

Other broadcasters may compete furiously against other advertising media and there would be no protest forthcoming. As a matter of fact the revenues of the combined operations of privately-owned stations are much greater than our own commercial revenue.

The U.S. Broadcasting industry last year built up a total revenue of some \$300,000,000. On a pro rata basis the Canadian broadcasting industry could very well take in some \$30,000,000, I suppose. You can see that the C.B.C. is decidedly not overdoing it.

We were told of the important service rendered the population by periodicals. According to statistics contained in a brochure which was before the committee, and which was published by the Periodical Press Association, the combined circulation of all publications belonging to the Agricultural Press Association, the Business Newspapers Association and the Magazine Publishers' Association (in other words, I take it the people which Mr. Carson represented) is supposed to be 2,442,461. If you consider that many of these are trade papers with limited interest to the general public, and also that many homes take none of these publications, whereas others may receive many of them; and if you further consider the circulation of one of the magazines mentioned, that is MacLean's at 270,086, you come to the conclusion that the number of homes which receive any of the publications listed must be well below the 2,000,000 mark.

Official figures released by the Dominion Bureau of Statistics indicate that on July 2nd, 1941, there were 2,000,712 radio homes in Canada. These are getting a 16-hour per day service generally from many stations; all are served by the C.B.C. and for that service listeners pay \$2.50 per year or 0.7c. (seven-tenths of a cent) per day. To this of course must be added the contribution of the listeners to the cost of commercial programs through the publicity portion of the price he has to pay for the goods he purchases. It would be interesting to compare that contribution with the \$2.50 per year paid to the C.B.C. Subscription to one newspaper will cost, I suppose, an average of \$8.00 per year.

It is evident that owners of periodicals operate their publications for profit; but there are some unfortunate people who are satisfied with a just remuneration for their work and, I dare say, that this applies to those who work for periodicals so that their owners may make a profit, unless all of them are conducted on a profit-sharing basis. Although it cannot be denied that some motive is necessary to urge a man to give all he can to his everyday endeavour, I submit that uncurtailed monetary gain may not necessarily be that motive. We are fortunate there are still some people built that way, otherwise periodicals would find it hard at times to find good writers for their publications. General LaFlèche very rightly pointed to the case of the soldier who is protecting our very life and our property while we are here debating whether Canadian citizens should pay seven-tenths of a cent per day to sustain a national radio system.

It was suggested that we should take our place in the scheme of things. Why should not that formula apply to periodicals which sooner or later will have to admit that radio broadcasting is a very important competitor to the printed word and that 79 privately-owned stations in Canada make their living out of the business? We are not expected to control the choice of advertisers and advertising agencies in that respect, even to protect the newspapers and periodicals.

A good deal was said about the fact that periodicals were restricted in the expansion of their plants because of war measures. I can assure you that this applies to the C.B.C. just as well, and such projects as the equipment of an elaborate shortwave receiving station and other similar plans