

between \$700,000 and about \$1,000,000 or approximately 1.6 per cent of the \$36,000,000 advertising placed in dailies, weeklies and magazines in 1941 as shown by the Dominion Bureau of Statistics.

#### *Dominion Network Has Not Meant Cancellations*

The Press representative on June 1st stated that:—

Already the sale of time on the new Dominion network has resulted in the cancellation of substantial advertising schedule lodged with representative Canadian publications.

Well, we do not believe this statement. The facts are that the Dominion network is not new at all. There are no stations on it that were not in existence before. Nothing has been added in the way of facilities, no new channels or stations; no additional wires have been strung. "Dominion" is merely a new name for the alternative network which was discussed before the Parliamentary Committee two years ago. It had six national sponsors totalling 4½ hours then. To-day there are nine sponsors, totalling 5½ hours. Only one of these is a new account to national radio and one was a transfer from the Trans-Canada network to the Dominion.

What the C.B.C. did with the Dominion network was to make arrangements for a definite improvement in program service for listeners. Instead of having two or more stations in the same territory carrying the same programs at the same time, they will for part of the day at least be broadcasting different programs but using the same facilities and staffs. The privately owned stations benefit, of course, as they should. The C.B.C. benefits slightly too, not so much commercially since it has only one low power station on the network but by having outlets whereby it can give to listeners better alternative program service. (Ordinarily on a half-hour evening program C.B.C.'s revenue from the Dominion network is \$289.72 as compared with \$537.29 on the Trans-Canada network). The fact that in this program service is included some commercials does not necessarily mean that total commercials have been increased correspondingly. Included in these programs are "Information Please", "Philco Hall of Fame", "Bob Hope", also "Light Up and Listen" and "Borden's Cavalcade". The last two programs formerly ran locally on transcriptions but because of better service and less operational difficulties, the sponsors switched to network. The expenditure on the network is not new money. Most of it was there before on local stations.

Can anyone say that it makes no difference whether or not "Information Please" or Philco, Ronald Colman or Bob Hope can be heard over local Canadian Stations? Compare that with trying to tune them in long distance.

All of the stations on the Dominion network are privately owned except CJBC in Toronto. Many of the programs already available to and produced for CJBC in Toronto were fed to this re-organized network, so that instead of hearing a single program of national character over the already available stations and line facilities, listeners may now hear two in those evening periods devoted to network broadcasting. The new network has been a normal development which was bound to come in due course and in the proper order of development. All this has been done in co-operation with the individual privately owned stations concerned. These stations, instead of carrying transcriptions, recordings or similar services in these hours have had this advertising replaced with live, national advertising, enabling them to spend more money on local talent in their remaining hours of daily broadcasting time.

The suggestion was made by Mr. Charters that through the Dominion network the C.B.C. opened up another 24 hours daily for sale but Mr. Charters knows better than that. Out of the 24 hour day, stations operate 16 hours or less now, and actually *only about three popular listening hours are available* on the Dominion network viz., between 7.30 and 10.30 p.m. E.D.T. and a proportion of that must be devoted to C.B.C. sustaining programs.