

them are short-sighted in their day-to-day treatment of radio. Eventually this situation must lead to the issuance of a national publication by the C.B.C. itself in order that listeners will be able to follow regularly and understand the importance of the great variety of programs and expenditures which are being made by the C.B.C. The necessity for this is clearly recognized in other countries. In Great Britain, the B.B.C., which the press of this country is so anxious to see copied here, is up to the ears in the publishing business. The B.B.C. not only has several publications, but one of these publications had a circulation of over 3,180,000 net paid weekly during 1943, and its annual net profit on publications was approximately \$2,500,000.

The press suggests that a limitation should be put upon the acceptance of network commercials by the C.B.C. It also contends that the occupation of evening time is particularly objectionable. If network commercials were to be limited, where would that limitation be drawn if discrimination were to be avoided and if listeners were to be satisfied? What programs would be dropped? Would they be "Charlie McCarthy", "Album of Familiar Music" "N.H.L. Hockey", "Lux Radio Theatre", "Fibber McGee", "Alan Young", "Aldrich Family", or "Kraft Music Hall"?

The truth is that there already exists a definite limitation upon the acceptance of C.B.C. network commercials. That limitation is the necessity for program balance. The obligations of public service, of bringing a balanced schedule of news, which is not sponsored on C.B.C. stations or networks of balanced controversy which likewise is not sponsored, of educational and cultural programs in various forms, of special group entertainment make it quite impossible to go beyond a reasonable limit with commercials, a limit very far short of what could and would be sold if the C.B.C. were not a publicly owned public service corporation. Indeed the prime purpose of the C.B.C. is to provide a planned and balanced program service and to discover and encourage artistic resources in Canada.

Canadian Broadcasting Corporation.

U.S. ADVERTISERS' EXPENDITURES

on

U.S. NETWORK RADIO-U.S. MAGAZINES

1937-1940-1943

Below is a list of representative accounts showing their expenditures on radio 1937, 1940 and 1943. In none of these cases has magazine advertising shown other than an increase even while the radio appropriations were growing. All of these companies have their Canadian affiliates who are large radio advertisers but no statistics are available with respect to Canada.

Advertiser	Network		Network		Network	
	Radio	Magazines	Radio	Magazines	Radio	Magazines
		1937		1940		1943
Bristol-Myers	\$ 762,200	\$ 155,097	\$1,077,176	\$1,974,032	\$2,053,606	\$2,204,119
Carnation Milk	462,168	14,613	726,051	9,189	570,200	235,429
Coca-Cola	265,170	867,325	44,510	1,142,070	4,028,011	1,009,132
Colgate-Palm.-Peet	1,880,870	2,009,690	4,334,222	1,225,607	2,485,467	2,805,096
General Foods	2,764,944	1,969,340	5,887,349	1,646,472	8,487,435	2,774,843
Lever Brothers	2,182,123	1,634,640	3,171,074	2,135,520	5,794,570	2,453,087
Pepsodent	1,269,158	458,209	624,910	562,806	728,748	553,040
Procter and Gamble	4,496,067	2,376,866	10,999,416	2,645,921	10,825,222	4,676,014
Wrigley	1,241,054	234,943	1,368,224	1,368,224	2,657,483	2,657,483

1937 Statistics—"Variety" Annual 1938, New York.

1940-1943 Statistics—"Advertising Age" February 7th, 1944, New York.