

RG:0002,c.0048; FILE # 00534;
RADIO, 1922- 1938

FILE 534

RADIO

Radio station, C.F.C.F. Largest Montreal station.

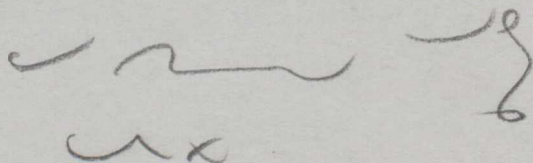
representative Mr. Young, called.

Would you speak for 15 minutes on a Friday evening, preferably next week, on any subject, or be interviewed? All Canada anxious to hear you, etc. etc. 8.30 p.m.

Not connected with any advertising programme. No expense to McGill. They will give the time for the privilege of having you speak.

It might be good for McGill????

Gordon Young. Ma. 7806.

Handwritten signature and initials. The signature is a cursive name, possibly 'Gordon Young', followed by a large flourish. Below it are the initials 'G.Y.'.

PRINCIPAL AND VICE-CHANCELLOR



McGILL UNIVERSITY
MONTREAL

Inter-department Correspondence



PRINCIPAL AND VICE-CHANCELLOR;
SIR ARTHUR W. CURRIE, G.C.M.G., K.C.B.

FROM
THE PRINCIPAL AND VICE-CHANCELLOR,
MCGILL UNIVERSITY,
MONTREAL.

RADIO COMMISSION REPORT.

Establishment of a chain of high power national stations located at suitable intervals across Canada, exact position determined after careful technical survey.

Appt. of federal commission of three, assistant coms. for each prov. "to carry on the business of broadcasting"

Estab. trans-Can. chain broadcasting as one of first duties of commission.

Advertising limited to not more than 5% of each program period

Location, where required and under private ownership if desired of as many stations of 100 watts or under as may be deemed necessary for complete coverage.

Revenues from license fees and advertising to be expended in the interests of radio.

Just out: furnished by GAZETTE.
Do you wish to make any comments?

DOCKET STARTS:

RADIO TALKS.

Proposed speech for October 22nd at 9 P.M.
by Edward H. S. Pipes, Law 3, as undergraduate speaker.

Good Evening everyone. I have been asked to give you this evening a university undergraduates answers to 2 common questions: Why are you going to college? and What are you getting out of college? I suppose those same questions have been asked of young men for centuries, and of young women for at least this past hundred years. Well, here are my answers. I came to university with one object--- to study law. Of course all students don't come to college to study law, but nevertheless a large per centage do come with the intention of entering a professional faculty, to prepare for law, for medicine, for accountancy, for architecture, for engineering, for the Church, or for teaching. To get the average view of those not intending to enter a professional faculty, I asked several of those whom I have met around the campus during the past few days why they ever decided to come to college. Many of their answers were neither clear nor complete, but the commonest reply was that a university education is essential to the ability to reason and think alone. Such a reply certainly answers that old question-- which is more important, the facts learned or the mental development. At McGill the student seems to favour the development of the mind rather than the data absorbed in the process. Incidentally, ^{some say that so much} ~~the~~ ~~statement that~~ McGill ~~is~~ a seat of communism is a creation of a reactionary's ^{chimeric} ~~so-called~~ brain. We may not be bashful in saying what we think of the present system, nor in pointing out what we consider its obvious faults, but we most definitely are not communists. We object to restrictions we consider unjust, not because of the things suppressed, but because such suppression goes against the grain, is undemocratic and unfair.

But let's get on with the second question-- What are you getting out of college ? Besides the actual facts and theories picked up in the lecture rooms, there is the constant urge to investigate other theories, to dig up counter-arguments, with of course the ever-constant arguments among members of the same class on the subject under discussion. Completely apart from the class-room, a university offers several other advantages which I don't think are offered anywhere else. The first of these is of course the contacts and ~~friendships~~ friendships which can be made with people from all parts of the world. Perhaps this is rather high-sounding to some of you, but if nations of the world understood one another half so well as their nationals do while attending university, war would not only be remote, it would be impossible. Then again there are the many extra-curricular activities, giving the average student an opportunity to find others with similar recreations and hobbies, and where those discussions crop up which unintentionally and yet irresistably mold the pliant brain of the young student. So at McGill we have the college paper, the McGill Daily, we have a Players' Club, a chess club, a debating society, a Social Problems Club, various national clubs such as German, French, Italian and Spanish, as well as a Cosmopolitan Club. For every type of student there is some extra-curricular activity. Looking at things from a purely mercenary point of view, in these outside activities you meet the men who in a few short years will be the business, social, and political leaders, not only of Canada but of many other great nations.

Before I forget I must mention the other benefits ~~extra-curricular~~ activ-

ities offer in the realm of physical training. Most of you have heard and seen McGill men in action on football, hockey, and other teams. If you haven't, McGill will be playing Toronto here in the concluding home game of the football season on Nov. 5th. The members of McGill teams are instilled with the realization that the players of the visiting team are guests of the university. Here the chief link is the Scarlet Key Society, which does everything possible to make the visitors feel at home. At McGill, every student who is physically capable can try out for our teams. There are no imports whatever. We engage in seventeen intercollegiate sports, often with several teams in one of them, for example the senior, intermediate, and junior football and hockey teams, as well as three more inter-faculty sports. Those who participate in the more strenuous sports are also encouraged to take up easier ~~sports~~ ones in which they can find pleasure and relaxation in later years. Nor must the business end of athletics be disregarded-- students handle the managerial and business ends of all sports, thus obtaining an excellent training in modern business methods. By the way, studies are not sacrificed on the altar of championship teams here at McGill. The one great necessity right now at McGill is a gymnasium.

Ever since I first came to college, almost seven years ago, I have read ^{in the general} ~~the~~ ^{announcement of the University, the} rules regarding the number of hours each week to be spent in physical training ~~in the university's general announcement,~~ only to find a footnote stating that these rules have been suspended for the current session. Nevertheless a gym. is still hoped for among the undergraduates. We regret there is not sufficient capital to build the complete plant necessary, but

facilities are provided in the plans for future extensions. Maybe by the time my young brother, now a freshman, graduates from McGill, he will have to adhere to the physical training rules which have been suspended so long. I sincerely hope so.

Well after such a rambling talk I had better summarize my reasons for coming to college--- to learn to think for myself and to train that thinking for law. I have received from college the knowledge of specialists in their fields, friendships with people from all parts of the world, recreation among people with similar hobbies and amusements, training in public speaking and participation in sports with sportsmen. I suppose the highest tribute I could pay is that if and when I have a son, ^{of my own,} there will be no hesitation in my mind with regard to a university education. He'll get one, and he'll get it at McGill. Good night.

Pypin

Thank you, Mr. Carveth, and I wish to express my appreciation of your invitation to take part in this evening's programme of "In My Opinion".

I have been asked to give you this evening, my opinion on two questions often put to a University undergraduate - 'Why are you going to college?' and 'What are you getting out of college?'. I suppose those same questions have been asked of young men for centuries, and of young women for at least this past hundred years. Well, here are my answers. I came to university with one object - to study law. Of course all students don't come to college to study law, but nevertheless a large percentage do come with the intention of entering a professional faculty, to prepare for law, for medicine, for accountancy, for architecture, for engineering, for the Church, or for teaching. To get the average view of those not intending to enter a professional faculty, I asked several of those whom I have met around the campus during the past few days why they ever decided to come to college. Many of their answers were neither clear nor complete, but the commonest reply was that a university education is essential to the ability to reason and think alone. Such a reply certainly answers that old question - which is more important, the facts learned or the mental development. At McGill the student seems to favour the development of the mind rather than the data absorbed in the process. Incidentally, the statement that McGill is a seat of communism is a creation of a reactionary's so-called brain. We may not be bashful in saying what we think of the present system, nor in pointing out what we consider its obvious faults, but we most definitely are not communists. We object to

reactionary's

(2)

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Crombie

Thank you, Mr. Carveth, and may I say I appreciate the opportunity of participating in this evening's programme of "In My Opinion".

Mr. Piper has painted a very pleasing picture of university life and the advantages of a university education. He apparently has no doubts on the subject. He has said that if he has a son there will be no hesitation in his mind with regard to a university education: he will send his son to college.

It is quite natural that Mr. Piper should feel that way: most fathers desire to send their sons to college. I would suggest to Mr. Piper however, that it might be better to defer his decision until the young man is ready to enter McGill. It is just possible that the value of a university education has been stressed too highly, both by Mr. Piper in particular and on this continent in general. The obtaining of a university degree has been the ambition of thousands of young men. It perhaps has been considered as an end in itself rather than a means to an end.

To make my point clear, let us take the case of a father who has worked hard all his life, who has been a good citizen, who may or may not be a college graduate, and who is in the process of educating his family. He has met with some success, but not to the extent that he had anticipated at twenty. He is not dissatisfied, but at forty-five he can contemplate certain mistakes that he may have made and certain opportunities that he may have missed. But there is one thing that he is certain of; his son is not going to make those mistakes or miss those opportunities, not if he can help it. His son is going to have all the advantages that he had and some of those that he missed. His son is going to college.

This may involve certain sacrifices on his part, but he feels that he has certain parental responsibilities to fulfill; he must provide for his son's future. He has taken for granted that the best way to provide for his son's future is to send him to college. He may or may not have consulted his son or his son's teachers at high school. It may not have occurred to him that perhaps his son does not want to go to college, or that if proper vocational guidance were obtained, that it might possibly indicate that his son ought not to be sent to college. Just because he has decided that he should send his son to college, and because college life appeals to the son, is no assurance that the time and money required might not be spent to better advantage in some other way.

Leaving out of consideration the ability to meet the necessary entrance requirements and to pay the annual fees, I am not convinced that all young men should look forward to a university education, not unless they want to go to college and have a clear-cut idea as to the profession or calling they intend to follow.

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After all, a profession or occupation is a calling; therefore why not wait until the young man feels called upon to follow a definite profession or occupation. If a university education is necessary to complete his training for that particular profession or occupation, if he has a keen desire to go to college and provided there are no financial difficulties, by all means let him go. I should have said, provided the financial difficulties are not insurmountable, for if a college education is worth having, it is worth working for.

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pro.
personal

The young man who has to work to help finance his college education is much more likely to appreciate the advantages to be derived from it.

It might be interesting to note in passing that it is perhaps more than a coincidence that those men practising professions or callings in whose creed the ideal of service is uppermost, physicians, surgeons, teachers, scientists and research-workers, are as a class the most happy and contented in the pursuit of their life's work, and that for the proper training for those professions or callings a university education is a necessity.

I was particularly impressed with Mr. Piper's opinion of the value of a college education. Undoubtedly he has a full appreciation of the opportunities afforded to an undergraduate at McGill for the acquisition of learning and for cultural development. Likewise, it is apparent that he is taking full advantage of the opportunities afforded.

In my opinion there is a difference between learning or education, and culture. Education might be defined as the systematic development and cultivation of the mind. It begins in the nursery, goes on at school and college and continues throughout life whether we will or not. Culture, on the other hand, might be defined as the improvement and refinement of the mind, morals and taste. Learning, strictly speaking, has nothing to do with mental development apart from the capacity to acquire and remember, and nothing whatever to do with that moral development which is included in education in its fullest sense. It is possible for a man to be educated and learned and yet not cultured. Of necessity the first

and primary object of a college education is the acquisition of learning, and more particularly that learning which will properly equip the student for his life's work. Secondly but not secondary, there is the cultural and social side of a college education. And that, in my opinion, is most important. In fact, I believe that in too many universities the acquisition of learning has been unduly stressed and the value of culture overlooked. The tradition of culture is the solid ground upon which a university should be founded, and it must come as a shock to the educationalist when he is told that universities should teach only practical subjects, and to find that it is sometimes necessary to coerce the human mind into theoretical studies.

McGill University is fortunate in this respect, as being a privately endowed institution, it need suffer no dictation in regard to its curriculum.

In bringing my remarks to a close, I would like to assure Mr. Piper, as one who will shortly be joining the ranks of the graduates, that there is still room at the top, that there is no lack of opportunity and that in business and in the professions, there is still a great need for young men who are prepared to accept responsibility.

I have spoken of the advantages of a college education. The presumption therefore is that those who have attended a university have had advantages denied to those who did not attend a university. If this is so the community has a right to look to the university and university graduates for cultural and intellectual leadership. That leadership can only be displayed if university

graduates accept their responsibilities, and take an intelligent interest in municipal, provincial and Federal affairs. Citizenship in a democracy is both a privilege and a responsibility.

Once more, Mr. Carveth, may I thank you for your invitation to take part in this programme.

DOCKET ENDS:

RADIO TALKS.



Montreal, Nov. 9, 1922.

Sir Arthur Currie,
McGill University,
Montreal.

Dear Sir:

News dispatches announce the visit to this city of
Admiral Simms.

In view of his popularity in this country, we take
the liberty of inviting Admiral Simms to address the
scores of thousands in Canada, anxious to hear and unable
to see him, listening to our radio broadcasting station.

We would be doubly honored if you could accompany
your American friend, and, incidentally, introduce him
yourself to our great unseen audience.

We leave to you the choice of the hour and date.

Hoping that our invitation will be favored by you and
accepted by both, we are,

Yours very truly,
Radio Broadcasting Station

L A P R E S S E

J. M. Cartier
Manager.

JNC/GCP

175
November
Thirteenth
1922.

J. W. Cartier, Esq.,
Manager, Radio Broadcasting Station,
La Presse,
Montreal.

Dear Mr. Cartier:-

I should have acknowledged your letter of November 9th before, but I found that, owing to the engagements of Admiral Sims during his two days' visit to the City, it would be impossible for him to comply with your request to speak a message for radio broadcasting.

The Admiral has charged me to express to you his regrets.

Yours faithfully,

Principal.

April 9, 1925.

G.H. Fletcher, Esq.,
Secretary, Students Council,
McGill University.

Dear Mr. Fletcher:-

Reference your letter of April 3rd re deficit of Radio Club. I should like to have some sort of statement as to what was actually done by the Radio Club in the way of publicity. Perhaps I should know this, but I am not very clear about the matter.

Yours faithfully,

Wilfrid Sovey.

STUDENT'S COUNCIL OF MCGILL UNIVERSITY



SECRETARY'S OFFICE

MONTREAL, April 3, 1925.....

Col. Bovey,
McGill University,
Montreal, Que.

Dear Sir:

At a meeting of the Students' Council held on Saturday last we received a communication from the Radio Club asking the Council to meet a deficit which they had incurred, in amount \$15.00. They stressed in their letter the amount of publicity which they had given to University concerts, football games and activities in general.

The Council voted them the required amount, but asked me to write to you to see if you would be willing to meet half of this amount from the publicity funds of the University.

Trusting that this may meet with your approval.

Yours very truly,

G. H. Fletcher

Secretary.

GF/MH

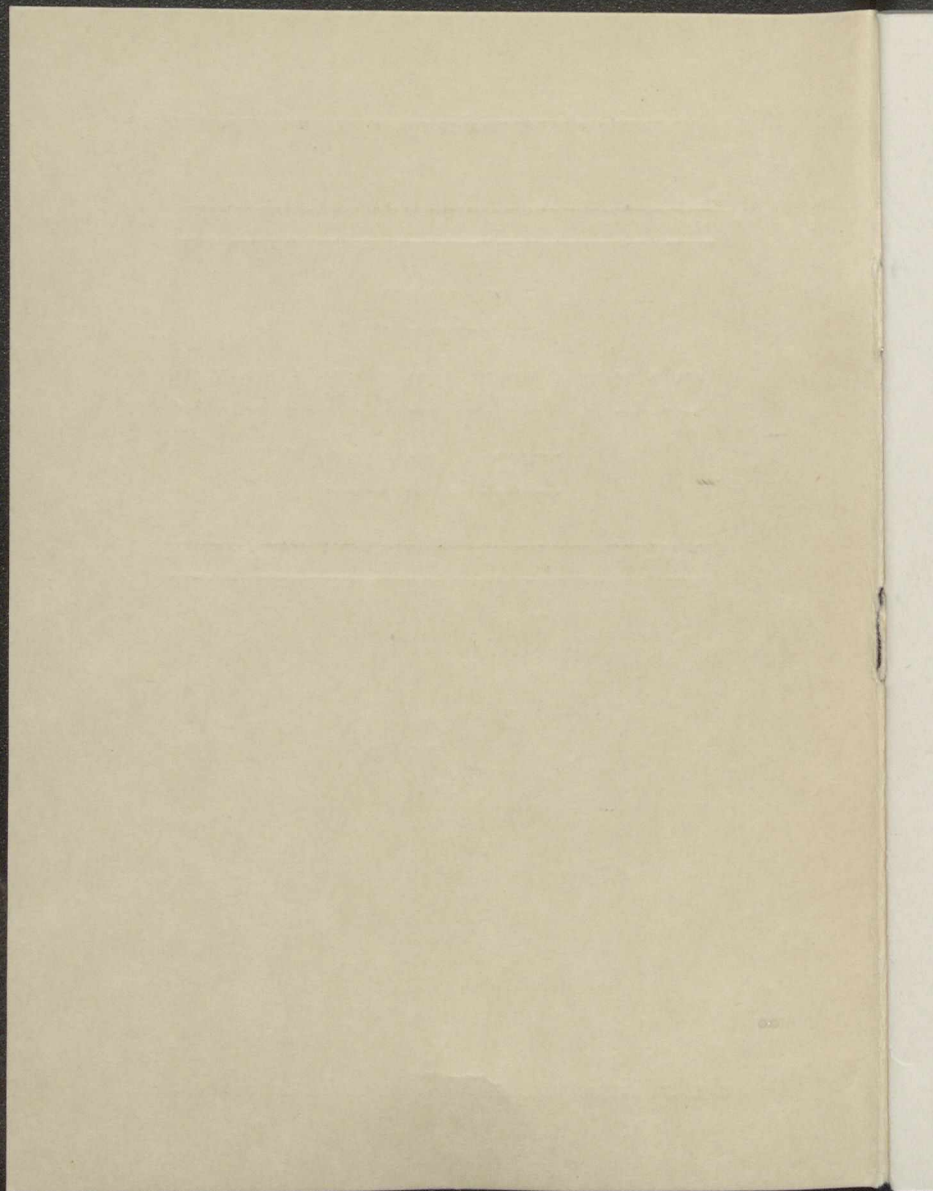
DOCKET STARTS:

CANADIAN RADIO LEAGUE



THE
CANADIAN RADIO
LEAGUE





THE CANADIAN RADIO LEAGUE



OBJECTS
INFORMATION
NATIONAL SUPPORT



Jan., 1931



Address of the Hon. Secy.
110 Wellington Street, Ottawa

Rt. Hon. Arthur Meighen:

"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 in Canada are open to vast improvement.

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

Col. J. H. Woods: (former president Can. Chambers of Commerce).

"Under existing conditions Canadian business suffers both from lack of adequate broadcasting coverage and from extensive American radio advertising with which we are not able to compete. Canada urgently requires National Broadcasting System capable of covering whole Canadian field."

Dr. E. H. MacMillan, F.R.C.O.: (Principal, Toronto Conservatory of Music)

"There is no doubt in my mind that there is abundant material of a first-class quality in Canada to provide as fine radio performances as could be wished for. A great deal of it is unorganized, and lacking in financial backing, which might be necessary to achieve the best results."

Dr. Lee DeForest:

“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 laboriously toiled to upbuild and to perfect.”

Judge Ira E. Robinson: (Chairman U.S. Radio Commission)

In referring to the monopoly of U.S. radio now being formed by a single group, said:

“This group by its power and influence is so subtle and effective as to portend the greatest danger to the fundamentals of American republican government. **No greater issue presents itself to the citizenry.** A monopoly of mere property may be bad, but a monopoly of the voice and the expression of the people is quite a different thing.”

NATIONAL COUNCIL OF THE CANADIAN RADIO LEAGUE

- Sir Robert A. Falconer, President, University of Toronto.
Hector McInnes, K.C., Halifax.
E. J. Tarr, K.C., Winnipeg.
Mrs. H. F. McLeod, Fredericton, Provincial Pres. I.O.D.E.
W. M. Birks, Montreal, Past President, Canadian Chambers of
Commerce, Past President, Montreal Board of Trade.
Louis St. Laurent, President, Canadian Bar Association.
Col. Hugh Osler, Winnipeg, President, Osler, Hammond &
Nanton.
Hon. N. W. Rowell, K.C., Toronto, President, Toronto General
Trusts.
Dr. W. Harvey Smith, Winnipeg, President, British Medical
Association.
Tom Moore, President Trades & Labour Congress of Canada,
Director, Canadian National Railways.
Senator Cairine Wilson, Ottawa.
Fred N. Southam, Montreal, President, Southam Publishing
Company.
H. W. Wood, Calgary, President, United Farmers of Alberta,
Director, Canadian Wheat Pool.
Mrs. J. A. Wilson, President, National Council of Women.
General Sir Arthur Currie, Montreal, Principal McGill Univer-
sity, Director, Bank of Montreal.
Canon Emile Chartier, Vice-Rector, University of Montreal.
Dr. R. C. Wallace, President, University of Alberta, President,
Association of Canadian Clubs.
Lady Kingsmill, Ottawa.
Col. J. H. Woods, Calgary, Past President, Canadian Chambers
of Commerce.
Mrs. John A. Stewart, Perth, Past President, Imperial Order of
the Daughters of the Empire.
Dr. Edouard Montpetit, Secretary-General, University of
Montreal.
Monseigneur Camille Roy, Rector, Laval University, Past
President, Royal Society.
Dr. A. H. Moore, President, University of King's College,
Nova Scotia.
Col. O. M. Biggar, K.C., Ottawa.
Dr. Stanley Mackenzie, President, Dalhousie University.

NATIONAL COUNCIL—Continued

- Mrs. A. J. Freiman, Ottawa, President, Hadassah of Canada.
The Right Rev. Archbishop Matheson, former Primate of all
Canada.
Russel Smart, K.C., Ottawa.
Dr. Walter C. Murray, President, University of Saskatchewan.
Brig.-Gen. J. A. Clark, Vancouver.
Dr. A. H. McGreer, Principal, Bishop's College, Lennoxville.
Rev. E. H. Oliver, D.D., Moderator of the United Church of
Canada.
Dr. George M. Wrong, Toronto.
General Victor Odlum, Vancouver.
Carleton W. Stanley, Montreal, McGill University.
Col. Victor Spencer, Vancouver.
Rev. Father Marchand, Rector, Ottawa University.
L. J. Ladner, K.C., Vancouver.
Blake Wilson, Vancouver, Director, C.P.R.
W. C. Woodward, Vancouver.
Victor Doré, President-General, Montreal School Board.
G. Fred McNally, M.A., Chief Supervisor of Schools for Alberta.
Colonel G. A. Wells, Winnipeg.
Dr. S. J. Willis, Superintendent of Education, Victoria.
G. Fred Pearson, Halifax, Director Maritime Telephone and
Telegraph Co.
Dr. Henry Munro, Halifax, Superintendent of Education for
Nova Scotia.
Dr. H. H. Shaw, Superintendent of Education for P.E.I.
Miss Muriel Brock, Toronto, President, Y.W.C.A.
Walter A. Black, Pickford and Black, Halifax.
H. Edmond Dupre, Vice-President, Compagnie Chicnic, Quebec.
Brig. General T. L. Tremblay, General Manager, Port of Quebec.
Dr. G. J. Trueman, President, Mount Allison University,
Sackville, N. B.
Mgr. A. V. J. Piette, Rector, University of Montreal.
Sir George Garneau, Quebec, President Battlefields Commission;
member National Research Council.
Hon. Frank Carrel, Quebec.
Rev. Archdeacon Scott, C.M.G., D.S.O., Quebec.
Dr. H. P. Whidden, Chancellor McMaster University, Hamilton.
Colonel R. D. Williams, Chairman, Vancouver Board of Trade.
C. L. Burton, President, Robert Simpson Co., Toronto; mem-
ber National Research Council.

See also page 31

"There is unanimity on one fundamental question: Canadian radio listeners want Canadian broadcasting."

—from Report of Royal Commission on Radio Broadcasting.

WHY THE LEAGUE WAS FOUNDED

The League was founded in response to a widespread demand throughout Canada for the improvement of the present radio situation. The League, in effect, is the organized expression of people in all parts of Canada who feel that radio broadcasting is not being fully and efficiently used as an instrument for the cultivation of national public opinion, of public entertainment, of the development of musical and dramatic talent; that under existing conditions, with stations dependent upon limited advertising revenue, the Canadian listener is coming increasingly under the influence of American commercial broadcasting, to the detriment of Canadian national interests and Canadian business.

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.

OBJECTS

To advocate the operation of Canadian broadcasting as a national public service.

To support the establishment of a Canadian radio broadcasting company with the powers of a private corporation and the functions of a public utility.

To urge the appointment of the most competent directorate and personnel for this company.

To encourage the organization and development of Canadian talent for radio programmes.

To urge the consideration of local as well as provincial and national broadcasting.

RESULTS OF CANADIAN RADIO ON AN ADVERTISING BASIS

1. Why the competitive system of privately owned stations has failed to give Canadians high grade Canadian radio service.

(a) Canadian owners operating for advertising revenue cannot afford to build high power stations or to give high grade programmes to compete with powerful United States stations since they are limited by the comparative smallness of their market.

**There is more than five times as much broadcast-
ing power in the city of Chicago alone as there is in
the whole of Canada.** Canada has only three stations
of as high power as 5000 watts—one owned by the
Government of Manitoba, one by Gooderham and
Worts, distillers, Toronto, one by La Presse, Mon-
treal.

These private broadcasters are obliged to make
profitable arrangements with American advertising
chains whereby as much as 60 per cent of the pro-
grammes given by them are in reality relays from
the U.S.

(b) These disadvantages are aggravated by ex-
pensive duplication of stations. Where, as in Toronto
and Vancouver, there are more stations than wave-
lengths and these wave-lengths must be shared, all
stations must nevertheless maintain full-time equip-
ment and staff for which, needless to say, the public
must ultimately pay.

(c) If the competitive system is retained it may
involve duplication on a huge scale through the com-
petition of the two railways. The C.P.R. is planning

to develop a high power system for advertising and revenue purposes. It must be remembered that competitive building will be paid for by the Canadian public.

(d) Private radio service covers only areas profitable from an advertising point of view. Canadians living out of the radius of large centres are deprived of Canadian radio and countless small places have to rely on American broadcasts almost exclusively. The attached maps will show how only three out of five Canadian families are served with even such Canadian programmes as we have at present.

Canadians living in the better served centres are under a moral obligation to the pioneers who serve on the outskirts of our country.

(e) The overloading of programmes with direct advertising matter is one of the most objectionable features of the present service.

(f) The cost to the consumer under a private ownership system is too great. It is estimated, for example, that in the U.S. the radio consumer pays indirectly an average of \$20 per annum for his radio services. In Great Britain under a state-owned system the license fee of ten shillings (\$2.50) covers a year's radio entertainment of a high order and variety.

(g) Existing stations cannot provide an adequate coast-to-coast system for relaying continental and British programmes. British broadcasting is organized on a national basis and has achieved the highest standard in the English-speaking world for educa-

tional, dramatic and other broadcasts. Germany, also broadcasting on a public service basis, has much to offer in the way of music and opera. Canada wants a coast-to-coast high power service that can make these broadcasts available to her. At present even the C.N.R. the principal organization that offers a regular All-Canada broadcast, can only afford, on a commercial basis, to supply two hours a week.

(h) Private stations in Canada have failed to provide adequate studio and research staffs so necessary for evolving a broadcasting technique suitable to the educational, dramatic and musical needs of broadcasting in a country with special geographical and other conditions.

2. Canadian national integrity and Canadian business is being threatened by growing American control of Canadian radio. The Canadian air is becoming as American as the theatre and motion picture.

(a) Canadian stations are depending more and more on relay broadcasting from American radio stations. The Gooderham and Worts, distillers, station in Bowmanville (CKGW) with which the Toronto Telegram is associated, and the La Presse (CKAC) station in Montreal now have arrangements with the N.B.C. and the Columbia chains, the American privately-owned radio interests. **Under Canadian private ownership Canadian radio will become an integral part of the American radio field.**

(b) At present four-fifths of the radios listened to in Canada comes from American sources. Some

of these programmes are of excellent quality, and will always be desired, but many definitely tend to influence detrimentally the character and institutions of the Canadian people. Furthermore, Canadian musical and other talent is being neglected and its value minimized.

(c) The motion picture and the theatre have largely become the monopoly of American commercial enterprise and there is grave danger that this last instrument of general culture and entertainment, radio, will fall under the control of, to some extent, the same American corporations.

(d) Canadian business is losing tremendously from this American domination of the Canadian advertising field. Canadian advertisers not being able to afford high power stations are not in a position to compete.

U. S. advertisers literally dump advertising programmes through their relay stations in Canada. By this is meant the American advertisers, having covered their own territory, and having thus paid for the musicians and others retained by them can cover the Canadian territory through their relay stations in Canada at no additional programme cost.

(e) Canada has only been "allotted" six of the ninety-six wave-lengths available for broadcasting and two of these are almost exclusively used by stations such as "La Presse" and Gooderham and Worts, relaying American programmes. **Many of the best broadcasting hours are being handed over to American exploiters of the Canadian advertising field.**

WHY A SINGLE NATIONAL SYSTEM IS DESIRABLE

Because it depends on a limited number of wavelengths and therefore duplication means waste and confusion. Almost every European country has concentrated the right to broadcast in one national authority.

Because of the cost. Private enterprise, **even private monopoly**, cannot afford an adequate coast-to-coast system **without linking up with American advertising interests.**

Because it is a potent instrument of national culture, entertainment, and education.

Because private enterprise is not primarily interested in the development of Canadian national ideals, taste, or education. The first aim is naturally to sell.

Because Canada ought to have stations powerful enough to reach every Canadian home. Thickly populated centres now to some extent served should consider their obligations to those who live out of the present radio field.

Because Canada ought to be in a position to obtain and relay to every part of the country the best programmes from Europe as well as from the U.S.

Because under the existing system Canadian advertisers have insufficient "coverage", due to the small-power of the stations.

Because Canadian business ought to have the opportunity to broadcast without the huge expense of erecting its own stations.

Because the development of the technique of broadcasting and its potentialities, such as television can only be hastened by pooling resources for adequate research.

Because the possibility of development in the years ahead, notably in television, is too vast to be left to the hazard of passing into the hands of private controllers in a foreign country.

THE ROYAL COMMISSION'S PLAN

The Royal Commission was constituted "to examine into the broadcasting situation in the Dominion of Canada and to make recommendations to the Government as to the future administration, management, control and financing thereof." This Commission was headed by Sir John Aird, President of the Bank of Commerce. Associated with him were Charles Bowman, Editor of the Ottawa "Citizen", Augustin Frigon, Director-General of Technical Education, Province of Quebec, and Donald Manson, Chief Inspector of Radio, Dominion Government (as Secretary). Sir John and his Commission toured Canada, the United States, Europe and the British Isles, making an exhaustive study of the methods of radio control and administration in use. Their report advocates a system which would combine the advantages of a private company with those of a public service. The following are some of the main features of the unanimous report.

(I) Broadcasting to be placed on basis of public service; stations to be owned and operated by one national company; **programmes of provincial utility to be supervised by a provincial director and advisory council.**

(II) The National Company (Canadian Radio Broadcasting Co.) **not to be a government department**, but to be vested with powers of private enterprise and functions of the public utility.

(III) High power stations powerful enough to cover the whole settled area to be erected, supplemented by local stations when needed.

(IV) That expenditure for operation and maintenance be met by a license fee of \$3.00, revenue from rental of time for indirect advertising, and, if found necessary, an annual subsidy from the Federal government. Of the \$2,500,000 needed annually to maintain the proposed service \$1,500,000 can be expected from license fees, and \$700,000 to \$1,000,000 from indirect advertising revenue.

(V) That Canadian business be given adequate time to broadcast for advertising purposes at reasonable rates, this advertising to take the form of good-will broadcasts of sponsored programmes.

(VI) That time be made available for educational work, the character of this work to depend on the provincial authority in conjunction with the representatives of all important provincial bodies interested in education.

(VII) That every facility should be given to permit of chain broadcasting by all stations or in groups.

(VIII) That, in religious broadcasting, attacks upon doctrines or leaders of other religions be prohibited. That political broadcasting be restricted by an agreement between the parties.

COMMENT

(I) It is apparent that under a national system which would reach every one, practically every Canadian family would ultimately become a listener. If therefore the number of listening units rose to one million, the whole cost of upkeep would be met by the license fees. Money from advertising could then be used for new developments.

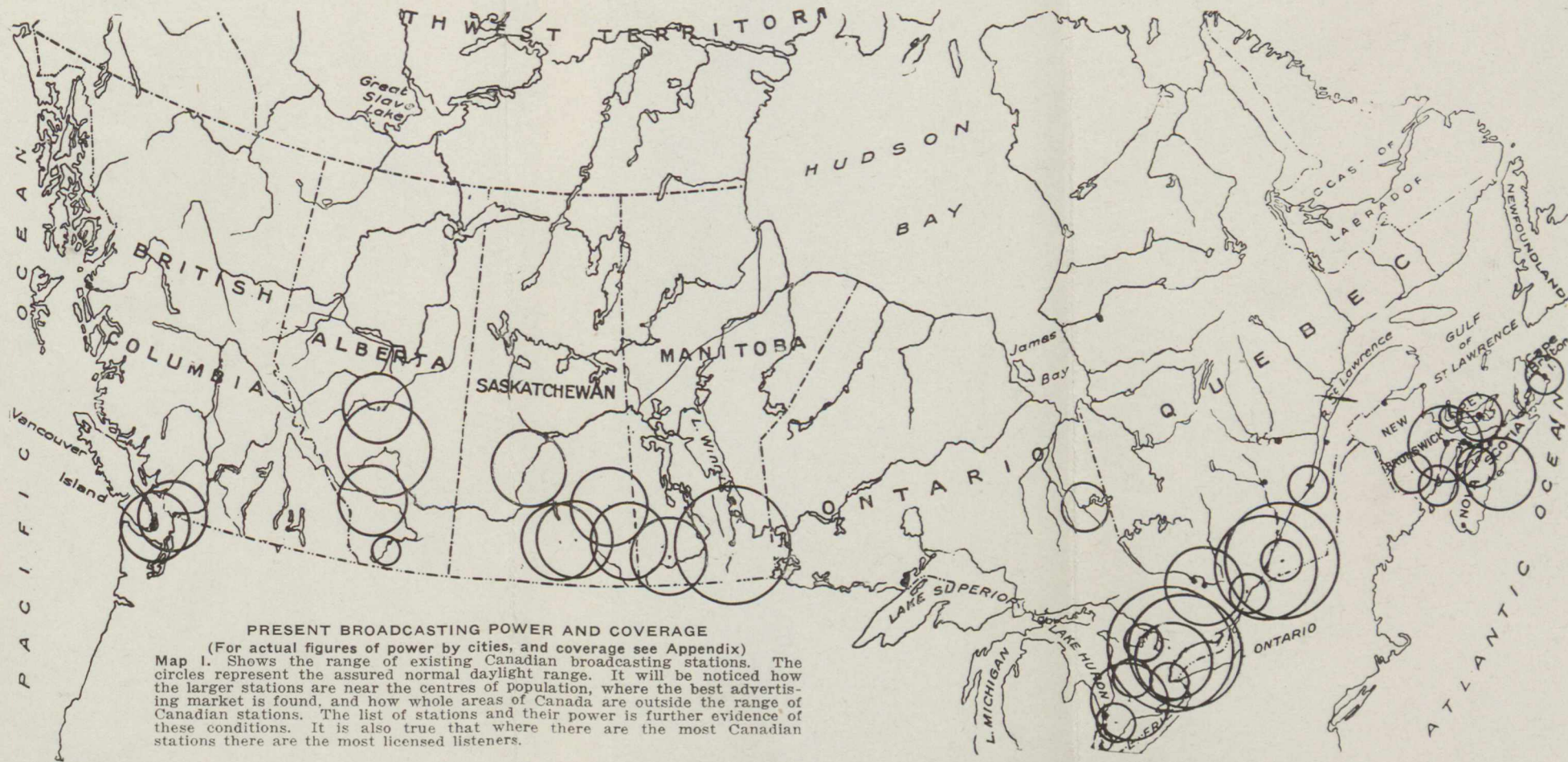
(II) It will be seen that this plan **proposes in no way to undermine or interfere with provincial rights or commercial privileges.**

(III) **The element of competition has not been eliminated.** Rivalry between advertisers over the same system can be counted on to raise the standard of good-will programmes.

(IV) Canadian advertisers, such as the C.N.R., the C.P.R., and the Imperial Oil would be able to rent time on these stations without the cost of maintaining expensive equipment.

(V) The plan provides for the limitation of political broadcasting by an arrangement mutually agreed on by the political parties. This would mean that political broadcasting would be limited by previous agreement rather than by available funds as at present.

MAP I.



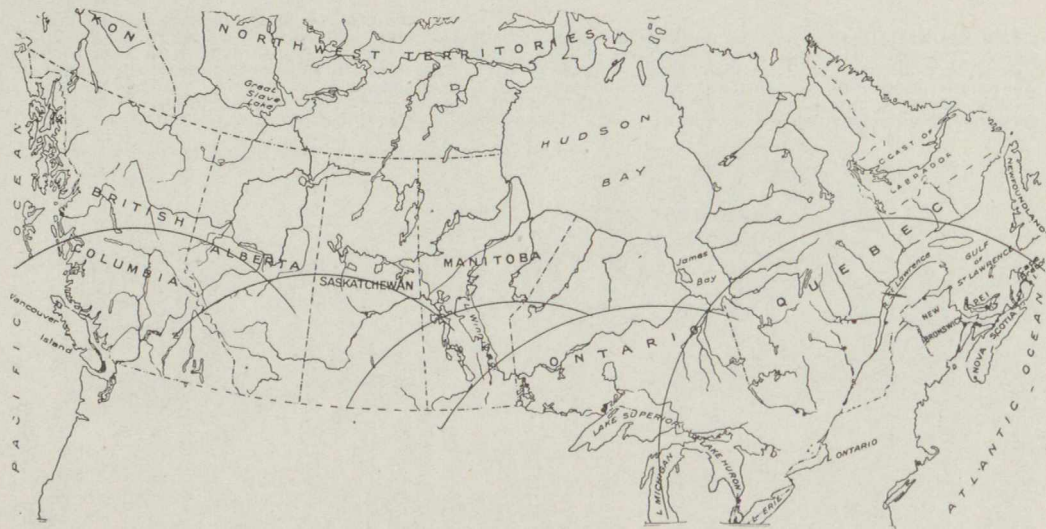
PRESENT BROADCASTING POWER AND COVERAGE

(For actual figures of power by cities, and coverage see Appendix)

Map I. Shows the range of existing Canadian broadcasting stations. The circles represent the assured normal daylight range. It will be noticed how the larger stations are near the centres of population, where the best advertising market is found, and how whole areas of Canada are outside the range of Canadian stations. The list of stations and their power is further evidence of these conditions. It is also true that where there are the most Canadian stations there are the most licensed listeners.

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MAP II.

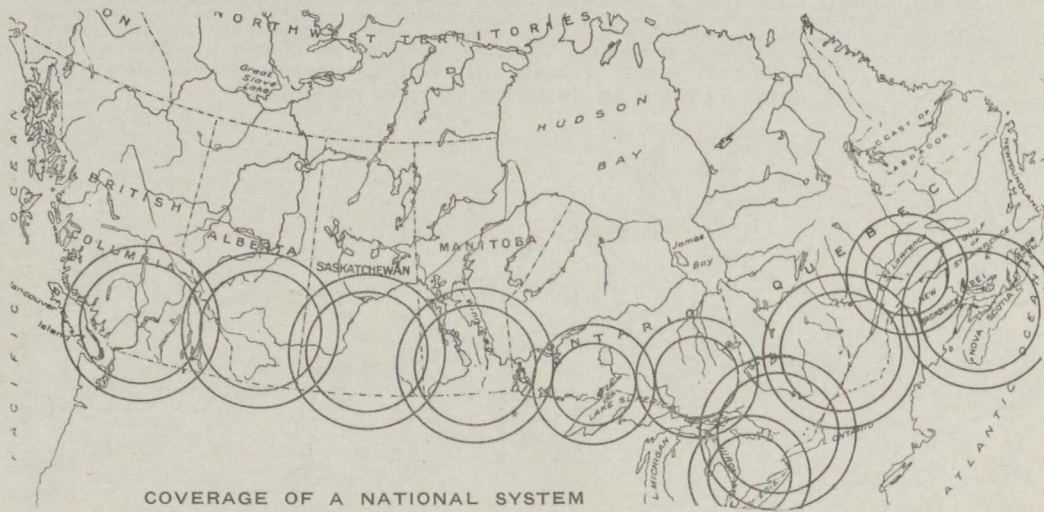


AREAS OF CANADA COVERED BY U.S. STATIONS

(For actual figures of power of U.S. stations covering Canada, see Appendix)

Map II. Shows the range of groups of American stations in Canadian territory. It will be noticed how the whole settled area of Canada is covered by American stations. A comparison between map I and II, and of the power of the stations, will demonstrate how much the Canadian air has become American. At least nine American cities have more broadcasting power than all the stations in Canada combined. The power of the American stations reaching Canada is more than 675,000 watts. All the stations in Canada combined have less than 35,000 watts.

MAP III



COVERAGE OF A NATIONAL SYSTEM

Map III. Shows the general location and assured daylight range of the Canadian broadcasting system proposed by the Aird report. The whole settled area of Canada would be reached by such a system. Such a system would bind the whole country together. It would not exclude American programmes, but would offer every Canadian the opportunity of hearing Canadian programmes if he preferred. This map shows the full development of the Aird proposal. The Canadian Radio League realizes however that immediate erection of the complete system may not, at the present time, be feasible.

POSSIBILITIES OF A NATIONAL SYSTEM OF RADIO OWNERSHIP AND CONTROL

(a) As an instrument of national unity. Under a nationally-controlled system exchange broadcast could be arranged. For instance, Quebec could exchange programs with British Columbia, the Maritimes with the Prairies. Sectional points of view could thus be aired in a friendly way.

National and provincial broadcasts would be a tremendous factor in developing a strong Canadian consciousness in new settlers. At present it is a predominantly American influence that is reaching these immigrants.

Canadian problems could be discussed pro and con by able and informed speakers.

(b) As an instrument of Imperial and international co-operation. The Imperial Conference and the League of Nations sessions could, for instance, be relayed across Canada. European nations are eager to cooperate with Canada in this exchange of broadcasting. Some of the operatic, dramatic and orchestral broadcasts from Berlin, Vienna, Prague, etc., are the finest in the world. Canada could indeed well become the medium for such broadcasting on the North American continent.

(c) As a way of disseminating information of practical value to the Canadian farmer, housekeeper, and fisherman. In Great Britain talks on agriculture are proving a great boon to the farmer, and the work now being carried on by several Canadian universities has proved most useful.

(d) **As an instrument of education.** In this connection the radio is being used successfully in Great Britain to supplement the teaching especially in schools with a small staff; 6000 English schools use the radio courses in geography, literature, history, languages, etc., as a regular part of their work. In Canada the Universities of Alberta, Manitoba, McGill, Western, Acadia, and other Universities have already made great progress in this direction but are limited through lack of funds and equipment. Radio can be a tremendous benefit to remote country schools and for extension courses.

The French language could be taught over the radio, as is being done in England and Germany.

(e) **As a way of raising the level of public entertainment.** If all the money used to equip stations were pooled to avoid expensive duplication it is obvious that much could be done to improve the character of musical dramatic and other entertainment. **Furthermore programmes of a distinctly Canadian character would be possible.**

This does not mean that the best foreign and American programmes would be excluded—Rather it would ensure that all listeners could hear them.

A national broadcasting system would imply a national orchestra, and when television is perfected, a national theatre.

(f) **As an asset to Canadian business.** Canadian national advertisers would have the advantage of being able to reach every prospective customer over an entirely Canadian owned system.

Canadian broadcasts of a distinctive character would be the best possible advertisement for Canada in the U.S.

(g) Centralization of revenue and facilities would make possible extensive research and the steady development of a broadcasting technique suited to Canadian conditions.

RADIO LEAGUE PROPOSALS

I. FINANCING THE COMPANY

The Royal Commission advocated that a high power chain of seven 50,000 watt stations together with four supplementary stations of 5000 watt power be erected and maintained by the proposed national company.

The capital expenditure involved in this plan is estimated at \$3,225,000. The amount necessary to indemnify the existing owners is, say, \$1,000,000. This would make a total capital charge on the national company of about \$4,225,000.

The cost of maintaining this system is estimated at \$2,500,000 yearly. This, together with the annual interest charge on the capital expenditure of \$190,125 would comprise an annual maintenance charge of \$2,690,125.

The revenue estimated by the Commission to defray these upkeep costs was \$900,000 from license fees (a \$3.00 license fee), and \$700,000 from advertising, the remainder to be met by a subsidy.

These estimates were made some time ago and since that time several factors have changed:

- (a) The cost of broadcasting equipment has gone down;
- (b) the number of listeners has risen from approximately 300,000 to approximately 500,000;
- (c) More advertising can be counted on from national advertisers since several additional big companies have recently realized the value of this method of good will advertising.

It is therefore reasonable to estimate the revenue possibilities anew. \$1,500,000 can be expected from license fees; easily \$1,000,000 from national advertisers. In addition interest charges will be considerably less.

The Radio League, however, feels, in view of the Government's reduced revenue this year, that a less ambitious erection plan could be worked out which will give comparatively good service for the time being with a view, of course, to the ultimate fulfillment of a high-powered system.

II. APPOINTMENT OF PERSONNEL AND DIRECTORATE

Sub-section (e) of Article 2 of the League's Constitution: "To advocate that the personnel of this company be chosen with regard to considerations of ability alone".

III. LOCAL BROADCASTING

Sub-section (i): "To ensure that small, short-range local radio broadcasting stations be given consideration by the government in order that local needs may be met."

IV. ALLOCATION OF WAVE LENGTHS

On the subject of allocation of wave lengths sub-section (e) advocates "that Canada secure a minimum of 20 wave lengths of the 96 available for broadcasting on this continent as her fair proportion on the basis of her geographical extent."

At present Canada has only six exclusive and eleven shared wave lengths for her use. The reasons for this are as follows: In 1926, American commercial enterprises, through a weakness in the law relating to the control of broadcasting, built hundreds of stations and were able to demand and receive wave lengths from the federal authorities at Washington. Among these wave lengths were those which up till then had been used by Canadian stations. On strong protest from the Canadian authorities the American authorities finally agreed to keep these broadcasters from using six wave lengths and "allowed" Canada to share eleven with them.

The Canadian authorities have in no way recognized this allocation as final. In Europe the allocation of broadcasting wave lengths is decided by mutual agreement between the nations concerned, but as yet no proper agreement has been reached between the North American countries. President Hoover suggested that the International Joint Commission should discuss the question but as yet nothing has been done.

One of the results of the lack of a proper convention is that Mexican and other North American stations are using Canadian wave lengths and interfering with the reception of Canadian programmes. For instance, the King's speech opening the All India Round Table Conference was broken into at Toronto, Charlottetown and Regina by a 10,000 watt Mexican station at Reynosa operating on the same wave length (960 kilocycles).

In the allocation of wave lengths, area is the main consideration rather than population since one

or two high power stations in a congested area can cover effectively millions of people. If she is not to be limited in the future, Canada needs at least twenty wave lengths,—two for each of the provinces and two for national purposes. The Federal Radio Commission of the U.S. does not take this view, however, and in its Annual Report to Congress, 1928, says that the present allocation of broadcasting channels "is based on the respective populations of the two countries" and makes the comment "furthermore, the programmes of American stations give extensive service in Canada."

NATIONAL SUPPORT

I. Some Canadian publications favouring broadcasting as a public service.

Alberta

*Calgary "Herald"	(Ind. Con.)
Edmonton "Bulletin"	(Ind.)
Red Deer "Advocate"	(Ind.)
Lethbridge "Herald"	(Ind.)
Peace River "Record"	(Ind.)
"Alberta Farmer"	(Ind. Con.)
"U. F. A."	(Agric.)

British Columbia

Victoria "Times"	(Lib.)
*Vancouver "Province"	(Ind.)
Nelson "News"	(Con.)
Vancouver "Microphone"	(Ind.)
Vancouver "Sun"	(Ind. Lib.)

Manitoba

Winnipeg "Tribune"	(Ind.)
Manitoba "Free Press"	(Ind.)
"Free Press Prairie Farmer"	(Ind.)

New Brunswick

Moncton "Transcript"	(Ind. Lib.)
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Ontario

Ottawa "Citizen"	(Ind.)
Ottawa "Journal"	(Ind. Con.)
*Hamilton "Spectator"	(Ind. Con.)
Owen Sound "Sun Times"	(Ind.)
Brockville "Recorder and Times"	(Ind. Lib.)
Windsor "Border Cities Star"	(Ind.)

Hamilton "Herald"	(Ind.)
"Canadian Congress Journal" Ottawa	(Ind.)
Toronto "Legionary"	(Ind.)
Toronto "Saturday Night"	(Ind.)
Hamilton "Labour News"	(Lab.)
*Toronto "Star"	(Ind. Lib.)
Toronto "Radio News of Canada"	(Radio)
Toronto, MacLean Pub. Co., Publications ...	(Ind.)
Ottawa "Le Droit"	(Ind.)
Ottawa "Farm Journal"	(Can.)
Toronto "Mail and Empire"	(Con.)
Toronto "Star Weekly"	

Nova Scotia

Halifax "Chronicle"	(Lib.)
Halifax "Daily Star"	(Ind.)

Quebec

Montreal "La Patrie"	(Ind.)
Montreal "Le Devoir"	(Ind.)
Granby "Leader-Mail"	(Ind.)
*Quebec "Le Soleil"	(Lib.)
Chicoutimi "Progres du Saguenay"	(Ind.)
Quebec "L'Evenement"	(Ind.)
Quebec "Chronicle-Telegraph"	(Ind.)

Saskatchewan

Prince Albert "Herald"	(Ind.)
Saskatoon "Western Producer"	(Agric.)
Regina "Leader-Post"	(Ind. Lib.)
Saskatoon "Star-Phoenix"	(Ind.)

Note: *Broadcasting station owners.

(See Page 32 for list of organizations favoring plan.)

SUMMARY OF MAPS

	<i>Existing System</i>	<i>American</i>	<i>Proposed System</i>
Power	33,622 watts	679,000 watts	360,000 watts
Coverage	266,000 sq. miles settled area		736,597 sq. miles

More than one third of all the broadcasting power in Canada is concentrated in the Toronto region. More than half of the broadcasting power is concentrated in Toronto and Montreal. British Columbia, with about 4 per cent of the total broadcasting power in Canada, and the Maritimes with about 5 per cent, are obviously not being fairly served. The total power in British Columbia, 1320 watts, competes with 61,000 watts from American stations and 1580 watts in the Maritimes competes with 238,000. Quebec can hear American stations with 238,000 watts power and has only 5,672 watts power in the whole province.

MAP I

Existing Canadian Stations

<p>B. C.</p> <p>Vancouver ----- 800 watts Victoria ----- 500 " Others ----- 20 "</p> <hr style="width: 20%; margin-left: 0;"/> <p>Total Power ----- 1,320 " Total Coverage 16,000 sq. miles</p>	<p>ALTA.</p> <p>Calgary ----- 1,500 watts Edmonton ----- 1,250 " Red Deer ----- 1,000 " Lethbridge ----- 50 "</p> <hr style="width: 20%; margin-left: 0;"/> <p>3,800 " 48,000 sq. miles</p>	<p>SASK.</p> <p>Regina ----- 1,000 watts Yorkton ----- 500 " Moose Jaw ----- 500 " Fleming ----- 500 " Saskatoon ----- 500 "</p> <hr style="width: 20%; margin-left: 0;"/> <p>3,000 " 57,000 sq. miles</p>
<p>MANITOBA</p> <p>Winnipeg ----- 5,000 watts Brandon ----- 500 "</p> <hr style="width: 20%; margin-left: 0;"/> <p>Total Power ----- 5,500 " Total Coverage 18,000 sq. miles</p>	<p>ONTARIO</p> <p>Hamilton ----- 110 watts Ir. Falls ----- 250 " Kingston ----- 500 " London ----- 500 " Ottawa ----- 600 " Toronto ----- 10500 " Others ----- 290 "</p> <hr style="width: 20%; margin-left: 0;"/> <p>12,750 " 62,200 sq. miles</p>	<p>QUEBEC</p> <p>Montreal ----- 5,500 watts Quebec ----- 172 "</p> <hr style="width: 20%; margin-left: 0;"/> <p>5,672 " 33,800 sq. miles</p>
<p>NEW BRUNSWICK</p> <p>Fredericton ----- 50 watts Moncton ----- 500 " St. John ----- 50 "</p> <hr style="width: 20%; margin-left: 0;"/> <p>Total Power ----- 600 " Total Coverage 19,200 sq. miles</p>	<p>NOVA SCOTIA</p> <p>Halifax ----- 500 watts Sydney ----- 50 " Wolfville ----- 50 "</p> <hr style="width: 20%; margin-left: 0;"/> <p>600 " 12,000 sq. miles</p>	<p>P. E. I.</p> <p>Charlottetown ----- 280 watts Summerside ----- 100 "</p> <hr style="width: 20%; margin-left: 0;"/> <p>380 " 4,800 sq. miles</p>

American Coverage in Canada

MAP II

ARC. I & II		ARC. III	
Los Angeles	11,000 watts	St. Louis, Wis.	53,000 watts
Seattle	9,000 "	Minneapolis	10,000 "
San Francisco	16,000 "	St. Paul	12,000 watts
Denver	16,000 "		
Portland, Ore.	9,000 "		
ARC. IV		ARC. V	
Minneapolis	10,000 watts	Cleveland	52,000 watts
St. Paul	12,000 "	Cincinnati	51,000 "
Chicago	173,000 "	Buffalo	8,000 "
Cleveland	52,000 "	Schenectady	50,000 "
Cincinnati	51,000 "	New York City	100,000 "
Detroit	7,000 "	Philadelphia	13,000 "
		Pittsburg	52,000 "
		Boston	5,000 "
		Detroit	7,000 "

Proposed Canadian Coverage

MAP III

Province	No. of St's	Power	Coverage
Br. Columbia	1	50,000 watts	70,000 sq. miles
Alberta	1	50,000 "	100—120,000 " "
Saskatchewan	1	50,000 "	100—125,000 " "
Manitoba	1	50,000 "	50,000 " "
Ontario	1	50,000 "	200,000 " "
	3	5,000 "	
Quebec	1	50,000 "	120,000 " "
	1	5,000 "	
Maritimes	1	50,000 "	51,597 " "

NATIONAL COUNCIL—Continued

- C. E. Neill, Montreal, Vice-Pres. Royal Bank of Canada.
M. W. Wilson, Montreal, Gen. Man. Royal Bank of Canada.
Frank A. Rolph, Toronto, Pres. Imperial Bank of Canada,
Pres. Toronto Board of Trade—1930.
Maj.-Gen. The Hon. F. C. Newburn, Hamilton, Vice-Pres. Bank
of Montreal.
Mrs. M. J. Lyons, Ottawa, Pres. Catholic Women's League of
Canada.
Geo. F. Rogers, Chief Director of Education, Province of
Ontario.
Dr. J. A. McLean, Winnipeg, Pres. University of Manitoba.
W. P. Percival, Director of Protestant Education, Province of
Quebec.
Rt. Rev. J. C. Farthing, D.D., Bishop of Montreal.

EXECUTIVE COMMITTEE

- Graham Spry, Chairman, Executive Committee, Ottawa.
Alan Plaunt, Honorary Secretary, Ottawa.
A. Gemmill, Manager Bank of Nova Scotia, Ottawa, Honorary
Treasurer.
Professor Frank Scott, Montreal.
A. E. Corbett, Edmonton, Director of University Extension.
Brooke Claxton, Montreal.
R. K. Finlayson, Winnipeg.
A. E. Grauer, Vancouver.
K. A. Greene, Ottawa.
Miss Violette Lafleur, Ottawa.
Donald Matthews, Toronto.
J. A. McIsaac, Secretary, Canadian Legion of the B.E.S.L.
Rev. D. N. McLachlan, D.D., Social Service Board, United
Church.
George Pelletier, Montreal.
Norman Smith, Editor, U.F.A., Calgary.
Paul Nanton, Winnipeg.
George Smith, Toronto.
Miss Margaret Southam, Ottawa.
Father Henri St. Denis, Ottawa University.
Miss Charlotte Whitton, Child Welfare Council.
W. T. Straith, Victoria.
R. McQueen, Saskatoon.
Eugene L'Heureux, Chicoutimi.
E. H. Blake, Toronto.

II. Some of the Canadian organizations favouring plan.

Royal Society of Canada
Association d'éducation des Canadiens-Français de
St. Boniface.
French Canadian Association of Alberta
Universities' Conference
Professional Institute of the Civil Service
National Council of Education

Trades and Labour Congress of Canada.
Victoria Board of Trade
Ottawa Board of Trade.
Vancouver Board of Trade
Canadian Legion of the B.E.S.L.
Canadian Congress of Labour
Native Sons of Canada.

I. O. D. E.
Federated Women's Institutes of Canada.
Girl Guides' Association.
Hadassah of Canada.

Listeners Clubs and Associations of—
Victoria, Vancouver, Port Arthur, Quebec,
Halifax, etc., etc.

United Farmers of Canada (Sask. Section)
United Farmers of Alta.
Independent Labour Party of Alta.

NOTE:—All provinces have given written statements indicating their willingness to co-operate.

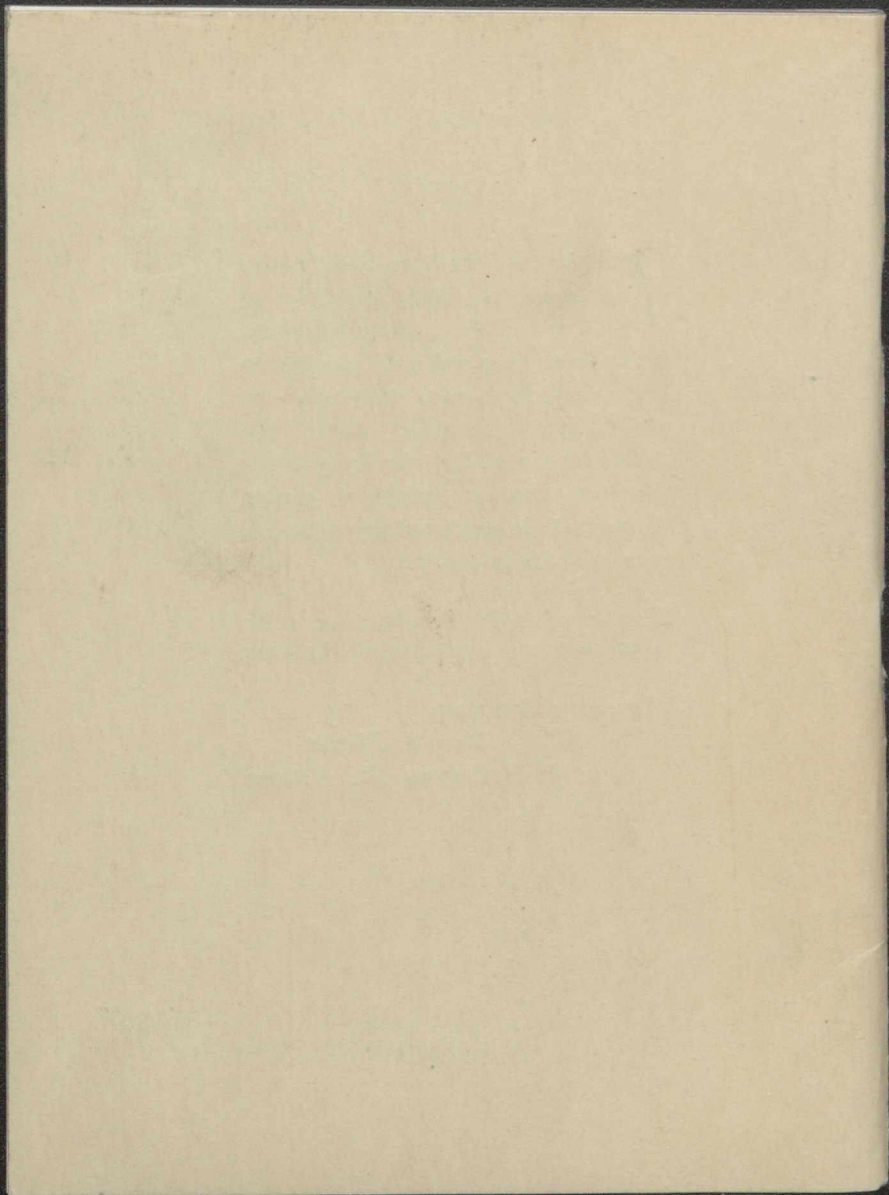
*I*nterest in the Canadian Radio League has been growing so rapidly and so many inquiries have been received with regard to its purposes, plans, and support throughout Canada that the National Council of the League has directed that a pamphlet giving these facts be prepared for distribution to those interested.

Copies of this pamphlet may be obtained on application to the

Honorary Secretary,

Alan B. Plaunt,

110 Wellington St., Ottawa



110 Wellington St.,
Ottawa, Ontario,
December 10, 1930.

Dear Sir Arthur,-

I have been instructed by the National Council of the Canadian Radio League to express its appreciation of your promise of support.

This is to inform you that at a meeting held on December 8th, at the Chateau Laurier, Ottawa, a resolution was passed constituting the Canadian Radio League. The resolution constituting the League and the statement accompanying it which was issued to the press are enclosed herewith.

At the same meeting the National Council and Executive Committee of the League were elected. The list of members is attached. Neither of these lists is complete and the honorary presidents, honorary vice-presidents, president and vice-presidents, will be elected at a later meeting.

The executive of the League will keep you informed and would appreciate any suggestions or requests for information.

Yours faithfully,

Alan B. Plaunt

Alan B. Plaunt
Honorary Secretary.

General Sir Arthur Currie,
Principal McGill University,
Montreal, Quebec.

NATIONAL COUNCIL OF THE CANADIAN RADIO LEAGUE

Louis St. Laurent, President, Canadian Bar Association.
W. M. Birks, Montreal, Past President, Canadian Chamber of Commerce
Col. Hugh Osler, Winnipeg, President, Osler, Hammond & Nanton
Hon. N. W. Rowell, K.C., Toronto, President, Toronto General Trusts
Dr. W. Harvey Smith, Winnipeg, President British Medical Association
Tom Moore, President Trades & Labour Congress of Canada,
Director, Canadian National Railways.
Senator Cairine Wilson, Ottawa,
Fred N. Southam, Montreal, President, Southam Publishing Company
H.W. Wood, Calgary, President, United Farmers of Alberta,
Director, Canadian Wheat Pool
Mrs. J. A. Wilson, President, National Council of Women
General Sir Arthur Currie, Montreal, Principal McGill University,
Director, Bank of Montreal
Canon Emile Chartier, Vice-Rector, University of Montreal
Dr. R. C. Wallace, President, University of Alberta,
President, Association of Canadian Clubs
Lady Kingsmill, Ottawa
Col. J.H. Woods, Calgary, Past President, Canadian Chambers of Commerce
Mrs. J.A. Stewart, Perth, Past President, Imperial Order of the
Daughters of the Empire
Dr. Edouard Montpetit, Secretary-General, University of Montreal
Monseigneur Camille Roy, Rector, Laval University,
Past President, Royal Society
Dr. A. H. Moore, President, University of King's College, Nova Scotia
Col. O. M. Biggar, K.C., Ottawa,
Dr. Stanley Mackenzie, President, Dalhousie University
Mrs. A. J. Freiman, Ottawa, President, Hadassah Organization of Canada
The Right Rev. Archbishop Matheson, former Primate of all Canada
Russell Smart, K.C., Ottawa
Dr. Walter C. Murray, President, University of Saskatchewan
Brig.-Gen. J.A. Clark, Vancouver
Dr. A. H. McGreer, Principal, Bishop's College, Lennoxville
Rev. E. H. Oliver, D.D., Moderator of the United Church of Canada
Dr. George M. Wrong, Toronto,
General Victor Odium, Vancouver
Carleton W. Stanley, Montreal, McGill University,
Col. Victor Spencer, Vancouver
Rev. Father Marchand, Rector, Ottawa University
L. J. Ladner, K.C., Vancouver
Blake Wilson, Vancouver
W. C. Woodward, Vancouver

Victor Dore, Pres. Sen. Montreal School Board.

EXECUTIVE COMMITTEE

A. E. Corbett, Edmonton, Director of University Extension
Brooke Claxton, Montreal
R. K. Finlayson, Winnipeg
A. E. Grauer, Vancouver
K. A. Greene, Ottawa
Miss Violette Lafleur, Ottawa
Donald Matthews, Toronto
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Norman Smith, Editor, U.F.A., Calgary
Paul Nanton, Winnipeg
George Smith, Toronto
Miss Margaret Southam, Ottawa
Father Henri St. Denis, Ottawa University
Miss Charlotte Whitton, Child Welfare Council

STATEMENT

(issued to the press by the Canadian Radio
League, December 8, 1930)

1. question of a national broadcasting system is very much alive

There is ample evidence of widespread public interest.

(a) Work of organizers of the Canadian Radio League from coast to coast has brought ample proof of the interest. League sprang into being almost spontaneously, without any artificial effort, with the expenditure of less than \$100, and support came rapidly from every section of Canada.

(b) The membership of the National Council illustrated this widespread belief in a national radio system.

They represent:

All the geographical sections of Canada
French and English Canadians
Finance and business
Farmers and labor
Universities
Professions
National associations
Churches and races.

The list to be announced today is only a partial list, and numerous other individuals have already indicated their support of the work of the League.

(c) The League has the assurance, as the result of a canvass of leading station owners and radio advertisers that many of them support the principle of a national radio system.

(d) A survey of the support for a national system indicates that a favorable stand has been already taken by the following organizations and newspapers:

Royal Society of Canada
Association d'éducation des Canadiens-Français
de St. Boniface
French Canadian Association of Alberta
Universities' Conference
Canadian Trades & Labor Congress
Professional Institute of the Civil Service
National Council of Education
Hadassah of Canada
Canadian Legion of the B.E.S.L.
Federated Women's Institutes of Canada
Girl Guides' Association
Listener's Clubs and Associations of -
Victoria, Vancouver, Port Arthur, Quebec, Halifax, etc.
Vancouver Board of Trade
United Farmers of Canada (Sask. section)
United Farmers of Alberta
Independent Labour Party of Alberta
Canadian Congress of Labour

Alberta

Calgary Herald
Edmonton Bulletin
Peace River "Record"
Red Deer "Advocate"
Lethbridge "Herald"

B. C.

Victoria Times
Vancouver "Province"
Nelson "News"
Vancouver "Microphone"

Manitoba

Winnipeg "Tribune"
Manitoba "Free Press"

New Brunswick

Moncton "Transcript"

Ontario

Ottawa "Citizen"
Ottawa "Journal"
Hamilton "Spectator"
Owen Sound "Sun Times"
Brockville "Recorder & Times"
Windsor "Border Cities Star"
Belleville "Intelligencer"
Toronto "Radio News of Canada"
Hamilton "Herald"
"Canadian Congress Journal" Ottawa
Toronto "Legionary"
Toronto "Saturday Night"
Hamilton "Labour News"
Belleville "Ontario"
Toronto "Star"

Quebec

Montreal "Gazette"
Montreal "La Patrie"
Montreal "Le Devoir"
Granby "Leader-Mail"

Saskatchewan

Prince Albert "Herald"
Regina "Leader"
Saskatoon "Western Producer"

The Maclean Publishing Company Publications

2. The formation of the Canadian Radio League is due to the wide-spread belief that the present situation of broadcasting in Canada is unsatisfactory to Canadian listeners, and to Canadian business interests, and that the full development of the vast uses of radio is not possible on the present basis, or on any alternative advertising basis. The one solution the Radio League sees of the present radio problem, the one means towards making the radio a great instrument of entertainment, education and national unity is the establishment of a national broadcasting company with the powers of a private enterprise and the functions of a public utility.

The present basis of radio broadcasting in Canada is the operation of stations for advertising revenue. This means that radio is principally an advertising agency, and that its wider use for the development of national orchestras and choirs, for school broadcasts, for dramatic programmes, is subordinated to advertising considerations and is dependent upon the amount of revenue received from advertisers.

The Canadian Radio League believes that radio broadcasting, while valuable for certain limited commercial purposes, is by no means primarily a business. It is perhaps primarily an instrument for the cultivation of public opinion, of education and entertainment. It should make the home not merely a billboard, but a theatre, a concert hall, a club, a public meeting, a school, a university.

The present system or any conceivable system based upon the limited advertising revenue available in Canada means:

A. That there are numerous stations of small power primarily serving the large cities and that there are few high-powered stations to serve rural districts.

There are some 70 broadcasting stations in Canada. Only three of them have 5000 watts power, 55 of them have 500 watts or under.

(a) Whole sections of Canada cannot hear Canadian programmes.

(b) National hook-ups are few and the largest system, the Canadian National Railways, can only afford two hours of national broadcasts a week.

(c) Only three out of five Canadian families can hear Canadian programmes.

B. That American stations cover the whole of Canada.

The maps attached show the areas served by Canadian stations and by American stations. The majority of Canadian stations are clustered about Toronto and Montreal and reach but small areas of Canada, while American stations reach the whole of Canada. Such a situation is manifestly unsatisfactory. Toronto and Montreal may or may not be well-served, but certainly Canada, taken as a whole, is very poorly served.

All the stations in Canada have only about 33,000 watts. There are at least nine stations broadcasting into Canada from the United States each of which has more power than all the stations in Canada combined.

The American stations reaching Canada have at least 700,000 watts power.

3. The Limited financial resources of Canadian stations has the following results:

(a) That the programmes of the best quality are few, and that the majority of them are mixtures of advertising announcements and phonograph records.

(b) That the larger Canadian stations become associated with American chains and broadcast numerous American advertising programmes.

(c) That there are only two or three first class studios, designed for broadcasting purposes, that much of the equipment is inferior and obsolete, and that there is not sufficient money devoted to radio research.

(d) That the use of the radio for educational broadcasts is restricted, that educational authorities cannot secure sufficient time for educational work due to the necessity of radio stations using as much of their time as possible for advertising.

The Provincial programmes organized by the province of Quebec only occupy two hours a week. There are only a few school broadcasts. Contrast this with the enormous programme of the British Broadcasting Corporation. Last year, 6000 schools

regularly received broadcasts in Great Britain.

(e) Canadian public opinion, so far as it may be influenced by the radio, is in the hands of irresponsible authorities, however public spirited, and is at the mercy of American chains.

The Canadian Radio League echoes the sentiments expressed by the Rt.Hon.Arthur Meighen.

"If left to private enterprise, like the magazines and the motion pictures, radio is bound to cater to the patronage which will be reflected in the 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 in Canada are open to vast improvement."

and of Judge Ira E.Robinson, Chairman of the Federal Radio Commission of the United States:

"No greater issue presents itself to the citizenry. A monopoly of mere property may be bad, but a monopoly of the voice and the expression of the people is quite a different thing."

4. The Canadian Radio League believes that the establishment of a Canadian Radio Broadcasting Company would be the best method of ensuring the full development of the possibilities of broadcasting.

There are only two bases for radio broadcasting: the present basis, with the power of the stations and the quality of the programmes dependent upon advertising revenue, and the basis of a national company, with the powers of a private enterprise and the functions of a public utility.

Such a national system would ensure:

- (a) That every Canadian could hear Canadian programmes.
- (b) That a great variety of programmes could be financed to suit different tastes and needs.
- (c) That direct advertising would be eliminated but that Canadian radio advertisers, such as the railways, the Imperial Oil, etc., could offer sponsored programmes to a far greater number of Canadians and to Americans in the territory reached by Canadian stations than under the present system. Thus the money for equipment could be devoted to programmes.
- (d) That the control of the radio as an instrument for influencing public opinion would remain in Canadian hands.
- (e) That Canadians who wished to hear the many admirable American programmes could still do so, but would not be deprived of Canadian programmes or have small stations spoiling the reception of American programmes.
- (f) That, as in other countries, a national radio system, with all the revenue derived from broadcasting concentrated in one company would make possible the development of Canadian orchestras, Canadian choirs, radio drama, and entertainers. A

single national system would likewise have the revenue for experimenting with television, simultaneous programmes, synchronization, and research.

(g) That the radio could be used during school hours for school broadcasts, under provincial direction, for adult education and for many other educational purposes.

(h) That frequent national hook-ups and the exchange of provincial broadcasts would be made possible.

(i) That Canada could exchange programmes with other nations and not only secure the best from other countries, but demonstrate that Canada has talent of a high order of her own.

(j) That rural and frontier Canada would get a square deal and be effectively served by high-powered stations.

5. The Canadian Radio League, by this resolution, bringing it into being, sets forth its general objectives. Those objectives are similar in principle to the recommendations of the Aird Report, but the League differs from the Aird Report on several important points.

First. The Canadian Radio League reserves the right to make substantial amendments to the financial proposals of the report, both as to the amount of the initial capital expenditure and the amount of annual operation and maintenance charges. The organizers of the League have already studied alternative financial proposals and a committee to draft precise financial proposals will be appointed by this meeting. The League, moreover, is not yet prepared to say how far it opposes or supports the suggestion of a subsidy for the company from the Dominion Government.

Second. The League will study and will shortly make proposals to be submitted to the government on the method of constituting both the national and provincial directorates. The League believes that the directors of the national system should be independent of political interference, should represent the business, educational, and other interests concerned, and command the respect of the public, as effectively as the judiciary or university governors.

Third. The League, by its resolution, advocates consideration for local broadcasts. No mention of local broadcasts is made specifically in the Aird Report and it is felt that ample consideration of this valuable use of radio should be given, as for example, in the case of local sport, municipal election, orchestras.

RESOLUTION CONSTITUTING
THE CANADIAN RADIO LEAGUE.

(passed at a meeting held in the Chateau
Laurier, Ottawa, on December 8, 1930.)

Following a discussion in which Mrs. A. J. Freiman, Senator Cairine Wilson, Father St. Denis, Miss Margaret Southam and Mr. Alan Plaunt participated, the resolution below moved by Mrs. J. A. Wilson, seconded by Mr. K. A. Greene, was put by the provisional chairman, Mr. Graham Spry, and passed unanimously.

WHEREAS the present advertising basis of Canadian broadcasting does not permit the fullest development of the radio,

AND WHEREAS Canadian stations are greatly inferior in power and in financial resources to the numerous high-powered American stations covering Canada,

AND WHEREAS whole sections of the Canadian people cannot hear Canadian programmes,

AND WHEREAS Canadian business interests and Canadian listeners suffer from too much direct advertising,

AND WHEREAS the radio tends to become a monopoly and is too vast an instrument for the control of public opinion to be administered irresponsibly or used mainly for advertising:

THEREFORE BE IT RESOLVED THAT this meeting do hereby constitute the Canadian Radio League to advocate:

1. The operation of radio broadcasting in Canada as a national public service;
2. The establishment of a Canadian radio broadcasting company with the powers of a private enterprise and the functions of a public utility;
3. The appointment of an independent national directorate to administer the company, free from political and other interference;
4. The use of broadcasting to develop Canadian orchestras and choirs, Canadian dramatic and other entertainment for school broadcasts and adult education, for national hook-ups, the interchange of provincial broadcasts and for other national purposes;
5. The use of a national system for Canadian advertisers on a competitive basis for sponsored programmes only;
6. The relaying of selected programmes from British, American, European and other systems by the Canadian Radio Broadcasting Company.

CANADIAN RADIO LEAGUE

110 Wellington Street,
Ottawa, Ontario,
January 29, 1931

General Sir Arthur Currie,
Principal McGill University,
Montreal, Que.

Dear Sir Arthur,-

In anticipation of the coming meeting of the National Council of the Canadian Radio League I have been instructed to review the work of the League to date.

As you know, the first efforts of the organizing committee were directed towards the formation of a National Council widely representative of Canadian business, educational and national interests, and the organization of widespread press and other national support. The revised booklet will indicate how far this work of organization has advanced.

Strong banking, financial and business names; the presidents of almost every university in Canada; the school superintendents of all the provinces; and the representatives of many organizations of nation-wide importance are listed therein. In addition to this the heads of the main religious bodies have signified their approval of the League's aims. As for newspaper support, the League has now the backing of over fifty newspapers with a total circulation of some two millions. Indeed the only newspapers in strong opposition are the Toronto Telegram and La Presse - both with profitable American broadcasting affiliations. The National organizations which have so far indicated support of a National Broadcasting Company are listed on Page 32 of the booklet.

Apart from this organization work the League has, since its opening meeting on December 8th, been carrying on an extensive campaign both from its central office and through provincial committees which have been organized to carry on local campaigns.

I. Cabinet Ministers have been interviewed and circularized with information regarding the projects of the League; statements have been issued to the press from time to time; in the first week of January a delegation was formed consisting of Mrs. J. A. Wilson, President, National Council of Women, Lady Kingsmill, Messrs. Tom Moore, President, Trades and Labor Congress, J. A. McIsaac, Secretary, Canadian Legion of the B.E.S.L., Russel Smart, K.C., K. A. Greene, Reverend Father Marchand, Graham Spry and Alan Plaunt, which waited on the Minister of Marine on the morning of January 9th. The purpose of this delegation was, one, to acquaint the Minister with the views of the League, and, two, to indicate to the government the strength of public opinion behind the project for a National Broadcasting Company. This delegation was favorably received by the Minister, who later announced that Canada must be protected from alien influences and that action would be taken. It received front-page publicity in almost every paper in Canada and was commented on favorably by many editorial writers.

Since that time most of the important papers have taken a live interest in the subject. Discussion of a radio policy has been widespread and on January 22nd the Prime Minister announced that radio legislation would be brought down at the coming Session.

II. In the provinces, campaigns are now being carried on with a view to illustrating to the local and federal governments the strength of opinion behind a national radio system. In most of the provinces members of the League's committees are making speeches before service clubs, Boards of Trade, etc. Resolutions are being passed by local organizations, e.g. United Farmers of Alberta. The views of the local administrations are being sounded and an active publicity campaign carried on. In addition, after educational work has been done, canvasses are being made of the views of the listeners. These canvasses have met with the most favorable results.

The effect of the League's work has certainly been felt by the Government. Although the League's policy, as stated to the Minister of Marine, has not in any way been that of forcing the government's hand, but rather of acting with the government, the League can reasonably claim to have made the question of a broadcasting policy of such importance that immediate action became inevitable; to have excluded the continuance of the present system from consideration and to have made tolerably certain that many of the League's essential contentions be accepted. Whatever Bill is brought down at the coming session of Parliament, it is likely to include provision for the elimination of direct advertising; for a greater measure of public control; for improved facilities for Canadian programmes. It may also be stated with confidence based on information from the most authoritative sources that the League's representations for a National Company are being seriously considered by the government.

The opposition, however, is strong and active and it is felt that every indication of public support of a national system will assist the government in putting such a policy into effect. The work of the League at the present time and up to the opening of Parliament will be devoted, therefore, to the further organization of support throughout Canada, to a campaign whose object will be to focus this support, and to make the Members of Parliament aware of it.

On behalf of the Executive Committee,

Yours sincerely,



Alan B. Plaunt
Honorary Secretary.

THE CANADIAN RADIO LEAGUE

110 Wellington Street,
Ottawa, Ontario
February 10, 1931.

General Sir Arthur Currie,
Principal McGill University,
Montreal, Que.

Dear Sir Arthur,-

Mr. R. W. Ashcroft, Advertising Manager of Gooderham and Worts, Distillers, Toronto, and of the broadcasting station associated with them, is writing to members of the Canadian Radio League in an endeavour to detach them or to secure letters from them which he will use in the press.

Mr. Ashcroft is the leading defender of the present broadcasting situation and his letter should be treated accordingly. His questions, incidentally, are misleading and his statement that listeners are opposed to a change is not borne out by the facts.

It is also probable that other private interests desiring to establish their own systems may write members of the League with the object of influencing them against its aims and work.

Yours sincerely,



Alan B. Plaunt
Honorary Secretary.

CANADIAN RADIO LEAGUE.

General Sir Arthur Currie,
Pres. McGill University,
Montreal, P. Q.

110 Wellington Street,
OTTAWA, May 16, 1931.

Dear Sir Arthur:-

I have been instructed by the executive of the Radio League to place before you some information regarding the present state of the radio controversy and the work of the League.

THE ALTERNATIVES: PUBLIC CONTROL OR TWO NETWORKS.

There are now two proposals before the public: that of a single national system as supported by the Canadian Radio League; and that of two competing networks under the aegis of the two railways. A previous proposal that a single private system be formed in which the two railways would participate has been abandoned: it is believed that refusal of one or other of the railways to collaborate in such a scheme is the cause of this.

The latter proposal is the one outlined by R. W. Ashcroft, advertising manager for Gooderham & Worts, distillers, and director of station CKGW, in a pamphlet entitled, "Government vs Private Ownership of Canadian Radio," and endorsed by J. Murray Gibbon, advertising manager of the Canadian Pacific Railway, in an article in the March issue of the Canadian Forum, "Radio as a Fine Art." This scheme would involve a re-allocation and division of the available wave-lengths between the two companies. The government network, which would carry no advertising, would, according to Mr. Gibbon, "provide the educational and uplift programmes for which the Canadian Radio League is crying," would be listened to by about ten per cent of the listeners and would require a subsidy. The other railway network would carry direct advertising, "the elimination of which," Mr. Gibbon states, "would deprive about half the population of what they want, so as to provide intellectual solace for the few," and would make money.

The proposal for a single national system is set out by Graham Spry in the Queen's Quarterly, March issue, "The Case for Nationalized Broadcasting," and in the Canadian Forum of April, 1931, "The Canadian Broadcasting Issue,"^x In these articles it is pointed out that it is essential for Canada, broadcasting in competition with American systems with revenues of some \$20,000,000. per year, to select the most economical system that will serve the whole Canadian people, keep down interest charges and overhead and apply the greatest possible revenue to programme purposes. It is also pointed out that the single system envisaged by the Aird Report and the Canadian Radio League retains the element of competition in programmes, though not in stations. Over such a system private enterprises renting time for indirect advertising would be competing,

x In this article Mr. Spry replies to Mr. Gibbon's attack on the B.B.C. The statements by Mr. Gibbon were the subject of an official inquiry by the B.B.C., which described his statements as "a unique combination of inaccuracy and malevolence." Subsequently a statement was made by Sir George McLaren Brown, European General Manager of the Canadian Pacific Railway, to the effect that Mr. Gibbon did not write this article in his capacity of advertising manager of the C.P.R.

not to mention competition between these programmes and those put on by the national company, those sponsored by the provinces and those coming from other countries.

THE BROADCASTERS' PAMPHLET.

The most recent contribution to the controversy is a pamphlet issued by the Canadian Association of Broadcasters entitled, "Radio Broadcasting under Private Enterprise. This pamphlet has been distributed to Members of Parliament, Senators and the press and, it is understood, to members of the Radio League. Space does not permit an adequate criticism of this pamphlet. The executive of the League will, however, shortly issue a suitable reply. Suffice it here to say that the Canadian Association of Broadcasters, formerly representative of all the station owners in Canada, now represents chiefly the owners of stations relaying American advertising programmes and a number of small stations. Because of its stand on this question the Sifton, Southam, Canadian National Railways, Manitoba Telephone System, and other station owners have withdrawn, or are about to withdraw, from the Association.

THE LEAGUE'S WORK AND PLANS.

Since the last meeting of the Council, the League's work has proceeded along three lines. Active committees have been established in all the provinces; the Council has been strengthened, notably, by the addition of strong banking and business support; the support of several additional newspapers has been gained, e.g., the Toronto Mail and Empire; in this connection the League was represented at the Canadian Daily Newspaper Association meeting in April, and it can be said with confidence that the great majority of leading newspapers are in sympathy with the League's aims.

Special mention ought to be made of the work done for the League by Mr. Brooke Claxton, of the legal firm of McGibbon, Mitchell & Stairs & Claxton & Claxton, Montreal. Mr. Claxton represented the League before the Supreme Court. His contribution was described by W.N. Tilley, K.C., Dominion counsel, as "most useful and effective," and by one of the judges as "impressive." The thanks of the League are due to Mr. Claxton for his work on this case, especially as he acted without remuneration.

PLANS.

Before undertaking an aggressive campaign the League must, of course, await the decision of the Courts on the legal point of jurisdiction. It is not likely, therefore, that an active campaign ought to be commenced before the autumn. In the meantime it is proposed quietly to organize support amongst leading individuals and organizations throughout the Dominion and to raise a substantial fund with which to carry on.

The executive committee would be grateful if members of the Council would indicate the names of people of influence who might be willing to assist the work of the League.

FINANCE.

The League has expended the small resources which it had collected for its operation on the basis of six months existence,

and is now urgently in need of the sum of \$3,000. if it is to continue its work next autumn and winter. The work to date has been financed by individual subscriptions amounting to \$1,500. Of this amount more than a third has been contributed by the Chairman and the Secretary personally and, individually, their contributions exceed any others. The money expended has covered the printing of pamphlets, rent of an office for three months, stationery, part-time stenography, and postage and telegrams. All the other work has been conducted entirely voluntarily.

The League's requirements are, it would seem, fairly modest, especially compared to the large sums the private broadcasters and other interested parties are spending. The executive committee would greatly appreciate subscriptions or suggestions as to how this money can be obtained.

Yours sincerely,



Alan B. Plaunt,
Honorary Secretary,
Canadian Radio League.

ABP/B.

THE CANADIAN RADIO LEAGUE

THE HONORARY SECRETARY
1 CLEMOW AVENUE
OTTAWA

OTTAWA, CANADA

June 26, 1931.

Carleton Stanley, Esq.,
McGill University,
Montreal, P. Q.

Dear Mr. Stanley,-

We are most anxious to secure the support for the League of Mr. J.W.McConnell of the Bank of Montreal, and Mr. Hector McInnis suggested to me that the best way to obtain his support would be through Sir Arthur Currie.

I write now simply to ask your opinion on whether Sir Arthur would be willing to approach Mr. McConnell in this matter, or whether he would be willing to forward a letter from us. Would you be kind enough to give me your view on this as soon as it is conveniently possible.

Yours truly,

Alou B. Plamuel

Honorary Secretary.

June 29th, 1931.

Alan B. Plaunt, Esq.,
Honorary Secretary,
The Canadian Radio League,
1 Clemow Avenue,
O t t a w a .

Dear Mr. Plaunt,

Professor Stanley has handed me your letter of June 26th. If you wish to send me a letter for Mr. McConnell I shall be glad to hand it to him, but I doubt very much whether you would be successful in getting him to join the League.

Yours faithfully,

Principal

June 30th, 1931

Alan B. Plaunt, Esq.,
Honorary Secretary
Canadian Radio League,
1 Clemow Avenue,
O t t a w a .

Dear Mr. Plaunt,

Professor Stanley has handed
me your letter of June 26th, which I have shown
to Sir Arthur Currie. If you care to send
a letter here for Mr. McConnell, Sir Arthur
will hand it to him.

Yours faithfully,

Secretary to the Principal

CANADIAN RADIO LEAGUE

1 Clemow Avenue,
Ottawa, September 21, 1931

TO THE MEMBERS OF THE NATIONAL COUNCIL:

I have been instructed by the Executive Committee to prepare the following summary of the results of the League's activities since my letter of May last, of the present radio situation, and of the League's plans.

RECENT ACTIVITIES AND RESULTS

As outlined in my letter of May 16th, the League's work during the summer was to be that of gaining further support of individuals, especially leading business men, and organizations representative of the Canadian public, of strengthening the League's provincial committees, and of seeking additional newspaper support.

The results of this work have been satisfactory. The backing of an additional number of outstanding business and other representative individuals has been secured. Such names as those of Colonel John Price, Quebec; Lt. Colonel K.R. Marshall, Toronto; A.W. Anglin, K.C., Toronto; C.S. Macdonald, Toronto; R.O. McCulloch, Galt, have been added to the League's Council, as well as those of Dr. Fyfe, Principal of Queen's University; Dr. Klinck, President U.B.C.; Dr. Jones, President U.N.B.; Miss Winnifred Kydd, President National Council of Women; Mrs. W.F. Cameron, President Federated Women's Institutes of Canada; Dr. W.G. Brown, Moderator General Assembly of the Presbyterian Church.

The League's canvass of all the important newspapers reveals almost unanimous support for its policies. Furthermore, the joint committee appointed last April by the Canadian Daily Newspapers Association and the Canadian Press Association to investigate the subject, is reported to be strongly in favour of a national scheme.

To sum up - the establishment of a Canadian Radio Broadcasting Company by the government is now actively supported by:

1. Seventy Five leading daily and other newspapers.
2. Leaders of Women's organizations, and women's organizations with a total membership of683,800
3. National Associations, Farm and Labour organizations, with a membership of279,308
4. Sixteen University Presidents; eight Provincial Superintendents of Education, and other educational leaders.
5. The heads and other leaders of the Roman Catholic, Anglican, United, Baptist and Presbyterian Churches.
6. Outstanding industrialists, bankers, insurance and trust company heads, and other business leaders.

Another item of interest is the speech of Mr. Graham Spry, Chairman of the Executive Committee, before the Ohio Institute on June 8th last. The subject of Mr. Spry's address was "The Canadian Radio Situation". This speech was reported by the Canadian Press and it subsequently appeared in toto in a number of Canadian and U. S. papers.

While in the United States Mr. Spry was able to collect a substantial amount of information regarding the ramifications of the so-called "Radio Trust", arraigned before the U.S. Federal Courts on the charge that its members "now practically control all the radio business and its development". It is this group that controls the Radio Corporation of America and its subsidiary, the National Broadcasting Company, with powerful affiliations in Canada.

While in the U. S. Mr. Spry observed widespread dissatisfaction voiced in such papers as the New York Times, the Christian Science Monitor, the Atlantic Monthly, with the U.S. method of conducting broadcasting primarily as a sales medium.

THE PRESENT SITUATION

Interest in broadcasting policy has lagged considerably due to the fact that the government's promised announcement of policy has been held up until the legal point of jurisdiction is decided. It is certain that the government is anxious to press the matter, and the Quebec Government's appeal to Privy Council will probably be heard about the end of November. It will be remembered that the Supreme Court of Canada on July 3rd handed down a majority decision in favour of Federal control "as a matter of urgent national necessity".

THE LEAGUE'S PLANS

The League's active campaign must necessarily await the decision of the Privy Council and a revival of public interest in the subject. It is thought advisable, however, from time to time, to issue sufficient educative material to keep the question before the public, the active campaign to be designed to rouse public opinion to the real dangers of the present situation, and the need from national, entertainment, educational and business points of view of a properly organized Canadian system.

FINANCES

The question of raising sufficient money to carry on the League's activities is a most difficult one at this time. Of the \$3000 approved in May last as the minimum requirement of the League for the coming autumn and winter, only some \$490 has so far been raised. As the League depends entirely on voluntary contributions, it would be of the greatest assistance if those members who have not already contributed could find it possible to do so. The Executive Committee would also appreciate any suggestions as to how additional revenue could be secured.

On behalf of the Executive Committee,
Yours faithfully,

Alan B. Plann
Honorary Secretary.

THE CANADIAN RADIO LEAGUE

THE HONORARY SECRETARY
1 CLEMOW AVENUE
OTTAWA

OTTAWA, CANADA

November 6, 1931

General Sir Arthur Currie, G.C.M.G.,
Chancellor, McGill University,
Montreal, Que.

Dear Sir Arthur,-

The object of this letter is to ask if it would be possible for you to make a financial contribution to the operating expenses of the Radio League.

The Radio League has been financed entirely by subscriptions from members of its Council and Executive Committee, and by organizations supporting it. From these sources \$2053.70 has been collected. Up to the present \$2402.24 has been expended, the deficit having been covered by the Chairman of the Executive Committee and the Honorary Secretary.

At last May's Council meeting \$3000 was approved as the minimum necessary for the League's work in the autumn and winter of 1931-32. Of this amount only \$500 has so far been received.

As you know, the legal question of jurisdiction will be decided by the Privy Council when the Radio appeal is heard on December 1st. Following this judgment the Government will no doubt formulate its radio policy, and it is therefore important that the League be able to carry on its work effectively in order that the opinion it represents may influence the nature of this policy.

If you find it possible to contribute, cheque should be made payable to the Canadian Radio League, or to the Honorary Treasurer, Mr. R.M. Gemmel, Manager, Bank of Nova Scotia, Ottawa.

Yours faithfully,

Alon B. Plamondon
(Hon. Secy)

See especially pages 5 and 6.

To counteract the propaganda being carried on by the interests, both Canadian and American, anxious to retain the status quo, we are asking you to wire in to the Chairman, Parliamentary Committee on Radio Broadcasting, House of Commons, Ottawa, supporting the League's plan as the only way of ensuring Canadian ownership, more Canadian programmes and the operation of Canadian broadcasting in the widest interests of the nation.

Could you also ask a few of your friends to do likewise. The need is urgent.

Canadian Radio for Canadians

"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."

—The Right Honourable R. B. Bennett, P.C., M.P., Prime Minister of Canada.

THE ISSUE.

The issue is the freedom of public opinion. The issue is, shall radio broadcasting be operated by commercial organizations for commercial purposes, as it is at present, or will it become, in the words of the Prime Minister "a most effective instrument in nation building"?

Radio—an instrument of public service, or of private profit and propaganda?

Radio—from Canadian sources for Canadians?

The broadcasting problem is more than a problem of better entertainment. More than a problem of operating a utility. More than a problem of private interest. It is a problem of national moment. It is a problem of ensuring a free public opinion.

Radio is a monopoly—a broadcaster monopolizes for the time he is broadcasting the channel he is broadcasting on. The number of channels is limited. The radio is like the telephone. It inevitably becomes a monopoly. It is a monopoly in 29 countries—a government monopoly in 21 of them.

The issue is—who shall control that monopoly? The people of Canada? Who?

The problem calls for immediate consideration. There has been stalemate for nearly three years. Development has been checked, stopped. Next autumn, the nations of the world will meet at Madrid to re-allot wave-lengths. There will be a consolidation of the radio systems of the world. Millions will be spent throughout the world to consolidate the new allotment.

Canada must have a programme before the Madrid conference. After the Madrid Conference it may be too late.

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

Senator the Right Honourable Arthur Meighen, P.C., former Prime Minister of Canada.

"This group (U.S. radio monopoly) by its power and influence is so subtle and effective as to portend the greatest danger to the fundamental of American republican government. No greater issue presents itself to the citizenry. A monopoly of mere property may be bad, but a monopoly of the voice and the expression of the people is quite a different thing."

—Judge Ira Robinson, former Chairman of the U.S. Radio Commission.

THE CONDITIONS.

Radio broadcasting in Canada today is operated on the basis of advertising revenue, largely by private companies. What are the results?

1. There is less than half an hour a day, average, broadcasting from coast to coast.

2. There are 66 stations—of these only six are 5,000 watts power or over. Ten American cities have more power than all Canadian stations combined.

3. Only three out of five Canadians can hear Canadian broadcasting regularly.

4. Only seven stations in Canada broadcast the American minimum requirement of a station—twelve hours a day. Of these seven stations, four are associated with American radio chains and broadcast a half or a third of American programmes. The other three stations are 500 watts each, limited in range and for 5—8 hours broadcast phonograph records. Not a single Canadian station, therefore, originates more than seven hours a day of Canadian programmes.

Of the other stations—

26 broadcast only 5-10 hours a day.

10 broadcast only 2-5 hours a day.

14 broadcast only 2 hours or less.

Of these stations, more than half of the service is phonograph records.

Canada may claim more wave-lengths, but at the present time, Canada is not using and is not able to use the wave-lengths she has.

5. Most Canadians listen most of the time to American stations. Canadian stations do not hold Canadian audiences.

6. Canadian coast-to-coast programmes have declined in number.

"Under existing conditions, Canadian business suffers both from the lack of adequate broadcasting coverage and from extensive American advertising with which we are not able to compete."

Col. J. H. Woods, past president, Canadian Chamber of Commerce.

"The Canadian Legion believes that the Canadian public would be better served by some form of federal ownership and operation rather than by ownership and operation by private enterprise."

—Canadian Legion (B.E.S.L.)

THE ESSENTIALS OF A NATIONAL SYSTEM.

There are certain primary conditions which any broadcasting system in Canada must fulfill if it is to be, in the words of the Prime Minister, "an effective instrument in nation building." These dominating necessities are:

1. Canadian ownership and operation.
2. Government regulation and control.
3. Greater revenue for more and better Canadian programmes.
4. Canadian coverage, clearer reception and larger stations.
5. Sponsored advertising programmes, but no direct advertising.

How are these essentials to be secured?

ALTERNATIVE SYSTEMS.

1. The present system means inadequate coverage, increased proportions of the programmes with advertising, inadequate revenue for Canadian programmes, too many small stations, too few large stations. And who are entitled to channels? There are more than 400 applicants for stations. Only a fraction of these could get channels. If not all, who should get them? One church, but not another, one party paper, but not another, one railway, not another? How could there be selection?

2. Two competitive networks operated by the railways, on the lines of competing hotels, express companies, telegraph companies, ships, etc.

3. A private monopoly. Of what interests?

4. A National system, of publicly owned stations with competition and private enterprise in programmes.

"There has been unanimity in one fundamental question—Canadian listeners want Canadian broadcasting."

—Royal Commission.

"The question of monopoly in radio communication must be squarely met. . . . It is inconceivable that the American people will allow this new-born system of communication to fall exclusively into the power of any individual group, or combination. . . . Radio communication is not to be considered as merely a business carried on for private gain, for private advertisement, or for entertainment of the curious. It is a public concern impressed with the public trust and to be considered primarily from the standpoint of public interest."

—Herbert Hoover.

FINANCE.

The fundamental problem of producing a first class Canadian system is the problem of finance.

There are three principal methods, (1) government subsidy, (2) advertising, and (3) a listeners license fee—for the use of a set or of tubes.

(1) An annual government subsidy at this time is not to be asked. Nor is it necessary. Since the Aird report times have changed.

(2) Advertising revenue in Canada is not sufficient to finance the erection of first class stations and pay for first class programmes. No system, based upon providing Canadian coverage, could be financed by advertising alone. The proof of the pudding is in the eating. National advertising programmes have been cut in half, and not a single Canadian station anywhere originates more than an average of seven hours of programmes a day.

(3) The last alternative is the license fee. A three dollar license fee from each owner of a receiving set would produce from \$1,500,000 to \$2,000,000 a year, in addition to revenue from the sale of advertising time.

A license fee of \$3.00—less than a cent a day—imposes no burden upon any government, upon any advertiser, upon any broadcaster. It places a burden upon the person who benefits from broadcasting—the listener.

The license fee—now \$2.00 a year—if raised to \$3.00 a year would solve the revenue problem of Canadian broadcasting.

The capital expenditure required depends upon the type of station built. Col. Steele, Director of Radio, National Research Council and technical advisor to the Parliamentary Committee, estimates that \$2,000,000 would build a complete new high-powered system. The Canadian Radio League—disagreeing here with the Aird report—is not advocating an expensive system. In due course, the League will lay before the Parliamentary Committee a detailed scheme entailing no capital expenditure in 1932, only a small expenditure in 1933, and will advocate that future capital expenditures, as in the case of the high-powered system in Britain, be made from revenue.

"Wherever a public service is of such a nature as to lend itself to monopolistic control it rightfully comes within the classification of a public utility which should be publicly owned and democratically managed and radio broadcasting is within this category."

—Trades and Labour Congress of Canada.

"Resolved that this Assembly believes that the best interests of Canada will be served by the adoption of a 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."

—Passed unanimously by the Alberta legislature.

THE CANADIAN RADIO LEAGUE.

The Canadian Radio League is a voluntary, non-commercial, independent organization. It has no paid officers. It is the voice of no special interest. It was organized by a group of listeners. It has grown to embrace practically every non-commercial, independent organization in Canada, the heads and other leaders of the Anglican, Catholic, United, Presbyterian, and Baptist churches, national women's organizations with a membership of 671,000, farmer, labour, and veterans' organizations with a membership of 357,000, and a large body of business, industrialist, banking and professional leaders throughout the country, presidents of 16 Canadian universities, newspapers and periodicals with a circulation of 2,028,668.

It has been opposed by the Canadian Pacific Railway, by the Association of Canadian Broadcasters, by newspapers owning stations. It has been attacked over the air. Yet, its support has steadily grown. Today, it represents every element in Canada.

It is financed by private individuals. It is the public. It is public opinion.

THE LEAGUE POLICY.

The Canadian Radio League supported the Dominion government against the provinces in maintaining federal jurisdiction over radio communications, and intervened both before the Supreme Court at Ottawa and the Privy Council at London.

The Canadian Radio League will appear before the Special Parliamentary Committee on Radio Broadcasting and will present a detailed scheme for a system of broadcasting that will comply with the essential conditions—Canadian ownership and control, Canadian coverage, Canadian programmes.

The League will advocate:

1. The establishment of a Canadian Radio Broadcasting Company with a directorate appointed on a basis similar to the National Research Council, independent of political interference, not part of the civil service, yet responsible, in the last resort, to the people.

2. A listeners' license fee of \$3.00 to yield from \$1,500,000 to \$2,000,000.

"It is the desire of the United Farmers of Canada (Saskatchewan section) that radio broadcasting in Canada be organized along the lines recommended by the Royal Commission."

—Statement by United Farmers of Canada (Sask.)

"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 programmes." (Translation).

—*Monseigneur Villeneuve, Archbishop of Quebec.*

LEAGUE POLICY (Continued)

3. The immediate establishment of a programme building organization to increase the amount of national broadcasting and make available Canadian programmes from coast to coast.

4. The launching of a long-term technical scheme designed to eliminate the present chaotic conditions and to give a system of Canadian owned and operated stations that will improve reception and enlarge coverage.

5. Provision for low power local stations for items of local interest.

6. A monopoly of broadcasting facilities, for reasons of economy in construction and maintenance, and efficiency in operation—

7. Competition in programmes between private companies and the national company, between the provinces and other authorities sponsoring programmes—

8. Adequate representation of and protection for the provinces and minorities.

Competition and Private Enterprise in Programmes. Public ownership and control of stations.

"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 license fee to three dollars, finance a greater number of Canadian programmes.

—*National Council of Women.*

" 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 Imperial Order Daughters of the Empire.*

"There is no doubt in my mind that there is abundant material of a first-class quality in Canada to provide as fine radio performances as could be wished for."

—*Ernest MacMillan, Conductor, Toronto Symphony Orchestra.*

"The Canadian Radio League, while advocating a system which will give Canadians the opportunity of hearing regular Canadian programmes of a distinctive character, has no desire to blanket United States programmes and advocates that all stations be so located with regard to populous centres as to obviate the possibility of blanketing reception from United States stations"

—Radio League Constitution.

U. S. SITUATION

"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,"

"Secondly, The Radio Corporation of America 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."

"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."

"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 programmes 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."

"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."

—Statement of Canadian Radio League to Parliamentary Committee.

"To ensure that short-range local broadcasting stations be given consideration by the government in order that local needs may be met."

—Radio League Constitution.

"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."

—Augustin Frigon, Member, Royal Commission on Radio Broadcasting.

Address all communications to—

ALAN B. PLAUNT, Honorary Secretary,

CANADIAN RADIO LEAGUE,

1 CLEMOW AVE.,

OTTAWA.

M E M O R A N D U M

SUBMITTED ON BEHALF OF THE CANADIAN RADIO LEAGUE

BY GRAHAM SPRY

March 15, 1932.

Some International Aspects of Radio Broadcasting bearing upon the Canadian Radio Problem.

It is not proposed at this time to submit in full the system of radio broadcasting advocated by the Canadian Radio League. Our main position, however, may be stated in 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 programmes.
4. Greater revenue for more and better Canadian programmes.
5. Canadian coverage, clearer reception, and fewer and larger stations.
6. The elimination of direct advertising sales appeals, but the continuation of sponsored programmes.
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 broadest 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 programme 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 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 these 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 programme, how can she bargain for wavelengths at Madrid? If we have no programme, how will we know what to claim? And if we make an arbitrary claim, how will we support 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 Corporation 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 50 kW. 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 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, if confirmed.

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 programme 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 Forth 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 and 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 programmes originating in the United States are relayed to Canadian stations.

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 programme from American sources. This relaying of American programmes, 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 programmes direct, why provide Canada with channels to duplicate those programmes?

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 progandist 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 programme, 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 programme 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.

THE CANADIAN RADIO LEAGUE

THE HONORARY SECRETARY
1 CLEMOW AVENUE
OTTAWA

OTTAWA, CANADA

March 16, 1932

Dear Sir Arthur,-

There is likely in the near future to be a determined attempt on the part of the interests opposing a Canadian broadcasting organization, as proposed by the Canadian Radio League, to question the support of some of our members. It would therefore greatly strengthen our hand if you would wire or write us confirming your position in this matter.

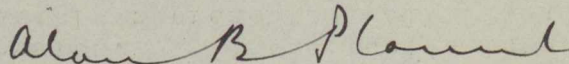
With the appointment of a Parliamentary Committee to examine the whole question of a broadcasting policy for Canada, the issue has reached a decisive juncture. Within the next month the whole future of Canadian broadcasting will be decided.

Interests favouring the status quo, both Canadian and American, are well represented before this Committee. In addition they are spending large sums of money to confuse the League's aims and generally to influence the Committee's decision. If the public interest in this matter is to be adequately represented, all friendly elements will have to continue actively to support the League's programme.

Enclosed is the first memorandum the League has submitted to the Committee. On page 1 our proposal of publicly-owned stations with competition in programmes is clearly set forth. Pages 5 and 6 contain a summary of the effect of the United States on the Canadian situation.

Hoping to hear from you at the earliest possible moment.

Yours sincerely,



Alan B. Plaunt,
Honorary Secretary.

General Sir Arthur Currie,
Principal, McGill University,
Montreal, P. Q.

THE UNIVERSITY OF WESTERN ONTARIO
LONDON, CANADA

March 21, 1932.

Sir Arthur W. Currie,
Principal, McGill University,
Montreal, P. Q.

Dear Sir:

President Fox is confined to his home owing to an attack of influenza and has asked me over the telephone to reply to your letter regarding the radio control question.

Some time ago he asked President Stanley, as Secretary of the Conference, to send to the Special Committee on Radio Broadcasting a copy of the resolution regarding radio passed by the Conference in 1929 at the meetings in Ottawa, and we assume that he has done so before this. That is the only brief of the united universities that can be given at the present time, though each university is at liberty to make such statements as it wishes to make concerning its own position.

Yours very truly,

Muir Lindsay
Secretary to the President.

Canadian Radio for Canadians

"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."

—The Right Honourable R. B. Bennett, P.C., M.P., Prime Minister of Canada.

THE ISSUE.

The issue is the freedom of public opinion. The issue is, shall radio broadcasting be operated by commercial organizations for commercial purposes, as it is at present, or will it become, in the words of the Prime Minister "a most effective instrument in nation building"?

Radio—an instrument of public service, or of private profit and propaganda?

Radio—from Canadian sources for Canadians?

The broadcasting problem is more than a problem of better entertainment. More than a problem of operating a utility. More than a problem of private interest. It is a problem of national moment. It is a problem of ensuring a free public opinion.

Radio is a monopoly—a broadcaster monopolizes for the time he is broadcasting the channel he is broadcasting on. The number of channels is limited. The radio is like the telephone. It inevitably becomes a monopoly. It is a monopoly in 29 countries—a government monopoly in 21 of them.

The issue is—who shall control that monopoly? The people of Canada? Who?

The problem calls for immediate consideration. There has been stalemate for nearly three years. Development has been checked, stopped. Next autumn, the nations of the world will meet at Madrid to re-allot wave-lengths. There will be a consolidation of the radio systems of the world. Millions will be spent throughout the world to consolidate the new allotment.

Canada must have a programme before the Madrid conference. After the Madrid Conference it may be too late.

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5. Most Canadians listen most of the time to American stations. Canadian stations do not hold Canadian audiences.

6. Canadian coast-to-coast programmes have declined in number.

"Under existing conditions, Canadian business suffers both from the lack of adequate broadcasting coverage and from extensive American advertising with which we are not able to compete."

Col. J. H. Woods, past president, Canadian Chamber of Commerce.

"The Canadian Legion believes that the Canadian public would be better served by some form of federal ownership and operation rather than by ownership and operation by private enterprise."

—Canadian Legion (B.E.S.L.)

THE ESSENTIALS OF A NATIONAL SYSTEM.

There are certain primary conditions which any broadcasting system in Canada must fulfill if it is to be, in the words of the Prime Minister, "an effective instrument in nation building." These dominating necessities are:

1. Canadian ownership and operation.
2. Government regulation and control.
3. Greater revenue for more and better Canadian programmes.
4. Canadian coverage, clearer reception and larger stations.
5. Sponsored advertising programmes, but no direct advertising.

How are these essentials to be secured?

ALTERNATIVE SYSTEMS.

1. The present system means inadequate coverage, increased proportions of the programmes with advertising, inadequate revenue for Canadian programmes, too many small stations, too few large stations. And who are entitled to channels? There are more than 400 applicants for stations. Only a fraction of these could get channels. If not all, who should get them? One church, but not another, one party paper, but not another, one railway, not another? How could there be selection?

2. Two competitive networks operated by the railways, on the lines of competing hotels, express companies, telegraph companies, ships, etc.

3. A private monopoly. Of what interests?

4. A National system, of publicly owned stations with competition and private enterprise in programmes.

"There has been unanimity in one fundamental question—Canadian listeners want Canadian broadcasting."

—Royal Commission.

"The question of monopoly in radio communication must be squarely met. . . . It is inconceivable that the American people will allow this new-born system of communication to fall exclusively into the power of any individual group, or combination. . . . Radio communication is not to be considered as merely a business carried on for private gain, for private advertisement, or for entertainment of the curious. It is a public concern impressed with the public trust and to be considered primarily from the standpoint of public interest."

—Herbert Hoover.

FINANCE.

The fundamental problem of producing a first class Canadian system is the problem of finance.

There are three principal methods, (1) government subsidy, (2) advertising, and (3) a listeners license fee—for the use of a set or of tubes.

(1) An annual government subsidy at this time is not to be asked. Nor is it necessary. Since the Aird report times have changed.

(2) Advertising revenue in Canada is not sufficient to finance the erection of first class stations and pay for first class programmes. No system, based upon providing Canadian coverage, could be financed by advertising alone. The proof of the pudding is in the eating. National advertising programmes have been cut in half, and not a single Canadian station anywhere originates more than an average of seven hours of programmes a day.

(3) The last alternative is the license fee. A three dollar license fee from each owner of a receiving set would produce from \$1,500,000 to \$2,000,000 a year, in addition to revenue from the sale of advertising time.

A license fee of \$3.00—less than a cent a day—imposes no burden upon any government, upon any advertiser, upon any broadcaster. It places a burden upon the person who benefits from broadcasting—the listener.

The license fee—now \$2.00 a year—if raised to \$3.00 a year would solve the revenue problem of Canadian broadcasting.

The capital expenditure required depends upon the type of station built. Col. Steele, Director of Radio, National Research Council and technical advisor to the Parliamentary Committee, estimates that \$2,000,000 would build a complete new high-powered system. The Canadian Radio League—disagreeing here with the Aird report—is not advocating an expensive system. In due course, the League will lay before the Parliamentary Committee a detailed scheme entailing no capital expenditure in 1932, only a small expenditure in 1933, and will advocate that future capital expenditures, as in the case of the high-powered system in Britain, be made from revenue.

"Wherever a public service is of such a nature as to lend itself to monopolistic control it rightfully comes within the classification of a public utility which should be publicly owned and democratically managed and radio broadcasting is within this category."

—Trades and Labour Congress of Canada.

"Resolved that this Assembly believes that the best interests of Canada will be served by the adoption of a 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."

—Passed unanimously by the Alberta legislature.

THE CANADIAN RADIO LEAGUE.

The Canadian Radio League is a voluntary, non-commercial, independent organization. It has no paid officers. It is the voice of no special interest. It was organized by a group of listeners. It has grown to embrace practically every non-commercial, independent organization in Canada, the heads and other leaders of the Anglican, Catholic, United, Presbyterian, and Baptist churches, national women's organizations with a membership of 671,000, farmer, labour, and veterans' organizations with a membership of 357,000, and a large body of business, industrialist, banking and professional leaders throughout the country, presidents of 16 Canadian universities, newspapers and periodicals with a circulation of 2,028,668.

It has been opposed by the Canadian Pacific Railway, by the Association of Canadian Broadcasters, by newspapers owning stations. It has been attacked over the air. Yet, its support has steadily grown. Today, it represents every element in Canada.

It is financed by private individuals. It is the public. It is public opinion.

THE LEAGUE POLICY.

The Canadian Radio League supported the Dominion government against the provinces in maintaining federal jurisdiction over radio communications, and intervened both before the Supreme Court at Ottawa and the Privy Council at London.

The Canadian Radio League will appear before the Special Parliamentary Committee on Radio Broadcasting and will present a detailed scheme for a system of broadcasting that will comply with the essential conditions—Canadian ownership and control, Canadian coverage, Canadian programmes.

The League will advocate:

1. The establishment of a Canadian Radio Broadcasting Company with a directorate appointed on a basis similar to the National Research Council, independent of political interference, not part of the civil service, yet responsible, in the last resort, to the people.

2. A listeners' license fee of \$3.00 to yield from \$1,500,000 to \$2,000,000.

"It is the desire of the United Farmers of Canada (Saskatchewan section) that radio broadcasting in Canada be organized along the lines recommended by the Royal Commission."

—Statement by United Farmers of Canada (Sask.)

"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 programmes." (Translation).

—*Monseigneur Villeneuve, Archbishop of Quebec.*

LEAGUE POLICY (Continued)

3. The immediate establishment of a programme building organization to increase the amount of national broadcasting and make available Canadian programmes from coast to coast.

4. The launching of a long-term technical scheme designed to eliminate the present chaotic conditions and to give a system of Canadian owned and operated stations that will improve reception and enlarge coverage.

5. Provision for low power local stations for items of local interest.

6. A monopoly of broadcasting facilities, for reasons of economy in construction and maintenance, and efficiency in operation—

7. Competition in programmes between private companies and the national company, between the provinces and other authorities sponsoring programmes—

8. Adequate representation of and protection for the provinces and minorities.

Competition and Private Enterprise in Programmes. Public ownership and control of stations.

"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 license fee to three dollars, finance a greater number of Canadian programmes.

—*National Council of Women.*

" 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 Imperial Order Daughters of the Empire.*

"There is no doubt in my mind that there is abundant material of a first-class quality in Canada to provide as fine radio performances as could be wished for."

—*Ernest MacMillan, Conductor, Toronto Symphony Orchestra.*

"The Canadian Radio League, while advocating a system which will give Canadians the opportunity of hearing regular Canadian programmes of a distinctive character, has no desire to blanket United States programmes and advocates that all stations be so located with regard to populous centres as to obviate the possibility of blanketing reception from United States stations"

—Radio League Constitution.

U. S. SITUATION

"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,"

"Secondly, The Radio Corporation of America 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."

"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."

"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 programmes 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."

"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."

—Statement of Canadian Radio League to Parliamentary Committee.

"To ensure that short-range local broadcasting stations be given consideration by the government in order that local needs may be met."

—Radio League Constitution.

"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."

—Augustin Frigon, Member, Royal Commission on Radio Broadcasting.

Address all communications to—

ALAN B. PLAUNT, Honorary Secretary,

CANADIAN RADIO LEAGUE,

1 CLEMOW AVE.,

OTTAWA.

THE CANADIAN RADIO LEAGUE

THE HONORARY SECRETARY
1 CLEWOW AVENUE
OTTAWA

OTTAWA, CANADA
April 4, 1932.

General Sir Arthur Currie,
Principal - McGill University,
Montreal, Que.

Dear Sir Arthur:-

Personal

For your information, a copy is enclosed of a letter from Dr. Carleton Stanley, Secretary of the Universities Conference, which seems to sum up the feeling of Canadian educationalists on the subject of a national radio system.

In view of the critical juncture which this issue has reached, it is urgently important that your views be placed before the Committee. For this purpose we are urging you to write in to the Chairman, Parliamentary Committee on Radio Broadcasting, House of Commons, Ottawa, supporting our representations for a nationally owned system. We would appreciate copies of such letters.

We hope you will act immediately on this matter. As the Chairman of the Executive of the League, Mr. Graham Spry, stated before the Parliamentary Committee - "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 Stats and the United States.

Yours faithfully,

Alan B. Plaunt

Alan Plaunt
Honorary Secretary

Enclosure.

C O P Y

DALHOUSIE UNIVERSITY
Halifax, N.S.

March 21, 1932.

Alan B. Plaunt Esq.,
Honorary Secretary, The Canadian Radio League,
1 Clemow Avenue,
Ottawa, Canada.

Dear Mr. Plaunt:-

I have been ill in bed, or would have sent you a message earlier. As you and Mr. Graham Spry know, the Radio League has always had my support.

My personal opinion is that while certain private interests have shown intelligence and decency in the use of radio, the general result of uncontrolled broadcasting has been deplorable. Advertising on this continent has sunk from depth to depth of vulgarity. It is unthinkable that the advertisers should be allowed the uncontrolled use of this new means of waylaying and affronting us. The radio offers a more dangerous instrument to the propagandist also than any yet devised. These dangers must be checked. On the other hand radio could be used to educate popular taste in music, as the development of the B.B.C. has shown and in other serviceable ways. But this obviously must be under intelligent supervision.

As Secretary of the Canadian Universities Conference since 1926, I am in a position to know University opinion throughout Canada in this matter. It is unanimously in favour of the course advocated by the Canadian Radio League. I have not heard one dissentient voice.

Living as I do now at one end of the country, I am more and more struck by the use that might be made of modern devices in overcoming distances to link the country together, especially in its intellectual interests. Only a national policy in radio could effect this.

I think the Radio League's attitude about the Madrid Conference is statesmanlike.

Yours faithfully,
(signed) Carleton Stanley,
President

THE CANADIAN RADIO LEAGUE

THE HONORARY SECRETARY
1 CLEMOW AVENUE
OTTAWA

OTTAWA, CANADA

June 2, 1932.

General Sir Arthur Currie,
Principal - McGill University,
Montreal.

Dear Sir Arthur:-

On Saturday last the National Executive held a meeting here to discuss the future of the League. Gratification was expressed at the successful result of our work and the way in which our proposals have been embodied in legislation for the new Canadian Radio Broadcasting Commission. I was asked to convey the appreciation of the meeting for the assistance you have rendered in bringing about this result.

It was decided that the League has still a useful function to perform in acting as "watchdog and critic" of the new Commission until it is successfully established. We trust that you will concur in this view and will continue your association with the League.

Yours faithfully,



Alan B. Plaunt
Honorary Secretary.

DOCKET ENDS:

CANADIAN RADIO LEAGUE

SAVOY HILL,
LONDON, W.C. 2.

18th December, 1930.

Dear Sir Arthur Currie

It is extremely kind of you to spare me a few minutes of your crowded time and I greatly appreciate the invitation to join you at tea at Grosvenor House next Monday at 4.45 p.m.

I have explained to Sir John Reith that your stay in London this time is too short to permit of the luncheon meeting which I had proposed. I have added that I hope to be able, during some future and more prolonged visit, to induce you to spare a luncheon for this meeting. My main reason is that it has been impressed upon me that your personal influence may be decisive in determining the future of broadcasting in Canada. There is of course no disposition here to attempt to impose upon Canada anything remotely resembling a subsidiary B.B.C. There is, however, an earnest desire to make available to those who may be concerned the experience and the ideals of what I believe may be regarded fairly as the best broadcasting system so far evolved.

I understand that it is the wish of some of the more active spirits of the new Radio League in Canada that you should visit the Headquarters of broadcasting here and subsequently give an account of your

SAVOY HILL,

LONDON, W.C. 2.

- 2 -

impressions for publication in the newspapers. I judge, however, from our telephone conversation to-day that you would not have time to do this even if it were desirable, and, I would add, that I have considerable doubt as to its desirability.

It may be, however, that you might wish to question me on some special aspects of the work or organisation of broadcasting. Accordingly, I now take the liberty of sending you our Year Book for 1931 and our Talks Syllabus for the first term of 1931.

Again thanking you for your courtesy for asking me to tea on Monday,

*Your Sincere
Gladstone Murray.*

General Sir Arthur Currie, G.C.M.G.,
Grosvenor House,
Park Lane,
W.1.

RPJ/

Savoy Hill,

London, W.C. 2,

18 Dec. 1930.

I have explained to Sir John Reith that your stay in London this time is too short to permit of the luncheon meeting which I had proposed. I have added that I hope to be able during some future visit to induce you to spare a luncheon for this meeting. My main reason is that it has been impressed upon me that your personal influence may be decisive in determining the future of broadcasting in Canada. There is of course no disposition here to attempt to impose upon Canada anything remotely resembling a subsidiary B.B.C. There is, however, an earnest desire to make available to those who may be concerned the experience and the ideals of what I believe may be regarded fairly as the best broadcasting system so far evolved.

.....

Gladstone Murray

January 21, 1931.

Gladstone Murray, Esq.,
British Broadcasting Corporation,
Savoy Hill, London, W.C.2., England.

Dear Sir,

Your letter of the 18th December and the B.B.C. Year Book 1931 have been forwarded by Sir Arthur to his office here. Would it be possible for you to send me two more copies of the Year Book, as some of us in McGill University and others in Montreal are actively discussing the future of the radio in Canada.

Yours truly,

Assistant to the Principal

January 21, 1931.

E. W. Beatty, Esq.,
Montreal, P. Q.

Dear Mr. Beatty,

Since I wrote you about radio, there has reached the office from Sir Arthur Currie a parcel of papers for filing, containing, among them, a letter to himself from Gladstone Murray of the B.B.C. and a copy of the B.B.C. Year Book 1931.

I think it quite proper for me to let you see this letter, as it most succinctly shows how far Sir Arthur's interest in the Radio League has gone. At any rate, it confirms Mr. Spry's statement to me that Sir Arthur was interested in the Radio League.

Also, I am sending you the copy of the Year Book, as I am sure it will interest you. Please keep it as long as you wish: I am writing for two more copies and can replace this one before Sir Arthur returns.

Yours faithfully,

Assistant to the Principal

Copy.

28th January, 1931.

My dear Barrington-Ward,

Yielding to strong representations from Ottawa, I now ask you to consider whether "The Times" might offer some detached editorial comment on the possibilities of the present situation in Canada with regard to broadcasting. You will recall meeting Colonel Biggar at lunch with me. He appears to have thrown himself wholeheartedly into the Canadian Radio League, which has as its objective the creation in Canada of an appropriately modified B.B.C. As your Canadian correspondent reported, Mr. Bennett has received a deputation from the Radio League but has maintained a non-committal attitude. Meanwhile, I gather that certain vested interests and some American organisations are working strenuously to secure the defeat of the Radio League's proposal.

While no acute apprehension is entertained on this account, it appears from cablegrams that have been reaching me during the past few days that a leader in "The Times", which of course would be quoted throughout the Dominion, might have a decisive influence at this juncture. A pronouncement by you would help to dispel some misapprehensions that appear to be doing harm. For instance, it could be made clear that neither the British Government nor the B.B.C., nor for that matter any other purely British interest, is involved. Moreover, it could be restated that the Report of the Royal Commission, of which Sir John Aird was chairman, based its recommendations on what it regarded as the best elements of all the chief broadcasting systems of the world, not confining itself to the advocacy of a slavish copy of the B.B.C.

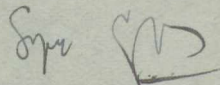
For example, the recommendations emphasized that, while the public service character of broadcasting must be ensured, a limited amount of indirect advertising would have to be admitted on financial grounds; also, there would have to be in organisation a good deal of flexibility to allow for provincial feeling.

I hope I have not got this problem out of proper perspective, but it does seem to me that farreaching results may flow from the decision which Ottawa is likely to take within the next few weeks. I am sending you with this some pages cut from the January issue of the American magazine, "The Atlantic Monthly". These contain an article on American broadcasting written by a well known American professor. There is not lacking other evidence that there is nearly as much anxiety amongst thinking people in the States as amongst those in Canada that the latter should take the right turning, if only to make it possible for the United States to begin afresh. Accordingly, this problem at Ottawa has a continental as well as a national bearing. I hope I am not being fantastic, but I see still more in it. Properly organised broadcasting in Canada would be followed by something similar in the other Dominions. It would be made an important new link in the British Commonwealth.

This is the article I recommended to your attention last month
R.M.W.

You will, I know, forgive this effusion, but the representations I have had during the past few days compel me to stress the case for a "Times" leader. If you do decide to act on this suggestion, and if your leader-writer would care to discuss the subject, I should hold myself at his disposal,

Yours sincerely,



R. M. Barrington-Ward, Esq.,
"The Times",
Printing House Square, E.C.4.

Copy.

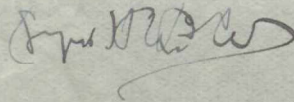
30th January, 1931.

My dear Murray,

I have been in council with one or two of my colleagues on the subject of your letter. I hardly think that it is time for editorial comment on the Canadian broadcasting situation. The first need seems to be to present the relevant facts and considerations connectedly before our readers. The Editor will then be able to decide what comment, if any, would be helpful.

We have, therefore, written off to our Canadian correspondent for a full article which will fill in the whole background of the question. We have passed on to him much of the information which you have included in your letter. I think that such an article may do good and I am entirely at one with you in thinking this question of far more than Canadian concern. We expect to have our article quite soon.

Yours sincerely,

A handwritten signature in dark ink, appearing to be 'John D. ...', written in a cursive style.

SAVOY HILL,
LONDON, W.C. 2.

Private & Confidential

2nd February, 1931.

Dear Sir,

Thank you for your letter of the 21st ult. I am sending you six more copies of the current Year-Book, together with an assortment of other literature published by the Corporation. A good many enquiries similar to yours are reaching me from various parts of Canada.

I enclose for your private information a copy of a letter from me to Mr. Barrington Ward, of "The Times", together with a copy of his reply.

Yours faithfully,

Gasston Murray

Professor Carleton W. Stanley,
Assistant to the Principal,
McGill University,
Montreal,
Canada.

CFH.

SPECIAL COMMITTEE ON RADIO BROADCASTING,
HOUSE OF COMMONS,

OTTAWA, March 10, 1932.

Dear Sirs:

I am directed by the Chairman of the Special Committee appointed by the House of Commons to consider the question of Radio Broadcasting in Canada, to inform you that the said Committee is now organized and expects to have practically daily sittings from the beginning of the ensuing week up to the Easter holidays, and thereafter for an indefinite time, and that the Committee would appreciate any representations or suggestions you may desire to submit, either in the form of brief or personally, for the information and consideration of the Committee.

Respectfully yours,

E. L. Morris,
Clerk of the Committee.

Col B.
Prepare brief -
standpoint
from the University
point of view
A.W.B. Smith

MCGILL UNIVERSITY
MONTREAL

DEPARTMENT OF EXTRA-MURAL RELATIONS

March 14th, 1932.

The Principal,
McGill University,
M o n t r e a l.

Dear Mr. Principal:-

In accordance with your instructions I beg to give you below a brief memorandum concerning the radio situation and some of the steps which, in my opinion, should be taken to improve it.

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 programmes 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 programmes is foreign - indeed many places in the Canadian West scarcely ever hear a Canadian programme. The general impression among University circles as to the general quality of programmes is adverse. There are, it must be admitted, exceptions. To take instances close to us, much of the sustaining programme 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 programmes in general and the very definite need for a stricter supervision.

From another aspect it must be said 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 this 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 programmes 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 programme to advertising programme, the time to be allowed in advertising programme 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 programmes, that the smaller stations should pay and the telegraphic companies receive a minimum sum for 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

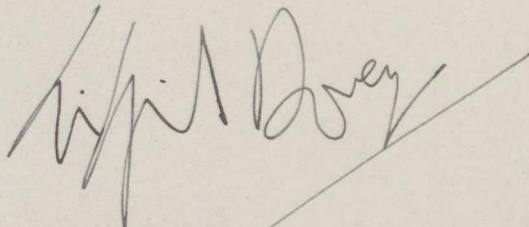
Subject to these general arrangements each provincial commission should exercise complete control over the contents of all programmes of all kinds, including those of foreign origin as well as over rates for local broadcasts. No new licenses for transmitting stations should be granted, nor should any alterations be made in existing licenses, 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 PROGRAMMES

Each sustaining programme 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 committees should also make arrangements for members of University staffs to be coached in broadcasting composition and technique.

All speakers and musicians in educational programmes
should be adequately paid for their work.

Yours faithfully,

A handwritten signature in dark ink, appearing to read 'Wilfrid Dovey'. The signature is written in a cursive style with a long, sweeping horizontal line extending to the right.

Wilfrid Dovey.

MCGILL UNIVERSITY
MONTREAL

THE MACDONALD PHYSICS LABORATORY

MEMORANDUM ON RADIO RESEARCH AT MCGILL.

While at Cambridge about 1896, Rutherford carried out researches on radio reception, making use of a then new principle. Electrical oscillations when conducted along a wire have the property of magnetizing thin steel rods, so that they are left as permanent magnets, easily recognized as such by means of a magnetometer. These researches were the continuation of early work in New Zealand. The writer as a student well remembers Rutherford's enthusiastic account of these pioneer experiments, and of their later developments at the Cavendish Laboratory, when intelligible signals were transmitted, received, and deciphered at the then incredible distance of some two miles.

On coming to McGill, Rutherford gave some attention to further research in the radio field. With the assistance of H.T. Barnes, experiments were carried out on transmission to a train in motion. Apparatus was constructed for the purpose in the laboratory workshops, and very primitive it appears to-day. The essential element was the coherer, consisting of iron filings in a glass tube fitted with metal electrodes. The passage of electrical oscillations through this element made it temporarily conducting, so that observable effects could easily be noted on a galvanometer. Much of this apparatus is still in the Physics Building collection, and for many years was used, and is still being used for illustrating lecture experiments.

The transmission experiments referred to were carried out on a special coach placed at the disposition of Rutherford and his assistants by the Grand Trunk Railway on its line to Portland. They were entirely successful, and attracted much attention, as did the earlier Cambridge experiments. The

The writer has been told on good authority that about this time Rutherford was approached with a splendid offer from one of the early Radio Corporations to take part in its activities. Had he accepted, there is no doubt but that he would have played an important part in the development of wireless communication.

At this time, however, the discovery of Radium by the Curies, and the acquisition of one of the first samples for experimental purposes as a gift to McGill from Sir William Macdonald, led Lord Rutherford to see in this substance the key to an understanding of the structure of the atom, and quite wisely he directed his activities and those of his research students along these lines.

Since that date, there has been little radio research at McGill, financial stringency in the years 1909 to 1920 making it impossible to invest in laboratories for this purpose. As regards other activities, a course of training in radio signalling was organized at McGill during the session 1915, until such work was properly organized at Ottawa. Lecture and laboratory courses were organized under Major W.A. Steel about 1923 as part of the Course on Communications under the Department of Electrical Engineering. During the past session the writer has lectured and carried out researches on the theory of radiation fields and generally on electric waves and oscillations. At present Mr. J.T. Henderson is engaged on setting up apparatus for measuring the height of the Heaviside layer in connection with the forthcoming eclipse program.

Louis V. King.
July 9th 1932.

June 7th, 1933.

Major Gladstone Murray, M.A.
British Broadcasting Corporation,
Savoy Hill,
London, W.C.2, England.

My dear Mr. Murray,

Thank you for your note of yesterday from New York. I should appreciate very much the opportunity to have a chat with you about Broadcasting and other matters. It is not my intention, however, to be in England this summer.

With all good wishes for a very pleasant summer for yourself,

I am,

Ever yours faithfully,

Principal



The St. Regis
New York

5/6/33.

Dear Sir Arthur,-
I was very sorry not to
be able to call on you as I planned
the other day but my meeting with
Mr. Beatty took longer than I expected
and I had to leave early for New
York to carry out a broadcasting
engagement. Perhaps, therefore, you
will allow me to present my compliments

on the next visit which is not likely
to be long delayed. Alternatively, if you
are in England this summer, perhaps I
may then have the pleasure of
meeting you.

With kind regards,

Sincerely yours,

Madison Murray.



30.5.33.

Dear Sir Arthur,-

During the brief
interview you gave me some
weeks ago you expressed the
desire that I should see you
at the end of my task here.
I shall be in Montreal on
Thursday morning en route to
New York and shall take the
liberty of telephoning you on the

chance that you have a few
minutes to spare. It is
important, I think, that you
should be fully posted on
the radio situation and its
possibilities.

With kind regards

Yours sincerely

Gladstone Murray

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April 15, 1931

Professor Carleton W. Stanley,
McGill University,
Montreal, Canada

Dear Professor Stanley:

I enclose a letter from our mutual friend, Major Gladstone Murray. I shall be in Ottawa on Tuesday, May 5th and possibly May 6th. I will telephone you and hope very much to have the opportunity of meeting you.

Yours sincerely,

Irene Fraser

SAVOY HILL,
LONDON, W.C. 2.

23rd March, 1931.

*Fraser
Stacy W. W. Street M. E. W. W.
Chalton 1935.*

Dear Professor Stanley,

You will recall our recent exchange of letters on the subject of Canadian broadcasting. Partly in this connection, but principally on personal grounds, I now take the liberty of writing to you about the prospective visit to Canada of Captain Ian Fraser, the leader in this country of the work for the blind ex-service men, of whom unfortunately he is one.

Captain Fraser was a Member of Parliament for several years. During this time he was a member of the Earl of Crawford's Parliamentary Committee whose report formed the basis of the British Broadcasting Corporation. I have no hesitation in saying that Captain Fraser knows more about broadcasting than any other public man in this country outside the B.B.C.

On the personal side, I would be glad if he could be told something about McGill and its work. Therefore, I am asking him to telephone you when he arrives in Montreal which will probably be about the beginning of May. I should greatly appreciate anything you can do for him.

Yours very truly,

Spadstone Murray

Professor Carleton W. Stanley,
Assistant to the Principal,
McGill University,
MONTREAL, Canada.

TEMPLE BAR 8400.

SAVOY HILL,
LONDON, W.C. 2.

Si Arthur Currie?

23rd March, 1931.

Dear Professor Stanley,

This is to introduce to you
Captain Ian Fraser, concerning whom I
have written separately.

Yours sincerely,

Gladstone Murray

Professor Carleton W. Stanley,
McGill University,
Montreal,
Canada.

CFH.

DOCKET STARTS:

'NATIONAL RADIO IN CANADA' -
A SURVEY

WELBECK 4468
BROADCASTS LONDON

BROADCASTING HOUSE
LONDON W. 1

19th June, 1933.

Dear Sir Arthur,

Thank you for your letter of the 7th.

I am now engaged in the final Report on the
Radio situation in Canada, and shall let you have
a copy of it as soon as it is completed.

Thank you for your good wishes, which
are heartily reciprocated.

Yours sincerely,

Godwin Murray

Sir Arthur W. Currie, G.C.M.G., K.C.B.,
McGill University,
MONTREAL.

SCM.

WELBECK 4468
BROADCASTS LONDON

BROADCASTING HOUSE
LONDON W. 1

28th July, 1933.

Dear Sir Arthur Currie,

As promised, I now send you
a copy of my Survey on National Radio in
Canada, which has just been handed to the
Prime Minister.

Yours sincerely,

Stanton Murray

General Sir Arthur Currie, G.C.M.G.,
K.C.B., LL.D.,
McGill University,
Montreal,
Canada.

BCH

"NATIONAL RADIO IN CANADA"

A SURVEY.

INTRODUCTION.

The first task of my mission to Canada was to test the attitude of public opinion towards broadcasting. It was clear that the principle of public service broadcasting had behind it the goodwill of informed opinion of all parties and of most newspapers. There were, however, misgivings and uncertainties here and there. The Commission was being subjected to captious criticism, on the one hand, for alleged inactivity, and, on the other hand, for too much activity. Some of the opponents of the principle of public service broadcasting had renewed the campaign which had been suspended after the endorsement by Parliament (one dissentient only) of the Radio Broadcasting Act of 1932. The Commission itself, owing partly to the delays necessitated by the World Wireless Conference at Madrid, had not completed its organisation or developed its policy.

I was invited by the Prime Minister to consider organisation and policy, to make interim recommendations on matters of immediate urgency, and to prepare later a more detailed survey. The Interim Report was the subject of debate in the House of Commons on May 11th, and resulted in the passing of Bill No. 99 amending the Radio Broadcasting Act of 1932. This was in no sense a comprehensive amending measure, but it did enable the Commission to develop policy and work, for the time being, in the right direction.

On May 24th a Memorandum of General Observations was sent to the Prime Minister, Mr. MacKenzie King, and Mr. Woodsworth. The purpose of this Memorandum was to call attention to some of the urgent practical problems which the Commission would have to solve, in particular the definition of executive responsibility, provincial and regional organisation and the attitude to private broadcasters and independent musical bodies throughout the Dominion.

1. THE CONSTITUTIONAL PROBLEM.

A fresh examination of conditions, opinion, and possibilities served only to confirm the view that Canada had acted wisely in accepting the principle of public service broadcasting. In the application of the principle it was obviously desirable to maintain that general agreement of political parties which had happily characterised the debate on the Bill of 1932. This unfortunately has not been the case, for a variety of reasons, with some of which I have no concern I propose, therefore, to survey the situation de novo, in an attempt to suggest remedial measures which should not only implement the widespread desire of the Canadian people for an effective broadcasting service, but also establish for that service general political support.

The constitutional issue might be defined thus:- The retention of adequate public control without prejudice to the working efficiency of the service. Experience elsewhere has proved the folly of trying to make broadcasting administration a Department of State. The arguments against this are as decisive as are the arguments against leaving broadcasting entirely in the hands of private commercial interests. Broadcasting, although a natural public utility, is fundamentally different in its character and functions from a normal Department of Government. It is primarily a business, and its successful administration depends on the recognition of this fact. Accordingly, constitutional safeguards must be reconciled with a large degree of freedom.

The B.B.C., was created in 1922 by a group of leading Radio Manufacturers, who were licensed by the Postmaster General to conduct broadcasting in Great Britain. The Radio Manufacturers concerned found the initial capital required, the dividend on which was limited to $7\frac{1}{2}\%$, it being understood that if and when the Licence expired, the original capital would be returnable and

there would be no compensation for goodwill. The service was to be operated out of the proceeds of the licence revenue, and there was to be no sale of programme time. Although the Postmaster General had wide powers of interference and regulation, these were not exercised in practice. Thus, public service broadcasting in Britain was introduced at the initiative of private enterprise; whereas in Canada the initiative has been taken by the State. Despite differences of method, owing to widely differing conditions and circumstances, it is submitted that public service broadcasting is capable of doing at least as much for Canada as it has done for the United Kingdom. There is a current fallacy that the division of Canada between French and English speaking populations makes public service broadcasting undesirable, if not impossible. It appears to me that the opposite is true. Well conducted national broadcasting in Canada not only will be enriched by the varied programme material found in the different parts of the Dominion, but also will provide a new means of eliminating prejudice and re-enforcing common citizenship.

The distinctive administrative machine of the B.B.C., has become the model not only for many public utilities and other semi-public bodies throughout the world, but also for some commercial concerns. The organisation, as worked out by the first B.B.C., was reviewed by two Parliamentary Committees, the first under Sir Frederick Sykes in 1923, and the second under Lord Crawford and Balcarres in 1925. The Sykes Committee fully approved of the policies and the system of Management which were being evolved, and recommended the continuance of the Licence to the end of 1926. The findings of Lord Crawford's Committee were equally favourable. It was felt, however, that the broadcasting service had become so important to the life of the nation that the best way to safeguard its unique administrative system was to establish a public Corporation to replace the Company.

This was done by Royal Charter, the service being taken over as a going concern, and a Board of Governors being appointed to replace the Board of Directors of the Company. The Royal Charter was granted by the King in Council, for a period of ten years, on the advice of Ministers and with the general support of political parties. There was an attendant Licence from the Postmaster General dealing particularly with technical matters such as the allotment of wavelengths. The Board of Governors is appointed on disinterested and non-party lines. The Board has wide powers, but in continuing the tradition established by the Board of the Company, it acts as trustee for the public interest, dealing with matters of major policy. The remote control of the state exists through Parliament. Executive functions are carried out on normal business lines.

That a limited licence is granted; that the Postmaster General retains the regulation of wavelengths and the collection of licence revenue; is spokesman for the B.B.C., in the House of Commons on matters of major policy; and is presumably responsible that the terms of the Charter and Licence are observed, are further constitutional safeguards. There is an independent Audit of Accounts, the Financial Statement being presented as part of the Annual Report to Parliament in the form of a White Paper. Although no portion of licence revenue can be rightly considered as general taxation, public funds benefit progressively from the growing revenues of the B.B.C. Details of the work of broadcasting are not discussed in Parliament, which of course retains the right of reviewing broad matters of policy which may be raised from time to time in connection with broadcasting. Staff appointments to the B.B.C., are made in the normal way of business and have nothing to do with the Civil Service. Thus, while the interests of the State are duly safeguarded by various expedients, broadcasting is given the latitude it requires not only for efficient working, but also for

keeping it clear of party political influence.

One has been careful to emphasise that Canadian broadcasting should develop on its own distinctive lines, availing itself of the best experience of the rest of the world, yet being distinguished as essentially Canadian. It does not follow, therefore, that the constitution of Canadian broadcasting should be a copy of any other constitution. It is submitted, however, that whatever form its constitution may ultimately take, Canadian broadcasting, to be successful, must embody the reconciliation of remote State control with independent business management. Before Bill 99 became law, residual responsibility for the appointment of the staff of the Commission rested with the Civil Service Commission; its income, as part of the Consolidated Fund, had to be voted by Parliament in the same way as the Estimates of any other Department; details of its work were subject to discussion in Parliament; no plan of development could be undertaken without the express approval of Parliament. Since the acceptance of Bill 99 the Commission may appoint its own officers, relying on the Civil Service Commission only for clerical staff; its revenue is no longer regarded as part of the Consolidated Fund; schemes of development may be undertaken with the approval of the Governor General in Council; and, at least for the time being, details of its work are not to be discussed in Parliament.

The first two sentences of paragraph one of the Explanatory Notes accompanying Bill 99 read as follows:- "The Canadian Radio Broadcasting Commission is an independent body appointed by Parliament to control and regulate all broadcasting in Canada. It is essential that the Commission should have wide powers with regard to the selection of suitable employees for this work". So far so good. But the main constitutional problem is still to be solved. This could be done in a way which would give Canadian broadcasting a definite advantage over British Broadcasting. In Great Britain the distinction

between general legislative functions of the Board of Governors and the particular administrative functions of the Executive is established de facto but not de jure. If Canada makes the distinction de jure as well then there is a guarantee of continuity which does not yet exist in Great Britain.

Although I discovered no foundation for the suggestion that the Commission was biased in politics or religion, I continued to encounter the view that if not actually, then potentially, it was an instrument of Government policy. If this impression is not dispelled the Commission will hardly gain either the support or the independence essential to the success of the work. Moreover, there will be real danger of appointments to the Commission being regarded as a legitimate part of political patronage, in which case appointments might be changed with each change of Administration. Incidentally, as already recommended in the Memorandum of General Observations, the term "Commission" is an unfortunate one in connection with broadcasting, and should be substituted by "Company" or "Corporation", as being a much more appropriate description for the Canadian National Broadcasting Authority.

2. THE ORGANISATION PROBLEM.

If the constitutional problem is solved in the way suggested above, the task of organisation~~y~~ is considerably simplified. The Commissioners, acting as trustees in the public interest, concerning themselves mainly with matters of policy, free from executive responsibility, would be able to inform public opinion in all parts of Canada. This could be brought about either by regulation or perhaps by clearly defined internal arrangements in either case formalised. Under the present system preoccupation with executive work at Ottawa has so far prevented the Commissioners from travelling to any extent. This was the cause of dissatisfaction in Western Canada, where the Commission was already suspect of being

purely Eastern in its outlook. And, as it is Western Canada which stands to gain most from public service broadcasting, it is correspondingly important to give no occasion there for a feeling of neglect.

It is laid down in the Radio Broadcasting Act that the Headquarters of the Commission shall be at Ottawa, and that Branch Offices may be established elsewhere. Experience may prove that it may be desirable for the Headquarters to be elsewhere. The Executive organisation should be simple and capable of expansion on an agreed framework as circumstances permit and requirements justify. There should be a Chief Executive, preferably described as General Manager or Director General, responsible to the Commission for the adequate working of the service throughout the Dominion. The Chief Executive should be demonstrably free from political partisan association. He should have an Assistant General Manager, senior to the rest of the Staff. Pivotal offices would be Chief Engineer, Chief Accountant, Public Relations Director, Sponsored Programme Director, Talks Director, Secretary and Assistant Secretary. The Station Relations Department would handle imperial and international broadcasting. Subordinate and clerical staff could be secured as required, the latter from the Civil Service Commission, whose resources and experience should be utilised also in the selection of other staff. Due proportion of the staff should be bi-lingual.

The selection of staff of all grades is, of course, a matter of paramount importance, all the more so since the responsibility except for clerks and stenographers, rests entirely with the Commission. It seems to me a wise procedure to advertise posts publicly, and to have the candidates who reach the short list interviewed by an Appointments Committee, one of whom should be a Commissioner, one the Chief Executive, and one the head of the Department concerned. It should be kept in mind that broadcasting requires wide educational

equipment, comprehensive sympathies, high initiative and a special sense of devotion. Preference should be given to youth. Irremovable appointments should not be made. For the most part business procedure should rule, although in exceptional cases contracts (maximum term, five years) might be admitted. In the nature of things it will take some years, through the inevitable process of trial and error, to secure a generally efficient staff. It is important to avoid prescribing any rigid standard of educational attainment, although of course scholastic records should be given due consideration.

Provision is made in the Act for the appointment of nine Assistant Commissioners, one for each Province, whose duty would be to organise and to act as Chairmen of Provincial or Local Advisory Committees and to co-operate with private Stations. In view of the importance of economy, and of keeping the organisation as small as possible, it is suggested that, in the beginning, regional organisation might not be set up in each Province. The Dominion might be divided into the following Zones or Regions:- Maritime Provinces (Prince Edward Island, New Brunswick, and Nova Scotia), Quebec, Ontario, the Prairie Provinces (Manitoba, Saskatchewan, and Alberta), and British Columbia. This would mean five Regions instead of nine. Each Province, of course, would have its Assistant Commissioner to protect purely local interests. In the Maritime Provinces and in the Prairie Provinces the three Assistant Commissioners might constitute a Committee for the purpose of co-operation, in addition to dealing with their own Provincial Committees. Naturally, Provincial opinion would be consulted, and if there was strong and sincere opposition to the two suggested combinations, then nine Regions might have to be set up.

There should be paid Regional Directors, working administratively to the general Manager at headquarters but

acting in consultation with the Assistant Commissioners. The Regional Directors would look after programmes for their respective Regions. The Regional Director's staff should include an Accountant, under his discipline but working to the Chief Accountant at Ottawa; also an Engineer-in-Charge working similarly to the Chief Engineer at Ottawa. Public Relations and other specialist services would be carried by the Director, at least at first.

3. ADVISORY COMMITTEES.

In the early stages of a broadcasting service, Advisory Committees are of special importance. If they are wisely selected not only will their advice and help be valued, but they will become aware of the difficulties and possibilities of broadcasting, and will form a valuable nucleus for influencing public opinion in the right direction. There should be Central Advisory Committees for Music, for Talks, (including Education), for Religion, and for the Press. If the political parties could be induced to nominate a representative Advisory Committee on political broadcasting, this also would be advantageous. Advisory Committees should not meet more frequently than once a quarter. The number and character of local Committees would be determined by requirements, as assessed by the Assistant Commissioners, and the Regional Directors in consultation with the General Manager. It is suggested that in each region there should be a Committee consisting of a representative of each of the approved private Stations.

4. PROGRAMMES

The Commission, in the next year or so, would be well advised not to originate many chain programmes, being careful that those so originated under its auspices are of exceptional quality and variety. Programmes which private Stations could

originate more economically than the Commission and which are eligible for chain relay, should be sponsored by the Commission. Special care should be taken to make sure that Dominion-wide broadcasts are of real general interest.

Private Stations operating under the Rules and Regulations of the Commission should be encouraged to develop auxiliary programme services, financed by advertisers. Those auxiliary programmes should comply with the general standards laid down by the Commission.

The Commission has already been invited to provide characteristic Canadian programmes for relay in the United States. The B.B.C. hopes also that by Dominion Day 1934, it will be possible to relay a good Canadian programme in the United Kingdom and throughout the Empire. It is important that Canadian programmes relayed abroad should be worthy of the Dominion, both in artistic standards and in organisation. Accordingly no such relaying should be attempted until the executive Division of the Commission is organised, and programme building is well developed.

5. ENGINEERING.

One of the main reasons in support of public service broadcasting is that it should provide effective coverage for areas which would be neglected under a private commercial system. This is of course particularly important in the West of Canada, where the comparatively small population is scattered over an enormous area. The Commission is therefore rightly addressing itself to a modest plan of construction, beginning in the Prairie Provinces and British Columbia. It is suggested that there should be full local consultation before the plans and sites of prospective new stations are recommended for approval by the Governor General in Council. It is desirable, if possible, to secure the agreement of private Stations, and avoid duplication. The cost of land lines for chain

broadcasting threatens to be a heavy financial burden. It is suggested that in the beginning there should be only provisional short term arrangements with the land line companies. A period of experiment should precede the determination of a permanent solution of this problem. Ultimately the Commission may own and operate its land lines. Meanwhile, an attempt should be made to negotiate special terms in return for contract, as, for example, cost plus small profit, figures being produced.

During the past four years private Stations have suffered a good deal from a sense of insecurity and uncertainty about their future. It is important for the Commission to give every encouragement and help to those private Stations whose continued operation is approved. The Rules and Regulations already issued prescribe standards for technical equipment. While deficiencies of equipment should be repaired and improvements be made continuously, the Commission, bearing in mind the difficulties of the private Stations, should give reasonable latitude for the carrying out of its Rules and Regulations. If the private Stations are consulted in the manner already suggested their control and regulation should not involve friction and their goodwill should be a valuable asset. Now that the Commission has five outlets of its own, and a prospective sixth, further acquisition should not be made without a careful survey of the actual and potential auxiliary services which approved private Stations can provide, at least until more money is available for capital expenditure.

6. FINANCE

Since the passage of Bill 99 it seems to be recognised that licence revenue is not part of general taxation; that when the listener pays his two dollars he is subscribing for a service to which he is entitled. Also, the

Commission has authority to dispose of its revenue for all purposes except new construction and the leasing of Stations, proposals of this kind being subject to approval by the Governor General in Council. The estimated net annual sum accruing to the Commission from licence revenue is now of the order of a million dollars. The plans which have already been framed for more vigorous enforcement and more thorough collection should be applied without delay.

The functions of collecting licence revenue and dealing with interference problems, although of importance to broadcasting, are better left to another authority. A Broadcasting service under the most favourable conditions provides an exacting task calling for concentrated undivided attention. There should be, of course, close co-operation and confidence as between the broadcasting authority and the authority charged with the collection of licence revenue and the elimination of interference.

Having considered and determined the cost of organisation, central and regional, programme, engineering and land line costs for current commitments, the Commission should work out a kind of Five Years Plan of modest capital development. It will be possible then to estimate the amount of money which must be derived from the sale of sponsored programmes. The Commission has authority under the Act to define the proportion of authorised advertising which, without the permission of the Commission, may not exceed 5% of any programme period. The Commission has ruled this 5% as referring only to direct advertisements, and has indicated that another 5% of programme time may be occupied by indirect advertisements. The policy, of course, is to limit the amount of permitted advertising to the financial requirements of the Commission and of the private Stations. In order, however, to provide a sufficient number of advertisers to bring in the necessary auxiliary revenue,

some latitude should be allowed in the building of sponsored programmes, it being understood of course that undue or offensive advertisements are always excluded. The Sponsored Programme Director at Headquarters would be responsible not only for the control and regulation of advertisements in programmes, but also for the development of these programmes in accordance with requirements.

A budget for current and capital expenditure having been determined on a progressive plan over a number of years, the day to day financial control should be carefully defined. It is unwise to earmark definite sums for the uncontrolled expenditure of departments for specified periods. There should be continuous functional financial supervision. In other words the details of all considerable expenditure should be justified in advance to the Chief Accountant, or his local representative, without holding up the work.

7. PUBLIC RELATIONS.

In its formative period Canadian broadcasting is bound to encounter numerous difficulties of all kinds. Provinces will be jealous of their rights; The West will be alert to Eastern bias; Ontario will be vigilant against the undue influence of Quebec; French Canada will be anxious to avoid the submergence of its language; the Maritime Provinces, Prairie Provinces and British Columbia likewise will be watchful of their rights and interests. It will not be enough to create an efficient service. Public opinion must be informed constantly and intelligently. A good deal of the misunderstanding and confusion which followed the publication of the first set of Rules and Regulations of the Commission could have been avoided if there had been the opportunity and the facilities for the careful preparation of public opinion in advance. The Commission can hardly be blamed,

circumstances being definitely adverse, but greater care should be exercised in future. First of all, programmes should be arranged sufficiently far ahead to make their publication possible throughout the Dominion. Secondly, the Press should be constantly fed with appropriately prepared information, and close contact maintained both with editors and those writers specialising on radio subjects. Special care should be taken to keep Members of Parliament fully informed on broadcasting. Likewise, attention should be given to Societies such as the Radio League, organisations of Wireless Traders and Manufacturers, organisations of private broadcasters, Adult Education Societies, and so on. There is in this direction a potential field of auxiliary goodwill of possibly decisive importance. Correspondence with the public should be undertaken by another section of this Department. Letters from listeners should be invariably acknowledged; all serious criticism and comment should be dealt with sympathetically and courteously, and a précis of comment circulated to those concerned with the programmes. Opportunities for supplementary publicity, such as are provided by Exhibitions, should not be neglected.

8. STATION RELATIONS.

Station relations will provide full time work for a competent officer at Headquarters. First of all there is the business of dealing with Station relations in Canada, keeping an effective liaison both within and without the Commission's chain. Secondly, there are the details of relations with American broadcasting, the co-operation of which is so important to the future of the Canadian system. Then there is the equally important field of Empire broadcasting. Constructive co-operation with the B.B.C., in its short-wave Empire Service and the use of appropriately selected recorded

programmes of the B.B.C., will require detailed continuous attention. There will be also relations with other European broadcasters, and, in due course, with the Union Internationale de Radio diffusion at Geneva.

9. SPECIALIST BROADCASTING

(A) Music

Music, the main constituent of broadcasting, will require most attention, and a competent Canadian Music Director should be appointed. But the creation of a new central Symphony Orchestra, possibly desirable later, should not be undertaken in the first few years. There are in existence in Canada a number of competent symphony orchestras capable of providing worthy programmes. As already recommended, working agreements should be made with those orchestras of the requisite standing. It is better, both for the orchestras and for broadcasting, to arrange a contribution for a period, subject to annual revision rather than to pay orchestras for individual performances. The subsidy method should prove more economical, should enable programme plans to be laid well in advance, and should assist the organisers of the orchestras in arranging their annual budgets. The chief function of the Music Director of the Commission will be to determine the quality of orchestras and the musical talent generally. Plans of the Commission in music should envisage a steady development of public taste. Symphony, Chamber Music and Operatic transmissions should be planned in progressive series, both locally and nationally. Due attention should be given to the right proportion offered of serious and light music. So far the Commission has rightly concerned itself mainly with symphony music, but, as the organisation develops, orchestral and dance music of all types should likewise be encouraged under the auspices of the Commission. Otherwise the Commission will become unpopular with those who do not care for symphony music. A suggestion has

been made that the Commission should omit dance music on the grounds that an adequate service of this is provided from the United States. With this I disagree. There are in Canada several excellent dance bands which deserve to be broadcast under the auspices of the Commission.

(B) Drama

No elaborate or extensive production should be undertaken in the early stages. To begin with there should be a survey of what has been done in this direction by the Stations which the Commission has taken over, as well as by private Stations. The remarkable success of amateur dramatic Festivals in Canada indicates a rich field of potential talent of an original nature. This should be carefully explored. Afterwards it will be possible to determine the nature and size of the organisation required for radio drama.

(C) Productions

Canadian listeners have become accustomed to Vaudeville, variety, and other light entertainment as provided by the American chains, and it would be unwise suddenly to deprive them of unobjectionable popular features of this kind without providing an adequate substitute. There should be a survey of existing talent and an examination of what has been and is being done by existing Canadian Stations. The Executive should plan to produce occasional first class light entertainments, but there is no need, for this purpose, to set up a department separate from Dramatic Production.

Now that, for the purposes of specialist definition, one departs from the entertainment side, it does not mean that entertainment should be neglected. On the contrary, the inculcation of cultural values and of all that is needed in good citizenship, in which broadcasting may be so potent a factor, depends largely on the acceptability of the spoken

word in terms of entertainment. Thus the ethical and educational messages, to be effective, should have the medium of acceptable personality and good technique.

(D) Religion

The religious problem in Canada is one of peculiar delicacy and will require comprehensive and tactful treatment. It is suggested that the best method of approach is to enlist the co-operation of all the main religious bodies. The limit of consultation will have to be determined arbitrarily, as it would be unworkable to include numerous minor religious bodies. But if the leading religious organisations could be induced to co-operate, they should be invited to send their duly accredited representatives to central and regional Religious Advisory Committees. These Committees then would be asked to recommend the distribution of available "time" amongst themselves, to nominate competent broadcasting preachers, and to determine the sequence of religious services. If an arrangement of this kind succeeds, then the broadcasting of religious services would be conducted with the minimum of friction. It has been suggested that the Commission might endeavour to evolve a form of religious service which would have a wide general appeal and would be of non-denominational character. This, one submits, should be left over for a later consideration. It would be better at first to secure a measure of agreement among the important religious bodies and then to broadcast typical denominational services according to the arrangements. Censorship would be confined to eliminating statements or suggestions calculated to offend any considerable body of religious opinion.

(E) Politics

The broadcasting of politics also presents possibilities of trouble. Here again an attempt should be

made to secure a working agreement between the political parties, centrally and regionally. For practical purposes parties might be recognised as they are represented in the House of Commons and dealt with by the Speaker. They should be asked to consider a fair plan for the disposition of the time available for broadcasting controversial political matter. It might prove a wise beginning to use the "debate form" rather than the "series form" of presentation. It is important, however, to secure some method whereby broadcasting may be used for the education of the public on political issues. Special procedure at General Elections should also be the subject of inter-party consultation, every effort being made to avoid an appearance of favouritism.

(F) The Spoken Word. (Talks, Schools Education,
& Adult Education)

The spoken word in broadcasting covers a wide area. The immediate problem will be to provide adequate Topical Talks and News Bulletins, with interesting reviews of events in Canada and in the U.S.A., in the Empire, and in the world at large.

(i) An endeavour should be made to deal authoritatively, impartially, and acceptably with the majority of current issues of public interest. This service, however, should not be started until the Commission is satisfied that it has found the right expositors from the point of view of broadcasting technique as well as from the point of view of impartiality and knowledge.

(ii) News Bulletins should be developed gradually, and at fixed times. In connection with this service the Commission has a great opportunity to provide an example to the North American Continent. The tendency in North America, apart from the more experienced broadcasters, is to crowd the periods devoted to News Bulletins with what can accurately be described as "a current of words", delivered in a

disconnected form and frequently in what appears to be an agitated manner. It is suggested that the Commission should arrange with the accredited News Agencies of Canada for the provision of the material for the News Bulletins, which would be specially prepared for broadcasting by Officers of the Commission. If the organisation of the Commission does not permit of accepting this task in the early stages, then the bulletins submitted by the News Agencies should be scrutinised from the broadcasting point of view before being transmitted. There is in the News Bulletins the opportunity not only of careful selection, but also of confident and reposeful announcing. Incidentally, care should be taken to avoid giving any particular Newsagency or newspaper interest a monopoly of providing material for the News Bulletins. The initial arrangements should be provisional, subject to annual revision.

(iii) for Talks in general there should be a conscious plan. Syllabi should be prepared after consultation with the Talks Advisory Committee, it being understood that the underlying entertainment qualification must be observed. An endeavour should be made to cover attractively the whole range of Canadian interest, local, national and international. All broadcast talks ideally should be authoritative, interesting and stimulating; at the worst they should not be dull. It is better, therefore, to start with a moderate plan of talks, capable of development as the desired material becomes available. In the early series there should be included an attractive consecutive account of the wonderful "human" story involved in the history of Canada. It is important that, from its inception, the Commission should regard the history of Canada as not only one of the most fruitful sources of good programme value, but also as one of the most effective means of contributing to national unity and stability.

(iv) The Educational side of the spoken words falls into two parts, Schools Education and Adult Education.

(a) The reception in Schools of broadcast lessons is likely to become an important factor in the educational system of the Dominion. This, however, has to be arranged provincially because of the differing systems of education. Broadcasting to Schools will be one of the early tasks of the Assistant Commissioners and their Advisory Committees. Here again a word of warning should be given on the importance of keeping in mind the entertainment qualification. For broadcasting it is not good enough that a lesson for schools should be authoritative and comprehensive; it must be also acceptable and pleasant in the technical sense. Moreover, the apparatus of reception must be efficient.

(b) In broadcast Adult Education the principle will be indistinguishable from the general Talks as planned. Nevertheless, there should be a conscious motive in that part of Talks which is directed to stimulating intellectual activity and curiosity. Planning by series is inevitable. Simple progressive expositions of the Arts and Sciences, impartial pictures of World politics and affairs, mixed with refresher courses on elementary knowledge, - this is the kind of substratum on which acceptable Adult Education may be built. There will be also periodical reviews of new books, plays and films, in which a catholic yet discriminating sense of choice must be exercised. Reviews of new books are of special importance in that, if acceptably and efficiently done, they will direct the reading of a large part of the public. In this connection the Commission should represent to the Libraries and Booksellers the importance of preparing in advance to satisfy the demand for the books that are reviewed by radio and those which are recommended for further study.

(v) Programmes for Children. As already recommended, special programmes for children should be developed regionally, but under the general guidance of the Commission. This might be regarded as part of Education, but the danger in that event is that the programmes would become didactic and undistinguished from transmissions to Schools. It is wise, therefore, to keep programmes for children separate, in order to emphasise the greater importance of the entertainment quality. By Programmes for Children is not meant Children's Hour programmes. What is intended is a simple and entertaining conspectus of the world of activity in entertainment and thought specially directed to children. Experience proves that if a programme of this kind is successful in its objective of reaching children it will have even greater results in reaching adults incidentally.

(vi) Programmes for Imperial and Foreign relay. Every programme for Imperial or Foreign relay should be built with a view to giving a faithful reflection of all that is best in Canadian activity, culture and general background. Care should be taken to avoid the mistake of including, for instance, items of symphony music which could be provided at least equally well in the countries in which the programme is being relayed. There is a wealth of original and distinctive artistic material throughout Canada and this should be carefully surveyed and the best parts of it developed before Imperial or Foreign relays are undertaken.

10. CENSORSHIP AND PROGRAMME STANDARDS.

No definition of censorship can escape criticism. The right objective in public service broadcasting should be to give the maximum latitude short of license, while still safeguarding public decency and the fundamental interests of organised society. To offer even this broad definition is to invite controversy about who is to determine the limits

and where the limits are to be prescribed. Experience suggests that common sense provides the only working solution. A rigid formula acceptable to even the main sections of opinion is not possible. It follows, therefore, that it is more important that the actual broadcasting authority should enjoy a measure of general public confidence, than that there should be closely defined edicts of censorship. As to programme standards, much the same argument applies. In general, nothing should be broadcast which might be expected reasonably to offend the susceptibilities of any considerable section of the listening public. The intimate character of the broadcasting medium, involving the acceptance of its message at the fireside, implies a special responsibility to avoid sensational and disturbing communications. On the other hand it is the duty of the broadcaster to describe faithfully what is happening and to avoid colouring his communications with his own views or inhibitions. Thus one is brought again to the common sense solution on the principle of effecting a compromise which will try to avoid on the one hand untruth and on the other hand disturbance and distress.

The management of sponsored programmes will involve discrimination against certain advertisements. Although these programmes will be provided by outside commercial enterprise their acceptance by the Commission will impose responsibility for their appropriateness and bona fides.

11. PUBLICATIONS

A well planned scheme of public service broadcasting must count on the printed word as a valuable auxiliary. For example, a syllabus of Talks or a progressive scheme of Adult Education, need the support of the printed word in some form. Independent outside publications may prove helpful occasionally but hardly adequately or continuously. The Commission therefore should envisage a modest plan of publications

supplementing the spoken word. This, in the beginning, need not go beyond a few simple and attractively produced pamphlets explaining general policy and dealing with the various main sections of the planned work. There should also be made available, in consultation with the Department of Marine, appropriate technical pamphlets dealing with reception and interference. Incidentally, the existence of a few up to date pamphlets will considerably reduce the burden of dealing with correspondence. As to periodical publications, only experience will show whether they are necessary. Conditions in Canada are so different from those in Great Britain that the success of the B.B.C., publications does not necessarily provide a working analogy. As programmes are developed the problem of their publicity can be reviewed. Later on, indeed, a weekly programme paper published in various editions might be found to be not only of advantage to the service but also a source of additional revenue.

12. PAYMENTS, FEES, COPYRIGHT CHARGES.

It is desirable to effect general agreements with the various national organisations concerned with fees of musicians, artists, composers, authors and with performing rights generally. These agreements should be on a simple automatic basis subject to periodical revision. When orchestras are subsidised it is inequitable for the musicians to attempt to exact additional fees for broadcasting from public concerts, when the survey of existing talent is complete it may be found desirable to create a nucleus of contract artists, prior claim on whose services will reside with the Commission.

Some payment should be offered to all speakers invited to give any of the regular talks. It would be understood that at least in the first few years the fees for talks would be small.

In commercial broadcasting it is customary to exact payment for the broadcasting of some political speeches and of some religious services. Under public service broadcasting, given agreed arrangements as recommended above, there should be no payment for this class of material. Broadcasting of politics or of religion should not be influenced by the financial resources of the organisations concerned.

13. ANNOUNCING

The importance of good announcing is difficult to exaggerate. There is herein a great opportunity to set a new standard for the North American Continent. Announcing for the Commission should be a model of diction, arrangement and good taste. It is possible to create a tradition of enunciation without imposing a uniform dialect. The Commission will find it expedient to guide announcers in pronunciation without giving the appearance of dictating "standard English" or "standard French" to the listening public. It should be kept in mind also that good announcing besides adding to the prestige and popularity of the Commission, should convey a sense of repose which is not as evident as it should be either in Canada or the United States.

14. SUMMING UP

It is submitted that, considering the great difficulties to be faced, and the imperfections of the constitution, the Commission has made a creditable start. A good deal of the criticism to which it has been subjected can be ascribed to ignorance, which might have been dispelled had the Commission been able to develop its organisation in time. As the various problems and obstacles are becoming more generally recognised, there is a growing disposition to give this great experiment the fair chance it so obviously deserves.

Also I am convinced that the Commission has done its best to carry out its task impartially and efficiently within the limitations of its organisation.

On the other hand, any unnecessary delays will tend to reinforce and widen the area of public irritation, incidentally endangering the principle of public service broadcasting. And it is mainly for this reason that the organisation should be put on a basis of business management and of carefully planned policy accepted and adumbrated. The idea of direct State management in addition to State control should be eliminated with the minimum of delay. This not only is vital to the vigorous and successful development of the work but is of great potential value in checking the present dangerous tendency to regard the machinery of national broadcasting as belonging to the area of party political patronage. So important is this freedom of the Commission and the Executive from State or party management that, if the internal development of the Commission should prove impossible for various reasons then one would advocate consideration of a proposal to set up an operating company under the licence and general control of the Commission, but enjoying an adequate degree of independence. This Company would be in some ways analagous to the original British Broadcasting Company upon which the British Broadcasting system was built. Such a constitution would protect the Commission, would relieve it of the executive responsibility which should not be its concern, while enabling it to act more effectively as trustee for the public interest, and would be calculated to acquire the confidence and support of the business community. An operating company, in short, might be devised as the most effective means of applying public service broadcasting.

Whatever method is adopted to secure effective

management, operations should be conducted with constant attention to these fundamentals of policy:

(i) Action in any direction should be preceded by careful survey and consultation, public opinion being adequately prepared.

(ii) Constructive planning over a period of years.

(iii) Enlisting the support of public organisations of all kinds.

(iv) Reasonable protection of minorities without prejudicing the interest of majorities, - at Headquarters the Dominion view: in the Provinces a rational reflection of local interests and aspirations.

(v) Unfailing recognition of the priority of entertainment values in all departments of programme work.

(vi) Acceptance of the principle that the broadcasting authority, unbiased and non-partisan, is not on its own account, either directly or indirectly, to express views on or to favour policies on contentious subjects. In other words, while a broadcasting programme may appropriately contain items analagous to most of the "features" of a newspaper it should not include anything corresponding to the editorial columns of a newspaper.

IN CONCLUSION.

Canada has an exceptional advantage in the possession already of a licence system. Broadcasters of the United States, dependent solely on advertisement revenue, faced with the increasing difficulty of providing good sustaining programmes - and these are better than most and as good as any - naturally look with envy to the state of affairs in Canada, where licence revenue provides a steady income and the freedom for planning programmes without extraneous considerations. In the development of public service broadcasting on a co-operative constructive basis, with management on efficient business lines and State control remote yet secure, Canada will be in a position to add immeasurably to the amenities of her civilisation and also to produce a decisive new instrument of national unity and stability.

(Signed) W.E. Gladstone Murray.

25th July, 1933.

DOCKET ENDS:

'NATIONAL RADIO IN CANADA'
A SURVEY

13th. June. 1933

Dear Sir Arthur,
Mr. Lightbourn, who is the official Sun Life translator and interpreter, has invited me to associate with him in attempting to organize a radio Bureau of information and research in Canada. The project is briefly outlined in the enclosed copy of the letter which we propose to send to the Radio Commission.

I wonder if you would be kind enough to give me your valuable opinion, first of the scheme and second, of the method of approach.

Mr. Lightbourn is an extremely talented and competent man and the qualifications outlined in the letter are not in the least exaggerated, but as he does not possess a very forceful personality, he has not made for himself as lucrative a position as he wants.

I hope I would not be asking too much of you by suggesting

that you be kind enough, either to endorse my application or, as you think fit, to introduce me to the powers that be in the Radio Commission.

I realize that I have presumed a good deal by this request and apologize for this intrusion but I am urged by my experience of your habitual kindness and my knowledge of the influence which your name commands.

Yours sincerely,

David Ross

Gen. Sir W. W. Currie,
Montreal.

June 15, 1933.

David Rosser, Esq.,
Sun Life Assurance Company of Canada,
Sun Life Building,
Montreal, P. Q.

My dear David,

Your letter of yesterday came in this morning.

With reference to your suggestion that you organize a Radio Bureau of Information and Research in Canada, all I can say is that the project sounds attractive, although I cannot get clear in my mind just what it is you seek to set up. Have you in mind that there is need of a Bureau to prepare information that might be suitable for dissemination by the radio? I suppose you would be an organization to which any questions that came in to the Radio Commission might be referred for answer.

In addition to the setting up of a Bureau I gather that you and Mr. Lightbourne wish to put yourselves forward as announcers. I know, of course, nothing about Mr. Lightbourne, but from what I know of your own voice and manner, I see no reason why you should not be acceptable. Mr. Lightbourne seems to have a wide education and experience and might be useful in many ways to the Radio Commission.

I have spoken to Colonel Bovey about the project and he will take it up with Mr. Dupont, the manager of Radio programmes for Eastern Canada (Ottawa to Halifax). I believe Mr. Dupont has an engagement to meet Colonel Bovey on Friday, and if possible Bovey will bring you and Mr. Lightbourne in contact with him.

I wish you all success in the project.

Yours faithfully,

Principal

15th June 1933.

Dear Mr. Charlesworth:

I attach hereto a memorandum just sent out concerning arrangements made for the Institute of Public Affairs by the Columbia Broadcasting System.

May I direct your attention to the fact that Canada is omitted from the scope of these arrangements, although England is included. If no change is made the United States will be the sole representative of this continent and we in this country shall have no opportunity of expressing our views in what might be a very useful forum. In view of the similar position which we occupy in relation to Europe the general effect will be to give the impression that this country is content to allow the United States to speak for us, and our own people will become further accustomed to accepting American opinion.

May I suggest, therefore, that your Commission enter into arrangements with the Columbia System with a view to the appointment of a Canadian member on the Committee which will soon begin to function, and to the proper representation of Canada in the discussions.

Yours faithfully,

Principal and Vice-Chancellor.

Hector Charlesworth, Esq.,
Chairman,
Canadian Radio Broadcasting Commission,
OTTAWA, ONT.



CANADIAN RADIO BROADCASTING COMMISSION
COMMISSION CANADIENNE DE LA RADIODIFFUSION

COMMISSIONERS:
COMMISSAIRES:

HECTOR CHARLESWORTH,
CHAIRMAN-PRÉSIDENT

THOMAS MAHER,
VICE-CHAIRMAN-VICE-PRESIDENT

LT.-COL. W. ARTHUR STEEL, M.C.

Ottawa, June 16th, 1933.

Dear Sir Arthur:

Thank you for yours of June 15th with reference to the Institute of Public Affairs. I will make an enquiry into the matter.

With kind regards, I am

Sincerely yours,

Chairman.

General Sir Arthur Currie,
Principal and Vice Chancellor,
McGill University,
Montreal, P.Q.

Columbia University
in the City of New York

SECRETARY OF THE UNIVERSITY

June 19, 1933

Sir Arthur W. Currie
Principal and Vice-Chancellor
McGill University
Montreal, Canada

My dear Sir

In the absence of President Butler who is abroad, I beg to acknowledge your letter of June 15th. I am taking the liberty of referring it to Mr. Frederic A. Willis of the Columbia Broadcasting Corporation for his attention.

Very truly yours,

Frank D. Fackenthal

P

26th June 1933.

My dear Mr. Willis:

I acknowledge your letter of June 22nd and thank you for your prompt reply to my enquiries.

Sir Robert Falconer would make an excellent representative for Canada on the International Committee and I am, as you request, writing him to urge his acceptance.

I hope your venture, which is a very interesting one, will achieve much success.

Yours faithfully,

Principal and Vice-Chancellor.

Frederic A. Willis, Esq.,
Executive Secretary for America,
Public Affairs Institute,
Columbia Broadcasting System,
485 Madison Avenue,
NEW YORK CITY, N.Y.

PUBLIC AFFAIRS INSTITUTE

Committee on

INTERNATIONAL BROADCASTING

EXECUTIVE SECRETARY
FOR AMERICA
FREDERIC A. WILLIS
COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE
NEW YORK CITY
CABLE - COLUMBIA, NEW YORK

EXECUTIVE SECRETARY
FOR EUROPE
CÉSAR SAERCHINGER
COLUMBIA BROADCASTING SYSTEM
17 WATERLOO PLACE, S.W. 1
LONDON, ENGLAND
CABLE - COLUMBIA, LONDON

June 27, 1933

AMERICAN COMMITTEE
CHAIRMAN
NICHOLAS MURRAY BUTLER
HAMILTON FISH ARMSTRONG
ALLEN WELSH DULLES
HENRY P. FLETCHER
JOHN GRIER HIBBEN
THOMAS W. LAMONT
JOHN L. MERRILL
WILLIAM PHILLIPS

Sir Arthur W. Currie, G.C.M.G., K.C.B.
Principal and Vice-Chancellor
McGill University
Montreal, Quebec, Canada

My dear Sir Arthur:

Thank you very much for your letter of June 26th and for your kindness in writing to Sir Robert Falconer, urging his acceptance on the International Committee.

I sincerely hope that throughout the year we may present some unusually interesting programs which will help to interpret American thought and opinion, actively and with virility, to the Canadian audience, and vice versa.

Assuring you again of the appreciation of this Committee for your kindness, I am

Sincerely yours,

Frederic A. Willis

Executive Secretary for America
and.

15th June 1933.

I have just read with considerable interest the announcement of the broadcasts to be given under the auspices of the Institute of Public Affairs and under your chairmanship. I believe that much benefit will come from the discussions proposed and that we shall be able to avoid a great many international misunderstandings.

It does occur to me that the plan would be more complete if Canada were included in its purview. Even though our population is smaller than that of the United States, we are surely as much entitled to representation as, let us say, Norway. I do feel, too, that as these talks will almost certainly be broadcast here, some Canadian representation should be included.

I have written to Mr. Charlesworth, the Chairman of the Radio Broadcasting Commission, suggesting that he endeavour to make some arrangements for the inclusion of a Canadian member on the Committee and I do hope that you also will use your influence to bring this about. I feel sure that the effect would be good.

Yours faithfully,

Principal and Vice-Chancellor.

Dr. Nicholas Murray Butler,
President,
Columbia University,
NEW YORK CITY, N.Y.

PUBLIC AFFAIRS INSTITUTE

Committee on

INTERNATIONAL BROADCASTING

EXECUTIVE SECRETARY
FOR AMERICA
FREDERIC A. WILLIS
COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE
NEW YORK CITY
CABLE - COLUMBIA, NEW YORK

EXECUTIVE SECRETARY
FOR EUROPE
CÉSAR SAERCHINGER
COLUMBIA BROADCASTING SYSTEM
17 WATERLOO PLACE, S.W. 1
LONDON, ENGLAND
CABLE - COLUMBIA, LONDON

June 22, 1953

Sir Arthur W. Currie, G.C.N.G., K.C.B.
Principal and Vice-Chancellor
McGill University
Montreal, Quebec, Canada

AMERICAN COMMITTEE
CHAIRMAN
NICHOLAS MURRAY BUTLER

HAMILTON FISH ARMSTRONG
ALLEN WELSH DULLES
HENRY P. FLETCHER
JOHN GRIER HIBBEN
THOMAS W. LAMONT
JOHN L. MERRILL
WILLIAM PHILLIPS

My dear Sir Arthur:

Your letter of June 15th addressed to President Butler has been brought to my attention during his absence in Europe, and I have been asked to reply on behalf of President Butler and the American Committee.

The functions and development of the Public Affairs Institute has been in formation for some time, and as a matter of fact the entire International Committee had not been completely arranged at the time the papers published their first notices of this International group.

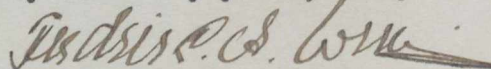
The operations of the Columbia Broadcasting System in Canada and their contact with the Canadian stations have been, of course, quite extensive, and it was naturally planned to have Canada represented on this International Committee, as well as some of the South American countries, individually, arrangements with which have not as yet, been concluded.

Prior to President Butler's departure for Europe the matter was discussed by our Committee and Sir Robert Falconer, retired President of the University of Toronto was very strongly suggested to us as being a most appropriate representative for Canada. It is our understanding that he now has both the leisure and the interest in the work, as well as wide contacts and experience to make a most valuable member of the International Committee.

If you know Sir Robert I am sure this Committee would appreciate your urging his acceptance as representative of Canada on the International Committee.

May I take this opportunity of thanking you for your great interest in plans of the Public Affairs Institute and assure you that we are most anxious to see Canada well represented on this Committee.

Very sincerely yours,



Executive Secretary for America

26th June 1933.

I understand that you have been invited to act as Canadian member of the International Committee of the Public Affairs Institute.

As soon as I heard of this Committee I felt it essential that there should be a Canadian member for reasons which are, I am sure, as apparent to you as they were to me. I was delighted to learn that their choice had fallen on you. I am writing now to urge you to accept and to assure you that we at this University will be only too glad to co-operate in any way which you think would be helpful.

With kind regards,

Yours sincerely,

Principal.

Sir Robert A. Falconer, K.C.M.G.,
86 Queen's Park,
TORONTO, ONT.

81 GLENGOWAN ROAD
TORONTO 12

June 25 1933.

My dear Sir Arthur:

Your exceedingly kind letter makes me a little less fearful of having undertaken to go to Banff in a representative capacity. Mr. Rowell urged me strongly to do so, & others have given their approval; so that your confirming word gives me not exactly confidence, but a degree of assurance. My chief work will be I suppose the opening address & the summing up. For the rest about all is some gatherings at which I should preside.

I hope that you are keeping well & that you & Lady Jennie will have a good holiday. You will be sorry to learn of the death of your old friend General Lindsay. How many are carried off just now by heart trouble!

Yours sincerely

General Sir Arthur Jennie G. G.
Principal McGill University.

W. M. Paley.

Inter-department Correspondence



PRINCIPAL AND VICE-CHANCELLOR;
SIR ARTHUR W. CURRIE, G.C.M.G., K.C.B.

FROM
THE PRINCIPAL AND VICE-CHANCELLOR,
MCGILL UNIVERSITY,
MONTREAL.

June 30, 1933.

Sir Robert Falconer, K.C.M.G.,
Queen's Park,
Toronto, Ontario.

My dear Sir Robert,

While I am delighted to learn that you are going to Banff this autumn to take part in the Institute of Pacific Relations Conference, I feel that you have not understood my letter of June 26th.

You may know that there is a Public Affairs Institute, of which Nicholas Murray Butler is the Chairman of the American Committee. This is an organization formed for the purpose of encouraging international broadcasting. The Institute has apparently set up an International Committee to broaden the scope of broadcast material by arranging for radio addresses to be given by leaders in current thought in Europe and America. The International Committee includes such men as Phillip Kerr, Sir Evelyn Wrench, Bonnet for France, Curtius for Germany, and so on. I noted that while Norway had a representative, Sweden another, Belgium another, Denmark another, there was no representative from Canada.

I wrote to Nicholas Murray Butler and said that I thought the plan would be more complete if Canada were included, and I also wrote to Lector Charlesworth suggesting that he endeavour to make some arrangements for the inclusion of a Canadian member of the Committee. Butler has gone to Europe but I received a reply on his behalf from Fred. A. Willis, who is the Executive Secretary for the American Committee. In his letter he tells me that they have discussed the Canadian representation and your name was suggested. I replied to say that I thought no one could act as representative for Canada more effectively than yourself, and so I wrote to you to urge you to agree, and I do hope you will.

Ever yours faithfully,

81 GLENGOWAN ROAD
TORONTO 12

July 3 1933

My dear Sir Arthur:

I am sorry that through carelessness I misunderstood the tenor of your letter of June 26th, and now on two counts I am deeply indebted to you for your service in supporting me for such important duties - both at Banff & in New York. I note Mr. Willis that with much diffidence I would accept the position on the International Broadcasting Committee, and now I am glad to know that the proposal has such unqualified support from you. Of course that fact gives me greater confidence in trying to perform the duties.

On Wednesday we leave for our home in Northern Muskoka. With best wishes for a good summer for you yours I am,

Yours sincerely

W. A. Ralston.

Principal

Sir Arthur Currie, Guelph, Ont.

McPee University



ADDRESS REPLY TO
NATIONAL PARKS BUREAU

CANADA

PLEASE QUOTE

FILE _____

CJLR/EW

DEPARTMENT
OF
MINES AND RESOURCES
LANDS, PARKS AND FORESTS BRANCH

OTTAWA 3rd December, 1937.

Dear Sir,

It is our understanding that certain Universities are utilizing radio facilities to broadcast lectures of an educational nature. May I enquire whether the University of McGill is using this method of instruction and, if so, whether you would be interested in including in the series certain aspects of our National Parks, the most obvious of which would be the preservation of forests, landscape and wild life.

Encl.

If such a series appeals to you, it will be a pleasure to afford you the facilities of this office to the extent of furnishing pamphlets and other material from which lectures could be prepared.

We shall be glad to know whether we can be of assistance to you in this connection and, in the meantime, a copy of Canada's Mountain Playgrounds" is enclosed herewith which it is hoped you will find of interest.

Yours very truly,

Robert J.C. Stead,

Superintendent,
Publicity and Information.

per *C.F. Rickwood*

The Principal,
McGill University,
Montreal,
Que.

McGILL UNIVERSITY ^{ACTING}

Professor W.H. Brittain

6th December 1937

Dear Sir,

With reference to your letter of the 3rd December, may I say that McGill University does not enter into the kind of radio broadcasting with which your letter deals.

Thanking you for your courtesy in the matter,

Yours faithfully,

W. H. BRITTAIN
Acting Principal

Superintendent,
Publicity and Information,
Department of Mines and Resources,
O t t a w a .

Onion Skin
ESTABLISHED 1868
MADE IN U.S.A.

MCGILL UNIVERSITY
PRINCIPAL AND VICE-CHANCELLOR
L. W. DOUGLAS

27th February 1938

My dear Mr. Murray,

Thank you for your letter of the 9th February.

I am glad to hear that the Students' Council
have found it possible for them to comply with your suggestion
for a broadcast on the evening of the 10th March.

Yours sincerely,

Gladstone Murray, Esq.,
General Manager,
Canadian Broadcasting Corporation,
O t t a w a .

Fidelity Union Skin

ESSEX & CO. LTD.

MCGILL UNIVERSITY
PRINCIPAL AND VICE-CHANCELLOR
L. W. DOUGLAS

17th February 1938

Dear Mr. Murray,

In the absence of the Principal may I acknowledge on his behalf your letter with regard to the proposed broadcast on the 10th March. I presume that there is nothing that can be done in the meantime until the Principal returns, for as you know, under our form of student self-government it is entirely a student decision whether they feel they can broadcast as you suggest. Mr. Douglas will return to the office next week.

Yours faithfully,

Principal's Secretary.

Fidelity Onion Skin
Gladstone Murray, Esq.,
General Manager,
Canadian Broadcasting Corporation,
Ottawa.

CANADIAN BROADCASTING CORPORATION

IN REPLY REFER TO FILE NO.....

Ottawa, Ontario,
February 9th, 1938.

W. L. Douglas, Esq.,
Principal,
McGill University,
Montreal, Quebec.

Dear Mr. Douglas:-

No doubt you will have heard from Colonel Bovey of the conversation which took place last Monday between him and our representative, Mr. Brodie.

I am delighted to think that there is, after all, a chance of having McGill represented in the series of broadcasts by the student bodies of various Canadian universities.

In accordance with Colonel Bovey's desire, Mr. Brodie and Mr. Pelletier of our Montreal station interviewed the president of the Student's Council and the producer of the "Red and White Review". They are considering what can be done, and promised to let us have a definite decision by the 14th.

I hope that they will come to a satisfactory conclusion and that I may look forward to hearing a successful broadcast on March 10th.

Yours sincerely,

Gladstone Runby
General Manager.

C
O
P
Y

December 4, 1937.

My dear Murray,

Having reference to the letter addressed to Dr. W. H. Brittain, Acting Principal, after some discussion, he and other members of the staff have come to the conclusion that it would be difficult to put on a broadcast which would adequately represent McGill University. Under these circumstances he asks me to let you know that we would really prefer to be omitted from this programme.

Yours sincerely,

Wilfrid Bovey

Gladstone Murray, Esq.,
Canadian Broadcasting Corporation,
Ottawa.

COMMITTEE ON EXTENSION COURSES
AND UNIVERSITY LECTURES



MCGILL UNIVERSITY
MONTREAL, CANADA

November 24, 1937.

Dear Dr. Brittain,

I have your letter of November 23rd with enclosure which I return herewith.

I would suggest the following:

- n.s.c.* (1) Band selection by the McGill Band - 10 minutes.
- ✓ (2) Selection by the Players' Club, preferably written for broadcasting and not adapted from a stage play. 1/2 hour.
- ✓ (3) Glee Club. 10 minutes.
- Z.* (4) Band Finale. 5 minutes.

The foregoing with appropriate introductions should make a good one hour programme and the advantage from our point of view would be that it would be entirely run by the Students' Council which could take charge of the allocation of the proposed donation of \$100.

Yours faithfully,

Wilfrid Bovey

Dr. W. H. Brittain,
McGill University.

ACTING

Professor W.H. Brittain

22nd November, 1937

Dear Mr. Murray,

Thank you for your letter of the 17th November in which you propose a weekly broadcast by the various universities of Canada, including McGill University, beginning early in the New Year.

I will talk over this suggestion with the proper authorities here and let you have an early reply.

Yours sincerely,

W. H. BRITTAIN
Acting Principal

Gladstone Murray, Esq.,
General Manager,
Canadian Broadcasting Corporation,
O t t a w a .

CANADIAN BROADCASTING CORPORATION

OTTAWA

November 17th, 1937.

The Principal,
McGill University,
Montreal, P.Q.

Dear Sir:

We are interested in trying to arrange a weekly series of programmes to be broadcast by the various universities of the Dominion. I should be very grateful if you would let me know whether you would be willing to co-operate in this scheme; if so, I should like to have your suggestions.

The idea is that over a period beginning early in the new year each university should undertake to broadcast one programme of an hour's duration. I would suggest as possible features glee singing, a dramatic sketch or interlude, possibly a brief talk, and a topical revue. I should of course be glad to consider any other ideas.

These programmes would be broadcast to a National network. For this reason programmes should have a more than local appeal. This point would be important in the event of your including any humorous items—we welcome humour, but we should like to be sure that it is not too esoteric and that it is in keeping with the spirit of a national broadcast from a university.

We will undertake to give you the necessary help in technical and production matters. A reasonably high standard will be a matter of mutual interest.

The programmes are intended to give to universities as such an opportunity of putting on a show of their talent to a wider audience than would normally be possible. They would be regarded as purely amateur programmes—no personal fees will be paid by the Corporation. We should, however, be glad to make a donation of one hundred dollars to the university, to be used for the funds of the Glee Club, the Dramatic Club, or in some such way at the discretion of your authorities.

Yours sincerely,

Gladstone Murray
General Manager.

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CANADIAN BROADCASTING CORPORATION

OFFICE OF THE
GENERAL MANAGER
OTTAWA

November 17, 1957.

The Principal,
McGill University,
Montreal, P.Q.

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We will undertake to give you the necessary help in technical and production matters. A reasonably high standard will be a matter of mutual interest.

The programmes are intended to give to universities as such an opportunity of putting on a show of their talent to a wider audience than would normally be possible. They would be regarded as purely amateur programmes--no personal fees will be paid by the Corporation. We should, however, be glad to make a donation of one hundred dollars to the university, to be used for the funds of the Glee Club, or in some such way at the discretion of your authorities.

Yours sincerely,

General Manager.