

The Canadian Broadcaster

Volume 2. Number 2

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FEBRUARY, 1943

A MONTHLY MEETING PLACE
FOR THE INDUSTRY AND ITS SPONSORS

H - m - m - m !

A Column of Acidity
by Cy. Anide

CBC PUBLICITY RELEASE

A CBC National Farm Radio Forum press release was worded as follows:

"Beautiful and exciting as the woods may be at the foot of the farm, this half-mile-away land is not enough for the modern farm boy or girl. They want new horizons of expression and new adventures of the mind to complement their busy lives . . . Folk schools are taking care of the young agriculturists' nature."

Ain't we got fun?

CBS SCRIPT DEPT.

The Columbia Broadcasting System announces that its Script Department has been renamed the Department of Program Writing. Now radio will really go places.

HATS OFF DEPT.

Hats off to the advertisers who use 75% more of their time (or space) promoting worth-while war projects, and an over-ripe tomato to those who use 10% for war purposes, and 90% telling the world how they're winning the war.

MY OH MY!

Singin' Sam, who has recently returned to his old sponsor, Barbasol, used to work fifty two days a year, flying to New York from his Indiana farm for 26 two-day sessions, at each of which he recorded ten shows, netting himself a mere 175,000 iron men for his trouble. Now, thanks to Pettrillo, Sam has to do his programs "live" every day, in order to earn his meagre pitance.

Sam! You're breaking our hearts!

THEN THERE'S THE ONE

about the announcer — it was so long ago I forget the station — who "opened up" bright and early one Monday morning after what must have been a relatively large week-end with these words: "Good morning ladies and gentlemen! This is station ABCD. We now leave the air to return tomorrow morning at 7 o'clock, with our program of "Morning Devotions".

WHAT'S WRONG WITH THIS?

"I'm glad you gave Bill that part", said the radio actor. "He's so much better than I am."

Pardon Us While We Give You

... HELL!

Whether commercials of the order — "Run - don't - walk - to - your - nearest - drugstore - and - purge - your - liver - with - Pettigrew's - Raspberry - Elixir" do a job for their sponsors is not our affair, at least as far as this article is concerned.

Unfortunately the problem goes considerably deeper than this, not from the standpoint of the advertiser and his agency who perhaps see no reason to feel concern about radio's future, but right from the pocket book of the station owner, who doubtless hopes that the investment he has made in his business, in both time and money, will continue to bear fruit for his sons and his sons' sons.

On January 29th, Dr. James S. Thomson, CBC General Manager, set a new standard to be applied for the CBC's own guidance in accepting advertising matter for its own programs. The standard is that: "All advertising matter and commercial announcements shall be of such a character that they can be freely introduced into a mixed company of adults and children as a subject of ordinary conversation."

It seems to us that since this standard has been set only for CBC stations, since alleged offenders are mostly in the patent medicine business and since CBC does not accept patent medicine programs, that there must be some significance that we are unable to discern.

The statement continues: "The distinctive character of radio has determined the adoption of this ruling. Radio is principally a medium of communication directed in the Canadian home; the family circle is the normal listening group. We have therefore to maintain Canons of good taste that are in line with the finest standards of home life."

Dr. Thomson's statement concludes with a strong recommendation that, to maintain high standards of Canadian broadcasting, all private stations adopt this standard for their guidance in accepting advertising material.

Obviously the Doctor's "standard" is an admirable one. Whether his admonition to the private operators contains a "come quietly or else", and if so whether it is justified is an open question.

Frankly we are of the opinion that many of the announcements that have inspired indignation in the reformers' souls may have taught people to improve their health by going to the bathroom regularly, to keep their pores open by the more frequent use of soap and water, and so forth. But the fact remains that it has become pretty evident that at least part of the public is quite convinced that it is forever being reminded of its personal plumbing just as it is sitting down to its favorite dish of grilled lambs' kidneys. It is also apparent that these same offending announcements are selling the goods they advertise in ever increasing volume. The paradox is of course explained away by the fact that even announcements with a not universally appreciated flavor, when broadcast over the radio, take unto themselves a selling power that the business world has never before known.

A certain spark of resentment does definitely exist. It is our private opinion that the brilliant publicity minds of radio's enemies have pounced on these sparks and done everything in their power to fan them into blazing flame, but whether our supposition is right or wrong, there is the situation. So it seems logical to examine it in an effort to determine how it may best be remedied.

If the alleged sins committed on the air are real, or so ably concocted that the public believes them to be real, slowly but surely radio's strength will wane, until public prejudice grows from an insignificant murmur of disapproval to a militant anti-radio advertising campaign or even boycott.

So what is to be done?

It is true that these offences—if such they be—are attributable far more to the agencies and their clients who compile them than the stations who make facilities available for their transmission to the public. So is the solution to be found in an appeal to these people to "clean up?" No, it is not as simple as that.

(Continued on Page 2)

CBC Correspondent Killed



On his way to the press conference with Winston Churchill and President Roosevelt, at Casablanca, on January 26th, Edouard Baudry, CBC overseas correspondent was hit by a machine gun bullet, and later died of his wounds.

The plane in which he was travelling got into bad weather, and strayed over a town in neutral Spanish Morocco. Anti-aircraft batteries opened up; the plane swung out towards the sea, but as it turned, a machine gun bullet hit Mr. Baudry. The plane made a forced landing at Port Lyautey in French Morocco, but the correspondent died a few hours later in hospital. He was buried with full military honors, and later a wreath was placed on his grave at the personal direction of President Roosevelt.

Interviewed in Montreal, his widow, Mrs. Yvette Baudry, who is carrying on the radio production business of Baudry-Harwood, said that in letters that had reached her since his death Mr. Baudry had told her of his arrival in Algiers from England minus his entire luggage. While the letters did not say so, she assumed that the boat on which he was travelling had been torpedoed.

R. W. Harwood, partner in the firm of Baudry-Harwood is now in the Navy, and Mrs. Baudry, a former CBC employee, has been carrying on the business in the absence of both the partners. She says she will continue in the same capacity, though the partnership was automatically dissolved on her husband's death. She intends contacting Harwood as soon as he can arrange leave, with a view to re-naming the firm. They have a number of radio contracts including "Rue Principale" for Procter & Gamble.

The
CANADIAN BROADCASTER

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Rupert Davies vs. Radio

Once upon a time people viewed with amused contempt the new vehicular invention called the automobile, and expressed to each other the firm belief that it was nothing but a passing fancy. But Senator W. Rupert Davies is not a man of this type, for in his maiden speech in the Senate on Feb. 2nd, he admitted that the horseless carriage, or rather broadcasting is here to stay.

What seems to be distressing the Senator, who in private life is the publisher of the Kingston Whig-Standard, and also, though none of the press dispatches reporting the speech mention it, financially interested in radio stations CKWS and CHEX in Kingston and Peterborough, is that 'those in high places' do not seem to realize—and he so cautioned the Senate—that newspapers are the proper medium for publishing important messages.

In 1810, in which year the original Kingston Daily Standard was first published, this statement would undoubtedly have been true, but today, the Senator's plaint sounds as convincing as a frustrated buggy-salesman trying frantically to think up reasons why people should prefer his antiquated product to the modern car.

We cannot believe that anyone who has studied the situation could seriously suggest that the radio has supplanted the press, yet the Senator saw fit to voice just such a thought in these words: "I trust that I am not taking too much for granted when I assume that those in high places have decided once again to give the press of this country the place of honor which it once held, and which it still holds." He also asked the government to adopt a policy whereby important news will be given to the press immediately and not held back to make possible an evening or a Sunday broadcast.

Presumably this refers to the two occasions on which the government recently announced in the press that important bulletins would be heard over the air at future times, rather than using the papers to make the actual announcements, as would have been the case prior to radio.

The fact that the government chose this method of conveying its messages is attributable to the fact

Pardon Us While We Give You Hell (Ctd. from page 1)

Obviously these advertisers are quite convinced that their present system of "letting 'em have it" is bringing home the bacon. If you went to the medicine people and asked them to house-clean their copy, an advertiser's feeling would be "If I translated my commercials into drawing-room language, I would lose out to the die-hards who decided to remain in the bathroom."

So the bathroom has it, and the damage continues, growing from day to day, while radio, characteristically we fear, carries on as usual, quite unconscious of the shadow that is beginning to fall across its path, or if it is conscious of it, just not giving a damn.

We've heard station managers say: "Of course we would rather not have that kind of business, but what can we do?"

Gentlemen, there is a simple solution, and it is this: "Kick 'em to hell off."

Oh, we know. You can't afford to. You need the business. How are you going to meet Friday's pay-roll?

Look at it this way.

Before there was any radio advertising, everyone was reasonably happy. Then one pill-peddler went on the air, with the result that all his competitors felt they should follow suit, which was a very fine thing for radio.

If all the station operators banded together (a fantastic thought, but just possible), and set up a code of self-censorship of their own, there would be a squawk of course—and a few cancelled contracts as well. But it would die down, and then, when they came back, with advertising plugs that would not embarrass the most Victorian among us,—when half the spots you are now selling grew into fifteen minute or half hour programs, wouldn't it be too bad?

This radio thing you've got mixed up with is powerful, Mister. Why not have a little confidence in your own baby? It's time it cast off its short pants and childish habits. They were just the normal stepping stones to true manhood.

that the government is aware of radio's suitability for this sort of thing, and not, as the Senator seems to imply, an act of sabotage against the press, perpetrated by scheming broadcasters who just live to slip over a fast one on their competitor.

News is purveyed to radio stations over the wires of British United Press and Canadian Press, which also supply news to the papers.

In radio's early days news broadcasting was a haphazard affair, and it is to the credit of these press-born news services that they saw that supplying news by the fastest possible route, namely radio, was part of their function in public service. It is our opinion that, during the war at any rate, it is the public duty of the two news services to continue putting news on the wire as soon as it reaches them.

The Senator, himself a past president of Canadian Press, has voiced what amounts to an appeal for the protection of the monopoly that was once enjoyed by the newspapers, and, feeling as he obviously does that his medium needs this kind of protection, we can readily understand why he has recently branched out into radio himself.

If, for the more efficient delivery of government messages or for the speedier dissemination of news, radio is, accidentally perhaps, the better medium, then we think that Senator Davies would be better advised and a better Canadian were he to concentrate on widening the sphere of usefulness of his own medium, rather than trying to undermine that of the broadcasters.

**Ask the man
who lives there**

- in . . .
- Quebec - - - - CKCV
 - Hull - - - - CKCH
 - Three Rivers - CHLN
 - Sherbrooke - - CHLT
 - Toronto - - - - CKCL
 - Fort William - CKPR
 - Saskatoon - - - CFQC
 - Edmonton - - - CFRN
 - Calgary - - - - CFCN
 - Vancouver - - - CKMO

OR CONTACT

**RADIO
REPRESENTATIVES**

LIMITED

Montreal - Toronto
Winnipeg - Vancouver

Richard G. Lewis.
Managing Editor

95%

of the "ads" in this publication offer sponsors market coverage or other radio services, to interest or influence goodwill toward their particular products.

BUT . . . you must have something to catch that attention—to influence that buying.

That's Where We Come In

. . . because it's our business to provide up-to-the-minute spot announcements, drama, music—live or transcribed— or whatever sponsors need to enable the other advertisers in The Canadian Broadcaster to fulfil their promises.

**DOMINION BROADCASTING
COMPANY**
4 ALBERT ST. TORONTO

DO THEY HEAR

What You Think They Hear

By **GLEN BANNERMAN**

President Canadian Association of Broadcasters

Did you ever try to find out how many people listen to the advertiser's story in a radio program? It would amaze you how many people solemnly declare that they never listen to commercials, and it would astound you still more if you were shown beyond all possible doubt that these same people are buying more and more of these products as a direct result of the advertising they are quite convinced they never hear!

People must be entirely unconscious of how closely they are listening to advertising, because when questioned on the subject they can invariably identify the sponsor and his product which are "tied in with" their favorite program. *Day after day their subconscious minds take hold of this advertising, and without realizing it, they are directed to take the path suggested in the advertising, to which they are certain they have studiously closed their ears!*

Incongruous though it may sound, the surveys show this to be a fact.

This belief of listeners that they "shut off" the advertising messages is of prime importance to the success of broadcasting in Canada. It carries with it both a warning and a promise. It is the reason why some programs fail while others are outstanding successes.

No matter how good the program may be, unless the story of the product is told in pleasant, simple, sincere and believable words, it seldom gets past the conscious mind into the subconscious, and unless it gets to the subconscious mind, it seldom stimulates the hoped for purchase of the product, whether over the radio or on the front stoop, because, it is human nature to resist obvious efforts to sell something. If the story of the product is told in an acceptable way — and acceptable can mean interesting, entertaining or almost any way except as a direct sales talk—and told that way often enough, sooner or later it will put an astonishingly high percentage of listeners on the customer list.

And then comes the question: "How can I tell my product story so that this purpose will be attained."

Here is a simple test that may help.

The next time you have radio copy to okay, give it to one of your salesmen. Have him memorize it and then come in and repeat it to you. If it is in the language you would want him to use when he was talking face to face with a prospective customer, it will probably produce results. If not, you had better change it for this reason:

When your message is broadcast over the air, much though it may seem to you that it is being addressed to thousands of listeners as one huge audience, this is not the case. Rather you are talking to each of the families that go to make up this tremendous audience, individually and in their own homes, just as your salesmen would if they spent their time delivering your sales message personally from house to house. Radio is not and never will be a question of mob psychology, and too many who try to harness its power to their advertising needs fall down because they make just this mistake.

Broadcasting is so young a medium that discoveries in new and varied techniques are still being made. There is one fundamental point however that *must* not be lost to view if a successful radio campaign is to be launched, and this is it. *Copy that has been prepared for a printed medium is not suitable for the air. To be successful it has to be written especially for broadcasting.* In other words—and this admonition cannot be repeated too often—it must be addressed individually to each member of the audience rather than the mass of them as one impersonal whole.

Halifax Now World's Busiest Port

With such activity it is no wonder that national sponsors include Halifax in all their advertising schedules.

RADIO STATION CHNS

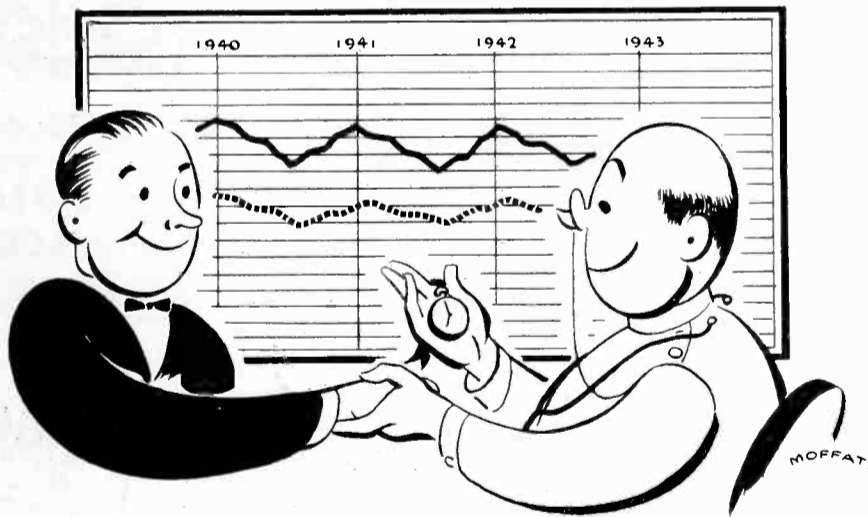
HALIFAX, NOVA SCOTIA
Rep. All Canada Radio Facilities

CHML Appoints Reps

CHML, Hamilton, Ontario, has appointed Stovin & Wright their exclusive representatives for Montreal and Winnipeg.

In Toronto Metropolitan Broadcasting Service Ltd. continues to represent the Hamilton station.

With a finger on the pulse of **CANADIAN RADIO** *continuously since 1940*



WITH an organization of 292 highly trained and competent statisticians, investigators and supervisors in the 24 key markets of Canada, Elliott-Haynes affords the broadcasting industry the only accurate and continuous measurement of radio program audiences.

ELLIOTT-HAYNES LIMITED

Sun Life Building
Montreal



Canadian Bank of Commerce Bldg.
Toronto

This Time Last Year

New Business listed in the Canadian Broadcaster for March, 1942.

PROGRAMS

ARRID (Carter Products) "Jimmy Fidler from Hollywood", started March 2nd, 1942, on 29 CBC outlets. Cockfield Brown, Toronto.

NESTLE'S MILK PRODUCTS "Lucky Listening", musical quiz — CFRB and CKAC, through Cockfield Brown, Toronto.

ALKA-SELTZER "Lum and Abner" 4 a week on CKCO, CHSJ, CFCN, CKCK and CHNS (later) through Cockfield Brown, Toronto.

McCOLL FRONTENAC Fred Allen on CFRB and alternate network, started March 8th.

CANADIAN CELEBRITIES "Great Moments in Music" added CFRB to CBS schedule March 11 through Young and Rubicam.

McCORMICK'S BISCUITS Local quiz shows on CHRC and KCKW through McConnell Eastman, Toronto.

PROCTER & GAMBLE "Junior Miss" with Shirley Temple commenced March 4th with CFRB as Canadian outlet.

DAGGETT & RAMSDELL "Musical Make-up" 5 minutes — 5 a week on CFRB through Cockfield Brown, Toronto.

SPOTS

OVALTINE 1 a day for a year on CFRB — A. McKim Ltd., Toronto.

EPHAZONE 4 a week for 7 weeks test on CFRB — A. McKim Ltd., Toronto.

FLEISCHMANN'S YEAST — 3 a day, 38 stations through J. Walter Thompson, Montreal.

RECORDING REGULATIONS

In connection with the amended regulations as to the use of recorded programs, Dr. James S. Thomson, General Manager of the CBC, has issued the following release.

Among the duties laid upon the Canadian Broadcasting Corporation by the Canadian Broadcasting Act, 1936 (Subsection 1, Section 22), is that of controlling the character of programs broadcast by the Corporation or by private stations.

For the administration of this part of its duties the CBC has established Regulation 18, which consists of a regulation dealing with the amount of time that may be given by stations to the use of mechanical reproductions between the hours of 7:30 p.m. and 11:00 p.m. local time.

This regulation is as follows. "No station shall use a mechanical reproduction (except when its use is merely incidental, as for an identification or back-ground) between the hours of 7:30 and 11:00 p.m. local time except with the previous consent of the Corporation in writing," and it remains unchanged.

The second part of the regulation consists of a classification of stations for the purpose of administering permits for the use of transcriptions in the restricted period.

The classification of stations has been amended as follows:-

A1—Basic stations of the CBC network or stations which may be permitted to become Canadian outlets for American networks. The new plan grants one-half hour for commercial programs of recordings, transcriptions or delayed broadcasts and one-half hour for sustaining broadcasts. Under the previous administration of the regulation, they were permitted only one-half hour of recordings or transcriptions between 7:30 and 11:00 local time.

B1—Stations receiving sustaining CBC network only. This group is permitted one and one-half hours of recorded programs with a maximum allowance of one hour for commercially sponsored programs.

C1—Stations located in centers of less than 50,000 population not regularly receiving CBC network service. This group is permitted two and one-half hours of recorded programs with a maximum allowance of one and one-half hours of commercially sponsored programs.

C2—Stations located in centers of 50,000 population or over not regularly receiving CBC service or service from American networks. This group is granted an allowance of one and one-half hours with a maximum of one hour for commercially sponsored programs.



• The French Canadian, who listens to his radio in a ratio of 3 to 2 compared with his English compatriot, listens to CKAC more often than to any other station.

He is a buyer, too. The purchases of Quebec's more than two and a half million French Canadians represent an 85% slice of a retail market which amounts to \$600,000,000 annually. Contact this vast market through CKAC.

Trends of 1942

A 42-page book, containing a summary of radio listening trends during 1942 has been published by Elliott-Haynes Ltd. Each delegate to the C.A.B. Convention will be entitled to receive one copy of this study by applying to the Elliott-Haynes suite at the King Edward Hotel during the Convention.

CKAC

COLUMBIA BROADCASTING SYSTEM MONTREAL

Representatives — Canada: C. W. Wright, Victory Building, Toronto, Ont.

United States: Joseph H. McGillvra

Sell SASKATCHEWAN

Through the ALL-CANADA Western Group

EFFECTIVE COVERAGE — ECONOMICAL COST!



Moose Jaw	CHAB
Prince Albert	CKBI
Regina	CKCK
Regina	CJRM THE SASKATCHEWAN FARMER STATION

Exclusive Representatives

ALL-CANADA RADIO FACILITIES Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

CKCW DELIVERS YOU MAXIMUM AUDIENCE
Morning Noon or Night

IT'S SHOWMANSHIP THAT DOES IT!

CKCW MONCTON

Representatives: **STOVIN & WRIGHT**



What makes a **COMMERCIAL?**

Program "stunts" come a-dime-a-dozen. Until proved, their commercial standing is nil---and no advertiser likes to be a guinea pig!

But a tested show is like a popular brand of Scotch --- its flavour is accepted and customers stick to their brand!

Lang-Worth's specialty is tested radio shows produced via recorded music and script. The formula has never failed.

Lang-Worth constantly studies the trend of successful network shows and captures the basic IDEA. Professional writers then design special

scripts around the IDEA to create a receptive atmosphere for the sponsor's commercial.

Lang-Worth then supplies the final ingredient --- **SHOWMANSHIP** --- through accepted artists, colorful arrangements and matchless recording.

Lang-Worth shows are "naturals". They enjoy instantaneous acceptance. They are used profitably by 228 leading radio stations in Canada and the U.S.A.

Don't take our word for it ---ask any Lang-Worth subscriber---they **KNOW** "what makes a commercial".

LANG-WORTH SUBSCRIBERS IN CANADA:

Calgary (CFCN), Charlottetown (CFCY),
Halifax (CHNS), Montreal (CKAC),
Moose Jaw (CHAB), Ottawa (CKCO),



LANG-WORTH SUBSCRIBERS IN CANADA:

Quebec (CHRC), Regina (CJRM),
Saskatoon (CFQC), Toronto (CFRB),
Vancouver (CKWX), Winnipeg (CJRC).

LANG-WORTH FEATURE PROGRAMS INC.
420 Madison Avenue New York

YOU SHOULD WRITE A BOOK *by Frank Chamberlain*

Here is an amusing article by Frank Chamberlain, whose fortnightly page in "The Toronto Saturday Night" is one of the few radio commentaries that gets into print in Canada. Frank's radio background dates back to the Roaring Twenties when he managed the Toronto Star's station CFCA. Since that time he has become a well-known Toronto publicist. With his backlog of experience in both radio and journalism, he is well-qualified to become Canada's first professional radio critic, a lack deplored in Joseph Sedgewick's article "To the Critics Who Have Ignored Us" (C. B. January 1943).

People who wish they could write, and don't, are always suggesting story ideas to people who write for a living.

I have a friend who is continually saying to me: "You've met a great many radio celebrities. Why don't you write a book about your experiences?" They always think of writing in terms of a book.

In a modest sort of way, I protest that meeting celebrities is really not all it's cracked up to be, and anyway, I have met the "Big Names" only casually.

"But you did have lunch with Rudy Vallee in a Greek restaurant in Brooklyn", the idea-woman continues. "Surely that would make a fascinating story."

I feebly argue that it was 10 years ago, and all I can remember about it is that Rudy had come out without any money and I had to pay his check as well as my own.

"You could write about the time you and Rudy were in a Radio City elevator and a man mistook you for Rudy's brother?"

It was true, I admit, but it would sound so silly. Somebody who knew Rudy saw us together and said to Rudy: "I didn't know you had a brother". Later that day the photographer at NBC said I had the same shaped face as Rudy and my hair was the same color, without the marcel, and would I mind posing, just for a publicity gag? I was vain enough to do it, but I still insist that isn't book material.

"Then there was the time you played 'Coffee-pot' with the Boswell Sisters in a Washington hotel", the egger-on coos. "People love reading about that stuff."

It would be too personal, I think. Sure, it was true enough. The three sisters (Connie in a wheel chair, for she hasn't walked for years) and I, with their manager, played Coffee-pot on the floor of their hotel room for more than two years. But I can't see writing a book about it.

"You could go on from Vallee and the Boswell Sisters to Orson Welles. You did meet him, didn't you?"

"Yes, but it was with a dozen other newspaper people. Mass interviews are never satisfactory."

"You could tell if it's really true that the Boy Wonder is only 27".

"It's perfectly true. He was born in 1915. He graduated from Todd University when he was 16. He was playing with the Abbey Thea-

tre when he was 17. I could maybe write about his apartment on 57th Street in New York. It was an amazing place. It had a sitting room three stories high, and a Louis XIV bed, and looked more like a museum than an apartment suite. But he's moved from there now."

Still, it would be an achievement—writing a book. The experts say if you're going to write a book, write it about something you know. I do know a little about radio stars.

I wouldn't start with Vallee, though. Serge Rachmaninoff would be the first celebrity, and I would tell about the time I met him in the smoker of the *Ile de France* on the way to New York. But then Rachmaninoff isn't a radio star. I know, I'll start with Grace Moore, the opera singer. She sang on the radio once, anyway. I remember we were on the same ship going to England, and I wrote her a note, "Could I see you sometime before we land?" and two days later I got a reply which said: "If you can interview me leaning over the ship's railing, come ahead at four this afternoon on A Deck, forward".

No, I think I'll start with that story about Victor McLaglen. He was the first rad—oh, my, he's movies, isn't he—well he was on the radio, too, once . . . he was the first celebrity I ever interviewed, and he told me about how he puts flowers on his mother's grave every Christmas, and I thought he really meant it, but the Managing Editor thought differently, and put my story on the city room bulletin board marked "example how not to get fooled by publicity-minded movie stars".

After I finished with Rachmaninoff, Moore and McLaglen, I would swing to Lowell Thomas. Honestly, I've met him twice, and we do write to each other once a year. I was in his studio once in New York and he graciously told his few million people I was there. Nobody had ever heard of me, though.

Speaking of crashing into radio studios, I once saw Amos 'n' Andy broadcast. And that's something. That might take up a chapter. I'd never have gotten in if it hadn't been for Announcer Bill Hay, a brother of Toronto's Frank Hay.

For illustrations I could use some of the letters Fred Allen has written to me. he writes like this without any periods or commas and never raises his typewriter keys to upper caps.

I knew Jack Pearl when he was "The Baron", and one of the finest radio stars on the air. But I didn't get to know him very well, because when I asked him if I could see him for a while, he said wouldn't you rather take my wife out to tea, and I took her to the Waldorf Astoria and it cost me \$3.85.

Maybe a whole chapter could be devoted to band leaders. There was Guy Lombardo who came over to my table at the Roosevelt Hotel; there was Vincent Lopez who taught me something about numerology; there was Cab Calloway . . . oh no it was his trumpet player I met in Ottawa.

Maybe I should write about the more serious aspects of radio people I have met . . . men like Marconi . . . who told me that shortwave radio would help create understanding between the people of the world and prevent wars; or Dr. Lee De Forest, who told me 10 years ago that television was just around the corner; or Roxy, the head man at Radio City Music Hall for many years, who was so lonely for company he insisted that I stay to dinner with him in his suite in Radio City one Sunday.

I once shook hands with Lanny Ross, but his publicity woman rushed him away to a program and said she'd mail his biography and a picture to me. I was the first Cana-

dian newspaperman to interview Father Coughlin when he became famous on the air; I saw Jessica Dragonette in a City Service program but it was the first time I ever saw a man hold up a placard which told the studio audience when to applaud and this intrigued me so much I forgot to notice what Jessica looked like.

I should write a book.

It costs you nothing to mention the Red Cross Campaign in your program. Check with local Red Cross Headquarters

CKOV 1000 WATTS
THE VOICE OF THE OKANAGAN

The
HIGHEST (Radio) Licensed Area in Canada is

KELOWNA	388
VERNON	250
PENTICTON	244

per 1,000 population
IT SPEAKS FOR ITSELF!

Studio & Offices
Box 1515
KELOWNA B.C.

How About a Date?



I'm looking forward to an opportunity of discussing our problems, during the convention.

I'll be stopping at the King Edward, so be sure to look me up (just try and miss me).

Hal Crittenden

CKCK

620 Kilocycles
REGINA, SASK.

**It'll Never
be the Same
again
at the Smith's**



IT'LL never be the same at the Smith's house again. A lot of things have passed out of their lives for the duration—perhaps forever.

Perhaps *your* product is among the things the Smith's have given up. Temporarily, you think. But memories are short. When things return to normal, they may not return to your product at all, unless you keep reminding them *now!*

The best way to remind the Smith's and their neighbours of your product is through radio, the ideal sustaining medium. Through their radio, you can talk to them intimately, entertainingly, regularly . . . you can tell

them about your contribution to Canada's war effort . . . help them to accept temporary shortages with courage . . . keep the name of your product ringing in their ears.

You can do all this—effectively, inexpensively—over their favourite "All-Canada" station. You can spot your programme on any or all of the thirty-three "All-Canada" stations dominating *all* major Canadian markets. Let us help plan your own programme or select from our fine transcription library. Ask your agency.



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

FOR
OUTSTANDING
Wartime Service!

THE **ONLY** CANADIAN STATION
TO WIN

VARIETY'S 1942 PLAQUE

AWARDED TO LOCAL STATIONS

CKOC
HAMILTON



REPRESENTATIVES

ALL-CANADA RADIO FACILITIES
WEED & CO. IN THE UNITED STATES

Program Briefs

MAHER SHOE STORES have replaced their "Double or Nothing" program with "Spin to Win", new radio Quiz Game, devised and produced by Frank Deville and Art McGregor (Woodhouse and Hawkins). Neil LeRoy (emcee), Wally Armour (piano), and Todd Russell (commercials). CFRB and CFOS, 30 minutes, Mondays at 8:30 p.m., 52 weeks, through A. McKim Ltd., Toronto.

WELCH'S GRAPE JUICE — "Deep Purple" — 15 minutes, 3 a week, 2:30-2:45, Tuesday, Thursday and Saturday over CFRB, Toronto. Started Feb. 2. Through Cockfield Brown, Toronto.

CLECO-COLA — 30 minutes recorded music — "Sunday Matinee" — CFRB, Toronto, Sundays 12:30 to 1 p.m. Through Richardson-MacDonald, Toronto.

CAMPBELL'S SOUP — adds CFRB to CBS schedule of "Radio Readers Digest", starting February 21st.

Spots

HI-DO YEAST — transcribed spots — 5 a week on a selected list of 38 stations. Recorded by Dominion Broadcasting Co., and released through Tandy Advertising, Toronto.

DR. PIERCE'S GOLDEN REMEDY adds four stations to spot schedule as follows: CHML, Hamilton—4 a week; CJRC, Winnipeg—5 a week; CJCA, Edmonton—5 a week; CKLW, Windsor—6 a week. Released by Hayhurst, Toronto.

New Regulation

The following regulation has been passed, and is included in the "Wartime Prices and Trade Board Order No. 225," respecting Consumer Credit:

23. No Person shall advertise the terms upon which he is willing to sell any goods under a charge account or a contract of sale or to lay away goods or to make a loan, except by use of the words "Terms in accordance with Wartime Prices and Trade Board Regulations".

24. No Person shall advertise that he will allow a stated amount or percentage in cash or in credit for a trade-in on the purchase of any goods.

Red Cross

33 spots have been placed on all Canadian stations, to run from February 21st to March 20th. Stations are donating approximately a further thirty spots each.

Five dramatic programs — some 15 minutes and some 30 minutes — are to be aired during the drive over the National Network.

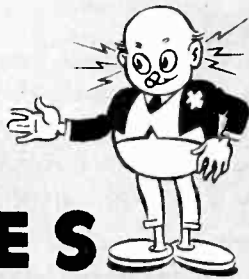
A number of programs are being dedicated to the Red Cross, and most others are giving the campaign at least one mention.

The National Committee is sending stations copy for use on local programs.

POET'S ALLEY

Right before the CAB Meeting, a correspondent sends this:
"Men often complain that their dear little wives
Do nothing but blather
throughout all their lives.
So perhaps it's as well — and just worthy of mention —
That wives seldom see their 'old men' in convention."

CJRC
WELCOMES



BETWEEN
SEPT. 1, 1942 AND JAN. 15, 1943

72 *New Accounts*
66 *Renewals*

*P.S. Yes, we have room
for more!*

ASK THE *All Canada* MAN

CJRC
WINNIPEG

630 K. C. 1000 WATTS



Claire Wallace meets one of Winnipeg's old-timers, Mrs. Colin H. Campbell, O.B.E., wife of the late Hon. Colin H. Campbell, former attorney-general of Manitoba. The meeting occurred just following the broadcast "They Tell Me" from CJRC Winnipeg's Playhouse Studio. This was the only visual broadcast presented by Miss Wallace in Western Canada.

Available
February 16th

**FOR
RADIO**

**OUR
CLIENTS**

IF you're a B.U.P. radio station client you will, on February 16, be presented with new printed promotion material designed to help you secure additional sponsors for the 12 special news features (listed to right) carried on your British United Press radio news wire.

This new promotion material consists of sets of illustrated coloured folders, one for each feature, packed in a smart container, with the name of your radio station printed on the front cover.

These folders give pertinent sales facts and figures about each feature, and contain, as well, enclosures of sample copy of the feature concerned. They will help you sell!

A number of sets of these folders is being supplied to each B.U.P. radio station client. They are also being supplied to radio representatives and advertising agencies. In addition, they will go to key persons and organizations across Canada with a view to publicising B.U.P. radio features, and forcefully directing the attention of prospective sponsors to them.

For years we have been perfecting our radio features. The requirements of stations and sponsors have been studied exhaustively. Special staff—both men and women—has been employed to work on them. Considerable sums are being spent on the collection of news matter for them. In short, we have spared neither time, money nor effort to make them the best radio newswire features in Canada. We believe we have succeeded!

B.U.P. FEATURES

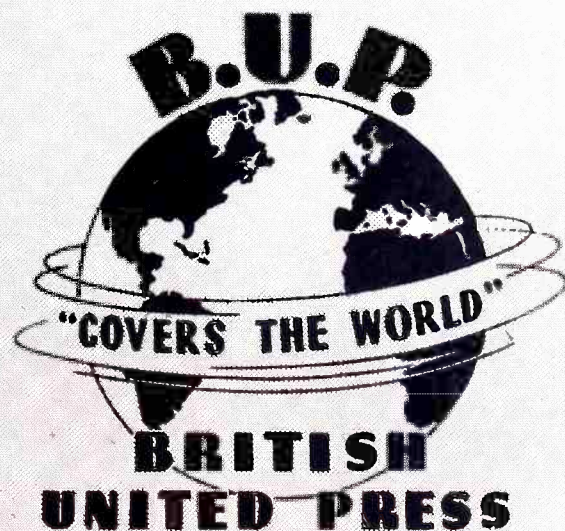
The following Nine Features are Daily:

TODAY'S WAR ANALYSIS
IN THE WOMAN'S WORLD
WOMEN IN THE NEWS
SPEAKING OF SPORTS
THE SPORTSCOPE
ON THE FARM FRONT
ASIDE FROM WAR
THE DAILY CHUCKLES
IN MOVIELAND

The following Three Features are Weekly:

HIGHLIGHTS OF THE
WEEK'S NEWS
WE COVER
THE BATTLEFRONTS
TIME OUT

Other news features, ready for broadcasting, carried daily on the B.U.P. radio wire include: "THE WORLD AT WAR", "HEADLINE NEWS", "WORLD NEWS IN BRIEF", "TODAY IN OTTAWA", "WASHINGTON ROUNDUP", "LIVESTOCK AND PRODUCE", "NEWS IN 3 MINUTES", "NEWS IN 5 MINUTES", "TODAY'S RACE RESULTS".



The Hen or the Egg

An article prepared for "The Canadian Broadcaster" by Myles Leckie, Elliott-Haynes Statistician, demonstrating the effect to listenership of the time and type of programs.

On Tuesday, January 26th, radio stations were continually reminding their listeners to tune in at 10 p.m. E.W.T. to hear a very important announcement that would be released at that time. Interest increased throughout the day, and was accentuated by newspaper reports which served to whet the curiosity of even the more indifferent radio listeners. At 10 o'clock Elliott-Haynes Ltd. conducted a national survey upon the announcement. The next day when the tabulation was completed it was found that the announcement

enjoyed a rating of 67.6, representing almost seven out of ten radio homes tuned in to this broadcast. This is one of the highest ratings ever recorded in Canadian radio. (C. E. Hooper reported a rating of 71 on the same broadcast in the U.S.A.)

This brings up the question whether a commercial radio audience can be built up by good programming on a broadcast time with originally a poor sets-in-use index, and low ratings, or whether programs get high ratings only when they

are broadcast at a time and place when a great many people habitually turn on their radios to tune in whatever catches their fancy. In other words it's the old question: "Which came first, the hen or the egg?" In this case it is "Which comes first, the good program or the high sets-in-use index" to make one evening better than the other of one daytime period with more listeners than the other.

To reach a decision on this subject, examples from 1942 listening trends might help.

First of all it is a well-known fact that listening trends reach a high day-time peak during the noon hour when the family is home for lunch and often listening to the radio. Furthermore, the 8:30-9:00 p.m. period generally shows the highest sets-in-use index of each evening, because at that time children have not yet gone to bed, and those families which are going out

for the evening have not yet left the house. So the programs placed strategically at these peak times can expect a fairly good audience whether or not any special effort has been made to encourage listeners to tune in.

Examples of this are "Jeunesse Dorée" on the Québec French Network at 12 noon, and "Big Sister" over the English National Network at 12:15 p.m., both leaders in their class. Thus it would seem that "time is the thing", and a high sets-in-use index is the target at which to aim. But there are important enough exceptions to these listening trends to make us think twice before accepting the dogmatic rule that a program hasn't a chance unless it is broadcast at the peak listening hours.

One of the prime examples of where the program comes first, dragging a high sets-in-use index after it, is Lux Radio Theatre on Monday nights 9 to 10 p.m. E.W.T. During 1942 Canadian radio listeners must have been persuaded to arrange their social activities so that they could remain at home on Monday nights and listen to the de Mille presentations from Hollywood. Whereas the sets-in-use index between 9 and 10 p.m. on other week-day nights averages 33.6, on Monday evenings during 1942 Lux Radio Theatre recruited a S-I-U index of 43.3 during the 11 months it was on the air. "Hockey Night in Canada" upset the usual low sets-in-use for Saturday evening with a 1942 average of 35.9.

Looking for examples among daytime programs, we find a recent one on CFRB, Toronto. In two months a Barker's Bread contest program, called "Easy Pickin's" increased the rating of its time 2:30-3 p.m. from 2.9 to 7.7. During December a choir singing Christmas Carols over CJOR, Vancouver at 9 a.m., transposed the station's rating for this period from 2.5 in November to 5.2 in December. Similarly on CJRC, Winnipeg, the Hudson's Bay Carol Choir received a December rating of 12.3, building up from a November audience of 4.7.

Upon considering these pros and cons, three rules for more successful radio advertising might be drawn up:

- (1) Pick a time with a reasonable but not necessarily a peak audience.
- (2) Use a program that promotes carried-over interest from week to week, and one worthy of listener appreciation.
- (3) Publicize the broadcast through radio or other media.

A fairly good listening habit already established, plus sufficient promotion and audience-appeal to build up interest week by week bring us neither the hen nor the egg first, but both together.

CFCN CKPR CKAC CFRN CHML CJIC

Howdy Boys

LOOK US UP AT THE KING EDDIE

UNITED TRANSCRIBED SYSTEM

New York Toronto Hollywood

Sales Representatives:

Exclusive Radio Features Ltd.

14 McCaul St. TORONTO

AD. 5112

CHEX CKCR CFCH CJCS CKPC CBL

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CBC Commercial Rep.

W. John Dunlop has been appointed Commercial Representative for the CBC Commercial Department. He replaces W. R. Johnston who recently joined the R.C.A.F. administrative staff as a Pilot Officer. Mr. Dunlop joined the CBC Station Relations Division in October, 1939. He developed the present system of clearing copy which comes within the jurisdiction of the various Federal Government Departments, particularly food, drug and patent medicine copy. He has written articles on this work in various trade journals and compiled the CBC brochure on "Procedure for Handling Food and Drug Advertising."

Before joining the CBC, Mr. Dunlop was on the administrative staff of the University of Toronto.

B.U.P. Promotions

This week, B.U.P. Radio Wire Clients are being presented with 24-piece sets of new printed promotion material designed to help them secure further national and local sponsors for the 12 special B.U.P. features on the wire.

The promotion consists of 12 illustrated colored folders, one for each feature, with an enclosure in each folder showing typical sample copy of the feature concerned. The whole is held in a smart pocket service container with the name of the station printed on the cover, and the promotion, produced by Gilchrist Wright Ltd., Toronto, is designed for the eye of the prospective sponsor, showing facts and figures likely to influence him to buy.

Multiple sets of the folders are given to client stations, radio reps and agencies, and mailings are also being made to key persons and organizations throughout Canada to direct attention to program sponsorship possibilities.

A war strategy map, 20 1/2 x 27", in full color, is being presented by B.U.P. to C.A.B. delegates on the opening day of the meeting.

K. B. (Kenny) Crossley, for the past two and a half years with the Harry E. Foster Agencies Ltd., Toronto, has left for Timmins to become a CKGB announcer.

New A.C.A. President

It was announced on January 25th that J. W. Moore, advertising and sales promotion manager of the Maple Leaf Milling Company, Limited, Toronto, had been elected president of the Association of Canadian Advertisers.

He replaces Paul K. Abrahamson, elected only two months ago at the Association's annual meeting, who resigned because of his promotion from advertising manager of The Borden Company Limited at Toronto to district sales manager of The Borden Company at Chicago.

Mr. Moore, who was vice-president of the Association, has been with the Maple Leaf Milling Company for the past twenty years and in charge of its advertising and sales promotion since 1937.

To succeed him as vice-president, the Association named L. E. Phenner, of Toronto, president of the Canadian Cellucotton Products Company Limited. To fill Mr. Phenner's place on the board of directors they chose C. W. Chamberlain, of Toronto, advertising manager of Shell Oil Company.

CKOC P.A.'s Theatres

The newsroom at CKOC, Hamilton drafted a two minute story on the 10 o'clock Churchill-Roosevelt announcement of January 26, and it was read over the P.A. Systems of four Hamilton Theatres right at ten o'clock.

Alaska Highway Station Gets Big-Time Platters

Arrangements have just been completed by Cecil Berry, CFGP, (Grande Prairie, Alta.), for his station to carry, as sustaining programs, transcribed versions of 28 top-flight U.S. network shows, including Charley McCarthy, Jack Benny, Bob Hope, and Fred Allen. The platters have been made without commercials and have been released to this station by the Special Services Division, Radio Section, of the U.S. War Department, in order that United Nations troops on the Alaska Highway may be entertained by them through this outlet. This department has made other arrangements in other parts of the world where United Nations troops are serving.

WELCOME
VISITING MEMBERS
of the
C. A. B.
You'll Want to Hear
Radio's Funniest Show
"KORN KOBBLERS"
Available for National or
Regional Sponsorship
GARY CARTER
Transcription Department
Frontenac Broadcasting Co.
394 Bay St. — Toronto
WAverley 0372

Call ALBERTA

Via the ALL-CANADA Western Group

for Maximum Coverage and Listener Interest choose

"THE FOOTHILLS NETWORK"

Calgary — **CFAC**

Edmonton — **CJCA**

Grande Prairie **CFGP**

Lethbridge — **CJOC**
(Now 1000 watts)

Exclusive Representatives
ALL-CANADA RADIO FACILITIES
Limited
MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

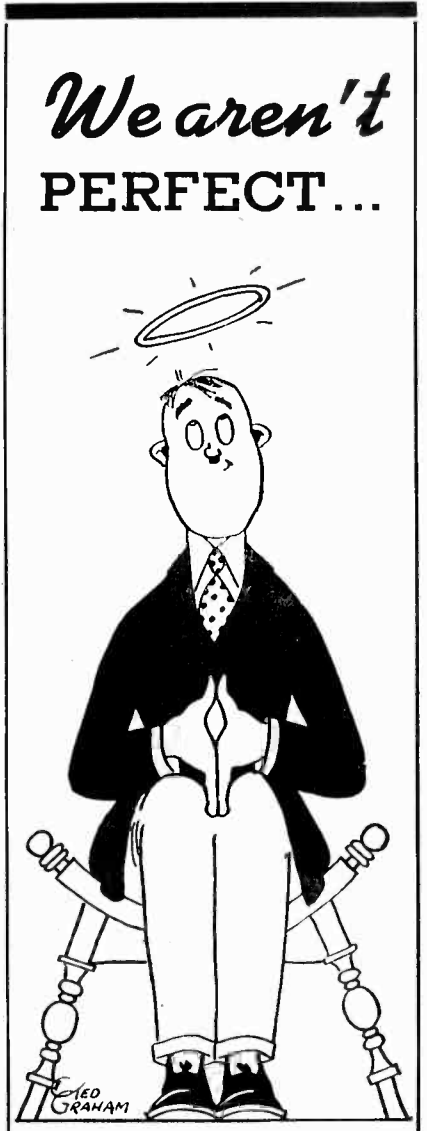


100 WATTS
630 Kels.

Offering

CONTINUOUS PUBLIC
SERVICE
to a
WORTHWHILE
WESTERN ONTARIO
AUDIENCE

JOHN BEARDALL
MANAGER-OWNER
STUDIOS IN THE WM PITT HOTEL



We aren't
PERFECT...

But...

When it comes to French translations for radio programs or commercials, aimed at the French Canadian Market,

We Know Our Business..

The Service we offer is more than straight translating, because we adapt the material, so that it fits into the French Canadian scheme of living.

Call
MARCEL
BAULU
LABORATOIRE
DE REDACTION
FRENCH TRANSLATIONS
Room 304 Empire Life Building
Montreal



HORACE N. STOVIN



C. W. (BILL) WRIGHT

NATURALLY

we'll both be on deck
for the C.A.B. MEETING

WE'VE found that it pays to be 'on deck' in the radio business all the time.

THE STATIONS WE REPRESENT — and we're mighty proud of our healthy-looking list — depend on us for their full share of national business, and then some.

THE AGENCIES AND THEIR CLIENTS have learned to look to us too — for more than a little 'bending over backwards' with assistance in scheduling, timing and what-have-you.

We secure the business because we have the stations.

We keep our stations because we have the business.

We get the combination — stations and business — because we realize that not only are radio's problems our problems, but that we must always find time for the agencies' and their clients' problems as well.

That's why we've found that when something's happening—or when nothing's happening—it pays us to be 'on deck' all the time.

Representing

CJOR Vancouver	CKY Winnipeg	CHML Hamilton	CKAC Montreal
CKLN Nelson	CKLW Windsor	CHPS Parry Sound	CJBR Rimouski
CFPR Prince Rupert	CFOS Owen Sound	CHOV Pembroke	CHGB Ste. Anne de la Pociatière
CJGX Yorkton	CFPL London	CFLC Prescott	CHSJ Saint John
CFAR Flin Flon	CKCR Kitchener	CKCO Ottawa	CKCW Moncton

Stovin & Wright

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG

Here Is The News

by CHARLES B. LYNCH
British United Press Staff Correspondent

Canadians today get faster, more complete, more accurate news than ever before in history.

Coverage of this war is epoch-making compared with the last war.

Radio — non-existent in World War I — has played a large part in this development.

Listeners demand fresh news from their radio stations continuously. Somewhere in Canada there is a radio newscast deadline for every quarter hour of the day, seven days a week.

One of the things that makes possible the faster, better news of this war is improved communications.

The radio news editor in a mid-western town who hears his teletype "belling" a bulletin from London—or Sydney, Australia, — may not realize, as he tears the item off the machine, that the impulse behind it left London or Sydney just five minutes previously.

That's how crackling fast news is today — how smooth is its system of transmission. That teletype in the studio is at one end of a vast transmission network that not only covers thousands of miles but took years to plan.

In the case of British United Press and United Press, for example, the possibility of war was taken into consideration and planned for long before it happened. To guard against overcrowded or broken cables, the B.U.P. set up its own overseas wireless transmission system.

They sent R. W. Keyserlingk to Zurich, Switzerland in 1932 to open an office and become their first bureau manager. There, Keyserlingk's assignment was to study the vast communication facilities in that last war spy-centre, and co-ordinate and utilize this vantage point of communications for a possible World War II. Today, this planning and organization is rewarded, because Zurich still functions as the only neutral outlet for Central Europe.

B.U.P. utilizes the modern radio equipment of Radio - Suisse in Switzerland, which today is doing banner service. The B.U.P. sending station in Manila was lost to the Japs after it had remained in service all through the Bataan Peninsular Campaign.

One form of news transmission existing today and unknown in the last war is the picking up of enemy broadcasts. These are relayed for what they are worth. Often they are important because of the story that can be read between the lines.

In London, New York, San Francisco, and in South America, powerful radio listening posts are maintained to sift through Axis broad-

casts for whatever grains of news can be found.

Getting news to Canada is only one part of the job of fast transmission. The Dominion, with its thousands of miles of empty spaces, offers as serious transmission problems as do the seven seas — and frequently they are more costly to solve.

B.U.P. alone has nearly 7,000 miles of leased wires to feed the teletypes of its Canadian clients.

In Canada the wires of a news service are not used merely for the transmission of news from overseas. They must also carry Canadian news — a big and expensive part of any news agency's operations on its home front. Although Canadian news makes up only 10 to 15 per cent of the average Canadian newscast, news bureaus and strings of correspondents are maintained from one side of the country to the other to collect it.

Canadians are rightly critical of the quality of their domestic news even if the quantity is surpassed each day by news from the battle-fronts. Domestic news must be accurate, fast, brief, bright.

Ottawa has become one of the news fronts of the world, and the Federal authorities, realizing the importance of Canadian news, both for home and foreign consumption, have placed special facilities in the Parliament Buildings at the disposal of the two big news services.

A bulletin can appear on any radio station's teletype a matter of seconds after it has been released in Ottawa. From Cape Breton to Vancouver Island newsmen are covering the story of Canada and putting it on the news wires.

Over wire and wireless circuits such as these, the greatest news-gathering machines ever assembled get the news to the people. Without the news services, the flow of news would be a mere trickle.

The wire that feeds a Canadian radio station's teletype stretches unbroken to the floor of the House of Commons, to Congress, to Britain, to North Africa. The men who file news on that wire, whether it's from Birdseye Centre or Tunisia, are working for a client station just as much as if that station paid their individual salaries and the tolls on their copy.

No single radio station could afford to pay tolls from Australia, China, North Africa and other distant news fronts, amounting to as much as \$1.10 a word, but because of its many clients, a news service is able to make the tremendous outlays necessary for top-flight news reports from every major news centre in the world.

BIENVENUE!

Station CKCH joins in welcoming the delegates to the annual general meeting of the Canadian Association of Broadcasters and wishes you a happy solution to your problems.

The happy solution to the problem of reaching the French market of the Ottawa Valley is, of course, through the facilities of CKCH. What an overwhelming vote of confidence our national advertisers have given us with a 99% renewal of contracts! And the local advertisers signify they are in favour too by a better than two to one use of CKCH over either other local station.

For the "new business" item of your agenda resolve to support your Ottawa Valley dealers with a campaign over CKCH and watch the returns roll in.

CKCH

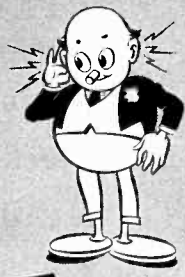
OTTAWA - HULL

D. L. BOUFFORD,
112 Yonge St.,
TORONTO Ad. 7468

RADIO REPRESENTATIVES LTD.
Dominion Square Bldg.
MONTREAL Ha. 7811

HOWARD H. WILSON COMPANY
Chicago New York San Francisco Hollywood Seattle

MANITOBA'S FRIENDLY STATION



CJRC WINNIPEG

High spot on the dial in this important
Canadian market centre

Exclusive Representatives
ALL-CANADA RADIO FACILITIES
Limited
MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



Greetings

TO MEMBERS OF THE C.A.B.
AND BEST WISHES
FOR A SUCCESSFUL CONVENTION

WE hope that your visit to Toronto will result in the solution of many problems facing all broadcasters in the work of operating on an "all-out" wartime basis.

The CBC's National Programme, Commercial and Station Relations Offices are only four blocks from your Convention Headquarters. We cordially invite you to drop in and discuss any problems of mutual interest with which we may be able to help you.

J. S. THOMSON
General Manager

AUGUSTIN FRIGON
Assistant General Manager

GLADSTONE MURRAY
Director General of Broadcasting

E. L. BUSHNELL
General Supervisor of Programmes

E. A. WEIR
Commercial Manager

J. R. RADFORD
Supervisor of Station Relations

CANADIAN BROADCASTING CORPORATION

55 YORK STREET - TORONTO

Ad Lib

A Column of Letters to the Editor

Station CHNS,
Halifax, N.S.

I was more than pleased to see on page ten of the January issue your review of my book "Tales Told Under the Old Town Clock".

You will be interested in knowing that it is now undergoing the third printing, and, of the 1,000 books that are being printed on this third printing, over 500 are already sold.

The first 300 books which I gave away on first printing to the Queen's Fund raised the sum of \$1,200 or an average of \$4.00 a book even though people knew that they could buy the book for \$2.50 if they wanted to, and I am sure that you will be interested in the fact that 1,000 books were sold in Halifax in less than two weeks, which was four to one on any other book in the best book-room in Halifax.

About all I can say is that it shows the power of Radio and I am certainly pleased with the way the book was sold and the way it has been received by everyone.

William Coates Borrett,
Managing Director.

"If I Ran a Radio Column", by J. Fred Young, impressed me with its brilliant analysis of the radio situation in Canada. Mr. Young should never have been allowed to slip from his association, however remote, with the broadcasting industry.

The public needs staunch and fearless thinkers like Mr. Young to help keep them insulated against the insidious attempts of the CBC to educate it.

I was not in Toronto at the time of the Coo-Coo-Noodle club, but I know it by reputation, and I'm afraid I must agree with Mr. Young's conclusion that the Coo-Coo-Noodles represented the peak in radio jollity. Why, I mourn, did it take a war to awaken us to the merits of the freezing "system"? How much gayer our national life would be if Canadian radio had been frozen on the Coo-Coo-Noodle note. And couldn't Ernie Bushnell and Jack Radford have been frozen with it as Coo-Coo-Noodle stooge and "Noosroom" broadcaster respectively? Shucks, any old silly can be a general program supervisor of a National radio system, or supervisor of station relations, but where can we find a substitute stooge for the Coo-Coo-Noodles? I think the intelligence behind our National Radio must be afflicted with the same clouded mentality of the Movie moguls who have not only practically barred Lillian Gish from appearing in romantic roles, but

who for some years past have tried to win public approval for their ridiculous contraption which causes sounds of speech to issue from the screen to co-incide with the lip movements of the performers.

I chuckled in appreciative agreement when I read Mr. Young's plaint that he did get "a bit tired of long spiels on coffee, pills, headache cures, stomach fixers and shopping guides."

A "bit tired" seems too moderate a criticism when one considers that these radio blurbs are but an addition to similar offenses against good taste committed in the newspapers. Mr. Young could more readily withstand the "pills and headache cures" if, in scanning his newspaper for hidden journalistic plums, his eyes were not assailed by grim faces, peering at him from a profusion of lurid advertising copy, and crying out the agony of their suffering — or the relief from it — caused by pills ranging from hot flashes to rectal itch.

These amateurs too. I'm glad you brought that up, Mr. Young. They give me a pain in the neck also. It is useless for radio apologists to point out that we must compete with Hollywood and New York, where yesterday's idol of the screen is glad of a walk-on bit on today's soap-show.

Pure equivocation! We can get people every bit as good I am sure. Where? Well I don't know — I'm a stranger here myself.

Wopstoch.

welcome
C.A.B.
delegates!

**jack
murray**

- TREASURE TRAIL
- EASY PICKIN'S
- MOTORISTS ON THE MOVE . . etc.

C.A.B. Annual Meeting

February 15-17, 1943

In the King Edward Hotel, Toronto

MONDAY, FEBRUARY 15th

8:00 a.m. to 10 a.m. — Registration.
 10:00 a.m. to 12:30 p.m. — Closed Meeting. Association business, appointment of committees, etc.—recommendations concerning standardization of rate structures.
 12:30 p.m. — Open Luncheon. Speaker, Dr. James S. Thomson, general manager of the Canadian Broadcasting Corp.
 2:30 p.m. — Open meeting. Advertiser, Agency and CBC Executives invited. Business: Report of committee appointed to study and recommend an authoritative method of measuring station coverage and listener habits. This report to be followed by a round table meeting on the topic "Selling the Medium". Mr. Lewis H. Avery, Director of Broadcast Sales for the National Association of Broadcasters (Washington) will lead the discussion.

TUESDAY, FEBRUARY 16th

8:30 a.m. — Closed Breakfast Meeting to be followed by a round table discussion — "Broadcasting and the Armed Services".
 10:00 a.m. — Open meeting at which the following subjects will be discussed: "Manpower" — speaker A. MacNamara, director of National Selective Service. "Priorities" — speaker, a representative of the Priorities Branch of the Department of Munitions and Supply. "Wartime Finance" — speaker, G. W. Spinney, chairman of the National War Finance Committee. "The Wartime Prices and Trade Board" — speaker, a representative from the board.
 12:30 p.m.—Open Luncheon—speaker, Ross Brown from the Information Branch of the Wartime Prices and Trade Board.
 2:30 p.m. — Closed Meeting. Association Business and election of officers.
 7:30 p.m. — Annual Dinner. Guest Speaker will be Mr. Max Jordan, former European Director of the National Broadcasting Company.

WEDNESDAY, FEBRUARY 17th

8:30 a.m. — Open Breakfast Meeting at which Mrs. Dorothy Lewis, of the National Association of Broadcasters will lead a round-table discussion — "Interesting the Listener".
 10:00 a.m. — Closed Meeting. Subjects under discussion — "Broadcast Censorship", "Public Relations", "Internal Operations", "Transcribed Music".
 12:30 p.m. — Joint Luncheon with Broadcast Sales Club of Toronto. Guest speakers will be J. J. Gillin Jr., manager of station WOW, Omaha, Nebraska, and C. W. Wright, president of the Broadcast Sales Club of Toronto.
 2:30 p.m. — Closed Meeting. Consideration of resolutions and general business.

Murray Resigns

Gladstone Murray, who returned to Canada from the BBC in 1936 to organize and manage the Canadian Broadcasting Corporation, which he built up on the ashes of the original Canadian Radio Broadcasting Commission, has tendered his resignation as Director General of Radio for Canada, which post he has held since last November, when Dr. J. S. Thomson was appointed to the general managership.



Mr. Murray says he is taking this step to become a public relations counsel in the general field of industry and business, with particular attention to the war effort and to preparations for the post war period of reconstruction. He will retain links with the radio industry insofar as it fits into the general industrial picture.

With Gladstone Murray's departure from radio, the industry — public and private — loses the man whose knowledge of the business helped steer it through its early days.

The departure of Bill Murray from the circle in which he has worked for the past six or seven years, will be a personal loss to the legions of friends he has made, but whose good wishes will accompany him on his new venture.

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each other
to increase
our value
as servants
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