, for instance, has Sir Hugh Allen as its chairman and all the chief men of the musical profession outside are represented on that committee. They are experts and they meet regularly, and the corporation has on hand the director of music and director of programs, and anybody else that is necessary; they are in attendance. There is a general discussion and the different points of view of the committee are duly recorded and are considered by the control board in a policy sometimes amended accordingly.

Mr. CLAXTON: Are those committees paid?

The WITNESS: Oh, no, all voluntary.

Mr. CLAXTON: Then you mentioned that there had been a progressive development in your programs. I wish you would elaborate on that with reference to public taste.

The WITNESS: I gave the example of symphony concerts. I think perhaps the other most outstanding instance that I can think of in that connection is public demand for rather more difficult fare in the talks. We have done a good deal of experimenting on these talks on adult education, and there is now something of a demand for such a symposium as Prof. John MacMurray has been giving on "Learning to Live," in which he deals with such subjects as the need for education in a changing world and the development of spontaneity; the fight with inertia; the technique of education for progress; training for self-development. There is definitely to-day an increasing demand for more specialized talks bringing in philosophical and general interests. Also take another current series, a Broadcast Symposium on industry and trade, by Prof. Henry Clay. It is surprising what correspondence those bring in.

Mr. CLAXTON: Mr. Murray, going back to one of the earlier questions about the distribution of time during elections. I wonder if it is quite clear exactly how that is done, whether by the British Broadcasting Corporation, or by the whips, or by what body is the time distributed.

The WITNESS: It has always been done by agreement between the political parties.

Mr. GAGNON: Suppose they don't agree?

The WITNESS: There would be no broadcast.

Mr. WRIGHT: What is the cost per hour?

The WITNESS: Nothing. We can accept no payment.

Mr. CLAXTON: Then you mentioned twin transmitters. What exactly is that?

The WITNESS: Well, it is a transmitting station which has two transmitters each of which has an exclusive channel or wave length on which it can broadcast a program. The advantage is that each region or area into which the country is divided can have its local broadcast, and the general broadcast from the same centre, that is, it gives equal signal strengths for the purposes of reception in the service areas.

Mr. CLAXTON: Can you say if there has ever been any serious suggestion by responsible persons in the last couple of years in England, that the British Broadcasting Corporation should change in character and radio turned back to private ownership or control?

The WITNESS: No. And I could say with absolute confidence that any such suggestion would meet with derision.

Mr. CLAXTON: Can you say with your own knowledge if the same is true in Europe where they have government control of operation, such as Germany.

The WITNESS: Of Germany I can speak with, I think, the same assurance.

Hon. Mr. EULER: I think, Major Murray, your licence fee is about \$2.40 in Canadian money?

The WITNESS: Yes.

Hon. Mr. EULER: Did I understand you correctly to say that your capital expenditures now are financed out of your revenues?

The WITNESS: Yes. We have built up a small reserve.

Mr. GAGNON: Suppose we take it for granted that television will be available soon, do you think the listeners will have to discard the receiving sets they now have?

The WITNESS: Oh, no, because I do not see television coming in like that. It will come in as a supplementary service, first of all possibly as a service for the minority. It is not going to upset the present arrangements drastically.

Mr. GAGNON: Do I understand that you contend that under a national owned system the competition between manufacturers of receiving sets would be put a stop to.

The WITNESS: Radio business would increase. In fact, the experience of our manufacturers was that their business benefited definitely from public service broadcasting.

Hon. Mr. CARDIN: You mentioned that you only had nine channels in England. Is that the result of an understanding with other countries?

The WITNESS: Nine exclusive in the medium band, one long wave and a number of shared waves, national and international. International understanding, yes. That is because of international arrangement and, of course the Madrid conference is going to reconsider again what may be the distribution. We think that we may get some more waves, but as every other country thinks likewise one does not know what is going to happen.

Hon. Mr. EULER: You have no interference from American stations?

The WITNESS: No.

Mr. GARLAND: Would it be the witness' opinion that a country that can go to the Madrid Conference with a fairly well organized and unified form of control would have the advantage over others in competing for the available channels?

The WITNESS: It would have a decisive advantage in my opinion.

The Committee adjourned to resume at 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 3.45 p.m.

The CHAIRMAN: I am going to ask Colonel Steel to ask a few questions that he would like to submit to our very agreeable witness, Major Murray.

COL. STEEL: Those questions, Major, are purely in the hope of clearing up one or two general technical questions with regard to your system in England. The first one is, Would you be good enough to give us the location, power and frequency of all the stations now in use by the British Broadcasting Corporation?

The WITNESS: Mr. Chairman, I would rather send that under the signature of our chief engineer, because certain changes were pending as I came away. We were changing over some national common waves, and if you will forbear with me I will send it to you on my return to London next week.

COL. STEEL: The next question has to do with the coverage of stations. Speaking generally, that is, neglecting for the moment the local effects produced by obstructions such as collections of steel buildings in large cities, do you find that your stations give approximately the daylight coverage you expected to get on the basis of the calculations made in the beginning by your engineers.

The WITNESS: I think the correct answer to that is that there is a 10 per cent falling-off. We get 90 per cent of what we expected. But I shall confirm or amend this too.

COL. STEEL: That will come within the purview of my question. Is there much demand in England for American made receiving sets?

The WITNESS: It is not marked.

COL. STEEL: Along the same line; Do you find American made receiving sets superior to English made receiving sets? By that I mean are they more sensitive and more selective?

The WITNESS: Well, my experience, for what it is worth, is that they seem to be built for rather different conditions, and what I believe—and what seems to be represented by the attitude of the purchasing public—is that although the American sets are certainly more selective we believe that the British made set concentrates more upon absolute quality and we get, therefore, a better average reproduction particularly of symphony music. Although we cannot get as many stations, we get a more satisfactory signal.

COL. STEEL: From the point of view of the number of valves used, what is the most popular size of receiver in use in England to-day? Perhaps I might explain that question in this way: The other day the question came up. A statement was made that in this country a seven or eight tube set, a seven or eight valve set as you refer to it, is about the average in use in Canada. What would you say was the similar size of set in England?

The WITNESS: I should say not more than three valves and it would be on the borderland between two and three. Since the high power stations have come in I believe it is true that the crystal set has been almost superseded by two or three valve sets, some of which, of course, are built by home constructors. The prosperity of independent technical journals which sell blue prints,—there are about a dozen papers all of which are valuable properties increasing their circulation steadily showing that home construction is still going on in England. The answer to your question is two or three valves would correspond with what is possibly your most popular set here.

COL. STEEL: When you say a three valve set would that be designated as one stage of screen grid, a detector and a pentode?

The WITNESS: My impression is that that would be accurate, but here again I think I must ask your indulgence to consult with your chief engineer.

COL. STEEL: It makes considerable difference, because a three valve set built on that principle would be equivalent to more than a three valve set in this country.

The WITNESS: Quite frankly, the terms do not convey to me what they do to you.

COL. STEEL: I would like to have that information if you could give it to me.

The WITNESS: Why certainly.

COL. STEEL: Could you give us the percentage of crystal sets still in use in England.

The WITNESS: That would be very difficult to give accurately, although perhaps there is some guide to justify what I have said already, that I believe the crystal sets to be obsolescent, if not obsolete, in that the other day in Glasgow a prominent local retailer told me that he had a sudden demand for a part for a crystal set. He hadn't any in stock and he went all over the town and could not find any, and the experience of the other traders that he saw was that there was practically no demand. Glasgow was once a centre of the crystal set users. One cannot say how many home constructed crystal sets there are in use by the unemployed and so on. I can only give you the impression I have.

The CHAIRMAN: Is there anything you want to add to what you said this morning, Major Murray?

The WITNESS: In dealing with programs I perhaps might have made some of my points a little clearer by more concrete instances of program activity. I mentioned the research side and the variety and the highly specialized activities involved in radio,—drama, dramatic productions. I think perhaps it might be of interest to the committee if I quoted from the Annual Report to parliament for the year ended December 1, 1930. The report for 1931 is now being presented, but has not yet been made public.

I would like to read you the number of adaptations and specially broadcast plays that were picked out as notable during that year:

"The Silver King," by Henry Arthur Jones; "If," by Lord Dunsany; "Strife," by John Galsworthy; "R.U.R.," by Karel Capek; "Twelve Thousand," by Bruno Frank; "The Brass Bottle," by F. Anstey; "The Rumour," by C. K. Munro; "The Man of Destiny," by Shaw; "Milestones," by Arnold Bennett; "Henry V," "A Midsummer Night's Dream," "Macbeth," "The Winter's Tale," and "Anthony and Cleopatra," by Shakespeare. Many plays were specially written for the microphone but few were found suitable. "The Flowers are not for you to Pick," by Tyrone Guthrie; "Brigade Exchange," by Ernst Johannsen; "Red Tabs" and "Exiles," by Val Gielgud; "obsession," by Dulcima Glasby; "The Prophetic Camera," by Lance Sieveking; "Fireside," by L. du Garde Peach."

And then a new line of development was explored that year, that is, novels were adapted for dramatic reproduction,—R. L. Stevenson's "The Wrecker"; "Dr. Jekyll and Mr. Hyde"; Conrad's "Romance"; K. B. Indoe's Fantasy, "Yes and Back Again," founded on Walter de la Mare's Introduction to "Come Hither."

In the same year there were thirty-three special revue broadcasts ranging from Clifford Bax' "Midsummer Madness" to popular pantomime.

All the leading British artists and some foreign artists, that is to say, all the notables of the stage: Bobbie Howes, Gracie Fields, Ella Retford, Will Hay, Gillie Potter, Wee Georgie Wood, Julian Rose, Josephine Trix, Jack Hulbert, Cicely Courtneidge, Violet Loraine, Ann Penn, Clarice Mayne, Nellie Wallace, Leslie Henson, Hetty King, Phyllis Neilson-Terry, Billy Mayerl, Bransby Williams, Marie Burke, Desirée Ellinger, Norah Blaney were employed during the same period.

During the same year there was the distribution of supplementary publications, that is to say, school pamphlets, to the number of 471,488; adult education pamphlets distributed were 500,238; miscellaneous pamphlets 873,395. The last included hints to listeners about adjusting their sets, accommodating their sets to new stations, dealing with oscillation and numerous other difficulties that are encountered. Services for Broadcasting,—this is a book which sets out the standard religious services taken from various denominations; evidence regarding school broadcasting, the actual effect in the school, the difficulty of attention, where the talks were unsuccessful and why, and what the local authorities had to do with it, and so on. I happen to know that the corresponding total for the past year, which is included in the annual report not yet published, is in excess of 1,000,000.

The total number of transmitting hours for the same period, that is, for the year ending December 31, 1930, was 72,396, and the percentage of breakdown was .04.

Hon. Mr. EULER: How does the British Broadcasting Corporation handle the matter of copyright of music?

The WITNESS: We have an automatic arrangement with the Performing Rights Society and other recognized bodies for the automatic payment of copyright charges.

Hon. Mr. EULER: Can you give any idea as to what they cost and to whom do you make the payment?

The WITNESS: I think I can answer that in the same way as I answered the chairman's question this morning, by indicating the proportion of the expenditure involved. Would you bear with me. I will come across it in a moment amongst all this mass of debris. I just can't put my hand on it.

Hon. Mr. EULER: Does it present any serious difficulty?

The WITNESS: It is automatic now. Our relations with the Musicians' Union and the Performing Rights Society and other organizations are on a mutually satisfactory basis settled by contracts which run from year to year subject to occasional revision by agreement. I am sorry I cannot just lay my hand on that document, but I will discover it a little later.

Hon. Mr. EULER: And similar arrangements with regard to the presentation of plays?

The WITNESS: That is also similar. The principle which we follow is not to deal directly if possible with artists or contributors, but to deal with the societies to which they belong, which greatly simplifies the whole proceeding. Of course if we are taking a play or a composition from a composer not belonging to the society it is a matter of individual adjustment on ordinary business lines.

Mr. GARLAND: Mr. Chairman, I wonder if the Major could tell the committee something which has bothered me for some time? In the west we had looked forward with a good deal of anticipation to the Empire Broadcast last Christmas, and I would like to know if possible what happened to break that thing up.

The WITNESS: I can assure the committee that the disappointment to which he gives expression was certainly equalled in the United Kingdom, and there is evidence of its being shared throughout the length and breadth of the Commonwealth. A great deal of care and thought, and a certain amount of expense had been given to this enterprise to which we attached the very highest importance, and our good friends in Canada, Australia, and all over the Empire—one of them is present, Professor Corbett—had gone to a very great deal of trouble to help us to construct what we believed would be a really intensely interesting program. The idea of it had originated from what we used to do at Christmas in the United Kingdom, going around the stations, allowing each station to come in and give its characteristic message, giving an account of what was happening there if anything special was happening, having messages come through from the different areas, Scotland, Northern Ireland, and so on. This was an extension of that idea, so as to include the whole British Commonwealth of nations. We wanted to bring into the homes of listeners a special feeling of warmth, not necessarily a false imperial sentiment, but the Christmas atmosphere as it is rightly interpreted in Dickens, and which is, I believe, the British prerogative, or at least we think so. And there was no reason why our numerous friends and neighbours across the various frontiers should not have shared the undoubted pleasure which it would have given the Empire.

These arrangements had gone forward. Months of effort and work had been expended, and in the end the whole thing came to naught. It is very difficult to describe exactly what happened, but there can be no denying that the interest controlling a certain section or telephone line in this country, through its initial reluctance to assuage, threw out the whole scheme. It is true that that reluctance was withdrawn or changed into acquiescence, but much too late for us

to adjust the arrangements, because arrangements of this kind have got to be most carefully synchronized. To risk a breakdown of a scheme like that is to invite an anti-climax that would upset, perhaps, years of constructive effort. The arrangements have got to be perfect. You cannot afford to risk it. We encountered this snag of this certain stretch of telephone line which at first was not to be used. First it was to be used; then it was not to be used. We did not know where we were, then at the last minute the only thing to do, in fairness to the Empire and to ourselves was to say abandon it now, and we did, until some time when we are sure of not being caught, or not thrown out, because the contributions which we expected from Canada were pivotal to the whole scheme. We were going to the far north, right through Canada, and we were going to send those messages all over the Empire. And what is perhaps more distressing in some respects—it has been suggested that the intervention of an alien influence had something to do with it—moreover it has emerged authoritatively that an opinion was expressed by someone permanently associated with this concern that the program as designed and as being worked out was unacceptable, was not the kind of program that would go down, and we found ourselves faced with a censorship, a program censorship of broadcast programs by an interest which is solely concerned with telegraph and telephone messages.

Of course the incident was most strongly deplored throughout the Empire, but we decided that it was much better not to press it too far, and to attempt so to arrange matters that obstacles of the kind would be unlikely to occur when we would be ready to repeat the experiment. The first suggestion was that we should try to repeat the experiment on Empire Day, May the 24th, or Dominion Day, July the 1st. But after full consideration and taking into account the obscurity of the situation we felt that it was not safe to proceed even then, and we have let the matter stand over until such time as a guarantee can be forthcoming that such intervention will not recur.

Mr. GARLAND: You referred to this very essential telephone line, and that it had some connection with Canadian pivotal broadcasting. It might lead people to imagine that it was a Canadian line. Was it Canadian or American?

The WITNESS: Only nominally Canadian.

Mr. GARLAND: Well, arising out of that, have you any information which would lead you to believe, as the result of your experience, that any of the American broadcasting companies, such as the National or the Columbia, are working to prevent the nationalization of broadcasting in this country.

The WITNESS: I think it would be unfair to say that they were working against it. I had very friendly and pleasant conversations with leading executives of both of those systems last week in New York. Their attitude is, I believe, quite sincerely, one of considerable surprise that there is any such thing as what they described as a broadcasting problem in Canada. They have come to regard the North American continent as the proper radio unit, I know the attitude of the National Broadcasting Company is that they were very careful to assure the Canadian Government when they came here that they came with the greatest reluctance, and if and when a Canadian policy is determined that it would be desirable for them to withdraw, they are quite willing to withdraw and without ill will. On the other hand I have no doubt at all that both the American chains look with considerable apprehension,—this is not a question of nationality, or anything like that—but they look with considerable apprehension to the establishment of a third chain on this continent, because there is undoubtedly a growing volume of opinion in the United States dissatisfied with the way in which broadcasting is being handled there. Not that the programs are bad. Some of the broadcasts are excellent, but there is growing dissatisfaction. There are undoubted indications of a feeling that it should not be left so much to the ideas of advertisers. I had ample evidence of that

in my conversations with the American executives who, when they come to London lose no opportunity of expressing their opinion on the comparative freedom which we have in moulding programs. For instance, that list of dramatic productions which I read out would present almost inconceivable difficulties to the Americans, because even if they built them up in their sustaining time they are apt at any moment to have to sell the sustaining time to a firm what will come along and wish to sponsor a program, and if it were a play they would then be able to influence its production. My opinion is that the American system of broadcasting does not give the very able men who run American broadcasting half the chance to do what they could do. They would welcome the freedom which they would get under a public utility system, because they are undoubtedly able program builders.

Mr. GARLAND: I take it from what you have said that there is an agitation in the United States to-day amongst broadcasting interests, radio interests generally, that a Canadian national broadcasting system would be inimicable to their private interest.

The WITNESS: Yes, because they would fear that if there were along this side of the frontier stations comparable with theirs in power and range, and so on, they might begin to lose some of their own listeners. Perhaps it is not directly, but it is indirectly connected with a general question, if you would permit me to quote an extract from the hearings before the Committee on Interstate Commerce of the United States senate, Volume 2, 1930, statements by Owen D. Young, Chairman of the Board, General Electric Company, while under examination. This has to do with wireless communications generally, but it is, I believe, symptomatic of the attitude on the other subject. Page 1138:

Senator KEAN: Mr. Young, England having a great station on the Island of Great Britain, can have another station at Halifax, and a third station down in British Guiana, and another station in Africa, and another station at Gibraltar, and another station in Egypt, and another station in India, and another station at Hong Kong, and therefore, they, with their wireless can practically cover the world.

Mr. YOUNG: As a matter of fact, that is what they have.

Senator KEANE: Yes, and if they do not choose to communicate with you they could communicate with Halifax, and all the telegrams or cablegrams could go through Halifax and be distributed from there instead of being distributed direct, is not that correct?

Mr. YOUNG: Yes, there is only one qualification to that, and England had practically covered the world with wireless through her Dominions.

Senator KEANE: Yes.

Mr. YOUNG: The only place where that has not been accomplished is in Canada, where we have an interest in the Canadian Marconi Company. Of course with short waves there is nothing to prevent England from jumping over the western hemisphere.

Senator WHEELER: And there is nothing to prevent the Radio Corporation of America from doing it either, is there?

Page 1140:

Senator HOWELL: The Marconi interests together with the Radio Corporation of America practically control the radio communications of the world to-day, do they not?

Mr. YOUNG: Oh no indeed, Senator.

Senator HOWELL: The Marconi interests I mean, and by that question I cover their affiliated interests.

Mr. YOUNG: No. The Marconi Company, I think, has only the communication rights in Great Britain. I do not think it owns the Imperial chain, does it, Mr. Winterbottom?

Mr. WINTERBOTTOM: The merger now takes over the Imperial chain.

Mr. YOUNG: Therefore the Imperial Wireless & Cable may be said to control the communication facilities of the British dominions, with the exception of Canada I think. Is that correct, Mr. Winterbottom?

Mr. WINTERBOTTOM: Yes.

I quote from those proceedings to show the anxiety on the other score, that is in point-to-point communications.

One of the American executives with whom I discussed the matter not long ago I believe with absolute sincerity, that in his opinion one of the chief reasons why it would be a great mistake for Canada to contemplate a public utility of its own would be that the Canadians resident in large centres of population along the frontier would resent it very much, because, he said, after all, they do not take anything now from Canadian stations. "There is nothing in Canada, they get the whole thing from our own big stations near the frontier." He said, "they are accustomed to that, it is first class entertainment and, incidentally like our own people they expect advertising with their radio programs. It is part of our civilization, it is part of the every day life of the whole people on this continent." And I believe he meant it, and that is another aspect of the problem. And beyond this, probably he or his colleagues would not look upon the public utility broadcasting here with equanimity because one can see their point of view. It would be incredibly difficult to induce the American public to pay a licence fee, having got into the habit of securing these programs at the expense of the advertisers of delectable commodities such as toothpaste.

Mr. GARLAND: Do you regret the fact that we have established that in Canada?

The WITNESS: It is of paramount importance that people are in the habit of paying a licence fee, because then one of your chief obstacles is overcome.

Mr. GARLAND: Have you ever heard of any efforts by American broadcasting companies to broadcast purely Canadian programs, or a characteristic Canadian program?

The WITNESS: Oh, yes. There are two kinds of proposals involved. As I have mentioned, our relations on matters of exchange with American broadcasters are extremely amicable and to mutual advantage. Our good friends there have repeatedly urged us to enable them to convey to Canada anything that we wished specially to be distributed there, and have repeated these generous efforts, and it is sometimes embarrassing to point out that we do not wish to use their channels if we can possibly get to Canada direct. Alternatively, there was definitely the suggestion that a Canadian national program, a program representative of the best talent and characteristic culture of Canada should be taken by way of the United States just as we should broadcast from Daventry a program characteristic of Scotland. It was a suggestion which was not followed up because the reception it received was not that expected.

Mr. GARLAND: I am not at all sure that Canadians would be very glad to learn that their characteristic Canadian programs had to go out over American stations.

The CHAIRMAN: What is the power of your stations?

The WITNESS: The standard power is 40 kilowatts of the regional stations. We are about to increase the power of Daventry to 100 kilowatts.

Hon. Mr. EULER: How many general stations have you and how many regional ones?

The WITNESS: We are operating eight sub-stations at the moment and five regionals with one long-wave station.

COMMANDER EDWARDS: It would be interesting if Major Murray could tell us roughly the percentage of the time the regional stations are served from the central point in London and the percentage of time they are served locally. In this country, as you know, we have three or four centres where talent is available and we have a large number of centres where the talent is distinctly limited, and I am viewing out outside stations somewhat in the nature of your regional stations, and under the Aird Commission Report they contemplate a complete system with headquarters in one of the large centres. You have your main centre in London. How many hours do they put on both stations, and how many hours are served from the local point?

The WITNESS: It would be difficult to give an exact figure, but I think I can answer the question in this way: It varies according to the time of year and according to the region. Take the northern region which is endowed with perhaps more local talent than any other. Its population is much greater than the others. It takes in that vast industrial area from Manchester to Newcastle. There the regional program would be predominately regional, 65 per cent, but it would vary, of course, for example in the summer when the proportion of regional material would tend to drop. In Scotland too, there is a good local material, and it would be more than 50 per cent. In Wales and the West Country the region is not so well situated, and, as you know, we have considerable difficulty in getting the signal across the Welsh mountains and operating a program designed for Wales, that is, in the Welsh language; there has to be a supplement, transmitted through the long wave station 5 XX from Daventry. If you take that into account one would say that certainly about 60 per cent of the regional material originated locally. But, of course, there is this further consideration which has to be borne in mind: We have to adjust ourselves to local conditions. Sometimes there is adequate local material available for a regional program, but it may happen that the national program is so similar in character that there is not a contrast, and if we put out two programs very similar even if one is local and the other is national, we would get dissatisfaction. So that there are several factors that vary the proportion from time to time. It would be fair, however, to say that a proportion of from 50 to 60 per cent would be about correct. The regional scheme is new and choral societies and local orchestras and so on are responding as facilities become available. There is a great revival of interest in music in Britain, and as the standard of their orchestras improve so they will be able to take a larger share in the regional programs. But where there is a paucity of good local material, of course, the gap is filled in from London where we are ready at any time to put out two alternatives if found necessary.

Commander EDWARDS: You fit onto the network two programs from London all the time, and it is rather optional with the local regional manager as to whether he takes on his own station and takes one London program. Has he any autonomy as to whether he should take that or not?

The WITNESS: He takes the national program on his shorter wave. For his longer and better wave, his instructions are to exhaust the good material of his region first of all, and then to fill in, but he is also made responsible, that he does not admit material which is going to let down the established standard of the service.

Commander EDWARDS: Subject to approval of a higher authority in London?

The WITNESS: He has a large measure of autonomy.

Commander EDWARDS: The local man is given a certain annual appropriation to pay for his own programs?

The WITNESS: Yes. He works to a program budget. He knows what he has got to spend month by month and it is not inflexible, because if he brings forward a special scheme which is going to be costly, he must justify it.

Hon. Mr. EULER: Would you care to express an opinion as to whether a Canadian national system could be financed on the basis of the Aird report,—a \$3 fee?

The WITNESS: I do not think my knowledge of the present conditions in Canada entitles me to give an authoritative answer to that question. My feeling about the thing is this—and I wish to emphasize it, especially after twenty years' absence from Canada, which certainly is a long hiatus, that I am not as familiar with conditions—but it seems to me on the general principle, however little money is available you have got in Canada a wealth of good radio material for good broadcasting, cultural and otherwise, and it is not entirely a matter of money.

Hon. Mr. EULER: You do not believe then, what is sometimes said, that we have not the talent in Canada to produce programs that are comparable to those we get from the United States?

The WITNESS: My belief is that consciousness of the country is responsible for some of the misgivings to which reference has been made.

Hon. Mr. EULER: Thank you.

Mr. ILSLEY: Would you mind elaborating that we have a peculiar wealth of talent in Canada?

The WITNESS: Yes, and I am not quoting my own opinion on that. I am quoting the opinion of people like our musical director, Dr. Boult, who has evolved this wonderful orchestra of ours, and of other people who are following the musical movement more directly than I do. There seems to be an impression—and I, believe well founded—that there is a cultural renaissance either beginning or about to begin in Canada.

Mr. GARLAND: In any case, Major, you are convinced, are you not, that taking into consideration cultural programs, entertainment programs and music and all that sort of thing, that it would be far better for Canada to adopt some national system of broadcasting.

The WITNESS: Yes, I am an incurable believer in that. And, for one further reason too. I see in it an invaluable aid to the development of national consciousness and what I described in the last sentence of my memoranda,—good citizenship in general.

The CHAIRMAN: Anything else?

The WITNESS: To revert to that figure, I regret I have been unable as yet to discover it. May I be permitted to add that figure to those which I have promised to send on the technical side so that it may be able to appear in the proceedings of the committee. I can send that.

Hon. Mr. EULER: I would like to ask you a question that I asked of some other witnesses: Do you believe that the public should be given that which they want or that which is good for them, that which they ought to have?

The WITNESS: Well, my view is—and it has been my job to take some little part for the last nine years in giving the British public exactly what it wants, and that if it had not been the policy of the corporation always to take a very definite view that the taste of the public was appreciated and not depreciated, in other words, to be optimistic about things like symphony music of which I gave you this morning an account of our experience with these promenade concerts and also with symphony work generally. As an example, there is this very difficult contemporary music. It was distinctly unpopular, in other words,

there were complaints about it but now it has become a permanent constituent, and the contemporary music composers have found an audience which they would not have had in two or three generations in ordinary circumstances.

I would repeat that I think the philosophy of the thing is tied up with practical experience. You do not set out to give the public what you think they ought to have, but to make the right assessment of public taste. It is quite vital. You can co-operate with the better element of the public taste in order to leaven the whole mass. For instance, it is not an uncommon experience for Sir Walter Davies who travels a good deal to hear railway porters whistling difficult symphony tunes as he goes about the country, which shows that that is a policy which is being justified. It is difficult to explain, but I have tried to make it clear. I believe definitely that to give the public what it wants you must always be providing something definitely better than most people think the public can digest.

Mr. ILSLEY: I was much impressed with the evidence of a gentleman last week, a publicity expert, who told us how an advertising agency had been finding out very scientifically just what might make the largest number of listeners listen in order to get the maximum benefit of the advertising that went over the radio. Is that what you mean in finding out what the public wants and giving it to them?

The WITNESS: I am inclined to cast grave doubt on the scientific value of most of these schemes of testing the public opinion by letters which are attracted by special invitation. As a matter of fact, you will find almost invariably that the taste is going down whichever way it is moving. It is much better to use common sense in the assessment of it, certainly not by letter response or by newspaper response, but to assess all these factors, to study the general situation, and in the last resort to discuss the situation with people of common sense, of public spirit. I am sure it is fatal to be guided by a rule of thumb method. One gentleman in New York was telling me that they had completed an elaborate survey which they were going to make public before long, which he said proved indisputably that the American public would not have programs without advertising, and I asked him the basis of it. Oh, he said, we have got 300,000 letters all saying that I would not have a broadcast without advertising. I asked what the questionnaire was. Well, he said, three of our big advertisers invited their listeners to express an opinion; but the actual form of questionnaire was not available, because I should like very much to have examined that. I believe that it was what I believe is known in political circles as a tendentious document.

Mr. GARLAND: In regard to the other question you mentioned a little while ago with regard to those programs you put on last year ranging all the way from Shakespearian plays and modern orchestral concerts up to mystery and detective plays, what was the response generally to those?

The WITNESS: The response is generally consistently favourable.

Mr. GARLAND: Well, now, as between say a Shakespearian play and plays of the mystery or detective type, how do they compare?

The WITNESS: Well, with our alternative programs of course you get a different audience, and the artistic units are set very carefully, because a Shakespearian play will be put on with an appropriate program in front of it and an appropriate program following it, so that you will get on that separate wave length something that fits into the scheme, the central thought of the play. You will have on your alternative program,—you might have a variety program, but you would always have some contrast.

Mr. GARLAND: What I really mean is this: Did your company receive a large number of representations suggesting that you put out this beastly old Shakespearian stuff and give us more detective stuff?

The WITNESS: No, the Shakespearian productions have been particularly well received. I will just glance again at this list and see if I can discover any that were not so well received. No, I do not think that I can give you an example, but I can give you an example of another kind. The Rev. Father Knox, in addition to being a very eminent divine, is also a humorist of international reputation, and we made a great mistake. We put him on at Edinburgh to run a travesty of a news bulletin, and it was about the time that there was some feeling of apprehension about industrial conditions. I do not know if any news of this reached here. It was relayed from all our twenty-one stations, I believe, at that time, and he did the job very well indeed. He imitated the voice of the announcer. He said the thing was copyright by all the news agencies. He announced that the Minister of Transport had just been hanged in Whitehall and that several other ministers of the Crown were throwing bottles at each other in the pond in St. James' Park. Of course, the mistake was the fact that a medium like broadcast should not be used for that kind of practical joking because we were inundated with correspondence, very violent correspondence. Many old ladies lost their sleep and bank balances were withdrawn; but we do get violent reactions occasionally like that. Of course, that was a mistake. It was deliberately done, but that was just the trouble, it was confusing to some people.

Mr. CLAXTON: Mr. Chairman, if I may be permitted just one question: Major Murray this morning spoke about 6,000 schools in England being equipped with receiving apparatus. I wonder if he could tell the committee how that equipment is placed in the schools, who supplies the funds?

The WITNESS: The broadcasting corporation advances a certain amount of money each year to the central council for schools broadcasting. That is the body of educationalists which supervises this work and arranges for the installation in the schools, and for maintenance for a certain period. The Board of Education then cooperates and a certain amount of money and effort is expended by them. Ultimately the intention is that the Board of Education will take over the whole of that reception work and it will become part of the normal school equipment, but we are up against an expense at the moment because it is only a few years old and it takes longer than a few years for a thing to become sufficiently traditional to get into the British schools.

Mr. CLAXTON: Are school broadcasts made every day?

The WITNESS: During the term the syllabus is worked out on a terminal basis in accordance with the attendance at school. It is five days a week normally. I have got a complete selection of the various manuals. Of course, the literature is also distributed and is available for the pupils. The teachers, as a matter of fact, find these of more value. There is a new course going on now which is broadcast on Wednesdays from 2.30 to 2.55, from 20th January to the 23rd of April.

Mr. GARLAND: Is the company satisfied with the success it is having in this regard?

The WITNESS: Yes, I think on the whole. It is not absolutely decisive because, of course 6,000 schools is not a very great number, but it feels that the experiment has justified itself, and I think that even the necessarily cautious opinion of educational authorities is that it has come to stay.

Mr. GARLAND: I rather imagine it would be of much great value in the wide-flung regions of this country?

The WITNESS: I should think it would be very valuable.

The CHAIRMAN: How does this compare in your estimation with the teaching by the gramophone. We had some witnesses who told us that that was of great value?

The WITNESS: Well, the gramophone must be a very great aid and it has the advantage of being put on at any moment. On the other hand, there is the great thrill that the children get. We have put people like Sir Oliver Lodge on to talk in very very simple language about the subjects he knows so well, and the teaching authorities say that the children are enormously thrilled at hearing the actual voice and feeling that they are in contact with the authority; but nevertheless the gramophone has its advantages excepting that, of course, you do not get the same possibility of control. With the courses definitely sketched out and dovetailed into the curricula there is the extra guarantee that the individual school teacher does not upset the arrangement as might be done if it were left entirely to the gramophone.

Mr. GARLAND: Do you find that it has been possible to almost entirely eliminate propaganda?

The WITNESS: I believe that is nearly entirely eliminated. I believe it is true to say that the rough and ready test which I have had occasion to apply on several occasions still applies that the extreme left and the extreme right are equally dissatisfied. Of course, there are people who would regard any exposition of any subject as propaganda for something.

The CHAIRMAN: I desire to express our very very sincere thanks, Major Murray, for the very splendid exposition you have given us.

The WITNESS: Mr. Chairman, I would just repeat what I said at the beginning, that I consider it a signal honour to have been asked to come here, and to express the hope of my corporation that your deliberations will be fruitful and will be a great historic event for Canada.

Witness retired.

The CHAIRMAN: We have some other men here who have briefs which they wish to present. I would like to call on Mr. Ashcroft. Mr. Ashcroft is connected with the Trans-Canada Broadcasting Company.

R. W. ASHCROFT, called.

The WITNESS: Mr. Chairman, I would like to state at the outside in connection with the Empire broadcast that Major Murray referred to, that the first we heard of it in Toronto was when several western stations wired us to know if we would fit into them. We knew nothing about it at all. We were unable to do anything in the matter at all.

The Trans-Canada Broadcasting Company was organized in June, 1928, and was the pioneer in Canada in the development of commercial network broadcasting.

In November 1929 I made arrangements with the National Broadcasting Company to broadcast "Amos 'n' Andy" and other popular American programs on Station CKGW.

I would like to make it quite clear to the committee that we, and we alone, beside what programs originating in the United States, or abroad, shall be broadcast over Station CKGW. We pick and choose what we want. The National Broadcasting Company has no financial interest in the station. All we have is a gentleman's agreement with them. They tell us what programs are available and we take them or leave them as we see fit. The result has been that we have weaned the Canadian radio public in our area away from their habit of continuously tuning in American stations, and most of them are now fully satisfied with the radio menu which we give them. In other words, we have been policing the Canadian-United States border and only allowing into the country such programs as we consider suitable. Of course, we cannot prevent them coming in over the air, but, as I have stated, the variety we now offer is good enough to satisfy the average Canadian listener-in; in addition, station

CKGW is a very satisfactory station with American listeners, in within its range.

It costs us, indirectly, about \$100,000 per year to bring into Canada sustaining programs originating in the United States and abroad. That amount is, approximately, our share as a station of the total expense which the National Broadcasting Company is put to in connection with sustaining programs. In other words, we provide our audience with non-advertising programs which cost about \$10,000,000 a year to produce. If we in Canada either under public or private ownership, attempted to duplicate this service it would cost us at least that amount of money each year.

In an article which I wrote about a year ago for Toronto Saturday Night I stated that it would cost at least \$15,000,000 per year to duplicate on a chain of stations across Canada the music and entertainment that was then available without public taxation to the Ontario public alone.

Dr. Frigon has, I understand, stated to this committee that these figures, given in opposition to the report of the Royal Commission on Radio Broadcasting "Were so much exaggerated that there was no sense in them." He also stated that "Roughly over \$1,000,000" for programs would be ample to carry out the Royal Commission's plan.

The principle weakness in the report of the Royal Commission is that it totally ignores the main factor bearing on the situation in Canada, namely, viz: the competition which we have to the south of us and the methods that are in vogue in the United States.

It is conservatively estimated that at least \$50,000,000 a year is expended in the United States for radio programs. This is for talent alone, and does not include station time or transmission. Other estimates run as high as \$100,000,000 per year.

How could Canada with a \$1,000,000 annual expenditure for programs compete with a \$50,000,000 radio show or even with a \$15,000,000 show or \$5,000,000 show.

Station CKGW broadcasts non-advertising programs which cost about \$10,000,000 a year to produce. In addition the station broadcasts sponsored programs which probably cost considerably more than \$10,000,000 a year for talent alone. I recall one program that we broadcast from Winnipeg about two years ago which cost over \$1,000 a minute for talent. At this rate of expenditure, Dr. Frigon's \$1,000,000 would be eaten up in less than a day's broadcasting.

We have broadcast many programs on Station CKGW that cost at least \$5,000 an hour for talent, and it is not unusual for some firms to spend as much as \$10,000 an hour for the fees of musicians and artists on a nation-wide program.

Ever since its inception, station CKGW has been operated as far as possible as a public service institution. It was not conceived as a profit-making enterprise, but rather as a goodwill offering to the Canadian public. I have personally visited practically every radio station in Canada and a large number in the United States, and I know of no station in either country that gives better service to its public than does station CKGW. Not one note of jazz nor one wail of a crooner originates on station CKGW.

I understand that some statement was made to the committee that radio advertising was prohibited in practically all European countries. That is not so, as advertising is permitted in the following countries:

Estonia,
France,
Germany,
Irish Free State,

Italy,
Luxemburg,
Norway,
Poland,
Rumania,
Spain,
Turkey,
Yugoslavia.

In the case of Germany advertising is accepted, providing the sponsor is domiciled in Germany. In Irish Free State a foreign advertiser may broadcast providing his products do not compete with domestic products.

The following countries in Europe do not allow sponsored programs:

Austria,
Belgium,
Czechoslovakia,
Denmark,
Finland,
Hungary,
Latvia,
Lithuania,
Netherlands,
Portugal,
Sweden,
Switzerland,
United Kingdom.

In the Western Hemisphere, advertising is allowed in all countries which have radio stations. These are as follows:

Canada,
Newfoundland,
United States,
Mexico,
Cuba,
Costa Rica,
Dominica,
Haiti,
Honduras,
Porto Rico,
Argentine,
Bolivia,
Brazil,
Chile,
Colombia,
Peru,
Uruguay,
Venezuela.

There are no radio stations in Guatemala, Nicaragua, British Honduras, Salvador, Panama, Ecuador, and in British, French and Dutch Guiana and the British West Indies.

I think we should follow in Canada the practice in vogue in the Western Hemisphere, rather than that in Great Britain.

In any event, it would be manifestly unfair to the 100 per cent Canadian manufacturer to debar him the use of the air to advertise his business, as long as his competitors were doing so in the United States.

I do not understand why anyone in these times should recommend that the Dominion Government should spent several million dollars to acquire, as it were, what it already actually possesses, that is, complete control over Canadian broadcasting. The Government will have this control five years from now, or any number of years from now, and can modify it or amplify it as occasion requires.

Speaking for station CKGW, it is absolutely under the control of the Department of Marine. If to-day the Minister of Marine gave me instructions that I was not to broadcast "Amos 'n' Andy" to-night because that form of American "culture" was not suitable for Canada, or for any other reason, I would not broadcast "Amos 'n' Andy".

If he had told me last month that I must not broadcast a description of the Grand National Steeplechase race from Aintree, England, I would not have done so.

What more complete control over Canadian broadcasting stations could the Dominion Government have, even if they owned them lock, stock and barrel?

I personally feel that I am practically an employee of the Department of Marine, when it comes to broadcasting.

There is one very objectionable feature in Canadian and United States broadcasting at the present time, and I hope they will get rid of it in Canada. It is what is called "spot" broadcasting. We have tried to eliminate "spot" broadcasts from Station CKGW by raising the rate for them to what we thought would be an almost prohibitive figure. It figures out about \$1,200, an hour that we charge for them, or a minute rate of twenty odd dollars. Nevertheless they are offered to us every day. We refuse probably two out of every three that are submitted to us. The Toronto Star send them down to us. They have a station of their own, but if they want to reach the Toronto public, we broadcast "spot" announcements for the Toronto Star. We do it for the T. Eaton Company, for Mr. Burton of the Robert Simpson Company and other firms. We would not think of broadcasting announcements of a great many products which are advertised on almost every page of nearly every newspaper in Canada. When I got to Ottawa on Monday morning, I looked over the Ottawa Citizen to see if I could find a few of them, but they are absolutely 100 per cent. I refer to such products as liver salts, corn cures, and many others which are even more objectionable. They may be all right in a newspaper, but they are certainly not for broadcasting. The sponsors of "Amos 'n' Andy" make a corn cure called "Gets-it" and we were asked to broadcast "spot" announcements regarding this product. We refused to do so, even at the risk of losing "Amos 'n' Andy".

I heartily recommend that "spot" broadcasting during the evening hours be absolutely prohibited on Canadian stations. I think that some of the sponsors of these "spot" announcements could readily be induced to broadcast first-class fifteen-minute musical programmes, during which period reference could be made to their product.

Regarding educational programs, if physical culture may be considered as educational, station CKGW is at the present time broadcasting thirty educational programs per week. Four of those are musical, two are drawing, and then we broadcast eight cooking lessons a week.

Last Autumn trans-Canada Broadcasting Company also made possible, in conjunction with Canadian Pacific Telegraphs, the university educational programs which have been broadcast weekly from coast to coast under the auspices of the National Council of Education. This was done without cost to the National Council of Education, and the fees of the professors who spoke on the programs were met by private subscription.

A great many free programmes have been broadcast for charitable and fraternal organizations, service clubs, and other such organizations, over Station CKGW. The Province of Ontario uses the station every day. The Mayor of

the City of Toronto also uses it frequently to talk to the citizens. Both the Provincial and City Police Departments also use it. Toronto recently put out a \$15,000,000 bond issue which the Mayor thinks he put over mainly because of his broadcast.

The station also maintains a children's club of the air, which has over thirty thousand members in Canada and the United States. This club gives a great deal of financial support to the Hospital for Sick Children in Toronto.

Many of these commendable activities would either be impossible, or would be hampered under government ownership and operation.

To sum up, I think that the problem confronting the Committee could be satisfactorily solved if it were decided to continue the operation in Canada, under responsible private ownership and adequate government supervision, of a limited number of stations, these stations to be linked together by a network transmission leased by the government, and also supported by sustaining programs paid for by the government out of the licence fees collected from the listeners-in. There are probably 1,000,000 radio receiving set owners in Canada at the present time, liable to pay the \$2 licence fee, a total of \$2,000,000. Assuming that it costs \$500,000 annually to operate the radio branch of the Department of Marine, this would leave \$1,500,000 applicable to transmission and programs. I do not know what transmission costs but it seems to me that \$500,000 a year should pay for operating expenses and up-keep, and a reasonable profit for an eighteen-hour daily network transmission service from Halifax to Vancouver. This figures out at \$1,370 per day of eighteen hours, or about \$75 per hour. If a network service from coast to coast were made available to sponsors like Imperial Oil, Canadian General Electric and similar concerns at the rate of \$75 an hour, as against the present cost of about \$1,200 I am sure firms of that calibre would be glad to avail themselves of the service. This would leave \$1,000,000 for station time and sustaining programs, to be spent on a chain of stations from coast to coast.

That scheme would be elastic to this extent; there is a station in Moose Jaw, run by the radio association there. They could pick up those coast-to-coast programs, because they are right on the telegraphic routes, and places like Kitchener and North Bay and other small places could all avail themselves of this coast to coast service, both sustaining and sponsored. The scheme does not shut out the small people.

I might say in conclusion that of the programs that we put out over CKGW more than two-thirds are sustaining programs, without any advertising in them whatever. And 77·2 per cent used original talent; what we call flesh and blood talent, only 22·18 per cent are phonograph records and only 6·2 per cent are electrical transcription discs; and of the total time of broadcasting operation, only about one per cent is used for commercial references. Of course sometimes those commercial references come in a bunch, it is not one per cent of each hour.

I think, Mr. Chairman, that is all I have to say.

The CHAIRMAN: Any questions you wish to ask, gentlemen?

By Mr. Garland:

Q. You said that more than two-thirds of the program over the station you represent is sustaining. Is that fairly representative of the operation of the stations?—A. Oh, yes. Of the balance, 33·32 per cent, there are no commercial references in about one-fifth of the program. Take the physical culture exercises in the morning, that is really a commercial program, it is sponsored by the Metropolitan Life, but they do not attempt to sell insurance.

Q. The other broadcasting companies in Canada have about the same experience, about two-thirds?—A. As to that I cannot say.

Q. You find these sustaining programs are necessary in order to keep continuity of interest?—A. Yes, so when anybody goes to the radio set and switches on they know something will be coming from the station.

Q. Do you suggest that the government shall pay for the maintenance of this interest?—A. To maintain continuous service?

Q. Yes.—A. I think during the day time programs of carefully selected phonographs records are, if anything, superior to the flesh and blood talent.

Q. That is not quite the point. I think you mentioned that you thought the sustaining programs might be supported by government assistance.—A. I do not mean these sustaining programs. I think the government should put on programs of a sustaining nature. We would hope to get a little revenue out of it from the government.

Q. With regard to "Amos 'n' Andy," is it fair to ask you what they cost? I do not want you to give away— —A. It is all right. We try to use enough sustaining programs from the National Broadcasting Company, so that they will not owe us any money and we will not owe them any money. But the character of their sustaining programs on the whole is not such as we consider suitable for broadcasting in Canada, the result is we usually get a cheque from them for the difference at the end of the month. But the idea of the arrangement with them is that no money shall change hands.

The CHAIRMAN: You are giving them programs at the same time?—A. We are giving them time for which they get money, time for sponsored programs, for which they get revenue.

By Mr. Garland:

Q. Are you using any other American service besides "Amos 'n' Andy"?—A. Oh, yes, we use probably two hours, or two and a half a day of sponsored programs, and probably three or four hours a day of their sustaining programs.

Q. In the final analysis, who do you think pays the cost of maintaining the station?—A. Station CKGW?

Q. Yes.—A. The sponsors.

Q. Well, that is directly, but what I mean is, in the final analysis, who pays? Is it the purchaser of goods from advertisers? You could not carry on without advertising, could you? You have just suggested that.—A. No.

Q. Therefore, those who buy the goods from the advertisers are really the people who pay.—A. They pay, but mass distribution, you know, lowers the cost of branded merchandise.

Q. Oh, yes. It appears to me that your evidence would indicate that your station is at the present time helping American advertisers.—A. No, we do not take a single program unless the sponsor is domiciled in Canada, has a factory here, is employing Canadians, and selling goods here. We are not broadcasting American programs, though it so happens that some programs originate in the United States.

Q. Well, that is a rather difficult distinction for me to understand.

By the Chairman:

Q. Could you give some illustrations?—A. Well, take Chase and Sanborn, I think they have been in Canada a good many years.

By Mr. Garland:

Q. Pepsodent Toothpaste is the particular one we are referring to.—A. They have a factory in Toronto. The Fleischman Yeast people distribute goods all over Canada. Cities Service Oil Company have millions of dollars invested in Canada.

Q. I presume the control is vested in the United States, though?—A. I judge so, yes.

Q. So that in the final analysis what I said is true?—A. Yes, except they charge the cost of their Canadian broadcasting to the Canadian branch. They have to pay for it, so that the Canadian consumer pays for that.

Q. Don't you advertise Enna Jettick shoes? They are not made in Canada.—A. But they have a sales organization here. That is the one exception. And the reason they are on the station is because of our Northern New York and Northern Pennsylvania and New England coverage.

Q. That is an exception, you would say?—A. That is the only one I can think of.

Q. We read your circular. The thing that struck me is the statement that under government ownership it would cost \$15,000,000 a year.—A. To duplicate what we are putting out.

Q. I am curious to know how you figure that. Are you basing it on paying \$1,000 a minute to men like Harry Lauder?—A. No, I base it on what the National Broadcasting Company pay for programs, what sponsors pay for talent, and what we pay for the sustaining programs we put on.

Q. Would that be affected by the statement made by Major Murray that it would be easy and desirable to exchange programs with Great Britain and other European countries.—A. If we could pick them up here, we could save some money. We can only pick them up at one point at present, and not satisfactorily.

Q. That could be corrected?—A. It could be corrected.

By Mr. Ilsley:

Q. Did you not estimate the cost of establishing the Aird system in your pamphlet? It seems to me I remember a figure of \$10,000,000.—A. I think I said it would be nearer \$10,000,000 than the figure the Aird report gave.

Q. I think you used a figure of \$25,000,000 later, adding that to the \$15,000,000 didn't you?—A. No.

Q. How do you get at that \$10,000,000?—A. Well, I did not state it would be \$10,000,000. I said it would be nearer \$10,000,000 than the figure they gave. And I believe the Canadian Manufacturers' Association have filed detailed information showing that it would cost in the neighbourhood of six or seven million.

By Hon. Mr. Euler:

Q. Would you elaborate a little more your argument in regard to the cost of \$15,000,000 a year?—A. Do you mean the cost of running?

Q. Give the basis for the figure.—A. The basis for the figure is what the National Broadcasting Company themselves are spending for what they call their sustaining programs, and what their sponsors pay for talent, which even the National Broadcasting does not know exactly, and what Canadian sponsors are paying for talent on our station, and also what we pay for sustaining programs that we put on.

By Mr. Garland:

Q. Then would it be fair to assume that, providing your argument is correct, and your figures accurate, the best thing for Canada to do would be to continue to accept from the United States these very costly sustaining programs?—A. I think it would be more economical.

Q. From the Canadian point of view, as a Canadian do you think it would be better than adopting our own system?—A. If we could afford it, I would prefer that Canada should stand on her own feet in the matter, absolutely.

Q. You suggested as a rather striking point in your argument that a main factor in retaining or sustaining the present character of Canadian broadcasting was American competition. Will that not also be true if we had a national broadcasting system?—A. If you had a national broadcasting system, which allowed Canadian sponsors to use direct advertising on their programs, or to have on the stations in Canada programs containing an equivalent amount of advertising to what the United States stations do, we could operate all right under government ownership. But as I understand the proposition of the Royal Commission, it was to cut out anything but indirect advertising, and no advertiser would put on that kind of advertising, it would not pay.

Hon. Mr. Euler:

Q. You think then the estimate is wrong, when they say they would get \$700,000?—A. They would not get a nickel.

By the Chairman:

Q. What do you mean by direct advertising?—A. Direct advertising over the air, to my mind, means not only mentioning the name of the sponsor, but also saying something about the products that he makes, and their merits and so on.

Q. What percentage of the time should he use?—A. Not over four to five per cent.

Hon. Mr. Euler:

Q. What do you mean by a sponsored program?—A. A program paid for by a mercantile or manufacturing concern.

Q. But to give only the name,—they give their program or concert and then mention that this is by courtesy of such and such a firm.—A. That would be indirect advertising. You could not get sponsors to do that.

Q. You do not call that a sponsored program?—A. That would be a sponsored program.

Q. But you could not get anyone to take it?—A. No, General Motors tried it and dropped out.

By Mr. Ilsley:

Q. Do you suggest that it might cost \$30 a year licence fee to get the service that is contemplated by the Aird report? Did you use that figure?—A. I cannot recall. I wrote that article about a year ago when there were about 500,000 licensees at \$1 in Canada, and by dividing \$500,000 into \$15,000,000 you arrive at \$30. I think I stated a \$30 licence fee, if you are going to put on a \$15,000,000 show, a \$30 fee would be necessary, or a tax on tubes.

Q. That went out a few weeks ago and was spread pretty generally throughout the country and to the members of this committee.—A. Well, that is over a year old.

Q. It did not say so.—A. The date is printed on it.

By Mr. Garland:

Q. With more than one hundred legitimate, or assumed legitimate requests for licences for broadcasting stations in the hands of the department, how would you suggest, on what basis would you suggest that the apportionment of these rights be made?—A. I do not think you can grant any of them, with the wavelengths you have got.

Q. Do you think the present available channels are entitled to continue?—A. I do not think all of the stations we have are necessary, I think we have

some unnecessary stations, and I think we have no stations at some points where we should have them. But I have no data to go on.

Hon. Mr. Euler:

Q. According to that you would cut out some that you refer to as unnecessary?—A. Yes.

Q. Would you compensate them?—A. Yes.

Q. On the basis of goodwill also?—A. No.

Q. If the country did buy out the good ones, yours for instance?—A. We would not want anything for goodwill.

Q. Would you expect something for good-will?—A. I do not think so.

Q. —Good!

By Mr. Ilsley:

Q. There was a large amount for good-will in the estimate of the Canadian Manufacturers Association.—A. Yes, I noticed that.

Q. Therefore you must have had in mind a large amount for good-will in your mention of \$10,000,000. That is correct isn't it?—A. No. I had no thought of good-will in that figure. I phrased that that it would cost nearer to \$10,000,000 than three or four million, whatever it was. Take a mean of that, five or six million.

Q. All right, you have to get half way between before your statement could be true.

Mr. GARLAND: There is a big spread between five or six and ten.

By Mr. Ilsley:

Q. You made up these figures, how did you make them up? I do not use the expression "make-up" in a derogatory sense, but how did you arrive at those figures? They strike me as being very wild guesses. I do not want to be unfair, but is not that true?—A. Well, from the information given me I do not think seven 50,000 watts and three 5,000 watt-ers would cover the territory to give complete coverage. A 50,000 watt station only extends over a 175 mile radius, I understand from Mr. Bain's report, that is about 340 miles altogether.

Q. Did you make a detailed estimate?—A. No.

By Mr. Garland:

Q. Do you suggest that the evidence given by the technical advisers to the effect that the set-up provided in the Aird Report will not give more adequate coverage than is now provided?—A. They did not in that report indicate the locations of those stations. Subsequent to the Aird Report I believe Mr. Bain made an investigation as to the signal strength of 5,000 watt stations and 50,000 watt stations in the daytime. The 5,000 watt gives about a 125 mile radius, and the 50,000 about 170 miles. So seven 50,000 watt stations would give seven times 340 miles east and west.

Q. You are speaking of daylight reception are you?—A. I think that is what was mentioned in Mr. Bain's report.

By Mr. Ilsley:

Q. You said your station was not established as a profit-making enterprise, but rather a service-giving enterprise. Is that correct?—A. Yes.

Q. Has it not shareholders, and represents invested capital, and pays dividends? It is a commercial enterprise?—A. It is a commercial enterprise, but the idea in starting it was not to make money.

Q. What was the idea?—A. Well, five years ago, we did not have a high powered station in Ontario, a good station, and Mr. Hatch decided he would build one. He had no idea of making money out of it.

The CHAIRMAN: To embarrass Sir Henry Drayton, perhaps!

The WITNESS: He may have had at the back of his mind that if Sir Henry would allow us to advertise our potable liquors, we would be there.

By Mr. Smith:

Q. I understood from your statement made in your brief that you were not satisfied with the present policy existing in Canada to-day, and you made certain suggestions to improve that, with respect to government supervision but private control and ownership. Have you made any estimate of what it would cost to inaugurate that system which you suggest?—A. You mean for physical equipment?

Q. The whole.

By Mr. Garland:

Q. On the same basis that you estimated the ten million?—A. No, I have not made any estimate. I think we could use the present stations to a large extent.

By Mr. Smith:

Q. Well, there would be some expenditure necessary. The question of land lines—A. My idea would be to lease the land lines.

Q. Have you any idea what it would cost, have you made any estimate?—A. I think the estimate I gave of \$500,000 was higher than the actual cost would be, based on what the people who own the transmission lines have told me.

By Hon. Mr. Euler:

Q. I may not have your language exactly, but I think you said that the Department of Marine and Fisheries were your absolute masters, that you are under their control, if they asked you, for example, to cut out "Amos 'n Andy" you would cut them out?—A. Correct.

Q. That goes only half way. Would you say the Department is sufficiently in control to make you improve your programs by any suggestions they might make, not only as to cutting out what is objectionable, but as to putting in things they might like, with regard to education and so? You would hardly go that far?—A. No. Of course we consider we do a pretty good job at present.

By Mr. Ilsley:

Q. Are you making a conscious effort to elevate public taste?—A. We consider so, yes. But any broadcaster will tell you that.

By Hon. Mr. Cardin:

Q. You said two thirds of your time was devoted to sustaining programs?—A. Yes, sir.

Q. This situation is not a result of the application of a rule by your company, it is due to the fact that you have not enough sponsored time? If you could find other sponsors of programs, that two-thirds of sustaining program would be reduced?—A. In view of the competition we have, we consider that one-third sponsored program is about our saturation point. During the last two years we have never actively gone out to solicit a sponsored program, and we have turned down any number of them, because we consider them objectionable.

By Mr. Ilsley:

Q. I do not understand just what you mean by "spot" broadcast.—A. The "spot" broadcast is an announcement of 100 or 125 words which is put on the air independent of any entertainment. We have three or four, sometimes seven or eight of those just before "Amos 'n' Andy", that is where everyone wants to get. We always announce that "The announcements we are now about to make have been selected from a number that have been submitted, and each one is worthy of your attention." Then we will say, for instance, that in the Weekly Star next Saturday there is going to be a special feature, or that the Robert Simpson Company is celebrating its Diamond Jubilee. Each confined to about a minute.

Q. What point were you making about it?—A. Personally I think it is objectionable, I think we ought to get rid of it, that is, that the T. Eaton Company ought to put on a musical program and make their announcement incidental to the entertainment part.

By Mr. Garland:

Q. To what extent do you think the public or the government should undertake that form of censorship?—A. The Department, as a Department, I do not think wants—

Q. No, I was asking to what extent the present or any future Department should undertake to censor your programs?—A. They ought to lay down a general rule, and if infractions are made, correct them. You cannot lay down a hard and fast rule that only ninety-nine or one hundred and one words are to be mentioned in a program.

Q. Well you, as one broadcaster, or one type of broadcaster, may regard "spot" broadcasting as objectionable, and recommend that it be cut out. It is cut out. You have started a principle. Someone else comes along and says he absolutely objects to these five minute dissertations upon the excellence of someone's pork and beans and someone's toothpaste, and they are cut out. Where is your limit? What sort of a department are you going to set up?

Hon. Mr. EULER: For instance, does the Ontario Liquor Commission object to your using the word "cheerio" for fear it might corrupt the public?—A. It is a form of salutation. It does not necessarily mean "have a drink".

By Mr. Ilsley:

Q. Is "cheerio" a drink?—A. No, "cheerio" is a term of salutation, or used instead of "good-bye" or "au revoir".

Q. Or "Prosit".—A. Yes. I christened the station "cheerio".

Q. I have seen someone on the stage or in a moving picture just before he has a drink say "cheerio".—A. You may do it that way. I heard a man on Wellington Street this morning say "cheerio" when parting from a friend, he was not having a drink.:

The CHAIRMAN: Are there any more serious objections?

Mr. ILSLEY: You say no crooning or jazz originates from your station. Do you retail it from the National Broadcasting Company?—A. We do take Rudy Vallee, I think that is the only crooner we take from the States. The King Edward Hotel put on a program in the dance room four times a week, I do not know if you would call that man a crooner or not, but that does not originate in our studios.

Mr. GARLAND: Can you give the Committee the exact words used in your announcement, the introduction of your programs?—A. "This is Canada's Cheerio Station CKGW—

Hon. Mr. EULER: You still use that?—A. Oh yes, we are known as the Cheerio Station. But to ninety-nine percent of the people it does not mean what it may mean to you.

By Mr. Garland:

Q. But will you finish the announcement?—A. “—owned by Gooderham and Worts Limited and operated by the Trans-Canada Broadcasting Company, with studios in the King Edward Hotel, Toronto.” That is, once an hour, or once every hour.

Q. Now is that direct or indirect advertising?—A. Indirect. We have to make the announcement as to the ownership of the station and its locality so that the people who are listening in will know to whom they are listening. We would be glad to cut it out.

Q. I wonder now!—A. Because everyone now knows who CKGW belongs to.

Q. Well, a number of people are being born every day, and they do not know.

By Mr. Claxton:

Q. May I ask Mr. Ashcroft if it is not a fact that it was announced over his station during the last two or three weeks that if the Aird Plan were instituted the licence fee would be \$30?—A. I do not recall. The Ontario Radio League made some announcements, but just what they were I do not remember.

Q. Were they paying for time?—A. No.

By Mr. Garland:

Q. And you did not censor their programs?—A. No, they were only announcements. I do not recall that that was stated.

By Mr. Spry:

Q. It was stated in the Ontario Radio League literature. You helped to organize the League didn't you?—A. I am a member of the League.

Q. You inspired it?—A. No, I think it originated with other parties.

By Mr. Ilsley:

Q. Is not that just as bad as “spot” advertising, to make these brief announcements?—A. That is “spot” advertising.

Q. I thought you were against it?—A. I am against it. We do as little of it as we possibly can. We do a lot of free advertising.

By Mr. Garland:

Q. But you turned down a number?—A. We turned down the objectionable ones.

Q. You do not regard this as objectionable?—A. No. Not at all, I am quite in accord.

Q. Even to the \$30 licence?—A. If they said that.

Q. Oh, you believe that.—A. To duplicate what is being done.

Q. Any basis for that assumption?—A. I have already explained the basis for it. Of course with a million licensees each paying \$2 it would cut it down to \$15 right away.

Q. Would you regard a concert by the Toronto Symphony Orchestra as first-class?—A. Yes.

By Hon. Mr. Euler:

Q. What do they get per hour?—A. \$1,000.

Q. \$15,000,000 a year would work out about \$2,300 an hour, eighteen hours a day.—A. I am figuring on these expensive programs put on in the States. You

see the Union rate in Toronto is \$8. In New York, I believe, it is \$18 per hour per man.

Q. Do you not think there is good enough talent in Canada?—A. I think we have the nucleus of a first-class Symphony Orchestra, dance and every kind of orchestra, right in Canada.

Q. Which would be much less expensive than those upon which you based your estimate of \$15,000,000 a year?—A. Yes.

Q. To that extent you would be wrong then?—A. Yes.

By Mr. Ilsley:

Q. This \$15,000,000 is based on twenty-four hours a day?—A. I have not figured it out. I think eighteen hours a day. I understand Mr. Aylesworth, of the National Broadcasting Company is going to give you some information. He will probably give you definite figures. I have information from the National Broadcasting Company in my office that \$10,000,000 is their cost for sustaining programs. Take the "Lucky Strike Hour," the National Broadcasting Company do not pay out any money for talent for that, they do not know what the American Tobacco Company pay for their broadcasts, but it is very, very expensive. They do not know what Chase and Sanborn pay Eddie Cantor. I understand that Maurice Chevalier got \$5,000.

Q. Would the nationalization of radio in Canada prevent people from receiving over their present sets these persons you speak of?—A. Sometimes they would be able to get them clearly, but as often as not, there would be fading and static.

Mr. Garland:

Q. In the West especially, I can receive with much facility any American station as any Canadian.

By the Chairman:

Q. I suppose it would always be possible, by agreement with the United States broadcasting corporations, to get these exchange programs?—A. I think so.

Q. Which would not cost that amount of money, of course?—A. No.

By Mr. Wright:

Q. I think the Committee would be interested to know whether or not from the suggestions that have been made by the various men that have appeared that are willing to accept broadcasting from Universities and anyone who can give an acceptable program, could we have the same quality of program in every respect by using the present privately owned stations?

From Major Murray's statement I judged it is necessary to own and operate in order to get the type of men, the program of education that you get in England. From the other suggestions offered here, of willingness to put on a similar program as they have there, if the talent is supplied, you might accomplish the same result without putting up any money. I think that is one thing we must have clear in our minds. The statements that have been made are fairly wide apart on a good many points.

The WITNESS: If sponsors like Imperial Oil and others are allowed to benefit by government subsidy of transmission lines so that they could stage a program in Toronto or Montreal and for a nominal sum, \$75 or \$100, have that broadcast from coast to coast, you would get a lot of sponsors back on the air, on network broadcasting. There is only one network broadcast from coast to coast on the air to-day, and that is the one we are broadcasting twice a week.

The CHAIRMAN: Any other questions? If not, we thank you very much.

The Committee adjourned to resume on Wednesday, April 6th, at 10 a.m.

BROADCASTS TO SCHOOLS—SUMMER TERM 1932

18 APRIL—17 JUNE (Omitting 16—20 MAY and 1 June)

NOTE.—FRENCH AND GERMAN DIALOGUES AND 'THE CLAIMS OF SCIENCE' DO NOT START UNTIL 9 MAY

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2.0		2.5 FOR JUNIOR PUPILS NATURE STUDY 'Round the Country-side' Term III Eric Parker	No School Broadcasts on 1 June	2.5 FOR PUPILS OF 14 YEARS TRACING HISTORY BACKWARDS Term III Stephen King-Hall and R. Beloe	
	2.25 RECEPTION TEST	2.25 INTERVAL	2.25 RECEPTION TEST	2.25 INTERVAL	2.25 RECEPTION TEST
	2.30 FOR PUPILS OF 12-14 YEARS WORLD HISTORY 'Empires, Movements, and Nations' Term III—'Nations' J. A. White	2.30 MUSIC Term III Sir Walford Davies	2.30 FOR SENIOR PUPILS BIOLOGY AND HYGIENE 'Your Body Every Day' Term III Professor Winifred Cullis Continues to 22 June	2.30 KING'S ENGLISH Term III A. Lloyd James	2.30 RURAL SCIENCE Term III How Science came into Farming Sir John Russell alternating with The School Garden C. E. HUDSON
3.0	3.0	2.30—3.0 Junior Lesson 3.0—3.30 Senior Lesson	2.55 INTERVAL 3.0 FOR SENIOR PUPILS ENGLISH LITERATURE Delight in Poetry N. Niemeyer Continues to 22 June	2.50 INTERVAL	2.55 INTERVAL 3.0 GEOGRAPHY Life and Work in the British Isles Term III arranged by James Fairgrieve and Ernest Young
	3.25 <i>Beginning 9 May</i> FOR OLDER PUPILS FRENCH DIALOGUES Camille Vière and E. M. Stéphan	3.35 EARLY STAGES IN FRENCH Term III E. M. Stéphan 3.35 Pronunciation Exercises 3.40 Lecture Expliquée 3.50 French Song 3.53 Dialogue or Poem 4.0 INTERVAL	3.25 INTERVAL	3.50 <i>Beginning 12 May</i> FOR OLDER PUPILS GERMAN DIALOGUES Dr. Ernst Deissmann and 4.5 Fräulein Cläre von Both	3.20 INTERVAL 3.30 CONCERTS alternating with GRAMOPHONE RECITALS
4.0		4.5 <i>Beginning 10 May</i> FOR OLDER PUPILS THE CLAIMS OF SCIENCE Term III Gerald Heard			4.15
4.30		4.25			

BROADCAST TALKS

APRIL TO JULY, 1932

Sundays
5.00-5.30 p.m.
Regional

TRAVELLERS FROM THE EAST
(6 Talks)

THE EAST

CHINA IN THE MELTING POT
PROFESSOR P. M. ROXBY
(6 Talks)

Mondays
7.30-8.00 p.m.
National

MUSIC
MUSIC OLD AND NEW
MR. VICTOR-HELY HUTCHINSON
(12 Talks)

Tuesdays
8.30-9.00 p.m.
National

6.50-7.20 p.m.
FRENCH LANGUAGE TALKS
M. E. M. STÉPHAN

ARTISTS AT WORK
MR. STANLEY CASSON AND OTHERS
(6 Talks)

ART

TRAVEL

LIFE AMONG NATIVE TRIBES
(6 Talks)

Wednesdays
7.30-8.00 p.m.
National

AGRICULTURE
MUST BRITAIN STARVE?
SIR JOHN RUSSELL AND OTHERS
(6 Talks)

PHONETICS
SPEECH IN THE MODERN WORLD
MR. A. LLOYD JAMES
(6 Talks)

Thursdays
7.30-8.00 p.m.
National

6.50-7.20 p.m.
GERMAN LANGUAGE TALKS
MR. OTTO SIEPMANN

THE GROWTH OF THE MODERN WORLD ORDER
MR. J. L. HAMMOND
(6 Talks)

BRITAIN AND THE MODERN WORLD ORDER

THE DISINTEGRATION OF THE MODERN WORLD ORDER
PROFESSOR ARNOLD J. TOYNBEE
(6 Talks)

Fridays
7.30-8.00 p.m.
National

THE CHANGING FACE OF NATURE
PROFESSOR JAMES RITCHIE
(6 Talks)

NATURAL SCIENCE

BIOLOGY IN THE SERVICE OF MAN
SIR J. ARTHUR THOMSON
(6 Talks)





SESSION 1932

HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 8

WEDNESDAY, APRIL 6, 1932

WITNESSES:

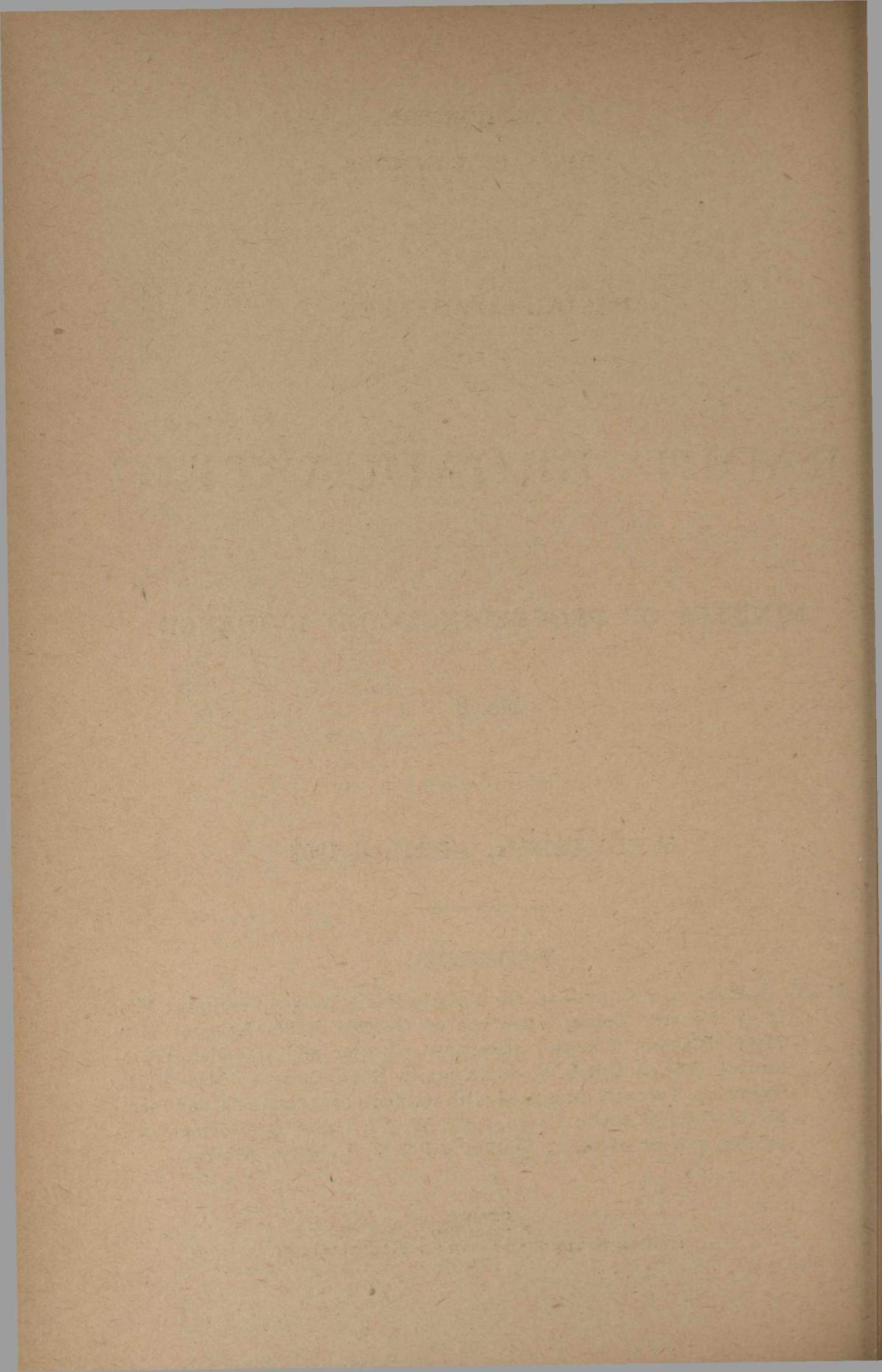
Mr. G. G. Plaxton, K.C., counsel for Ontario Radio League, Toronto; Mrs. M. J. Benson, Toronto, member of Ontario Radio League; Miss Meryl Plaxton, Toronto, newspaper reporter and traveller, representing Station C.K.G.W. and Ontario Radio League; Mrs. H. E. Tremain, Toronto, connected with women's organizations, and member of Ontario Radio League; Mr. W. W. Grant, part owner, proprietor and broadcaster, Station C.F.C.N., Calgary, Alberta.

OTTAWA

F. A. ACLAND

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1932



MINUTES OF PROCEEDINGS

WEDNESDAY, April 6, 1932.

The Special Committee on Radio Broadcasting opened proceedings in Senate Room 368, at 10 o'clock a.m. this day, Hon. Mr. Morand, the Chairman, presiding.

Members present: Messieurs Beynon, Cardin, Euler, Gagnon, Garland (Bow River), Ilsley, Morand, Smith (Cumberland) and Wright.—9.

In attendance: Mr. G. G. Plaxton, K.C., counsel for Ontario Radio League, Toronto; Mrs. M. J. Benson, Toronto, member of Ontario Radio League; Miss Meryl Plaxton, Toronto, newspaper reporter and traveller, representing Station C.K.G.W. and Ontario Radio League; Mrs. H. E. Tremaine, Toronto, Connected with women's organizations, and member of Ontario Radio League. Mr. W. W. Grant, part owner, proprietor and Broadcaster, Station C.F.C.N., Calgary, Alta.

Present: Commander Edwards and Mr. J. W. Bain, Radio Branch, Marine Department, and Col. W. A. Steel, National Research Bureau, in technical and advisory capacities; also representatives of Canadian Radio League and various other radio interests.

Mr. Plaxton called and submitted brief of the Ontario Radio League. He was questioned at some length by members of the Committee, after which he asked leave to have some Toronto ladies present their views expressing the attitude of the women listeners as demonstrated to them by certain tests and experiences. Witness retired.

Mrs. M. J. Benson introduced and presented her views as a member of the League. Some questions asked; witness retired.

Miss Meryl Plaxton introduced, outlined her views generally and gave a description of her own work in connection with radio activities. Questioned by some members of the Committee; witness retired.

Mrs. H. E. Tremaine introduced and gave expression to her own views, particularly with regard to broadcasting and programs. Witness retired.

The Chairman, on behalf of the Committee, thanked Mr. Plaxton and the ladies for the presentation of their several opinions on radio matters.

Mr. W. W. Grant, Calgary, called and read his brief to the Committee, in which he outlined a thought out policy for Dominion wide broadcasting by private enterprise and with Government assistance, under supervision by a created board for that purpose. The witness was questioned at some length by the Committee, with reference to different phases of the policy he advocated.

Witness thanked by the Committee and retired.

It being near one o'clock the Committee adjourned to meet again to-morrow, Thursday, at 10.30 a.m.

E. L. MORRIS,
Clerk of the Committee.

MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 368.

APRIL 6, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10 a.m., Mr. Morand presiding.

The CHAIRMAN: Gentlemen, we shall proceed. We have Mr. G. G. Plaxton, counsel for the Ontario Radio League, who will be the first witness.

Mr. PLAXTON called.

I have a printed statement of the league, and with your permission it will be well for me to read this:

"1. The Ontario Radio League is a Provincial organization, with a membership composed of many thousands of individual Canadians, each of whom is the owner of a radio receiving-set, and is licenced to operate same by the Dominion government.

2. These members and licensees reside in the following Ontario Constituencies, or adjacent thereto:

Brant,	Norfolk-Elgin,	Toronto Northeast,
Brantford City,	Northumberland,	Toronto Northwest,
Bruce North,	Ontario,	Toronto-Scarborough,
Bruce South,	Oxford North,	Toronto South,
Dufferin-Simcoe,	Oxford South,	Toronto West Centre,
Durham,	Parkdale,	Victoria,
Frontenac-Addington,	Parry Sound,	Waterloo North,
Haldimand,	Peel,	Waterloo South,
Halton,	Perth North,	Welland,
Hamilton East,	Perth South,	Wellington North,
Hamilton West,	Peterborough West,	Wellington South,
Hastings-Peterborough,	Prince Edward-Lennox,	Wentworth,
Hastings South,	Simcoe East,	York North,
Kingston City,	Simcoe North,	York South,
Lincoln,	Toronto East,	York West.
Muskoka-Ontario,	Toronto East Centre,	
Nipissing,	Toronto-High Park,	

3. The Constituencies above-mentioned comprise the most densely-populated section of the province of Ontario, in which are domiciled fully four-fifths of all Ontario radio licensees. Of these licensed listeners-in, several thousands are already members of the Ontario Radio League, and hundreds more are being enrolled daily.

4. These licensees,—members of the Ontario Radio League—feel that they are receiving a reasonably satisfactory broadcasting service at the present time from the two high-powered Toronto stations, and they view with concern:

- (a) Any legislation tending to mar, restrict or obliterate their reception of such service;
- (b) To increase their cost therefor;
- (c) To force them to accept inferior service from Canadian stations; or
- (d) To compel them to resort solely or mainly to service from stations in the United States, which service is often unsatisfactory from a transmission and reception standpoint.

5. These licensees submit that the interests of listeners-in should be the first consideration of those in charge of the legislation pertaining to broadcasting, and the administration thereof, and they are borne out in this view by the expressed opinion of a former cabinet minister of the Dominion government, who was in charge of radio for several years, and who stated in parliament on one occasion when the subject of broadcasting was being discussed:

I do not believe the Minister who has the responsibility in regard to these matters can occupy a more sound position than to take care first of all of the listeners-in, and to look after the interests of the broadcasting stations after that. After all the public at large, the listeners-in, are to be considered first; the welfare, the benefit and the enjoyment of the mass of the population which is composed of the listeners-in should be considered before anything else.—(Hansard, June 1, 1928, p. 3831).

6. The Ontario Radio League, therefore, respectfully submits the following assertions, suggestions and comments to the honourable members of the Committee appointed by Parliament to investigate the subject of broadcasting in Canada and which presently will make recommendations in relation thereto.

OWNERSHIP AND OPERATION

1. We are opposed to the ownership and operation by the Dominion Government of broadcasting stations in the province of Ontario in any area which is now being satisfactorily served.

2. We are likewise opposed to any plan of broadcasting throughout Canada such as that suggested about three years ago by the Royal Commission on Radio Broadcasting, or that in operation in Great Britain, for the reason that—to mention no other disadvantages—it would entail too high a licence tax on the Canadian radio receiving-set owner, or too heavy a burden on the public purse.

3. We are in favour of the ownership and operation of radio stations in Ontario by privately-owned firms or organizations of adequate financial responsibility, subject to regulations substantially as hereinafter set forth.

ADMINISTRATION

1. We suggest that, with the exception of coast, ship, Government and amateur experimental stations, the supervision and control of Canadian broadcasting stations should be placed under the jurisdiction of a radio commission of three members.

2. That the personnel of said commission should consist of:—

- (a) One familiar with all technical matters relating to wireless operations;
- (b) One experienced in broadcasting, both provincially and nationally;
- (c) One conversant with the musical, theatrical and educational professions.

STATIONS

1. We recommend the abolition of all private commercial broadcasting stations in the province of Ontario of low power and obsolete equipment.
2. That the owners of such stations be compensated on a reasonable basis.
3. That no broadcasting franchise shall be granted to any Ontario station of less than 5,000 watts capacity, modernly equipped and with crystal control.
4. That, in the granting of franchises, preference be given to those existing stations which have been mainly responsible for the present high efficiency of broadcasting in certain sections of Ontario.
5. That the annual licence fee paid by stations shall be substantially increased.
6. That the annual amount of profit, after deducting operating expenses, insurance, taxes, bad debts and depreciation, which the owners of any radio station shall be entitled to retain as a dividend, shall be limited to not more than ten per centum (10 per cent) of the actual cash capital invested in the station, and that any surplus shall be devoted to the physical betterment of the station and/or to the cost of additional or improved "sustaining" programs.
7. That the number of stations, of not less than 5,000 watts power, operated within the province of Ontario, shall be limited to six (6) located as follows:—
 - (a) One near Ottawa;
 - (b) Two near Toronto;
 - (c) One near North Bay;
 - (d) One near Windsor;
 - (e) One near Fort William.

These six stations would afford complete coverage of eastern Ontario, as well as for a 125 mile radius north and west of North Bay, and a 125 mile radius east, north and west of Fort William leaving only a comparatively small and sparsely-settled section of the province with inadequate coverage. Within the province of Ontario, it should be noted, are about one-half of the total number of licenced radio receiving-set owners in the entire Dominion.

BROADCASTING CHANNELS

1. We urge that immediate steps be taken by the Dominion government to arrange with the governments of the United States, Cuba, Mexico, St. Pierre-Miquelon, and Newfoundland, that stations under their respective jurisdictions shall not continue to broadcast on any of the six frequencies exclusively allotted to Canada.
2. We likewise urge that the United States authorities should be required to allocate frequencies to their high-powered stations at least 20,000 cycles removed from the eleven channels shared between the United States and Canada.

LICENCE FEE

1. We submit that Ontario licensees, who are now enjoying a reasonably satisfactory radio service, should not be penalized by a high licence fee in order that radio receiving-set owners in other parts of the province or throughout the Dominion, might thereby be provided with better entertainment.

2. We feel that all, or the major part, of any licence fees paid by us, should be expended by the Dominion government for the broadcasting of programs on the two Toronto radio stations now satisfactorily serving our area; and that all, or the major part, of licence fees collected in other parts of the province should be devoted by the Dominion government for the transmission of such programs to the other four stations recommended to be located at or near Ottawa, North Bay, Windsor, and Fort William, or to the staging of local programs on these stations.

3. We suggest that steps be taken forthwith by the Dominion government to collect over-due licence fees from delinquent radio receiving-set owners, and that the prompt payment of future fees be enforced rigidly.

SPONSORED PROGRAMS

1. We recommend that sponsored programs, originating in Canada, may be permitted to embody a reasonable amount of reference to the sponsor's business or products,—it being understood that any regulations regarding such programs shall not place their sponsors at a disadvantage with other Canadian sponsors who originate their programs in the United States and broadcast them in Canada.

2. We suggest that suitable restrictions be placed on the character, number and length of commercial sponsored announcements or talks that may be broadcast, and as to the time at which such announcements or talks may be transmitted.

EDUCATIONAL BROADCASTING

1. We recommend that educational broadcasting, other than addresses by outstanding persons on topics of general interest to adults, be limited to daytime periods.

2. We suggest that a radio receiving-set be installed, and operated as occasion offers, in at least one class-room in every school in Ontario.

HOSPITALS, SANITARIA, ETC.

1. We express the hope that all hospitals and similar institutions in Ontario, not now so equipped, may be provided with radio receiving apparatus, and head-sets for each bed.

The foregoing embodies a composite synopsis of the subject-matter, formulated from thousands of written and/or oral statements of Ontario listeners-in,—members of the Ontario Radio League,—and, as such, is respectfully submitted.

ONTARIO RADIO LEAGUE,

per KATHERINE WHETHAM,
Honorary Secretary.

Toronto, Ontario,
March, 1932.

MR. SMITH: The other day I asked one of the witnesses—I have forgotten which one it was—whether the establishment of a new high-powered station, as recommended in the Aird report, would have a tendency of smothering or drowning out other stations. I gave as an illustration, Ottawa. Say one was established at Ottawa, could the other stations be brought in? I think the answer was that with the present receiving sets in Canada to-day, fifty per cent of them could tune the high-powered station out, and bring others in, and the other fifty per cent, with very minor changes, could be able to tune in

as well. Now, I see in this brief, on page two you say, any legislation tending to mar, restrict or obliterate their reception of such service." Has that to do with that point?

Mr. GARLAND: May I interject there, following up Mr. Smith's suggestion. The answer to the question was given, dependent upon the location of the broadcasting station being some slight distance from the city of Ottawa itself.

Mr. SMITH: I think that was another point. I remember one witness stating the station should be removed some distance from the centre of population, as I understood it. I should like to clear it up, if Col. Steel would go over that point again, because it seems to be one where there is a great difference of opinion.

Col. STEEL: Well, your statement in general is correct; that the tendency in receiving sets to-day is to give a higher selectivity, and consequently they would be able to tune out a powerful station, comparatively close at hand. However, it is a well recognized fact that high-powered stations should be located some little distance from the centres of population.

The CHAIRMAN: That has been the rule.

Col. STEELE: That has been the rule of the Department of Marine for a long while, that as far as possible all such stations should be located well outside of centres of population.

The CHAIRMAN: What do you refer to, Mr. Plaxton, in "a" there on page 2, "any legislation tending to mar, restrict, or obliterate their reception of such service." Is that what you had in mind?

Mr. PLAXTON: Yes. My knowledge of what is referred to there in particular from the standpoint of the radio listener, would be the location of stations and the possibility of interference between stations. That should be prevented as far as is possible by legislation, administration of government departments.

The CHAIRMAN: You say, ". . . and they view with concern: (a) Any legislation tending to mar, restrict or obliterate their reception of such service." What kind of legislation have you in mind that might mar, restrict, or obliterate their reception of such service? Is it in Toronto, for instance, or Ontario?

Mr. PLAXTON: The term "reception" as used in that clause, I believe, does not relate solely to the quality of the broadcasting that comes in. It refers more generally to the right of broadcast by listeners-in in a general sense.

The CHAIRMAN: You mean the type of program in the reception?

Mr. PLAXTON: Yes.

The CHAIRMAN: Not the reception in the set? You are referring to the type of program?

Mr. PLAXTON: Yes.

The CHAIRMAN: Legislation that would tend to mar the type of program coming in.

Mr. PLAXTON: That is the particular reference.

Mr. GARLAND: Then, Mr. Chairman, how could the type of program obliterate reception?

Mr. PLAXTON: This term, as I take it, is intended to cover the whole field; that is to say, anything that might be injurious to the interest of the listener-in, not only alone, from the standpoint of elimination of programs that they would desire to receive, but also the interference from a technical standpoint, from stations that might be too high-powered, and too close to the one that would be broadcasting.

Mr. GARLAND: What legislation would you refer to as tending to obliterate reception?

Mr. PLAXTON: That is a prospective—

Mr. GARLAND: You have something in mind. What legislation did you have in mind?

Mr. PLAXTON: The only legislation that they had in mind in that connection was just the general possibility of something being put in the statute books which would be detrimental to the interests of the listener in a general sense.

Mr. GARLAND: We just do not know what that is.

Mr. PLAXTON: I am afraid I don't know either.

Mr. GARLAND: Thank you.

The CHAIRMAN: Have you any plan that you wish to present, or are you ready for questions?

Mr. PLAXTON: You mean, have I any other comments to make?

The CHAIRMAN: Yes.

Mr. PLAXTON: I think I would like to submit to this Committee several observations for consideration in this matter. As the Ontario league, we do not come before you in any technical sense; we are not technicians; we are simply listeners-in. We want to present the view of the listeners-in.

Hon. Mr. EULER: May I ask you what comprises the Ontario Radio League? How many members have you? How are you constituted?

Mr. PLAXTON: The Ontario Radio League is an informal organization; it has not got any legal existence. It represents to-day about 50,000 or more listeners-in in Ontario, who were invited by card to send in an application to join the league in supporting the causes of the listeners-in from the standpoint of Ontario.

Hon. Mr. EULER: May I ask you, would I be right in assuming that you had 50,000 responses to your requests to join your league, and does it follow that they have joined because of the fact that they fear there will be nationalization. Is that the reason for their having joined what you call your league?

Mr. PLAXTON: I believe that the members have joined out of a desire to conserve and serve the best interests of the listeners-in in a particular way; but in particular they view with concern the possibility and as they see it, the danger of nationalizing the whole system of broadcasting.

Hon. Mr. EULER: May I put it this way: you say you have received 50,000 replies. Is that correct?

Mr. PLAXTON: I am not able to make that statement myself, because I have not counted the cards, but there are trunks full of them.

Hon. Mr. EULER: We will say, approximately.

Mr. PLAXTON: Yes, the secretary informs me that there must be over 50,000 and they are coming in four and five and six hundred in a day.

Hon. Mr. EULER: Have you any communication which was forwarded, and to which those 50,000 or 40,000 made reply. If you have any, I would like to present them.

Mr. PLAXTON: Would you like me to read this?

Hon. Mr. EULER: If it is not too long.

Mr. PLAXTON: This is a letter sent out by the honorary secretary, Miss Whetham, dated March, 1932, and headed: "Ontario Radio League, 69 Yonge Street, Toronto."

Mr. GARLAND: Is that the regular circular letter that went out recently to all the members?

Mr. PLAXTON: Yes.

Hon. Mr. EULER: That is what brought about this big membership?

Mr. PLAXTON: The letter reads:

You reside in that section of Ontario which, for some time past, has been receiving very satisfactory radio service from the high-powered Ontario stations which are affiliated with the Canadian and United States networks, and which broadcast programs originating in all parts of the world.

You pay for this service a licence fee of \$1 per annum, plus the expense of the up-keep of your receiving set for tubes, etc., which is nominal. Not one cent of your \$1 is used by the Dominion Government to help provide you with music and entertainment. Nevertheless, they intend to *double* your tax.

Radio service in some other parts of Ontario, and in the other provinces, is admittedly bad; and, because of this, the Dominion Government is being asked to take over the business of broadcasting in Canada, to spend millions of public money to build new stations from coast to coast, to spend many more millions each year to operate them, and you and the other 250,000 Ontario licensees—out of a total of approximately 500,000 licensees throughout Canada—are to be taxed to pay half the bill for this *all-Canadian* radio service.

Those who are in a position to *know*, tell us that, to provide *all of Canada* with radio service as good as what you are now getting, would cost *at least* \$15,000,000 per year. In other words, your licence fee would cost you \$30 per year instead of \$1, and you would have to tune in American stations for some of your favourite programs and for all broadcasts from Europe and elsewhere.

Those who *don't* know say that a \$3 license fee, or \$1,500,000 per annum, would be sufficient to give Canada a first-class all-Canadian service, quite as good as that to the south of us.

Those who *do* know say that \$1,500,000 per annum would be a mere "drop in the bucket," and that, if that amount were all that you and other Canadian licensees were asked to provide the Government for operating expenses, the Canadian programs would be so mediocre and banal that you would soon be listening only to American programs as was probably your habit some three or four years ago.

In any event, you are asked to:

1. Join the Ontario Radio League, which will represent you before the Parliamentary Committee in Ottawa. *This will entail no expense to you*, and you may send your application for membership on enclosed prepaid postal card.
2. Write to your M.P., or to the Prime Minister at Ottawa, or to us, and express your views in detail.

Yours faithfully,

ONTARIO RADIO LEAGUE,

K. WHETHAM,
Honorary Secretary.

P.S.—Please return your postal card *promptly*. Membership in the League will cost you nothing, as there is no initiation fee nor dues. *Voluntary* contributions, no matter how small, will be gratefully received and acknowledged.

Hon. Mr. EULER: How many members did you have before that circular went out?

Mr. PLAXTON: How many members?

Hon. Mr. EULER: Yes.

Mr. PLAXTON: I don't think there were many members. Miss Whetham, are you able to give that information?

Miss WHETHAM: Just a small group.

Hon. Mr. EULER: What do you mean by small, 100 or 50?

Miss WHETHAM: No, ten.

Hon. Mr. EULER: Ten people formed the Ontario Radio League, sent out that letter and then got 50,000 replies?

Mr. GARLAND: Might we have the names of the original ten?

Mr. PLAXTON: I will have to ask Miss Whetham to give that information.

Miss WHETHAM: I am not at liberty to give you those.

Mr. GARLAND: We have had, Mr. Chairman, in the case of other leagues who appeared before us a list of names comprising the membership. I presume we will get that from you later on?

Mr. BEYNON: I understand Miss Whetham to say she is not at liberty to give it.

Mr. PLAXTON: I think what she means, she has not got the list with her.

Mr. BEYNON: That is not what that statement means.

Mr. GARLAND: Is that what was meant?

Miss WHETHAM: No. I mean that I am not at present at liberty to give those original names.

Hon. Mr. EULER: They were the persons who financed the sending out of that mail, that circular, I suppose?

Mr. PLAXTON: Yes, I presume so. I came into this matter subsequently, and I am not conversant with the arrangements that were made at the inception of the organization of the league.

Hon. Mr. EULER: But would you not say that the fear that you instilled into the minds of radio listeners by your statement that it would cost them a license fee of \$30 a year is what brought you replies from so many thousands?

Mr. PLAXTON: I would say frankly that that would probably be an important factor.

Hon. Mr. EULER: Now, do you believe that that statement is correct, that it would cost the listeners-in \$30 a year for a licence fee?

Mr. PLAXTON: I am not able to say just how the licence fee would work out.

Hon. Mr. EULER: Your league sent that out.

Mr. PLAXTON: Yes, but that was the view that the original members of the league had at that time.

Hon. Mr. EULER: And do you know where they got the information and what they based that statement on?

Mr. PLAXTON: No I do not know.

Hon. Mr. EULER: Ten members sent out that original circular.

Mr. GARLAND: Where were the finances of the Ontario League coming from?

Mr. PLAXTON: The finances of the radio league are coming from a number of the members of the league who have voluntarily come forward and put up the money.

Mr. GARLAND: And whose names are still uncovered.

Mr. PLAXTON: And whose names could be tabled if that were desired.

Hon. Mr. EULER: Are they owners of broadcasting stations?

Mr. PLAXTON: One member is,—not an owner but he is identified with one.

Hon. Mr. EULER: Only one?

Mr. PLAXTON: Yes, only one that I know of, although I have been in touch with more than one station to get their suggestions.

Mr. GARLAND: Mr. Chairman, I think it is very necessary if any importance is to be attached to this that we should have the names of the membership.

The CHAIRMAN: I think that the Radio League will see to that if they wish to have it seriously considered.

Mr. PLAXTON: We will be glad to supplement any statements we make to-day with any further information that may be wanted.

Hon. Mr. EULER: I do not want to press the matter too far, but could you not give the committee some information as to what you base these—I will call them—extreme statements on, because you have influenced, without any doubt in my opinion, quite unfairly or incorrectly without justification, the minds of thousands of radio listeners in the Province of Ontario in telling them that they are going to be obliged to pay \$30 a year licence fee. Now, if that is true it is very important; if it is not true it is just as important, and it ought to be corrected in some way. What do you base it on?

Mr. PLAXTON: I understand that the information that was given in respect to that matter was predicated on the theory that such a fee might be necessary.

Hon. Mr. EULER: Well, it is not, because it is a definite figure.

Mr. PLAXTON: Yes, if the government were to adopt the extreme views and requests of listeners-in and organizations in Canada who might want to nationalize the entire radio system of broadcasting.

Hon. Mr. EULER: I understand that, but why do you say \$30? Why did you not say \$50 or \$100 or \$10? There must be some data that you had that enabled you to arrive at this figure of \$30, which is rather an appalling figure to the average listener-in, and there must have been some pretty careful calculating before a definite figure like that is sent out.

Mr. BEYNON: Isn't it based on \$15,000,000 divided by the number of licences?

Hon. Mr. EULER: Did you not get it perhaps from Mr. Ashcroft's figures a year ago?

Mr. PLAXTON: The secretary was the one responsible for originating this statement, as I understand it, in collaborating with the members of the league, and I understood from her that that information was based on statements that had been made publicly by those connected with Toronto broadcasting stations.

Hon. Mr. EULER: That is Mr. Ashcroft's circular you are referring to, I suppose?

Mr. PLAXTON: Yes, I think so.

Hon. Mr. EULER: He gave evidence here yesterday that did not quite bear out those figures.

Mr. PLAXTON: I was not present at the session yesterday.

Mr. GARLAND: Would you let me see that letter which you quoted from?

Mr. PLAXTON: Yes. From the listeners-in standpoint and the standpoint of the citizens of the country, we would like to see that arrangements were made by the government to collect sufficient in fees to warrant them leasing the systems that are now owned by the two trans-continental railroads, and which are so modern and sufficient, to enable various broadcasting stations under the supervision and direction of the government, periodically when they get worth

while programs to broadcast an all-Canadian program, and we feel that if a portion of the fee, whether it be \$2 or \$3, were to be absorbed by the government to establish a periodical Canadian-wide service it would be in the interests of the listeners-in and would also tend to Canadianize and nationalize the whole service with a view to having a strictly Canadian program and building up Canadian character. At the same time, from the economic standpoint it would be a source of considerable revenue to the railroads. I was asking one member of a station in Toronto what it cost per hour to use the trans-continental system of the Canadian Pacific Railway or the Canadian National Railway, and I think he said that it was at the rate of about \$1,200 an hour, but that if it were leased on a yearly basis it could be sold at the cost of about \$75 an hour; if you even doubled that or made it \$200 or \$300 a year, it would enable sponsored programs such as might come from Imperial Oil, or the government at very little expense, or even occasional stations themselves to broadcast speeches, the addresses of the Premier, or bankers, or professors at the University where there would be a Canadian interest, or special sporting events in which there would be Canadian interest.

Mr. GARLAND: Let us get this clear: your suggestion in brief is, that in the densely populated area where advertising is adequately remunerative to present broadcasters it is suggested that we leave the broadcasting entirely to private control, but in regard to national broadcasting you suggest that the licence fee be increased to the necessary amount and that the government undertake to lease the Canadian National Railways and Canadian Pacific Railway telegraph and telephone lines in order to carry on a national broadcast, or any national broadcast that may be desired, is that it.?

Mr. PLAXTON: Yes, sir. I think that would be a boon to Canadians, because in the sparsely settled sections of the east and the west they cannot afford to provide their own broadcasting and their own programs so readily and so cheaply as they could be provided for the whole of Canada in the more densely populated centres of Toronto and Montreal.

Mr. GARLAND: Why not say more profitable?

Mr. PLAXTON: Well, you mean—

Mr. GARLAND: To the broadcasters?

Mr. PLAXTON: We are speaking from the standpoint of the listener-in. We are not interested in the broadcasting stations.

Mr. GARLAND: It would be fair to say it is more profitable to broadcast in eastern Canada in the densely populated centres.

Mr. PLAXTON: Yes.

Hon. Mr. EULER: How would that be financed by the government?

Mr. PLAXTON: As I understand it, there will be an ample fund if the government were to collect two or three dollars and I do not think two or three dollars would be a prohibitive licence fee.

Mr. GARLAND: There is quite a spread between two and three dollars.

Mr. PLAXTON: There is, yes, but not as far as the individual is concerned. However, even at two dollars it is my view that the government would have ample money to protect the interests of the government in the administration of the department.

Hon. Mr. EULER: That would be drawn largely from the users in Ontario and perhaps Quebec, would it not?

Mr. PLAXTON: Yes.

Hon. Mr. EULER: Because there are so many more listeners-in?

Mr. PLAXTON: Yes.

Hon. Mr. EULER: Your suggestion that that money should be expended for the extending of the broadcasting to the sparsely settled communities is hardly consistent with what you said a while ago. You said that you did not think it was fair that Ontario listeners-in should pay to give the service to western Canada, or to the sparsely settled districts.

Mr. PLAXTON: I did not intend to make that statement.

Hon. Mr. EULER: I think you made it. I am open to correction. I think you made that as a complaint.

Mr. PLAXTON: I did not intend to make such a statement.

Hon. Mr. EULER: Did you hear it?

Mr. GARLAND: Yes.

Hon. Mr. EULER: Perhaps it was in the letter.

Mr. PLAXTON: It may have been in the letter, but I certainly never made such a statement. We have a common interest between the west and the east.

Hon. Mr. EULER: Well, then, you think it would be fair even if the greater part of the revenue originates in Ontario—

Mr. PLAXTON: I do.

Hon. Mr. EULER: —that that money could fairly be used to give a better service to those who are settled in the west?

Mr. GARLAND: Here is the paragraph:

Radio service in some other parts of Ontario, and in the other provinces, is admittedly bad; and, because of this the Dominion Government is being asked to take over the business of broadcasting in Canada, to spend millions of public money to build new stations from coast to coast, to spend many more millions each year to operate them, and you and the other 250,000 Ontario licensees—out of a total of approximately 500,000 licensees throughout Canada are to be taxed to pay half the bill for this all-Canadian radio service.

Hon. Mr. EULER: You do not really agree with that sentiment?

Mr. PLAXTON: I prefer to make the suggestion that I have just put forward.

Mr. SMITH: It is also in this brief, page 5, under "Licence Fee." The same thing is conveyed, the same expression.

Mr. GARLAND: Yes, even more clearly. Here it is definitely stated:

1. We submit that Ontario licensees, who are now enjoying reasonably satisfactory radio service, should not be penalized by a high licence fee in order that radio receiving-set owners in other parts of the province or throughout the Dominion, might therefore be provided with better entertainment.

Hon. Mr. EULER: It is harly consistent.

Mr. PLAXTON: Well, my view in regard to that is that it will be of advantage to the whole of Canada to get that service and it won't cost the radio users of Ontario any great percentage of the aggregate if the Dominion of Canada takes advantage of the opportunity it has of using this trans-Canada system.

Hon. Mr. EULER: That may be quite true, but then you should not have that paragraph in your brief.

Mr. PLAXTON: Of course we reserve the right to broaden out our views on this thing before the committee.

Mr. GARLAND: Then you withdraw that part of your brief, do you?

The CHAIRMAN: Did you have reference there to the establishing of stations?

Hon. Mr. EULER: I am not saying I object to that, Mr. Chairman. I am merely pointing out that it looks to me like an inconsistency in the presentation.

Mr. PLAXTON: From my standpoint I think the Ontario radio users in a matter of this kind prefer to take a broader view and to suggest that such a plan be adopted that will enable broadcasters of the important programs to broadcast them out over the wire to other parts of Canada.

Mr. GARLAND: Even if they had to pay what might be regarded as a little more than their share.

Mr. PLAXTON: The fees that the government may impose for that purpose should be more largely drawn from the Ontario listeners-in.

Mr. GARLAND: Therefore there is no validity to this section 1 on page 5?

Hon. Mr. EULER: That will have to come out.

Mr. SMITH: I should think so.

Mr. GARLAND: It does not stand.

Hon. Mr. EULER: It is directly contradictory.

The CHAIRMAN: It has been brought to the attention of the Committee so I think probably we had better go on from there.

Mr. GARLAND: Does the witness think it is fair that he should leave the impression on the readers of this letter, and on the strength of which he received a large number of postcards on which he apparently placed such importance—to leave the impression that the Dominion Government had been receiving a dollar licence fee and providing nothing for it. That is the impression left, you see, reading the paragraph.

Mr. PLAXTON: Yes, that is the general view at the present time but it is not what is expected to follow.

Mr. GARLAND: Is it the general view at the present time that they have been receiving no service for this dollar?

Mr. PLAXTON: That is the general view of the listeners in. They are not so well informed, of course, as members of parliament and officials, and we are here to present their views.

Hon. Mr. EULER: But the Ontario Radio League, when they sent that out believed that to be the fact?

Mr. PLAXTON: Yes, they did.

Hon. Mr. EULER: Do you know whether it is the fact?

Mr. PLAXTON: Personally?

Hon. Mr. EULER: Yes. You are representing the league?

Mr. PLAXTON: Yes. They instructed me that that is the case, that that existed at that time.

Mr. GARLAND: Let us hope that the Ontario Radio League is more fully informed on the other subject matter than on that point.

Mr. PLAXTON: As I take it, the Committee is looking for helpful suggestions in regard to this problem and we are only here in that capacity.

Mr. GARLAND: Do you think this is an accurate statement? The letter says:—

You pay for this service a licence fee of \$1 per annum, plus the expense of the upkeep of your receiving set for tubes, etc., which is nominal.

Is that all that the radio listener pays for the service that he is now getting over the radio? Who pays in the final analysis for all this broadcasting?

Mr. PLAXTON: The broadcasts, of course, as I understand it, are all provided now by private enterprise.

Mr. GARLAND: For nothing?

Mr. PLAXTON: In which the listener-in has no financial interest and there is no charge.

Mr. GARLAND: No direct charge?

Mr. PLAXTON: No direct charge, and that is what is referred to there, that there is no other direct expense.

Mr. GARLAND: I want your opinion as the witness of the Ontario Radio League. Do the listeners-in pay only the \$1 and the upkeep of their sets?

Mr. PLAXTON: They have, of course, to pay for the machines—

Mr. GARLAND: I am not talking about that.

Mr. PLAXTON: I do not know of any other expense that they have to pay.

The CHAIRMAN: What you are referring to, Mr. Garland, is it that the cost of advertising in the final analysis is paid by the general public?

Mr. GARLAND: Let us put it that way, then, Mr. Chairman.

Mr. PLAXTON: That is an economic fact. I mean to say that applies to an article of furniture, everything that is advertised to-day, and the cost of advertising is absorbed finally by the consumer.

Mr. GARLAND: So that was fairly accurate, the cost of the goods includes within that the cost of radio broadcasting, the cost of advertising the goods.

Mr. PLAXTON: That might be taken as assumed by all listeners-in.

The CHAIRMAN: In other words, you were not trying to give them a course on economics at the time you sent out that letter?

Mr. PLAXTON: No.

Mr. GAGNON: There is much feeling in the Province of Quebec that the listeners-in do not get very much for the dollar they pay, and I would like the witness to give his views. The tax payer does not know all the intricacies of the law.

Hon. Mr. CARDIN: There are a large number of listeners-in now who understand why they pay the \$1 licence fee. They understand that pretty well when they see the officers of the Department of Marine endeavouring to do away with interference. That is where the money is paid out more particularly.

Mr. GARLAND: I have no hesitation in saying, Mr. Cardin, as an interjection, that in the west we feel that the service given by the department has been well worth the dollar.

Hon. Mr. CARDIN: The same thing applies in big cities like Montreal and Toronto. It is very important to have the service of the department and they are called upon to perform that service every day in the week.

Mr. GAGNON: I am not criticizing it at all. I only say that some people rightly or wrongly criticize the government, and I humbly suggest that the witness should give his views and that those views cannot hurt the members of the committee at all.

The CHAIRMAN: Proceed, Mr. Plaxton.

Hon. Mr. EULER: We just want the facts.

Mr. PLAXTON: Through the assistance of the government much can be accomplished with our own Canadian artists. We have artists in Canada and musical organizations from coast to coast, in the way of symphonic orchestras and general musical talent, that is quite comparable to that of the country to the south or perhaps any other country, and it is a striking fact that up to date the local talent has not been used to the extent that it should have been. In the City of Toronto alone we have a union of about 1,600 musicians and not over 25 per cent of them at the present time, are employed. In fact, 50 per cent of them have had to seek permanent employment in some other vocation.

Mr. GARLAND: To what is that condition due principally?

Mr. PLAXTON: That condition is due to the present general depression, but it is also in a considerable measure due to the fact that we are not employing our Canadian artists enough for broadcasting purposes.

Mr. GARLAND: Is it not due to the introduction of synchronised sound pictures and music?

Mr. PLAXTON: Well, the effect of the talkies, I think, was felt some years ago. That condition, no doubt disseminated the ranks of the musicians and forced a good many of them to go into other occupations.

Mr. GARLAND: Forcing all the theatre orchestras out?

Mr. PLAXTON: Yes.

The CHAIRMAN: If we had more trans-Canada broadcasts there would be more use of our local talent?

Mr. PLAXTON: Yes, unless use of programs that come from the south.

The CHAIRMAN: And in order to bring about that trans-Canada broadcast, you think that the subsidizing of the lines permitting the programs to emanate from the larger centres into the sparsely settled districts would make things easier for you?

Mr. PLAXTON: Indeed, sir. That is just what we suggest.

Mr. GARLAND: You mentioned a moment ago the elimination of programs emanating from the south. Do you think it would be advisable to do that?

Mr. PLAXTON: I would not for a moment suggest eliminating them but I think it would be in the interests of Canadian people that we should have available for them more Canadian programs of entertainment and instruction over the radio.

Mr. GARLAND: And you agree that at the present time that is only possible with government assistance?

Mr. PLAXTON: I agree that through government assistance that can be very greatly improved over the present system.

Hon. Mr. EULER: Speaking of broadcasting informative programs, I suppose you mean educational programs?

Mr. PLAXTON: Indeed I do. I refer to such broadcasts as the National Trust put over the air recently.

Hon. Mr. EULER: You stated awhile ago, I think, that that should be confined to day-time hours. Don't you think that educational programs might go over the air sometime during the evening when many more people are enabled to listen in? I do not mean to say to the exclusion of other classes of programs, but there might be an alternative educational one possible at night when more people could listen in. Would not you think that that should be done?

Mr. PLAXTON: No, sir, I do not.

Hon. Mr. EULER: It should all be in the daytime?

Mr. PLAXTON: I am not agreeing with the negative of your statement. I think it would be quite proper to broadcast instructive programs during the evening provided they were not too long and too heavy.

Hon. Mr. EULER: I understood you to say that they should all be confined to daytime broadcasting, educational programs. For instance, at the last:

We recommend that educational broadcasting, other than addresses by outstanding persons on topics of general interest to adults, be limited to daytime periods.

Mr. PLAXTON: Yes, I agree with that statement. I think that is correct. I think that would be in the interests of the listener-in. I do not think for

a moment that a hook-up for broadcasting purposes should be used for any program or addresses unless they are of general interest.

Hon. Mr. EULER: You speak here of low-power stations. What do you mean by low power? What would be your maximum of a low-power station? You say:

We recommend the abolition of all private commercial broadcasting stations in the Province of Ontario of low-power and obsolete equipment.

Mr. PLAXTON: I would refer there to a station that comes in between a purely community station and a high-power station such as CKGW, CKNC, and La Presse in Montreal, which are very efficient stations. There are some stations which, I understand, are 50-watts, a thousand watts, which only give you a good reception locally, and yet at times they go far enough to interfere with the better class stations.

Hon. Mr. EULER: That is, the Ontario Radio League would advocate the abolition of those stations? That is, in some of the smaller towns or smaller cities, I take it from that?

Mr. PLAXTON: We would not go so far as to suggest that a strictly community station should be done away with because there are many places throughout Canada especially—

Hon. Mr. EULER: You say, "Private Commercial Broadcasting Stations."

Mr. GARLAND: What is the difference between a small community station low power and a community station?

Mr. PLAXTON: As I have said, as a station that is not strictly a community station but goes beyond that area, and yet is not up to the standard of, we will say, a 5,000-watt station or a 4,000-watt station.

Hon. Mr. EULER: What do you mean by a community station,—one that is kept up by a small radio society?

Mr. PLAXTON: I understand you have one in Kitchener. There is what I consider to be a community station.

Hon. Mr. EULER: It is a commercial station.

Mr. PLAXTON: Yes, but it does serve that community with matters of local interest.

Hon. Mr. EULER: You are not including it among those that should be cut out?

Mr. PLAXTON: I would not go so far as that.

Hon. Mr. EULER: What is there below that that you would cut out?

Mr. BEYNON: Above that, as I understand the witness. He means the intermediate station, the one above that, but not up to the standard.

Mr. GARLAND: I wish he would explain. He says here:

We recommend the abolition of all Private Commercial Broadcasting Stations in the Province of Ontario of low power and obsolete equipment.

There is no differentiation.

Mr. PLAXTON: What is intended there, sir, is this: That any station that is intended to be more than purely a local community station, such as the one in Kitchener, should be brought up to the standard of a 5,000-watt station. It will have a minimum radius of 125 miles, so that in the result to enable trans-Canada services of broadcasting you will have a minimum of stations, a minimum of expense.

Mr. GAGNON: I understand that the type of station referred to is the Kitchener type, but as we have not been fortunate enough to be guests of the

Hon. Mr. Euler will you give some explanation as to what constitutes the type of community station?

Hon. Mr. EULER: I may say what interested me particularly was, he speaks of all private commercial broadcasting stations, and under that head certainly comes the Kitchener station, if I may become more or less local in my reference. He says all private commercial broadcasting stations. Well, now, that Kitchener station is certain a private commercial broadcasting station and it is low-power.

Mr. PLAXTON: Yes. Fortunately it is low-power and that means it does not extend too far beyond Kitchener.

Hon. Mr. EULER: Do you say you recommend its abolition as such?

Mr. PLAXTON: Well, no, we don't go that far. In small stations in a town or city like Kitchener where the local member might want to send out a message to his local constituents and not beyond that, we say he should have that privilege.

Hon. Mr. EULER: I am afraid that some of those who replied and became members of your organization as the result of that circular letter, if they had read this paragraph from your brief you would not have had so many replies, because it distinctly hits the Kitchener station.

Mr. PLAXTON: Mr. Euler, there is much antagonism about the form of this letter. I can say to you whole-heartedly that there would be no difficulty in any of the provinces to get the listeners-in to join any reasonable kind of a league. That is not a matter of difficulty, and the particular machinery or modus operandi of getting them to join is not paramount. The fact is that they are together and they are here to represent their views.

Hon. Mr. EULER: Frankly, do you believe that you would have had all those replies if you had not told those people in so many words that they would have to pay \$30 a year? That is enough to make any man a member.

Mr. PLAXTON: Well, it might be that that would probably accelerate the formation of the league.

Hon. Mr. EULER: You got 98 per cent of your replies on the score of that.

Mr. PLAXTON: The league exists, nevertheless, and we are here.

Mr. GARLAND: On page 4 you say:

That the owners of such stations be compensated on a reasonable basis.

Would you give your definition of a reasonable basis?

The CHAIRMAN: That is at the top of the page?

Mr. PLAXTON: Yes. You are referring to those stations that might be—

Mr. GARLAND: That are to be obliterated.

Mr. PLAXTON: That term "reasonable" is one probably that might have to be interpreted by a judge. It depends on the circumstances. Of course it would depend upon the degree of modernity of the equipment.

Mr. GARLAND: Would you go so far as to indicate what the policy of the department should be; would you go so far as to recommend that goodwill should be included in the remuneration?

Mr. PLAXTON: I would not.

The CHAIRMAN: Of course you are speaking for the listeners-in. You are not particularly interested in the stations.

Mr. PLAXTON: No.

Mr. GARLAND: Mr. Chairman, following up the recommendation that all private commercial broadcasting stations be done away with, the witness proceeds then to say:

That no broadcasting franchise shall be granted to any Ontario station of less than 5,000-watt capacity.

That is on page 4. Now, what is the capacity of the Kitchener station?

Mr. PLAXTON: I cannot say positively. I understand it is 10 watts. It is very low.

Hon. Mr. EULER: No, it is more than that. They increased it recently. It is 100 watts now.

Mr. GARLAND: But the brief states:

That no broadcasting franchise shall be granted to any Ontario station of less than 5,000-watt capacity.

Hon. Mr. EULER: Well, that would have to be cut out.

Mr. PLAXTON: It would have to be taken subject to that qualification, that a broadcasting station which is serving a community and so located and operated that it does not interfere with the national broadcasting, should be allowed to exist.

Mr. GARLAND: Can you tell the committee how many 5,000-watt stations there are in Ontario and where they are located?

Mr. PLAXTON: I cannot.

The CHAIRMAN: We can get that.

Commander EDWARDS: There are four stations, two in Toronto, CKGW and CFRB; and CJGC in London operated by the London Free Press; and another one that will shortly be on the air operated by the Essex Broadcasting Company.

Mr. PLAXTON: I had in mind your station in Kitchener.

Hon. Mr. EULER: Are we an exception there?

Mr. PLAXTON: I was asking about that and they informed me it was a very low powered station and it would not interfere with the larger stations.

Hon. Mr. EULER: It is away below the 5,000 watts that you are speaking of here?

Mr. PLAXTON: That is its saving grace.

The CHAIRMAN: In other words, it was not taken into consideration at all.

Mr. GARLAND: We are now in a further difficulty. Commander Edwards has given the location of the 5,000 watt stations as two in Toronto and one in London—

Commander EDWARDS: And a 5,000-watt transmitter going up near Windsor. The power of that has got to be decided. It actually has a 5,000-watt transmitter installed.

Mr. GARLAND: Now, following out your recommendation we now have two in Toronto, that is agreed, in clause 7.

Mr. PLAXTON: Yes.

Mr. GARLAND: One in London. London is not mentioned. You cut out the London station, your brief says so.

Mr. PLAXTON: Unless you want to consider that London is near Windsor.

Mr. GARLAND: Would you regard London and Windsor as the one station?

Mr. PLAXTON: I think, sir, that the question you are bringing up now as to the location of those stations is a matter—

Mr. GARLAND: No, no, just a moment. You brought it up; your brief brings it up.

Mr. PLAXTON: Yes, I understand that, sir.

Mr. GARLAND: Well, now, I am just trying to find out what you are going to do with the London station of 5,000 watts?

Mr. PLAXTON: As far as the listeners-in are concerned, it would not be a serious matter if the London station were allowed to remain under paragraph 7, clause (d).

Mr. GARLAND: And what about the Windsor station? The suggestion, sir, as to Windsor was that it was considered it would perhaps be a more strategic point, that is, if you are locating stations anew.

Hon. Mr. EULER: The Chairman should not be allowed to express any opinion now.

The CHAIRMAN: He isn't.

Mr. GARLAND: The trouble is, you see, that we now have two 5,000-watt stations, which is the type required by your brief—one in London and one in Windsor—

Mr. PLAXTON: As I understand it, there is not one in Windsor at the present time.

Mr. GARLAND: Oh, yes, Commander Edwards has just admitted that.

Mr. PLAXTON: Well, that would possibly be a case there for the government to take over one or the other.

It was my desire to bring with me some of the ladies of the province who might better express the attitude of the listeners-in. I am ably supported in that connection and I would like to have the privilege of calling Mrs. M. J. Benson.

Mrs. M. J. BENSON, called:

Mr. CHAIRMAN and GENTLEMEN: Speaking as one of the vast family of radio listeners-in and also as a member of the Ontario Radio league, emphatically I am not in favour of the proposed change to government ownership and operation from the present system of private enterprise.

This service that exists has mothered the radio listener, and one has a sense of loyalty to it, a tried and efficient parent for the most part, whose virtues one feels will hardly be exceeded by the inexperienced step-mother that aims to supersede her. A perfect system it may not be but one need hardly decapitate a mother to get rid of the wen upon her face.

I would see certain programs eliminated; I am not fond of Kleenex publicity at meal time, and the general standard can always be progressive. But why scrap a system that is well nigh satisfactory, when all the desirable changes could be made through a small central bureau of government officials comprising a specially qualified personnel?

The American menace, so loftily talked of, to be overcome by the odd process of nationalizing radio in this country, strikes me as a Don Quixote Windmill. Need the lance be levelled to remove it? Canadian patriotism surely is not so flimsy and destructible a thing that the reception of a New York symphony concert, an Amos'n Andy episode, a Seth Parker evening, even if hall-marked more or less with an advertiser's label, is capable of causing it to waiver. But the fostering of a Canadian spirit by the exercise of Canadian talent in the presentation of Canadian themes in music, play and lecture, could indeed be served by the use, say once week, of the present coast-to-coast facilities, which are much of the time idle for want of funds.

Radio licence money should be spent for such improvements as it has been found profitable to employ motor licence money on, bettering the highways and motoring conditions.

Then Canada's unequal distribution of population renders unfair a levy of taxation for the establishment of new stations in unserved areas. Ontario would feel it heavily, a province which has the majority of the radio listeners-in.

Could not the Government's surplus money (if that is not a fabulous entity!) not to mention its surplus energies, go into the sponsoring of high grade Canadian programs, using the radio stations that exist; its present right of control be exercised to eliminate futile and interfering stations, and a better regulation be arrived at concerning the hours for certain advertising?

To sum up, I am emphatically in favour of leaving radio in its present hands, for the sake of the public, which is taxed enough already; for the sake of the artists, whose interests are touched; and for the sake of a fair listeners pronouncement on the record of present excellent service, faulty though it may be.

Miss MERYL PLAXTON called.

Mr. CHAIRMAN AND GENTLEMEN, I understand this conference has been called really to eliminate the abuse of sponsored programs. As a director of women's programs throughout Canada I thought I would like to bring you a little report which I think is somewhat interesting. I may say I come here representing over 65,000 women that wrote to me during the year 1931.

The woman's hour, which has been the pioneer radio period of its type is a daily feature for women which has been running five days a week, between the hours of 10.30 and 11.30 every morning for the past three years.

This period comprises a practical, instructive talk on the home, this is put over in an interesting manner interspersed with news events of women all over the world. Special menus are planned, tested recipes are given, and special diets for children discussed. Seasonal talks on fashions, home decorations, gardening, new household equipment, are also given, copy for which is prepared by experts in their line.

We feel that through this period thousands of women in remote towns and villages throughout the Dominion are kept in touch with the activities of the larger metropolitan centres, and are given the benefit of the knowledge of women who have made an intensive study of the various arts which make for building better homes. During the year 1931, 61,355 letters were received, and thousands of letters were answered personally. Those that could not be answered over the air received a personal reply, whether she wanted to know how to polish Johnny's brass buttons, or in connection with more serious matters concerning the home.

Hon. Mr. EULER: Were those letters voluntarily written?

The WITNESS: Those letters came in response to the talks on the various subjects.

Hon. Mr. EULER: And requests for communications?

The WITNESS: Sometimes, and sometimes not. Where they wanted to try out a product that was being sponsored and a woman wrote in she was given recipes which had been tested.

During these periods, outstanding speakers are frequently introduced, and treats, musical and otherwise, are given to those who would never have the opportunity of hearing them otherwise. Wilhelmenia Stitch gave a talk on the Mothers of England, Marshall Saunders gave an entertaining sketch to the children on how she came to write Beautiful Joe. Laura Goodman Salverson, well-known author, gave a talk on The Women of the Prairies.

Other special features have been talks on Educational Insurance Policies for children. This was a series I did myself. I asked President Falconer to

sponsor them, he said that being in a public position he was not able to do so, but he thoroughly agreed and gave me an incident of his own life and how he had applied an educational policy for the benefit of the children in his own home. Then I gave travel talks about Europe. These were given from direct experience in motoring from Toronto—I started for Bagdad but only got as far as Constantinople, I gave the personal experience, giving to people the insight that they would not get from reading books, I went as a newspaper woman, spending several years.

I planned tours for teachers, and encouraged an interchange of teachers. Another series covered broadcasts relating to the historical facts about the lives of the Canadian Indians, gained from the Indians themselves, I got these stories direct. These were put over in a dramatic and entertaining manner that would appeal to children.

From time to time free talks are given to help along various charitable organizations. Daily mention was made of the Canada Fair held in Ottawa. No stone is left unturned to interest the Canadian public in Canadian undertakings, and stimulate industries which will provide jobs for the Canadian workers.

I would like to explain that in operating this Woman's Hour over CKGW a great many women from out of the city, and mothers who could not afford the time to listen to the full period, wrote in and asked for practical demonstrations, and at our own expense we opened up a kitchen for four months, where we lectured to 5,000 women, and these courses were extended to domestics coming to this country looking for positions. They did not know anything about Canadian products, ways, manners, and customs. The head of the Employment Bureau in Toronto commended the work done, and said that she thought in course of time it would have to be more or less compulsory, because a great many of these girls coming to Canada have difficulty in securing positions owing to their ignorance of Canadian ways.

As a newspaper woman of ten years' international experience I would like to say that I believe the present system, as conducted by pioneers in the radio world in the direction of the greatest invention of the age, has been efficiently conducted by those in charge of the larger stations. They have given the citizens of Canada programs diversified and broad in their scope. One cannot hope to develop a nation of modern Socrates over-night. Education, as everything else, must be gradual in its development. The present system has gone a long way to cater to the cultural in music, literature, and drama. True enough, this has been interspersed with such popular features as Amos 'n Andy, the Cuckoo Club, and others, but in these strenuous times even the high-brow can stand a little nonsense. I think we owe a debt of gratitude to the directors of the present system and also the advertisers who have made these aerial treats possible.

I think, however, that a great deal can be done to remove and prevent objectionable spot-announcements, and to demand a standard of education and culture for all announcers in order that we may insure good diction and proper enunciation which will help to raise the standard of English throughout Canada.

The Government might help in this by using those fees collected from radio listeners to subsidize the best musical programs and encourage educational courses, discussions of current events, explain the laws of our country, and thus help in the Canadianization of those foreigners who come to our shores. This has been done by many of the countries of Europe, as regards opera and lecture courses, with very great success, why not in Canada? These governments subsidize operas in order that the poor may have the advantage of the very finest music. If the government were to subsidize the present radio system

and make it possible for the people of Canada to have the very finest musical programs, the finest speakers, possibly give courses in French—I understand there is one club in Alberta which already has about 1,500 members—it would help matters greatly.

Each country, however, is a law unto itself, one must take into consideration geographical factors and the vast unpopulated territories, which naturally cannot be governed by the same radio laws as the smaller countries of Europe.

In the years I was a newspaper worker in Europe I was in a position to study conditions there, and it was amazing what can be accomplished through radio, if it is done properly. For instance in Belgium the assistant to the trade commissioner prepared a talk on Canada, in which I helped, and it was through that that the fish scales from Powell River (I think), are being shipped to Belgium for the making of Oriental pearls. It shows that you can bring about the interchange of trade, which I think is beneficial all around.

As regards sponsoring these programs, some people say if the system were nationalized and taken over by the government they would not have any sponsored programs. That would mean no sponsored products. The talks I think would be inclined to become a little dull. After all it is by education from those that are experts in dietetics and the various arts pertaining to the home that knowledge is imported to mothers who are not able to get out in the world and discover these things for themselves.

I would like to have the privilege of reading a letter which came in. I may say these talks are going out from a Toronto station, from the largest Montreal station and fourteen other stations throughout Canada. This letter is from a woman in North Bay, she says:

Here I am away up in the North listening to your talks each day, which are so interesting. I have tried some of your recipes, in fact I get orders for baking, so you can understand how tremendously important and interesting your talks are to me.

I have another from a man who is out of a job, and had to take his wife's place and do the family cooking. He said he had learned to prepare the meals through the recipes that have been given in our hour.

Then I have another here which talks about the travel talks. He says:

Of course when you finish this you are going to say, "Well such nerve!" You see I can't possibly go on a trip. For five years my longest trip has been to walk across the room, and those few occasions have been quite an adventure.

However, I love to imagine I am going. Now if you will send me your information regarding the tour you are going to engineer I will gladly pay for the literature.

I may say that all this was furnished, and an individual letter was dictated by myself to everyone who wrote in about these travel talks.

Also I would like, if possible, to take such a trip. Whether he can possibly manage it with the awful expense of my illness is very doubtful, but I would like to have the information in case it could be managed.

As it is altogether probable will be beyond the family exchequer, I do not wish to accept the information for nothing. It will at least provide me with a lot of pleasure imagining a trip. What a lark! You will have my ghost accompanying you if I cannot go myself.

I have another here from a teacher. He says:

I am one of a group of twelve Toronto teachers who are to be sent on exchange to England for the academic year 1931-1932—

And he asks for information, and says:

I will be free from duty here about June 26th until about August 24 when I must report for duty in London—

And he asks me to plan out a tour for him to Europe so that he can get the most out of the time available.

As I say, I could bring you many specimens of letters that I have received from all over. During the last two days, over a local broadcast, we reached people as far east as Montreal and west as Windsor and all through that territory. There are thousands of women confined to the home with large families who have to do their own work, and they depend upon these talks for their enlightenment and education and amusement. We have only sponsored the very finest products, they have all been tested and approved by the dietitians connected with this period, and we do feel that we have been doing a service, doing something to build up the health standard of the children of Canada.

If there are any questions you would like to ask I am at your disposal.

Hon. Mr. EULER: I have enjoyed very much what the witness has told us, and I think the work that has been done is excellent and instructive.

In your opinion would it necessarily follow that under a government system that sort of work would have to be discontinued?

The WITNESS: No, I do not think so, but your idea is to eliminate all sponsoring programs and advertising. A person might plan a menu, and work out tested recipes, but the average housewife would not be enlightened as to the best products to buy. You know yourself you get some bad products and some good ones; it is our job to sponsor only those that are worth while.

Mr. WRIGHT: During your two or three years in Europe did you take particular note of the type of programs broadcast there?

The WITNESS: Yes.

Mr. WRIGHT: How would they compare with the service that the Canadian public have here?

The WITNESS: I think they are much more general. I think ours are more practical, and really applicable to the Canadian people. The musical programs in England are very fine, although I must say that in the majority of cases during the several years I was correspondent in London I think nine times out of ten I tuned in on Europe, Rome or Paris, or some place where I could get grand opera.

Hon. Mr. EULER: How long ago was that?

The WITNESS: Three years ago.

Mrs. H. E. TREMAINE, called (as representing Ontario Women):

I feel that we have in radio a great gift. I am interested very much in the League of Nations, I have been perhaps in some of the wider fields through being connected with a good many women's organizations, I found the League gave me splendid programs. For instance the foreign policy program from New York, the disarmament conference at Geneva, all these big things which are going to broaden us. I feel that they are perhaps really of more importance in the long run than the cooking recipes, though they, of course, are very useful.

I am very much interested in getting the people of Canada, especially the women who do not have a chance to go to the Universities and other fields of higher education the best that radio affords. You know that music and culture are not national, they are universal. I think we should have them from as many sources as we can call upon. We are a new country, we are striving hard to make our living, we do not have time and have not had the background in

our own country to develop these arts to the highest point, so we should have as many as we can from every country. We should have British, French, German, Italian and American as well as the best that Canada can give which is of a high standard too. We have some very fine musical organizations, we have splendid artists. We might even like to have an occasional parliamentary debate, and listen to the voice of wisdom that goes out from here. We might have short courses from universities.

It seems to me that with the present system we have the machinery to work with, without putting the Government to the expense of going into a new experiment.

From what I hear—I do not know much about it—it seems there are two hook-ups across the continent which could be enlarged upon to supply every demand of our country with its present population. I think this could be accomplished with the same dominion supervision, say a bureau or committee, or whatever is necessary, where all matters of policy could be dealt with. At present we seem to have no place where we come together for the whole Dominion. I think this is a Dominion question entirely. In the present situation of world affairs it seems to me a bad time to change seats in the boat, for the Government to undertake new responsibilities, especially as we do not know how the radio business will be if the present depression continues much longer.

From the fees received, I should think any improvement or adjustment could be easily accomplished just as the gasoline tax will pay for the upkeep of roads.

The bureau should also evolve some sound system of collecting the dues. From what I hear no one seems to be responsible, some people pay and I know some who do not.

As to regulation of advertising, I think that should be regulated entirely, I do not think that each one of the 57 varieties of tooth paste is the best. Of course advertising seems to be the oil required to make machinery work. Even the churches have to advertise by ringing the bell. It seems impossible to eliminate it entirely. We do not want to eliminate the spirit of competition which is so necessary to keep any business alive, and not filled up with dead wood.

I think that is all I have to say generally.

Mr. GARLAND: You mentioned a parallel between the gasoline tax and the radio licence fees, and you mentioned roads.

The WITNESS: I understand the gasoline tax is used for the upkeep of roads.

Hon. Mr. EULER: Some say it is, some that it is not.

The WITNESS: Well supposed to be.

Mr. GARLAND: I think you are correct. But as the roads are publicly owned I suppose you would accept the same principle for radio?

The WITNESS: Well, if it can be kept so that there is competition in it.

Mr. GARLAND: Competition in roads?

The WITNESS: No, not in roads, but in radio.

Hon. Mr. EULER: Which do you think is better, competition or cooperation?

The WITNESS: Well there could be some of both. I think there should be certain government control, from end to end, because it is a Dominion question.

Hon. Mr. EULER: Mr. Chairman, Mrs. Tremaine made some reference to the desirability of securing the European programs. Major Murray yesterday, representing the British Broadcasting Corporation, stated that under a system of Government control it would be very easily possible to obtain these pro-

grams from the European countries including Britain, perhaps a little more easy to do it under the proposed system of Government control than under our present system.

The WITNESS: What is your information in regard to that?

The WITNESS: I have been getting them perfectly at present.

Hon. Mr. EULER: From all over Europe?

The WITNESS: Yes, we get them from all over.

Hon. Mr. EULER: That is news to me.

The WITNESS: From Geneva, Rome,—

The CHAIRMAN: Through New York.

The WITNESS: Yes.

Mr. GARLAND: You mentioned Geneva. I must say I listened with a great deal of appreciation to one or two of the broadcasts, but I think you will admit that they were quite intermittent. Not only that, but at times the reception was exceedingly poor.

The WITNESS: Yes, you do have it poor sometimes, but I was fortunate most of the time. It comes through pretty well with mine.

Mr. GARLAND: Are you of the opinion that the broadcast by Mr. Hard from Geneva was as free from propaganda as one might wish?

The WITNESS: No I am not, I think it would be better if we could have got that direct from our own representative. But the government has not sent a representative to the Geneva conference to give us that, which it should.

Mr. GARLAND: Well you can hardly expect the government to finance private broadcasting to that extent.

The WITNESS: Not necessarily private.

Mr. GARLAND: Well that is the inference.

The WITNESS: It is the machinery rather. I think just as it is it is working all right, if it were augmented with proper development. I do not see any reason to go to the expense of building new stations if we can use what we have. That is the only thing. I think government supervision is quite necessary.

Hon. Mr. CARDIN: Could you give the committee your views as to what the regulations should be in the main?

The WITNESS: I was thinking about having a central bureau or committee.

Hon. Mr. CARDIN: To do what?

The WITNESS: To regulate what should come in in the way of advertising, how much time should be devoted to advertising, and the type of programs for the broadcasts. I think broadcasts from coast to coast could be made very instructional and educational.

Hon. Mr. CARDIN: Would you have a government commission censor the programs?

The WITNESS: Yes.

Mr. GARLAND: If you were on that committee, you would be inclined to extend the international broadcasts rather than mere dietetics?

The WITNESS: Well I am speaking for myself only.

Hon. Mr. EULER: Are you a member of the Radio League?

The WITNESS: Yes.

Hon. Mr. EULER: Are you in favour of cutting out the small stations?

The WITNESS: Well they have not affected me. I am living in Toronto.

Hon. Mr. EULER: But you have a general interest in the whole subject?

The WITNESS: Yes. I think anything that would interfere with the big programs should be eliminated.

Hon. Mr. EULER: But if the smaller ones could be continued without interference—?

The WITNESS: If they could be continued without interference I do not see why they should be bothered at all. It is not right to have them jumbled when you are trying to get something important.

The CHAIRMAN: Thank you very much.

Mr. PLAXTON: We have no further evidence to offer, unless there are any further questions.

Mr. W. W. GRANT (Calgary station CFCN, "The Voice of the Prairie"):

Hon. Mr. EULER: Is that that new big station?

Mr. GARLAND: Yes.

The WITNESS: Having in mind that the situation in Canada is much different from that in Great Britain, the United States and other countries of the world, in regard to radio broadcasting possibilities, it would appear that Canada would do well to adopt from its own radio policies the best ideas that have been developed in other countries, providing they can be made to fit in with the conditions peculiar to Canada.

While governmental control through the British Broadcasting Corporation in Great Britain, and private control in the United States, seem to fit the needs of each of the respective countries, there are objections in my mind to both of these enterprises as applying to this country. Therefore I offer the following suggestions to this Committee with a view to lending whatever assistance I can towards a solution of the situation in Canada, in the best interests as I see them of the country as a whole, both economically and efficiently.

On the assumption that part of the extra yearly \$600,000 now being collected from the radio set owners, owing to the increased radio receiving licence fee, will be made available by the Government to establish a scheme to advance the broadcasting situation in Canada, the following is suggested, which would limit the Government to a definite expenditure under \$600,000 per year, and would in my opinion place the entire expense upon the radio set owner, where it should be placed, with no further tax upon him than is already being paid.

It would provide continuous broadcasting from coast to coast 15 hours a day. It would show no favouritism or partiality to any section of the country. It would give musical and artistic talent in every section of the country opportunity to participate in these programs. It would give the commercial and competitive element which is necessary to prevent the system from becoming stagnant. It would give Canadian audiences four or five hours a day of the best American programs—I should have said foreign programs. (It is necessary to do this to hold a 100 per cent Canadian audience to the Canadian stations at all times. In Canada we are in direct competition with the American stations, and we must use the best American programs to compete with them.)

It would eliminate undesirable advertising, and minimize all other advertising. It would give Canadian advertisers, irrespective of where situated in Canada, the same facilities to promote their products, would provide the maximum of variety and the best entertainment that can be obtained under any circumstances in Canada, and would provide an organization that would be a true, unbiased representation of the listening-in public's requirements from coast to coast.

I would like to say that our listeners-in in the West, in my opinion, would not be satisfied to have to listen to programs originating in Eastern Canada, Montreal or Toronto, all day long. They should be given the opportunity to

develop our Western talent. From what I can gather from most of the schemes advanced, Toronto and Montreal would be the controlling centres of any scheme for supplying programs to the whole of Canada.

In this suggestion which is advanced to you we submit first, that the Government take some of the moneys to be received from the receiving set owners for licence fees, and establish a broadcasting circuit across Canada from coast to coast, together with a telegraph control circuit; this circuit to be leased or supplied 18 hours a day every day of the year.

On the basis of \$100 per mile per year for a broadcasting line and telegraph control circuit this could be done at an expenditure of, say, \$500,000 a year.

There would then be set up a board or commission, possibly somewhat along the lines of the Federal Radio Commission which is now operating in the United States, composed of from three to five members. One of these members should be a practical technical man with broadcasting station experience. This board would be located at some central working point, and would control the workings of the scheme, which I will go into in detail later. This commission should be operated at an expense of not more than \$50,000 per year. It would also act as the agency for advertisers' coast to coast network programs.

Twelve key centres would be established in the principal populated and geographical centres of Canada, from Halifax to Vancouver. A one-hour program per day would be originated from each one of these key centres; this would give twelve hours a day continuous Canadian broadcasting.

The American broadcasting companies, I am led to believe, would be very glad to furnish this chain, on an exchange basis, with four or five hours a day of their best programs in exchange for their right to use at their discretion any of the Canadian programs. This would insure the system at least fifteen hours a day continuous broadcasting.

All existing broadcasting stations to-day would be graded into classes, A, B, and C.

Class A station would be any station of 5,000 watts or over with modern equipment, studio facilities and staff capable of putting over in the proper manner programs, and equipped with the proper facilities for feeding these programs to the program lines.

Class B station would be any station from 500 watts to 5,000 watts, with modern equipment, studio facilities, and staff capable of feeding programs to the program lines in first class manner.

Class C stations would be all stations which do not come up to the standard of either *A* or *B*.

Class A stations would enjoy such privileges as full broadcasting time, exclusive broadcasting channel, and, providing they comply technically with the requirements of the government radio branch, would be permitted to bring their stations up to a maximum power of 50,000 watts at any time they desire.

The Class A stations would be the key originating points for all the programs fed on the program line. In return for these privileges the class A station would be obliged, at its own expense, to furnish the program line, or chain, with a one-hour program per day; also to supply a telegraph operator and adequate accommodation in the studio premises for controlling the program circuits and handling inter-key-station correspondence. It would also be necessary for the class A station to act as a sub-administrative point, providing the necessary office facilities for the carrying out of all detail work in connection with these chain programs, as required by the commission. For this they would be allowed a nominal amount of \$5,000 a year each. In the case of a very important local-interest program, the class A station will, on the approval of the Committee, be permitted to drop off the chain to take this program on.

As there would not be sufficient Class A stations immediately available to carry out this arrangement, it would be necessary that the best equipped Class B station in each respective locality would perform the function of key-station. Option would be given to temporary class B stations of taking up and fulfilling the requirements of Class A stations within 12 months. If they should fail to do so, this particular territory would become available to the next eligible party. In this manner, in my opinion, there would very quickly be a complete chain of high-class stations across Canada, giving preference to those who most deserve it, that is, those who have already spent considerable sums of money promoting the art.

All other class B and C stations would be fed these programs without cost to them, if they so desired. In any case, these stations should be required to come up to some definite standard as set by the Commission. If Class B and Class C stations should not desire to comply with any of the requirements as set forth, there might be a possibility of buying them out on a fair replacement value, which would not amount to a great sum, possibly in the region of \$500,000, which money perhaps could be taken from the broadcasting licence fees, and payments could be spread over a period of five years.

Hon. Mr. EULER: Would you include good will?

The WITNESS: I would prefer to reply to that when I am through.

Hon. Mr. EULER: All right, I will not forget it.

The WITNESS: The broadcasting stations would derive revenue from the sale of time, or announcements, as is the practice to-day, using the chain programs. The programs coming to these stations would be interrupted every 13 or 14 minutes for a period of one or two minutes, to allow each local station to make its own announcements. This would automatically clear the air of a lot of undesirable advertising, as any advertising announcement would be definitely limited to a short announcement every fifteen minutes.

All classes of stations would be at liberty to use these programs for this purpose, but, as already pointed out, the class A station would be under definite obligation to furnish a first class one-hour program each day at its own expense, and no matter where the program was originated from stations would be at liberty to use these programs for local advertising.

In cases where a National advertiser decides to sponsor his own program, it would be compulsory for him to tie up with all the class A stations across Canada at the basic rates as established for each station, otherwise he should take the standard sustaining programs, and spot announce his advertising into whatever stations he desires. This condition would work no hardship, owing to the fact that the advertiser would have to pay no line charges.

The class B and class C stations that are not fulfilling the function of a key station would be available for the handling of minor local-interest programs. Their investment is not heavy, and this fact conclusively indicates, either that the licences are being held for speculative purposes, or that the owners do not take the broadcasting business seriously. They therefore, should not enjoy the privileges that are accorded to stations which qualify as key stations.

Class A stations will be permitted to work out existing contracts that they may now have, and in cases where they so desire, and when they have a program which is an established feature, they should be allowed to continue this feature. In some cases it might be advisable to feed the program line this feature, even though it be of a longer duration than one hour. In this matter the Commission would be guided to some extent by the opinion of the twelve sub-administrative points, extending from coast to coast. It would, of course, be necessary for them to drop the chain connections to do this, and for the first year or so considerable latitude should be allowed until things would gradually work themselves out.

The proposed Board might be composed of three members, one from each of the railroads, and the other independent. Such a Board should be non-partisan, and its functioning might be subject to the Railway Commission.

I would like to interject at this moment some comment—or observation which has just occurred to me.

Fortunately, or unfortunately, the Canadian listener does not have to listen to our stations, therefor a scheme must be evolved whereby a few individuals will not be in a position to dictate what the listening public have to listen to, and not give them what they do not want to listen to, thereby losing our audience to the United States stations. We are in direct competition with the American stations, we have to compete with them by their own methods. The moment we try to force too much education, too much dry broadcasting upon the Canadian public, it will turn to the other side of the line.

Next to the entertainment value of radio broadcasting, the greatest need, especially to the rural population, is a good news-service, and in my opinion this is most important, and is the one real service that radio can perform.

Before closing might I draw attention to a phase of the situation which might possibly be overlooked?

To-day we have two program circuits across Canada, one operated by the Canadian National Railways, the other by the Canadian Pacific Railway. It is most essential that the program lines and repeater equipment be of the highest standard. A standard that should be aimed for eventually should be a circuit capable of transmitting a range of frequencies from 60 to 6,500 per second, without any undue variation in intensity. There should also be a very minimum noise level together with no cross-talk from other circuits running close by.

The two circuits operated by the Canadian Pacific Railway and Canadian National Railways as they stand to-day are reasonably satisfactory, and there is no doubt that if they were engaged on a definite working basis to supply this program circuit they could bring these circuits up to the highest standard recognized to-day in engineering circles.

Hon. Mr. EULER: In buying out these privately owned stations would you include good will as an asset?

The WITNESS: A business answer would be Yes, but personally I do not think so.

Hon. Mr. EULER: You mean it would be all right for the owners to get it if they could?

The WITNESS: Exactly.

Hon. Mr. EULER: But speaking as a non-radio-broadcasting station owner, you would say no?

The WITNESS: I would say No.

Mr. GARLAND: You estimate that the cost of establishing a broadcasting circuit across Canada from coast to coast, together with a telegraph control circuit, 18 hours a day every day in the year, would amount only to \$500,000?

The WITNESS: That is my estimate, yes. I had estimated \$400,000, I threw in another \$100,000 for good luck.

Mr. GARLAND: On the first page of your brief you suggest that it would be advisable to give the Canadian audience four or five hours of the best American programs. You suggest that this is necessary in order to hold a 100 per cent Canadian audience. What is the reason for that?

The WITNESS: The reason is, whether you will admit it or not, that the best entertainment talent always goes to the largest centers, in this case probably New York. That many of our outstanding Canadian artists have been forced to the American cities to secure the highest salaries that they are capable of

earning. The result is, irrespective of our personal feelings, or how patriotic we may be, that it is necessary to go to the United States for outstanding artists, outstanding programs, in some cases.

Mr. GARLAND: Why it that?

The WITNESS: For the simple reason that they earn more money over there.

Mr. GARLAND: They are paid more money?

The WITNESS: Well up to within the past two years a broadcasting artist as a rule did not secure his full livelihood from his radio broadcasting efforts.

Hon. Mr. EULER: You do not agree with Mr. Ashcroft who gave evidence yesterday? I asked him whether it was possible to secure first class programs in Canada from Canadian talent, and I think he said, Yes.

The WITNESS: I do too. I am not saying you cannot. But I am saying that to give the listening-in public satisfaction that you have to draw from the best of both countries.

Hon. Mr. EULER: Is not that rather contradictory?

The WITNESS: If I said anything contradictory I did not mean it that way.

Hon. Mr. EULER: He seemed to think he could get entirely satisfactory programs from Canada.

The WITNESS: I would say definitely No.

The CHAIRMAN: What kind of programs have you in mind that you get from New York that you cannot get in Canada?

The WITNESS: In my opinion radio broadcasting to-day is 90 per cent entertainment. I would like to class it much in the same field, possibly, as motion pictures. The listening-in audience has certain idols. I might mention Rudy Vallee, certain people like Amos 'n Andy; and it would be necessary, in my opinion, to use those outstanding attractions—I would not say entertainments, I would call them attractions—to hold our Canadian audience to our Canadian stations; to prevent them from dialing us out, so we can hold our audience to our station. That is the thought that I have back in my mind in bringing in American programs.

Hon. Mr. EULER: What is the difference whether they listen over a Canadian station or an American station?

The WITNESS: When they tune to an American station, they are liable to be too lazy to tune back to a Canadian station and listen to a Canadian program.

The CHAIRMAN: You lose the advertising value?

The WITNESS: We lose the advertising value.

Mr. GARLAND: You mentioned the analogy a moment ago between the motion picture industry and radio. Who controls the motion picture industry in Canada?

The WITNESS: I do not know; I have no idea.

Hon. Mr. EULER: Who controls radio?

Mr. GARLAND: The fact is we are apparently at the place where we cannot pay for the same type of artists that they now have coming over the air from the United States.

The WITNESS: That not only applies to the air; it applies to the theatre, and it applies to every angle of entertainment you like to go into. You cannot get Kreisler, you cannot get Rachmaninoff; you cannot get those outstanding artists in Canada.

Mr. GARLAND: Where money is the major factor, you are of the opinion we are going to have to accept a certain amount of domination from American broadcasters.

The WITNESS: I do not think you are fair when you say "domination". The fact that they are engaging American artists is not domination on the part of the American broadcaster.

Mr. GARLAND: Well, put it any way you like.

Mr. BEYNON: Is not the reason that ten million cannot compete with one hundred millions?

The WITNESS: That is exactly the size of it.

Mr. GARLAND: Is that the size of it?

The WITNESS: Yes.

Mr. GARLAND: You would not agree that ten million people as a unit could provide as efficient a service as a certain broadcasting system in the United States?

The WITNESS: No, because these outstanding artists depend on other means of support than radio broadcasting. They are engaged by theatres; they are engaged by other organizations, which have use for their acts; and it is the natural law that in a city, for instance, say of four or five million population, that they could command and draw a much higher salary there for some steady employment than they could in a smaller city in Canada. Naturally they do go there to those more populated centres.

Mr. GARLAND: You mentioned here that the Canadian audience should get four or five hours a day of those American programs.

The WITNESS: That is my opinion.

Mr. GARLAND: What four or five hours a day would you suggest?

The WITNESS: That would be entirely in the discretion of the commission as set up.

Mr. GARLAND: We are talking of the best American programs that come over. What four or five hours would you suggest?

The WITNESS: We have some very good ones, which I would be very glad to get, which come over in the afternoons. There is an awful dearth in western Canada of broadcasting in that time.

Mr. GARLAND: You spoke of the generosity of the broadcasting companies, and that the broadcasting companies would exchange programs.

The WITNESS: I do not think I said that; I said I was giving the opinion that they would.

Mr. GARLAND: I thought you said that. I made a note of it. I might have misunderstood you.

The WITNESS: I have been in conversation with them, not on any particular basis, but I have been led to believe that they would have been very glad to do so.

Mr. GARLAND: You said, "The American broadcasting companies, I am led to believe, would be very glad on an exchange basis, to furnish this claim with four or five hours a day of their best programs, in exchange for their right to use, at their discretion, any of the Canadian programs. This would assure the system of at least 15 hours a day continuous broadcasting."

The WITNESS: Might I say there might be a very natural desire on the part of the American broadcasting company to extend the advertising in the United States into Canada.

Mr. GARLAND: In the case of American advertising.

The WITNESS: Because every Canadian station—in either case it is a product which is sold in Canada, and in most cases manufactured in Canada.

Mr. GARLAND: I am not talking of the present state; I am talking of what you are speaking of here, future arrangement for exchange of programs.

The WITNESS: They were sustaining programs that I was referring to, not advertising programs.

Mr. GARLAND: Four or five hours a day?

The WITNESS: Exactly. Those programs would be non advertising programs, sustaining programs. In the case of where an American company would want to send an advertising program across, it would be submitted to the commission.

Mr. GARLAND: Then you feel it would secure a 100 per cent Canadian audience to Canadian stations, if you were able to give them four or five hours of American programs in the afternoons.

The WITNESS: I say 100 per cent. Possibly 90 per cent, but generally speaking 100 per cent Canadian audience.

Mr. GARLAND: You suggest now it would be as effective, for instance, to have the four or five hours in the afternoon.

The WITNESS: No, I am not. I said in some cases we must have some evening stuff. Perhaps the commission would govern that whole thing. It might be at the twelve key station points located across Canada, which would give a true unbiased opinion to this commission as to what the Canadian people want, not the opinion of one particular local centre.

Mr. GARLAND: Have you any idea of the amount of capital invested in Canadian broadcasting stations to-day?

The WITNESS: I would hazard a guess; I would say it might be to the amount of three million dollars.

Mr. GARLAND: In order to get a more adequate service, it would cost how much more, along this line of program of yours?

The WITNESS: Four million dollars.

Mr. GARLAND: Four million more?

The WITNESS: Inclusive of the programs service.

Mr. GARLAND: Who will pay in the four millions?

The WITNESS: The private owner. If you will read that an opportunity will be given to the most deserving existing stations in the points selected to come up to the classifications of Class A stations. If he should fail to do so, or signifies that he does not want to do so within twelve months, that particular location is thrown open to the next most deserving man for it, if anybody wants to take it. In view of the fact that the department has an application from three or four hundred people, three or four hundred applications for licences, I do not think it would be very long before that particular location would be filled with a very modern station.

Mr. GARLAND: The whole basis of broadcasting, in Canada to-day is commercial, and your proposed scheme will be commercial.

The WITNESS: Exactly, commercial, but limited that it would not be objectionable to the listener-in.

Hon. Mr. EULER: Would you limit the profits they would make?

The WITNESS: The thought back of my mind—I am not giving this to the commission as a concrete lineup. I am not giving that suggestion, but some basis that you might want to work on. I should suggest that possibly this scheme, working under advisement or jurisdiction possibly of the Railway board, that would set the rates for the station. Those rates would be adhered to exactly the same as the railway, telegraph and telephone rates are.

Mr. ILSLEY: The rates to be charged to advertisers.

The WITNESS: The rates would go to the stations; I mean, the moneys would go to the stations.

Mr. ILSLEY: But the rates that they pay are fixed.

The WITNESS: Exactly.

Mr. ILSLEY: That is what you are referring to.

The WITNESS: Rates they charge to advertisers.

Mr. GARLAND: Your estimate is to properly equip those stations, would require about $7\frac{1}{2}$ million dollars.

The WITNESS: You asked me for a flash opinion. To even suggest what it would cost would take a considerable amount of thought and opinion.

Mr. GARLAND: I am only asking you because the elaborate character of your scheme would indicate a good deal of thought. Now, no doubt you have taken the matter of finances under consideration.

The WITNESS: In the replacement value of the cost of a station, a person is liable to overlook a lot of other costs; for instance, a small station of 50 watts whose value as a broadcasting transmitter might only be around six or seven thousand dollars, might run up to \$25,000 on studio installation alone; so when you try to arrive at what it would cost for a Canadian system on the basis of say twelve key stations, I think that you should allow in the region of a quarter of a million dollars a station, which in that case would be \$4,000,000 for the bare equipment.

Mr. GARLAND: For the bare equipment?

The WITNESS: Yes. When I say "bare equipment," I mean a completely installed station.

Hon. Mr. EULER: Under your plan, would it be necessary to obtain the right to use more channels than we have now?

The WITNESS: Offhand, the thought that I have given it, it would be desirable, but not necessary. I mean to say, not absolutely necessary. It would make it much better if it could be done; but it would not hold up the fact of not being able to give it. That would not prevent the putting into effect of such a scheme.

Mr. SMITH: Are you familiar with the contents of the Aird report? Have you read it?

The WITNESS: Three or four years ago.

Mr. SMITH: Well, they estimate the cost of establishing what in their opinion was a complete coverage and satisfactory service in Canada, \$3,325,000, and that the operating cost per annum would amount to \$2,500,000.

The WITNESS: \$3,500,000 for the equipment?

Mr. SMITH: \$3,225,000, and the operating cost \$2,500,000. That figure is somewhat below the figures you just gave.

The WITNESS: Well, I built a large number of broadcasting stations; I built the majority of stations in the middle west, and it has been my experience that they usually cost twice as much as estimated.

Mr. SMITH: You say the Aird report is wrong, and that they should have doubled their estimate?

The WITNESS: Conditions to-day as compared to when that Aird report was made up, are entirely different. The standard of broadcasting stations to-day and the standard of broadcasting stations as maintained in transmission to-day, is much higher than the high standard of three years ago.

Mr. SMITH: This report was made in 1929, I believe.

The WITNESS: You cannot make a true comparison, for the simple reason that I am giving you only a flash opinion.

Mr. SMITH: I can assure you this is only for the purpose of information.

The WITNESS: It is my opinion that is what it would cost.

Hon. Mr. EULER: Does that apply to maintenance? Their estimate is two and a half millions a year. What is your opinion in regard to that estimate?

The WITNESS: Under private ownership? Under private ownership, where a broadcasting station has to be run on a business basis, the owner has to show a profit or go out of business. He naturally operates his station through dint of long hours a day. He operates it much cheaper than it would be operated, run as a public institution, and I would take it that that was high.

Hon. Mr. EULER: Two and a half millions?

The WITNESS: Under private ownership, yes. As regards public ownership, I would not like to say, I do not know.

Hon. Mr. EULER: You differ substantially on the score of the cost of the equipment. You make a flash judgment when you say about seven million?

The WITNESS: Yes.

Hon. Mr. EULER: I would like to know whether the same thing applies to the maintenance estimate made by the commission as compared with your estimate.

Mr. GARLAND: Let us put it this way: what would it cost to install seven 50,000 watt stations, in your opinion?

The WITNESS: I have not even troubled to get figures from the manufacturers of standard radio equipment. I would say seven 50,000 watt stations installed complete with proper facilities for controlling those stations, would run in the vicinity of \$300,000 a piece.

Mr. SMITH: That is below the Aird report estimates.

Mr. GARLAND: And the cost of operation of the seven 50,000 watt stations you have estimated at two and a half million dollars.

The WITNESS: I was figuring on twelve stations, the Aird report figured on seven.

Mr. GARLAND: It is suggested as the necessity develops, it might be necessary to establish some smaller stations to get continuity of service throughout. Do you know where that occurs, Mr. Smith?

Mr. SMITH: At the top of page nine.

Mr. GARLAND: "The cost of installing the seven high power units would probably approximate \$3,000,000." What would the three 5,000 watt stations cost?

The WITNESS: One hundred and fifty thousand dollars apiece.

Mr. GARLAND: That is roughly two and a half millions and roughly two and a half millions a year for the upkeep: "the service provided would necessarily have to be of a high order. A total annual expenditure for operation of the entire organization proposed, including supplementary stations, would seem to require a minimum of approximately \$2,500,000." That is to say the seven 50,000 watt stations, and the three five thousand watt, would seem to be approximately $2\frac{1}{2}$ millions. Would that be a fair estimate?

The WITNESS: I would think that would be. My own opinion is, it is a little high.

Hon. Mr. EULER: What is your opinion with regard to the success which might be had if we had nothing but sponsor programs. That is a program in which there could be only the name of the advertiser used, indirect advertising. In your opinion is the commission correct in stating that they could get revenue out of that to the sum of \$600,000?

The WITNESS: Well, an advertiser is not a—

Hon. Mr. EULER: Philanthropist.

The WITNESS: Philanthropist. He naturally wants to get all that he can. My own personal opinion is that advertising over the air is overdone. As a broadcaster, in fairness to the listener-in, I can make this statement; we should be legislated into a definite limit as to the amount of advertising that is allowed on the air, because if we do not we are going to force the radio broadcasting station into the status of circus ballyhoo, which eventually, in my opinion will be the entire destruction of radio.

Hon. Mr. EULER: I should like to get your opinion, if you will give it, with reference to advertising. We had representatives of advertising agencies here who said in their opinion that would be practically worthless; that they could not obtain advertisers on the basis of indirect advertising. What is your opinion?

The WITNESS: It depends on what you mean by sponsor.

Hon. Mr. EULER: Merely mentioning the name of the advertiser.

The WITNESS: I do not think you could.

Hon. Mr. EULER: You do not think so?

The WITNESS: But I think with a very little more you could. That would not be objectionable.

The CHAIRMAN: How much more?

The WITNESS: He should be allowed some small reference to his product, or the possibility of reference to where information could be secured on a product.

Hon. Mr. EULER: Not a complete description.

The WITNESS: Not a direct sales talk. In my opinion that should be absolutely prohibited.

The CHAIRMAN: What percentage of the time do you think it should have?

The WITNESS: I would say two minutes in every fifteen to include all station identifications.

The CHAIRMAN: Eight minutes to the hour?

The WITNESS: That is ten per cent is it not—no, it is eight per cent.

The CHAIRMAN: Some of them were much lower than that.

The WITNESS: It would take half a minute for station identification out of the two minutes, and you allow about a minute and a half for advertising. My experience with a listener-in has not been so much objection to advertising, as it has been to the interruptions of his entertainment, without any regard to the listener-in.

Hon. Mr. EULER: I think you are right there.

The WITNESS: I am making statements here which possibly are not in the best interests, from a business angle, but they are my opinions, and I am trying to be frank with you, and give you my real opinion as to how it would affect the listener-in.

Hon. Mr. EULER: The ordinary listener-in objects to this; he is probably sitting down listening to a good program, and suddenly it is cut off and he is given an advertising talk.

The WITNESS: I would like to make this statement: you mentioned the Aird report. I went into it fairly thoroughly. I consider I know, from a transmission angle, broadcasting conditions. I do not think there would be satisfactory coverage with seven 50,000-watt stations. We are liable to be led away with the mere mention of a 50,000-watt station as a broadcasting station that will smother the country, but it must be remembered that a 50,000-watt station as far as the received strength of signal is concerned in a particular location is only nine times stronger than a 500-watt station.

Mr. SMITH: Of course, in addition to the seven 50,000-watt stations—

The WITNESS: They were going to supplement them with a lot of minor stations. Conditions in broadcasting, even in the past year, have changed so much over what they were two years ago, and we have to-day a factor which has become very pronounced, even to the point where it will make a 50,000-watt station fade out completely in fifty miles distance. This is not always the case, but it does happen at times. It is what we call sky wave reflection. The direct ground wave going direct from the station to any given point naturally goes in all directions, and it hits what is called the heaviside layer. It is reflected to earth again at a certain point, which may be anything from 50 to 200 miles, and where it hits that particular location it has the effect of interfering with the direct ground wave or mushing it up so that it is an unintelligible signal. We have those conditions to-day. They are more thoroughly understood now than they were understood when the Aird Commission Report or the Aird Commission suggestions were gotten out. So to say that you are going to give complete coverage in Canada with seven 50,000-watt stations why I do not think it is sound at all. It would be much sounder, in my opinion, to have three times as many 5,000-watt stations.

Mr. SMITH: Mr. Chairman, just at this point, might it not be of value to the committee to have Colonel Steel, the technical expert, try and develop this point a little further so that we can get more knowledge of it? It is highly technical to me.

Mr. ILSLEY: Just before that there was some evidence to this effect, that one could not locate a station correctly without a very great deal of preliminary expense owing to the fact that our coverage is irregular, and it was suggested that if the government were to put up stations they might have to move them.

The WITNESS: Field tests by competent engineers would decide the location.

Mr. GARLAND: You have the largest station in Canada to-day, have you not. The most powerful?

The WITNESS: At the present moment I believe so.

Mr. GARLAND: What is its power? What is the total input power?

The WITNESS: 36,000 watts.

Hon. Mr. EULER: What do you mean by that?

The CHAIRMAN: We will have to depend upon our expert for that.

Mr. GARLAND: Is it a 10,000-watt station? Or is it approximately that?

The WITNESS: Approximately a 10,000-watt station.

Mr. GARLAND: How many watts is it actually?

The WITNESS: Well, do you mean input, output, carrier wave, modulated?

Mr. GARLAND: When a station is described as a 5,000-watt station, a 50,000-watt station or a 10,000-watt station, is it always calculated on the same basis?

The WITNESS: Not necessarily. You bring in the point of the old basis of rating, the antiquated form compared with the rating of to-day, and I would estimate that 98 per cent of the present day 500-watt stations are only comparable on a basis of the modern day rating to a value of 125-watts.

Hon. Mr. EULER: 500-watts?

The WITNESS: A station which was recognized as a modern station six or seven years ago. In those days to completely control or modulate the full output of what we call the carrier wave of the station,—present day methods have raised it to a point where we get what is so-called 100 per cent modulation instead of 30 per cent, and in that way for a given strength of carrier wave signal, upon which basis a station is usually rated, the station is three times more efficient.

Mr. GARLAND: Then you really have a 10,000-watt station?

The WITNESS: On the modern basis of rating. On the old basis of rating I would call it a 40,000-watt station.

Mr. GARLAND: Where did you get your equipment for it?

The WITNESS: I built it in the majority of cases and purchased a lot of other equipment. We have just completed a studio in Calgary at a cost of \$25,000 for which we purchased over \$15,000 of equipment from the Northern Electric.

Mr. GARLAND: Most of your equipment is Northern Electric?

The WITNESS: Yes.

The CHAIRMAN: Are there any further questions?

Col. STEEL: I do not think there is any point in going into an engineering discussion before the committee at this stage. Any information of that nature can be given much better at a later date. Mr. Grant has given all the information that we want. He has told us the basis on which he rates his station, which I can explain either now or at later date, just as you like.

The CHAIRMAN: I think when we go over the evidence later we can go into matters such as this with our experts. Is there anything further you wish to present?

The WITNESS: No, I have nothing further, Mr. Chairman.

The Committee adjourned at 12.30 p.m. to resume on Thursday, 7th April, at 10.30 a.m.

SESSION 1932
HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

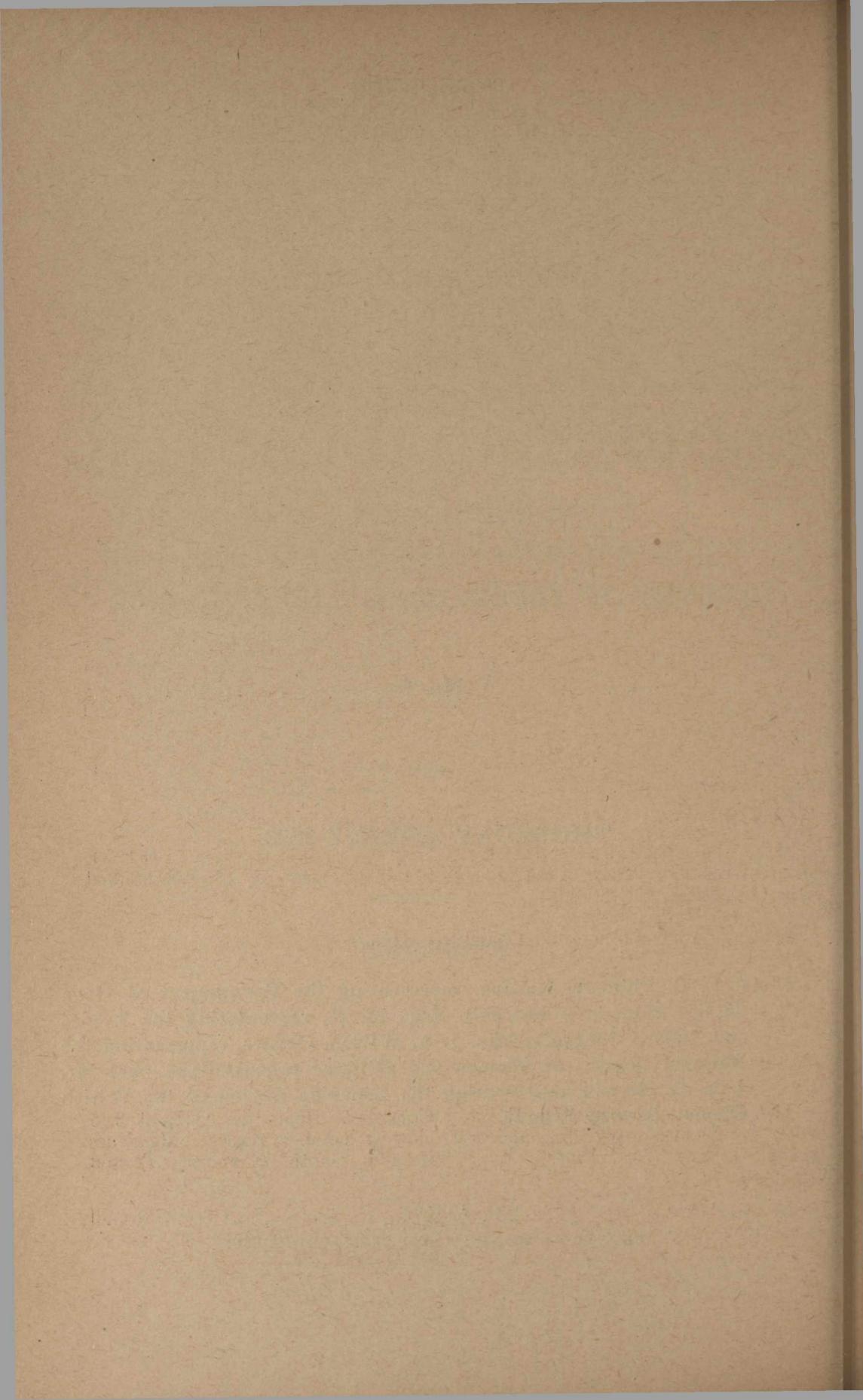
No. 9

THURSDAY, APRIL 7, 1932

WITNESSES:

Colonel E. C. Phinney, Halifax, representing the Government of Nova Scotia; Humphrey Mitchell, Esq., M. P., representing the Trades and Labour Congress; Mrs. J. A. Wilson, Ottawa, representing the National Council of Women and affiliated organizations; and Mr. J. C. G. Herwig, representing the Canadian Legion of the British Empire Service League.

OTTAWA
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1932



MINUTES OF PROCEEDINGS

THURSDAY, April 7, 1932.

MORNING SITTING

The Special Committee on Radio Broadcasting met in House of Commons room 272, at 10.30 o'clock a.m., this day, Hon. Mr. Morand, the Chairman, presiding.

The following members of the Committee were present: Messieurs Beynon, Euler, Gagnon, Garland (*Bow River*), Ilsley, Morand, Smith (*Cumberland*) and Wright—8.

In Attendance: Colonel E. C. Phinney, Halifax, Nova Scotia, representing the Government of Nova Scotia. Mr. Humphrey Mitchell, M.P., representing Trades and Labour Congress, with a brief from that organization.

Present: Commander Edwards, Director of Radio, and Mr. Bain, of the Radio Branch, Department of Marine, and Col. W. A. Steel, Director of Radio, National Research Bureau, in technical advisory capacities; representatives of the Canadian Radio League, and others representing radio interests.

Colonel Phinney was called, and introduced by the Chairman. The witness submitted and read a brief as representing the views of the Government of Nova Scotia, with respect to the present and future of the radio question. After his presentation of views, Colonel Phinney was questioned by the Committee and answers given.

Commander Edwards was asked to explain coverage conditions in the Maritime Provinces and the general condition of stations in Canada as a whole.

Colonel Phinney was thanked by the Committee, and retired.

Mr. Mitchell, member for Hamilton East, was invited to submit his brief, which represented the views of the Trades and Labour Congress. He was thanked by the Committee and retired.

It being near one o'clock the Committee adjourned to 3.45 p.m.

AFTERNOON SITTING

The Committee resumed in Railway Committee Room, No. 231, at 3.45 o'clock, the Chairman presiding and the following members present: Messieurs Gagnon, Garland (*Bow River*), Ilsley, Morand, Smith (*Cumberland*) and Wright—6.

In Attendance: Mrs. J. A. Wilson, Ottawa, representing the National Council of Women, with affiliated organizations; Mr. J. C. G. Herwig, representing the Canadian Legion of the British Empire Service League.

Mrs. Wilson called and addressed the Committee, explaining the importance of the radio question to the women organizations throughout Canada, the resolutions passed and action taken from time to time. The witness answered some questions by members of the Committee, was thanked for her expression of views, and retired.

Mr. Herwig called and submitted a brief from the Legion he represented, totalling some 115,000 members in Canada.

The witness answered numerous questions by the Committee, was thanked for his presentation and retired.

The following named document, containing some 22 pages, was filed with the Committee: "Ownership of Facilities—The Determinative Factor in the Control of Broadcasting; Special Memorandum regarding a critical National and International Situation, and the probable way out. By Gross W. Alexander," Pasadena, California, U.S.A.

The witnesses in attendance having been heard, the Committee decided to adjourn and meet again on Tuesday, April 12, at 10.30 o'clock a.m.

E. L. MORRIS,

Clerk of the Committee.

MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 272,

April 7, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 p.m., Hon. Mr. Morand presiding.

The CHAIRMAN: We have with us this morning Colonel Phinney, who is representing the Government of Nova Scotia. We will be glad to hear from him now.

Colonel E. C. PHINNEY, called.

The WITNESS: Mr. Chairman and gentlemen, I have been asked to present to your committee a letter written by Mr. Borrett, the station director of CHNS of Halifax. I am not doing this on behalf of the Government of Nova Scotia. This is purely to correct a certain bit of evidence that was previously given before your committee:

THE MARITIME BROADCASTING COMPANY, LTD.
OPERATING RADIO STATION CHNS

HALIFAX, N.S., March 28, 1932.

Special Committee on Radio Broadcasting,
House of Commons,
Ottawa, Canada.

GENTLEMEN: In reading over the evidence given before your Committee, I notice on page 12 of the Minutes of Proceedings and Evidence, #1, given before the Special Committee on Radio Broadcasting, that Commander Edwards, in giving a resume of the activities of the Canadian Broadcasting stations, in referring to the Halifax Herald's Radio Station CHNS, which operates under the name of the Maritime Broadcasting Company, states that CHNS, at Halifax, the Maritime Broadcasting Company, operates on an average of seven hours and one minute per day, with four hours, twelve minutes sponsored programs, and one half minute of sustaining programs; electrical transcriptions seven and one half minutes per day, and records two hours and forty-one minutes.

We are only credited with giving *one half minute per day* of sustaining features, i.e., features paid for by the station in the interests of giving service to the public.

The evidence given by Commander Edwards regarding our station would make it look as if this were nothing but a commercial station out to make money and giving only one half minute per day of service to the public.

For your information, I would like to call to your attention the fact that the following features were broadcast during December and January by the owners of CHNS, as service to the public, for which we receive no revenue, and in fact, cost us considerable money:

"News Items", fifteen minutes twice daily, excepting Saturday and Sunday. Saturday and Sunday, fifteen minutes each day.

"The Lord Nelson Hotel Instrumental Trio", half hour daily excepting Saturday and Sunday.

"The Lord Nelson Little Symphony", three-quarters of an hour on Sunday.

"The Heart Songs", Sundays for one half hour.

"The Review of the Week's News" by Professor H. L. Stewart, one half hour on Sundays.

"The Trans-Canada Educational Programs," fifteen minutes on Fridays.

"This Changing World", League of Nations series of talks, fifteen minutes on Fridays.

"Instrumental Quartet Half Hour", dedicated to different counties in the Province, half hour on Fridays.

"Fifteen minutes Women's Interest Feature", daily except Saturday and Sunday.

"The Children's Half Hour", Wednesdays.

Half Hour "French Lesson", weekly, by Professor C. H. Mercer.

These are regular features every week, which are broadcast at a cost to us on a sustaining basis. In addition to the above, we regularly broadcast every Sunday, church services for one hour and a quarter, at a cost to the church of \$12.50 per service, being our estimate of the cost of lines, taxi bills for transporting remote control apparatus back and forth, there being no charge for the actual broadcast on the air.

We also broadcast for the Provincial Government of Nova Scotia the regular educational program for two hours every Friday afternoon at a cost to the Government of \$30, instead of our regular fees to commercial concerns of \$80. It will interest you, no doubt, to know that the Province of Nova Scotia has been broadcasting these educational programs to the schools for nearly six years.

My only object in bringing this before you, is to show the amount of service given by this station in addition to its commercial broadcasting. These hours mentioned should be taken off the four hours and twelve minutes sponsored programs mentioned by Commander Edwards.

I would like to make it plain at this time that Commander Edwards would have no way of knowing that these features were not paid for and no doubt obtained his figures from the log which would not show whether a feature was free or commercial.

I feel in fairness to the present system, these facts should be known, so that it will be understood that CHNS, while a commercial station, is giving considerable service to its listeners and in addition to its sponsored features.

Respectfully yours,

(Sgd.) W.M. CHARLES BORRETT,
Station Director.

DS/WM. C. BORRETT.

The WITNESS: May I say first, sir, that your committee has been good enough to ask the Government of Nova Scotia to state its opinions and views on this question, and in doing so I am particularly anxious that there be no misunderstanding as to any position which I may take on behalf of the Government of Nova Scotia.

In the first place, the Government of Nova Scotia is not taking any arbitrary view in respect to this matter. While it is stating certain opinions based on the situation as it is viewed in Nova Scotia by the government nevertheless I want to make it perfectly clear that if the authorities—this committee and other Federal authorities—eventually decide upon any form of program which may be considered to be in the best interests of this Dominion the Government of Nova Scotia are quite prepared to accept that result, with this reservation only, that such peculiar situations as may exist in that province be given their due consideration.

I think, Mr. Chairman, it would be more helpful possibly if I read the brief, so that it will be delivered exactly as it has been prepared. (Reading):

The Government of Nova Scotia, realizing that radio broadcasting is a public service of great national importance which should be developed along lines which are clearly in the public interest, desires to place itself on record in respect to certain principles, some of which may be of general application, but all of which are considered to be of importance, in so far as the Province of Nova Scotia is concerned.

The Government is of the firm opinion that the future of radio broadcasting must be adequately safeguarded in a manner which will give to the public the maximum of service and, at the same time, be an effective instrument in Nation building.

The Government of Nova Scotia does not accept the principle that there should be a monopoly of radio broadcasting in Canada, nor that radio broadcasting should be under the direct ownership and operation of the Canadian Government; and it is the considered opinion of the Government of Nova Scotia that the proponents of any such scheme should be taxed with the obligation of making out a conclusive case on behalf of such a radical move before the authorities in this country would be justified in eliminating private enterprise in the development of radio broadcasting, which has shown such a marked degree of progress in a very short space of time.

It is felt that such a case has not been made out as would warrant this country in embarking upon a doubtful experiment which might result in a slowing-up of the progress which is now being made and, in addition, might readily impose upon this country a very heavy financial burden.

The Government of Nova Scotia is, however, primarily concerned with the future of radio broadcasting insofar as it effects the people of this Province. On this basis, if the proponents of a monopoly ownership and operation, whether Governmental or otherwise, are able to eventually conclusively prove that a change in the present system is in the best interests of the people of the Province of Nova Scotia, then the Government of Nova Scotia is prepared to accept such change in the present system as may be properly made. A careful study of the Report of the Royal Commission on Radio Broadcasting, the several cases which have been presented to the public by advocates of one system or another through the Press and otherwise, a perusal of the evidence presented to your Commission to date, has failed to convince the Government of Nova Scotia that a case has yet been made out which, from the standpoint of Nova Scotia at least, will justify the proposed radical departures from present methods employed in radio broadcasting in Canada.

The Government of Nova Scotia is definitely of the opinion that adequate control should be exercised by the Federal Government in respect to radio broadcasting, and that this control should extend to the number and location of stations, the power employed by stations, complete control of air channels, jurisdiction over the time employed by

stations for direct or indirect advertising, and a general supervision of the general nature of programs which are to be broadcast, and the time to be allotted to the different features of programs. Very broad powers should be given to the controlling department in respect to licences, and the continuance of any licence should be entirely dependent upon the manner in which the broadcasting station conducts itself, in accordance with the regulations of the Department and the general service which it is rendering to the public.

It is also felt that radio broadcasting, to maintain a comparatively high degree of efficiency, in Canada, may require for a time at least some form of Government assistance, as it is understood that Canadian broadcasting organizations generally have not yet reached the stage where they are self-sustaining and, in any event, financial assistance by the Government could readily be applied to improving the programs which are sent over the air. If any such assistance is given, it can be fixed at a definite amount and for a definite term and, accordingly, it will be definitely known what are the actual obligations of the Federal Government in this regard, and also the improvement to programs can be definitely defined, in order that adequate consideration may be secured for the money so expended. In this connection, it is suggested that the Government of Canada might readily furnish a number of National programs on a Canada-wide hook-up and might also provide financial assistance in order that more frequent use might be made of telephone circuits to enable Canadian radio stations to interchange sustaining programs under some form of central supervision. In so doing, the number of high quality Canadian broadcast programs could be materially increased.

The Royal Commission on Broadcasting have rendered a very fine service in at least focusing public attention to this very important National problem and have perhaps accentuated public interest because of the nature of the report, which recommends a monopoly of radio broadcasting for Canada. It would not appear that that Commission went so far as to recommend Government ownership, but stressed the point of adequate control, with a large measure of financial support by the Federal Government.

On the other hand, the Canadian Radio League in its activities, have definitely placed that organization on record as favouring Canadian Government operation and ownership of broadcasting stations. This and other definite pronouncements by the Canadian Radio League, have also tended to arouse public interest in this matter, particularly on the part of those who are not favourable to such drastic action.

Therefore, it can be stated that the public at large are only now beginning to take this matter seriously and to really understand the essential details thereof. On this basis, it is quite proper that further inquiries should be made, and that the report of the Royal Commission on Radio Broadcasting should not be accepted as a final or definite expression of opinion of the citizens of Canada. This is very true as applied to the public of Nova Scotia, as when the Royal Commission visited this Province there was very little informed public opinion that could be given to the Commission by way of evidence, because of the newness of the subject matter, and it is evident that if that Commission were to resume sittings within the Province of Nova Scotia to-day, it would have presented to it a great deal of considered opinion evidence along lines entirely contrary to the conclusions expressed in the Report. Many factors would also be introduced in evidence which would, for the

first time, present clearly the viewpoint of many who are now more familiar with this subject and who have since had an opportunity to study the situation from the local viewpoint.

This same situation must also apply to the position assumed by the Canadian Radio League. Mr. Spry, of that League, in testifying before your Committee, attempted to show that the program as sponsored by his organization had the support of a large body of public opinion. Certainly, no concrete evidence was written into the record to indicate that this support was as extensive as Mr. Spry would have the Committee believe, and insofar as the Province of Nova Scotia is concerned, the facts do not warrant the Canadian Radio League in submitting to your Committee that any body of public opinion in the province is in favour of the program as a whole, which is sponsored by Mr. Spry's organization. Reliable information is to the effect that a very few meetings were held, at which only a handful of citizens were present, and that no definite resolutions expressing any body of public opinion in this province were ever passed by such meetings, favouring the program of the Canadian Radio League. In fact, I am further informed that certain of those who are named as representing this province on the National Council of the Canadian Radio League are opposed to any form of monopoly of Government ownership of radio broadcasting stations in Canada.

If a similar situation exists in other provinces of Canada, one is led to believe that the public support afforded the Canadian Radio League in respect to its stated program is indeed nebulous.

It is, therefore, submitted that insofar as this province is concerned, no strength must be given to such evidence which would tend to show that public opinion in Nova Scotia is behind the entire program of the Canadian Radio League.

On the other hand, in considering the nine points as outlined by Mr. Spry on page 42 of the printed evidence given before your Committee, it would appear that any citizen who is at all interested in the development of radio broadcasting in Canada, from the standpoint of National service, would be prepared to accept the following purposes which are sponsored by the Canadian Radio League:—Nos. 2, 3, 4, 5, 7, 8 and 9. The only really controversial purpose is No. 1; No. 6 should be capable of adequate and proper solution. Mr. Spry evidently takes any expression of individual opinion which favours any one or more of the purposes of the Canadian Radio League to indicate that such opinion is favourable to the entire program. Certain communications quoted by him before your Committee on Tuesday, March 15th, can be entirely subscribed to by all who are interested in the well-being of Canadian broadcasting, but there is no evidence to indicate that the writers of these opinions go so far as to subscribe to the entire program of the Canadian Radio League.

It is respectfully submitted that such opinions while probably voicing public opinion as to results hoped for, are not in themselves definite as to the proper method which should be adopted to secure such results, and they should be admitted in evidence with this reservation.

The Government of Nova Scotia views the present situation in broadcasting generally as follows:—

1. The terms "direct" and "indirect" advertising which are used in this brief, refer to the following forms of advertising broadcast over the air:—

(a) *Direct Advertising* for the purpose of this Brief means the mentioning of the sponsor of the program and something in addition, such as further mention to the product of the sponsor,

but does not include what is commonly known as "spot" advertising. By way of illustration, "This program is sponsored by the Monarch Tobacco Company of Canada Limited, the Makers of Chester Cigarettes, Blended Right."

- (b) *Indirect Advertising* for the purpose of this Brief means the mentioning of the sponsor of the program only. By way of illustration, "This program is sponsored by the Monarch Tobacco Company of Canada Limited.

These definitions are given because of what would appear to be a confusion in the public mind as to the meaning of these terms, and in order to clearly define the meaning given to them in this Brief.

2. The rapid development of radio broadcasting in Canada as a public service, within a very brief period, is indeed remarkable and one must be impressed with this rapid growth in efficiency and improvement in the service. This development has come about almost entirely by private enterprise, and in Nova Scotia, it is attributable, to a large degree, to those in whose hands radio broadcasting has been and now is, in that the major consideration has been one of public service, rather than the conduct of broadcasting for the purpose of personal gain. To eliminate individual enterprise in broadcasting in Nova Scotia would be a very grave experiment and, from many standpoints, possible of retarding the development of this service most materially.

3. Radio broadcasting as a public service is in the nature of a public utility and is subject to a considerable degree of control by Governmental Department. As previously stated, the Government of Nova Scotia favours in the public interest, an increase of control to the greatest extent feasible, without unduly hampering private enterprise.

4. Radio receivers are increasing in use in this Province. While entertainment in one form or another constitutes a large portion of the programs broadcast, nevertheless, we have been fortunate in Nova Scotia in that our stations, particularly the Halifax station, are sponsoring to an increasing degree informative, educational and special services which are so desirable to a large body of our citizens, such as farmers, fishermen and sailors. Also educational talks, news items, market reports, and similar programs are presented and are adapted to the local constituencies which they are intended to serve, more particularly to those in sparsely settled parts of the Province where communications are difficult. Sunday programs are also sponsored, made up to a large degree of programs of local interest, such as the broadcast of local church services, addresses given to organizations by prominent local speakers, specially prepared educational musical programs, summary of the week's news, and the like. In these Sunday programs we are advised that great care is exercised to see that nothing repugnant to any individual is broadcast and as previously stated the Halifax station advises that no direct advertising is done by it on Sundays. We are further advised that all Sunday programs originating with the Halifax station return no broadcasting revenue to that station. These programs occupy at present four and one-half hours each Sunday.

5. It is evidently apparent to all that the high excellence of many programs offered by powerful American stations make them now, and will continue to make them, attractive to all radio listeners, and that nothing that this country can do will alter this. The large sums of money paid by the broadcasting companies in the United States for the very finest artists in the world offer a form of entertainment which probably can never be duplicated, for many years to come at least, by Canada, and it

would be quite futile for this country to attempt to fully compete with such programs and, at the same time, it is quite unnecessary that we should do so.

6. The time devoted to direct advertising by the Nova Scotia stations is generally a very small percentage of the time employed in broadcasting. Under any suggested scheme to date, indirect advertising is accepted as one of the methods whereby broadcasting stations will be financed, and it is therefore proposed that controlled advertising will continue to be sent over the air. If sufficient revenue can be secured from sponsored indirect advertising programs, then everyone, naturally will agree that there should be no direct advertising over the air. However, from the information which has been furnished, it would appear that it is impossible to state definitely and finally what revenue could be expected from indirect advertisers only. Unless the receiving set license is placed at a figure much higher than it is to-day, the reasonable radio listener cannot object to a small fractional portion of the time of a program being devoted to controlled direct advertising. Direct advertising on the air is undoubtedly a factor which can be seriously abused and should be the subject of most careful control at all times. We are, however, doubtful if the expected revenue will accrue if direct advertising is entirely eliminated.

7. Receiving radio licences are now based at a nominal fee which is quite acceptable to the public, as the funds received are partly used to defray the cost of Governmental control and elimination of interferences, thus rendering a real service to the radio owner. It is suggested, however, that a large percentage of the fees so collected are not required for these purposes, and are still in the hands of the Radio Department. A large increase in these fees may immediately cause the public to demand a higher efficiency in programs, and undoubtedly, unreasonable citizens may cause considerable public agitation in demanding a service of a higher class than this country, or any Province thereof, can afford to render. As long as radio broadcasting is maintained on its present basis, it can adequately develop without any undue increase in receiving set fees. If, however, radio receiving set fees are increased, it is submitted that this entire increase should be applied directly to improving the broadcasting of Canadian programs, along lines previously suggested in this brief.

8. The radio broadcasting stations as now operated in Nova Scotia are able to offer to local and National advertisers time at a very reasonable fee and thus provide an advertising medium which is within the financial ability of local advertisers to employ. Any undue increase in this fee would prohibit a very large proportion of sponsored programs.

9. It can be generally stated that among the more attractive services which one is able to enjoy in Nova Scotia are the numerous local programs, such as local church services, programs presented by local musical organizations, more important local sporting events, speakers at local banquets, university extension courses, special news services which feature matters of local interest, and the like. These services are all available daily under the present system of broadcasting in this Province.

The Government of Nova Scotia fears that if radio broadcasting in Canada is given over to a monopoly or operated under Government ownership, the following results will accrue:—

1. That whereas individual initiative has been displayed to such a large extent in Nova Scotia in respect to broadcasting and has been responsible for developing this service to its present condition and the

public interest has been very well served in view of difficulties met with, the killing of this local initiative is bound to have an immediate adverse effect in respect to so many features of this service which are now appreciated and enjoyed by the Nova Scotia public. It is not believed that centralized ownership or operation can possibly interpret and serve the demands of our public to anything like the same degree as can the present operators of our Nova Scotia broadcasting stations.

2. It is suggested in the Report of the Royal Commission on Radio Broadcasting that the Maritime Provinces be given one station, centrally located, to serve the three Provinces. If this were done, it is immediately apparent that the programs furnished over such stations must, of necessity be of a general character. Matters of local interest to Nova Scotia could not be broadcast to any extent, as the same would be of no interest to New Brunswick or to Prince Edward Island. The result inevitably would be to forthwith curtail, if not entirely eliminate, the numerous local features which we now enjoy in this province and which generally would be of little or no interest to the people of New Brunswick or Prince Edward Island. We assume this feature would be viewed in like manner by the Provinces of New Brunswick and Prince Edward Island. The only possible way to overcome this would be to have sponsored programs over the centrally located station which would be of peculiar interest to Nova Scotia. One can immediately see that such an alternative is impossible because of the cost of broadcasting any number of such programs, commensurate with the present service, over a high powered station, would be prohibitive.

3. This centrally located station, as suggested, (excepting as to its Canada-wide hook-up programs), would have to attempt to hold the Maritime public by a general class of programs which would, of necessity, have to compete with the general programs reaching us from powerful American stations, and it would seem to be quite evident that, if this is the case, a centrally located station such as suggested could not, for a minute, hope to continuously successfully compete with the larger available American stations in the quality of programs presented. Furthermore, it is simply a statement of fact to say that we have not sufficient local artists in the Maritime Provinces, or in any section of Canada, to hold the radio public continuously to the more or less general exclusion of the world's greatest artists who are available to us from American stations. The one hope of holding our radio audience to a fairly large degree is in local interest in programs of local significance, and as this would be eliminated to a very large extent in the operation of a central Maritime station, it would appear that instead of achieving the desired end of giving to our people more and better Canadian programs, we would be simply driving them away from these programs and causing them to seek their entertainment from the many fine American broadcasting stations available to us. Under present conditions, local audiences are held many hours of the day from tuning in on the American stations by the local interest in programs now broadcast.

4. A Canada-wide hook-up of the seven suggested stations could only predominate the air for brief periods every day and only during such periods would they attract the Canadian listener from the American broadcasts. If it were attempted to predominate the air with such hook-up programs, the cost would be so tremendous that it would be beyond all reason. Therefore, it can only be assumed that Canada-wide broadcasts would be at best a temporary diversion. Everyone interested in this matter is, naturally, concerned with the American predominance

of the air and are most anxious to attract to the greatest extent the Canadian public to Canadian broadcast programs. The Government of Nova Scotia is most sympathetic to any sound proposal which will secure this desired result, but it would appear that, insofar as Nova Scotia is concerned, there is grave danger of driving our listeners to American stations if an attempt is made to compete with these American stations on any basis of *general* broadcast programs. At the present time and under private ownership, Canada-wide hook-up programs which are being received over the air, are of a very high quality and compare favourably with the general quality of American broadcast programs. However, there is a limit to which we can carry this feature, not only from the standpoint of providing a diversity of Canadian artists, but also from the standpoint of costs.

A practical difficulty, which, no doubt, has been carefully considered in working out the details of frequent Canada-wide hook-ups is the difference in time between the various parts of Canada. For instance, an evening program broadcast from British Columbia would have to be put on very early in the evening there to be of any use to the Eastern part of Canada. This feature, in itself, limits to some extent the length to which this country can go in presenting a large number of hook-up programs.

5. A centralized Maritime station would, because of its high cost of operation, make it impossible for the majority of local advertisers to use it for sponsored programs. This would result in the larger and more powerful interests controlling the advertising on the air, to the detriment of the smaller manufacturer and business man of the Maritimes. From our standpoint, this would be very undesirable.

6. It has been suggested that possibly the present local stations might be maintained for the purpose of supplying local service. Such a suggestion is entirely unfeasible. One might as well suggest to a merchant that he sell men's hats exclusively and go out of business in respect to all other forms of merchandise which he carries. He, undoubtedly, would be as well off if he could sell sufficient of this single item of merchandise, but his answer would be that he could not and, therefore, he could not make a living. The same thing would apply to the local broadcasting station if it were restricted in its general operation and it would, therefore, be unable to give any kind of an efficient service covering only such local items as might be allotted to it.

7. We have seen nothing to indicate that the present methods of financing radio broadcasting in Canada would be altered in principle, excepting the increase of government financial assistance. The only other change is in degree, as it is proposed to still secure revenue from sponsored programs and also to secure a large part of the revenue from increase of receiving licences.

8. It is unfair to suggest that privately owned radio broadcasting during the past two or three years has not developed as rapidly as it should. This is due to the limitations in development which have been placed upon it by federal government rulings. In view of these, it is remarkable that development has been as extensive as it has, and if these restrictions are to a great extent removed, it is felt that we in Nova Scotia can look forward to a very much improved service and to continuous improvements as time goes on.

9. We are not at all satisfied that one 50,000 Watt station located centrally in the Maritime Provinces would give us the coverage required. As far as can be ascertained, the features peculiar to these Provinces have

not been thoroughly investigated in order to these Provinces have not been thoroughly investigated in order to ascertain definitely just what coverage could be expected from such a station and if all parts of the Provinces can be adequately served. We consider this to be a very important matter and, due to the peculiarities of the ether as evidenced by the difficulties experienced by the Westinghouse Company's Station WBZ, it is respectfully suggested that it should not be taken for granted that one 50,000 Watt station could adequately cover the Maritime Provinces.

10. It is the usual experience when costs are estimated in respect to any untried venture, that they almost universally exceed the preliminary estimate. The evidence appears to be very inadequate to indicate that the total cost of either a monopoly or a Government owned system will not exceed the amount suggested. In fact, these estimates have been challenged by those interested in radio broadcasting and it has been stated that very much larger sums will be required to secure the results which the proponents of the suggested schemes look for. It is only to be expected that any service either owned or sponsored by a Government is subject to most exacting demands by the public. Because of this, if the set-up of stations was found to inadequately serve all parts of this country, then the Government would be practically forced to increase the stations and services to a point where every citizen would receive direct benefit therefrom. As far as exact evidence is concerned, we have been unable to ascertain that it has been conclusively demonstrated that the suggested number and power of stations will be sufficient to give the whole of this country adequate coverage. If estimates in respect to this have been inadequate, then the cost might well run into much larger figures than estimated.

11. It is understood that the evidence presented to the Royal Commission on Broadcasting was not favourable to the Government operated stations in the Province of Manitoba, and as the operation of these stations is the only experience which we have in Canada of Government sponsorship, considerable weight should be given to the experience in that Province.

12. A careful study of the situation to date would indicate that sufficient attention has not been given to the fact that a great deal of the result which is hoped for under a scheme of monopoly or Government ownership would be a duplication of acceptable programs from American stations and, in so far as this feature is concerned, the scheme would appear to be extravagant.

13. Since the advent of talking pictures, local musicians have suffered greatly by lack of employment. The local radio stations have relieved this situation materially and from this standpoint is a distinct asset to the community. This situation would be again aggravated if local broadcasting were eliminated. Out of the seven hours daily broadcasts by the Halifax station referred to in previous evidence given to your Committee, four hours thereof employs paid live talent daily.

The broadcasting facilities which are now located in Nova Scotia are as follows:—

CHNS—500 Watts Northern Electric Equipment, located at Halifax, N.S. Covers mainland of Nova Scotia and gives a very effective daytime service. This daytime service is particularly appreciated in a large part of the Province of Nova Scotia, as from Halifax East no daytime radio is received from any outside stations.

CJCB—50 Watts—Sydney, N.S. Covers Cape Breton Island.

CKIC—50 Watts—Wolfville—owned by Acadia University with Annapolis Valley coverage.

VAS—At Glace Bay not heard by the mainland of Nova Scotia.

While CHNS has modern standard equipment such as speech input equipment of the latest standard type using the very latest type dynamic microphone and a I. B. Northern Electric transmitter nevertheless that station advises that it has gone into the matter of crystal control and 100 per cent modulation costs but owing to Governmental regulations affecting capital expenditures on radio broadcasting stations, CHNS states that it does not feel justified in making further capital expenditures under existing conditions.

The Province of Nova Scotia has been conducting educational broadcasts to our Public Schools for upwards of six years. This Province was the first of any province in Canada or any state in the United States to perform this service on the basis of regular programs. It is felt that the Government of Nova Scotia could not continue to give this service over a central Maritime station owing to the cost of necessary telephone circuits from Halifax to the transmitter location and the necessarily high rates of a high powered station; and furthermore, the programs broadcast would have to be of a general nature, whereas they are now applicable to Nova Scotia requirements. Furthermore educational extension talks under the direction of a professor of Dalhousie University have been put on over the Halifax station for upwards of two years and the time required for this service is donated free of charge by the station. The Halifax station has also donated time for a series of League of Nations talks, which have been given regularly for some considerable time. The cost of carrying these latter two features over a centrally located station in the Maritime Provinces, giving to Nova Scotia these services in as adequate a form as they now are given, would be entirely prohibitive. Again the Halifax station has been instrumental in raising thousands of dollars annually for local charities, the station bearing the full cost thereof. This of course would be impossible under a central Maritime station.

We, therefore, submit that, insofar as the Government of Nova Scotia has been able to inform itself in respect to this National problem, and insofar as conditions exist in respect to radio broadcasting in this Province, we believe the public of Nova Scotia will be better served and that the attention of radio listeners will be retained to a greater degree by broadcasting conducted by private enterprise, as is now the case. We view with considerable alarm the experiment which the sponsors of a monopoly system or a Government owned system would have this country accept.

On the other hand, we repeat that if further evidence clearly indicates that either a monopoly or a Government owned system is the proper solution of this question and that such solution will give the Province of Nova Scotia the benefits which are desired and which it is alleged the present system cannot continue to give, then in the public interest we are not only agreeable to, but desirous, that the general method of radio broadcasting in Canada be adjusted. However, opinion evidence based largely on theory and presented by those who have had little experience in the actual business of broadcasting and with an inadequate study of the effects upon local conditions such as those existing in this Province, is not considered to be sufficiently conclusive to warrant an experiment such as suggested and which may have such far reaching effects.

There are, undoubtedly, many benefits which would accrue if either the recommendations of the Royal Commission on Radio Broadcasting or the program of the Canadian Radio League were accepted. However, in the considered opinion of the Government of Nova Scotia, viewing the problem not only from a National aspect, but also from the viewpoint of the Nova Scotia public, we fear the results if either of the aforesaid proposals or similar proposals are adopted, which would result in a monopoly of radio broadcasting or Government ownership of same, and the elimination of private enterprise in this field of activity.

E. C. PHINNEY,
Solicitor for the Government of Nova Scotia.

Mr. SMITH: Mr. Chairman, there are some questions I would like to ask Colonel Phinney. Is it your contention that under no circumstances should there be government ownership and operation of radio broadcasting in Canada?

The WITNESS: No, Mr. Smith, I am not going that far at all. My contention is, as I tried to make clear at the outset, speaking on behalf of the government, that what we are primarily interested in is improvement in broadcasting and a protection of the peculiarities that apply to our province which, I assume, apply to other parts of Canada as well. In other words, we feel this is a public service which must be adequately protected by one method or another, and all we are saying is that if conclusive evidence is submitted by the proponents to the change, upon whom the burden of proof should lie, to indicate that a change should be made, then we are prepared to accept such change as is found to be in the best interests of the country.

Mr. SMITH: Then the same answer, I assume, would apply to private monopoly.

The WITNESS: Just the same, yes.

Mr. SMITH: Private ownership or operation?

The WITNESS: Yes.

Mr. SMITH: You say that you welcome the fullest measure of government control?

The WITNESS: Yes, the very fullest measure that can be given consistent without actually prejudicing private enterprise.

Mr. SMITH: Is the government of Nova Scotia advocating government financial assistance to private owners of broadcasting stations?

The WITNESS: No, not as far as I know. I certainly am not at this hearing. The suggestion which I made, which perhaps was not clear, was this: that if there is to be financial assistance to radio broadcasting from public moneys, that it would appear that such assistance could be adequately given by a sponsoring of certain programs—for instance, a Canadian-wide hook-up—to use the present facilities so that the quality of programs could be very materially increased and there could be a larger increase in the number of such programs; then we would know exactly what we were getting for the money we were expending.

Mr. SMITH: Do I understand you to say that the Canadian Radio League have no very active organization in Nova Scotia?

The WITNESS: Not as far as I can find out.

Mr. SMITH: You said that the previous evidence presented to the committee, if generally conclusive that there should be a radical change in radio broadcasting in Canada, that Nova Scotia should then be in a position to accept such a change?

The WITNESS: Will you just repeat the first part of your question, Mr. Smith?

Mr. SMITH: You said that the evidence presented to this committee, if generally conclusive that there should be a radical change in radio broadcasting in Canada, that Nova Scotia should then be prepared to accept such a change.

The WITNESS: Yes, entirely.

Mr. SMITH: But, as I understand it, you are suggesting that in the best interests of Nova Scotia the authorities should be certain of the correctness of a move before any radical change is made.

The WITNESS: Well, that really is the basis of the case which I am presenting, and that we feel that possibly the evidence to date has not been sufficiently conclusive to warrant a complete new experiment in this particular service.

Mr. GARLAND: You say "possibly", Colonel?

The WITNESS: I would say as a lawyer, absolutely. To explain what I mean by that I might say that quite a large volume of the evidence which has been submitted is in the nature of letters, communications from very worthy and very responsible people all over this country, and the evidence is undoubtedly sincerely given; but I would suggest, Mr. Chairman, that if that evidence were subjected to cross-examination a large part of it, that perhaps a very large percentage of the people who were submitting these letters might be unable to say definitely what is the solution. They are all leading up to the same point, that some solution is necessary. We all agree with that, but I am doubtful if a very large percentage could definitely state to your committee that one form or another form of broadcasting is a proper solution to the present situation. And I am saying, because of that, that we feel on that account, and also because of our own peculiar situation, that this matter should be most seriously investigated, as you are doing, and the evidence more or less generally sifted before a final definite conclusion is come to, and then having come to that conclusion we would have to accept it.

Mr. SMITH: Are you prepared to say that radio broadcasting, as conducted by Nova Scotia stations, is generally satisfactory to the Nova Scotia public?

The WITNESS: I do not think from the standpoint of the Government of Nova Scotia, that I should make any statement as to the adequacy of the present broadcasting in that province other than I have said.

Mr. SMITH: Well, then, would you say that one powerful centrally located centre for the maritimes would be satisfactory to Nova Scotia?

The WITNESS: I think I have set out the reasons as clearly as I could. The major reason, perhaps, to sum up the whole situation, would be that it is felt that our people—and I assume that applies to other localities as well—are particularly attracted to programs of local interest. For instance, just by way of illustration, a hockey game is being played in a play-off series, and I would think from the evidence that one hears over the broadcasting of such matters, the telegrams received and so on, that there are very few sets in the community that are not tuned in on that particular game when it is going on. I might refer to numerous local items, such as local speakers who are talking on some subject that is of particular interest to the locality; the manner in which news items are broadcast; the summary of the week's news, which is a very popular feature in our programs; the question of general market reports; the question of weather reports which are very important to a seaboard country; the question of broadcasts by the Department of Agriculture dealing with fruit conditions in the spring and so on, spraying and that sort of thing; the numerous features of our local broadcasts naturally attract and hold local interest.

Now, the point that I am making is this, that if a high-power station is located at one point in the Maritimes, of necessity the local interest programs must be very largely eliminated because of the fact that the people in New Brunswick are not interested in intimate local affairs applying only, we will say, to the Province of Nova Scotia, and vice versa, and from that standpoint I think a centrally located station in the Maritime Provinces would, of necessity, have to come down to a general form of program, and my point there is that if that occurs then we are going to have the greatest difficulty in holding our public to a general form of program broadcast over one Maritime station as against the competition of American stations.

Mr. SMITH: You think that programs of local interest rather than of a general nature are appealing to radio listeners in Nova Scotia?

The WITNESS: Yes, I do.

Mr. GARLAND: Do not the recommendations of the Royal Commission embody exactly that very type of program and suggest the setting up of provincial advisory boards who would have complete supervision over the type of programs that would be distributed over that area?

The WITNESS: Yes, I believe they do. The difficulty is that in respect to the three Maritime Provinces, with one central station, it is going to be pretty hard to bind those three Maritime provinces into one local entity.

Mr. GARLAND: By matters of local interest, just exactly what do you refer to, to what are you referring?

The WITNESS: Well, I am referring particularly to news items.

Mr. GARLAND: Just on that point, would not a news item that was of interest to Nova Scotia be also one of interest to Prince Edward Island?

The WITNESS: It might or might not. If it was of a general character it perhaps might, but it would be impossible, I would think,—or perhaps we had better say would not be feasible to introduce into a general news program features that were of peculiar local interest only. I do not suppose we ever listen to a news broadcast in Nova Scotia—and I suppose the same thing applies in other provinces—but what a very large part of that broadcast is made up of items of interest only peculiar to the locality.

Mr. GARLAND: At the present time all stations are carrying on what is called stock market quotations.

The WITNESS: Yes.

Mr. GARLAND: Would you regard that as a matter of general interest or local interest?

The WITNESS: Oh, no. I think that would be general.

Mr. GARLAND: And yet would it not be fair to say that 60 per cent of the people have no direct interest whatever in the stock market quotations?

The WITNESS: Yes, I think that is a fair statement to-day, sir.

Mr. SMITH: Colonel Phinney, is it fair to say that the Government of Nova Scotia is favourable to a system of broadcasting which would tend to improve Canadian broadcasts and hold Canadian listeners to such programs?

The WITNESS: Oh, entirely so.

Mr. SMITH: Your contention is that in view of present knowledge and the evidence submitted to date, that the Nova Scotian Government believes private enterprise ought to be given a further chance to develop and carry on this service?

The WITNESS: That is my contention, Mr. Smith, unless, of course, there is additional conclusive evidence submitted to this committee which will warrant

a change, and I am submitting that up to this moment a case has not been conclusively made out in favour of Government ownership or monopoly ownership.

Mr. ILSLEY: I would like to ask a few questions, Mr. Chairman. About coverage, that is, in the western part of Nova Scotia, can you give us any evidence on that?

The WITNESS: I cannot give you any technical facts, Mr. Ilsley. I am not even attempting to do that, except to say this, that up until very recently western Nova Scotia had, no daytime coverage and, as a matter of fact, very little nighttime coverage from Halifax stations, as you know. I am told that that has improved now to a considerable extent; but the peculiarities that I know of, not technical but simply as a citizen in Nova Scotia, are that the daytime reception in western Nova Scotia is very good, particularly as you get down towards Yarmouth. From Halifax east we get no daytime reception except from local stations; and then there are very many other peculiarities, such as some localities which hear very definitely St. John and do not hear Halifax, and vice versa.

Mr. ILSLEY: It is hardly fair, perhaps, to put a specific instance before you, but I have tried on Sunday nights to listen to Dr. Stewart's talks from CHNS. These are recognized as very fine features?

The WITNESS: Yes.

Mr. ILSLEY: And I find it almost impossible to listen to him. Now, what I am suggesting is this: If there were a central station for the Maritime provinces that that could be phoned from Halifax and broadcasted effectively. What is your comment on that?

The WITNESS: Well, in the first place I would want to know who is going to pay for it because it is a free service now.

Mr. ILSLEY: How many stations are there in New Brunswick, do you know?

The WITNESS: I don't know.

Mr. ILSLEY: Or in Prince Edward Island?

Mr. SMITH: I think on the Island, two.

Mr. ILSLEY: Someone is paying for the cost.

Mr. GARLAND: How many do you say in New Brunswick?

The WITNESS: I don't know, Mr. Garland.

Mr. GARLAND: Do you know of any?

The WITNESS: I know the St. John station.

Mr. SMITH: There is one at Moncton, CNRA.

Mr. GARLAND: What is the power?

Col. STEEL: Five hundred watts.

Mr. GARLAND: And at St. John?

Col. STEEL: I think that is also 500 watts.

Mr. ILSLEY: Coming to the question of economy, someone is paying for the coverage that is being given by a comparatively large number of small stations in the Maritime provinces.

The WITNESS: That is true.

Mr. ILSLEY: Either the advertisers or the customers of the advertiser?

The WITNESS: Yes, or the operators of the stations.

Mr. ILSLEY: Now, then, are you in a position to give the committee any assistance on this, whether the same cost would not give more effective coverage in the way recommended by the Aird Commission Report than has been given by this large number of small stations?

The WITNESS: I can only give an opinion, Mr. Ilsley, which may have no great value in that respect, and that is based on what is generally believed to be costs of broadcasting over a high-power station which are, as we generally know, very high. Those costs are high, and I am told—and this again is hardly evidence because I cannot speak with any authority—but I believe that the cost of using telephone circuits for any length of time is very great, and I would think normally that the cost of broadcasting for the whole of the Maritime programs over one very high-power station would run into a very large sum of money.

Mr. ILSLEY: We were talking about how much it would cost to broadcast local programs, or to run local broadcasts from Halifax to a central point and there be broadcasted. That, I suppose is fundamental?

The WITNESS: It is fundamental, yes.

Mr. ILSLEY: It might be better economy to-day to have it done in that way than the present system of broadcasting.

The WITNESS: It might be.

Mr. ILSLEY: And the coverage might be very much better.

The WITNESS: And might not. It is all an experiment.

Mr. ILSLEY: Now, then, you were giving some of these features of local interest. So far as I could see, the most of them were of general interest. For instance, the news broadcast is not Halifax news particularly.

The WITNESS: No, the Halifax news comes in this program, the general news, the same as any other broadcasting station does, and then in addition to that it gives such news of local interest as, I assume, is thought to appeal to the general public.

Mr. ILSLEY: Yes, but the greater part you see is this news of what is important, of what is going on in the world.

The WITNESS: That is part of it. I would say that there is a fairly large percentage of the average programs devoted to local news.

Mr. ILSLEY: Yes. Now, in regard to those hockey games. Are the people of the Maritime Provinces interested in important games, that is, nearly all the people of the Maritime Provinces interested in important games?

The WITNESS: I would judge that is a very popular local feature.

Mr. ILSLEY: What I am thinking about—is it limited to a small area contiguous to the broadcasting station; is the interest in a hockey game limited to that, or is it pretty well spread all over the Maritime Provinces?

The WITNESS: It depends on what kind of a hockey game it is. If it is an Allan cup play-off I presume all the Maritime Provinces would be interested if a Maritime team were engaged.

Mr. DUPONT: I was handling the microphone pick-up at the forum in Montreal when the Dalhousie team were playing there. We received some 400 telegrams from all points in the Maritimes, including Glace Bay, Halifax, Fredericton, St. John and another station near Glace Bay, Sydney.

Mr. ILSLEY: That is the thing. I hope I am not asking questions that are irrelevant, but that is the question, whether the Maritime Provinces should not be, on general principles, treated more and more as a unit as time goes on rather than separate provinces. I thought your brief was based upon the contrary assumption.

The WITNESS: Yes, it is, Mr. Ilsley.

Mr. ILSLEY: Yes. In recent years there has been what is called the Maritime Rights Movement, and there is a Maritime Boards of Trade, and there is a tendency more and more for them to cooperate in any campaign for the betterment of conditions there. That being the case, would not the importance of strictly local broadcast of strictly local interest diminish as the years go on?

The WITNESS: No, I would not think so. If I can make myself clear on that in the first place, the interest in a hockey game is of local interest, but if that game is a game which interests all of the Maritime Provinces such as a play-off between Halifax and St. John, then those two provinces are interested, the local interest is extended; but if it is a play-off between Halifax and New Glasgow then the local interest is pretty well confined to Nova Scotia, and perhaps only to a portion of Nova Scotia.

What I had endeavoured to say in this brief is, that there are a large number of features which are peculiar only to Nova Scotia and will be of no interest to New Brunswick or Prince Edward Island. For instance, the educational broadcast to the schools in Nova Scotia is an extremely interesting thing, in that the Government has, by one method or another, of assistance, been able during the last few years to instal radio receiving sets into a large number of schools, and has been carrying on educational programs applicable to Nova Scotia and which I do not think will be acceptable to the other provinces, because those educational programs deal, of course, with things of local interest. The text books are not the same in the different provinces, and I do not think the general educational programs, unless they were very carefully prepared, could be applied to all the provinces. I think it is a matter of local interest, of local concern, and the same thing would apply to many other features that I have mentioned here that are of more interest in Nova Scotia, and that are being very well put on to-day. The government is not attempting to say that the service in Nova Scotia is adequate by any means.

The CHAIRMAN: In other words, what you are pretty well summing up is this, that you are making out a case for the local broadcast especially as it affects your particular province?

The WITNESS: Yes, sir,

The CHAIRMAN: And that, under the present system, you have been getting very good service.

The WITNESS: I think that could be fairly stated, Mr. Chairman.

The CHAIRMAN: And that anything that might be done by the government, or in any recommendation by this committee, would have to take care of those local interests.

The WITNESS: Would have to take care of the local situation. That is really our case.

The CHAIRMAN: You are not particularly interested, then, as to the manner in which it is being done?

The WITNESS: Yes.

The CHAIRMAN: That pretty well covers the situation?

The WITNESS: Yes.

Mr. ILSLEY: It is the same problem that arises in Ontario. For instance, there are parts of Ontario where the same situation would apply, but accentuated by the fact that Nova Scotia is a separate province, separated from the other parts of the Maritimes, that is your contention?

The WITNESS: Yes. I think so. Any system is acceptable whereby there will be some scheme along the lines suggested, taking into consideration the peculiarities of Nova Scotia, which we say should be very carefully investigated.

Mr. ILSLEY: Would you mind repeating your fifth point? I did not just catch it.

The WITNESS: The fifth point is:

A centralized Maritime station would, because of its high cost of operation, make it impossible for the majority of local advertisers to use it for sponsored programs. This would result in the larger and more powerful interests controlling the advertising on the air, to the detriment of the smaller manufacturer and business man of the Maritimes. From our standpoint, this would be very undesirable.

Mr. ILSLEY: Of course, by the Aird Report, direct advertising is to be prohibited?

The WITNESS: Of course, I am using terms here which are applicable to this brief. I am not suggesting they are the correct terms generally applied, but I have defined "direct" and "indirect" advertising only for the purposes of their use in this brief.

Mr. ILSLEY: I think it is exactly the same definition as in the Aird report.

The CHAIRMAN: I do not think there is any definition at all in the Aird Report.

Mr. ILSLEY: Oh, yes, and I think they define it the same way as Colonel Phinney, and by the Aird Report direct advertising is to be prohibited. That would detract from the force of that argument.

Mr. GARLAND: Here it is, page 10 of the Report of the Aird Commission:

Direct advertising is defined as extolling the merits of some particular article of merchandise or commercial service.

And then they give an illustration of it.

An example of indirect advertising would be an announcement before and after a program that it was being given by a specified firm.

Mr. ILSLEY: Assume that someone else wanted to establish a broadcasting station in Nova Scotia, under the present system the difficulty of the government in selecting persons to do it would be considerable. Do you have any scheme, any plan under which the government could act in selecting from many applicants?

The WITNESS: No, as far as I am going is to suggest that the very greatest measure of control should be exercised. I do not think it would be proper for me in the capacity in which I am here to-day to even suggest the nature of that control.

Mr. GARLAND: In connection with that, do you represent the Government of Nova Scotia, or just the Premier of Nova Scotia?

The WITNESS: I represent the Government of Nova Scotia.

Mr. GARLAND: The matter has been discussed by the cabinet, I take it?

The WITNESS: My instructions are entirely from the Prime Minister of Nova Scotia. I have never met the government on this matter, naturally.

Mr. GARLAND: Yesterday we had evidence from the Radio League of Ontario which also, by the way, agrees with you in opposition to government control and operation; but the Radio League of Ontario said, "We recommend the abolition of all private commercial broadcasting stations in the Province of Ontario of low power and obsolete equipment." Would you suggest that we should also do the same in the Maritimes?

The WITNESS: Well, I think I would go further than that. I think that in this form of control it should be very severely exercised that no station anywhere in this country should be permitted to operate unless it is a station of very high power and of modern efficiency.

Mr. GARLAND: How would you define a station of high power and modern efficiency?

The WITNESS: That is a technical matter. I cannot do that.

Mr. GARLAND: With regard to the sustaining programs and financial assistance, have you any idea of the apportionment of the amount to be paid by the government as a subsidy to the Maritime provinces?

The WITNESS: No.

Mr. GARLAND: It was suggested yesterday that the major part of any licence fees paid by the licensees in Ontario should be expended by the Dominion Government for the broadcasting of programs from the two Toronto Radio stations now satisfactorily serving that area.

The WITNESS: As far as I am prepared to go on that is to suggest that if there is any increase in the radio receiving set licence fee that major portion at least of that increase should be used in improving broadcast programs.

Mr. GARLAND: But what would you put down as the apportionment of that share that was particularly Maritime in character?

The WITNESS: I have no instructions on that point.

Mr. ILSLEY: Mr. Chairman, have we expert or technical evidence about coverage conditions in the Maritime provinces?

Col. STEEL: Do you mean the results of actual tests, Mr. ILSLEY?

Mr. ILSLEY: I want to know whether that has been considered, such information that the department has?

COMMANDER EDWARDS: Nova Scotia is not at the present time adequately covered in daylight with the existing stations.

Mr. GARLAND: Are any of the Maritime provinces?

COMMANDER EDWARDS: Prince Edward Island is.

Mr. GAGNON: To what cause do you subscribe such conditions?

COMMANDER EDWARDS: The stations are small, and west of Halifax we have no station in Nova Scotia at all. The other way, the coverage, perhaps, is a little better, and we have Sydney taking care of the other end.

Mr. SMITH: Commander Edwards, outside of the western portion of Nova Scotia, the rest of the province is completely covered, is it not?

COMMANDER EDWARDS: I should say fairly well. I would not say completely covered, but speaking generally I should say generally well covered.

The CHAIRMAN: Are the present stations operating throughout Canada pretty well up to date in a mechanical way, or is there much room for improvement?

COMMANDER EDWARDS: Generally speaking they are. Many improvements have been made in the auxiliary apparatus even in view of the fact that they were asked to waive any claim for compensation. On that account they have refrained from embarking on any major expenditures on their transmitters, but otherwise they have done their utmost to bring their stations up to date.

The CHAIRMAN: That is, taking into consideration the amount of power which he is given.

COMMANDER EDWARDS: As we say, they are doing a very good job.

Mr. GARLAND: In your opinion, is advertising revenue in the Maritimes adequate to provide suitable coverage and entertainment.

The WITNESS: You mean as it now exists under the present situation?

Mr. GARLAND: Well, the advertising revenue that you now have or anticipate having?

The WITNESS: I do not believe I can answer that question, Mr. Garland. I am not very familiar with the detail of the operating of the station there.

Mr. GARLAND: You will concede that in a private development the commercial interest enters into the whole feature of the case?

The WITNESS: Oh, very much.

Mr. GARLAND: And unless there is substantial federal assistance in the way of grants of money, the service to be rendered in the Maritimes would depend upon the amount of advertising revenue, would it not?

The WITNESS: That, plus the attitude taken by the operators and owners of broadcasting stations. For instance and I am not speaking for any Nova Scotia station—a station owned and operated by a newspaper generally gives a very good form of program because it is a goodwill operation and is more or less ancillary to the newspaper operation.

Mr. GARLAND: In other words, they believe it pays them to do that?

The WITNESS: I would think so.

Mr. GARLAND: But you doubt whether the present volume of revenue from advertising is adequate to supply the best type of service for the Maritimes?

The WITNESS: I do not know.

Mr. GARLAND: Well, do you really think it is adequate?

The WITNESS: I think it could be if it is not, providing, of course, that direct advertising can be done, which is my own personal opinion. I have nothing to back it up. I would suggest that if indirect advertising only is permitted advertising revenue is bound to fall off, because it is rather difficult for me to appreciate where a firm would be justified in expending a large amount of money, particularly for a broad hook-up, unless there could be some mention made of its product.

Mr. GARLAND: Therefore, you would suggest that under the form of control advocated in your brief, that that control should not grow to the point of eliminating direct advertising altogether.

The WITNESS: Not to the entire elimination of it, but it should be effectively controlled as to minimum and also as to the nature of it so that it is not objectionable.

Mr. GARLAND: Have you any view of what would be effective control?

The WITNESS: It would have to be very general. I would say certainly not over five per cent of the time, and certainly not going to the price of the commodity.

Mr. GARLAND: Supposing now we permit both direct and indirect advertising, do you think then you would have adequate revenue in the Maritime provinces to provide anything like effective service in radio broadcasting, say with entertainment programs?

The WITNESS: I would say that the better class of entertainment programs in the larger centres would be available to us through hook-ups if the advertising revenue was adequate.

Mr. GARLAND: That is the point, if the advertising revenue was adequate?

The WITNESS: Yes.

Mr. GARLAND: Do you think it will be adequate?

The WITNESS: Well, it is now, generally. We are getting a very fine service of entertainment, wide hook-ups, and I assume someone is paying for them.

The CHAIRMAN: In other words, you feel that the revenue from advertising would diminish according to the extent that the local broadcasting would be diminished.

The WITNESS: That is, if direct advertising is eliminated, Mr. Chairman?

The CHAIRMAN: Yes.

The WITNESS: I would say that the revenue could not be expected to be very great.

The CHAIRMAN: It would be greater in the local station because of the local advertising than it would be if it was just a general or chain advertising over one big chain.

The WITNESS: That is my submission, based largely on the fact that if there is a large power station naturally the cost to the advertiser would be very high which, I would think, would eliminate the majority of the local advertisers.

Mr. ILSLEY: Do you know what proportion of the time is occupied by advertisers on a commercial program over CHNS at the present time?

The WITNESS: They have a limit of 5 per cent, so I am told.

Mr. ILSLEY: I think you recommended, or suggested, a Dominion Government subsidy to encourage nation-wide hook-ups?

The WITNESS: No, I did not recommend that, Mr. Ilsley. What I said was, that if there is to be Federal money or public money expended in improving these services, one suggestion is that that could be definitely applied to government sponsored programs or to programs which were of Canadian-wide interest, and then we would know definitely what consideration we were getting for our money. I am not advocating that that be done, but if any money is to be expended I am suggesting that that would be a very effective way of improving chain broadcast programs in Canada.

Mr. ILSLEY: Now, whether this broadcast reached the Maritimes, or reached the people in the Maritime provinces, would depend upon the coverage conditions existing there now. Whether the stations existing there now could cover or not.

The WITNESS: Whether they are capable of going on the hook-up.

Mr. ILSLEY: You haven't any suggestion as to how present coverage conditions in the Maritimes could be bettered?

The WITNESS: I could only make this suggestion, that I think if the restrictions which have been placed on private broadcasters were, to a great extent, removed we certainly could look for improvements in our broadcasting stations. I might mention that Major Borrett informed me that they are prepared to undertake a capital expenditure of, I think, \$15,000, but of course they cannot do it under present conditions because it might be a total loss.

Mr. GARLAND: Have you any assurance that outside of Halifax, or CHNS, there is or will be ample funds available for the establishment of other broadcasting stations to give the necessary coverage that is now not provided by CHNS?

The WITNESS: No, I have no assurance, Mr. Garland?

Mr. WRIGHT: Might there be some information in this other brief you have brought with you?

The WITNESS: The letter I filed?

Mr. WRIGHT: Yes.

The WITNESS: No. I think this letter only refers to how much time has been used, or how much time has been devoted to sponsored programs.

Mr. SMITH: You have not attempted in your brief, speaking with particular reference to the Halifax station, to enumerate all the services broadcast over that station. I have in my mind, for the moment,—I am not sure whether it is mentioned in your brief—the Dalhousie University Extension course. Was that mentioned?

The WITNESS: Just mentioned, that is all.

Mr. SMITH: And those lectures in French?

The WITNESS: Not mentioned.

Mr. SMITH: And there may be a lot of other services of local concern that are not covered in your brief?

The WITNESS: I made no attempt, Mr. Smith, to schedule the programs sponsored by the station itself or by public interest. I just referred to certain of them. The station log—which I think is in evidence here if I am not mistaken—sets that out clearly. I have a copy of one month's log here which gives the detail of many services which I have not mentioned.

Mr. SMITH: Now, Mr. Chairman, I would like to ask Commander Edwards, following up the question of Mr. Garland, with respect to services not now available, that might not be available in the future with this present system of private ownership. Is it not a fact that there are several applications to the department for the establishment of stations under the present system which cannot be granted?

Commander EDWARDS: There are applications on file which, if admitted, would completely cover Nova Scotia with rather small stations.

Mr. GARLAND: What about the other Maritime provinces?

Commander EDWARDS: That applies equally to the others.

The CHAIRMAN: Any further questions?

Mr. GARLAND: Commander Edwards, may I ask you a further question? How many of those licences could be granted?

Commander EDWARDS: Not very many. We have nine stations and we are using nine channels now in the Maritime provinces.

Mr. GARLAND: Already using nine?

Commander EDWARDS: Yes, and we are fairly close to the ultimate amount that we can use. In New Brunswick we have three stations; Nova Scotia four, and Prince Edward Island two.

The CHAIRMAN: On shared wave lengths?

Commander EDWARDS: They are small stations using channels that are also used in the United States, and some of them on split channels.

Mr. GARLAND: How many more can you grant technically?

Commander EDWARDS: In the Maritimes?

Mr. GARLAND: Yes.

Commander EDWARDS: It is rather difficult to say offhand. It depends so much on the power.

Mr. SMITH: Commander Edwards, what channel do you designate to what is commonly called amateur associations?

Commander EDWARDS: The amateur stations are all small stations. These amateur stations were started at the inception of broadcasting, and they performed a very useful service in communities where there was no commercial service. The numbers have increased very much in late years. However, their field has disappeared. The commercial station has taken their place. The amateur station is not allowed to make any charges for any services rendered. It is purely a community station supported by the community. We tie them on a channel of 210K/c. They are limited in power to about 25 watts which gives them a daylight range of about fifteen miles, so that we can duplicate on that quite extensively. They do not use the time twenty-four hours a day. They are content to run one or two days a week, so that we can put a very large number of them on if necessary.

Mr. ILSLEY: Would one 50,000-watt station centrally located in the Maritime provinces adequately cover the Maritime provinces, in your opinion?

Commander EDWARDS: I would have to look at the map, Mr. Ilsley; the average daylight range of a 50,000-watt station is 175 miles. That is the reliable range day and night. It covers the whole of Nova Scotia and part of New Brunswick and just misses the tip end of Cape Breton Island. That would be located roughly somewhere east of Amherst.

Mr. GARLAND: Of course, that is daylight range.

Commander EDWARDS: That is reliable daylight range.

Mr. GARLAND: The general range would be very much in excess of that.

Commander EDWARDS: It might go out as far as 2,000 miles, perhaps more at night.

The WITNESS: While this is a technical matter and I cannot speak of it at all, we do know the experience of the Westinghouse Station WBZ, outside of Boston, where they have to erect a similar station, I believe, within a very few miles in order to cover a large blanket of some sort that the first station could not reach. Now, what we fear is on account of what we know of our peculiar situation in respect to reception in Nova Scotia, that unless there is some real authentic technical information, it is not definitely known whether or not a 50,000-watt station can get that satisfactory coverage of 175 miles radius, and we might find ourselves in a position of where we ought to have several other stations.

Col. STEEL: We have this information, which can be taken for what it is worth: Certain tests have been made of some of the stations in the Maritime provinces, that is, actual field strength measurements have been made and there is no indication of any such dead area within the range of those stations. True, they are low power at the present time, but at that they should show up if there were such areas in existence.

The WITNESS: What about the western part of Nova Scotia as far as the Halifax broadcasting station is concerned?

Col. STEEL: You mean the southwestern part?

The WITNESS: What we call the western part of the province, the western part of the peninsula.

Col. STEEL: Of course you must remember that the present station at Halifax is low power. I said within the range of the present station.

Commander EDWARDS: I would say eighty miles.

Mr. BAIN: That is the coverage of the existing system.

Commander EDWARDS: Eighty miles we would give your Halifax station, and I think you will find that that is a fair representation of CHNS, that it does adequately cover a circle of eighty miles around Halifax.

The WITNESS: Of course we do know as a statement of fact, Mr. Chairman, that daylight reception in the western part of Nova Scotia from stations a long way off, New England and southern stations, is good, continuously good, but the minute you get to Halifax and go east of Halifax there is no daylight reception from any place except the Halifax station.

Commander EDWARDS: You see, those American waves are travelling for quite a time over sea water, and when they strike the Nova Scotia coast they begin travelling over land. The loss of strength over land is much greater than over the sea.

Mr. ILSLEY: There is one point that is not mentioned in the brief, and perhaps you attach no importance to it; but by the Aird Report there are to be three directors from the Maritime provinces; they are to control the broad-

casting policy. I should hardly say it, but that is the implication, that they are to have most to say about it. From the central Maritime station there is only to be one director who is to have a similar influence in respect of the connecting of the other stations. Do you anticipate difficulty arising from that situation, that is, difficulty in agreement, for instance, between the three directors from the Maritime provinces?

The WITNESS: I would think there might be some difficulty on the question of the nature of local broadcasts. I think there might be considerable difficulty there.

Mr. ILSLEY: Educational broadcast. Would there be any difference in viewpoint, or outlook, or policy?

The WITNESS: Not on general educational programs.

Mr. ILSLEY: What about school broadcasts?

The WITNESS: I would think there would be a difficulty there because the systems in the different provinces are different, of course.

Mr. ILSLEY: Well, I would hardly think there was any vital difference at all. Can you think of any?

The WITNESS: Yes, I can think of this difficulty, that with three provinces under separate educational supervision, with their own respective superintendents of education there are bound to be differences, they are not going to think alike; and I would think there would be difficulty—I am not saying it would be impossible—in working out that situation.

Mr. GARLAND: You do not anticipate any difficulty, any real difficulty?

The WITNESS: No, not as far as I know. The tendency is, particularly in educational matters, for the three provinces to get as closely together as possible.

Mr. ILSLEY: That is the whole tendency in practically everything down there, is it not? There is a Maritime consciousness, very marked, as compared with former years.

The WITNESS: There is in matters dealing with issues which are peculiar to the three Maritime provinces.

The CHAIRMAN: Of course this matter of local agreement will be found multiplied many times throughout Canada. I can quite understand such a situation existing within a province, or between say the province of Quebec and the province of Ontario; but particularly within a province, what might appeal to one part may not quite appeal to the other, and you are going to have your difficulties.

Mr. ILSLEY: Yes, but when it comes to area the Maritime provinces have only about one-fifth of the area of the next largest province which is Manitoba.

The CHAIRMAN: I think I could fairly well imagine differences between Montreal and Quebec, for instance.

Mr. GARLAND: Much more serious than anything that could happen in New Brunswick and Nova Scotia.

The CHAIRMAN: I can well understand differences in Ontario between, say Ottawa and Toronto, and Toronto and almost any other part of Ontario.

If there are no more questions, I desire to thank you, Colonel Phinney, very very much for the very clear manner in which you have presented your brief.

The WITNESS: Thank you very much, Mr. Chairman.

The CHAIRMAN: It certainly will be studied by this committee when they get down to work.

The WITNESS: I hope I have made myself perfectly clear, that the government of Nova Scotia is not actually sponsoring any actual scheme that may be placed before this committee, but simply asking that our position be safeguarded to the greatest possible extent.

Witness retired.

The CHAIRMAN: We have a further witness this morning, Mr. Humphrey Mitchell, Member of Parliament for Hamilton East.

Mr. Mitchell will present a brief on behalf of the Trades and Labour Congress of Canada.

HUMPHREY MITCHELL, called.

The WITNESS: I think I should point this out, Mr. Chairman, that the President of the Congress, Mr. Moore, is in Europe, and the Secretary-Treasurer is unwell, and being the Chairman of the Ontario Executive Board of the Congress I was asked to deliver this brief on behalf of the Congress, expressing their viewpoint and declarations:

**MEMORANDUM SUBMITTED TO THE SPECIAL COMMITTEE OF PARLIAMENT
ON RADIO BROADCASTING ON BEHALF OF THE TRADES AND
LABOR CONGRESS OF CANADA, THURSDAY, APRIL 7, 1932..**

The Trades and Labor Congress of Canada is a Dominion-wide organization with an affiliated membership of 175,000 organized in more than 1,600 branches. Recognizing the growing importance of radio broadcasting as a method of communication, its enormous power in influencing public opinion, and its possibilities for development of education in the broader sense, the Congress has given the matter considerable study during the past few years.

Following the appointment of a Royal Commission to inquire as to how radio broadcasting could be more effectively carried on in the interests of Canadian listeners, the Trades and Labor Congress communicated with that body suggesting the establishment and operation of stations by a government-owned and financed company. Having in mind, however, the possibility of difficulty arising in establishing such a system in Canada, due to the British North America Act, and believing that control of the air should be retained by the people, an alternative plan was proposed, viz: Establishment and operation of stations by provincial governments.

The question has been the subject of further consideration at the annual conventions of the Congress since that time and on each occasion the policy of national ownership and control has been reaffirmed. The following summarizes our position in respect to the matter:

1. Radio broadcasting by the nature of things lends itself to monopoly as there are only a restricted number of channels available and when these get into the hands of powerful corporations then the public is entirely at their mercy.

2. Radio broadcasting should be developed in the national interests rather than along the lines of an advertising medium and wherever private companies own stations advertising becomes the primary object as their revenue is from this source and profit is the chief reason for operating.

3. Duplication of stations should be avoided as far as possible in order to ensure the clearest reception by those who own receiving sets and unless the Government owns the entire system it is difficult to accomplish this object.

4. The Trades and Labor Congress is of the opinion that wherever a public service is of such a character as to lend itself to monopolistic control that it rightfully comes within the classification of a public utility which should be publicly owned and that radio broadcasting is within this category.

The Federal Government having now been given full control over broadcasting stations and receiving sets in Canada by the recent decision of the Privy Council it is the opinion of the Trades and Labour Congress of Canada that a system of radio broadcasting should be inaugurated in the near future whereby the same will be operated on the basis of public ownership and service.

The CHAIRMAN: Mr. Mitchell, has that been submitted to one of your annual meetings?

The WITNESS: We were very careful, Mr. Chairman, to pick out the declarations endorsed at the various meetings of the Congress in the course of the discussions on this particular question.

The CHAIRMAN: These declarations were taken from what?

The WITNESS: They were taken out of the proceedings of Congress.

Mr. GARLAND: Mr. Mitchell, did you say how many people you represent?

The WITNESS: 175,000 and 1,600 branches located in every province of the Dominion.

Mr. BEYNON: Was this passed at some general gathering of the Congress, Mr. Mitchell?

The WITNESS: Yes.

Mr. BEYNON: With representatives present from all the branches?

The WITNESS: All the branches, yes.

Mr. GAGNON: Where was the last gathering?

The WITNESS: In Vancouver.

Mr. GAGNON: How long ago?

The WITNESS: Last September.

The CHAIRMAN: And these are parts taken from?

The WITNESS: From the records. I can supply you with a copy if you desire it.

Mr. ILSLEY: Whom do those delegates represent, say from Nova Scotia?

The WITNESS: Mine workers and longshoremen.

Mr. ILSLEY: Have you any reason to think there is any division of opinion among them?

The WITNESS: Those declarations were carried unanimously in Convention. Of course you are bound to get the odd one who would express an opinion contrary. You get that in every organization.

Mr. GARLAND: Is it not true that this or a similar recommendation with regard to public ownership was carried successfully by three different congresses?

The WITNESS: Yes.

Mr. GARLAND: Three different years?

The WITNESS: Three different years, yes.

The CHAIRMAN: We are not casting any doubt upon it, Mr. Garland, we just want to get it on the record.

Mr. GAGNON: I did not hear any reference in your brief to the Aird report? Was the Aird Report considered?

The WITNESS: It was based on the Aird Report, yes. It is mentioned here:

Following the appointment of a Royal Commission to inquire as to how radio broadcasting could be more effectively carried on in the interests of Canadian listeners, the Trades and Labour Congress communicated with that body, suggesting the establishment and operation of stations by a government-owned and financed company.

Mr. GAGNON: Am I correct in suggesting that on the whole you are favouring the Aird Report, I mean, the Trades and Labour Congress?

The WITNESS: Our position is this, if I can put it clearly: We believe that whatever the system of broadcasting in this country, it should be owned and controlled by the Dominion Government.

The CHAIRMAN: Would the B.B.C. system be acceptable to you?

The WITNESS: Yes, I give that as a personal opinion.

Mr. ILSLEY: Have you the size of the membership from each province?

The WITNESS: Not with me, I could get it for you.

Mr. ILSLEY: Take my own province of Nova Scotia, how many persons were represented by the delegates who voted for that—that is what I would like to find out.

The WITNESS: That could be easily obtained.

Mr. GARLAND: You will get that for us?

The WITNESS: Yes.

The CHAIRMAN: Have you any knowledge, Mr. Mitchell, whether the labour organizations of Great Britain are satisfied with the broadcasting situation there at the present time under B.B.C.?

The WITNESS: Excepting this, of course, it is the principle of labour organizations throughout the world,—the principle of public ownership.

Mr. SMITH: Mr. Chairman, there appears to be some confusion—there certainly is in my mind—with respect to the interpretation of the Aird Report as to the definite recommendation of government ownership. Mr. Mitchell has very clearly stated that the organization he represents is definitely on record in favour of government control and operation. Now, it appears that the Aird Report does not go that far.

Mr. ILSLEY: Oh, yes.

Mr. SMITH: Well, there appears to be some confusion about it, and one of the commissioners, I think, made some statement here before the committee.

Mr. ILSLEY: He said it did not mean a direct government ownership and operation of the system, but ownership of the system by a company or corporation set up by the government.

Mr. SMITH: I have not got the record here, but he was careful to elaborate a little that point.

Mr. ILSLEY: He said:—

We did not recommend what you might call State or Government ownership of radio broadcasting.

Mr. SMITH: There is some confusion in my mind at least on this very point.

The CHAIRMAN: However, there is no confusion in what the present witness wants.

The WITNESS: No, there is no confusion in my mind, Mr. Chairman.

Mr. SMITH: I understand that thoroughly, but what I say is this, the witness is perhaps going a little farther than the report itself goes.

The CHAIRMAN: In other words, he is giving his own view for the organization which he represents and not interpreting the Aird Report.

Mr. GAGNON: That is why I asked Mr. Mitchell if he was in favour of the Aird Report. I think the position taken by Mr. Smith is very well taken.

Mr. SMITH: We have the commissioner's own interpretation of the report.

The CHAIRMAN: Are there any further questions?

Mr. ILSLEY: Does your organization support the Canadian Radio League?

The WITNESS: President Moore, the Chairman of our Congress, is a member of the league.

Mr. ILSLEY: Do you give it financial support?

The WITNESS: I understand so, yes.

Mr. GARLAND: Mr. Chairman, on the point raised by Mr. Smith, I would submit that a fair interpretation of that statement by the commissioner would be that he was referring to a civil service control and administration and not a public ownership by a public corporation.

The CHAIRMAN: If there is any question about that I think we can get a further illustration from Dr. Frigon a little later on. Are there any further questions?

Thank you, Mr. Mitchell.

Witness retired.

The CHAIRMAN: That is all we have for this morning. However, we have two witnesses for this afternoon. To-morrow will be a free day. With all the witnesses we have yet to hear we ought to get through some time next week. If any of the members of the Committee desire to have anyone appear before the Committee, I wish you would notify them to get in touch with me as quickly as possible, because the number of witnesses now on call who said they would come at any time should be very easily taken care of by next Thursday.

Mr. GAGNON: I am informed that Mr. Geoffrion, the solicitor for CKAC, would like to appear before the Committee on Tuesday.

The CHAIRMAN: I will be glad to discuss that a little later this afternoon.

The Committee adjourned to resume at 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 3.45 p.m.

The CHAIRMAN: Mrs. Wilson, representing the Canadian Council of Women is present, and we will now hear from her.

Mrs. J. A. WILSON, called.

The WITNESS: Mr. Chairmen and gentlemen, I appreciate very much the opportunity you have given me to come here to-day to say very briefly what I want to put before you as the point of view of the National Council of Women.

I was the president of that organization. I am now past-president. The president is in Geneva and I am representing her as well as the Council.

We have had this matter of radio broadcasting up before us for some years now, and particularly since we were at the last International Convention. We are members of the International Council of Women in which there are some forty-four nations represented, and the officials there were all in favour of us paying very considerable attention to the matter of broadcasting, recognizing that the cinema had been a considerable danger to us and we did not want radio to fall into the same difficulties. We are now trying to extract ourselves from the bad features and from the exterior control of the cinema. We do not want anything like that to happen with radio. We do want a Canadian radio and not one of any other country.

In 1930 we placed before the Government a definite resolution on the subject. We presented it ourselves to the Prime Minister and the ministers assembled, and that was our first actual resolution on the subject. That resolution was endorsed at our next annual meeting in June last year. It reads as follows:—

NATIONAL COUNCIL OF WOMEN OF CANADA

Resolved that, the National Council of Women of Canada declare their strong support of the establishment of a Canadian Broadcasting Company by the Dominion of Canada to own, operate and control all broadcasting stations in the Dominion, to erect high-powered stations that can serve the whole Canadian people, to eliminate direct advertising and by the increase of a licence fee to three dollars finance a greater number of Canadian programs.

And be it also resolved that, whereas broadcasting should not be operated primarily as a business but as a public service for the whole people of Canada,

Be it resolved therefore that, the National Council of Women express their hearty opposition to the establishment of a private monopoly under some form of government censorship.

After our last annual meeting it was again forwarded to the government. I mention those facts, because it has been suggested that perhaps the women are not wholly interested.

During the time the matter has been before us we have had no letters whatever of objection to the attitude taken by the National Council in annual meeting assembled, or of the executive. On the contrary, we have had a great many letters from different parts of the country endorsing the attitude in favour of the proper control of radio.

We are strongly opposed to American influence. We do not want to have a purely American radio. We feel that we want prompt action taken because already there are so few wave lengths for Canada and so many for the United States, and the air is, as it were, over crowded with their material. Almost every broadcast that you listen to to-day is mixed up with advertising, tooth paste and things of that sort. If there is any advertising to be done we would prefer that it should be for Canadian goods.

I should tell you that each of the subjects dealt with by the National Council of Women has someone at its head looking after its interest, and the convenor for broadcasting is Mrs. Menzies of Winnipeg, and she sent out a very long questionnaire to all her aids throughout the country asking them what they thought about various phases of radio. She was particularly interested, I might say, in the educational side. However, we do not want to stress that, that it is an educational medium any more than an entertainment medium. We want satisfactory material. And we found also that very many places in Canada have no Canadian broadcasting at all. They are entirely dependent upon American stations, and that situation is going to get worse, because the main Canadian

stations are all located in the east and more and more powerful stations are being built throughout the American continent; so I understand, and we want to be in the field before it is too late. Many of us who speak the English language would very much like to have intellectual English coming over the radio. I do not wish to say anything about access, but I shall mention the horrible English and articulation that comes over the radio. It is most deplorable to many of our members who are listeners-in, and who have very definitely endorsed the stand we have taken. I might mention the very definite endorsement of our stand from the City of Regina just within the last few days and from the Province of Saskatchewan. And only to-day I received a very interesting article from British Columbia which was written by Mrs. A. M. Harper for the Cinema Committee of the Vancouver Local Council of Women. It appears on page 4 of *The Microphone*. The article is headed "Shall We Nationalize our Radio?" I would like to say that, to the best of my knowledge, the stand of the Canadian Radio Association is endorsed by all the women of the country that I represent, and that is a very large section of them. We want good, satisfactorily controlled programs. I find when I go to England that the people there really listen to their broadcasts. I have stayed in houses and I have heard them say "There is a good program on to-night", and they stay around and listen to the program, or they will say "I shall be in at five or six o'clock, so and so is coming on the radio", and they sit and listen to a high class program instead of the hotch potch which we have here.

We also find that American programs are not sufficiently good to be taken over to the other side, whereas programs from the other side come to the National Broadcasting Company or the Columbia system, and they have nothing to give in return. To me the British Broadcasting Corporation system is the more valuable.

I am sure there is a lot more to be said in this connection. You have had many others appear before you and no doubt they have told you a lot about it. We certainly do need better broadcasting and less advertising.

Mr. SMITH: You stated, Mrs. Wilson, that your organization felt they wanted Canadian radio, a national radio, and not one from any other country. Based on that, may I ask you what features of the American broadcast do you object to? Is it the general tone, cultural or otherwise?

The WITNESS: I think I may say, in a large measure, both. You tune in on the radio and you find that you have nothing but a tooth paste advertisement, or something of the sort, and you do not want it. On the other hand, a great many of the programs are of very poor quality, some of them taking up the whole afternoon or evening and you cannot find a single thing that is worth listening-in to, unless there happens to be something good on from one of the Canadian stations.

Mr. SMITH: Well, there are a good many good programs, are there not, from American stations?

The WITNESS: There are some magnificent programs, but they are by no means on all the time, and we should be able to provide those for ourselves, I think. We should have those in Canada. Why should not we have Canadian musicians doing the work?

Mr. SMITH: Do you think that our Canadian musicians—having in mind the difference in size between the two countries, do you think we in Canada could put on broadcasts as good as a country the size of the United States?

The WITNESS: I do not know what the relative size has to do with it. I think we probably could. I see no reason why there should not be just as good Canadian broadcasts. There are some very good Canadian artists and Canadian musicians, and good Canadian singers.

Mr. GARLAND: Mrs. Wilson, would it be your opinion that we are more likely to secure much better broadcasts under a single unified Government monopoly than under the somewhat detached system of private ownership that we now have?

The WITNESS: Certainly. Of course a good many of us know what a terrible thing it was for our local musicians when the talkies came in and all the orchestras were turned out. There were a lot of good musicians thrown out of employment at that time and I have no doubt they would be very well worth while hearing.

Mr. GARLAND: Would it be your opinion, Mrs. Wilson, that Canada, as Canada, could provide a broadcast fully up to the standard of, say, one of the stations of the United States?

The WITNESS: Well, of course, I have not studied the matter in absolute detail, but I think I would be safe in saying certainly yes. I think we have a very high proportion of highly cultured and intelligent people in Canada.

Mr. GARLAND: Are we likely to secure as high a grade of entertainment?

The WITNESS: With a reasonable fee, and with Government control or ownership, we would be able to get the very best obtainable in the country, or in any other country for that matter. We could have people from other countries.

Mr. GARLAND: Your organization has representation from every province in Canada?

The WITNESS: Oh, yes, with the exception of Prince Edward Island.

Mr. GARLAND: Could you give the committee any figure of your membership?

The WITNESS: Well, we generally figure it is about 500,000, but it is almost impossible to tell because of the interlocking of the various organizations. There are 20,000 daughters of the Empire, and we have sixteen other large organizations, such as the Business Women's Club, the W.C.T.U., and so forth. Then there is the Catholic Women's League, which is not federated with us nationally but is federated everywhere locally, and they have a very large membership, and we have all the miscellaneous clubs. In this city, for instance, there are over one hundred women's organizations all in federation, and the same applies in several of the other towns and cities.

Mr. GARLAND: And this resolution is the considered opinion of the federation?

The WITNESS: Yes. This was brought up at the annual meeting, which is our method of getting the opinion. It is sent out to all the councils, and should be before all the members, and it is then brought up and passed at the annual meeting, and that resolution was passed in 1930 and taken before the Prime Minister. It was then brought up again last year at Moncton and again endorsed, and it was also endorsed by our executive in order to send it up again with a further group of resolutions.

Mr. SMITH: You think it would be fairly expressive of your total membership?

The WITNESS: I think it does, because they have had ample time to object if they wished to object. We have had absolutely no objections, but we have had a great deal of expressions come in saying that we are justified in taking the stand we have. It is the considered opinion of the women.

Mr. SMITH: You speak about the very high type of broadcasts in the old country?

The WITNESS: Yes.

Mr. SMITH: Do you think under a nationally controlled system here we would be able to put on a similar type of program?

The WITNESS: I do not see why not. You see, just recently we have had some very good addresses from the University of Toronto, and we have had a very fine type of addresses coming from the various universities all over Canada, and we have had some very good music from time to time. I do not see why with a little fostering we should not be able to have just as good programs as they do. Of course, Great Britain has taken a great deal of care with it and it might take a little time, but I see no reason why we should not have them. I do not think the intellectual and the artistic material of a country should be measured by the millions of its inhabitants. Take some of the smaller European countries, they have a very high artistic standard.

Mr. SMITH: No one is suggesting that, Mrs. Wilson, I am sure I am not.

The WITNESS: Take Denmark with a couple of millions, Czechoslovakia, or Poland, all with comparatively small populations.

Mr. WRIGHT: Do you think the people of England have any better programs than we have in this country?

The WITNESS: Unquestionably. Each time I have been in England I have been struck with the excellence of the programs and as I say, by the interest the people really take in listening to them, far more than I have ever noticed anywhere here.

Mr. WRIGHT: They get a greater variety in this country, do they not?

The WITNESS: Do you think so? If you like some of the variety I have heard in this country, which I would be glad to do without—I heard a marathon dance broadcast one time with the disgusting, vulgar remarks of the stupid and sleepy people, very deplorable or some of the services which would justify anybody in renouncing whatever religion they ever had. We do get some very excellent programs, such as the philharmonic from Philadelphia, and we are not losing those American stations, we can still tune in on those stations. My small boy objected very strongly to me coming to this committee. He said he wanted to hear Amos 'an' Andy. They won't lose anything. I do think it is a terrible thing that there should be so much of Canada where there are no Canadian program. You all know what it is in magazines, the hard uphill work that Canadian magazines have had because of the enormous prices the Americans can pay for their advertising and so on. The cinema is still a nightmare. So why should we let this new art get into the hands of other people whose tastes, culture and national aspirations are not ours. If we hear a perfectly good address it is usually in connection with another country. Have we nothing to put alongside of it? What about our children? I am sure it must have a very deteriorating influence on the children of our country.

Mr. WRIGHT: In the past two or three years don't you think we have made remarkable progress?

The WITNESS: Yes, I do. I do not know an awful lot, but it seems to me we are getting better stuff.

Mr. WRIGHT: Do you think it is not reasonable to suppose that we could get just as good programs through private ownership as through public ownership.

The WITNESS: I do not think so, because most of the private owners get their revenue from advertisers. To be dependent on advertisers hurts.

Mr. SMITH: On that point, with some sort of service centrally supervised would there be any objection to advertising?

The WITNESS: Well, not a moderate amount of advertising.

Mr. SMITH: Well, what do you call a moderate amount?

The WITNESS: I think the average radio listener is not a bit pleased with any advertising. To be quite honest I don't think it has any place in any kind of a program. You know, it seems to me that it has been fading out a lot lately. We have had some very lovely broadcasts recently, very beautiful broadcasts.

Mr. GARLAND: Recently, Mrs. Wilson?

The WITNESS: Yes. But broadcasts that I could get by putting on the Orthophonic.

Mr. GARLAND: The only difference is it saves you winding up the instrument.

The WITNESS: We have a contraption which turns over the things.

The CHAIRMAN: Thank you very much.

The WITNESS: I very much appreciate your giving me this opportunity.

Witness retired.

J. C. G. HERWIG, called.

The CHAIRMAN: Whom do you represent, Mr. Herwig?

The WITNESS: I am representing the Canadian Legion of the British Empire Service League, an organization of Ex-service men.

If I may be permitted I would like to read a statement to you which contains resolutions which were adopted at each of our conventions since 1928. In the course of reading, if there are any questions you would like to ask I will try and answer them.

VIEWS OF THE CANADIAN LEGION OF THE B.E.S.L. ON RADIO BROADCASTING IN CANADA

The Canadian Legion of the British Empire Service League is an organization of ex-service men, comprising over eleven hundred and fifty branches throughout the Dominion and an enrolled membership of more than 115,000. Branches of the Legion are to be found in all the most important cities and towns and a very large number in the rural districts. Its membership is drawn from every class and its activities cover a wide scope. As its name implies, it is a constituent organization of the British Empire Service League, which is a Federation of all ex-service men's organizations throughout the Empire; and its patriotic endeavours, therefore, concerns not only Canada but the British Empire. The views of The Legion, therefore, are those of a patriotic body of Canadian citizens staunchly British in sentiment, expressed mainly from the Listeners' point of view insofar as Radio Broadcasting is concerned.

The Canadian Legion stands for the development of a National united spirit in Canada and wishes, first of all, to state its conviction that Radio Broadcasting in Canada should be definitely Canadian in Character and should be utilized to the fullest extent to establish a sense of Canadian national unity within the British Commonwealth.

The question with which we are confronted is by what means shall radio activity be carried out in the best interests of the people in Canada and, in this connection, The Canadian Legion expressed itself in resolutions passed at its Dominion Convention in Saint John, N.B., in June, 1928. These resolutions have been reendorsed in substance at each succeeding Dominion Convention at Regina in November, 1929, and Niagara Falls in August, 1931.

- (1) That provision should be made for adequately covering Canada throughout with broadcasting stations, operated, controlled, and owned by the Government.

- (2) That adequate provision shall be made to prevent control of Radio Broadcasting facilities to pass wholly or in part into foreign hands.
- (3) The introduction of some measure of Program control permitting only such programs as will enhance the patriotic and cultural standards of Canada and not lower the dignity of the country in the eyes of other nations.
- (4) That proper provision be made for Canada's future broadcasting needs in the matter of wave lengths.

The Canadian Legion believes that, at this stage of Radio development, the Canadian public would be better served by some form of Federal Government ownership and operation rather than by ownership and operation by private enterprise. This opinion is arrived at largely in view of the inadequacy of the present Canadian broadcasting effort, and the overwhelming of the Canadian Listener by the flood of programs from powerful stations of the United States which are frequently heavily charged with foreign propaganda. It is felt that Canadian private enterprise cannot compete with powerful United States interests, and that eventually the control of Canadian Radio would pass into foreign hands in much the same manner as the control of the Motion Picture Industry, because Canadian Advertisers alone would not be able to pay the shot to maintain an adequate Canadian Broadcasting organization. Furthermore, it is to be anticipated that radio, under private enterprise in Canada, would develop along similar lines to that in the United States which we regard as undesirable. Canadian Listeners have had a good opportunity to determine whether the American privately owned commercial system of Radio Broadcasting will meet Canadian needs. As far as The Legion is concerned, it opposes the adoption of such a system in Canada.

It must be recognized that in the public mind radio is as yet a form of amusement only. Very little of an educational character appears to have been successfully broadcasted which would lead one to believe that, as far as this country is concerned, a great field for development exists. It is felt, therefore, that Canada should pay particular attention to the educational possibilities of radio and The Legion believes that this will only be done under a system of Government control.

The Legion also believes that control of amusement programs is necessary in order to preserve or improve public taste in this direction. It is questionable whether the use of the air can be denied entirely for commercial advertising; and we are not sure that its elimination is altogether desirable, but it should not be permitted to pervade Canadian broadcasting to such an extent that advertising is allowed to enter into every broadcasting period. The Legion is of the opinion that control by some Government agency should be extended in the matter of programs of amusement, even to the extent of being responsible for furnishing programs at regular scheduled periods which should set the standard for Canadian broadcasting.

This leads to the consideration of the formation of some organization for the preparation and supervision of programs. In this connection, we are favorably impressed with the British system. While it is probable that Canada could not adopt the British system entirely, we would suggest consideration of the measures taken to popularize radio programs and create interest in them through the publications owned by the British Broadcasting Company. Such an amplification of radio broadcasting might be adaptable to Canadian conditions.

Our steps toward complete nationhood within the British Commonwealth can only be fully attained by the development of a definitely Canadian culture embracing all the Arts. Those throughout the Dominion, who are seeking and finding self-expression through the medium of the Arts, should be able to find in a Canadian National Broadcasting Organization the highest standards in Music, Drama, Literature, and in the vehicle of conversation.

The development of a national culture is necessarily a long process. In the meantime, as conditions are at present, we stand in danger of our whole national life being coloured by the standards which prevail in the Republic to the South of us which, however admirable, are not our own. Until, therefore, the time comes when it is possible for purely Canadian broadcasting to reach the state which we hope is attainable through a national organization, we suggest that every avenue be explored to combine Canadian programs with those given in the powerful stations of Great Britain, and the possible interchange of artists for purely domestic broadcasts.

Perhaps, enough has been said to indicate the trend of The Legion's views on broadcasting from a national point of view. It is realized, however, that Provincial needs must also be met. It is thought that a national broadcasting organization controlled by the Federal Government, with a Directorate composed of appointees from each province, might provide the means for co-ordinating both Federal and Provincial needs. Such an organization should own and operate all stations in Canada, regulated under Federal legislation. The representatives of each province might form a nucleus of a Provincial branch organization for the control of provincial broadcasts. The tying up of both Federal and Provincial interests in some such manner would undoubtedly facilitate harmonious operation throughout the Dominion, allowing plenty of scope for Provincial activity.

In conclusion, may it be emphasized that The Canadian Legion considers it essential that provision be made to ensure that broadcasting in Canada is developed as an expression of Canadian life; and since we cannot exclude the undesirable features of broadcasting as practised in the Republic to the south, and the influence they have upon the listening public, an effort should be made to leaven that influence by the establishment of standards of our own and also by making a closer contact with British culture through this medium. This end, The Canadian Legion believes can only be obtained through a national system of publicly owned broadcasting stations.

Perhaps I might indicate just how these resolutions came into being. They were first introduced in 1928. At that time, there was a considerable amount of broadcasting from the United States having to do with the war, and some of the statements in some of the broadcasts, of course, to a great many ex-service men were quite offensive, because they did not give credit where credit appeared to be due.

Mr. SMITH: I did not hear this, but it was told to me, that when General Foch died a broadcast from a station in Los Angeles made an announcement something like this: "General Foch who helped General Pershing win the war died in France to-day."

The WITNESS: Quite a number of the statements were really laughable, but many of our people took quite an offence to them, and what we get, of course, in our organization are fellows who express themselves in the form of resolutions in their branch meetings. They send them to the provincial commands and then to headquarters, so that when those different resolutions came in an effort was

made to find out what the situation was, by inquiry here, and the resolutions were drawn up to meet the situation that we anticipated would arise in St. John, and there was considerable discussion at that convention and those resolutions were passed unanimously, after some discussion, of course. At each convention subsequently there have been recommendations.

One feature that struck us rather forcibly about Canadian broadcasting, in 1930 we tried to get a broadcast of our national memorial service on Armistice Day. I am not quite sure what the arrangements were, and I cannot speak from authority there, but I do know that we had complaints from several parts of the country that the Canadian broadcast was blotted out entirely. I would like to read a letter in this respect from Woodstock:

CANADIAN LEGION, B.E.S.L.
BRANCH No 55, WOODSTOCK, ONTARIO

WOODSTOCK, ONT., Nov. 13, 1930.

GENTLEMEN:
DEAR COMRADE:

In connection with our National Broadcast of the Armistice Day Service at Ottawa on the evening of Nov. 11th, would like to say that as far as this community was concerned that the whole thing was absolutely a frost there was not a machine in the whole city that was able to record the service. A very few at that could just tell that there was a service being recorded and that was all. We arranged for the reception at the City Hall but all we could hear was those Darned American stations. Why do we as Canadians have to be satisfied with all their bull instead of hearing a good program once in a while from some Canadian stations. Perhaps if this was put up to the Government from the standpoint of the Armistice Service they might take a little interest at any rate.

Yours fraternally,

(Sgd.) C. M. SHOEBOOTHAM,
Secretary.

That, you might say, is typical of the feeling among our people. Apart from that, of course, we are a constituent member of the British Empire Service League. That is, we have very definite Empire affiliations. The British Empire Service League had their biannual conference in Canada last year. It is rather humiliating to an organization like ours to find that Canada is the one link in the chain of Empire broadcasting that cannot cooperate. We do not know the reason, of course, but there it is. We feel that we must, in some way, control that situation so that reasonable broadcasting facilities of that kind can be secured. If you cannot control a thing like that then what are you going to do in connection with national events that are to be broadcast?

Mr. ILSLEY: You use the expression in your statement "foreign propaganda," what do you mean by that?

The WITNESS: Well, it depends upon what you term propaganda. I am not referring to propaganda as necessarily offensive, although there has been some offensive propaganda, you might say, rather of exaggerated ego, on the part of Americans during the war period.

The CHAIRMAN: Coloured history?

The WITNESS: Yes, that is another thing. Our fellows are very strong on that—that there should be a good Canadian history. There is a very strong feeling down in the Maritimes on that. Even our school histories are not what we think they should be.

Mr. GAGNON: Your point is very well taken. If I am not mistaken you are the first appearing before this committee who has raised that question of coloured history. If there is government control of that I think it would be a good thing. That is the only way to prevent it.

The WITNESS: In reading Major Murray's statement, we feel that is the proper system. I mean to say such a system would be applicable here and could be worked out here in a Canadian fashion.

When you talk about Canadian programs, we have enough talent here to provide good Canadian broadcasts. It simply wants organizing, that is all, and I do not think it can be organized unless there is one unified control. There must be unified control to get anywhere, otherwise we see nothing else for it but the final turning over of the whole system to others. That is the way it appears to us, and that is the opinion of others.

Mr. GARLAND: You are represented in every province in Canada?

The WITNESS: Yes.

Mr. GARLAND: And that opinion is expressed in those resolutions which have been sent in by the several provinces?

The WITNESS: I would like to say that every provincial command had endorsed them. Under our system the resolutions are brought to the Dominion Convention and they are put before a resolution committee and they are very carefully sifted out for anything that is irrelevant or not worthy of consideration. They are very thoroughly discussed, and we have a committee before which delegates can go and make representations.

Mr. GARLAND: Have you ever had any protests from any provincial commands in regard to those particular resolutions?

The WITNESS: No, I think those have been endorsed unanimously, and no complaints whatever have been made. I would not like to say that every individual member of the legion is solid. I dare say there are some that feel quite satisfied with the present system, but they certainly have not raised their voices in any of our deliberations.

Mr. SMITH: What is the membership of the legion in Canada to-day?

The WITNESS: At present it is 115,000. The statement I have made, sir, is substantially the same as we made before the Aird Commission, so that in the intervening period our views have not changed at all. At that time the membership was 60,000, so that we have increased our membership very considerably since then.

I would like to refer to the educational side of this question. We feel that under a commercial system the matter of education will be sadly neglected. I believe in the United States they have some educational stations, but I think there is great difficulty in getting proper expression in that respect, or given a proper place in this field. There is a statement or memorandum which has come to our hands in connection with the efforts of a man who endeavoured to secure a broadcasting station licence in the United States for educational purposes. I would like to file it with you for your consideration. It is much too long to read.

In so far as our British connection is concerned, you must remember that nearly every ex-service man spent a part of the time in England, and a lot of them, of course, made cultural contacts in England. They not only fought shoulder to shoulder with the British soldier but they also, in lots of cases, had an insight into the life of the people, and into their culture, and that is one point

that we feel very strongly on, that some more definite contact with that culture should be made, and this is one splendid medium for doing that. Why cannot we have an exchange of broadcasts?

This is just a personal experience of my own: When Sir John Reith came over here I heard him speak on the National Broadcasting Station in the United States. Just the very way in which that man spoke seemed to cast a different hue on the whole subject. You just felt there was a culture behind that. What we should have is men of culture, men of learning in Canada, able to express Canadian culture in that way.

The CHAIRMAN: Has your organization given any thought to the necessity of ascertaining local feelings in the matter of broadcasting?

The WITNESS: That is a feature which I think is more or less a technical matter. I think it should be done. There should be facilities for local broadcasting, that is, purely local broadcasting.

The CHAIRMAN: You would not be satisfied with six or seven big stations across Canada, wiping out all the rest of them?

The WITNESS: I am not sufficiently conversant with the technical detail of this. There must be some additions, I think, to the seven stations, there must be other stations necessary to cover the whole of Canada, and that is what we want.

The CHAIRMAN: I am afraid I did not put my question properly. Has it ever been discussed among your members the question of developing local pride in their own stations, that is, in each small town to develop the local talent?

The WITNESS: I would not say that it has been discussed in that way. However, I believe if our people were asked as to whether they would be in favour of this local broadcasting, I would think they would say that there should be some widening. However, I do not know as to how it could be worked out, but there should be some provision for local broadcasting absolutely.

The CHAIRMAN: Aside from the large stations?

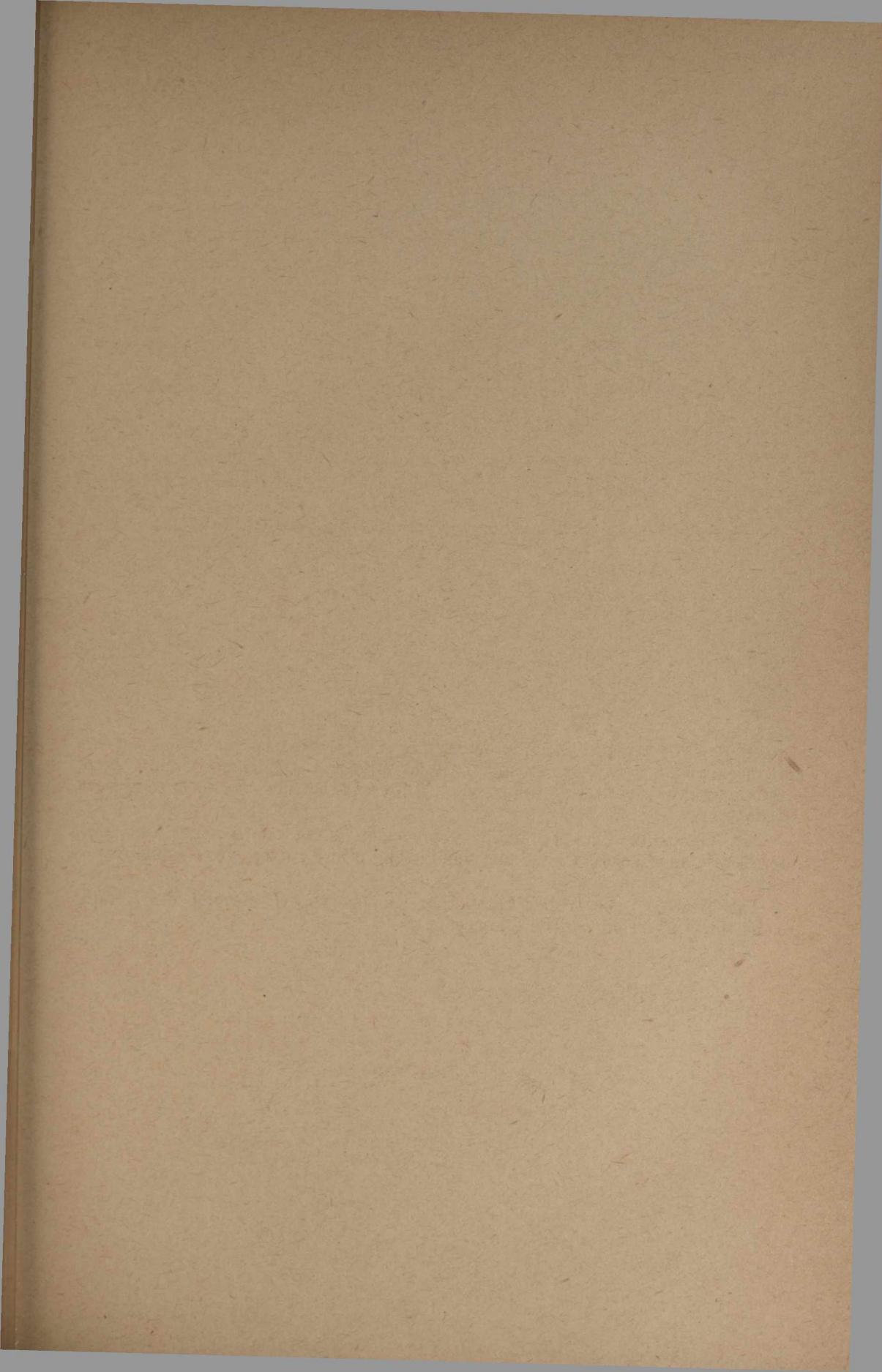
The WITNESS: Yes. Take the Province of Quebec, for instance. It would have a particularly provincial broadcast of its own and I feel sure the other provinces would want to listen in. I think radio is a wonderful medium to co-ordinate national sentiment, and so on. At present that does not seem to be very satisfactory.

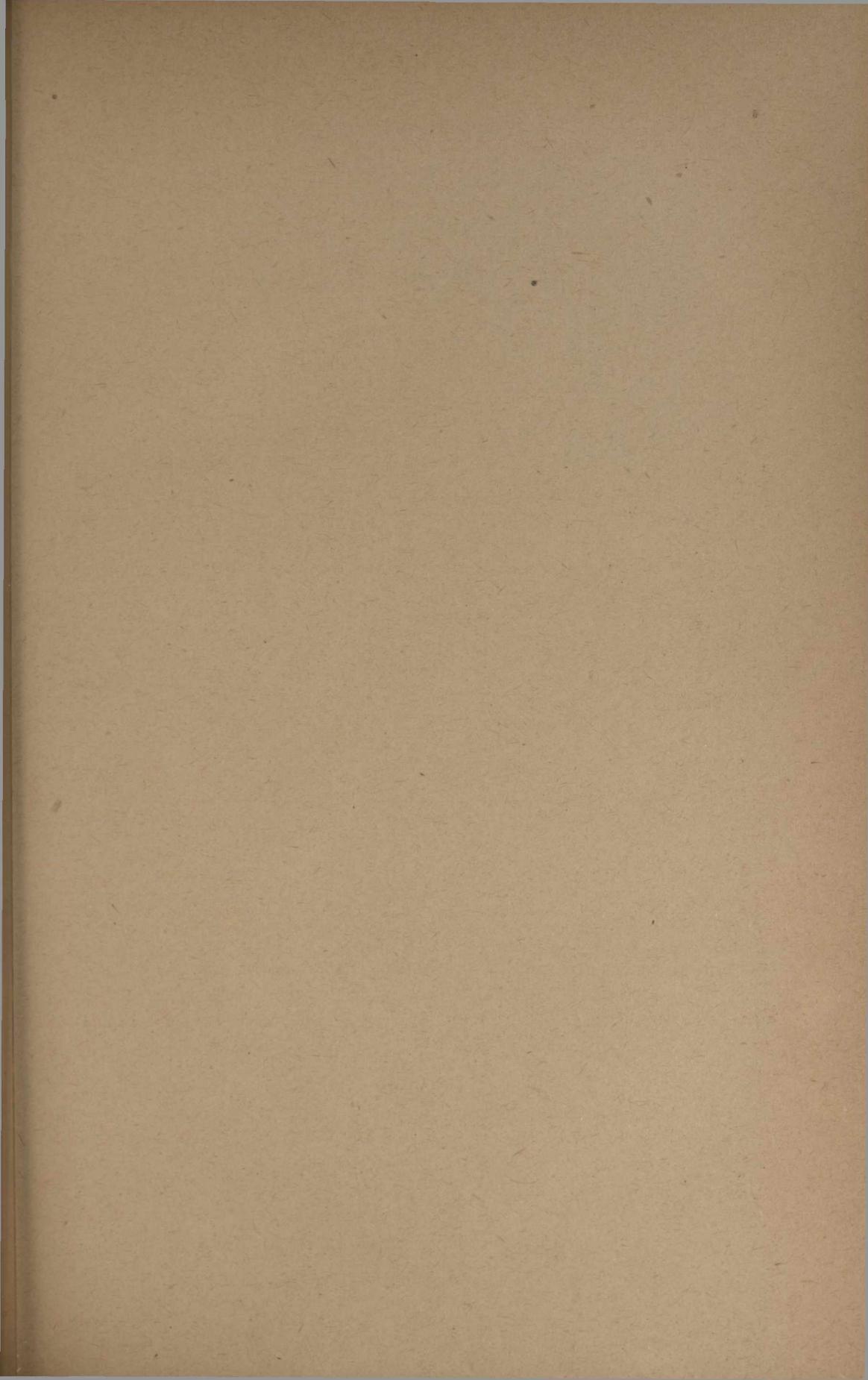
Mr. GARLAND: The opinion of your legion is, of course, that the main interest of Canadians as Canadians should take priority over even community or local.

The WITNESS: Yes, but I think that can be properly developed. I think that is something that can be taken care of.

The CHAIRMAN: Thank you very much, Mr. Herwig.

The Committee adjourned to resume on Tuesday, April 12, at 10.30 a.m.





SESSION 1932

HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 10

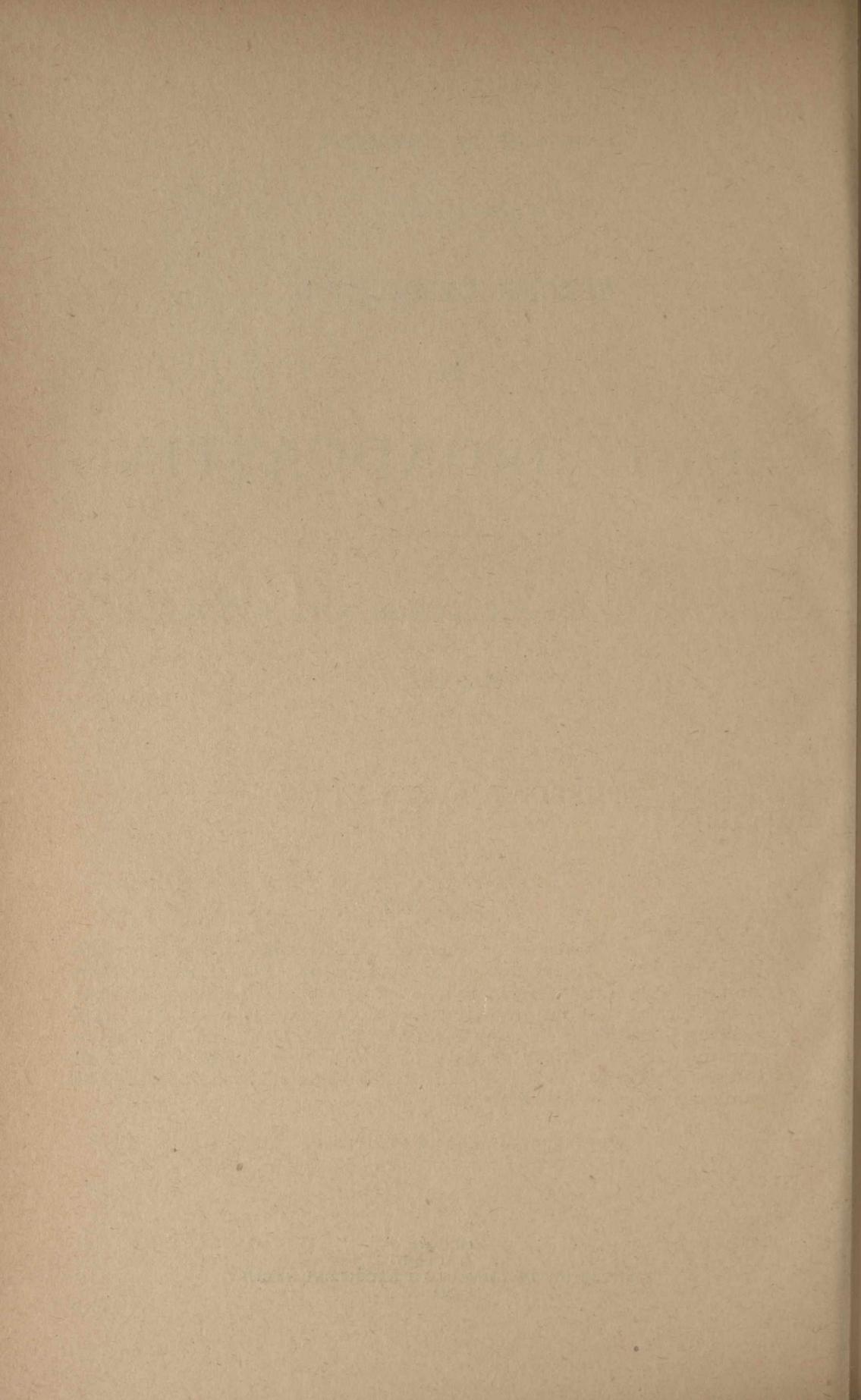
TUESDAY, APRIL 12, 1932

WITNESSES:

Prof. B. K. Sandwell, Chairman of Copyright Committee, representing Canadian Authors' Association, Westmount, Que.; Prof. Clement Hambloug, representing Association of Professional Musicians, Toronto, Ont.; Mr. L. de Montigny, House of Commons, Ottawa, Ont., representing Canadian and Unionist Authors; Prof. Douglas Clarke, representing McGill Faculty of Music, and Conductor of Montreal Symphony Orchestra; Mr. J. F. Garrett, Saskatoon, Sask., speaking on radio situation in Saskatchewan.

Appendix at end of Record.

OTTAWA
F. A. CLAND
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
1932



MINUTES OF PROCEEDINGS

MORNING SITTING

TUESDAY, April 12, 1932.

The Special Committee on Radio Broadcasting met and opening proceedings at 10.30 o'clock a.m., Hon. Mr. Morand, the Chairman, presiding.

Members Present: Messieurs: Cardin, Gagnon, Garland (*Bow River*), Ilsley, Morand, Smith (*Cumberland*), and Wright.—7.

In Attendance: Prof. B. K. Sandwell, Chairman of Copyright Committee, representing Canadian Authors Association, Westmount, Que.; Prof. Clement Hambourg, representing Association of Professional Musicians, Toronto, and Mr. L. de Montigny, House of Commons, Ottawa, representing Canadian and Unionist Authors.

Present: Commander Edwards, Col. Steel and Mr. Bain in technical advisory capacities, and numerous other representatives of radio interests.

The Chairman filed a memorandum received from McGill University, which was ordered to be printed as an appendix to the record of the day's proceedings.

Mr. Smith asked the privilege of making a few corrections in the evidence of Colonel Phinney, who appeared before the Committee on April 7, and cited same for the record.

The Chairman named the list of those witnesses who were to appear before the Committee during the week.

Prof. Sandwell called and submitted the views of the Canadian Authors Association. Some questions were asked by members of the Committee to which answers were given. Witness thanked by the Committee and retired.

Prof. Hambourg, musician, called; his evidence given, questioned by the Committee, thanked for his expression of views and retired.

Mr. de Montigny called and submitted his views in connection with radio broadcasting in so far as it affects copyrights, authors and composers. Witness questioned by members of the Committee, thanked and retired.

No other witnesses being in attendance the Committee adjourned to meet again at 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 3.45 o'clock, the Chairman presiding; the following members of the Committee present:

Messieurs: Cardin, Gagnon, Garland (*Bow River*), Ilsley, Morand, Smith (*Cumberland*), and Wright.—7.

In Attendance: Prof. Douglas Clarke, representing McGill Faculty of Music, and Conductor of Montreal Symphony Orchestra; Mr. J. P. Garrett, Saskatoon, Sask., speaking on radio situation in Saskatchewan.

Prof. Clarke called, submitted his brief, answered numerous questions, was thanked by the Committee and retired.

Mr. Garrett called, presented a short brief, answered many questions submitted by members of the Committee, thanked for his expression of views and retired.

No further witnesses being before the Committee for the day, it was decided that the Committee adjourn and meet again to-morrow, Wednesday, at 10.30 o'clock a.m., in same room (368).

The Committee adjourned.

E. L. MORRIS,
Clerk of the Committee.

MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM, 368,

April 12, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 A.M., Hon. Mr. Morand presiding.

The CHAIRMAN: I have here a memorandum from McGill University that I would like to have put in.

Mr. SMITH: Before you proceed, Mr. Chairman, referring to the Minutes of Evidence of Thursday last, No. 9, Colonel Phinney who appeared for the Government of Nova Scotia asked me to draw the attention of the committee to page 398. You will see the two words "very high" in the second last line of page 398. He asked that that be changed to "adequate" to convey the view he had in mind.

The CHAIRMAN: We will put this memorandum from McGill University in as an appendix.

I have a list here of those who are likely to appear before us this week. There is Professor Douglas Clarke, who, I think, was to be here to-day. I do not know whether he has arrived or not; and Mr. Sandwell, of Westmount, Quebec; Mr. Clement Hambourg, of Toronto; Mr. Garrett, of Saskatoon, who I understand is here; then we have Doctor MacMillan and Mr. MacKelcan, Toronto Conservatory of Music; Mr. R. H. Thomson; The Trans-Canada Telephone Company of Montreal, who will be represented by Mr. Bronson or Mr. Macfarlane; then the Canadian Radio League have some further material which they desire to put in; Mr. Roy Campbell, representing the National Council of Education, and Mr. Geldert, of Ottawa. Besides those whom I have mentioned there is La Presse of Montreal and the Canadian Pacific Railway. If we could get these people here we could close up this week.

Mr. GAGNON: May I say that I was informed that Mr. Beatty and La Presse of Montreal thought that they could possibly appear one day next week. I would suggest that you communicate with them and tell them that they ought to be here this week.

The CHAIRMAN: That is why I am going over this list with the committee.

Mr. SMITH: I think we ought to make an effort to get through this week, if possible, Mr. Chairman.

The CHAIRMAN: There is no reason why we should not get through if we can get the men to appear this week.

Mr. BERNARD K. SANDWELL, called.

The CHAIRMAN: Whom do you represent, Mr. Sandwell?

The WITNESS: The Canadian Authors Association.

I am a member of the National executive of the Canadian Authors Association, and the chairman of their copyright committee. Our president and vice-president, I regret to say, are unable to be here to-day. Dr. Duncan Campbell Scott is our president. He has just retired from the civil service and is travelling in Europe; and Mr. Justice Surveyor, who is our national vice-president, is on the bench to-day and is unable to appear.

We have already communicated to your committee a resolution which was adopted at our last executive meeting.

Perhaps I might say a word or two about the membership and character of the association. The Canadian Authors Association was formed some eleven years ago, mainly for the purpose of defending the professional interests of all kinds of creators of copyrightable material. We have a membership of about seven hundred of whom, I suppose, three hundred are quite actively producing authors, composers and creators of every kind of copyrightable work. I think I can safely say that we include at least eighty per cent of the creators of such material whose copyrights are of important value. I need not burden your records with a list of our important members or our executive committee.

I have not brought with me the text of our resolution. It is very short and the substance of it is perfectly clear. We have no views as an association as to the manner in which the business of broadcasting should be carried on, Mr. Chairman, and we have no suggestions to make in that respect. Our representations are confined to one direction only. We are anxious to suggest to your committee that radio broadcasting can be used in such a way as to be of very great benefit to the production of literary and musical work in Canada, and that if it is to be used to that end it is necessary that the producers—I do not mean the performers, I mean the creators of the original material—should be adequately remunerated for their work. That is the main burden of our resolution.

We want you to suggest to the House of Commons—I understand you are not drafting a bill—that all radio performance should be fully and entirely subject to the general principles of copyright. At the present time there is, we are informed, a very considerable doubt whether copyright fees, performing fees, can be collected in regard to a large quantity of musical material which is very desirable from the broadcasting point of view. That situation appears to us to be extremely regrettable and dangerous, and we are asking you to suggest to parliament that that should be remedied, and that it should be made impossible for any radio broadcaster to use material which is supposed to be covered by your copyright law without remuneration to the owner.

The CHAIRMAN: Is that all, Mr. Sandwell?

The WITNESS: That is all, Mr. Chairman.

The CHAIRMAN: Are there any questions you would like to ask Mr. Sandwell?

Mr. SMITH: You frequently hear the announcer state that such and such a number or selection is by permission of the copyright owners. Just what does that permission consist of, written permission or verbal, or is it sometimes merely mentioned?

The WITNESS: Oh, I think there is practically always a genuine permission. I should not like to say that it was always a written one. I think it can frequently be negotiated by telephone communication, or anything of that kind, much as the use of any other kind of property can.

Mr. GARLAND: It usually involves a transfer of money, does it not?

The WITNESS: Yes. Not always.

Mr. GARLAND: But usually?

The WITNESS: Yes. If the work which is to be performed is worth performing the right to perform it should be worth something.

Mr. LLSLEY: Does not the copyright law cover the situation at the present time?

The WITNESS: There is a case in the courts in Alberta which, until it is settled, seems to suggest that it does not, and there is another opening in the copyright law that I do not think was fully considered when the copyright law

was amended last year, and that is the granting of the free use of copyright material to a large list of specially privileged organizations, associations and corporations. I do not think the committee which formulated that bill—and I doubt if parliament when it passed that bill—had considered the effect that that permission could also be construed as extending to broadcasting. The Toronto Exhibition, for example, can perform within its grounds any piece of music, any musical composition with or without words without paying any fee for the use of it, and that, it seems to me, would also give it the power to broadcast that performance equally without fee all over the Dominion of Canada.

Mr. ILSLEY: You are suggesting that we should recommend an amendment to the Copyright Act?

The WITNESS: Not necessarily. I think it could be done in whatever bill you gentlemen eventually bring in to deal with radio.

The CHAIRMAN: If it falls within our reference it will be considered.

Mr. ILSLEY: I think what the witness is suggesting is that we put in a sentence or a paragraph in our report so that it will give a little assistance to their campaign to have the Copyright Act amended, because this certainly is a matter that should be dealt with by the Copyright Act, not by any act that is passed upon our recommendations.

The WITNESS: That would certainly be the preferable method of dealing with it.

Mr. GARLAND: You are not suggesting that we should amend the Copyright Act or suggest an amendment to it that would protect the copyright owner in the case you have mentioned?

The WITNESS: Yes, sir.

Mr. GARLAND: You want us to go further than, than merely a suggestion that radio broadcasting should be governed by the Copyright Act?

The WITNESS: Well, no, that would hardly meet our requirements because the Copyright Act in itself does not go quite far enough.

Mr. ILSLEY: That is the point.

The WITNESS: And the weakness in connection with broadcasting is so much more serious than in connection with other types of performance that we suggest you should bring that to the attention of the House of Commons in your report dealing with broadcasting.

Mr. GARLAND: Would you make a little clearer the difficulties that you fancy the brains of literary and musical material may be under in this regard. Just be a little more specific.

The WITNESS: Let us suppose that I am an individual who has composed, we will say, a song consisting of some words and some music to which those words are set. My revenue, my remuneration for that act of composition nowadays is almost nothing except through the performing rights. The wells of copies of music upon which composers used to depend for their remuneration have almost disappeared. The performing rights covering direct performance to an audience in the presence of the performer, and broadcasting performance to an audience all over the place, are very much the larger part of any possible revenue that he can obtain.

Under the present state of the Copyright Act there is an immense amount of such music available apparently without any charge to certain kinds of performers. The list includes exhibitions, all kinds of charitable and educational associations and so forth, and as far as I can see can perfectly well use broadcasting as well as performing to their local audience, and it also includes a very large number of works which have passed into a certain kind of ownership or agency. The law lays down that if an association or organization possesses

more than a certain number, or a certain proportion of the copyrights of that type, it has to conform to certain special requirements in regard to collecting fees, and if it fails to conform to those requirements no fee can be collected for the use of that music.

My suggestion is that that opens up a very large area of free music available, of music that is available for them to use without any fee to any broadcastings, and it also opens up the whole field of music to certain broadcasters, to exhibitions and those associations that I have referred to, and that so long as there is such a large supply of music available free the chances of my being able to get some remuneration for the use of my composition are very greatly diminished.

Mr. ILSLEY: I do not just understand the first of these two branches that you have spoken of. I understand the second one very clearly. I know there was a big discussion about that in Parliament last year on the report of the committee on copyright when the amendments came in.

The WITNESS: By the first one do you refer to the associations and organizations which are given the free use?

Mr. ILSLEY: You say that certain persons can use musical compositions free without paying anything?

The WITNESS: Certain organizations, yes.

Mr. ILSLEY: Now, why?

The WITNESS: Because the existing copyright law gives them specifically that right in virtue of the fact that they are associations of that type.

Mr. ILSLEY: It is the other one that I meant.

The WITNESS: We objected, of course, to that, but our objections in regard to radio performance are very very much stronger, because the composition of a church choir, we will say, or an educational association with the ordinary methods of public entertainment, is not very serious, but directly you throw it on the air the competition of those people who have free rights to use it with the people who have to pay for their music becomes tremendous; they are all on the same footing.

Mr. ILSLEY: It was my mistake. I meant the other branch of your argument. You say that certain compositions may be used by everybody free. Did not you say that?

The WITNESS: Under certain conditions. The copyright law at present provides that where an agency or association, or an incorporated company possesses more than a certain—I cannot quote you the exact terms of the Act but I think it is to the effect—possesses a certain quantity of copyrights or performing rights to constitute what the Governor General in Council decides to be a monopoly, it shall have no power to collect fees for the use of those fees without going through certain formalities.

Mr. GARLAND: Now, Mr. Sandwell, supposing in the case of one of those charitable organizations—you are familiar with the general practice in many cities over Canada of putting on what they call a sunshine club campaign around Christmas time?

The WITNESS: Yes.

Mr. GARLAND: They ask their listeners to help out the poor on Christmas day, or the Christmas season. As I understand it at the present time, is it true that under the Copyright Act the copyright is suspended, or the rights are suspended in respect of such performances?

The WITNESS: It certainly would be in the case of a local performance, and I can see nothing in the Act to prevent it being equally suspended in the case of a radio performance for charitable purposes.

Mr. GARLAND: In regard to work of that kind, which is non-remunerative, in so far as those who are putting it out are concerned, would you have any objection to continuing the suspension of the copyright legislation?

The WITNESS: Yes, certainly. Our contention in regard to that is simply that the owner of the property should be allowed to give away his own property. In the great majority of cases there would be no trouble for those purposes in securing the free use of copyright material; but there are certain limitations; for instance, the owner should be allowed, if the work is a work of serious importance, to impose certain restrictions as to the manner in which it is to be performed.

Mr. GARLAND: Almost all those works are serious.

The WITNESS: Oh, very far from it.

Mr. GARLAND: Well, in the eyes of the producer or the owner.

The CHAIRMAN: Are there any other questions?

Thank you very much, Mr. Sandwell.

Witness retired.

CLEMENT HAMBOURG, called.

The WITNESS: Gentlemen, I appreciate the privilege of appearing before you to-day. I am a musician and carry on my work with the Hambourg Trio, but naturally the present system of broadcasting has been very difficult for us to use to say the least, and that is why I am glad to be here before this committee.

May I read this brief as such, and then please ask me all the questions you see fit.

The public's one escape from the modern mechanical age in which he toils all day, would be pleasant leisure hours of listening-in to music for its own sake, rather than to be infused with the very ideas and conditions of his business hours.

In this connection, the Canadian Manufacturers' Association—a very admirable body with good intentions—do not seem to realize that in their brief they are advocating their own merits to such an extent that it must finally go up in smoke.

The matter of indirect advertising is something that should be considered seriously by the radio broadcasters. At the present time there is what is called the mystery hour, during which there is not one word of advertising, and it attracts thousands and thousands of listeners.

The attitude of the private broadcasting monopolies is one of intolerance and arrogance. Certainly the sensitive musicians, who find it impossible to be hardboiled, are crushed by this attitude. For instance, a brilliant lady pianist—an acquaintance of mine—rushed round the town saying right and left that one should thank heaven for the chance to get on the radio whether it be for pickles or sardines, etc., etc. She, together with the rest of us, was told plainly to look for her own contract, which task, one would think, lay with the broadcaster himself but which, in fact, he studiously avoids.

Mr. GARLAND: To what are you referring in connection with contracts there?

The WITNESS: You see, under the present system the broadcasting monopolies naturally do not want to spend any of their own money on talent of they can avoid it, because they are out to make money, and they want the artists to go ahead and try and make their own contracts. That is what they are telling us to do.

Mr. GARLAND: Your difficulty is that you have to enter into a contract with the advertising firm?

The WITNESS: Yes.

Mr. GARLAND: Rather than with the broadcasting company?

The WITNESS: Exactly. They pass that on to us.

It is quite obvious that the private broadcaster is willing to take advantage of anything he does not have to pay for, such as records, or inferior student talent, at the same time stifling the professional musician by cupidity.

Speaking educationally, there are no programs on the air dealing with Canada's folk-lore, history, or art and natural resources. We do not hear about the gold in Kirkland Lake or the great water powers, or anything about our wonderful French Canadian art. I wish we heard more about it.

Just now this private monopoly has been more or less scared into providing weekly half-hour educational lectures—at a minimum cost to themselves—because they maintain that the people giving their time are advertising themselves and the institutions or bodies to which they belong.

Everybody admires private initiative. Nobody could be more individual than an artist or craftsman yet their individualistic ideas are utterly crushed and trampled on by the few at the head of the private monopolies who virtually control and direct. There happens to be about three or four of them who are conducting this very unfair monopoly, at the same time keeping out four or five hundred applicants who would very much like to have their own broadcast. It would almost seem as if public ownership would be the only solution, yet they are fighting public ownership on the grounds of initiative at the same time stifling everybody else. As a musician I would have no right to dictate to a doctor, and so on.

It is therefore very clear that private competition for all concerned is only possible through public ownership. As a matter of fact, the private broadcasting arguments show a great sentimentality because they are not practically able to cope with the situation at all and their arguments are senile. I only mention this in view of the seriousness of the situation and in view of the fact that many Canadian musicians are starving because of American domination. The private broadcaster is merely following the flamboyant stupidity of the American idea with a nefarious enthusiasm. Of course, under public ownership it would seem that everything would get its fair place. There is dance music for the feet that is very good; and then music while one is eating; and then the meditative music for one's soul. We are all human beings. The private broadcasters treat the public as not being able to apprehend and sympathize, and have emotions and enjoy meditation. I believe under public ownership they would probably appoint the sort of personalities that one expect to find in a museum and places of that sort.

The CHAIRMAN: Have we, in Canada, enough musical talent to give us a properly balanced musical program?

The WITNESS: For instance, let us discuss the subdivisions. You have your symphony orchestra. Montreal has orchestra. Montreal has an excellent one with a very gifted conductor. Toronto has a very splendid orchestra with a conductor who is really as great as anyone you wish to name. We all like him, and some of us like him better than any other conductor. Not because he is from Toronto but because of his merit. Then there are string quartettes. Winnipeg has a symphony orchestra, and they have a very brilliant English fellow directing

it. Out on the coast there are many splendid musicians, outstanding artists like Madame Hanley-Green, for instance,—very brilliant. I am talking more on the classical side. There is the Hart House quartette, famous the continent over. I have some clippings here that I would like to read, if I have your indulgence to do so.

The CHAIRMAN: Probably they will bring it out by questions. The members are pretty good questioners here.

Just one more question, Mr. Hambourg: Can our musicians from Canada go over to the United States, to New York, and so on and take work?

The WITNESS: I should say not.

The CHAIRMAN: They are not permitted to go over there at all?

The WITNESS: Absolutely the contrary.

The CHAIRMAN: A few years ago that was possible, was it not?

The WITNESS: Yes. before the restrictions were put on and before the depression, but now it is impossible.

The CHAIRMAN: Therefore, our musicians in Canada are entirely dependent upon what work they can get within Canada?

The WITNESS: Yes, absolutely.

Mr. GARLAND: Is it your opinion, Mr. Hambourg, that the privately owned broadcaster is inclined rather to depreciate, to underrate public taste in regard to music?

The WITNESS: Yes, because he is advertising to sell in the most direct sense, not in an indirect sense. He does not look upon work of art as something that reflects the character of the country.

Mr. GARLAND: But in view of the suggestion made earlier in your evidence, that the musician was directed usually by the broadcaster to the advertiser—

The WITNESS: Oh, that is a very unfortunate technical point of the workings of this, that is, they accomplish two things by that: First of all, they shoo one off; they say, Well, we cannot give you work, you go and find it. That means they absolve themselves from responsibility and so allows them to do something for nothing. On the other hand, they get a contract if the musician through desperation suddenly does the impossible.

Mr. GARLAND: Well, that would imply that the owner of the broadcasting station, or the manager of one, is inclined to underrate public taste, and the advertiser as well?

The WITNESS: True, naturally.

Mr. GARLAND: You believe that only under a form of public ownership which would involve the setting up of intelligent ideas to determine the type of programs, can the musician, or the artist, or the advanced cultural development of the country receive a fair deal?

The WITNESS: Yes, and the commercial firm too, because, as I say, they would be allowed the sort of advertising, the indirect advertising, which would give them a much better reaction from the public than the constant ballyhoo. That is true but they cannot see it.

Mr. GARLAND: Have you any experience of your own that you could base a definite conclusion upon in regard to the merits of direct as against indirect advertising?

The WITNESS: I think in reading this brief I mentioned that hour, which is called the mystery hour, in which there is no advertising yet people went wild about it. It is not a question of spotlight or publicity or anything else. It is a question of the right to live and humbly do what one can in the sphere one has chosen.

Mr. GARLAND: You feel then, in short, that under public ownership public taste is more likely to be more accurately estimated?

The WITNESS: Oh, much more accurately gauged. And also the responsible people will be more impartial and give every sort and type of activity that comes under broadcasting its fair ratio of hours.

Mr. ILSLEY: These advertising men have ways of testing what they call receptivity, of catering to the public taste as so tested. Now, do you think that they test it wrongly, do you think that they are not giving the people what they are demanding?

The WITNESS: Quite often. I will tell you, sir, why. Many people who are greatly interested do not write back. You know, sometimes a person with a certain superficial reaction will say "Oh, fine, that is all right," but those are not always the people who have possibly felt anything or been impressed by anything. In fact, it is the contrary.

Mr. ILSLEY: Now, have you anything in your experience to indicate that the public taste may be raised by giving the public the best type of music, the best type of broadcast, whether it will change so that it is more receptive to that type of broadcast? Have you any actual facts in your experience that would indicate that is the case?

The WITNESS: Well, it has to be considered from two angles. There is the so-called serious music, which is really just music to do with one's mind and feelings, music which appeals to people because it has to do with human emotions. We are all human and from the other angle you might say certainly when people start to have art galleries and the like the people will become more sure of themselves, they will lose that inferiority complex that the private broadcasters trade on in order to use his excuse for grabbing the American talent free. National spirit, after all, in the sense that one becomes a certain entity, will be developed.

Mr. GARLAND: Mr. Hambourg, what varieties of folk lore and folk music have we available in Canada?

The WITNESS: Well, you have got a tremendous well of it in Quebec. It is marvellous. And in the west the settlers who have come in have brought it with them. It is one of the roots of the country. Then you have the sea music from the west coast and from the east as well. Indeed, there is a lot of fine stuff.

Mr. GARLAND: Now, as an experienced musician, you feel that we have in Canada an ample, cultural, musical reservoir to draw from?

The WITNESS: Distinctly so.

Mr. GARLAND: And you do not think that that particular culture will get a fair chance under private ownership?

The WITNESS: Well, you can see what is happening. They are out for gain, therefore they use American programs whenever they can. They will not pay Canadian talent because they are out for gain.

Mr. WRIGHT: I think that is a pretty far-reaching statement. Have you any reason to suppose that if such artists as you have in mind were to prepare a really varied program and submit it to the private broadcasters that they would not be given an opportunity to go on the air?

The WITNESS: Provided you give—

Mr. WRIGHT: Just offer them a real good program, a varied program.

The WITNESS: If you will do it for nothing.

Mr. WRIGHT: That is what we want to get. You say they get the American programs free. We are led to believe they are not free. I do not know who is right in the matter, I am sure.

The WITNESS: The American programs must come in without cost, or they would not pay for them.

Mr. WRIGHT: You are quite clear on that?

The WITNESS: Naturally someone brings them in. It is not the owner of the broadcasting station.

Mr. WRIGHT: If he does not, who does?

The WITNESS: Well, I don't know, probably the firms interested who have branches in Canada.

Mr. WRIGHT: If it happens to be a good program what is the objection to it, if it is a high grade program?

The WITNESS: Some of them are, sir, like the ones on Sunday, such as Stokowski and the New York Philharmonic, but many of them are done by units and in many instances the Canadians are as good and better than the Americans.

Mr. WRIGHT: I believe that all right, I was just wondering, if Canadians really offered themselves and offered their programs, if they had been declined the opportunity.

The WITNESS: That is just it. So much so that some people I know are almost in a state of nervous collapse. They are told to go around and solicit their own contracts. They say, please don't bother us, go and find your own contracts. There are a few exceptions to that, of course. There is perhaps one staff artist who can play all the time; but that is dodging the issue entirely. It is not the impartial choice of everybody who has something to offer in a fair and humble way.

The CHAIRMAN: In other words, you feel that if you could change the type of broadcasting that you would be able to procure to the musicians in Canada the necessary work?

The WITNESS: Oh, yes.

Hon. Mr. CARDIN: If I understand you right, your contention is that in the end the advertising people would be better off if they would be satisfied with indirect advertising and interest their people with a good program?

The WITNESS: Absolutely, Mr. Cardin.

Hon. Mr. CARDIN: And you contend also, that there is no great chance for a Canadian artist to do something with his talents with the broadcasting station itself?

The WITNESS: Very little, because they are out to make money, not to spend it, on radio.

Hon. Mr. CARDIN: That would mean that on their sustaining programs they would try to spend as little money as they can?

The WITNESS: There is a very good slang word, sir, "chisel."

Hon. Mr. CARDIN: And you maintain that the only chance for a Canadian artist is to go and try to sell his talent to some commercial firm in order that the commercial firm may pass the contract on to the broadcasting station?

The WITNESS: Yes.

Hon. Mr. CARDIN: That is the only chance practically that you know of?

The WITNESS: That is the only chance, and the trouble is that he has got to market that in the same way as he would market a concrete product, a material thing.

Mr. ILSLEY: I suppose those advertising men are not particularly well qualified to select musical programs, at least the majority of them.

The WITNESS: It is like putting one of those gentlemen in charge of archives or a museum.

Hon. Mr. CARDIN: Have you yourself made any application to a broadcasting station for an engagement?

The WITNESS: Oh, I certainly have. I have tried my best, I have seen firms, seen the people, and it is all the same. What that music, not catchy enough!

Mr. GARLAND: Mr. Chairman, in regard to the question of student talent, would the witness not think that the use of student talent to-day is as improper in connection with music as it would be to use a medical student or permit him to take care of the human body?

The WITNESS: Well, something like that. In other words it is a question of apprenticeship, the question of being given a certain chance. There should be certain regulations. That could all be worked out by compromise; that could be done fairly; there should be conditional appearances.

Hon. Mr. CARDIN: Do you think that that is done because it costs much less rather than encouraging the young students in music?

The WITNESS: I am afraid your assumption, perhaps, is correct.

The CHAIRMAN: You do not think it is done for the development of music?

The WITNESS: I am afraid that is secondary, very very much afraid.

Witness retired.

I. LOUVIGNY DE MONTIGNY called.

The WITNESS: Gentlemen, I was not expecting to have the honour of appearing before this committee this morning, only Mr. Gagnon suggested that, following Mr. Sandwell, who is the chairman of the executive committee of the Canadian Authors' Association, I might be allowed to supplement his remarks, especially since you appear to be interested in the copyright question. That is to say, the relationship of authors and composers with the radio, and more especially in view of the possibility of legislation to put radio in Canada under public ownership.

The primary purpose of the Canadian Authors' Association is to try to safeguard the rights of authors and composers, and more especially to give a chance to Canadian authors and composers to make for themselves a career.

Last year before the Special Committee of the House of Commons on Railways and Shipping, the Canadian National Railway authorities were called upon to give a statement and figures about the operation of their radio stations.

In giving his evidence, June 24, the director of radio broadcasts for the Canadian National Railways stated that they paid, during the year 1930, for talent, that is to say, for singers, instrumentalists and so on, \$95,073.82. Following that statement by the Canadian National Railway authorities, Mr. Chevrier, M.P., who makes a legal specialty of copyright, asked the Minister of Railways, the Hon. Dr. Manion, how much the Canadian National Railways had paid as royalties on that music for which the Canadian National Railways had paid over \$95,000 to be performed, and the minister announced, on July 2, that the Canadian National Railways had paid \$20.42 in 1930, for royalties and fees to the authors and composers for music which cost \$95,000 to be performed. That gives you an illustration of the treatment given to the singers and instrumentalists, as compared with the treatment reserved to authors and composers.

I would like to talk about the unionist authors whom I represent, that is, the French authors, the English authors, the Spanish authors, the German authors and the Italian authors whose music is used in practically all radio performances. Of course, we have a Canadian Copyright Act, the effect of which is that Canada adheres to the Berne Convention under which all these

unionist authors of the countries I have named are supposed to be protected in Canada. The Canadian Act gives many exemptions, which Mr. Sandwell has mentioned. Certain classes are, to some extent, exempt; but there are many classes who are not exempt, and more especially that class that makes money out of radio operation, manufacturers and the like; they are not exempted from paying copyright fees, nevertheless they do not pay anything at all, so far as radio is concerned, and as long as that condition is tolerated, how can we expect Canadian authors and composers to make progress and be encouraged to utilize Canadian subjects to help them in their careers?

Some of you, gentlemen, referred a few minutes ago to Canadian material that could be used in radio broadcasting. There is an abundance of it. The Government, in connection with their surveys, are paying specialists to gather Canadian musical data, and more especially in connection with folk-lore. We have an immense repertoire in this country, something upon which the Canadian author would be glad to work and make available through the medium of radio. But they have not the slightest encouragement. They find those big radio firms renting their time, at the rate of about \$100 an hour; but most of them are not paying anything for royalties or fees to authors and composers. They should be required to pay something, even if it were a very low fee. It is unreasonable to suppose that an author's works should be used without him receiving pay for it. It is only legitimate that the radio broadcasting station owners should be asked to pay a few cents to the authors of music. Instead of that, almost every day the works of those authors are being used without pay. Just last night, I was listening in and heard the announcer say there would be a selection by Rimsky-Korsakoff. Not only do they use that work without pay, but they even go so far as to say that they will dedicate a certain song to Hon. Mr. Cardin, for instance, not realizing that these pieces of music belong to some authors, and the law says that they have to have permission from the authors before using it. They give you a play from the United States over the radio, and they say it is being performed with the permission of the copyright owners. The copyright owner, ninety-five times out of one hundred, would be delighted to give his work for nothing at all, provided his name is recognized.

The work of the authors and composers is so intimately connected with radio operation, that I certainly am glad the Canadian Authors' Association has sent Prof. Sandwell as a delegate to ask your committee to submit to the House to see that certain provisions be made in the Radio Act which is ultimately to be adopted by parliament, reminding the radio operators that they have to comply with the copyright requirements, as is done in every civilized country. In most of the countries I have mentioned, permission must be obtained from the copyright owners. The United States does not belong to the international. Canada has a special copyright treaty with the United States under which the authors and composers of the United States are protected in Canada, as well as the unionist authors. In all of those countries that I have mentioned, not a piece of music or literature or drama is performed through radio without being authorized by the authors or without the author being paid a certain fee, and that is why we think it legitimate to ask that it be done in Canada.

In order to be just, I must add for your information that some Canadian radio stations are already looking to Canadian authors to pick up some radio stuff. For instance, station CKAC, of Montreal, has asked some Canadian authors to prepare certain material, and the Canadian Clubs have also asked some Canadian authors to prepare a radio sketch. The Canadian National Railways sometimes ask some Canadian authors to prepare some little sketches;

but those are the only ones I am aware of. Most of the stations take the stuff without asking permission from anybody and without paying a cent to the authors or composers.

Now, gentlemen, you are going to see how this thing can be regulated. I humbly submit that the status of the authors and composers should be established here in Canada. I think it is something that is worthy of special consideration by your honourable committee, if not putting a provision into the Act, at least to insist that in some way Canadian authors and composers be protected and remunerated.

Mr. SMITH: Mr. Chairman, I just want to bring out a point here. It occurs to me that we are wandering into a field of operation connected with the copyright laws of this country, the protection of composers and authors. You will recollect the discussion that took place last year, and it occurs to me that we are going to have a tremendous undertaking on our hands.

The CHAIRMAN: Yes, I do not think that comes very much within the terms of our reference. However, we are pleased to have had what we have had so far.

Mr. GARLAND: I am not quite sure that the term "protection" there is correctly used. As I understand the evidence both Mr. de Montigny and Mr. Sandwell, it is the rights of authors be retained, if possible, in any broadcast legislation we may bring down. They are not asking, I take it, that we impose by law an additional fee upon American productions, or upon Spanish or German, as in the case of the manufacturers. They are just suggesting a fair play of ordinary rights. Is that correct, Mr. de Montigny?

The WITNESS: Yes.

The CHAIRMAN: In other words, you wish to develop our Canadian authors and our Canadian music?

The WITNESS: Yes, in other words, we should insist on the proper respect due to our literary and musical property.

Mr. GARLAND: You merely want to some extent the right that the Medical Association has?

The WITNESS: Absolutely.

Mr. GARLAND: That is all?

The WITNESS: That is all.

The CHAIRMAN: Thank you very much.

The Committee adjourned to resume at 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 3.45 P.M.

The CHAIRMAN: I have a letter from E. L. Moore, station manager of Station CKGW who states that Miss Meryle Plaxton was not representing her station when she appeared before us; and I also have a letter from Miss Plaxton wishing that to be corrected inasmuch as she had no authority whatever to speak on behalf of that station.

We have with us Professor Douglas Clarke, Dean of the Faculty of Music, McGill University, and conductor of the Montreal Orchestra.

DOUGLAS CLARKE, called.

The WITNESS: In giving my opinion, you will understand that I am concerned principally with the musical aspect of broadcasting.

I do not think I misrepresent the opinion of the majority of educated radio users I have met when I say that, at present, the programs generally are an insult to the average intelligence. I have been in Canada five years and with the exception of a few excellent programs broadcast from the States I have hardly heard one from Canada which one could be expected to listen to seriously. I may have been unfortunate in my choice of nights, but I have listened in on numerous occasions; not for long, however. The experience of my friends, no matter what their occupation, is the same. In the home of a broker friend of mine a radio set was installed especially to hear Stokowski's broadcasts from Philadelphia. The set is not now used. I could mention cases of other friends of mine, one an architect, another a lawyer, where exactly the same thing has taken place. There must be hundreds of people who, even if they did not buy their sets especially to hear Stokowski have long since given up using them. I do not possess a set, neither would I have one in my house under existing conditions, but I do have to listen to quite a number of radio programs in other houses, and after I have myself tried in vain to turn on a program worth listening to we have to shut the radio off. I hardly remember an occasion when this has not happened. Practically the only so-called music which is broadcast in Canada is jazz with an occasional program of the most banal type of drawing room music which I had imagined died twenty years ago. In most cases, not in the jazz so much, the performers are distinctly below the average. When I first came to Canada I was amazed to hear students say that they were to be on the air on such and such a night. After five years' experience I should say that the radio in Canada is a musical creche, or, at best, nursery. Before passing on I should say that I am not a blind opponent to jazz. Jazz is all right in its place; but I do say that listeners other than jazz fans should be considered.

I think there can be little doubt that the States is to-day taking care of the serious minded music lovers. While being grateful for some good music, no matter whence the source, it should be a matter of a deep concern to lovers of Canada, and I am convinced it is, that good broadcast music is only possible here through the ministrations of a foreign nation.

Purveyors of radio programs here seem to have the same estimate of the Canadian musical intelligence as certain well known visiting artists who give programs in Canada which they would never dream of offering in any other country. I firmly believe that the program builder in radio, as in concert music, always under estimates the public taste. This is not only discourteous to us, to say the least, but it is bad business. There are numbers of discriminating musicians and music lovers in Canada who demand to see the program before the concerts which even celebrities propose to offer. Very rightly they frequently stay at home. It is the same sort of thing with the radio. If I, for instance, knew that I could get good programs frequently I would buy a radio set.

I propose to mention one really dangerous aspect of broadcasting which exists under the present system of commercial and sponsored programs. For this purpose I must use a personal illustration.

Last year I conducted the Montreal Orchestra in a weekly broadcast lasting ten weeks. Some of you have heard the programs. We played only the best music,—symphonies, by Beethoven, Brahms, Mozart, Haydn, and Cesar Franck; modern music by Holst, Elgar, Ravel, Debussy; and suites and concertos. Each program lasted an hour. Let us suppose this sort of music appeals to you. If you had listened in to these programs would it have occurred

to you to write a letter of appreciation to me or to the sponsors? I dare say not. I go so far as to say that if you had not come in contact with actual broadcasting conditions and customs you would never have thought of writing a letter to those concerned. You would probably tell people about the broadcasts, but as for bothering to sit down and write a letter about them, that would never have passed through your mind.

Now, this matter of correspondence is a very important one and helps us to understand how it is that so little good music is heard over the radio. There seems to be two classes of listeners,—one that thinks it wants only inferior stuff and the other that wants the better class of program. It seems to be a fact that the class that wants the inferior sort of program is much fonder of writing letters than the other. I wouldn't say they are as a class more appreciative of their own kind of programs than the other or that they represented the majority of listeners,—although with programs as they are at present I should be quite prepared to hear that they were. During the period that I was broadcasting the Montreal Orchestra another program of such a low grade as to be almost vulgar was also being broadcast. Both programs were sponsored by the same company. For the whole of the ten weeks' season of the Montreal Orchestra the company received 3,000 letters of appreciation. The other program was broadcast for twenty-six weeks and during that time the sponsoring company received fifty thousand letters. The average being three hundred per week for my program and two thousand per week for the lower class program.

This, as you know, is called the fan mail, and it is upon the fan mail that sponsors of programs rely to show whether the money they devote to broadcasting is being spent to the best of advantage. Naturally if a firm puts on two programs a week and program (a) brings in 300 letters per week while program (b) brings in 2,000, the sponsors feel that program (a) is not appreciated, while program (b) is reaching a wider public. It is in this very fan mail, fondly supposed to be the true indicator of the nation's musical feeling, that the danger and undesirability of commercial and sponsored programs lies. The majority of sponsors of commercial programs have no interest in music except as a vehicle for selling their wares. Is it reasonable to expect them, being purely business men, to finance a thing which shows apparently little return? As I said just now, estimating actual appreciation by the number of letters received is misleading, but business men want facts and proof and they think they have it in the fan mail. In default of anything more conclusive they are not to blame. I hope you will see from this that so long as programs remain in commercial hands they are bound to be of a low order. This is tragic in the extreme because I know from experience that, given the chance, the average person can be trained to appreciate the best in music.

Perhaps you will forgive me if I mention briefly a few facts in connection with the Montreal Orchestra which bear out this statement. Last year, the first season, during the season of over twenty concerts we had an average attendance of three hundred. This year over practically the same period the average attendance was nine hundred. Everybody remarked on the numbers of young people who attend week after week. I know for a fact of three or four groups of University students who buy records of the music to be played. Before the concerts they get together and study the records, and after the concerts they play them again and discuss points of difference in the record and actual performance. These are not students of music. One other point in this connection, a McGill Professor told me last week, that out of curiosity he asked a gramophone record seller whether he had noticed any increase in the sales of classical records since the orchestra began two years ago. The dealer said that their sale of records had gone up amazingly and that people who before did not even know the names of classical composers, now came and asked for their works

by name. Do these facts not indicate that a similar change might take place throughout Canada if people had the opportunity of hearing good music?

It is through my desire to see these benefits enjoyed by everybody in Canada that I oppose the present system of broadcasting. I am satisfied that under existing conditions there cannot possibly be any change for the better. The only hope is to invest some power or body with the control or monopoly of broadcasting, a body working disinterestedly for the good of the country. Many are opposed to government ownership of anything on principle, but I say that if the Government took over control of broadcasting, the programs at any rate could not get any worse. That centralized control can be good was shown in England.

When it was proposed to broadcast orchestral concert programs from London and elsewhere there was an outcry that the attendance at concerts would be ruined and that performers would play to empty halls. What has happened? Instead of halls being empty they are not only filled to capacity but orchestral programs have to be repeated during the week to accommodate those people who could not get in the first concert. This is especially so in the case of Bach and Mozart concerts. This seems to point to the fact that as people are given the chance of hearing good music so they desire it. You will remember it was the case in Montreal. If we admit that music is all that has been claimed for it by the best minds since Shakespeare's day to the present, and if we admit that people soon increase their knowledge of and joy in it, as I suggested, then Canadians must be given an equal chance to hear it with the rest of the civilized world, and from a Canadian source.

Under a system of government control which alone can give Canadians this chance I would suggest that government broadcasting stations should be set up at given points,—say Halifax, Montreal, Toronto, Winnipeg, Vancouver—which would be capable of handling coast to coast broadcasts of sufficient importance to be of really national character. I would suggest that a committee of the most authoritative musicians in Canada, such as music deans and professors of the universities should be set up to appoint a federal director of programs. There should also be a provincial director of programs attached to each of the government stations. In the case of Montreal there should be two, one English and one French. These men would prepare their programs and submit them a month in advance to the federal head. Each government station should be responsible for one big program a week,—there should be at least seven of these programs per week. Wave lengths of sufficient exclusiveness should be employed to prevent interference and assure perfect results. I would suggest that in addition to other musical bodies the following could easily sustain one program per week of the highest order: Montreal Orchestra, Toronto Symphony Orchestra, Toronto Mendelsohn Choir, Winnipeg Male Voice Choir or Philharmonic Society. The nightly programs should be given by organizations such as these. Provision should also be made for the broadcasting of string quartets and chamber music, but these should not be given chief place, being on a smaller scale than the others.

What I want to see is one nightly program of first class order freed from the nauseating details of commerce without which any program to-day seems impossible. Under these conditions nobody would mind paying more for a licence; and I for one would buy a radio, and I am not alone in this. It would also encourage local musical effort.

Again I speak from experience when I say that it is not at all easy for the orchestra in Montreal to finish the season and pay its way. People, as yet, do not realize that music must be paid for if it is to succeed. I know it is the same with the Toronto Symphony, and I should be surprised if this condition of things was not general. By hiring one of the musical bodies I mentioned

above for one concert a week the committees and those intimately concerned with the running of these bodies would be relieved of an enormous anxiety. This idea could even be expanded. The government should hire the important Canadian orchestras to broadcast concerts, as they are in London and New York and Philádelphia.

You may be interested to learn that it is possible to have an orchestra consisting of seventy men playing for a season of twenty-five weeks at thirty dollars per week, costing just under \$53,000.00 or with conductor, etc. not more than \$60,000.00. Benefits: Canada holding its own with any nation, added enjoyment of the people, enrichment of experience, educated public opinion on music, increased sale of radios with consequent additional revenue from licences.

With regard to the mechanics of broadcasting, I am not qualified to speak, but I would like to suggest that there is considerable room for improvement. If the government takes over control, listeners must be assured of getting results. There is a present great dissatisfaction with the purely engineering side of broadcasting and the reception attained. Interference from various electrical causes such as tramcars and electric signs seems to be common. Existing stations must be brought thoroughly up to date in the way of equipment.

As regards equipment I have been in some studios where the pianos were a disgrace. I heard one on Sunday which was actually out of tune.

Besides these, two major defects remain to be remedied. One is the announcer. There seems to be no technique of announcing. Surely men spreading their voices over thousands of miles should be compelled to take a course in speaking and the technique of announcing. Most announcers seems to forget that they are not really speaking to one huge audience of thousands, but to little groups of two and three people mostly in small rooms who do not wish to be shouted at. Then we have the absurd perambulation of speech and rigmarole of description, all about nothing, supposedly to enhance one's appreciation of the fearful program which is to follow.

The other defect concerns solo performers and this would be corrected under government control. Under the present system the seller of an hour of broadcasting can engage anybody he likes to perform. He is only out for as big a profit as possible. Naturally he engages the performers giving the maximum of publicity for the minimum of pay. What must be instituted is an audition for performers. Nobody failing to reach the required standard would be allowed to perform. There are heaps of first rate people about who would perform but who cannot possibly do so under the present cut rate system—if one can apply the term "system" to such a loose method of conducting operations.

In conclusion I would like to stress as strongly as possible the need for radio in the schools. I am convinced that a nation can only be educated in music and appreciate its attendant benefits by being caught young.

If we can give the children a chance of hearing the best in music now, the question of taste in our future broadcasting will be settled without much trouble. Give the children in the schools a chance, do not leave them to grope about as they are groping now. Nearly everyone comes under the influence of music sooner or later but experience proves that it is usually later than sooner. The young people of to-day would appreciate music more if they had heard it and been told about it in their childhood. Let us, in Canada, do the same as they are doing in England and the States—instal radios in schools and give children talks with illustrations once a week. Sir Walford Davies' talks on music to school children in England are the most popular of the broadcasts for young or old. The radio could, of course, be used to benefit their general education, but I am not concerned with that now. Mr. Punch gave one celebrated word of advice to those about to marry. I should repeat it now for those about to buy a radio: Only by complete government control will radio in Canada ever

get a chance of proving that it is capable of dignity and of spreading enlightenment.

May I sum up by saying:

(1) That the point of view of both technique and program broadcasting in Canada could hardly be worse from the musical point of view.

(2) That there is plenty of talent in Canada of all kinds to produce really good musical programs, comparable, I think, to those provided in England, yet Canadian musicians are actually starving in Montreal, Toronto and elsewhere.

(3) That so long as radio continues under private control with programs built up at the whim of a sales manager, programs will be aimed at the lowest intelligence and will satisfy the cheapest taste.

(4) That which giving most of the people what it is considered they want, it should be possible under government control constantly to raise the technical standard of performance and the excellence of programs. To do this requires a plan worked out over a year or more, but such a plan is impossible under scattered private control.

(5) That by government control it would be possible to make fairly long contracts, say six months, with musical organizations. By being broadcast serious music would become even more popular, more people would go to concerts and the orchestras would have more money with which to improve their standards and attract more listeners. This is what has actually happened elsewhere.

(6) Lastly, music is one of the best things in life. Every child should have every opportunity of being able to enjoy it. The radio is the greatest instrument yet devised for enabling large numbers of people to appreciate and enjoy good music. We must make the best use we can of it in the public interest.

Mr. SMITH: I would like to ask some questions for my own enlightenment. I am trying to use, as near as I can remember, some of the witness' phraseology. I would like to ask Mr. Clarke, what, in his opinion, is a program of low order in contra distinction to that of high order? I am speaking musically, leaving out of the question advertising for the moment. What would you say is a musical program of low order in contra distinction of a musical program of high order?

The WITNESS: That is not easy to answer at once. When I was at Cambridge we had occasionally what we called bad ballad concerts and people used to get up and sing songs which were drawing room songs perhaps twenty or thirty years before. They had then changed in that period of time from being serious music to music that could only be performed to be laughed at. Well, of course, I should call jazz music of a low order, and I should call songs like the Stein Song music of a low order, and I should go a little higher and call—

Mr. GARLAND: "Walking my Baby Back Home"?

Mr. SMITH: Would you say a minstrel show was music of a low order?

The WITNESS: Well, perhaps low order, but that is hardly the term to use. We call it light but perhaps not of low order.

Mr. SMITH: To follow that up, you have classified jazz as being of low order, and other things as being of low order. Do you think that they should be stopped, that no broadcast should be made of any such musical programs?

The WITNESS: No, I don't think so at all. I think that they might probably be continued by private stations if possible, but it certainly would not be in the province of the government to sponsor programs of that kind.

Mr. SMITH: You think that any such programs of entertainment as those should not be permitted?

The WITNESS: No, they are too undignified.

Mr. SMITH: I was always led to believe that a good musical comedy, or a good minstrel show, if it was good and wholesome, was as entertaining to some tastes as grand opera.

Mr. GARLAND: There again, Mr. Chairman, might I ask Mr. Smith a question? In contra distinction to a poor musical comedy what would you describe as a good musical comedy?

Mr. SMITH: I am on this point, that a light musical comedy, a good minstrel show, good jazz music is wholesome and tasteful to minds that are cultured.

The WITNESS: Well, I said just now that I was not an opponent of jazz, and music like that is quite right in its own place, but I do not see why music of that character should take up the whole of the time on the air because you can get that any place.

Mr. SMITH: I agree with you. I do not think it should take up all the time, but I think you can get an over dose of—what shall I say, highbrow classical music from the masters just as easily as you can get an over dose of jazz.

The WITNESS: I was alluding to the present state of radio broadcasting in which nearly the whole of the time is taken up by this light music.

Mr. SMITH: I am able to get pretty nearly anything I want in the shape of musical programs, classical or otherwise.

The WITNESS: Well, where do you get the classical ones? I should very much like to know.

Mr. SMITH: We get very many classical programs from the States.

The WITNESS: Yes, on Sunday afternoons and Saturday afternoons.

Mr. SMITH: Yes, and other periods during the week.

The WITNESS: Well, I have never been able to get them.

Mr. SMITH: You have not got a radio.

The WITNESS: No, but I spend most of my time with people who have.

Mr. GARLAND: Mr. Chairman, on Sunday night last I groped over my set which, I may say, is a nine-tube Heterodyne set, in an effort to find a decent program, a program of classical music—and I was not particular as to whether it was a string quartet or symphony or an organ recital—and finally, after a great effort, I got two, only to find that they signed off a few moments after I got them. All the rest of the stations right across the dial, on Sunday night, were broadcasting a lot of jazz.

The WITNESS: And advertising as well.

The CHAIRMAN: What Canadian station were you getting?

Mr. GARLAND: Any Canadian station. Sunday night is the only night I have to rest and relax, and I like to enjoy it. That is my difficulty. If Mr. Smith has anything to offset it I would like to hear it.

Mr. SMITH: I have this to offset it. Whenever I get the opportunity—I am very fond of music—I tune in. I like good music, good jazz, or good classical music, and I do not think the tastes of the Canadian people have as yet reached a high state of excellence where they want to be precluded from the lighter forms of musical entertainment.

Mr. GARLAND: Is not your point rather that under public ownership there is a possibility that we should be able to wean the public away from the present rather second or third class stuff and develop a taste for better class stuff, literature, music and that sort of thing, general culture entertainment, but that such weaning away is not likely to occur under private ownership that depends upon commercial advertising?

The WITNESS: Exactly, that is it.

The WITNESS: Any further questions?

Mr. GARLAND: I would like to ask the witness whether he thinks it is fair to measure the cultural educational value of radio in terms of money to a country, particularly a country like Canada?

The WITNESS: How do you mean?

Mr. GARLAND: Well, should not the money factor in so far as it concerns those who are responsible for the well-being of the state rather be secondary to the cultural and educational side of it?

The WITNESS: I consider so, entirely.

The CHAIRMAN: Thank you very much professor.

Witness retired.

JOSEPH F. GARRETT, called.

The WITNESS: Mr. Chairman, I really expected to be called in the morning but just arrived to-day and I did not have much time, so I just got up a little brief, which I will read, and probably add to it later:

I understand that my presence at this enquiry is for the purpose of presenting a picture of the radio situation as it exists in my province of Saskatchewan. I am extremely grateful for the privilege that has been extended to me. I had anticipated being called to-morrow morning and as I had to prepare my case rather hurriedly I may omit some things I had intended to bring to your notice.

My interest in radio has extended over a period of years, and is a hobby of mine. I have more or less grown up with it and I am acquainted with a great many of its problems. As editor of a radio feature for a number of years for a western newspaper I had my finger on the pulse of the listening public at all times.

Perhaps I should say at this time, that when the question of radio first began to agitate the minds of the people I took the stand that radio had better be left in the hands of the private broadcaster, and when the Aird Commission visited the west I took that view. Since that time, however, I am glad to say that I have seen the light and am now convinced that private ownership, as we have experienced, is not in the best interests of the country.

Let me speak of the service (or lack of it) that we experience in Saskatchewan. A previous witness has stated that Saskatchewan receives adequate service. As one who is in close touch with, both broadcaster and listener in that province, I would like to go on record as stating that we receive a service that is not even remotely adequate to our requirements.

Complaints are consistently brought to my notice that it is hardly worth while to maintain a receiving set, because there is nothing but American stations to listen to. I willingly attest to that. And that condition is not recent,—it goes back a long way. And if we are to depend on the present owners of broadcasting stations to fill our radio needs we may as well dispose of our radio sets and go back to the gramophone, and so get our records first hand, with the privilege of choosing them for ourselves.

Let me add this in passing, however. I have nothing but admiration for our western broadcasters. They have made the best of a bad job. Without exception each has tried to give service to the utmost of his resources. But the revenues from advertising are not adequate to meet a dire need, and I feel quite safe in saying that some, if not all, Saskatchewan broadcasters would be glad to be relieved of a burden that has become unbearable.

The economic condition of the west is such that only one advertiser is able to sponsor a regular chain feature, and they do so to the extent of two half-hours weekly. Most of our broadcast—are of the "spot" variety, consisting mainly of straight undiluted advertising talks, punctuated now and again by gramophone records.

High-class programs, such as sponsored by the Canadian National Railways, were a God-send to the people on the prairies, but these are rapidly becoming a thing of the past. Our radio sets are silent for the most part, or else we must listen to foreign broadcasts.

I would like to stress that statement, Mr. Chairman. Saskatchewan receives its radio fare largely from the United States. Not because we want it, but because, speaking broadly, we have no other choice.

Bismarck, N.D., has increased its daylight power and become a part of the N.B.C. network, so that those of us who are fortunate enough to have up-to-date sets may listen to this station in daytime, but for the rest they of necessity must be content to listen to copious advertising talks in order to listen to a few gramophone records. Station CFQC, at Saskatoon, refuses to play records, so that station is silent most of the time after 7 P.M.

This coverage by American stations is attested to by an independent survey made by a nationally known advertising agency in Regina. Among other questions asked listeners was: "What station do you prefer to listen to"? In spite of the fact that the area chosen for the survey contained three local stations, American stations came first and second in the public choice.

I stress these facts because of the fact that previous evidence would indicate that Saskatchewan is receiving adequate coverage by our own stations. I would like to repeat most emphatically that Saskatchewan suffers intolerably from the lack of Canadian radio programs.

It is true that we have been serviced by a few chain broadcasts from Eastern Canada, but the majority of network programs no longer find their way into Western Canada. Our local stations are of low power, and in most cases operated with obsolete equipment. The antenna output is usually below the station rating and consistent reception can only be had within a narrow radius. At night they are subject to considerable heterodyning by American and Mexican stations, and while they can occasionally be picked up in various parts of the province, consistent reception is impossible.

During the past two years I have conducted extensive enquiries among radio listeners in order to ascertain the public attitude toward a national system, particularly stressing the fact that an increased licence fee would be inevitable. The response has been overwhelmingly in favour of such a system, and that listeners would be willing to any reasonable amount if they could be ensured of an adequate radio service. Anything up to five dollars seems to be the consensus of opinion.

As far as advertising is concerned, I find no one objects to dignified announcements, or indirect advertising. In fact western listeners would like to hear more of them, having in mind some of the splendid programs that have been supplied in the past, but which are now, unfortunately, not available.

Here again I would like to take issue with previous witnesses that an advertiser would not be satisfied with merely sponsoring a program. As Mr. Hambourg testified this morning, a program is now on the air, originating in the east, and going out over western chains, called the

"Mystery Program." This is really an entertaining program, during the course of which listeners are asked to identify the sponsors for a money prize.

But the point I wish to stress is this: In the newspaper and radio announcements concerning this program one feature was played up to the exclusion of all else. "This program contains no advertising." What we will get when the sponsor finally identifies himself is another matter, but in the meantime we in the west particularly are afforded the unique opportunity of listening to a program that is minus advertising.

I quote this to show that advertisers and broadcasters contradict themselves when on the one hand they say we will not spend one dime for indirect advertising, and on the other hand proclaim far and wide that here is a program with no advertising.

So, in the west, Saskatchewan in particular, our only hope lies in the creation of a national system that will ensure a continuity of service, minus the continuous ballyhoo of the radio merchant. We in Saskatchewan, realize with the broadcasters themselves, that private ownership will never provide that service so urgently desired.

I may say, Mr. Chairman, that just prior to my leaving Saskatoon I was approached by Mr. Eliason, secretary of the United Farmers, Saskatchewan Section, who, while not giving me a brief to present to this committee, wished me to stress what they have previously submitted, that that organization is whole heartedly in favour of a nationally owned system to the exclusion of our present system. That organization, I might say, is composed of, roughly, 28,000 farmers who have experienced the class of broadcasting that we have been getting the last few years, and I know, being present at their recent convention, from the discussion that took place there, that the organization is wholly in accord with the wishes of the membership.

The CHAIRMAN: Could you tell me, Mr. Garrett, if Saskatchewan will be satisfied with one big station for the whole province, or would they like to have some small stations scattered throughout the province?

The WITNESS: That bring up the question, Mr. Chairman, of local contact. I believe that one station giving a fairly general coverage for national programs, with possibly one or two auxiliary stations to carry on the local contact that our present broadcasters are attempting, would be in the best interests of Saskatchewan. We have, for instance, things happen there that are of no interest elsewhere, hockey matches or municipal elections—things of that kind—that I think could only be put on the air through the medium of an auxiliary station.

The CHAIRMAN: How many parts of Saskatchewan would there be that would be subject to that kind of thing?

The WITNESS: Well, it is a question I have not given consideration to. It is probably more technical than otherwise. However, I would say one in the north in the vicinity of Saskatoon, and possibly one in the south somewhere between Regina and Moosejaw.

Mr. SMITH: Mr. Garrett, as you say you have given this question careful study, I would like to ask your opinion on this point, whether a government supervisory control,—not government ownership, but government supervisory control of private broadcasting would eliminate a lot of the objectionable features that you now complain about?

The WITNESS: Well, is not radio subject to government control at the present time, sir?

Mr. SMITH: No, only certain features of it. I am speaking about programs.

The WITNESS: I say on behalf of the United Farmers that they are out and out in favour of government ownership.

Mr. SMITH: Yes, but what I want is your opinion.

The WITNESS: My opinion is the same, sir,—government ownership and complete control.

Mr. SMITH: You say there is no method that this broadcasting could be improved to the satisfaction of the Canadian people except under government ownership, control and supervision?

The WITNESS: I would say, sir, that the most satisfactory solution to the whole problem would be to set up a national system of government ownership.

Mr. SMITH: And supervision and control, complete control?

The WITNESS: Complete control.

Mr. SMITH: You say that that is the only satisfactory solution?

The WITNESS: I say that is the only satisfactory solution.

Mr. SMITH: Now, just following that for a minute, I may have misunderstood you in your brief, but you mentioned a licence fee of \$5, that the Canadian people would be prepared to pay as high as \$5 for licence fee under the nationalization scheme. Am I correct in that?

The WITNESS: Not quite, sir. I did state that the people of the west would be willing to pay for radio service, and any large number of cases they have stated to me personally that five dollars would not be an exorbitant amount to pay for that service, three dollars, yes, no objection whatever as far as Saskatchewan is concerned; but they would be willing to pay even more than three dollars if they can be assured of a continuous service.

Mr. SMITH: You think that there would be no objection under a nationalization scheme to paying \$5?

The WITNESS: I would not go to the extent of supporting that. I simply mention that quite a number have said to me that they would be quite willing to pay \$5, but whether you could put a \$5 licence fee on and not get complaints is another question.

Mr. SMITH: Now, on the point of advertising, would you think that five per cent of the time devoted to advertising was a reasonable period in the broadcasting programs? Would there be much objection to five per cent of the time being utilized in advertising?

The WITNESS: I think it would depend on when that five per cent came in. Statements have been made that only a certain percentage of advertising is put on proportionate to the musical programs. I think that that five per cent may be spread over a day's program, but at that you might get twenty-five per cent of it in the evening hours when the majority of the people listen in. I would say, however, that five per cent, if it were indirect advertising, is not too great, but if you get that whole five per cent between the hours of say six and ten then it is going to be too much.

Mr. SMITH: I think you are quite right but five per cent spread over the whole period?

The WITNESS: Five per cent does not sound out of the way.

The CHAIRMAN: Each hour?

The WITNESS: Yes.

Mr. GAGNON: There is a question I would like to ask the witness, which possibly we ought to have asked the other witnesses in favour of public ownership. Do you contend that if radio is controlled by the state advertising ought to be eliminated entirely?

The WITNESS: No. I definitely said that commerce should be allowed time on the air to sponsor programs, but that direct advertising as we know it should be eliminated.

Mr. GARLAND: On that point, may I ask you what is your opinion as the result of your own experience commercially in broadcasting,—would sponsored programs be likely to increase in Canada if all direct and spot advertising was prohibited?

The WITNESS: Well, I don't know whether I could answer that, sir. Spot advertising, after all, is purely local advertising, is it not, and the national advertising man who would be expected to sponsor a national program is not the man that is going to pay for spot advertising.

Mr. GARLAND: Very well, let us concentrate then on the chain broadcasts. Supposing Canada decides, wisely or unwisely, at some time, either under public or private ownership, to stop this direct advertising to which great exception is taken, supposing it were entirely cut out, do you think it is likely that the sponsored programs would increase in number rather than decrease?

The WITNESS: The tendency, I would say, would be for that class of program to increase.

Mr. GARLAND: For what reason?

The WITNESS: I believe that the lack of interest in present commercial programs is solely due to the fact that there is too much advertising and people won't listen to them, and if they confined their advertising to merely sponsoring their name I believe they would get considerably more listeners and they would stay with them longer.

Mr. GARLAND: And you believe that the sponsored indirect advertising would, by its very attractiveness to the public, increase the service in that regard?

The WITNESS: That is my opinion, yes.

Mr. GARLAND: In regard to the west, as the result of your experience, of course our country is not in the happy condition that the populated centres in the east are,—we cannot get concerts freely out there, we have not the opportunity of attending lectures, but very rarely, occasionally in a city like Saskatoon or Calgary do we hear a first class program on a chain broadcast; the people out there do not have the opportunity of attending first class theatres. In view of all that, the development of radio to western Canada is, in your opinion, a very vital, cultural, educational feature?

The WITNESS: The correct word is "vital".

Mr. GARLAND: Now, is it possible for that to be adequately developed under a commercial private ownership system?

The WITNESS: In the west?

Mr. GARLAND: Yes.

The WITNESS: Never.

Mr. GARLAND: For the reason?

The WITNESS: No revenue.

Mr. GARLAND: Exactly, and that service can only be rendered by some public ownership system?

The WITNESS: As far as the west is concerned I can see no other solution.

Mr. GAGNON: It could be worked out if the state were to subsidize private companies?

The WITNESS: Yes, but what would the state be doing? It would be subsidizing what? Subsidizing the advertisers.

The CHAIRMAN: Following up that question, would Saskatchewan be satisfied to pay say the cost of advertising within Saskatchewan? You said they would probably go as far as \$5. There might be objection in the east where they are getting regular broadcasts. Do you think we could divide this into zones, on provincial grounds?

The WITNESS: You mean have Saskatchewan pay a licence and the other provinces get off scot free?

The CHAIRMAN: Pay in proportion.

The WITNESS: Do you not think, sir, that the proportion would be too high in that case? Where you are confining your broadcast to one province, do you think the cost would not be out of all proportion to the service received? Could you not carry this thing over the whole country?

The CHAIRMAN: Of course I am asking you the question. You do not think the question of zoning would be acceptable to the west.

The WITNESS: I cannot see it at all, sir.

Mr. GARLAND: As a matter of fact, is not the air a common heritage to Canada, and as such is best developed on a common basis? I think the witness might be asked to comment upon the fact that whilst we willingly went out there is it not true that we were tempted by your federal government principally and by the railways in a secondary way?

Mr. SMITH: Mr. Garrett, I think you used the phrase that there were certain objectionable features to American programs?

The WITNESS: No, I think you must be confused with the previous witness.

Mr. SMITH: Perhaps I am. I understood you were the one that said that.

The WITNESS: Well, there are some objectionable features.

Mr. SMITH: Is it in the advertising way, or in other respects?

The WITNESS: Of course if you are speaking now of the material in the program itself, the Americans are tarred with the same brush that the Canadians are. They go in for ponderous advertising announcements, which is objectionable in itself. Of course the other objectionable feature is the fact that we have to listen to American programs owing to the fact that we haven't any of our own.

Mr. SMITH: But the objectionable features to the American programs, eliminating the advertising aspects of it—

The WITNESS: In the first place you are creating an American consciousness, if you get what I mean. We have at the present time moving picture shows with the bulk of their stuff coming from the United States, teaching United States lessons, giving us United States pictures, and here we come along with American broadcasts following that up with the same thing over the air, and it won't be long before the people know more about President Hoover and Al Capone and such other characters, than we know about ourselves.

Mr. SMITH: Of course we don't have to listen to them unless we want to.

The WITNESS: In the west we have no choice.

Mr. GAGNON: Of course what you say comes under the heading of foreign propaganda. Would private ownership encourage foreign propaganda more than public ownership?

The WITNESS: I do not quite get that.

Mr. GAGNON: Supposing you have public ownership, could you present American concerts or speeches being heard over the radio?

The WITNESS: No, but we would give the people an opportunity to listen at least to our own programs in preference to the American.

Mr. GAGNON: I would like to know in what way public or private ownership might prevent American propaganda being heard in Canada.

The WITNESS: As far as I know—I am not so technical—I do not think there is any way of preventing radio programs from crossing the international boundary, but I do believe that if we give our radio listeners programs of a type equally as good, if not better, than we receive from the United States our programs would get the attention, and from the matter of choice they would listen to our stations.

The CHAIRMAN: You have an hour coming over the American station called the Farm and Home Hour. You get that in the west do you?

The WITNESS: We do not get that.

The CHAIRMAN: On the question of coverage, can you give us an idea generally of how well Saskatchewan is covered? Do you know the province in its coverage by radio?

The WITNESS: I know the province very well. I won't be able to point to one part of the province and say "This part is not receiving radio reception," but I do know that radio reception from our own station is not heard consistently all over the whole province.

Mr. GARLAND: I think Mr. Steel's map is up to date with the exception with the Brant station, Calgary, which does not penetrate Saskatchewan in daylight. Would you regard that as a relatively fair radio daylight range in Saskatchewan? That is prepared by the department here.

The CHAIRMAN: You have one at Moose Jaw, two at Regina, one at Saskatoon, and one at Fleming.

Mr. GARLAND: By the way what is the strength of those stations?

The WITNESS: All 500-watt stations. I would say the consistent daylight range would not be heard outside of those areas that are marked on this map.

Mr. GARLAND: Will you look at that map which is supposed to be an area covered by United States stations in Saskatchewan?

The WITNESS: I think that is quite correct.

Mr. GARLAND: You mentioned Bismarck, N.D. That comes in fairly plainly over that range.

The WITNESS: Yes. The American stations can be heard practically everywhere in the province. That is my experience.

Mr. GARLAND: So that the Canadian stations do not give to-day the kind of range and service which the American stations give in so far as that map is concerned?

The WITNESS: I do not know whether this is daytime or night time range on this Radio League map, but since Bismarck, which is close to the Saskatchewan boundary, has increased its power, it is the only station, as far as I can discover, that can be heard consistently in daylight over the whole province.

The CHAIRMAN: That pretty well covers, does it, the reception? What is outside of that circle does not get very much radio reception at all at the present time?

The WITNESS: I would say not. No.

Mr. GARLAND: Certainly no daylight range?

The WITNESS: No daylight range, and, as I said before, owing to consistent interference at night, it does not go out even as far at night.

The CHAIRMAN: Following up a question I asked a little while ago, in your opinion would those people be satisfied to give up their local station for one big station in Saskatchewan? I am not speaking of the owners of the stations, I am speaking of the public?

The WITNESS: That is a hard question to answer, sir. I believe in the minds of the people in Saskatchewan, if a national system is built up on the basis of their own local needs, they would be satisfied.

The CHAIRMAN: That is, that there would be small stations for localities as well?

The WITNESS: Auxiliary stations.

Mr. GARLAND: Supposing your single large station, government owned, were divided in so far as evenings were concerned to the broadcasting of chain programs of high character, and during other portions of the day could be devoted to the local needs, in that case would, in your opinion, the Saskatchewan public be willing to exchange their multiple small power station for the large better class service through the high-power giving them both the local and chain?

The WITNESS: I would say, in my opinion, provided they can get local programs they would be quite satisfied, in view of the fact that in the broader sense they would be receiving something that they do not receive at the present time, that is, continuity of service over a national network.

The CHAIRMAN: Would it be of any advantage to ask the councils, for instance, and the municipal bodies, where these stations are, if they would be willing to forego them? Would they be willing to give expression as to that?

The WITNESS: I daresay, yes. You see, there is a factor enters into that which cannot afford to be overlooked in the establishment of a national system, that is, that in these various localities, cities like Saskatoon, Regina and Moose Jaw, they would like to broadcast things that are of absolutely no interest to other districts; for instance, municipal elections. The radio has been an excellent means for candidates for municipal office to place their views before the public. A broadcast of that nature, for instance, in Saskatoon, would not interest Regina or Moose Jaw, or anyone outside of the people immediately concerned. Taking that and a few other things into consideration, I think that local auxiliary stations seem to be required. Whether they would be willing to forego that for larger blessings, you might say, it is just possible they would.

Mr. GARLAND: Let us take a slant of this thing, for instance the chain broadcasts, taking into consideration the geographical character of the country, would probably commence in Saskatchewan and Alberta around nine to ten o'clock at night, or ten to eleven o'clock, in order to accommodate the east as well as the west. As a rule, the chain broadcasts do not take any longer than an hour. Could not the rest of that time be devoted quite adequately, so far as the local large station is concerned, to broadcasting whatever the province wanted broadcast in the province?

The WITNESS: There is no reason why it could not.

The CHAIRMAN: But you are still quite convinced that if they had to choose between the two they might choose the bigger, but if they could get both they would take both?

The WITNESS: Naturally.

Mr. GARLAND: A witness on a former occasion pointed out that that map represented reception, as indicated, by listeners, one or more listeners at each of these points on one of three Tuesday nights. Would you regard that as evidence of adequate coverage in Saskatchewan?

The WITNESS: There is nothing on that map to show that there has been any kind of consistent coverage there. The fact that a man heard a radio broadcast on a certain night does not indicate that the station is being received consistently over that radio. For instance, station CFQC in Saskatoon has had reports from Hawaii, but that does not necessarily mean that the station is

heard consistently in Hawaii. The same condition exists in connection with this map, that here and there the station would be picked up. Possibly those people have a little more modern sets than are in use in Saskatoon.

Mr. GARLAND: So, in your opinion, that cannot be regarded as evidence that adequate coverage is provided in Saskatchewan?

The WITNESS: From my own experience I certainly would not take any evidence of this character to prove adequate coverage.

Mr. GARLAND: Your experience is indeed to the contrary.

The WITNESS: Absolutely to the contrary.

Mr. GARLAND: The witness said that the majority of Canadian chain broadcasts no longer find their way into western Canada. Would you tell us something more about that?

The WITNESS: Yes. That is a matter that has given us great concern in western Canada. That is, the fact that we are not now getting those broadcasts from eastern Canada, and on making inquiries I have been told that the advertisers could not afford to stand the cost of bringing those broadcasts across what you might call the unpopulated areas between the lakes and the prairies, so now there is just the odd broadcast coming through.

Mr. GARLAND: And that is a great disappointment to the people in Saskatchewan?

The WITNESS: Well, it robs us of practically our only real high class radio programs.

Mr. SMITH: Mr. Garrett, would not the difference in time be a factor in that connection?

The WITNESS: I don't think so, because the sponsored coast to coast program has always managed to hit Saskatchewan from around seven to nine o'clock, which from an advertising standpoint is the best hour. They can go on in eastern Canada till eight o'clock and get us at ten o'clock, and we are all listening at that time. I haven't any definite knowledge to that effect, but I would imagine that the matter of time would not enter into the thing at all. It is the matter of cost. That is the reason given me by radio stations in Saskatchewan, that nobody is willing to bear that cost to bring those programs from the east to the west.

Mr. SMITH: There are certain chain broadcasts that go right across Canada, are there not, that you get there?

The WITNESS: Yes, we get them. I cannot give you the exact figures, but possibly an hour or an hour and a half a week.

Mr. GARLAND: You do not wish to add anything further to your explanation of why you changed from being an advocate of private ownership to one of public ownership, do you?

The WITNESS: Well, I must confess that when the subject of public ownership was first mooted I was very friendly with the western radio stations, and I have assisted them continuously to put on what I thought was a better class of program, and naturally I hated to see a certain amount of work that I had done personally thrown into the discard, and apart from that I was a little bit afraid that Government ownership would mean some system such as they have in Great Britain, but after the Aird report was published I found that most of their recommendations had destroyed any argument that I have had against public ownership, and, of course, on top of that, with the decreased service that we have been getting in the last two or three years, it was very easy for me to come to the conclusion that there was only one solution for the whole problem.

Mr. ILSLEY: What were the features of the British system that you were afraid of?

The WITNESS: I did not want to see the Canadian advertisers driven from the air, which is a feature of the British Broadcasting Company. I felt that in view of the fact that American advertisers would still come into Canada under any system at all the Canadian advertisers should have an opportunity of going on the air with his product although, as I said, eliminating the direct advertising, but still given an opportunity to go on the air with his name.

Mr. ILSLEY: What is the matter with giving them five per cent of the time? Perhaps Mr. Smith asked that.

The WITNESS: For direct advertising?

Mr. ILSLEY: Yes.

The WITNESS: Well, I would say if it is direct advertising Mr. Smith was referring to, I would give them no time at all. Five per cent is not very much within the hour, and they could quite easily consume five per cent of the time in what I know as indirect advertising.

Mr. ILSLEY: You are not talking about the same thing the Aird Commission was talking about when they were speaking about indirect advertising.

The WITNESS: I believe so, yes.

Mr. ILSLEY: They confined it to announcing the name of the sponsor.

The WITNESS: Well, if they did that you would find that approximately five per cent, maybe a little less than that, would be taken up in announcing the name, on a sponsored program, as they usually do. Every station announcement, stations like the Canadian National which is the type of sponsor I like to see. However, they do occasionally give a little detail of its services, or something of that nature, which is not objectionable.

The CHAIRMAN: Are there any more questions? If not, I desire to thank you, Mr. Garrett, for your attendance here.

Gentlemen, to-morrow we have Dr. Ernest MacMillan and Mr. R. H. Thomson of North Bay, station CFCH; also Dr. J. E. Morgan, of Washington, D.C., representing the National Committee of Education by Radio, and the Canadian Radio League is prepared to go on if the time is not taken up. The day after to-morrow Sir John Aird will be here with us and the Trans-Canada Telephone System, Montreal, represented by Mr. Bronson, I believe, and I may have someone else for the committee. I am still trying to get through this week and I have a call in for Montreal in a few minutes, by telephone.

Mr. GARLAND: Then you expect to have Mr. Beatty on this week?

The CHAIRMAN: Yes.

Mr. GAGNON: I understand Sir Henry Thornton would like to be heard also?

The CHAIRMAN: Yes. And La Presse, Montreal.

Mr. GARLAND: Any others besides Mr. Beatty and Sir Henry Thornton?

The CHAIRMAN: That is all I know of at the present time. There were invitations sent out to others but they have not been accepted.

We will adjourn until 10.30 to-morrow morning, gentlemen.

The Committee adjourned to resume on Wednesday, 13th April, at 10.30 a.m.

APPENDIX No. 41**MEMORANDUM RE RADIO**

MARCH 17, 1932.

I. University responsibility

The responsibility of the Universities on the radio question is double.

- (1) In the first place they are entitled to voice the general opinion of educated people as to what is good for the country from a purely cultural aspect. They are entitled to say what educated people like to hear and what will make for cultural progress. This does not mean that they are only thinking of University graduates or of "highbrow" audiences—they are thinking just as much of the school boy and the farmer.
- (2) In the second place they are directly interested in the use of radio as a medium of communication available for the purposes of what is generally called adult education—that is, for educational effort outside the general scope of school and university work.

II. Present situation

The present situation will be placed before the committee by many other representatives. From the University point of view it is, in one respect, most unsatisfactory. The programs brought to the Canadian public are overloaded with advertising material; the advertisers who largely exercise control have not all demonstrated their qualification to select suitable entertainments; funds have never been available to attract the best artists; the pervading tone of programs is foreign—indeed many places in the Canadian West scarcely ever hear a Canadian program. The general impression among University circles as to the general quality of programs is adverse. There are, it must be admitted, exceptions. To take instances close to us, much of the sustaining program of Station CKAC is excellent. The features given by the Canadian Pacific and the Canadian National contain very little advertising, are carefully planned and contain excellent material. But these exceptions only serve to emphasize the poor quality of advertising programs in general and the very definite need for a stricter supervision.

From another aspect it must be admitted at once that those responsible for handling the existing system have done their very best to assist all our efforts. To take only one or two instances, many hours of free time per week have been given by Station CKAC to educational work carried on by McGill University, the University of Montreal and the National Council of Education. Station CKGW in Toronto has been similarly willing to help and its manager, Mr. R. W. Ashcroft, undertook the organization of many other Canadian stations for the nation wide Universities Broadcasts carried on during the past winter. The wire service for these was given by the Canadian Pacific Telegraphs and an infinite amount of trouble was taken by Mr. E. L. Scott to ensure satisfactory transmission.

But here there is a real and serious difficulty. The members of University staffs who have been engaged in broadcasting have either not been paid at all, or have been paid very little, and when not very well qualified entertainers are being paid \$100 per week, the situation is obviously ridiculous.

III. Control Necessary

The Universities are not concerned with the question of public or private ownership. This is a matter for individual opinion. But there is no question that control of programs must be secured to the public, that such control should be exercised by committees or commissions representing several shades of opinion and several interests, and that the Universities should be officially represented, or that University officials or teachers should be members of the committees or commissions. Other members might be selected by bodies such as the Canadian Chamber of Commerce, by the station owners (if private ownership be maintained). It is desirable, too, that different committees or commissions should deal with different parts of Canada. Not that one Canadian is different from another, but that surroundings and circumstances and employments differ. Another reason, and a very important one, is that education, which is calling more and more on the radio for assistance, is a provincial concern and must, whether we approve or not, remain so, and that radio education must be correlated with other educational efforts.

A small central commission might be established to lay down general principles and to act as a court in case of dispute. All of these commissions might be made up of men generally otherwise employed, though each should have its own permanent secretary or manager.

IV. General Principles

The general principles to be followed might be discussed by a meeting of the various commissions, of federal officials and of the telegraph companies. There might then be decided the proportion of sustaining programs to advertising program, the time to be allowed in advertising program for specific advertisement, the allocation of income from fees, the cost and the allocation of the cost of telegraphic hook ups. In this connection one might remark that the larger stations at central points where outstanding artists and speakers are available should receive a considerable share of the available funds in order to ensure good sustaining programs, that the smaller stations should pay and the telegraphic companies receive a minimum sum of this side of the work. The advertiser, on the other hand, might well contribute largely to both originating and receiving stations as well as to the telegraphs.

V. Local Arrangements

Subject to these general arrangements each provincial commission should exercise complete control over the contents of all programs of all kinds, including those of foreign origin as well as over rates for local broadcasts. No new licences for transmitting stations should be granted, nor should any alterations be made in existing licences, except on its recommendation and the appropriate department of the Government should, when necessary, enforce its orders. Disputes might in the first instance be referred to the provincial commission, with an appeal to the federal commission.

VI. Educational Programs

Each sustaining program should have an education section controlled by a special committee. The local committees of the National Council of Education, which has already done such excellent work, might help materially in this matter. The Conference of Canadian Universities should be asked to establish a special committee to arrange for all such interprovincial or nation wide broadcasts as are necessary, or desirable, acting as a coordinating committee for the various educational committees to be established as above suggested. Local educational committee should also make arrangements for members of University staffs to be coached in broadcasting composition and technique.

WILFRED BOVEY,
University McGill,
Department Extra Mural Relations.



SESSION 1932

HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 11

WEDNESDAY, APRIL 13, 1932

WITNESSES:

Dr. Ernest MacMillan, Principal, Toronto Conservatory of Music, and Leader of Toronto Symphony Orchestra, Toronto.

Mr. F. R. Mackelcan, K.C., of the Board of Governors, and Director, Toronto Conservatory of Music, Toronto.

Dr. J. E. Morgan, National Committee of Education by Radio, Washington, D.C., United States of America.

Mr. Graham Spry, President, Canadian Radio League, Ottawa.

Appendix at end of record.

OTTAWA
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1932



MINUTES OF PROCEEDINGS

MORNING SITTING

WEDNESDAY, April 13, 1932.

The Special Committee on Radio Broadcasting convened at 10.30 o'clock a.m. this day, Hon. Mr. Morand, the Chairman, presiding.

Members of the Committee present: Messieurs Beynon, Cardin, Euler, Gagnon, Garland (Bow River), Morand, Smith (Cumberland), and Wright—8.

In Attendance: Dr. Ernest MacMillan, Principal of Toronto Conservatory of Music, and Leader of Toronto Symphony Orchestra; Mr. F. R. Mackelcan, K.C., of the Board of Governors, and Director, Toronto Conservatory of Music.

Present: Those in a technical advisory capacity, and a number of others representing varied radio interests.

On Dr. MacMillan being called he requested that Mr. Mackelcan be permitted to submit his evidence first, which was complied with.

Mr. Mackelcan called and made a statement to the Committee, after which he was questioned at some length by members and answers given. The thanks of the Committee were expressed and the witness retired.

Dr. MacMillan called and made his remarks from the standpoint of a leader in music and its present and future connection with radio broadcasting. The witness was questioned at some length, thanked for his expression of views and retired.

No other witnesses being ready to appear before the Committee until later in the day, the Committee adjourned to 3.45 o'clock p.m.

AFTERNOON SITTING

The Committee resumed at 3.45 o'clock, the Chairman presiding; the following members of the Committee present:

Messieurs: Cardin, Euler, Gagnon, Garland (Bow River), Ilsley, Morand, Smith (Cumberland) and Wright—8.

In Attendance: Dr. J. E. Morgan, National Committee of Education by Radio, Washington, D.C., U.S.A.; Mr. Graham Spry, President, and other representatives of the Canadian Radio League, Ottawa.

Mr. Ilsley stated that he had received from Dalhousie College, Halifax, papers containing what he considered important matter, and with the permission of the Committee he would like to have same included in the record. Agreed to and matter written in.

Dr. Morgan called, and submitted quite a lengthy brief describing conditions in the United States, particularly with respect to education through the medium of radio. Numerous questions were asked on different phases of the radio question as viewed by the witness, in Canada as well as in the United States, which were answered in detail. Witness was thanked by the Committee and retired.

Mr. Graham Spry called, and first asked permission to file with the Committee a statement from Dr. Lee de Forest respecting his view of present radio broadcast conditions in America. Another paper by the same author, was, by permission of the Committee, read into the record by Mr. Spry.

By general agreement the Committee adjourned to meet again to-morrow—Thursday—in room 368, at 10.30 o'clock a.m.

E. L. MORRIS,

Clerk of the Committee.

STATEMENT FROM DR. LEE DE FOREST SENT TO THE CANADIAN
 RADIO LEAGUE AND SUBMITTED TO THE SPECIAL
 PARLIAMENTARY COMMITTEE ON RADIO
 BROADCASTING

I think it would be impossible to find in all the history of scientific advances applied to man's social needs and benefits another instrumentality which has, through crass commercialism and greed, been so ill abused as the Radio Broadcast.

I refer wholly to its development in America. Conceived twenty-five years ago as a unique means of mass contact, designed chiefly for the dissemination of music, of elevating forms of aural entertainment, for education, and national political appeal, it seemed destined when public interest in its etheric voice was first aroused to prove itself an Evangel, of irresistible power, musically to uplift, benignly to counsel—an American invention, of which America, before all mankind might justly be proud.

In grievous contrast with this fair prophecy we find to-day Radio Broadcast given over largely to dull salesmanship—its music insistently interrupted by staccato announcement, its "Old Sweet Song" crooningly degraded.

To most of its sponsors Radio to-day is merely another medium for sales exploitation. The boasted American freedom of the air has been seized upon by "shrewd business" to exact heavy toll from advertisers to impose impudent mediocrity upon a helpless public who must listen.

Paying nothing to the peoples' Government for their priceless franchises these etheric squatters continue to mar imaginable highlands of beauty with gargantuan signboards. Culture and education have been shouldered out. Until recently each month has witnessed less of loveliness, more of direct sales, ballyhoo unashamed.

Frauds, nostrums, and general nuisance crowd behind each radio dial, clamoring to distract our homes; a few hours are really fine, for even quacks' pills must be sugar-coated.

But a tendency, even more menacing, is evidenced. The bulk of American broadcasting is to-day directly controlled by "big business", the electrical trust foremost. While its program policy is mostly dictated and degraded by its advertiser patrons, the only censorship in force to-day is exercised by the gigantic interest of "The Chains".

That word already assumes a sinister significance. Of late it is entirely plausible to suppose that Walter Winchell, blatant mouthpiece of Broadway and all the antithesis of culture which that institution represents, is nightly more listened to than are such trenchant, thought provoking writers as Arthur Brisbane daily read.

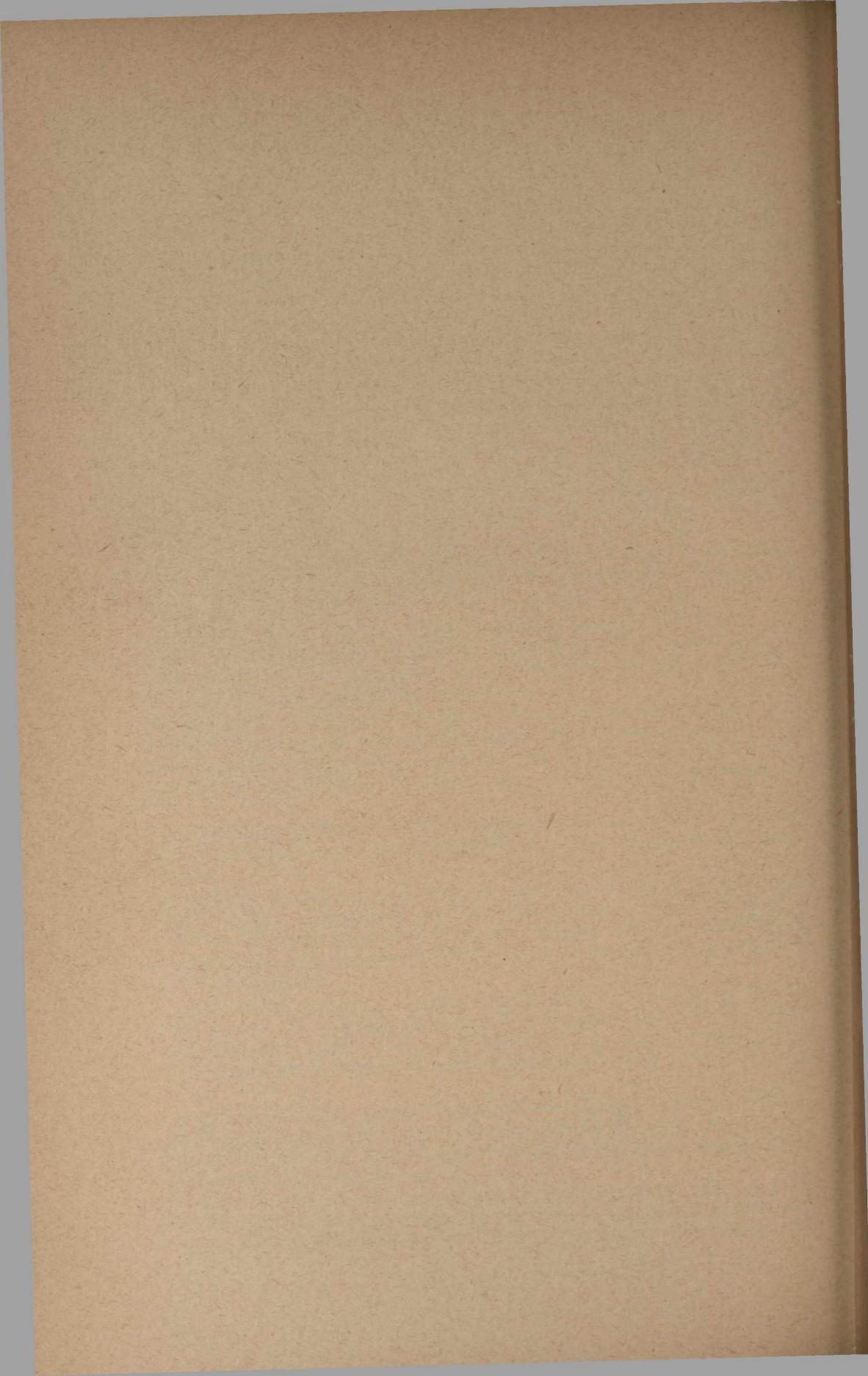
How long then before the private owners of broadcasting insidiously begin to influence the American mass mind to think their desired thoughts, eventually to control the public vote? Is it humanly possible that such gigantic and insidious power should not then be cunningly used?

While other, farther seeing governments have safeguarded their publics' rights in Radio, ours has delegated slight powers to a supine Commission, whose members tangled in technicalities meticulously allot higher frequencies, but ignore fundamentals.

Our Broadcasters extol "the American Plan"—(of *laissez faire*) but our Radio Industry stagnates because our American public now utilizes its receivers occasionally to listen to prize-fight and baseball reports, between cigarette and toothpaste orations.

That Radio has a finer voice, a nobler mission is generally a myth, a meaningless tradition. It is inconceivable that this unhealthy, unjust, unethical situation can indefinitely continue. The inherent aspiring spirit of man inevitably triumphs. Already in the halls of Congress are heard protesting murmurs. Broadcasters, associated for mutual protection, exhibit symptoms of uneasiness. "This racket is too rich to last." They seek to forestall an outraged arousing public, an angry Congress, by self-reformation.

Sundry remedies preferred to drastic Federal legislation are already being offered, debated. Certainly it is a simpler, perhaps a preferable, method to start the belated reform from within the broadcasters' ranks; thus to require a minimum of restrictive regulation to achieve the ends demanded.



MINUTES OF EVIDENCE

ROOM 368.

April, 13, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 A.M., Hon. Mr. Morand presiding.

The CHAIRMAN: The first witness we have this morning is Dr. Ernest MacMillan, principal of the Toronto Conservatory of Music.

Dr. MACMILLAN: Might I ask, Mr. Chairman, if you will allow Mr. MacKelcan, who appears with me, to say something?

The CHAIRMAN: Certainly.

FRED R. MACKELCAN, called.

The WITNESS: Mr. Chairman, with Dr. MacMillan, I appear for the Toronto Conservatory of Music. Dr. MacMillan is the principal of the conservatory and I am one of the Board of Governors. We also appear for the Toronto Symphony Orchestra. Dr. MacMillan is the conductor of the orchestra and I am one of the Board of Directors.

It is our hope that this morning we can give your committee some interesting figures where you will get facts that can speak for themselves. It is more to give you facts than indulge in argument, that we are here.

The point that I will address myself particularly to, is the material available in Toronto for musical programs. Of course, we will be confining ourselves purely to the musical aspect of broadcasting, and Dr. MacMillan, who knows musical conditions particularly well from one end of this country to the other will be able to speak in much broader terms than I can; but I am just giving you some figures that deal with the present musical season in Toronto, and I have compiled a list of the musical performances in Toronto for the season 1931-32, including a few performances yet to be given, and have had these separated as between Canadian artists living and working in Canada and those coming in from the outside.

This list includes only performances given in the regular way where an admission fee is charged, and at regular concert halls, and includes Massey Hall, Eaton Auditorium, the Hart House Theatre, Convocation Hall, Conservatory of Music and Foresters Hall.

The total number of musical performances listed here given during the season is 130. Of these performances 93 are given entirely by Canadian musicians, and twenty-seven are given by musicians from outside, not, however, by any means all Americans, but including French and English, for example, and other nationalities. That shows seventy per cent of Canadian performances in this total.

I would like to give you some detail of that list, and I would like to start particularly with the Symphony Orchestra situation, because the orchestral situation in any community is the best evidence of its general musical ability. The orchestra and the opera are the very last things to come, and the fact that they do exist implies a very widespread musical life. In addition to that, an orchestra in itself, of course, embodies a very large number of possible combinations and units that can be used for broadcasting purposes.

There were given—including concerts yet to take place—in Toronto this year sixteen symphony orchestra concerts by The Toronto Symphony Orchestra and only one concert by a visiting organization from outside. That one concert was given by the Detroit Symphony, and it appeared in conjunction with the Mendelssohn Choir, and in the three evening concerts of the choir they played some numbers by themselves.

Now, Mr. Chairman, it might perhaps best give you an idea of what stage we have now reached in the orchestral field if I let you see this photograph taken after the last concert given about ten days ago in Massey Hall. I might say that there was a very large attendance at that concert and that at the conclusion of it you might have thought perhaps you were at a hockey match, the people stamping and cheering, and the concerts of the orchestra have been one of the great successes of the whole musical season.

Hon. Mr. EULER: Would this be a fair question—I suppose it would not? We have had some information and some opinions, doctor, that we have not got enough talent in Canada, that is, first class talent. Is it your opinion that the Toronto Symphony Orchestra is equal, or practically equal, to the best symphony orchestras that might be obtained elsewhere?

The WITNESS: May I answer that question in two ways? First, as to what happens when the orchestra comes in contact with the public. Now, Toronto has a tremendously rich background in orchestral music. The first orchestras that come there regularly were the Pittsburg, the Boston and the Chicago. For many years the Chicago orchestra appeared regularly with the Mendelssohn Choir, and later on the Mendelssohn Choir formed its contact with the Philadelphia orchestra, which I think is generally admitted, as an instrument, to be the greatest orchestra in the world to-day, closely followed perhaps by Boston and by the Philharmonic of New York. The Philharmonic of New York and the Boston also have often played in Toronto. I can say this, that such a scene of enthusiasm as occurred about ten days ago after this last orchestral concert is very rarely experienced. It was common opinion amongst those who were there, and experienced musicians too, that it was one of the most outstanding musical events that had taken place in Massey Hall in ten years' time.

Hon. Mr. EULER: What made me ask the question was your observation that the Detroit orchestra was used in connection with your Mendelssohn Choir.

The WITNESS: As a matter of fact, the Detroit Symphony concert was not well attended, not as well attended as it should have been, because it is a very fine orchestra. But I hear a great deal of orchestral music myself, and just shortly before our last concert I had heard the Philharmonic in New York, and also the Boston Symphony down there, and I would not say that the Toronto Symphony excelled or equalled them purely as an instrument, but the total result of the concert is that it was one of the most memorable concerts that I have ever been at; and the same thing will happen next week. If any of you gentlemen could come up to hear that concert it would give you a far better idea than having anybody talk to you for hours about it.

Hon. Mr. EULER: Some of us might not be competent to judge.

The WITNESS: Oh, yes, you would see what the effect is on the audience. After all, when music gets out into the field of public performance opinions disappear. It is just like golf, or hockey, or anything else. Music is, I think, better understood if you consider it from the aspect of a sport than anything else, because nobody's opinion matters. If a musical performance can pack a hall and raise tremendous enthusiasm what does it matter if the critics say it is no good. On the other hand, if they say it is wonderful and the people won't go what difference does that make?

The reason I am putting those figures before you is to get away from this element of opinion, to get to the point where you get definite facts, where you know who has won the election, or the horse race, or the hockey match, or whatever it is.

Mr. GARLAND: Mr. MacKelcan, Mr. Euler asked a question a moment ago which has not been answered and which I think calls for an explanation. He suggested that the Detroit Symphony Orchestra had been used in connection with the Mendelssohn Choir in Toronto. I wonder if you know why that was?

The WITNESS: No, I cannot tell you what the reason of that was. I used to be connected with the Mendelssohn Choir but I have no real connection with it now and have not had for some years. The choir used to bring in orchestras regularly. The first of them was the Chicago, and then the Philadelphia, but in those days they had no such orchestral instrument as we have to-day. We have now an instrument that is fully adequate for any orchestral purposes in Canada, and it is inconceivable to me that any outside orchestras will ever be imported again.

Hon. Mr. EULER: But it did occur on the last performance?

The WITNESS: It did occur on the last performance; but you must remember this,—the size of the Symphony Orchestra this year has been increased from sixty players to about eighty-five or ninety, and the orchestra has developed very rapidly, which is a great thing to have had happen during these times of depression.

The CHAIRMAN: There was no difficulty in finding the talent necessary for the enlargement?

The WITNESS: When Dr. MacMillan is talking to you he can speak far more definitely than I can, but I would think he would have no difficulty at all in increasing the size of that orchestra, if he required it, to 116 or 120 men.

Hon. Mr. EULER: Is it necessarily a matter of size?

The WITNESS: It all depends on the scoring, on what the composer calls for in the way of instruments in the particular work.

Hon. Mr. EULER: I am very glad to know, of course, that we have in Canada orchestras of good enough quality to supply any program that might be desirable, and my reason for asking about the Detroit Symphony Orchestra was merely where that was contradictory of my belief, or the belief you conveyed to me, at least, that the Toronto Symphony Orchestra was equal, or at least very nearly equal to the best, and the securing of the Detroit Symphony Orchestra seemed to be more or less contradictory of that fact.

The WITNESS: Well, I would think that in all probability the Mendelssohn Choir had made their arrangements for bringing in the Detroit Orchestra prior to the increase in the size of the Toronto Symphony Orchestra.

Hon. Mr. EULER: Perhaps it won't happen again.

The WITNESS: Now, you will see, gentlemen, in this picture the different kinds of sections. There are the string players, the wood wind players, the brass players, and so on. The result of that is that there are all kinds of possible combinations. You find, as a result of that, that we also have had in Toronto, including one yet to be had, four little symphony concerts. Now, the little symphony is a most admirable instrument for broadcasting, and you find there that three of those concerts have been put on entirely by Toronto organizations, and one coming from the outside. That is the famous Barrere Symphony Orchestra. Barrere used to be the great flutist with the New York Symphony Orchestra and very closely associated for years with Mr. Walter Damrosch, and he founded this little symphony orchestra—and I think perhaps it was the first visit of the Barrere Little Symphony to Toronto that stimulated the for-

mation of these groups in our own city. There are three little symphony orchestras there now at the present time.

One of the other big foundations in all musical activity is the string quartet. In Toronto during this season there are sixteen string quartet concerts, the whole of which are being given by Canadian quartets. There is not one single visiting quartet in Toronto this season. There used to be a considerable number of years ago, but there is no necessity for any string quartet coming into Toronto now. We hope that outstanding ones will pay us visits from time to time, because it helps to keep up the standard and provide competition; but those are the facts to-day. Last year there was only one visit from an outside quartet and that was from the famous London String Quartet, but they appeared with a Toronto musician. The string quartet, of course, is also used a great deal in broadcasting. There are two quartets that are giving those concerts. One is the Hart House Quartet, which has just completed a tour right to the Pacific coast of the United States.

Hon. Mr. EULER: Are these orchestras, either your own or the Hart House Quartet, ever invited to visit the United States and broadcast?

The WITNESS: Oh, yes, the Hart House Quartet plays extensively in the United States.

Hon. Mr. EULER: For broadcasting purposes?

The WITNESS: No, I don't think they have ever broadcast in the United States, but they give concerts in New York every year and they do a great deal of playing in the United States and they are giving a large portion of these sixteen concerts in Toronto. Then the balance of the concerts are provided by the Conservatory String Quartet.

Then I have here a group which is a particularly interesting group, especially from the broadcasting standpoint, and that is the two piano teams. This year in Toronto we had altogether six concerts by two piano teams, of which four concerts were given by Toronto players, and the other two were by, one might say, world-renowned visiting teams.

It is noteworthy that a Canadian team consisting of Scott Malcolm and Reginald Gordon are heard a great deal on the air, and their concert drew, in Eaton Auditorium, this year one of the largest and most enthusiastic crowds that has been there.

In choral concerts there were seventeen concerts by Canadian organizations and only two by outside organizations. Those two concerts were both given by the same organization, that is the Don Cossacks.

Here is an interesting combination which shows how even off the beaten path, off the regular path, we have developed a very high degree of talent. There have been two public concerts for harpsichord and viols. Now the harpsichord, which is an instrument that would be very effective for broadcasting purposes, was brought over by the T. Eaton Company Limited from Paris and a young Toronto musician went over there and studied not only the playing but the mechanism of the harpsichord. In the meantime, a group in Toronto had acquired a set of old viols, six-stringed instruments, while the members of the Conservatory Quartet put in a great deal of time learning to play those instruments; and so in combination with this harpsichord the most unique concerts and performances have been given which probably could only have been developed in a few other places in North America.

Then there were altogether five operas and operatic performances all done by Canadians. There has been for years a considerable amount of opera put on in Toronto by local professionals and amateurs combined, and there is quite a long operatic tradition there, and that background of experience and tradition is, to a considerable extent, responsible for the great success of the Gilbert and Sullivan programs put on by Canadian Industries.

Hon. Mr. EULER: I would like to ask the witness whether the information that he is giving to us is given for the purpose of showing that in Canada we have the talent that is sufficiently excellent and good to supply Canadian programs?

The WITNESS: Absolutely.

Hon. Mr. EULER: That is the point you desire to make?

The WITNESS: That is the point.

Hon. Mr. EULER: And with what particular reference to the inquiry which we are making?

The WITNESS: Well, we have no instructions to say that we are either in favour of or opposed to the government control of broadcasting.

Hon. Mr. EULER: You just want to speak of the excellence of Canadian artists and musicians?

The WITNESS: We want to give you as much information and help as we can so that you may decide that question wisely.

The CHAIRMAN: There has been evidence given that possibly we did not have the talent here and I think this evidence is perfectly in order.

Hon. Mr. EULER: But that is the point you desire to make?

The WITNESS: Absolutely. And, of course, as I say, these statistics deal with Toronto only. Similar statistics could be undoubtedly prepared for many other centres in Canada. I know that there is a large musical life in Montreal. I know that Hamilton has been progressing musically very rapidly, but I have not got the detailed figures for those places. Dr. MacMillan will be able to speak in general terms of the talent available from one end of the country to the other. I am just giving you those Toronto figures as an example.

Hon. Mr. EULER: You are not giving any opinion as to whether public ownership or private ownership is desirable one way or the other?

The WITNESS: No, sir. The position we would urge is this, that these wave lengths are one of the great natural resources of the people of Canada of inestimable value. Nobody could place a value on them and we feel that if those wave lengths are not operated directly for the people through the government, and the operation is left in the hands of private individuals, it should be made perfectly clear that those individuals recognize that they are only agents and trustees for the whole people of Canada in handling the operation of a public asset, that there cannot be any question here, any possibility of private ownership in the ordinary sense.

Hon. Mr. EULER: You are rather inferentially expressing an opinion, then, in regard to it, are you not?

The WITNESS: Am I? I do not know what it leads to.

Hon. Mr. EULER: I would say so. It is quite all right, however. That is just what I would like. I would like your opinion if you have a definite opinion.

The WITNESS: We have a definite opinion that the wave lengths are not susceptible to private ownership in the ordinary sense and that if the operation and use of those wave lengths is left in private hands, and as to whether it is wise to do that or not we express no opinion, the use of them by those private owners must be subject to regulation. In other words they are making use of something that is as much the property of the whole of the people as the highways, for example.

Hon. Mr. EULER: Would you say greater regulation than at present obtains?

The WITNESS: Oh, yes.

Hon. Mr. EULER: Decidedly so?

The WITNESS: Decidedly so.

Hon. Mr. EULER: Would you go any further than that? Would you express any further opinion as to what form that greater governmental regulation should take?

The WITNESS: Of course there are a great many aspects other than the musical one involved in broadcasting; and so far as the musician point of view is concerned, speaking in the first place on it as a profession, I would say this, that the musicians are being put in a very unfortunate position now. These figures which I have given you—and I do not think I will bother you with any further details of that—show that when you apply the acid test of the actual public performances the Canadian musician gets the big bulk of the business because he has the power to attract the audience, and he is of such high calibre that you cannot import anyone from outside to successfully compete with him except the great big renowned international virtuosi.

Hon. Mr. EULER: You say the Canadian listeners to-day actually prefer programs of Canadian performers.

The WITNESS: I do not say anything about broadcasting, but I say in the field of the concert, the actual concert where you have to go out of your house and go to the hall and pay your admission the facts speak for themselves,—the facts that I have just given to you, there cannot be any argument about that, there they are. Now, if the Canadian musician is given a fair chance, if—I was going to say—the dice are not loaded against him, he will win out in the broadcasting field too, no question.

Hon. Mr. EULER: What do you mean by given a fair chance?

The WITNESS: What is the position, sir? A lot of programs are coming in from the United States. Some of those we hope will always be brought in—programs of the very highest type such as the broadcast of the Philadelphia Orchestra and the Philharmonic Orchestra and the Metropolitan Opera and some of the great individual stars they have there like Lawrence Tibbett, for example. But in addition to that, those broadcasts which, for the good of music in this country ought to continue to be broadcasted in Canada, there are a great many broadcasts coming in here, programs which can be bought on a syndicate basis. Now, if a station owner is producing a sustaining program in Canada why would he go to the expense of spending a certain amount of money in providing his own program when, by buying it on a syndicate basis from New York, he can get something just as good or pretty nearly as good for a mere fraction of the original cost of production. In other words, the Canadian musician has to meet dumping in the most extreme form that I have ever heard of.

Let me say this, sir, that one of the last times I was down here in Ottawa, in these buildings, I was here for several weeks before the Tariff Board. I appeared on behalf of my company for the Dominion Iron & Steel in the steel inquiry, and I cannot help thinking that there you had the cost of every importation right in front of you and you had all the figures you could get as to the cost and price in the country of origin, but as I sit here talking to you I have no figures, I have no access to any figures as to what these people who are importing those American programs are paying for those programs, nor what the cost of producing those programs in the country of origin was; but I think it is perfectly clear, from their own statements, that the price they pay to bring in and, as I suggest, dump these programs in Canada, is but a fraction of the cost of production in the United States because they are sold on a syndicate basis.

Hon. Mr. EULER: That is, the Canadian musician is being discriminated against because it is cheaper to bring in the foreign article, call it a commodity, if you like for the sake of argument.

The WITNESS: Well, it is far more than that. You see, to get a parallel you would have to assume that the manufacturers of Canadian radios and radio equipment had to meet a price on imported articles from the United States of say one-twentieth or one-fiftieth, or whatever it may be, of the cost of producing that American article.

Hon. Mr. EULER: What would you recommend, then, for the protection, if I may use the word, of Canadian talent against this dumping that is coming in from the United States?

The WITNESS: Well, obviously, I suppose that phase of the matter would be automatically taken care of if you had government ownership, at least we hope it would. On the other hand, if you did not have government ownership, some form of regulation is surely practicable.

Hon. Mr. EULER: I think we are getting a real opinion from you now after all.

The WITNESS: There are various things that could be suggested. As I say, the people we are representing, Dr. MacMillan and myself, would never for a moment take the position that they wanted to shut off completely the importation and rebroadcasting of American programs. We want to see them come in, but we want to see that the quality of what is coming in is high and is calculated to advance the full status of music in Canada, and that in the second place the volume of importation is not unreasonably large in proportion to the total amount produced by the stations.

Hon. Mr. EULER: And, to use a more or less hackneyed phrase, to give the Canadian producer a fair chance in his own market?

The WITNESS: Absolutely. You can see that where you come into the real field of the actual public performance the Canadian musician has nothing in his favour; he has no tariff to exclude foreigners, and, as a matter of fact, for years the Canadian musician laboured under the handicap that he was local, and our concert-going public for a long time would say, "there is nothing there but home talent, it cannot be any good," and that in order to get a good concert they had to go out and listen to someone that came from somewhere else. That has all completely disappeared, and if the Canadian is given the same fair run in the Canadian broadcasting field that he has in the actual concert field the result will be just exactly the same.

Mr. GARLAND: You realize, sir, that any attempt in this country to adequately protect or take care of the artists and improve the quality of Canadian broadcasting will depend upon a very rigid form of control. Now, you have expressed the opinion that that might be exercised either through government ownership, in which the control would be almost automatic, or by a system of departmental regulation?

The WITNESS: Yes.

Mr. GARLAND: Now, as between the two of them, are you inclined to give the edge to public ownership as perhaps the best method?

The WITNESS: Let me say this, I am only appearing here in a representative capacity.

Mr. GARLAND: Just your own opinion?

The WITNESS: I really would like to know a lot more about all the facts and information that has been brought before your committee before I express one. I find it difficult to reach a conclusion on it. I do say this, if we could have anything in this country as good as they have got in England that would end the whole matter.

Hon. Mr. EULER: You have said, however, that it costs more to produce a Canadian program because of the fact that they are buying those American programs on a syndicate basis,—I think that is the way you put it?

The WITNESS: Quite.

Hon. Mr. EULER: Now, if it did cost more to get a Canadian program, and give the Canadian musician a fair chance, who should bear that extra expense?

The WITNESS: I think with proper management and proper development of this whole radio field there ought to be sufficient revenue available whether under government ownership or private ownership.

Hon. Mr. EULER: That would mean that you would sell people some advertising?

The WITNESS: Oh, yes.

On that point let me say this: We feel that advertising, either under government ownership or private ownership, is bound to be an important source of revenue for years to come. We also feel this, that we hope nothing will be done to discourage the advertiser from using this air medium by putting on stringent regulations on the use of direct advertising.

Hon. Mr. EULER: Why do you say that?

The WITNESS: Because we do not want to make the time unattractive.

Hon. Mr. EULER: You think it makes a program attractive?

The WITNESS: I mean unattractive to the advertiser.

Hon. Mr. EULER: But not without reference to anything else, just take it by itself. Do you regard advertising as making a program more or less interesting to the listener?

The WITNESS: It all depends on the way it is done and what is being advertised. For instance, there is nothing more absolutely exasperating than to hear someone come on the air where a company is broadcasting some simple little product that they make, such as tooth paste or something of that sort, and hear week after week and months after month this company's product being boosted as the best thing on earth. Now, fifteen seconds of that kind of advertising is far too long; but when you have a big corporation with a whole lot of plants, a whole lot of diverse processes and a great number of products, when they break in on the program at an appropriate point to tell you about their business and their products, I think that that is interesting to listen to and it is certainly—if you want to take a high-brow viewpoint—of a decided educational value.

Mr. SMITH: What division of the time do you say would be reasonable as between advertising and entertainment?

The WITNESS: Well, let me refer to a specific program. I listened, I think, to every one of the Canadian Industries' broadcast of those Gilbert and Sullivan operas, and I was very much interested in the advertising feature that came in midway through the program, because the information they were giving about their business and their products was something that was quite new to me as a listener, and I think a great many people must have enjoyed that. On the other hand, as I say, if it is some one little simple product and there is really nothing to tell the public about it but just simply boosting it, well then I hope there will be some way of stopping that completely. I should think those people are perhaps defeating their own ends, and that they haven't got anything real that they can say about their product. If they would just content themselves with a straight sponsorship they would please their public better.

Mr. SMITH: Would you say five per cent of the time for advertising would be a reasonable division?

The WITNESS: I should think five per cent would be ample.

Mr. SMITH: Not more than five per cent?

The WITNESS: None of them seem to want to use more than five per cent.

Hon. Mr. EULER: It depends on what they say.

The WITNESS: It depends on what they say, but our general feeling is this, that after all the advertisers want to please the public that they are appealing to, and that in course of time, even if they are now making errors in their talking too much about their products, they will rectify that.

Mr. GARLAND: Do you not think that the best interests of the best advertisers would best be served by eliminating a great deal of unnecessary advertising to-day?

The WITNESS: Yes, certainly.

The CHAIRMAN: You mean quality, not quantity?

Mr. GARLAND: Both quantity and quality.

The WITNESS: Might I interject this, sir, at this point: A lot of the discussion on the radio proceeds on the basis that as long as the radio is turned on someone is listening to it. That, of course, is fundamentally wrong. I should think that to-day there is a very large proportion of the radio programs that are not listened to at all. People read books, play cards, talk and go about the house, and I think that if it were possible to do so it would be extremely interesting to be able to draw a line between the programs that are listened to and those which are merely permitted to go on while people go about their other affairs.

Now, it is pretty hard to believe that people read books or talk during a broadcast of a good hockey match, especially if the score is close and getting near the end of the last period or playing the overtime, or a fine lecture, or a political address. Those things are listened to very very carefully and people cannot do anything else while they are on, but there is a whole lot of stuff that comes over the air where you can see people going on doing other things, and that sound to some seems to become almost like the noise of a railway train to people who live near a railway track; after awhile, they do not notice it; and it also seems a fact that there is an increase in the tendency for people to leave radios on turned down low so that the volume of sound does not disturb them too much. I have noticed that particularly in the United States. The radio keeps on going with no one listening to what is coming over it at all. With that sort of thing happening that is a tremendous loss and waste of a great national asset.

Mr. WRIGHT: Just getting back to the other point, by way of providing a place for the Canadian musician as compared with the American talent. Could not that be accomplished on a quota basis? You say you want a certain amount of the best American concerts coming in. Say two American and three Canadian, or some basis of that kind?

The WITNESS: Yes, sir.

Mr. WRIGHT: It would be very easy to make a regulation of that kind.

The WITNESS: That is a suggestion which, in our own discussions, Dr. MacMillan who will talk to you in a moment, has brought up, and I know it has always appealed quite strongly to him as one feasible basis. He will be speaking, as I say, for himself in a moment. But I think that the idea of the allocation of certain definite hours when only Canadian broadcasts could take place is one that is worth while investigating at least.

Mr. GARLAND: That is very important. What hours would you suggest?

The WITNESS: Oh, that is beyond me, sir.

Mr. GARLAND: What are the best hours in the day, in your experience?

The WITNESS: Well, I cannot say. Perhaps the real test of that, I suppose, is what hours do the station owners get paid the highest advertising rates for? Now, if we got that information we would know.

Hon. Mr. EULER: It would be in the evening anyway?

The WITNESS: I should think so.

The CHAIRMAN: I suppose that the cost of reproducing or rebroadcasting all radio programs would be materially reduced, that is, to the individual broadcaster if it were possible to distribute them over the whole of Canada? That would probably more nearly approximate the syndicated programs that you are getting from the United States?

The WITNESS: Absolutely. But, of course, that is where the element of line cost comes in.

Now, Mr. Chairman, my one object was to try and give you some statistics that would show you where the Canadian musician stands in the field of actual competition of concert-giving, and to express our general view that if he is given a fair deal the Canadian musician can completely uphold his position in broadcasting just as he has in the past in the actual concert field.

The CHAIRMAN: He might even be listened to in the United States if he went over there?

The WITNESS: Reciprocity—that is another point, sir.

Hon. Mr. EULER: Would this more or less roughly sum up what you want to convey to the committee: That there is in Canada sufficient good musical talent to satisfy the Canadian listener, and that further you desire that the Canadian musician be given a better chance, if you want to put it that way; a better opportunity, a fairer chance in his own field than he has now?

The WITNESS: Absolutely.

Hon. Mr. EULER: And that, in your opinion, can best be brought about either by government ownership or more complete control by the government than we now have?

The WITNESS: Yes, sir.

Hon. Mr. EULER: Is that a fair summary?

The WITNESS: That is a fair summary.

Mr. GARLAND: Just in conclusion, and that in so far as the British Broadcasting System is concerned it would satisfy you if that could be applied, or something close to it?

The WITNESS: Well, if it could be applied as effectively as it is in England. What I am going on is just this, that the enormous increase in the sale of radios in England and the circulation of all the different government magazines that are got out there, and the increase in the number of people taking out licences, to my mind demonstrates that it must be a great success, but whether with our tremendous territorial expanse and all the fundamental differences that exist between their problems and ours we could make the same success of it, that is quite another matter on which I would not express any opinion.

Mr. GARLAND: The general principles are acceptable though?

The WITNESS: Yes. Might I just add a couple of minor points, sir, and that is, that in the first place the mere existence of all this musical talent in Canada does not make the production of a satisfactory broadcast program a sure thing. In other words, all the musicians can do is to supply the ability to carry out an imaginative conception which is being formed by someone to meet the needs of the particular advertiser, or to be sent out by the station as its own sustaining program. That conception must first exist before the musician comes into the picture, and I think that while in Canada we have done some splendid things

along that line, yet in that respect the musical material has not yet been fully developed, nor has it, as a matter of fact, in the United States; but what we need perhaps more than anything else, I think, is a closer co-ordination between the musicians, the advertising agents, the station owners and the advertisers, so as to give rise to a greater variety of conception of plans and projects for broadcasting purposes.

The CHAIRMAN: Some central point where those things could rally together to work out a general scheme.

The WITNESS: Well, that would be helpful undoubtedly.

Hon. Mr. EULER: I just want to clarify one thought in my own mind, if I may. I gather that you are rather in favour of a certain amount of advertising. Are you in favour of advertising per se—if I am using the right expression—or are you in favour of a scheme of advertising because you feel that that would help out in the matter of revenue; if revenue were not a factor in the situation would you have advertising at all or not at all?

The WITNESS: I would have the advertising even if revenue were not a factor, but I think it might be advisable to cut it down to a purely sponsored program. I think if you have got first class people, I mean successful people—as presumably they are if they have got money to advertise—bringing their own individual points of view to bear on the conception of what a program ought to be, and how they are going to best reach the people, preventing us from getting into a rut and providing an element of internal competition within the Canadian broadcasting system, I cannot help thinking that that is a good thing in any event.

The CHAIRMAN: Would this be a fair question to ask? Would the removing of advertising from Canadian programs materially hurt Canadian industries in competition with American industries who are now advertising? You are a business man as well as being connected with music?

The WITNESS: Oh, yes. The musicians say I am a business man, and perhaps the business men say I am a musician. Well, it is perfectly obvious that there is going to be always a lot of products sold in Canada under identical trade names in this country and in the United States, so you can broadcast a program from the United States even if you are not permitted to rebroadcast it in Canada, and you can make that product known to Canadian purchasers and try and induce them to buy. It would be a rather curious result if the only products that could not be advertised on the air in Canada were the real Canadian ones.

Mr. GARLAND: Yesterday we had evidence from representatives of the composers and authors in Canada, and they certainly have grave distaste for the present practice in this country under which they were rejected by the broadcasting companies who told them to go and make their terms and contracts with the advertisers. What do you care to say in connection with that?

The WITNESS: Well, I do not know that I am in a position to speak. Dr. MacMillan is, I think, the vice-president of one of those organizations and he is himself a composer and a publisher of a good many things and I think if you would leave that for him to answer you would get something worth while listening to.

Thank you very much gentlemen.

The CHAIRMAN: Thank you, sir.

Witness retired.

ERNEST C. MACMILLAN—Called.

The WITNESS: Mr. Chairman, I am afraid that my remarks will be rather discursive. However, I would like to add something to what Mr. MacKelcan has said with regard to the situation as a whole.

I understand that Professor Clarke, of Montreal, was here yesterday, and he probably made you familiar with the musical situation in Montreal. I would like also to say something about the development of music in the west. I have found, for instance, that in the realm of choral singing the west—I am thinking particularly of Winnipeg and the prairie provinces—can hold its own with practically any community.

I would like to speak, in particular, about the very fine school singing in Winnipeg. I think that would make a most excellent feature on the air.

A few years ago we had symphony orchestras in Winnipeg, Calgary and Edmonton. I know there was one in Vancouver. Perhaps I am leaving out some places, but I have heard of those; in fact, I have conducted one in Vancouver. It was small, but had very good players. I do not know whether those organizations are all in existence now or not, but when they were playing they were doing fine work, and if they have ceased to function I imagine it is from lack of organization or funds, something of the sort.

The whole gist of the matter is that capable material for the formation of such organizations is at hand. We have, of course, to recognize that really international artists are international. We cannot expect to have people of the type of Paderewski and Kreisler as Canadian residents. People of that class, I fancy, do not occupy a very large share of Canadian broadcasting time, or anybody's broadcasting time; in fact many of them do not appear at all. We have, however, given such artists to the world. I just need to remind you of such people as Marie Lajeunesse of Chambly, better known as Madame Albani, Edward Johnson of Guelph, Madame Edvina of Vancouver, and Madame Donalda of Montreal. We have sent them from Canada all over the world and they have become artists of that international type. We have the capacity for producing such artists with proper organization and proper acknowledgment. We might hold some of them here. At any rate, we could hold a good many of our own who are now unfortunately leaving us.

I do feel that there is a certain amount of, not intentional but actual discrimination against Canadian musicians, and whatever is done that factor should be given consideration not only from the point of view of finished artists and finished players but from the point of view of the building up of the musical life of Canada. I speak from the educational standpoint of encouraging Canadian musical students. There is an enormous amount of potential talent which we are liable to lose unless we give it every possible encouragement.

I would like to remind you that Canada, in so far as choral music is concerned can hold its own with any country.

Mr. MacKelcan has spoken of Toronto. We have several fine choral organizations there. We have elsewhere in Ontario quite a number of others: For instance the Schubert Choir of Brantford, the Scottish Border Choir of Windsor, and the Elgar Choir of Hamilton. And as I say, the west can hold its own chorally with any part of the world that I have been in.

I would like to speak also about the public interest in music in the west which I have found developed through competition festivals. I think there is a very wide and intelligent interest in good music and an intelligent critical attitude on the part of the public in many of the western centres which has been fostered by the interest in competition festivals. We hear a great deal about people not wanting to hear this and that kind of music. Well, I am quite sure we do not hear all sides of it. I have seen so many evidences, heard so much real criticism,

by people who did not know music from a technical point of view, that I am quite convinced the case has been presented in a very one-sided way.

I do not want to take up too much of your time, Mr. Chairman. Is there anything that I can specially talk about?

Mr. GARLAND: You mentioned the necessity for the adequate encouragement of musical talent in this country. Do you consider that that is more likely to be secured under commercialized and private broadcasting or under a public ownership system?

The WITNESS: I think that as long as the present situation is left in an uncontrolled state it will not be secured. I think also that whatever system is adopted will depend very largely on the type of person or persons who direct it. The character of the directors of such an organization will be the deciding factor, I think, and not the system. The thing that is wanted is people who can take a broad view of the whole situation and look at it from every possible angle, which I do not think is at present being done.

Mr. GARLAND: As doubtless you are aware, the commercialized system now operating in this country compels musicians to apply to the advertisers. Can you tell us how, under a continuation of this present ownership, we can properly or adequately organize and attract musical talent and encourage them?

The WITNESS: No, I am afraid I cannot tell you that. If there is no government monopoly, or government control at least, I am afraid I cannot say. I think some form of quota, such as suggested by Mr. MacKelcan might be applied.

Mr. GARLAND: That involves a coercive measure by government regulation?

The WITNESS: Yes.

Mr. GARLAND: And private initiative of advertisers?

The WITNESS: Yes.

The CHAIRMAN: Or public ownership as well?

The WITNESS: Or public ownership as well. I would prefer not to take any personal position on the subject or method by which this is to be brought about.

Mr. GARLAND: You did bring out—and I think quite properly—the enormous reservoir of choral and various festival talent in western Canada. I know that you are fully aware of the splendid attention and interest shown in our various Ukrainian and Czechoslovakian and other musical festivals that they have had out there which, with the Canadian colour coming into them are becoming characteristically Canadian, beautiful things. Now, at the present time there is no possibility for their development and encouragement under private ownership. We recognize that definitely. I was just wondering if you felt that there was any possibility of improving that under private ownership?

The WITNESS: Well, I am afraid that is beyond my province.

Mr. GARLAND: What is the cost of operating an orchestra such as you have, the Symphony Orchestra in Toronto?

The WITNESS: The rate for regular concerts is \$10 per man. The minimum union rate is \$10 per man for the concert and \$4 for rehearsal. We have four rehearsals for a concert, so that under the present arrangement, if the minimum rate applies, it is \$26 per man. We have about eighty to eighty-five at present in the Toronto Symphony Orchestra. That sounds a terrible total. Of course the more concerts you give the less in proportion will be the cost. The actual overhead of managing the thing, and so on is distributed.

Mr. GARLAND: At present, then, the cost would run about \$2,080 for each performance?

The WITNESS: Yes. That is for a public performance. I believe the radio rate is a little lower. I am not sure.

Mr. GARLAND: What is the radio rate?

The WITNESS: I would not like to say without looking it up.

Mr. SMITH: Would it be very much lower than the figures you quoted for the other?

The WITNESS: Not very much; but, of course, the custom has not been to allow four rehearsals for radio broadcasting up to now. That is, of course, where the difficulty arises.

Mr. SMITH: Then the total expense would be considerably lower?

The WITNESS: It depends on the number of rehearsals and the number of men in the orchestra?

Mr. SMITH: Yes, but you say that you do not require the same number of rehearsals for broadcasting?

The WITNESS: We haven't up to now. For instance the Imperial Oil had only two rehearsals. For the C.N.R. broadcast of the Toronto Symphony up to the end of last year I understand they had only one, but, of course, they were rehearsing for the regular concerts at the same time.

Mr. SMITH: And because of this large expense only the large corporations can afford to put on a chain broadcast?

The WITNESS: Yes.

Mr. SMITH: Which, of course, is very expensive.

The CHAIRMAN: The time of a concert would be two hours?

The WITNESS: Yes.

Mr. GARLAND: In your opinion, due to cost, it is not likely that Canada could secure the best talent available from advertising revenue.

Mr. WRIGHT: How do you arrive at that?

The WITNESS: I do not know what would happen.

The CHAIRMAN: It would depend on how much money the government would want to spend on it?

The WITNESS: Yes.

Mr. GARLAND: You will see at once that under a system in which the entire cost of the broadcast was shared by all of the country, it is more likely that we would get more of the better type of program.

The WITNESS: Provided the broadcaster concerned took a broad view of things, certainly.

Mr. BEYNON: And provided they had the funds?

The WITNESS: Yes, provided they had the funds.

The CHAIRMAN: As a musical director, does it in any way interfere with your putting on of good music to have it interrupted, say every fifteen minutes, with two or three minutes of advertising? Does it affect your musicians? Does it detract from the musical value?

The WITNESS: Well, I am afraid I must take issue with Mr. MacKelcan there. In my opinion if the question of cost did not enter into it, I would certainly have no advertising in any program I would give, but I quite see the point, that it might bring some very interesting things to the listener.

Hon. Mr. EULER: Have you any opinion or comment to make, Dr. MacMillan, on the matter of broadcasting, of broadcasting of electric transcriptions, I think they are called?

The WITNESS: Mr. Chairman, from the musicians' point of view, of course, there is only one answer to that, it is simply cutting the ground from under their feet.

Hon. Mr. EULER: What do you think of the quality of the music that goes out in that way?

The WITNESS: Oh, some of it may be very good.

Hon. Mr. EULER: Are you in favour of the regulation that has been made by the Department of Marine that such electrical transcriptions must be produced in Canada? Have you any opinion on that?

The WITNESS: Well, anything that would tend to produce more records in Canada is something that I am in favour of, if we could control our own gramophone situation.

Hon. Mr. EULER: Would it tend to limit the quality of the music that goes out in that way if it is restricted to Canadian production?

The WITNESS: It depends on how it is directed. We could produce records of very fine music.

Hon. Mr. EULER: And actually do, I suppose?

The WITNESS: Not to any great extent at present.

Hon. Mr. EULER: So that at the present time it is somewhat restricted by reason of the regulations?

The WITNESS: Undoubtedly it would for the time being.

Mr. WRIGHT: That again would have to be on a quota basis?

The WITNESS: Yes. I am not very familiar with the gramophone recording business. I know that the number of first class records made in Canada has been extremely small in the last few years. The gramophone companies have found it cheaper and easier to import foreign records. Not only do they not produce Canadian records, but in some cases it seems to be very difficult to get records of good music from outside. Perhaps I am trespassing on others' ground. However, it would take some time before we collected a sufficiently large number of records.

Mr. SMITH: Doctor, could you tell the committee how many times your orchestra broadcast during the past year?

The WITNESS: Not at all.

Mr. SMITH: You made no broadcasts?

The WITNESS: No broadcasts.

Mr. SMITH: And what about the other orchestras in Toronto of the same calibre, or nearly the same character?

The WITNESS: There is only one symphony orchestra in Toronto. Last year the Toronto Symphony gave broadcasts over the C.N.R. network; that was before I had charge of the orchestra. I only took charge on the death of Dr. Vonkunits in the early fall, so that I have never broadcast the Toronto Symphony Orchestra.

Mr. GARLAND: Do you know anything of the public reaction to those broadcasts?

The WITNESS: Before I answer that question I would like to add that, in addition to those, the Imperial Oil had a special orchestra of somewhat the same size and type to give weekly concerts during the greater part of last season. That has ceased to function this year and there have been no symphony concerts broadcast from Toronto on a large scale.

Mr. GARLAND: What about the public reaction to those symphony concerts over the air?

The WITNESS: Well, now, I move, of course, in musical circles, and I, of course, find people who are interested in these sometimes to the exclusion of a great many other things which the general public would be interested in, so perhaps my testimony is not unbiased; but I have found that very great interest

has been taken in them and I have found people, particularly coming from Western Canada, talking about those few orchestras that were broadcast last year. I have found that a great many people who were not even interested in the music now know a great deal more about it; that is, if you put on something distinctive they soon become interested.

Mr. GARLAND: I am very glad you have had that experience, because I can testify that in so far as the farmers whom I come in touch with and others in small towns are concerned these symphony concerts were looked forward to with the sincerest appreciation.

The WITNESS: I am sure. I have had the same experience.

The CHAIRMAN: Are you aware whether the fact that you were broadcasting had any effect upon your concerts, did it increase or decrease attendance, or has there been any thought given to that?

Dr. MACMILLAN: It is almost impossible to say. I think the immediate result of broadcasting an orchestra is probably similar to the immediate result of broadcasting anything else of a public nature. For instance I was speaking to someone about the hockey games in the Maple Leaf Gardens. He said that at the beginning of the season there was a tendency for the attendance to drop off, on account of people staying home for the broadcasts, but in the end they brought in far more people, who got interested through the radio. I think anything that is worth while, that people will take an interest in in any case, will eventually be benefited by broadcasting.

But there is the question of carrying over during the intervening period, if you have financial resources to carry over. There may be an effect for the time being.

The actual concerts of the Symphony Orchestra were not broadcast. I do not think any of the actual concerts have been broadcast from Toronto.

The CHAIRMAN: Gentlemen, that is all we have for this morning. This afternoon we have Dr. Morgan of the National Committee on Education by Radio, from Washington; and the Canadian Radio League is prepared to carry on when he gets through.

At 12 noon the Committee adjourned until 3.45 p.m.

The Committee resumed at 4 p.m.

Mr. ILSLEY: Mr. Chairman, I have received from Professor C. H. Mercer, Associate Professor in languages, Dalhousie University, a very carefully prepared memorandum on educational broadcasting in the Province of Nova Scotia, which he has asked me to present to the committee. I have gone through it and I think it would be desirable to have it incorporated in the proceedings of the committee. I just mentioned it to Mr. Smith, who is the other member on the committee for Nova Scotia.

The CHAIRMAN: I have no objection to it going in.

MEMORANDUM ON EDUCATIONAL BROADCASTING IN NOVA SCOTIA

By Professor C. H. MERCER, *Dalhousie University, Halifax, N.S.*

The attitude of the average Nova Scotian towards the perplexing problem of radio broadcasting is the product of a number of conflicting emotions: (1) the *regret* that there is so much advertising on the air; (2) the *impression* that somebody wants to take away his local broadcasting privileges and erect one big broadcasting station serving or trying to serve the whole of the Maritimes; (3) the *belief* that the record of Nova

Scotia compares very favourably with that of other provinces, and (4) the *feeling* that these other provinces have a preconceived notion that no good thing can come out of a province situated so near the north pole. If you wanted to hear good broadcasting, would anybody tell you to go to Halifax?

These conflicting emotions inhibit or prevent the formation of any clear views on the radio situation, so that the prevailing attitude in the province of Nova Scotia is one of general indifference, although it is admitted in principle that the future of the radio is a problem of paramount importance to the Dominion of Canada.

What then are the facts? After considering them, shall we or shall we not nationalize our radio?

THE RIGHT TO BROADCAST

Has the Maritime Broadcasting Company, CHNS, Halifax, ever restricted the liberty of those who were entitled to a hearing on the air—a charge frequently preferred against certain of the American broadcasting stations? I have been on the air myself, on an average, twice a week during the winter since December 1927, and my memory can only recall one occasion when CHNS interfered with freedom of speech. A lady was reading from the play "Journey's End," the passage where one soldier calls another "a bl—swine." The station director rang up and asked us "to take her off her perch if she reads anything like that again." There follows a list of educational features broadcast by CHNS, Halifax, with which I have been identified:

(1) League of Nations Sunday evening talks and discussions, from 1927 to 1931, beginning in October and running until the end of April, under the auspices of the Halifax League of Nations Society. Fifteen-minute talks. No charge and no remuneration.

(2) French Radio Lessons, now about to terminate their third year. Thirty-minute lessons weekly, October to April. No charge, no remuneration.

(3) Dalhousie University Radio Extension, four series, January, 1928, to April, 1931. First two years no charge, 10 or 15-minute talks. Last two years Dalhousie paid the station \$7.50 for thirty minutes. No remuneration to the speakers.

(4) School Broadcasts sponsored by the Provincial Department of Education. First experimental broadcast, March, 1928. Regular school broadcasts commenced October, 1928, and still continue every Friday afternoon from two to four. Department pays CHNS at rate of \$15 per hour. Occasional "honorarium" to radio speakers and teachers, depending on how much money is left over at conclusion of broadcasts in June, paid by the Department of Education.

(5) "This Changing World," sponsored by CHNS, being the residue of enthusiasm remaining when both the Dalhousie University Extension and the League of Nations talks had ceased. Friday evenings, 15 minutes. No remuneration. This residuary enthusiasm is now nearly exhausted, and, unless something happens, neither French Radio Lessons nor "This Changing World" will function next year. Even radio educators and pioneers have an acquisitive complex!

(6) A number of visitors have been interviewed over CHNS, e.g., Graham Spry, Miss Charlotte Whitton, Miss Winifred Wrench (Overseas League, London). The station asks for 24 hours' notice and has never failed to find the space. The B.B.C., England, requires several weeks or even months' advance warning. No charge, no remuneration.

Further educational features include the Sunday evening "Review of the Week," by Professor H. L. Stewart, Editor of the Dalhousie Review, pronounced by Mr. F. W. Johnson, the "Father of CHNS" and managing director of the Northern Electric Company, Halifax, to be the best feature ever broadcast from CHNS since its inception; also the church services, for which CHNS asks \$50 a month, i.e., less than the cost of operation.

Nos. (1) and (2), the League of Nations series and the French Lessons, were said by experts to be unique in the history of educational broadcasting in North America. Here is one comment, dated January 25, 1932, from the Special Investigator in Radio Education at Teachers College, Columbia University: "I believe that you are on the way to a solution of commercial and educational tie-ups . . . the commercial tie-up is very well handled and I see no reason why it should not become a common practice, if the commercial people can be encouraged to continue supporting it."

CKIC, Acadia University, Wolfville

Naturally, the director of CHNS was very disappointed when Acadia decided to erect a broadcasting station of its own. Naturally, those of us who were handling the Dalhousie University Radio Extension were a trifle chagrined that the Halifax newspapers should give so much publicity to CKIC and the radio activities of Acadia. The only point I want to make here is that CHNS would have welcomed the opportunity to act as broadcasting medium for Acadia University's broadcasts, because the enthusiasm of Dalhousie was already at that time beginning to wane.

To conclude and sum up this part of our argument: CHNS has ever been a faithful guardian and trustee of the public's rights to broadcast, and radio station CHNS has a claim to the continuation of its broadcasting privileges in Nova Scotia unless it can be clearly demonstrated that some other system, e.g., one big broadcasting station for the three Maritime Provinces, would safeguard those rights better and afford the public of Nova Scotia better service.

THE RIGHT TO BE HEARD

One wishes that the radio committee at Ottawa could hear what a Nova Scotian is thinking when he reads, evidence page 282, that "subsidies . . . would help the west and the Maritime provinces, where broadcasting needs help." May I endeavour to reveal those thoughts? League of Nations series for four years, French Radio Lessons for three years, Dalhousie University Extension for four years, School Broadcasts for five years, Dr. H. L. Stewart's Sunday evening talks on World affairs, "This Changing World," Church Services broadcast at less than it costs the station . . . so we need help in the Maritimes, do we? Charity be d—d, Nova Scotia is not asking for help, Nova Scotia asks for equal privileges with the rest of Canada. Nova Scotia asks that the rest of Canada shall strive to attain the high level of broadcasting achievement which she has herself reached.

Who was it once said that the Maritimes export brains? He would not make such a statement nowadays if he understood the radio situation. "This feature comes to you through the courtesy of the XYZ Company, Toronto. Toronto this and Toronto that. "Toronto gives me a pain."

Why this incessant and unceasing one-way broadcasting traffic? Why not give Nova Scotia a chance to be heard occasionally in the central part of Canada? Because the central provinces have the money to rent the big chains and we have not.

What is the remedy? National radio, equal treatment and equal broadcasting privileges to every section of the country, whether it exports automobiles and electric clocks or only brains.

The score is now one-all. Under a privately owned, controlled and operated system of radio broadcasting the province of Nova Scotia has played, is playing and will continue to play second fiddle.

THE RIGHT TO BE PAID

There is no thrill on earth so great as that of the college professor who receives his first letter from a listener, generally from a lady, telling him that she heard him talk, and enjoyed it. After a couple of years at the microphone he becomes blasé and says to himself: "I am working for a commercial company which pays its musicians, vaudeville artists and stenographers, why in the world don't they pay me?" The third year when you ask him to broadcast again *pro bono publico*, he looks at you as if you had asked him for a loan of five dollars. Why should a man sweat from six to ten hours over a radio talk just for the glory of it plus an attack of nervous indigestion?

Oh, but the professor is not doing it for us, the broadcasting company! He is doing it for the honour and reputation of McGill University, of Toronto University, the University of Alberta, Acadia University, Dalhousie University or whoever employs him. They must pay him, if virtue is not really its own reward.

And if McGill, Toronto, Alberta, Acadia, Dalhousie, etc., etc., cannot pay him or will not pay him, what then? Then we must commit our radio affairs to the only authority which is willing and able to pay for educational radio services rendered, the Canadian Government.

N.S. DEPARTMENT OF EDUCATION SCHOOL BROADCASTS

"School" broadcasting is somewhat of a misnomer when applied to the Friday afternoon broadcasts for schools, which leave the studios of CHNS every Friday afternoon. "Home Study" broadcasts would be the more appropriate title. I would not be prepared to state under oath that no schools in Nova Scotia are listening to my own French "School" Lessons, but it is generally recognized by those of us who do the school broadcasting that our audience consists of the mothers, aunts, cousins, etc., of the children in their homes, with a fair sprinkling of school children intermingled with the adults. I am told that some teachers conduct a class of a section of a class into some private home in the town and there listen *en bloc*. But that is very doubtful, because repeated appeals have been made in connection with the French lesson to teachers listening in company with their classes, and not a single reply has been received by me this school year.

So that while we commend most warmly the Nova Scotia Government and Department of Education for their enterprise in sending out broadcasts to the schools, we look forward to a day when there will also be reception by the schools of Nova Scotia. Already some five or six schools are equipped with receiving sets throughout the province of Nova Scotia. A very interesting problem will soon occupy the attention of the new Canadian Broadcasting Company, namely—Who ought to pay for

the receiving sets, the federal or the provincial Government? There is no problem at all at the present moment, because radio broadcasting to the schools in Nova Scotia is almost entirely a domestic affair. But when the provinces are joined up by radio-telephone wires, and when part of the daily or weekly school broadcasting consists of a talk from Toronto, a school play from the children of Vancouver, even—why not?—a lesson in English literature from England, which authority will then have the privilege of placing radio sets in our Nova Scotia schools?

Some criticism has recently been directed at CHNS for failing to reach all the schools and homestudy groups of the province. Is it really the duty of this station to cover the whole province? Moreover, the sets used by the listeners may not be of the most modern type.

EDUCATIONAL BROADCASTING IN GERMANY

If this "brief" had not already exceeded its intended length, it would have given me much pleasure to describe in detail how the German Government has tried to solve the problem of local versus national autonomy. It must be borne in mind that local prejudice and patriotisms are much stronger in Germany than they are in Canada.

There was no difficulty in inducing the nine "provincial" radio companies to combine under the direction of the Federal German Government, which holds 51 per cent of the stock of the provincial radio companies, because these local "Gruppen" realized that unregulated competition between them would be to the disadvantage of each, just as in Canada free and unhindered competition on the air between Ontario and Nova Scotia is likely to harm, firstly Nova Scotia and secondly, the whole of Canada.

The difficult problem for the central German authority, known as the Reichsrundfunkgesellschaft, or Government Radio Broadcasting Company, was to respect the local autonomy of the nine semi-public provincial radio companies and yet exercise a stimulating, rather than a controlling influence over the groups. So without going into the administrative details, the German Government established an organization which would exercise three distinct functions:—

(1) It would represent Germany before the world, e.g. at the Geneva Union Internationale de Radiodiffusion, or the Prague Conference; also, by means of a short wave transmitter, Weltrundfunksender, broadcast the best features of the nine provincial groups or companies across Europe and Asia and across the Atlantic Ocean, any short-wave fan will testify to having heard Konigswusterhausen bei Berlin.

(2) But Germany itself needed unity. There might be parts which needed "boosting". So the German Government acted through what they called a Germany-Transmitter, Deutschlandsender, as a kind of go-between linking up for all Germany, just as a similar organization in Canada might try to broadcast Nova Scotia to the more highly civilized central provinces of Canada.

(3) (More in my line, because I broadcast under the auspices of Die Deutsche Welle a couple of times during the year I spent studying radio broadcasting in Europe and the States) the German Government established a kind of Super-Educational "German Wave" broadcasting station, with the idea of experimenting for the benefit of the nine provincial companies. I could mention a number of new features or new techniques introduced by this super-educational experimental government radio station which have been adopted by the provincial radio companies.

To the onlooker the most interesting result was the dual effect that this experimental-educational station produced on the provincial companies: they swore that it was an impudent interference with provincial educational rights and then the next minute they imitated its methods. Even now, six years after Die Deutsche Welle, German Wave, super-educational was instituted, one finds the German radio magazines, e.g. Der Deutsche Rundfunk, abusing the Weltrunkfunksender or the Deutschlandsender or the Deutsche Welle for some sin of omission or commission, in spite of the fact that this three-sided Government Company has raised German radio broadcasting—especially school broadcasting, to the level of the best in the world.

Perhaps the same story will be repeated when the Canadian Government starts to reform Canadian broadcasting. Changes must of necessity be slow, provincial rights and even prejudices must be respected. Why not begin with a "Canadian Wave" super-educational experimental organization, with a small transmitter for demonstration purposes?

RECOMMENDATION TO THE SPECIAL COMMITTEE ON RADIO BROADCASTING

The Canadian Government shall initiate the policy of national radio administration by establishing a super-educational radio broadcasting organization, consisting of two parts:

(1) An educational experimental station, similar in purpose to Die Deutsche Welle, the German Wave, at Berlin, Germany.

(2) Lines of communication similar to those at present owned and operated by the Canadian National Railways, to be used exclusively for inter-provincial (national) educational broadcasts, with special emphasis on school broadcasting.

(Sgd.) H. MERCER

M.A.B. Com. (Manchester, England)

*Associate Professor of Modern Languages,
Dalhousie University, Halifax, N.S.*

JOY ELMER MORGAN called

The WITNESS: May I express my personal appreciation for the privilege of appearing before this Special Committee on radio broadcasting? The people of Canada are fortunate indeed in having such a committee to study this great subject. I have read the minutes of proceedings and evidence of some of the meetings which you have held during March and early April. I wish it were possible to provide copies of those minutes for each member of the Congress of the United States. They contain much information which would be helpful in the solution of the radio problem in the United States.

Perhaps a word of personal identification is in order.

My occupation is editor of the Journal of the National Educational Association of the United States. During the twelve years that I have laboured in that service the circulation of the Journal has grown from 20,000 to more than 200,000. My work as chairman of the National Committee on Education by Radio is a special service performed without salary of any kind.

There is no problem before the people of any country today which involves their permanent welfare more deeply than this question of radio broadcasting. Radio is the voice of the people. It is an instrument through which they can express their purposes and ideals. It has already determined the success or failure of governments in the leading countries of the world. It is destined to influence the human race even more profoundly than the invention of printing or the discovery of gunpowder. Whoever has the most direct, immediate, and

powerful access to the human mind will eventually control the destiny of the human race itself. In governments which aspire to be democratic it is of the utmost importance that citizens shall have an abundance of facts upon which to act. If the facts are suppressed or misrepresented, public policies based upon those facts will be wrong and government itself will break down. There can be no freedom of speech in an effective sense under the conditions of today without freedom of speech over the radio. Particularly during conditions like those of today the world needs all the light it can get. Give the people light and they will find their way. Darkness and ignorance hide injustice; perpetuate oppression; they breed fear, discord, and revolution.

May I also congratulate this committee and the Canadian people upon the outstanding services performed by the Canadian Radio League and especially upon the able leadership of its honourable president, Mr. Graham Spry. Radio broadcasting is so new and has been developing so rapidly that it has not been easy for the public to make its influence felt. The great danger is that this new institution will not be sufficiently responsive to the inherent commonsense and good judgment of the people in the homes and the schools; that its policy will be too much influenced by commercial and technical rather than human considerations. Such groups as the Canadian Radio League bring out the point of view of the listener and the public which after all have the most at stake. For every dollar invested in broadcasting apparatus the public has 20 or 30 dollars invested in receiving apparatus. The important thing is not that a few people shall make money out of radio broadcasting, but rather that this new tool shall be used to beautify and to enrich human life. Now is the time to take a long look ahead to avoid mistakes which it would take decades or even centuries to correct.

Like the Canadian Radio League, the National Committee on Education by Radio is an effort on the part of the general public to protect rights which have been threatened by what appears to us to be a wrong development of radio policy. The National Committee is composed of representatives associated with the following nine great educational groups:—

National Association of State Universities
Association of College and University Broadcasting Stations
National University Extension Association
National Catholic Educational Association
American Council on Education
National Council of State Superintendents
The Jesuit Educational Association
Association of Land-Grant Colleges and Universities
National Education Association.

The very existence of such a committee is highly significant. It is inescapable evidence of dissatisfaction with present efforts to subordinate education to commercial radio interests. These groups include the outstanding educational organizations of the nation, most of which have adopted resolutions calling for a change of the national radio policy. Some of these resolutions follow:—

The Department of Superintendence of the National Education Association—The radio broadcasting channels belong to the public and should never be alienated into private hands. We believe that there should be assigned permanently and exclusively to educational institutions and departments a sufficient number of these channels to serve the educational and civic interests of the locality, the state, and the nation; and that these channels should be safeguarded by the federal government. The Depart-

ment of Superintendence indorses the work of the National Committee on Education by Radio in its efforts to protect the rights of educational broadcasting.—Adopted February 26, 1931.

The National Congress of Parents and Teachers—We believe that radio broadcasting is an extension of the home; that it is a form of education; that the broadcasting channels should forever remain in the hands of the public; that the facilities should be fairly divided between national, state, and county governments, that they should be owned and operated at public expense and freed from commercial advertising.—Adopted May 7, 1931. This organization has a membership of more than a million and a half representatives of the best homes and schools.

"The National University Extension Association.—Whereas, It is the opinion of the National University Extension Association that one of the most important questions of the day is the development of education by radio, and

Whereas, The present situation of radio education is unsatisfactory because of the persistent efforts of commercial interests to dominate and control the entire field of radio educational broadcasting; now therefore be it

Resolved, That the National University Extension Association believes that it is vitally important that the rights and liberty of action of all educational broadcasting stations should be adequately defended, preserved, and extended; and be it

Further Resolved, That this Association thru its Committee on Radio Education and its Executive Committee take all necessary action so far as it is able to do so to assist the efforts of its member institutions, to protect their rights in the educational broadcasting field.—Adopted May 15, 1931.

The National Catholic Educational Association—We favour legislation reserving to education a reasonable share of radio channels. The Association commends the efforts of the National Committee on Education by Radio in behalf of the freedom of the air.—Adopted June 25, 1931.

The Department of Elementary School Principals of the National Education Association—The Department of Elementary School Principals of the National Education Association urges that education by radio be given immediate attention by teachers, school officers, and citizens to the end that a fair share of radio broadcasting channels may be reserved exclusively for educational purposes; that the quality of educational broadcasting be improved; that broadcasting facilities be extended to schools and to programs for the education of adults; and that the introduction into the schoolroom of any radio program, however fine its quality, which is announced or titled so as to gain "goodwill" or publicity for its sponsor, or which advertises a sponsor's wares, be forbidden by statute. Radio is an extension of the home. Let us keep it clean and free.—Adopted July 1, 1931.

The National Education Association—The National Education Association believes that legislation should be enacted which will safeguard for the uses of education and government a reasonable share of the radio broadcasting channels of the United States.—Adopted July 3, 1931.

The Association of Land-Grant Colleges and Universities—The Association of Land-Grant Colleges and Universities declares itself in favour of the principle of reserving, by legislation or regulation, adequate radio channels for our land-grant institutions and state-owned universities, for educational purposes.—Adopted November 16, 1931.

The National Association of State Universities—The National Association of State Universities declares itself in favour of the principle of reserving, by legislation or regulation, adequate radio channels for our land-grant institutions and state-owned universities, for educational purposes.—Adopted November 19, 1931.

The Jesuit Educational Association—Whereas, The Jesuit Educational Association is an organization representing twenty-seven universities and colleges and thirty-seven secondary schools with a total student registration of approximately sixty thousand students, and

Whereas, The use and development of radio as a medium for education is one of the important problems confronting educational agencies and institutions; now therefore be it

Resolved, That the Jesuit Educational Association believes that the radio broadcasting channels of the United States should not be subordinated to the interests of particular commercial groups but that a reasonable share of these channels should be reserved and safeguarded to serve the educational and civic interests of the locality, the state, and the nation; and be it

Further Resolved, That this association commends the efforts of the National Committee on Education by Radio to further legislation securing to the people of the United States the use of radio for educational purposes.—Adopted January 15, 1932."

Perhaps no country in the world is so favourably situated for the highest development of radio broadcasting as is the United States. (1) It has a great area inhabited by a fairly homogeneous people with a common language; (2) its distances are so great that it is possible to put several stations of moderate power on a single frequency; (3) it has an unusually high level of individual wealth so that large numbers of people are in a position to buy high-grade receiving sets; (4) it has the highest level of schooling to be found anywhere in the world with more than five million young people in high school and another million in college so that the foundations have been laid for a high level of intellectual and cultural interest among the people; (5) each of our 48 American states has complete control of its system of public education which has tended to encourage initiative, experimentation, and progress; and (6) the technology of radio broadcasting has reached a high stage of development among engineers and scientists of the United States. In spite of these conditions radio broadcasting in the United States is highly unsatisfactory.

Radio broadcasting began in the United States in December, 1918, with broadcasts from the University of Wisconsin. This is contrary to the popular impression that the commercial station KDKA of Pittsburgh did the first broadcasting. During the early years broadcasting stations sprang up without regulation. As the situation grew intolerable the Department of Commerce began to license stations in an attempt to bring some order out of chaos. President Hoover, then Secretary of Commerce, called a radio conference in 1922, hoping to remedy the situation. Conferences were held each year thereafter until, on July 9, 1926, the attorney general ruled that the Department of Commerce had no authority, under existing law, to regulate broadcasting. Conditions again became chaotic, which finally led Congress to pass the Radio Act of 1927.

This Act declared the public interest, convenience, and necessity to be the supreme consideration in the management of radio; and created a Federal Radio Commission of 5 members to administer the Act leaving open the right of appeal from their decisions to the District Court of Appeals in Washington, D.C. Licences are granted for six months and are renewed as they expire, providing the station has been maintained under the law. The affidavit signed by a successful applicant for a broadcasting licence embodies a provision requiring that

he waive any claim to vested interests. In practice the Federal Radio Commission has been a weak organization so that radio channels have been in constant litigation and conflict. Members of Congress who helped to enact the Radio Act of 1927 say that the Radio Commission has not exercised the powers which the law places in its hands. Particularly they point out that under the principle of public interest, convenience, and necessity it has the authority and the obligation to protect the college and university stations which operate under the auspices of the various state governments.

The Federal Radio Commission has assigned approximately half the radio broadcasting units to stations owned, operated by, or affiliated with the National Broadcasting Company, a fourth to stations owned, operated by, or affiliated with the Columbia Broadcasting System, and the remainder to all other broadcasting including educational stations which have been assigned *only 26.10 units, or approximately one-sixteenth of the 434.62 units in use in the United States.* Of forty cleared channels in use in the United States fifteen are controlled by stations owned and operated by the N.B.C. and the C.B.S. Six of the fifteen are licensed to use the maximum high-power, fifty kilowatts.

There is increasing dissatisfaction with the management of radio broadcasting in the United States. This dissatisfaction has forced the broadcasting companies to improve their programs somewhat during recent months but no enough to correct weaknesses which are inherent in the system itself. The American system places broadcasting largely in the hands of groups whose primary motive is private profit; it fills the air with sales talks and trivial or even degrading programs; it goes over the heads of parents in an effort to determine the tastes and lives of their children; it gives the best listening hours largely to the cheapest programs; it destroys freedom of speech on the air; it interferes with the rights of the states to the management of their own educational enterprises. The fact that Congress recognized these unsatisfactory conditions is shown by Senate Resolution 129 which was unanimously passed on January 12 starting an investigation along lines suggested by a series of specific questions as follows:—

Whereas there is growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising: Be it

Resolved, That the Federal Radio Commission is hereby authorized and instructed to make a survey and to report to the Senate on the following questions:

- (1) What information there is available on the feasibility of Government ownership and operation of broadcasting facilities.
- (2) To what extent the facilities of a representative group of broadcasting stations are used for commercial advertising purposes.
- (3) To what extent the use of radio facilities for purposes of commercial advertising varies as between stations having power of one hundred watts, five hundred watts, one thousand watts, five thousand watts, and all in excess of five thousand watts.
- (4) What plans might be adopted to reduce, to limit, to control, and, perhaps, to eliminate the use of radio facilities for commercial advertising purposes.
- (5) What rules or regulations have been adopted by other countries to control or to eliminate the use of radio facilities for commercial advertising purposes.
- (6) Whether it would be practicable and satisfactory to permit only the announcement of sponsorship of programs by persons or corporations.
- (7) Any information available concerning the investments and the net income of a number of representative broadcasting companies or stations.

The resolution as passed included the following amendment proposed by Senator Clarence C. Dill of Washington state:—

(8) Since education is a public service paid for by the taxes of the people, and therefore the people have a right to have complete control of all the facilities of public education, what recognition has the Commission given to the application of public educational institutions? Give name of stations, power used, and frequency.

(9) What applications by public educational institutions for increased power and more effective frequencies have been granted since the Commission's organization? What refused?

(10) What educational stations have been granted cleared channels? What cleared channels are not used by chains broadcasting systems?

(11) How many quota units are assigned to the National Broadcasting Company and the other stations it uses? To the Columbia Broadcasting System and other stations it uses? To stations under control of educational institutions?

(12) In what cases has the Commission given licences to commercial stations for facilities applied for by educational institutions?

(13) Has the Commission granted any applications by educational stations for radio facilities previously used by commercial stations? If so, in what cases? In what cases have such applications been refused? Why refused?

(14) To what extent are commercial stations allowing free use of their facilities for broadcasting programs for use in schools and public institutions? To what extent are such programs sponsored by commercial interests? By chain systems?

(15) Does the Commission believe that educational programs can be safely left to the voluntary gift of the use of facilities by commercial stations?

Under the constitutional system of the United States, the right and the duty to manage schools and education is reserved to the several states. Under this arrangement education in the United States has prospered, schools have been made universal and have responded to the aspirations and needs of the people. The more ambitious states have led the way. Experiments which proved successful in one place have been copied elsewhere. Because of the attitude of the Federal Radio Commission the development of education by radio in the United States has been greatly retarded. This situation seems particularly ungrateful in view of the fact that much of the pioneering in radio science and engineering was done by our educational institutions who trained the engineers and laid the foundations. Members of Congress who voted for the Radio Act of 1927 say that there was in the original draft of the bill a provision giving priority rights to educational institutions and that this clause was stricken out with the understanding that such rights were clearly implied in the phrase "public interest, convenience, and necessity", and that the Radio Commission had power to protect educational stations against encroachment from commercial sources.

The Radio Commission has consistently refused to do this. It has taken the position that whenever some commercial interest applies for a radio channel occupied by a college or university station that station must go to the expense of a public hearing in Washington in order to defend its place on the air. The costs of these hearings have been excessive. They have taken money and time which the educational stations badly needed for the improvement of their programs and have created such uncertainty and doubt on the part of the authorities in the states as to discourage the development of radio as a medium

of instruction. The following table shows the number of applications received by the Commission during the course of each month, the number which encroached upon the privileges of educational stations, and the number of stations affected by these applications.

Month 1931	Applications Received	Educational Channels Affected	Different Educational Stations Affected
February	160	45	28
March	148	51	27
April	146	57	27
May	135	40	25
June	159	37	22
July	92	17	21
August	94	17	18
September	104	15	13
October	95	12	17
November	87	18	22
December	75	17	20
1932			
January	94	13	13
February	111 ¹	20 ²	17 ³

¹ Reduced 30.6% from February, 1931.

² Reduced 55.5% from February, 1931.

³ Reduced 39.3% from February, 1931.

These attacks have prevented great states like Ohio, Wisconsin, Oregon, and Nebraska from making the best use of their radio facilities and have hindered their plans for development. We face therefore this dilemma: Under the Constitution the Federal government is not in a position to broadcast material to the school classrooms within the states. The Federal Radio Commission has not been willing to protect the rights of the states to radio channels of their own. This forces the educational interests either to remain off the air entirely or to subject themselves to the management and whims of commercially-managed radio stations and systems, using the hours which are least valuable for advertising purposes. Is it any wonder that under these conditions education by radio in the United States has been more backward than in most of the other leading countries of the world?

The investigations of the United States Federal Trade Commission have clearly shown that there is an interlocking group of financial and corporation leaders who have sought to maintain certain policies with reference to the manufacturing and distribution of power and other utilities by persistently misinforming the general public even to the extent of seeking to use the schools and colleges for the accomplishment of their purpose. This powerful and highly organized campaign of misinformation sought to control newspapers and banks as well as schools. Evidence in the case is set forth in the 11,000-page report of this inquiry. Briefer summaries of the facts may be found in the following three books:—

- (1) *The Public Pays*, by Ernest Gruening, published by the Vanguard Press, New York;
- (2) *Power Ethics*, by Jack Levin, published by Alfred A. Knopf, New York; and
- (3) *The Power Fight*, by Stephen Raushenbusch, published by the New Republic, New York.

The money back of this organization is that made by stock watering or writeups estimated at about two billion dollars during the past decade, with a prospect of many billions more to be added during the years ahead, and to be still further enriched by the "fair returns" allowed by utility commissions on these watered values. The lobbying organization of the power trust was found to be spending about a million dollars a year to influence public opinion.

No one familiar with the facts can doubt that there is a close relation between the monopolistic interests which are seeking to control radio and the monopolistic interests involved in the power trust.

The name of Mr. Merlin H. Aylesworth, who left the National Electric Light Association in 1928 to become president of the National Broadcasting Company was continually before the Federal Trade Commission in its investigations of the lobbying activities of the National Electric Light Association. It was he who stated.

I would advise any manager who lives in a community where there is a college to get the professor of economics, let us say—the engineering professor will be interested anyway—interested in your problems. Have him lecture on your subject to his classes. Once in a while it will pay you to take such men and give them a retainer of one or two hundred dollars per year for the privilege of letting you study and consult with them. For how in heaven's name can we do anything in the schools of this country, with the young people growing up, if we have not first sold the idea of education to the college professor?

The statements in *Who's Who* giving the financial connections of such leaders as Owen D. Young still further confirm this interlocking relation. Mr. John W. Ellwood who is vice-president in charge of programs for the National Broadcasting Company is the nephew of Mr. Owen D. Young. There is every reason to believe that the contacts established through radio will be used to further the interests of power groups in the determination of public policy in America. They are already being so used in the United States. Spokesmen of the radio monopoly interests openly boast that since both parties must use the radio in the campaign. Congress is not in a position to pass unfavourable legislation. Commercial stations are already using their franchise on the air to spread propaganda to defeat legislation for radio reform. If freedom of speech on the air cannot be preserved democratic government is doomed.

The management of radio broadcasting is no simple problem. It will take much time and experiment to find a solution. The more completely the government keeps radio in its own hands the easier it will be to make adjustments during the years ahead. I have tried and set down tentatively some of the fundamental principles that should govern the management of radio broadcasting. These principles, tentatively phrased, are:—

- (1) The ownership of air channels should remain permanently the property of all the people under complete control of the national government. By the very nature of the situation fixed rights in the air should not be given to private parties.
- (2) The public interest, convenience, and necessity should be the first consideration in fact as well as in theory. The rights of the listener are supreme.
- (3) In the assignment of radio broadcasting channel units to different countries and to different parts of a country due weight should be given to (1) population, (2) area, and (3) peculiar natural conditions affecting broadcasting and reception.
- (4) The freedom of the air should be preserved so that all groups and interests within the nation would have as fair a chance to be heard throughout the nation at the most favourable times as any other group. The spirit of reform is one of the greatest assets of any nation and is to be encouraged rather than crushed.
- (5) Particular care should be given to the rights of states, provinces, and localities. The very existence of a state depends on its ability to reach all its citizens with the most effective means of communication which

are available. The presence within the state of commercial stations which may be sold at any time to outsiders does not protect this right of the state. It is not necessary to guarantee that the state shall have a particular channel; the situation may be met satisfactorily by providing that the state shall always have a channel. This allows for the adjustments which will be necessary as a result of new inventions and international agreements.

- (6) Distinct channels should be provided for each kind of service in order that the listener may at any hour of the broadcasting period have a choice between several kinds of service. Putting all kinds of service on each channel tends toward monopoly. The advertising and popular programs tend to monopolize the best hours which leaves no time at those hours for people interested in educational and quality programs. Radio programs of various types should be so stabilized at fixed hours and on fixed channels that listeners will remember easily the type of program to expect.
- (7) The educational interest, including universities, colleges, high and elementary schools, should have independent channels under its complete ownership and management. The maximum effectiveness of education by radio requires that it deal with a succession of smaller specific audiences who are prepared and eager to learn definite things, just as the school is subdivided into grades and classes. It cannot and should not be expected to reach the same groups as the popular entertainment type of program.
- (8) If commercial programs are allowed on the air at all they should be safeguarded so that commercial interests shall not be allowed to make false statements on the air or to go over the heads of parents in an effort to form the habits of the children. Civilization cannot progress by abusing its children.
- (9) If radio stations are privately owned they should not be allowed to ally themselves with other monopolies which have a powerful interest in the control of free speech. Thus it should not be possible for one monopoly to control both newspaper and radio in a given territory. If private monopoly is a social danger in the material field it is an even greater danger in the field of ideas and public information.
- (10) If commercialized radio is to be so developed that it will destroy the newspaper and paper print industries, this development should be spread over a sufficiently long time to allow reasonable personal and financial adjustments to be made.

Gentlemen, if you have any questions I will be glad to answer them. I simply want to bring out the facts. You have your own way of going at this problem.

Mr. SMITH: There is one question I would like to ask. If I understood you correctly when you said that the Federal Radio Commission as presently constituted in the United States had not gone to the extreme of its authority. That may not be the proper phraseology, but I do not know just exactly what you meant.

The WITNESS: Well, the specific interest we have is in protecting the educational institutions of the States, and when we took that problem to members of the Senate, like Senator Dill of the State of Washington, he pointed out that they had that clause in the bill, that education being a public utility was to have prior consideration, and they were sure that that was implied in the very nature of the radio charter, "the public interest, convenience and necessity," and, therefore, they took it out of the bill, but the Radio Commission has consistently refused to take that view of it.

Mr. SMITH: They do not interpret the Bill as being broad enough to cover that phase of it.

The WITNESS: They simply say they have not the power to do it and they have never started a case that would test that power in the courts.

The CHAIRMAN: On what grounds do they mostly relieve educational institutions of their licenses? Why do they do it? You say a number of them have been taken away from educational institutions?

The WITNESS: Well, there apparently was a deliberate attempt to destroy the educational stations. They first put those stations on the poorest channels. They gave them the lowest power and then they began dividing hours with commercial stations and they gave them the poorest hours, and then when they got them down to a point where they had such poor hours that they could not command an audience, why they wiped them off entirely.

The CHAIRMAN: Can you give us any idea what the motivating reason for that is? It seems rather strange that a country like the United States, so intent upon education, should stand for such a thing.

Mr. GARLAND: Is it because of the commercialized character of the radio broadcasting?

The WITNESS: I believe that is true. The radio commission seemed to hold the view that education should be subordinate to the commercial stations. They have persistently acted as though they hold that view. The Commission has been made up of men who come from the military, or the technical, or commercial fields. There is not a man on the Commission at this moment who had had any broad, civic contact in the nation. And they do not ask any questions about the quality of a program apparently. They would consider 500 people listening to a tobacco advertisement just as important as 500 people who wanted to take a university course, which is not quite a fair evaluation.

Mr. ILSLEY: How many members are on the Radio Commission?

The WITNESS: There are five members chosen for a period of five years one from each of five zones, which makes it very hard to select the kind of men desired.

Mr. ILSLEY: Who appoints them?

The WITNESS: The president, with the consent of the Senate.

Mr. SMITH: When you say that radio broadcasting in the United States is highly unsatisfactory do you mean solely on account of the lack of educational broadcasts, or for other general purposes?

The WITNESS: I mean very much more than that. There are a few programs of remarkably fine quality. I think that is the reason why the demand for reform has not been more insistent than it is, but those programs are relatively few. When you consider that there are some six hundred stations in the United States, that the programs of local stations are even worse than the broadcasts on the national chains, and realize that the best hours, from six to nine in the evening, are largely filled up with the cheapest type of tomfoolery designed merely to get a large audience and to sell them something, you can understand why the general public has become aroused about it.

Mr. SMITH: This perhaps is not a fair question, but let the witness use his own discretion about it. Would you care to give the committee your opinion about the present broadcasting system in Canada?

The WITNESS: Well, gentlemen, I do not believe I know enough about it to form an opinion on it.

Mr. GARLAND: What are the chief causes of the increasing dissatisfaction of radio listeners in the United States?

The WITNESS: They do not like the type of programs they get. They do not like the fact that the best programs are given at the hours when the majority of them cannot listen. For example, we are broadcasting quite a little material in the States by members of the United States Congress. Now, if there has ever been a time when the citizens of the country need to have facts about their government that time is now, but those broadcasts are put on pretty late in the evening after most people have gone to bed and they, therefore, do not command a tenth of the audience that they should. I suppose possibly the greatest dissatisfaction is over the suppression of freedom of speech.

Hon. Mr. EULER: Is there much dissatisfaction on account of advertising, or the quality of it?

The WITNESS: Yes, a great deal of dissatisfaction over both the kind and the quality.

Hon. Mr. EULER: Would you agree with the opinion given here last week by a witness who stated that he had heard it said by prominent men in the United States that the people of the United States would resent the elimination of advertising, they like it as a feature of radio broadcasting?

The WITNESS: I do not believe that is true.

Hon. Mr. EULER: I don't either.

The WITNESS: I travel about a good deal and see a great many people, and I have talked to people on this question many times, and all the evidence I get is the other way.

Hon. Mr. EULER: They tolerate it because they must?

The WITNESS: Yes. There is also this kind of testimony: The schools and parents are finding their children developing habits that are extremely trying. The problem of teaching languages to children in the schools, to establish habits of correct speech and decent speech is obviously harder because of the tendency of those children to copy the trashy speech they hear over the radio. I have talked with parents who will not have radio sets in their home because they insist that they are not going to subject their children to the kind of material that comes in.

Mr. ISLEY: In what manner has freedom of speech been interfered with in the United States?

The WITNESS: Well, in every way that it could be interfered with. It is practically impossible for anyone who does not occupy a peculiarly influential position to get a hearing over the radio at all.

Hon. Mr. EULER: Would you say that those difficulties in the present system could be eliminated by a more careful or stringent control under the present system; that is, a control by government without actually entering upon government ownership or operation?

The WITNESS: I don't believe so.

Hon. Mr. EULER: Why not?

The WITNESS: The reason I pointed out in the beginning, the alliance to-day is clearly such that you are dealing not with the radio interests. You may appear to be but back of that radio interest you are dealing with the powerful utility interests and so long as that alliance exists I cannot see how there can be any correction of those evils.

Mr. GARLAND: Do you believe, from the evidence at your disposal, that eventually a powerful monopoly of radio broadcasting is inevitable in the United States?

The WITNESS: I cannot believe the people would stand for the present situation. It may take time, but those Senate resolutions I have read, introduced

by so powerful a public leader as Senator Couzens, in my judgment, is the first step in a rebellion that will grow until it will elect a Congress, if necessary. There are to-day in several States and several Congressional districts men who are running for Congress on this very issue of freedom of speech on the radio.

Hon. Mr. EULER: To be accomplished by any particular method?

The WITNESS: They have not got that far, but that is the issue they are running on. The question of States' rights enters in pretty strongly, because our States have a certain responsibility under the Constitution.

Hon. Mr. EULER: Have they any rights, any control over radio?

The WITNESS: That is an undetermined question. I believe the Supreme Court of the United States would hold that they have. I think if any state were to seize a radio channel and begin using it for education that the courts would uphold that right.

Hon. Mr. EULER: Because educational rights are in the States, of course?

The WITNESS: Yes. We had one case like that where a city seized a channel and began using it for police purposes after it had been refused by the Radio Commission, and the Radio Commission turned round and licensed it. It did not face the issue.

Mr. WRIGHT: Do most of the States have broadcast stations provided principally for education?

The WITNESS: The majority of the States do not have such stations. The best one are in Wisconsin, Ohio, Iowa, Kansas and Oregon.

Mr. WRIGHT: They would be at their disposal, would they not?

The WITNESS: I am not sure that I understood your question.

Mr. WRIGHT: Well, each State would control its education pretty much as the provinces do in Canada?

The WITNESS: Yes. Education is entirely under the control of our states.

The CHAIRMAN: Those particular stations that you refer to are absolutely within the jurisdiction of the educational authorities of the States?

The WITNESS: Yes, subject, of course, to licence by the Federal Radio Commission. The State of Wisconsin for example, which has two stations, wanted to combine those stations into one big station that would reach the entire State. The Federal Radio Commission refused to allow it to do so and it is still going on with the two less effective and more expensive stations.

Mr. GARLAND: Would you agree with the opinion of Mr. Webster, Junior, who was formerly counsel for the commission that the attempts made so far to deal with radio broadcasting in the States have led to confusion and disappointment?

The WITNESS: That certainly is true. The Federal Radio Commission itself is highly costly. I suppose it costs half a million dollars a year just to operate the commission but that is the least of the cost. The real cost runs into millions of dollars, and it is in the perpetual litigation before that commission. If they had deliberately started out to set up a system that would breed litigation they could not have been more successful. Let us assume this kind of a situation, let us assume that an authority with all the money in the world goes to the Federal Radio Commission and says, "We wish to erect the best station that can be built; we wish to use that station for education; we wish to make it absolutely free so that freedom of speech will be safeguarded." The Federal Radio Commission would say to them, "All right. You pick out some channel that you think you would like to have and apply for that channel and then we will hold a hearing and you can come down here with your lawyers and we will decide whether you can have that channel. And then if they are denied

that channel they would have to select another one, and keep on picking and selecting channels until they found one the Commission would agree to crowd off another station. It is an utterly impossible situation so far as making any improvement in radio is concerned.

Mr. SMITH: Speaking about mergers, combines and monopolies, under your anti-trust laws in the States have there not been some investigations into the radio monopoly question?

The WITNESS: That is a very good question. There have been a series of such investigations. There have been three cases in the courts that are rather pivotal on this whole thing. One really did not get into the courts. It came to the Supreme Court involving the question of vested rights, and the Supreme Court sent that back to the Illinois court and refused to pass on it at the time, leading one to believe that they would not favour vested rights. Another case involved the Langmuir patent. One of the methods of monopoly is the control of patents, and the Radio Corporation contended that it had this patent which simply involved a high vacuum in radio tubes. For years it had been licensing other companies to use those tubes on the ground that it did have that patent. The courts finally held that the patent was invalid, that there was nothing that was patentable, so that they had to settle those accounts. The Supreme Court has found the Radio Corporation of America guilty under the anti-trust laws definitely.

Now, under that decision it is probable that the Federal Radio Commission should have denied the National Broadcasting Company the renewal of its licence because the Act of 1927 specifically says that the anti-monopoly laws are made a part of the Radio Act, and that any organization that violates those laws shall not have its licence renewed, but in spite of that clear provision the Federal Radio Commission, by a very close vote, did renew the licence of the National Broadcasting Company.

Mr. SMITH: Which includes over one-half the channels in the United States?

The WITNESS: Yes.

Hon. Mr. EULER: Can they over-ride a decision of their courts?

The WITNESS: That case was not carried into the courts. It would have been very expensive, and there would not be anybody with money enough and inclination to carry that into the courts.

Hon. Mr. EULER: I understood you to say that the Supreme Court gave a decision?

The WITNESS: It decided in the first place that the Corporation had violated the anti-monopoly laws. The application of that, in the refusal of licence, was a matter for the Federal Radio Commission, subject, of course, to an appeal had there been someone willing to appeal.

Mr. GARLAND: It would take a lot of money to fight the Radio Corporation.

The WITNESS: A huge sum of money, more money than most independent interests would have.

Mr. SMITH: Have you had an opportunity of reading the Aird report?

The WITNESS: Not carefully.

Mr. SMITH: Not carefully enough to express an opinion on it.

The WITNESS: No. I just have the general impression that it recommends government ownership and management of your radio stations.

The CHAIRMAN: Is the opinion over there that the powers of the Commission you have should be strengthened, or its personnel strengthened, or that that is a hopeless method of handling the situation?

The WITNESS: The answer to that would depend somewhat on who you talked to. My personal opinion is that it is utterly hopeless. I suspect that Senator Couzens also holds that opinion or he would not have introduced that resolution with the preamble that it has in it.

Hon. Mr. EULER: Would you regard it as desirable that the countries in North America, notably the United States and Canada, should operate under the same system of control?

The WITNESS: I do not see any point.

Hon. Mr. EULER: Would there be any great disadvantages if one country should be under one system and the other under another?

The WITNESS: Why, I would not see any point. It will be necessary eventually for Canada, the United States and Mexico to reach some sort of agreement as to channels, but having reached an agreement as to channels it does not seem to me to make any great difference if they have three different ways of handling the situation after they get them.

Hon. Mr. EULER: It is easier to work together, I would think, with one controlling body in each country.

Mr. ILSLEY: The Radio Commission exercises some control over programs, does it?

The WITNESS: Only through the renewal of licences, and very little there. We have had two or three radio stations in the States that were literally scandalous, and it took a long while for the Federal Radio Commission to wipe them out by simply refusing to renew their licences, which is the only method it has.

Mr. GARLAND: Mr. Chairman, Mr. Morgan has doubtless read Mr. Webster's article in connection with our stake in the ether. I am not just sure when it was published, but in the course of the article he states that your radio commission down there had attempted to accommodate some 620 broadcast stations on the available ninety channels, and then he goes on to say:—

In following this course the Commission has assumed that a great deal of waste is a necessary condition, for it is impossible, by division of time, limitation of power, geographical separation, or any other means, to eliminate interference between so many stations.

That is Mr. Webster's stand. Do you agree with that opinion?

The WITNESS: I believe that is true with the present development of broadcasting.

Mr. GARLAND: Then Mr. Webster goes on and says:—

Strange as it may seem if there were only 90 full-time non-interfering high-power stations, we should receive more satisfactory, dependable service than we do now from 620 stations.

What is your opinion in regard to that statement?

The WITNESS: Well, I think that is true if you don't consider the character of the service. You have got two things to think of in measuring service. You have got to think of the point of view of the broadcaster who thinks in terms of abstract reception, and I think unquestionably you would get better abstract reception with that arrangement. Then you have got to think of a vastly more important thing, which is, the interest of the localities and the regions which you serve. It is a terrible mistake in the building up of a national culture to think you can build that from a few centres. It is a broad thing that is founded in the interests of the whole people, and you had better have a little poorer reception if necessary and still give expression to your people than to have it centred in two or three places.

Mr. GARLAND: Then he continued to say:—

Throughout the civilized world the transmission of written or printed communications is a function of the state. . . .

and explains that as this involves the transmission of communications, whether communication in the written word or in the spoken word, it should also be controlled by the state or as a function of the state.

The WITNESS: Well, the word "control" means so many different things. I would no more favour the limitation of freedom of speech by the State than I would by commercial interest. It is merely my feeling that freedom of speech is safer under the management of a democratic state than it is under the management of a commercial monopoly, so that if you meant control of that I would not favour control.

Mr. GARLAND: I mean just what you said.

The CHAIRMAN: You would not extend that to the printed word?

Mr. GARLAND: No, the transmission of the printed word.

The CHAIRMAN: But where are you going to stop?

Mr. GARLAND: It is a function of the State to-day. You can only transmit the written word from here to western Canada via the function of the State, namely, the mails, unless you walk with it or ride with it.

Mr. ILSLEY: What about the C.P.R. telegraph?

Hon. Mr. EULER: Mr. Chairman, at the risk of incurring the criticism of some of my colleagues, I would like to ask Mr. Morgan what is his opinion with regard to the smaller broadcasting stations, low-power stations which serve only their immediate community, the smaller centres of population. Would he think that the perpetuation of these is good?

The WITNESS: I believe that if we had engineers working on this from the point of view of public interest we could meet all of these needs. I would not cover a great territory like Canada and the United States with any one type of station. I would have a few of extremely high power on clear channels. At the other extreme I would have some of those very, very low power stations, grouping a good many of them on one channel, and then in between I would have some of moderate power grouped on regional channels. There has never been, to my knowledge, any real valid experimentation with the possibility of channels on very low power grouped so that they would serve localities. Whether that is just incidental and grows out of a desire for bigness, or whether it is a deliberate effort to secure monopoly by crowding out the local station, I do not know, but I believe that is true.

Hon. Mr. EULER: Do you think that what they call the short wave would help out that situation?

The WITNESS: Yes, very greatly, as will the development of transmitting apparatus that wavers less on the frequencies. That is, the bands are spaced now in North America on the basis of ten kilocycles, and in Europe on the basis of nine. It is quite possible that ten years from now it will be possible to space them seven, or six, or even five. It is also highly probable that the cost of building radio stations will be greatly decreased. The costs which our committee has had from disinterested engineers in the universities have been from a third to a fifth of the cost submitted by the commercial interests, with every indication that these costs would be greatly reduced as manufacturing develops. You are all familiar with the reduction in cost of these electric light bulbs. They are probably not one-twentieth of what they were when they first came out. You are familiar with the reduction in cost of ordinary radio tubes in your receiving sets. They are probably not over one-fifth of what they were even ten years ago. The same thing will be true of broadcasting apparatus.

Hon. Mr. EULER: Would you think the coming of television would have any particular bearing on the present conduct of things?

The WITNESS: A profound change, yes; and I think it will come. There are enough inventions now to drive newspapers out of existence.

Hon. Mr. EULER: That is terrible.

The WITNESS: I know most people are inclined to think that it is a bit fanciful to believe that newspapers will go out of existence, but there is plenty of possibility that within a decade it won't be possible to maintain a daily newspaper against the competition of material transmitted by the ether.

Hon. Mr. EULER: You are speaking of that particularly in connection with the coming of television?

The WITNESS: If that does come it seems to me that a transition like that should not be made so rapidly that it would throw a whole profession out into the street overnight. There should be some regulation of the rate of change when changes like that take place.

Hon. Mr. EULER: Of course you would give them heavy compensation.

Mr. SMITH: Mr. Morgan, I would like to ask you if it is your opinion that with enlarged scope and authority, and functions, the present set-up of radio control in the States could be improved to a point of satisfaction to the public without actual State ownership?

Mr. SMITH: You mean it would be too unwieldly a thing to handle from that angle?

The WITNESS: Well, all we have to judge by is the experience of the past, and that has been the worst sort of political management.

Mr. SMITH: You get that, at least in a quasi degree even if you have State ownership.

The WITNESS: Well, as I have stated, the British Broadcasting management has seemed to be remarkably free from political bias. It has seemed to me that there has been a genuine effort to provide for the public welfare.

The CHAIRMAN: Would those same five men which you have under the present system in the States be any different if they were handling a state owned outfit?

The WITNESS: In the first place I don't believe you would get the same five. I think there would be an entirely different set-up.

Hon. Mr. EULER: Still, the State appoints them as you have it now?

The WITNESS: The President appoints them, yes.

The CHAIRMAN: Under public ownership the State would again appoint them, or the President. You think there would be different influences?

The WITNESS: Yes, decidedly. That is, the present commission was developed before the new development came in radio. It was developed before the importance of the question became apparent. I do not believe there is a public body in any nation today that has so responsible a task as the body that manages radio. It is the most powerful and important body from the point of view of public welfare there is.

Hon. Mr. EULER: If you had State ownership, have you given any thought as to how it would be financed? Could it be financed on a reasonable basis, say a licence fee to the owner of the receiving set, or do you think there should be something contributed out of the public treasury, or do you think that there should be a certain amount of revenue derived from revenue? Would you cut out advertising altogether. Could it be done, and, if so, would the cost become perhaps prohibitive? Have you any ideas as to that, or any opinion?

The WITNESS: I have given those figures, that radio is worth \$100,000,000 to the public owners of the United States. That sounds like a large figure but it is based on the simple calculation that by means of master teachers, a field in which we have actual experience, we could increase the effectiveness of the schools five per cent. If by using master teachers and radio, as they are doing now in cities like Cleveland, especially in rural districts in many places where the schools are poor, we could add five per cent to their effectiveness, that would be worth \$100,000,000 alone. Now should not we pay from the public treasury a relatively small cost of operating a radio station?

Hon. Mr. EULER: When you are speaking of the public treasury you do not mean the national treasury?

The WITNESS: I mean the State treasury, just as we pay the cost of financing a school itself. For the cost of building a small school you can build a good radio station, and you can run a radio station for what it would cost to run one small school. That would provide for a good many excellent stations.

Hon. Mr. EULER: That would be a source of revenue from the school boards, or the authorities that are running the schools.

The WITNESS: For example, Ohio University has its radio station in its budget just as it has its extension courses or its college of education.

Hon. Mr. EULER: The reason I am mentioning that is that there is a good deal of criticism in this country, and I suppose in the States, owing to the probability that the licence fees, the sums payable by the licensees might be greatly increased under public ownership because it would be assumed that advertising would be eliminated. Is it your thought that the fees should not be increased much to the listeners?

The WITNESS: There are two considerations there. In the first place the public pays.

Hon. Mr. EULER: In any case?

The WITNESS: Yes, in any case. In the second place radio programs by the advertising method are the most costly programs in the world. I believe that for one-tenth of what radio programs in the United States are costing today that better programs could be provided. We have in our schools and colleges approximately one person in four of the total population of the United States. We have the best musicians, the best engineers, the best artists. Without a cent of additional cost we could mobilize talent for programs that are infinitely richer than the programs that are now on the air.

Hon. Mr. EULER: You think people would be public spirited enough to give something more or less free?

The WITNESS: It is to the interest of any great university to do that. That is what it is for. It is an educational institution.

Then there is still another factor. The commercial radio interests in the hope of establishing some vested interest are undoubtedly inflating their cost. They are doing just what the contractors did during the war under the price plus system where they got a percentage on all the cost. They made the cost as great as they could, and I suspect the commercial interests now are making their stations and their prices just as costly as they can in order to scare out governments and to delay the possibility of the governments taking them over.

Hon. Mr. EULER: You really think then the publicly owned enterprise could be conducted cheaper than the privately owned?

The WITNESS: Obviously so, because it would be free from that temptation to pad the figures.

Hon. Mr. EULER: That is quite contrary to the opinion some witnesses expressed here.

The WITNESS: I cannot believe it is necessary to spend \$100,000,000 in the City of New York to provide a radio centre that would provide a radio station in every county in the United States. It strikes me as almost a criminal use of what are public funds, for in the end the public does pay those costs.

Mr. SMITH: Could you tell us how many radio receiving sets are installed in the United States to-day, approximately?

The WITNESS: Nobody knows. The people who are selling advertising give one figure and the Department of Commerce gives another.

Mr. SMITH: What does the Department of Commerce give?

The WITNESS: I believe about fourteen million.

The CHAIRMAN: There is no way of keeping track of that?

The WITNESS: No. You cannot tell from sales because you do not know how many of them are replacing worn out equipment.

Mr. ILSLEY: I was asking you some questions about freedom of speech over the radio in the United States and I do not know whether you and I were talking about the same thing or not. You said that only eminent men could get on the air.

The WITNESS: I did not mean quite that. I mean that unless you belong to Congress, to some association, or to some interest that, for a particular reason, the radio station wants to favour, you won't get a hearing on the radio. There has been a decided loosening up since this National Committee began its work. Requests that were refused a year ago are changed into invitations now in the civic and educational groups that might have some influence in the matter.

The CHAIRMAN: From what motives were persons excluded, that is what I would like to get at?

The WITNESS: All you can do is simply to guess. For example, there is not a good deal of information. We have no evidence. I cannot give you the name of the station because I have this information in confidence, but a university which was broadcasting over a commercial station information to farmers was denied a particular broadcast on fertilizers because that station carried a fertilizer advertising program which did not agree with the information that the college wanted to broadcast.

Mr. ILSLEY: That is what I wanted to know.

The WITNESS: The motive there is perfectly clear. It has been extremely difficult for people like Senator George W. Norris, who has been an ardent advocate of public ownership of utilities; it has been very difficult for men like that to get on the air.

Hon. Mr. EULER: Would it be possible for a man to get on the air in the United States in order to broadcast in favour of national ownership of radio?

The WITNESS: It would be extremely humiliating to ask for a commercial chain to do that.

Hon. Mr. EULER: If they paid for it?

The WITNESS: If you paid for it it would be almost prohibitive. I think if there were possibilities of paying for it it could be pressed and maybe would have a place on the air, yes.

Hon. Mr. EULER: But if the station refused there would be no remedy?

The WITNESS: There would be no remedy.

Mr. WRIGHT: That would not apply to the small communities. I presume you have many hundreds of those?

The WITNESS: Well, it depends on the ownership of it. A college station is very free in allowing people to use its station if they have something to present, and the independently owned stations are fairly free, but the commercial stations

are pretty well tied up. They can always give a plausible excuse, the air is sold, they are under contract, a dozen and one things they can say to avoid giving time.

The CHAIRMAN: If you had a nationally owned system there certainly would have to be some restrictions as to who, when and how speaking is going to go over the system, otherwise you would be flooded with men talking in season and out of season. There would have to be some control or some restriction of speech no matter what system you had.

The WITNESS: Certainly, but you would have a public control instead of a commercial control.

The CHAIRMAN: I see. It is a different type of control you refer to.

The WITNESS: We have had no trouble, for example, over freedom of speech in our universities. There is some, I suppose?

Mr. GARLAND: I was just thinking of some in the southern states.

The WITNESS: But by and large the teaching in our universities has been fairly free.

Mr. GARLAND: Now, on this question of freedom of the air for educational purposes, I have listened with some interest to some of the economic and psychological lectures put on by the Chicago University Press. I think some of them may still be running.

The WITNESS: They are still running.

Mr. GARLAND: Does that not rather indicate that a certain amount at least of available hours has been devoted to educational broadcasting?

The WITNESS: Oh, certainly. There are a number of such lectures of a very high type, but they are relatively small.

Mr. ILSLEY: If direct advertising were permitted under a nationally owned system, commercial interest would apply for available hours and get them, would they not?

The WITNESS: If your system allowed it, yes.

Mr. ILSLEY: Yes. Well, then, you would have the same influence of the power trust and these other commercial interests that you have at the present time, have you not?

The WITNESS: Well, that would not be quite so objectionable if you had some channels that were absolutely free. As the situation stands now there is no way of reaching the entire nation over free channels.

Mr. GAGNON: You mean there is no absolute control in the States over the licensed owners?

The WITNESS: Exactly.

Mr. GAGNON: But that might be remedied with public ownership, might it not?

The WITNESS: Oh, there would be a good many ways of remedying it. In the first place there are functions here which could be separated. The first function is the assignment of channels. That has to be done by international agreement, or by some sort of national action. By its very character it is national and international. The next function is the building and technical operation of a station,—entirely independent of what comes out, simply the provision of a good machine. That function can be isolated. A third function is the program making itself, and that can be isolated and broken up into different compartments such as advertising, education, entertainment, and so on. If there were to be advertising on the air I would favour putting it on one channel by itself with nothing else. I would favour putting education on another channel with nothing else.

Mr. GARLAND: Do you think that anyone would listen to the channel that just carried advertising?

The WITNESS: Let them worry about that.

Mr. SMITH: Mr. Morgan, you read a number of resolutions into the record from very worthy sources and institutions, and as I gathered those had to do merely, or principally with the licensing of educational broadcasting. Apart from those, is there any pronounced feeling in the United States in favour of State ownership as opposed to the present operation?

The WITNESS: Well, the broadest one of those resolutions which does favour State ownership is the one of the National Congress of Parents and Teachers, which is one and a half millions strong including other professions as well as educators. The educational group have devoted themselves primarily to freedom of education on the air.

Mr. SMITH: But apart from the educational interests would you say there was a pronounced feeling?

The WITNESS: A pronounced feeling but not a pronounced organization of that feeling. There is a distinction there?

Mr. SMITH: Yes, I see.

Mr. GARLAND: In other words, they need a radio league in the United States.

Hon. Mr. EULER: They are not organized.

Mr. WRIGHT: Providing the United States were to adopt public ownership and control, would you recommend that university stations used for educational purposes should come under that control other than by regulation?

The WITNESS: Well, whatever the Federal Government gives to the university should be simply an assignment of channels.

Mr. WRIGHT: That would also apply to what you would call a community station too?

The WITNESS: Exactly so. Any Federal authority in the United States could regulate education within a state. The courts are clear on that.

The CHAIRMAN: The same thing applies here?

The WITNESS: Yes.

Hon. Mr. EULER: Would you think a city might seize whatever channels it pleases and go on without reference to the Federal authority?

The WITNESS: Well, that would be rather an extreme way of going at it, but that is exactly what one city did in the case of the police department and that started police broadcasting in the United States. The logical way to bring about such a matter would be through court action.

Mr. SMITH: Well, it is somewhat repugnant to common sense to think that this is not a matter of national jurisdiction, is it not?

The WITNESS: Well, the nation has to assign the channels, but there is a difference between assignment of channels and managing the use of those channels after they are assigned.

Hon. Mr. EULER: No, but the Federal Government might assign certain channels to the State of Illinois, and the State of Illinois, not being satisfied, might take additional channels, nothing to stop them.

The WITNESS: They would not do that. That is, they would go to the courts.

Hon. Mr. EULER: You have not had any definite decision, really, in your courts, as to which controls the radio. You spoke of one decision, I believe?

The WITNESS: That would depend upon the point that was brought up. I do not believe any court would deny the right of the Federal Government to control the assignment of channels but I think they would deny the right of the Federal Government to refuse a channel for educational purposes.

Hon. Mr. EULER: You just make that one exception for educational purposes?

The WITNESS: Yes, or for a police department.

The CHAIRMAN: In respect to a State or Government operated system or chain in the United States, and the same thing applies here, would the building of programs be within the field of the State or Federal authorities?

The WITNESS: Logically you would have both. That is, wherever you have a governmental unit you would have a program interest. You would have a national program interest, a state program interest, a local program interest.

The CHAIRMAN: As soon as you touch education, though, you would be interfering with state rights.

The WITNESS: It depends on what you mean by education. In one sense all radio is education, it affects the culture level of your people. But if you begin broadcasting to schools you are dealing with states. That would not mean that the Department of Agriculture, or the Department of Commerce could not broadcast information of interest to the citizens generally. But they would have no authority to broadcast interstate or city schools unless they were asked to do so by the states or cities.

Mr. GARLAND: For example, national broadcasts would be under the supervision of the nation, but the supervision of purely state programs would be under the supervision of the state?

The WITNESS: Exactly. There is a lot of experimenting to be done. There is no set formula that you can be sure of, even on the engineering side, which is the most definite.

Hon. Mr. EULER: It is in process of development.

Mr. GARLAND: I am not clear as to whether there is a growth in radio licences in the States at present, or whether there is a pause taking place.

The WITNESS: I believe there is a pause.

Mr. GARLAND: Would that be due solely to the depression, or to dissatisfaction also?

The WITNESS: Both. I have been told by five different radio salesmen that when they tried to sell sets the public complain about the programs. There is no large amount of specific evidence, most of it is guess. Certainly the sets are not selling in large quantities.

Hon. Mr. EULER: Do they complain about the programs as regards the selections, or in regard to the advertising incorporated in the programs?

The WITNESS: I do not know. These men simply said they were having uphill business, the public said there was not anything worth listening to, and did not want to put money into sets.

The CHAIRMAN: Would you say that the programs have been deteriorating or improving in the last five years?

The WITNESS: Taken as a whole I think they are decidedly worse than they were five years ago. But I think there are some programs that are decidedly better.

Mr. GARLAND: Probably we in this country are getting the better ones, because of the larger power used for those stations.

The WITNESS: I believe that is true.

Mr. GARLAND: I heard some last October over there from local stations that were perfectly appalling.

The CHAIRMAN: Thank you Dr. Morgan.

The WITNESS: Thank you, gentlemen. I believe you have a real problem.

The CHAIRMAN: Mr. Spry will file some statement, which apparently is of some interest to the press, as they have been after me for some time back to know whether it has been filed.

GRAHAM SPRY recalled.

Mr. Chairman, Dr. Lee de Forest, who has been described as the Father of Radio Broadcasting, addressed two communications to the Canadian Radio League, and I believe asked the League to file these communications. They very properly follow the remarks of Dr. Morgan.

The first I will simply file. The seconds bears immediately and directly upon the Canadian problem.

The CHAIRMAN: I have a telegram from this gentleman telling me these people were authorized to file this, if we would accept it.

Mr. SPRY: I suppose Dr. de Forest's name is about as well known as any name in Radio. Every amateur looks upon Dr. de Forest as the father and patron of broadcasting, and this is his view of the situation in North America:—

STATEMENT CONCERNING BROADCASTING

BY LEE DE FOREST

I have been intimately connected with radio for more than thirty years. After fundamental technical work, which laid the foundation for the modern radio industry, I began broadcasting. In New York as early as 1910, by means of a temporary radio-telephone transmitter on the top of the Metropolitan Opera House and a microphone placed among the footlights of the stage, I put the living voice of Caruso on the air. In 1916, four years before Westinghouse gave the public a similar service, my Highbridge station broadcast the returns of our presidential election. We also at that time maintained a thrice-weekly concert service, using the records of the Columbia Phonograph Company.

The war, of course, interrupted private broadcasting, but we resumed in 1919 and moved our transmitter downtown to the heart of the theatrical district where artists could be easily brought to the microphone. But we had hardly got under way in the new location when the Federal Radio Inspector of that district cancelled our licence on the bizarre theory, then current in official circles, that there was "no room in the ether for entertainment". So our transmitter took another journey and, finally installed in the stage loft of the California Theatre in San Francisco, daily broadcast orchestral concerts. I am, therefore, no novice in radio.

It is not unnatural that, having fathered broadcasting, I should, like any parent, cherish high hopes for my offspring. In 1923, on the occasion of Station WOR's first anniversary, I hailed this new instrumentality as a beneficent force in civilization with potentialities which could only be compared to those initiated five centuries ago by the art of printing. I saw it as a noble agency for the diffusion of education and

culture. I saw it as a boundless source of pleasure for the multitude. I saw it as a means of uniting the nations of the earth in closer bonds, as the messenger and herald of worldwide peace.

So much for the dream. The reality you know. Within the span of a few years we in the United States have seen broadcasting so debased by commercial advertising that many a householder regards it as he does the brazen salesman who tries to thrust his foot in at the door. Under what the present masters of radio are pleased to call the American Plan—which is no plan whatsoever but a rank and haphazard growth that has sprung up in default of proper regulation—broadcasting is by uncounted thousands regarded as a nuisance. Radio sets here are a drug on the market. In many a home the cabinet gathers dust. Thinking people resent the moronic fare that is mostly offered them. They resent the fact that the rights of education on the air have been steadily curtailed by the insistent advertiser. They are in revolt against the policies, rooted in greed, which have made the ether a market-place. They demand that this huckstering orgy be curbed, that they, the owners of receiving sets, whose financial stake in radio is vastly greater than that of the station owners, shall no longer be fobbed off with a vulgar, cheapjack show designed solely to coax dollars out of the pockets of the public.

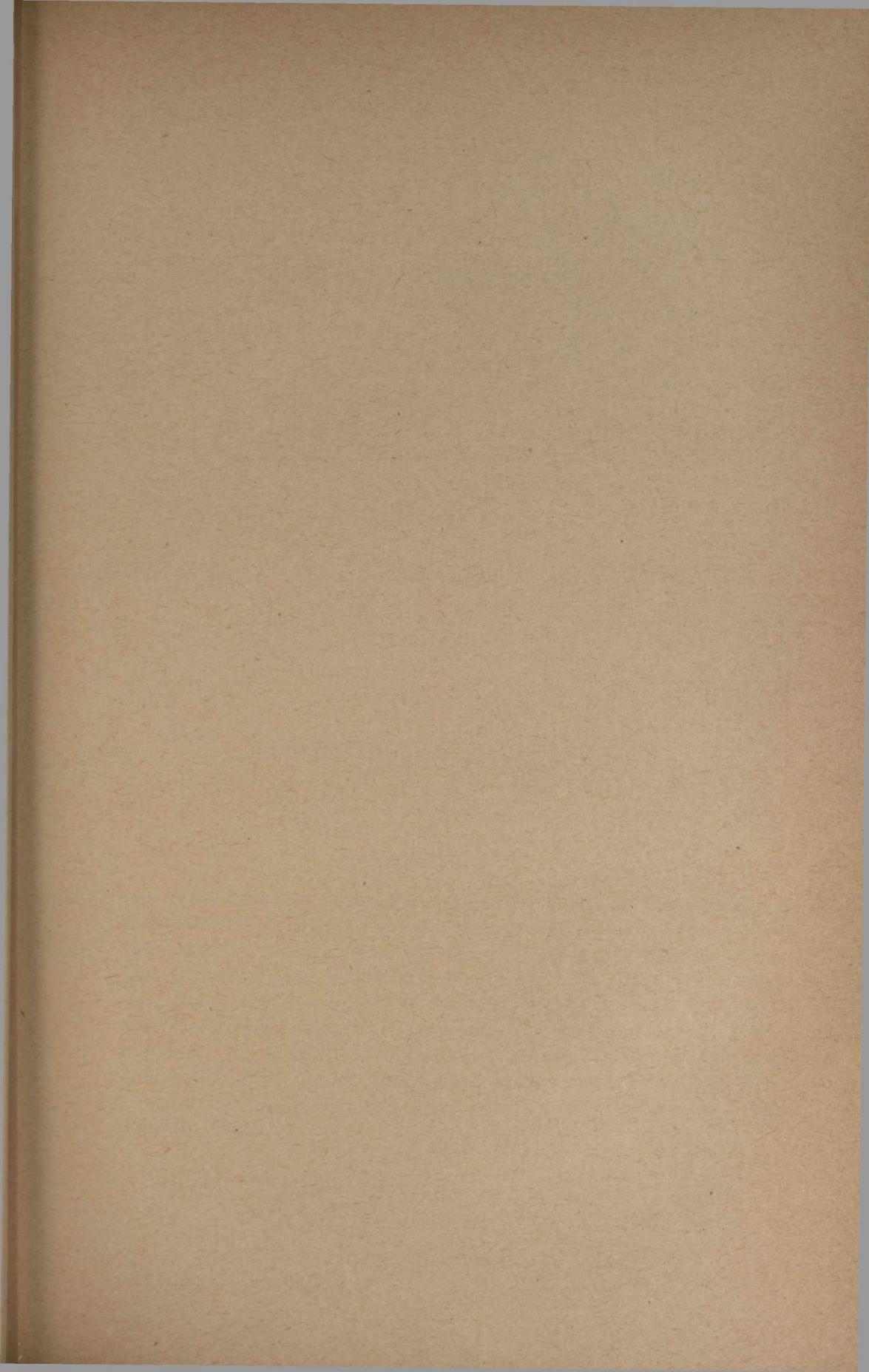
I well realize that good programs must be paid for, that their cost for adequate artists, net-work transmission, and station maintenance is expensive. But it has been abundantly proven here in America that the programs of the highest quality are accompanied by the least sales talk or ballyhoo. Almost invariably this is the case. And yet such wise and efficient business organizations as the Standard Oil Company of California, Atwater Kent, and a few others, have found through years of experience that their high-class musical programs are abundantly paid for by the mere sponsoring notices which introduce and terminate these programs. This fact clearly offers, in my mind, a just and practical solution; just to the public and profitable to the sponsoring organization.

Let legislators therefore be directed along this line—to prohibit all direct sales-talk from broadcasting—permitting brief sponsoring notices only.

But the deplorable conditions which overwhelmingly exist in the United States are known to you in Canada. May I voice a hope that many of us, your fellow Americans, share? We trust that you, our neighbours across that undefended boundary line which, for a century or more, has been the world's noblest symbol of peace, will strengthen our hands. We have faith that you, who have in so many ways set a lofty example in self-government, will point the way to a wiser use of this scientific boon that we have let fall into unworthy keeping. We look to you in Canada to lead radio in North America out of the morass in which it is pitifully sunk. May Canada fulfill my early dream!

The CHAIRMAN: Gentlemen, as Sir John Aird would like to be heard tomorrow morning at 10 o'clock sharp, I would appreciate your being here promptly.

The Committee adjourned to meet on Thursday, April the 14th at 10 o'clock, a.m.





SESSION 1932
HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

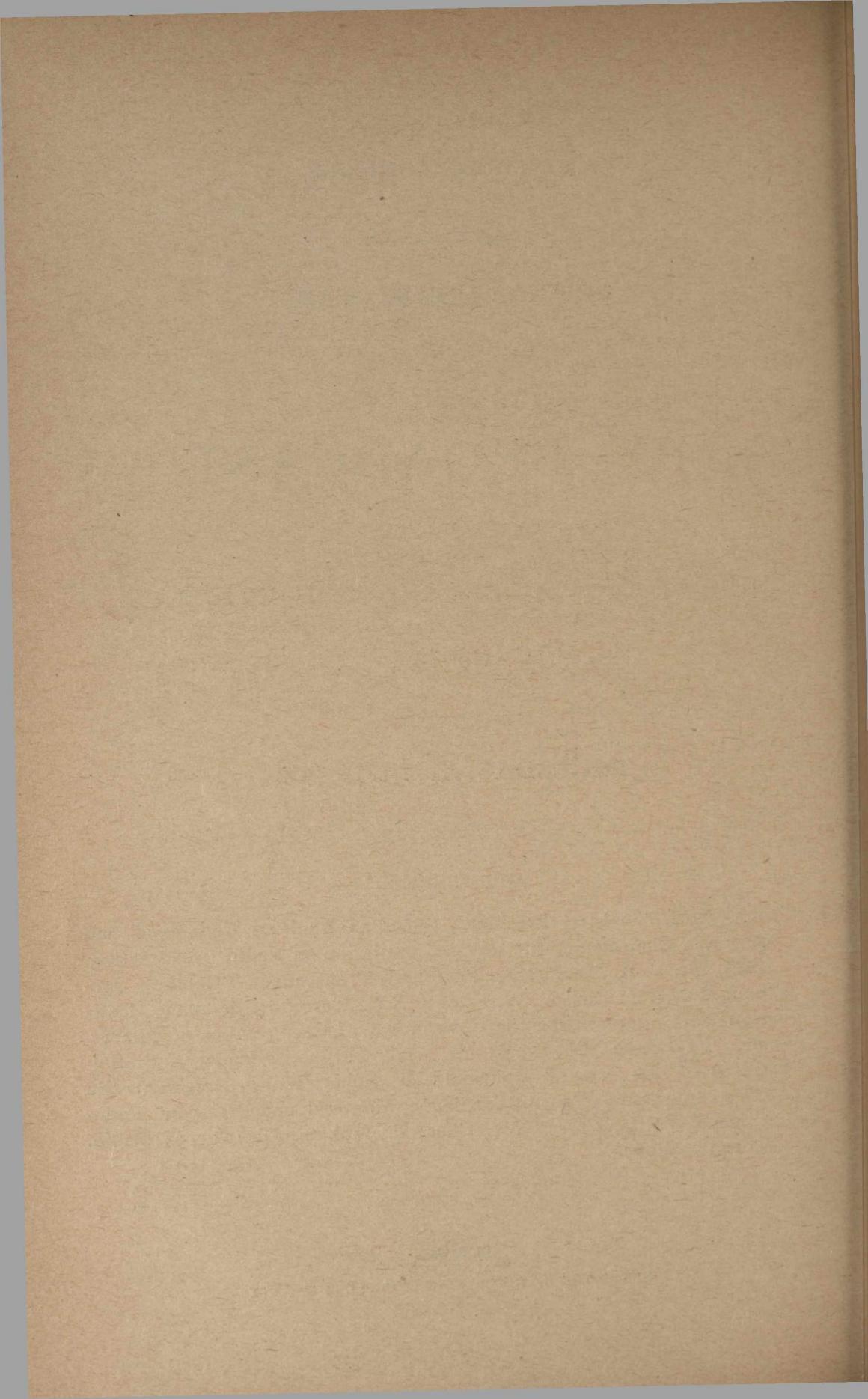
MINUTES OF PROCEEDINGS AND EVIDENCE

No. 12

THURSDAY, APRIL 14, 1932

WITNESSES:

Sir John Aird, Toronto, President, Canadian Bank of Commerce, and formerly Chairman of the Royal Commission on Radio Broadcasting, 1929; Mr. P. A. Macfarlane, President, Transcanada Telephone System, Montreal; Hon. N. W. Rowell, K.C., Toronto; Mr. Aime Geoffrion, K.C., representing the Government of the Province of Quebec, and "La Presse," Montreal; Mr. Arthur Dupont, Manager, Station C.K.A.C., "La Presse," Montreal; Mr. Robert Hurel, President, Cie Cinematographie Franco-Canadienne, Montreal, and President, Radio Cinema, Paris, France; Mr. Chas. C. Jenkins, Director of Radio, Toronto Globe.



MINUTES OF PROCEEDINGS

MORNING SITTING

THURSDAY, April 14, 1932.

The Special Committee on Radio Broadcasting met at the appointed hour, 10.30 o'clock a.m., Hon. Mr. Morand, the Chairman, presiding, the following members of the Committee present:

Messieurs: Beynon, Cardin, Euler, Gagnon, Garland (*Bow River*), Ilsley, Morand and Smith (*Cumberland*), 8.

In Attendance: Sir John Aird, Toronto, President, Canadian Bank of Commerce, and formerly Chairman of the Royal Commission on Radio Broadcasting, 1929.

Mr. P. A. Macfarlane, President, Transcanada Telephone System, Montreal.

Present: Representatives of Transcanada Telephone System, Station CKAC, *La Presse*, Montreal, Canadian Association of Broadcasters, Canadian Radio League, and other representatives of radio interests; also, Commander Edwards, Col. Steel and Mr. Bain, in technical advisory capacities.

Sir John Aird called, submitted a brief, made some additional remarks and was questioned at considerable length by members of the Committee and answers given in detail.

Witness thanked by the Committee and retired.

Mr. Macfarlane called, read a brief expressing the views of the organization he represented. The witness was questioned briefly, thanked by the Committee and retired.

It being near one o'clock the Committee agreed to adjourn and to resume again at 3.45 o'clock.

AFTERNOON SITTING

The Committee resumed at 3.45 o'clock, the Chairman presiding; the following members of the Committee present:

Messieurs: Cardin, Euler, Gagnon, Garland (*Bow River*), Ilsley, Morand and Smith (*Cumberland*), 7.

In Attendance: Hon. N. W. Rowell, K.C., Toronto; Mr. Aime Geoffrion, K.C., representing the Government of the Province of Quebec, and *La Presse*, Montreal; Mr. Arthur Dupont, Manager, Station CKAC, *La Presse*, Montreal; Mr. Robert Hurel, President, Cie Cinematographie Franco-Canadienne, Montreal, and President, Radio Cinema, Paris, France; Mr. Chas. C. Jenkins, Director of Radio, *Toronto Globe*.

Present: Those mentioned at the morning sitting and additional representatives of other radio interests.

Hon. Mr. Rowell called and submitted his views to the Committee, strongly advocating a publicly owned national radio broadcasting policy, and also delivered a message from Rt. Hon. Sir Robert Borden in support of a government owned national broadcasting system. Witness answered questions submitted by members of the Committee, was thanked for his expression of views and retired.

Mr. Geoffrion heard in a brief address after which he asked that Mr. Dupont be allowed to present his brief in connection with Station CKAC, *La Presse*, Montreal.

Mr. Dupont called and read a lengthy brief, and was questioned by the Committee. The witness asked permission to file pamphlets and papers, entitled as follows: "Who Pays for Broadcasting," "Radio as an Advertising Medium," newspaper program extracts (British), newspaper program extracts (*La Presse*), "Organization of Radio Broadcasting in Canada" (by Dr. Frigon, D.Sc.), resolution from Montreal Orchestra Association, letter from Imperial Order Daughters of the Empire, letter from Notre Dame Hospital, Montreal, broadcasting extracts, programs of Canadian General Electric, and a large file of letters received from departments, organizations and institutions in the province of Quebec and outside points.

Mr. Robert Hurel called and addressed the Committee in French, was questioned by members of the Committee speaking that language, thanked by the Committee and retired.

Mr. Jenkins called, made a statement to the Committee expressing his views, was questioned, and retired.

It being six o'clock, the Committee, by general agreement, decided to cancel the meeting proposed for Friday, and meet again on Monday, April 18th, at 10.30 o'clock a.m.

The Committee adjourned.

E. L. MORRIS,

Clerk of the Committee.

MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 368.

APRIL 14, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Hon. Mr. Morand presiding.

The CHAIRMAN: Sir John Aird has been good enough to come here this morning and we will now be glad to hear from him.

Sir JOHN AIRD, called.

The WITNESS: Mr. Chairman, I thank you very much for permitting me to make my statement this morning. I would like to say this to the members of the committee, that we have not regarded any of the statements made in regard to this important question as offensive to ourselves or the members of the commission, and I trust that anything I may say in regard to the criticisms that have been made to the report will be similarly regarded. What we are all anxious to do is what is best for the Dominion, and I have confidence that that will be done.

Mr. Chairman, I would like to read my statement, and, after reading it, with your permission I would like to enlarge on a few of the points which have been touched upon and, thereafter, if the committee desire to question me on them I will be glad to answer any questions put to me.

I should like to express appreciation of the very thorough manner in which the committee has informed itself of the contents of the report of the Royal Commission on radio broadcasting. I much regretted being unable to attend the sessions of the committee which were particularly devoted to the recommendations of the report to which my name is attached. But after having read the minutes of proceedings and evidence, I feel sure that the members of this committee now have a thorough grasp of the situation in Canada. It is consequently unnecessary for me to elaborate on the contents of the report which I am just as convinced as ever would be the most practical plan to follow in the interests of Canadian listeners and the national interests of Canada. Nor is it necessary for me to undertake to refute hostile arguments against the commission's recommendations. This committee is quite competent to weigh the value of evidence submitted to it. As public men you are naturally also in the best position to consider Canada's broadcasting needs, not merely from the point of view of the immediate present, but also from the larger view of Canada in a later generation.

I should just like to say—as I invariably said at the opening of public sessions during the tour of the Royal Commission throughout Canada—that we set out on our duties with an open mind about national broadcasting. We had unique opportunities for observing how broadcasting is carried on in other countries. In our travels abroad, we were impressed with the manifest desire of national broadcasting authorities in Great Britain, Germany, France and elsewhere to co-operate with Canada in any reciprocal exchange of broadcast entertainment.

In the commission's tour across Canada, most cordial relations were established with the legislative authorities in every province. Public sessions were held in twenty-five Canadian cities, in every instance under most harmonious

circumstances. The commission made a very careful and conscientious study of the broadcast situation in Canada. The recommendations in the report submitted to the government in 1929 were based on this investigation.

However friendly one might feel toward private enterprise in the operation of broadcasting stations—and I am sure, Mr. Chairman, my own views of the benefits of private enterprise in general are sufficiently well known—one could not close one's eyes to the apparent impossibility of Canadian broadcasting being adequately financed by revenue from private sources such as radio advertising. It seemed plain in 1929, it is plainer still in 1932, that an adequate national broadcasting service in this country will need more revenue than private enterprise can raise from operating broadcasting stations for gain. I have nowhere seen any statement of estimated revenue from private Canadian sources that would warrant the belief that the operation of broadcasting stations can be left in private hands. Even though any such estimate of revenue had been submitted to the commission, there would still have remained the question of wasteful duplication in the building of several competitive broadcasting stations to cover one densely populated region. While the trend of radio station competition is thus toward duplication in some parts of the country, in the less populated regions, the commission found a decided lack of Canadian broadcasting, nor did any witness submit any practical proposal to show how this very necessary service could be given to the people of Canada by private enterprise.

The possibility of subsidies from the Dominion treasury to private broadcasting stations has been mooted, but the experience of Canada with subsidies during the period of building competitive railways has hardly been so satisfactory as to warrant a proposal that it be repeated in the building of competitive broadcasting stations or chains of stations.

One method of subsidy sometimes proposed for the benefit of private ownership is that the Dominion government should pay the cost of running land lines across Canada between the private stations. Even though this proposed subsidy only applied to broadcasting without advertising, it would be an indirect subsidy to radio advertising. It is well known that radio advertisers are willing to pay more to the private stations for the privilege of coming on the air immediately before, or immediately after, a broadcasting hour of national significance.

Quite apart from the objection to subsidizing radio advertising, the government would be placed in a very difficult position, indeed an impossible position, in having to decide who among private station interests are to be allowed to enjoy the benefit of this proposed subsidy. Under private ownership, the enjoyment of an exclusive wavelength is a special privilege. It would surely be a very special privilege to be subsidized from the Dominion treasury as well as to be granted a wavelength monopoly. Canada's experience in the past has demonstrated that subsidies tend to invite political pressure on the government, as well as to encourage duplication and over-building. It would be a serious error to burden radio broadcasting in Canada with subsidies, whether for land lines or any other form of broadcasting equipment under private ownership.

In my opinion, Mr. Chairman, opponents of the Aird Report have greatly exaggerated the estimated cost of a first class broadcasting service in Canada. Instead of such preposterous figures as 15 million dollars a year, it is probable that an excellent beginning could be made with an annual expenditure of about 2½ million dollars. This sum would be ample to operate broadcasting stations, consolidated under one national system, as well as to pay for attractive radio entertainment.

It has become so much the habit in recent years to mention sums of money in almost astronomical figures, it is overlooked that one million dollars is a very large amount. For one million dollars, in my opinion, Canada could be given

distinctive radio entertainment, including plenty of light music, humor and other popular items, as well as symphony concerts and concerts brought in over the air from Great Britain, Europe and other parts of the world. There would be no need to draw upon the Dominion treasury for one cent to establish national broadcasting on the basis recommended in the Aird Report. Canadian listeners would be quite willing to pay three dollars per year for better broadcasting. At the present time, with 500,000 set owners in Canada, this would yield \$1,800,000. Revenue from indirect advertising would probably bring this annual amount up to $2\frac{1}{2}$ million dollars.

Capital expenditure on stations would, of course, have to be governed by the ability of the proposed Canadian broadcasting company to meet annual obligations from current revenue.

Some of the existing radio equipment in Canada could be used to establish the nucleus of the national system. Much of the present equipment is virtually obsolete. It has comparatively little value. The cost of acquiring existing stations need place no great burden on the operations of the proposed national company. While the report left the question of the disposal of small local stations for further consideration, there should be no difficulty about leaving the small stations, limited to fifty watts power, to operate as they are permitted to operate at present. They meet a certain demand for local broadcasting. They could continue to do so. But the existing regulation against allowing such stations to operate for gain should be maintained.

The broadcasting medium in Canada should be protected against being reduced to the level of commercial exploitation as it has been reduced in a neighbouring country. It is vital to Canada that Canadian rights should be protected, particularly in view of the great progress which will undoubtedly be made in the field of radio broadcasting during the rest of this century.

Much progress has already been made with radio transmission, but the commission saw plenty of evidence in Canada and abroad—as in visits to the Baird Television laboratories in London, and in interviews with such radio authorities as the Marconi executive and at the German, French and United States radio headquarters—to make it abundantly plain that this new science is still in its infancy. With the progress of invention it will become more than ever desirable that Canada should own, control and operate her own national broadcasting system.

This national policy, as recommended by the Royal Commission, would not in the least be inspired by hostility to any other broadcasting system, but by the desire to assure a worthy place for Canada in the general broadcasting field where, as the British Broadcasting Corporation's motto says, "Nation shall speak peace unto nation."

Mr. Chairman, I am glad to have had the opportunity of meeting this parliamentary committee upon whom the responsibility of making recommendations must finally rest. I am sure there is widespread appreciation of the earnest manner in which the Committee is applying itself to the study of this problem. I am reminded of the visit of the Royal Commission to Vancouver, just three years ago, which happened to coincide with the 1929 conference of the National Council of Education. At the concluding meeting of the conference, one of the speakers expressed a view of service to the people of Canada which, I am sure, will appeal to members of this parliamentary committee. He spoke of the satisfaction there is in the sowing of seed in the spring with the knowledge that an abundant harvest will be spread in the fall. He went on to say, "There is a far deeper satisfaction in the sowing of seed for a more distant harvest which the sower may never live to see." Mr. Chairman, I believe we will live to see great things accomplished for national broadcasting and the building of national unity in Canada. There is an immediate problem to be dealt with. At the same time, there is the problem of Canada's place in the greater field

of radio service as it will be developed throughout the rest of this century. I am sure this Committee will attach equal weight to both aspects of the question.

That is the end of the formal statement.

One of the important points that has been touched upon by witnesses is on the question of cost. This commission went into that very thoroughly, particularly with the staff of the Radio branch of the service here, and we had with us a technical man, Dr. Frigon, who is well posted in that respect. He is a graduate of the Paris School of Electricity, regarded as the most important school in the world. We had the advantage of your own experienced men, Col. Steel, Commander Edwards and Mr. Donald Manson, Mr. Manson being a pupil of the great Marconi for some time, and was also the senior officer in charge of the wireless station on Sable Island and at other places during the early development of wireless.

I mention this because of the fact that exaggerated figures, in our opinion, have been stated in regard to the cost of licences and in regard to the cost of establishing the service.

Now, you may say, what do I know about costs? Well, Mr. Chairman, I have been engaged in banking and commercial life for more than 60 years, and it has been my privilege to see important balance sheets of important people, and it is the education of a banker to judge whether those balances and those figures are correct. That has been my experience and I think I can fairly claim to have some knowledge in that respect, and to be able to express an opinion on those points.

As I say, we have heard a great deal about the cost. A point that occurs to me is, the cost of establishing this service will not reach the figures which had been estimated in 1929 when this commission started its work. As Mr. Euler will know, the cost of all raw material the world over, and the cost of wages, have all gone down. Now, all these articles will be used in whatever is done in establishing a wireless system for Canada. For that reason, I believe, that the cost will not exceed, if it will attain, the figures that have been put in the estimates, and which we regard as quite reliable, having been prepared by important people who know their business in that respect. I am not a technical man but I have confidence in the ability and otherwise of the people who have been working with us.

There is this other point, too, in regard to finances. We all know the difficult times through which the country has been passing for the last two or three years. It does not mean that if you decide to adopt a national broadcasting system, which we have recommended, that that work should be done all at once. It could be gradually done, over a period of one, two or three years, and in doing it that way I believe it would be a means of starting activity in certain branches of trade in Canada, and certainly that is what we need at the present time. It means also that the service would not be very seriously interrupted. The major stations that are now in existence would be utilized, as we have said in the report, and I believe we would save money in regard to scrapping the present system.

We made a very full and clear examination of the various stations from one end of the country to the other, from Halifax to Vancouver. We saw some that you could put in your vest pocket, no good, no value in them. We made it perfectly clear in our report that nothing was to be allowed for goodwill. There are many stations to-day that are obsolete and are not even worth, in our opinion, the value that was placed upon them in 1929.

Those are two important points, the cost, the financing, and the third one is an important point, in my opinion, and that is in regard to the starting of new work from one end of Canada to the other.

There is one other important point that I would like to touch upon, and that is the question of television. I was a subject of television at the Baird Works in London, and I was very much impressed with what I saw. I have had conferences with Mr. Baird, and whilst television is not perfected yet, it has made great improvement in development in Great Britain and Germany. In Great Britain they are using it to the extent of 250 and 300 miles fairly successfully, but not altogether satisfactory. But it is coming, gentlemen, and we should be prepared, in dealing with this question of radio broadcasting, to keep the question of television well before us because, no doubt, when the thing is perfected some change will have to be made in the stations. That can be watched from time to time so that it can be done when the time arrives in the most economical way. When one goes back one hundred years to the wonderful inventions that have taken place—go back to the time that the cable and the Morse telegraphs were invented, nearly 100 years ago, then you come on to the wonderful invention of the telephone and the wonderful inventions of other machinery; you come on to wireless, and then you came on to what we are discussing now, radio broadcasting and even television. These are things that have developed during the last century, and who can tell what will be developed within the next half century.

I mention these things to ask you to see that it is not impossible that television will some day—and I think before very long—become of importance and an adjunct probably of radio broadcasting. They can be worked in conjunction with each other, I believe, from what I have been told, and it is important that whoever has the jurisdiction over this radio broadcasting should keep that permanently before them.

Speaking of the present system of private ownership, I would like to refer casually to the nature of the service, and the character of the material which we are getting over the air. I do not think even the private owners are satisfied with what they are giving. I do not think that they are able to control it as well as national broadcasting would. I have watched—naturally I felt it my duty to watch—the program and the material that was coming over the air, and much of it is of the most objectionable character. I enjoy a good story, in fact I enjoy Amos 'n' Andy occasionally, but what I object to most strongly is the character of the ribald songs and vulgar dialogues regarding robberies, burglaries, hold-ups of banks and things like that.

I have quite a large number of grandchildren and I have noticed the effect of that upon children, and you cannot get away from the fact, gentlemen, that that is having an influence on the young generation that is coming up. I think that is one of the most important things in connection with a national system. It won't prevent it altogether, but it will certainly limit it very much. That is really a very important matter. If I might digress, Mr. Chairman, for a moment, some three or four years ago I had occasion to go to Florida with a couple of my grandchildren who had been taken ill. Their mother went with them, and, motherlike, in order to keep the grandchildren, or the boy particularly, out of mischief, she said she was going to send him to school. He went to school for four or five months in Florida and when he came out and home he had forgotten God Save the King. I was almost going to say he had forgotten the Lord's Prayer, but he had forgotten there was such a thing as the King and we had the greatest difficulty in getting that boy to learn God Save the King and refer to the King instead of to the President of the United States.

Now, gentlemen, that kind of influence, if this present system goes on the way it is, is going to have a somewhat similar effect on the younger generation that is being brought up in Canada. That is one thing, whoever is in charge of the system—whether it is private ownership or national ownership—which should be guarded against most thoroughly.

Another important point is education. In London I had the opportunity of seeing education carried on by a national broadcast in London. I was at a distance of 40 or 50 miles, and we heard the education instruction delivered by the one person to a school, I think of sixty or seventy. They all had their notebooks and pencils and made their notes, and upon the strength of that they had their examination. Now, where in the world will you find a country so situated as Canada, particularly in western Canada, where such a system would be so useful and beneficial?

In our visit to Saskatoon we had some opponents there, but I am glad to see that some of them have reversed their opinion and have become advocates of a national system.

I would like to impress upon you too, Mr. Chairman—and it is a statement which I thoroughly endorse—the statement made by my friend, Mr. Bowman, in regard to education. It is on page 96 of the printed evidence, No. 3. It is a short paragraph:—

Well, I would offer another objection and it is this: Here is a new medium of service to the world; here we are beginning with it in Canada on the ground floor. We have allowed many of our valuable natural resources to pass out of our control into the control of large interests. Here is something that is new, something that is worth holding, if we will look at this thing from the point of view of Canada, not merely five years from now but Canada twenty years from now or fifty years from now. When we think of the development that is coming with television, let us imagine the day when we will have television, or a television service as well as a broadcasting service in this country, when our children in the schools will be able to walk into the school, we will say in Saskatchewan somewhere,—up at Yorkton—and on some afternoon they will be able to see a liner coming in at Halifax, or a liner sailing from Vancouver, hear the whistle blow, see the ropes cast off. Or, on the other hand, they will be able to see the factories down in the east manufacturing farm implements; or be able to make a trip through the large motor car plants, helping to bring Canada closer together. That is a side of it in my opinion, that we should keep in mind. Now, I do feel that the only way that can be done satisfactorily to Canada is to have an adequate service. I do hope, sir, that this committee will think of this great new instrument for the service of the world from some bigger angle than the situation as it now presents itself.

Gentlemen, I endorse that statement, every word of it, and I think we are thankful to Mr. Bowman for bringing it out so prominently. It is connected with education and, as I say, I believe here is one of the most important things we should protect.

Statements have been made that services from Great Britain, France and Germany, and even from the United States, will be eliminated. It is not the case, gentlemen. We will be in a position to get service from all parts of the world, but under a national broadcasting system we think we can regulate that service so that you will get the best and not the vulgar stuff that is coming over at the present time. I do not blame the great companies in the United States for blasting this stuff into Canada. Probably if I was over there I would do the same thing, if there was profit in it; but it is coming in anyhow, and we do not seem to be improving it, in fact, it is getting worse all the time.

You all know the condition of our arrangement with the United States. It is a gentleman's agreement, as they say, at the present time, but we are limited to six channels. We have the use of eleven shared channels, but they are of very little service to us. We were hoping before this that we would have reached some understanding with the United States for a larger number of channels.

That has not been brought about. There is an opportunity, however, to improve our position in that respect in the conference that is going to be held in Madrid. That is a very important meeting, and I sincerely trust that Canada will see that she is represented there. I believe the European nations would be friendly to Canada. My feeling, however, is that if you are not represented in Madrid you will be passed out, and once you are passed out of this conference then you are going to have great difficulty in getting as good as you have got at the present time. The other nations, of course, are jealously guarding their rights, and Canada should be there to protect its rights. In my opinion, that need not be a very expensive matter. You have excellent, capable servants in the service now. You have Colonel Steel and you have Commander Edwards and Mr. Manson, and I have already said to you how these people are regarded, not only by their own people but I have heard very pronounced favourable opinions expressed about these gentlemen by people outside of Canada; and, whoever you send, naturally you should use your own officials. They are just as competent to do that as any special experts that you may select outside of the service.

Another important matter at Madrid is, we should be protected not only in regard to existing rights but we should be protected in regard to any new rights that may come up for consideration. I think that is an important point to bear in mind. In other words, I think we should have as good as the best, and nothing but the best, and that is the only way you will satisfy the Canadian people.

We have seen statements made by private interests as to the cost and everything else, but, gentlemen, so far as I can see or remember they have never put their cards on the table as we have done. Our figures are there for examination, and all the examinations have been made. To my point of view, they have not succeeded in picking one hole in them. I submit that if they desire to attack that report they should put their cards on the table and say what they are going to do or what they can do. Take, for instance, the Ontario Radio League, which was recently organized, a wide open organization. They are making broad statements. They say friends are supplying the funds. Well, why not come out and say who their friends are and let us know who is behind it all? Are they purely Canadians behind it or are they outside great interests? That is what we want to know. If they can show the figures as we have shown them, then you have an opportunity of comparing them, but up to the present time they have not done that and they have not been able to break into the figures that we have submitted.

Something has been said also about indirect advertising. I am opposed to direct advertising. I am not opposed to indirect advertising if it is controlled, and I think it can be—in a way that you can have sponsored programs that are viseed by the regulating committee, and anything objectionable in those programs can be eliminated. There might be some revenue from that source and I am, therefore, not opposed to it, in a reasonable way. I would not object to some indirect advertising by the C.P.R.; I would not object to some indirect advertising by the Canadian National; I would not object to some indirect advertising by our great corporations so long as it is done and approved, but what I do object to is, when you are in the midst of listening to either a lecture or a story, or an opera, that someone should attempt to interrupt, telling you about some chewing gum or tooth powder or a washing machine. Those are the things that should be eliminated and I think the people of Canada would appreciate that. As I say, the people in Canada want the best, but if this system is allowed to go on as it is it will develop into a worse condition and you might as well say we won't have broadcasting at all in Canada, because people won't put up with it. I have often said to myself, listening to something coming in over my own radio, that I would kick the thing out of the house, or something like that.

We hear a great deal about politicians nowadays, but politicians are what we make them. I believe the politicians in Canada are just as good as the rest of the people in it, and they try to do their best. I would not be a politician, and I am surprised why you gentlemen become the representatives of the people, giving your time as much as you do in attempting to do what is good for the country. Of course that is something that we must have. However, I say that because I am not a politician. I do not know anything about politics although I have read a good deal about them. There is this, though, speaking about politicians, I think if the system is adopted by the government that the government should, as far as possible, eliminate the active politician. I do not think it is in his own interest, and that can be done, I think, by having the various offices filled by people who are willing to give their services for a per diem reward. I would not attach large salaries to directorships or committees. I think you would get better action and men who would be of more assistance in the discharge of their duties toward the public.

On that committee I would suggest that you should have an experienced musician. You should have a literary man, and I think you should have an experienced and well-informed farmer. He knows what is required, particularly in a new country.

We speak also of certain districts of the country not receiving proper service. I happened to be in Moose Jaw on one of our visits, and in the Nelson district, when it was difficult to get service into those two points. Of course radio broadcasting three years ago was not as efficiently performed as it is to-day, but if it is necessary to put in smaller stations in a district like Moose Jaw I would have no objection to that. It is difficult to get into Nelson, or at that time it was. Whether it was the topography of the country or the mineral character of the land and all that, I do not know. Even the experts did not know. At one time it was difficult to get into London, Ontario, but I think that is overcome, and will be overcome as we gain experience.

One important point which we touched on in the report is the appointment or selection of announcers, those that occupy the studio. Care should be taken that they are well educated both in French and English, very important that, and that their pronunciation is right, because there is some pronunciation that comes over the wireless that is very difficult to decipher, and it is important, I think that that should be impressed upon them as much as possible.

One thing, three years ago, was the question of interference. I think that has improved to some extent. That is a very important matter, to overcome the question of interference, and I think the penalties where interference is found, and where it is continued, should be pretty severe. That is the only way you will cut it out, in my opinion.

I have no objection to jazz, if it is limited to good jazz. Young people require music, require dancing, but there is a proper time and place for all that. That, of course would be regulated by your committees.

Some people have said that we have not musical or theatrical talent in Canada. I have seen a good deal of that in my lifetime, and I think we have just as good material in Canada as you have anywhere. The French people in Quebec are noted for their musical qualifications. There is no part of Canada where musical instruments are so extensively built as in the province of Quebec, and that should be developed. Toronto is a great musical centre; Hamilton is a great musical centre, so is London; but it is discouraging to experienced musicians and competent musicians to have their programs butted into every now and again by the things that I have referred to in the way of vulgar stories, vulgar dialogues, ribald songs and all that sort of thing.

Mr. Chairman, I do not wish to take up any more of your time. I trust I have not bored you or wearied you. I have made my statement in the sincerest kind of a way, and, as I said at the beginning, we have no desire to be hyper-

critical of our critics, and what we have said we think is in the best interests of the country, and I will give them credit for thinking that what they have said is what they think is in the best interests of the country.

Mr. SMITH: Mr. Chairman, I wonder if Sir John would mind answering a question just to clear up a point of confusion? The question is based on quotations from, first, the Aird Report, at the bottom of page 6 under the heading "Proposed Organization," the last two lines:

The stations providing a service of this kind should be owned and operated by one national company.

Now, I would like to go from that statement to the evidence of Dr. Frigon, page 64 of the minutes,—I will read it, Sir John.

The WITNESS: I would rather have a copy before me.

Mr. SMITH: It is the fourth paragraph:

It is some satisfaction to me to know that the objections that have been brought forward against the report were never against the actual facts in the report. For instance, the great argument of those who did not approve of the report was that we recommended government ownership. Well, I think that Mr. Bowman and I can prove to you, by reading over the report and discussing it, that that is not the case. We did not recommend what you might call State or Government ownership of radio broadcasting.

And now, at the bottom of page 5 of your brief which you have presented this morning, the last three lines, you state:

With the progress of invention it will become more than ever desirable that Canada should own, control and operate her own national broadcasting.

Based on that, I would like to ask this question: If it is not government ownership, how would you classify the status of the change as between private enterprise and government ownership?

The WITNESS: Well, I think that is answered in this way: The control of the plan that we have suggested is not controlled by the government. It does not necessarily mean that you should have a department of the service to control it. This is suggested, that it should be governed by a general committee, not only of the Dominion but by Ontario and Quebec and the other provinces, but that does not necessarily mean controlled by a department such as the Department of War, or anything like that,—entirely different from that.

Mr. SMITH: Well, then, Sir John, you would say that the word "ownership" does not convey the usual meaning?

The WITNESS: Not in that sense, because we are speaking in a broad way there of it being a service. For instance, supposing this company were to endeavour to do something that was really inimicable to the interests of Canada, I believe the government would have the right to step in and say you shan't do that, it is not in the interest of Canada; and it is only in such a case as that where the Government of Canada would interfere, where it is not in the interests of the country. Take in the case of war, you might have traitors, which I do not think is likely because they are all loyal citizens, but that is the idea, of keeping it out of a department. It is entirely different from the department of War or the department of Finance.

Mr. GARLAND: What you do recommend is the creation of a national company or corporation?

The WITNESS: Practically so.

Mr. GARLAND: Publicly owned and controlled by Canada?

The WITNESS: Yes. I say that if important matters were to come in which were inimical to Canada the government would have the right to interfere.

Hon. Mr. EULER: I have always understood that your commission did recommend government ownership, and is that the distinction that you are trying to make in reply to what Mr. Smith has said? You are in favour of government ownership, apparently, but with the control and administration especially in a body which cannot be dictated to, we will say, by the government itself?

The WITNESS: Exactly so, Mr. Euler.

Hon. Mr. EULER: But it is public ownership?

The WITNESS: Well, in one sense, you might say because, as I say, if anything were done by a committee which would be inimical to Canada the government would have the right to step in.

Hon. Mr. EULER: For instance, would it be a fair parallel to cite the Canadian National Railways which are government owned, but are controlled, and operated and administered by a Board of Directors which, while in a sense responsible to the government, of course, yet is supposed to be allowed at least to run the railways as a business proposition as they think fit.

The WITNESS: It would be a little different from that, not exactly that, because the government has its representation there in the Minister of Railways.

Hon. Mr. EULER: But not a majority control. Of course they are their own appointees, that is true enough. Perhaps you would enlarge on that and state a little more definitely just how you would have that national committee or commission constituted.

The WITNESS: That is all explained in the report where you would have a general committee appointed, some from the Dominion, some from the provinces. They would act together. Then they would have probably special committees. For instance, take Quebec, they would have a program committee and Ontario would have the same thing. All that would be under the supervision of the general committee.

Hon. Mr. EULER: And who would appoint the members of the General Committee, the government itself?

The WITNESS: Well, they would be appointed, so many from the Dominion, so many from Ontario, and so many from each of the other provinces.

Hon. Mr. EULER: Yes, but by whom?

The WITNESS: By the governments of the various provinces.

Hon. Mr. EULER: You had in mind a commission, if you would like to call it that?

The WITNESS: A company.

Hon. Mr. EULER: A company, yes. And the members of that, I gather, would be comprised of representatives of the different provinces?

The WITNESS: Yes.

Hon. Mr. EULER: Would the provinces themselves make the appointments or would the Federal Government appoint them from the various provinces?

The WITNESS: Oh, the provinces would make their own nominations and then they would be approved.

Hon. Mr. EULER: Ratified by the Federal Government?

The WITNESS: Yes.

Mr. GAGNON: Do you contend that the provinces should keep control over the programs.

The WITNESS: Well, we have given them pretty broad powers in regard to that, because the general committee would realize what the various parts of the country would require. For instance, take Quebec, they would probably need something that was not quite acceptable to Ontario, and vice versa, and the committees then, no doubt, would reach a satisfactory conclusion that would

satisfy all. These are details that would be worked out satisfactorily, and that was one reason why we made the committees from the various provinces, so that they would work as harmoniously as possible, and I believe they would.

Mr. GARLAND: May we revert now, Sir John, to the question of financing, of cost. The figures given in the Aird Report, are, you say, conservative in the light of present development within the country?

The WITNESS: Yes.

Mr. GARLAND: But the Aird Report does anticipate a capital expenditure amounting to $3\frac{1}{4}$ millions?

The WITNESS: At that time.

Mr. GARLAND: The capital expenditure may not be quite that much.

The WITNESS: I don't think it will be.

Mr. GARLAND: But it will be necessary, in your opinion, to raise that capital expenditure?

The WITNESS: To some extent. That would all depend upon the service we are giving. And if the service were good naturally your revenue would be augmented to such an extent that the figure would be reduced to a minimum.

Mr. GARLAND: Quite true, Sir John, in time, but there is that time lag between the creation of the company and the increase in revenue as the result of licence fees?

The WITNESS: Yes.

Mr. GARLAND: Now, there is an initial capital required, is there not?

The WITNESS: Yes.

Mr. GARLAND: Where would you suggest that initial capital come from?

The WITNESS: Well, I suppose we would collect fees. I suppose the first year would give us quite a revenue. I say we are going to complete this, in my opinion, gradually, and you would utilize the present system as far as possible, because some of it is good. The report was made in 1929. People thought that we could have the licences increased, but look, they have increased them I think from 300,000 to about 600,000. That gives you additional revenue, and I think that would go on. Once you make up your minds to have a national system I believe you could put up your licence fee more than \$3, but we think that that would take care of it. In Great Britain they pay ten shillings, and in Germany they pay six dollars, and in all the European countries there is no objection to a higher fee. Take Great Britain, Germany, Belgium and Holland, they all pay higher fees than we do. And I would like to make this remark, that I think in connection with the services in Europe, Great Britain has the edge on all of them, continuously has the edge on all of them, but she is very closely run by Germany. What we want to be careful of is to keep in advance. We do not want to see the television rights go to Germany altogether or have a predominating influence. The same way in regard to the United States. They are developing television very rapidly there, but Great Britain still has the edge on them all. It is used fairly well in Great Britain, to the extent of 250 to 300 miles at the present time. It is not a success, as yet. There is too much oscillation. I do not think Professor Baird has told us everything he has discovered yet, but some morning you will wake up and see your wife at a distance and talk to her, or otherwise.

Mr. SMITH: She may talk to you.

Mr. GARLAND: Sir John, departing from that happy picture for a moment, may I say that whilst I share your optimistic prognosis I am still puzzled as to the source from which we shall secure this initial capital. Of course, it would

be too intimately a banking question to ask you if you would regard the future of radio broadcasting in Canada as such an excellent thing as to be willing to advance the initial capital?

The WITNESS: If you establish national broadcasting I, as a banker, will lend you the initial money.

Mr. GARLAND: Well, now, we have settled that part of it.

The WITNESS: And I would bank on the revenue from the operation to repay me within a reasonable time, and I would not require a government guarantee either.

Mr. GARLAND: At the present time I understand the department has accumulated somewhere in the neighbourhood of \$1,000,000. Is that correct Commander Edwards?

Commander EDWARDS: Yes. The receipts over the expenditure for radio licences since the licence system was inaugurated are roughly to-day \$1,200,000.

Mr. GARLAND: That is still available for radio broadcasting?

Commander EDWARDS: No, that has been deposited with the Receiver General.

Mr. GARLAND: Is it to the credit of the department?

Commander EDWARDS: No. Each year it was paid in it was paid in to the credit of the department.

The WITNESS: I do not know whether you are familiar with the system of financing that was carried on by the British Broadcasting Corporation. In addition to revenue from licence fees they have done that by other enterprise in the way of issuing periodicals such as the Radio Times.

Mr. GARLAND: But where did they get their initial capital?

The WITNESS: Oh, that was from the government, I think.

Hon. Mr. EULER: There would have to be money raised for initial capital expenditures either by way of building new stations or acquiring those that might be worth while acquiring, and those would have to be financed, I presume, by the government.

The WITNESS: By a banker. As I say, I do not think we should launch out now on account of the condition of business in the country to a full expenditure. I would do it gradually.

The CHAIRMAN: In other words, working to the schedule which you set?

The WITNESS: Yes. As I say, there are going to be great improvements, not only in national broadcasting but also in television within the next five years.

Hon. Mr. EULER: You expect that subsequent capital expenditures which might have to be made could be financed out of revenue?

The WITNESS: I think so.

Hon. Mr. EULER: On a \$3 licence fee?

The WITNESS: On a \$3 licence fee, yes; but if it were necessary and the services were satisfactory to the public, you would not have any difficulty in increasing your revenue by an increase in the licence fee.

Mr. GARLAND: You spoke of advertising, Sir John. We had evidence before this Committee to the effect that if direct advertising were rejected by regulation the advertisers would not accept indirect advertising, the sponsored program type of which you speak. Now, what is your opinion in that regard?

The WITNESS: Oh, I don't think they would. My opinion, though, regarding advertising by radio broadcasting,—I think it is a myth. That is not the regular way for advertising. You broadcast over the air and it is gone in a

night. The regular way for advertising is through the newspapers. It is there all the time and you see it and you don't forget it.

Mr. GARLAND: So that you would not bank very heavily on income from advertising?

The WITNESS: Not direct advertising, no, because as I say, people do not take any notice of it. It is so objectionable. It butts into a good concert or a good story or something like that, and sometimes pretty strong language is used.

Mr. GARLAND: Would our position at the coming Madrid conference be strengthened if we had established in Canada definitely the principle of national ownership and operation?

The WITNESS: Absolutely. It would be a great help because you are there then as an organization, and the other nations of the world would regard it as the Dominion of Canada, say what they like, and we are of some importance in the eyes of the European people. I think it is important that you be at Madrid, and that you should have men from your own department there because, from the information I have from all parts of the world, there are none more able to carry out that work than our own people and it can be done at a minimum of expense.

Mr. SMITH: Sir John, just to go back one question arising out of a question by Mr. Garland on advertising: As I understood you, you stated that you had no objections to indirect advertising by the, I think you used the term, big corporations, and you cited the C.P.R. and the C.N.R.

The WITNESS: Yes.

Mr. SMITH: Now, in your report on page 10 you give an example of indirect advertising as follows:—

An example of indirect advertising would be an announcement before and after a program that it was being given by a specified firm.

The WITNESS: Which clause is that?

Mr. SMITH: That is a little more than half way down.

The WITNESS: Yes.

Mr. SMITH: Now, under those circumstances, could there be any possible exception taken to smaller corporations advertising indirectly?

The WITNESS: Indirectly?

Mr. SMITH: The same as the larger ones that you mentioned?

The WITNESS: No. That is something that would come before the committee. Take the Canadian Pacific Railway. I would have no objection—taking the case of the *Empress of Britain*—to the Canadian Pacific Railway announcing that that great ship was coming to Quebec, and probably saying something about its facilities and accommodation, but that would be all they could say, either before or after. The same way with the Canadian National Railways in regard to any special feature of their service. I would not allow them to enter into a long dissertation.

Mr. SMITH: That was not quite the point, Sir John, that I had in mind. It was to allow all worthy firms, whether they be large or small the privilege of indirect advertising.

Hon. Mr. EULER: If they could pay?

The WITNESS: Well, I should see no great objection to that. It might become a nuisance if there were too many. Of course, the committee would have to decide, and if there were too many they would have to discriminate, of course, but I think these are details that could be satisfactorily worked out under the administration of the various committees.

Hon. Mr. EULER: Sir John, you made a statement there that was more or less surprising to me. Perhaps I misunderstood you. Almost at the outset of your remarks you stated that sufficient private capital could not be found for adequate broadcasting.

The WITNESS: Well, for this reason; I do not think sufficient private capital could be found to give you as good a service as you would get from a national system, because the national system is not out for profit, it is merely out for cost. Now, private concerns, as you know, expect a profit in all things, and I do not think private concerns could afford to do the necessary scrapping of obsolete material and obsolete instruments as a national company could. As I say, private interests are out for profit, and I think they would be unwilling, and the private interests as a rule—and I say it with all due respect—there are some that try to put it over you.

Hon. Mr. EULER: I was wondering whether it was in your mind that sufficient private capital could not be found in Canada, and that possibly the outcome would be that foreign capital would come in and that would be objectionable?

The WITNESS: No, Canada could provide the capital, but I do not think it would be attractive enough in the way of a profit to put it in because, as I say, the people of Canada want the best, and I do not think private interests could afford to keep the best up from time to time.

Hon. Mr. EULER: It depends upon how much they could get for their advertising.

The WITNESS: Well, advertising, in my opinion, is going to die out. That is, direct advertising. The medium of advertising, as I said just now, is the newspapers.

Hon. Mr. EULER: We had a witness yesterday who made the statement that when television comes the newspapers will have to go out of business altogether.

The WITNESS: The millenium will be at hand then.

Mr. BEYNON: I would judge from your remarks, Sir John, that you expect the cost of obsolescence to be very considerable.

The WITNESS: Yes. When once television is completed and perfected there will be a lot of work done, instruments made which will become obsolete. I think television and national broadcasting can be operated together jointly in some way and they are preparing for that in Great Britain at Daventry and the other broadcasting stations there.

Mr. BEYNON: Aside from television altogether, won't the cost of obsolescence be very great?

The WITNESS: I think it will.

Mr. BEYNON: It is even great yet in the matter of electric light plants.

The WITNESS: I am not a technical man. However, I will say it without any boasting, I know a little about electricity. I was a telegraph operator for six or seven years and know something about batteries and wires and things like that. There is always a considerable amount of obsolescence.

Mr. BEYNON: Bound to be, yes.

The WITNESS: But as the system is improved, once it is improved, then I think obsolescence would gradually grow less.

Mr. BEYNON: Naturally, but it would always be considerable I would think.

The WITNESS: Oh, I think so.

Mr. BEYNON: Speaking about the gradual introduction of the national system: That would, of course, involve the co-operation of private owners, would it not?

The WITNESS: Well, once you adopt the national system that is notification to the private owner that he is out.

Mr. BEYNON: Well, no, not if you are doing it gradually, it means you would have to co-operate.

The WITNESS: Yes, but that is pretty good notification to them that they are out of business.

Mr. BEYNON: But if he says, No, I won't co-operate, then we have to take it over all at once.

The WITNESS: Well, if we take it over we need not operate it. Of course, there are some that will object; they will probably hang out for a larger payment than what they are entitled to, and I think you will have some difficulty, but once it is decided and they know then I don't think you will have very much trouble.

Mr. BEYNON: No, but the situation is this: Supposing they say, We are going to operate this ourselves or else we are not going to operate it at all, then we either have to let them go on as they are at present or take it over at once unless they co-operate with us in a gradual taking over.

The WITNESS: I think you will find this, that the government would not patronize them. They would not be able to give you the service that the national system could give you, and you are not going to pay for an inferior service. You are going to pay for the best you can get.

Mr. BEYNON: Supposing we say we are going to take this over gradually and the present operators say, No, if you are going to take it over take it now?

The WITNESS: Well, he would be a nuisance, an interference, and I think he could be dealt with.

Mr. BEYNON: The only way to deal with him is to take it or leave it.

The WITNESS: Well, we are ready to take it over at a valuation.

Mr. BEYNON: But we would have to do it now. If we take that attitude we cannot compel him to co-operate with us.

The WITNESS: It would not be difficult to take it over. None of them are so valuable.

Mr. BEYNON: Then we would have to go into the whole scheme ourselves. Supposing they all took that stand, we would have to let them go on as they are now or else take them over now.

The WITNESS: I think the arrangement made would be a friendly arrangement. There is no desire on the part of the commission to recommend that the bailiff should be put in to throw them out.

Mr. BEYNON: You could not have a gradual taking-over unless the other people are agreeable to it.

The WITNESS: There might be some difficulty but I don't think it would be very serious.

Hon. Mr. EULER: You stated that you were in favour of retaining, or establishing, if you like, small stations, low-power stations, in small communities, and I think you mentioned in that connection a place like Moose Jaw, and there are many similar places in other parts of the country. I was curious to know what your idea was in connection with the ownership of those. Would they also be nationally owned or locally owned?

The WITNESS: They would be locally owned.

Hon. Mr. EULER: And locally administered?

The WITNESS: But, Mr. Euler, if they were granted that privilege the local organization would have to pay the cost.

Hon. Mr. EULER: I was coming to that. How do you think they would be financed? Would they be permitted to do advertising?

The WITNESS: They would have to carry advertising, similar to what the national policy was, carry advertising and not become a nuisance.

Hon. Mr. EULER: Well, then, how could it be financed?

The WITNESS: As I see it, just as they do in Moose Jaw at the present time.

Hon. Mr. EULER: But you would not permit advertising?

The WITNESS: On the same lines as the national system.

Mr. BEYNON: The Moose Jaw one, Sir John, does not advertise. It is not permitted under its licence to do any advertising.

Hon. Mr. EULER: How do they finance it then?

Mr. BEYNON: By voluntary subscriptions.

The WITNESS: It is performing a very useful service.

Mr. BEYNON: Very useful indeed.

Hon. Mr. EULER: I should like to see them retained because there is a great field in a small community for programs that are not of any particular interest to the country at large.

The WITNESS: Moose Jaw established that system in the early days and it was assisted, I think, by James Richardson & Company.

Mr. BEYNON: No, no. That is a different station entirely.

The WITNESS: They got service from the Richardson station as well.

Mr. BEYNON: I am speaking now of the community station. You spoke, Sir John, about allowing the large corporations to advertise, and spoke of allowing the C.P.R. in such cases as the Empress of Britain coming into Quebec, to advertise that fact and to speak of its accommodation, and so on. That is really direct advertising, is it not?

The WITNESS: No, if it is limited. I would not allow them to go on and give a long dissertation.

Mr. BEYNON: If you announce the accommodation of that ship it is direct advertising, is it not?

The WITNESS: No, I would not say it was. It would be a special advertising. I would not like them to go on and on about the advantages of their hotels.

Mr. BEYNON: I suppose if the Canadian National opened the large hotel at Saskatoon they could announce its opening and its accommodation, and that would be direct advertising, I should think.

The WITNESS: No, I think that the commission would be warranted in announcing a thing like that.

Mr. GARLAND: I understand that the department already has an excellent definition of direct and indirect advertising. I wonder if Commander Edwards could give us that now?

Mr. BEYNON: I want to get the commission's definition. I am not interested very much in the department's definition because we are considering now the Aird report and that is the definition that is important to us.

Hon. Mr. EULER: The commission accepted that definition of the department, I think, Mr. Beynon.

Mr. GARLAND: If I may interject here, Mr. Beynon, the Royal Commission's report, whilst it gives an illustration, does not go any further than giving an illustration. It may mean more than this or less than this.

Mr. BEYNON: Then it is not a definition.

Mr. GARLAND: I would not say so. I don't think this is a definition at all. It is simply a statement.

The WITNESS: It is an example.

Hon. Mr. EULER: We might have that definition. The Commander is here.

The WITNESS: Mr. Euler, I think that is a question that would come under the various committees as to what is direct advertising.

The CHAIRMAN: A question of detail, to be settled after the establishment of any such system.

Mr. GAGNON: The example given at page 10 is a flat contradiction to the example given by Sir John a moment ago about the C.P.R.

The WITNESS: The object of the commission in putting that clause in was this: Because at the present time you will find advertising probably taking up five or ten minutes, direct advertising about rubbishy stuff. Well, that is the kind of stuff you want to cut out.

Mr. BEYNON: I was not thinking so much of the time as of the character.

The WITNESS: Well, time has got to be considered too.

Mr. BEYNON: I was speaking now of the character. I was wanting to get the definition, just solely for information, as to the distinction between direct and indirect, and I cannot see how that advertising of the accommodation of a ship could be characterized as indirect.

The CHAIRMAN: The fact is, Sir John, that you did not put in a definition, just an example, and the reason why was because you wanted to leave that sufficiently broad.

Hon. Mr. EULER: I wonder, Mr. Chairman, whether the broadcasters are recognizing the definition of the department.

The CHAIRMAN: I do not think that the department has any control.

Hon. Mr. EULER: Is there not a regulation as to what is direct advertising?

Commander EDWARDS: We specify that there shall be no direct advertising. Direct advertising has finally come down to this after eight years, "Thou shalt not mention prices or money."

Hon. Mr. EULER: Are they doing it now?

Commander EDWARDS: Oh, no.

The CHAIRMAN: That is being enforced by the department?

Commander EDWARDS: That is strictly enforced. That is part of the terms of their licences.

The CHAIRMAN: And if they refrain from mentioning prices then it is indirect advertising?

Commander EDWARDS: We say, You must not do any direct advertising.

The CHAIRMAN: Do you think that is a good definition?

Commander EDWARDS: The border line is so vague.

The CHAIRMAN: An advertiser might talk about the merits of his commodity for ten or fifteen minutes and not mention prices. Surely that would be direct advertising?

Commander EDWARDS: Oh, yes. It is a most difficult problem.

Mr. BEYNON: In considering the cost of operating, you said it would cost about 2½ million dollars a year?

The WITNESS: At that time, yes.

Mr. BEYNON: Had you any figure in mind then to absorb obsolescence, any material at all.

The CHAIRMAN: Well, I cannot say that I had, but I think that the department prepared those figures.

Mr. BEYNON: I was just wondering if you had yourself.

Now, there is just one other question and I am wondering if it has been considered: Canada is a large country and contains people of many languages. In that respect it differs from Great Britain. Did you consider at all the question of what language national broadcasts should be made, or how that would be determined?

The WITNESS: Of course French is the national language in Quebec.

Mr. BEYNON: I mean, now, speaking across the continent?

The WITNESS: Well, the people in the west, as a rule, speak English.

Mr. BEYNON: I mean, what language would be broadcast on chain broadcasts across the continent?

The WITNESS: Oh, English, naturally, in the west. In some parts of northern Saskatchewan, some parts of northern Manitoba, some parts of southern Manitoba, and some parts of northern Alberta there is quite a large French population, and no doubt the Quebec station would speak the French language over that channel.

Mr. BEYNON: You mean across the continent?

The WITNESS: Yes, because under this system you can speak across the continent or you can cut out and limit it.

Mr. BEYNON: I know, but there would be certain broadcasts that would be national. There would be continental broadcasts, chain broadcasts across Canada?

The WITNESS: Yes.

Mr. BEYNON: Did you consider at all whether they would be all in English or part in English and part in French?

The WITNESS: It would be English as a rule.

Mr. GARLAND: Would not that be determined ultimately? It is a detail, really.

Mr. BEYNON: I am just asking if the commission had considered it.

The WITNESS: Well, we did really consider it when we were considering Quebec, when we were considering northern Alberta, northern Saskatchewan and northern and southern Manitoba, where there are large foreign elements.

Hon. Mr. EULER: Would it not be provided for by the installation of twin transmitters, or the developing of that, having one for French and one for English, the same program?

The WITNESS: That is a technical point.

Mr. GARLAND: In any case, Sir John, is that not a detail of management to be determined later by compromise between the different provincial advisory groups of the national system?

The WITNESS: Oh, yes. Naturally those things, once the system was started, would have to be considered.

The CHAIRMAN: Of course, that is not something that applies necessarily to the national system only. It would be the same under private ownership.

Mr. SMITH: Then, Sir John, this is also a problem, the difference in time between the extreme east and the extreme west. Have you given consideration to that factor?

The WITNESS: Yes, we have. And I admit that it was a difficult thing, that at the beginning some people would have to sit up pretty late to get a concert or a lecture or something like that. That might be overcome, though, by having broadcasts from some other point like Winnipeg for the west, but those are things that the experts would have to consider.

Hon. Mr. EULER: That is just as true with private ownership?

The WITNESS: Oh, yes. Just the same.

Mr. GAGNON: May I ask a question concerning the use of languages? In your trips through Canada I understand that you examined a great number of witnesses?

The WITNESS: Yes.

Mr. GAGNON: Was the question of language ever raised before the Aird commission?

The WITNESS: I think it was raised in Edmonton and at Saskatoon. I think it was raised in Quebec by Premier Taschereau.

Mr. GAGNON: But was there opposition coming from some provinces to the use of the French language over the radio?

The WITNESS: No.

Mr. GAGNON: Did you read Professor Corbett's evidence given before the committee?

The WITNESS: No.

Mr. GAGNON: He is an eminent professor in the University of Alberta, and he told us that the University of Alberta is maintaining a program of French teaching over the radio, and I specifically asked him if there were some protests coming from Alberta as to this program and he said no. Have you any information to give us about that?

The WITNESS: No. I cannot remember that we had any objections there. I think it was discussed in Edmonton and Saskatoon. When we were in Edmonton the gentlemen you refer to was away. I cannot speak definitely on that point. I think he was absent from Edmonton at that time.

The CHAIRMAN: Sir John, we thank you very very much for coming here.

The WITNESS: I appreciate very much the courtesy that has been shown to me.

Witnessed retired.

The CHAIRMAN: Gentlemen, we have a representative of the Trans Canada Telephone System here to-day, Mr. McFarlane, who will speak for his company.

P. A. McFARLANE called.

The WITNESS: This is the submission of the Trans Canada Telephone System:—

The Trans Canada Telephone System was formed in 1930, as a result of over ten years of close working relations of the seven major telephone systems of Canada, three of which are government-owned and operated, and four privately-owned companies, preparatory to the completion of connecting their respective long distance lines together to form a complete system of telephone facilities reaching from the Atlantic to the Pacific.

The principals of these Systems considered it in the interests of the Dominion and to their mutual benefit to build a through system of telephone lines. To establish this national system and for the purpose of facilitating operations by co-ordinating the practices of the various systems, the Trans Canada Telephone System was created as the instrument of management.

The personnel of the Trans Canada Telephone System consists of a representative of each Telephone Company and System, as follows:—

W. H. Hayes, General Manager, Maritime Telegraph & Telephone Co., Halifax, N.S.

O. J. Fraser, General Manager, The New Brunswick Telephone Co., Saint John, N.B.

- P. A. McFarlane, Vice-President, The Bell Telephone Company of Canada, Montreal, P.Q., Chairman, The Trans Canada Telephone System.
 J. E. Lowry, Commissioner, Manitoba Telephone System, Winnipeg, Man.
 Hon. J. F. Bryant, Minister of Telephones, Saskatchewan Government, Regina, Sask., Vice-Chairman, The Trans Canada Telephone System.
 W. Warren, Deputy Minister of Telephones, Saskatchewan Government, Regina, Sask.
 Hon. Verner Smith, Minister of Railways & Telephones, Alberta Government, Edmonton, Alta.
 J. D. Baker, General Manager, Alberta Government Telephones, Edmonton, Alberta.
 J. Hamilton, Vice-President and General Manager, British Columbia Telephone Company, Vancouver, B.C.
 C. G. Bronson, Secretary, The Trans Canada Telephone System.

The Trans Continental lines and associate terminal equipment represent an investment of over \$10,000,000.

By means of reciprocal agreement, adequate equipment, standard operating methods and pooling facilities for additional capital, engineering, construction, maintenance and operation, The Trans Canada Telephone System provides every facility for complete coast to coast oral communications, adequate to meet both present and future need.

These Systems individually, with their connecting and rural systems, furnish practically all of the local service in their respective provinces, and in association provide practically all the long distance service throughout Canada.

At convenient points these Systems have direct wire traffic arrangements with the United States and also Trans Atlantic and Trans Pacific connections—making for world wide communication service.

The problem before the Committee of Parliament as stated in the reference is:—

1. To advise and recommend a complete technical scheme of radio broadcasting for Canada, so designed as to ensure from Canadian sources as complete and satisfactory a service as the present development of radio science will permit.
2. To investigate and report upon the most satisfactory agency for carrying out such a scheme.

A technical scheme of radio broadcasting for Canada must embrace, at the present stage of the art of broadcasting, the use of communication facilities, to connect the four principal regions of Canada—the Maritime Provinces, the central Provinces of Quebec, and Ontario, the Western or Prairie Provinces and British Columbia—any one of these sections with another, several together, or all together when a national feature is required.

The telephone wires are essential to any plan or scheme to connect the studios to the broadcasting stations in chain broadcasts (connecting several broadcasting stations together) and offer the best facility to render this service.

This submission on behalf of the Trans Canada Telephone System is primarily concerned with the transmission lines. It discusses the other elements involved only in their relation to transmission and transmission facilities.

There are three major elements involved in furnishing radio program service, viz., the program themselves, radio stations and programs communication facilities for interconnecting radio stations capable of passing high quality programs containing the most delicate tones to remote localities.

There are several important factors that make it necessary to make extensive use of communication facilities to interconnect radio stations. Under the conditions existing in Canada most of these factors apply with particular force, and having in view the encouragement of a greater national broadcasting program development.

Such factors as number of radio stations, coverage, power of stations, cost of stations, cost of programs and availability of wave-lengths will have been brought to the attention of the Committee by other competent parties. They are mentioned here only incidentally as bearing on the requirements for transmission of programs and inter-connection of stations.

It is believed that the most practical and economical arrangement of stations to provide the desired coverage throughout Canada consists of a number of high power stations distributed across Canada and a larger number of lower power stations covering the various individual regions for local purposes. Estimates of the number of stations vary to some extent with the requirements envisioned and the adequacy of coverage. Stations now in operation provide a nucleus for any such plan.

With too few stations excessively high power would be required with associated high cost, inadequate coverage, at least under adverse conditions, and too limited choice of programs. Too many stations involve probable interference, congestion due to limited number of wave lengths and excessive cost of operation if high grade programs are furnished.

The most flexible, adequate and economical arrangement, as already indicated, would be a limited number of high power stations; these in turn would require proper communication facilities for interconnection throughout Canada. The high power stations could be interconnected with the lower power stations to as great an extent as desired.

The provision of interconnecting lines for transmission of speech and music permits the greatest flexibility in furnishing high grade programs at reasonable costs; this arrangement has developed logically and proved necessary both in the United States and Europe. Geographical conditions and the density of population in Canada appear to compel the use of interconnecting telephone lines to an even greater relative extent than in the United States or Europe.

The Trans Canada Telephone System is admirably adapted to provide interconnection throughout Canada as required between radio stations. This comprises high grade telephone lines for Long distance transmission from coast to coast. The constituent telephone systems also have complete telephone wire networks connecting all cities, towns and villages in their respective territories. Further, of course, these systems have complete terminal wire networks throughout these cities, towns and villages, all of which are easily adaptable to high quality programs.

The terminal facilities permit pick-up of programs from any local point and transmission of the program to the radio broadcasting station. The inter-city lines permit the interconnection of radio stations within Provincial regions, and Trans-Canada lines permit the interconnection of stations for chain broadcasting in any part of Canada; any complete network must use telephone communication facilities.

The Trans Canada Telephone System with its constituent telephone systems is ideally adapted to undertake program transmission to and from and between stations because of the nature and extent of physical plant facilities and because such service is inherent to the telephone business.

The availability of the necessary wire plant facilities by the telephone systems throughout Canada has been mentioned already. It may be added that the type of wire facilities required for program transmission is high grade telephone lines which are designed for such purpose.

Lines used to transmit programs for radio broadcasting must meet very exacting requirements. These lines must be designed so as to be free from extraneous noises which arise as a result of the interfering or inductive effect of various external electrical agencies. Another vital requirement of these transmission lines is that cross induction between adjacent circuits in the same pole line shall be eliminated. It is, of course, necessary in communication services

to have a considerable number of circuits on a single pole line so that the matter of induction between adjacent circuits is always a problem. A further requirement of these lines is that they must provide faithful reproduction without introducing distortion in the speech or music transmitted.

It may be mentioned that the electric currents which transmit the program become attenuated along the line and must be greatly amplified from point to point. It is common to require amplification in the line of one million times and sometimes one million million times the input speech power. This very great amplifications would greatly accentuate any imperfections in the quality of transmission.

The telephone lines of the constituent systems of the Trans Canada Telephone Systems are necessarily designed to meet the exacting requirements of the public, for high grade long distance speech transmission. Imperfections such as noise, crosstalk and distortion must be eliminated in order that the circuits properly may fulfil their regular functions. The additional refinement required for high quality transmission of music is most easily arranged on such circuits already in operation for oral transmission.

The through communication facilities of the Trans Canada Telephone System are specially designed for high quality transmission over long distances. They are designed as essential links in coast to coast transmission, and in fact for transmission throughout the world. Telephone "carrier" systems are used which necessitate the transmission of an even wider range of electrical frequencies than is involved for normal speech or music. This fact required the design to be such that interference between circuits will be extraordinarily small at the frequencies used in program transmission. The length and nature of these lines are also such that it was imperative to eliminate noise and distortion. It may be mentioned that amplification is provided throughout the line of more than one million times the input power.

The telephone systems, continually faced with development and expansion of communication problems, have always maintained skilled personnel and aggressive development policies in the field of oral transmission and must of necessity continue to do so for the full development of the business.

The development of the radio art and the development of the telephone art have always been closely associated, and interdependent. The development of the radio broadcasting transmitter and broadcasting station equipment has been carried out by the laboratory and research organizations of the telephone industry. In consequence, the development of the transmitter and the development of telephone transmission lines have been thoroughly co-ordinated. The telephone systems, naturally, have first access to, and make fullest use of, development in the systems of art of reproduction of speech and music. The Trans Canada Telephone System is closely in touch with all advances and fundamental research in this art. Continuous effort is maintained on development and research, the results of which are applied first in the telephone business, directly to telephone plant and the telephone art, and made available for public service.

The experience in this business is that the art is never stationary; fundamental changes, advances and improvements are continually taking place. This is perhaps more noticeable to-day than ever before. Any agency providing interconnection of radio stations and program transmission in consequence should be, naturally, in a position to keep fully abreast of the art. The Trans Canada Telephone System is in that position.

The Trans Canada Telephone System has only brief reference to make as to the organization or agency to undertake responsibility or regulation of the over-all radio broadcasting operations. It would appear that the several distinct phases of the problem, viz., programs, station operation, transmission and interconnection should be undertaken by those especially equipped therefor, under direction or regulation of a central authority.

The Trans Canada Telephone System and its constituent companies and Provincial Systems are seized with the importance of the wire transmission and interconnection in any adequate national plan. It submits that it is fully suited by ownership of facilities throughout Canada by nature of its skill, organization, nature of its business and its position in the field of development to undertake such services.

I wish to thank you, Mr. Chairman and gentlemen, for giving me the opportunity of appearing before you representing the Trans Canada Telephone System.

Mr. GARLAND: What do you estimate to be the cost to-day—take as an example the Canadian National chain broadcasts of last year—of the inter-connecting service?

The WITNESS: I would have to ask you a question, full coverage, 12 hours a day, 300 days a year?

Mr. GARLAND: No, for the ordinary one hour chain broadcast?

The WITNESS: I cannot quote the rate,—one hour for so many occasions. The rates are quoted per occasion or per so many occasions.

Mr. GARLAND: How many chain broadcasts were there?

The WITNESS: About \$500 to \$600 per hour, I think is the cost.

Mr. GARLAND: \$500 per hour?

The WITNESS: Yes.

Mr. GARLAND: For a complete inter-communication?

The WITNESS: To go from Halifax clear across Canada.

Mr. GARLAND: And that means hook-ups with the communication companies in the three western provinces?

The WITNESS: Yes.

Mr. GARLAND: Supposing there were fifty-two weekly broadcasts of one hour each, would that cost still be maintained at \$500 for each broadcast?

The WITNESS: Yes. It would be better, Mr. Garland to quote to you what they call the full hook-up, a 17-hour a day broadcast, 300 days a year. That would be in the neighbourhood of \$560,000 a year.

Mr. SMITH: Mr. Chairman, I am not clear about those figures. I understand it is \$500 an hour. Supposing you only take one hour a week, is the rate just the same?

The WITNESS: No. If you take one hour a week for many weeks the discounts would apply.

The CHAIRMAN: Do the prices vary according to the amount you take?

The WITNESS: Yes.

Mr. GARLAND: Between North Bay and the west over what line does your service operate?

The WITNESS: We would use the C.P.R. right-of-way.

Mr. GARLAND: What is the character of your agreement with the C.P.R.? Does it permit, for example, your system to relay broadcast programs in the west?

The WITNESS: It travels in two channels, that is, the telegraph channel of 100 cycles, and the railway company's channel of over 100 cycles.

Mr. GARLAND: So that your agreement would not interfere with your broadcasting in the west of chain programs for example?

The WITNESS: No.

Mr. GARLAND: Have the three telephone systems in the west sufficient repeaters on their lines for radio service?

The WITNESS: Yes.

Mr. GARLAND: You are satisfied of that?

The WITNESS: Yes, very good. B.C. is not equipped. You said the three prairie provinces, they are all right. B.C. is not. There is no high cost involved, or time element involved, in supplying British Columbia.

Mr. GARLAND: In other words, there would be no difficulty in supplying British Columbia?

The WITNESS: No difficulty at all.

Mr. GARLAND: Are your connections in connection with overseas or international connections, Canadian or American services?

The WITNESS: At present?

Mr. GARLAND: Yes.

The WITNESS: It would be through the United States over the trans-Atlantic channel of the American company and the British Post Office.

Mr. GARLAND: What is the name of the American Company?

The WITNESS: The A. T. T.

Mr. GARLAND: That is the American Telegraph and Telephone Company?

The WITNESS: Yes.

The Committee adjourned to resume at 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 3.45 p.m.

The CHAIRMAN: The Hon. Mr. Rowell is here and wishes to make a statement.

Hon. NEWTON WESLEY ROWELL, called.

The WITNESS: Mr. Chairman and members of the committee, my presence here to-day is due to the fact that I am a member of the executive of the Canadian Radio League, and Mr. Spry asked me if I would appear before the committee. The Canadian Radio League will make its own statement, has made it in part and I presume will make a further statement. So, therefore, I am not speaking on behalf of the league. I am simply presenting my own personal opinion; I do not represent anybody except myself.

Personally, I favour—and have always favoured—a publicly owned national radio broadcasting system. It was because I favoured that that I became a member of the Canadian Radio League which is advocating it. And my reasons for favouring a nationally owned public broadcasting system is that the radio is to-day one of the most powerful influences moulding our national life. It is possibly in half the homes in Canada. You have statistics. They may not show half the homes, but I have reason to think you have not returns from all the homes that have the radio in, from information one gathers; and it will probably be in most of the homes in Canada in the not distant future. It is inevitable. It is operating in some homes all the time except during the sleeping hours, and in all of the homes that have it in some of the time, so that it is constantly exercising its influence upon the lives and characters of the

people in the homes of the country. It ranks with the school, the press and the pulpit in its influence upon the life and character, particularly of the young. Some day, I believe, it will exceed any of them in its influence. I believe the radio is destined to be more influential in moulding character than any of those great agencies, because of its widespread character and its constant influence.

Such a powerful agency influencing national life and character should be inspired by Canadian National ideals in my opinion. It should be conducted on the basis of public service.

Having regard to our geographical situation, national control, in my opinion, is the only way we can safeguard and develop truly national ideals in radio broadcasting.

My own view is that a comparison between the British system as it is operating to-day and the American system as it is operating to-day, would leave a substantial balance in favour of the British system, in my judgment. I believe that, if adopted, it is a better system for handling radio broadcasting than the American system. It is a monopoly in Great Britain, but it is a government monopoly. It is also a monopoly in the United States but it is a privately controlled monopoly, and I cannot think myself that a matter so vital to the life of the people, that is in the interest of the public as a whole, should be privately controlled.

Then I submit, Mr. Chairman, that the radio has a great part to play on the question of national unity. We all recognize the difficulties we have in Canada by reason of our population stretched across 3,000 miles of territory with certain natural intercepting barriers dividing us; and then we have the two great races in Canada. We have brought in, by way of immigration, tens of thousands from other races. To mould on a truly national character is not any easy thing in Canada, and I believe a national radio with a national outlook which would result in national broadcasts from one end of Canada to another in which varied programs would be put on, which would illustrate the life and character and views of different sections of Canada would do a great deal towards bringing about a better understanding among the races and peoples of our country, and producing that spirit of national unity and co-operation which is so necessary for true Canadian national development.

Then I further think that it has a real function to serve in connection with co-operation or unity within the commonwealth. We are all looking forward with great interest to the Imperial Economic Conference. They are seeking to bring about closer co-operation in matters of trade. Everybody recognizes the great importance of that. I venture to think even more important is unity in sentiment and outlook, and in order to secure co-operation throughout the Empire a Canadian national owned system would be of very great advantage, and I think in that sense it would be a real contribution to the cause of closed co-operation in different parts of the Empire.

We have not got it now; that is, we have not got stations strong enough, powerful enough, to give us a real Canadian national broadcast. We cannot, through our present Canadian stations, reach the outlying sections of our country adequately. In so far as they are reached they have to be reached through American broadcasts, and I do not, for one, think that satisfactory from the Canadian national point of view. I think that we would be serving our national interest to a much higher degree if we were able, through our own stations in Canada, to broadcast truly Canadian programs in their origin and in their spirit.

One recognizes, of course, that no matter what programs are put on in Canada we are entitled, as owners of radio, to listen in to any broadcast put on in any part of the world which we can receive; and so, no matter whether we have a government owned or privately owned system in Canada, we will still be able

to enjoy the benefits of programs put on in any part of the world where we have the receiving facilities to receive them, so that we are not being deprived of anything that we may desire to have.

There is this further point of view which, to me at least, is important. I venture to think that one of the difficulties of maintaining a truly Canadian national spirit in Canada springs from our geographic position. We are naturally and inevitably influenced by our constant association and contact with our neighbours. For them I have the highest regard. I would not say anything that would indicate any lack of that regard. At the same time, I believe in Canadian national ideals as distinct from those of our neighbours.

I do not think we can displace some of the programs, which I do not think are helpful on the whole to any of our people, particularly the young, unless we are in the position to provide better, and I do not believe the better programs can be provided except through a national organization, government owned which would provide stations with adequate power to supply that need. I look upon that as one of the most important factors in the whole situation.

In closing, may I say this: I was discussing this matter to-day with Sir Robert Borden, and while he did not feel able to come to the committee this afternoon he authorized me to give this expression of his opinion on the matter;

In so far as American broadcasting is undesirable for the use of Canada, you can say to the committee that the only way to displace this character of broadcasting in so far as it is undesirable, is by giving to our people something better.

And, in his opinion the practical and satisfactory way—and I believe the only practical and satisfactory way—to do this is by a government owned national broadcasting system.

Mr. SMITH: Mr. Rowell, you spoke about the necessity of taking precautionary means of maintaining Canadian national ideals so far as radio broadcasting is concerned. I would like to ask you if, in your judgment, we could not maintain those Canadian ideals and also develop and foster culture, by government supervision and partial control without actual government ownership and complete control of radio?

The WITNESS: Well, I would say not, for this reason, Mr. Smith: If it is privately owned it must be carried on for profit. That is the only way it can be carried on. It is inevitable that it should be so, and in order to carry it on at a profit you must have advertising as the most important feature, and the programs will be chosen, necessarily chosen, within limits, from the station from which the radios are operated and, based on the experience of listening to the radio for some years—we have had one in our house for a long time—my opinion is that a government controlled but privately operated radio would not meet the situation.

Mr. SMITH: Even if programs were censored and complete supervision had over all broadcasting?

The WITNESS: Let us go back a step. In my view, it is essential we should have high-power stations in Canada capable of reaching and supplying our own people. You cannot have those high-power stations except at a substantial outlay. You either must have that outlay compensated for by the small fee the listeners pay supplemented, if necessary, by some government grant, or you must go into a most elaborate plan of advertising. I am not an authority on advertising, I am just giving my offhand impression, but I should hesitate to believe that a private company in Canada could erect a large high-power station of 50,000 watts in the principal provinces in Canada and make it pay on Canadian advertising. Personally, I feel very strongly that the government controlled, government owned station is the better.

Mr. GAGNON: Mr. Rowell, I understood that you compared the influence of radio to the influence of the pulpit, but you would not go so far as to recommend that the pulpit be controlled by the government?

The WITNESS: No, I would not.

Mr. GAGNON: May I ask if you would be in favour of having education controlled by the government?

The WITNESS: Well, education is largely controlled by the governments of the provinces, you see. I would think that we would be in a very poor state in reference to education in Canada if we left it to private enterprise. I think the fact that we have such a high educational standard in Canada is due to the part which the provincial governments take and the assistance they give to it.

Hon. Mr. EULER: I regret I did not hear the first part of your evidence, Mr. Rowell. I would like to ask you whether you are substantially in accord with the recommendations of the Aird Report, or if not, whether you would suggest any modifications, or anything else?

The WITNESS: Mr. Euler, I do not profess to have made a sufficient study of the practical side of the problem to have an opinion that is of any value. My view is based on the broad general principle of government controlled and government owned high-powered stations. Whether all the provisions of the Aird Report are the best possible, or whether some modifications might be better I am not in a position to say. I think the committee would have to form its opinion upon all the evidence. I am sorry I cannot help on that.

Mr. SMITH: Would you want to cut out advertising altogether, both direct and indirect?

The WITNESS: Oh, no. I see no objection to indirect advertising. I have listened with great pleasure to some excellent performances and concerts and at the end of them have been told that this was put on by such and such a firm.

Hon. Mr. EULER: Is that the limit to which you would have them go?

The WITNESS: I would not think of direct advertising.

Hon. Mr. EULER: Merely the mention of the name of the firm?

The WITNESS: I mean indirect advertising, yes. But not to listen to something which is often put on,—chewing gum or tooth paste or things like that. It seems to me it is degradation of the whole idea of radio. It is the direct advertising which I think is the offensive thing. I see no objection to the indirect advertising.

Mr. GARLAND: You believe, then, that if we were to leave it to private ownership, it would be necessary to control to that degree, that direct advertising must be eliminated.

The WITNESS: I think it would be highly desirable to do so. In answer, I would say I do not think it could exist under private ownership without direct advertising.

Witness retired.

The CHAIRMAN: I believe our next witness is the representative of La Presse, Station CKAC.

Mr. GEOFFRION: Mr. Chairman, before I ask Mr. Dupont to present his statement, I would like to read this telegram:

"Aime Geoffrion, K.C.,
Chateau, Ottawa, Ont.

Please appear on behalf of Province before Radio Committee.
Oppose government ownership and if regulation is accepted it should be
under a commission composed of some members appointed by provinces.
L. A. Taschereau."

Hon. Mr. CARDIN: What is meant by a regulatory commission?

Mr. GEOFFRION: The difference would be that private enterprise will own those stations and operate them, but they will be under as full control as the railway companies are under the Railway Commission.

Hon. Mr. CARDIN: I would like to know the extent of the authority.

Mr. GEOFFRION: That is a matter for parliament. Parliament can go as far as it likes in that direction. I do not see that you can very well deny to the government an energetic supervision of the system, but if you deny initiative to private enterprise then it is quite a different thing.

Hon. Mr. CARDIN: Supposing that a regulatory commission is formed?

Mr. GEOFFRION: It would be the same thing as your other commissions today.

Hon. Mr. EULER: Does the Government of Quebec give any reason for the position it takes?

Mr. GEOFFRION: The instructions are by telegram. I have an idea of their position, having discussed the matter with them. The substantial objection is, no matter what you do it is practically giving absolute and exclusive control and mastery of the greatest organ of public information. You might as well take the newspapers and give them to a commission to be managed.

Hon. Mr. EULER: Of course, there is no limit to the number of newspapers.

Mr. GARLAND: Mr. Chairman, following Mr. Geoffrion's statement on behalf of the Province of Quebec, I would like to ask if you have as yet received a resolution that was unanimously passed by the legislative assembly of Alberta, of all parties agreeing that public ownership and operation of broadcasting was essential, and generally supporting the Aird Report recommendations?

The CHAIRMAN: I don't think it has.

Mr. GARLAND: If it has not been received I will file it to-morrow. I would also like to ask you if the committee has yet received the unanimous report and resolution passed by the Manitoba Government along exactly the same line supporting government ownership and operation?

The CHAIRMAN: Mr. Geoffrion, in your telegram here it says that some members be appointed by the province. You mean that they be recommended to the Federal Government, or to be directly appointed by the province?

Mr. GEOFFRION: I suppose, strictly speaking, the appointments would have to be by the Dominion on the recommendation of the provinces.

Mr. GAGNON: I understand that your firm was retained by the Quebec Government in respect to the radio case submitted to the Privy Council. In that regard I read here in the report of the Royal Commission, page 7, that it is recommended as follows:

A Provincial Radio Broadcasting Director for each province, who will have full control of the programs broadcast by the station or stations located within the boundaries of the province for which he is responsible. Now, if such a system provides that the provinces get the control over the programs, do you think that the establishment of such a director will be in conflict with the decision of the Privy Council?

Mr. GEOFFRION: The decision of the Privy Council says power is in the Dominion. The Dominion is quite entitled, by its statutes, to use provincial agencies if it so desires. As long as the Dominion has the say in passing the Act and amending it it can use provincial agencies. You had one example of that when the Dominion used the provincial courts for the contestation of its own elections. I must admit that the Dominion is within its power, can choose or not choose any provincial agency to fulfil one of its functions.

Hon. Mr. CARDIN: Is it not a fact that the main desire of the Province of Quebec is to exercise a control of what is broadcasted in the Province of Quebec?

Mr. GEOFFRION: That is one thing, but I believe the Province of Quebec is afraid of granting absolute mastery of the biggest influence conceivable to the Dominion of Canada.

Hon. Mr. EULER: Might I ask this question? Is the objection of the Province of Quebec based on an inherent objection to the principle of public ownership?

Mr. GEOFFRION: Well, I would not say that because we have public ownership in the liquor trade.

Mr. GARLAND: In effect, though, Mr. Geoffrion, is it not the case that by the decision of the Privy Council complete mastery has now been vested definitely in the Dominion of Canada?

Mr. GEOFFRION: Absolutely.

Mr. GARLAND: And that any arrangement subsequently must be by co-operation and compromise by the provinces?

Mr. GEOFFRION: They do not need to. The government can ignore the provincial government. The Dominion is absolutely in control of the legislation in that respect.

ARTHUR DUPONT, called.

Mr. CHAIRMAN, GENTLEMEN,—As director of Radio Station CKAC, Montreal, I wish to express to the Committee my appreciation and that of my directors of the privilege of submitting a brief on radio broadcasting under private ownership in Quebec.

At the outset, I would like to deal with the history of Station CKAC, owned and operated by the French daily newspaper La Presse. Radio station CKAC began operations sometime in 1922. To our knowledge, Station CKAC was amongst the first three Canadian radio stations to broadcast on a fairly regular schedule. Its initial power output was rated at 500 watts. Its coverage, in those days, was much beyond what is being secured from present transmitters of equal power. This can be explained by the fact that radio stations, being few in number, were not subject to the present congestion. It can safely be said that the reasons for its coming into operation have been fully justified and amongst these reasons the first was to give radio programs to Canadians of French extraction in their own language. The coverage of CKAC included part of the Maritime Provinces, Eastern Ontario and the entire Province of Quebec. Much to our satisfaction and pleasure, we were also able to establish contact with more than one million French-Canadians, or Franco-Americans, residing in the New England States.

The period of 1922 to 1928 was a trying one for all station owners who, in their endeavour to keep up with the evolution of radio technique and to give constantly improved programs, were subject to heavy expenditure. Crystal control and 100 per cent modulation and other late inventions were unknown quantities up to 1928. The constant change and improvement in radio broadcast equipment rendered transmitters practically obsolete within a period of three years.

Early in 1929, La Presse signed a contract for the establishment of a 5,000 watt transmitter, which, according to all technical data and engineering advice, was the best money could purchase at the time. It was also stated in our contract that any improvements to come would be brought to our attention in order that such improvements might be at once incorporated in our transmitter. As early as 1929, provisions were made for television which subject it is not my desire to elaborate on at the present stage.

Our application for a licence to operate a 5,000 watt transmitter was made on July 19, 1928, to the Honourable P. J. A. Cardin, Minister of Marine. On September 28 of the same year, we were advised by the Deputy Minister that the Department was prepared to issue a licence along the order submitted and finally on December 10, Mr. Alex. Johnston advised us that he was pleased to signify his approval of all our plans, which called for our transmitting apparatus to be located at St. Hyacinthe. On October 19, 1929, Station CKAC on a 5,000 watt power output, began its service to the public on a more efficient basis.

In the course of the winter season, 1929-30, a constant check was made of fan mail received at the station in order to ascertain our coverage under all atmospheric conditions. The congestion which existed, and still exists, on channels was borne in mind, as reports were received stating the fact that when radio conditions were at their best our carrier was subjected to considerable heterodyning and consequently broadcast reception from CKAC was anything but pleasant. This fact has been amplified considerably of late in certain districts of the Province and the reason is laid at the door of a Mexican Radio Station broadcasting on a wave-length separated from that of CKAC by five kilocycles only and using a power output of 75,000 watts.

To keep up with progress and to enhance our service to the area settled by Canadians of French extraction, the directors of La Presse thought wise and advisable to increase our power output of 5,000 watts to 50,000 watts. Application was made on May 14, 1930, to Mr. Alex. Johnston, Deputy Minister, for the Department of Marine, and in reply we were advised that our application was being placed on file for consideration when this question would be dealt with. On January 24, 1931, we applied to Commander C. P. Edwards, Director of Radio, for this increased power and we gave the reasons which gave rise to our request. On February 6, of the same year, we were advised that our application was receiving the Department's careful consideration.

Mr. Chairman, Gentlemen, if increased power is granted to CKAC, we are ready to establish the necessary equipment to give listeners-in of Quebec better broadcast reception. I would like this statement to be officially recorded as another example where private initiative is in the forefront for innovations and improvements.

SCHEDULE OF OPERATIONS

Our actual schedule of operations is on the basis of fourteen hours daily, when averaged on the basis of seven days. Except Sunday, CKAC goes on the air at 7.30 A.M. and maintains a continuous service up till 12 midnight, with a pause from 3 to 3.45 P.M. in the afternoon. Our sustaining programs represent 62 per cent of our time on the air, whilst paid-for programs by advertisers, represent 38 per cent. It can, therefore, be said that CKAC is not top heavy with commercial features.

On the subject of commercial programs, I wish to state that our policy is to only accept programs deemed advisable for broadcast. The Director of the Station has full power on this matter and he may accept or reject programs as he thinks best in the listeners' interest. Our policy on commercial continuities, direct or indirect but not including the mention of prices, is to limit same to approximately six per cent. This is somewhat in excess of statements made before this Committee by other stations' representatives and I would like to justify this increase by the fact that announcements are often made in both French and English and although excessive care and pains are taken to reduce commercial continuities to a minimum, it is found impossible for us, at CKAC, to limit ourselves to the policy of 5 per cent.

For your information I would like to submit sample copies of program continuities as broadcast by CKAC.

While on this same subject of commercial programs, I would like to state that several of the most important sports events has been made available to listeners in from coast-to-coast by sponsorship through progressive advertisers. May I illustrate my statement by mentioning the play-by-play broadcast of the Olympic Games, played this winter in Lake Placid, N.Y. The pick-up was made by the Columbia Broadcasting System and permission was obtained by myself from Columbia to have the feature relayed to Montreal, Toronto, Fort William, Winnipeg and points further West. The Imperial Tobacco, at a cost of over one thousand dollars for a two hour broadcast, sponsored this feature, which according to mail received but not solicited, was greatly appreciated.

I may also add that the Dalhousie Rangers v. M.A.A.A. Montreal, games played last month in Montreal, were relayed to all New Brunswick and Nova Scotia stations. This was also sponsored by Imperial Tobacco. This same Company assumed the broadcast expenses of a coast-to-coast broadcast of the final Allen Cup play-off games at the Forum in Montreal. I am sure that no one was displeased by Imperial Tobacco's gesture of sponsoring these games as their only return was the following announcement: "Manufacturers of Winchester Cigarettes—Blended Right", and this announcement was not broadcast more than six times per game. I have also a report from the Montreal Herald dealing with sports broadcasts for the season 1930-31. I wish to have it filed with this Committee in order that it may judge for itself the work accomplished by CKAC in that field.

Much has been said about American commercial programs coming to Canadian stations. CKAC is affiliated with the Columbia Broadcasting System. Our arrangement is such that we are free to take or refuse any program. We are not on a permanent basis with Columbia. By this, I mean that line service from the key station of the Columbia Broadcasting System is not permanent to us, but only when, as and if ordered and accepted by us. For the information of the Committee, we may also add that we are taking from Columbia sustaining programs of a calibre such as the New York Philharmonic Orchestra, the Philadelphia Symphony Orchestra, the Columbia Concert Bureau and other programs including Trans-Atlantic features not available in Canada. To summarize, our policy on this matter is to bring to Montreal via Columbia programs which cannot be had or produced locally.

Much has been said on the matter of American programs coming to Canada but nothing has been said, by opponents of private ownership, about programs sent to the States by Canadian stations.

As early as 1929, CKAC, at a cost estimated at twenty-five thousand dollars, relayed programs from Quebec to Detroit, Michigan, and to approximately sixty stations affiliated with Columbia, a symphonic program broadcast on Sunday afternoon for twenty-six consecutive weeks.

For the season 1930-31 CKAC, at its own expense, carried an identical program on a similar basis to Canadian and American stations, twenty-six programs on Sunday afternoon by the Canadian Grenadier Guards' Band, of Montreal. This feature, alone, cost ten to twelve thousand dollars.

We were also responsible for placing two popular type programs weekly on the Columbia Broadcasting System—that was Jack Denny's Orchestra, from the Mount Royal Hotel, and since Mr. Denny has had the good fortune of booking commercial programs in New York City at a very lucrative salary.

Not so very long ago, to be exact on March 26th, we, at CKAC, arranged with the Columbia Broadcasting System an international debate between the University of McGill, Montreal, and the University of Pennsylvania. Stations in the States, from coast-to-coast and from Mexico to Canada, broadcast this feature.

I had the pleasure of organizing at CKAC for New Years 1931 and 1932, the networks in Canada and in the States for the broadcast of Canada's Prime Minister's New Year Greetings.

These are a few, but important, deed to the credit of owners and operators of Canadian radio stations. Publicity for Montreal, Canada, through these private broadcasts has served a good purpose and there is no question that American networks will accept Canadian programs in return, when same are presented in the right way.

On matters of education we have given time gratuitously to all duly organized and recognized bodies. The National Council of Education has received time every Friday evening for twenty-six weekly broadcasts. Both universities of Montreal, McGill and Montreal, receive gratuitously one-half hour daily. As yet, nothing is being done for the rural school for the reason that no radios are installed in said schools and when they are Station CKAC will allot time gratuitously. I would like to give this Committee a list of educational programs broadcast every week by this station:—

- 7.45- 8.00 a.m.—Setting-up exercises by La Palestre du National (daily).
- 11.00-11.30 a.m.—Music appreciation period (daily).
- 1.00- 1.15 p.m.—Scholar's Music Appreciation Period, on both Mondays and Wednesdays.
- 1.15- 2.00 p.m.—Broadcast of Canadian Club speakers (Monday).
- 1.15- 2.00 p.m.—Broadcast of Rotary Club speakers (Tuesday).
- 1.15- 2.00 p.m.—Broadcast of Kiwanis Club speakers (Wednesday).
- 7.00- 7.30 p.m.—Province of Quebec Safety League Talk to Children (membership of 60,000 children) (Monday).
- 6.00- 6.15 p.m.—Federal Market Report from Ottawa (Wednesday); supplemented by a talk by L'Union Catholique des Cultivateurs.
- 9.00- 9.30 p.m.—Radio Theatre.
- 9.45-10.00 p.m.—La Pensée Francaise (Wednesday).
- 12.45- 1.00 p.m.—National Hygiene Council (Thursday and Tuesday).
- 5.45- 6.00 p.m.—Province of Quebec Fish and Game Association (Thursday).
- 4.00- 4.30 p.m.—Conservatoire National de Musique (Tuesday and Thursday).
- 6.00- 6.30 p.m.—Société St. Jean Baptiste (Saturday).
- 12.00-12.15 —News to the North (Tuesday and Friday).

These are some of our educational programs. To this, I would like to add the list of all social agencies or organizations which have in the last year received time over CKAC on a "no-charge" basis. For the information of this Committee, I wish to file the enclosed file and I would like to read two or three letters to this Committee before they are remitted.

On religious matters, CKAC gives weekly one hour to "L'Heure Catholique" broadcast on Sundays between 6.00 and 7.00 p.m. There is no charge for this broadcast.

The Northern Electric Company, using the phantom call licence of CHYC over our transmitter, broadcasts church services every Sunday for a period of three hours. The charge is ridiculously low and I would even say below operating costs.

In placing our case before this Committee, I could not help including in this brief a statement made by Doctor Augustin Frigon, member of the Aird Commission, the statement appears in a pamphlet entitled "The Organization

of Radio Broadcasting in Canada." I would ask your Committee to look over page 9, paragraph reading as follows: "Most stations like those located in Montreal, for instance, never gave any trouble and their owners acted like gentlemen towards each other and towards the public."

Your Committee, Mr. Chairman, has heard a great deal about British Broadcasting Company programs. I would like to read you a list of programs arranged by the British Broadcasting Company and listed in the London Times of February 4, 1932. I leave it to this Committee to judge and appreciate the radio menu. Moreover, I wish to bring to your attention the fact that our Canadian public do want radio earlier than 10.00 or 12.00 o'clock in the morning as is the practice, evidently, in the British Isles. I am filing this copy with Radio Sections taken from the newspaper *La Presse* and illustrating programs broadcast by CKAC.

Concluding on the subject of educational matters, I wish to reiterate the statement which I made at a previous sitting whereby time over CKAC is offered gratuitously and guaranteed on the specific condition that educational bodies will agree to submit their time requirements, say, in August, prior to the radio broadcast season, which is at its peak from October until April 15. The summer months' interest in radio being reduced to approximately 60 per cent.

I wish to file with this Committee three books on broadcast advertising—one prepared by the Metropolitan Life Insurance Co., entitled "Radio As An Advertising Medium," and two others by the National Broadcasting Company entitled "What Broadcasting Means to Business" and "Who Pays for Broadcasting."

I also wish to file copy of a statement made by Dr. Sigismond Chamiec, Director of "Polskie Radjo," the broadcasting system of Poland, and Chairman of the International Committee of L'Union de Radiodiffusion, which arranges for the exchange of programs between stations of Poland, Czechoslovakia, Germany, Hungary, France, Belgium and England. May I read same:

POLISH RADIO CHIEF PLANS SPONSORED PROGRAMS THERE

WASHINGTON, D.C.—Quite a different attitude toward the American scheme of commercial broadcasting from that freely expressed by Sir John Reith, director-general of the British Broadcasting Corporation, who has just returned to England, is revealed in statements by Dr. Sigismond Chamiec, director of "Polskie Radjo," the broadcasting system of Poland. Broadcasting in Poland is operated by a private concessionaire of the government, which is given a monopoly.

Dr. Chamiec's visit here has been somewhat obscured by the publicity attending Sir John's visit, but he came to study American methods with a view, he said, to instituting commercial broadcasting in Poland. Polish listeners now pay a radio set licence fee of \$3.36 per annum, but Dr. Chemiec, after observing American practices, declares his conviction that advertising support would raise the standards of Polish broadcasting by making better talent available. Plans are already under way to commercialize radio in Poland, Mr. Chemiec said:

The Polish radio chieftain has under his control, among other stations, Europe's and the world's most powerful broadcasting station—Radio Rasin, just outside of Warsaw, which broadcasts with 160,000 watt power on the long wave of 1,411-meters. He is also chairman of the international committee of L'Union de Radiodiffusion, which arranges for exchanges of programs between stations of Poland, Czechoslovakia, Germany, Hungary, France, Belgium and England.

One of the objects of his trip here was to arrange for an exchange of programs with the United States, and he has entered into an agreement with the National Broadcasting Company whereby Americans will hear relays of certain Polish programs on the network coming via a powerful new short-wave station being erected at Warsaw. In Poland, American short wave transmissions will be picked up and rebroadcast. The exchanges are scheduled to begin next winter.

I would also like to read to this Committee an interview given by Mr. Paul Klugh, vice-president of the Zenith Radio Corporation. This interview appeared in the well known magazine "Broadcasting" and it had to deal with ownership of broadcast stations: "The government, the listeners and the radio industry should encourage advertisers to continue their excellent programs," said Mr. Klugh, pointing out that the alternative are bequests, which are "remote," or the British system of taxation. "If we want listeners to lose interest in radio, the British system will do it in the shortest time." "I don't mean to say that all English programs are uninteresting. This would be far from true. As a matter of fact, their broadcasting of grand opera and symphony orchestras is as well done as any broadcasts which, in my experience, were all too infrequent, the balance of the programs were largely of mediocre talent. "I said to one of the leading sopranos of the world, while in London recently "Why don't you broadcast over here?" Her answer was, "The English broadcasting people seem to have a maximum payment to individual artists of ten pounds, (\$50). In the United States, I receive \$2,000, for a broadcast. Naturally, I cannot broadcast here." The only reason American listeners have ever heard this superb artist is because the cost was paid by an advertiser. Uncounted millions of dollars of the best entertainment in the world is being furnished to us absolutely free of charge by advertisers. The advertisers comb the earth for program material. They take justifiable pride in the quality of their broadcasts and compete with each other in giving better broadcasts. Listeners risk nothing. The advertiser risks all and depends upon selling his products. If he doesn't he loses. The listener can't lose."

With regard to political broadcasts we have adopted the policy of giving the two parties in Quebec equal time. The party in power has the last say over the radio, so it makes everybody happy.

RECOMMENDATIONS

First.—Continuance of the policy of private ownership with a Federal Government supervision.

Second.—Immediate grant of increased power to stations which have requested the privilege in order to set up an efficient series of fifty and five kilowatts stations from coast to coast. Also raising all other stations, at intermediate points, to minimum power output of 100 watts, in order to assure perfect broadcast receiving conditions at all points.

Third.—Government subsidy of broadcast transmission circuits in order to make available programs to Maritime and Western Provinces, which are at present handicapped through heavy line charges and scarcity of talent.

Fourth.—Regulation on commercial continuity. Announcements on sponsored programs not to exceed 5 per cent of the broadcast time.

Fifth.—The government (federal) to accept the sponsorship of, or part of, national events, national programs, etc. The money to be taken from the fund created by the radio licence fees.

Sixth.—All Canadian stations to co-operate to the utmost with Provincial authorities with regard to matters of national interest. Local stations to work closely with their Provincial government with regard to matters of education.

The CHAIRMAN: In this brief which you have presented, you have made a very nice case for the station, but in what way would it have been different had it been under government ownership with you in charge, in what way would you have been hampered?

The WITNESS: Well, I have had no experience working for the government and I cannot tell you. My only experience has been at the time of elections, and it has always been very pleasant.

Mr. GARLAND: You referred to a Mr. Klugh, and quoted from a statement he was alleged to have made. Is that Mr. Klugh the president of the Zenith Company?

The WITNESS: Vice-president of the Zenith Radio Corporation.

Mr. GARLAND: Was that the same corporation that first pirated a Canadian channel?

The WITNESS: I could not tell you that. Possibly someone from the technical staff could tell you.

COMMANDER EDWARDS: It was.

Hon. Mr. EULER: Mr. Dupont, you say that 62 per cent of your programs are sustaining programs?

The WITNESS: Yes, sir.

Hon. Mr. EULER: Where do you obtain those? Do you obtain some of them from records?

The WITNESS: That is all contained in the report submitted to the committee.

Hon. Mr. EULER: What proportion of the hours on your sustaining programs are American?

The WITNESS: We have approximately three or four 15-minute programs from American stations, the reason being, Mr. Euler, that American programs coming into Montreal are of comparatively little value to the advertiser owing to the fact that our listening audience is French, and the program coming in English is not of very much advertising value. I dare say it is not worth while sending the program to Montreal.

Hon. Mr. EULER: What percentage would you say of your programs are records?

The WITNESS: Two hours a day.

Hon. Mr. EULER: Out of fourteen hours?

The WITNESS: That would be about 13 or 14 per cent.

Hon. Mr. EULER: At what time of the day or evening do you put on your sustaining programs?

The WITNESS: From 7.30 in the morning, sir, until 12 o'clock at night. We engage artists in the daytime.

Hon. Mr. EULER: Do you find a demand on the part of advertisers to put their programs on in the most desirable evening hours?

The WITNESS: Yes, sir, the larger advertisers. But in the morning we also have advertising; that is, the advertising of those products which appeal to the women folks, but you will find that the national advertising programs will come on in the evening, and any station which has about three hours of steady advertising at night is pretty lucky.

Hon. Mr. EULER: You spoke of the British Broadcasting programs, at least I think you gave the details of it here.

The WITNESS: Yes, sir, from the London Times.

Hon. Mr. EULER: Is that the only program that is available to the listeners in Britain?

The WITNESS: It is supposed to be. It is the national program.

Hon. Mr. EULER: I know, but is it the only one? Must a listener listen to that program?

The WITNESS: They have a regional program, but I suppose the best program would be put on the national chain.

Mr. GAGNON: In justice to the British Broadcasting Corporation, have you ascertained if at some other dates the programs are of such an inferior nature?

Mr. ILSLEY: Did you pick the best one?

The WITNESS: It was a copy which was handed to me, sir. I hope I have picked the best one.

Mr. GARLAND: But you are not sure?

Mr. SMITH: Your licence expired on the 31st of March last?

The WITNESS: Yes, I think it has already expired. We have applied to the department for a renewal.

Mr. SMITH: And it has not been renewed?

The WITNESS: No, sir.

Mr. SMITH: And the present operating situation is very uncertain and unsatisfactory, I take it from your brief.

The WITNESS: It takes a lot of courage to go out and spend \$20,000 or more without any assurance that you are going to be reimbursed.

Mr. SMITH: And when the licence was renewed the last time I understand there was a condition in it, as in all of them, that they are subject to cancellation at any time when the national system was inaugurated in this country.

The WITNESS: I believe, to be exact, we received a letter from the department asking us to waive rights, or something like that, to any claim in case the government would take over the ownership of radio in Canada.

Mr. GAGNON: Was that letter sent after you had received your first licence?

The WITNESS: No, sir, before we received our licence for a 5,000-watt transmitter.

Mr. GAGNON: Therefore, was that letter you mentioned a moment ago the first intimation you received from the department that you might be called upon at some later date to be subject to expropriation?

The WITNESS: Yes, sir.

Mr. GAGNON: Could you give us an approximate amount of the amount of money you have disbursed, I mean before you received such a notification?

The WITNESS: Mr. Gagnon, this report, I think, is rather confidential and it has been filed with the committee. I would not like to give the figures out for publicity.

Mr. GARLAND: You can perhaps serve the purpose by saying if you spent any money before you received the notice.

The WITNESS: Yes, we did, Mr. Garland, because we have been in the business since 1922.

Mr. GARLAND: Could you give the committee the date of the notice?

The WITNESS: I have not got the file with me.

The CHAIRMAN: We can get that information later.

Mr. GARLAND: In the opening part of your brief you suggest that if increased power is granted you are ready to establish the necessary equipment to give listeners-in of Quebec better reception. Is that daylight or night?

The WITNESS: Night time, sir. In those days, that is, in the earlier days of broadcasting, there were so few stations that a carrier wave was not impaired by other carrier waves, therefore, travelled farther.

Mr. SMITH: Mr. Dupont, in the first of your recommendations you suggest a continuation of the policy of private ownership with a Federal supervision. Could you elaborate that point?

The WITNESS: Yes, sir. I have an article here which we have prepared, which I would like to read to you. I think it covers pretty well all the points:—

The safest means to help radio at present in this way is the organization of an independent controlling commission, modelled after the Railway Commission which would supervise the radio activities, but without hindering the expansion of the industry itself. The realization of the plan is easy, and as its name clearly indicates, a controlling commission would have to settle everything that pertains to radio in Canada. It would fix the number of stations needed by each province, their sites and their power. It would also belong to that commission to establish at certain periods a fair and equitable rate for the advertisers, to rule the kind of advertisements and to state the maximum of time for the advertisements in the programs.

The radio commission would also consider the quality of the programs. It would decide how many hours each station should give to education, classical music, popular music and entertainments. An understanding between the commission and the owners of stations would make easier the preparation of well balanced programs, divided in such a way as to please practically to all the listeners during one broadcasting or, at least, during the several broadcastings of the day.

The part of the controlling commission could be even broader. It would enjoy the privilege to use without paying one or several stations during a reasonable number of hours, after an acceptable notice, for education or entertainments. It could be entitled to join those stations so as to cover the whole Canada or a part of the territory. It would be an excellent means for the different parts of the Dominion to get together and to foster a truly national feeling.

Such a system would give the government initiatives their fullest efficiency without interfering into private initiatives. While helping the controlling commission, the private stations would continue to satisfy the radio fans wishes of their own districts, to develop their local and provincial activities, either by religious or educational programs, so as to improve the knowledge of the own language of the listeners.

The government would have only to pay the cost of the linking of the stations and of the national programs to be broadcasted.

The government could spend for this purpose about \$600,000, out of the revenues derived from the radio licences.

The combined activities of the controlling commission and of the private stations would certainly make radio in Canada more Canadian, and extend its adventages to the districts which do not yet enjoy them or which do not have perfect services.

Such co-operation would cost little to the public Treasury, the complaints against the radio would gradually disappear and the broadcasting industry would develop freely.

Mr. SMITH: The article from which you quoted appeared in *La Presse*, did it not?

The WITNESS: Yes, sir.

Mr. SMITH: And *La Presse* has been carrying on a fairly consistent campaign against public ownership?

The WITNESS: In that way it has put its case before the public, leaving it to judge.

Mr. SMITH: It is opposed to public ownership?

The WITNESS: Indeed, sir.

Mr. GARLAND: Definitely.

Mr. ILSLEY: You filed an article there which purports to answer a question, "Who pays for broadcast advertising?" I think that is the question.

The WITNESS: Yes, sir.

Mr. ILSLEY: How is that question answered by that article?

The WITNESS: There are about ten or twelve pages of it.

Mr. ILSLEY: You must know. We have had witnesses who have emphatically stated that the public pays. Does the writer of that article have any other answer to the question?

The WITNESS: Absolutely, the public pays for everything. I don't know where we can get anything for nothing. Suppose you have a produce and you advertise it, you can advertise it through the newspapers, radio or the billboard. The appropriation will possibly be a special appropriation, because radio as an advertising medium is something new with us, and naturally, as an advertising expenditure, that is tacked onto the cost of producing the merchandise or placing it on the market, and when the customer buys it he pays for it. At other times, the appropriation comes from the newspaper and the newspaper does not like that very much because it takes a certain amount of revenue from them.

Mr. ILSLEY: What is your object in using that, how does it support your case?

The WITNESS: In showing who pays for the broadcast entertainments.

The CHAIRMAN: That is, you wish to show that it is not the owner of sets but the general public through their purchasing?

The WITNESS: Absolutely.

Mr. SMITH: Mr. Dupont, somewhere in your brief it is intimated and distinctly stated that when this radio policy becomes settled in the private ownership way, if it does become settled in that way, you are prepared to increase your time for educational broadcasts.

The WITNESS: Yes, sir.

Mr. SMITH: Could you give the Committee some idea of how far you are prepared to go in that connection, what length of time and what hours?

The WITNESS: Well, just now we are using about one and a half hours a day. I do not think we would have any objection to giving them possibly an hour at night if the public could digest it and if the educational bodies could find the money and find the material to keep on the air all that time. So far, I think I am quite right in saying that those who have been contributing educational matters over the radio, through McGill and Montreal universities have been doing that without any remuneration and I think it is unfair to ask anybody to do anything for nothing, and when they do organize that for the evening I think they will have to measure their program by the amount of money at their disposal and the type of program which they want to give.

Mr. SMITH: When you say giving time, you do not mean to give it free?

The WITNESS: Absolutely, we are doing it right now.

Mr. SMITH: You are giving one and a half hours now and you would be prepared to give two and a half hours?

The WITNESS: Absolutely.

Hon. Mr. EULER: Who frames those educational programs?

The WITNESS: The University of Montreal frames the French program and the McGill University frames the English program.

Hon. Mr. EULER: Do you broadcast any educational programs so-called that are your own?

The WITNESS: We are not educationalists.

Hon. Mr. EULER: I am trying to find out whether they are all sponsored by educational authorities, or whether perhaps something that you can regard as education is sent out by La Presse itself.

The WITNESS: We make all the arrangements. We solicit them. We have a man at La Presse all of the time attracting the educational bodies.

Hon. Mr. EULER: My point is, do you, as a broadcasting organization, build the programs?

The WITNESS: Yes, sir.

Hon. Mr. EULER: Do you decide what goes into what you call educational programs?

The WITNESS: No, sir.

Hon. Mr. EULER: The educational authorities do it themselves?

The WITNESS: Absolutely.

Hon. Mr. EULER: Have you any definite system with regard to it at all?

The WITNESS: Well, our programs for the season 1931-32 were prepared in September. The agenda was all prepared, the subject that was to be given, and so on.

Hon. Mr. EULER: Do you try to cover the whole range pretty well of educational activities?

The WITNESS: Quite well.

Mr. GAGNON: Would you care to file a copy of that program?

The WITNESS: Yes, sir, I will do that with pleasure, showing the number of lectures and the names of the lecturers for the whole season. Moreover, we have an educational program from the Conservatory Nationale du Music, two half hours of music per week. We have practically four or five hours of Music Appreciation Period.

Mr. GARLAND: How many broadcasting stations are there operating in the Province of Quebec?

The WITNESS: There are two in Montreal, CFCF and CKAC. There are two with what they call phantom licences, CHYC using our transmitter, and CNRM.

Mr. GARLAND: There are in all at the present time only four broadcasting stations in Quebec?

The WITNESS: Yes, sir.

Mr. GAGNON: Do you include in that number the two Quebec stations?

The WITNESS: There are two stations in Quebec.

Mr. GAGNON: And two in Montreal?

The WITNESS: Yes.

Mr. GARLAND: There are no others?

The WITNESS: No, sir. There was one in Mont Joli, I believe, but its licence has not been renewed.

Mr. GARLAND: Well, now, you suggest that those stations should all have equal rights, don't you, under private ownership,—they would have to have equal rights.

The WITNESS: All have equal rights?

Mr. GARLAND: Yes. Would not you concede that much?

The WITNESS: Well, there are same stations that have more rights than others. I mean some stations have done more than others have done.

Mr. GARLAND: You mean a station that is spending more money than the others should have more rights than the others?

The WITNESS: It would not mean exactly that.

Mr. GARLAND: Won't you concede that other stations are anxious to do as much as you have done but have not got enough funds to do it?

The WITNESS: No, sir.

Mr. GARLAND: You would not concede that?

The WITNESS: No.

Mr. GAGNON: Probably some other concern would have been willing to build a similar establishment, but they did not get the proper consideration from the government.

The WITNESS: When radio came into being many companies went into radio, and those who were more persistent and wanted to improve their stations have carried on while others have had to discontinue, and some of them were very well-to-do firms. I would mention the Northern Electric, which had a station. Money is not everything.

Mr. GARLAND: Mr. Dupont, you are anxious to secure a licence for a 50,000-watt station?

The WITNESS: Yes, sir.

Mr. GARLAND: And you believe that that would give fairly adequate coverage?

The WITNESS: Mr. Garland, we have had several complaints that our reception in certain districts of Montreal is bad through local interference, such as street car intersections, and we have had reports from the lower part of Quebec City stating that they cannot get La Presse, also from Megantic, Frontenac County, stating that they get good reception in the day-time.

Mr. GARLAND: And you want a 50,000-watt licence?

The WITNESS: Yes, sir.

Mr. GARLAND: Now, there is another broadcasting company operating in Montreal. Do you think it would be entitled to a 50,000-watt licence?

The WITNESS: I would like better to have the technical advisors answer that question. There are two things involved there, one is technical and the other is a question of merit, ability to do the job better. You have got to take into consideration, Mr. Garland, that in Montreal La Presse caters practically to people of French-Canadian extraction. That is our primary object. It is the only French broadcasting station in the entire Dominion, in fact, the North American Continent.

Mr. GARLAND: There would be a reason, therefore, for two 50,000-watt stations, one for the English and one for the French, and you think it would be all right to grant Montreal two licences?

The WITNESS: Yes, sir.

Mr. GARLAND: How many 50,000-watt licences would you grant to Quebec City?

The WITNESS: I am not conversant with the Quebec stations. I do not know what their needs are, what their commercial needs are or what talent they have available, or if they can support a 50,000-watt station. Those are facts which have to be taken into consideration.

Mr. GARLAND: Obviously, if Quebec is to stand in competition at all with Montreal they will have to have equal service in radio broadcasting.

The WITNESS: Well, I cannot exactly adopt that standard, Mr. Garland. Quebec is a city of 130,000 population while Montreal is nearer a million, and in Montreal we have advertising agencies which we keep in contact with to secure our advertising. In Quebec City there are not very many advertising agencies having their head office there and I doubt if they could secure enough business to warrant a 50,000-watt station.

Mr. GARLAND: Now, supposing we do not have a 50,000-watt station, what size station, 10,000-watt?

The WITNESS: I am not a technical man.

Mr. GARLAND: I think you are very technical.

The WITNESS: I would not say that.

Mr. GARLAND: However, La Presse wants a 50,000-watt station no matter what else happens.

The WITNESS: No, sir. We want a 50,000-watt station to perform our service. What the others do from time to time is immaterial to us.

Mr. GARLAND: That is what I am suggesting.

The WITNESS: Our listening audience is French. Now, who has been giving the service? La Presse has been giving it for ten years. Nobody else has done it.

Mr. GARLAND: I have no doubt it has done splendid service, but there are also other interests, and they will ask for equal rights.

The WITNESS: Absolutely, but La Presse, with its experience in radio broadcasting, has kept very close to the public wants, and through our company and through our being owned by a newspaper we are in a very advantageous position to service the public. Any national events, public events, which happen, we try to cover it as we do the newspaper.

Mr. GEOFFRION: Would it not be for the Commission to settle that?

The WITNESS: Yes, it would be for the Commission to settle that, as I have stated in my report.

Mr. GARLAND: We are going to leave it to the Commission, then, according to Mr. Geoffrion and Mr. Dupont, to determine which of the present broadcasting licensees shall get the right to a 50,000-watt station?

The WITNESS: Absolutely, as I say in my brief here:

As its name clearly indicates, a controlling commission would have to settle everything that pertains to radio in Canada. It would fix the number of stations needed by each province, their sites and their power.

Hon. Mr. EULER: What advantages, Mr. Dupont, in your opinion, would have to be given up by the listener to-day? I am speaking of the public now. Instead of what we have now, if we had national broadcasting, what disadvantages are attached to public ownership in your opinion, as compared with the other?

The WITNESS: First of all, you would be burdening the citizens of this country with the expenditure of a national system. You would tax people who have no radio, because the money spent for maintaining the system would have to be had somewhere, and the way to get money is to tax the people. The man who has no radio would have to absorb this tax, unless you make it a direct tax. Suppose, for instance, your system costs you \$3,000,000 and if you charge this to the 600,000 radio set owners it will cost about \$8 per set. Now, if you keep your license fee at \$2 there would be \$6 which would have to be collected from somewhere.

Hon. Mr. EULER: Well, then, you do not agree with the evidence that has been given here, that the license fee of \$3—Sir John Aird said that—will maintain the system.

The WITNESS: Mr. Euler, this question which you are asking me has a national angle and the Canadian Association of Broadcasters will be here tomorrow and I would rather they answer that. I would like to confine my brief to the Province of Quebec.

Hon. Mr. EULER: That is all right. I am asking you as to whether the public would be at a disadvantage as compared with the present system. You have

given one, that in your opinion it would be a matter of expense. I think that is a matter of argument. In what other respects would there be any disadvantage to the listener?

The WITNESS: Well, Mr. Euler, we have been able to get through American broadcasts the very best of artists such as Rosa Ponsell. All the great artists go to New York and are engaged by advertisers, and that is the only way we have been able to hear those artists.

Hon. Mr. EULER: You think that Canadians would no longer be able to hear the really fine performers?

The WITNESS: Well, if the government will engage them, but I doubt it.

Hon. Mr. EULER: You think the expense would be too great?

The WITNESS: If they cut it down to a million or a million and a half—

Hon. Mr. EULER: You are not prepared to say definitely?

The WITNESS: No, I would like that answered to-morrow too.

Mr. GAGNON: I have received a letter from an eminent professor in one of the colleges in the Province of Quebec. This letter is dated March 15th, 1932, and he complains that your programs are mostly American. What have you got to say about that?

The WITNESS: Well, the best evidence is, sir, to take the report which we have made, and it appears in the proceedings of the first sitting of the committee. That includes the program of the New York Philharmonic Orchestra, and this is a sustaining program. I doubt if we have more than one hour of American commercial programs coming over CKAC.

Hon. Mr. EULER: Have you a symphony orchestra in Montreal?

The WITNESS: Yes, we have.

Hon. Mr. EULER: As good as the American ones?

The WITNESS: I am not a musician. There are musicians here but I do not think it would be fair for anyone to say.

Hon. Mr. EULER: We have evidence here to show that Canadian talent is as good as can be had anywhere.

The WITNESS: I understand Dr. Clarke was here yesterday. I filed a letter showing where we advertised their concerts which took place every Sunday night last year. Dr. Clarke was invited before the Kiwanis or the Rotary Club, if I remember right, to speak about the Montreal orchestra securing funds. We put that on the air, and just as we had finished at eleven o'clock that day we were advised that the symphony orchestra, which was to be in attendance at the club, could not broadcast over the radio, so we broadcast Dr. Clarke's talk over the radio. It lasted until about a quarter to two. The orchestra was supposed to play from a quarter to two till two, and we were told we could not put it on the air.

The CHAIRMAN: What was the reason for that?

The WITNESS: The union, sir. But I believe there had been pressure brought to bear by someone on the Board of Directors of the Montreal Orchestra. After all, Dr. Clarke was speaking about the Montreal Symphony Orchestra, saying how good it was. If he had brought pressure to bear to have the orchestra play and show the people how good it was it would have had much more effect.

The CHAIRMAN: You spoke a while ago, Mr. Dupont, about some of your Canadian programs going into the States. Were those in exchange for other programs?

The WITNESS: We take some programs from the United States, from the Columbia Concert Bureau. Just now we cannot do that because the time conflicts with Le Catholique Hour on Sunday night. It used to come on Wednesday

nights and it gave us a chance to have a program by artists, a program costing from a thousand to two thousand dollars. Very few advertisers could afford at that time to bring them in, therefore, we planned to get a tie-up and put the stuff over to the public of Quebec.

Mr. GARLAND: Would not exactly the same opportunity be afforded through a publicly owned broadcasting system. Could we not make exchange programs also?

The WITNESS: I don't know. That would have to be taken up; but is not the government opposed to American programs?

Mr. GARLAND: Exchange programs of high class? I have not heard a single witness protest against the high class programs in the United States.

The WITNESS: Well, that is a good exchange. It would give good publicity to Montreal.

The CHAIRMAN: That is what you have been doing, you have been exchanging programs with the other side?

The WITNESS: Absolutely, but when we bring it from the United States we do not get it gratis. The program we send down costs us probably a thousand dollars. One that I have in mind went from Quebec to Detroit and then it was repeated by New York, away up to about mid-continent.

Hon. Mr. EULER: Who pays for the service of these fine artists?

The WITNESS: If it is given by the Columbia chain as a sustaining feature it is paid for by the Columbia Company; if it is a sponsored program it is paid for by the advertiser.

Hon. Mr. EULER: Do you think under a publicly owned station that the same arrangement might be made with the Columbia chain or the American chain that is broadcasting the performance of some great artist? Is there any reason why it should not be done?

The WITNESS: I do not see any reason.

Mr. GARLAND: Would it be fair for us to ask what you paid for your programs? How many have you had during the last year? My only excuse for asking the question, Mr. Chairman, is that the witness made a point of the fact that in connection with the British Broadcasting Corporation a certain artist had stated that she would only receive \$50 whereas in America she received \$2,000. How many \$2,000 artists has your station had?

The WITNESS: None, sir. But we have had the privilege of hearing them over the Columbia.

Hon. Mr. EULER: But you would not begin to say that the same arrangement could not be made under some other system than what we have now?

The WITNESS: No.

Mr. GAGNON: I understand that, according to your recommendations, you are in favour of receiving a subsidy from Federal government?

The WITNESS: To receive a subsidy, that the government pay for the line time. For instance, on a coast to coast broadcast, the statement was made this morning that it would cost \$500 an hour. I think Commander Edwards has figures on that, or Colonel Steele. It is nearer \$1,000 than \$500. You have from Toronto to Winnipeg a very wide gap and that is where the subsidy would be required—to bring programs from the east to the west. The west would send programs to the east and that is where it would be required; and the same thing would apply from Montreal and Quebec to the Maritime Provinces. That is the big handicap.

Mr. GAGNON: Might it not be that your station is too near the Province of Ontario? You should be more in the centre of the Province of Quebec.

The WITNESS: We have located our station right at the centre of population.

The CHAIRMAN: Where it is most appreciated?

The WITNESS: Exactly.

Mr. GAGNON: Quebec city is nearer the Maritime Provinces than Montreal.

The WITNESS: That is why we located where we did. We wanted to be heard in Quebec City.

The CHAIRMAN: Thank you, sir.

M. ROBERT HUREL, Montréal, comparaît:

Monsieur le président, Messieurs, je m'excuse tout d'abord de ne pas parler anglais. J'ai été invité ici pour exprimer mon opinion sur une question dans laquelle je n'ai aucun intérêt, puisque je suis Français. Je ne puis donc être utile à la cause qui réunit ces personnes ici qu'en racontant l'histoire de la radio française, qui a subi la même crise que celle qui est subie actuellement par tous les autres pays du monde.

Des hommes d'affaires très intéressés, très compétents, très puissants se sont dit: "Mais, la radio a fait sa maladie, les gens ont dépensé beaucoup d'argent, ils ont fait beaucoup de travail et ce serait peut-être le moment de nationaliser la radio au profit du pays". Dans quelques-uns des pays européens, et non des moindres, les propriétaires de sociétés qui avaient fait les principaux efforts se sont évidemment défendus et, en général, par la logique. Il est évident qu'à l'heure actuelle la radio dépasse de beaucoup les intérêts provinciaux, et même les intérêts de l'Etat. D'éminents savants ont développé les possibilités de la radio dans le monde et, à l'heure actuelle, la radio est considérée comme le plus puissant moyen de diffusion puisqu'elle peut parcourir l'univers et être captée dans n'importe quel pays. Mais, en France, pays en général un peu idéaliste, ce sont ces réalisations qui ont compté pour la solution pratique.

Le Gouvernement voulait mettre la main sur la radio avec le minimum de risques,—ceci fait honneur aux qualités d'économie bien françaises,—car, en quelque sorte, le but c'est de contrôler; ce qu'il faut éviter, ce sont les dépenses.

En ce temps de crise mondiale, la question du budget a son importance. Vous aurez d'un côté beaucoup de dépenses à faire, vous avez de l'autre côté un rôle de critique à remplir et certains amendements à apporter au mode d'exploitation, car, il ne faut pas oublier qu'aussi bien dans la vie privée que dans la vie publique le rôle idéal est celui de critique. Vous avez certainement dû, messieurs, depuis quelques jours, entendre les mêmes arguments que la Commission a enfendus en France. Je le répète, je n'ai pas à m'immiscer dans ce qui se passe ici. Je n'ai rien autre à faire qu'à vous donner mon avis, puisque j'ai été invité à le faire. En France, les partisans des deux côtés présentèrent leur cause. Les partisans de l'étatisation disaient: Les programmes sont ridicules, ils sont mal faits, il y a trop de publicité, l'éducation n'y trouve pas son compte, la musique ne vaut presque rien. Ils ont fait toutes les critiques que vous avez dû entendre vous-mêmes et dont vous avez certainement les oreilles rabattues. Le Gouvernement, en France, a voulu avoir un poste dépendant du ministère directement. Ce poste s'appelle le poste PTT. L'organisation privée a eu évidemment la partie belle, car les auditions de ce poste n'ont pas été aimées par beaucoup de gens dans le pays qui ont pu dire que l'organisation gouvernementale avait fait un fiasco. Je suis persuadé que les délégués que vous avez envoyés en France ont constaté ces résultats-là. C'est évident, car j'ai causé avec quelques-uns et pas plus tard qu'hier un monsieur me disait qu'il avait été frappé de la différence d'organisation qui existait entre la compagnie générale de TSF et le poste PTT.

M. GAGNON: Est-ce que je puis demander immédiatement si ce monsieur avec qui vous avez causé n'est pas M. Frigon?

M. HUREL: Je ne veux mettre personne en cause puisque je ne suis ici que pour donner un avis; je veux respecter l'anonymat. Comme je l'ai dit tout à l'heure, je prends là parole simplement parce que j'y ai été invité; je ne tiens aucunement à influencer vos décisions qui restent souveraines puisque vous êtes les seuls intéressés. Mais en tout cas, et ceci est public, je puis vous faire savoir que le poste PTT est déficitaire; ceci n'est pas un secret car on en parle dans le budget. Et, nous avons dit aux délégués de l'Etat qu'il y avait une solution pratique et sûre de donner satisfaction: c'est de renforcer votre contrôle, de nommer une commission qui évitera, sans courir aucun risque, toutes ces histoires et tous ces abus que l'on vous a signalés, de laisser les choses aux sociétés privées qui ont dépensé des années et des centaines de millions pour amener la radio à l'état où elle est. Il me semble que c'est une solution équitable qui donnerait satisfaction à tout le monde. Le Gouvernement y a trouvé son compte et il s'est bien rendu compte qu'il était beaucoup plus avantageux pour lui de continuer à jouer son rôle d'arbitre que de descendre dans l'arène pour régler les mêmes critiques. Ceci est important, car au moment où on aurait à prendre une décision, s'il y avait une commission de contrôle, il serait plus facile de décider des représentations qui auraient été faites, puisque cette commission serait composée d'hommes aptes à juger toutes les suggestions offertes. Vous garderez le contrôle et votre rôle d'arbitre sera sauvegardé; autrement, vous serez également sujet à la critique, chose qui n'a pas manqué.

Ceci, messieurs, je vous le livre, comme je le disais tout à l'heure, sans aucun intérêt. Voici les suggestions qui ont été faites au Gouvernement français qui a répondu: c'est le principe. Je n'entrerai pas dans d'autres détails. Je vous donne simplement mon opinion pour ce qu'elle vaut. C'est la contribution que l'on m'a demandée. Il y a des gens qui sont venus ici et qui sont opposés à l'entreprise privée. Je voudrais, lors de votre décision, qu'il existe un doute sur les belles promesses qui vous ont été faites par eux, et que vous ayez confiance en ceux qui ont travaillé au développement de la radio et qui sont venus vous donner des précisions sur ce qu'ils ont fait. A mon avis, leurs arguments sont beaucoup plus forts—parce que c'est l'expérience qui les a guidés—que ceux de quelques idéalistes ou quelques personnes savantes qui ne comprennent pas la question et qui n'ont pas l'expérience nécessaire.

M. GAGNON: Je voudrais savoir si vous ne pourriez pas me donner quelques précisions au sujet du système qui prévaut actuellement en France, parce que dans le rapport de la Commission royale de la Radiodiffusion, soumis par messieurs les Commissaires en 1929, on dit ceci:

En France cette question a été étudiée par une Commission nommée par le Gouvernement. Cependant, actuellement, on ne peut se prononcer définitivement quant aux recommandations faites par ladite Commission.

M. HUREL: La Commission existe et évidemment, comme je le disais tout à l'heure, elle doit s'apercevoir que ce n'est pas pratique puisque le poste gouvernemental est déficitaire. C'est la Commission qui a donné raison à l'industrie privée en quelque sorte. Il est évident que la T S F doit être sous le contrôle de l'Etat, ceci n'a jamais été discuté en France, seulement, qu'on laisse à l'industrie privée certaines libertés sous certaines conditions.

M. GAGNON: Ce que je veux savoir, ce sont les détails sur l'organisation du système en France. Est-ce que les stations de radiodiffusion sont la propriété de l'Etat?

M. HUREL: Non, pas toutes. Il y a Lille et Paris.

Le PRÉSIDENT (M. Morand): Il y a une station?

M. HUREL: Deux.

Le PRÉSIDENT (M. Morand): Sous le contrôle de l'Etat?

M. HUREL: Oui, c'est ce qui permet aux industries privées de faire de la critique car les chiffres prouvent la popularité des deux. On dit: le P T T c'est bien, mais on a encore mieux de la radio de Paris.

M. GAGNON: Est-ce que la Commission dont vous parlez est une commission régulatrice ou une commission d'enquête?

M. HUREL: C'est une commission qui prend des décisions et les applique. Par exemple, vous avez une critique à faire... Vous avez dû entendre depuis quelques jours des gens qui sont venus vous dire: si c'était nous, ce serait mieux, l'enseignement serait plus considéré, la musique serait plus éclectique, nos oreilles auraient plus grande satisfaction. A ce moment-là, ces gens se mettent à l'œuvre et étudient les critiques. Ils font les recommandations nécessaires, ils disent: celui-ci fait trop de publicité, nous ne voulons pas de ça. Et la chose passe. L'Etat y trouve son compte parce qu'il garde son rôle de critique. Je vous le dis et je l'ai constaté, car j'ai assisté à plusieurs réunions, le poste gouvernemental offre plus de critiques que le poste privé. C'est ce qui arrive quand le Gouvernement veut prendre les rênes en mains. On se dit: c'est très bien, ce que nous voulons c'est que ça marche, nous prendrons les décisions qu'il faut mais nous voulons profiter des sacrifices qui ont été faits par certaines compagnies privées, nous voulons profiter des efforts qu'elles ont faits. La T S F, la radio est une question très épingleuse et elle n'est pas une chose facile à manier au point de vue de l'Etat. Elle a une évolution presque journalière. Un beau matin, un ingénieur vient dire: il faut faire ceci, il faut faire cela, j'ai découvert quelque chose, il faut prendre une décision immédiate. Mais à ce moment-là l'Etat ne peut pas réunir ses ministres, et si une commission existe, fonctionne, elle est appelée à rendre les décisions.

M. GAGNON: Puis-je vous demander si la situation a changé en France depuis 1929?

M. HUREL: Elle a changé en ce que les gens ont plus confiance dans l'industrie privée.

M. GAGNON: Je constate que le rapport de la Commission Royale de la Radiodiffusion disait ceci, à la page 16:

En France les stations de radiodiffusion appartiennent en partie au Gouvernement, et en partie à des entreprises privées qui les exploitent. Pouvez-vous donner des détails là-dessus?

M. HUREL: Sur cela je pourrais vous en donner, mais je n'en ai pas dans le moment. Pour nous, en France, ce qui a prévalu en tout c'est le principe: est-ce que le Gouvernement va dépenser des sommes folles pour faire quelque chose et mériter des critiques? Pour le contribuable français, la question du budget en est une qui l'intéresse beaucoup et il se demande si cela vaut la peine de dépenser beaucoup d'argent pour n'obtenir rien de mieux.

M. GAGNON: Vous ne pouvez pas donner beaucoup de détails sur la situation actuelle en France?

M. HUREL: Incontestablement, il y a en France une tendance à revenir à l'entreprise privée. L'entreprise privée est mieux appréciée et—ceci je vous le dis d'une manière tout à fait désintéressée—les postes de l'Etat deviennent de moins en moins en faveur. Au sujet de l'annonce, ceci est réglementé par la Commission. Tous les jours, la Commission cherche à améliorer la situation, elle cherche tout le temps à faire mieux. Polissez et repolissez sans cesse. Tous les jours, il y a des innovations.

Le président (M. MORAND): Pourriez-vous nous dire si le nombre des appareils récepteurs a augmenté beaucoup depuis quelques années?

M. HUREL: Oui, depuis quelques années, mais depuis un an cela a beaucoup ralenti, car on en est arrivé au point de saturation. Au début, la fabrication des appareils était entre les mains de compagnies qui avaient fait des efforts pour installer des postes de diffusion; mais, après, certaines licences sont tombées dans le domaine public et il y a eu un tas de fabricants qui, ayant manufacturé des appareils, les ont vendus à crédit; ils ont vendu des appareils de toutes sortes, ce qui fait que, depuis une année, depuis la crise, la vente de ces appareils a beaucoup diminué.

The CHAIRMAN: We have one more witness whom I would like to hear; he has come from Toronto on my invitation. Mr. Jenkins is connected with The Globe although he is not going to speak for The Globe. He is speaking for himself. I have read some of his articles, and being interested in them I asked him if he would give us some information as one who has been watching radio very closely.

CHARLES C. JENKINS, called.

The WITNESS: Mr. Chairman and gentlemen. I will try and be as brief as possible. I must apologize for not having a written statement which I promised the chairman I would have for him, but I had to take a flying trip down here and was, therefore, unable to prepare a written statement.

I would like to state at the outset that while I have charge of the radio activities of The Globe I do not wish to be quoted here as expressing editorial opinions of the newspaper. I am simply here as a citizen with considerable experience. I have been connected with radio since it began, in fact was experimenting with electro-magnetic equipment before radio came into existence, and I may have something that will be of interest to you. I have no desire to present anything that is likely to be contentious. I have my own private opinions but I will not attempt to force those on you, and I hope I will not be forced to bring those private opinions out.

After pretty nearly ten years' of experience in reception principally, in which I have dialled, I suppose, upwards of ninety stations of an evening, some of them several thousand miles from the antenna, on which they were impressed, I think I have a theory of my own. I do not know how good it is but I think it applies in this case. The man who buys a radio receiver buys a season ticket to so many theatres of the air. The number of theatres which he can attend depends on the selectivity of that set, and on his skill as an operator in bringing them in. He has bought a season ticket, whatever you like to call it, to get into the radio theatres in his own locality. Sixty miles is good reception even on a 50,000-watt station. Over sixty miles is always a hazard with good reception. Now, then, he has bought a season ticket for those theatres. One must look at it from the attitude of what that man bought that ticket for. Did he buy that ticket for entertainment the same as going to the ordinary theatre? By the way, his radio receiver is an absolutely useless thing unless there were broadcasting stations to provide the programs he wanted to listen to. The radio will bring nothing in unless there is resonating at some particular distance from it, certain frequencies that are at resonance with the receiver. The broadcasting stations must be looked upon as the theatres which he attends. The point is—and I just leave it at that—if you nationalize the theatres why don't you nationalize the ticket which the man has bought to go to the theatre? If you should nationalize the other theatres throughout the country you would naturally nationalize the tickets. The most of our radio broadcasting stations came into being through the ticket. The radio manufacturer made receivers. A good many of these receivers were brought into existence more or less by men like myself who had some time to follow out a hobby, and perhaps a good many

people in those days thought we were crazy. Thus was developed the idea which made the radio receiver, and when the manufacturers made the sets they had to have something to supply the sets with, so they developed and built stations.

You will pardon me if I have a warm spot in my heart for the Canadian radio broadcaster. I saw his beginnings. I saw the great handicaps against which he had to work. For years he had to stand up against criticism that his station was producing programs that were only getting in the way of foreign programs; that is, programs from the United States. I have seen those broadcasts develop to a point where people are to-day undoubtedly listening in to Canadian programs. Now, it must be said that the Canadian broadcasters, especially the older ones who have developed their stations into something worth while, deserve a good deal of credit for the years they have put in in developing their stations to a point where the Canadian listener to-day will tell you that a large per cent of those programs are as good as they get from the States. If they were not they would not listen to them. I know it to be a fact that in Toronto there was a time when people did not listen to their own programs, because the musical quality of them was not what it should have been. I can remember when there was one station in Toronto that we used to watch for one particular band program, and the only other thing we could get was KDKA at the time. Maybe you got it and maybe you did not. I will just leave that; I am not going to offer any argument on it. I am just presenting it from the standpoint of these theatres of the air, how they were developed and how the older listener looks at them.

May I just for the moment refer back to the origin of this agitation of the day without commenting on it? It is just about five years ago when a series of programs put on by a certain station in Canada were deemed to be offensive. A great many listeners were up in arms about them. We received stacks of letters about these programs. The stations were fairly powerful, as stations went in those days, and the people sponsoring the programs were well enough off to be able to put the power on. A great hue and cry went up against them. People wanted to know why that station could not be put off the air. Then the tantalizing thing was that our Radio Department here at Ottawa had no power to stop those programs except on a technicality. We had no radio regulations so far as the programs were concerned. The thing finally went to the government, and their licence was not renewed. That really was the start of the Commission which brought about the recommendations that are now before you.

What many of us are looking for is regulations to keep stations within bounds as to quality, as to non-offensive matter on their programs, and that the particular type of program broadcasted should be judged by someone, particularly the programs on Sunday. All programs in Canada should be of a type that are in keeping with a Sunday in this country. Of course, some will say, Well, the American stations are broadcasting jazz, the Canadian stations will have to compete with them; but I don't believe that is so. I think the Canadian people would be quite content to do without the jazz on Sunday and to improve the tone of our programs, and I think our American friends will be very liable to follow our example.

I do not know that I need go any further along those lines. I would rather you suggest anything that I can answer. Please remember, I am not an authority that can answer all questions in connection with radio, but I can give your fairly approximate answers on anything with regard to reception of stations and considerable as to the reaction of the Canadian people to different types of programs, and perhaps why that reaction takes place, because I have endeavoured to make a study of it, and have tried to make a study of our geographical problems. For instance, we have a string country so far as popu-

lation is concerned. It runs from east to west. There is a jog in that string. We plant our stations on that string. It has been known for some time, and we are more certain of it now, that radio waves travel north and south better than they do east and west, and they reflect on our Laurentian Range, that is, you won't get them on the range, you will get them at a skip distance on the other side. Now, a Canadian station has to waste or spread a lot of its broadcast into the wilderness, and some of it into the United States, and try to cover that string country. Our people have problems that the United States have not, and we have problems that Britain has not. If we had the territory that Britain has, confined to several of our counties, and then surrounded by water to make it all the better for condensation, we would have no problem whatever in establishing a national radio and buying stations to cover it, but we have a mighty problem in establishing sufficient coverage in Canada.

Mr. SMITH: The witness made a statement which I confess I did not understand, if I got him correctly. He said if you nationalize the air why not nationalize the ticket holders, or in other words, in this case, the licence.

The WITNESS: No, the tickets. That is, the radio receivers.

Mr. SMITH: I got you wrong.

The WITNESS: I just offered that.

Hon. Mr. EULER: I do not know whether I misunderstood the witness, Mr. Chairman, but I gathered that he said he did not care to express any opinion as to the relative merits of what we are discussing here, that is, as to private ownership or public ownership.

The WITNESS: I do not mind expressing an opinion, but I do not wish to be quoted as expressing it as the editorial opinion of the paper I am connected with. It would be my personal opinion. That is, I do not care to come here to offer what may be the editorial opinion of *The Globe*, because that is up to the directors and our chief.

The CHAIRMAN: You are running articles in reference to the broadcast situation at the present time?

The WITNESS: Well, more or less.

The CHAIRMAN: Well, do these express your own opinions or the opinions of the newspaper?

The WITNESS: Well, no, the actual opinions of *The Globe* are expressed on its editorial page.

Mr. GAGNON: Did not *The Globe* publish any statements concerning the public ownership system or the private ownership?

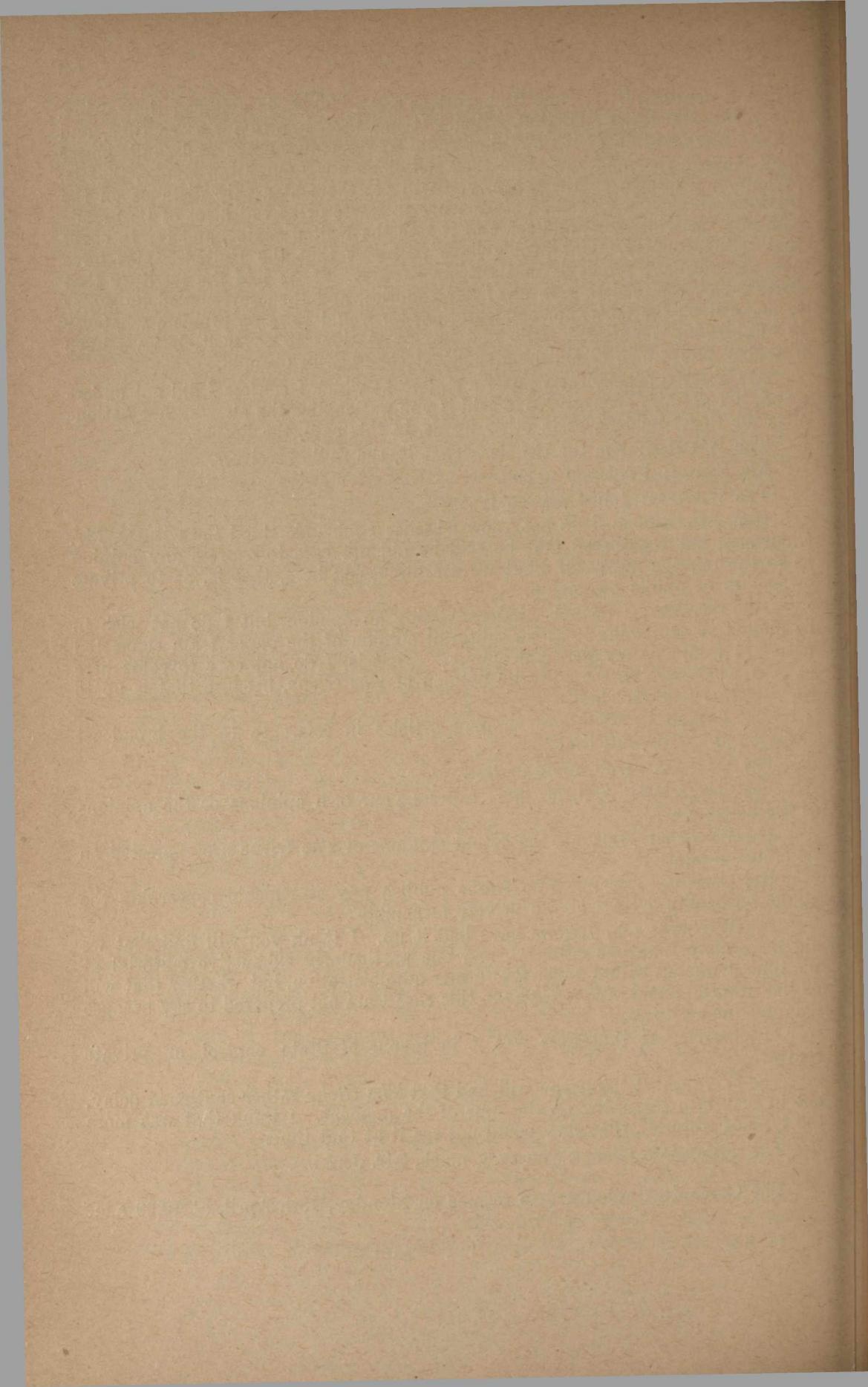
The WITNESS: Oh, yes, we have had it up. I think you will find that we did have more than one editorial, and one particularly exhaustive editorial at the time it was up before under the former administration, but whether that will be the editorial stand of *The Globe* in this case I am not prepared to say because it is not for me to say.

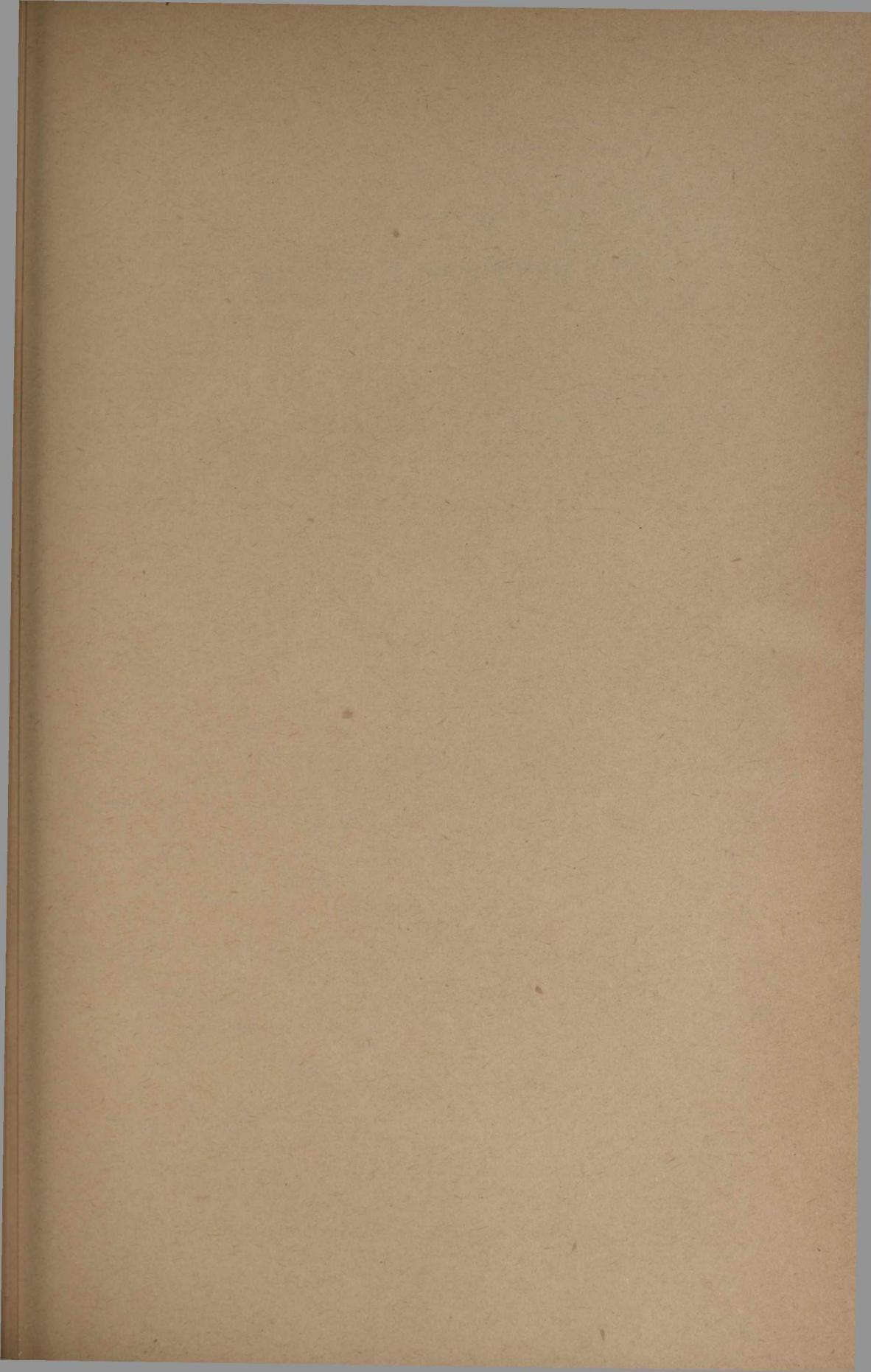
Mr. SMITH: At that time was it in favour of State control or private control?

The WITNESS: I think you will find that *The Globe* rather cautioned delay, not to rush into this thing on the spur of the moment. I think that was more the type of editorial, that they could not see it at that time.

The CHAIRMAN: Thank you very much, Mr. Jenkins.

The Committee adjourned to resume on Monday, 18th April, at 10.30 a.m.





SESSION 1932

HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 13

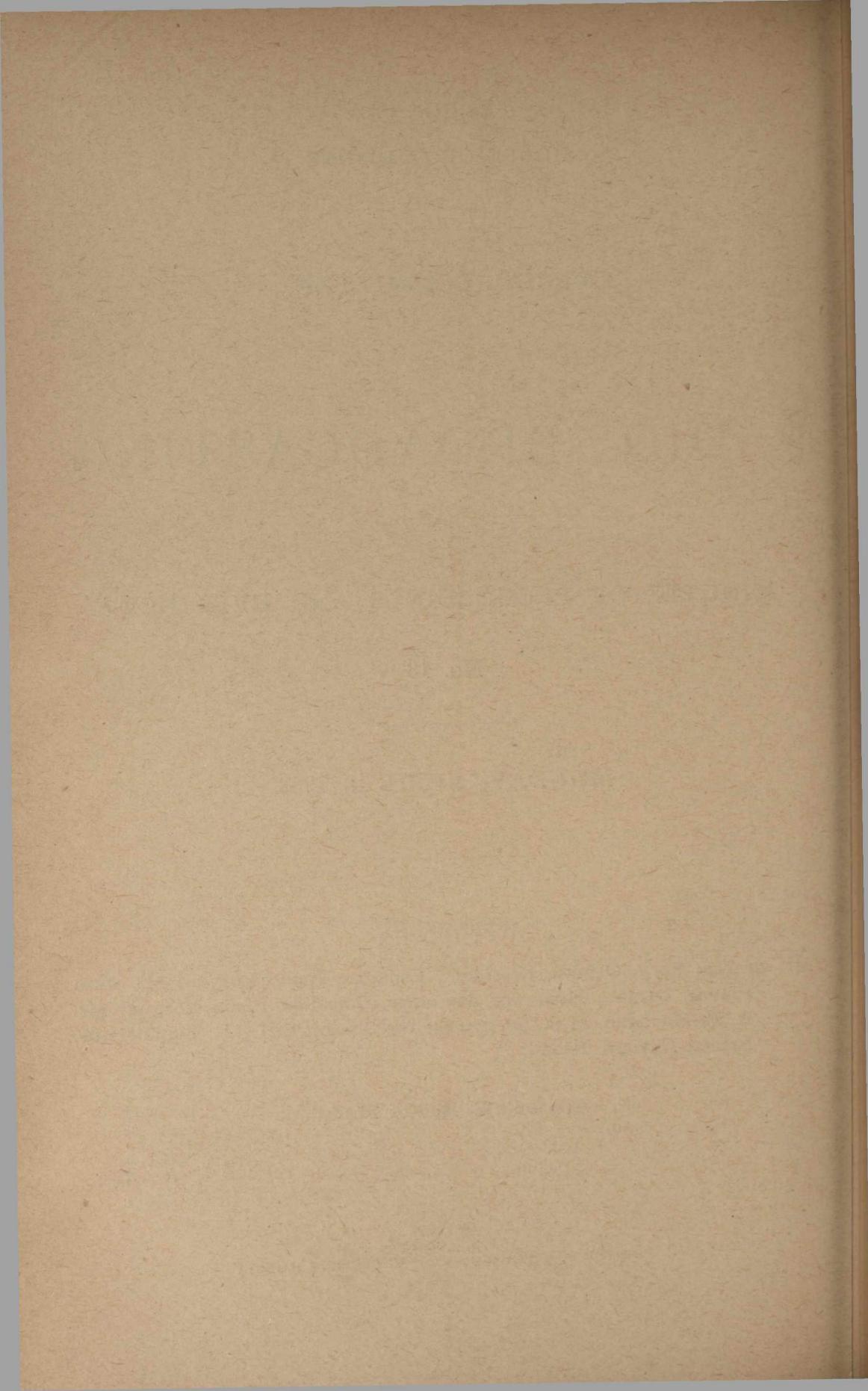
MONDAY, APRIL 18, 1932

WITNESSES:

Mr. Graham Spry, Ottawa, President, Canadian Radio League; Mr. Alan Plaunt, Ottawa, Honorary Secretary, Canadian Radio League; Mr. A. E. MacLean, M.P., by request for Station C.H.G.S., Summerside, Prince Edward Island..

Appendix at End of Record.

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1932



MINUTES OF PROCEEDINGS

MORNING SITTING

MONDAY, April 18, 1932.

The Special Committee on Radio Broadcasting met and opened for evidence at 10.45 o'clock a.m. this day, Hon. Mr. Morand, the Chairman, presiding. The members of the Committee below named were present:—

Messieurs: Gagnon, Garland (*Bow River*), Ilsley, Morand and Smith (*Cumberland*), 5.

In Attendance: Mr. Graham Spry, Ottawa, President, Canadian Radio League; Mr. Alan Plaunt, Ottawa, Honorary Secretary, Canadian Radio League.

Present: Dr. G. M. Geldert, Ottawa, Station C.K.C.O.; Mr. Perkins, of Institute of Radio Service Men; Mr. J. C. G. Herwig, of Canadian Legion of the British Empire Service League; Mr. C. A. Bowman, Editor, Ottawa Citizen, formerly of the Royal Commission on Broadcasting; Mr. Arthur Dupont, Director, Station C.K.A.C., "La Presse," Montreal, and many other representatives of various radio interests; also, Commander Edwards, and Colonel Steel as technical advisers on radio matters.

Mr. Graham Spry and Mr. Alan Plaunt called. Mr. Spry submitted a very lengthy statement, setting forth in great detail the views of the Canadian Radio League, together with a fully elaborated scheme of broadcasting, both Dominion wide and local, nationalized along the lines of the Aird report, but with more detail with respect to stations and financing; and to the building up in three successive stages the plan of nationalization of radio, covering a period of about seven years before the completion of the system, without Government assistance in the form of subsidies, and financed from licence fees.

It being near one o'clock the Committee agreed to adjourn and to meet again at 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 3.45 o'clock, the Chairman presiding. Members of the Committee present:—

Messieurs: Gagnon, Garland (*Bow River*), Ilsley, Morand and Smith (*Cumberland*), 5.

In Attendance: Mr. Spry, Mr. Plaunt and Mr. A. E. MacLean, M.P., Prince, P.E.I.

Present: All those at the morning sitting, and additional parties interested in radio matters.

Mr. Spry and Mr. Plaunt recalled. Numerous questions submitted by members of the Committee were answered in detail.

The following papers were filed by the witnesses and ordered to be printed as an appendix to the day's record Nos. 43 and 44:—

"Canadian Radio League--For a National Broadcasting System—Public Support—General Analysis," and "Support Analyzed Geographically."

Witnesses thanked for their painstaking presentation to the Committee, and retired.

Mr. MacLean, M.P., called and submitted a brief for the radio station C.H.G.S., Summerside, Prince Edward Island, setting out the useful work of that station, and expressing the views of its owners, and operators, Radio Broadcasting Division, R. T. Holman Limited.

It being six o'clock the Committee agreed to adjourn and to meet again to-morrow—Tuesday, April 19, at 10.30 o'clock a.m.

The Committee adjourned.

E. L. MORRIS,

Clerk of the Committee.

MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 368,
April 18, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Hon. Mr. Morand presiding.

The CHAIRMAN: The first witness this morning is Mr. Graham Spry. His memorandum is before you. I will ask Mr. Spry to go straight ahead.

GRAHAM SPRY, recalled.

The WITNESS: Mr. Chairman, and gentlemen, before I begin to read the memorandum of the Canadian Radio League, I would like to preface it with a few remarks of a general character.

The first remark, sir, is to express an appreciation of the fairness and tolerance of this committee, and I would particularly mention the fairness and tolerance of the chairman, and may I add to that, an appreciation of the efficiency of the staff which has been recording the proceedings of this committee. A second remark is to comment on the general friendliness which has prevailed among the various interests represented before this committee. For myself I can say that I have made some very good friends among those who are most directly and in public bitterly opposed to what the Canadian Radio League represents. It is true that two small attempts were made to weaken my position with another organization, but that has been amply compensated for by a generous effort to employ me in the case of one group of broadcasters, so I feel that on balance the feeling of friendliness still prevails.

I promised in my first, and brief, appearance before this committee to indicate to the members of the committee the support which the Canadian Radio League has throughout the Dominion.

There has been circulated a statement of this organization and those individuals who have given support to the Canadian Radio League. Every possible attempt has been made by our friends, the enemy, to challenge the existence and reality of the League. The very energy of that challenge is some evidence of the actuality of the League. The Ottawa Journal, the Nova Scotia Government—we have most distinguished opponents challenging our existence. And one might say for the Ottawa Journal, that the distinguished editor of that paper not only knows more about the American debt situation than the Americans, more about the parliamentary system than the House of Commons, and more about the financing of the Canadian Radio League than the League. And yet the Canadian Manufacturers' Association comes before this committee and says that there is no talent in Canada!

Letters were sent by Mr. Ashcroft's organization to the individual members of the Canadian Radio League in an effort to dissuade members from remaining in association with the League. We have no record whatsoever that Mr. Ashcroft received a single denial of support to the League. And to make our own check, while this committee has been sitting, we communicated with all the members of our national council and executive committee and asked them if they would restate their position, and we sent them copies of the first evidence presented by the League. We have only one exception to the list that we have presented. In my previous evidence I mentioned that there were two individuals who had indicated that they would like to withdraw their support. One of those gentlemen was Mr.

William Birks. We have received a letter from Mr. Birks stating that he has studied the British situation, has returned to Canada, and he can conceive of no reason why Canada should not have the system advocated by the Canadian Radio League. And Mr. Birks has written to the Canadian Manufacturers' Association and expressed strong opposition to the stand that they, the Canadian Manufacturers' Association, have taken. That is one of the gentlemen who was stated to have withdrawn from the League. The other gentleman's name I will not mention, but I will say that he has contributed money to the League, although he does not wish us to use his name.

As for the Nova Scotia Government, our information is that the cabinet was not consulted; that Col. Phinney, who was formerly counsel for the Halifax Herald—

Mr. SMITH: Mr. Chairman, I do not think this should go on the record.

The CHAIRMAN: I don't think so.

The WITNESS: All right, sir. I will withdraw it.

The statement was made by Col. Phinney that the reality of the League was doubtful in Nova Scotia. I think the chairman has received ample evidence that there is support in Nova Scotia for the League, and I am going to file a statement of the Maritime support which we have received since Col Phinney's position has been stated. That is the most exacting challenge to the existence of the League, and I think it has been met. Not a single organization, and only one individual, has withdrawn from the League in the eighteen months of its existence. Every day brings new support, and the list that we have filed should be added to, because it was prepared several days ago.

The one regret the Canadian Radio League has is the widespread suggestion that it was created by newspapers, that it has been financed by newspapers, and takes its orders and its information from newspaper interests. There is absolutely no foundation whatsoever for that statement. The secretary and myself—and we only say this in order to meet this challenge—have personally and individually contributed more than all the newspaper interests in Canada combined, and the newspaper interests represent the smallest proportion of the different groups that have contributed, taking the groups as members of the executive, organizations, and individuals. However, different newspapers in different parts of Canada have contributed but their contributions represent a very small proportion in relation to the other contributions.

We resent the suggestion that this organization is not what it claims to be. We resent the charge that the members of the committee are in some way paid, or represent or are taking orders from an outside organization. We are positively not, and if there is any information that any member of the committee has that will contradict that, we will be very glad to hear it and to meet it.

The Canadian Radio League was formed, as we stated, by a group of listeners here in Ottawa. We wrote to listeners in other parts of Canada and groups were formed in cities throughout the Dominion. There are no paid officers, and there have been no paid officers. And, what is more, the position of the League was stated in a pamphlet. The pamphlet was issued, The policy of the League was announced publicly before any contributions were sought or received, so that when support was asked it was secured on the basis of a position publicly taken and spread broadcast throughout the Dominion.

The League is what it claims to be, and it represents no special interest whatsoever, and is taking orders from no special interest. We have prepared our own briefs; we have drawn up our own information. We have written our own news stories; we have circulated information from coast to coast, and it has been done entirely on a voluntary basis.

We think that it is a somewhat unique organization and can fairly claim to represent the public. What other organization is there that combines bankers

and financiers with labour unions and united farmers, Daughters of the Empire and Native Sons of Canada, east and west, Catholic and Protestant, French and English? We conducted the campaign; we organized the League; we raised the money, we planned the strategy, and if we have lacked the finish and skill of the professional lobbyist, or the experienced publicist, the public opinion expressed is all the more impressive and real, and we cannot help feeling, with all modesty, that the work of the League has been some evidence that younger men throughout Canada are interested in public affairs and, we hope, not incompetent to engage in them.

What interests are opposed to us? Has a single interest appeared before this committee in opposition to public ownership of radio broadcasting stations that is not interested commercially? What single organization? Perhaps the Ontario Radio League. It even took our name, with modifications, and borrowed a lawyer with a name that sounded like the name of our lawyer. This committee listened to several ladies charmingly reveal their ignorance, and Mr. Plaxton demonstrate that he could superbly contradict his own brief. The Ontario Radio League is the only organization which might claim to represent a disinterested group of the public.

I now turn to my memorandum, and let me outline, first, the general considerations about radio broadcasting problems. I shall deal somewhat adequately, I hope, with the American situation. I shall then outline a technical scheme based upon the provisions of the Aird Report, and then present financial statements showing the attainment of that technical scheme over a period of years divided into three stages, and entirely financed out of licence fee revenue and return from sponsored indirect advertising.

The position of this committee, it seems to me, is this: Here is a group which claims, with some confidence, to represent the public. We are presenting to you a proposal which requires no subsidy, no assistance of a financial character from the Federal Government. The position of the committee, therefore, is: Will this committee refuse to the listeners of Canada an opportunity of establishing and financing their own Canadian-owned and operated system of broadcasting? That is the position of this committee.

May I ask that questions be delayed until the end of my memorandum, and I would suggest, with all humility, that the questions more or less bear in order upon the different sections of the address.

May I first file the statement of the support of the League?

MEMORANDUM

Radio broadcasting is the most powerful of all human agencies of communication and in its revolutionary possibilities compares only with the invention of printing. It is so majestic in its potentialities, so capable of both good and ill that the Canadian Radio League believes that no other agency than the State should ultimately be responsible for its operation and control.

This memorandum, therefore, sets forth the case for the public ownership of radio broadcasting stations and the establishment of a Canadian Broadcasting Company by this, the third session of the Seventeenth Parliament of Canada.

Neither in the amount of the capital now invested in radio broadcasting stations, nor in the further capital and operation charges that may be required, do there exist insuperable financial obstacles to legislation this spring. Indeed, relatively speaking, the opportunity could not be more favourable. The time is ripe, public opinion is ready, and the occasion calls for action.

The Right Hon. the Prime Minister has set forth the responsibilities of this Committee:—

The judgment of the Privy Council, delivered on February 9 (February 16, page 266, Unrevised Hansard), decides that the control

of radio communication rests with the Dominion Parliament and not with the provincial legislatures. This Government is therefore free to take action leading to the establishment of such a scheme of radio broadcasting as may be deemed advisable in the national interests.

It must be agreed that the present system of radio broadcasting is unsatisfactory. Canadians have the right to a system of broadcasting from Canadian sources equal in all respects to that of any other country. Such a scheme can be established only after the most thorough enquiry and upon a program which will take several years to carry into effect. The enormous benefits of an adequate system of radio broadcasting controlled and operated by Canadians is abundantly plain. Properly employed, the radio can be made a most effective instrument in nation building, with an educational value difficult to estimate.

The duties of the Committee in brief are twofold, one, to recommend a complete technical scheme of radio broadcasting; two, to report upon the most satisfactory agency for carrying out such a scheme.

This memorandum proposes to formulate such a scheme, based upon the establishment of a network of publicly owned stations.

GENERAL CONSIDERATIONS

Democracy is by definition that system of Government responsible and controlled by public opinion. Radio broadcasting is palpably the most potent and significant agency for the formation of public opinion.

This Committee, therefore, in determining how and by whom this instrument may be operated and controlled, is determining in no small measure the character, if not the content, of the public opinion of this nation. Here is no petty question of who shall advertise or not advertise; who shall earn dividends or invest capital. Here is a great agency to be made a dominant and effective influence upon the development of Canadian nationality.

The question, indeed, of faith in the existence of a Canadian character, a Canadian spirit, is the essence of the attitude with which to approach, examine and solve this problem. For those little Canadians who believe that Canada has no spirit of her own, no character and soul to express and cultivate, there is no need for change and no great and happy opportunity to embrace. But for those who have a profound and vivid confidence in the unity and quality of Canadian nationality, radio broadcasting presents a supreme instrument of national welfare and commands the creation of an agency which will ensure its highest usefulness.

For a nation, so widespread in its range and so varied in its racial origin, radio broadcasting, intelligently directed, may give us what provincial school systems, local newspapers, and the political system have yet to give us, a single, glowing spirit of nationality making its contribution to the world.

For centuries, the principal agencies forming public opinion have been the press and the platform. Now, radio broadcasting has made the nation its audience and its potential circulation not less than the world. It is a complement and an enlargement of both press and platform, excelling the largest circulation of any publication and yet providing the direct contact between the audience and the speaker. In this respect, indeed, it is a happy and welcome antidote to irresponsible newspapers, and mitigates the evils of inaccurate reporting, coloured articles and the suppression of news. It has, indeed, developed even at this early stage of its history, a new audience. The press of North America is paying scant attention to the disarmament conference at Geneva, but both the American chains are providing almost daily trans-oceanic reports of that conference.

The press and the radio are complementary, but we cannot help observing that the radio is not only in itself, but in its relation to the press, a healthy influence upon public opinion.

The press, however, is naturally competitive and best operated as a business. That is not true of the radio.

Radio broadcasting is not to be considered or dismissed as a business only. It is no more a business than the public school system, the religious organizations, or the varied literary, musical and scientific endeavours of the Canadian people. It is a public service. It is a national service. As a public and national service it should be operated and controlled. In the words of the Lord Crawford Committee which recommended the establishment of the British Broadcasting Corporation, "we are impelled to the conclusion that no company or body constituted on trade lines, for profit direct or indirect, of those composing it, can be regarded as adequate in view of the broader considerations now beginning to emerge."

It may be categorically stated, moreover, that by the natural limitation of wave lengths and by the enhanced control, efficiency and economy that result from centralized operation, monopoly is the most satisfactory principle on which a national system of broadcasting may be established. That has been the result in twenty-nine nations of the world; and it is the evident tendency in those nations where still some measure of competition obtains.

If it be conceded, as it must be conceded, that monopoly is both desirable and inevitable, it must follow that the State must at least effectively control, or, in our view, own the broadcasting facilities of such a monopoly. A state cannot afford to permit an agency that may threaten its basis or challenge the freedom of that which, in a democracy, is its principle, the unhampered expression of public opinion.

The advocacy of public ownership is, therefore, not doctrinaire in its character but practical. Such a problem as this problem must be approached on its merits. It would be folly to advocate private competitive methods in constructing highways, waterworks or sanitary services. It would equally be folly to advocate the nationalization of the lipstick or powder puff industry. Here is a practical problem and its very nature removes the necessity of academic arguments on the relative merits of private enterprise and public ownership such as might apply to the production and distribution of electrical power or the ownership and operation of railways.

A national opportunity, a public service not a business, a practical problem commanding by its nature public ownership—these are the general considerations that may preface the actual details of the immediate Canadian problem.

CANADIAN BROADCASTING CONDITIONS

The several witnesses that have presented to this committee a description of the existing Canadian situation, have convincingly demonstrated the unsatisfactory circumstances of Canadian broadcasting, and the Prime Minister, on February 16, has recognized, in the name of the Government, that fact. The principal defects of the present situation may be epitomized in a series of statements readily substantiated by reference to the evidence of Commander Edwards, the appendices to the memorandum of the Canadian Manufacturers Association and the admissions of the Association of Broadcasters.

A further analysis is herewith submitted in support of the statements now made:—

(a) *Broadcasting programs*—

Of the sixty-six stations now in operation in Canada only eight stations provide more than an average of ten hours daily service at the maximum season for broadcasting.

Four of these stations are associated with American chains and broadcast programs originating in the United States for the following amounts of time:—

CFRB, Toronto, 7 hours 15 minutes American, out of a total of 14 hours 22 minutes;
CKGW, Toronto, 5 hours 36 minutes American, out of a total of 16 hours 08 minutes;
CFCF, Montreal, 4 hours 22 minutes American, out of a total of 15 hours 30 minutes;
CKAC, Montreal, 54 minutes American, out of a total of 13 hours 44 minutes.

Of the remaining four stations with more than an average daily service of ten hours, the broadcasting of electrical transcriptions or recordings constitute some five hours a day, or no less than one half of all the broadcasting of these stations.

Analyzing the logs of the same eight stations, it is revealed that the average service, exclusive of recordings, is only six hours and 53 minutes a day.

These eight stations are the largest, they are operating in the most populous centres of Canada, and they have the greatest opportunities for revenue. Yet, the average daily service is less than seven hours a day, excluding recordings.

This situation is still more unsatisfactory in the case of the smaller stations.

Of the remaining stations listed by Commander Edwards, 26 operate between 5 and 10 hours a day; 10 operate between 2 and 5 hours a day, and the balance under 2 hours a day.

In the case of these stations, also, the average proportion of recordings to programs originating in a studio, including network programs, is one half recordings and one half studio programs.

The same proportion is true for total broadcasting in Canada. Canadian stations provide an average daily service of six hours and 15 minutes. Half of this time is occupied by recordings. The American minimum is 12 hours a day.

The network programs, on a national scale, have declined. In the best year of Canadian broadcasting, 1930-31, the average was about one hour a day. In the current season, the average has declined to about half an hour a day. Regional networks have, however, increased between Toronto and Montreal. To-day there is only one national network program.

If the logs of the various stations are more scrupulously examined than it was possible for the Department of Marine, at short notice, to accomplish, it would undoubtedly be further demonstrated that the number of hours for studio programs for which either an advertiser or the station proprietors pay would be nearer one and a half hours a day than three hours a day. Hotel orchestras, church services, market reports, amateur artists, or artists serving without remuneration, and similar programs for which no costs except those of station operation are required, next to recordings, form, indeed, the largest proportion of the broadcasting programs provided for the Canadian people.

I have before me an analysis of five of the largest stations in Canada, and it is very interesting to compare an actual analysis of the programs of recent weeks with the statements of some of those stations before this committee. For example, there was Mr. Dupont's statement that his station provided sixty to sixty-five per cent of the sustaining programs. Let us analyze the position with programs of CKAC. This is an analysis of the programs, as printed in newspapers, and there is a possibility of a slight margin of error, but I doubt if the margin of error would be more than five per cent.

That station, in the week of February 21st to 27th, was on the air 99 hours and 15 minutes. The number of hours from the Columbia Broadcasting System was 9 hours and 55 minutes; The Original Commercial programs were 28 hours

and 50 minutes; Canadian Chain Broadcasts 11 hours and 15 minutes. C. P. R. Broadcast 2 hours and 15 minutes; free programs for which the station did not have to pay except the operation of the station, 28 hours and 45 minutes; paid programs, sustaining, provided by the station, 4 hours and 45 minutes; records 13 hours and 30 minutes.

So that of the different sections in that program for a week, free programs constituted more than 25 per cent. The paid local, sustaining programs, where Canadian artists would be employed, represented 4.78 per cent of the total programs offered by that station.

It may be true that 60 to 65 per cent of the CKAC programs were sustaining, but of the proportion involving Canadian paid talent the figure is 4.78 per cent of the total programs.

One can go through all the large stations, CKGW, CFRB, CKNC and CFCF, the stations in the larger centres of Canada, the stations with the greatest opportunity for advertising revenue, and that is the result of each. Take the average of the four stations, the local paid sustaining programs, where Canadian talent was employed, the figure is 3.38 per cent, excluding station CKNC which does not take American programs.

Let us look at these four stations, all of which are on American chains. The American chain programs for those four stations represented 33.54 per cent of the total programs of the particular week; the recordings represented 14.58 per cent of the programs of those four stations, and the local paid talent represented 3.38 per cent of those four stations.

Here are the figures:

CKAC: Feb. 21-27	Commercial			Sustaining				Total
	CBS	Original	Chain	CPR	Free	Paid	Records	
Sunday.....	2.00	1.00	.30	.30	1.30	.15	1.00	6.45
Monday.....	1.00	5.15	2.15	.15	5.00	.30	1.30	15.45
Tuesday.....	.55	5.00	2.00	.15	4.35	1.00	2.15	16.00
Wednesday.....	3.30	4.05	1.15	.15	3.40	1.30	1.45	16.00
Thursday.....	1.30	5.00	2.30	4.00	.30	2.15	15.45
Friday.....	1.00	4.45	1.45	.30	5.45	2.15	16.00
Saturday.....	3.45	1.00	.30	4.15	1.00	2.30	13.00
	9.55	28.50	11.15	2.15	28.45	4.45	13.39	99.15

Local Paid Sustaining Programs—4.78%.

CKGW: March 13-19	Commercial			Sustaining				Total
	NBC	Original	Chain	CPR	Free	Paid	Records	
Sunday.....	5.30	3.30	1.30	1.00	.15	.45	12.30
Monday.....	7.00	2.20	.15	1.00	1.50	1.00	3.55	17.20
Tuesday.....	6.30	2.50	1.45	1.30	1.20	.30	2.10	16.35
Wednesday.....	6.15	3.35	.15	1.00	2.20	3.25	16.50
Thursday.....	6.15	1.50	.15	1.30	1.50	.30	4.40	16.50
Friday.....	7.45	2.35	1.15	.30	1.50	.15	2.40	16.50
Saturday.....	6.45	5.20	.15	1.00	1.05	1.00	4.50	16.15
	46.00	18.00	4.00	8.00	11.15	3.30	22.25	113.10

Local Paid Sustaining Programs—3.09%.

SPECIAL COMMITTEE

CFRB: March 13-19	Commercial			Sustaining				Total
	CBS	Original	Chain	CNR	Free	Paid	Records	
Sunday.....	6.35	2.55	.30	1.15	2.00	.45	12.45
Monday.....	8.30	2.47	1.15	1.53	.30	.35	15.30
Tuesday.....	9.25	2.2230	1.23	1.00	.50	15.30
Wednesday.....	7.55	3.07	1.00	.45	2.08	1.00	.05	16.00
Thursday.....	7.10	2.52	2.00	1.00	1.08	1.20	15.30
Friday.....	7.55	2.5245	2.08	1.15	.35	15.30
Saturday.....	10.15	1.2015	2.50	.30	.20	15.30
	57.45	18.15	3.30	4.30	13.30	5.00	3.45	106.15

Local Paid Sustaining Programs—4.70%.

CKNC: March 13/19	Commercial			Sustaining				Total
	Original	Chain	CNR	Free	Paid	Records		
Sunday.....	6.00	1.30	1.45	.30	1.15	11.00
Monday.....	7.2030	1.45	.45	2.10	12.30
Tuesday.....	7.45	1.00	2.00	.30	1.15	12.30
Wednesday.....	7.2030	2.45	.15	1.40	12.30
Thursday.....	8.50	1.45	1.55	12.30
Friday.....	9.45	2.00	1.00	12.45
Saturday.....	4.15	2.15	.30	1.15	8.15
	51.15	1.00	2.30	14.15	2.30	10.30	82.00

Local Paid Sustaining Programs—3.04%.

CFCF: March 13/19	Commercial			Sustaining				Total
	NBC	Original	Chain	CNR	Free	Paid	Records	
Sunday.....	3.30	3.30	1.15	.30	.30	.45	10.00
Monday.....	5.00	6.15	1.45	.15	2.45	16.00
Tuesday.....	2.30	5.30	1.00	2.00	.30	5.00	16.30
Wednesday.....	3.30	5.45	1.00	.50	.45	3.40	15.30
Thursday.....	5.00	5.45	1.0030	3.45	16.00
Friday.....	5.00	6.30	.30	1.00	1.15	2.15	16.30
Saturday.....	3.45	3.4545	1.05	.15	4.55	14.30
	28.15	37.00	2.30	4.00	7.55	2.15	23.05	105.00

Local Paid Sustaining Programs—1.01%.

Local Paid Sustaining Programs, 5 stations.....	3.11%
" " " 4 "	3.38%
American Chain Programs, 4 stations.....	33.54%
Recordings, 4 stations.....	14.58%

If any further evidence was necessary to make the point that advertising revenue in Canada, even in the two largest cities, was inadequate to finance satisfactory programs, there is a chart which substantiates that statement.

These facts effectively demonstrate that the advertising revenue available in the Dominion of Canada, either for national or local broadcasting, is inadequate to finance a satisfactory Canadian service, and the result is that Canadian stations do not consistently command a Canadian audience.

It may be argued, and has been argued by the present owners of broadcasting stations, that the regulations of the Department of Marine have frustrated developments and have impeded the improvement of the service rendered.

This did apply until twelve months ago to all stations with respect to the increase of the power or the improvement of the studios. But it emphatic-

ally did not apply to program building. The station owners had a free opportunity to provide increased and improving service to the Canadian listener. Indeed, their opportunity to do so was greater because of the very fact that they were discouraged from making capital expenditures, and could devote their resources to giving more or better programs. In all fairness, it should be recognized that the prevailing economic conditions reduced that opportunity, but though this is true, it is also true that for the first time, many Canadian stations are this year able to look forward to more than meeting expenses, though most of them, on a strict business basis, allowing for depreciation and other charges, do not show a profit.

The advertising basis of financing broadcasting under private enterprise has been tested. It has proved inadequate. It has failed.

(b) EDUCATION AND TALENT

Station owners represented before this committee have assiduously sought to convey the impression that great educational ventures are being undertaken by the private owners. The briefest examination will destroy that contention. Except in Alberta, where there is a university station, and in Nova Scotia and Saskatchewan, over commercial stations under the auspices of the Department of Education, there are no school broadcasts.

As for adult education, in its strict meaning as organized courses under competent and responsible direction, there is little or none. The National Council of Education, through the courtesy of the Canadian Pacific Railway, has been offering weekly addresses by university professors and this has proved a hopeful experiment, but it has lacked organization, the preparation of the material has not always been suitable for radio audiences, and we cannot help feeling that the impression left on the public has not been of the best.

Station CFRB, Toronto, has also made available time to the University of Toronto, but the same criticism applies here also. Radio education requires skilled preparation and experience. Both these efforts, admirable though they have been as experiments, have suffered from these defects.

It is true that the stations, because of a sincere interest in education and because of the large proportion of time they cannot sell or afford to use, have offered time to education authorities, but departments of education cannot lend themselves to being appendages of commercial organizations and to find their work sandwiched in between railway advertisements and toothpaste comedians.

Nor will educational authorities invest in the necessary receiving sets for school broadcasts when commercial broadcasters must necessarily give first and paramount consideration to the wishes of advertisers. The Catholic school board of Montreal had before it a proposal for school broadcasts, involving the expenditure of large sums of money for receiving sets. The proposal was not accepted because no guarantee could be given that the investment would not be wasted by the arbitrary withdrawal of the time on the commercial station. Obviously, it is impossible to organize satisfactory school broadcasts if the time available is not guaranteed for years in advance. This is not possible under a commercial system, without governmental intervention. American experience bears out this patent fact.

But this whole question of education is a matter, not for advertisers and station owners, but for educationalists. It is those who are responsible for the education of Canadian children who should know best through what agencies they wish to use radio broadcasting facilities for educational purposes.

Almost unanimously, the educational leaders of Canada support the public ownership of radio broadcasting stations and do not consider with favour using commercial agencies for educational purposes. The memorandum of Dr. R. C.

Wallace, President of the University of Alberta, and E. A. Corbett, Director of the university station, herewith submitted, best states that opinion. The support from educational authorities for public owned stations is further indicated by the list of those individuals and organizations which support the Canadian Radio League, or its program. This list is appended as an annex.

MEMORANDUM ON RADIO EDUCATION

BY DR. R. C. WALLACE AND E. A. CORBETT

The situation at present obtaining in Canada with regard to possible developments in the field of radio broadcasting is one that concerns all who are in any way interested in the problems of elementary and adult education.

Whether the question of national control of broadcasting is considered at the present session of parliament or not, it is felt that the situation, so far as education is concerned, should be set forth so as to be readily available to the cabinet in the event of a statement on this aspect of the question being called for.

In Great Britain and Germany sufficient progress has been made in both elementary and adult education to lead to the conviction that the experimentation period has passed and the leaders in this work know something of the possibilities of the radio as an aid to elementary teachers and are fully convinced of its vast possibilities in the field of adult education as well.

Nearly a million children in the schools of Great Britain listen for a short period daily to great scientists, artists, and teachers of various subjects. And in adult education the principle of group listening during evening hours has been developed to such an extent that there are now in England over 200 study groups listening to courses of lectures on such subjects as: History, Literature, Astronomy, Music, Drama, Biology, etc., etc.

It hardly needs to be pointed out that under a national system such as is proposed by the Aird Commission and the Canadian Radio League, education is necessarily regarded as a provincial matter and educational broadcasts would necessarily come under provincial supervision.

ADULT EDUCATION

Can any such work be done under a private system? We have fairly well demonstrated in Canada already that a certain amount of adult educational work can be successfully sponsored by private broadcasting companies, as witness the splendid historical drama series at present being broadcast by the Canadian National Railways and the time being given to Universities throughout the Dominion on various commercial station programs. There is no doubt therefore that a certain limited amount of adult education would be provided for under a private system of broadcasting in Canada up until the time should come—as it has in the United States—when evening hours would be considered too valuable from an advertising point of view to allow time for straight educational programs. Then, of course, adult education of a consecutive and constructive character would disappear.

ELEMENTARY EDUCATION

In elementary education, on the other hand, the situation is very different. Radio education in the schools is essentially a state affair. No private company can possibly get the necessary co-operation of trustees and teachers to make the school program effective.

The best example of this is the work at present being carried on by the Columbia network where several millions of dollars have recently been budgeted for school programs. No doubt thousands of schools throughout the United

States will be equipped with receiving sets in order to take advantage of these lectures. But the experience of the Department of Education of the State of Ohio—which has some 6,000 schools under State supervision equipped with receiving sets and receiving daily programs arranged and broadcast by the Department of Education—is that to get results of a worthwhile nature one must not only have the co-operation of the teachers and school boards but that the teachers need a certain amount of instruction while at Normal School as to the best way to taking advantage of this supplementary assistance in the regular routine of school work. In other words, no private system however powerful or beneficial, can adequately undertake the most important task that radio has to assume in the future, *i.e.*, "adaptation of its services to the requirements and opportunities of elementary school work."

EDUCATIONAL ORGANIZATIONS

Evidence of the support given to public ownership is herewith submitted. Universities' Conference (comprising heads of Canadian Universities).

Resolved that this Conference inform the Radio Commission of its support of the policy of Dominion and Provincial co-operation to control radio broadcasting, and the advisability of University representation on the program organization committee.

RESOLUTION OF 1929 UNIVERSITIES CONFERENCE

The personnel of the Executive of the Canadian Universities' Conference has not changed over this two-year period, and we feel as strongly as ever we did that the usurpation of the radio by private interests and by advertisers is very decidedly not in the best interests of the community at large.

As Secretary of the Canadian Universities' Conference since 1926, I am in a position to know University opinion throughout Canada on this matter. It is unanimously in favour of the course advocated by the Canadian Radio League. I have not heard one dissentient voice. C. W. Stanley, (McGill) now President, Dalhousie.

NOTE:

The following members of the Universities' Conference are members of the League's National Council:

- Dr. Leonard S. Klinck, President, University of British Columbia.
- Dr. R. C. Wallace, President, University of Alberta.
- Dr. W. C. Murray, President, University of Saskatchewan.
- Dr. J. A. McLean, President, University of Manitoba.
- Dr. E. W. Wallace, Chancellor, Victoria University, Toronto.
- Dr. H. P. Whidden, Chancellor, McMaster University, Hamilton.
- Dr. Hamilton, Fyfe, Principal, Queen's University, Kingston.
- Rev. Father Marchand, Rector, Ottawa University.
- Sir Arthur Currie, Principal, McGill University.
- Monseigneur A. V. J. Piette, Rector, University of Montreal.
- Monseigneur Camille Roy, Rector, Laval University.
- Dr. A. H. McGreer, Principal, Bishop's College University, Lennoxville.
- Canon Cody, President-elect, University of Toronto.
- Dr. Cecil Jones, President, University of New Brunswick.
- Dr. G. J. Trufeman, President, Mount Allison University, New Brunswick.
- Professor Carleton W. Stanley, President, Dalhousie University.
- Dr. A. H. Moore, President, King's College University, Halifax.
- Sir Robert Falconer, President, University of Toronto.

Royal Society of Canada.

"Attention is called to the following facts:

1. That the information which has made possible modern systems of broadcasting is the result of most intense study on the part of scientific men.
2. That by the very nature of the case, broadcasting is destined to become an educational force of first-rate importance. This will apply both to general education as conducted in schools and colleges and the education of the public at large in questions of national interests.
3. It brings within the range of thousands of people the advantages of music and of highly trained teaching power, from which up to the present time they have been almost entirely separated.

It would therefore appear,

1. That a plan of operation should be devised that would emphasize the public character which a broadcasting service can render; the place which it must occupy in the educational system of the future; and the importance to the public of the educational character of the service, as compared with the merely mercantile enterprises that can be associated with it."

Canadian talent in some respects, suffers from the same disadvantage. No continuity of employment or adequate remuneration may be depended upon. Abundant evidence has been submitted to demonstrate that Canadian talent is suffering from the present system and supports a system from which commercial considerations will be largely removed.

(c) *Coverage*—

By the only standard by which broadcasting coverage is to be judged, that of effective daylight service, the settled area of Canada is not adequately covered and large sections of Canada, estimated at about twenty five per cent, cannot receive Canadian programs.

This statement is more graphically demonstrated by a map showing the location and assured daylight range of Canadian stations.

The map herewith submitted is based upon the standards recognized by the International Union of Radio, by The British Broadcasting Corporation, and by the Federal Radio Commission, namely—

10	millivolts per metre for industrial areas
2	" " " " residential "
0.5	" " " " rural "

The existing coverage, of course, is dependent upon the power of the stations and it is recognized that some stations would have increased their power if permitted to do so by the Department of Marine.

These maps are here.

(Witness explains maps).

THE AMERICAN SITUATION

The conditions here set forth with regard to the Canadian situation, the failure of the advertising method of financing broadcasting, the natural monopolistic character of broadcasting, alike command the wisdom of concentration as a principle of policy in establishing a satisfactory Canadian broadcasting system.

An additional and equally compelling factor is the American situation. Inevitably, the proximity of the United States must influence the problem of Canadian broadcasting. Whatever the similarity between the two peoples, whatever the honest friendship and respect that may exist between us, there are bound

to be commercial organizations in either country the activities of which may cause apprehension in sections of the other country. Such apprehension upon the part of the people at large implies no unfriendliness, no desire for anything but co-operation and goodwill; it only implies a natural desire upon the part of each nation to develop in its own way without interference, be that interference wilful or accidental.

This is true of the Canadian broadcasting situation as it is affected by the American situation.

What is here said, therefore, of the American situation, is not in unfriendliness to the United States, to the American people; it is apprehension of a commercial force that impinges upon the free growth of Canadian character and opinion, and threatens to make Canada, so far as this potent agency of communication is concerned, an appendage of the United States.

Opposition to this commercial force in the United States, on other grounds, is equally strong and when the Canadian Radio League discusses this force it is saying not more but less than Americans, themselves, are saying.

The growing opposition of Americans and American organizations to the power of the Radio Corporation of America group, has been expressed in terms far stronger than any of those used by the Canadian Radio League. The National Committee on Education by Radio, representing the National Council of State Superintendents of Education, the association of College and University Broadcasting Stations, the American Council on Education, The National University Extension Association, the National Catholic Educational Association, the Jesuit Education Association, the Association of Land Grant Colleges and Universities, and the National Educational Association, combined organizations representing the leading educationalists in the United States, have been waging war on the Radio Corporation of America and the commercialization of the air.

Such organizations as the Radio Protective Association, Parent-Teachers Association, representing a membership of 1,500,000 people, the American Federation of Labor, and the National Educational Association, and 1,100 daily newspapers, have attacked the existence of a radio monopoly.

That such organizations have some foundation for their attack is shown by the numerous statements made by American leaders.

In 1924, Herbert Hoover, when Secretary of Commerce, the department under which at that time, radio communications came, testified before the House Committee considering the radio act of 1925:—

The question of monopoly in radio communication must be squarely met. It is not conceivable that the American people will allow this newborn system of communication to fall exclusively into the power of any individual, group or combination. . . . It cannot be thought that any single person or group shall ever have the right to determine what communication may be made to the American people. We cannot allow any single person or group to place themselves in a position where they can censor the material that shall be broadcast to the public.

In 1930, Judge Ira E. Robinson, former Chairman of the Federal Radio Commission, before the Institute for Education by Radio, Columbus, Ohio, June 23, referring to Mr. Hoover's declaration said:—

Despite this early and prophetic warning, it cannot be denied that a monopoly of radio is now being insistently claimed by a group, and that its power and influence are so subtle and effective as to portend the gravest danger to the fundamentals of our government. No greater issue presents itself to the citizenry. A monopoly of mere property may not be so bad, but a monopoly of the voice and expression of the people is quite a different thing.

In the same meeting, discussing the Canadian situation publicly with Professor Corbett of the University of Alberta, he said (page 15, Proceedings, Institute for Education by Radio)—

I have read that report with great interest (the Aird report). I regret that the American people do not take hold of the subject right now in the same way. I am not disloyal to America, but somehow or other, we cannot do things here as sensibly as they do in Canada. Do you want to know why not? There is too much influence, too much subtle commercial strength down here. We are more commercially inclined: you are more intellectually inclined. Canada proposes a sensible arrangement to put on seven stations with reasonable power and serve her country.

Senator James Reed, in an address prepared for the radio, but which was only partially delivered because the station cut him off, said:—

I invite your special attention to the latest piratical development commonly known as the "Radio Trust." It is impossible by metaphors yet devised to picture that combination. We cannot employ the old time octopus, for the tentacles of that creature only seek to crush and devour the physical, whereas this combination seeks to dominate and throttle the spiritual and intellectual life of the world. Its field of operations is the air we breathe and the ether by which we are surrounded.

I may say I have discussed the situation with a number of the gentlemen I am quoting.

Senator C. C. Dill has similar comments to make:—

There is just one more step needed to complete the world-wide radio trust that Mr. Owen D. Young is evidently planning. There has never been anything like it in the history of mankind; and the worst feature of it is that it deals not only with immediate patent radio rights but—the future... I think that the Department of Justice should act in this matter and act at once to ascertain, under the law, to-day, whether or not these corporations have a right to form an organization leading to a world-wide monopoly of radio development.

Congressman F. L. Reid, writing in the American Teacher, November, 1930, said:—

The aim and purpose of the radio trust is to secure the vested rights in the air, and when it has been successful in its attempts, good-bye to freedom of the air. It will never be possible, then, to loosen the grip of the monopoly on radio facilities, and virtual dictatorship will prevail in the United States in all matters concerning this marvellous new means of communication. Never in the history of the nation has there been such a brazen attempt to seize control of the means of communication and to dominate public opinion as is now going on in the field of radio broadcasting.

A resolution has been introduced into the Senate by Senator Couzens to instruct the Federal Radio Commission, stating:—

Whereas there is growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising. Be it—

Resolved, that the Federal Radio Commission is hereby authorized and instructed to make a survey and to report to the Senate on the following questions:—

- (1) What information there is available on the feasibility of Government ownership and operation of broadcasting facilities.
- (2) To what extent the facilities of a representative group of broadcasting stations are used for commercial advertising purposes.

This resolution of Senator Couzens was passed unanimously.

A Bill known as S-4 has been drafted to set aside 15 per cent of the radio broadcasting channels for educational purposes and was introduced into the Senate by Senator Fess on December 9, 1931.

Further evidences of the public alarm that is widespread in the United States could be given. It has been only suggested here.

If there is alarm in the United States, what should there be in Canada? If such a group controlled the air of Canada, would our public opinion not be at the mercy of a most powerful agency over which Canadians had no control?

What is the history of that group? It is set forth in the annexes to this memorandum, namely, the address of the Hon. Edwin L. Davis of Tennessee in the House of Representatives on June 19th, 1930. In the analysis of the agreements between the various branches of the group submitted to the Federal Trade Commission by Oswald F. Schuette, secretary of the Radio Protective Association, in the article by Paul Hutchison in the Christian Century, April 1, 1931, in the Bulletin of National Committee on Education by Radio, March 26th, 1931.

The main points of this history are these.

After the war, the General Electric Company, of which Owen D. Young is chairman of the board, under suggestions from the American government, set out to remove British influence from communications in the United States and to build up an American communication system, under private enterprise, throughout the world.

Owen D. Young, in an address to the Advisory Council of the National Broadcasting Company, explained the origin of the American radio group in the following terms:—

At the close of the war, the British Marconi Company was the only organization in the world set up to use such (radio) developments in communications. There was not only the parent company in the British Empire, but subsidiary companies in many other of the principal countries of the world, including the American Marconi Company of the United States. That company had constructed stations here prior to the war and was ready to install the new transmission sets and enter into the transoceanic wireless communications business. In a word, the Marconi associated companies were the logical and perhaps indeed the only purchasers of the General Electric sets. At the close of the war, the Marconi Company offered to place orders for these sets to the approximate amount of \$5,000,000, provided they could obtain the exclusive rights thereto under the General Electric patents.

While this offer was pending, President Wilson, who was then in Paris, sent Admiral Bullard, Director of Naval Communications, and Commander Hooper, to the General Electric Company with the request that it decline to sell these machines to the British Marconi Company, or to issue rights to foreigners to use its inventions. The President put it on the ground that there was an obvious intent on the part of the English to dominate in the fields of international transportation and communication, and inasmuch as they were already dominant in the cable business of the world, it would give them a monopoly upon international communications if they controlled the radio facilities.

As a result of that request, the negotiations with the Marconi Company were terminated. This, at that time, accomplished only the negative result of preventing the British from acquiring them. It did not provide America with a radio communications organization, nor did it provide a market for the General Electric apparatus, on which large sums had

been spent for development. To meet this situation I undertook with the sympathetic co-operation of the government representatives at Washington, the organization of the Radio Corporation of America.

(Reference may also be made to the evidence of Commander Hooper, U.S.N., before the Senate Committee on Interstate Commerce, page 315.)

The Radio Corporation of America was organized, therefore, to break the British monopoly, to provide the United States with its own radio communications systems, and to secure markets for General Electric apparatus. No American may regret such action, but Canadians are Canadians and the consequences of this organization of the Radio Corporation of America by Owen D. Young are necessarily of the widest interest. For in this rivalry with British commercial interests, Canada was necessarily concerned.

What followed from the organization of the R.C.A. on October 17th, 1919, under the laws of the State of Delaware?

The story is set forth in the annexes already filed above and in pages 18 to 33 of the report of the Federal Trade Commission on the radio industry. In brief, the story is the growth of the R.C.A. by association with General Electric, Westinghouse Electric, the United Fruit Company, the American Telephone & Telegraph Company and the making of "cross licensing agreements" and contracts.

Within two years after its formation, the Radio Corporation of America secured the control of the patents of the General Electric Company, the Marconi Company, the Westinghouse Electric Company, the International Radio Telegraph Company, and their subsidiaries, and these companies, by what are called "cross licensing agreements", allotted the respective spheres of operation to one another and protected themselves against competition from one another. As the result of one agreement between the Radio Corporation of America and its parent the General Electric Company, dated November 20th, 1919, according to the report of the Federal Trade Commission (page 22):—

The Radio Corporation obtained control of practically every privately owned high power station in the United States, together with a number of important radio patents.

Within the same period, it entered into an agreement with the Marconi Wireless Telegraph Company (Ltd.) of London, "which divided the entire world into fields of exploitation between the Radio Corporation of America, General Electric and the Marconi interests in Great Britain" (page 11 address of Hon. E. L. Davis). This agreement is found at page 229 of the Federal Trade Commission report.

This agreement divided the world into four fields of exploitation between those four groups, certain territories being assigned exclusively to one or the other, or for competition between them.

This agreement assigned to the Radio Corporation of America (page 223) the United States of America and all its territories and possessions.

To the Marconi Company was assigned the British Empire including the colonies and mandate territories under the treaty of peace but excluding the British possessions in the western hemisphere (page 236, par. E).

Canada was deleted from this agreement, but by paragraph A (235) it was agreed that the British company should use its influence to induce the Canadian Marconi Company to make exclusive arrangements with the Radio Corporation of America (p. 52 Report. F. T. Comm.). And I may say that \$1,000,000 was invested in the Canadian Company.

Other territories are delimited and described as "No Man's Land" or "neutral territory."

These agreements only concerned wireless telegraphy, but when the development of wireless telephony took place, the American Telephone & Telegraph Company entered into an agreement with the General Electric Company, July 1, 1920, to end competition between themselves, and delimit their spheres of operation, the Telephone Company being concerned primarily with the telephone and telegraph communications and the General Electric Company with the manufacture of electrical equipment, but reserving to itself the field of wireless telephony. In this field, the Telephone Company cannot be a competitor of the General Electric and its subsidiary the Radio Corporation of America. As a result the Telephone Company routes all telephone messages by way of the Radio Corporation of America.

In the same agreement, the Telephone Company secured the exclusive right to manufacture radio transmission apparatus, all receiving equipment remaining exclusively with the General Electric Company, and its subsidiaries.

One of the effects of such provisions is that no radio broadcasting may be relayed except over the wires of the American Telephone and Telegraph Company and its subsidiaries, and that applies to Canada.

In rapid succession, the Radio Corporation or its subsidiaries entered into agreements to acquire control of related industries.

The result has been this—

- (1) These companies acquired, according to Hon. E. L. Davis and the Trade Commission report, "monopolies in the field of the manufacture, sale, and use of apparatus for wire and wireless telephony, wire and wireless telegraphy, and wireless broadcasting."
- (2) In the field of wireless telegraphy, the field is given exclusively to the Radio Corporation of America, and to its subsidiary R.C.A. Communications (Inc.) owned entirely by the R.C.A. Exclusive traffic agreements with almost the entire world are in existence.
- (3) In the field of wireless telephony, the two groups have a virtual monopoly (page 16-Davis).
- (4) The American Telephone & Telegraph Company and the Radio Corporation of America have entered into exclusive agreements with Paramount-Famous Lasky Corporation, control R.C.A. Photophone and other manufacturers of talking picture apparatus. The R.C.A. also controls such motion picture and other theatre groups as Keith-Albe, Orpheum, R.K.O.
- (5) The manufacture of broadcasting apparatus in the United States is almost entirely controlled by these two associated groups. Of the two companies manufacturing transmitting apparatus in Canada, one is a subsidiary of the American Telephone & Telegraph Company, and though entirely under British control, the R.C.A. holds shares in the other. And of the 23 companies manufacturing radio tubes and receiving sets in Canada, 60 per cent of the stock, according to the Bureau of Statistics, is held by American interests, and the majority of the companies are associated with parent companies, controlled by the R.C.A.
- (6) The National Broadcasting Company, of which Merlin H. Aylesworth is president, was organized by Owen D. Young and the Radio Corporation of America. It was a 100 per cent subsidiary. Mr. Aylesworth was formerly managing director of the National Electric Light Association, the public relations organization supported by the power group. The vice-president of the National Broadcasting Company is J. W. Ellwood, former secretary of the Radio Corporation of America. Of the 40 cleared channels, upon which only one high powered station may operate, stations on the N.B.C. chain have 27 of them, and those are the stations which, because of their high power, are principally listened

to by Canadians, such stations as WGY, Schenectady, the General Electric Station, WEAF (NBC), WJZ (NBC), WLS, KDKA (Westinghouse) and the two Canadian stations on the network CFCF, Canadian Marconi, and CKGW, Gooderham & Worts, the Cheerio Station.

The relation of the Columbia Broadcasting system to this group cannot be established, though until about one month ago, there was some remote connection through the shares held by motion picture interests associated indirectly with the R.C.A. The C.B.S., however, is bound by traffic agreements with the A. T. & T. to relay its programs only over A. T. & T. wires, and to accept programs only from A. T. & T. wires. The C.B.S. can only purchase its American equipment from companies controlled by the R.C.A. It is, however, nominally, at least, an independent competitor.

At this point, if I may diverge, I may be asked if these monopolies exist, why have no legal proceedings been taken against them? There have been such proceedings, and on three occasions at least the Radio Corporation has been found guilty of a monopoly in restraint of trade under section 13 of the Clayton Anti-Trust Act, and I was present in Washington when, because of being found guilty of monopoly, the National Broadcasting Company, the Radio Corporation of America, the Radio Communications, the Radio Victor Company—a phonograph subsidiary—were on the stand before the Federal Radio Commission to defend the continuation of their licences. The vote of that commission of five was three to two. If under the Radio Telegraph Act of the United States, section 12, companies are found guilty of monopoly, they must forfeit their licences. Those four companies only missed losing their licences last June on the vote of one member of the committee. And there is, at the present time, before the district court at Wilmington, Delaware, a Minute of supplemental objection in the case brought by the United States of America against the Radio Corporation of America and its associates. I am reading now from the United States Daily, March 8, 1932:

Broadcasting its charges against the Radio Corporation of America and associates, and adding four new companies to the list of defendants, the Department of Justice on March 7th filed at Wilmington, Delaware, an amended petition in its anti-trust case against the Radio Corporation of America, and associates.

The National Broadcasting Company is one of the four new defendants, and is said to have been organized for the purpose of restraining competition in the business of nation-wide broadcasting, according to the announcement of the Attorney General.

New charges allege that the companies restrain trade between the United States and foreign countries as well as domestic commerce.

These new charges brought the International General Electric Company, Westinghouse Electric International Company and R.C.A. Communications, Inc., into the list of defendant companies which already include the Radio Corporation of America, General Electric Company, American Telephone & Telegraph Company, Westinghouse Electric Company, General Motors Radio Corporation, and many subsidiaries.

That petition has been filed by General William D. Mitchell, the Attorney General of the United States.

What is the picture that stands out? It is this: One group in North America controls the greatest agencies of public entertainment, popular education and communication, the manufacture of the equipment of these services, and allied arts and industries.

The chart appended pictorially represents the interests controlled by the Radio Corporation of America. (Discussing the chart the witness said) ---

National Broadcasting Company, with 74 stations, not necessarily owned by the N.B.C. but associated with it—the N.B.C. was originally a 100 per cent subsidiary of the General Electric itself—Canadian affiliations with CKGW, Toronto, and CFCF, Montreal. Owned 50 per cent by R.C.A., 30 per cent General Electric and 20 per cent Westinghouse. That is in connection with broadcasting.

Radiotron Corporation, (vacuum tubes).

E. T. Cunningham, Inc. (Vacuum Tubes). Also the National Union Radio Corporation, the Radio-Victor Company, and General Motors Radio Corporation owned 51 per cent by the R.C.A. and 49 per cent by General Motors.

Licensees. There are 32 set manufacturers, licensed to make receiving sets, and 12 tube manufacturers licensed to make tubes for specific purposes.

Communications. R.C.A. Communications, Inc. (Trans-Oceanic), and Radiomarine Corporation of America (Ship-to-Shore).

Theatres, talkies, Radio-Keith-Orpheum (theatres, vaudeville).

The result is that most of the theatrical productions, most of the motion pictures, most of the radio communications between Canada and abroad, and most of the radio broadcasting of which Canadians make use is controlled by one group in the United States of America.

A still further relationship requires to be demonstrated, that is the relationship between what in American politics is known as the "power trust". The "power trust" promises to become so important a subject before the American public that it will be a major issue, second, perhaps only to economic conditions, in the approaching American presidential campaign.

The great American companies producing and distributing electrical power are the Electric Bond and Share, and the North Eastern.

The Electric Bond and Share is a sister company of the General Electric Company and produced even as early as 1925 about 11 per cent of the electrical power of the United States.

The North Eastern group produces about 10 per cent of the electrical power. This group is also associated with the General Electric Company.

With other smaller companies in which it is interested, the General Electric occupies a dominant position in the production of power, and, according to one authority (*Power Control*, New York, page 69), it influences one half of the power industry.

The chairman of the General Electric is Owen D. Young. The organizer of the Radio Corporation of America is Owen D. Young. The broadcasting subsidiary of the R.C.A. is the National Broadcasting Company organized by Owen D. Young. The president of the National Broadcasting Company was formerly managing director of the National Electric Light Association. The National Electric Light Association was the propagandist body of the electrical power companies.

The conclusion that many Americans have drawn is that this skilled defender of the power group has been placed at the head of the most potent agency for forming public opinion at the time when the power industry is a subject of increasingly acute controversy and when the public ownership of power companies has been advocated by Governor Pinchot of Pennsylvania and Governor Roosevelt of New York, one a republican, the other a democrat.

References to the use of broadcasting in this controversy, even as early as 1928, are given on pages 122, 164, 191, 198, 217, 277, 349, and 491 of the Hearings Before the Committee on Utility Corporations, United States Senate, April, 1928.

That the relationships between radio broadcasting, the American power group, and the Canadian radio situation should be brought out is inescapable, and again we hasten to emphasize that we are only discussing, not the American

people, not the American state, but a commercial group in the United States, as it concerns Canada.

This relationship is best made clear, not by a lengthy analysis of the twenty volumes of evidence before the Senate Committee, but by a single specific example in which the American group, through the gentleman who is now President of the National Broadcasting Company, made a deliberate attack upon an institution established by the people of the Province of Ontario and maintained by its government and municipalities, The Ontario Hydro Electric Commission.

The attack was made through the circulation of an analysis of the Gregory report, by S. S. Wyer, through the preparation of Messrs. Murray & Flood of an attack upon the hydro, and by the circulation of a pamphlet by S. S. Wyer. Only the last pamphlet will be discussed.

This pamphlet claimed to be a scientific report by a consulting engineer on the operation of the Ontario Hydro. The report was issued under the imprint of the Smithsonian Institution. The printing costs were paid by the National Electric Light Association, and thousands of copies were distributed at its expense.

For writing this pamphlet S. S. Wyer was offered \$3,000 and expenses, by the National Electric Light Association. This was established in an investigation into Utility Corporations by the United States Senate at the first session of the Seventieth Congress, and it was revealed that the attack was initiated by the National Electric Light Association under the managing directorship of Merlin H. Aylesworth, later president of the National Broadcasting Company (References, Senate Investigation of Utility Corporations, pages 23, 63, 163, 195, 201, 225, 287, 365, 388, 415, 445, 481, 549 and 552. Minutes of the Meeting of the National Executive Committee of the National Electric Light Association, setting forth the instructions to Mr. Aylesworth, September 22, 1924, are also submitted.

The following are examples of the books and pamphlets either paid for or circulated by Mr. Aylesworth's organization—I may interject here that some of these attacks were no doubt bitterly attacked by the Toronto Telegram, which now opposes public ownership of radio.

1. Government owned and controlled compared with privately owned and regulated utilities in Canada and the United States (Murray and Flood).
2. Electricity in rural districts served by the Hydro Electric Commission of Ontario.
3. Niagara in Politics, by Professor James Mavor (printed and circulated after his death).
4. Salient findings of the Royal Commission appointed to investigate governmentally owned Hydro Electric Systems in Ontario, Canada. Summarized by S. S. Wyer.
5. Survey of the Ontario Hydro Electric Commission. S. S. Wyer.

The Canadian Radio League is not an advocate of the doctrine or principle of public ownership. We only advocate the public ownership of radio stations because radio broadcasting is by nature a monopoly and not by nature a competitive business. The Canadian Radio League cannot, however, escape the responsibility of remarking that no Canadian government should tolerate interference by commercial groups in another country with institutions either established by Canadian governments or about to be established by Canadian governments.

And we cannot avoid remarking that Mr. Aylesworth, the former agent of this commercial group attacking Canadian governmental institutions, was upon the suggestion of the President of the Canadian Pacific Railway, again to assume

before this committee the role of the enemy of a policy of Canadian public ownership.

Here is one quotation from the minutes of the executive committee of the N. E. L. A.

Mr. Aylesworth explained in detail the purpose of this appointment, and stated that Mr. Wyer had agreed to accept the sum of \$3,000 with travelling expenses, as an extra item to cover the work. Chairman M. S. Sloan brought before the committee a recommendation which had been made in regard to the employment of S. S. Wyer for the purpose of making a survey of the situation in the province of Ontario, Canada.

I have copies of two different executive meetings of the National Electric Light Association, in which Mr. Aylesworth authorized attacks on institutions established by a group of Canadian people, the municipalities and people of the province of Ontario.

The interest of the American people in the policy of publicly owned Canadian radio broadcasting stations is twofold. The public at large, as represented by the press and by the educational associations, is hopeful that the Canadian example will enable them to reform the radio broadcasting situation in America. They have every sympathy with the efforts of this Committee and with the Canadian Radio League. The memorandum filed from Dr. Lee de Forest and the evidence of Dr. J. E. Morgan of the National Educational Association, substantiate that statement.

Then, there is a second group. The head of that group is Merlin H. Aylesworth; and through Canadian associates the people of Canada have been submitted to a welter of inaccurate and objectionable propaganda against the British Broadcasting Corporation and against the public ownership of radio in Canada.

Let us examine the connection between the witnesses that have appeared before this committee in opposition to the Aird report and the Canadian Radio League.

The Manager of Station CKGW associated with the National Broadcasting Company, the first station to bring National Broadcasting Programs into Canada. He is a representative of the National Broadcasting Company.

The Radio Manufacturers' Association, representing Canadian radio factories, in which 60 per cent of the capital, according to the Bureau of Statistics, is American.

The Rogers Majestic Corporation, associated with the American Manufacturing company, and station CFRB, associated with the Columbia broadcasting system.

There has also been present, without intervening, a counsel of the National Broadcasting Company, before this committee, who is reporting to Mr. Aylesworth, president of the National Broadcasting Company, and who visited the officers of the National Broadcasting Company for instructions when this committee was appointed.

Station CKNC, of the Canadian National Carbon Company, a subsidiary of the National Carbon Company of the United States.

At this point, we cannot help regretting that an historic Canadian corporation such as the Canadian Pacific Railway should stoop to the propaganda and tactics used in this campaign against publicly owned stations. The first public intervention of the Canadian Pacific Railway was an article attacking the British Broadcasting Corporation in the Canadian Forum, Toronto, and written by J. M. Gibbon, General Publicity Agent of that railway. This article said that any friend of a janitor in the British Broadcasting Corporation could secure an engagement with the British Broadcasting Corporation and otherwise attacked the British Broadcasting Corporation so inaccurately that, after a

controversy in the British press, the British Broadcasting Corporation issued a statement describing Mr. Gibbon's article as "a unique combination of malevolence and inaccuracy."

The Canadian Pacific Railway also shared in the preparation of the pamphlet of the Association of Canadian Broadcasters, in which the British Broadcasting Corporation, the Aird report, and the Canadian Radio League were attacked. This pamphlet was laid before this committee and was circulated a year ago by announcements over the Canadian Pacific Railway network stating where the pamphlet was available. These announcements were made by Charles Jennings, the announcer of station CPRY, Royal York Hotel, Toronto.

We would also like to state that both the National Broadcasting Company and the Columbia Broadcasting system are following the deliberations of this committee with close attention and that the two chains are co-operating in keeping in touch with the Canadian situation.

The CHAIRMAN: I might say in respect to Mr. Aylesworth, that Mr. Aylesworth, at the request of some of the people interested, was asked to come before the committee; and at the time he was asked to come here, he was away. I have since received a letter from him, saying he would be unable to appear. I just want to make that clear. He has stated further that this committee has an open door to their institutions in New York, if we wish to see them.

The WITNESS: I might say when I was digging up this information in Washington, I met a great many people that I have mentioned here, and I was treated with nothing but the utmost friendliness and courtesy. I remember visiting station KDKA. I said, "I do not like your American system, and I have come down to get information to support my belief." The answer I received was, "Come right in; we shall be glad to give you anything we have," and they did.

The program of those opposed to the Aird report is in harmony with the interests of the American chains. There is co-operation with the American chains in opposing nationalization.

Why are the American interests so interested in the Canadian situation? The reason is clear. In the first place, the American chains have regarded Canada as part of their field and consider Canada as in a state of radio tutelage, without talent, resources, or capacity to establish a third chain on this continent.

I also have information that if this committee decides adversely to public ownership, that the American chains are prepared and are taking definite steps to come into Canada at other points in addition to Toronto and Montreal.

In the second place, if such a Canadian non-commercial chain were constructed it would seriously weaken the whole advertising basis of American broadcasting. If, for example, the Canadian chain offered two hours of the best possible jazz programs over high powered Canadian stations which, at night would inevitably cover a large area of the United States, would not every listener, Canadian or American, tune in on Canadian non-advertising programs, in preference to eight 15 minute American advertising programs, in which there would be 16 advertising speeches occupying from 7 to 25 per cent of the time? Would not Canadians, would not Americans, prefer programs without advertising to programs advertising corn cures, cigarettes, beauty aids, mouth washes? The answer is self evident.

The American chains, the American power groups, do not wish to see a publicly owned Canadian chain. It would hasten public ownership in the United States.

The question before this committee is, whether Canada is to establish a chain that is owned and operated and controlled by Canadians, or whether it is to be owned and operated by commercial organizations, associated or controlled by

American interests? The question is the State or the United States? That is the question: the State or the United States?

It is a great and fundamental issue. It is not only a Canadian issue. In its results, in its potentialities, it is a North American issue. And it is an issue, not between one nation and another. It is an issue between powerful electrical monopolies and the peoples of the two nations.

In the issue in the United States, this committee, of course, has no interest, concern, or responsibility. But the issue as it concerns the people and future of Canada cannot be evaded. The State or the United States? A government that permits Canadian radio broadcasting to fall finally into American hands or under American influence will eventually win not only the opposition and regret, but even the deep and bitter denunciation of the Canadian people. The alarm that is now widespread throughout Canada, the alarm that has been expressed in hundreds of newspaper articles and by witnesses before this committee, is only a harbinger and prelude to the public concern that any such policy would arouse. This committee cannot afford to take chances. Canadian ownership and control must be guaranteed.

PUBLIC OWNERSHIP OF RADIO BROADCASTING STATIONS

Because of the power of the American radio group, because of the failure of private enterprise, because of the inadequate advertising revenue available for Canadian Radio Broadcasting, because no scheme of broadcasting upon a national scale has been proposed that does not require a subsidy either direct or from the listener, because the fullest use of musical talent and educational resources cannot be made under commercial guidance and, above all, because no agency so powerful as broadcasting should be owned and operated by irresponsible agencies, the Canadian Radio League advocates the public ownership of radio broadcasting stations.

It should be emphasized, however, that the League does not advocate a greater measure of public ownership than that of the radio broadcasting stations. It does not advocate the public ownership of the radio transmission lines. It does not advocate, indeed, it is opposed to, the operation of the stations by a department of the government, and it asks for a large measure of freedom for organizations, provincial governments and commercial organizations, as well as private individuals, to rent time from the publicly owned stations and to offer programs.

Public ownership of stations, private enterprise and competition in programs, these are the two principles of Radio League position.

The main concern of the Canadian Radio League is a national system of broadcasting. To establish such a system is its first and most important purpose, but we have from the first advocated, in disagreement with the Aird report, the existence of low powered short range local stations for local purposes. We support the existence of such small stations and while first considering and first advocating the national aspects, we urge upon the Committee the value of local stations.

I will admit we have not dwelt upon that, any more than we have dwelt upon our definition of indirect advertising. When you are in a battle and when your enemy is firing into the trenches that you do not occupy, it is not well to invite them to change their fire into trenches that you do occupy; so we have allowed the papers that oppose us, and the various interests that oppose us to concentrate their fire on trenches we never occupied.

Our recommendations, therefore, envisage as the ultimate structure of Canadian broadcasting, a national system owned and operated by a national com-

pany, and a series of low powered local stations, owned by local authorities, operated by them, and subject to control and inspection by the technicians of the national system.

The attainment of this objective will occupy a period of years and, in your view, may most wisely proceed in three stages, a total of at least three years to five, to seven years.

FIRST STAGE

The first stage may occupy the period of one year from the date of the enacting of legislation to establish the Canadian Radio Broadcasting Company.

In this stage, the following steps may be taken:—

1. The Parliament of Canada, at this present session of parliament, will establish by Act of Parliament, the Canadian Broadcasting Company or Corporation, with full powers to own, operate and control radio broadcasting stations within the Dominion of Canada.

2. The Governor General in Council will appoint an interim directorate of not less than three and not more than seven persons for the period of two years who will be vested with the powers of the Board of Directors of the C.B.C. and will be responsible for the preliminary arrangements necessary to accomplish the full establishment of the National Broadcasting system, including the negotiations with the Provinces.

3. The Canadian Broadcasting Company will appoint at the earliest possible moment a competent director-general who will be responsible to the directorate and who will have charge of the operations of the company, and the responsibility of appointing the staff required.

4. The Company will secure the services of a program building organization, such as is now in existence in the radio branches of both the Canadian National and Canadian Pacific Railways and will organize sustaining non-advertising programs employing Canadian talent. These programs will be made available free of charge to efficient existing stations and the wire charges for such sustaining programs shall be met by the company.

5. The Company will enter into an agreement with the wire companies whereby radio transmission lines may be made available at least eight hours a day for a coast-to-coast network in two sections.

By the two sections I mean an eight hour period from Winnipeg to the coast, and an eight hour period from Winnipeg east, to allow for the differences in time.

6. The Company, in co-operation with the Department of Marine, will conduct a scientific engineering survey of the settled area of Canada, an inspection of existing Canadian radio stations, studios and equipment and prepare a complete long term technical scheme to provide clear daylight reception for the settled areas of Canada.

7. The receipts from the license fee of \$2 a year will be paid over by the government to the company for the expenses of organizing programs, investigation and the salaries of the director-general and staff.

8. The existing ownership and operation of Canadian stations will continue for a period of from twelve months to two years from the date of the passing of the legislation establishing the company, subject to the following conditions—

A. *Licences.* New licences will be issued revocable within a period of twelve months from the date of the establishment of the new company and contain the forfeiture of any claim against the government, if and when expropriated, for goodwill and will recognize that the full ownership of the channels is vested in the Crown. Subject to negotiation where contracts for the sale of time exist, the licencees will agree to provide any time required by the Company for its programs.

B. *Advertising.* The following advertising regulations will be observed by all stations, subject to the cancellation of the licence on the recommendation of the Company or the Department of Marine.

1. The form of advertising known as spot advertising will be abolished. Spot advertising is defined as advertising unaccompanied by a program.

2. Direct advertising will be eliminated. Direct advertising is here defined as advertising announcements in excess of five per cent of a program, exclusive of station call letters, and containing prices, telephone numbers, street addresses.

3. Indirect advertising will be permitted and is here defined as advertising announcements occupying not more than five per cent of the total time of the accompanying program—i.e. three minutes per hour—and consisting of the name of the sponsor, the products advertised, and reasonable references to the quality of the product, provided these references comply with the time limit.

The radio manufacturers Association made that recommendation themselves, and numerous private witnesses have made it. We are in agreement with them.

4. No advertising will be permitted to accompany programs consisting of recordings, but may accompany electrical transcriptions specifically manufactured for broadcasting purposes.

5. No advertising program will occupy less than a period of fifteen minutes.

6. No patent medicines may be advertised.

7. Advertising announcements of an objectionable character may be forbidden by the company.

8. Advertising announcements will be made only at the beginning and end of quarter and half hour programs and at the beginning, the half hour, and the end of one hour programs.

9. The Canadian company will have a monopoly of all programs relayed between stations, both sustaining and sponsored, and all arrangements for the rental of wires will be made through the company. The company will pay rental charges to stations for advertising programs. All arrangements for relaying or picking up, or exchanging programs between stations, and between Canada and other countries will be made through the company only.

10. Notice will be given by the Department of Marine that the listeners' licence fee of \$2 a year will be raised to \$3 a year as from April 1st, 1933.

11. Licences will be issued by the Department of Marine to bona fide applicants for low powered local stations, the applicant to provide evidence of his financial resources, the technical ability of his proposed staff, an exact description of the area it is proposed to serve, and not more than 20 per cent of the capital invested may be owned by aliens.

12. The company will come into operation on July 1, 1932, and on that date the first national broadcast under its auspices may be offered.

I will not discuss the financial statement at this point. I may say no capital expenditure is proposed in the first year.

SECOND STAGE

The duration of the second stage will depend upon the financial resources available to the company.

In this period, which may occupy a year, two years or less, the following steps will be taken:—

1. A network of stations will be established, owned, and operated by the company by expropriating, from time to time, existing stations, fair compensation to be made to the owners, but not including compensation for goodwill.

2. The completion of the technical survey and the consideration by the company and the government of a long term technical scheme involving capital expenditures for the erection of a network of high powered stations, so located as to give, with the necessary subsidiary stations, complete daylight coverage to the settled area of Canada.

Satisfactory daylight coverage is defined, in accordance with the standards of the Radio Telephone Union of Europe, the British Broadcasting Corporation and the Federal Radio Commission of the United States, namely—

Good service equals 90 per cent uninterrupted service, 10 per cent being allowed for interference, according to the following signal strengths received by any efficient receiving set:—

Area 1 Industrial, 10 millivolts per metre.

Area 2 Residential, 2 millivolts per metre.

Area 3 Rural, 0·5 millivolts per metre.

I may say it was extraordinary to hear Mr. Patience say there was no definition of good service. Here was a technical man, an engineer, representing a radio organization, and he said there was no definition of good service, good coverage. It is to be found in any ordinary technical handbook. The definition above is such a definition.

3. Provincial Advisory Councils and directors will be appointed, as set forth on pages 6 and 7 of the Aird report, to take office at the commencement of the third stage.

4. The Departments of Education of the provinces will be notified that time will be allowed to them for school and other broadcasts, the provinces to pay for the costs of lecturers, but the company to provide the station free of charge.

5. The licence fee will be \$3 a year and the total amount will be made available to the company for its purposes.

The proposed capital expenditure in the second stage is the cost of the expropriation of a group of the existing private stations. I may say that capital expenditure is financed here as elsewhere, out of revenue.

THIRD STAGE

The third period will embrace the final establishment of a complete Canadian radio system, owned and controlled by the Canadian Broadcasting Company, and the elimination of privately owned commercial stations, financed by the sale of advertising, except low powered local stations, for local purposes, be they operated commercially, by amateurs, or by some civic authority.

The steps in the third stage are:—

1. The appointment of the directorate of the Canadian Broadcasting Company as set forth in the Aird report, the directors to number twelve, three representing the Federal government, nine the provinces, (Aird report, page 7).

2. A sub-committee of the Privy Council, consisting of the Minister of Marine and two other ministers, will be appointed to deal with radio broadcasting.

3. The establishment of Provincial Advisory Committees to control programs within the provinces.

4. The expropriation of the remaining private stations, not expropriated in the second stage.

5. The exchange of programs between Canada and the United States and between Canada and Europe.

6. The provision of school broadcasts, under provincial authorities.

7. The formation of a national symphony orchestra.

8. The establishment of a system of high powered stations giving complete Canadian coverage.

A technical scheme such as would be required to give the most efficient Canadian service cannot be represented to this committee by the Canadian Radio League or any other organization, without the most careful, thorough and cautious investigation. Such an investigation, we recommend, should be set in action by the company immediately it is constituted.

No such technical scheme has been presented, as we hoped it would be presented, by the practical broadcasters who have occupied the time of this committee. Indeed, the schemes put forward by the various private interests can only be described as inadequate, ill-thought out, incomplete and without merit.

While no such complete technical scheme is available from such sources, there is, however, the technical scheme set out in the Aird report. The full details of that scheme are before this Committee and are in the hands of the technicians present.

Upon the basis of the technical scheme of the Aird report, therefore, the Canadian Radio League proposes to take its stand with, however, certain alterations. Upon that report the Canadian League is prepared to take its stand with some exceptions only.

The Aird report recommended seven 50,000 watt stations, three 5,000 watt stations and one 500 watt station. This scheme is technically possible and there are channels available, if convincingly demanded.

The principle of the scheme is that adopted in Great Britain, and throughout Europe, namely, high-powered stations so as to economize in the use of channels, with a minimum of subsidiaries.

The Canadian Radio League adopts and recommends this principle to this committee, with this amendment. Because of the great area of Canada, it is quite possible, technically, even with available channels, to permit the erection of a substantial number of stations of 50 watts and even higher power. It would be possible, according to the evidence of Col. W. A. Steel and J. W. Bain, technical advisors to this Committee, to erect as many as 150 stations of 50 watts power, the daylight coverage of such stations being only 25 miles, according to the definition of field strengths for good coverage earlier outlined in this memorandum. In this respect, both Canada and the United States are in a far more fortunate position than European countries.

The Canadian Radio League, therefore, recommends the erection of a chain of high-powered stations and subsidiaries, to be owned and operated by the company, and that permission be given private enterprise, municipal authorities, school board, etc. to erect low-powered stations under licences from the Department of Marine, and subject to the technical control and general supervision of the company.

One high-powered network, and numerous local small stations—this is the essence of the Canadian Radio League proposal.

The network alone need be discussed as it alone requires financing and operation by the proposed company.

MARITIME PROVINCES

- x 1 50,000 watt near Amherst.
- 1 500 " east of Halifax.
- 1 500 " between St. John and Moncton.

QUEBEC

- x 1 50,000 watt between Quebec and Montreal.
- 1 500 " at Montreal.
- 1 500 " east of Riviere du Loup.

ONTARIO

- x 1 50,000 watt at Toronto.
- 1 500 " at North Bay.
- 1 500 " at the head of the Lakes.
- 1 500 " at Cochrane.
- 1 5,000 " near Chatham or Windsor.

PRAIRIES

- | | | | |
|---|---|-------------|-------------------------------------|
| x | 1 | 50,000 watt | Central Saskatchewan, near Alberta. |
| x | 1 | 50,000 " | near Winnipeg. |
| | 1 | 5,000 " | near Calgary. |
| | 1 | 5,000 " | near Edmonton. |

BRITISH COLUMBIA

- | | | | |
|---|---|-------------|-----------------|
| x | 1 | 50,000 watt | near Vancouver. |
| | 1 | 500 " | near Victoria. |
| | 1 | 500 " | at Kamloops. |

This represents a total of 19 stations:—

- | | | |
|---|----------------------|------------------|
| 6 | 50,000 watt stations | new equipment. |
| 4 | 5,000 " | " —expropriated. |
| 9 | 500 " | " " |

Compared with the Aird scheme, there is one less 50,000 watt station, one more 5,000 watt station, and eight additional lesser power subsidiaries. Such a system would ensure satisfactory Canadian coverage, subject, of course, to natural obstacles, which only a survey may discover. This system is based upon daylight coverage only. The night coverage of the high-powered stations would be equal to that of any American stations; indeed, as coverage tends to elongate north and south, rather than east and west, Canadian coverage of the United stations would be very great at night, and especially in the winter.

In addition to this network, the Canadian Radio League recommends either the purchase or leasing of the short wave sending and receiving stations of the Canadian Marconi Company near Montreal; or the erection of new stations at a point to ensure satisfactory communication with Great Britain and Europe. The Canadian Radio League understands that receiving conditions in the north are phenomenally good, and that even on the long waves, reception with ordinary portable receiving sets enables listeners to hear European stations.

In this connection, it might be pointed out that the low powered local stations now in existence in Quebec could be organized with the national stations, on different occasions into an entirely French speaking network stretching from Moncton to Ottawa, thus giving French Canada its own chain, and we recommend that there be formed, if it meets with the wishes of the French-Canadian people, a special advisory council, embracing the French-Canadian members of the advisory councils of the provinces concerned, for the operation of this network.

Through such a long term scheme of financing, expropriation and construction, no burden is imposed upon the government, the station owners are adequately and fairly compensated, and the people benefiting, the listeners themselves, pay less than one cent a day. At the end of such a period, Canada would have a national network comparable to the best on this continent, reaching the whole country, and providing from the company alone, some 5 and 6 hours a day, in addition to those local programs which may be organized by local agencies, and to sponsor indirect advertising programs.

The general recommendations of the Canadian Radio League are as follows:

1. That the Canadian Broadcasting Company or Corporation be established upon a basis that enables parliament to control major policy but gives to the company the widest possible responsibility as to administration, programs, etc. The evidence presented by Major Murray on the British practices, in view of the Canadian Radio League, represents the principles upon which the Canadian company should be established and operated.

2. We recommend that the most able and experienced director-general be appointed and that the salary be such as to induce the best possible broadcasting expert to accept the position.

3. We recommend that the wishes of the provinces be fully consulted and that the special position of the provinces of Quebec be recognized, in all respects. We have provided for a year to two years, I may add, to complete negotiations with the provinces.

4. We recommend that friendly co-operative relations be established with the American chains, with the British Broadcasting Corporation and with European countries for the immediate exchange of programs and their rebroadcasting throughout Canada.

5. We recommend that the regulations respecting advertising be formulated at the earliest possible moment and rigidly enforced.

In summary, the scheme of Canadian radio broadcasting recommended by the Canadian Radio League to this committee and to this parliament is:—

1. A network of high powered stations covering the whole settled area of Canada.

2. A national company, independent of the Civil Service, yet responsible, in the last resort, to Parliament, as the best agency for owning and operating this network.

3. The development of low powered local stations for local purposes.

4. The financing of the network and the company without the expenditure of a cent of public money and by the collection of a \$3 licence fee, representing less than a cent a day to each listener.

5. We recommend that this scheme be spread over three stages, occupying in all, at least three to five years, to enable the development to proceed efficiently and the capital expenditure to be met from revenue.

6. We recommend that Canada be represented at the Madrid conference in the Fall of 1932.

7. And we recommend that in building up the staff of the Canadian Broadcasting Company, officials and employees of existing stations be given preference.

In conclusion, we would point out that upon this committee lies the responsibility of determining by what agencies the entertainment of the Canadian people will be provided for several of the most respective hours of the day; what agencies will own and control the stations over which school broadcasts will reach the children of Canada; and whether the freedom of Canadian public opinion will be gambled upon the dubious American expedient of commission control of commercial enterprises or be guaranteed by the ownership and control of a company established by and responsible to the Canadian people.

The value, the significance of an intelligently directed system of radio broadcasting to the varied and scattered people of Canada needs no emphasis or demonstration. It is patent to all. Here is a great and happy opportunity for expressing, for achieving that which is Canada. It is here and now; it may never come again.

Upon this committee rests the high privilege of seizing that opportunity.

The CHAIRMAN: Gentlemen, it is twenty minutes to one. Do you think we had better wait until this afternoon before we ask any questions? What do you say?

Mr. ILSLEY: I think we had better wait until this afternoon.

The CHAIRMAN: We shall adjourn then until 3.30 this afternoon.

The Committee resumed at 4.20 p.m.

GRAHAM SPRY, witness

The CHAIRMAN: Mr. Spry had just finished the reading of his memorandum when the committee adjourned this morning. Is there anything else you wish to submit before any questions are asked?

The WITNESS: Mr. Chairman, might I go in to the finances of this set-up? I did not touch on that, only in brief.

Attached to my memorandum are two pages showing the estimated revenue and expenditure in the erection and operation of a national broadcasting system, and, as suggested in the brief, it is in three stages. The first stage represents the period from July 1, 1932, until March 31, 1933, less than a year.

ESTIMATED REVENUE AND EXPENDITURE IN THE ERECTION AND OPERATION OF A NATIONAL BROADCASTING SYSTEM

FIRST STAGE—

Revenue from Licence Fees (\$2.00).....	\$ 1,400,000
Time to Advertisers.....	100,000
	<u>\$ 1,500,000</u>

Operation Costs—

Interference charges.....	180,000
Collection costs at 15c. a licence.....	85,000
Salaries—Director General.....	15,000
Staff and Directors' Expenses.....	50,000
Rental of Studios.....	30,000
Rental of wires, 8 hours daily, 1 year.....	400,000
Program Costs—Canadian.....	200,000
Visiting Artists.....	50,000
Trans-Oceanic Transmission.....	50,000
Technical Survey.....	25,000
	<u>1,085,000</u>
Profit, 1st stage.....	415,000
	<u>\$ 1,500,000</u>

SECOND STAGE—

Revenue from Licence Fees (\$3.00).....	\$ 2,400,000
Time to Advertisers.....	100,000
	<u>\$ 2,500,000</u>

Operation Costs—

Compensation to owners of existing stations which will be scrapped.....	300,000
Interference charges.....	180,000
Collection Costs.....	120,000
Salaries.....	115,000
Rentals—Studios.....	50,000
Wires.....	400,000
Trans-oceanic Transmission.....	50,000
Programs—Canadian.....	250,000
Visiting Artists.....	50,000
	<u>1,515,000</u>
Profit 2nd stage.....	985,000
	<u>\$ 2,500,000</u>

THIRD STAGE—A Normal Year

Licence Fee Revenue.....	\$ 3,000,000
Rental of Transmission Wires to Program Sponsors, 3 hours daily for 300 days at \$500 per hour.....	450,000
Rental of Stations on national network, 3 hours daily for 300 days at \$500 per hour.....	450,000
Providing Programs at \$200 per hour.....	50,000
	<u>\$ 3,950,000</u>

Operation Costs

Interference Charges.....	\$ 200,000
Collection Costs.....	150,000
Salary of Director.....	15,000
6—50 KW Stations at \$296,000.....	1,776,000
9—500 Watt Stations at \$40,000.....	360,000
4—5 KW Stations at \$75,000.....	300,000
Short-wave Station.....	75,000
Wire Rentals.....	400,000
Programs—Canadian.....	250,000
Visiting Artists.....	50,000
Profit.....	<u>3,576,000</u> <u>374,000</u>
	<u><u>\$ 3,950,000</u></u>

The chain would be in two sections; one from Winnipeg west, the other from Winnipeg east, several hours on the two sections overlapping.

CAPITAL EXPENDITURE

Purchase of Existing Stations.....	\$ 600,000
Erection of 6—50 KW Stations at \$329,000 each.....	1,974,000
Re-erecting 5 stations appropriated.....	225,000
Erection Short-wave sending and receiving station.....	200,000
Total Cost of Establishing National Network.....	<u>2,999,000</u>

The Capital Expenditure could be cleared off from profits, as follows:—

Profit in first stage.....	\$ 415,000
Profit in second stage.....	985,000
Profit from 5 normal years.....	1,870,000
	<u>3,270,000</u>

Mr. GAGNON: Have you provided for the expense in connection with the Madrid Conference?

The WITNESS: No, sir. That is an expense which should fall upon the Department of Marine and not upon the listeners. As a matter of fact, the listener at the present time is paying, through his \$1 and \$2 fee, the expense of other services than broadcasting, and the Government of Canada owes the listeners \$1,300,000; for the costs of interference services do not equal the receipts from licence fees and \$1,300,000 has gone into the consolidated fund from the listeners of Canada. In other words, the listeners of Canada have been subsidizing the Government of Canada.

I would like to say that some of the figures used in the financial analysis are very high.

Mr. SMITH: Speaking about that, Mr. Spry, in the Aird Report they estimate the cost of seven high-power units at \$3,000,000, which I figure out here at somewhere about \$438,000. I see you have the same number of stations in here at \$329,000 each.

The WITNESS: \$329,000?

Mr. SMITH: Yes. That is more than \$100,000 less than they estimated.

The WITNESS: You are taking the seven stations and dividing their total cost?

Mr. SMITH: Yes.

The WITNESS: Their detailed statement will show that their figure is comparable to mine.

Mr. SMITH: At page 8 of the Aird Report, under "Finance":

"The cost of installing the seven high-power units would probably approximate \$3,000,000."

That works out about \$438,000, I think, for each station.

The WITNESS: That is four years ago.

Mr. SMITH: Yes, four years ago, but you have taken your figure for the smaller stations exactly as it is four years ago.

The WITNESS: There was no necessity for reducing that figure.

Mr. SMITH: If it applies in one instance four years ago then it must apply in the other. There is quite a discrepancy there, over \$100,000.

Mr. GARLAND: Did not Sir John himself in his evidence state that these costs could be reduced due to developments since that time, and that probably they would be lower?

The WITNESS: The figure that Colonel Steele gave is \$2,000,000 for this set-up.

Colonel STEEL: This cost of \$3,000,000 was estimated in 1929. Since that time the 50,000 watt station has become standardized in very much the same way that the 5 K/w station was standardized at that time, so that the prices to-day of the 50 K/w stations are very much less than they were in 1929, whereas there is not a very great change in the price of the 5 K/w equipment.

Mr. SMITH: Would you say that figure of \$329,000 was a fair estimate of the cost of a 50,000 K/w station?

Colonel STEEL: Yes. If anything it is high.

Mr. SMITH: Then the figure in the Aird Report of \$438,000 is away up in the air.

Colonel STEEL: It was correct in 1929.

The WITNESS: A lot of figures were in the air about that time.

Mr. SMITH: Just one question on this very comprehensive brief? You have made a slight reference to it on page 20, the third paragraph. I would like to ask you what suggestions you have to offer in addition to what you mention on page 20, paragraph 3 to meet the criticisms that Canada, being a country with a dual language and great difference in time between extremes, east and west, which will present insuperable difficulties in a nationally owned and controlled State system of broadcasting?

The WITNESS: The criticism that you have really two time periods, at least, in Canada? I mentioned this morning a split chain, that is to say, that there would be a chain for eight hours, say from four p.m. to midnight from Winnipeg west and the same from Winnipeg east. It is at the bottom of the financial statement, the first page of it:

The chain would be in two sections. One from Winnipeg west, the other from Winnipeg east, several hours on the two sections overlapping. In that connection, the public system would have no more difficulties than the private system. Indeed, it would be an advantage to them since where this national control was exercised there would be greater efficiency and one could send a wire and get results. I know of an instance where the broadcast of the Prime Minister was near stopped and the whole arrangement was threatened at the last moment by the refusal of one station to cooperate in the whole of Canada.

Mr. GAGNON: When.

The WITNESS: About eighteen months ago, shortly after the election.

By Mr. Smith:

Q. Now, with respect to dual language; how would you overcome that situation?—A. With respect to what section of Canada?

Q. All Canada. You have from Moncton to Ottawa a lot of French speaking people living there?—A. Yes. Of course, the station for the Moncton area would have to be at Amherst.

The CHAIRMAN: Would a station between Montreal and Quebec of 50,000 watts be heard in Amherst?

WITNESS: Well, it would at night, but not in the daytime.

By Mr. Garland:

Q. But you have provision for a station at Amherst?—A. Yes. 50,000 watts at Amherst.

Q. And the two together will give us an adequate coverage?—A. Yes, at night.

By Mr. Smith:

Q. You say, "an entirely French speaking network stretching from Moncton to Ottawa?"—A. It should read "Amherst."

Q. That is getting nearer home, but there are a lot of French in Nova Scotia?—A. Yes, indeed, in the Annapolis Valley and in Yarmouth and so forth. My own personal opinion would be there should be regular French programs from coast to coast, but I voluntarily left that out of the brief for fear of causing criticism.

By Mr. Gagnon:

Q. Are there not some French programs in Nova Scotia?—A. Yes, indeed there are.

Q. I suppose western Canada would be civilized enough not to close down on that?

Mr. GARLAND: No doubt Mr. Gagnon was not present when Professor Corbett of Alberta told about the French listeners.

Mr. GAGNON: I was delighted.

Mr. GARLAND: We are almost civilized now.

Mr. GAGNON: I know you are broad enough, but that does not apply to all. I heard some members of parliament say that one of their objections to public ownership would be they are afraid that more French language would be broadcast to western Canada—members of parliament.

Mr. GARLAND: Where? On which side of the house?

Mr. GAGNON: I do not say that their names ought to be printed in large letters. I am not afraid to challenge those statements right away.

WITNESS: Undoubtedly, somewhere about 10 per cent of the population of Manitoba is French speaking, 6 per cent of the population of Saskatchewan and 6 per cent of the population of Alberta, and less than 2 per cent of the population of British Columbia. I believe, if my memory, serves me well that that percentage of people speak the French language in those provinces, and they should certainly be given consideration. I may say that every word I am saying now will be scattered broadcast across western Canada in opposition to public ownership.

Mr. GARLAND: As a matter of fact, Mr. Spry, don't you think it is far more likely that those interests will get fairer consideration under public ownership than they could ever expect under private ownership?

WITNESS: Under our institutions, French Canadian people exert a greater influence under democratic organizations where their votes have an influence than under commercial organizations where their votes have no influence.

The CHAIRMAN: Of course, that works the other way when you get to other parts of the country.

WITNESS: In Saskatchewan?

The CHAIRMAN: I do not say that.

WITNESS: That is a matter for honest and reasonable compromise.

Mr. GARLAND: The same difficulty faces both.

The CHAIRMAN: That is the main thing; that the same difficulty faces any trans-Canada broadcast that may be attempted, whether under private or public ownership. I do not think that is a matter that affects us one way or the other. It is undoubtedly one of the things we will give considerable thought to.

Mr. SMITH: When criticisms have been made that that is one of the objections, why that can be properly regulated—the dual language and the other, the difference in time?

The WITNESS: The difference in time is a real problem and that exists now. There is provision here for an overlapping of those two half-national networks.

Mr. GARLAND: The division of time is just like the other question, common to both.

The WITNESS: We have national broadcasts today. Why the problem should become more difficult under public ownership than under private ownership I cannot see.

Col. STEEL: I think a mountain is being made out of a molehill with regard to this question of the difference of time. I know the proposition put forward by the B.B.C. to handle their Empire broadcasts and they have a far worse problem. They have to face a difference of many hours, in some cases as many as ten or fifteen hours' difference, and they propose actually to repeat certain programs as many as five times, not by means of electrical transcription but by actually having their programs duplicated at various times throughout the day. Yet you will find that their cost is not going to be excessive by so doing. There is nothing to prevent the system in Canada from putting on a program twice, if that would be necessary, to cover the territory from one coast to the other.

The CHAIRMAN: Half of it—

Col. STEEL: —might be of use to one part of the country.

The CHAIRMAN: With regard to the four hour program put on at certain times, the two middle hours could be used probably across the country.

Col. STEEL: Our problem is simple compared with that of the B.B.C.

By Mr. Smith:

Q. But you are speaking about Empire broadcasts. Those are rather rare, I judge?—A. Those are to go on 18 hours a day 365 days a year as soon as this plan is in operation, that is in December of this year.

Q. The Empire broadcast?—A. Yes.

Q. Every day?—A. Every day.

By Mr. Gagnon:

Q. I would like to put some questions to you concerning the small stations. Will you kindly refer to page 20 of your brief. I understand that you have suggested the establishment of a 50,000 watt station between Quebec and Montreal?

The WITNESS: Yes.

Q. And the re-establishment of a 500 watt station in Montreal, and another similar one at Riviere du Loup?—A. Yes.

Q. Now, with regard to the existing stations, in Montreal, according to your system would they be permitted to remain in operation, regulated and controlled, of course by the government?—A. We have not been specific deliberately on the amount of power of what we call the local stations because the amount of

power necessary is going to vary with the size of the cities. The question of just what stations would continue in Montreal is one that only a technical survey can satisfy. Reception conditions at Montreal are peculiarly difficult, I understand. Probably a station of more power would be necessary to give good coverage and service in Montreal—thus, say Cochrane—a rural area practically, but that question could only be answered, I think, sir, by the proposed technical survey. In any event, that Montreal stations will remain under the present ownership for about two years.

Q. Of course, I gave Montreal as an example, but I would like to know if some small stations could be left in operation and left to private enterprise?—A. Undoubtedly. The low power local stations, such as Dr. Geldert's station here of 100 watts. There is no reason why that should not remain as it is at present, subject, of course, to the advertising regulations suggested.

Q. You mean to say that the small stations in small cities could be left to private enterprise but, of course, controlled by the Dominion system as a whole?—A. Yes, sir.

Q. In other words, such small stations could be left with a certain degree of advertising?—A. They could be financed by advertising revenue. The advertising would be subject to the same regulations as the national stations.

Q. I understand that the same thing would apply to the station of my friend the honourable Mr. Euler in Kitchener?—A. Undoubtedly, if it is a low-power station.

Mr. GARLAND: It is quite conceivable that there might be a great increase in the number of these small stations in order to supply the local community with baseball games and such things.

The CHAIRMAN: You are at variance with the Aird report in making that report?

The WITNESS: Yes.

The CHAIRMAN: The Aird report visualizes small stations simply in community spirit without advertising.

The WITNESS: Sir John Aird said that the Aird report was not opposed to the small stations: The Aird report concentrates on the national network; but small stations are not in the Aird report. Sir John said that here, from this chair,

By Mr. Ilsley:

Q. I suppose everyone is thinking of his own locality to a certain extent?—A. We are trying to do so, as well.

Q. Take, for instance, Halifax; there is a 500 watt private broadcasting station, CHNS; what would happen to that under your scheme?—A. Again we would refer that to the technical survey. It might be better located at a point south of Halifax.

Q. You mean west?—A. I beg your pardon, west, or east.

The CHAIRMAN: The power might be lower.

The WITNESS: Yes, the power might be lower. There is provision in this set-up on page 19 for the continued existence of a 500 watt station in or near Halifax.

By Mr. Ilsley:

Q. That would be a national station?—A. Yes. That would be a national station.

By Mr. Gagnon:

Q. Now, may I ask you if you have prepared that scheme in co-operation with some experts? I do not want to put your statements in doubt. It is only to reassure myself since you suggest there would be the station at Riviere du

Loup?—A. Most certainly. In that instance, I was thinking of the coverage in that district.

Q. You meant that a station was necessary to cover the coast of Gaspé and at the same time the southern part of the Saguenay on the north shore. Do you not think that that station might be better situated a little further to the south of the St. Lawrence river?—A. It might well be. I stated near Riviere du Loup. It might well be located at Mont Joli.

The CHAIRMAN: Of course, that would be a matter based upon the survey made.

The WITNESS: Exactly.

By Mr. Gagnon:

Q. I speak only for Quebec?—A. We do not pretend to be able—and I doubt if there is anyone in Canada who can say exactly where a station should be located to-day because that complete scientific survey has not been fully made. Undoubtedly very careful surveys were made by the Aird commission, but I think more than that should be done before the stations are erected. We suggested generally, however, what the set-up would be.

By Mr. Ilsley:

Q. Could you give your reason for limiting these commercial stations to a small coverage and small power?—A. It is a question of channels. For example, if you wanted a 5,000 watt station you immediately get into the problem of the number of available channels. We have tried to work this out—with obvious difficulties—on the basis of existing facilities—existing channels—namely, six exclusive and eleven shared wave-lengths.

By Mr. Smith:

Q. Mr. Spry, following the question asked a moment ago by Mr. Ilsley about the station at Halifax or near Halifax, you said in answer to his question that that would be a national station?—A. In our suggestion on page 19 there would be provision for a station of at least 500 watt power in or near Halifax, and Mr. Ilsley's question, I believe, was directed to the question as to whether there could be in addition a local station. Undoubtedly there could be, though there is the question of channels and interference with national stations, if the station is not on low power.

Q. On page 18 you refer to stations by amateurs. That is in the first paragraph?—A. Yes.

Q. What is generally interpreted now from amateur broadcasting stations?—A. There is such a station at Moose Jaw. That is what we have in mind.

The CHAIRMAN: Those amateur stations are getting some revenue are they not at the present time?

The WITNESS: Not commercially, they have a membership. Take, for example, Moose Jaw; it has a membership with listeners throughout the country who send in contributions and become members of this amateur association. These low-powered local stations could be operated under private enterprise. They might be operated by municipal authority. They might be operated by an amateur group such as the Moose Jaw group.

By Mr. Smith:

Q. Now, let us come back to that point. You say they could be operated by private enterprise?—A. Yes.

Q. In other words, they could be operated the same as they are to-day?—A. Subject to regulations.

Q. Supervised and controlled?—A. Yes sir.

The CHAIRMAN: With simply a local coverage of 25 or 30 miles?

The WITNESS: Yes.

By Mr. Garland:

Q. That part of your proposals, of course, is merely made to meet what may be regarded as pressing local needs for certain community services which are anticipated or which we now have?—A. Yes. There is a real importance to that. We are fortunate in Canada. That is one way in which our huge area works to our benefit. In Great Britain it would be impossible on the same number of channels to have 150 stations. They would be falling over each other; but in a wide area such as Canada has, we can place stations and use the same channels several times throughout Canada. It would be quite possible, as Col. Steel and Mr. Bain have said in evidence, to have 150 stations of 50 Watt power erected in Canada and fit them into existing channels.

The CHAIRMAN: I suppose that in cases where the reception was not good from your big stations it would be perfectly possible to connect these up with the small stations?—A. Undoubtedly; and that saves the company capital expenditure. We have in Canada as in other countries gaps or blank spaces where fairly powerful stations, do not reach. Now, if they have a local station, the network program financed by the national company could be put over the local station. Let us say that Smiths Falls had a low power station but for some reason it did not get the high power national service, then the national program could be put onto that station by consent or by arrangement with the local station owners. It would in that case and for that period act as a subsidiary.

By Mr. Smith:

Q. Don't you think that great credit is due to the radio industry of Canada to-day for the fine work they have done in this field which is a new one and a somewhat uncertain one?—A. Are you speaking of local stations?

Q. Yes.—A. I think so, undoubtedly, and I hope that we have expressed no attitude, however critical, but that of friendliness. As to network broadcasting, I think you have, undoubtedly, to give credit to a publicly-owned railway which formed the first network, which installed the first repeaters, provided the first symphony, grand opera, radio drama programs—certainly we take our hats off to private enterprise who would risk money on such a doubtful financial venture as radio broadcasting. I am sure there are lots of stations that have been worried a great deal the last few years.

Q. Would you go so far as to say they have rendered a good service to this country?—A. I think they have rendered just as good service as that map indicates.

Q. That does not indicate very much to me.—A. It indicates half of the programs are phonographic records, and they do not employ Canadian talent.

Q. Well, of course, you are getting into a problem there, which I think is going to be very difficult to correct even with a national system.—A. There is no objection to phonographic records, as such, but you do not want 50 per cent of the programs to be phonographic records.

Q. I would rather hear some of it than some of the original stuff.—A. I concur.

Q. I do not know whether I missed it or not, but there are two stations at Prince Edward Island.—A. At present, yes.

Q. Which render very splendid service?—A. Admirable service, in their way.

Q. They render a service not only to the people on the Island, but the people of Nova Scotia and New Brunswick. Just how would this scheme of yours deal

with that problem there?—A. They would continue under their present ownership.

Q. Both stations?—A. They come under the category of local stations with local purposes. They are fifty and one hundred watt stations, I think.

Q. I don't know.—A. The one at Charlottetown is say 250 watts, and the one at Summerside is say fifty.

Q. That service would continue as it is to-day?—A. As it is to-day, subject to the regulations we would suggest.

Q. Subject to supervision?—A. Yes.

By Mr. Garland:

Q. On page three you mentioned that there was only one national network program.—A. That one is the "mystery hour," sir.

Q. To what is due the falling off in the stations?—A. Both railways have gone off the air, for example. I think the fundamental difficulty for a network broadcasting in Canada is the high wire charges. You have, as witnesses have explained, that great area which is very thinly populated, between North Bay and Fort William, and the wire charges for that area are non-productive. The same thing applies in a different way to the Maritimes.

By the Chairman:

Q. Have you taken into consideration, Mr. Spry, the possibility of having the Empire broadcasts which I understand will be put out very shortly without cost to this country?—A. We suggested that sir, and the present Marconi short wave receiving set is at Yamachiche, and it could pick up those programs and rebroadcast them in Canada. I think that could be done very, very quickly; even to-day, when this new Empire station now under construction is not completed.

Let me say this in addition: certainly we would want American programs rebroadcast. For example, yesterday afternoon you had a superb American orchestra. That was available to the listeners through two stations in Canada. We think that should be available to listeners from coast to coast, and we are in favour of it. I might say in that connection, following that broadcast a Toronto, station announced if radio stations were publicly owned, all such broadcasts would be made impossible, and there is no regulation at the present time that I know of, no regulation whatsoever, that can prevent such complete misrepresentation going over the air. We are subject to the mercies of Mr. Ashcroft of the Cheerio Club. And the humorous situation and the interesting situation about Mr. Ashcroft is, that the small paper in which Mr. Plaunt and myself are interested, gets fifteen minutes free time from him every day, and we put on our own market information.

By Mr. Smith:

Q. I do not know that I am very clear on this empire broadcasting. I understood. Col. Steel to say that it was to commence in December.

Col. STEEL: Yes, to commence in December of this year.

Mr. SMITH: And daily broadcasts will be made available to Canada. Now, that would be by short wave stepped up or stepped down—I do not know what the proper expression is—and rebroadcast from our stations here; is that correct?

Col. STEEL: If it was the intention to rebroadcast it, then it would be necessary to pick it up somewhere in Canada, and put it on one of the chains and rebroadcast it from some station; or in the case of a national chain from all of them.

Mr. SMITH: Rebroadcast on a long wave?

Col. STEEL: On our standard waves, standard waves now in use in Canada.

Mr. GAGNON: There are six hours difference in time between London, England and Montreal.

Col. STEEL: As I pointed out a few moments ago, they intend to repeat certain programs. The best of their programs will be available in the various dominions at such times as will be most suitable for reception in those dominions.

Mr. SMITH: I should think it would be necessary to repeat those programs very often.

Col. STEEL: As I said, they intend to repeat some of those programs as many as five times a day.

The CHAIRMAN: They are building one station for that particular purpose?

Col. STEEL: They are building one station for that particular purpose.

Mr. GARLAND: Is it not possible that we might utilize our own broadcasting system for similar broadcasts, say in Australia and other parts of the empire?

WITNESS: That is my suggestion here.

By Mr. Garland:

Q. Mr. Spry, at page nine, when you were discussing the radio combine of the United States, you mentioned something that puzzled me at the time. I was not clear about it. You referred to something here as the Canadian Company.—A. That is the Canadian Marconi Company, sir.

Q. Marconi?—A. Yes.

Q. How does that fit into the picture?—A. Well, I mentioned there the quotations from the agreement between the British Marconi and the R.C.A., from the federal trade commission report on the radio industry. One of the aspects of that agreement was that the British company would use its influence with the Canadian company to make exclusive agreements with the American company.

Q. Those terms were not agreed to, of course.—A. I don't know what—

Q. You don't know?—A. —what the arrangement was finally.

By Mr. Gagnon:

Q. With respect to channels, have we separate channels which you propose to use in that regard, now?—A. We have tried to work under that basis, but I think there may be some difficulty. But as I say, this scheme is spread over a basis of three to seven years, and by that time, surely, we will have had a fairer proportion of the broadcasting band allotted to us.

Q. Of course, it seems to me that the matter is essential.—A. It is essential; for the best result we need more channels; there is no doubt about it.

By Mr. Garland:

Q. Mr. Spry, in regard to your whole report, I have listened with a great deal of interest to witnesses who have appeared before this committee in the past, recommending a form of commission control in preference to something of the sort of thing that you have suggested. What are your particular objections to a commission form of control?—A. Mr. Chairman, I have gone into that somewhat fully elsewhere. There are two aspects to commission control. There is, first of all, the private enterprise, and secondly, there is the commission. The control, to my mind, can only be secured through ownership of stations, and if you leave those high-powered stations to private enterprise, you are taking a chance on Canadian control. In the private system, not a single solution has

been presented to this committee for the problem of financing a network of stations that would give complete Canadian coverage. In fact there is no detailed analysis of the financing of a complete system before this committee, except the Aird report and the one we presented. There is no detailed financial statement covering the proposals of the private interests.

By Mr. Smith:

Q. Yes, but this means a big outlay of money to utilize the system that you are suggesting?—A. By the listeners; by the listeners of Canada.

Q. In the first instance, it means the expenditure of a considerable sum of money, as estimated here by the Aird report.—A. That is the Aird report, yes. At that time there were 300,000 licences; to-day there are about 600,000.

Q. But what I want to get is this: if we spend the money that is estimated here, or even a small part of it, could we not effect a chain all over Canada sufficient for complete coverage?—A. Under a public system?

Q. Yes; under the present system.—A. Certainly.

Q. Obviously we could.—A. The proposal we make is a development of the present system; but if you want real service you must have some high-powered stations.

Q. As I understood your statement, it was that no witness had made any mention of cost, or how the money was going to be raised in order to have a complete chain in Canada with complete coverage.—A. Except the Aird report.

Q. Yes.—A. The two examples were the Canadian Radio League, and the Aird report.

Q. With the expenditure of even a smaller sum than in the Aird report, or in your brief, that could be effected.—A. Quite. As I say, my figures were put in rather high. At the present time, there would not be, if you just spent a portion of the money, a complete coverage. You would not get as complete a service or coverage, obviously. Take the point of view of the railways. One of the interests of the railways is the tourist traffic. They wish to use radio stations for advertising to attract American tourists. If you have a low-powered station, you are not going to get the results for the railways. If, however, you have a 50,000-watt station, the railways could advertise, let us say, the *Empress of Britain* world cruise, at night from a station at Montreal or Toronto, to the American people, and just as well would it be heard as we hear WEAF in Ottawa. For coverage you must have some high-powered stations.

By Mr. Garland:

Q. So that really, Mr. Spry, the suggestion made by Mr. Smith would be inadequate to provide the kind of service that a national broadcasting system in Canada would provide.—A. Certainly.

Q. The mere addition of a subsidy would not make any difference?—A. To the present system? I think it would be a wasteful suggestion.

Q. I thought that was what he meant, the payment of a subsidy.

Mr. SMITH: No, I did not mean that. I understood the witness to say that no evidence had been given as to effecting a system in Canada which would give satisfactory service which would give complete coverage; that the question of cost had not been dealt with.

WITNESS: It has not been adequately dealt with.

By Mr. Smith:

Q. The point I wanted to make was this; that even if you take only part of the sum that is recommended in the Aird report, and in your brief, we could effect in Canada a first class service, by adding to the present system, we could effect a service which would give complete coverage.—A. Well, the suggestion

on which I was working, and the system of which I am speaking, is that cited by the Prime Minister, a system equal to that of any other country, and a system that would be an effective instrument in nation building.

Q. Well, of course I do not want to—A. I do not like to disagree with the Prime Minister.

By the Chairman:

Q. May I ask you this question: suppose you said that such a system as you have in view at the end of three or four years showed a deficit, due to the high cost and no advertising coming in, where would you propose to get the necessary money to make up that deficit.—A. Well, you have control of the expenditures from day to day, and from time to time. Your capital expenditure, undoubtedly, would be subject to parliamentary control; and this phase of financing is pretty cautious. As I say, we stepped up the costs.

Q. In what way is your organization that you set up there, different from the present organization or the Canadian National, as far as government control is concerned?—A. I am not quite acquainted with how the Canadian National reports to parliament. But in the case of the radio company, I think the capital expenditure should be subject to very rigid and effective control by parliament; and we have made provision in our recommendation for a sub-committee on radio broadcasting of the Privy Council. The model I had in mind was not the C.N.R. but the National Research Council. We did not go into it in our brief, but we did not have in mind paying the directors. The National Research Council reports not only to the Minister of Trade and Commerce, but also to a sub-committee of the Privy Council, of which the chairman is the Minister of Trade and Commerce; so that constantly there would be supervision on this question of major policy, by the government over the executive of a Canadian broadcasting company.

Q. Suppose then, you wanted to build a big station at Halifax, Saskatoon, and Vancouver, for instance, the government would not have control, or parliament would not have more control, then, over that than they had over the hotels that were built in the same places.—A. I think, undoubtedly, they would, more control—full control.

Q. That is what I am trying to make out.—A. I would suggest that that provision be made; and further more, you have this technical survey which would be taken, and that survey will be most carefully and thoroughly made. And before any capital expenditure is made, the government will have an opportunity to examine most scrupulously the engineering report. I would like to go back to the question of commission control.

By Mr. Smith:

Q. Would you pardon me for a moment, please? Mr. Dupont on Thursday last, at page 529 of the Minutes of Evidence, went into the question I mentioned, with respect to coverage and national hook-ups, and he mentions in one sentence here, "The government could spend for this purpose,—" that is for national programs—"about \$600,000 out of the revenue derived from the radio licences."—A. Well then, just think of what that proposal means. It means the government of Canada is subsidizing one form of advertising, and I would think that would be politically impossible. Can the government subsidize radio advertising, and not billboards and newspaper advertising? It seems to me, as I said in the brief, the proposal has not been thought out.

Q. As I understood your statement, it was that there was no evidence given.
—A. No detailed evidence.

Q. No amount estimated as to what it would cost?—A. I said—

Q. For this service.—A. I said there was no detailed financial scheme, except the Aird report and the Canadian Radio League. Here you have a bald figure, nothing more.

Q. Well, it comes from a source that should have some idea of this matter. They have been in the business for some years.—A. And I am surprised they have not brought a better proposal forward with such experience.

By Mr. Garland:

Q. On that particular point I should like to ask Mr. Spry whether it is possible for the present radio broadcasting facilities in Canada to provide adequate chain services even if a subsidy of \$600,000 were granted.—A. By chain service, you mean programs?

Q. I mean Canadian chain service as provided by the B.B.C. in the Aird report, and spoken of in that report.—A. No.

Q. Absolutely impossible?—A. Not if you want to get coverage, sufficient service and good programs.

By Mr. Gagnon:

Q. Has it not been generally admitted by all witnesses who favour private enterprises, that they cannot operate unless they receive subsidies from the government?—A. I cannot recall any proposal that did not involve a subsidy from the government. And then, this proposal of a commission. How would you—

By Mr. Garland:

Q. Before you get to the proposal of a commission, Mr. Spry, we want to clear this thing up. Is it not true, even with the suggestion of Mr. Smith and Mr. Dupont, or rather the suggestion of Mr. Dupont, quoted by Mr. Smith, which is more correct, that the chain hook-up would have to be with the existing stations?—A. Yes.

Q. And these stations that are open now and are not so connected, would have to be capable of giving the adequate coverage and service that is required, particularly in daylight.—A. Exactly.

Q. We would also have in addition to the expenditure of the subsidy of \$600,000, to build a number of high powered links.—A. Quite.

Q. And special service for channels?—A. This proposal by private interests does not touch upon the fundamental problems whatsoever. It does not touch upon the problem of how you are going to get money to finance really efficient stations with adequate studios, adequate staff, operating for something more than two or three hours a day.

Q. By "this proposal" you mean the Dupont proposal?—A. Not only Mr. Dupont, but the same idea has been running through several organizations. The Canadian Manufacturers Association suffers from the same delusion.

Q. Now, about your commission.—A. As I say, there are two aspects to the commission. You have your private enterprise; you have your commission. First of all, in Canada, you have no solution of your financial problem; no solution of how you are going to get better coverage in the west and the maritimes; and moreover how you are going to get more programs?

Q. There is no suggestion there of that? You say you want high powered stations.—A. Yes, how are you going to assure that a high powered station would be located where it would get coverage all over the maritimes. Under private enterprise, no one would dream, surely, of erecting a 50,000 watt station at Amherst.

Q. I am quite sure under private enterprise nobody would suggest erecting a high powered station on the boundary line between Saskatchewan and Alberta.—A. No. If you have the advertising phase of it predominant, you are going to have high powered stations cluttered around Toronto and Montreal.

One point I mentioned was, how can the state subsidize radio advertising, and not newspaper advertising, and billboard advertising, handbill advertising, and so forth, and what guarantee would there be that all sections of Canada would be served? You can only effect that guarantee by subsidizing private stations, and that was proposed in one instance.

Suppose to-day we decided to accept the principle that Canada should be given complete coverage, and that private ownership should continue. What stations would be continued? What licences would be granted? Would you recognize all existing owners, confirm the present position? In that case you would have the C.N.R. with stations and not the C.P.R.; you would have Queen's university with a station and Toronto university without one, you would have a newspaper of one persuasion with a station and a newspaper of another persuasion without.

The CHAIRMAN: They are all independent now.

The WITNESS: And there is not equitable distribution as a result.

Now turning to the Commission proposal. First it has been suggested that there would be political influence in the appointment of the directorate of the company. I do not know why the federal government is not as capable of appointing competent directors as the provincial governments of appointing satisfactory and competent university presidents. In the case of the Commission, I grant the federal government could appoint excellent men, and would probably do so. At the same time the function of that Commission would be primarily negative—censorship—and the men who would go into that would not be the same type that you would put into the positive business of operating a great national net-work such as proposed. Such men for a commission would have to be attracted by a salary of \$3,000, \$4,000, \$5,000; it would mean that anyone defeated at the next election would want to get a job on that Commission. The criticism of political appointment would apply to that Commission and be far more valid and the same criticism applied to the positive directorate of a Canadian broadcasting system.

Then how would that Commission control private enterprise, how would it control programs? How as a practical problem could it do that? Would they have representatives in every one of the 66 existing stations? That surely would be the only way by which they could have constant and effective control. Mr. Moore, the President of the Association of Broadcasters, and a very competent man, admitted that programs were changed shortly before they went on the air; therefore if you wanted to have control by the Commission it would have to have a representative in every station.

It is true you could establish standards, and say you must observe them, but you could only enforce them if you had some effective inspection in each station.

Then suppose you had a Commission on the American model. That is what private interests are thinking of, the American Commission that is under such criticism in the United States now. The Commission would presumably grant licences, in addition to its censorship functions. Suppose you had an application for a new licence. Then you would have the litigation, you would have the applicant and his opponents appearing with lawyers, and all the arguments before the Commission. I took the trouble of collecting two or three days' applications before the Federal Commission in the United States. Here is a list of applications of March 31 this year occupying one page, on April 1 five pages of applications, each one involving a series of difficult points, representation by lawyers, and of course leaving the advantage, from the point of view of expense, with the big interest as against the little local interest.

How would such a Commission effectively guarantee Canadian ownership of stations? I went into the question of a Commission a year ago in the Queen's Quarterly. I do not wish to read it at length, but it summarizes what I have been saying. In the winter issue, page 162, I discussed the Commission control of commercial stations:

A monopoly and, indeed, a competitive private system with a limited number of stations, would require governmental supervision. The Canadian people would not permit any commercial monopoly to have the unrestricted control of an instrument capable of exercising such a great influence on public opinion. Some supervision of programs would be required.

There are two forms which this control can take: Direct control as at present is maintained by the Department of Marine, or control by a Commission appointed by the government for that purpose.

Under the first alternative, the control of programs and of ratio broadcasting would be exercised from day to day by an official of the government. If he exercised the control effectively he would indeed have "great responsibility and a great power over the Canadian people. If he did not exercise that control, the power would rest with the private monopoly. In neither case is there a satisfactory guarantee that public opinion will be free from the manipulation of partisan or of commercial interests. To place such responsibility upon an executive officer of the Civil Service is to take too great a risk.

Commission control is little more satisfactory and does not offer an adequate guarantee that political and other influences will not determine the method of appointment to the Commission and perhaps interfere with the exercise of the Commission's functions.

You can imagine the log-rolling that would go on if you had one group applying for a station in opposition to another group. The life of that Commission would be a nightmare.

This is the method in operation in the United States, and it is neither an effective method nor is it satisfactory from any point of view. There was, indeed, a period when the American radio companies more or less ran riot.

The main duty of a commission would be the enforcement of regulations. That duty would require no special aptitudes, no technical knowledge; it would be a commission with negative and limited purposes. Its work would not command the support of public opinion, would not demand outstanding men, and would have no company or interest associated with broadcasting anxious to secure its efficiency. Such a commission would not compare with the Railway Commission or require men of its wide experience and specialized training. It would not be either a technical or quasi-judicial body. It would simply be an organ of censorship. It would be a commission with paid members, and would become the fair game of the ward-heeler type of politician. Such a commission would be ineffectual and dangerous.

By Mr. Garland:

Q. At page 16 in paragraph 5 you state:

The company will enter into an agreement with the wire companies whereby radio transmission lines may be made available eight hours a day for a coast to coast network in two sections.

That eight hours a day for coast to coast network in two sections, does that imply a sixteen-hour day operation?—A. No, but I think for the same money

you could get sixteen hours a day, but I do not want to look too hopeful before this committee.

Q. Just eight hours a day then. Each section—A. Would be eight hours, and the number of hours would overlap. The company could immediately enter into negotiations with the three wire companies and try to make the best possible arrangement.

By the Chairman:

Q. What opposition would there be for the same company to enter into an agreement with some existing station to carry on for some time? For instance, our friend from CKAC might want to carry on?—A. He would carry on for two years at least.

Q. And if we did not have enough money to take it up we could still enter into agreement with him to carry on for a further time?—A. Yes, sir.

Q. But you are not leaving much to parliament?—A. I am afraid we are leaving too much.

By Mr. Garland:

Q. I think it suggests here that the company will pay the rental charges to stations for advertising programs?—A. The company would have a monopoly of all network programs. It would buy the wire service from the existing wire companies, and a commercial organization coming to the company to put on a program from coast to coast or regionally would secure its wire services through the company which had previously entered into an arrangement with the existing wire companies.

Q. I observe here you are advocating an increased radio licence fee from \$2 to \$3 next year?—A. Yes, sir.

Q. Have you any reason to think that may be distasteful to the licensees?—A. I believe it would be to Mr. Spotton, M.P.

The CHAIRMAN: I do not think it would be distasteful to anyone much. It is like money for other things which you have to pay.

By Mr. Garland:

Q. What is the general reaction of the public? You are getting communications all the time?—A. In the Radio League we have had no objection whatever to the \$3 licence fee. One cent a day is not much to pay for five or six hours of entertainment.

By Mr. Dupont:

Q. Mr. Spry, I understand what you have been suggesting is a subsidy from the government to transmit a program say from Toronto out west to fill a gap. That would not be fair because you would be subsidizing the advertiser?—A. Are you discussing your proposal or mine?

Q. Mine. That would not be fair, it would be like subsidizing billboard or newspaper advertising?—A. No. You are making the service available for the national company, I see your point. I think it is fair.

Q. I suggest that the Commission should subsidize lines for making available to the west programs from Toronto, and you stated that that would not be fair because that advertising would be getting some subsidy.—A. But under our scheme—

Q. No, I am speaking of mine. You said it would not be fair?—A. You are subsidizing the wire companies in order to permit advertising programs to go across Canada. That is in effect subsidizing advertising.

Q. And that is not right?—A. That is not right.

Q. Taking your own figures, you are offering a program at \$500 an hour. I have a quotation on my desk, the C.P.R. gives the cost at \$1,025. If you are offering it for \$500 you are giving that advertiser a subsidy of \$525?—A. Well, you are talking of one hour in the middle of the night. All your stations would have to be hooked up again, your men would have to be employed; obviously it would be more expensive to put on one hour alone than to put one hour in the eight-hour service.

Q. I made a comparison of one hour. Our subsidy is the same as yours, coming from a national company, he offered line and station service at \$500. We can do the same thing on sixteen hours.—A. We are not subsidizing advertising programs, we are selling service at cost.

The CHAIRMAN: Well, gentlemen, we cannot have an argument.

By Mr. Dupont:

Q. You are advertising at \$500 and the cost now is about \$1,500, you are giving the advertiser \$1,000?—A. The figure we take is the figure given by Mr. MacFarlane, the vice-president of the Bell Telephone Company. I suggest that if you want to save \$700 you go to the Bell Telephone Company.

Q. We have a technical adviser and we have got the rates of the Bell, the Canadian Pacific Railway and the Canadian National Railway, and I would like to hear from them how much it would cost for a hook-up between Halifax and Vancouver. Do not take my figure or yours.

The CHAIRMAN: We already have that, I think, in the minutes.

By Mr. Dupont:

Q. There is another delicate question to speak about. You give Quebec province three stations and Ontario five. How will we fare on national programs?—A. There is provision for a French Canadian net-work.

Q. Does that mean we will get programs four or six hours, or sixteen hours as we have it now?—A. There would be French Canadian stations.

Q. But you have only three. The English listener should get a better break than that in Quebec.—A. If channels are available and we can secure them from the United States it might be possible to erect more.

Q. The English-speaking people have already a station that gives better coverage. There has to be better provision than that.

The CHAIRMAN: Any questions from the committee?

By Mr. Gagnon:

Q. I would like to know if Mr. Spry has the necessary information about the channels. Have we got now sufficient channels to put your system in operation and provide for private enterprises, small stations?—A. I did go into that a few minutes ago.

Q. I understand from you your scheme can be put into operation now?—A. My scheme is spread over seven years.

Q. But you recognize that some small stations could be left to private enterprise. Will the number of such small stations be limited in view of the limited channels we have? Can the department or the company let an unlimited number of small stations be operated?—A. Colonel Steel's figure for present channels was 150—fifty watt stations. If we wanted 300—fifty watt stations obviously we would need more channels, if we also had that high-power network. I do not pretend to be a technical man, but that seems the obvious common-sense opinion.

The CHAIRMAN: Thank you, Mr. Spry.

WITNESS: Thank you, Mr. Chairman. I only hope the members of the Committee have had as much fun as I have had.

A. E. MACLEAN, M.P., called.

Mr. MACLEAN: Mr. Chairman, this brief was forwarded to me by station CHGS, owned and operated by R. T. Holman Limited, Summerside, P.E.I.

Public service as now rendered by privately owned broadcasting stations should not be taken as a basis for judging the service private ownership can give to radio listeners. Existing radio stations have been labouring under a handicap ever since the report of the Aird Commission was presented, because since that time few stations have dared to make the necessary capital expenditure to improve their equipment, in the face of the possibility of their stations being taken away from them. Present stations have, therefore, been getting along as best they could with old equipment, but even so have been giving very fair service. This public service naturally will be much improved when it is decided that private ownership and not government monopoly is best for Canada, because all stations which then continue on the air should and will instal modern equipment, increasing their power and coverage as well as their quality of transmission. Furthermore, effective government regulation of broadcasting will improve many existing practices, putting a reasonable limit on advertising, and through improved inspection ensure that all radio stations give proper public service to Canadian listeners. We do not believe that government-owned radio stations, operating under present handicaps, would have given any better broadcasting service.

GOVERNMENT REGULATION

It is our opinion that government regulation and not ownership is what Canada requires. Competitive private ownership will keep all worthwhile stations continually improving their programs and giving month after month better broadcasting service. With government monopoly and centralization and without the incentive of competition, is it reasonable to suppose that there will be the same striving continually to give Canadian listeners better and better programs?

CLOSER CHECK ON PRIVATE STATIONS

We would suggest that the present radio inspectors check the activities of existing private stations more closely, the regulation to be that all licensed stations must conform to high standards and give proper public service, otherwise their licences will be cancelled.

ADVERTISING RESTRICTION

We believe that there should be government regulation of advertising. This should be worked out in conjunction with the advertising agencies and the Canadian Association of Broadcasters, both of whom, we feel sure, will be found willing to regulate this satisfactorily to all concerned, including Canadian listeners.

SUGGESTIONS FOR GOVERNMENTAL IMPROVEMENT UNDER PRIVATE OWNERSHIP

Should the government wish to assist in the broadcasting of distinctive Canadian programs they might, out of the present revenue derived from radio licences, or from special taxes on radio equipment, such as tubes, do so by the following methods:

By subsidizing telephone lines for bringing more programs to Western and Maritime stations.

By broadcasting from coast to coast, twice or more per week, programs featuring Canadian artists, historical drama of Canadian history and other Canadian broadcasts of outstanding merit both from an educational and entertainment viewpoint.

By using private stations for broadcasting educational and patriotic addresses and programs regularly, say also twice or more per week.

GOVERNMENT STATIONS IN ADDITION TO PRIVATELY OWNED STATIONS

Should the government think that it can improve Canadian broadcasting through government-owned stations it might also erect a chain of government stations across Canada without taking from private stations their right for broadcasting. Listeners then could decide which they prefer, and the additional competition should keep both groups continually improving their programs. Incidentally we think that this would prove conclusively that the private and not the government-owned stations would prove most popular.

AMERICAN INFLUENCE AND CONTROL

The statement has been made that a few Canadian stations are controlled by United States interests. Should this be true, future government regulations could certainly prevent any programs being broadcast that would be detrimental to Canadian interests. Such an exceptional condition should not be used as an argument against private ownership, because the overwhelming majority of Canadian stations are completely owned by Canadians and are broadcasting distinctive Canadian programs.

VIEWS AND WISHES OF "AVERAGE" CITIZEN

We do not believe that the viewpoints and opinions of the average citizens of Canada have been properly presented to this committee. It is true that officials representing various organizations with large memberships have been heard, but we know, at least as far as the Maritimes are concerned, that the views of these individuals are not the views held by the "average" member or citizen. It is quite right that the programs should tend to cultivate the musical taste of Canadian listeners and educate them more and more, but the fact must not be overlooked that the "average" citizen uses his radio as a means of entertainment. With these programs of entertainment other programs can also be broadcast that will gradually educate him to the appreciation of better music, and by addresses and education broadcasts improve his knowledge. If the average citizen could be heard he would emphatically say, We want improved private ownership under better governmental regulations.

PROOF OF SUPERIOR AND MORE POPULAR PROGRAMS FROM GOVERNMENT STATIONS

Has it been proven that the programs from government owned stations will even equal, let alone be an improvement on the programs being broadcast by privately owned stations? Furthermore, has it been proven that a group of seven government stations will prove as popular, give the same choice of varied programs, and hold the audience for Canadian influence as do the many Canadian stations now?

MARITIME RADIO SITUATION

It is impossible for one government owned radio station to supply Maritime audiences with programs that will suit all classe of Maritime listeners. A number of stations are needed for this, broadcasting a variety of programs, so that there will be a choice of entertainment, otherwise during the daytime, in most of the Maritimes, no other station could be heard; and during the evening, in place of increasing the number of Canadians listening to Canadian stations, the reverse would be the case and more would listen to American programs and American influence.

LOCAL STATION

As an example of the service now being rendered under existing handicaps by local privately owned stations, we will give a brief synopsis of work being done by our own station CHGS:—

REGULAR PROGRAMS

In addition to chain programs and programs by electrical transcription, CHGS is developing local talent by presenting many such programs, both vocal and instrumental. It is a well known fact that the radio audience would rather local artists, than programs from a network, although these latter are appreciated as well. Our regular programs include special ones for housewives, for rural audiences, as well as for urban listeners. Also weather reports, new flashes, etc.

EDUCATIONAL PROGRAMS

Include such features as;—

Talks on Prince Edward Island History and Folklore.

Parents Educational Talks.

Fur Farmers Educational Talks by The Dominion Experimental Fox Ranch.

Agricultural News and Markets report prepared by The Dominion Department of Agriculture.

Travelogue.

General Educational Talks prepared by the faculty of Mt. Allison University.

Also other less prominent features.

PROGRAMS FOR SANATORIUMS

One is broadcast weekly for the patients of the New Brunswick River Glade Sanatorium which include musical requests, jokes and humorous references to patients, the program for which is prepared by the Superintendent. This program is eagerly looked forward to each week by the patients and proves a popular break in the monotony of their lives. Similar programs are now under preparation for Nova Scotia Kentville Sanatorium, and the Prince Edward Island Charlottetown Sanatorium. These programs are also of general interest to any listener-in and are, of course, broadcast free.

TOURIST PROGRAMS AND TALKS

For the Prince Edward Island Publicity Association. These advertise the tourist industry of Prince Edward Island and the advantages of Prince Edward Island as a tourist resort and for holiday trips. These are broadcast without charge.

LOCAL PROGRAMS

These include church services, hockey matches, local sports announcements, broadcasting of many local events, addresses by citizens and prominent visiting public men. All being intensely interesting to the territory served by this station.

SUNDAY PROGRAMS

These include morning and evening church services and a broadcast throughout the afternoon, including the singing of old familiar hymns, by local talent called "The Village Choir" and a non-sectarian radio talk by an ex-minister designed to help and uplift the radio audience in our territory. Our Sunday programs, all of which are broadcasting without advertising, have proven extremely popular and letters have been received from all over the Maritime Provinces, from Newfoundland and from Gaspe, expressing appreciation of the appropriate Sunday entertainment provided.

FACILITIES OF C.H.G.S. OFFERED WITHOUT CHARGE

These have been offered to The Department of Marine, Department of Fisheries, Prince Edward Island Government, Prince Edward Island Department of Agriculture, for the broadcasting of addresses, programs and any material helpful to these departments and that will benefit our radio audience and assist them in their vocation.

THE FUTURE

We are willing to install a more powerful and up-to-date transmitter and associated apparatus that will give more coverage and better quality programs, also our plans are now under way for materially improving our programs and the service to be rendered by C.H.G.S. for 1932 and 1933. We can promise that this public service to be rendered in the future, will be far greater than that which has already been given to our listeners.

CONCLUSION

Canadian initiative inaugurated Canadian Broadcasting many years ago to give to fellow Canadians this at that time, new service and these privately owned radio stations have since that time continued this service. We maintain that this has earned for private Canadian stations the right to continue on the air. Furthermore, they have been broadcasting under a great handicap ever since the Aird report was published, because they did not dare to make large capital expenditures, when their station might be taken away from them. Also conditions have entirely changed since the Aird report was presented and although at the time this commission was sitting, there was room for complaint, much has taken place during the last two or three years and both Canadian radio stations and Canadian radio programs have been greatly improved. We therefore, believe that the causes for the appointment of the Aird Commission has been removed and the reason for the recommendations contained in this report do not now exist. Canadian radio stations have invested a great amount of capital in their stations and equipment and in most cases, have as yet made little or no profit. Should private ownership be continued and improved transmitters be installed, the programs will be of a much higher calibre and the private stations will give to Canadian listeners programs of which Canada can be proud. We contend also that there is no more reason for having a monopoly of radio than a monopoly of

newspaper publishing. Newspapers must give proper service, or they are not read. Radio broadcasting stations must also give proper service or they will have no listeners. It is a case of the survival of the fittest and radio stations must keep their programs up to the proper standard, or close down. With proper government regulations and with Canadian initiative, Canadian interests can well be taken care of.

This brief is submitted on behalf of the Summerside station, owned by R. T. Holman Company, Limited.

The CHAIRMAN: Are there any questions you would like to ask? If not, we shall adjourn until 10.30 to-morrow morning.

Committee adjourned until Tuesday, April 19, at 10.30 a.m.

APPENDIX No. 43**THE CANADIAN RADIO LEAGUE—FOR A NATIONAL BROADCASTING SYSTEM****PUBLIC SUPPORT****GENERAL ANALYSIS***(For detailed analyses see attached)*

The establishment of a Canadian radio broadcasting company by the Government is now actively supported by:—

1. Eighty leading daily and other papers, with a total circulation of	2,028,668
2. Leaders of Women's Organizations and Women's Organizations with a total membership of	683,800
3. National Associations, Labour and Farm Organizations with a total membership of	372.308
4. Sixteen University Presidents; eight Provincial Superintendents of Education, and other educational leaders.	
5. The Heads and other leaders of Roman Catholic, Anglican, United, Baptist and Presbyterian Churches.	
6. Such outstanding industrialists, bankers, insurance and trust company heads and other business leaders as, General Victor Odlum, Vancouver; Colonel Victor Spencer, Vancouver; Colonel J. H. Woods, Calgary (President, Canadian Chambers of Commerce, 1929-31); Colonel Hugh Osler, Winnipeg; A. E. Phipps, Toronto, (General Manager, Imperial Bank of Canada); Arthur White, Toronto, (Vice-President, Canadian Bank of Commerce); Honourable S. C. Mewburn, Hamilton; S. J. Moore, President, Bank of Nova Scotia; Morris Wilson, Montreal, (General Manager, Royal Bank of Canada); Colonel Jack Price, Quebec; Edmond Dupre, Quebec; Hector McInnes, Halifax, (Vice-President, Bank of Nova Scotia).	

1. NATIONAL ASSOCIATIONS—LABOUR AND FARM ORGANIZATIONS.

The League's project of a national broadcasting company operating on a public service basis is actively supported by the leading national, labour and farm organizations, including the following:

The Canadian Legion of the B.E.S.L.	120,000 members
Native Sons of Canada.	"
Trade and Labour Congress of Canada.	175,000 "
Canadian Congress of Labour.	30,000 "
C.L.P. of Alberta.	
Alberta Federation of Labour; New Brunswick Federation of Labour (Affiliated with the Trades and Labour Congress).	
United Farmers of Alberta.	14,308 "
United Farmers of Canada.	28,000 "
United Farmers of Manitoba.	5,000 "
	372.308
	=====

2. SUPPORT OF LEADING WOMEN AND WOMEN'S ORGANIZATIONS

The following Women's Leaders are members of the National Council of the Radio League:—

Mrs. J. A. Wilson, President, National Council of Women, 1930-31.

Miss Winifred Kydd, President, National Council of Women, 1931-32.

Mrs. Annie Stuart, Hon.-President, Federation Women's Institutes of Canada.

Mrs. W. F. Cameron, President, Federated Women's Institutes of Canada.

Mrs. M. J. Lyons, President, Catholic Women's League of Canada, 1930-31.

Miss Charlotte Whitton, Executive, I.O.D.E.

Miss Joan Arnoldi, Past President, I.O.D.E.

Senator Cairine Wilson.

Miss Muriel Brock, President, Y.W.C.A.

Mrs. A. J. Freiman, President, Hadassah.

Mrs. A. U. DePencier, Vancouver.

The following women's organizations have indicated their support:

National Council of Women	500,000	members
Federated Women's Institutes of Canada	70,000	"
Imperial Order Daughters of the Empire	20,000	"
Catholic Women's League	60,000	"
Young Women's Christian Association	25,000	"
Hadassah	6,000	"
United Farm Women of Alberta	2,300	"
Canadian Federation of University Women		
Local Women's Clubs Canadian, University, Women's Councils, etc.—see resolutions)		
	683,800	
	=====	

3. NEWSPAPER SUPPORT.

Amongst the newspapers actively supporting a national broadcasting company such as the Radio League advocates are now included the following:—

Toronto Mail & Empire	Granby Leader-Mail
Toronto Star	Sherbrooke Record
Toronto Legionary	Three Rivers <i>Le Nouvelliste</i>
Toronto Farmers Sun	Chicoutimi <i>Progrès du Saguenay</i>
Ottawa Citizen	Sydney Record
Ottawa Le Droit	Halifax Star
Ottawa Canadian Congress Journal	Halifax Chronicle
Canadian Railway Employees Monthly	Glace Bay Gazette
Canadian Unionist	New Glasgow News
Windsor Border Cities Star	Moncton Transcript
Brantford Expositor	Moncton <i>L'Evangéline</i>
Owen Sound Sun-Times	Charlottetown Guardian
Orillia Packet	Winnipeg Tribune
Oshawa Times	Winnipeg Free Press
Kingston Whig-Standard	Winnipeg Free Press Prairie Farmer
Niagara Falls Review	Prince Albert Herald
Woodstock Sentinel-Review	Regina Leader
Peterboro Examiner	Saskatoon Western Producer
St. Catharines Standard	Saskatoon Star-Phoenix
Kitchener Record	Regina Star
Sarnia Canadian Observer	Moose Jaw Herald & Times

Port Arthur <i>News-Chronicle</i>	Calgary <i>Herald</i>
Fort William <i>Times-Journal</i>	Calgary <i>Alberta Farmer</i>
Sault Ste Marie <i>Star</i>	Calgary <i>U.F.A.</i>
Chatham <i>News</i>	Edmonton <i>Bulletin</i>
Lindsay <i>Post</i>	Edmonton <i>Journal</i>
Guelph <i>Mercury</i>	<i>Alberta Labour News</i>
Galt <i>Reporter</i>	Red Deer <i>Advocate</i>
St. Thomas <i>Times-Journal</i>	Lethbridge <i>Herald</i>
Stratford <i>Beacon-Herald</i>	<i>Peace River Record</i>
Hamilton <i>Spectator</i>	Drumheller <i>Mail</i>
Hamilton <i>Herald</i>	Victoria <i>Times</i>
Hamilton <i>Labour News</i>	Vancouver <i>Province</i>
Montreal <i>La Patrie</i>	Vancouver <i>Sun</i>
Montreal <i>Le Devoir</i>	Vancouver <i>Microphone</i>
Montreal <i>Star</i>	Vancouver <i>Star</i>
Quebec <i>L'Événement</i>	Nelson <i>News</i>
Quebec <i>Chronicle-Telegraph</i>	Comox <i>Argus</i>
Quebec <i>Le Soleil</i>	New Westminster <i>Times</i>

4. BUSINESS SUPPORT.

That the League's project for the national ownership of radio facilities is in no way inspired by doctrinaire adherence to public ownership principles is evident from the support it has gained from leading business men throughout the country. Business and professional men on the League's Council are as follows:—

- Col. John Price, President, Price Bros., Quebec.
- Louis St. Laurent, K.C., President, Canadian Bar Ass'n.
- W. M. Birks, Montreal, Past President, Canadian Chambers of Commerce; Past President, Montreal Board of Trade.
- General Sir Arthur Currie, Director, Bank of Montreal.
- Fred N. Southam, Montreal, Pres., Southam Publishing Co.
- Hon. Frank Carrel, Quebec.
- H. Edmond Dupre, Vice-President, Compagnie Chicic, Quebec.
- Brig.-General T. L. Tremblay, General Manager, Port of Quebec.
- Sir George Garneau, Quebec, Director Banque Canadienne Nationale.
- M. W. Wilson, Montreal, General Manager, Royal Bank of Canada.
- Hon. N. W. Rowell, K.C., Toronto, President, Toronto General Trusts Corporation.
- Lt.-Col. K. R. Marshall, Toronto, President, Standard Fuel Co.
- R. A. Laidlaw, Toronto, President, R. Laidlaw Lumber Co.
- A. W. Anglin, K.C., Blake, Lash, Anglin & Cassels, Toronto.
- C. S. MacInnes, K.C., Toronto.
- Strachan Johnston, K.C., Tilley, Johnston, Thompson & Parmenter, Toronto.
- Glyn Osler, K.C., Toronto.
- Archibald H. Campbell, Toronto.
- C. S. Maedonald, President, Confederation Life Assurance Co., Toronto.
- R. O. McCullough, Galt, President, Mutual Life Assurance Co., President, Goldie McCulloch Ltd.
- Col. O. M. Biggar, K.C., Ottawa.
- Russell Smart, K.C., Ottawa.
- Major-Gen. The Hon. S. C. Mewburn, Hamilton, Vice-Pres. Bank of Montreal.
- S. J. Moore, Toronto, President Bank of Nova Scotia.
- Frank A. Rolph, Toronto, President, Imperial Bank of Canada.
- A. E. Phipps, General Manager, Imperial Bank of Canada.

- A. F. White, Vice-President, Canadian Bank of Commerce; President, Dominion Securities Corp.
- Hector MacInnes, K.C., Halifax, Vice-President, Bank of Nova Scotia.
- G. Fred Pearson, Halifax, Director, Maritime Telephone & Telegraph Co.
- Col. Hugh Osler, Winnipeg, President, Osler, Hammond & Nanton.
- E. J. Tarr, K.C., Winnipeg.
- Col. J. H. Woods, Calgary, President, Canadian Chamber of Commerce, 1929-31.
- Robie Reid, K.C., Vancouver.
- Col. R. D. Williams, Chairman, Vancouver Board of Trade, 1930.
- W. C. Woodward, Vancouver.
- Blake Wilson, Vancouver.
- L. J. Ladner, K.C., Vancouver.
- General Victor Odlum, Vancouver.
- Colonel Victor Spencer, Vancouver.
- Brig-General Clark, Vancouver.

Note.—The League also has assurance from a number of the leading national advertisers that they are strongly in favour of a national system which would give adequate coverage in Canada, operate efficiently without distortion and interference from small stations, and over which they would have the opportunity to rent time for indirect advertising without the expense of erecting their own equipment.

5. EDUCATIONAL SUPPORT

The following is a list of educationalists who have, so far, signified their support of the League's aims; the unanimous view of these intellectual leaders is that the freedom of Canadian opinion and the requirements of education demand that, in Canada, radio be operated on, primarily, a public service basis:

- Monseigneur Camille Roy, Rector, Laval University (Past President, Royal Society of Canada).
- Monseigneur Alexandre Vachon, Laval University.
- Monseigneur A. V. J. Piette, Rector, University of Montreal.
- Rev. Father Marchand, Rector, Ottawa University.
- Sir Arthur Currie, Principal, McGill University.
- Canon Emile Chartier, Vice-Rector, University of Montreal.
- Dr. Edouard Montpetit, Secretary-General, University of Montreal (Co-Director, Quebec "Provincial Hour").
- Victor Doré, President-General, Montreal School Board.
- Dr. A. H. McGreer, Principal, Bishop's College University.
- Canon Cody, President, University of Toronto.
- Dr. Cecil Jones, President, University of New Brunswick.
- Dr. Stanley Mackenzie, ex-President, Dalhousie University.
- Professor Carleton W. Stanley, President, Dalhousie University.
- Dr. Henry Munro, Superintendent of Education, Province of N.S.
- Dr. H. H. Shaw, Superintendent of Education for P.E.I.
- Dr. A. H. Moore, President, King's College University, Halifax.
- Sir Robert Falconer, ex-President, University of Toronto.
- Dr. Hamilton Fyfe, Principal, Queen's University, Kingston.
- Dr. George M. Wrong, Toronto.
- Dr. H. P. Whiddon, Chancellor, McMaster University, Hamilton.
- Dr. E. W. Wallace, Chancellor, Victoria University, Toronto.
- George F. Rogers, Chief Director of Education, Province of Ontario.
- Dr. J. A. McLean, President, University of Manitoba.
- R. Fletcher, Deputy Minister of Education, Province of Manitoba.
- J. S. Huff, Superintendent of Education, Province of Saskatchewan.

- Dr. W. C. Murray, President, University of Saskatchewan.
 Dr. R. C. Wallace, President, University of Alberta; President Association of Canadian Clubs; Vice-President Universities' Conference.
 Professor E. A. Corbett, Director, Extension Department, University of Alberta.
 G. Fred McNally, Supervisor of Schools, Province of Alberta.
 Dr. S. J. Willis, Superintendent of Education, Province of B.C.
 Dr. Leonard S. Klinck, President, University of British Columbia.
 Dr. G. J. Trueman, President, Mount Allison University, N.B.

Learned Societies which have made a special study of the problem and have gone on record in favour of a national system are as follows:—

- Universities' Conference (consisting of Canadian University heads).
 Royal Society of Canada.
 Professional Institute of the Civil Service.
 National Conference of Education.

NOTE.—See attached for a brief summary outlining requirements of educational broadcasting. This summary has been prepared by Professor E. A. Corbett, Director of Radio Extension Courses, University of Alberta; and by Dr. Wallace, President of that University.

6. RELIGIOUS SUPPORT.

The League has sought to gain the support of the leading religious organizations and their leaders for its program. Its work has been endorsed by the heads of the Roman Catholic, United, Anglican, and Presbyterian Churches. Religious leaders on the League's Council are as follows:—

- Monseigneur Camille Roy.
 Monseigneur Alexandre Vachon.
 Monseigneur A. V. J. Piette.
 Canon Chartier.
 Rev. E. H. Oliver, D.D., Moderator, General Assembly, United Church of Canada.
 D. N. McLachlan, Secretary, Social Service Board, United Church of Canada.
 Most Reverend S. P. Matheson, Former Primate of All Canada.
 Most Reverend C. L. Worrell, Anglican Primate of All Canada; Archbishop of N.S.
 Rt. Rev. J. C. Farthing, Bishop of Montreal.
 The Rev. Archdeacon Scott, Quebec.
 Rev. C. W. Vernon, General Secretary, Social Service Council, Church of England; President, Social Service Council of Canada.
 Rev. W. G. Brown, Moderator, General Assembly, Presbyterian Church of Canada.
 Rev. H. P. Whiddon, Chancellor, McMaster University, Hamilton (Baptist).

EVIDENCES OF PUBLIC SUPPORT

1. NATIONAL ORGANIZATIONS:

Canadian Legion of the British Empire Service League. (120,000 members).

"That provision should be made for adequately covering Canada throughout with broadcasting stations, operated, controlled, and owned by the Government."

"The introduction of some measure of Program control, permitting only such programs as will not tend to lower the dignity of the country in the eyes of other nations."

... "The Canadian Legion believes that the Canadian public would be better served by some form of Federal Government ownership and operation rather than by ownership and operation by private enterprise. This opinion is arrived at largely in view of the inadequacy of the present Canadian broadcasting effort, and the overwhelming of the Canadian listener by the flood of programs from powerful stations of the United States, which are frequently heavily charged with foreign propaganda. It is felt that Canadian private enterprises could hardly compete with United States stations without very strong organization and the expenditure of great sums, which the advertisers might conceive to be unwarranted from their point of view. Furthermore, it is to be anticipated that radio, under private enterprise in Canada, would develop along similar lines to that in the United States which the vast majority of our membership regard as undesirable. Canadian listeners have had a good opportunity to determine whether the American privately owned commercial system of radio broadcasting will meet Canadian needs. As far as the Legion is concerned, it opposes the adoption of such a system in Canada."

From "Views of the Canadian Legion of the B.E.S.L. on Radio broadcasting in Canada," passed by the Saint John Convention."

Note.—The Canadian Legion has been specially represented on the League's delegations to the Minister of Marine January 1931 and January 1932.

The Canadian Legion has supported the League since its inception. J. A. McIsaac, Secretary-Treasurer, is a member of the League's Executive.

General Sir Arthur Currie, Grand President, and Major J. S. Roper, President, are members of the League's Council.

Native Sons of Canada.

"For a number of years the Native Sons of Canada have sought national control of radio broadcasting in Canada. It was our opinion that the Canadian Government should provide and operate a chain of stations with the object of uniting all of Canada into one national system.

... "As our conventions represent practically all of Canada, it would seem as if there is a nation-wide desire to have a Canadian system."

Letter from Robt. D. MacLachlan, National Secretary, dated January 29, 1931.

Note.—The Native Sons of Canada is an affiliate member of the Canadian Radio League, and its National President, Dr. J. L. MacDougall, is a member of the League's Council.

II. LABOUR ORGANIZATIONS:

Trades and Labour Congress of Canada. (175,000 members)

"We would respectfully urge that action be taken to give effect to the Aird Report by the creation of a nationally owned and operated broadcasting system. Radio broadcasting should be developed in the national interests rather than along the lines of an advertising medium. Wherever private companies own the stations advertising becomes the primary object as their revenue is received from this source and profit the chief reason for operating.

"Duplication of stations should be avoided as far as possible in order to ensure the clearest reception by those owning receiving sets. Owing to the restricted number of channels available, unless the Government creates a monopoly, it would be difficult to accomplish this object. The Trades and Labour Congress is definitely opposed to monopoly being granted or subsidies given to privately owned enterprises of this character and firmly believe that it is in the public interest that control of the air should remain in the hands of the people."

Trades and Labour Congress Recommendation to the Prime Minister, January 22, 1931. Reiterated January, 1932.

Note.—The Trades and Labour Congress is an Affiliate Member of the League, and its president, Tom Moore, is on the League's Council.

The Trades and Labour Congress has been specially represented on the League's delegations to the Minister of Marine, January, 1931, and January, 1932.

Alberta Federation of Labour: (Affiliated with the Trades and Labour Congress).

"Your executive would recommend that the convention go on record as favouring a national system of broadcasting, and that organized labour may have equal rights with other groups to present its viewpoint on social and economic questions."

Resolution adopted by 1930 convention.

"You may speak for Federation."

Telegram to the League from Elmer Roper, secretary, March 14, 1932.

New Brunswick Federation of Labour: (Affiliated with the Trades and Labour Congress).

"This Federation is in full accord with the work of your League. Therefore endorses its action in the matter of radio broadcasting."

From telegram to the League from G. R. Melvin, secretary-treasurer, March 12, 1932.

Note.—The New Brunswick Federation is an Affiliate Member of the League.

All-Canadian Congress of Labour: (30,000 members).

"The present broadcast service is considered unsatisfactory for the following reasons:—

1. It is a gratuitous and voluntary service.
2. It derives most of its support from direct or indirect commercial advertising.
3. Being voluntary it can be regulated only to a limited extent but cannot be compelled to function.
4. It cannot protect the public from undue influence and subtle propaganda by private interests.

7. In a sparsely settled country adjoining one which has a vastly greater population, a broadcast service in the former must be up to the highest standards in the latter; Canada's failure in this respect results in public dependence upon the broadcasting stations of the United States, whose standard is high in some respects only."

"It is believed that government control, ownership, and operation would provide the only absolute assurance of elimination of foreign control of broadcasting. Any private corporation having its stocks open to purchase on the market might readily fall under undesirable influence."

From Memorandum submitted by All-Canadian Congress to Royal Commission.

These recommendations embodied in representations to the Government in 1931 and 1932.

III. FARM ORGANIZATIONS:

United Farmers of Alberta, (14,308 members)

"Resolved that the United Farmers of Alberta maintain their stand in favour of the establishment of a Canadian Radio Broadcasting Company by

the Government, and oppose the creation of a private monopoly in which the railways, eastern financial and manufacturing interests would have control, to the detriment of agriculture and other western interests."

Passed by 1931 Convention. Reiterated at 1932 Convention.

"... You are authorized to act on behalf of the United Farmers of Alberta in requesting Government ownership and control of broadcasting." . . .

Letter to the League from Robert Gardiner, M.P., President, United Farmers of Alberta, March 21, 1932.

Note.—Henry W. Wood, President, United Farmers of Alberta, 1930-31, is a member of the League's Council.

Legislature of Alberta.

"Resolved, that this Assembly believes that the best interests of Canada will be served by the adoption of the policy of national ownership of radio broadcasting and would recommend that the Federal Parliament enact legislation giving effect to the recommendations of the Aird report."

Resolution passed unanimously by Alberta Legislature, February 27, 1931.
Reiterated March, 1932.

Note.—Alberta feels so strongly in the need of a national system that both Premier Brownlee and the Honourable R. G. Reid, Provincial Treasurer, offered to go on the League's Council.

United Farmers of Canada. (28,000 members).

"It is the desire of the United Farmers of Canada that we support the recommendations of the Royal Commission on Radio Broadcasting that broadcasting should become a public utility under national ownership with provincial co-operation."

Resolution, United Farmers of Canada, at Saskatoon Convention, March, 1931.

"We favour government ownership, operation, development and control of Radio Broadcasting (Stop) We authorize you to represent us before Parliamentary Committee on Radio."

Telegram to League from United Farmers of Canada, March 12, 1932.

United Farmers of Manitoba. (5,000 members).

"Our organization feels very strongly on the matter of Radio control. . . Support from it will be given to a sane reorganization."

Letter to League from United Farmers of Manitoba, September, 1931.

IV. NATIONAL WOMEN'S ORGANIZATIONS:

National Council of Women. (500,000 members).

"Resolved that, the National Council of Women of Canada declare their strong support of the establishment of a Canadian Broadcasting Company by the Dominion of Canada to own, operate and control all broadcasting stations in the Dominion, to erect high-powered stations that can serve the whole Canadian people, to eliminate direct advertising, and by the increase of a licence fee to three dollars, finance a greater number of Canadian programs.

And be it also resolved that, whereas broadcasting should not be operated primarily as a business but as a public service for the whole people of Canada.

Be it resolved therefore that, the National Council of Women express their hearty opposition to the establishment of a private monopoly under some form of government censorship."

Recommendation of National Council of Women to Prime Minister, February, 1931. Reiterated March, 1932.

Note.—The National Council of Women is represented on the League's Council by its past president, Mrs. J. A. Wilson, and its President, Miss Winnifred Kydd.

Imperial Order Daughters of the Empire. (20,000 members).

"The Imperial Order of the Daughters of the Empire welcomes the suggestion of the Canadian Radio League in its desire to organize public opinion in regard to the national ownership of broadcasting as a public service..."

Resolution of the Imperial Order Daughters of the Empire, December, 1930.

Endorsed by Halifax Convention May, 1931.

"I was instructed by the National Executive Committee to reiterate the thought expressed in our resolution... of December 9th, 1930."

Letter to the League from Imperial Order Daughters of the Empire, March 9th, 1932.

Catholic Women's League of Canada.

"I may say I shall be most happy to give you my own support. In so far as the support of the Catholic Women's League as a whole is concerned, I am sure it would be only too glad to endorse any move that is purely Canadian, and as I have the honour to be its National President, I feel perfectly safe in assuring you of its approval."

Letter to the League from Mrs. M. J. Lyons, President, Catholic Women's League of Canada, January 23, 1931.

Note.—Mrs. M. J. Lyons is a member of the National Council of the League.

Federated Women's Institutes of Canada.

"I shall be very glad to be placed on the list of members of the Council of the Canadian Radio League, regarding this as a tribute to the Federated Women's Institutes of Canada, of which I am President. I should welcome Canadian speakers and artists in Canada, some approach to the B.B.C. system in the Old Country in the quality of broadcasts, and above all the elimination of the necessity to sit through a weariness of advertisement before and after every item of music or speech. There is too much chaff and too little wheat in what one has to accept from the radio any and every day."

"The preponderance of the American element in diction, in sentiment, in humour, in reference, in advertisement, in jazz, in what one cannot fail to call plain vulgarity is to be deplored, and if your Radio League can accomplish even a modification of these elements, it will be worth while."

Letter to the League from Mrs. W. F. Cameron, President, Federated Women's Institutes of Canada.

"The Canadian Radio League is worth while. I shall be glad to become a member of its Council and assist in bringing about its objects."

Letter to the League from Miss Annie Stuart, Honorary President, Federated Women's Institutes of Canada.

Canadian Federation of University Women.

"The Federation of University Women in convention assembled, respectfully recommend to the Federal authorities, that in event of Radio becoming nationalized in Canada, an interprovincial committee be convoked under the aegis of the Dominion Government, whose duty it will be to survey the field of educational possibilities and to make such record available to the educational authorities of each of the provinces."

Resolution of Annual Convention, August 1931.

".... We wish to have our Federation behind the movement for the better use of Radio in Canada."

Letter to the League from The Federation, February 15th, 1932.

EVIDENCES OF PUBLIC SUPPORT

V. BUSINESS ORGANIZATIONS:

Col. W. L. McGregor, President, Canadian Chamber of Commerce, in letter to League, March, 1932.

"My impression is that the Nationally controlled system should be given a trial."

Canadian Chamber of Commerce. Survey of Chambers of Commerce, March, 1932.

"Results of survey of Chambers of Commerce and like bodies on essential features of Aird Report:—

In favour of essential features	67
Against	44
Non-committal	17
Total	128 "

Vancouver Board of Trade to the League:

"This is to advise you that our Board did go on record in favour of a national radio broadcasting plan for Canada.

"A short preamble prefaced the general statement which in effect expressed an objection to the inundating of Canada with broadcast propaganda from other parts and stressed the need for Canadian programs providing Canadian speakers on our own national problems.

"Reference was made also to the rapid development of radio and the future possibilities of an all-Empire chain of radio broadcasting. It was our belief also that manufacturers would benefit by national broadcasting."

Victoria Chamber of Commerce to the League:

". . . Our Board of Directors forwarded a communication endorsing the recommendations of the Radio Commission."

Views of Representative Canadian Business and Professional Men:

Col. John Price, President, Price Bros., Quebec.—"After due consideration I have decided that the program you suggest has merit and presents probably the best solution of this problem from a national point of view.

"Therefore I am now able to tell you that I will be glad to accept a place on your Council."

Morris Wilson, General Manager, Royal Bank of Canada.—"I shall be glad to accept a place on the National Council of the Canadian Radio League."

R. O. McCulloch, President, Mutual Life Assurance Co.—"I will be very glad to support the work of the Canadian Radio League by accepting a place on its Council

"I am entirely in sympathy with the League.

"I sincerely hope it will be successful in attaining its object."

Sir George Garneau, Director, Banque Canadienne Nationale.—"I accede with pleasure to your invitation to join the National Council of the Canadian Radio League, which League was formed with the object of organizing Canadian opinion in favour of the general principle of the Report of the Royal Commission presided over by Sir John Aird." (Translation.)

Frank Carrel, M.L.C., Quebec.—"I still believe that our Federal Government should regulate and control all Canadian broadcasting; that a higher licence fee should be charged in order to meet the expense of good Canadian programs similar to the Government broadcasting control in the British Isles."

Frank Rolph, President, Imperial Bank of Canada.—"I fully sympathize with the views expressed by the Canadian Radio League and..... I am quite willing to have my name listed as one of the National Council."

W. M. Birks, President, Henry Birks & Sons, Past President Montreal Board of Trade.—"Opposition to Government Control Broadcasting as far as I can see can only come from one of two sources,—namely: ignorance or selfishness.

"For some years I have had a residence in England and the contrast with what I enjoyed there and what I endure here is most striking indeed,—and no fair-minded man but would agree.

"I, therefore, repeat that opposition to Government Control Broadcasting can only come from ignorance on the one hand or from pure selfishness, forcing on us offensive advertising and United States vulgarity and methods."

Paul Nanton, Winnipeg, and Col. Hugh Osler, President, Osler, Hammond and Nanton.—"I will be very glad to become a member of your Executive, and Mr. Osler says that he thoroughly approves of your aims and is ready to serve in an honorary capacity on the National Council."

Leon J. Ladner, K.C., Vancouver, Member Vancouver Board of Trade.—"I shall be glad to co-operate in every way I can with the work of the League."

Louis St. Laurent, K.C., President, Canadian Bar Association.—"I will certainly feel flattered at being included in the National Council of the Canadian Radio League..... and will be glad, personally, to lend all such assistance that may be within my power....."

Eugene L'Heureux, L'Action Catholique, Quebec.—"I want to express my entire agreement with the objects of the League. I wish you every success and would like to say that you can count on my complete sympathy." (Translation)

H. Edmund Dupre, Vice-President, Compagnie Chinic; Director, La Caisse Nationale d'Economie, Quebec.—"I would like to emphasize the stand that I took with regard to the work of the League for a National Broadcasting system, and would repeat that I am heartily in sympathy with the League's efforts." (Translation)

O. M. Biggar, K.C., Ottawa.—"I think it is of the first importance that broadcasting programs in Canada should come under public control and should not be left to private profit-making enterprise. In the nature of the case there must inevitably be at least a partial monopoly and the analogy of newspapers is a wholly false one, since in respect of them there is no natural monopoly, and if any exists it arises from purely practical and commercial considerations."

Hector McInnes, K.C., Halifax, Vice-President, Bank of Nova Scotia.—"I know of Sir John Aird's work and may I say I am acting very largely because I think that he did good work for Nova Scotia and that his plans ought to be carried out.....

"I trust that the Radio League will be able to secure an Act that will embody the principle of the Aird Report."

VI. EDUCATIONAL ORGANIZATIONS:

Universities' Conference (comprising heads of Canadian Universities)

"That this Conference inform the Radio Commission of its support of the policy of Dominion and Provincial Co-operation to control Radio-Broadcasting, and the advisability of University representation on the Program organization committee."

Resolution of 1929 Conference.

"The personnel of the Executive of the Canadian Universities' Conference has not changed over this two-year period, and we feel as strongly as ever we did that the usurpation of the radio by private interests and by advertisers is very decidedly not in the best interests of the community at large."

"As Secretary of the Canadian Universities' Conference since 1926, I am in a position to know University opinion throughout Canada on this matter. It is unanimously in favour of the course advocated by the Canadian Radio League. I have not heard one dissentient voice."

NOTE.—The following members of the Universities Conference are members of the League's National Council:—

Dr. Leonard S. Klinck, President, University of British Columbia.

Dr. R. C. Wallace, President, University of Alberta.

Dr. W. C. Murray, President, University of Saskatchewan.

Dr. J. A. McLean, President, University of Manitoba.

Dr. E. W. Wallace, Chancellor, Victoria University, Toronto.

Dr. H. P. Whiddon, Chancellor, McMaster University, Hamilton.

Dr. Hamilton Fyfe, Principal, Queen's University, Kingston.

Rev. Father Marchand, Rector, Ottawa University.

Sir Arthur Currie, Principal, McGill University.

Monseigneur A. V. J. Piette, Rector, University of Montreal.

Monseigneur Camille Roy, Rector, Laval University.

Dr. A. H. McGreer, Principal, Bishop's College University.

Canon Cody, President, University of Toronto.

Dr. Cecil Jones, President, University of New Brunswick.

Dr. G. J. Trueman, President, Mount Allison University, New Brunswick.

Professor Carleton W. Stanley, President, Dalhousie University.

Dr. A. H. Moore, President, King's College University, Halifax.

Royal Society of Canada.

"Attention is called to the following facts:—

"1. That the information which has made possible modern systems of broadcasting is the result of most intense study on the part of scientific men.

"2. That by the very nature of the case, broadcasting is destined to become an educational force of first-rate importance. This will apply both to general education as conducted in schools and colleges and the education of the public at large in questions of national interest.

"3. It brings within the range of thousands of people the advantages of music and of highly trained teaching power, from which up to the present time they have been almost entirely separated.

It would therefore appear:

"1. That a plan of operation should be devised that would emphasize the public character which a broadcasting service can render; the place which it must occupy in the educational system of the future; and the importance to the public of the educational character of the service, as compared with the merely mercantile enterprises that can be associated with it.

"2. The Royal Society is of the opinion that of the plans suggested in the reference to the Commission, namely,

- (a) The establishment of one or more groups of stations operated by private enterprise in receipt of a subsidy from the Government;
 - "(b) The establishment and operation of stations by a government-owned and financed company;
 - "(c) The establishment and operation of stations by provincial governments,
- either (b) or a combination of (b) and (c) should be adopted."

Statement of Royal Society of Canada, 1929.

"In 1929 the Royal Society of Canada, at its annual meeting, passed a resolution expressing in unmistakable terms its opinion that the policy that would best serve the interests of the Dominion in the matter of Radio is one involving a system of stations owned and controlled by the State. While this matter has not been before either the Royal Society or its Council since 1929, I have no reason to doubt that the resolution adopted in that year still represents the views of the Council and Members of the Society."

Letter to the League from Laurence Burpee, Secretary, The Royal Society of Canada, 28th March, 1932.

National Conference of Education.

"That, in the interests of Canadian National life and culture, it is imperative to proceed at once with the organization of Radio Broadcasting on a basis of public service, with Dominion and Provincial co-operation."

Resolution passed by 1929 Conference.

VII. RELIGIOUS ORGANIZATIONS:

Monseigneur Villeneuve, Archbishop of Quebec.

"The Archbishop of Quebec is keenly alive to the influence of broadcasting on the mind and spirit of modern generations.... He approves with his whole heart the object of the Canadian Radio League which is striving to ensure the dignity and the art of this so powerful means of reaching the people, which, unfortunately, commercialism is in danger continually of lowering. He cannot but applaud the efforts of the Canadian Radio League for the improvement and refinement of broadcast programs." (Translation.)

Monseigneur Camille Roy, Rector, University of Laval.

"I am very happy to see this League....engaged in bringing about the re-organization of Canadian broadcasting on a public service basis. I have already approved of the support given to the League's aims by the Royal Society of Canada and by the Universities' Conference. I wish to say, therefore, how much I personally am in sympathy with the work and projects of this League. I am convinced that only by means of an authorized public service can Canada be assured of a suitable and practicable broadcasting organization and one adapted to her needs." (Translation.)

Archbishop Worrell, Anglican Primate of all Canada.

"I am thoroughly in sympathy with the Canadian Radio League. The present condition of the radio business is in my mind entirely unsatisfactory. The amount of time that is taken up not only with advertisements but with all sorts of trash which is thrown in apparently to interest customers is sometimes absolutely disgusting to the ordinary listener in. I quite understand that to eliminate advertising entirely would be a difficult thing, but I feel that the majority of radio owners would be quite willing to pay the larger licence fee if the advertising could be at least limited, and certainly prevented from use for this purpose on Sundays. Anything that I can do to further the interests of the League I would be quite willing to do."

Resolution of The Social Service Board, United Church of Canada.

"That the Board of Social Service, believing that broadcasting should be conducted as a public utility, primarily ministering to the public in education and amusement, authorizes its staff to give every support to the proposal of the royal commission that broadcasting in Canada be brought under national control."

Rev. W. G. Brown, Moderator, General Assembly, Presbyterian Church in Canada.

"I am willing to serve as a member of the National Council (of the Canadian Radio League) if that can be of any service in the improvement of broadcasting in Canada. Under present conditions the commercial side of broadcasting is crowding out the really educational value of this service."

Chancellor Whidden, McMaster University, Hamilton (Baptist).

"I will be glad to give my support to the purpose and aims of the Canadian Radio League."

Social Service Council of Canada. (Dr. J. P. Jones, General Secretary.)

"It gives me great pleasure to say that the Social Service Council of Canada wishes to support this movement in a very definite way. We adhere to the general principles for which the League stands and express our willingness to co-operate in every way possible. We trust the legislation that the Canadian Radio League seeks will be forthcoming in the near future."

APPENDIX No. 44

THE CANADIAN RADIO LEAGUE—FOR A NATIONAL BROADCASTING SYSTEM

SUPPORT ANALYZED GEOGRAPHICALLY

The following is an account of support from a sectional point of view, as disclosed by the League's survey:—

1. WEST COAST:

Due to strong popular feeling that the local radio service has been entirely incapable of competing with the United States programs which inundate the province, the support of patriotic, labour, farm and women's organizations has been unanimously in favour of the League's platform.

From a business point of view, the West Coast is sympathetic to the national scheme. Favourable resolutions have been passed by the Victoria and Vancouver Boards of Trade, while a representative group of business and professional men, such as General Victor Odlum, Robie Reid, Esq., K.C., Blake Wilson, Col. R. D. Williams, Brig-General J. A. Clark, Colonel Victor Spencer, W. C. Woodward, Leon J. Ladner, K.C., and others, have been actively associated with the League's campaign.

The League has received assurance of support from all Vancouver papers, and is supported by the *Victoria Times* and other papers throughout the province.

The League's work has been strongly supported by educational leaders in the province; notably, by Dr. H. H. Ashton, head of the History Department, University of British Columbia, and a member of the League's Committee, and by President L. S. Klinck of that University. A notable fact is that the Van-

couver School Board wrote to the League offering its collaboration. The Provincial Superintendent of Education is also associated with the League on its National Council.

The British Columbia Government has indicated its sympathy by its former resolution in favour of the Royal Commission's Report. This was confirmed by Premier Tolmie's public statement last year.

2. THE PRAIRIE PROVINCES:

Active support of popular local groups in the Prairie Provinces includes the following:—

The Alberta Federation of Labour.

The I.L.P. of Alberta.

United Farmers of Alberta.

United Farmers of Canada.

United Farmers of Manitoba.

United Farm Women of Alberta.

Women's Institutes, Women's Councils and Local Women's Clubs.

The daily newspapers in the Prairie Provinces are almost unanimously in favour of the system which the League advocates. The League's platform is actively supported by such leading dailies as the Edmonton *Bulletin*, Calgary *Herald*, Calgary *U.F.A.*, Lethbridge *Herald*, Prince Albert *Herald*, Saskatoon *Star-Phoenix*, Saskatoon *Western Producer*, Regina *Leader-Post*, Regina *Star*, Moose Jaw *Herald*, Winnipeg *Free Press*, Winnipeg *Tribune*, etc.

The heads of the three provincial universities, the Superintendents of Education of Alberta and Saskatchewan, the Deputy Minister of Education of Manitoba, the Director of Radio Extension, University of Alberta are all members of the League's Council.

The governments of the Prairie Provinces have shown themselves sympathetic to the scheme for a national broadcasting company. The Government of Alberta is so alive to the possibilities of radio broadcasting that it has authorized the construction of a 5,000 watt station for the province of Alberta, should the national scheme not carry. Premier Brownlee, and his provincial treasurer, Hon. R. G. Reid, have strongly indicated their support of the League's aims by consenting to become members of its council.

The Alberta Legislation, last year, passed an unanimous resolution in favour of the Aird proposal.

3. MARITIMES:

Besides the Maritime membership in the National, Labour, Farm and Women's Associations listed in support of the League, various local bodies, such as women's clubs, etc., have recently passed resolutions favouring a national broadcasting company.

The League is supported by leading members of the business and professional communities of the Maritimes, such as Hector MacInnes, K.C., G. Fred Pearson, Walter Black, W. E. Bentley, K.C.

Leading papers in Saint John, Moncton, Halifax, Glace Bay, Sydney, and Charlottetown have indicated their support of the League's aims.

The Heads of the University of King's College, Dalhousie University, University of New Brunswick, Mount Allison University, and the Superintendents of Education of Prince Edward Island, and Nova Scotia are members of the League's council.

The governments of the three provinces expressed themselves favourably toward the Royal Commission's proposals.

4. QUEBEC:

The League's objects have gained a wide-spread and enthusiastic backing in the Province of Quebec. Leading ecclesiastics, business men and educationalists are members of its National Council, while a large proportion of the French and English press have declared themselves strongly in favour of a national system. The most important opposition is from the newspaper "La Presse," Montreal, owner of station CKAC, which affiliated with the Columbia Broadcasting system.

Following is a list of members of the League's Council in the Province of Quebec:—

Monseigneur Camille Roy, Rector, Laval University: Past President, Royal Society of Canada.

Monseigneur Piette, Rector, University of Montreal.

Canon Chartier, Vice-Rector, University of Montreal.

Edouard Montpetit, Secretary-General, University of Montreal.

Monseigneur Alexandre Vachon, Laval University, Quebec.

Victor Dore, President-General, Montreal School Board.

Col. John Price, President, Price Bros., Quebec.

Very Reverend J. C. Farthing, Bishop of Montreal.

General Sir Arthur Currie, President, McGill University, Director, Bank of Montreal.

Reverend Archdeacon Scott, C.M.G., D.S.O., Quebec.

H. Edmond Dupre, Vice-President, Compagnie Chicic, Quebec.

Louis St. Laurent, K.C., Quebec, President, Canadian Bar Ass'n.

Sir Geo. Garneau, Director, Banque Canadienne Nationale, President, Battle-field Commission.

Hon. Frank Carrel, Quebec.

Fred N. Southam, President, Southam Publishing Co., Montreal.

W. M. Birks, Past-President, Chambers of Commerce; Past-President, Montreal Board of Trade.

Lady Drummond, Montreal.

Morris Wilson, Montreal, General Manager, Royal Bank of Canada.

George Pelletier, "LeDevoir", Montreal.

Eugene L'Heureux, "L'Action Catholique", Quebec.

(Translations)

The Leaders of the Catholic Church in Quebec, including His Eminence the late Cardinal Rouleau, Archbishop Villeneuve and Archbishop Forbes have approved the League's project.

His Eminence Archbishop Villeneuve.

"The Archbishop of Quebec is keenly alive to the influence of broadcasting on the mind and spirit of modern generations. . . . He approves with his whole heart the object of the Canadian Radio League which is striving to ensure the dignity and the art of this so powerful means of reaching the people, which, unfortunately, commercialism is in danger continually of lowering. He cannot but applaud the efforts of the Canadian Radio League for the improvement and refinement of broadcast programs."

SUPPORT ANALYZED GEOGRAPHICALLY

Monseigneur Forbes:

"The Archbishop of Ottawa wishes the Canadian Radio League the realization of its aims which are those of seeing this new invention serve the public interest for the good of education, of mental development, of patriotism and of art, in place of being used chiefly as an advertising medium."

We quote from letters which have been sent to us by Monseigneur Camille Roy, Rector, Laval University; Monseigneur Piette, Rector, University of Montreal.

Monseigneur Roy:

"I am very happy to see this League engaged in bringing about the reorganization of Canadian broadcasting on a public service basis. I have already approved of the support given to the League's aims by the Royal Society of Canada and by the Universities' Conference. I wish to say, therefore, how much I personally am in sympathy with the work and projects of this League. I am convinced that only by means of an authorized public service can Canada be assured of a suitable and practicable broadcasting organization and one adapted to her needs."

Monseigneur Piette:

"I am convinced that broadcasting, which has become a powerful instrument of education and social good, ought to be brought under adequate control as soon as possible. I am heartily in favour, therefore, of the formation of a Board which would regulate broadcasting in the public interest. I am confident that, if well organized on a public service basis, the dignity of this powerful medium of communication would be raised and it would be made a great deal more valuable for all our people."

The following newspapers have indicated support of the League's projects:—

Le Devoir, Montreal;
La Patrie, Montreal;
Star, Montreal;
Progress du Saguenay, Chicoutimi;
La Nouvellist, Three Rivers;
Record, Sherbrooke;
L'Evenement, Quebec;
Chronicle-Telegraph, Quebec;
Le Soleil, Quebec.

SUPPORT ANALYZED GEOGRAPHICALLY

5. ONTARIO:

Popular support in Ontario has, to some extent, been deflected by erroneous statements as to the Royal Commission's Report and the Radio League's aims, which have been regularly broadcast from Ontario stations—particularly those with United States advertising affiliations. It is evident, however, that these attacks are now reacting in favour of a fair consideration of the problem, and against the private interests behind them.

The membership in National, Labour and Women's Organizations such as the Canadian Legion, the Trades and Labour Congress, the National Council of Women, I.O.D.E., etc., supporting the League is centred largely in Ontario, and accounts for a very powerful section of informed opinion.

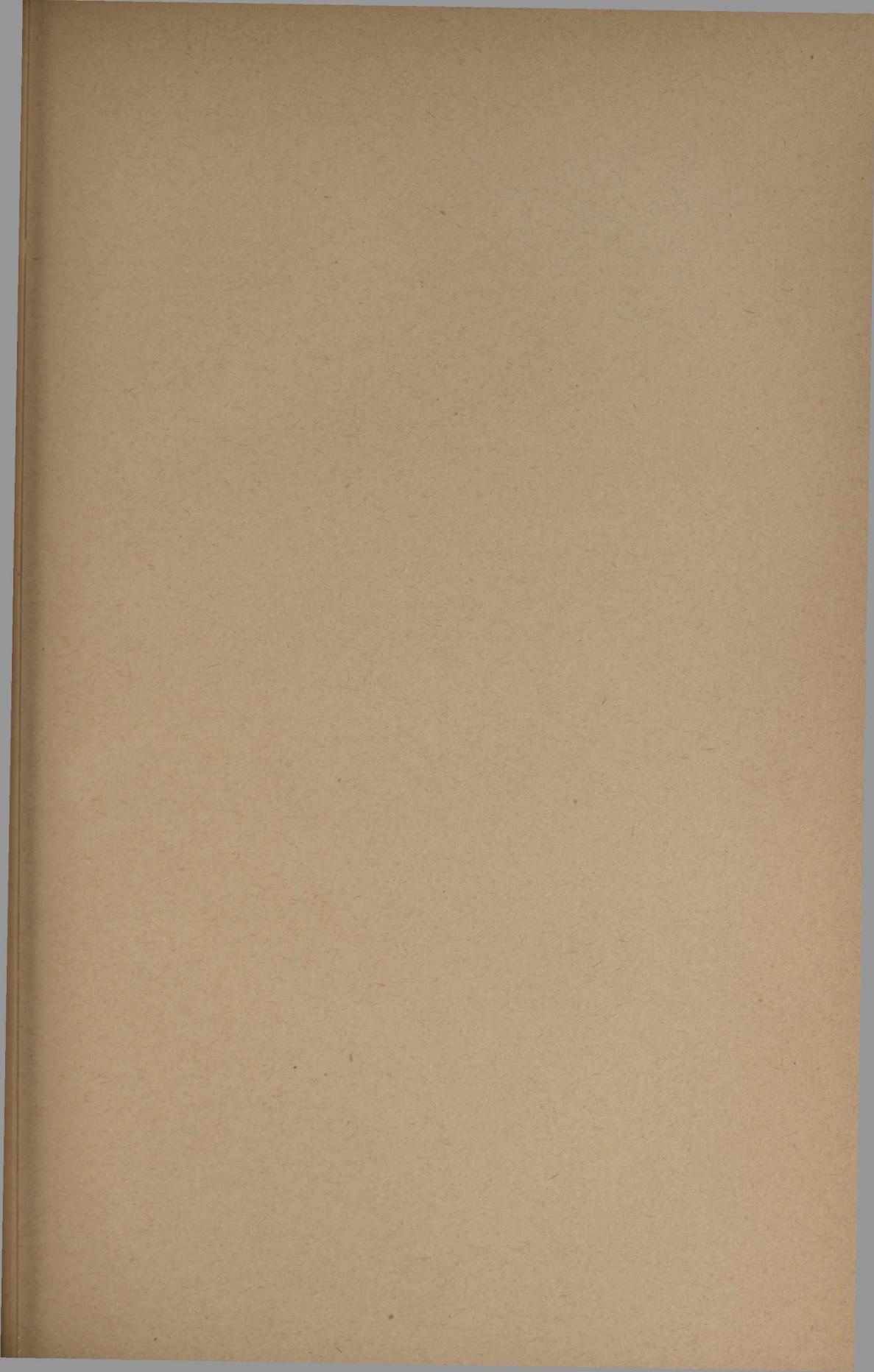
From a business point of view, the League has secured the support on its Council of a large and representative section of Bankers, Financiers, Insurance and Trust Company Heads, Industrialists, and other business and professional men, such as: S. J. Moore, President, Bank of Nova Scotia; A. F. White, Vice-President, Canadian Bank of Commerce, President Dominion Securities Corporation; A. E. Phipps, General Manager, Imperial Bank of Canada; A. W. Anglin, K.C.; Thomas Bradshaw, President, North American Life Assurance Co.; Maj.-General The Hon. S. C. Newburn, Vice-President, Bank of Montreal; Frank A. Rolph, President, Imperial Bank of Canada, President Toronto Board of

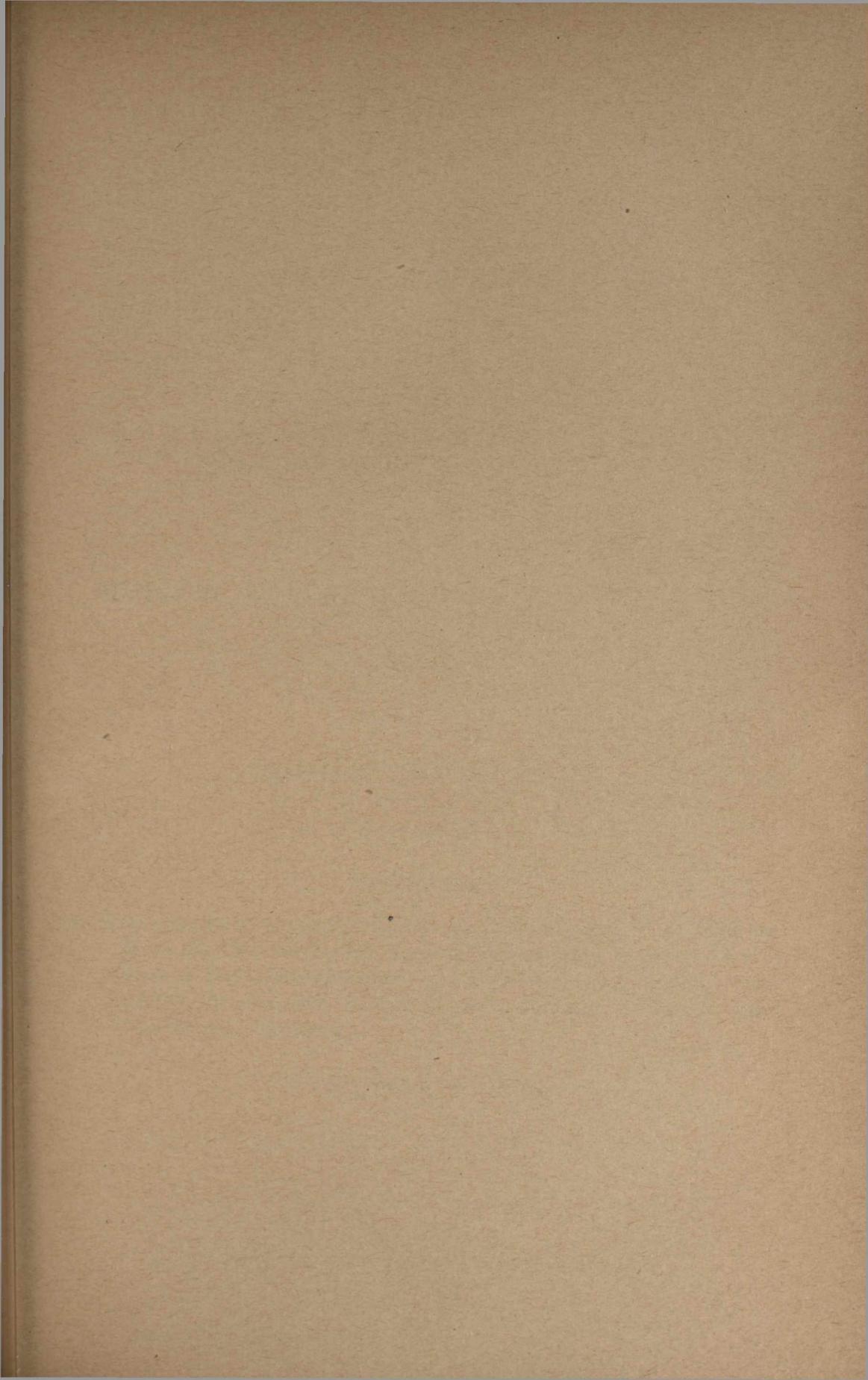
Trade—1930; Strachan Johnson, K.C.; Hon. N. W. Rowell, President, Toronto General Trusts; Col. K. R. Marshall, President, Standard Fuel Co., R. A. Laidlaw, President, R. Laidlaw Lumber Co., Toronto; Col. O. M. Biggar, K.C., Russel Smart, K.C.; C. S. Macdonald, President Confederation Life; R. O. McCulloch, President, Mutual Life.

The vast majority of Ontario's influential dailies and periodicals, irrespective of party affiliations, have rallied to the support of a national system.

The heads of the Universities of Toronto, Queen's, Ottawa, McMaster, Victoria College, and the Chief Superintendent of Education for Ontario are members of the League's Council.

The Ontario Government gave the Royal Commission assurance of its willingness to co-operate in plans for a national system.





SESSION 1932
HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 14

TUESDAY, APRIL 19, 1932

WITNESSES:

Mr. Roy Campbell, Honorary Secretary, National Council of Education, Montreal; Mr. Arthur C. Perkins, representing Institute of Radio Service Men (International); Dr. G. M. Geldert, Owner of Station CKCO, Ottawa; Mr. Arthur Dupont, Director of Station CKAC, "La Presse," Montreal.

Appendix at End of Record.

OTTAWA
F. A. ACLAND
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
1932

MINUTES OF PROCEEDINGS

MORNING SITTING

TUESDAY, April 19, 1932.

The Special Committee on Radio Broadcasting met at the hour appointed, 10.30 o'clock, a.m., Hon. Mr. Morand, the Chairman, presiding. The following members of the Committee were present:—

Messieurs: Cardin, Euler, Garland (*Bow River*), Ilsley, Morand and Smith (*Cumberland*)—6.

In Attendance: Mr. Roy Campbell, Montreal, Honorary Secretary of The National Council of Education; Mr. Arthur C. Perkins, representing Institute of Radio Service Men (International).

Present: Mr. H. S. Moore, President, Canadian Association of Broadcasters, Toronto; Mr. Arthur Dupont, Station CKAC, Montreal; Mr. Spencer, Radio Engineer, Station CKAC, Montreal, and numerous representatives of various radio interests; also, Commander C. P. Edwards, Director of Radio; Mr. J. W. Bain, Radio Engineer, Mr. D. Manson, Chief Inspector, all of the Radio Branch, Department of Marine; and Lt.-Col. W. A. Steel, Director of Radio, National Research Bureau, who have attended all the sittings of the Committee since its organization for informative and advisory purposes in connection with radio matters generally, by special permission of their respective Departments.

Mr. Campbell called and submitted an extended brief expressing the views of the National Council of Education in connection with radio broadcasting and containing thought out plans for its use in the cause of education. The witness was questioned by members of the Committee, and during the course of the evidence, by permission of the Committee the following papers were filed for the information of the members, viz: National Lectureship Scheme; Broadcast Program; Broadcast over Station CKAC, Montreal; Letters from various sections in connection with broadcasts; Broadcast Program, October 26th to March 24th, 1932; A course in music appreciation, by G. A. Stanton; Universities Broadcasts; Work of the Radio Committee of the Winnipeg Committee of the National Council of Education. (Exhibits 1, 2, 3, 4, 5, 6, 7 and 8 respectively.)

Mr. Perkins called and made a statement of radio conditions in the small Latin republics in Central America, in Cuba, and some of the South American countries, and their connection with American radio conditions.

Witness questioned and retired.

A brief submitted from Station CFCH, North Bay, was, by direction of the Committee, read into the record.

The Committee by general agreement adjourned until 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 4 o'clock, the Chairman presiding.

Members Present: Messieurs Euler, Gagnon, Garland (*Bow River*), Morand and Smith (*Cumberland*)—5.

In Attendance: Dr. G. M. Geldert, Ottawa, Station CKCO; Mr. Arthur Dupont, Station CKAC, Montreal. Mr. H. S. Moore of the Canadian Association of Broadcasters intended presenting a brief, but was called away and unable to do so.

Present: All those present at the morning sitting and an increased attendance of interested representatives.

Dr. Geldert called and submitted his views with regard to broadcasting, more particularly with respect to the lower powered local and community stations, and the radio work on his own and other similar stations.

Witness questioned by the Committee, thanked and retired.

Mr. Arthur Dupont called and made a statement with respect to some of the evidence given at a previous sitting, which was questioned by him. Witness filed a program which was given under the auspices of the University of Montreal.

Witness thanked and retired.

Mr. Alan Plaunt filed a brief expressing the views of the Imperial Order Daughters of the Empire on Canadian Radio Broadcasting, which on the previous day had been ordered to be printed as an appendix to the record, as No. 45.

It being near six o'clock the Committee agreed to adjourn and to meet again to-morrow, Wednesday, at 10.30 o'clock, a.m.

E. L. MORRIS,
Clerk of the Committee.

MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 368,

APRIL 19, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Hon. Mr. Morand, presiding.

The CHAIRMAN: We have Mr. Roy Campbell here this morning. Mr. Campbell is Honourary Secretary of the Executive Committee of the National Council of Education, and Honourary Secretary of the Montreal Committee. He has prepared a brief which he will read, and then we will have questions afterwards.

Roy CAMPBELL, called.

The WITNESS: Mr. Chairman, the National Council of Education is very grateful to the Special Committee on Radio Broadcasting for this opportunity to present some observations.

The Council, which is a voluntary and co-operative body, offers its services and co-operation in the development of radio for educational and cultural ends. In doing so the Council wishes to make known to you (a) Its general aims, page 1; (b) Its activities, past and present, page 2; (c) Its experience in the field of Radio, page 3; (d) A theory upon which it would like to have experimental work carried out, page 6; (e) A request to be allowed to do that experimental work, particularly if no other body is charged with the responsibility as a result of Parliamentary action, page 7; (f) A request for the recommendation of this Committee for the assistance of the Federal Government towards the end in view, page 8.

(a) THE AIMS OF THE COUNCIL

The Council is a voluntary organization having branches in the principal cities of the Dominion, devoted to the advancement of lay education, principally adult education.

In particular it endeavours: To bring into the lives of our people cultural advantages which may have been denied by circumstances, or which our formal education does not attempt to provide except for the very few; to cultivate a desire for the substantial, the healthy, the wholesome and the beautiful in life; to promote interchange of the best we possess in the sphere of education and culture; to strike our intellectual and cultural roots deeper into the rich soil of older lands, and to develop an historical and international perspective and understanding; to mould all these into a high patriotism and the spirit of a truly great nation.

The Governor-General, the Lieutenant-Governors of most of the Provinces, the Prime Minister, members of the Government in practically all the Provinces, Government officials, educational authorities, industrialists, professors, teachers, clergymen and other supporters of the cause of education, the extension of our cultural horizons and the enrichment of our national life, have supported the Council in its activities.

Financial support has been accorded from time to time from Federal, Provincial and Municipal Governments, universities, colleges and schools, transportation systems, radio stations, etc., and many individuals.

OFFICERS

The officers and Executive of the Council are: Mr. E. W. Beatty, K.C., LL.D., Montreal, Hon. Vice-President; Hon. N. A. Belcourt, P.C., K.C., LL.D., Ottawa, Vice-President; Right Hon. R. B. Bennett, P.C., K.C., Calgary; Hon. Randolph Bruce, LL.D., Victoria; Mr. Roy Campbell, Montreal, Hon. Secretary, Executive Committee; Mr. W. J. Bulman, Winnipeg; Hon. Howard Ferguson, London, England; Col. The Hon. Henry Cockshutt, LL.D., Brantford; Rev. Canon H. J. Cody, D.D., Toronto; Dr. C. W. Colby, Montreal; Sir Douglas Hazen, K.C.M.G., Saint John; Major J. M. Macdonnell, Toronto; Mr. D. MacGillivray, Halifax; Mr. G. W. Hutchins, Winnipeg, Hon. Treasurer; Hon. Vincent Massey, P.C., Toronto; Major Fred J. Ney, M.C., Winnipeg, Executive Secretary; Brigadier-General V. W. Odlum, C.B., C.M.G., D.S.O., Vancouver; Mr. F. N. Southam, Montreal; Mr. James A. Richardson, LL.D.; Winnipeg, President; Hon. L. A. Taschereau, LL.D., Quebec.

The Chairmen of the Local Committee are: Dr. F. H. Munro, Halifax; Dr. F. W. Patterson, Wolfville; J. J. F. Winslow, K.C., Fredericton; Dr. G. J. Trueman, Sackville; Sir Douglas Hazen, Saint John; Dr. G. W. Parmelee, Quebec; Mr. E. W. Beatty, K.C., Montreal; Dr. Arthur Beauchesne, K.C., Ottawa; Dr. H. M. Tovell, Toronto; Mr. Jas. A. Mutter, Hamilton; Hon. Mr. Justice Waring, London; Mr. Edward Anderson, K.C., Winnipeg; D. M. Balfour, Regina; Dr. D. J. Brass, Yorkton; Dr. G. W. Korby, Calgary; Dr. R. C. Wallace, Edmonton; Gen. J. A. Clark, Vancouver; Mr. Kenneth Ferguson, Victoria.

(b) ACTIVITIES OF THE COUNCIL

CONFERENCES

The Council has held Triennial Conferences which have been attended by tens of thousands of our Canadian people and hundreds of distinguished visitors from other lands. These efforts have been along the following general lines:—1919—Winnipeg: Character, Education and Canadian Citizenship; 1923—Toronto: Education and Development; 1926—Montreal: Education and Citizenship (Bilingual); 1929—Vancouver: Education and Leisure; 1933—(projected) Toronto: Education and Health.

LECTURESHIP SCHEME

During the past ten years the Council has brought to Canada a number of distinguished guest speakers who have addressed meetings throughout the Dominion. Members of this Committee will remember most recently, Sir Henry Lawrence and Mr. Abdullah Yusuf Ali. Others who have come are: Sir Henry Newbolt, Sir Michael Sadler, Right Hon. H. A. L. Fisher, Mrs. H. A. L. Fisher, Mrs. Philip Snowden, Mr. John Buchan, Mr. J. L. Paton, Miss Lilian Faithfull, Mr. J. St. Loe Strachey, Mr. Allan S. Walker, Field Marshall Viscount Allenby, Dr. Albert Mansbridge, John Walter, M.P., Lowell Thomas, Westminster Abbey Choir, Capt. John B. Noel, Alfred Noyes, The Earl of Elgin, Sir Rennell Rodd, Harry Irvine, Peter Manniche, The English Folk Dancers, Sir Barry Jackson, Arni Palsson, Dr. Ludwig Mueller, George Pilcher, M.P., Niels Bukh and his Danish Gymnasts. These are outside of the many special delegates to the various Conferences.

A sketch of the extension of the *National Lectureship Scheme* of the Council covering the fields of Physical Education and Health, Music and Speech, Drama and Dramatic Appreciation, Art and Art Appreciation, Radio, Cinema and Visual Education and Literature is contained in Exhibit 1 attached.

I have the honour to present to the members of this Committee copies of the report of the Vancouver-Victoria Conference of 1929 which, as will be noted,

includes addresses by Sir Rabindranath Tagore, Sir Charles Grant Robertson, Ernest Raymond, Sir Archibald Strong, Mr. J. C. Stobart and about twenty other distinguished educationists.

(c) THE COUNCIL IN THE FIELD OF RADIO

Mr. Stobart is Educational Director of the British Broadcasting Corporation. He came to Canada especially for the Conference, gave some most interesting addresses, which are to be found in the volume now placed in the hands of the Committee, and he also delivered radio addresses over a number of stations in the course of his trip across Canada.

FINDINGS OF THE 1929 CONFERENCE

The following Resolution was adopted by the Conference: Moved by Professor G. G. Sedgwick (University of British Columbia) and seconded by Mr. J. S. Gordon (Inspector of Schools, Vancouver, B.C.):

That in the interests of Canadian national life and culture, it is imperative to proceed at once with the organization of radio broadcasting on a basis of public service, with Dominion and Provincial co-operation.

It should be stated at the outset that upon the matter of *control* of radio the Council is silent. Its interest has always been, and still is, that of making the best use of existing conditions. As stated in the resolution, its interest lies in *public service*, through education, and the Council emphasizes that which has been brought to the attention of this Committee on many occasions, namely, that this marvellous means of communication, *the Radio, should be utilized to the full for imparting knowledge, culture and inspiration*. Whether public ownership, private ownership or some intermediate plan be adopted, the Council will endeavour to assist in consolidating whatever educational and cultural advances are made, and to press on to ever greater advantages for the Canadian people.

PRACTICAL STEPS

As "the only way to learn to play the flute is to play the flute" our Montreal Committee in the latter part of 1930, took steps towards developing some educational broadcasts. Efforts were made to secure a wave length, with the idea that an old station which was then available from Northern Electric might be put into use for educational broadcasts. However, the Department of Marine was not in a position to accord the wave length. The Committee then turned to Station CKAC of *La Presse* which graciously accorded us half an hour a day.

Daily broadcasts were carried on from February 4 to May 4, 1931; were resumed in October, 1931, and are still going on.

BROADCASTS, 1931

Last year, the daily half hour broadcast was divided into four parts:—

1. Introduction: By some friend of the Council (particularly, as time went on, distinguished citizens of Montreal who sensed the value of the activity).
2. Lecture: Upon some topic of Health, Literature, Science, etc.
3. Music Talk: With illustrations.
4. Reading: Of current literature, poetry or book review.

The program for the three months will be seen in Exhibit 2.

Last year, when times were better, we were able to mimeograph our Lectures (with the exception of Music Talks) and distribute them to those who applied for them. A set of practically all the talks is presented herewith as Exhibit 3.

We also were able to reproduce for our own use the letters of comment which came in. There was not a single discouraging message; all were commendatory. The copies of these letters appear as Exhibit 4.

BROADCASTS, 1931-32

This year, i.e., beginning in October, the daily half hour broadcast has consisted of two parts: (1) Music Talk, and (2) Lecture.

This most interesting series, details of which are to be seen in Exhibit 5, has been carried on under the Chairmanship of a Radio Committee headed by Lt.-Col. Wilfrid Bovey, with the daily attention of Mr. W. D. Simpson in arranging the final detail of appearance and introductions.

The Council also sponsored a period of fifteen minutes twice a week of broadcast of *Music Appreciation to School Children*. These have not been carried on in school hours because of a natural disinclination on all sides to introduce these broadcasts into the sphere of formal education.

These broadcasts were carried out by Mr. G. A. Stanton, Director of Music, Protestant Schools of Montreal, and by Irvin Cooper, Music Instructor, West Hill High School, Montreal.

A statement of what it is hoped this course would achieve and the syllabus of the material covered are shown as Exhibit 6.

The Council, by a Committee consisting of E. W. Beatty, K.C., Lt.-Col. Wilfrid Bovey, and Roy Campbell, also sponsored a series of "Universities Broadcasts," which, through the co-operation of the Canadian Pacific Railway Telegraph Services and twenty-six stations from the Atlantic to the Pacific have presented every Friday evening, throughout the Dominion, a fifteen minute talk from a representative of one of the thirteen co-operating Universities. This program is shown as Exhibit 7.

CONTRIBUTION OF STATION CKAC

Special mention must be made of the wonderfully fine contributions of Station CKAC, "La Presse", Montreal, which has made these daily broadcasts possible. Hon. Mr. Du Tremblay, the President, Mr. Arthur Dupont, Director of the Station, and all the Staff have been kindness and consideration personified. Further, they have taken a very deep personal interest in our efforts. The Station has given its time to the service of the public to a degree that a volunteer organization such as ours could never think of paying for. Based upon its commercial rates, the Station has given thousands of dollars of "time" and has done it with an enthusiasm for the public good and graciousness towards our organization which are beyond praise.

MCGILL UNIVERSITY STAFF; AND OTHER PROFESSIONAL EDUCATORS

It is to be noted also that while the support to the Council's radio activities in Montreal has been very wide-spread, the generosity of the staff of McGill University is, to a great extent, responsible for the interest of the program. Approximately, fifty per cent of the broadcasters are connected with the University, and of the rest a large number are professional teachers and musicians. Their services in carrying out this work are very highly appreciated.

ACTIVITIES IN WINNIPEG

The Winnipeg Branch of the Council at the request of the Manitoba Government undertook broadcasts through Station CKY on January 1st of this year. The Committee gives seven broadcasts a week, and co-operates in six others. This is in addition to the broadcasts given daily by the Agricultural College. The results of these broadcasts, a statement of which is given as Exhibit 8, are most encouraging. The letters of appreciation are very warm in their praise.

THE POSITION OF THE COUNCIL

The National Council of Education, therefore, by the very nature of its aims, by the character of its Conferences and the practical work it has done in the field of radio, has given evidence of its earnest desire to have radio used for educational purposes. Its attitude is not one of condemnation of present programs or present methods of control, but the Council does urge that in radio there is magnificent opportunity for the supplementing of formal education and the extension of cultural boundaries, and offers its assistance, through the wide and distinguished co-operation which it enjoys, to the achievement of the very best that our country can produce.

EDUCATIONAL LACKS

Our Committee is impressed with the fact that our present state of society does not permit of the extension of higher education to all citizens; that for many the public school is the limit of their formal education; for others the high school; and a relatively small number proceed to University.

The problem of bringing additional education to these citizens is a difficult one and many efforts have been made along these lines. Night classes, extension courses, and clubs for self-improvement have all done something, but these have been hampered in their activities by limitations of what may be called physical elements, particularly of securing housing for the lectures and the difficulty of bringing people together at hours that are mutually convenient. The radio, however, is capable of solving these problems to a very great extent by bringing education into the home or into groups of listeners who may assemble for education in small halls or committee rooms which it is not difficult to obtain.

Many definitions will be placed upon educational radio. Existing programs undoubtedly contain a great deal that is of the very highest value. The Council applauds all these efforts and considers that the thanks of the Canadian people are due to the sponsors of such programs. But it is to the desire for self improvement which may so far remain unsatisfied that the Council hopes an answer may be found through the medium of the radio. Thousands of people are attending extension courses, night schools, public libraries, etc., in an effort to extend their "awareness" in life. We consider that there are many thousands of others, particularly who, once their needs can be ascertained and provided for, would definitely take up the matter of improving themselves. For three or four generations before the radio appeared popular movements of this kind had been going on in Great Britain and elsewhere. Now that the radio is here, the utmost should be made of its possibilities.

THE POSSIBILITIES OF RADIO

We are informed by educationists, social workers and many people in Montreal that the work which we are able to do through the courtesy of Station CKAC could be extended in a score of ways, particularly in making the material that we have broadcast simpler and in filling the blank spots in the sphere of education and culture. The subjects which have been mentioned as deserving of attention are as broad as literature itself, but emphasis has been laid particularly upon assistance in the problems of every-day life, looking to the binding together of the family; in understanding economic and world conditions, in deriving a sound appreciation of international affairs, in training in citizenship; in learning the other official language, in extending a knowledge of history, literature, the arts, music, drama, etc.

Much good material of this kind now comes over the air. History is taught by radio drama, economic conditions by debates, and a score of other matters are handled by lecturers of high standing.

(d) A THEORY CONCERNING EDUCATION BY RADIO

GIVE EDUCATION ITS PROPER PLACE

Nevertheless our Committee is impressed by the fact that this marvellous means of communication has so far principally been utilized along two lines which may be very broadly defined as entertainment and advertising, the two going hand in hand in many respects to support each other. While we still prefer to make no positive statement, even after our two years of work in this line, we venture to put forward the theory that educational radio should be separated out from the radio of entertainment and advertising and be given a channel of its own. This is not to be construed as favouring placing radio in the hands either of the government or of private interests, but simply that under the general jurisdiction which the Privy Council has decided, and under the arrangement for wavelengths which the proper authorities will be discussing from time to time both in international and domestic conferences, the claims of education and culture should be recognized by allocation to them of a wavelength or wavelengths. So far, even under arrangements which have been most highly lauded as promoting the educational interests of the people, entertainment had constantly been mixed in with the educational. Our Committee asks whether this must necessarily be so. Schools and colleges are serious affairs; they attend strictly to the business of educating and inspiring. The same is true of public libraries, art galleries and conservatories of music. If we develop in our civilization a logical division of function as between the school and the dance-hall, or between the library and the billboard (all of which have their respective spheres of usefulness) is it not reasonable that instruction and cultural advancement in radio shall be allotted their own particular place as contrasted with the radio of entertainment and commerce?

Educational radio need not be dry as dust, hard to take, shunned. The programs would necessarily be the maximum in talent, exclusiveness or expense. They would be, so to speak, the voice of John Canadian trying to be articulate in terms of self-improvement. The best efforts should be given to the development of good broadcasting technique and what is quite as important, the development of good listening.

Listeners groups, discussions, supplementary reading, circulating libraries, would all form part of the general project. It is impossible to say how far such a democratic movement would go. It might in due course become a fair measure of our intelligence and culture. The various Provincial Educational Departments might find radio an excellent supplement to their formal curricula.

DILUTION AND REPETITION DESIRABLE

The fact that the "time" which has been so generously accorded to our organization by a private station is so valuable is a reason for pleading that provision be made for allowing educational radio to travel at a slower gait. Educational material which now goes over the air from high-power stations must, so to speak, be high-power itself. We consider that a certain amount of educational material will naturally be included in all programs; it must be attractive and it must be concentrated. School education is a slow business. It must be full of repetition and illustration to be effective. Radio education on the same or similar subjects must involve expenditure of considerable time and patience. In our activities we plead for the opportunity to present programs which shall be more of the character to which those who are in the process of learning have been accustomed. The average person masters subjects only by extensive subdivision, systematization, diluted and repetition. We need only think of the time involved in learning a language, whether our own or another, to realize how much time and patience are required. And if, as seems

only reasonable, the people of this country are to be taught better English and French, and if, as also seems reasonable, the radio is to be employed for the purpose, it cannot succeed when tied up with hurried and excessively valuable programs.

THE PROBLEM BROAD IN ITSELF

At all events, we submit that such considerations are worthy of the most careful attention; further, that although we all believe radio to be of the utmost value in the field of education, we are still unable to judge where that value is highest, what type of broadcasting is required, what subjects are wanted, who will listen and how they will listen.

EXPERIMENTING NEEDED

We ask whether provisions may not now be made for some good experimenting in these matters. So far as we are aware, there is nowhere in the Dominion a wavelength devoted to education and cultural advancement; there is no counterpart of the classroom, the library, the lecture-room; no point on the dial at which the listener may be certain that he may find continuously a stimulus and challenge to his intellectual powers.

We have in view that the experiments which have been conducted by such institutions as the University of Alberta have been very valuable, and we feel that there is room for further experiment which shall be more dilute, cover more ground, and, in a word, endeavour to meet every need for which there is fair demand. In a large urban centre such as Montreal, there are sure to be found both a large and varied demand for instruction and a goodly number of experts and others to supply that demand.

The way in which such an experiment would be carried out must depend almost entirely upon the outcome of the deliberations of this Committee and the parliamentary action based thereon.

(e) REQUEST TO BE ALLOWED TO EXPERIMENT

The National Council of Education, in particular the Montreal Committee, believes that, if such an experiment is not carried out by machinery that may be otherwise provided, it can secure the necessary co-operation to obtain results that will not only be useful as they are carried on, but will be of even greater value in determining the ultimate course for educational radio.

Such an experiment can be carried out at fairly small cost, and if absolutely necessary could be made largely a volunteer effort.

The *course of action* would be somewhat as follows:—

- (1) The Montreal Committee of the Council should be given fair assurance that the wave length for a low power station will be accorded.
- (2) The Committee will arrange for a conference of all interested parties in and around Montreal to determine what subjects, what hours, what methods of treatment, etc., are desired in an educational station.
- (3) Steps will be taken to secure financial backing for the work. The station would cost approximately \$20,000, and the annual upkeep about \$25,000. The capital expenditure might be reduced if Custom duties and other taxes were remitted by the Federal Government. The cost of annual upkeep would be greater if the broadcasters were paid. The plea for support would be that this is a community effort serving the needs of a million and a half people, and in this connection the support of the Federal Government would not be amiss. Other administrative bodies might also contribute as would local organizations, business houses and individuals.

The wave length, general purpose and the physical equipment having been provided for, steps would be taken to secure lecturers and train them or have them train themselves in the technique of radio broadcasting. Also, steps would be taken to interest possible listeners, in well-planned courses of study, in forming listening groups, etc.

As stated, one of the problems connected with radio to which the Council is fully aware that it must bend its efforts, is that of the development on the one hand of good radio technique, and on the other hand (which is quite as important), the development of good listening.

There is a very definite feeling among those who make their living by means of educational activities, such as members of the University Staff, teachers in Public and High Schools and teachers of music, that the services they can perform as a result of their special training should not go unremunerated. There are, of course, many volunteers in this class, who good naturally have been willing to give radio addresses without remuneration, on the theory that the material is available in their experience and might as well be utilized; but, as a general principle, it is perhaps not too much to assert that "the labourer is worthy of his hire." Such a plan as is proposed should be set up with provision for fees for those to whom education is a profession and means of livelihood. Nevertheless, it is our view that we could secure in the City of Montreal sufficient voluntary forces to provide informative and thought-provoking material in adequate amount for the modest requirements of ten of thousands of our citizens who can be assisted by having provided to them, through the channel of the ear, select material from libraries, current journalism or special writing.

(f) REQUEST FOR RECOMMENDATIONS FROM THIS COMMITTEE

If this Committee concurs in the request which has been made herein for a recommendation for the allocation of a wave length and agrees that the experiment might be carried on in the way which has been outlined, the Council considers that it would be most appropriate that the Committee make recommendations to the Federal Government that some contribution be made towards the defraying of the expenses of the experiment.

Other contributions would of course be sought, throughout the community; indeed, its success would be largely due to the idea that this would be a community effort.

Restating its position, the Council says: We express no opinion upon the subject of control.

Our organization stands ready to assist in a democratic move for education, culture, self-improvement, increased richness in the life of us Canadians.

We hold the theory that educational radio, as a great factor in such possibilities, should be given its own sphere of action and possibly its own wave length.

We hope that experiments may be carried out to show to what extent this may be justified.

If no other organization is entrusted with these experiments, as a result of the Committee's hearings and Parliamentary action, we offer our services, particularly in the City of Montreal.

If we are to be entrusted with these experiments we shall need the recommendation of the Committee that a wave length be accorded, and, if possible, that appropriate assistance be given by the Federal Government towards the experiment.

The CHAIRMAN: Are there any questions the members of the Committee would like to ask Mr. Campbell?

Mr. GARLAND: I was just wondering, Mr. Chairman, if the witness had considered the geographical extent of the country and the technical problem involved in the allocation of a single wave length?

The WITNESS: Our thought about that was that in the case of doing or performing a service of this kind, particularly an experiment, a low-powered station might not be too much in the way. In view of the results that might be obtained that would be well worth doing.

Mr. GARLAND: I am sorry you said that because I am inclined to sympathize with your point of view, that you should have a high-power station, but I was just wondering how it would fit in with the general scheme of radio broadcasting. I do not know whether there would be any real difficulty.

The WITNESS: If you can find ways by which this plan can be extended then, of course, we are most anxious to see it done, but our thought was that we should not claim too much to begin with. To the extent that you can extend this I am sure that we—and all others interested in those activities—would be very happy.

Mr. GARLAND: Have you any ideas on the power that you would suggest?

The WITNESS: One hundred watts is what is suggested.

The CHAIRMAN: That would cover the City of Montreal?

The WITNESS: Yes, it would be equivalent of the old CHYC station there.

Mr. GARLAND: You are thinking in terms of the City of Montreal. I do not blame you of course.

The WITNESS: I am thinking there, sir, because of the compactness for purposes of experiment.

Mr. GARLAND: It does seem to me that the even greater needs of the sparsely settled and poorly educationally equipped areas of the country require that attention much more than the City of Montreal where there are, after all, comparatively adequate educational facilities.

The WITNESS: Well, my knowledge does not extend to what may be done in other localities. In a general way I might just repeat what I have already said, that if it is possible to carry this experiment elsewhere in the country I am sure we should all be very happy.

Mr. GARLAND: If you got a single wave length was it your wish to conduct a regular series all day long?

The WITNESS: Substantially, depending on what the people express a desire to have. Our view is that everybody, many classes of the community, from practically the illiterate up to those who demand educational broadcasts of a high character should be accommodated at one or another time during the day depending upon the way in which these things could be fitted in.

Mr. GARLAND: You suggest a Federal subsidy?

The WITNESS: Just in passing, because it is going to be a fair burden to set that experiment going.

The CHAIRMAN: Would not that be a fair thing to ask the province to assume?

The WITNESS: I think something from all sources might be done.

Mr. SMITH: Mr. Campbell, you state in your brief that your organization has branches in the principal cities of the Dominion?

The WITNESS: Yes.

Mr. SMITH: What are those cities, all the cities?

The WITNESS: You will find them on page 2.

The CHAIRMAN: I rather feel slighted that you have not included my city.

The WITNESS: We only need a hint and we will be there.

Mr. SMITH: I suppose that could be easily extended if necessary facilities were supplied to broadcast your splendid lectures.

The WITNESS: Yes. You see, this is a volunteer organization, and our activities—if you would look in schedule 1 you would see—have consisted very largely in the lectureship scheme, and, of course, in order to support the lecturers there simply must be audiences for them, and naturally the larger cities bring forth those audiences better than the smaller centres do.

Mr. SMITH: Have you any suggestion to offer as to the best method of conducting your work, whether it be by state ownership or private enterprise, in the matter of radio?

The WITNESS: None.

Mr. SMITH: You make no suggestion in that regard?

The WITNESS: No suggestion.

Mr. GARLAND: It would be obviously indelicate, in view of the fact that you have the privileges of a private station at the present time.

Mr. SMITH: Well, he is very high in his praise of the opportunities afforded by the private enterprise.

Mr. GARLAND: So would I under similar circumstances.

Mr. SMITH: Anybody ought to be.

Mr. GARLAND: Surely.

The WITNESS: Might I just amplify slightly that matter of the development of listener groups? As you gentlemen are doubtless aware, in Great Britain the development of studio groups, such as the Workers' Educational Association, has anticipated by a good many years the advent of the radio. Now, the radio has come to assist in that work. Perhaps we in Canada are not as far advanced as people in the older lands, and we really may begin with the radio and utilize it for the development of such educational groups.

I also wanted to refer just for a moment to the matter of formal education. The question of the radio in schools in our formal educational system is one upon which I have deliberately made not much comment because of the many aspects that there are to it, and if the committee has not already seen them I should like to file copies of a couple of booklets of the National Advisory Council on Education and Radio upon this subject, setting forth the problems which formal education has to meet in addressing itself to education by radio. These may be of some service if you have not already seen them, Mr. Chairman.

The CHAIRMAN: This idea provokes the thought that you could make use of the small stations throughout the Dominion pretty well. Each educational group within the area could take advantage of those small stations?

The WITNESS: I think so, sir.

The CHAIRMAN: With a general direction?

The WITNESS: Yes. We do want to have education have its place in this wonderful arm of communication. It is not at a well recognized place so far, and in so far as it has—with all credit be it said—it has had to proceed at what you might call too high a speed, and we think there should be an opportunity for allowing it to travel at a little slower gait. I think we visualize, for instance, that in any centre while a man might be able to dial for a number of stations that would give him, shall we say, entertainment, he would always be sure that at one point on the dial he would find a stimulus to this intellectual powers and a place at which his cultural boundaries could be extended.

Mr. GARLAND: I think Mr. Campbell's suggestion is extremely valuable and is well worth consideration, not because we may be able to do very much in the direction of it, but as a matter for consideration subsequently by whatever

body is set up to control radio. Mr. Campbell, this is what I have in mind, and I wonder if you have a reason for it: You suggest setting up a station, say in the City of Montreal, a 100-watt station at a cost of \$17,500?

The WITNESS: Yes.

Mr. GARLAND: With an annual upkeep fairly substantial depending, of course, upon the amount of service you render, and you suggest a Federal subsidy to assist?

The WITNESS: Let me suggest that that is incidental. We should undertake to do that without Federal subsidy, if necessary, but it seems to me—and I think it seems to all people—that this is a good cultural movement towards which the Dominion Government might very well assist. If the Dominion Government finds that it is without its province, and they give us the wave length, we will make the effort anyway.

Mr. GARLAND: Of course, if the City of Montreal gets a subsidy the City of Toronto will probably think it is entitled to one, and the same with the City of Calgary, and the City of Winnipeg and the City of Vancouver, and in each case the educational system is under provincial jurisdiction, and we would be, in that case, asked to vote a tremendous sum of money, the direction of which we could not determine.

The WITNESS: Let me say definitely, if it does not seem reasonable that there should not be any financial aid from the Federal authority, this voluntary effort would be conducted anyway?

The CHAIRMAN: Are there any other questions? If not, we thank you very much, Mr. Campbell. I think that you have undoubtedly brought out a thought that has not been brought out before.

The WITNESS: I thank you, gentlemen.

Witness retired.

ARTHUR C. PERKINS, called.

The CHAIRMAN: Who do you represent?

The WITNESS: I represent the Institute of Radio Service Men, which is an international organization of service men located in various countries who service and install radio equipment, and so on.

As a member of the Institute of Radio Service Men, I would like to state that I consider the nationalization of radio in Canada, as recommended by the Aird Report and the Canadian Radio League, of vital importance to Canadian interests.

I have had some experience as an electrical engineer for various subsidiaries of the "American electrical group" which comprises the American radio, telephone, talking-picture, telegraph and trans-atlantic communications monopoly, in British and Spanish speaking countries.

The first point I wish to mention is that Canada should be represented at the International Radio Convention in Madrid in order that wavelengths or frequencies for broadcasting be internationally recognized. As an example, Mexico has recently operated half a dozen high-powered stations in competition with the United States, also Mexico and the Argentine passed a law whereby the American language is unacceptable either in talking pictures or radio broadcasting. These countries are Spanish speaking and will be represented at the Madrid Convention to ensure the protection of their broadcasting channels. This also applies to other Latin American Republics.

Secondly, the American system of chain manufacture and the operation of radio, telephone and telegraph, also talking pictures, does not recognize the

individual radio or electrical engineer, as it has its own system of standardization and interchange of parts under the R.C.A. licensing agreements. If the Canadian government establishes a national system with broadcasting equipment, this equipment should be of Canadian manufacture, by Canadian labour and under Canadian standards, and, where possible, under Canadian patents. In this way there would be no obligation to conform to the American group requirements when accessories, spare parts, etc. are required as in the case of equipment already installed in Canada under American agreements. Much of this equipment is not sold but rented so that it is always under the supervision of the manufacturers.

A high tariff has been imposed on radio equipment brought into Canada from the United States, and Canada should protect her radio industry by establishing Canadian standards instead of being dependent upon American replacements as is the case with the majority of equipments in Canada to-day, both for receiving and broadcasting. The American system derives a triple benefit from transmission, operation and reception which gives it a powerful international monopoly.

Thirdly, it has been suggested that licences are paid on about 600,000 receiving sets in Canada, but there are probably nearer a million sets in use, also that supervision could be made by licencing the dealer and incidentally, the radio service men who visit houses to install and service sets, thereby indicating the important part he plays in this industry. Complaints have been made in the House of Commons regarding interference service.

The American Electrical Trust has its own system of standards, replacing parts and licensing agreements, which makes it all-inclusive, as you might say. By its system of manufacture, operation and receptional consumption of equipment, it is a powerful international monopoly. It vitally affects the trades of the countries that it extends into. This is particularly so in several countries where I have worked, especially in Latin America. I wish to refer to Mexico, Costa Rica, Cuba and other countries. The atmosphere of the Electrical Trust in these countries savours very much of the Beauharnois atmosphere here in Canada. I have had personal experience with municipalities and localities in South America where similar difficulties have arisen.

To my mind, it is an important question for Canada to consider, in view of the International Convention of Radio to be held in Madrid in June, that someone should represent the Canadian Government nationally, to see that channels and wave lengths are protected, from a world-wide point of view. Mexico and other Latin American republics will be very strongly represented, because it has been set for Madrid this time in order to cover Latin American republics.

Mexico and the Argentine have passed laws to try and combat the electrical group, by prohibiting the use of the American language in talking pictures, which is a subsidiary of the group, of course, and in broadcasting.

If there is any example necessary to explain to-day why Canada should nationalize her radio, it is only necessary to refer to not more than two or three points on the dial of any radio receiver in order to bring in the strong Mexican station from NXY, Mexico City, which comes right into Canada, or XBC, Ranaldo, and another station at Del Rio, near the border. These stations have been installed with from 50 to 100 kilowatts, not at all upon the modest ideas that we have in Canada concerning stations. To my mind the future stations will not be less than 100 kilowatts. A lot has been said here regarding 50 kilowatt stations. Furthermore, a lot of discussion has taken place here regarding the long wave. We consider the long wave from 200 roughly to 600 metres. Nothing has been said of the short wave. The short wave is an international medium of communication. In the last two years it has been found that the

short wave is far superior to the average broadcasting wave to-day. On an ordinary station with a power of say 10 kilowatts it is possible to transmit on a short wave what it would take a similar station on a long wave 50 kilowatts to do.

I would also suggest that the short wave is a 24-hour service, except in cases of bad storms or static. This is borne out by the stations operating to-day 2 LO England and 2 RO Rome. These stations have projected for future service a 24-hour service continually. The British Broadcasting Company, I believe, has seven channels by which it proposes to send an Empire broadcast. The American corporation also has 2 high-power 100 kilowatt stations by which they send out practically a 24-hour service. They send through WGY Schenectady, which is the General Electric station, a program particularly adaptable to the Latin American republics. Of course, naturally, it includes a lot of sales policy of electrical equipment. It is in Spanish most of the time and partly in English. I have received that program in Colombia, Mexico, Costa Rica, and in fact all of the Central American countries.

In view of the international trade situation to-day it is particularly important that Canada should have her means of propaganda internationally, since so much has been said about export trade in Canada, so that at least Central and South American countries would know that they could receive programs from Canada, and Canada could rate on a proper basis, to the equivalent of Mexico or the Argentine. Mexico has six high-power stations, and the Argentine has some seventeen stations, eleven of which are high-power and the remainder of medium-power.

Speaking now from the serviceman's point of view in Canada, it has been suggested that licences have been paid on 600,000 receiving sets, but possibly there are nearer a million sets in use to-day. Supervision could be had as to the licensing of these sets, as has been said, through the dealer, by licensing the dealer, as well as licensing the radio service men. This also brings in the question of interference. The service men who service a receiver naturally comes up against an interference problem. The government could control certified service men through licensed dealers, and they would be capable of handling interference, licences and other details, thereby ensuring revenues for a nationally controlled radio system estimated to render at least \$1,200,000 annually.

The CHAIRMAN: Are you aware of the method of controlling or handling radio in most South American countries?

The WITNESS: It is controlled through the Government.

The CHAIRMAN: Not owned?

The WITNESS: Not particularly owned, no, because it is owned outright by the Congress concerned. In Costa Rico the United Fruit Company controls it but the Congress is appointed by the United Fruit Company.

Mr. SMITH: Can you tell us why Mexico suddenly burst into the air with these high-powered stations?

The WITNESS: Because they have been so fed up with American intervention. The Mexican, I might state, is probably the most anti-American of all of the Latin American republics, probably with reason. I have due regard for the American nation myself, and, as a result of the prohibition of the American language in Mexico they passed the law already referred to, and have put in those high-powered stations.

Mr. GARLAND: Who put in those stations?

The WITNESS: Some were Westinghouse, some Seamans and some General Electric. The fact remains that Mexico is a pretty free territory as far as competition is concerned.

Mr. GARLAND: Who owns these stations, do you know? Are they privately owned by the Westinghouse?

The WITNESS: This company is called the Radio Internationale.

Mr. GARLAND: Could the witness tell us who are the directors or controllers of that?

The WITNESS: I would not care to do that, sir, because it probably would involve something a little too near Canada.

Mr. GARLAND: Well, may I ask if they are closely linked with the Radio Corporation of America?

The WITNESS: They are in some ways linked, although Mexico feels that it has control over its own station.

Mr. GARLAND: What form of control has Mexico got?

The WITNESS: Well, it has its own radio laws, as I have already said. It will not accept American propaganda, and it will not accept talking pictures, which is another branch.

Mr. GARLAND: But the operation of radio is left free?

The WITNESS: It is supervised by a Radio Commission in Mexico City.

Mr. ILSLEY: This Radio Internationale is a commercial company, is it not, a profit-making company?

The WITNESS: It is a profit-making company and they advertise also.

The CHAIRMAN: Is there Canadian money in this thing?

The WITNESS: I would not put myself on record by saying that.

Mr. ILSLEY: You state that the existence of these high-power Mexican and other stations indicate the necessity of nationalization by Canada of her radio system?

The WITNESS: Very much so.

Mr. ILSLEY: Would you explain that a little more?

The WITNESS: Mexico has realized that the voice of the American people should be in Spanish and not in American, as it was previously. They have come to the same point of view as Canada has to-day, that it should be controlled as to what was said, and they felt that they were losing their nationalization as Mexicans. That was the object of their law, in compelling the Spanish language; but I might also add that there has been so much feeling among those Latin American countries, that that is the reason why Madrid has been decided upon as the place of meeting for the next convention, because it will give them all a chance to speak. After all, there are twenty-one Latin American republics.

Mr. ILSLEY: Your argument is that we should follow Mexico's example, that Mexico has found it necessary and that indicates that we should do the same thing. I thought you meant something else, that we should, in some way counteract with high-power stations.

The WITNESS: No, sir. I particularly refer to the radio channels to-day and the reason for Canada being represented at the Madrid Convention, that is, to protect the channels, the wave lengths, particularly the short wave lengths.

Mr. ILSLEY: Well, how would nationalization affect that?

The WITNESS: It is not possible to put out an international scheme without the co-operation of the government. England is very satisfactorily doing that through the British Broadcasting Company. These high-powered stations, even if they cannot sell tooth paste and that kind of thing, really sell the nation as a nation, as a nationality, if you like to put it that way. I am speaking from the international point of view.

Mr. GARLAND: Your evidence would indicate that you feel that the short wave, if not already, would soon become far superior to the long wave for broadcasting.

The WITNESS: I think to-day the American sale of sets of receivers consists mostly of either short-wave converter or short and long-wave. There is no such thing as ordinary short and long wave. It is just a classification. It is called a short wave, but it is mostly referred to now as the all-wave.

Mr. GARLAND: Why do you say it is far superior to the long wave?

The WITNESS: It has been found much superior in the last two years.

Mr. GARLAND: In what field?

The WITNESS: In respect to distance and daylight transmission.

Hon. Mr. CARDIN: In what way do you think the Madrid Conference is going to help in the allocation of wave lengths in America?

The WITNESS: That is a question that is also being considered, just how much the international point of view will be able to protect the various countries surrounding the United States with regard to the allocation of wave lengths. Secondly, the more they go to the International Convention in Madrid, presenting a united front, the more right will they internationally have to cover their own wave lengths.

Hon. Mr. CARDIN: Has it not been the experience at all those conferences that the American continent was left alone to settle its own difficulties, and that the European people would not interfere?

The WITNESS: They would not interfere internationally but to-day the South American countries have a say in the matter.

Hon. Mr. CARDIN: Do you think that that would change the situation very much?

The WITNESS: I think it might have a little effect by them all presenting their claims.

The CHAIRMAN: You think that most of the South American republics will be represented at Madrid?

The WITNESS: I think so.

The CHAIRMAN: With the intention of trying to secure European help to allocate?

The WITNESS: Not particularly European help. I would say international help. International recognition is the phrase that I would use.

Hon. Mr. CARDIN: If I understood you correctly, you indicated that it would be important for Canada to control radio in order to make known to other nations that we have lots of things that we can sell, thus taking advantage of all the markets of the world?

The WITNESS: I think so.

Hon. Mr. CARDIN: How can we if you are not in favour of advertising over the radio? I assume you are not in favour of advertising over the radio?

The WITNESS: No, sir, not a bit of it. It is not necessary to advertise. The more fact that Canada is on the air, with market reports, exchange prices and general trade conditions from the Montreal exchange, and that kind of thing, there is no reason in the world why that cannot be accomplished by use of short wave.

Mr. GARLAND: You mention, Mr. Perkins, the control of the electrical and broadcasting supply by an international monopoly?

The WITNESS: Yes.

Mr. GARLAND: Would you care to tell us where that yet has a bearing on Canadian production?

The WITNESS: I think as far as the electrical industry is concerned in Canada, it is pretty well dominated to the extent, as was said yesterday, by the Canadian Radio League, of sixty per cent. We have some admirable programs coming over the Canadian Broadcasting System, but in each case you will see they are an American concern with the word "Canadian" possibly on the front. I do not need to refer to any special name, but I think that is perfectly obvious from a revision of the number of companies sponsoring Dominion broadcasting.

Mr. GARLAND: Does this international trust control the great bulk of the patents?

The WITNESS: It does control the great bulk of the patents, excluding Marconi and De Forest patents. Unfortunately the trust, by means of its methods, excluded De Forest from his original rights, and, incidentally, has excluded the Marconi company.

Mr. ILSLEY: Excluded it from its original rights. I do not just understand that.

The WITNESS: For some seven years De Forest, the original inventor of the radio tube, has been carrying on a lawsuit against the trust. I do not think it is necessary for me to state that he will never win the lawsuit under present conditions in the United States, and the reason why, any more than Marconi was able to maintain his interests in the United States. That is something I would not like to go into here.

Mr. GARLAND: You are a radio engineer?

The WITNESS: Yes.

Mr. GARLAND: You mentioned the cramping influence of the trust?

The WITNESS: Absolutely.

Mr. GARLAND: Would you elaborate on that?

The WITNESS: The trust, as composed in the United States, does not recognize any form of electrical workers, radio engineers, or any body of men with a certain standard.

Mr. ILSLEY: Of a certain standard? I am afraid I must be dull, but some of your statements I don't just follow.

The WITNESS: Well, to be an engineer you must have a standard the same as you have a standard to be a service man, or to be a professor in a college. The American system has its own standards. For instance, a Marconi engineer would not be classified as a Radio Corporation engineer unless he went through a certain course of the Radio Corporation.

Mr. ILSLEY: You mean he would not be employed?

The WITNESS: He would be employed if they approved of him.

Mr. ILSLEY: Are their standards high?

The WITNESS: Not particularly high. It is just a question of adapting yourselves to American principles.

Mr. ILSLEY: I should think they have set standards that would work out well for themselves?

The WITNESS: Well, they do.

Mr. ILSLEY: I am just asking for information.

The WITNESS: As regards dealers, a dealer has an agreement by which he services—I am referring particularly now to the larger type of equipment, sound equipment and transmitting equipment—he has in those agreements always to comply with the service arrangements of the Trust. In other words, he employs a service engineer of the Trust.

Mr. ILSLEY: What does the Trust gain by that?

The WITNESS: It reserves to itself the right to all its own patents. You sign as an engineer of the Trust, and you are asked to sign a small slip that any improvements or ideas which you may have remain the property of the Trust.

Mr. GARLAND: That is what you meant by cramping?

The WITNESS: Absolutely.

Mr. GARLAND: The right to your brains as well as your service?

The WITNESS: Absolutely. You are not allowed to be an individual engineer, you are a part of the Trust.

Mr. SMITH: Are you suggesting that nationalization of radio in Canada will burst up these horrible things called trust monopolies?

The WITNESS: No, sir, I am not, but I certainly do think that you might get a little happier situation such as they are experiencing in Great Britain where they recognize skilled mechanics and skilled engineers.

Mr. GARLAND: Would your international observations lead you to believe that there is a real danger that Canada might come under the domination of that trust?

The WITNESS: I think that the Trust already consider that Canada is part of their territory.

Mr. GARLAND: Now, with regard to the Madrid Conference, the previous conference did not allocate channels to nations present at that conference, did it?

The WITNESS: No. It has not done so. In fact, the International Radio Conference, so far, has not been a very great success.

Mr. GARLAND: What it was concerned with was the allocation of services to certain places on the band.

The WITNESS: That is one thing. They present their claim to certain channels.

Mr. GARLAND: What leads you to believe that this Madrid Conference will change its policy in that regard?

The WITNESS: I have no idea that they will do that. I just think that each country should be represented to protect its channels. In any convention it is hard to say what the result of it will be until the convention has been held.

Mr. SMITH: There are two channels now, as I understand it, allotted to Canada, as between Canada and the United States being used by Mexico, is that correct?

The WITNESS: I would not say being used by Mexico. Mexico was never considered.

Mr. SMITH: I mean Mexico is broadcasting—

The WITNESS: Would you suggest they were pirated?

Mr. SMITH: Mexico is broadcasting on those two channels that were allotted to Canada by some sort of tentative arrangement with the United States.

The WITNESS: I would say it was tentative.

Mr. SMITH: That is a fact, is it not?

The WITNESS: Yes, sir.

Mr. SMITH: And you think difficulties like that will be overcome in the Madrid Conference?

The WITNESS: It is to be hoped some arrangement can be made. Naturally the idea of the convention is to try and improve international service. It is very hard to state exactly what each country expects to get from that. The only thing is, they present their claims, each presents its claim at the convention and its ideas.

Mr. GARLAND: Has the short wave developed very rapidly?

The WITNESS: To-day, sir, I think you will find that practically every other receiver that is being sold in the United States—

Mr. GARLAND: I do not mean so much that. Take this continent and the continent of Europe. Is it likely that short-wave will develop to the point that there may be free reception and free transmission?

The WITNESS: I would state that it has developed to that stage to-day. It is possible to receive the European broadcasts. Naturally, it is subject to static though, all the time, but I would not say it was any worse than some of the reception from Canadian stations to-day.

Mr. GARLAND: Is it likely to improve?

The WITNESS: Yes, it is likely to improve by the balancing and stabilizing of the short-wave receiver. The balancing of the short-wave receivers has been very difficult on account of the surging of the short-wave, but it is being stabilized more and more all the time. I will go so far as to state that to-day we are coming back to the one-tube radio set. They have one tube that will do the work of seven with the consequent doing away of inter-capacity effect of tubes.

Mr. GARLAND: Do you think it is likely that short-wave reception will so improve within the near future that it may be necessary for some international body to actually allocate channels?

The WITNESS: I think myself, sir, that the short-wave channels will be mostly discussed at this convention. The average range of 200 to 600 meters with a 10-kilowatt station is, we will say, 500 to 1,000 miles. With a short-wave transmitter you might double or treble that. Also, as I previously stated, with a short-wave transmitter of 10 kilowatts you have, I should say, a radiation or expanding of service from the transmitting station equivalent to, on the longer wave, 50 kilowatts.

Mr. SMITH: You are representing the Institute of Radio Service Men,—is that the proper title?

The WITNESS: Yes, sir.

Mr. SMITH: Will you tell us something about your organization? What does it consist of?

The WITNESS: Well, we are really approved by the Press which are opposing the Trust in the United States. That is, all independent bodies that are opposed to the power trust in the United States.

Mr. SMITH: Your institution is an American organization?

The WITNESS: Well, it is an international institution.

Mr. SMITH: Much membership?

The WITNESS: Several thousand members, yes.

Mr. SMITH: All technical men?

The WITNESS: Every one a technical man.

Mr. SMITH: And what does your membership in Canada amount to?

The WITNESS: Not very many so far. We have members in Toronto; we have members in Winnipeg; but a movement is on foot to-day to get that extended.

Mr. SMITH: How many in Canada?

The WITNESS: I could not give that off-hand, but I could obtain the information for you.

The CHAIRMAN: Any other questions? Thank you very much.

The WITNESS: Thank you, sir.

Witness retired.

The CHAIRMAN: We have a brief here from station CFCH, North Bay. This gentleman was here on Friday, but unfortunately we did not sit that day and he could not wait, and he wants this brief read into the record.

BRIEF OF STATION CFCH, NORTH BAY

GENTLEMEN,—I desire to express my thanks for your courtesy in permitting me to place before you to-day some facts in connection with the operation of Radio Station CFCH which I believe will be of interest to you showing, as it will, just how one of the smaller stations fits into the general scheme of broadcasting in this country.

Radio Station CFCH is located in North Bay, situated some 250 miles north of Toronto and is 100 watts. Since we have recently increased our power from 50 watts we have a fairly consistent radius of 100 miles. This takes in Cobalt, Haileybury and New Liskeard on the north, Mattawa on the east, Huntsville on the south and Sudbury on the west. Our coverage in the city of Sudbury itself is rather spotty. The population of North Bay is about 17,000 and the 100 miles radius which we are now covering includes probably 60,000 people.

Being interested in the distribution of radio sets, I am quite aware of radio reception conditions, not only in our own district but in all Northern Ontario and I can vouch for the fact that there are only two Canadian stations that can be heard at all regularly—one in Toronto and one in Montreal, and those are by no means consistent. During daylight hours in most Northern Ontario districts, there is absolutely no radio reception whatever from either Canadian or American stations and at such times, in the radius which CFCH covers, our program is the only one on the air.

CFCH has been on the air an average of 36 hours per week, including one hour at noon from 12 to 1, 2½ hours from 5 p.m. to 7.30 p.m. and 2 hours at night from 9 to 11 p.m. After some study, we recently decided to concentrate more on our daytime programs and now operate daily from 7.30 to 8.30 a.m., 12 to 1 noon and 5 to 7.30 p.m. in the evening, as well as two nights a week from 9 to 11 p.m. In addition, we come on the air any time that we can offer a chain program. We decided that we could not possibly compete with stations in the large cities with our local talent which, while quite good for a city of our size, is not by any means comparable with talent over larger stations. Rather than put on mediocre talent over our station and attempt to compete for listener interest with high quality programs right on adjoining wave lengths, we are concentrating our efforts on day programs up to 7.30 at night and, generally speaking, leave the air clear for real high quality programs from other stations after that. My own view, quite frankly, is that radio stations located outside of the large cities have no right on the air cluttering up the dials with poor programs in the evening hours. I would except from this—chain programs, sporting events—such as hockey games, and events of local importance such as speeches, etc. Programs of real quality cost a lot of money and, generally speaking, small stations cannot afford to put them on the air and, if they confine their activities to the hours up to 7.30 p.m., in the evening, my experience is that they can perform a useful service, which is not the case after that hour, with the exceptions I have mentioned.

Another point that I would emphasize in that connection is that we have a larger range during the day period than at night. This is owing to the interference we experience from American and Mexican stations at night. While I understand signal strengths are weaker during the

daytime, our programs are heard with clearness for greater distances then, owing to lack of the interference we experience at night from more powerful stations.

At the present time, we are making a survey of Radio Listeners in North Bay to find out what types of programs are most in demand. This survey is made from the telephone book and every name is called and the form filled out with the information obtained. I have here a copy of that form. This survey is only partially completed but, so far, the preference expressed is as follows:

Popular Dance Music by Orchestra, 31 per cent;
Classical and Operatic Music, 29 per cent;
Old Time Music, 29 per cent;
Popular Ballads and Songs, 9 per cent;
Lectures and Educational Talks, 2 per cent.

No attempt was made to influence the answers and I feel that for our city, this is a fair expression of preference. Educational Talks must be sugar-coated to make them palatable. Generally speaking, it is very difficult to line up and present worth while educational talks from the smaller cities and I consider the Provincial Governments, who have general supervision over Education, should inaugurate educational features and speaking for my own station, and I think for most other, I would willingly, at any time, donate station time to put these educational features on the air.

I have repeatedly pressed for permission to operate CFCH with higher power but the Government have not granted this permission. Of course, I understand why they have taken this stand, which is pending decision as to how broadcasting should be controlled in the future, but when this decision is made, I feel that the North Bay station should be granted a material increase in power to permit it to cover a large section of the central portion of Northern Ontario and, in addition, another station should be located in Sault Ste. Marie and another in Timmins. The Soo station would effectively cover the western portion of Northern Ontario and the Timmins Station—the northern portion of Northern Ontario. My experience has convinced me that to properly serve Northern Ontario, those three stations are necessary because I do not believe that one station in North Bay can give, day in and day out, dependable reception in the Soo and Timmins districts. As an example of just how anxious Northern Ontario is for reception from a Northern Ontario Station, I might instance that our request for more power has been supported and correspondence is on file in the Department by the municipal councils of North Bay, Sudbury, Cobalt, Haileybury, New Liskeard, Kirkland Lake, Huntsville and Mattawa; by the Rotary Clubs of North Bay, Sudbury and Haileybury; the Kiwanis Club of New Liskeard and the Lions' Club of North Bay. . . . also by the Board of Trade of North Bay and the Chairman of the Temiskaming and Northern Ontario Railway Commission.

CFCH has been conducted, I consider, in a manner that has earned the respect and goodwill of the great majority of radio listeners in our vicinity. It has been conducted as a community proposition and we are ever on the alert for any feature of local interest. I might say some of our activities which, we feel, have justified our existence are our twice-daily newscasts (particularly valuable and appreciated in a district like ours where there is no daily newspaper and we get next-day news service);

our play-by-play broadcasts of Hockey Games—(we recently put on the air all the final games played by the Sudbury Junior Champions from Montreal, Ottawa, Toronto and Winnipeg, as well as the Allan Cup Finals from Montreal); our regular Sunday morning Church Service (greatly appreciated by those ill and unable to attend); speeches and talks from time to time by distinguished visitors speaking to our Service Clubs or elsewhere, and during the summer season we have always co-operated with the Provincial Forestry Branch in broadcasting forest fire warnings or instructions. It is undoubtedly a fact that a station such as CFCH, properly administered, is a community proposition and possesses an interest to the district listeners far in excess of that created by powerful stations elsewhere, but that interest can be well served during daytime hours as I have pointed out before, and in the evening when chain programs, sport events or speeches, etc., etc., are available.

I may say that CFCH has been operated at a profit largely through economical administration. We have a small advertising revenue, largely from local and district merchants. Our rates are very reasonable and those who advertise over our station have very generally considered that they got their money's worth. It goes without saying, that to permit us to continue operating, we must have that advertising revenue available. I would not be at all averse to the government exercising a reasonable amount of control over advertising, possibly limiting the percentage of advertising that may be broadcasted over any station in proportion to the amount of non-advertising, but I urge that the restrictions be not too severe as any regulation along this line, carried too far, would very effectively drive us off the air.

And now, in closing, I will just sum up the suggestions that my experience has indicated are desirable in the operation of radio stations in Northern Ontario:

1. Radio stations in smaller cities should be limited to daytime hours (up to 7 or 7.30 at night to make them available during the supper hour) except for chain programs, sport broadcasts, speeches or some event of local interest.

2. Educational Talks and Lectures are by no means in demand but it is in the general public interest that they should be made available and this should rightly be undertaken by the Provincial Governments, who supervise educational matters. My suggestion is that these should originate in the larger cities, probably where there are universities and be chain features supplemented by local talks by High School teachers or others, locally qualified. The whole should be part of a carefully thought-out and worked-out plan.

3. Three stations to cover Northern Ontario—one with reasonably high power situated in North Bay to cover the central portion, one in the Soo to cover the western portion and one in Timmins to cover the northern portion—both these latter of possibly 100 to 250 watts.

4. Reasonable, but not too severe, restrictions on advertising. It is necessary, to permit us to continue to operate, that we retain our advertising revenue. I think this point can best be taken care of by setting a reasonable percentage which must not be exceeded by advertising, in proportion to the total time on the air.

In closing, again let me thank you for your courtesy and kindness in permitting me to pass these suggestions on to you which I do in the sincere hope that they may, in some small measure, assist you in working out a plan which will be in the general interests of the radio listeners of Canada.

The CHAIRMAN: Gentlemen, that is all this morning. We will meet this afternoon at a quarter to four. We have two witnesses for this afternoon. To-morrow morning we will have Mr. Beatty, and on Thursday morning General McRae is to appear before us, and that will conclude the hearing of evidence before the committee, so far as I know now.

The Committee adjourned at 11.55 a.m., to resume at 3.45 p.m.

AFTERNOON SITTING

The Committee resumed at 4 p.m.

Mr. GARLAND: Mr. Chairman, is there any way in which we can finish these interminable repetitions, I mean witnesses coming back two, three and four times?

Mr. CHAIRMAN: Are there any of those? Absolutely we finish on Thursday morning.

Dr. Geldert is the witness for this afternoon.

DR. GEORGE M. GELDERT called.

The WITNESS: Mr. Chairman and gentlemen, I appreciate greatly the honour and privilege of appearing before your Committee. I desire to make it clear at the outset that I do not claim to be the official representative of any large group of societies either in Ontario or Dominion-wide.

Of course, no one for a moment takes seriously statements that any individual represents, say, 500,000 women, or a million people, even if resolutions are passed by executives of different organizations. We all know how these things usually go through. A motion is framed—theoretically it sounds good—some one waves the flag and waxes eloquent, and through it goes. We have all had the experience of seeing a petition taken up one side of the street and down another and almost every person signing it. A week later a petition the very opposite to the first is circulated, and you will find about 50 per cent of the people who signed the first sheet on the second.

In other words, it is human tendency to oftentimes agree with a principle without carefully considering what it is all about. To bring the analogy closer, if you casually mention to the ladies, "Of course under national ownership, should all local stations be closed such worthy local appeals to the public for assistance, as is carried on by organizations such as the Local Council of Women, Victorian Order, Local Red Cross, Welfare Bureau, Daughters of the Empire, Day Nursery, St. Vincent du Paul Society, various churches, service clubs, and other charitable organizations, etc., would not be possible," they one and all desert the ranks of the leader of the 500,000. If you have any doubt on this point just ask the Local Council of Women here in Ottawa.

I desire to make it clear, also, that while I subscribe in principle to the recommendations made to your Committee by the Canadian Association of Broadcasters, I am not appearing before you to-day in my official capacity as vice-president of the above organization, but rather in the interests of the local low-powered stations, particularly from the community point of view and service to individual localities. While I speak for CKCO, I believe what I have to say applies with equal force to the twenty odd stations of 250 watts and under located across Canada, most of whom I believe share my views, and many of whom have been in touch with me knowing that I was on the ground here in Ottawa.

If I might be permitted to take a few minutes of your time, I should like to go back to 1923, at which time I had the honour of being president of the then Ottawa Radio Association, an organization of broadcast listeners between five and six hundred strong—Colonel Steele and Commander Edwards can correct me if I misstate facts—and a live organization it was; our aims were purely to benefit the best interests of the listener-in.

At that time the Department of Marine and Fisheries were operating a 250 watt station, OA, the Association arranging all programs; needless to say programs cost nothing in those days.

When the Canadian National Railways erected a station in Ottawa in 1924, OA, which had served more or less a community purpose, closed down, and the Radio Association was left without any means of reaching the public in its then active campaign for elimination of interference, squealers, etc., so CKCO was built, equipped and operated as the first broadcasting station in the world to be run by a radio association in the commercial broadcast band, primarily as a community station. Possibly after acting for three years as president of an active organization, your committee may consider I should have some ideas of the common garden variety of listeners likes and dislikes. I doubt if many of those appearing before your body have had the intimate touch with the broadcast listener's angle that I have had.

After examining the evidence given at previous sessions of your committee, it is abundantly clear that the necessity for the retention of local stations has been well demonstrated. Even that great exponent of national ownership, Major Murray, in response to a question by the Hon. Mr. Euler on this subject said, "Our policy would be to allow each community to have the maximum facilities available." Major Murray further stated that the British Broadcasting Corporation regarded it as a very unfortunate limitation that they could not provide such facilities in Great Britain. "You have the advantage over us of an extended area," he said, his point being, that the limitations in England were of a purely technical nature.

If the principle of public service is to be developed to the full, then the local station is needed to carry programs of purely local interest, but nevertheless of vital importance to those within its coverage.

If we admit the argument, that a chain of high-powered stations might draw the provinces closer together, it seems to me that the elimination of the local station serving its particular community would tend towards a condition similar to that brought about by certain large mail order houses which led to the near extermination of smaller merchants throughout the Maritime provinces and elsewhere. As one who was born and brought up in Nova Scotia, with a father who was in business there for over fifty years, I think I can speak with authority as to what the mail order houses did to the local merchants with a limited amount of capital.

Canada is a comparatively new country; it needs all the publicity it can get and the development of new local areas.

As chairman for several years of the Industrial and Publicity Committee of the Ottawa City Council, I had ample opportunity of studying the value of the local station as a means of disseminating information as to the potential advantages of Ottawa and district as an industrial centre, in addition to presenting the picture of the capital as a tourist mecca to thousands of prospective tourists.

This you will no doubt agree with me applies with equal force throughout the Dominion to other centres which have their particular advantages and attractions.

While emphasizing the particular advantages of the small station for community purposes, under the present system it is possible, in the event of a

community requiring wider dissemination, such as tourist publicity for a city like Ottawa, to hook up with larger and distant stations to give, if necessary, national-wide coverage.

Under government operation, the use of large stations as proposed by the Aird Commission to promote the interests of any individual locality, would indeed bring about many delicate situations, it being inconceivable that large stations could cater to any particular locality.

I cannot stress too strongly, that local industries should have the opportunity of placing their products before the public without the high cost of chains and high powered stations, especially when getting started, at which time capital is urgently need for plant, etc. This, in my opinion, is one of the strongest arguments in favour of the retention of local low or medium-powered stations. I doubt very much if labour, as a whole, has looked carefully into this side of the problem of national control.

Again, I hesitate to believe that the organized professional musicians of this country have any realization of the consequence which the inauguration of a national system might have for them, concentrating, as it undoubtedly would the source of programs in one or two large orchestras in one or two of the larger cities, when they are already smarting under a similar condition arising out of the development of sound pictures.

It may be appropriate to mention, at this point, that local talent is stimulated and developed by the local station. Thus do we promote also culture in the musical and other arts which find for their expression an outlet in broadcasting.

It is a matter of common knowledge, that practically the only field left for the trained musician in Canada to-day is radio broadcasting.

By the removal of local stations, you deal a death blow to the musical profession throughout this country, with the exception of possibly the very large cities; this would hardly seem fair to the country as a whole.

If your committee, in its wisdom, looks favourably upon the recommendation of the Aird Commission, to allow a certain amount of advertising programs to be sponsored by large business concerns, it logically follows that only a limited number of such can afford to take advantage of the system, and whereas these enterprises are chiefly located in the larger cities, should not the smaller industries, merchants, etc., be accorded an equal opportunity of keeping themselves before the public, and thus maintaining a more equitable distribution of business.

If these smaller enterprises are thus discriminated against, by the closure of local stations, to the advantage of the larger project, it can easily be seen that such a system might tend to a gigantic monopoly of trade by the more powerful interests. In other words, the chairman with a dispensary in one block being allowed to advertise, and the witness with a dispensary in the next block not being allowed to advertise.

A previous witness, a member of the Aird Commission, apparently objects to the smaller stations carrying advertising, when he stated before this committee that,—

because every community has its newspaper giving that community adequate service in advertising, it does not seem fair that this new instrument should be used for advertising purposes.

Should such a statement from a newspaper man—even if a member of the Aird Commission—be accorded any great weight.

After all, one has only to note such propaganda as published by the Canadian Radio League, "Radio as a Menace to the Newspaper" to understand the attitude of a large section of the press to what they, the press, seemingly regard as a dangerous competitor to their hitherto undisputed monopoly of advertising.

We have heard many distasteful references to alleged propaganda being spread by those interested in the retention of private ownership. But I ask you, in all fairness, what about this?

One is tempted to wonder if a certain section of the press are really as much interested in government operation and control of radio as it is in removing, what as least a large section fear, a dangerous competitor.

From the other angle, however, one hesitates to suggest that such an exponent of the principle of public service would, in this manner, be in favour of setting up an absolute newspaper monopoly.

It would seem logical to go further and include the motion picture industry—which is as much a luxury entertainment as radio—and probably even more important to the growing youth of our nation in its ideals and national sentiment. There has been a great lot of talk about programs from the United States making our boys and girls more Canadian. I ask you, Mr. Chairman and gentlemen, if you for one minute consider that your boy or girl because he listens to a program coming in from the States or any place else is less a Canadian than he was before? It is perfectly absurd.

In my opinion, which is shared by many newspapers throughout the Dominion, the press has nothing to fear from radio, for the wide awake advertiser to-day realizes, that to derive the greatest benefit from the use of radio he must combine it with judicious newspaper publicity. It is my personal opinion, that a great deal of money spent on radio advertising to-day is wasted, because they do not put the stuff across in the proper manner.

Hon. Mr. EULER: You made some reference there to apparent opposition on the part of newspapers because national ownership of radio excluding advertising would remove a competitor from the newspaper field. We have not had any evidence to that effect whatsoever here, have we Mr. Chairman? It has not been advanced as an argument.

The WITNESS: I am referring to the articles in the press as a whole.

Hon. Mr. EULER: I understood you to say there was objections made to nationalization of radio because of competition with the newspaper. I have not heard that.

The WITNESS: A witness made that statement before this Committee.

Hon. Mr. EULER: I do not recall that.

The WITNESS: Well, here it is, sir. When asked about the local stations, he stated before this Committee:

Of course every community has its newspaper giving that community adequate service in advertising. It does not seem fair that this new instrument should be used for advertising purposes.

When his own paper reported that the next day, the report was given a little differently. It said something like this, that the newspapers would look after that, and I checked that up in the report of the Committee, and I found this is the way it was stated. I do not think there is any doubt, Mr. Chairman and gentlemen, that there is a large section of the press that have an idea that radio is bound to interfere, and if you read the booklet published by the Canadian Radio League, Radio—a menace to the newspaper—which I presume was published and sent to all the press—it is quite easy to understand why they feel that way.

Hon. Mr. EULER: We have had witnesses give the two opposite views. Sir John Aird gave evidence to the effect that advertising would die altogether so far as radio was concerned, and we had another witness, from the United States, who said he thought radio would kill the newspapers.

The WITNESS: From what I have noticed in the past eight years, and I have studied the thing very carefully, my own feeling is that radio advertising, to be of the most value, must work in conjunction with the newspapers. You should not put a sales talk over the air, but you can put it through the newspapers.

Hon. Mr. EULER: It certainly is not an argument against radio at all, that it might possibly hurt newspapers in their advertising. I will say that myself, being in the business.

The WITNESS: But if the newspapers feel that it will hurt them, naturally they are in favour of national broadcasting.

Hon. Mr. EULER: It is not an argument that should be recognized by this Committee or the Government.

The WITNESS: Possibly not, but the public recognize it.

It is refreshing to note that the *Ottawa Journal*, which has apparently been following closely the deliberations before your Committee, in an editorial of the 13th instant, expresses itself strongly against going into expenditures for large stations, but rather favours removing the greatest problem restricting Canadian broadcasting to-day, namely, the high cost of wire facilities. The sentiments expressed by one of Canada's leading newspapers are worthy of your consideration.

The Government might devise a scheme under which land lines communications can be furnished free between Canadian stations. It has been suggested that such lines be subsidized from a tax collected by the Government on the sale of radios. Personally, I feel that another suggestion made, namely, a tax of twenty-five cents on every tube sold would be a more equitable way in which the listener-in might be taxed. I understand this would mean a revenue of around a million dollars yearly and would only have to be collected from some four tube manufacturers in Canada.

To the local stations, the establishment by the Government of subsidized lines would, in my opinion, produce a broadcasting service which would satisfy everyone in the community. At the present time, if I want to bring in a program from Toronto the lines cost \$85. Last winter we had quite a number of programs come in from Toronto. This winter we have not received near as many owing to the depression and the high cost of the lines between here and Toronto.

Canadian climatic conditions, especially in winter, make the need for local stations imperative to reach rural listeners with news, church services, hockey matches, etc., when city newspapers and transportation facilities are unavailable.

We have had considerable experience in the broadcasting of church services of all denominations. In fact every church service broadcast in Ottawa in the past eight years has gone through CKCO, and while listeners appreciate any service they naturally always have a preference for their own local minister. Has not each community a duty to its sick and shut-ins in this regard?

As a medical man I cannot emphasize too strongly the necessity of the local station in connection with the public health of its community. Occasions are bound to arise from time to time where the local station is used to great advantage by medical health authorities in combating a purely local situation arising from epidemic conditions, by the dissemination of suitable preventative methods, while the undesirable publicity given to the city if this information were broadcast over a powerful station would naturally react very unfavourably on that centre. Right here in Ottawa at the present time there is a situation requiring local rather than widespread publicity. I refer to the prevalence of diphtheria.

During the past year, CKCO has taken a great part in broadcasting information tending to educate our citizens to the value of various preventative

measures leading to the eradication of diphtheria from our midst. I ask you, gentlemen, should not the lives and health of each community demand that every possible means be used towards bettering general conditions of health and sanitation? This, I submit, is a very powerful reason why no system should be evolved leading to the elimination of the local station.

The local station is essential for many localities when we consider the necessity already expressed by witnesses before your committee, of giving their audience programs in their own native tongue. For example, Ukrainian and other languages in the west; and, further, Gaelic programs over CJCB, which are popular in Cape Breton. These would have no attraction other than local. In like manner, other parts of the Dominion have their various groups of settlers who would like to hear an occasional program in their mother tongue.

Variety programs are also demanded by listeners. Even with three important chains running all day without interruption in the United States, listeners do not always find themselves in accord with the program of any one of them at a given time.

There are many areas which, for some reason, are "dead", in so far as outside reception is concerned, as they are dependent upon their local station for their entertainment. This is also true in the case of industrial centres where the high noise level, due to the extensive use of electric motors and other similar machinery, precludes all satisfactory reception from "outside" stations. The Marine Department has apparently recognized such condition in the case of Trail, B.C., to which town a broadcasting licence was recently granted because, it was explained, the electrical interference there is so great that the reception of distant stations is all but impossible. I might supplement this with the following telegram from CHWK of Chilliwack, B.C.:

Local station absolutely necessary in this area as mountainous surroundings cause poor outside reception especially in daytime. CHWK provides facilities for centralized promotion of community welfare; also local and world news broadcasts twice daily; also educational talks on local problems; supported by local firms and individuals, and listened to and appreciated by practically all radio owners in this area; population served as a local, 50,000; area approximately 800 square miles; industries dairying, poultry and fruit growing; can furnish letters of commendation from Chilliwack Board of Trade, city and municipal councils and as many other local public organizations as desired.

This is indicative of the necessity for the retention of local broadcasting facilities.

As an indication of the public dependence on the local station, it is noteworthy that calls are much more frequent on the local stations when outside reception conditions are poor.

Might we suggest that a larger number of low-powered stations could be established with economical distribution of wavelengths giving better service to outlying districts, and free from fading effects which appear to be prevalent of late.

It should be emphasized, that the small stations, as well as the big ones, have been slow in modernizing their equipment to take full advantage allowed them, and of the latest developments in equipment. This, of course, is due to the uncertainty prevailing for the past three years as to a stated government policy.

I am convinced that progress in Canadian broadcasting has been definitely regarded by the warnings given stations during the past three years by the government, in regard to the purchase of new equipment. I feel that this has shown many of the smaller stations up in an unfavourable light in the evidence given by the technical experts as to the relative value of their coverage and so-called "nuisance" range. For example, it is conceded that a modern 100-

watt transmitter, fully modulated, will give the same, if not greater coverage than the old 500-watt type station, of which many are still in use, with infinitely better quality, and easier to cut out by the local listener.

LIMITATIONS OF STATIONS IN ANY GIVEN CENTRE

While one realizes that the argument may be used "that the limitation of stations confers a monopoly," we would suggest that as a future policy, it be laid down that in cities of less than 50,000 not more than one broadcasting station be allowed; between 50,000 and 150,000 two stations, with a corresponding increase in larger centres according to their respective requirements. Our reason for limiting the number of stations in the smaller cities is obvious, on account of the limitation of available worth-while instrumental and vocal talent, but also due to the dividing up of the patronage of sponsors of programs of a desirable calibre to satisfy the listening public. In other words, there is an economic maximum to the number of stations in a city of a given size, otherwise, gentlemen, each of them, in order to make ends meet, is forced to accept more or less of programs objectionable to the public, loaded with sales talks, etc., of a cheap character,—a type of program which we are trying to get away from.

At the same time, in carrying out a policy such as the above, the local station affords each community at large, and its various local industries in particular, the necessary facilities to do their part in building up a sound economic foundation throughout Canada.

ELECTRICAL TRANSCRIPTIONS

The use of electrical transcriptions has opened up a new field of broadcasting suited to the local station, making possible the presentation of the best type of music not available to the public, in the form of standard records, in localities where original talent is limited.

We would recommend that the government allow the more frequent use of the better class transcriptions during the evening hours, setting up such appropriate standards as to quality of programs and limitation of advertising matters as may be considered necessary.

In passing, might I say that the life-blood of the radio industry is good broadcasting service locally for the local trade.

I might at this point interject, that up till a short time ago the Canadian National Station here was broadcasting in the daytime victrola records. There has been a good deal said about the broadcasting of records by stations in Canada. I may say that a lot of people in Ottawa kicked about the records. Then the Canadian National Station closed down, quit broadcasting in the daytime, and inside of three days everyone was missing the records and have been doing their best to get the local station to broadcast, because they realize it gives the dealers of the trade at large an opportunity to demonstrate their wares; so now they would be tickled to death to have even the records back in Ottawa.

We appreciate there are deficiencies in present advertising methods because of the rather elastic definition of direct and indirect advertising, and I also feel that the broadcasting industry generally would welcome and gladly submit to a reasonably and well defined advertising limit.

In laying down such a standard, advertising competition at present in use by the country to the south of us should be overlooked, and Canadian Industry should not be penalized through undue restriction in this regard. In other words, a happy medium should be struck which should satisfy such program sponsor and listener alike.

While those ardent advocates of government ownership—the Canadian Radio League, a large section of the press and educationalists—would cut out

advertising in Canada, knowing at the same time that 700 American stations are boosting American industry across our 3,500 miles of boundary, what have they to offer in the place of penalizing Canadian industry for the tremendous advantage they are giving American interests? Are they working for foreign interests? I submit that is what it comes to in the end.

Mr. GARLAND: Do you think the listener-in would prefer advertising with his program or a program without advertising?

The WITNESS: I think he would prefer the program without the advertising.

Mr. GARLAND: May I ask you at this stage, do you think would a listener prefer to listen to a program without advertising or to a program with advertising?

The WITNESS: I think they would prefer the program without the advertising.

Mr. GARLAND: If we could provide a good program then without advertising, would it be as good as the average American?

The WITNESS: The average listener, Mr. Garland, listens abroad.

Mr. GARLAND: But you have already stated, Doctor, that if we could provide a very good program without advertising, the listener would prefer to listen to it.

The WITNESS: He would prefer to listen to it as a Canadian program. I do not say he would prefer to listen to it in preference to other programs. If you could cut out advertising from American programs, all right. If we could consider the 15,000 listeners in the Ottawa district and say, are you in favour of bringing the Columbia chain and the National Broadcasting chain in to Ottawa, what would they say?

Mr. GARLAND: Tell us.

The WITNESS: They would say yes.

Mr. GAGNON: If I understand you to say that the Americans could provide better programs, the listener would prefer to take the better program, with some advertising?

The WITNESS: Yes, the listeners will swallow a certain amount of advertising. Even Mr. Spry admitted that Amos 'n Andy beat them in Toronto. It is unfair to allow American industries to shove their products across into Canada and not allow our industries to advertise. If we could abolish both, I would say, fine.

Mr. GARLAND: Then, taking you at your own word, you say that until the Americans can settle their advertising program, we will have to keep on?

The WITNESS: No, I would not say that, exactly. There is no reason why we should not give good programs, but until the Americans say that there shall be no advertising in their programs, it would be unfair to Canadians to say that they cannot advertise. We have to consider the economic problem between the two countries.

Mr. SMITH: Do I understand you to say that your difficulty lies chiefly between small stations?

The WITNESS: Oh, yes.

Mr. SMITH: Then you do not need to consider the other programs, because it was stated yesterday that they would concede the establishment of small stations.

The WITNESS: I do not know that I quite get you.

Mr. SMITH: The Canadian Advertising League yesterday admitted that their scheme was not opposed to the establishment of small local stations.

The WITNESS: That is right.

Mr. GAGNON: By private enterprise?

The WITNESS: Yes.

The CHAIRMAN: They also said they were willing to have some advertising.

The WITNESS: Of course, that was rather indefinite.

Mr. GARLAND: On the question of advertising, could you be more definite.

The WITNESS: I think not more than 5 per cent advertising should be allowed. I think it should be cut down, and that the government should lay down standards; but I think the government should not say that there should be no advertising, if the Americans are going to advertise; and we have no power to stop them, as I see it.

Mr. GARLAND: Of course, you understand, that is the proposal already put before this committee by the Canadian Radio League?

The WITNESS: Yes.

The CHAIRMAN: All right, go ahead, Doctor.

The WITNESS: It is hardly necessary for me to stress the value of local stations as a mouthpiece for candidates in Dominion, provincial and municipal elections. Speaking for myself I may say the radio is of inestimable value in municipal campaigns. In most cases candidates are not interested in reaching outside of their own constituency, and the local station gives an ample coverage on such occasions, while the larger field is amply covered through chain broadcasting. In many cases, candidates do not want to reach outside their own constituency. In this, I think, our interests are in common.

In the last Dominion election, in addition to chain broadcasting carrying parliamentary leaders, CKCO practically handled all local broadcasts for both parties to their entire satisfaction. That is in Ottawa. A purely domestic function of the local station is the handling of publicity for drives, for funds, for all worthy causes. Many examples of those handled during the past year by CKCO are available.

I may say that at Christmas time we took care of some four or five hundred families in the city. This, of course, could not be done by a chain station.

In closing, the local station is a necessity. A well defined policy regarding advertising, quality of output, government assistance in providing land lines in order that the best program can be furnished is necessary. I do not know that I gathered very clearly from the Radio League's proposition whether these land lines were to be used to send programs to local stations continuously, or whether it was only in cases where a big station did not cover the distance.

Should the government decide to embark on any scheme apart from the present control, I think the first official,—and I think this is original with me—I think the first official appointed should be a psychologist to estimate public opinion rather than a theorist to put over his own notions.

The CHAIRMAN: We should have had one on this committee.

The WITNESS: Might I suggest the local station be retained to give the public what they know the public wants, leaving to someone else the job of educating the public to what they think they should have.

I do not know whether anybody has brought up the question of copyrights. I am not going to touch on it now, because it is a big subject; but I would recommend that the committee possibly delve a little into that subject before they finish this inquiry.

There are one or two stations that I would just like to refer to in passing. The station in Hamilton states that in over 2,000 hours over station CHML, less than 800 hours were sponsored.

In much variety, the station broadcasts along very many avenues of entertainment, education and information, among which are church services, Y.M.C.A.

meetings, temperance addresses, announcements for the police department, postal information, at the request of the postmaster, inquiries for lost persons, animals, articles, notice of stolen automobiles, etc., news, gratuitous advertising for many benevolent projects, singing by the children of the public schools, special programs for the sanatoria and hospitals, addresses by public men, historical and other educational talks.

The same argument applies to the splendid weekly singing programs by children from the various public schools. These are a very interesting attraction to parents and children of Hamilton schools, but possibly not of much interest to people in other cities, and certainly could not be done over a large station at greatly increased expense, and consequently this much appreciated treat would have to be discontinued.

Also, Hamilton postal information does not interest elsewhere, possibly the same with police notices, likewise, very much in our programs vitally interesting in Hamilton would not interest elsewhere, and all of these locally interesting items could only be economically broadcast by a small local station.

The citizens are evidently well pleased and regard CHML as a fixed institution in our city's life and welfare. The listeners get good programs every day, and at no expense to themselves. The advertisers pay the whole bill, and yet not over 5 per cent of the time is actually given to advertising talk. In a day of ten hours on the air, probably not over one-half hour for the whole day would be taken by specific advertising. In any case, much of the advertising is of decided advantage to the listener.

In common fairness to the many merchants of Hamilton whose choose the radio as an advertising medium, and to the many Hamilton citizens who find it profitable to listen, they should not be deprived of a small local station that satisfactorily meets all their requirements at a moderate outlay.

It should also not be overlooked that though only a small station, we distributed last year in salaries and talent over \$13,000, in addition, a large amount for rent, light, power, insurance, taxes, licences, newspaper advertising, etc., exclusive of the larger amounts paid direct by the advertisers. All of the above would be cut off if our station were closed, and thus a number more would be added to the lists of the unemployed.

Then from Cobalt, Ontario, from CKMC, it is said:

Our position in the north country is unique, in that there is no other reception possible during the day time and even the high powered stations were established throughout, one in each province, there can be no guarantee that daylight reception will be possible in this mineralized belt.

As the days grow longer, reception gets weaker and weaker, until at midsummer there is no reception until after nine in the evening. Even at the present time of the year, reception is very uncertain and for the most part very poor, except on odd nights.

We have built up a considerable high quality talent, a dramatic company, a little symphony orchestra, etc., and devote an hour and a half each week to the children of this district, allowing them to broadcast their own particular talent, musical or vocal, in an endeavour to help develop the talent of the country.

One half of our time on the air is sustaining.

My personal opinion of the small powered station is that its value is just now only being realized and that it is the station of the future.

Mr. Chairman and gentlemen, I would appreciate very much if your committee could see its way clear to visit CKCO and see for yourself a typical community broadcasting station in operation. I would suggest a week from to-

morrow night, the 27th, which I think is a night which the members have off, and it would give me an opportunity to put on the type of program such as is procurable in Ottawa.

The CHAIRMAN: I will discuss that with the committee when we start to summarize, and we would be glad to let you know, say, next Monday. Would that be early enough?

The WITNESS: That would be fine.

Mr. GAGNON: With regard to the proposed taxation of tubes, would you have any idea of how many are used?

The WITNESS: I was told by a manufacturer the other day that there were approximately 4,000,000 tubes manufactured in Canada.

Mr. GAGNON: From that we would not make \$1,000,000?

The WITNESS: At 25 cents apiece it would be \$1,000,000.

The CHAIRMAN: Two and a half millions I think we were told were manufactured.

The WITNESS: I have not checked the figures, but I think that method would be a very good way to raise the tax. The government, as I understand, has set a \$2 licence fee, which,—I may be wrong,—is not particularly for the benefit of broadcasting but to help this country to raise the money which is very urgently needed at the present time; and with the necessity which the government finds itself faced with, we have no right to expect anything else. But this is a tax which would be very easily collected, because it would be collected from only two or three manufacturers.

Mr. GARLAND: You are interested only in the retention of the small community stations?

The WITNESS: Yes.

Mr. GARLAND: Would it matter to you whether the general operation of the whole thing was under public or private ownership, providing the small community stations still had their existence and rights?

The WITNESS: Under public ownership, Mr. Garland, I rather feel that the local stations might be left to starve. That is, there is nothing very clear as to what service the government would render us. By that I mean, taking here in Ottawa, there is a certain amount of talent available, and there are a certain number of firms who are willing to spend a certain amount of money on sponsored programs; they cannot afford to spend a tremendous amount. In order to keep the station on the air at night time,—I would not ask for the day time, but at night time,—I think if we were assured of receiving a good sustaining program from outside, even if we were asked to pay a nominal charge for that program, the station could well afford to pay that.

Mr. GARLAND: Providing then, Doctor, you received that very type of service of which you speak, with or without a small fee, from a publicly owned system, would you have any objection to public ownership?

The WITNESS: Well, if that program were already coming in to Ottawa, speaking only of our own station, there would not be any particular advantage in the local station in Ottawa broadcasting the same program.

Mr. GARLAND: Have you any assurance, for example, that under public ownership, that other stations also requesting increased power will not also come in to Ottawa?

The WITNESS: Well, the nearest station to here which is a big station is Schenectady, and that is approximately the same distance from Ottawa as these other stations would be. As Mr. Dupont very aptly put it the other day, a big station in the province of Quebec would be primarily putting out programs of interest to the French Canadian listener-in in Quebec, to which they cater.

Mr. GARLAND: But Mr. Dupont also admitted that there were interests there which would also have a right to equal privileges.

The WITNESS: Yes, I admit that; but under the proposed scheme there would be only one station allowed there.

Mr. GARLAND: Under whose scheme?

The WITNESS: Under the scheme as proposed by the Aird Commission and by the scheme proposed by the Canadian Radio League.

Mr. GARLAND: But under the scheme proposed for public ownership, you would not be flooded with outside stations?

The WITNESS: I think under public ownership you would not have as many small stations.

Mr. GARLAND: Isn't it a case of facing public ownership, since all those stations are suggesting increased power? For instance, the suggestion is for a 50,000 watt station from Quebec; and now there are several requests coming in for 50,000 watt stations.

The WITNESS: It is a matter for experts to decide what coverage they should have.

Mr. GARLAND: But they cannot decide for you whether you will be interfered with under public ownership.

The WITNESS: I do not think we would be interfered with under either plan.

Mr. GARLAND: Then as long as you retain the small station, that is your chief interest, is it not?

The WITNESS: Well, that is what I am submitting the brief for, sir.

Mr. GARLAND: Under a public ownership scheme such as was proposed to us yesterday by Mr. Spry, of the Canadian Radio League, provision is made for the retention of the small stations, and even for the extension of the numbers of them, and you would have no objection to that?

The WITNESS: But no provision is made for assisting the small stations.

Mr. GARLAND: Is there any to-day?

The WITNESS: We have a certain amount of sustaining programs through the courtesy of the telegraph lines, and under the proposed subsidy of land lines we feel we would be well looked after. Under Mr. Spry's scheme you would have only one program coming through, whereas at present at night time we have two chains coming in to Ottawa.

Mr. GARLAND: You have your choice of several chains?

The WITNESS: I would not say we have our choice.

Mr. GARLAND: Have you a definite working agreement for the reception of any particular type of program, say, by Montreal or Toronto or anywhere else?

The WITNESS: I do not understand you quite.

Mr. GARLAND: You are talking about receiving excellent, better-class programs from outside. Have you any agreement to receive them at the present time?

The WITNESS: I would not say exactly that there was an agreement. We take a certain amount of sustaining stuff; in fact we take all we can get. I do not know whether you will call that an agreement.

Mr. SMITH: Do you pay for that, Doctor?

The WITNESS: No.

Mr. SMITH: It is free.

The WITNESS: Yes. There are some things we are glad to get and utilize.

Mr. GAGNON: Do you say that you can take anything which comes in free?

The WITNESS: If they send it to me.

The CHAIRMAN: Where there is advertising?

The WITNESS: No, stations sometimes send it to me, where there is no advertising.

Mr. GARLAND: What have you to say of the proposal of the Ontario Radio League, which stands for private ownership, and it recommends the abolition of all low-power broadcasting stations, and goes further and says that no broadcasting rights should be granted to any Ontario station of less than 5,000 watts. That is private ownership for you.

The WITNESS: I am not a member of the Ontario Radio League.

Mr. GAGNON: He also said the other.

Mr. GARLAND: But they had a change of heart.

The WITNESS: I cannot say that I agree with the Ontario Radio League.

The CHAIRMAN: I think it is a very marked evidence of the value of this Committee that this evidence of change of heart is coming up.

The WITNESS: There is one thing under private ownership, gentlemen, which I have stressed, that a local station is able to send out programs which, from the publicity point of view of the city in which it is located, is of great value. Under a national ownership, I do not think that is feasible.

The CHAIRMAN: Supposing you had national ownership which was prepared to send you two types of programs over the air, one for the big stations and the other for the smaller stations, of a different type, would the local desire for local publicity make any difference?

The WITNESS: Whatever system is evolved, whether under Government ownership or private ownership, I think provision should be made for sending the local stations a certain amount daily of sustaining programs.

The CHAIRMAN: Of a different character from that which is going to the big stations?

The WITNESS: Yes.

Mr. GAGNON: We are very much interested in your proposition, but I would like to know how you limit the small station, would you limit it to 100 or 200 or 300 watts?

The WITNESS: Mention was made, Mr. Gagnon, in a previous brief of a 50-watt station. I may say that for some six years we operated as a small station. During the last Dominion election we commercialized things to a greater extent. For the first two or three years we operated at a 50-watt station. Now we find that the business coming into Ottawa, that is the distance of the outlying community which does business with the average merchant in Ottawa, is approximately 35 to 40 miles. A 50-watt station is not able to cover that distance. We found that out particularly last year at the time of the Central Canada Exhibition, when we had a larger number of people coming from the country in to the exhibition here than ever before. I think, if I may say so, that was due to the good publicity given over the radio to that cause.

With a 50-watt station, a great many of the crystal owners have difficulty in getting the program; so that I think the standard might be set at 100 watts.

Mr. GARLAND: How many crystal-set owners are there in Ottawa?

The WITNESS: Judging from the calls I get some nights, I think there are about 40—I am speaking facetiously, of course; but they will call you up and say they cannot get the station. Quite a number of the younger people still play with crystal sets. There is still a fair amount of building, but of course not what it used to be.

Mr. GARLAND: You were making a remark, I think, as to the manner in which programs were coming over the air, and you said they did not know how the stuff should be put across. Will you tell me just how it should be put across?

The WITNESS: What I mean is this. I am sorry I did not bring up something to read to the Committee, but advertising, in my opinion, to be worthwhile, should go out in an educational way. That is, we have a firm in Ottawa, an oil-burner concern, which is a local industry started in the last two or three years, for which we have run a series of broadcasts for the past two seasons. In the continuity we have used, instead of advertising themselves too much, they talk on the value of oil to heat your home, as compared with the use of coal, the freedom from dust, dirt, ashes and such like; and that to my mind is the better way of putting it across. I think that a great deal of the advertising that comes in offends the public, and I think there should be standards set up.

Mr. GARLAND: Do you do what is called spot advertising?

The WITNESS: We do to a certain extent. For instance, if spot advertising is something in which they are giving away an automobile, we feel that has enough interest to the public, because somebody in Ottawa may win that automobile. At the same time I refuse all advertising of patent medicines, medical appliances and fakes.

There are some stations which put out a lot of these spot announcements which I do not think are fair to the public, and which I think the Government should not allow.

Mr. GARLAND: Then, Doctor, I take it that the revenue of your station has been sufficiently remunerative to justify continuation.

The WITNESS: The revenue from the station, the last year or two, has been. But, on the other hand, I have kept with me a nucleus of the old Radio Association, who have been interested in the broadcasting from possibly more of a hobby than the actual financial return, and the overhead has been comparatively light.

Mr. GARLAND: Then tell me, Doctor, supposing we cut out this spot advertising and a good deal of the direct advertising, and limit the advertising to the sort of thing which you suggest, do you think you will still keep sufficient revenue to be able to operate your station successfully?

The WITNESS: It all depends upon how much you propose to cut out.

Mr. GARLAND: Down to the limits suggested by yourself, 5 per cent?

The WITNESS: I think if you took the quarter-hour program with a 100-word announcement, that is spread over approximately 5 per cent of the time it takes, that is quite sufficient, and that it will satisfy the advertiser if it is properly prepared. The trouble I find is that a great many of the advertisers do not prepare their advertising properly, and I have to revamp it myself to make it palatable.

Mr. GARLAND: You do not find that the advertising has to be direct in order to make it worth while?

The WITNESS: It depends upon the meaning of "direct."

Mr. SMITH: Doctor, is it your opinion that under a state-owned system, the system would be too unwieldy to properly provide the entertainment that people desire in localities such as Ottawa?

The WITNESS: I am afraid so, sir; at least that is one thing which worries me.

Mr. GARLAND: Doctor, will you tell me what kind of a program they desire in Ottawa that makes you so certain that they would not be desirable.

The WITNESS: Last year we put on a series of talks on Friday nights, which came through from various university professors all across Canada, from one coast to the other. They were 15-minute talks. I do not think very many people listened to them, if you want my candid opinion; possibly, as Mr. Spry stated yesterday, the university professors did not know how to write their speeches so that they would be interesting. There may or may not be something in that; I could not say.

At the present time we are running what on paper should be a very interesting feature, and that is a vocational address every evening from 6.15 to 6.30, in which all the various vocations and professions have been taken up. I have had quite a number of telephone calls from listeners-in complaining that some of the addresses were better for graduate engineers, just out of college; that they catered more to them than they did to the young boy who was trying to decide what to go into. These, of course, are taken as sustaining programs.

Hon. Mr. EULER: I am sorry I missed part of the evidence, perhaps what I am going to ask has already been asked. But I would like to know what Dr. Geldert thinks of the scheme such as has been proposed I think by several witnesses, of having a large, high-power station, as suggested in the Aird report, and then have those supplemented by smaller, low-power stations in the smaller communities either publicly or privately owned, and perhaps admitting advertising in the smaller ones. Has he given an opinion in regard to that?

The CHAIRMAN: I think so.

The WITNESS: Mr. Garland asked the question, I forgot to answer, he asked what kind of programs are desired by the public. In Ottawa and district I think 90 per cent of the public prefer barn dance music.

The CHAIRMAN: In the Capital of Canada!

Hon. Mr. EULER: You mean Jazz?

The WITNESS: No, sir, old time barn dances.

Hon. Mr. EULER: We do not hear that now-a-days.

The WITNESS: You come to my station and you will hear a good program.

Hon. Mr. EULER: Couldn't I hear it without coming down?

The WITNESS: Well the set you are receiving on might not be properly tuned. Last year George Wade's Corn Huskers, that was put on by Jack Frost Anti-Freeze, was the most popular program ever brought to Ottawa.

Mr. GARLAND: How long could they stand that?

The WITNESS: Well, we have been for two months, every Monday, Wednesday and Friday from 7 to 7.30, broadcasting a Standard Bread Program of old time barn dance music. Personally I am nearly crazy over it. I suggested to the Standard Bread that they cut out that stuff and give us something else. They did one night, and they had three telephone girls on their switch-boards pretty nearly put out of business next day by the things they got. The things they said to me over the telephone are not printable, and the company came back at me and said, here is the proof, 500 letters. And that same night, Mr. Chairman, we were broadcasting a mystery program from 9.30 to 10, which you will all agree is one of the best programs we have had, they were giving away \$50 as prize and we had 10 letters.

The CHAIRMAN: Were your letters from the City of Ottawa?

The WITNESS: And district. To give you an idea of the coverage. One would say, Oh Well, the people with higher musical tastes do not listen to this. I think if you ask the public generally you will find that the majority do listen to it, they like it.

Hon. Mr. EULER: You think the majority have not that high musical taste?

The WITNESS: I think the majority of people remember the time they were young and went to these things themselves. Then I would say that the next popular thing is, on Sunday, old time sacred music, revival stuff, I mean good stuff. Unfortunately church organists as a rule are not fond of putting on that type of stuff. I think good organ music is very popular, I do not mean church organ music, I mean concert organ. The church organ is popular, but not as popular as the concert organ. Then in my opinion, following these things comes instrumental music of a light opera type, and male singers, quartets, duets, and last I think dance music. Crooners? I do not think the taste for them has been cultivated in Ottawa, we have not put a crooner on yet.

Mr. SMITH: I think in your remarks you said that bag-pipe music—

Hon. Mr. EULER: Music?

The WITNESS: I might say that on a program we had some time ago we had the pipers, and I think every Scotch person in the City of Ottawa called up to congratulate the station. The same thing applied to the night we put on a program by the Saint David's Welsh Society. We occasionally do put on programs of that type for different sections, and find them very popular.

Hon. Mr. EULER: Is the point you are trying to make that, under Government ownership, that sort of program would not be supplied?

The WITNESS: Well, I am a little doubtful of it.

Hon. Mr. EULER: That would be one of your objections to public ownership?

The WITNESS: Yes.

Hon. Mr. EULER: That the people would not get the kind of program they would like?

The WITNESS: I do not think they would, unless the Government assisted the local station. Because if you cut out the little revenue that comes in from good chain programs at present, we are not in a position to spend too much for local programs.

Mr. GARLAND: What do you mean by revenue from chain programs?

The WITNESS: For instance this Good Year, Mystery Program for which they pay for the use of the station.

Mr. GARLAND: They do pay for the use of the station?

The WITNESS: Yes.

Hon. Mr. EULER: Do you think the greater proportion of the listeners listen to the other program or that coming from the States?

The WITNESS: It depends what type is going out. If you want my candid opinion I think the majority of listeners like to travel far afield, though not as much as they used to in the older days. I was told that when we started our Monday, Wednesday, Friday broadcasts of barn-dance music. There could be expected a deluge of protests from the City about interfering with Amos and Andy, but I only had one complaint, from Doctor Moffatt who lives just around the corner from me, he threatened he would not use me any more if I didn't shut up. But, of course, that again is possibly due to the fact that the sets are so much more selective than they used to be. I must be fair to the other angle. I believe there is a certain type of program that will hold your local audience.

One thing further I would like to state, the question has been raised about the programs supplied. I think this applies particularly with the local station. Owing to the uncertainty that has prevailed in the last year or two, any revenue that may have come in which has not been used to improve the station naturally has not been spent beyond a certain point for sustaining programs. If the

stations knew that they were to be allowed to go on, then I feel sure the local stations would be quite glad to set aside a certain amount of their revenue and provide local sustaining programs. It would hardly be fair to suggest that this year I should take \$2,000 and put it into sustaining programs, not knowing whether next year I might be wiped out. But I am quite prepared, and I think I speak for the others, to go ahead and do our part as long as we know we are going to be given a chance.

I would like the Committee to come and see the station operate.

The CHAIRMAN: We will discuss that and let you know.

Is there any one else in the audience wishes to be heard this afternoon?

ARTHUR DUPONT, recalled:

Mr. DUPONT: Mr. Chairman and gentlemen, on Thursday of last week I had the privilege of presenting to this Committee a brief on behalf of CKAC, and Mr. Euler suggested that I file with this Committee a list of the educational talks broadcast from our station on a no-charge basis. I have pleasure in filing this report, which has been prepared by the University of Montreal.

I understand that Mr. Roy Campbell of the National Council of Education has filed this morning a list of talks given over CKAC, prepared by McGill University of Montreal.

I also wish to file a telegram which I have received this morning from David Graham of the Contract Department of the Bell Telephone Company of Canada. There has been some discussion in regard to line rates for one hour. Mr. McFarlane, I believe, gave a quotation of \$500 for one hour. This telegram reads:

Costs of twenty station hookup between Sydney and Vancouver per hour as follows: Single occasion \$1,100 per hour. One hour per day for one year, \$825 per hour. Four consecutive hours per day for one year, \$430 per hour. Sixteen consecutive hours per day for one year \$100 per hour.

On page 528 of the report of this Committee a question was asked by Mr. Smith, and I would like to have a correction made. I am quoted as saying that it takes a lot of courage to go out and spend \$20,000 or more without any assurance that you are going to be reimbursed. I should be quoted as stating the amount to be \$200,000, because on December 31, 1930, CKAC's capital expenditure represented an outlay of nearly \$205,000, and since that date nearly \$20,000 has been spent in new microphones, remote control apparatus and duplication of the control panel equipment in order to avoid shut-downs in case of breakage, leave alone the money spent on television, which is a side issue of radio for the present, as it is entirely experimental. For the information of the Committee I have with me to-day, Mr. Spencer, our engineer, he is at the disposal of the Committee if you would like to hear him on television.

I would like to clear up a point which I brought out in my brief last Thursday. I stated that our arrangement with the Columbia was of a nature such that we could take or refuse any programs which was offered to us. For instance I mentioned that we were taking the New York Philharmonic and others of the Columbia Concert Bureau, therefore were privileged in being able to present to Canadians artists which otherwise could not be heard. I would like to say that on payment of line service only, and through the generosity of the Columbia Broadcasting System these artists are heard in Canada. We do not pay anything to the Columbia for the engagement of these artists. We have the privilege of securing the programs by paying the line service only. To secure this service in Montreal we think it is good business for CKAC to accept a few good commercial programs. If Mr. Spry's plan is accepted it requires

that no American commercial programs will be brought to Canada, therefore how can a Government-owned or controlled company expect to receive sustaining programs on such a low cost basis, only paying the chain, as we are getting, if it has not the right to accept a reciprocal trade agreement? It stands to reason that American chains are not going to arrange programs, pay for them, and send them to Canada at a price limited to that of the line service only. Gentlemen, I can assure you that my statement in this regard is quite correct.

The next point about which I desire to speak concerns the technical structure of radio stations in Quebec Province. The Canadian Radio League suggests three stations for Quebec. Why three for Quebec and five for Ontario, when the area to be covered is approximately the same.

Mr. GARLAND: How many stations are there now in Ontario? And how many in Quebec?

Mr. GAGNON: Of course the granting of licences is subject to the wish of the Department.

The WITNESS: It is suggested by Mr. Spry that Quebec be given a 50,000 watt transmitter. This station naturally would carry national programs, which naturally would be preponderantly English. I wonder if on these programs the announcement would be similar to announcements which we have been getting from time to time, programs entirely in English, announcements entirely in English, with the sole exception of a courtesy announcement given at the end of the program something as follows: To our French-speaking listeners, we bid them good-night. And this is given by an English speaking announcer in broken French.

In Quebec there is a language problem. By the Canadian Radio League plan the French-speaking element is to be deprived of its present radio facilities through the elimination of the three French stations, two in Montreal and one in Quebec. The Canadian Radio League plan calls for a 500-watt station in Montreal and another near Riviere du Loup. I suppose the 500-watt station in Montreal is going to be the booby prize to us Canadians of French extraction.

Mr. Chairman and gentlemen, forget for a moment that I am appearing before you as Director of CKAC. As a French Canadian, in passing, might I remind you that one-third of Canada's population is of French Extraction. Should your Committee recommend a tax of three dollars on every licensed set, are you prepared to go so far as to guarantee even a ten-hour a day service for the benefit of the French-speaking people of Canada? Under Government ownership when you tax the French-speaking people of Canada for their entertainment you must be prepared to give them the same amount of entertainment as you accord our English-speaking compatriots. This, gentlemen, entails two chains, not one. Our French Canadians from the Maritime Provinces, Quebec, Ontario, those residing in the Ottawa district numbering approximately 70,000, to say nothing of the rest of Canada, are they not entitled to programs in their own tongue, if you are going to tax them? I recognize that this is a delicate question, even Mr. Spry when questioned by me yesterday evaded the issue. Is it not better to lay our cards on the table and in a friendly manner discuss these issues rather than rush through National ownership without provision for such issues, which might cause strife and bitter feeling between two great races? Gentlemen, one can easily see how broadcasting, instead of bringing our two great races together in bonds of harmony could, through immatured judgment work incalculable harm.

Gentlemen, two and a half million citizens of Canada are relying on your fairness and sense of British justice. I leave the solution in your hands.

Mr. GARLAND: Before Mr. DuPont leaves it would be well to have the answer given by Commander Edwards to the question I put, on the record.

It is that there are 18 commercial and three amateur stations in Ontario under the present system, and in Quebec four commercial stations.

Then I would like to ask Mr. Spry a question arising out of that evidence. GRAHAM SPRY, recalled.

Mr. GARLAND: Was the conclusion drawn by Mr. Dupont, arising out of the evidence you gave yesterday, correct?

Mr. SPRY: Totally erroneous.

Mr. GARLAND: Would you amplify that?

The WITNESS: The first statement, that we advocate that there should be no American chain programs; on the contrary we said that friendly co-operative arrangements should be entered into with the American stations at once.

With regard to the 50,000-watt station, we clearly stated that the programs would be under the control of the provinces (section 6 of my general recommendation). So the matter of allotting time to the various stations in the Province of Quebec would rest upon the Province of Quebec, in which are the majority of French-speaking Canadians.

Mr. SMITH: What do you mean by friendly co-operation with the United States?

The WITNESS: Mr. Dupont has mentioned the New York Philharmonic Orchestra, an admirable program. I see no reason whatsoever why the Canadian company should not approach the Columbia Broadcasting System and arrange to have that program sent from coast to coast so that it would be heard not only in Montreal and Toronto, but throughout Canada.

Mr. GARLAND: As a matter of fact, you support the idea of the exchange of first class programs between the two countries?

The WITNESS: Certainly.

Hon. Mr. EULER: From all countries?

The WITNESS: Certainly.

Mr. GAGNON: With reference to French programs in Quebec, I am afraid that the judgment of the Privy Council is against the control of programs being given entirely to the Province. Am I right or wrong?

The WITNESS: Undoubtedly the control of Radio communication has been vested in the Parliament of Canada. But as Mr. Gefferion remarked, there is no reason why the Dominion should not delegate to the provinces such powers—

Mr. GAGNON: Yes, Mr. Gefferion said that provided there was an agreement between the Province and the Federal Government your company which might be formed to operate the radio—

The WITNESS: In the League we tried to give careful consideration free from prejudice to every section of Canada, and particularly to Quebec where you have the language problem you mentioned, nothing but friendliness in our whole attitude.

Mr. DUPONT: It is entirely on the friendly basis that my suggestion is brought forward. But your 50,000-watt station in Quebec is called-for to be a national station, and national station programs will be prepondently in English.

Mr. SPRY: There would be seven stations, Mr. Chairman, not three.

The CHAIRMAN: Well that will be for the Committee to decide when they come to the discussion.

Mr. GAGNON: We will do our best to consider the question in a fair way.

The CHAIRMAN: I think to-morrow morning Mr. Beatty will be here, and Mr. Stovin.

The Committee adjourned to meet on April 20 at 10.30 a.m.

APPENDIX No. 45**VIEWS OF THE IMPERIAL ORDER DAUGHTERS OF THE EMPIRE
ON CANADIAN BROADCASTING POLICY**

The Imperial Order Daughters of the Empire is a national women's organization with a total membership of 25,000 distributed in practically every town and city between Halifax and Vancouver. The Order has for a number of years given the problem of Canadian broadcasting the most serious consideration. In December, 1930, at the invitation of the Canadian Radio League, the subject was fully discussed by the National Executive and the following Resolution was passed:—

That the Imperial Order Daughters of the Empire, realizing the tremendous importance of the radio in the development of the national consciousness, in its great educational and cultural facilities, in its presentation of worth-while programs, welcomes the suggestion of the National Council of the Radio League in its desire to organize public opinion in regard to the national ownership of broadcasting as a public service in order to secure the most adequate use of our limited resources and few available wave lengths.

Furthermore, the Order, in endorsing the Aims of the League, believes in the principle of a non-partisan jurisdiction of this public utility and appreciates the viewpoint of the League in endeavouring to further foster the educational and cultural advantages derived from an organized public opinion.

This Resolution was placed on the agenda of the annual convention which was held at Halifax in May, 1931, and was heartily endorsed by that convention, at which were gathered representatives from every local chapter of the Order.

From the time that the above Resolution was first passed the Order has maintained close and sympathetic relations with the Canadian Radio League, recognizing that its aims on this subject were similar to those of the Order. The I.O.D.E. has been unofficially represented on the League's Council by such of its members as Miss Joan Arnoldi, past president; Mrs. John Stewart, past president; and Miss Charlotte Whitton, a member of the National Executive.

On April 7, 1932, the following resolution was passed:—

The Imperial Order Daughters of the Empire desire to express their urgent interest in Government control of broadcasting.

The flood of foreign propaganda which is released at present in Canada is a serious menace to the life and spirit of our nation. Also, the amount of advertising of foreign goods the listeners in are subjected to must have an affect on your national budget.

While the I.O.D.E. realizes that anything in the way of fresh capital expenditure is out of the question at present unless an adequate income can be surely anticipated therefrom, the Order also feels it most urgent that the Parliamentary Committee considering this matter should find in favour of Dominion control of broadcasting in Canada at the earliest date it can be made feasible.

The Imperial Order Daughters of the Empire wishes by means of this memorandum to add its voice to those who are advocating the use of broadcasting in Canada as a medium of nation building and of the development of a distinctive Canadian culture.

SESSION 1932
HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 15

WEDNESDAY, APRIL 20, 1932

WITNESSES:

Mr. E. W. Beatty, K.C., President and Chairman of the Canadian Pacific Railway Company; Mr. H. S. Moore, President, Canadian Association of Broadcasters, Station CFRB, Toronto; Mr. E. L. Bushnell, Broadcasting Station CKNC, Canadian Carbon Company, Toronto; Mr. H. N. Stovin, Broadcasting Station CKCK, Regina, Sask; Mr. Alan Plaunt, Hon. Secretary, Canadian Radio League.

MINUTES OF PROCEEDINGS

MORNING SITTING

WEDNESDAY, April 20, 1932.

The Special Committee on Radio Broadcasting opened proceedings at 10.30 o'clock a.m., this day, Hon. Mr. Morand, the Chairman, presiding. Members of the Committee present:

Messieurs:—Euler, Gagnon, Garland (*Bow River*), Ilsley, Morand and Smith (*Cumberland*)—6.

In Attendance:—Mr. E. W. Beatty, K.C., Chairman and President of the Canadian Pacific Railway.

Present:—Those recorded as being present at yesterday's sitting of the Committee, representing the various radio interests concerned; and also the technical advisers as previously named.

Mr. Beatty called and submitted a brief in which he advocated the creation of a privately owned stock company, as the "Canadian Broadcasting Company" to acquire the existing stations and to operate them, the directorate to be assisted by an advisory committee from a variety of organizations of important character, with regional advisory committees in each province. The establishment of a radio commission, appointed by the Federal Government with wide regulatory powers. A part of the receipts from licence fees to be allowed the company to help defray the large costs of the long distance transmission lines as obtain in Canada.

Mr. Beatty was questioned at some length by members of the Committee as to the details of his proposed organization, thanked by the Committee for his expression of views, and retired.

The Committee decided to adjourn, and to resume again at 4.30 o'clock p.m.

AFTERNOON SITTING

The Committee resumed at 4.30 o'clock, the Chairman presiding, the following members of the Committee being present:—

Messieurs:—Euler, Gagnon, Garland (*Bow River*), Morand and Smith (*Cumberland*)—5.

In Attendance:—Mr. H. S. Moore, President, Canadian Association of Broadcasters, Station CFRB, Toronto; Mr. E. L. Bushnell, Broadcasting Station CKNC, Canadian Carbon Company, Toronto, and Mr. H. N. Stovin, Station CKCK, Regina, Saskatchewan.

Present:—The same representation as at the morning sitting, and those in advisory capacity, technically.

Mr. Bushnel filed a memorandum from Station CKNC, which by permission of the Committee was included in the record.

Mr. Moore called, and submitted a brief, on behalf of Canadian Association of Broadcasters, as supplementary to previous brief submitted to the Committee on April 1, setting out their estimate of cost of a Government owned broadcasting system, as defined by the modified Aird report. Witness was questioned by the Committee, thanked for his presentation, and retired.

Mr. Stovin called and made a statement, largely in connection with certain statements made by a previous western witness respecting radio conditions in Saskatchewan. Witness continued till near six o'clock, and it was decided to complete his evidence at next meeting.

Mr. Alan Plaunt asked permission to read a letter received from Major Murray of the British Broadcasting Corporation, England, in connection with political speaking during elections.

The Committee adjourned until to-morrow—Thursday, 10.30 a.m.

E. L. MORRIS,
Clerk of the Committee.

MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 268,

APRIL 20, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Hon. Mr. Morand presiding.

The CHAIRMAN: Mr. Beatty, President of the Canadian Pacific Railway Company, is the witness this morning and we will ask him to go ahead.

E. W. BEATTY, called.

The WITNESS: Mr. Chairman and gentlemen, I am very appreciative of the kindness of the committee in permitting me to attend and express my views on the subject of the future of radio in Canada, and it is perhaps only proper that I should indicate what my personal interests are in order to explain my presence here.

The Canadian Pacific has taken an active part in radio broadcasting during the past two years, and I have been very closely associated with its activities in that regard. I have a connection with McGill University and an association with the National Council of Education of Canada which has brought me into contact with the activities of these institutions in educational broadcasts.

The Committee will, I think, permit me to make a brief reference to the Railway Company's activities and how it came to become financially interested in broadcasting. Some two years ago we gave consideration to the utilization of radio in both direct appeals and through sponsored programs. It had been the deliberate policy of the Company up to that time to refrain from following the practice of many other companies because we wished to assure ourselves, first, that the development had reached such a stage as to make it possible to use with the maximum of efficiency, and, secondly, that through the experience of others we should gain some knowledge of the value of that use. In consequence, it was not until 1929 that we decided that radio was likely to remain as a valuable commercial instrument, and we established broadcasting repeater stations throughout the whole of Canada. This action was taken for two reasons: first, in order to enable the company to use Trans-Canada broadcasts of its own activities, and, secondly, to provide transmission facilities which would be available to broadcasting companies generally. The work of establishing stations was proceeded with at a time when we were making extensive improvements in our telegraph carrier system and, consequently, was done at a minimum of cost to the company. That it was well done from the standpoint of mechanical efficiency is indicated by the fact that in our first Trans-Canada broadcast in March, 1930, the reception in distant parts of Western Canada was reported as the best that had been theretofore experienced.

For the past two years we have continued Trans-Canada and local broadcasts and, to a limited extent, broadcasts over the National Broadcasting Company's network in the United States.

Our commercial network programs have consisted of a Friday evening hour supplied by a light symphony (30 piece) orchestra or concert (6 piece) orchestra, together with a mixed choir (8 to 12 voices and soloist) known as "The Musical Crusaders." The attempt was to have a high standard of music, generally of a bright character, including numerous selections from light operas and specially

written ballad operas with musical arrangements by Canadian composers. During the past winter season the music of individual European countries has been illustrated.

These programs were varied by broadcasts of local talent from Victoria, Vancouver, Calgary, Edmonton, Regina, Winnipeg, Hamilton, Peterboro, London, Toronto, Ottawa, Montreal, Quebec and Halifax.

Occasional guest artists such as Madame Jeanne Dusseault, the Hart House String Quartette, the English Singers were engaged, with imported artists only where authentic pronunciation of foreign language was required.

The principal program of the winter season 1930-31, that of the Musical Crusaders, was designed to illustrate the music of various countries touched by the Round the World Cruise of our ships. The series concluded with a program incorporating music associated with Nova Scotia, New Brunswick, Quebec, Ontario and the West. This program was also carried by the N.B.C. network in the United States.

Variety was given to the broadcasts of the company by a program known as "Melody Mike's Music Shop," being pot-pourri of popular music strung together on a story with dialogue of Irish character.

The company also broadcasted in 1931 the Montreal Symphony Orchestra, directed by Douglas Clarke, Dean of the Faculty of Music, McGill Conservatory of Music, ten programs in all, and arranged for ten broadcasts of popular instrumental music by the Princess Patricia's Light Infantry Regimental Band of Winnipeg.

The average time on a half hour program devoted to publicity, chiefly travel talks, was $1\frac{1}{4}$ minutes per half hour. In the case of Melody Mike, the publicity was woven into the story. The average time given to announcement and advertising on half hour programs for local Western hotel broadcasts was five minutes, and the average time on half-hour programs from the Royal York Hotel was one minute.

In the broadcasts of the Montreal Symphony Orchestra and Princess Patricia Band, *the name of the sponsor only* was mentioned and an invitation extended to listeners to send for illustrated programs. The response was disappointing. All broadcasts delivered as sustaining features to various stations throughout Canada merely mentioned the fact that they were carried through the courtesy of the Canadian Pacific Telegraphs.

It may be interesting to the committee to know that the total mail received in Montreal from listeners to our broadcasts numbered 77,099 letters or post-cards. In only one case was there criticism and that from one person was because our program clashed with the second half of a two-hour symphony program on the Columbia chain which that particular listener was desirous of hearing. Many thousands of letters were received expressing appreciation of the high quality of the music provided.

The sustaining programs carried by our communications system were naturally of a varied character, consisting of the launching of the "Empress of Britain" by the Prince of Wales; Sir John Simon's speech on India; Mendelssohn Choir, Toronto; the Prime Minister's Message of New Year's Greeting; York Bible Class; National Council of Education Trans-Canada Programs; the report of the celebration of Marconi's birthday; Provincial Hour of the Province of Quebec, and the opening of the Geneva Conference, as well as many sporting events.

The total number of hours which the company was on the air since February 21, 1930, was 1,424 $\frac{1}{4}$ of which 1,382 were in Canada and 42 $\frac{1}{4}$ in the United States.

The cost during 1931 of 108 programs, including United States broadcasts was \$272,192, of which \$213,529 were for Canadian programs, and \$100,204 of this amount was paid for talent.

Our time on the air during 1932 has been very much restricted with a consequent drastic reduction in cost.

The committee has received a statement of its broadcasting activities from the National Council of Education, and those arranged by McGill University through its Department of Extra-Mural Relations were partly in connection with the National Council and partly arranged by the University on subjects of particular interest to students and graduates or educationalists.

I might say in passing, however, that I have been very much impressed by the real educational value in its broader sense of both national and local educational broadcasts. I suggested to the National Council of Education a series of broadcasts of a rather extended nature, one entitled "This Canada of Ours," which would be devoted to a series of lectures by the best obtainable speakers on various aspects of Canadian development and an exposition of those things of which, as Canadians, we should be proud. We are far from being an inferior people and we could have many years of this sort of broadcast before we could be accused of being a boastful people and when one listens, as we all do, to the excellence of things American which are carried over the radio daily, I think we might be justified if we indulged in a little modest self-appreciation, as a sort of counter-irritant. The programs I suggested were not gone on with through lack of time to organize them properly and also lack of the necessary financial support.

With this brief outline of the activities of the Canadian Pacific in radio broadcasting, the committee may perhaps think that we have sufficient interest in the future of radio in Canada to warrant my taking advantage of your chairmans invitation to come before you and express my own views on the important matters you have under consideration.

I have read with interest a good deal of the evidence which has been submitted to you, and some of it of great value. It will not be necessary, in view of the evidence that you have received, for me to make any comment on the technical features which have been so elaborately developed. I would not be competent, in any event, to discuss those phases of radio development, and I do not consider it necessary, because the technical problems are the same no matter what system of administration the committee may finally recommend. The important question is, of course, whether the recommendations of the Aird Commission, even though they may be, in some respects, modified, should be the basis of the future conduct of radio in Canada.

While the report, as explained by the Commissioners, provides for a national company and does not say specifically that government ownership and operation of radio is recommended, it is an inevitable deduction from the character of the organization suggested that it could be given effect to through the government or a company established under the aegis of and controlled by the government.

Against these recommendations you have had suggestions from other interests advocating continuation of the present system of private operation of radio subject to government supervision. I think it may be conceded that there has been virtual unanimity in the view that a radio commission for Canada should be established, and with this I am quite in accord as I have advocated it, in and out of season, for the past two years.

I presume none of us can over-exaggerate the importance of radio. It is easily the greatest of all the inventions of recent years. Its possible future developments are very great, and Canada is at least fortunate in the fact that it has not gone too far along any course to prevent variations from previous methods without too serious losses. The problem then is under what system of administration can the public best be served by radio and the advantages to radio itself be most completely secured. It is undeniable, in my opinion, that

the benefits of radio in education, culture, development of music and artistic talent, and in various forms of entertainment, are unique, and there is no suggestion that any of them should be withdrawn or jeopardized by any national policy which your committee may recommend. The conflict of opinion arises in the views as to the place that commerce should be allowed to have in radio, and in the utilization of radio.

To me that seems to be the crux of the whole situation, and if that question were removed from your consideration of the problem, its solution would be easier. It has occurred to me that if the advantages of this great invention are as we conceive them to be, it would not be fair or proper to deny the benefits of them to the commerce of this country and to commercial institutions. The divergence of view seems to rest upon a fundamental difference in the conception of radio itself, and those who take an extreme view that the practical advantages of radio should be restricted to education and culture, are, I think, unmindful of the fact that modern industry must keep in step with scientific achievements and should not be deprived of the opportunity of utilizing these achievements in its own development. More especially is this true in North America. Great Britain offers no parallel to the position in which we find ourselves on this continent; indeed, the English problem of broadcasting and the methods adopted there have been, so far as the evidence before you shows, successful, and akin to conditions that might have prevailed in one of our provinces if that province happened to be an island and had no greater territory to serve than that of England and Scotland and were not immediately adjacent to the United States.

I have attempted to follow the development of radio in North America, not as one having any knowledge of the technique of radio but as to the character of the presentations and the improvement in methods adopted, even under the somewhat chaotic and practically unregulated system which exists in the United States. At the beginning there was great crudity not only in presentation of programs but in every commercial aspect of the use of programs by advertisers. That has improved but is still capable of great improvement. That it will be further improved is, I think, undeniable. One of the greatest advances made in the last ten years has been in the character of the advertising and publicity in high-grade periodicals, both in Great Britain and in the United States, through the admission of men of ability and artistic talent to the business of advertising. Radio requires somewhat different treatment, but I, for one, would not consider that we have gone more than a very short distance in the development of improved methods in the presentation of commercial materials by radio. You have had submitted to you a statement of the countries in which advertising is permitted, and it is not necessary to repeat the list. I have no doubt all the members of the committee have listened, as I have, to the insistent appreciation of American products from the best stations in the United States. If the provisions of the Aird Report were given effect to, we would require *to be silent in respect of our own products*, even though in many cases we are appealing to a common market. This is a lowly position into which I do not think Canadian industry should be consigned.

The Aird Report suggests that fairly substantial revenues can be secured from sponsored programs containing no advertising. As one who has used radio for advertising with very satisfactory results, I must dissent from that view. It may be that an institution would be willing to pay handsomely to broadcast a symphony orchestra with only its name mentioned, but it would only, I think, be willing to go to that expense as part of a goodwill campaign incidental to an advertising policy which permitted direct or indirect appeals in the ordinary way. I do not know of any company which could possibly justify, on the grounds of cultivation of goodwill, expensive advertising through national hook-ups, for example, if that were the only use of radio which was permitted to it.

If I am right in my assumption that commerce should be permitted to enjoy the enormous advantages of radio, and that permits advertising, it is equally apparent that that advertising should be reduced to a minimum as to make it thoroughly unobjectionable to the majority of listeners and of such a character as would indeed be appealing.

I have no sympathy with the crude and direct methods of emphasising the value of ordinary products by radio. I have, however, every sympathy with a limited use, indeed a very limited use, of radio by commercial concerns which are willing to provide interesting programs for direct or indirect advertising. In that field it has a place, and for its use in that way substantial returns can be obtained and variety of programs can be secured.

Desirous as I have always been to retain for commerce some of the advantages of radio, I have wondered whether those things desirable in themselves and from that standpoint can be obtained without detracting from its value and utility in education, music, and so forth. I believe this can be readily accomplished under the limitations I have mentioned, and while I cannot speak from personal knowledge, except in respect of educational broadcasts, I have been advised by those whose opinion I respect that there exists in Canada ample talent to enable us to produce Canadian broadcasts of a very high grade; indeed, the experience of the Canadian Pacific Railway in utilizing local talent in their broadcasts would seem to indicate that this is true beyond the shadow of a doubt, and it only confirms our experience gained through our musical and folksong festivals arranged over the last few years.

Since the preparation of the Aird Report in 1929, conditions have changed in Canada very considerably. Three years ago the Canadian Pacific Telegraph Lines were not equipped with the carrier system of transmission.

There were few transcontinental Canadian broadcasts, and local broadcasts originating in Canada were mostly of an inferior quality. To-day both the Canadian Pacific and Canadian National Telegraphs have installed and are operating broadcast transmission systems just as good as, if not better than, those in the United States. There are quite a number of transcontinental broadcasts originating in Canada; many excellent programs are broadcast locally or over small circuits particularly in Eastern Canada. Two cities, Montreal and Toronto, have stations equipped with selections from the most popular sustaining and commercial programs by the National Broadcasting Company and the Columbia System, while a number of addresses by European statesmen and leaders of thought have been delivered from Great Britain to the Marconi Station at Yamachiche for transmission by the railway telegraph systems across Canada.

The improvement in the quality of programs broadcast from Canadian stations is, in a measure, indicated by the substantial increase in the manufacture and sale of radio receiving sets in Canada during a period of pronounced depression. The Aird Commission reported the number of receiving sets in 1929 as 300,000, whereas the number of receiving sets reported by the Department of Marine for the fiscal year ending March 31, 1931, was 523,100. Those who have invested \$100 in a radio set under present conditions must, on the whole, have been satisfied that the entertainment provided was worth while. Yet there is admittedly room for improvement, and although the system of commercially sponsored programs is providing the Canadian listener with a number of good programs, the fact that the broadcasting stations have to depend for their existence solely on advertising revenue has forced some of them to accept an excessive proportion of advertising talk on the air. The cost of transcontinental transmission over a chain of widely separated stations has tended to limit many excellent programs to local audiences. This has made it particularly difficult for the Western Canadian stations to maintain a sequence of programs provided with talent which would compete with United States programs.

The suggestion has been made during the course of the enquiry that we should, if possible, avoid duplication and the uneconomic situation which would result in competitive broadcasting under private ownership. While this duplication is of necessity limited to the number of channels open to use by Canadian broadcasters, it is, I think, highly desirable that waste through unnecessary duplication of broadcasting and transmission facilities should be prevented.

I have avoided any extended discussion of the highly controversial subject of the merits of public versus private ownership, but in respect of radio broadcasting, I suggest to you, though the members of the committee would perhaps be better judges than I would myself, the possibilities of the abuses of a political character under government operation and the danger of radio being unfairly used in general elections, federal or provincial. I have heard prominent Englishmen declare against this, notwithstanding statements made to the committee of the impartiality with which radio is used in Great Britain. In Canada, where politics enter into so many public and business questions, it is at least doubtful whether we would be assured of that strict neutrality which would prevent those in control exercising an undue and even an unfair influence in pre-election campaigns.

I have reached the conclusion, which, of course, is only a personal view that the best solution would consist of the following principal factors:

1. The establishment of a radio commission, appointed by the Federal Government, of thoroughly well qualified men who would be paid adequate compensation and who would exercise a general control of radio operations in Canada, much as outlined to you in the briefs filed by the Canadian Manufacturers' Association and others. This commission would, naturally, have a regulatory power in respect of many of the controversial matters, such as the extent of advertising, direct and indirect, hours during which it could be used, the time allotted to educational broadcasting, with power to review and correct any program deficiencies which might arise from time to time.

2. A corporation should be created known as the Canadian Broadcasting Company in which the railway companies of Canada and other important radio interests would participate through stock ownership, which would acquire by the issuance of stock the existing stations in Canada, or so many of them as were necessary to the chain; and where the owners of these stations did not desire to become stockholders, their property and equipment should be taken over by the Canadian Broadcasting Company on terms to be agreed upon, or in default of agreement, on terms to be fixed by the radio commission.

3. The Broadcasting Company would own and operate these stations, establish others to secure ample coverage, and provide a sufficient number of sustaining programs of good quality to enable them to broadcast a minimum of ten hours per day.

4. It should encourage Canadian musical talent in regard both to performance and original composition.

5. It should co-operate through Regional Committees or Directors with the Provincial authorities in providing suitable educational programs.

6. It should exercise control of commercial programs with the object of attaining a high standard of talent and performance with reasonable time limits.

7. It should co-operate with the transmission companies in establishing adequate networks connecting stations suitable to the practical requirements of Canadian broadcasting.

8. It should provide facilities if desired for suitable programs originating in other countries to be delivered to key stations from the United States by the Bell Telephone Company or from Europe by the Marconi System.

9. It should encourage and develop technical improvements in radio broadcasting, including television.

The directorate of the company should be assisted by an Advisory Committee consisting of representatives from the Canadian Radio Manufacturers, Canadian Advertising Association, Canadian Musicians, Engineering Institute of Canada, Canadian Universities, Canadian Women's Organizations and Labour.

Regional Advisory Committees, or local directorates should be established in each province, consisting of representatives from the provincial educational authorities, universities from within the region, women's organizations, agriculture and musicians.

Various estimates have been made by the departmental officers and others of the replacement cost of the existing stations in Canada. I think it is placed approximately from \$1,800,000 to \$2,000,000. Likewise operating costs have been estimated and the estimate of our own officers of studio operating costs for 7 hours of sustaining programs on a national network and 7 hours of regional programs of a more educational character, both supplemented by commercial programs, with interest on capital investment and cost of mechanical operations, would be approximately \$2,050,000 per year. They further estimate revenues from advertising and sponsored programs of \$1,000,000 per year, leaving approximately \$1,000,000 a year to be secured through a proportion of the licence fees until the company is on a self-sustaining basis. There would be no tax on the general public.

The advantages of such a system appear to be that it retains government control through an independent tribunal, avoids duplication, assures the maximum of efficiency in program development and will enable the Broadcasting Company through government assistance and private revenues to establish a standard of Canadian program as good as, if not better than, that which prevails in the United States.

I may say, gentlemen, that while I have expressed those views of a personal character, I haven't any deep prejudices one way or the other about the system which you may see fit to recommend, because I believe that perhaps the maximum, or a great deal of the advantages of radio can be secured under the various recommendations which have been made to you.

I may be prejudiced—and probably am—in favour of private operation and ownership of these utilities, but I do not believe that the people of the country, or the government would run any risk if the personnel of this corporation were carefully selected and the interests of the public safeguarded through the legislation that would make the whole scheme possible.

I take it that if your committee recommend the establishment of a radio commission somewhat the same as the railway commission, that its duties and its powers, the qualifications of its officers and so on would be set out by statute. I also assume that if a company were formed to really work out radio in conjunction with this commission, that its responsibilities and its powers would likewise be defined by statute. I do not think that this will all be done in a month or two. It will probably be a gradual process of development with commission acting in an advisory capacity in every step that is taken.

I assume, too, that before your recommendations become effective there will be a complete survey of the requirements of Canada in the matter of the establishment of new stations and the coverage that will be secured through them. I imagine that that information is essential. I am told by our own officers that there is no great unanimity of view about it. Departmental officers, the technical advisors of the government no doubt know more than others, but it is a question whether their knowledge is as complete as even they would like to have it.

These are all preliminary steps to a final solution of radio, if there is any such thing as a final solution in radio. We are just at the beginning of the development of it in this country. The possibilities are practically unknown but we all believe they are very great. I think this scheme that I am suggest-

ing to you as a possible alternative or amendment to some of the others that you have listened to, will combine the best features of private administration and operation, political non-interference and government control. That has been the purpose of the memorandum.

Mr. SMITH: Mr. Beatty, in your brief, on page 7, you said:—

If the provisions of the Aird report were given effect to, we would require to be silent in respect to our own products, even though in many cases we are appealing to a common market.

The WITNESS: Yes.

Mr. SMITH: In the Aird report, page 10, speaking about indirect advertising, it states as follows:—

We think that this can be satisfactorily met by allowing indirect advertising which properly handled has no very objectionable features, at the same time resulting in the collection of much revenue.

I would take it from that, Mr. Beatty, that you would not be deprived under the Aird Report of indirect advertising, thereby enabling our products to be advertised.

The WITNESS: As I understood that recommendation,—and I think it was varied somewhat by Sir John Aird's evidence the other day—it was that they were referring to sponsored programs that would have no direct advertising value. In other words, that what they meant was the mention of the name of the sponsor at the beginning or at the end of the program, or both, but that there would not be a description of merchantable articles through the radio.

Hon. Mr. EULER: No sales talk.

The WITNESS: No sales talk. If that is the case, of course, the value to the advertiser is strictly limited. In the United States there is one company I think that has paid as high as \$50,000 to broadcast a symphony orchestra without any mention of its participation, except the mention of its name. Now, that company could not afford to do that unless it had a continuous program of advertising by radio and that this was just a part of it; that they are willing, in other words, to forego any advertising value to that particular concert because it was part of the general policy of their own. As far as we are concerned, of course, we could not afford to just have our name mentioned and pay heavily. The transmission costs in Canada are great. The value of trans-Canada broadcasts are greater than any form of broadcasts, I think. Those transmission costs put it beyond the power of most companies to use it extensively, and only if they are able to say something about themselves. I think that statement of mine is substantially correct, although Sir John Aird did vary the inferences that I drew from the report, by saying in his evidence that he would have no objection to reasonable advertising by our company or the Canadian National or some of the larger institutions.

Mr. SMITH: Then you think that the efficacy of advertising is by direct advertising?

The WITNESS: Well, direct advertising, there have been many definitions given of direct and indirect.

Mr. SMITH: I mean a description of articles.

The WITNESS: As part of a musical program or other form of entertainment—I think that is termed indirect advertising—it is very valuable and very necessary.

Mr. GARLAND: On page 8 of your brief, following up Mr. Smith's question you suggest there that advertising should be reduced to a minimum?

The WITNESS: Yes.

Mr. GARLAND: Could you define that more narrowly?

The WITNESS: Well, the practice we have followed is fairly representative of my own idea, Mr. Garland. It is about five or six per cent of the time of the program.

Mr. GARLAND: You do regard radio, Mr. Beatty, as a natural monopoly.

The WITNESS: I do, yes. I do not mean to say by that, Mr. Garland, that it is the only way in which it could be effectively dealt with.

Hon. Mr. EULER: Is this your suggestion that there should be a controlling commission appointed by the government, but the actual administration and work of radio would be in the hands of a private company?

The WITNESS: Yes.

Hon. Mr. EULER: Which would have a monopoly really of the radio business in Canada?

The WITNESS: Yes.

Hon Mr. EULER: That private company to consist of shareholders. I was not quite clear about that. You suggested possibly the Canadian Pacific Railway would be stockholders and others, rather important financial, strong concerns. They would purchase the existing stations, those that they found were efficient. Would that include the smaller stations?

The WITNESS: I would not think so. I do not know that all of them would be necessary, but I certainly would have this company assume the obligation of taking over any station that would be valuable, either locally or nationally to this hook-up.

Hon. Mr. EULER: You spoke, then, of advertising. I would gather from that, that it might be pretty difficult, unless you had those smaller stations also, for anyone other than the very strong commercial concerns to take advantage of radio advertising.

The WITNESS: Not locally. There would be local broadcasts, of course, throughout the whole of Canada, in every province. There would be no difficulty about that because the advertising rates in the local radius would be comparatively low.

Hon. Mr. EULER: When you are speaking of "local," you mean according to provinces?

The WITNESS: Provinces or communities.

Hon. Mr. EULER: Or communities?

The WITNESS: Yes.

Hon. Mr. EULER: You spoke also of the desirability of avoiding political control, for instance, under public ownership. I think you rather intimated there might be political advantage gained by one party or the other. I was just wondering whether, under the present system—I am not saying that anything of that sort is being done—whether it is not just as possible under the present system of a government commission, or of a department of government which issues the licences; it would be the easiest thing in the world, although no doubt it would raise criticism for a department of a government to refuse to issue licences to those of the other party, if you like. I am not saying it has been done. I do not think it has been done, but wouldn't it be just as dangerous in the one case as in the other?

The WITNESS: I do not think so, Mr. Euler, for this reason: Whenever you set up a great piece of machinery such as this is, and if it were controlled from Ottawa, the natural tendency would be for the government of the day to have more weight given to its views in allocation of time for election addresses and so forth than it would be for the opposition. Now, it might never be abused.

Hon. Mr. EULER: Has it been in Britain?

The WITNESS: Well, there is a difference of opinion in Great Britain. I talked it over with Major Murray—and he gave you pretty full evidence—and he was quite satisfied that there was absolute neutrality, but, of course, the comment you hear in Great Britain is not unanimous on that subject. There has been quite a considerable control, but even if Major Murray is absolutely right, and there has been the greatest neutrality in Great Britain, I would not say that that would necessarily follow in this country. I think we are a little more active politically than they are in Great Britain.

Hon. Mr. EULER: This would be a privately owned monopoly, a private concern quite properly in the business not for their health but for the making of profit, and that, of course, would be true of your radio company.

The WITNESS: A reasonable profit would be expected.

Hon. Mr. EULER: Would you have the controlling commission appointed by the government control rates as well; for instance, like the railway commission does?

The WITNESS: You mean the program rates?

Hon. Mr. EULER: Yes, or the advertising rates.

The WITNESS: I think it would not be unfair, Mr. Euler, to give them the widest possible powers.

Hon. Mr. EULER: And this company, of course, as I say, being in the business for the making of profit—which is quite legitimate if under private control—do you think that an organization such as that would naturally tend to give the same attention to, we will say, the work of education, or cultural programs if you like, as would a body under government control? If the radio were owned by the government it would have no purpose to serve by way of making profit, but merely the general good of the country whether it lies along educational lines or cultural lines, or anything of that sort.

The WITNESS: I would, for this reason, give the radio commission power to say to what extent broadcasts should be educational in character: Any deficiency that the company might fall into in their programs or arrangement of time. I mean this, a sense of public responsibility which, I think, would be possessed by men of the type that would be in this corporation. I do not think there is anything to fear because education looms very very largely in this scheme.

Hon. Mr. EULER: It would be, depending upon the sense of responsibility and public spirit in the members of the Board of Directors of that company, would it not? Do you think a board of directors of such a company would feel disposed, in view of the fact that they were a profit-making concern, to develop a definite system of, we will say, education throughout the country, such as might be developed under a publicly owned system? The tendency to my mind always would be to work along the lines of that which would produce profit.

The WITNESS: Yes, but there is ample time in the day for both, and ample time for a variety of programs that would permit of advertising, needs being taken care of, certainly under the restricted system I have suggested.

Hon. Mr. EULER: Then you used the phrase "government assistance." You did not develop that. What was in your mind?

The WITNESS: My idea was the diversion of a portion of the licence fees to this company from the government. You see, Mr. Euler, I do not know of anything which gives more to a man for less money than the radio.

Hon. Mr. EULER: The newspaper.

The WITNESS: That all depends upon which kind you like. If a man spends \$100, or has means to spend two, three or four hundred dollars on a high-grade

radio set, it is open to him and the members of his family for sixteen or eighteen hours a day to cover a great deal of the American continent; for a small licence fee he gets the use of that. I do not know of anything which in modern times gives a man so much for his money.

Hon. Mr. EULER: Would you pass a comment upon the statement made in the Aird Report that a \$3 licence fee would be sufficient to cover all the costs of broadcasting under public ownership.

The WITNESS: Well, I do not know. I have avoided references to estimates because I do not believe we have got our estimates in such a state, Mr. Euler, that we can really rely upon them. But, of course, if the government followed the plan outlined by the Aird Commission and took this over and operated it and controlled it, then we have got to admit that all the costs, capital and otherwise, have got to be made up in some way, either by taxation generally or by increase in the fee, as they become necessary. And while a \$3 fee may not seem very heavy to you or to me, it is still large enough to be felt by a man with a small set.

Hon. Mr. EULER: The essence of your proposal, though, is that it should become a monopoly under the control of a private company,—and I am not saying it in any critical sense.

The WITNESS: Under a private company under the directorship of a commission.

Hon. Mr. EULER: Owned and controlled by a private company, the same as any other private business?

The WITNESS: Yes.

Mr. GARLAND: I would like Mr. Beatty, if he will be good enough, to expand that a little further in connection with the broadcasting company. I suppose the commission would be the first body to be set up?

The WITNESS: Yes.

Mr. GARLAND: After the commission was set up, we will imagine three very powerful groups in Canada aspiring to secure the charter. Now, on what basis will the commission determine the prior right of one of those respective groups?

The WITNESS: I do not think that would necessarily arise. That seems to be a matter primarily between the government and those who are willing to form the Canadian Broadcasting company and to put up the necessary capital, whatever it might be. This committee, of course, would have to determine first the principle that was to be followed, because it would be idle for the government to discuss with any group of manufacturers or radio users the formation of this company, if you decide and concur in it that it was to be a government monopoly; that ceases to be of interest to these individuals or these corporations. If you said, after consideration, that you believe there should be no advertising, direct or indirect, but only sponsored programs as it was defined to you, then, of course, a good many of the users of radio to-day drop automatically out of the picture. They cannot make use of it, and therefore would have to withdraw.

Hon. Mr. EULER: Would you have that commission appointed by the Government have a provincial aspect, that is, would the personnel be relative to the provinces, would they be representative of the provinces? Have you had that in mind?

The WITNESS: I believe the provinces should be represented both through the advisory committee, and of course the affairs of the local broadcasting company in the province would be administered by local officials and subject to the general control of the head office.

Mr. GARLAND: To follow up the question asked a moment ago, it has been our public experience in this country that whenever any great public franchise has been made available there has been a certain element of competition, whether it be power or timber land or even railway charters.

The WITNESS: Not now.

Mr. GARLAND: That is the very thing I want to have developed, if Mr. Beatty will be kind enough to do so. Supposing that we limited to two groups, now upon what basis is the commission to determine which of the two groups shall have the charter of the company?

The WITNESS: It is not hard to win, if there is only one entry. I do not think you will have the competition of groups for the formation of a Canadian broadcasting company.

Mr. GARLAND: Do you feel already that there is sufficient interest developed in certain circles to make it sure that only one group would apply?

The WITNESS: Yes.

Mr. GARLAND: Who appoints the board of directors?

The WITNESS: The stockholders.

Mr. GARLAND: And they would be subject to annual election?

The WITNESS: Yes.

Mr. GARLAND: What capital do you propose to set up?

The WITNESS: I have not exactly fixed the amount. That would depend upon the survey, what the coverage would be and what new installations would be necessary. I had thought, though, in my own mind, that a capital of \$5,000,-000 would be sufficient.

Hon. Mr. EULER: Do you think any of the existing stations should be paid anything for goodwill?

The WITNESS: No.

Mr. GARLAND: Evidently under the broadcasting company, a private company operating for profits, the commercial interests of the company will be paramount.

The WITNESS: Well, it would be very much limited in the commercial interests, if you are going to limit the advertising to certain hours and certain times. That restricts your earning power automatically.

Mr. GARLAND: Granted all that, will there not be a temptation to seek the best possible program at the cheapest possible source?

The WITNESS: In other words you would encourage advertising as the only medium whereby these revenues could be secured?

Mr. GARLAND: No, what I mean is that if advertising is the chief source of revenue which you propose in your brief, then the temptation to the directors of the company will be to seek the best possible program from the cheaper sources.

The WITNESS: I do not follow you.

Mr. GARLAND: It is evident that the advertiser does not want to pay out any more money for advertising than he has to.

The WITNESS: Of course it is results he is after, and he is going to fix the kind of advertising, whether it is a national hook-up or a local broadcast, which he thinks will do him the most good. The national broadcast will be the most expensive type, but to certain types of companies the most valuable because their operations probably extend throughout the whole of Canada.

Mr. GARLAND: You mention in your brief certain importance which should be placed upon radio developments to-day, and that we in Canada have been just entering it.

The WITNESS: We have not been long enough at it.

Mr. GARLAND: Television you regard as part of the future development.

The WITNESS: I think so, yes.

Mr. GARLAND: Are you familiar with the great conception, in parts of the United States, that radio and television collectively may displace newspapers to a large extent?

The WITNESS: Well, I have heard rumours.

Mr. GARLAND: Have you had any conversation with Mr. Owen D. Young on that question?

The WITNESS: No, but I know it is a hobby of his.

Mr. SMITH: Mr. Beatty, in your set-up of this commission, is it vested with power to create stations where there is not complete daylight coverage in Canada to-day?

The WITNESS: Yes, it should have that power under the statute creating it.

Mr. SMITH: As I understand the set-up of your proposed organization, it is very similar, if not identical with the English set-up before it was taken over by the state there, is it not?

The WITNESS: Well, all I know about that is from reading Major Murray's testimony, and it would seem to have some relation to that.

Hon. Mr. EULER: Would you care to give some idea as to the powers which the Government commission should have over this company? Would it be complete, and could they interfere with almost everything, coverage, rates and so on?

The WITNESS: I think the powers of this commission should be fairly broad and fairly precise. Of course you cannot say to a private corporation that it will be so hobbled that it cannot operate in accordance with its judgment, as the executive may think wise; but there is a great element of public service in radio, and they also must satisfy a public need as well as a public demand; and probably in some cases a public whim. I believe that this commission, sitting in judgment, not in preparation, should sit in judgment on programs, and should be allowed to define the character of the programs which are to be given; perhaps not in absolute detail. They certainly cannot be censors in advance of a program, but they can lay down certain regulations which would be designed in order that there should be no offence to any section of the country or to any religious sect or anything like that. There should be general rules to which the company could adhere; then if there were any abuse or any infraction of these rules, the commission should have power to correct.

Hon. Mr. EULER: Say that in a certain section of the country the community desires to have a radio station, perhaps a small one, would you give the commission power to compel the company to give that community coverage?

The WITNESS: Yes, if it were necessary in the public interests in their judgment.

The CHAIRMAN: The system which you set up here would be applicable to a public ownership system, with the simple difference that you have supplied the outline of a private corporation in place of a public one.

The WITNESS: Yes, a private public service corporation, as against a Government corporation.

Hon. Mr. EULER: Is your chief reason for having it private instead of public, or one of the reasons at least, that there might be advantage taken of it if it were public?

The WITNESS: I thought there were three reasons which made this system preferable on the whole to a government operated system. The first one was that the costs should be removed from the government and therefore from the taxpayer. The second was the risk of political abuse would not exist, at least to the same extent. The third was that I thought we could secure to this corporation a greater excellence of program through the struggle to satisfy the other element, your advertisers, through a very high degree of excellence in program.

Mr. GARLAND: On that very point, if public ownership existed, advertising should be about what you suggest, about 5 per cent for advertising, and that would remove your objection?

The WITNESS: I could never conceive of the idea of a government owned and operated system using advertising.

Mr. GARLAND: That has been suggested.

The WITNESS: I know it has; but it seems to me to be a little incongruous that the government should go into advertising to this extent.

Mr. GARLAND: To this extent, as it is in Great Britain?

The WITNESS: There it is owned and operated by the government, and in Great Britain no advertising is used.

Hon. Mr. EULER: Would you think there would be just as much initiative under government ownership, for the development, the technicalities and so on of radio, as under private ownership? We have had it argued here that there would not be.

The WITNESS: That is a matter of opinion. It depends upon the character of the men who are in charge.

Hon. Mr. EULER: The whole success of your plan would depend upon the board of directors?

The WITNESS: Oh, yes, a good deal.

Mr. SMITH: To go back to the question I asked about your set-up, in brief, is it not very similar to the system in England prior to the report of the Crawford Commission which recommended against that system in England? I mean that was tried out there and the Crawford Commission recommended against it and instituted a system which they have to-day?

Mr. GARLAND: Was there a Commission before the British Broadcasting Corporation?

The WITNESS: Yes, two, as a matter of fact.

Mr. GARLAND: There was no operating body prior to the British Broadcasting Corporation?

The WITNESS: No.

Mr. SMITH: This was an investigating committee?

The WITNESS: Yes.

The CHAIRMAN: This was a separate committee set up in England, which turned it over to the British Broadcasting Corporation, in which the distributors and investigators in radio were the stockholders?

The WITNESS: I think Major Murray told us frankly that it got beyond them in England; it got too big.

Mr. GARLAND: Is there not a danger of it getting too big here?

The WITNESS: No, we are used to big things here.

Mr. GAGNON: It has been suggested that should such a company as you suggest be established it would be controlled from the United States. What have you to say to that?

The WITNESS: I was frankly surprised to hear of that suggestion. It may be my own fault, but I have not been aware of any acquisitive instincts on the part of these people affecting our operations. Our broadcasts in Canada were, with one exception, exclusively Canadian. We were not dictated to by anyone. While the Bell Telephone Company have a fairly strong American affiliation, and I understand the National Broadcasting Company, not in name but through one of their affiliates, have an interest in the Marconi Company, I have not seen any attempt to dominate our situation or our affairs through those companies.

Mr. GAGNON: Supposing a company were established along the lines you suggest, do you know of any instrument whereby the control of the company by Americans could be debarred?

The WITNESS: Yes, I would not hesitate to have the charter of this company very clearly state that it could not be controlled by or even have any stock interest in it held by a foreign company. That is something which I discussed a year or two ago with a committee of the House, in which, I think, Mr. Garland was present, when we discussed the possibility of the control of the Canadian Pacific passing out of the Empire.

Mr. GARLAND: I am sorry I was not on the committee.

The WITNESS: We took the position then, and I think the committee concurred, that if there were any likelihood of that happening, they would be willing to introduce legislative restrictions to prevent it.

Mr. GARLAND: Is it not true that to-day the Bell Telephone Company has the monopoly of broadcasting from American stations?

The WITNESS: True, but they only bring it to a key station, and we get it.

Mr. GARLAND: If you establish this monopoly company, pressure could be placed very quickly upon it, or you would have to do without your American exchange or programs.

The WITNESS: They have not a monopoly in the United States.

Mr. GARLAND: They have a monopoly of the relay arrangements.

The WITNESS: I do not know where the Columbia are in the relay, or what measures they use; but there would be no trouble in getting a connection with the broadcasting company over the telegraph wires.

Hon. Mr. EULER: Since it is so easy to conceal stock ownership, do you think it would be easy to prevent control being held by foreigners?

The WITNESS: Yes, to make such a transfer invalid. Since it was pre-eminently a Canadian company, there would be no chance. I think I could say that about the Imperial Tobacco Company and other companies which are broadcasters.

Hon. Mr. EULER: Would you consider it possibly desirable that this company should consist of the Canadian Pacific Railway and the Canadian National, practically alone?

The WITNESS: I would not think it would be necessary. It is quite possible, but I believe these men, some of whom have done excellent work, and the owners of stations, should be allowed to continue to have an interest in radio and radio broadcasting. I believe other large users of radio in Canada, big firms whose advertising programs are not only on a large scale but on a high scale, if they cared to come in and continue their interests in radio, in minority or other interests in a broadcasting company, should be allowed to do so.

Hon. Mr. EULER: I admit I would be more interested in the broadcasting interests of those two companies which I mentioned, than in that of others which

might be mentioned. They would be more interested in the character of the programs than in advertising.

Mr. SMITH: Are you opposed to steps being taken in this country towards the ultimate control and ownership of radio by the public?

The WITNESS: Yes, I am. I do not believe that is the ultimate solution. I am a great believer in the maximum public control of public utilities. Mr. Euler and I always agree on that.

Mr. GARLAND: Following Mr. Euler's question, Mr. Beatty earlier intimated, in answer to a question of mine, that he was pretty sure that the aggregation required were already in line. I wonder if he would care to disclose to this committee the personnel?

The WITNESS: No, I did not say that, but I said I felt that there would only be one group, that is to begin with. You see you cannot tell what the stockholders in this would look like, until you knew the stations.

Mr. GARLAND: I am talking about the applicants for the charter.

The WITNESS: The applicants for the charter would be the nucleus of the possible stockholders.

Mr. GARLAND: Have you any idea who they would be, Mr. Beatty?

The WITNESS: I have an idea of whom I would like to have there but I have never discussed it.

Mr. GARLAND: Don't you think that is probably who would be in?

The WITNESS: No, I do not think I can answer that, because I really do not know of my own knowledge.

Mr. GARLAND: Now, with regard to the whole scheme, have you determined upon any particular set-up to supply the coverage?

The WITNESS: No, I have not, because I felt that a survey would be necessary first.

Mr. GAGNON: If I understand your suggestions, do you recommend that before this committee makes a report, a general survey of the conditions should be made in Canada, about radio?

The WITNESS: The committee might profitably ask that a general survey take place, but I do not know that that should necessarily delay your determination as to the future.

Hon. Mr. EULER: You suggested that a part of the income from licence fees should be given to the company, I suppose by way of bonus. How would you justify that?

The WITNESS: Because, to enable a national broadcast to be facilitated and cheapened, one of our great difficulties, as you know, Mr. Euler, is to pay the cost of a national broadcast. I think the wire expense is something like \$1,025 an hour. Is that right, Commander?

Commander EDWARDS: Across Canada, half a million a year for a certain number of hours a day.

The WITNESS: That is a very heavy impost. And it is not anybody's fault; distance is responsible for it. I think it would be a good thing for Canada if the cost of a national broadcast could be cheapened, and I do not know any other way by which that could be done except by a diversion of a certain portion of the licence fees, giving a certain proportion of the licence fees to the company to cheapen the cost.

Hon. Mr. EULER: That would mean that licence fees in Quebec would help to cheapen the broadcast to Mr. Garland's part of the country in the West.

The WITNESS: Yes, that is all right.

The CHAIRMAN: I think the committee are properly advised that you think that a Canadian national system of some kind is necessary in Canada?

The WITNESS: Nation-wide, yes.

Hon. Mr. EULER: You are not using "national" in the Canadian National sense?

The WITNESS: I hope not.

Mr. ILSLEY: There would be no possibility of such a company making a loss?

The WITNESS: That would depend upon the developments.

Mr. ILSLEY: That is, you say in view of the fact that they can use all of the channels, in view of the certainty of the development of radio in years to come, there would be no reasonable possibility of any investor risking anything?

The WITNESS: That would depend of course upon the amount of the government subvention.

Mr. ILSLEY: There is a subvention contemplated by you?

The WITNESS: Yes.

The CHAIRMAN: You might mention the maximum set,—I suppose there would be no objection?

The WITNESS: No.

Mr. GARLAND: Would Mr. Beatty have any objection to a provision in the charter preventing a splitting of the stock subsequently?

The WITNESS: What good do you think that would do?

Mr. GARLAND: I am just asking the question.

The WITNESS: I do not think there is any great necessity. In the sense in which I am discussing it with you, it is not like a public issue of anything.

Mr. GARLAND: You would be quite agreeable to a clause which would prohibit the watering of stock?

The WITNESS: Oh, yes. I did not understand you to mean splitting by watering. There could be no water in a thing of this kind because this is a public institution of an important character.

Mr. GARLAND: I understood that when the Canadian National went into broadcasting, subsequently to it, possibly not due to it, a statement emanating from the Canadian Pacific Railway quarters was to the effect that after all this was not a function for a railway.

The WITNESS: No, we waited, as I explained in my brief, on purpose to take advantage of the technical developments in radio and to come in at what we thought was the right time.

The CHAIRMAN: That is a good argument.

The WITNESS: It is an expensive form of advertising which is only justifiable to a large company in the scale in which we follow it.

Mr. ILSLEY: Have you any idea at all as to what limitation should be placed upon the earnings of the company, that is as to the rate of dividend which should be payable?

The WITNESS: Various rates are given to public utilities. They range from 6 per cent to 9 per cent, depending upon the character of the utility. Of course the earnings of the company should be at least 50 per cent greater than the value of money, for the sake of reserves and the setting up of a proper reserve to aid your operations. That is, if money is worth 4 per cent, it is generally accepted that the company should be allowed to earn 6 per cent. If money is worth 5 per cent, it should be allowed to earn $7\frac{1}{2}$ per cent. The difference between the value of the money and the earnings should be about 50 per cent.

Mr. ILSLEY: The Public utilities in Nova Scotia are permitted to earn eight per cent, and there has been a considerable rise in the value of Maritime Telephone and Telegraph stock. I understand there has been a rise in Bell Telephone stock in Ontario and Quebec. Is that so?

The WITNESS: Not in the last few days.

Mr. ILSLEY: I know, but it has risen above par.

The WITNESS: Yes, many companies have gone up.

Mr. ILSLEY: You would expect the same thing to happen to this company.

The WITNESS: Of course, if your limit were fixed at what the government felt was a reasonable rate, or what this committee thought was a reasonable rate, your stock goes up and down in accordance with the market, or in accordance with money values. That is all that happens to it.

Mr. GARLAND: You would have the stock open?

The WITNESS: I don't know how you can restrict any company from using its stock,—I guess it would have to be—

The CHAIRMAN: Except you would limit your transfer to Canadian sources.

The WITNESS: To Canadian sources only.

Mr. GARLAND: Do you expect that this broadcasting company would show an operating profit without a subsidy?

The WITNESS: No, sir.

Mr. GAGNON: Have you studied the figures submitted by the Canadian Radio League?

The WITNESS: I just had an opportunity to see them last night. I would not think it likely, Mr. Garland. It would be difficult to hazard a guess. With the restriction of advertising as drastic as I have suggested, I would not think it could act satisfactorily unless it had government assistance.

Mr. EULER: Would you say this, Mr. Beatty, in your conception of this company, the prime motive would not be, as it is in ordinary commercial business, the making of profits, but rather the idea of using a great public utility, if you like, for the benefit of the Canadian people. Is that possible under private ownership? Is that your thought?

The WITNESS: I think so, and with the greatest possible efficiency. That is one of the reasons why I suggest this method of administration.

Hon. Mr. EULER: Not primarily the making of money.

The WITNESS: No; because I do not imagine that the government or yourselves or the public would tolerate inordinate profits in the use of this particular facility.

Mr. SMITH: Mr. Beatty, there is not an awful lot of difference between your suggestion and the suggestion contained in the Aird report, is there?

The WITNESS: Do you mean as varied?

Mr. SMITH: Just let me read you this from the Aird report, at the bottom of page 6:

The stations providing a service of this kind should be owned and operated by one national company. Such a company should be vested with the full powers and authority—that is found at the bottom of page 6.

The WITNESS: Yes, I see it.

Mr. SMITH: And the top of page 7.

—of any private enterprise, its status and duties corresponding to those of a public utility.

That would not seem to be repugnant to your suggestion so far.

The WITNESS: No. As a matter of fact, in his testimony, as I understood it, Mr. Bowman was very frank in saying he left that open on purpose. But when you say they set up an organization that only a government can create, then, I think it becomes a government ownership and operation of radio.

Hon. Mr. EULER: Is not this suggestion the right one? The two schemes are absolutely alike, in that they both contemplate a monopoly.

The WITNESS: Yes.

Hon. Mr. EULER: And that they differ in this, in one case, stock would be owned by the country, and in the other it would be owned by private individuals or businesses.

The WITNESS: That is it; that is the fundamental difference, and then, the other fundamental is, of course, the fact that in the private organization, you do rely on a measure of advertising for revenues.

Mr. GAGNON: Of course, you may put it this way. It might be sarcastic. If the conclusion is arrived at that there should be public ownership of radio, Canada may embark upon another adventurous scheme, like the ownership of railways.

Hon. Mr. EULER: If private ownership is established, and if a private company is established, and it is not efficient, the government comes and takes it over, expropriates it. Is that your thought?

Mr. GARLOND: Not my thought.

Mr. GARLAND: When it gets into hot water the government will be asked to take it over.

The WITNESS: We were providing against that contingency.

Mr. GARLAND: Evidently it has been different in the case of the C.P.R. It has not been able to provide against that entirely.

The WITNESS: No, but we have not enjoyed many government subventions.

The CHAIRMAN: I suppose you have no figures, Mr. Beattie, as to how much is now invested in, and what would be necessary to be raised for trans-Canada broadcasting by the two railway companies?

The WITNESS: No. The investment is not very heavy. We did it when we were changing our carrier system, some of it, but the actual investment does not represent the value of the facility at all, to us; and I do not think the Canadian National would be much greater.

The CHAIRMAN: May I ask this question: if the Canadian National became half owner or part owner of this company, in that sense, the Canadian people would be public owners to the extent of the part that the Canadian National owned, would they not?

The WITNESS: Undoubtedly. I am not speaking at all for the Canadian National Railways. I do not know their views. I have been intending to discuss this with Sir Henry Thornton for some time, but he has been away.

Hon. Mr. EULER: Of course, Mr. Chairman, this would be just preliminary, I suppose.

Mr. GARLAND: May I ask another question. Your privately-owned broadcasting company, let us assume, is now in operation, and a general election is called. On what basis will the time be assigned. Is it on the basis of hours on the radio, or will time be apportioned to the various parties?

The WITNESS: Of course, that is one of the virtues that exist in the scheme I am suggesting, Mr. Garland; that is, you are that much further from the centre of things. You have the government and political parties at Ottawa. But then you have an independent radio commission, and then you have your operating company. You are farther away from the series of influences all the

time, so any policy that would be adopted, except a policy of absolute impartiality would be out of the question.

Mr. GARLAND: What do you call impartial? Do you mean in the operating of the station?

The WITNESS: Yes.

Mr. GARLAND: Impartiality would be a difficult thing during the period of a general election.

The WITNESS: Periods of time should be divided absolutely fairly between the two parties or three, or four.

Mr. GARLAND: In case one party came along and said "We do not want to boast about it, but we have a very fair chest just now, and we want to buy up one hour every night during the course of the next two weeks for radio broadcasting;" and another one comes along, and says, "I am sorry, but our funds are not in a very good condition, and we shall have to be satisfied with one hour a week instead of every day;" and the third party has no funds at all. Now, on what basis would you apportion the time?

The WITNESS: Well I think in that case the amount that they are willing to pay would not be a test.

Hon. Mr. EULER: It should not be.

The WITNESS: It should not be. In other words, we might exclude a big section of our country from hearing a particular election program.

Hon. Mr. EULER: How would you work that in the different stations? Would it not be pretty difficult to apply that idea all the way down the line through the numerous smaller stations in the country?

The WITNESS: I would not think so. It would be dependent, of course, on the time limit that the stations there have at their disposal. I do not believe that broadcasting of political campaigns are anything like continuous.

Hon. Mr. EULER: During an election campaign, they are pretty much continuous at night.

The WITNESS: Yes, at night; I will admit they are in the province of Quebec. I think we have daylight orations, too.

Hon. Mr. EULER: And on Sundays.

The WITNESS: Oh, yes. I am sorry Mr. Cardin is not here, because I heard his last address in 1930. I thought it was given before an audience of 10,000 people, and I found out afterwards it was in the studio.

Mr. GARLAND: You feel the new broadcasting company should be obligated, as part of their charter, to give absolutely impartial time to any political parties in the country?

The WITNESS: Absolutely.

Hon. Mr. EULER: Who is going to be the judge?

Mr. GARLAND: He said "impartial time", that is, time apiece.

The WITNESS: I don't know how you would measure it, in regard to impartiality, whether it would be on equal time; that is, hour for hour, or half-hour for half-hour, but I do believe that the company would have to be entirely impartial, and any statutory restrictions that could be incorporated with that end in view, should be incorporated.

Hon. Mr. EULER: You would not have the same difficulty under public ownership.

The WITNESS: Oh, yes.

The CHAIRMAN: They have that difficulty in England. I understand there is an investigation on foot there now, owing to complaints by the Labour party that they did not get a fair share of time last year.

Mr. GAGNON: Mr. Geoffrion told me that he had information from England that at the last election in Great Britain, anybody opposing the party of the National government, did not receive a fair deal.

The CHAIRMAN: That is being investigated just now.

The WITNESS: I understood they were practically shut out.

Mr. GARLAND: The point is whether under public or private ownership you are facing the same difficulty, and probably with the same disadvantage.

Hon. Mr. EULER: You cannot satisfy everybody.

The WITNESS: That would not be quite correct, Mr. Garland, because the motive for impartiality does not exist in one case, where it might in the other.

Mr. GARLAND: Who said it does not exist?

The WITNESS: I would say it does not.

Mr. GARLAND: I would depend upon the stripe of politics of the broadcaster, or the broadcasting company.

The WITNESS: No.

Mr. GARLAND: In relation to the principal party.

Hon. Mr. EULER: At any rate, you would think that would be an overriding condition?

The WITNESS: It is an independent tribunal. Take the Railway Commission. I may not like a lot of the things they do; I may not agree with them, but I have not heard them accused of being used by a political party.

The CHAIRMAN: Now, the question of the division of language in a country of this kind, is a very important one. What would be the measuring stick of a company such as this in regard to revenue from advertising? What would you say in that connection?

The WITNESS: Revenue from advertising is not going to be your controlling factor in the experiment and under the limitations we are suggesting. But I admit the question of dual language is a serious one, a delicate one, and one that would take a great deal of wisdom to handle it properly. I must say what La Presse has done in Montreal has been excellent. They have a large constituency, and they have handled that most satisfactorily. Ninety per cent of our people are French speaking, and they have done good work. They have improved their programs, and they have given, I think, a very creditable example of how they can serve their own people. But that problem is no more difficult under the one system than the other. It is delicate, at all events.

Hon. Mr. EULER: If you take a privately owned company, such as you speak of, would it be at a disadvantage in obtaining programs, an exchange of programs, we will say, with Great Britain, France, Italy, Germany and so on.

The WITNESS: No. There would be no more difficulty between the availability of those channels, or interchanges with a private company than it would be with any other. As a matter of fact, we know that impartiality has been the dominating influence in the exchange of programs from the United States. They spend quite a lot of money, and we know that they pay stations well for handling those special programs that have been transmitted to Canada. They cannot collect from their sponsors or advertisers in the United States. That only applies, I understand, to Toronto and Montreal, where the interchange takes place. They are very anxious to interchange, very anxious.

Hon. Mr. EULER: You can, of course, get those programs direct from the radio.

The WITNESS: Yes.

Hon. Mr. EULER: Rather than exchange.

Mr. ILSLEY: In your plan, there would be no small broadcasting stations, locally?

The WITNESS: None at all.

Mr. ILSLEY: In any province.

The WITNESS: I did not think it was necessary, because I thought coverage would be ample through this company. However, there is nothing to prevent local community stations.

Hon. Mr. EULER: Such as universities?

The WITNESS: Yes, universities.

Mr. GAGNON: Privately owned.

The WITNESS: Yes.

Mr. GARLAND: Separate from the company?

The WITNESS: If necessary, if they are small and do not interfere with the operations of the company. That suggestion was made to you in connection with the government system, and I did not think it was necessary because I thought it would be amply covered by a properly organized monopoly with those sectional interests and those sectional broadcasts, but there is no super objection to it.

Mr. GAGNON: What would be the governing factor as to granting a licence to a private enterprise which is to establish a station in a community?

The WITNESS: I should think largely educational.

Mr. GAGNON: Suppose, for instance, a city like Drummondville in the Province of Quebec, or Joliet, wanted to establish a small station of, say, 100 watts, would that city apply to your company or to the government?

The WITNESS: It would apply to the Radio Commission, which would have the disposal of those questions.

Hon. Mr. EULER: That might continue pretty much the way it is now.

The WITNESS: It might, but I think probably you would get better results by the other system on account of a more complete organization.

Mr. ILSLEY: Why should not all the present owners of local broadcasting stations have an opportunity of turning their stations in and taking stock just as the important radio interests, to use you expression, would have the opportunity?

The WITNESS: I did not limit that at all in my memorandum, that everyone should have the opportunity to become stockholders.

Mr. ILSLEY: At the top of page 11 you say:

A corporation should be created known as the Canadian Broadcasting Company in which the railway companies of Canada and other important...

The WITNESS: The next sentence, Mr. ILSLEY. That covers the question you are asking.

Mr. ILSLEY:

...and other important radio interests would participate through stock ownership, which would acquire by the issuance of stock the existing stations in Canada.

The WITNESS: Yes.

The Committee adjourned to resume at 4.30 p.m.

AFTERNOON SITTING

The Committee resumed at 4.30 p.m.

The CHAIRMAN: I have here a memorandum submitted by Radio Station CKNC:—

According to press reports the suggestion has been placed before your Committee that the City of Toronto can be adequately served, from a broadcasting standpoint, by the two high-powered stations at present operating with studios in the City of Toronto, and that the other three 500 watt stations, whose studios and transmitters are located in the City of Toronto, are more or less obsolete and should be scrapped.

As the owners and operators of one of these 500 watt stations, we are vitally interested in this thought, and feel that the Committee will be interested in a brief, concise statement of facts, which is attached hereto, relative to the operation of our station, CKNC, in the City of Toronto.

In our opinion, and that opinion is supported by the attached facts, power is of secondary importance in the mind of the sponsor of a program when selecting a station which is to be the key station in a chain broadcast. It is quite apparent from the attached statement of facts that items of major consideration in the selection of a key station are studio facilities, technical staff, studio equipment, and general ability to produce and transmit programs of high quality.

It is a rather startling fact that CKNC, a so-called low-powered station, produced and originated in its own studios and broadcast over its own transmitter in the capacity of a key station, more chain programs than any one of the high-powered stations in Canada, and practically as many chain programs as were originated by all of the high-powered stations combined.

Might we also point out that while the two high-powered stations are indicated as being Toronto stations, actually only their studios are located in Toronto, their transmitters being located at points some distance outside of Toronto.

We believe that insofar as quality of programs and quality of transmission are concerned, CKNC to-day occupies first position in the area which it serves. It enjoys the confidence and support, as will be noted from the attached statement, of leading national advertisers of this country at present using the air.

APPENDIX "A"

First.—CKNC is owned by the Canadian National Carbon Company Limited, and has been continuously operated by this company since 1924.

Second.—CKNC is a 500 watt station broadcasting since October of 1931 on a frequency of 960 kilocycles, or a wave length of 312 metres

Third.—CKNC has never been affiliated with any United States chain such as the Columbia or National Broadcasting Systems, but is one of the key stations of the Canadian Broadcasting System and originates 95 per cent of its programs in its Toronto studios, located at 805 Davenport Road. The remaining 5 per cent are chain programs originating with other Canadian stations affiliated with the Canadian Broadcasting System.

Fourth.—CKNC has originated more chain broadcasts for Canadian manufacturers than any station in Canada, and in proof of this state-

ment, we submit herewith a list of national advertisers who have used, or are now using our facilities.

Fifth.—In the year 1931 Canadian musicians broadcasting over CKNC received well over \$100,000. Of this amount \$61,000 was paid to musicians by our musical director, and the balance was paid directly by sponsors to the talent which they, or their advertising agency engaged.

Sixth.—In the year 1931 two of the chain programs originating in CKNC were fed to a Toronto station higher in power than our own, viz: Consolidated Industries Limited and Canadian Industries Limited to CKGW.

Seventh.—CKNC is now serving 86 clients, of which 13 are national advertisers and 73 are local or regional advertisers.

Eighth.—CKNC broadcasts the news bulletins of the Mail and Empire for a period of 15 minutes 3 times daily with the exception of Sunday, when the 11 o'clock broadcast at night is the only one given—a total of 4½ hours a week.

Ninth.—CKNC broadcasts two church services each Sunday—in the morning, the Bloor Street United Church, and in the evening, the Toronto Gospel Tabernacle.

Tenth.—CKNC has the finest studio equipment in Canada, including a \$15,000 pipe organ built and installed by the Franklin Legge Organ Company Limited of Toronto. It is the only pipe organ of its size in any radio station in Canada.

Eleventh.—The management of CKNC has not considered it expedient to erect a new high powered transmitter because of the injunction attached to its licence each year since 1928, with which your Committee is no doubt familiar. Should the Dominion Parliament in its wisdom see fit to remove this restriction, our Board of Directors is prepared to give due consideration to the installation of modern high powered broadcasting equipment, and to operate in the best interests of Canadian listeners.

APPENDIX "B"

COMMERCIAL CHAIN PROGRAMS ORIGINATING IN THE STUDIOS OF STATION CKNC, TORONTO

1928—Wm. Neilson Limited.

Wm. Wrigley, Jr. Company Limited. (A total of 2).

1929—Wm. Neilson Limited.

Wm. Wrigley Jr. Company Limited.

Tuckett Tobacco Company Limited.

Bell Telephone Company of Canada. (A total of 4).

1930—Wm. Neilson Limited.

Wm. Wrigley Jr. Company Limited.

Tuckett Tobacco Company Limited.

W. R. Johnston Company.

Supertest Petroleum Corporation Limited.

Canadian National Carbon Company Limited.

Shirriff's Limited.

Levy Watch Company.

Gold Medal Coffee.

Kelvinator Company of Canada Limited. (A total of 10).

1931—Wm. Neilson Limited.
Wm. Wrigley Jr. Company Limited.
Tuckett Tobacco Company Limited.
Shirriff's Limited.
Consolidated Industries Limited.
Domestic Storage & Forwarding Company Limited.
Emerson Drug Company.
Levy Watch Company.
Patterson Chocolates Limited.
Canadian Canners Limited.
Imperial Tobacco Company Limited. (Sport broadcasts).
Franklin Legge Organ Company.
Canadian Industries Limited. (A total of 13).

HARRY S. MOORE (Canadian Association of Broadcasters), recalled.

The WITNESS: Mr. Chairman and gentlemen, this is a brief supplement to the brief we filed on April 1.

The CHAIRMAN: Which you desire to file with us now?

The WITNESS: Yes, which I desire to file with you now.

The CHAIRMAN: Is it an addition to your other brief, or is it a correction?

The WITNESS: It in no way conflicts with the other brief. It gives you more detail information.

The CHAIRMAN: All right.

The WITNESS: I also wish to file—I have only two copies of this—information for your committee, showing an actual announcement going out over the air, the response to that announcement, and samples of announcements going out in connection with programs which we, as broadcasters, consider indirect advertising.

Col. STEEL: From the amount of data which has been filed here on costs, Mr. Chairman, it will be impossible to prepare any comprehensive questions on very short notice. It may be necessary, after we have studied this, to get in touch with the Canadian Association of Broadcasters, by letter, in order to bring out the questions, because it is impossible to do it between now and to-morrow morning.

The CHAIRMAN: I suppose you will be satisfied if we write asking you to explain anything?

The WITNESS: Yes, or I might consider staying over till to-morrow morning.

Col. STEELE: I do think we should be in a position to get explanations on points as we come to them, but there is a tremendous amount of data here.

The WITNESS: It took many days for us to prepare that.

Hon. Mr. EULER: Just casually glancing over this, I see Appendix C, capital investment—property equipment and apparatus—\$1,317,000. I suppose that is cost less depreciation. Then there is an item of goodwill of 59 radio stations, \$1,053,600. How do you establish that goodwill?

The WITNESS: We establish that goodwill on the basis of the capital being four times the investment and taking 20 per cent of your capital.

Hon. Mr. EULER: The capital being four times the investment?

The WITNESS: Multiplying your investment by four and taking 20 per cent. I think if you check that practice up with some of the larger firms of auditors you will find that has been done in many cases in arriving at an arbitrary figure on goodwill.

Mr. GARLAND: That is where goodwill is conceded.

Hon. Mr. EULER: You mean if it is conceded. Are some of these 59 stations not ones that have been established, or has the equipment been increased, since the time the Government issued a sort of warning, if you like?

The WITNESS: Very much so. One of the 59 stations is the Windsor station which, as yet, has not been erected, but the equipment has been purchased.

Hon. Mr. EULER: Is the goodwill there too?

The WITNESS: Oh, no.

Mr. GARLAND: In this brief of yours, have you calculated goodwill on that station?

The WITNESS: Oh, yes.

Hon. Mr. EULER: You take the capital investment in the method you describe, multiplying it by four?

The WITNESS: The capital investment is a rough figure. I mean it is debatable, but if you will turn to Appendix A you will find that on the programs we have gone into the matter at great length, dividing the country into five regions, and taking care of the difference in time between one coast and the other in feeding programs.

Hon. Mr. EULER: Before you get away from the other there, you really think then that that warning that was issued by the Government should have no force whatever?

The WITNESS: That is a legal point, of course.

Hon. Mr. EULER: No, I would not think it was legal altogether, but, in any case, you think there is goodwill there in spite of the warning?

The WITNESS: I do, yes.

Mr. GARLAND: And in spite of the fact that at any time your licence is subject to cancellation?

The WITNESS: Yes.

Hon. Mr. EULER: Well, it is just a matter of opinion, is it not?

The WITNESS: That is all, yes. Appendix B is prepared from actual figures taken from the records of broadcasting stations.

Hon. Mr. EULER: Could you state briefly, Mr. Moore, what it is you desire to bring before the Committee in this second brief, in addition to what you gave us already?

The WITNESS: It is all explained on pages 1, 2 and 3.

Hon. Mr. EULER: I thought possibly you might boil it down just why you are bringing in a second brief.

The WITNESS: We are bringing in the second brief to show that the revised or modified plan of Sir John Aird is not workable at \$3 a licence fee, and we furnish actual figures to support Appendix C, in which we show that the very lowest licence fee would be \$5.50 a year.

Mr. GARLAND: But this includes goodwill, of course?

The WITNESS: Of course. If you eliminate goodwill—your interest on capital investment at 6 per cent is only \$159,000. Take out goodwill and you have still got \$75,000.

Hon. Mr. EULER: Mr. Chairman, one cannot form an opinion on this without reading it through very carefully.

The CHAIRMAN: Each member of the Committee has been furnished with a copy of it.

Hon. Mr. EULER: The trouble is we have such a pile of this already.

The CHAIRMAN: Go ahead and read it from the start.

The WITNESS: We, the Canadian Association of Broadcasters are desirous, as expressed in our previous brief, of supplementing the facts placed before you at that time. We believe that the question which squarely faces this committee can be assumed to be whether it is in the best interests of the public of Canada for the Canadian Government to adopt the Aird report and operate the radio stations of Canada as a government venture or to leave broadcasting in the hands of private owners with certain definite changes and under definite regulation with a view to providing better broadcast programs to the distant points of Canada.

Assuming the above to be the situation, we have attempted honestly and sincerely to take the Aird report as modified by Sir John Aird during his recent appearance before this committee and carry it out on paper to its logical conclusion. By that we mean that we have placed on paper what we believe to be a sane and conservative estimate of the cost to the Canadian Government of the ownership and operation of broadcasting stations in Canada.

In order to make the position as clear as possible, we have endeavoured to deal with the main points and have tried to avoid assumptions not logical and not capable of justification. We have built up our picture of the situation as it would exist under a plan as recommended by Sir John Aird and on the main assumption that under government ownership and operation of stations, the Canadian public would be served along the lines as is the public of Great Britain through the British Broadcasting Company, except there would be available only one selection of program, whereas in Great Britain a selection of two programs is furnished for a large percentage of the time.

Our first summary following this memorandum shows a breakdown of the stations as now located and further broken down into five regional groups.

For the purpose of this memorandum we have divided Canada as follows:

- Region A—British Columbia.
- Region B—Alberta, Saskatchewan, Manitoba.
- Region C—Ontario.
- Region D—Quebec.
- Region E—Maritime Provinces.

Following that group of figures appears Appendix A, wherein we have conservatively estimated the cost to the government of providing the programs over the 59 stations in the aforementioned summary of broadcasting regions.

Next in order is Appendix B, which is a detailed statement of the cost of operating 32 stations of 500 watts and up. On the remaining 27 stations, namely 8-50 watts, 16-100 watts and 3-250 watts, we have not been able to obtain operating costs commensurate with this scheme of operating on a schedule of 110 hours weekly but we submit that the surplus of \$258,000 as indicated in Appendix C, should be sufficient to meet such requirements.

Appendix C summarizes the capital investment necessary to the developing of a governmental broadcast system and the annual operating cost of the stations involved.

Dealing first with capital investment, you will note we place this figure at \$2,665,600. This includes the bare cost of taking over the equipment and apparatus of the present stations and an item of \$1,053,600 for the goodwill of these stations and the modest amount of \$295,000 as the sum necessary for the rehabilitation of the stations which are to form the government network.

Dealing next with a summary of annual operating costs, we show a necessity for a licence fee of \$5.50 per set. In our program figure we have not provided for additional program service necessary and important to the Province of Quebec. This additional program service, together with probable unforeseen expense, may involve an expenditure to the extent of increasing the licence fee to \$6.

The suggestion which we, as owners and operators of broadcasting systems in Canada have to make is very simple and can be put into very few words and will, if adopted, we believe, give to the people of Canada improved broadcast programs and a national program of the highest order.

We propose that the ownership and operation of radio stations in Canada be left entirely to the present operators and that renewal licences be issued immediately and regulations regarding improvements removed, and that these licences, with all renewals of these licences hereafter, have in them a clause reserving to the government 15 per cent of the operating time of each and every station, such time to be used by the federal government or allocated to provincial governments by the federal government for such purposes as it may see fit.

While it is not within our province to go too far in suggestion how the government should make use of that time, we do suggest that this time, which would total some 16 hours per week for a station on full time wave length, could be used by federal or provincial governments for the broadcast of high-grade national programs making use of national musical organizations and leading Canadian artists and educationalists. We estimate that these hours could be dedicated to the best that Canada can produce in the way of music at a cost to the federal government of approximately \$838,550. This figure is made up of \$302,950 transmission lines and \$535,600 talent. (See Appendix D). This sum of money can be realized from the sale of radio receiving set licences at the present fee of \$2, and after providing for administration and departmental interference prevention service expenses, we have left a surplus for the fund of the Receiver-General of about \$576,000. In short, without the investment of one dollar of public funds, without any increase in direct or indirect taxation on the owner of a receiving set, there can be made available to the listening public of Canada 16 hours of weekly programs of a class or kind which, in the opinion of the Radio Department or the governing body in control of radio, the public of Canada is most desirous of hearing, and of a type which is best suited to develop a truly Canadian musical consciousness.

CANADIAN GOVERNMENT BROADCASTING REGIONS

BRITISH COLUMBIA—REGION "A"

Population—689,210

Radio Sets in Use—79,281

Map Key No.	Call Sign	Location of Station	Frequency (K/Cs.)	Licensed Power
5	CHWK	Chilliwack.....	665	100
12	CFJC	Kamloops.....	1120	100
14	CKOV	Kelowna.....	1200	100
33	CFCT	Victoria.....	630	50
34	CJOR	Vancouver.....	1210	500
34	CKFC	".....	730	50
34	CKMO	".....	730	100
34	CKWX	".....	730	100
34	CKCD	".....	730	100
34	CNRV	".....	1030	500

ALBERTA, SASKATCHEWAN AND MANITOBA—REGION "B"

Population—2,348,619

Radio Sets in Use—155,767

1	CKX	Brandon, Man.....	930	500
2	CFAC	Calgary, Alta.....	690	500
2	CJcj	".....	690	500
2	CFCN	Near Strathmore, Alta.....	985	10,000
2	CKLC	Red Deer, Alta.....	840	1,000
7	CHMA	Edmonton, Alta.....	580	250
7	CKUA	".....	580	500
16	CJOC	Lethbridge, Alta.....	1120	100
18	CJRM	Moose Jaw, Sask.....	665	500
21	CJCA	Oliver, Alta.....	745	500
27	CKCK	Regina, Sask.....	960	500
27	CHWC	".....	960	500
29	CFQC	Saskatoon, Sask.....	910	500
35	CJRW	Fleming, Sask.....	665	550
35	CKY	Winnipeg, Man.....	780	5,000
39	CJGX	Yorkton, Sask.....	630	500

ONTARIO—REGION "C"

Population—3,426,448

Radio Sets in Use—476,662

3	CFCO	Chatham.....	1210	250
6	CKMC	Cobalt.....	1210	100
11	CKOC	Hamilton.....	630	1000D 500N
11	CHML	Hamilton.....	880	50
13	CFRC	Kingston.....	930	250D 50N
15	CJGC	London.....	910	5000
20	CFCH	North Bay.....	930	100
22	CKCO	Ottawa.....	890	100
22	CNRO	".....	600	500
23	CFLC	Prescott.....	915	100
24	CKPC	Preston.....	880	100
25	CKPR	Port Arthur.....	890	50
32	CFCA	Toronto.....	1120	500
32	CFRB	".....	690	10000
32	CKCL	".....	580	500
32	CKNC	".....	960	500
32	CKGW	".....	840	5000
36	CKCR	Waterloo.....	645	100
38	CKWO	Windsor.....	540	1000D 500N

Population—2,869,793

QUEBEC—REGION "D"

Radio Sets in Use—199,635

Map Key No.	Call Sign	Location of Station	Frequency (K/Cs.)	Licensed Power
17	CFCF	Montreal.....	1030	500
17	CKAC	"	730	5000
26	CHRC	Quebec.....	645	100
26	CKCV	"	880	50

Population—1,008,322

MARITIMES—REGION "E"

Radio Sets in Use—56,455

4	CFCY	Charlottetown, P.E.I.....	580	500
4	CHCK	""	960	100
8	CFNB	Fredericton, N.B.....	1210	50
9	VAS	Glace Bay, N.S.....	685	4,000D 2,000N
10	CHNS	Halifax, N.S.....	815	500
19	CNRÁ	Moncton, N.B.....	630	500
28	CFBO	Saint John, N.B.....	890	500
30	CHGS	Summerside, P.E.I.....	1120	100
31	CJCB	Sidney, N.S.....	880	50
37	CKIC	Wolfville, N.S.....	1010	50

APPENDIX "A"

PROGRAM COSTS—BASED ON 110 HOURS PER WEEK

16 hours per week day.
14 hours on Sunday.

REGION A—

13 hours daily national.
3 hours daily (9-12 p.m.) regional and fed to Region B.

3 hours regional at \$75.00.....	\$ 225 00
6 days per week.....	1,350 00
52 weeks a year.....	70,200 00

REGION B—

No regional cost as programs come either from Region A or Region C or D. This would not exclude Region B from originating and feeding programs to other regions during 12 of the intermediate hours of the day.

REGION C AND D—

These programs would serve as both regional and national.

8.00- 9.00 a.m.....	\$ 45 00
9.00-10.00 a.m.....	50 00
10.00-11.00 a.m. Educational.....	50 00
11.00-12.00 Noon.....	50 00
12.00-12.30 Stocks, grain, news.....	-
12.30- 1.00 p.m.....	25 00
1.00- 2.00 p.m.....	50 00
2.00- 3.00 p.m.....	50 00
3.00- 4.00 p.m.....	75 00
4.00- 5.00 p.m.....	75 00
5.00- 5.30 Stocks, grain news.....	-
5.30- 6.00 p.m.....	50 00
6.00- 7.00 p.m.....	100 00
7.00- 8.00 p.m.....	250 00
8.00- 8.30 p.m.....	600 00
8.30- 9.30 p.m.....	1,300 00
9.30-10.00 p.m.....	600 00
10.00-11.00 p.m.....	300 00
11.00-12.00 Midnight.....	125 00
6 days per week.....	3,795 00
52 weeks a year.....	22,770 00
	1,184,040 00

APPENDIX "A"—Concluded

REGION E—

1 hour regional from 8-9 a.m.....	\$ 40 00
6 hours per week.....	240 00
52 weeks per year.....	12,480 00

Sundays predicated on 14 hours per day (from 10 a.m. to 12 midnight).

REGION A

From 9-12 p.m. (originating in Region A and fed to Region B).

Average cost per hour.....	\$ 100 00
3 hours per night.....	300 00
52 Sunday nights per year.....	15,600 00

REGION B—

Same as week day.

REGIONS C AND D—

10.00-11.00 a.m.....	\$ 100 00
11.00-12.30 p.m. Church Service.....	—
12.30- 1.00 p.m.....	50 00
1.00- 2.00 p.m.....	100 00
2.00- 3.00 p.m. Educational.....	50 00
3.00- 4.00 p.m.....	100 00
4.00- 5.00 p.m.....	150 00
5.00- 6.00 p.m.....	500 00
6.00- 7.00 p.m.....	100 00
7.00- 8.30 p.m. Church Service.....	—
8.30- 9.00 p.m.....	600 00
9.00-10.00 p.m.....	1,300 00
10.00-11.00 p.m.....	150 00
11.00-12.00 p.m.....	50 00
	—————
	\$ 3,250 00

Total for 52 Sundays per year..... \$ 169,000 00

REGION E—

1 program from 10-11 a.m.....	\$ 50 00
52 Sundays per year.....	2,600 00
Total for Sunday Broadcasting.....	187,200 00
Total for week-day Broadcasting.....	1,266,720 00

—————

\$ 1,453,920 00

APPENDIX "B"

—	10,000 Watts	5,000 Watts	4,000 Watts	1,000 Watts	500 Watts
OPERATING EXPENSES					
<i>Station Maintenance</i>					
Operators Salaries.....	\$ 8,498 00	\$ 8,498 00	\$ 8,498 00	\$ 7,200 00	\$ 7,200 00
Electric Power.....	2,820 00	1,440 00	1,220 00	750 00	250 00
Taxes (Land).....	18 00	18 00	18 00	18 00	100 00
Line Charge.....	1,854 00	1,854 00	1,854 00	1,854 00	—
Sundries.....	2,209 00	2,209 00	2,209 00	2,000 00	2,000 00
	15,399 00	14,019 00	13,799 00	11,822 00	9,550 00
<i>Studio Maintenance</i>					
Salaries.....	23,500 00	23,500 00	23,500 00	12,958 00	12,958 00
Rent.....	6,000 00	6,000 00	6,000 00	2,550 00	2,550 00
Taxes.....	827 00	827 00	827 00	690 00	690 00
Can. Performing Right Society Licence.....	7,500 00	5,000 00	4,200 00	2,100 00	1,400 00
Electric Power.....	500 00	500 00	500 00	500 00	500 00
Sundries.....	21,077 00	21,077 00	21,077 00	13,263 00	13,263 00
	59,404 00	56,904 00	56,104 00	32,061 00	31,361 00
Total Annual Operating Cost	74,803 00	70,923 00	69,903 00	43,883 00	40,911 00

NOTE.—The above figures exclude cost of programs and depreciation.

APPENDIX "B"—Conc.

SUMMARY—		
22— 500 Watt Stations at \$40,000.....	\$ 880,000 00	
3— 1,000 " 43,000.....	129,000 00	
1— 4,000 " 69,000.....	69,000 00	
4— 5,000 " 70,000.....	280,000 00	
2—10,000 " 74,000.....	148,000 00	
 Total Operating Expense.....	 <hr/>	 <hr/> \$ 1,506,000 00

APPENDIX "C"

Capital Investment

Property Equipment and apparatus.....	\$ 1,317,000 00
Goodwill of 59 Radio Stations.....	1,053,600 00
Rehabilitation of Stations.....	295,000 00
 <hr/>	 <hr/> \$ 2,665,600 00

Annual Operating Costs

Interest on Capital Investment (6%).....	\$ 159,936 00
Depreciation (10%).....	266,560 00
Programs (See Appendix "A").....	1,453,920 00
Operating Expense (See Appendix "B").....	1,506,000 00
Transmission lines.....	534,000 00
Administration and departmental interference prevention service expenses.....	350,000 00
 <hr/>	 <hr/> \$ 4,320,416 00

There will be approximately 1,000,000 radio sets in use in Canada and licence fee of \$5.50 per set would total.....	\$ 5,500,000 00
Assuming 10% uncollectible.....	550,000 00
 <hr/>	 <hr/> \$ 4,950,000 00
Cost of collecting on present basis of 7½% Commission.....	371,250 00
 <hr/>	 <hr/> \$ 4,578,750 00
Net Revenue.....	
 <hr/>	 <hr/> \$ 258,334 00

APPENDIX "D"

<i>Cost of 16 hours of National Programs</i>	
6—1 hour programs at \$1,300 each.....	\$ 7,800 00
10—1 hour programs at 250 each.....	2,500 00
 <hr/>	 <hr/> \$ 10,300 00
Cost per week.....	
 <hr/>	 <hr/> \$ 535,600 00
Cost for 52 weeks.....	
Cost for transmission lines.....	302,950 00
 <hr/>	 <hr/> \$ 838,550 00

<i>Revenue from \$2.00 Radio Receiver Licence Fee</i>	
Approximate number of sets, 1,000,000 at \$2.....	\$ 2,000,000 00
Assuming 10% uncollectible.....	200,000 00
 <hr/>	 <hr/> \$ 1,800,000 00
Cost of collecting on present basis of 7½% commission.....	135,000 00
 <hr/>	 <hr/> \$ 1,665,000 00
Total cost of 16 hours per week of National Broadcasting.....	\$ 838,850 00
Administration and departmental interference prevention service expenses	250,000 00
Surplus for the Fund of Receiver General.....	576,450 00
 <hr/>	 <hr/> \$ 1,665,000 00

Hon. Mr. EULER: Why do you say there would only be one selection available? There would be available two selections. You would have the national and the regional here too.

The WITNESS: If you want to go into that we can submit you figures. As a matter of fact, I have other figures here, but if you want us to build up a figure to show you where the cost of the licence fee would be \$10 a year we will be glad to do so. A program service across Canada, giving five regional programs in addition to a national program would cost in the neighbourhood of \$10 per licence fee.

Hon. Mr. EULER: Did you hear the evidence this morning of Mr. Beatty of the Canadian Pacific Railway?

The WITNESS: No, I was not here this morning.

Hon. Mr. EULER: I was going to ask you what you thought of his scheme. His suggestion was, that there should be a private company owning all the radio stations in Canada, but possibly there would be a modification of that regarding the smaller stations, with a radio commission, if you like, appointed by the government which would have certain powers in connection with the conduct of these stations, granting licences and so on, but that there should be just the one big company owning all the radio stations. What is your reaction on that?

The WITNESS: I am not entirely sold on that. At least, not at the present time. That is something that would have to be given considerable thought.

Mr. GARLAND: He said also that he would not award goodwill in the case of expropriation of stations. I do not suppose you would agree with that?

The WITNESS: I still say that is a debatable question.

The CHAIRMAN: I suppose that would be a question that would have to be settled in law?

The WITNESS: There probably would be a board of arbitration.

Mr. GARLAND: On the first page, Mr. Moore, there is the following:

Following that group of figures appears Appendix "A", wherein we have conservatively estimated the cost to the government of providing the programs over the 59 stations in the aforementioned summary of broadcasting regions.

Who suggested 59 stations?

The WITNESS: Sir John Aird suggested that the present set-up be taken over by the government. That was as I understood the revision of his plan.

Mr. GARLAND: And your figures are based on the sending out of programs over 59 stations?

The WITNESS: Yes.

Mr. GARLAND: That is what your figures are based on?

The WITNESS: Yes. You would have the same programs cost if it only went out over 20 stations.

Hon. Mr. EULER: You are assuming that you now have complete coverage, because if you have not that would involve the establishing of more stations, and that would increase your cost. Are you assuming that you now have complete coverage?

The WITNESS: No, I would not say that we have complete coverage.

Hon. Mr. EULER: Well, that would mean more stations.

The WITNESS: It would probably mean relocating some of the present stations.

Mr. GARLAND: Take in Western Canada, how would you provide the coverage there?

The WITNESS: There are many stations in Western Canada, as I understand it, that have had applications in for some time for increased power. That also applies to such out-lying points as North Bay, for example, in Ontario. If North Bay had greater power they would get into the North country consistently, whereas the Toronto stations at the present time get into North Bay and the North country only at some hours at night, no day coverage.

Mr. GARLAND: Have you determined what hours of the day would be apportioned in your suggested offer to the government here of 15 per cent of the operating time of each and every station?

The WITNESS: I would suggest one hour a night.

Mr. GARLAND: What hour?

The WITNESS: I think the most suitable hour for educational features would be between seven and eight.

Mr. GARLAND: In eastern Canada?

The WITNESS: Yes. Of course we would have to compromise for the change in time.

Mr. GARLAND: Have you an understanding with all your broadcasting concerns to that effect? Would they all agree to the apportioning of that hour from seven to eight?

The WITNESS: On the first page:

Submission on behalf of Canadian Association of Broadcasters a list of whose Members and Directors is attached to our former brief presented on April 1, 1932, and whose members by special resolution dated the 26th day of February, 1932, authorized their officers to make this submission.

Mr. GARLAND: Yes, but have they discussed that 15 per cent?

The WITNESS: That, together with another plan, was discussed, yes.

Mr. GARLAND: They all agreed then upon the apportionment of the time in the way you have just stated?

The WITNESS: Not all of them, no. I could not make that statement.

Hon. Mr. EULER: Let me return to that matter of goodwill. Do you regard it as a privilege, that you or any other broadcaster should be given the exclusive right to use a certain channel? Is not that a privilege that is conferred by the Dominion Government? It has a very considerable value. Put it this way: You think that you are entitled to payment for goodwill. Does that goodwill not virtually consist of the privilege that you have been given, really free, by the Canadian Government to use a channel exclusively? Is not that really what constitutes your goodwill?

The WITNESS: No. For example if a licence were issued to a hotel, you would not say that the goodwill that that hotel or tavern built up was entirely due to the licence given them to operate in that district.

Hon. Mr. EULER: I am not sure that these cases are parallel.

Mr. SMITH: Perhaps the witness would explain what he means by goodwill.

The WITNESS: We, at a large loss over a period of five years, have attempted to build up a listening audience, and in order to build up a listening audience we have had to build up sustained features for the stations. It has been the policy of CFRB, that the greater the revenue the more money would be spent on sustained features, and after five years of operating we are still in the red because of having adopted that policy, but we figure that eventually it will return to us. It is the same thing as building up the circulation

of a newspaper. You must build it up before you get a higher price for your advertising.

Hon. Mr. EULER: I will put my question in another way: We will suppose the Government has at its disposal a certain radio broadcasting channel, and there are two, three or more, companies or organizations, who would like to acquire the right to use that channel. Don't you think it would be possible, if the government said: Now, we will ask for tenders, for them to get some money for that? What is your opinion? I imagine they would be willing to pay for the privilege, I would call it.

The WITNESS: Yes, I think they probably would.

Hon. Mr. EULER: And then when you had got it if you wanted to sell it again you want to be paid for that, and that would be goodwill?

The WITNESS: It depends entirely on what goodwill the station had built up for itself.

Hon. Mr. EULER: That might be another factor. As it is now, it is a right conferred on you by the government free.

The WITNESS: It is a part of your goodwill, the same as in the case of the licence for a hotel.

Hon. Mr. EULER: And, as it is now, you get it free.

The CHAIRMAN: Thank you very much, Mr. Moore.

Witness retired.

HORACE STOVIN, called.

The CHAIRMAN: Mr. Stovin is connected with Station CKCK, Regina.

The WITNESS: I will just outline, if you like, Dr. Morand. First of all, I thank you for the privilege of appearing before this committee. I wish to declare and identify myself so that there may be no misunderstanding in some of the statements that I may make.

I received notice on Sunday, in the late morning, and had to make a quick catch of a train. My secretary could not be secured, and my file cabinets were locked with the keys in her possession. Therefore, I have not some of my material here with me. I spoke to Mr. Manson a little while ago trying to get a piece of copy belonging to me. If I do not secure that I would crave the privilege of presenting that in the morning. I have wired for some further material to be sent on here.

I am manager of CKCK, owned and operated by the Leader Post Limited, Regina. My first experience in radio started in 1912, which was followed for two years up to 1914; forced out of it then on account of the war regulations except for code practice and the assembling of knowledge from others who had been doing experiments; went into it in an experimental way after the war, more particularly at the entrance of broadcasting, and in 1923 I became associated with an amateur broadcasting station, later having a private commercial station of my own, CHSC, located at Unity, Saskatchewan; and in 1927, in connection with some research and investigation, I worked for about two years in co-operation with the Saskatchewan wheat pool in the matter of establishing a radio station for the wheat pool. My present connection with Leader Post as manager of CKCK commenced in September, 1929.

Right at the outset I had better state that I am here in the interest of fairness to all concerned. I am not here as a proponent of private ownership. I am here for that which will give Canada better broadcasting, and in the hope that my evidence may assist the Committee.

I have read some of the evidence, and I have read several press despatches, but the reporters do not seem to be here when private proponents give their

evidence, and when I read in the testimony—I secured the first three copies before I came away—of the imaginary \$30 licence fees being flashed about, and apparently not satisfying this Committee through lack of supporting evidence or statement of analysis, that is what I mean as regards fairness. I do not think that that is fair to those to whom such a statement was sent. I am not prepared to say that they were deliberately misled, but they were nevertheless misled. And I also mean fairness when I read in your minutes of proceedings and evidence, and also in a circulated mimeograph of the Canadian Radio League, the name of our paper included, on whose authority I have been unable to discover, when we forwarded a telegram to the Canadian Association of Broadcasters supporting the Association in their presentation of a brief for continuation of private ownership. This matter was not a policy of my own. I wish to make that firmly evident. The telegram came addressed to me, and was referred through the secretary of our company to the president of the company, and I received my instructions to give our support to the Canadian Association of Broadcasters, that is, as an organization.

Also in the matter of fairness, I came across a map entitled "Canadian Broadcast Situation." On this map Canadian stations and their coverage radius are indicated with black circles, and American with scarred or dotted arcs that look like fish teeth drawing the Canadian citizens down to Washington. I would suggest, if it has not already been done, that your experts re-draft the map, using the same standards of measurement for making black Canadian circles as American fish teeth. That is just a statement made in fairness. I notice the way the circles go up into Western Canada, and I notice our own little circle there. It is almost a dot, and it does not work out in any comparative measure.

Hon. Mr. EULER: What power have you on your station?

The WITNESS: Five hundred watts. The proponents of CRBC have repeatedly cited in support of their cause the increase in circulation of Radio Times, and I trust they included my subscription as well; they also cited the number of radio licences. Then the statement is made relative to a commission controlling private enterprise in Canada. The CRBC proponent strongly opposed it because the system had been tried out in the United States and had been a failure. My only comment is, I wish I could dispose of momentus disagreeable questions so readily. However, if such statistics prove the CRBC case, may I submit the following in fairness to private ownership. You have the statistics on the British Broadcasting Corporation. I do not think I need to repeat those:—

The radio census of the United States as of April 1st, 1930 (authority—United States census)—Homes with radio, 12,078,345.

That is not the number of radio sets. Families were not asked if they had more than one radio in their homes, nor were automobile, yacht, summer home, factory, store and club radios counted. Now, that estimate is as of April 1st, 1930. Two years later: Homes equipped with radio 16,679,253, an increase of 4,600,908 (authority—McGraw Hill Publishing Company of New York, publishers of radio retailing, electronics, etc.). Method of calculation, radio production figures for the two years checked by distribution and sale in separate states less an allowance for replacements, second sets, etc. Radio production in round figures, 7,000,000 sets. I am sorry that I had to state that in round figures but the only figure that was available was for 1931 when 3,412,000 were sold. More households became new radio equipped households in the two years in the United States than there licences in Great Britain.

My idea of fairness is, if the argument is good for public ownership, it should be good for private ownership.

It is probable that your committee, aside from the bugbear of American domination of broadcasting, of which this is a very delicious representation that I cut from one of the papers, is equally anxious that under whatever system you recommend you will have taken into consideration, for guidance in your judgment the matter of giving employment to Canadian musicians. As to orchestral talent employed, union labour will be that talent, whether the system be government company or private—that is, it does not matter. I am talking about government or private, either way.

In the matter of programs, that system or the individual stations will be paying musicians for time they do not play. Let me illustrate that. A program originates in Toronto, we will say. We, as a member of the network, rebroadcast it. In Toronto they pay the musicians, and in Regina we pay musicians, because the handling of the Toronto program keeps ours from working on their home ground. Or another illustration: I bring an outside artist unto my program—a union artist also has to be paid although he sits idly by. You may think that is fantastic or imaginary, but all you have to do is ask the American stations. You may reply to that "why worry about what they do down there?" That is not domination by broadcasting interests this time, but by the musicians' union in Canada dominated by its parent and guiding United States Association. I speak from experience. So, if we want to be fair, bring out all the American dominations before we broadcasters be accused of tyranny and the selling of Canada's birthright.

Let us be certain that the American Society of Authors, Composers and publishers do not insist that the Canadian Society, who enjoy the performers' rights in Canada, collect a higher revenue for the privilege of broadcasting its copyright music works.

I would just draw to the committee's attention that the American station toll was raised 250 per cent the other day. Instead of being a million dollars as it is now, collectable in the United States, it has been raised to three and a half million dollars. Fortunately our government so framed our act that extortion can be checked.

I may still get some more of this domination out of my system. Just before doing that, I should like to mention something that I did not mention at the start. As chairman of a Saskatchewan Broadcasters Committee, I shall be pleased to answer any questions on which I may have knowledge. There are a lot of things I do not know about in regard to other stations. The Saskatchewan Broadcasters Committee was formed last fall when the need arose for organization in the provincial series of high school lectures. The committee represents stations CJRW, CJRM, CJGX, CFQC, and CKCK. The reason I wanted to mention that just now, is that if I had had opportunity to have similar work done on them, I feel I could have used one of these for example instead of our own station CKCK. I have to bring in this, more or less, to counteract some of the impressions of Mr. Garret. We appreciate the general concern of many witnesses for western Canada, and your west keeps popping up right along. In many respects, I may say, we need assistance, especially rain, and in broadcasting. I cannot say that we are dominated by the United States. Rather at the moment are we under-powered, and I will further admit right now that we have so far found it impossible to successfully compete with Walter Damrosch and the National Symphony, General Electric's presentations of Tibbett, Werrenrath et al, Seth Parker, Eddie Cantor or George Jessell, Leopold Stokowski and the Philadelphia Symphony, Sherlock Holmes, two of the National Council of Education features even swipe listeners on us, and they are straight half-hours of educational talks in good evening program hours, but they do not reach us with a definite degree of assurance. I am sure I would be proud to make such as these assuredly available to Saskatchewan listeners, and still be able to call myself a Canadian.

I have no apology to offer for the preference of a certain American station when I produce a survey made independently of any station by the Crawford Harris Advertising Agency. On the survey made independently by the Crawford Harris Advertising Agency, the question asked was, what broadcasting stations do you prefer? and CKCK stood second. We were quite proud of it. This is the analysis of the independent survey. However, this survey is $1\frac{1}{2}$ years old, and you may conclude we have slipped in the last year and a half. I secured another survey, that was conducted, I believe, for a newspaper association on March 10. This was a telephone survey. As I understood the making of the survey, there were sheets made out and there was a place for the time of day, a place for the telephone number; and a girl sat at a telephone, near a telephone book, and just at random took a telephone number, made a note of the time as she dialed the number, and if there was no answer she set the sheet aside. If however, the telephone was answered, she made a note of it on that sheet. Of course, if there was no answer to the call that counted as one. If there was an answer, her question to them was "do you own a radio?" If they did not, her sheet was checked, and that one was finished. The next question, after she had been informed whether they had a radio or not, are you operating it to-night? And if they were not, the sheet was checked and was finished. If they were operating it, and she could still keep them talking, she explained what she was trying to do,—making a telephone survey. If they refused to talk, her orders were to turn them aside with a notation to that effect. By the way, I think it must have been a pretty fine girl, because she was not turned aside; she had no re-buffs at all. If she got down that far, then there were reasons, and she made notations as to that. If they were not listening, why; bridge, cards, and so on. Then she got to those who were listening in, and she asked to which station they were tuned. She also asked what the program was, and further asked if they knew what product was being advertised, if any. Here are the results: this an analysis that I secured: 21 did not answer the phone; 16 have no radio; 23 are not listening to-night; 5 are tuned to Bismarck; 5 are tuned to Denver; 2 are tuned to San Francisco; 1 is tuned to Moose Jaw; 1 is tuned to WGN and Dallas; 26 are tuned to CKCK.

That is over 50 per cent of them.

Mr. GARLAND: This represents the people residing in the city of Regina.

The WITNESS: Yes, in our home town.

Mr. GARLAND: Where your own station was broadcasting?

The WITNESS: Where our own station was broadcasting.

Hon. Mr. EULER: Just what are you proving by that?

The WITNESS: Trying to prove that the program we are presenting is meeting with the approval of the listeners there. That, I think, is proved by the fact that the people are listening to us, although it may not. That evening between eight and nine o'clock the Canadian National Railways had on one of those very creditable Merrill Dennison performances, history of Canada dramatized; and it was up to its usual good mark, and those who were listening to CKCK might have had just a little spring fever, or something like that, and had become too lazy to turn the radio off. As you know, between eight and nine o'clock we are on that chain, and this survey was made at ten. It may not prove anything, but nevertheless, they were tuned to CKCK.

Mr. GARLAND: Can you tell the Committee now about your reception conditions that night?

The WITNESS: Yes, reception conditions were very good, according to my wife.

Mr. GARLAND: Any outside static?

The WITNESS: Nothing beyond the local static. We get quite a bit of it in various portions over the city. We get a great deal, as a matter of fact, in some sections. It might be O.K. in one section, and it might be terrible in another.

I mentioned that we were under-powered. Assuming that with what little evidence I have shown that we are doing reasonably well in Saskatchewan, I do not believe it presumptuous to say we could give a reasonably satisfactory service to a great portion of Western Canada if we had higher power.

Hon. Mr. EULER: What is your radius on reception?

The WITNESS: It varies in the daytime from 125 to 225 miles, according to directions. I am just giving this where it is picked up. If you want where they are listening-in regularly, or if you want it on an engineering basis—

Mr. GARLAND: Station reception?

The WITNESS: Oh, we are doing well to cover satisfactorily 15 to 35 miles.

Hon. Mr. EULER: That is in the daytime?

The WITNESS: No, to country points we do it satisfactorily farther than that, but I would not say we would do it in Moose Jaw. Their noise level would be so that outside the city of Moose Jaw the reception might be considered fine, but the city of Moose Jaw it might be poor.

Mr. GARLAND: On a really good evening you might reach out 125 to 135 miles?

The WITNESS: On a really good evening we only reach out about five miles. We do not like good nights to come along. That is when all the jam comes on and we are splashed down properly by that Mexican station.

Hon. Mr. EULER: Then perhaps that map was right showing you as a small circle if you only go out five miles?

The WITNESS: Well, I am working that on a basis of interference. If you want it on the engineering basis I think I have it here. I will go back to that if you like.

Hon. Mr. EULER: Oh, no, I don't think it is necessary.

The WITNESS: Because of the instability of the broadcasting situation in so far as private broadcasting is concerned I hesitate to suggest to my superiors that we make application for higher power, but in view of the fact that we appeared to be giving a worthy service we did make application for a separate channel with full time privileges. I have not the correspondence file with me, but copies are on file in the Radio Department, I expect, and the exact date I cannot recall, although I believe it was in the spring of 1930. We have made similar representations on two subsequent occasions. The first was not allowed because it was stated there was nowhere else to put us. The second and third were acknowledged as being under consideration. What we were trying to do then was endeavouring to secure a position in the lower frequencies which, you understand, give a better local distribution.

The CHAIRMAN: Is your wave length the same as some of the Mexican stations?

The WITNESS: There is one just about five or six kilocycles off. We have had many requests from listeners to have our wave length changed, but have never made an appeal for such support although such could be secured in abundance, enough to swamp us or the department, I have no doubt at all. Mr. S. J. Dornan, president of the Canadian Weekly Newspaper Association, two weeks ago called on me offering any kind of organized support I wanted from his section in Saskatchewan.

The point I wish to make there is, not so much that we are disappointed because our application was not granted when others were allowed as much as a year after ours, but rather that Saskatchewan listeners want Saskatchewan programs, and, further, that Saskatchewan stations can supply them.

The matter of subsidizing has come before you. In fact, a Winnipeg paper editorially adds to our titles that of subsidy seekers looking for a gift with private interests taking the profits. I am not certain of this, but I seem to recall embryonic days of Western newspapers when press wires were subsidized. If private newspaper interests repaid the Government and people, I see no reason why the future would not enable the private broadcasters to do likewise.

Mr. GARLAND: Out of the advertising revenues in Western Canada?

The WITNESS: Yes.

The CHAIRMAN: That is the way they were paid by the newspapers, through advertising.

The WITNESS: I do not even know whether it was paid back or not. I was presupposing it, Mr. Garland, that if the newspapers paid it back the radio broadcasters would do likewise. May I read the editorial:—

Canada, they say, cannot afford a system of broadcasting controlled and operated by the people of the Dominion, but at the same time they say that Canada can afford to pay subsidies to private interests for stations to be operated for private profit.

All I was saying was, that if that were true that they had been subsidized and if they had repaid it that radio broadcasters would do likewise. I do not know whether they did or not. If they did not repay it why then we should not repay it.

Mr. GARLAND: You are going to have your cake and eat it anyhow.

The WITNESS: However, as far as the Saskatchewan Broadcasters are concerned they are not pressing or asking for any subsidy, just the continuation of private ownership. I have a suggestion on that myself later.

Hon. Mr. EULER: You just want to be left alone?

The WITNESS: Well, no, I don't know as we want to be left alone.

Hon. Mr. EULER: You are not asking for anything more than you have now except increased power?

The WITNESS: Yes. Let alone, of course, depends upon what you gentlemen decide. However, we believe it would give us stability as far as the west is concerned. We can produce the goods out there.

Here is a suggestion I have to offer and I will pay the bill. I would like to have this telegram sent to ten men whom you may choose in the City of Winnipeg:—

What is the general feeling in Winnipeg to broadcasting station CKY stop. Do not answer if you will be embarrassed.

And to ten men in Regina the same wire with the substitution of Regina for Winnipeg, and CKCK for CKY. I am willing to pay for the wires. I have never tried this out before, but I will be very interested to see the results, and, if I am wrong I do not mind taking the licking. There is nothing like knowing it now.

Mr. GARLAND: This is the gambling spirit of the West, Mr. Chairman.

The CHAIRMAN: This is a pretty cautious committee. We will have to consider that seriously.

The WITNESS: I can make some statements as to what I found myself in the City of Winnipeg. I was in Winnipeg two months ago and I asked a number of men about CKY. I never heard one good word for it, not one, and that can be

said, if necessary, on oath. I also came east last night with the representative of a newspaper in Winnipeg. He was going to the old country, and I said: I know what you are going to say in answer to my question before you give it.

The CHAIRMAN: Who runs that station?

The WITNESS: The Manitoba Government Telephones.

The CHAIRMAN: Could you tell us what the objection was to the programs they were getting?

The WITNESS: This gentleman last night,—is it fair to repeat these things before this committee?

The CHAIRMAN: Well, we are looking for information.

The WITNESS: Well, this gentleman last night said that his wife refused to tune in on station CKY because it was amateurish talent that was being used, and he referred to definite programs which I do not believe should be ascribed to CKY. They were put through an outside agency.

The CHAIRMAN: Outside of Canada?

The WITNESS: No, not under the CKY sales staff. However, our policy is that even at that, if the talent was not satisfactory they would not go on.

Hon. Mr. EULER: Do the publicly owned stations in Manitoba take advertising?

The WITNESS: Yes. They earned a profit last year—and they got a subsidy —of about \$16,000. I believe.

The CHAIRMAN: Could you tell us what the subsidy was last year for the Manitoba stations?

Commander EDWARDS: In round figures, \$20,000.

Mr. GARLAND: Who paid that subsidy?

The CHAIRMAN: That is 50 cents on each dollar on the stations in Manitoba.

The WITNESS: I might tell you of another practice, something that I would seriously object to if I lived in Winnipeg. There was a very fine orchestral program on, for, I think, about 15 minutes, and it was followed by an hour and a quarter of messages to the North. I am not certain of the time, but it was between nine and ten o'clock in the evening.

The CHAIRMAN: These messages were paid messages, were they?

The WITNESS: I don't know. It was very disinteresting news; that could have been done at one or two o'clock in the morning. CJCA does that on a commercial basis, but it is always after midnight.

Mr. GARLAND: By the way, was this particular incident that you are referring to around Christmas time. Were they Christmas messages that were going out to the North?

The WITNESS: I think it was around the second week in February. This gentleman I was speaking to last night made the same remark about these messages. I do not like to talk about other stations and probably I have said more than I should have said.

I further direct your attention to evidence in which the statement was made that at present only six hours and fifteen minutes are broadcast by stations in Canada. I do not want to upset the witnesses' averages, but would you please note that CJRW, Fleming, and CJRM, Moose Jaw, share time on 665 kilocycles and should be considered as one station, giving them a total of 11 hours and 1 minute daily average. Also that CHWC and CKCK, each of Regina, also share time on 960 kilocycles, and as one station serving the same listeners, provide an average daily total of 15 hours and 32 minutes.

Hon. Mr. EULER: How much of that is record music?

The WITNESS: It figured out a little less than 50 per cent. I have a note on that. The witness followed with a statement that half of this time is occupied by phonograph recordings. One proponent of CRBC decries the use of phonograph records. Another states the excellence of programs the station he represented were enabled to present through their use, and further cited the appreciative listener response. May I refer to the Crawford-Harris Survey. The 11th question was, "Have you any objections to recorded programs?" In the City of Regina, out of 34 that answered the question, six objected, twenty-eight did not object. In Moose Jaw there were thirteen who answered the question. There were thirteen no-objection. In the country 56 had no objections, 14 objected. One did not answer the question. The total, 20 objected, 97 did not object, and one did not answer the question.

Further, it is my belief that at the request of the Saskatchewan Radio Inspector, an announcement written by the Radio Inspector was broadcast through station CJRM, and the import of the message was a request for listener sentiment on record broadcasting. Might I ask if Commander Edwards has that?

Commander EDWARDS: I do not recall what the answer was. Of course, we can furnish the information.

The WITNESS: The British Broadcasting Corporation use recorded programs and they are not all of the so-called high-class music. In the last issue I received of the Radio Times, British Broadcasting Corporation program weekly, a listener wrote regarding a program of American dance band recording, stating in no uncertain terms how much better the rhythms, melodies and arrangements were interpreted than the offerings of the new British Broadcasting Corporation official dance band, which, apparently had gone into early lethargy. I can support intelligently planned recorded programs with letters from those as to whose sincerity and high standing in our province there can be no question. The recorded programs have to be as intelligently planned, of course, as musical programs. If you are just grabbing off records, why there is very little rhyme or reason to it.

Mr. Garrett made mention in his evidence—I am quoting again from press reports, Mr. Chairman—that Saskatchewan broadcasters have done their best and he paid them a tribute for their effort to provide good programs, but the advertising revenue had not been sufficient to meet the cost. Now, he did not get any statistics from me. And, he was of the opinion that broadcasters in his province would be glad to be relieved of the burden through establishment of a government-owned system.

Mr. GARLAND: Read that again, please.

The WITNESS: And he was of the opinion that broadcasters in his province would be glad to be relieved of the burden through establishment of a government owned system.

Mr. GARLAND: The actual evidence is "some".

The WITNESS: Well, I represent the committee on that point, so I deny the "some". I deny it *in toto*.

Mr. Garrett also made the statement that the United Farmers were as one for public ownership. May I read this:—

LOCAL LODGE POPLARVIEW No. 911

UNITED FARMERS OF CANADA, RAYMORE, SASK.

DEAR SIR.—The members of the above lodge wish me to forward to you the following resolution: "That we, the members of this lodge, are not in favour of government control of radio broadcasting."

(Sgd.) W. LANGTHORNE,
Secretary.

Hon. Mr. EULER: Mr. Chairman, I do not desire to interrupt the witness, but it is about six o'clock now. Perhaps he wants to go on to-morrow.

The CHAIRMAN: We have to meet to-morrow anyway.

The WITNESS: I have not very much more to present, Mr. Chairman.

Hon. Mr. EULER: I was going to make one suggestion, if I may, Mr. Chairman.

The Canadian Association of Broadcasters brought in an additional brief here to-day in which they make estimates, and state pretty definitely that under government ownership, under this plan that they are speaking of, the licence fee would have to be as high as \$5.50, or \$6. I wonder whether Colonel Steele or Commander Edwards could give to the committee to-morrow—I do not suppose they have had an opportunity to check up those figures—some sort of opinion as to whether that is a fair estimate?

Mr. GARLAND: We could get that when we are conferring.

The CHAIRMAN: Yes. This is a matter of opinion which they have given. We had better discuss that when we are going through the evidence.

Hon. Mr. EULER: They have given us definite figures, showing just how they make it up. Perhaps the experts of the department could check up the figures.

Mr. GARLAND: Well, I hope they will check them up, Mr. Chairman, but I do not know whether it is necessary to give them to-morrow or not.

The CHAIRMAN: I think that is a matter which we had better discuss when we are going through the evidence amongst ourselves.

Hon. Mr. EULER: We cannot check them.

The CHAIRMAN: We will get the necessary help for that purpose. I doubt whether it would be fair to ask the technical experts to do it in the short time at their disposal.

Mr. PLAUNT (Canadian Radio League): Mr. Chairman, could I read a letter which I received from Major Murray on the subject of political broadcasts in Great Britain? I think it bears on the discussion this morning. I wrote to Major Murray on the 28th October last, asking about the apportionment of time in the General Election, and I received this letter back. It is dated 12th November, 1931:

DEAR MR. PLAUNT,

General Election Speeches

In reply to your letter of the 28th October, the General Election here involved an unprecedented number of political groupings. It was not possible as heretofore to arrange the broadcasting through a clearing house of Whips offices or with any pretence of general agreement. Accordingly, the B.B.C. had to steer a very difficult course. In the end, the arrangement was on a basis of the lowest common denominator of friction, there being an important safeguard of rather more vibrant discontent on the Conservative side because of the allocation of three periods to the Labour Opposition. When this election period comes to be reviewed dispassionately I doubt whether there will be much criticism of the broadcasting arrangements.

Yours sincerely,

(Sgd.) GLADSTONE MURRAY.

Then he appends an analysis of the speeches, of which six were given to the national candidates in this proportion: 2 to the national liberals, 2 to the national conservatives and 2 to the national labours. There were four other speeches of which 3 were labour and one was Mr. Lloyd George.

The Committee adjourned to resume on Thursday, April 21, at 10.30 A.M.

SESSION 1932

HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 16

THURSDAY, APRIL 21, 1932

WITNESSES:

Hon. A. D. McRae, Senator, Vancouver, British Columbia, Mr. Harold Daly, Barrister, Ottawa, representing the Bell Telephone Company of Canada; Mr. H. N. Stovin, Broadcasting Station CKCK, "Regina Leader Post," Regina, Saskatchewan; Mr. Leonard Spencer, Engineer, B.C. Station CKAC, "La Presse," Montreal; Mr. J. Arthur Dupont, Director, B.C. Station CKAC, "La Presse," Montreal.

Appendix at end of Record.

OTTAWA
F. A. ACLAND
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MINUTES OF PROCEEDINGS

THURSDAY, April 21, 1932.

The Special Committee on Radio Broadcasting met at the appointed hour, 10.30 o'clock a.m., Hon. Mr. Morand, the Chairman, presiding. The below named members of the Committee were present:—

Messieurs: Euler, Gagnon, Garland (*Bow River*), Ilsley, Morand and Smith (*Cumberland*), 6.

In attendance: Hon. A. D. McRae, Senator, Vancouver, B.C.; Mr. Harold Daly, Barrister, Ottawa, representing the Bell Telephone Company of Canada; Mr. H. N. Stovin, Broadcasting Station CKCK, Regina Leader Post, Regina, Sask.; Mr. Leonard Spencer, Radio Engineer, Station CKAC, La Presse, Montreal; Mr. J. Arthur Dupont, Director, Station CKAC, La Presse, Montreal.

Present: Technical advisers on radio matters, and representatives of various radio interests and organizations.

Senator McRae called and submitted a brief in which he proposed what he termed an "All Red" Imperial Radio System, a centrally directed radio system covering the Mother country and the Dominions, and eventually bringing all parts of the Empire within radio communication. The witness elaborated the system in principle, without going largely into the working out of the plan in all details, but desired to present his views for fear that one of the most important phases of our radio development is being overlooked.

Witness questioned by members of the Committee, thanked for his presentation of views and retired.

Mr. Harold Daly called, and submitted a memorandum, with covering letter, from the Bell Telephone Company, in connection with the Christmas Day broadcast intended by the British Broadcasting Company last year, which was read into the record.

The Chairman presented a statement in connection with questionnaire sent out to ascertain value of existing broadcasting stations, showing number of replies received, power of stations, and value, revenue and expenditure in total figures only, which by decision of the Committee was included in the record.

The Chairman also presented a statement of communications received, from whom received, and a brief summary of the contents to express the views of the senders. The Committee decided that the statement as tabled, be printed as an appendix to the record.

Mr. L. Spencer called and submitted a brief statement, chiefly respecting experimentation in television, and the desirability of experiment, and perfecting its possibilities, remaining in the field of private enterprises. Some questions. Witness retired.

Mr. H. N. Stovin recalled, made further statements in connection with radio conditions, particularly in Regina, read a telegram into the record, received from the Saskatchewan Broadcasters Committee, signed by Mr. Coats, with respect to subsidy, for educational work by radio, from licence fees. Witness thanked and retired.

Mr. Dupont called and presented a brief on behalf of Radio Station CHRC, Quebec City, which was made a matter of record in the evidence.

The Chairman presented a telegram brief received from Radio Station CHWC, Regina, Sask., respecting the establishment of land lines across the continent for radio transmission, which was read into the record.

It being the final public meeting of the Committee, the Chairman took the opportunity of very tactfully expressing his thanks for the splendid support accorded him by the members of the Committee, the great assistance rendered by the technical advisers and officers of the Department, and the facilitating of the work by the officers of the House, which was very admirably reciprocated by Mr. Garland by some well chosen and well deserved complimentary remarks directed to the Chairman.

The Committee adjourned to the call of the Chair.

E. L. MORRIS,

Clerk of the Committee.

MINUTES OF EVIDENCE

April 21, 1932.

The Special Committee appointed to inquire into radio broadcasting met at 10.30 a.m., Mr. Morand presiding.

The CHAIRMAN: General McRae has a statement which he wishes to submit to the committee this morning.

Hon. A. D. McRAE, called.

The WITNESS: Mr. Chairman, if I may, I will read my memorandum.

My only reason for appearing before you at this late date is the fear that one of the most important phases of our radio development is being overlooked. I refer to what might be called an "All Red" Imperial Radio System. Only the British Empire is in a position to maintain a world service of this kind. In these days when we all hope for closer Empire relations no definite arrangement should be arrived at in Canada which does not have first regard for our Imperial requirements.

A centrally directed radio system covering the Mother Country and the Dominions can be made to play a very important part in cementing the Empire, drawing closer the bonds that bind us together and giving effect to the decisions that come out of the Imperial Conference three months hence.

I appreciate the difficulty of providing a regular service overseas by the existing beam system which they tell me can only be depended upon at present, not much more than half the time. However, I observe that the Colonial Broadcasting Company of London state they have entered into contracts with thirty-nine stations scattered about the Empire, including the Fiji Islands and British Columbia for the purpose of carrying on a commercial broadcasting chain, so they evidently have hopes of overcoming the difficulty. The American Telegraph and Telephone Company are reported to have obtained rights in Newfoundland and I am advised they propose erecting a mammoth trans-Atlantic telephone station, which will operate on longer waves than usual and with increased power. It is said they will be prepared to guarantee a twenty-four hour service. In this connection it is reported they have the full co-operation of the British postal authorities.

The Westinghouse Electric Company have recently come out with a very spectacular alloy called Hipernick which is a refined iron-nickel metal said to have only one quarter of the resistance of Permalloy brought out and used by the Bell Telephone Company in their cable laid in 1924. If such a metal is a fact it would seem possible to lay a cable which would insure regular trans-oceanic service from London, available for radio.

Then there is the practical suggestion that one or more receiving stations be placed at points in our North country where ordinary radio sets find no difficulty in getting Europe direct nine or ten months in the year. In the United States, broadcasting companies pick up short wave transoceanic transmission at several points on the Atlantic coast and use the station giving the best reception to feed the key stations.

It is apparent there are several ways of improving our present reception which should result in a satisfactory service. There is every reason to expect that developments will insure a continuous service at no distant date. It is my humble opinion; that the Empire should accept and make the best of the present

facilities, lay the foundation for this "All Red" Imperial Radio system without further delay, and be prepared to avail itself of improvements as they occur. Why should the Empire continue to wait and let everyone else get their place in the air?

ADVANTAGES OF EMPIRE SYSTEM

The advantages to be gained by the Imperial Radio system are many. The outstanding ones are:

1. Maintaining and extending the predominance of the British race;
2. Increasing the sphere of British influence throughout the world.
3. Drawing so close the bonds of Empire that we may soon experience a sort of "Imperial community interest";
4. Developing British culture, sentiment and ideals and maintain British traditions throughout the Empire;
5. Providing entertainment, featuring the best British concerts and leading artists throughout the Empire; special talks by statesmen, economists, university professors, artists, clerical and other leading business and professional men throughout the Motherland and the Dominions.
6. Affording an opportunity through special arrangements to convey the best of radio programs of Old France to our French Canadian citizens.
7. Giving news direct from home to convey to every Britisher every day (atmospheric conditions permitting) in whatever part of the World he may be;
8. Furthering trade and commerce within the Empire.

The foregoing are some of the advantages which occur to me. Doubtless such a service can be put to other uses for the welfare, the educational and cultural development of the peoples comprising the British Empire.

It should be borne in mind that if, as our part in this World cover, the stations we establish in Canada are sufficiently powerful to include the continent of North America, as will be the case with the new super power Mexican station, then our friends to the South may be expected to avail themselves of the opportunities to listen in to the programs of the Empire, and we will reverse, at least in part, the present situation whereby we are saturated with American programs and advertisements.

PLAN OF IMPERIAL RADIO

The Imperial Radio Commission would be interested in the control of a Dominion radio system only for the hours necessary each day for Empire news requirements. These, I estimate, would be four or five hours a day, thus leaving the system in each Dominion open for its local use the balance of the time—20 hours each day.

London, being the headquarters of the Empire where travellers from all the Dominions foregather, the schedule from each Dominion should be so regulated as to be available in London at regular hours. For instance, London to the Dominion, half an hour; repeating twice a day should give all the interesting news from Great Britain to her far flung Dominions and colonies and to the Britishers abroad. Thirty minutes once a day from each Dominion should be more than sufficient for the daily news.

On this basis, Great Britain, the five Dominions and India would require 4 hours a day for a regular direct all-round-the World Empire News Service.

Concerts from Great Britain and the Dominion could be broadcast Worldwide under special arrangements made from time to time between the Imperial and Dominion Radio Commissions.

PLAN OF MANAGEMENT

Merely as a suggestion as to how this can be worked out, I propose a Radio Commission of three men, with powers equal to those of our Railway Commission. The Chairman of our Dominion Radio Commission to be the member from Canada on the Imperial Radio Commission and in this way co-ordinate and harmonize the direction of radio in our Dominion with the requirements of the Empire system.

EXPENSE OF IMPERIAL RADIO SYSTEM

The expense of this Imperial Radio System should be apportioned between the Mother Country and the Dominions.

The Imperial Radio System would, of course, have to provide and maintain the transoceanic communications to a key station in our Dominion belonging to whatever system Canada will adopt as a result of the findings of this Committee.

I would mention here that in carrying out my scheme, whatever company is entrusted with the future of broadcasting in Canada would undoubtedly be required to put in sufficiently powerful stations to cover North America and thus give effect to the intention to broadcast the World with our "All Red" Radio system.

While in this memorandum I have referred only to Great Britain, the Dominions and India, colonies and other more isolated parts of the Empire will doubtless be even more enthusiastic about this plan. I believe every member of the Imperial Economic Conference will be a strong advocate of this proposal.

I have been interested in this scheme for years. Following the War in 1918 when I was Director of Organization in the Ministry of Information, with the assistance of the British Admiralty and Post Office Department, we put forward to the British Government an Empire wireless communication system. Since that time radio development has been phenomenal.

During my visit to Southern Sudan last year, Britishers in that far off country asked me why there was not some organization to broadcast to them the home news of the day. They could dial the Savoy dance orchestra, but what they wanted was; who won the Grand National, the results of the cricket, football, tennis and golf tournaments, late stock market quotations and innumerable events which could be all boiled down into a 15 minutes radio talk.

How many other tens of thousands of Britishers abroad are longing for home news to-day?

Mr. CHAIRMAN, it does seem to me that we have been very slow as an Empire in getting such an organization under way, and that there are very very many great advantages, some of which I have enumerated and submitted to you and your Committee as a subject that is worthy of your consideration.

MR. ILSLEY: Would this be something like the Empire broadcast that the British Broadcasting Corporation contemplates?

THE WITNESS: It would be along the same line, but here you would have the coordination of the Dominion organizations and the Imperial Radio Commission. You have got to have something like that, Mr. Ilsley, in order, first, to arrange the time of the programs, and, secondly, to get the best not only in Great Britain but in the Dominions as well.

MR. SMITH: General McRae, is it your opinion that the art of radio by its very nature lends itself to some sort of monopoly, and that that monopoly—whether state or otherwise—should be Empire-wide in extent rather than national in scope?

THE WITNESS: I do not think it is necessary to interfere with whatever decision is arrived at in any one of the Dominions. This is a co-ordinating

Committee, an Empire Committee, and as I pointed out in my memorandum, in order to give a regular daily service, a few hours each day would have to be set aside; but that is something which would have to be arranged by conference, having regard to the many details which I presume it is not necessary to go into here.

Mr. ILSLEY: You do not advocate any change in the technical equipment from the present equipment?

The WITNESS: I am not expert enough to get into a discussion about the equipment, Mr. Ilsley, but there are steps being taken now for a service that is not 100 per cent perfect so far as transoceanic is concerned. However, I do believe that that service will be greatly improved, in fact, I think that is a reasonable expectation.

Mr. GARLAND: Having in view the very comprehensive character of this proposal of yours, General McRae, of Empire broadcasting, an "All Red" system, and also having in view the set-up in Great Britain to-day, would you be prepared to suggest that something like that, and particularly in Canada, would be the easiest and best way of reaching that objective?

The WITNESS: I am not competent to express an opinion on that. As a matter of fact, I think this proposal will have to fit in with the situation in each Dominion, or Great Britain, as the case may be. I do not think it will be difficult to fit it in.

Mr. GARLAND: Your suggestion is, in the event of continuation of private ownership, by regulation or by law, that private radio broadcasting will be compelled to erect the necessary high-power stations.

The WITNESS: I should think there should be that coordination between the Dominions and Great Britain. It will require some working out, but it seems to me, gentlemen, that if we can work out at this coming Imperial Conference our trade difficulties this will be comparatively simple compared with them, and, furthermore, this will be a great start to any arrangement they come to at the Conference.

Mr. ILSLEY: As I gather it, your proposal is three-fold. First, that in Canada the necessary stations be erected. We can control that.

The WITNESS: Yes.

Mr. ILSLEY: Secondly, that those in charge of radio communications in Canada co-operate with Great Britain in Empire broadcasting.

The WITNESS: Yes.

Mr. ILSLEY: And, third, that there would be an Empire committee which will oversee or supervise the coordination of these broadcasts the Empire over.

The WITNESS: That is right, and you will note that I suggest that the chairman from each Dominion radio commission should be a director on the Empire Radio Commission, thus coordinating the two services.

Mr. ILSLEY: It seems to me Canada would be over-represented if it had one representative on the committee.

The WITNESS: Well, there will be five Dominions, and India, and it might be, in working out the details, you would give Great Britain one or two, or sufficient members so that they could easily get a quorum. In that way you would probably have a committee of seven or eight. That is just a suggestion. You might even want two from each Dominion, so that there would be one man always able to go to the meeting of the Imperial Committee, if necessary. Those are all details. It is the principle I am trying to put before the Committee to-day. The details will take some consideration and working out.

Hon. Mr. EULER: Are you proposing, Senator, that this be discussed at the Imperial Conference?

The WITNESS: I should think so, Mr. Euler, because it does seem to me that the strong propaganda to-day is radio, and the effect of our blanketing the world with an Empire-wide system will be far-reaching, if only for the satisfaction it will give to the thousands and thousands of Britishers away from home. I know when I was in the Sudan last year men were actually sick. They had not received any mail for over a week, and they would tune in and get a jazz orchestra from the Savoy Hotel in London but they could not get any news, and it seems so simple to provide a service to those people in Central Africa at least as good as they got from the Savoy Hotel.

Mr. SMITH: Senator, as you know, there is a Conference at Madrid in September, I think, of this year, and, no doubt, this scheme would have to be somewhat elaborated on there. Would there be a feeling, do you think, among the nations of the world that the Empire was trying to predominate in the matter of radio broadcasting?

The WITNESS: I would think, Mr. Smith, if the Empire went as a unit to Madrid they would pretty well dominate the situation. There is no doubt that if this Empire is welded together into an efficient nation the rest of the countries are going to wake up to the fact, but we cannot get the advantage without expecting them to realize that we are at work.

Mr. GAGNON: You would recommend that Canada attend the Madrid Conference at all events.

The WITNESS: I should think so. If we could go to Madrid as a unit it would certainly be much better than everybody going with different views.

The CHAIRMAN: Mr. Daly, representing the Bell Telephone Company, desires to present a statement.

Mr. HAROLD DALY: Mr. Chairman, this is a short statement in connection with some remarks that Major Murray made about the Christmas broadcast. The letter is addressed to the Chairman of the Committee, and reads as follows:

April 20th, 1932.

Dear Sir,—With reference to the answers of Major Murray to Mr. Garland's question as to the cancellation by the British Broadcasting Company of the Christmas Day broadcast, I beg to submit the attached memorandum written at that time.

To this memorandum should be added the following:—

1. That The Bell Telephone Company of Canada is Canadian in ownership and operation. 93.7 per cent of the shareholders, owning 65.4 per cent of the stock, live in Canada. The interest of the American Telephone and Telegraph Company is 24.5 per cent. The remaining 10.1 per cent is held abroad or by individuals in the United States.
2. That in co-operation with the three provincial systems and three provincial corporate systems, The Bell Telephone Company has brought about the establishment of the Trans-Canada System, by which transcontinental business is now carried on over wholly Canadian routes.
3. That in 1927 the officers of The Bell Telephone Company took a leading part in the work of the Confederation Jubilee Radio Committee, and, by co-operation with the other telephone and telegraph companies, the first coast to coast broadcast was made on Dominion Day. What was done at that time is fully set out in the accompanying booklet.

The foregoing are referred to because of the use of the words "nominally Canadian" and to state that this Company is the one referred

to by Major Murray, with the same officers, and that its attitude towards national undertakings has not changed.

In justice to Major Murray, as well as to The Bell Telephone Company, it may be added that subsequent to his hearing by the Committee the incident was fully discussed with him, and it seemed clear that lack of earlier authoritative contact had resulted in several misconceptions reflected in his evidence as to the past incident and future undertakings. These misconceptions the writer believes to have been removed.

While this portion of Major Murray's evidence was not part of his comprehensive memorandum and not directly related to the questions submitted to the Committee, it is due to the members of the Committee, as well as to The Bell Telephone Company, that any misunderstanding of the circumstances shall be removed.

Sincerely yours,

(Sgd.) J. E. MACPHERSON,
Vice-President.

MONTREAL, December 23, 1931.

MEMORANDUM of Bell Telephone Company of Canada in re proposed Empire Broadcast for Christmay Day.

From this morning's issue of the Montreal Gazette we learn that the proposed Christmas Day broadcast had its inception in London in the latter part of October, 1931. The Bell Telephone Company was first apprised of it through a telephone call on December 12th from the Assistant Director of Publicity of the Canadian National Railways, who stated that the telegraph lines of the System had been placed at the disposal of the sponsors of the project. Misgivings as to the success of the undertaking were expressed by the Bell Telephone Company at the time, and the difference pointed out between a transoceanic broadcast and the broadcast of a series of two-way transoceanic conversations.

On taking the matter up with the Canadian Marconi Company, the Bell Company found that Marconi engineers had serious doubts of the possibility of successful two-way broadcast and were not anxious to undertake a project with serious possibilities of failure by reason of the technical problems involved and the unfavourable hour chosen for the broadcast. The Marconi people had already suggested change to a more favourable hour, but were told by the British Post Office that change was not possible.

Following this decision the British Post Office applied to the American Telephone and Telegraph Company for their co-operation and use of facilities via New York, for which the regular rate of approximately \$1,500 for the time and facilities involved was to have been paid to the British Post Office and the American Telephone and Telegraph Company.

At that time the Bell Telephone Company of Canada had not been approached in any way by the British Broadcasting Company and was still without details or authoritative information that would have apprised it of the imperial character of the project and the identity of its sponsors. In discussing the matter with the American Telephone and Telegraph Company the Bell Company mentioned that its rate for line charges, assuming the use of its lines and those of Western telephone systems, from Montreal to Vancouver, would be approximately \$560, but was told by the American Telephone and Telegraph that their understanding was that there was no money available for wire service on this side.

Had the Bell Telephone Company even at that time been in touch with the principals and been advised of the imperial aspects of the undertaking its reply to a request for this contribution of its facilities would have been favourable. No such request was received. Advice was received on Saturday, 19th December, that the British Broadcasting Company had decided to abandon the project.

When British press despatches indicated the quite unrealized imperial aspects of the broadcast, both the Canadian Marconi and Bell companies undertook to do all in their power, in spite of the short time available, to make the project a success without any charge whatever for their services. Marconi communicated at once with the British Post Office and our engineers continued in session awaiting decision of the British Broadcasting Company. Notwithstanding reply to the Marconi Company from one of the senior officials of the Post Office that the British Broadcasting Company did not intend to go on, Mr. J. E. Macpherson of the Bell Company called the Vice-Chairman of the British Broadcasting Company by telephone and renewed the offer of co-operation, but their plans had then been changed and their earlier decision was final. It was then suggested that New Year's Day would be an appropriate time to carry out a program of Empire greetings but this offer was also declined.

Had definite and authoritative enquiry been made either directly or through the British Post Office or the Canadian High Commissioner within a reasonable time of the initiation of the project, the outcome would have been quite different. Whatever may be one's personal opinion as to the actual value of the undertaking, even with recognition of the technical difficulties surrounding it, the comments of the press on its imperial character cause all concerned to regret that there should have been disappointment. It is quite unfair to fix responsibility on any one company, and especially so to imply that the American Telephone and Telegraph Company was in any way blameworthy. That company was to have been paid for its services and had no reason to do other than perform them, subject, of course, to its contractual obligations with the British Post Office on the one hand and, on the other, with the seven major telephone systems of Canada with whom it has agreements for exchange of business.

The CHAIRMAN: Before we call the next witness, I want to enter a few things into the record.

On March the 21st, the following letter was sent out:

Dear Sirs,—

The Parliamentary Committee appointed by the Government to consider radio broadcasting in Canada are particularly desirous of determining accurately the physical value and cost of operation of broadcast stations in Canada.

We are enclosing herewith a Questionnaire dealing with this matter and we hope that you will be willing to co-operate with the Committee to the extent of supplying this information as soon as possible.

The information received will be treated as confidential and will be used by the Committee only in camera. Should it be necessary for us to give any publicity to this phase of the subject, only the grand total of all stations would be used.

We would further point out that, should the Government decide at a later date, to nationalize broadcasting in Canada, such figures as may be submitted by station owners in reply to this Questionnaire, will not be used for the purpose of taking over existing stations.

In order to enable the Committee to make their report to Parliament at the earliest possible date, it is requested that you forward your reply in time for it to reach Ottawa not later than April 4, 1932.

I brought that to the attention of the Committee once before. The Questionnaire is in here, and we have made details of the report.

Hon. Mr. EULER: Did you get many replies?

The CHAIRMAN: Replies were received from 48 out of the 66 broadcasting stations in Canada. There were just a few small stations that did not answer. Personally, I think the figures are valuable, and inasmuch as we told them that they would be put in in total, there would be no harm in putting the figures in the record.

Confidential.

QUESTIONNAIRE ON VALUE OF CANADIAN BROADCASTING STATIONS

1. What was the value of your physical plant as of March 31, 1928? Give this under following heads:—

- (a) Radio equipment, power plant, amplifiers and similar apparatus;
- (b) Studio furnishings;
- (c) Buildings.

2. What additional capital expenditures have been incurred since that date?

3. What is the value of your physical plant to-day? Give this under headings similar to question 1.

4. How much revenue did your station receive during the calendar year ending December 31, 1931?

5. What were your total expenditures during the same period? Give them under the following heads:—

- (a) Operating expenses;
- (b) Programs;
- (c) Interest and depreciation.

Important: Please mail replies so that they will reach Ottawa not later than April 4, 1932.

SUMMARY OF QUESTIONNAIRES

Replies were received from 48 out of the 66 Broadcasting Stations in Canada, as outlined below:—

Amateur Clubs	6
50 Watt Commercial Stations	5
100 Watt Commercial Stations	10
250 Watt Commercial Stations	3
500 Watt Commercial Stations	18
1 to 5 K.W. Commercial Stations	6
 Total	 48

Total value of these Stations as of March 31, 1928	\$ 701,680 35
Total value of these Stations as of March 31, 1932	1,509,702 78

Total revenue received in 1931.....	1,195,821	26
Total expenditures including interest and depreciation in 1931.....	1,179,519	38

These figures are quite a great deal at variance with the figures we have been receiving, and I think they are of some value to the Committee.

I have also here a short summary of the letters that have been received directly by me or handed to me during the course of the inquiry. On this summary we have noted where they are from, and the names, with the short statement in an endeavour to set out what the letters state. Some of them were very long. This matter was taken up in the committee, if you will remember, and I was requested to make this summary. If any of the members wish to check up on the letters and wish to see the file letter, that can be easily arranged.

Hon. Mr. EULER: Those are really addressed to the committee, or most of them?

The CHAIRMAN: Yes. We have a gentleman here who says he will not take more than five minutes to tell us about television. I will call on him now.

LEONARD SPENCER, called.

The WITNESS: Mr. Chairman and gentlemen, I thank you for the privilege of appearing before you. I have no lengthy brief to submit. I only wish to remind you of a suggestion made by Sir John Aird before this committee on April the 14th.

Hon. Mr. EULER: Mr. Chairman, who is Mr. Spencer representing?

The WITNESS: I am chief engineer of CKAC, La Presse. Sir John Aird said:

What we want to be careful of is to keep in advance. We do not want to see the television rights go to Germany altogether, or have a predominating influence. The same way in regard to the United States, they are developing television rapidly there.

I understand that what Sir John meant is that Canada should develop and encourage television. Gentlemen, I believe that the development of television should rest with private enterprise, because for the next few years it will be of an entirely experimental nature. It is possible, but I think improbable, that the government would spend money on experiments or go into the manufacture of television receivers. But, with the experience gained from the present broadcasting situation, when after spending hundreds of thousands of dollars on broadcasting equipment, the broadcasters find that their pioneer labours and developments run the risk of being taken by government-controlled interests, I think private concerns will hesitate to do pioneer work on television.

Nevertheless, La Presse has already invested some thousands of dollars in television equipment and we are prepared to continue our experiments if we are reasonably assured that in the future our labour and investment is protected.

I realize that this committee has a very difficult problem before it, and I regret adding to your troubles, but television and broadcasting interlock and unless some decision is made on the question of television this new development in communication will be retarded, and not only will Canada be left behind, but a new industry will never be started.

Mr. GARLAND: Just one question, Mr. Chairman. I am very interested in the remark the witness made in which he said, that since television was in the experimental stage it should be left to private enterprise to develop. Do you think that principle would be applicable generally, for example, experimental farms, experimentations by the Mines Branch, experiments in almost every department of government?

The WITNESS: Yes. I understand your point, Mr. Garland. I know nothing at all about agriculture, but I believe that the work done by the Department of Agriculture, the experiments that they carry out are for the benefit of individual farmers, are they not?

Mr. GARLAND: No, it is for the benefit of the entire industry as a whole. In fact, it has been described in the House by ministers as being for the benefit of Canada.

The WITNESS: Well, I say that it is possible that the government might go into television.

Hon. Mr. EULER: I suppose you disapprove of this new building the government has erected out here in connection with experimentation in scientific and industrial research, and all that sort of thing?

The WITNESS: No, sir, I heartily approve of it. The reason I say this, I think, is obvious. In regard to private development the experimentation has to be carried out in television, and I say it is possible but I think highly improbable that the government will do any work in connection with television at the present moment, and now is the time.

Witness retired.

HORACE STOVIN, recalled.

The WITNESS: I am in receipt of a telegram from a member of our Saskatchewan Committee, Mr. Coats. The telegram reads as follows:

Garrett now explains that he was misquoted but he still asserts that Saskatchewan broadcasters feel the need of subsidy to enable them to carry on. Suggest you tell committee that we have never asked for subsidy. On contrary some of us suggested a year ago that portion of licence fees collected in province might be rebated not to the broadcasters but to help provincial government carry on their radio educational work. Coats.

The CHAIRMAN: Is that submitted on behalf of the Saskatchewan Committee of Broadcasters?

The WITNESS: Yes. I will submit it as representing the committee.

Mr. ILSLEY: The Saskatchewan Broadcasters' Committee?

The WITNESS: Yes, Saskatchewan Broadcasters' Committee.

Mr. ILSLEY: Is not the effect of your telegram, that they desire a subsidy?

The WITNESS: It is, I think, different in this respect, Mr. IIsley, that the radio stations are not asking for anything. The government said, if we carried on this educational work for them free of charge that no doubt in the future we would benefit by it, we would be paid, and we said, instead of doing that, because we do not want anything for this educational work, it is a public service, if we are granted a wave length we would be prepared to give a certain amount of time to this public service free of charge, and if they wanted to invest any money, or subsidize it in any way, that they do that in their educational work.

The CHAIRMAN: Is the government of Saskatchewan paying any of the broadcasters anything now for educational purposes?

The WITNESS: Nothing, Mr. Chairman.

Yesterday I stated that we had made three applications for a change in channel with full-time privilege. I neglected to say that we had also made application for an increase in power from 500 watts to 5,000 watts, so that Saskatchewan listeners may be further served and on our record of service, that, of course, was also dependent upon the continuation of broadcasting on a basis

of private enterprise. The dates of those letters, if you would like them, are May 6th, 1930; November 24th, 1930, and January 2nd, 1932.

Before I go into the educational feature; the stifling of network programs, chain broadcasts in Canada, appears to be due to the high rates of transmission lines, and I would like to bring before you a comparison. This is no argument for government or private ownership, in fact, it might be a strong argument for government ownership; that does not matter as far as I am concerned. In Saskatchewan we frequently have chain hook-ups, Regina to Saskatoon; Regina-Saskatoon-Yorkton-Moose Jaw. To quote an example of the rates, the charge by the Saskatchewan Government for a line which runs from Regina to Saskatoon, for a period of one-half hour, covering a distance of 200 miles of telephone line, and also including the services of the amplifiers and the men, is \$13.50. The comparative rate for a half hour on other lines is \$28.98.

Those comparisons of our rates in Saskatchewan might be borne out in other places. As far as we are presently concerned at CKCK, we have never had any better service than from our government telephone system. There seems to be an opportunity to lower transmission line costs, and thus make possible the transmission of those programs across Canada at a much lower rate, whether it is by private ownership or government ownership.

Mr. GARLAND: You are well satisfied with the service and the costs so far as Saskatchewan is concerned?

The WITNESS: I have not the slightest criticism, Mr. Garland.

Mr. GARLAND: That is the government telephone system?

The WITNESS: Yes, the government telephone system. Instead of reading what I have on the educational broadcasting, I will cut it down and just tell you of the actual service we are endeavouring to render. For the government we, last fall and this year, starting on January 18 and completing at the end of this present month, ran five days weekly, that is, stations CKCK, CFQC, CJGX, CJRW, and 10AB, which is the amateur station in Moose Jaw, a broadcast on education by radio in co-operation with the Saskatchewan Government correspondence school. The lectures covered French, Latin, German, History, Science and Literature. The broadcasts are five nights weekly, Monday to Friday inclusive, and they run from 6 to 6.30 Mountain Standard Time, on three of the stations, and on the other two stations from 7 to 7.30. There are other educational features. During the past winter a series of 18 lectures, quarter-hour once weekly, on Canada and its governing systems were broadcast. That was presented by an authority on constitutional government. Each afternoon, except Thursday and Sunday, we broadcast a quarter-hour course in conversational French. Commencing May the 1st we are extending the conversational French course, and it will be broadcast three nights weekly, at the request of the high school students of Regina, in the first instance who also requested lesson guides, and to provide the lesson guides and the postage, etc. we made a charge of \$1 to cover the whole course. There are several musical educational features, but they probably should be classed as entertainment.

Mr. SMITH: Mr. Chairman, I would like to ask some questions of the witness arising out of the evidence given by Mr. Garrett. Those questions are of a general character. Mr. Garrett appeared before this committee, and his first statement was, that he was present to give us a picture of the radio situation in the Province of Saskatchewan, and followed that up by saying that he was in a position to put his finger on the pulse of the people out there in that respect; and then he made some rather sweeping statements. Perhaps I could read a few of them and get your opinion with respect to them. Page 437 of the Minutes:

Let me speak of the service (or lack of it) that we experience in Saskatchewan. A previous witness has stated that Saskatchewan receives

adequate service. As one who is in close touch with both broadcaster and listener in that province, I would like to go on record as stating that we receive a service that is not even remotely adequate to our requirements.

And then he follows:

Complaints are consistently brought to my notice that it is hardly worth while to maintain a receiving set, because there is nothing but American stations to listen to. I willingly attest to that. And that condition is not recent—it goes back a long way. And if we are to depend on the present owners of broadcasting stations to fill our radio needs, we may as well dispose of our radio sets and go back to the gramophone, and so get our records first hand, with the privilege of choosing them for ourselves.

What do you say about that, Mr. Stovin, what observations have you to make on that?

The WITNESS: Unfortunately, Mr. Garrett is in Saskatchewan and I am in Regina. I would hesitate to question Mr. Garrett's statement as regards Saskatoon.

Mr. SMITH: He is speaking for the province.

The WITNESS: Oh, for the province. Well, I would take issue with him so far as my own section is concerned. The records show 15 hours and 32 minutes average per day for Regina, and a combination of Fleming and Moose Jaw gives over 10 hours average per day.

Mr. SMITH: You would say that that statement is rather sweeping so far as the province is concerned?

Mr. ILSLEY: The statement he makes is that it is not even remotely adequate.

The WITNESS: I particularly take issue with him on that, so far as him speaking for the entire province is concerned.

Hon. Mr. EULER: Is he speaking as to coverage or quality of the programs?

Mr. SMITH: I think he is speaking of the general situation.

The CHAIRMAN: He speaks of records, that would not be coverage, that would be quality.

Mr. GARLAND: May I ask the witness, from the records of his own company, how many hours of the 15 hours per day are records.

The WITNESS: It figures out just under 50 per cent of records. That takes in the two stations.

Mr. GARLAND: What about your own station?

The WITNESS: I would say that that applies to us as well.

Mr. GARLAND: As to the balance of the time, how is that occupied? What sort of programs are you putting on for the balance of that seven and a half hours?

The WITNESS: That would be live talent, and educational and any news services.

Mr. GARLAND: How much of that time is spot advertising?

The WITNESS: Very little on our station, Mr. Garland.

Mr. GARLAND: Can you give us an idea of how much out of the 15 hours?

The WITNESS: I don't know how you want that classed, Mr. Garland. Do you mean the actual time it would take me to read them over?

Mr. GARLAND: Have you any record showing the total amount of the 15 hours that is devoted to advertising matter?

The WITNESS: Except during evening hours, we will put an announcement in in the daytime,—you are referring to spot advertising as an announcement interjected into the program?

Mr. GARLAND: You were not able to give me the figure as to spot advertising so I changed my question to the actual time devoted to all advertising in the 15 hours.

The WITNESS: I cannot give you that, Mr. Garland.

The CHAIRMAN: It would vary from day to day anyway.

The WITNESS: We might have an hour of sustaining program, Mr. Garland, and at the end of that hour I might put in one of those spot announcements, and yet you would not say that that was a whole advertising program. On the other hand, we consider that these sustaining programs are really advertising programs because our Leader Post comes in there.

Mr. GARLAND: In the $7\frac{1}{2}$ hours live talent, how much of that is local?

The CHAIRMAN: You mean local provincially?

Mr. GARLAND: Local talent in the City of Regina?

The WITNESS: With us, during the winter time the average was about $6\frac{1}{2}$ hours.

Mr. GARLAND: Six and a half hours local talent?

The WITNESS: Yes.

Mr. GARLAND: What does that talent consist of? For example, you put on a number of mouth organ numbers—

The WITNESS: No, I don't.

Mr. GARLAND: Well, you are to be congratulated.

Hon. Mr. EULER: You are referring to political speeches when you refer to the mouth organ?

Mr. GARLAND: It consists then, of a mixture, I suppose, of singing?

The WITNESS: Yes.

Mr. GARLAND: Any concert orchestras in that time?

The WITNESS: Yes. Would you like me to enumerate some of them?

Mr. GARLAND: I think if you could give us an idea of your programs it would be very good.

The CHAIRMAN: A standard day.

Mr. GARLAND: And have it divided by the hours, if you could work that out for the committee.

The WITNESS: I will make a note of it and submit that to you.

Mr. SMITH: Mr. Garrett also stated that the revenues from advertising were not adequate to meet, what he says, the dire need. What would you say about that?

The WITNESS: I can only speak for our own station and refer you to our own report. I prefer not to give that publicly. I have not the permission of my superiors.

The CHAIRMAN: Generally, would you refute or agree with the statement?

The WITNESS: As far as we are concerned, I refute the statement.

Mr. SMITH: He further says:

Saskatchewan receives its radio fare largely from the United States. Not because we want it, but because, speaking broadly, we have no other choice.

The WITNESS: I would refute that also in so far as considering Mr. Garrett is speaking for the province.

Mr. SMITH: All the way through he is speaking for the province.

The WITNESS: Well, then, I just simply refute.

Mr. SMITH: Then he further said:

I would like to repeat most emphatically that Saskatchewan suffers intolerably from the lack of Canadian radio programs.

The WITNESS: I further refute that.

Mr. SMITH: He says, the only hope in Saskatchewan of receiving adequate broadcasting is through national ownership, control and operation.

Mr. ILSLEY: Your evidence is that as to certain areas his evidence is not correct?

The WITNESS: Yes.

Mr. ILSLEY: That is all you are saying?

The WITNESS: Yes.

Mr. ILSLEY: As to the areas served?

The WITNESS: As to the areas served by ourselves, Moose Jaw and Fleming. I cannot speak for the North. I am not familiar with it.

Mr. GARLAND: Would you say that Saskatchewan is to-day receiving adequate coverage, daylight time.

The WITNESS: In daylight?

Mr. GARLAND: Yes.

The WITNESS: No.

Hon. Mr. EULER: Is that the reason why you are asking for a 5,000-watt station?

The WITNESS: That is the reason why we are asking for a 5,000-watt station.

Hon. Mr. EULER: Well, that in itself is an indication that the coverage is not adequate now, is it not? Or was the reason for asking for the higher power to give greater coverage?

The WITNESS: Yes. As I stated in my evidence yesterday, we were under-powered, but that does not apply to the entire province.

The CHAIRMAN: You are satisfied that it does not cover the entire province?

The WITNESS: Yes.

Mr. ILSLEY: It seems to be assumed, by some questions, that the broadcasting of records is in itself undesirable. Have you any statement to make as to that? You have been broadcasting quite a lot.

The WITNESS: Our experience has been the opposite, Mr. Isley. I cannot go and grab a bunch off the shelf and put them on the air. I have got to use the same care in presenting that program that I do in presenting and orchestral program, or choosing soloists.

Mr. ILSLEY: Can listeners tell the difference between record and live talent broadcasting?

The WITNESS: There is this about it, that when I put on the first orchestra in Saskatchewan by permanent staff two years ago, that for about three months people called up and wanted to know what the title of the last record was.

The CHAIRMAN: That speaks well for your orchestra.

The WITNESS: And further than that, this past winter we employed a dramatic man of fourteen years' experience for the presentation of drama, and even yet people won't believe that they are not transcriptions. They do not say they are records, but they insist they are transcriptions.

Mr. GARLAND: I presume then, your station is not managed in the same way as some stations that I have listened to where I get "Tea for Two" five times a day seven days in the week.

The WITNESS: I might put in here something as far as records are concerned. I have a record library of my own which I keep at the station, and there are over 4,000 selections in it. In addition to that, I have at my disposal the entire stock on hand in Regina of one firm in Regina, their Victor recordings; and I have at my disposal the entire library in Winnipeg of the Columbia recordings. To further elaborate on that, I have one woman who makes out programs of Columbia recordings. Those numbers are listed. We send them into Winnipeg and get the recordings back from Winnipeg.

Mr. GARLAND: In what way do you make arrangements for the acceptance of chain programs?

The WITNESS: Through advertising agencies.

Mr. GARLAND: You are talking about your local Saskatchewan chain. I am talking about national chain broadcast.

The WITNESS: You mean the inquiries, Mr. Garland, how we get the inquiries?

Mr. GARLAND: How do you make the necessary connections? For example, how you start your national chain broadcasting?

The CHAIRMAN: That is Canadian?

Mr. GARLAND: Yes.

The WITNESS: We have an inquiry every time.

Mr. GARLAND: From whom?

The WITNESS: From advertising agencies, or, in isolated instances from the firms desiring to sponsor the program, and also through brokerage concerns.

Mr. SMITH: Mr. Stovin, Mr. Garrett mentioned that he had talked with a number of people in Saskatchewan and he did not think they would object to paying a licence fee of as high as \$5 a year under State control. What is your opinion on that point?

The WITNESS: Well, I believe he qualified that, did he not?

Mr. SMITH: Yes, he did. He said he only talked with a few but the ones he had talked to raised no objection.

The CHAIRMAN: Have you met any of those people?

The WITNESS: No, I have had offers of money if it would help me to carry on any work to get increased power and change in wave length. That is putting the thing in another way. But I do not think a \$3 licence fee, taking the one that has been coming up right along, outside of the economic situation—I do not think there would be any serious antagonism. It is a matter of locating those that are unlicensed at the present time and making it fair to all. The unfortunate part of it is that the radio set does not parade the streets like the automobile.

Mr. ILSLEY: Would your company have any preference between privately owned and publicly owned company in which your company could take stock, such as proposed by Mr. Beatty? In both instances, your identity would be lost.

The WITNESS: Both systems are on an even basis. Is that as it was with the Aird Report?

Mr. ILSLEY: Yes.

The WITNESS: I would not commit myself on that. I am not in favour of either where there is only one station.

Mr. ILSLEY: It does not necessarily mean only one station, only one organization controlling broadcasting in Canada.

The WITNESS: I should not have expressed myself that way. One program.

Mr. SMITH: I think what Mr. Ilsley means, as I understood him, was in the event of either suggestion being adopted your station would lose its identity. Would you have any preference as to State ownership or Commission control, as advocated by Mr. Beatty, in those circumstances?

Mr. ILSLEY: Stations to have a chance to take stock, turning in their equipment and taking stock in a privately controlled and owned company?

The WITNESS: I cannot speak for the company.

The CHAIRMAN: It is a question of whether you want to take stock or cash.

The WITNESS: We need the cash out there now.

Mr. GARLAND: I would like to suggest to the witness, that the very nature of my occupation compels me to travel a great deal through the country, and coming back from meetings in the evening, or even before we go to them, at almost every household they will turn on the radio, and after a moment's examination you will find them dialing to Bismarck, N.D., or Salt Lake City, or to the American Pacific Coast Station, and if I ask them why they do it, they say, Well, unless there is a national chain program coming over our Canadian stations the rest of the stuff is not worth listening to. We can get better stuff from the foreign stations. Now, is that your experience?

The WITNESS: I don't deny that. I would do the same thing if I had to listen to some of the programs, especially in Manitoba. I cannot speak for Alberta.

Hon. Mr. EULER: But it does not apply to Saskatchewan?

The WITNESS: Not in the radius that we can serve. I do not expect that they listen to us all the time. As a matter of fact, in the city of Regina people were objecting because we were blanketing certain cheap receiving sets. I endeavoured to get merchants to put in wave traps and could not get them to do it, so I purchased them myself and sold them through announcements over the air, and I put out over \$1,600 worth of those. We do not expect people to listen to us all the time. It is unreasonable. If I thought that I could satisfy the people all the time I would try for the Premiership of Canada.

Hon. Mr. EULER: You cannot get too much of a good thing.

The CHAIRMAN: I presume then that he is satisfying all of the people.

Mr. ILSLEY: What are wave traps?

The WITNESS: It is a piece of apparatus that may be attached to the aerial. It has two binding posts on it. The aerial is attached to one. There may be a coil and a condenser in this wave trap. By means of that auxiliary circuit, and varying the capacity of the condenser we can cut out stations. You cut down the signal strength of an interfering station; that is, providing it is on an adjoining channel. If the interfering station is on the same channel as the station to which you are trying to listen I do not know of anything except a directional aerial, that might do it.

Mr. GARLAND: Does the wave trap also weaken the signal strength of the station to which you are listening?

The WITNESS: No, my experience has been that you can considerably strengthen the signal. You tune your aerial circuit.

The CHAIRMAN: I have a brief here from Radio Station CHRC of Quebec City. That, I believe, is the last we have coming before this committee. Mr. Dupont, I understand, has been asked to present this.

Mr. DUPONT: Mr. Chairman and gentlemen, I have been given this brief to read on behalf of CHRC:

On behalf of Radio Station CHRC of Quebec City, we beg to submit the following consideration:—

In the matter of broadcasting, Canada is so close to the waves of United States Broadcasting that the governing powers of Canada will, we are sure, take great care that no step or decision is taken which would give United States stations the supremacy of the air, by limiting the liberty of action of Canadian stations which, in a spirit of patriotism and also self protection are doing their utmost to compete with the said American stations.

Various suggestions have been brought before you, gentlemen, to solve what has been termed the Radio Broadcasting Problem of Canada. First of all, is there, really, a broadcasting problem in Canada? If there is, we humbly submit that it will not be solved by any other legislation than by an international understanding between Canada, the United States and Mexico because the only radio problem Canada faces is really limited to the lack of sufficient wave-lengths to accommodate sufficiently powerful Canadian stations that could serve the population of our great and immense country. For the past few years; existing Canadian Broadcasting Stations have been limited as to their power first because Canada does not possess a sufficient number of wave-lengths to allow a fair number of its stations operating simultaneously and this, because high powered stations in Canada operating on identical frequencies would be interfering with each other thereby mutually killing their own efforts. If we remember well, it has been suggested that the Canadian Government take control of the operation and maintenance of radio broadcasting stations in Canada. Certain figures have been quoted which, according to our own experience, are very much lower than it would actually cost the Government first, to compensate present owners of radio stations, second install a chain of even a few high powered stations, third maintain those stations and provide programs for same. May we submit that the financial condition of Canada to-day hardly justifies the expenditure which would be involved by the three above items of Government Control and operation of Radio Broadcasting Stations in Canada.

Further, how would the listeners in Canada be better served by a Government operated system, a monopoly without competition than they are now by privately owned stations which cannot force listeners to tune in on them because each and every Canadian station, privately owned has in its neighbourhood another privately owned station. Each of these is trying to broadcast better programs than the other, so that from day to day these competing stations have been improving radio broadcast throughout, also their equipment. Our station would have, long ago, installed a really powerful plant to serve a wider section of the country had it not been for the threat of Government Control. If we are well informed, it has been suggested that this country can be served with a chain of from seven to ten high powered stations. The experience of the United States is there to show that with thousands of miles of distance to be covered in Canada, the task cannot be performed by ten nor twenty high-powered stations. How many fifty thousand watt stations do the United States have in addition to many twenty-five thousand, ten thousand, five thousand and one thousand watt stations? Quite true, there may be too many stations in the United States but even as broadcasting now stands in Canada, have we, really, a sufficient number of stations to give a good service to our population?

Since private enterprise is willing, as it has been doing since the inception of broadcasting in Canada, to risk capital, energy, talent to give Canada broadcasts which are listened to with interest even in the United States, why should our own Government, in such a time of depression sink millions of public moneys to attempt to do better than private enterprises are proving able to do? Has Government ownership proven, so far, such a success that the industry of broadcasting should be side-tracked to the same fate. A couple of years ago, when first this talk of radio control and operation by the Government was brought forth, Station CHRC asked over the air an expression of opinion from its listeners. We made an appeal either for or against and, spontaneously over 6,000 people wrote in their opinion and of the entire 6,000 who wrote in, we found only three letters favouring Government ownership of Broadcasting. These documents have been forwarded this week to your Committee. And please bear in mind that when this expression of opinion was asked by us two years ago, we had much less power than we now use so we did not reach, really, much territory outside of the City of Quebec which indicates an almost unanimous expression of our population being opposed to the control and operation by the Government of broadcasting.

Is broadcasting in Canada under private enterprise as it is to-day, so really bad that it calls for Government interference especially in the form of Government operation? Quite true, certain programs on the smallest stations are not always of the very best if judged by the standards established by Royal Academies, Conservatories and Operas. But it would be admitted even by the most prejudiced of the advocates of Government ownership that programs on large stations are perfect whereas those on smaller stations have been improved a hundred per cent in the past year or so which shows that the owners of stations in Canada are forced by their competing neighbour to always improve their program and equipment.

We realize that some smaller stations are located in centres where talent of real merit is scarce. These can be allowed to carry on during the day as most of them do by playing records: as for night broadcasts, we will submit that they could be helped along by the Government subsidizing transmission line companies to bring to these smaller stations a certain number of programs each night. These programs could be produced in some bigger stations nearby, said stations acting as the key studio being paid a portion of cost of producing such programs, said payment to key station to be made up partly from the subsidies voted by the Government and part by the smaller stations on this network. There are three companies transmitting broadcasts over their land lines: Canadian Pacific Railway, Canadian National Railways and Bell Telephone. These three companies could be used alternately and could be induced to give special rates on the transmission of sustaining features.

Now comes the point of advertising on the radio. The medium of radio should not be refused Canadian manufacturers, jobbers and dealers. This would be causing a grave prejudice to our industry and commerce to the profit of American industry and commerce. You cannot stop the wave of the American stations from entering our homes with their advertising which is, at present counteracted by the advertising of Canadian firms using radio stations in Canada. The attitude of the newspapers on the question of broadcasting in Canada has been too much the same and overdone for any man to ignore that the newspapers in general have beenavouring Government Control and Operation more

in a selfish self-reserving way than in the real interest of the Canadian radio audience. This is illustrated by the fact that many newspapers flatly refused to publish the schedule of programs of radio stations even after the names of the sponsors had been removed from said schedules. So the many newspaper articles in support of Government Control and Operation of radio cannot be taken as reflecting public opinion.

Regarding the Canadian Radio League: without casting any slur on the good intentions of this body, we know of many radio stations who would be much interested to know when, why, by who and for whom this Radio League was formed. The promoters of this League very adroitly enlisted members of Universities and of the Clergy but in one instance we happened to be instrumental in bringing from the highest personage of the Roman Catholic Clergy of Quebec Province, His Grace Bishop Villeneuve of Quebec, who had been quoted in messages sent profusely to newspapers as favouring Government Control and Operation of radio which statement His Grace Bishop Villeneuve personally denied in *l'Action Catholique*, a daily newspaper of Quebec City, the minute he was made aware of the use to which his name had been put. If the Radio League has gathered all its testimonials in this same manner, it is time your Honourable Committee overlook some of the pleas brought forth against the continuance of private ownership and operation of radio in Canada.

Very few station owners in Canada started into broadcasting game with the idea of making it a paying proposition. Most of us started as far back as nine or ten years ago, broadcasting just for the sport of it and also to bring Canada on the same footing as our neighbors to the South. Private enterprise in Canadian radio has surprised the old countries and also the United States. We have shown the world that Canada is well able to produce programs of value and the only reason why each and every one of our programs has not been an outstanding feature is that Canadian industry and commerce cannot compete in financial means with the same trades in the United States where there are more firms capable of financing high class programs. If all the wealth, effort, sacrifice, of hundreds of manufacturers and dealers in Canada cannot do better than they are doing now, will the Canadian Government be capable of spending the public's money for entertaining only those who own radio sets? Will the elector who has not a radio stand for his tax-money to go into musical or other entertainment on the radio of which he gets nothing? Under private ownership, radio provides the best available and only the advertising firms and radio stations themselves are called upon to foot the bill.

Has it ever come to mind of any of your Legislators to remove newspapers from Private ownership and operation? Has any Legislator ever had the thought of telling newspapers how much advertising they should allow in their columns, to prevent newspapers from publishing prices? The only restrictions to advertising in newspapers the postal authorities have ever put on newspapers as regards advertising matter is that they shall not insert more than so much per cent of their space in advertising. Radio is recognized the world over as the spoken press. It has always been treated in a way that made it inferior to newspapers. Still, by its own natural force, radio has taken a strong grip on the public, and God knows broadcasters have not been helped along by anybody. Talking for ourselves on the subject of advertising, we will say before this committee that we have been educating advertisers to curtailing their advertising matter in our programs and have come to a point where the public themselves are satisfied.

Permit us, at this point, to submit the Community angle of broadcasting. The press have large Metropolitan newspapers: they might be looked upon as the high powered broadcasting stations but alongside of these large metropolitan papers you have the small town daily, then the rural weeklies, each and everyone of them doing its part for the information of the population. Each fills a need, so do large, medium and small radio stations. May we state that in the past two years, our station has given hundreds of hours to the broadcast of programs for the propaganda of historical societies, patriotic organizations, mutual societies, church activities, sermons and addresses pertaining to local conditions. None of these broadcasts could have been possible under Government Operated Stations because of obvious reasons among which we will cite that should the Government take over broadcasting stations, their number would therefore be reduced and their power increased so that what interests on the air a certain district could not be forced upon the listeners on that station but residing outside of said district so we fear that many societies would be deprived of the excellent co-operation of radio should private ownership disappear, and this does not only apply to Quebec District, to the French Canadian, to the Roman Catholic or Protestant Churches, it applies to every walk of society.

We could easily have submitted to your Honourable Committee scores of petitions from local organizations such as The Canadian Legion, The Army and Navy Veterans, the Regiment des Voltigeurs of Quebec, The Red Cross Society, The Poppy League, The Seamen's Institute, The Rotary, The Kiwanis, The Society St. Vincent de Paul, The French Canadian National Society, La Société St-Jean-Baptiste, The Knights of Columbus, The Association of Poets and Writers. Every week during the last winter we broadcasted talks under the auspices of the National Council of Education, this in co-operation with the Council and absolutely free of charge. Hundreds of them who have benefited from the hospitality which we gladly extended to them. Right at the time of this writing, we are broadcasting notices to the population of this city and suburbs notifying them of a break in the water mains of Quebec City, broadcasting appeals from the Police and Fire Chiefs asking the citizens' increased care and attention to prevent fires during this period of distress and danger. We devote hours of our time each month to broadcast Safety talks to children and the public, by officials of the Safety League, by traffic officers; we give ample time to officials of the Fire Prevention Bureau. We could name you scores of such organizations with which we co-operate whole heartedly and without remuneration because we know that a radio station is there to serve an expecting public. Many times have we been instrumental in locating strayed children, stolen motor cars or other property; all of above showing the absolute necessity of a local station for the welfare of the Community.

For all the above reasons do we finally lay before you, gentlemen, the case of a privately owned local station which has consistently been at the service of an entire population which, itself, has expressed its hope and confidence that you will maintain private ownership and operation of "Their" own local station.

Humbly submitted,

J. N. THIVIERGE,
Vice-President and Manager CHRC, Limited.

Mr. STOVIN: Mr. Chairman, I neglected putting in three things. Might I do that now?

The CHAIRMAN: Yes, sir.

Mr. STOVIN: For one thing, I neglected to add the Agricultural Educational Broadcasts, which are 15 minutes each day.

There is also another matter that this committee might be able to do something about. In the Province of Saskatchewan to-day, in contravention of a departmental regulation, prices are broadcast. That is, quotations of the price of stockings, and advertised material. Commander Edwards has just reminded me that we are on the black list because of that, but as long as others are permitted to do it—we can tell them that there is such a regulation and they say, "If you don't want our business we will take it somewhere else." We would appreciate if that were cut out. We do not think the radio was meant for that.

There was another thing, in connection with Government ownership and operation in Manitoba, which I neglected to put in. A delegation of Winnipeg business men made a trip to KFYR at Bismark, N.D., thanking them for the services that they were giving to the City of Winnipeg and the province; also that Winnipeg business men use KFYR for advertising purposes in preference to CKY, because they believe the listening audience is with KFYR rather than with CKY, and they get bigger returns.

The CHAIRMAN: Gentlemen, I have here a telegram from Mr. E. B. Williams of Broadcasting Station CHWC, Regina, Saskatchewan, which I would like to have placed in the Minutes of Evidence:

REGINA, SASKATCHEWAN, April 20, 1931.

Director of Radio,
Department of Marine,
Ottawa, Ont.

Have suggestion to make regarding revision broadcasting conditions in Canada which believe would meet with approval broadcasting station owners the Government and radio listeners stop One that licence fee be raised to three dollars annually which would mean two and half million dollars and money raised should be spent in renting or erecting and maintaining land line across Canada from coast to coast stop Said line to be open twenty hours daily stop This twenty hours daily or hundred and forty weekly to be divided so each centre should have representation and should guarantee to feed lines free of charge best talent available in their locality stop All stations in Canada should have free access to programs on these lines stop Every fifteen minutes there should be ninety second break for station and commercial announcements stop Each station would then be provided with best talent available in Canada at no charge other than production of program fed to land line system stop The ninety second break would allow announcement of sponsors of local programs and would give Government control of length of commercial announcements used stop Each station would maintain its prestige by producing programs of highest quality stop This would aid in developing Canadian talent stop The Government would establish body under whose jurisdiction local radio inspector would work and maintain rigid supervision in his district stop Committee would call conference between Canadian American and Mexican Broadcasting officials with object to create more Canadian channels stop Channels to be so divided that each station of thousand watts or more would have full time stop Stations who would not modernize equipment to include thousand watts or more

ninety per cent modulation crystal control and master oscillator to have licences revoked stop Three Government body authorize formation of Association of station officials to discuss plans for betterment of broadcasting stop Four Government body to appoint committee of Canadian Radio engineers to advise them regarding advancement in radio broadcasting stop Information this plan gladly furnished on request and trust you will give same due consideration.

E. B. WILLIAMS,
Managing Director,
CHWC Broadcasting Co. Regina, Sask.

The CHAIRMAN: I think that covers all the evidence that there is to be presented before this committee.

Mr. SMITH: During the course of this inquiry I have received perhaps half a dozen or more communications from the East and some from other parts of Canada. I presume that these ought to be filed in some official manner with the committee. I have them here. They are merely expressions of opinion.

Mr. GARLAND: I also have a large number that I have refrained from cluttering the record with.

The CHAIRMAN: I suppose that is one of the penalties.

Mr. SMITH: I think most of the members of the committee have, but I suppose they were sent for the purpose of being put before this committee.

Mr. ILSLEY: I have received some letters objecting to some questions I have asked as indicating I am on one side or the other.

Mr. SMITH: With the permission of the committee I will send them on to the chairman.

Mr. GARLAND: Mr. Chairman, I will avail myself of the offer if it is accepted.

The CHAIRMAN: Any letters received by members of the committee, if they are sent to the chairman, will be made available to the members of the committee during our deliberations before making our report.

I think that everybody who has asked to be heard has been heard. I do not think anybody has been refused, not that I know of. Invitations were sent out to the various provinces, and to some of the large organizations, and, generally, the newspapers published the information that anyone would be heard who wished to be heard, and I think that has been done.

Before closing the public hearings I desire to thank all the officers concerned for the very, very fine work which has been done in the way of getting out the reports and having the printing done in time. It has been a very arduous task. And I particularly want to thank Col. Steel and Mr. Bain, the technical experts who have been with us all the time, and the officers of the Department. The committee has been very, very fortunate in the type of evidence that has been submitted to it. The various briefs have been very thorough and well submitted throughout. And, lastly, I want to thank the members of the committee for the splendid support which they have accorded me.

We will call the committee together in a few days and proceed to get out our report.

Mr. GARLAND: I must say, the work of the committee could not have been proceeded with so harmoniously if we had not had the admirable chairman we have had.

The committee adjourned to meet at the call of the Chair.

APPENDIX No. 46

EXTRACTS FROM CORRESPONDENCE

Town or City	Name	Extract
Toronto.....	Association of Canadian Advertisers.....	See Evidence of March 29, 1932.
Winnipeg.....	Alberta-Pacific Grain Company.....	Statement regarding reasons for favouring private ownership.
Ottawa.....	Allied Trades and Labour Association.....	Giving reasons for favouring Government ownership.
Toronto.....	Armstrong, Wm. G.....	Recommends formation of a Bureau of Radio Entertainment, with offices in principal centres in Canada; bureau to be under direction of an expert vocal instructor.
Moncton, N.B.....	Baird, Watson.....	Government ownership under a Commission.
Galt, Ont.....	Barber, Albert.....	Government ownership, without advertising.
Galt, Ont.....	Barlen, Alfred.....	Government ownership, without advertising.
Toronto.....	Beattie, Robt.....	A statement of the way the Ontario Radio League appeal to an average listener in Ontario.
Montreal.....	Beatty, E. W.....	Request that he be allowed to appear at the end of the open sessions of the Committee.
Hamilton.....	Beckett, E.....	An objection to the views expressed by the Canadian Radio League, and an objection to the English type of system.
Welland, Ont.....	Beech, Stanley.....	An objection to the position taken by Mr. Ashcroft and the Ontario Radio League.
Three Rivers.....	City Council.....	An objection to the present system in view of its adverse effect on the paper industry.
Toronto.....	Blake, E. H.....	Telegram points out that propaganda is being broadcast in the interests of American control of Canadian Radio. Favouring Dominion control.
Brandon.....	Brandon Board of Trade.....	Objects to present increase in Radio fees and wishes present system unchanged.
Shediac, N.B.....	Brian, W. G.....	Resolution, favouring Government ownership.
Moncton, N.B.....	Brotherhood Railway Carmen America.....	Letter amplifying their statement given in evidence on Thursday, April 7.
Ottawa.....	Canadian Legion, B.E.S.L.....	Copy of letter to Ontario Radio League, stating that they are satisfied to leave the case in the hands of the present Committee.
Hamilton.....	Lindsay, W. H.....	Resolution favouring Government ownership.
Ottawa.....	Canadian Brotherhood Railway Employees.....	Resolution from the Superintendent's office, favouring Government ownership.
Prince Albert.....	Canadian National Railways.....	Letter objecting to operation of the Toronto Daily Star Station.
Toronto.....	Cawthra, J. J.....	Outlining experience of Station CFCH, and requesting permission to appear before Committee.
North Bay.....	Radio Station "CFCH".....	Supporting the position taken by Dalhousie University.
Montreal.....	Montreal University (Chartier).....	(1) Criticism with regard to the comparison of the complaints received in England and in Canada.
Winnipeg.....	Coats, D. R. P.....	(2) Forwarding letter from Prince Albert, objecting to the method whereby the evidence was collected by the Aird Commission, and objecting to Government ownership on principle.
		(3) Explaining the steps taken in connection with educational broadcasts by James Richardson's Stations.
		(4) Commenting on the educational features of the B.B.C., as explained by Major Murray.

EXTRACTS FROM CORRESPONDENCE—Continued

Town or City	Name	Extract
Queensville, Ont.	Corning, Rev. W. C.	(5) Raises the question of the payment of fees to the Performing Rights Society. (6) Information indicating the competition between broadcasting and publishing interests. Favouring Government control or ownership, on principle.
Port MacNicoll, Ont.	W. A. Courtney	Requesting more Canadian programs, and less advertising.
Bolton, Ont.	Cross, W. H.	Objecting to American influence in radio, and favouring Government ownership.
Halifax	Dalhousie University	The report of the 13th Convention of Canadian Universities.
Galt, Ont.	Dick, Robert	Government control, without advertising.
Galt, Ont.	Dick, Thos. L.	Government control, without advertising.
Moncton	Dickson, T. H.	Favouring Government ownership, and commending English programs.
McLennan, Alta.	Dinsdale, H. G.	Favouring Government broadcasting and increase in education by Radio.
Fort William	Dougall Motor Car Co.	Stating that their Station covers the district, but is in need of National Chain programs.
Moncton	Dowell, C. H. (Manager Fraser Flower Co.)	Considers people to-day prefer present type of program to the educational and high-class type in vogue in England. Favours present system.
Montreal	Engineering Institute of Canada (Durley)	Copies of editorials favouring Government control.
Orillia, Ont.	Eaton, J. R.	Requesting the Committee to adopt the best method of improving present conditions.
Sarnia, Ont.	Elder, R. E.	Recommending system to British Broadcasting Co.
Westmount	Emslie, Miss.	Favouring Government ownership.
Montreal	Evans, Miss.	Commending Canadian National Dramas, on Canadian subjects.
Ottawa	Forbes, Archbishop Wm.	Supporting Can. Radio League.
Moncton	Ford, J. A.	Requesting improvement in Broadcasting, and Government control.
London, Ontario	Fox, W. Sherwood (President Western Ontario University, London).	Resolution, dated 1929, from Canadian Universities Conference, and four letters all referring to same thing—covering various methods by which Universities can use Radio.
Montreal	Frigon, Dr. (Ecole Polytechnique)	Recommending that Mrs. Robitaille be asked to appear before Committee in connection with musical productions in Canada.
Shediac, N.B.	Gillard, John.	Recommending public ownership.
Shediac, N.B.	Gladwin, N.G.	(1) Objecting to Station CNRA and the continued use of records; wants more supervision of present system. (2) Objecting to policy of Maritime Stations in continually using records.
Calgary	Grant, W. W. (Station CFCN)	Outlining system for Government-controlled private broadcasting in Canada; this is similar to his evidence.
Toronto	Gregory, E.	Objecting to higher fees and commending present Toronto stations.
Halifax	Halifax & Dartmouth Ministerial Association.	Resolution favouring Government ownership and the elimination of advertising.
Hamilton	Hamilton District Trades & Labour Council.	Strongly recommending Government ownership.
Prince Albert	Hansen, A. J.	Government ownership to improve the standard of broadcasting in Canada.
House of Commons	Hanson, R. B.	Two letters recommending that Mr. Jenkins of the Toronto Globe appear before Committee, and enclosing editorial from the "Radio Trade Builder."

EXTRACTS FROM CORRESPONDENCE—*Continued*

Town or City	Name	Extract
Victoria.....	Harper, W. E.....	Information with regard to educational information broadcast from the Victoria Station.
Port Hope.....	Helm, W. J.....	Objecting to Government control on the basis of higher taxes.
Winnipeg.....	Hutchison, R. H.....	Advocating public ownership.
Swift Current.....	Imperial Daughters of the Empire.....	Supporting National Broadcasting.
Saskatoon.....	Independent Labour Party.....	Government control, to eliminate advertising.
Blair, Ont.....	Johannes, Lorne.....	Objecting to present method of control and to the amount of advertising on programs.
Moncton.....	Kane, H. J.....	Private ownership with Government control, to increase power and coverage of present stations.
Sydney, N.S.....	Kelly, H. J. (Dom. Steel & Coal).....	A statement of the importance of small stations for local coverage.
Kitchener.....	Fifty (50) signed statements.....	Favouring Government ownership.
Plaster Rock, N.B.....	Knox, Rev. L. A.....	Favours better coverage in Maritimes, elimination of advertising, and control of the type of programs given on Sunday.
Montreal.....	National Association of Veterans.....	Against Government ownership, on account of increased taxes.
Galt.....	Lee, Ernest.....	Favours Government control with reduction in advertising.
Lethbridge.....	Lethbridge Trades & Labour Council.....	Resolution favouring national ownership.
Port Hope.....	Long, R. E.....	Opposes National ownership on the basis of cost and inability to produce high-class programs.
Lewisville, N.B.....	Lyon, J. W.....	Private control at present, with Government ownership when conditions improve.
Moncton.....	MacLeod, J. M.....	Public ownership, without advertising.
Point Edward, Ont.....	Manore, C. C.....	Favours Government control with National programs.
Edson, Alta.....	Marshall, E. H.....	Government control, without advertising.
Toronto.....	Bd. Evangelism & Social Service of United Church of Canada (McLachlan).....	Resolution favouring national control, with a reduction in advertising.
Moncton.....	McMurtrie J. G.....	Favours the Aird Report, in its entirety.
Moncton.....	Moore, G.....	For Government control.
Truro.....	National Council of Women (Mrs. E. E. O'Brien).....	Favours National ownership.
Montreal.....	Nat. Council Women (Mrs. Bourne).....	" "
Swift Current.....	" "	" "
Vancouver.....	" "	" "
Ottawa.....	" "	Requesting hearing for Mrs. Wilson.
Dauphin, Man.....	(Mrs. E. Harper).....	Favour National ownership.
Brantford, Ont.....	" "	" "
Moncton.....	(Headquarters).....	
Rothesay, N.B.....	(M. L. Lepper).....	
	(Mrs. Windrim).....	
	New Brunswick Federation of Labour.....	Federal operation of radio.
	New Brunswick Teachers' Association.....	Support resolution from Canadian Teachers' Federation, requesting that they be given opportunity of supplying Commission with information regarding education in Canada.
Toronto.....	Native Sons of Canada.....	Enclosing resolution from Winnipeg Convention of 1929, advocating Government ownership.
Halifax.....	Harrington, Col. (Premier of N.S.).....	Expresses opinion that ownership, operation and control of Radio should not pass to Government.
Toronto.....	Premier of Ontario.....	Agreeable to leave the question in the hands of the Committee.
Prince Albert.....	Pennefather, P. W.....	Supporting Government control.
Rexton, N. B.....	Peters, F. S.....	Supporting Government control.
Vegreville, Alta.....	Philp, R. H.....	Supporting nationalization, and commanding University of Alberta.
Moncton.....	Price, Dr. and Mrs.....	Government control of Radio.
Prince Rupert.....	Prince Rupert Trades and Labour Council.....	Resolution, supporting Government ownership.
Espanola, Ont.....	Pugsley, Rev. E. E.....	Outlining local conditions at Espanola, Ont.

EXTRACT FROM CORRESPONDENCE—*Continued*

Town or City	Name	Extract
Moncton.....	Reid, D. L.....	Recommends no change in present system.
Prince Albert.....	Robinson, G. T.....	Supporting Government ownership.
Toronto.....	Roger Majestic Corporation.....	Enclosing copy of broadcast in which they asked for expression of opinion on private, versus Government ownership, as asked for by Committee.
Saskatoon.....	Saskatoon Canadian Club.....	Favouring Government control, and supporting Canadian Radio League.
Winnipeg.....	Sign, Show Card and Theatre Display Men's Union.....	Resolution supporting Government ownership.
Toronto.....	Smith, W. E.....	Against Government ownership.
Toronto.....	Social Service Council (Rev. Phillips Jones).....	Supporting Government ownership.
Port Arthur, Ont.....	Sons England Benefit Society.....	Government control of radio.
Hamilton.....	"Spectator" (Fred. I. Ker).....	Supporting nationalization of Radio, and the Radio League of Canada.
House of Commons.....	Spotton, George.....	List of questions to be answered by Canadian Radio League.
Ottawa.....	Canadian Radio League (G. Spry).....	Enclosing letter written to Mr. Smith, M.P., dealing with reasons why private enterprise should not continue to operate Canadian Stations under control.
Moncton.....	Stewart, H. M.....	Supporting public ownership.
Chatham, Ont.....	"Chatham Daily Dews" (J. K. Stewart).....	Supporting nationalization of Radio.
Calgary.....	United Farmers of Alberta.....	Resolution supporting National ownership.
Quebec.....	Vandry, Inc.....	Expressing opposition to principle of nationalization and quoting Sir Jos. Flavelle in support of their position.
Toronto.....	Council for Social Service (Canon Vernon).....	Supporting national system of Broadcasting, based on the English system.
Victoria.....	Victoria Broadcasting Association, B.C.	Brief, outlining the feelings of the Association, and giving specific suggestions in general supporting private ownership, with Government assistance.
Victoria.....	Trades and Labour Council.....	Supporting National system.
Toronto.....	Voaden, H. A.....	Supporting National ownership from the viewpoint of an educationalist.
Toronto.....	Wallace, E. W. (Pres. Victoria Univ.).....	Government control of Radio.
Galt.....	Watson, Geo.....	Government control, without advertising.
Winnipeg.....	Wabb, Ralph H. (Mayor of Winnipeg).....	Supporting national system.
Winnipeg.....	Winnipeg Grain Exchange.....	Requesting that the investments of the Grain Exchange in Radio should be amply protected, whatever the Government's decision, and that facilities be provided for the Exchange to continue its present use of Radio.
Moncton.....	Wilson, R. H.....	Government ownership.
Winnipeg.....	Winnipeg Allied Printing Trade Council.....	Resolution supporting National ownership.
Winnipeg.....	Winnipeg Board of Trade.....	Enclosing Report of the Special Committee on Radio of the Winnipeg Board of Trade, recommending adoption of the Aird Report.
Winnipeg.....	Winnipeg Trades and Labour Council.....	Recommending public ownership, with competition programs, and provision for small local stations.
Toronto.....	Woodcock, J. N.....	Opposing methods of operation of Ontario Radio League.
Calgary.....	Woods, Col. (Calgary Herald).....	Supporting Aird Report, and Canadian Radio League.
Toronto.....	Wrong, G. M. (Univ. of Toronto).....	Supporting National system.
Regina.....	Canadian Teachers' Federation (Coldwell).....	Requesting that Federation be given opportunity to supply Committee with information on the use of Radio in education.
Toronto.....	Tilley, A. E.....	Is opposed to changing present system, and threatens Government, as "Conservative and Orangemen".
Charlottetown.....	Trinity United Church.....	Pointing out the good work being done by the Charlottetown Station in connection with church services.

EXTRACTS FROM CORRESPONDENCE—*Continued*

Town or City	Name	Extract
Wetaskiwin, Alta. Iroquois Falls.....	Wright, H. W..... Wood, F. E. (Iroquois Falls and District Board of Trade).	In favour Government control. Outlining poor receiving conditions in Northern Ontario, and supporting Government ownership, in order to improve situation.
Montreal.....	Bovey, Col. (McGill Univ.).....	Outlining proposals for the selection of provincial committee and control of programs.
Edmonton..... Belleville.....	Hunt, Christopher..... Brotherhood Locomotive Engineers.....	Favouring National ownership. Resolution opposing Government ownership.
Quebec..... Calgary.....	Dupre, Edmond..... League of Social Reconstruction.....	Supporting Canadian Radio League. Resolution supporting nationalization of Radio.
Galt..... Toronto.....	Werstine, Earl..... Toronto District Labour Council.....	Supporting Government control. Resolution from 25,000 affiliated members, supporting Government ownership.
Regina..... Toronto..... Simcoe.....	Bell, W. C..... Galway, J. W..... Johnson, Miss E.....	Opposing Government control. Opposing Government control. Opposing Government control and enclosing list of reasons.
Toronto.....	Patton, M. J.....	Commenting favourably on the operation of the British Radio system.
Niagara-on-the-Lake..... Winnipeg.....	Kirby, Wm..... Manitoba Teachers' Federation (E. K. Marshall).	Favouring Government ownership. Pointing out the importance of Radio in connection with Rural Schools and expressing personal preference for national control.
Moose Jaw.....	Wickens, A. C.....	Letter addressed to Premier of Saskatchewan, favouring Government ownership, and outlining carefully the situation in the West.
Winnipeg.....	Women's University Club of Winnipeg.....	Resolutions requesting that education be given prominence in whatever system is adopted.
Montreal.....	Sandwell, B. K.....	Resolution from the Canadian Authors' Assoc'n., requesting a provision for remuneration to Copyright Owners.
Halifax.....	Maritime Broadcasting Co.....	Pointing out an error in the evidence with regard to the amount of time devoted to their station to sustaining features.
Victoria.....	Bayliss, H. G.....	Opposes Government ownership on a basis of suppression of religious liberty.
Galt.....	Franklin, F. R.....	Favours Government control, and opposes Ontario Radio League.
Toronto.....	University of Toronto.....	Resolution from the Senate of the University of Toronto favouring Government control and operation of Radio.
Ottawa..... St. Catharines.....	Canadian Radio League..... Armhurst, E.....	Forwarding resolution from the I.O.D.E. Recommends personal appeal to each set-owner.
Toronto.....	Roach, A.....	Favouring Government ownership, and less American propaganda.
Galt.....	Whitfield, A. E.....	Favouring Government control without advertising.
Antigonish, N.S.....	St. Francis Xavier University.....	Copy of letter sent by the University to Univ. Western Ontario, advocating use of Radio in connection with education and favouring Government ownership.
Moncton.....	National Labour Council (F. H. Gillespie).	Favouring Government ownership.
Niagara Falls.....	Pay, Geo. W.....	Complaining of the propaganda broadcast by CKGW against Government ownership, and expressing the opinion that the Government should control Radio.
Orangeville.....	London, J. K.....	Absolutely opposed to Government ownership and complaining of lack of interference service.
Toronto.....	Knothe, G.....	Favouring Government ownership, and requesting better musical programs and general education, with a reduction in advertising.

EXTRACTS FROM CORRESPONDENCE—*Continued*

Town or City	Name	Extract
Petitecodiac, N.B. Halifax	Stockton, L. King, Wm. (Jas. Fraser Co.)	Favouring a system similar to B.B.C. Enclosing resolution signed by 22 prominent citizens of Halifax, favouring the Aird Report, and Government ownership.
Calgary Winnipeg	Calgary Trades & Labour Council Brotherhood Railway Carmen of America.	Endorsing nationalization of Radio. Resolution favouring Government organization of Radio on a public service basis.
Winnipeg Toronto	Brotherhood Locomotive Engineers Armstrong, W. G.	Favouring nationalization. Objecting to advertising, and pointing out that good programs could be obtained at reasonable cost in Canada.
Regina	"The Leader Post"	Objecting to evidence of J. F. Garrett as not representing Western station owners; also objecting to Canadian Radio League evidence, and pointing out educational features now in evidence in the West.
Montreal	The Bell Telephone Co.	States that brief of the Transcanada 'phone system represents position of the Bell Telephone.
Moncton	Reid, J. V.	Recommending no change, and continued use of American programs.
Sackville, N.B.	Tingley, D.	Supporting Government ownership and taking exception to Col. Phinney's evidence with regard to Station CHNS
House of Commons	Bell, Leslie G.	Resolution of the Montreal Local Council of Women, supporting the Aird Report.
Moose Jaw Nelson, B.C.	Moose Jaw Trades and Labour Council Widdowson, E. W.	Advocating Government ownership. Does not support Canadian Radio League, due to fact that present Western Canadian Stations do not give any service as they are blanketed by the more powerful U. S. Stations.
Winnipeg	International Association Machinists	Recommendation giving reasons supporting Federal control of Radio, and outlining the duties of a controlling commission.
Ellershouse, N.S.	Blanchard, H. P.	Wants improvement in programs but freedom in ether for everyone.
Winnipeg	Brotherhood Painters, Decorators and Paperhangars.	Favouring National Broadcasting under Aird System.
Brantford Quebec	Brantford Trades and Labour Council Quebec and Levis Trades and Labour Council.	Resolution advocating public ownership. Resolution strongly favouring Government control.
Niagara Falls	Jones, A. S.	Letter addressed to member for Welland County, advocating Government ownership to retain control of radio in Canada.
Welland	Marshall, A. W.	Letter addressed to member for Welland, advocating present system without increase in licence fee.
Montreal Midlandvale, Alta. Toronto	Montreal National Labour Council Ranson, A. W. S. Russell, P. H.	Advocating Government ownership. Supporting Canadian Radio League. Objecting to the announcements being made over Toronto stations regarding nationalization of radio. He points out that the exact wording of the announcement should be presented to the Committee, as it is very misleading.
Espanola, Ont.	Pugsley, Rev. E. E.	Objecting to statements of Ontario Radio League, and recommending that control of ether be retained as part of our birthright.
Saint John, N.B.	Munro, C. A.	A lengthy brief, outlining private enterprise under Government control to improve broadcasting in Canada.
Vancouver	Vancouver, New Westminster and District Trades and Labour Council.	Strongly supporting public ownership of Radio.
Winnipeg	Manitoba University	Restates their support of the Canadian Universities Conference, in advocating Government control.
Cowansville, Que.	Women's Conservative Association of Mississquoi.	Resolution requesting elimination of advertising on Sundays.

EXTRACTS FROM RADIO CORRESPONDENCE—Continued

Town or City	Name	Extract
Wilkie, Sask.	Whelpton, W.	Supporting Government ownership.
Kingston, Ont.	Baldwin, R.	Retain present system, with adequate control.
Edmonton	Thornton, Jos.	Supporting Government ownership.
Sackville, N.B.	Mount Allison University	Recommending system similar to B.B.C.
Toronto	Duncan, Arthur	Letter addressed to Mr. R. C. Matthews, House of Commons, opposing nationalization.
Kitchener	Municipal Council	Resolution opposing Government ownership.
Regina	Regina Trades and Labour Council	Resolution favouring National ownership.
Ottawa	National Council of Women (Local Branch) (Mrs. Robt. Devine).	Re-endorsement of resolution favouring Government ownership.
London, England	B. B. C. (Major Murray)	Information regarding copyright expenditures and licence sales for March in England.
Whitby	Annes, F. H.	Report of speech at an officers' dinner endorsing Government ownership, and pointing out the similarity between radio and the press.
Winnipeg	Winnipeg Health League (Dr. Speechly)	Letter to Hon. R. Rogers, endorsing Government control.
Toronto	Whittington, D.	Favouring retention of present system.
Weston	Kimball, Mrs. F. E.	Opposing Government ownership and pointing out that the present system is giving good service.
Winnipeg	McGramble, Wm. G.	Favouring Government control but not ownership, and opposed to type of programs now being put out by Manitoba Government.
Toronto	Shaver, H. G.	A verbatim statement of the type of propaganda being used by Station CKGW, at present.
Montreal	St. Martin, A.	Opposing the big interests.
Regina	Regina Board of Trade	Favouring retention of present system of private control.
Toronto	Dyce, D. A.	Opposes public ownership and commends Station CKGW.
Victoria	Bingham, E. R.	Supporting Government ownership and objecting to advertising as used at present.
Harmsworth, Man.	Wallace United Church	Petition requesting that all advertising and jazz be prohibited on Sunday.
Halifax	King, Wm. (Jas. Fraser Co.)	Petition supporting Aird Report, signed by the Mayor of Halifax and other prominent men in that city.
The Senate	McRae, Senator A. D.	Requesting permission to appear before Committee on Thursday, April 21.
Winnipeg	Brotherhood Locomotive Firemen and Enginemen (H. Webber).	Resolution supporting Government ownership.
Timmins, Ont.	Northern Ontario Associated Boards of Trade (W. O. Langdon).	Supporting Government ownership for increased coverage in Northern Ontario.
Winnipeg	Coats, D. R. P.	Objecting to statements by Mr. Garrett with regard to the point of view of Saskatchewan Station ownership.
Calgary	Grant, W. W.	Requesting that a decision be given at an early date.
Toronto	Ontario Radio League	Forwarding following list of Charter Members:— Mrs. Benson, Honorary Chairman, Port Hope. Miss K. Whetham, Honorary Secretary, Toronto. Miss Meryl Plaxton, Toronto. Mrs. H. E. Tremain, “ Miss Emma MacLean, “ Dr. Eric Johnston, “ Miss Marjorie Duff, “ Rev. J. S. Ward, “ Miss Ruth Hamilton, “ R. S. Dakin, “ and listing 850 names out of 50,000 members.

EXTRACTS FROM CORRESPONDENCE—*Concluded*

Town or City	Name	Extract
Vancouver.....	Chandler, C. J. (Station CJOR).....	Objecting to Government ownership, and to the newspapers opposing private ownership on the basis of loss of advertising revenue. He also presents an argument for the proper location of stations in and around Canadian cities. Advertising discussed and proposition made with regard to subsidizing Trans-Canada telephone lines.
Montreal.....	Canadian Chamber of Commerce.....	States that no definite position has been taken by Chamber of Commerce, as the necessary two-thirds vote was not obtained.
Toronto.....	Radio Manufacturers Association.....	Statement of their position as read into the evidence on Thursday, March 31.
St. Vital, Man.....	International Brotherhood Boiler Makers etc.	Resolution supporting National ownership.
Edmonton.....	Wallace (Pres. Alberta Univ.).....	Favouring Government control and requesting that due consideration be given to education.
Regina.....	Bryant, Jas. F. (Minister of Telephones).....	Objecting to either of the two large railways in Canada being given control of Radio, should the Federal Government decide against National ownership.
Winnipeg.....	Manitoba Dental Association.....	Endorses Government control.
Victoria.....	University of British Columbia.....	Supporting Canadian Radio League.
Regina.....	Dr. Anderson (Premier).....	Requesting permission to send representatives to deal with subject of educational broadcast in Saskatchewan.
Toronto.....	Radio Music Company.....	Letters to Mr. D. M. Wright, M.P., calling for protection and remuneration to Canadian authors whose works are used over Radio.
New York, N.Y.....	National Broadcasting Co. (M. H. Aylesworth).	Declining our invitation to appear before Committee in Ottawa.
Kitchener.....	440 adherents of St. Matthews Church.....	Opposed to Government ownership, unless it provides for low-power local stations.
Kitchener.....	180 adherents of Benton St. Church.....	Opposed to Government ownership, unless it provides for low-power local stations.

SESSION 1932
HOUSE OF COMMONS

SPECIAL COMMITTEE

ON

RADIO BROADCASTING

No. 17

Containing Second and Final Report, also List of Members of the Committee, Orders of Reference, First Report, List of Witnesses and pages of Evidence of Each, and Index to Briefs and other Papers printed as part of, or Appendices to, the Record.

OTTAWA
F. A. ACLAND
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
1932

MEMBERS OF THE COMMITTEE

Hon. R. D. MORAND, *Chairman*

Mr. W. A. Beynon,

Hon. P. J. A. Cardin,

Hon. W. D. Euler,

Mr. O. Gagnon,

Mr. E. J. Garland,

Mr. J. L. Ilsley,

Mr. R. K. Smith,

Mr. D. McK. Wright.

E. L. MORRIS,

Clerk of the Committee.

ORDERS OF REFERENCE

HOUSE OF COMMONS,
WEDNESDAY, March 2, 1932.

Resolved,—That a Special Committee of this House be appointed to consist of Messrs. Morand, Wright, Beynon, Smith (*Cumberland*), Gagnon, Cardin, Euler, Ilsley and Garland (*Bow River*), for the following purposes:—

- (1) To consider the report of the Royal Commission on Radio Broadcasting dated the 11th day of September, 1929, and, commonly known as the Aird report.
- (2) To advise and recommend a complete technical scheme for radio broadcasting for Canada, so designed as to ensure from Canadian sources as complete and satisfactory a service as the present development of radio science will permit.
- (3) To investigate and report upon the most satisfactory agency for carrying out such a scheme, with power to the said Committee to send for persons and papers and to examine witnesses, and to report from time to time to this House.

Attest.

ARTHUR BEAUCHESNE,
Clerk of the House.

TUESDAY, March 8, 1932.

Ordered,—That 700 copies in English and 300 copies in French of proceedings and evidence which may be taken by the said Committee be printed, as required; and that Standing Order 64 be suspended in relation thereto. That the said Committee be granted leave to sit while the House is sitting.

Attest.

ARTHUR BEAUCHESNE,
Clerk of the House.

REPORTS OF THE COMMITTEE

FIRST REPORT

TUESDAY, March 8, 1932.

The Special Committee on Radio Broadcasting begs leave to present the following as its First Report:—

Your Committee recommend that 700 copies in English and 300 copies in French of the proceedings and evidence which may be taken, be printed, as required, and that Standing Order 64 be suspended in relation thereto.

Your Committee also recommends that it be granted leave to sit while the House is sitting.

All which is respectfully submitted.

R. D. MORAND,
Chairman.

LIST OF WITNESSES, OFFICIAL POSITION OR RESIDENCE AND PAGES WHERE
EVIDENCE OF EACH IS FOUND

- AIRD, SIR JOHN, Toronto, President Canadian Bank of Commerce, formerly Chairman of the Royal Commission on Radio Broadcasting, 1929, 493-511 incl.
- ASHCROFT, R. W., Radio Station CKGW, Trans-Canada Broadcasting Company, Toronto, 329-341 incl.
- BAIN, J. W., Radio Engineer, Department of Marine, Ottawa, 88-9, 286
- BEATTY, Mr. E. W., K.C., President and Chairman of the Canadian Pacific Railway Company, 655-676 incl.
- BENSON, Mrs. M. J., Toronto, member of Ontario Radio League, 362-363 incl.
- BOWMAN, Mr. C. A. Editor, Ottawa Citizen, and Dr. Augustin Frigon, Director General, Technical Education, Province of Quebec, Montreal, formerly members of the Royal Commission of Radio Broadcasting, 1929—joint witnesses—63-100 incl., and Dr. Frigon, 117.
- BURFORD, W. T., All-Canadian Congress of Labour, 55-60 incl.
- BUSHNELL, E. L., Radio Station CKNC, Canadian Carbon Company, Toronto, 162, 166, 168, 677-679 incl.
- CAMPBELL, A. C., representing Single Tax Association of Ontario, Ottawa, 101-104 incl.
- CAMPBELL, ROY, Honorary Secretary, National Council of Education, Montreal, 613-623 incl.
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SECOND REPORT

HOUSE OF COMMONS,

MONDAY, May 9, 1932.

The Special Committee on Radio Broadcasting has the honour to present the following as its Second and Final Report:

In accordance with the duties and responsibilities delegated to us, and the terms of reference submitted, your Committee met on March 8, and, since that time, held 21 meetings, heard evidence, received briefs and submissions from fifty-three sources, including governments, individuals, corporations, associations, leagues and clubs.

Your Committee was seized, from the inception, of the national importance and international character of radio broadcasting, and the evidence submitted has served to further consolidate our opinion of the far-reaching scope and benefits of proper, well-regulated broadcasting services throughout Canada, as a medium of education, thought-provoking development, and fostering of Canadian ideals and culture, entertainment, news service and publicity of this country and its products, and as an auxiliary to religious and educational teaching, also as one of the most efficient mediums for developing a greater National and Empire consciousness within the Dominion and the British Commonwealth of Nations.

Your Committee desires to express at the outset, to the present Radio Broadcasting Stations, this tribute: That they entered as pioneers in a field of service in the art of radio, and, under trying handicaps and sacrifices, worthily kept pace with a science fraught with ever-changing improvements and development, and rendered this service under handicaps, which is most praiseworthy.

Your Committee is convinced, however, that the present system, excellent as it is in certain respects, does not meet the requirements in quality and scope of broadcasting to ensure its maximum benefits.

REFERENCE No. 1:—To consider the Report of the Royal Commission on Radio Broadcasting, dated the 11th day of September, 1929, commonly known as "The Aird Report."

Your Committee was fortunate in having the three Members of the Aird Commission appear before us to amplify and explain their Report, and much valuable information was thereby secured, and, if we are unable to completely accept their findings, it must be obvious that there has been a great change in the science of radio broadcasting, and in the financial condition of the country, in the last three years.

REFERENCE No. 2:—To advise and recommend a complete technical scheme for Radio Broadcasting for Canada, so designed as to ensure from Canadian sources as complete and satisfactory a service as the present development of radio science will permit.

Your Committee recommends a chain of high-power National Stations, operating on clear channels, located at suitable intervals, the location to be determined by a careful technical survey of Canada.

Your Committee recommends that consideration be given to the use of five 50 K.W. stations, one in each of the following Provinces of Canada, viz., British Columbia, Manitoba, Ontario, Quebec, and, in the Maritimes, three 500 watt stations, one for each Province, or one 50 K.W. station, as may be determined

by the Committee. In Saskatchewan and Alberta, we suggest two 5 K.W. stations in each Province, synchronized on a common channel. Further, a 10 K.W. station in Northern Ontario and Western Ontario, a 1 K.W. station at Port Arthur-Fort William; a 500 watt station in Toronto, and a 1 K.W. station, at, or near, Ottawa, Montreal and Quebec.

Your Committee further recommends a number of stations, of 100 watt power and under, operating on shared channels, located where required:—

- (a) To serve areas not satisfactorily covered by the National Stations.
- (b) For secondary stations in areas where there is a demand for several channels to be in operation at the same time.
- (c) For educational purposes.
- (d) For legitimate experimental work.
- (e) For local broadcasting of community interest.

Your Committee further recommends that the cost of radio in Canada be self-sustaining and that only the money available from Transmitters' and Receivers' Licence Fees, and advertising income, be expended, and that the question of the amount of Receivers' Licence Fees be left entirely in the hands of the Governor in Council.

REFERENCE No. 3:—"To investigate and report upon the most satisfactory agency for carrying out such a scheme."

Your Committee recommends that a Commission be appointed, consisting of three adequately-paid Commissioners; a Chairman to hold office for a period of ten years; a Vice-Chairman for a period of nine years, and the third Commissioner, for a period of eight years.

That there be appointed an Assistant Commissioner in each Province, who shall also act as Chairman of such Provincial or Regional Advisory Program Committees as may be formed; the Assistant Commissioners to be selected in consultation with the Governments of their respective Provinces.

Your Committee further recommends that the Commission be vested with the necessary powers to carry on the business of Broadcasting in the Dominion of Canada, such powers to extend to the following matters:—

- (a) To regulate and control all broadcasting in Canada, including programs and advertising.
- (b) To own, build and operate transmitting or receiving stations in Canada.
- (c) To acquire by lease, purchase, expropriation or otherwise, any or all existing broadcasting stations.
- (d) To enter into operating agreements with privately-owned stations.
- (e) To originate programs, and secure outside programs by purchase or exchange, and to make the arrangements necessary for their transmission.
- (f) To determine the number, location and power of all broadcasting stations required in Canada.
- (g) To control the issuing or cancellation of licences to broadcasting stations.
- (h) To cancel the allotments of channels to any stations, or to make substitution of channels.
- (i) To prohibit the establishment of privately-operated chains of stations in Canada.
- (j) Subject to the approval of the Parliament of Canada, to take over all broadcasting in Canada.
- (k) To be vested with all other powers necessary or incidental for the fulfilment of the objects of the Commission.

Your Committee recommends:—

- (a) That one of the first duties of the Commission be the establishment of Trans-Canada Chain Broadcasting through the securing of the necessary land-lines as soon as possible.
- (b) That a Nationally-owned System of Radio Broadcasting be instituted, and that all stations required for its proper organization be eventually acquired, same to be financed from the revenues accruing to the business of broadcasting, without expense to the taxpayers through the public treasury.
- (c) That all stations, 100 watt and under, not required for the national system, remain under private ownership, but be regulated as to programs and advertising by the rules of the Commission.
- (d) That all revenues obtained from licence fees, sale of advertisement, and other revenues accessory to the business of broadcasting, be used by the Commission in the interest of radio.
- (e) That advertising be limited to not more than 5 per cent of each program period.
- (f) That the developing of Canadian art and artists, and the securing of outstanding programs from outside Canada, be encouraged.
- (g) That the Commission make available to the Provinces, when possible, the facilities of national and chain broadcasting.
- (h) That the Commission make special effort to give such programs as will be acceptable to provincial and local requirements.
- (i) That before making changes in Canadian radio broadcasting, the Commission makes a complete survey of the present system, with particular reference to adequate coverage.

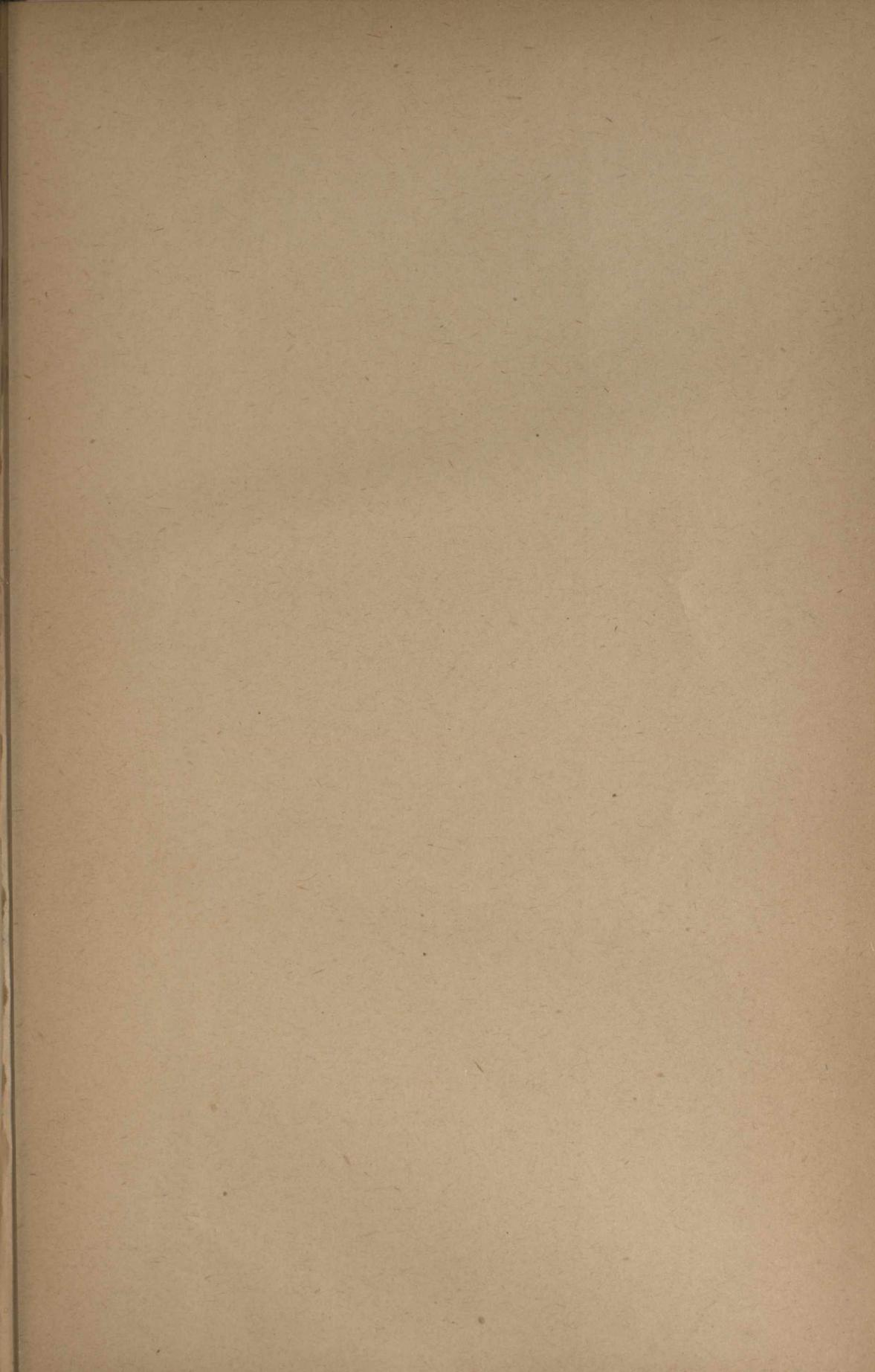
We desire to call attention to the extreme importance that the Board should not assume, or even be suspected of assuming, a political complexion.

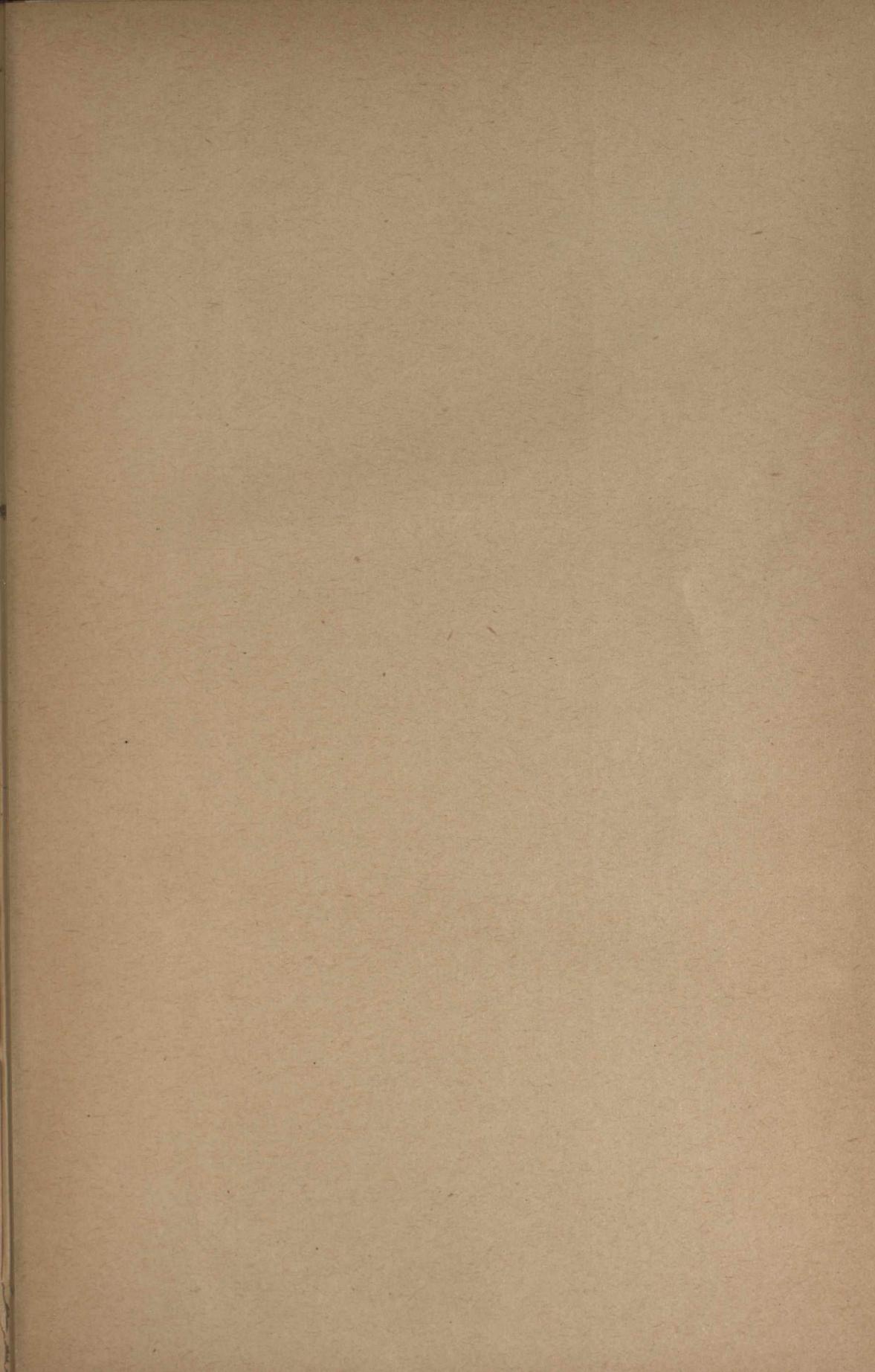
Your Committee append hereto a copy of the proceedings and evidence adduced before your Committee, for the information of the House.

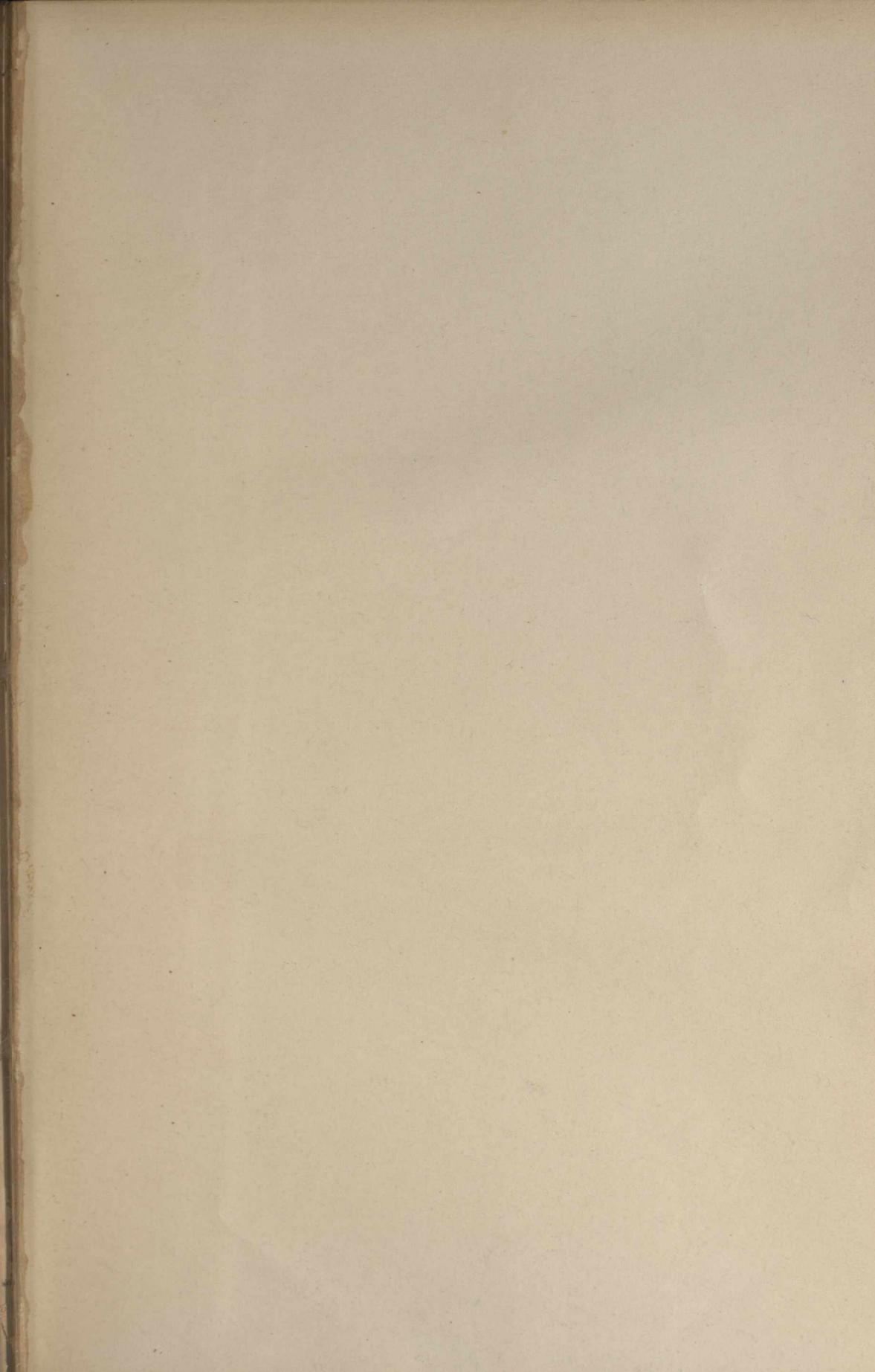
All which is respectfully submitted.

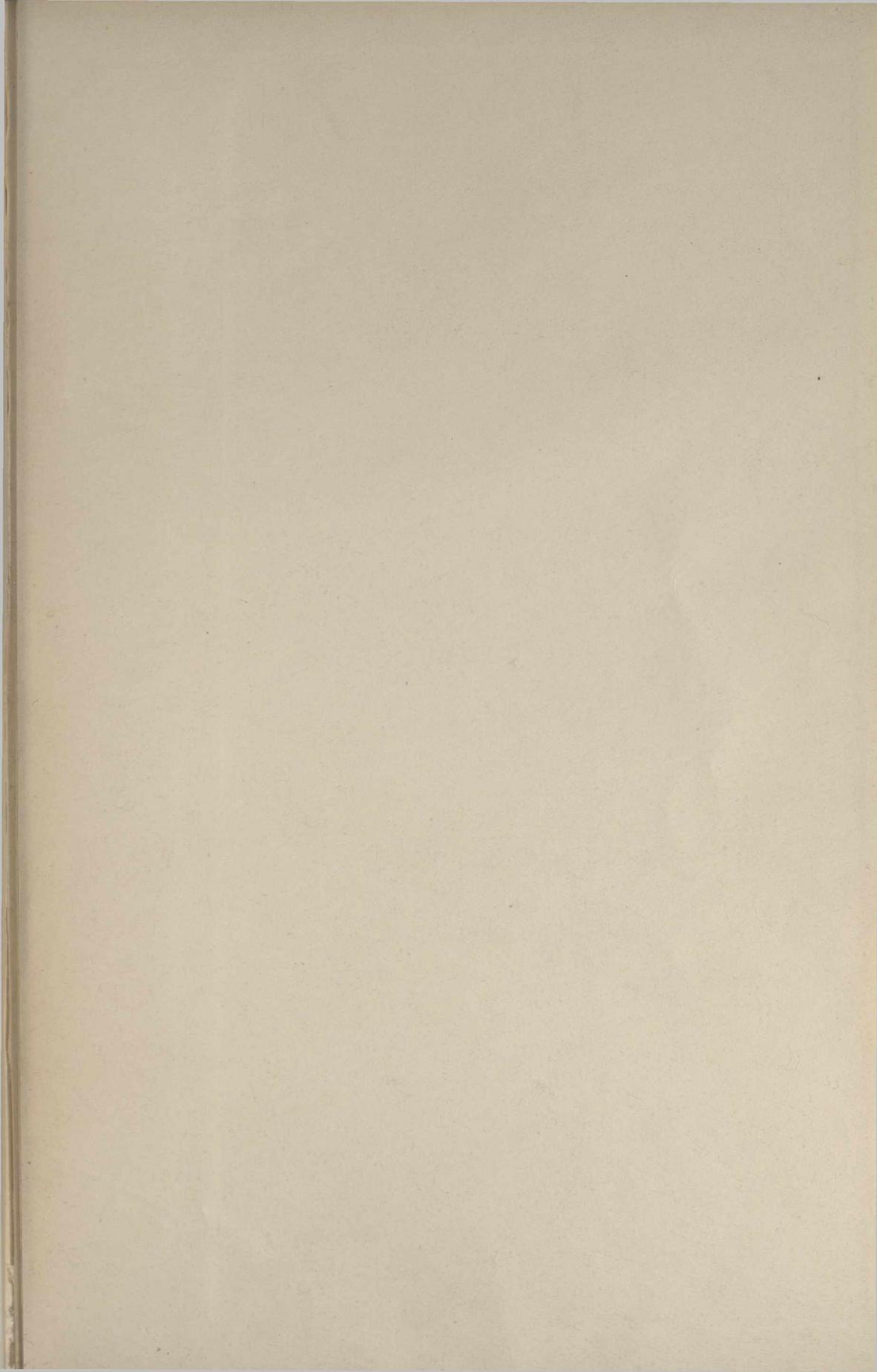
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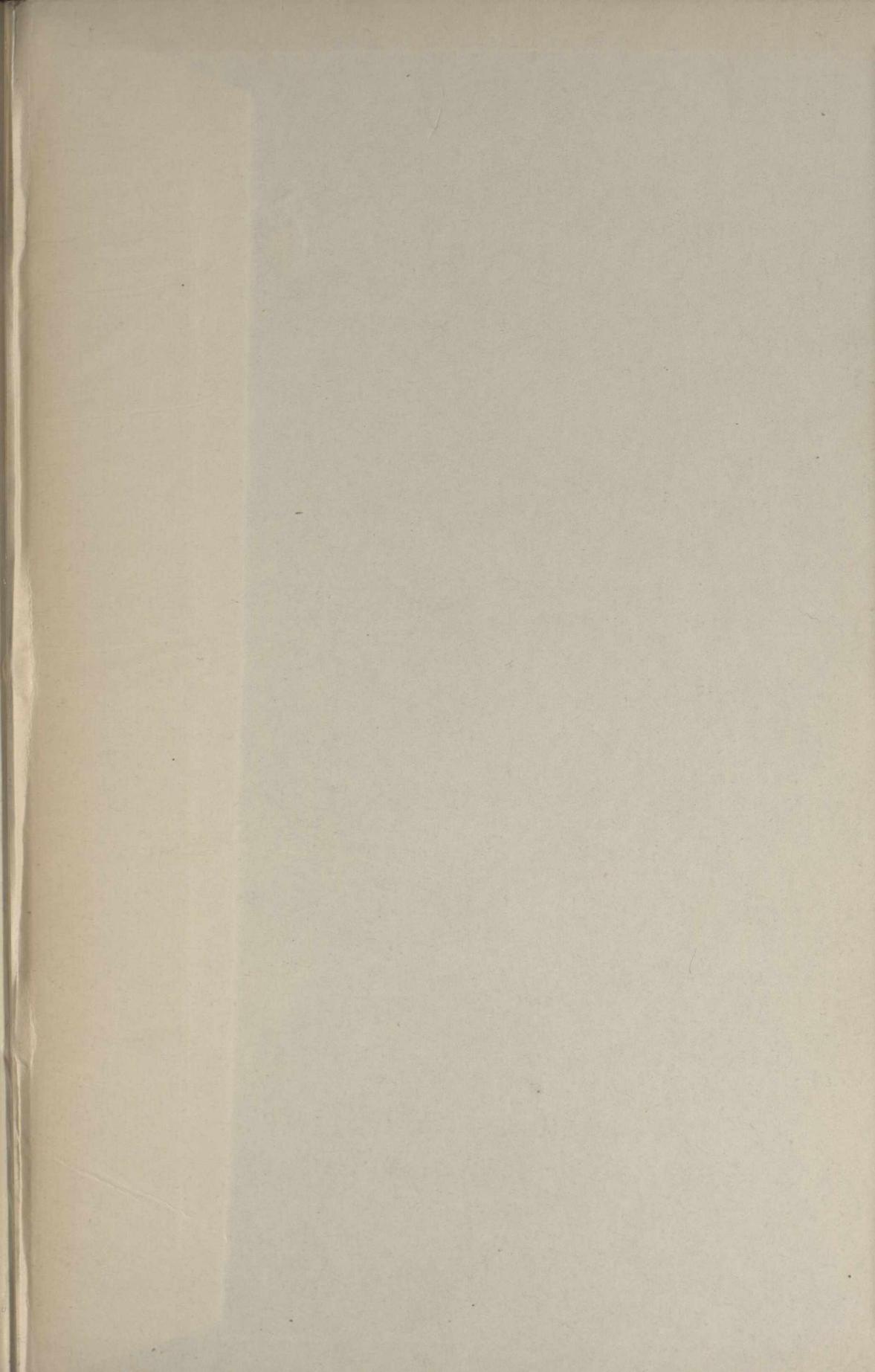
Second and Final Report concurred in, Wednesday, May 11, 1932.











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