

THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1. Number 8

PUBLISHED MONTHLY

AUGUST, 1942

Personalities

Word reaches us that Gerry Tonkin, formerly with Northern (Toronto), and latterly at CFAR, Flin Flon, Man., has transferred his affections to CKBI, Prince Albert, where he is a member of the sales department. Gerry threatens to descend on Toronto shortly.

Two CKCK'ites — Eileen Fox and Marjorie Walsh, were among the first to volunteer when the Regina Blood Donors' clinic called for women Blood Donors.

E. V. Hammond, for a number of years manager of Stanfield & Blaikie Ltd., Toronto office, has joined the Tandy Advertising Agency. The Toronto operations of Stanfield & Blaikie have been discontinued, and Mr. Hammond advises that all accounts formerly serviced there will now be directed by him from his new location.

S. A. Blangsted, until recently Press and Information Representative and assistant to the Supervisor of the R & I Dept., at the CBC National office in Toronto has resigned.

CKCH, Ottawa-Hull, sends word of the marriage of Jean LaForest and Armand LeBrun. Both are of the CKCH staff and both have resumed their work after a short honeymoon.

Art (CKBI) Holmes has joined the army. Art was formerly farm broadcaster and announcer on the Prince Albert Station.

CFCE, Montreal, reports that Alfred Ellis and Jacques (Tommy) Tremblay have joined the R.C.A.F. Of a total pre-war male staff of 21, this station is represented in the armed forces by 6 in the R.C.A.F., one in the R. C. A. S. C., one in the R. C. N. V. R., one in the R. C. A., and two in the Ferry Command.

Verna Wishart, comely CAB secretary, is sporting no mean rock to remind her that she has just become engaged to Shirley Smith, formerly with Goodrich Rubber and now in the Signallers.

The Malady Lingers On

The final report of the Committee on Radio Broadcasting has been "tabled", which in this case probably means "shelved"; the House has adjourned without debating the report; the public has been told what the press considers it is good for it to hear; and the radio broadcasting industry is in a greater state of bewilderment than it was before the first of the committee's forty-two meetings.

The report — outlined on another page — advocated the dismissal of the General Manager, and yet went on to say that the indifference of the Board of Governors in the face of the evidence, was responsible for the situation, all of which seems as logical to us as the political theories advanced by our maiden Aunt Fanny.

If Major Gladstone Murray sprouted horns and a goatee overnight, he could not look more of a scape-goat than he has been made to appear. If he decided to throw up his hands in disgust and rid himself of what must be a thankless task he has all our sympathy and understanding. But Bill Murray inherited a mess when he started in to sweep up the ashes of the old Commission, and with infinite energy and patience, and by dint of steering a middle course, trying to please as many of the people as possible, as much of the time as possible, (an ideal which is surely not completely alien to the democratic principle) he has built up our present system, which, while it is far from perfection, verges on the miraculous when you compare it to the former chaotic state. It is our belief that he should fight for the custody of the child he has nurtured these past six years, and we hope he will regard this latest piece of affrontery as just another of the obstacles to which he must long since have grown accustomed.

If there is to be a reconstitution of the Board of Governors, it is to be earnestly hoped that their services will be retained at a sufficient honorarium (instead of the present gratuitous system) to justify the time expenditure this vital work demands; that they will attend all meetings, and, in the event of laxity, whether through inability or involution, that they will be summarily replaced. Let us hope that a reasonable quotient of radio brains will be included, so that in technical knowledge they are able to measure up to their General Manager, and, for the rest, let them represent a complete cross-section of the Canadian community, realizing that they have been honored with their appointments, not by way of political sugar-plums, not to issue dictatorial edicts, but to carry out the wishes of the public, whose appointees they really are.

Richard S. Lewis

Managing Editor

LUIGI ROMANELLI



Luigi Romanelli, well-known in music and radio circles across Canada, succumbed to a heart attack at the Manoir Richelieu, Murray Bay, Quebec, on July 9th. He was buried in Toronto, August 3rd.

Born in Belleville, Ont., Nov. 29th, 1885, he started his musical career as a street violinist in Toronto, and while he played his partner danced. That partner was George White, whose "Scandals" are a by-word in show business today.

His first professional stage appearance was as a child actor with Mary Pickford.

His orchestra has been featured at the King Edward Hotel, Toronto, for over 20 years, and his first broadcast was given over CFCA from the wings of Shea's Theatre, Toronto, in 1922.

His death occurred after ten days' sickness.

CBC Governors Adjourn Meeting

Ottawa, August 17th. — The Board of Governors of the Canadian Broadcasting Corporation met in Ottawa, Monday of this week, after a previous meeting on Sunday.

René Morin, chairman of the board, said, in a statement released Monday evening, that no decisions had been reached, and that the meeting had been adjourned. The Board will meet again he said, Friday, August 28th, when further consideration will be given to the recommendations contained in the report of the Parliamentary Committee on Radio Broadcasting.

The CANADIAN BROADCASTER

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Managing Editor **Richard G. Lewis** Art Editor **Grey Harkley**

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Community Service

It is difficult to be alarmed over that section of the final report of the Committee on Radio Broadcasting which said "... the Corporation should consider if the private stations are increasing their service to the public correspondingly (to their improved financial positions)." It is our belief that the private radio stations are acting more liberally in their contributions to national and community well-being than any other group of business men in the country. We do not believe though that there can be a limit set to the amount that can be done, and it is more than evident that there is no operator of a private station who is not seeking further means of harnessing his facilities to the common weal. He is in business to make a living, of course, but he realizes that if he is to earn the support of advertisers, which he must have if he is to continue in business, he must make himself essential to his community in every possible way, in order to insure an audience.

Without wishing to stick out our necks any further than nature ordained, "The Canadian Broadcaster" believes it can be of assistance to the industry in this regard.

Without question there are untold programs which have become an institution to their listeners, supplying them with information, entertainment, comfort, or counsel, but which are hidden beneath a local bushel, and are not doing half the good they might if the information were shared with other operators.

If the industry will support us, by sending in particulars of such programs, due publicity will be given them in our columns to the end that, first, our parliamentary critics may be kept posted on the extent to which the private stations' public spiritedness goes, and, secondly, and of perhaps greater importance, that radio's community and national contributions may be increased even more, by the exchange of ideas between operators who are big enough to be willing to share them with the industry at large.

Musician's Union

Proceedings have been started in the U. S. Courts against the American Federation of Musicians, of which the Canadian Union is a part, endeavoring to stop the ban on recording, ordered by James C. Petrillo, union president.

The case, which was called for hearing in Chicago this month, has been adjourned until September 16th.

The decision to be handed down by the American court will be binding, not only on the union's member musicians in the States, but, since the Canadian musicians fall under the jurisdiction of the A. F. of M., the results of the American hearing will have a direct effect on Canadian union members.

Leaving aside the question of the rightness or wrongness of the musicians' or their president's claims, is the significance of this situation, where the conduct of a group of Canadians is to be legislated by the American courts, apparent to the Canadian Department of Justice?

Try These on Your Quiz Show

If you get them half right, you're good. If you get them all right, you peeked.

What is wrong with the following familiar quotations?

- (1). In the sweat of thy brow.
- (2). To gild the lily.
- (3). Pride goeth before a fall.
- (4). Screw your courage to the sticking point.
- (5). A poor thing, sir, but mine own.
- (6). Make assurance doubly sure.
- (7). Tomorrow to fresh fields and pastures new.
- (8). The Devil can quote Scripture for his own purpose.
- (9). I escaped by the skin of my teeth.
- (10). When Greek meets Greek.

For Answers, Turn to Page 10, Col. 2.

B.U.P.
"COVERS THE WORLD"
BRITISH UNITED PRESS
231 ST. JAMES STREET
MONTREAL



Girl Operators at CJOR

Irene Murray, continuity writer; Connie Kemper, assistant accountant; and Pat Browne, receptionist — three of the staff girls at CJOR, Vancouver, who have been trained and are now fully qualified to take over control room and remote operations, dividing their time equally between their new work and their pre-war duties.

What's in a Name?

Contributed by Ernie (CFCF) Smith

A certain radio Trade Paper recently claimed that a certain radio station had in its employ a man with a perfect name for his job. His name — George Creekmore. — His job — sound effects! May I suggest the following as a perfect set-up of names for a radio station? All have been culled wholly or in part from names in news items ap-

pearing in recent radio trade papers:

- Station Manager Moore Aye
- Producer A. Starr Hunter
- Chief Engineer Fuller Watts
- Sales Promotion Weir Toppy
- Commercial Dept., A Crosley Board
- Chief Announcer John Blair
- Control Operator Fidler Gain
- Accountant R. E. Bates

Like a Kiss without a Squeeze

That is what they say about apple pie without cheese, and it has its parallel in the radio production business.

Good scripts and able performers are both essential, but they need a producer who can weld these components into a well-balanced production.

Dominion recordings are unsurpassed for fidelity of reproduction, but at Dominion, special emphasis is placed on direction and production with the result that

Dominion Shows Really Sell

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

Program Briefs

CANADA STARCH LTD. (Crown Brand Corn Syrup) returns to the air Sept. 1st, 2 a week, 5 mins. with "Red Foster's Crown Brand Sports Club" 8th successive season. Agency — Vickers & Benson Ltd., Toronto.

WRIGLEY'S "COURSE A URESOR", French version of "Treasure Trail" will be heard September 9th from the Quebec Provincial Exhibition. Agency is Andy, Toronto.

WALTER M. LOWNEY LTD. Lowney's Young Canada Club" returns to CFRB in the Fall — 15 minutes — 3 a week, through Har- E. Foster Agencies Ltd.

"LET'S SWAP" — To avoid waste of usable materials. CHML's "Let's Swap" invites listeners to send in the list of articles they wish to trade. The list is then reviewed on the air, and arrangements are made to have interested persons exchange their goods with each other. Mondays, at 9.05 p.m., lists are reviewed for the city listeners, while Tuesdays, at 9.05 a.m., articles of interest to ruralites are announced.

SPOTS

BOB MARTIN'S DOG REMEDIES. 40 spots, test campaign on KWX, Vancouver and CFRB, Toronto. 3 a week. Starts September 2nd. A. McKim Ltd., Toronto.

SALVATION ARMY. Selected spots of about 50 stations — being places where Salvation Army is not in Community Drive. Daily spots. Through A. McKim Ltd., Toronto.

VICK CHEMICAL CO. Spot series to start about Oct. 5th. Final list of stations is not yet available. Release is through Weed & Co., New York.

"BADGE OF HONOR" is the name of the series of 13 15-minute transcriptions just released by the Department of Public Relations for the Army. Platters are offered to stations free, and may be offered for sponsorship subject to the department's approval.

PRINCE ALBERT EXHIBITION is sponsoring "Come to the Fair" over CKBI, Prince Albert. Accent is on war effort and campaign is supplemented by 15 minute shows sponsored by local merchants.

CANADA STARCH LTD. "Secret Service Scouts" returns Sept. 2 to CFRB, 2 a week, 15 minutes recorded, Dominion Broadcasting Co. production, for Vickers & Benson.

NATIONAL WAR FINANCE COMMITTEE: "They Tell Me" is the name of the new daytime show which started on the air Aug. 17th with the opening announcement "From The Pas to Pelee Island, from Ha-Ha Bay to Estavan . . . the women of Canada meet at this time to hear "They Tell Me" . . . a daily report on the personal stories behind the news, featuring Todd Russell and Claire Wallace." Information to hand states that basically this is a live network shown originating for the present at CBL, Toronto. Certain additional stations are carrying the program by delayed broadcast. Release is through the Advertising Agencies of Canada.

"S. F. LAWRASON & CO. LTD., London, Ont., are resuming their 'Name It' program on a group of Canadian stations for the summer, and will run till December."

This appeared in a short reader in "Retail Grocer & Provisioner" for July, which went on to say: "This is a new procedure and is based on the belief that more people will be staying at home this summer."

"Name It" is heard currently over CFRB, Toronto; CHML, Hamilton; and CFPL, London, and release is through MacLarens (Toronto).

"THE EVEREADY ROUND-UP" a program for ruralites, heard 7 a.m. Monday through Friday, has returned to CKBI schedules, which also include Farm Talks supervised by the University of Saskatchewan, and daily information from the Prices and Trade Board.

"THE ALDRICH FAMILY" has resumed its Thursday night spot and is the first vacationing program to return to the air. General Foods is the sponsor through Baker Advertising Agency, Toronto.

New GM Show Aimed at GM Employees in U.S.

General Motors started a new 15-minute radio show in the States early this month called "Victory is our Business", in which true-life experiences of GM men and women on the fighting and production fronts are to be re-enacted. Show is heard in 20 odd cities in which GM war production plants are located, and will be aired twice on one day in each week generally, but up to four times on the one day in centres where GM plants are larger.

Though the show is aimed principally at GM people, it is expected to attract a wide general audience since it will include behind-the-scenes human interest happenings to GM employees in the more than 90 GM war production plants, as well as dramatized experiences of ex-employees now on the fighting fronts.

While this program is apparently not scheduled for Canada, the idea seems well-designed to stimulate public as well as worker interest in vital war production.

Wartime Course for Radio Announcers

Many radio stations throughout Canada have announcers who are eligible for war service. When these men are called, they can only be replaced by men ineligible for such service, or by women. To help meet this anticipated shortage of announcers, the Ontario Agricultural College, Guelph, Ontario, in cooperation with the Canadian Association of Broadcasters, has arranged a short course to teach the fundamentals of microphone technique.

For the past three years the department of English at the college has given training in Radio Broadcasting as part of the regular course in Public Speaking. The course now offered has the approval of the Canadian Association of Broadcasters, and will be held from September 1st to September 25th.

Entrance will be limited to 25 men or women over 18 years of age with Junior Matriculation or its equivalent. Students with college degrees will be preferred. Only men ineligible for active war service will be accepted. Those concluding the course will be granted a certificate.



Speaking of
ACTION!

SEPTEMBER

on

CKOC

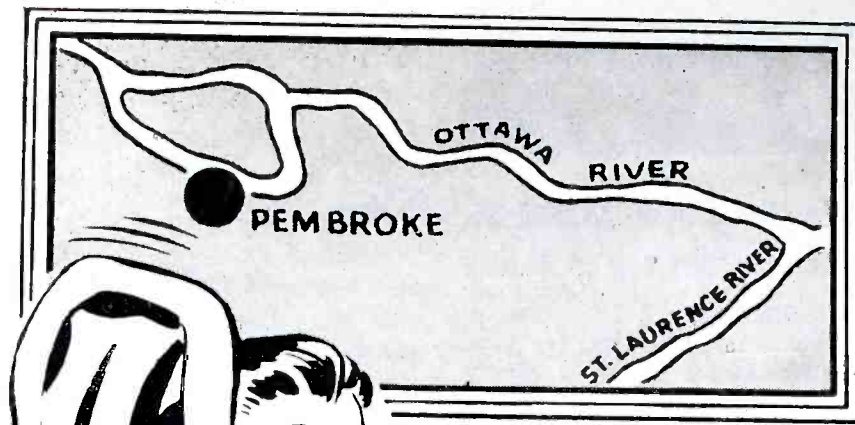
HAMILTON

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

CKOV 1000 WATTS
"THE VOICE OF THE OKANAGAN"

Postal Address
**BOX 1515
KELOWNA,
B.C.**

But . . .
CKOV
monopolises listener attention throughout Southern Central British Columbia, including the whole of the prosperous Okanagan Valley, the Garden of Eden of the West, with the only audible signal during daylight hours.



160,000 NEW EARS FOR YOUR RADIO ADVERTISING

● Ever see a starving man and a luscious steak get together? Well, that's the kind of attention 80,000 radio-starved people of the upper Ottawa Valley are giving CHOV, Pembroke.

CHOV, Pembroke is now on the air with 250 watts and for the first time in all radio history is providing a clear signal and top-ranking programs for the city of Pembroke and 34 towns and villages within a radius of 25 miles.

That means a new day dawning in radio for 160,000 ears belonging to 80,000 people . . . 80,000 people who can now get good radio entertainment consistently . . . 80,000 people who can use your products . . . 80,000 people you have never been able to talk to before . . . 80,000 people you can now reach effectively for the first time, by including CHOV in your schedule.

Ask Stovin & Wright, 80 Richmond St. West, Toronto, (AD. 9184) for details about this result-getting new radio service.

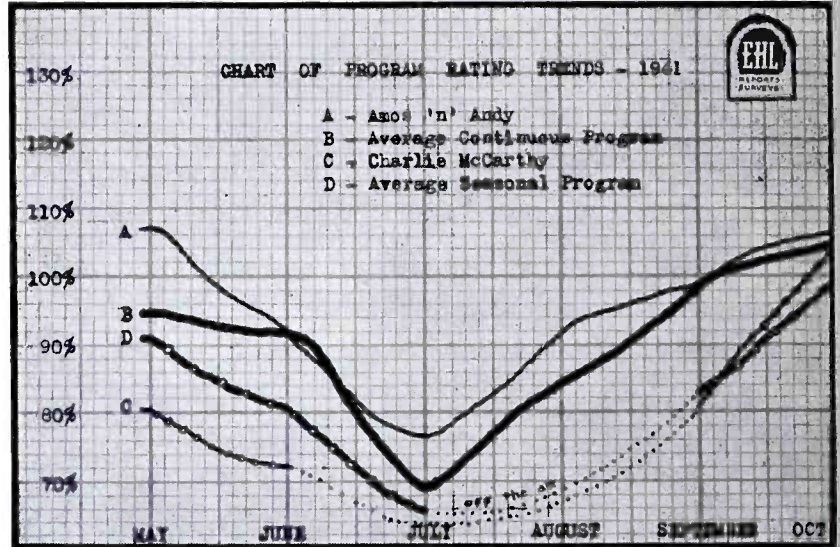
CHOV PEMBROKE

D. A. Jones, President E. G. Archibald, Managing-Director C. J. Jones, Sec.-Treas.
Representatives in Canada: Stovin & Wright, Montreal, Toronto, Winnipeg
in U.S.A.: J. H. McGillyvra, New York, Chicago, Los Angeles, San Francisco

Radio Comes Back From Its Holidays

In July, Lux Radio Theatre, the last of the big time shows to survive the rising mercury, left the air for a few weeks' summer holidays. Listeners too are taking what holidays they can, and listening interest has reached the period of the year at which it is at its lowest ebb.

Within a very few weeks, the big programs and their stars will begin to twinkle back into the ether; listener interest will re-awaken, and the airwaves will begin to throb again as radio opens another fall season.



Above is a comparison of programs which stayed on the air during the summer of 1941, with a group which went off for the summer. Values shown are the percentage of average listener rating for the program or group of programs, whatever that rating may be. While A and B, which did not go off the air, show a considerable "summer dip", it will be seen that their recovery (Amos 'n' Andy—99% in September), is considerably faster than that of C and D (Charlie McCarthy—83% in September) which did indulge in a summer vacation.

Let us see just what happens to the listenership of shows which go off the air for varying times in the summer.

Jack Benny, who usually heads the popularity list among network programs, finds it necessary to engage in a fierce duel every fall in order to climb past his closest opponent, Charlie McCarthy. The McCarthy show, which is usually off the air for only two months, retains its constant audience more easily than Benny, who forsakes his Sunday night audience during June, July, August and September. According to Elliott-Haynes Surveys for 1940, it took Benny until November 4th to exceed Charlie McCarthy's rating. In 1941 he was still in second place in November and did not reach the top until the first week in December.

In July 1941, the Elliott-Haynes rating for the Lux show was 20.9, rising to 26.5 in September. When they went off the air in July this year, the same source shows a rating of 25.9. It will be interesting to see whether there is an increased listenership in the fall commensurate with this higher July rating.

Fibber McGee & Molly left the air for two months in June. In their place, Johnson's are offering Meredith Willson's orchestra in a sum-

mer musical show called "America Sings". In 1941 this sponsor replaced Fibber McGee & Molly with a comedy show called "Hap Hazard", which continued to lose audience until September, when it was in twelfth place with a national rating of 12.9. Fibber came back in October, however, and in spite of his being heard at 10.30 p.m. by Toronto and Montreal time, he succeeded in placing fourth in Canada with a rating of 27.8.

Many programs such as Treasure Trail, Album of Familiar Music, Waltz Time, B. A. Bandwagon, etc., are continuing throughout this summer. Besides providing entertainment for their listeners, these programs ensure themselves of keeping and building up their present audiences for the beginning of the fall and winter campaigns.

The figures show that the practice of remaining on the air during the summer creates more appreciation for the sponsor and his products than is generally believed.

For this reason, and also because of increased radio listening throughout the country (See "Rationing Helps Radio", Canadian Broadcaster for July '42) many advertisers feel encouraged to keep their radio programs going through the summer, or start their fall campaigns early, to gain higher listenership.



We MUST be REFINED!

Most people admit that radio is an intimate medium. Most people who have given the matter any thought realize that it is radio's intimacy that has brought about its success, and that, commercially speaking, the printed word cannot hold a candle to the broadcast announcement for feeling and sincerity.

Yet it is equally true that, somewhere between the continuity man's typewriter and the microphone, there may creep in some sort of "refinement" which robs the announcer of all the individuality and personality which earned him his job.

Fowler's "Modern English Usage" contains an essay under the heading of "genteelism" which all of us who deal in words might well memorize.

It starts like this: "By genteelism is here to be understood the substituting, for the ordinary natural word that first suggests itself to the mind, of a synonym that is thought to be less styled by the lips of the common herd, less familiar, less plebeian, less vulgar, less improper, less apt to come unhandsofly between the mind and our nobility."

He goes on to quote such examples as assist being the "genteel" for help; dentrifice for tooth-paste; gruse for read, and so forth. Incidentally when he refers to dentrifice, he suggests that the word is proper in a druggist's advertisement. And there is the reason for this article.

Printed advertisements, rightly or wrongly, use a vocabulary all their own. The words they contain are written solely to be read. And this is just as well, because the kind of language they use (I almost said employ) would be way off the beam in normal conversation.

Can you imagine telling your wife that "Minnipaga Beach is the happy hunting ground of holiday makers", or telling the boys at the club that Flor de Cabbagios are the cream of the crop — made from costlier tobaccos?" Of course you can't. As far as conversation is concerned, the beach is a swell place for a holiday, and Flor de Cabbagios are a damn good smoke.

Selling the public on spending their holidays at a certain beach is one, by radio, in exactly the same way as putting the idea over with the little woman. And that seems to be the one advantage the printed media cannot win from the spoken one — the ability to talk to people in their own language.

In order that the radio medium may be used to greatest advantage, we would do well to study the big-

time shows and see how their commercials are spiced with this quality of naturalness; see how, as with Jack Benny and Fibber McGee and Molly, to quote two standouts, the "plug" can be made just as interesting and entertaining as the show itself.

Those who express anger and annoyance at the daytime serial, and think that it should be replaced with more elevating programs, lose sight of the fact that the characters in those serials think the same thoughts and dream the same dreams as the women who listen to them. If we replace them with symphony, there will be the inevitable diatribes on the construction of each movement, which will be tuned out faster than the crudest commercial. Mind you though, if they transferred Effie Grey's affections from the Ice-man to the Oboe-player; if they made Effie sit and suffer through the symphonies, waiting with throbbing heart for the Oboe-player to smile at her as he passed by her after the concert, they would probably do a lot towards bringing Effie's fans to a realization that maybe classical music isn't so bad after all.

But we were talking about commercials.

What it all seems to boil down to is, we suggest, some sort of inferiority at work, that makes the man at the typewriter or the fellow at the mike feel in some way impelled to strut his stuff — "show these punks I ain't so dumb as I look" — and all that sort of thing. Those affected broad a's that sound as real as a dime store diamond; the four syllable words when two would do. We all do it and I can think of no excuse, unless it is that we think we have to make an impression.

When Churchill speaks, he leaves us every time with an epigram that will probably live as long as the memory of this war. He said: "Give us the tools, and we will finish the job"; he said "I

have nothing to offer but blood, toil, tears and sweat"; he said "Never in the field of human conflict was so much owed by so many to so few"; he said "We shall not flag nor fail—we shall go on to the end"; he said "The top of the ridge is in sight"; he said "Some chicken! some neck!"

Isn't it amazing when you come to look at these so selling sentences that they contain not one single word of over two syllables, and far and away the most of them are one syllable.

A study of great speeches—and Churchill does not stand alone, because the same thing applies to almost any great speaker — shows that the words these men use are almost without exception to be found in any First Reader; and it is this fact — the fact that they speak in everyday conversational language — that might well be taken by you and by me as a basis on which to model the words we write and the words we speak in the pursuit of this business called advertising.



A Part of French Canada

● The life of the French-Canadian centres about his church, his home — and his radio. He listens faithfully to the radio station that speaks his language, and understands his problems (the average French-Canadian listens to his radio in the ratio of 3 to 2 compared with his English compatriot, listens most often to CKAC).

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 \$650,000,000 annually.

Cultivate the friendship of French Canada through CKAC.

CKAC

COLUMBIA BROADCASTING SYSTEM
MONTREAL

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

United States:
Joseph H. McGillvra

1,000 WATTS FOR CHRC

Last month Station CHRC, Quebec City, went on the air with 1,000 watts. In the words of Narcisse Thivierge, managing director of this second oldest radio station in the Province of Quebec, "she took the air with a bang."

If you're aiming at the

French Canadian Market . . .

It takes damn good ammunition to bring it down

For Your Translations, Radio Commercials Etc.

Contact

MARCEL BAULU

LABORATOIRE DE RÉDACTION

Room 304 Empire Life Bldg.

MONTREAL

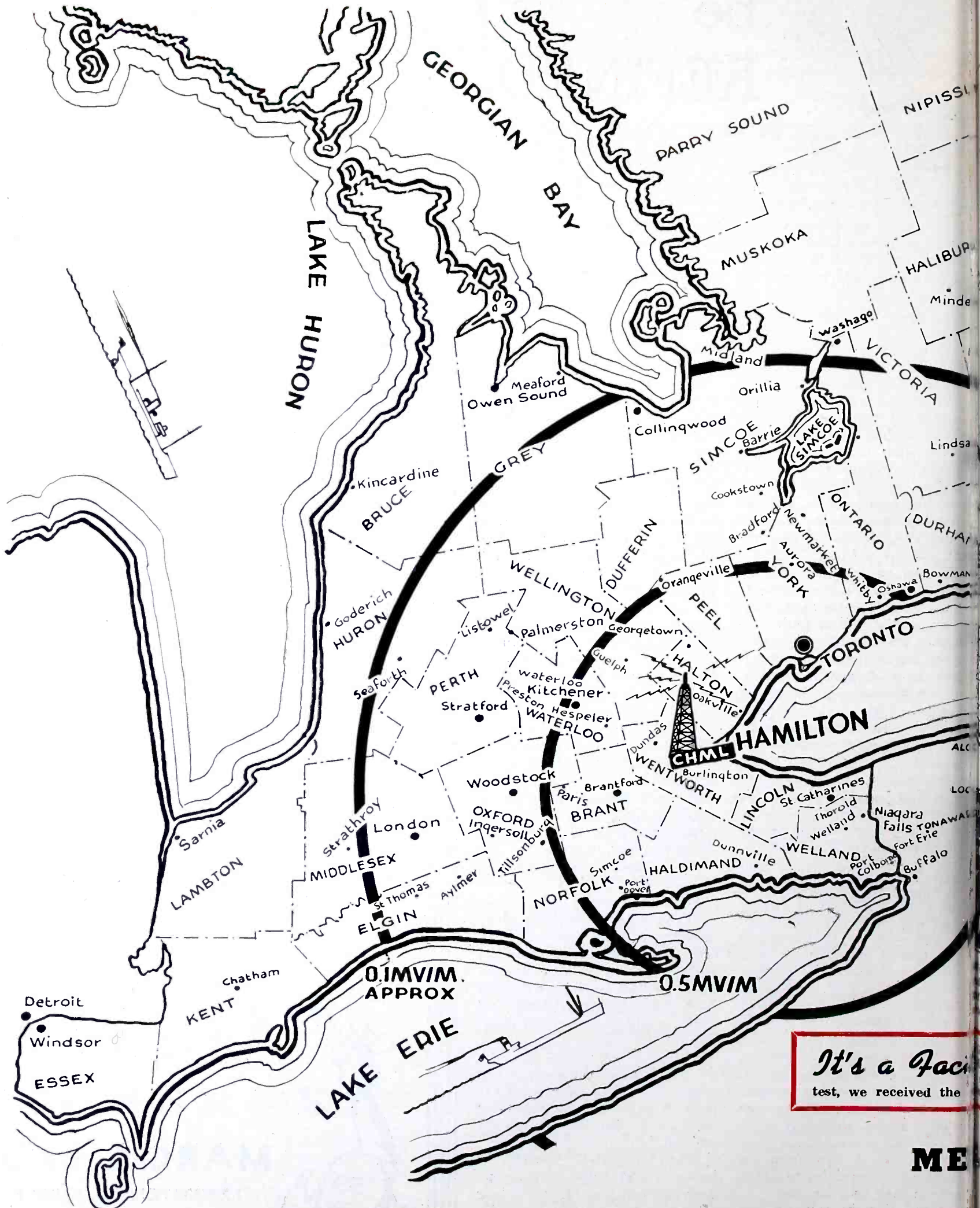
Phone LA. 9572



CHML Covers Nearly $\frac{2}{3}$ of the

—Within Its Half Millivolt Contour, Reaches More Radio

—And Consistent Mail Resp



It's a Fact
test, we received the

ME

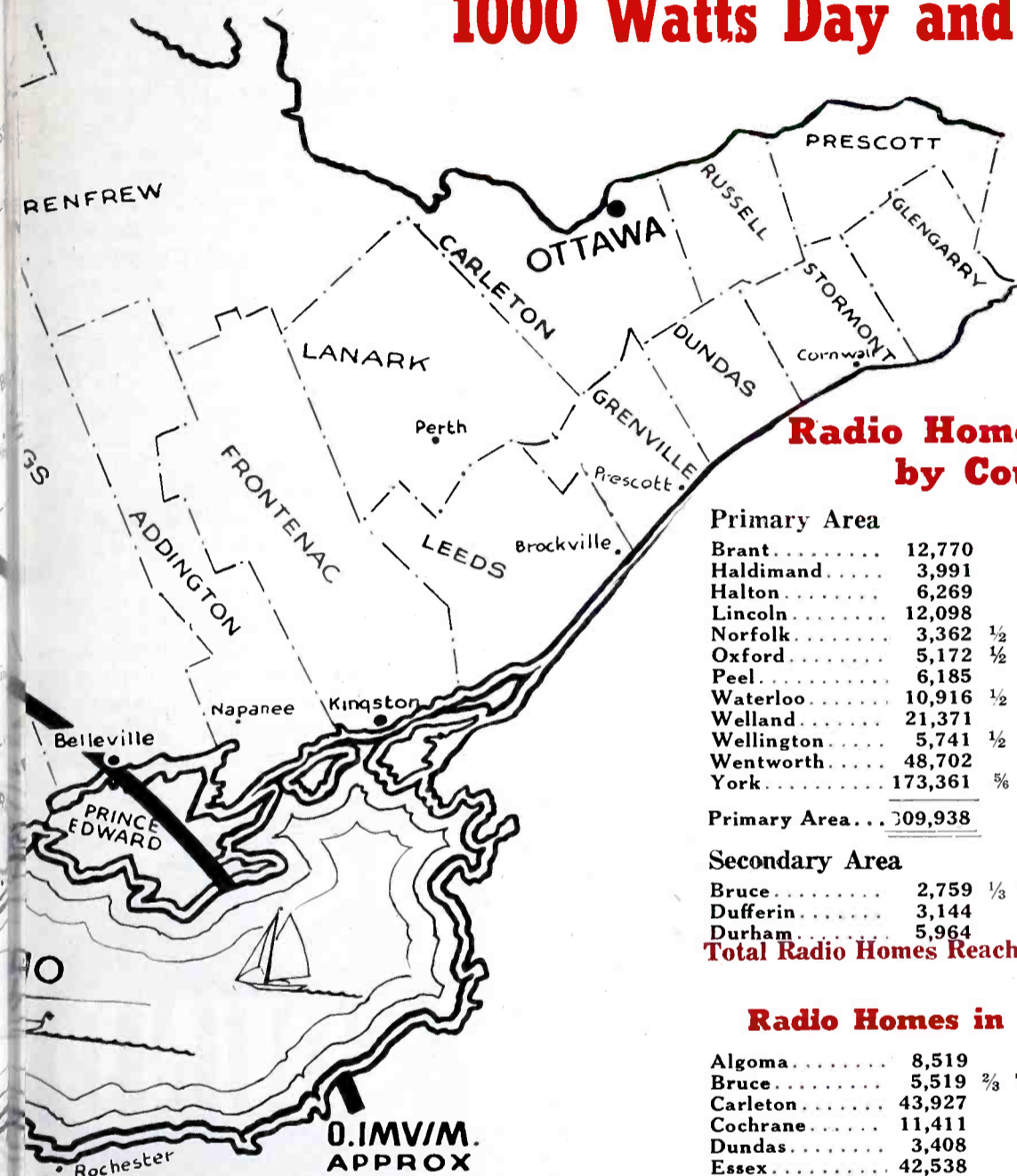
Radio Homes in Ontario

CHML

Dollar Spent, Than Any Other Radio Station in Canada—

What They Listen Regularly —

1000 Watts Day and Night — 900 Kc.



Radio Homes by Counties in Ontario

The most recent figures available from the survey conducted by Elliott-Haynes Ltd., Radio Research Division, shows the following number of Radio Homes by Counties in the Province of Ontario.

Radio Homes Reached by CHML by Counties in Ontario

Primary Area

Brant	12,770	
Haldimand	3,991	
Halton	6,269	
Lincoln	12,098	
Norfolk	3,362	1/2 Total
Oxford	5,172	1/2 Total
Peel	6,185	
Waterloo	10,916	1/2 Total
Welland	21,371	
Wellington	5,741	1/2 Total
Wentworth	48,702	
York	173,361	5/8 Total

Primary Area... 309,938

Secondary Area

Bruce	2,759	1/3 Total
Dufferin	3,144	
Durham	5,964	

Total Radio Homes Reached by CHML 477,851

(62.1% of total in Ontario)

Radio Homes in Other Counties in Ontario

Algoma	8,519	
Bruce	5,519	2/3 Total
Carleton	43,927	
Cochrane	11,411	
Dundas	3,408	
Essex	42,538	
Elgin	5,180	1/2 Total
Frontenac	10,551	
Glengarry	3,180	
Grenville	3,498	
Grey	5,810	1/2 Total
Haliburton	1,207	
Hastings	5,641	1/2 Total
Huron	4,528	1/2 Total
Kenora	4,367	
Kent	11,844	
Lambton	10,926	
Lanark	7,309	
Leeds	7,913	
Lennox & Addington	3,712	

Manitoulin	824	
Middlesex	9,477	1/3 Total
Muskoka	4,215	
Nipissing	7,729	
Parry Sound	5,260	
Peterboro	4,486	1/2 Total
Prescott	3,901	
Pr. Edward	1,846	1/2 Total
Rainy River	2,308	
Renfrew	8,222	
Russell	3,123	
Stormont	7,502	
Sudbury	9,154	
Thunder Bay & Dist. Patricia	13,728	
Temiskaming	6,954	
Victoria	1,763	1/3 Total

291,479

Total Radio Homes in all Counties in Ontario 769,330

FIELD INTENSITY CONTOURS
HAMILTON ONTARIO
1000 WATTS - 900 KC.
Based from original data
E. Isaac, RCA Victor Company Limited
Montreal, 1942

ed in Modern Equipment and Services, Provides
asting Facilities Unexcelled Anywhere. Fine
Associated, Standard and United, together with
record libraries in Canada.

LE broad- letters from 345 post offices in Ontario. — Here's that
l in which really important market in Canada's most concentrated
mple con- trading area — effectively REACHED and SOLD through
e of 5,632 intelligent use of CHML.

For your next campaign, CHML should be a MUST on your list. You'll find your advertising in the finest of company and serviced in a manner to assure the maximum return for every dollar expended. CHML maintains a complete merchandising and sales promotion department, and you can be assured of constant co-operation through these facilities.

IN CANADA
ATLANTIC BROADCASTING SERVICE LIMITED
Adelaide 0181 — Toronto — Montreal — Harbour 5838
IN U. S. A.
ph. Hershey McGillvra — New York, Chicago, Los Angeles

CBC BOARD GETS SOUND SPANKING

"Your Committee would like to preface its recommendations by stating its confidence in the framework provided by the Canadian Broadcasting Act, 1936. The deficiencies noted hereinafter were not due to the system, but to certain failures in executive direction."

These words opened the final Report of the Committee on Radio Broadcasting, tabled in the House of Commons, July 25th.

The Committee, which first met on May 6th, held 42 meetings, during which it heard the Minister of Munitions and Supply, the Minister of Transport, the Chairman of the Board, the General Manager and other officers of the Canadian Broadcasting Corporation, the President of the Canadian Association of Broadcasters, and many other witnesses.

Other Capacity Suggested for General Manager

The report stated that Major Gladstone Murray had rendered a great service to Canadian broadcasting, but in view of the Board's loss of confidence in his ability in financial matters, recommended that "the Board of Governors consider if the services of Mr. Murray could be used by the Corporation in another capacity than that of General Manager or Executive Head of the Corporation."

"The Committee is of the opinion," the report continues, "that the office of General Manager should be filled by one fitted to discharge all the duties of the chief executive officer of the Corporation. He should be, preferably, a Canadian of character and integrity to receive the confidence of the public and the loyal support of his staff. He should have organizing ability and administrative and executive experience although not necessarily in the field of business."

CBC Board Blamed

"The Committee realizes that the Board of Governors is charged with the responsibility of conducting the affairs of a utility of great national importance. The Board failed to deal adequately with the Thompson and Plaunt reports; the resignation of one Governor from the Board; the resignations of the Assistant to the General Manager, and the Supervisor of Public Affairs Broadcasts from the staff in the autumn of 1940 did not arouse the Board to the need of taking effective action to deal with the internal condition of the Corporation, which was most unfortunate. In spite of the resolution of confidence in the General Manager adopted by the Board of Governors at its meeting on November 26, 1940, it is clear

from the evidence as well as from the subsequent decisions of the Board in regard to the by-laws amended March, 1941, that he had in fact already lost their confidence as a business administrator. The Board of Governors, therefore, cannot escape responsibility for allowing the condition of affairs disclosed by the investigation to continue. The Committee is, however, happy to note that since April, 1941, efforts have been made to prevent the continuance or recurrence of some of the defects in the Corporation's administration."

Board Vacancies

The report advocated the choice for vacancies on the Board of "men and women of outstanding ability, capable of commanding the confidence of the Canadian people, willing to devote a large part of their time to this national service and able to make a definite contribution to the work of the Corporation as an instrument of national purpose in peace and war." The suggestion was put forward that the Board should include people able to represent the points of view of farmers and labor, and the Government was urged to strengthen the Board by appointing persons selected because of outstanding ability and genuine

interest and not because of any political affiliation.

Attendance

The report pointed out that General Odium last attended a meeting of the Board on June 1, 1940, but was only replaced on March 17, 1942, 22 months later. The late Alan B. Plaunt resigned Sept. 30, 1940, and his successor was only appointed on May 1, 1942, 19 months later. Mrs. Nellie McClung has been prevented by sickness from attending Board meetings since Nov. 26, 1940, and has not attended a meeting in 20 months. During the year and a half ending in March, 1942, the Board was without the effective services of three members out of nine.

Evidence disclosed that in 1939 the Board of Governors held 3 regular meetings and no special meetings; in 1940, 5 regular and 2 special meetings; in 1941 4 regular meetings. The feeling was expressed that "the problems and work of the Corporation in these days does require more attention than can be given in three or four meetings a year," and recommended that meetings should be held more frequently than three or four times a year and that any member who is unable to attend meetings for a considerable period should be replaced.

**MILLION A MONTH
PAYROLL REACHED
BY RADIO FOR
FIRST TIME . . .**

Parry Sound, Aug. 8, 1942 — War workers in Parry Sound are now drawing a million-dollar-a-month payroll. Because of the lack of a satisfactory signal in this area from outside stations, the spending of this money has been little influenced by radio advertising. This new buying power can now be reached. On August 8th, 1942, radio station CHPS, Parry Sound went on the air with a 250 watt Marconi transmitter providing primary radio coverage to this previously radio-starved territory.

**CHPS
PARRY SOUND**

Begins Broadcasting
AUGUST 8

A new area containing 45,000 people, from Georgian Bay eastward to Sundridge, Bracebridge and Huntsville is now available to radio advertisers. In this area is the "plus" buying power of a million-dollar-a-month war industries payroll. The area, previously inadequately served by "outside stations", is now being covered by CHPS. Because the station is new, and the listener service is far superior to anything this market has ever enjoyed, response to advertising over CHPS will be more than usually good.

For details ask

STOVIN & WRIGHT

TORONTO - MONTREAL - WINNIPEG

ALEX. MITCHELL,
President.

GORDON SMITH,
Manager.

Parliamentary Committee Advocates CBC Monopoly for U.S. Networks

The Committee's report drew attention to the fact that the CBC is given exclusive control of networks. "Despite this," says the report, "outlets are still allowed for United States chains in Canada. Your committee recommends that the Corporation should consider if the continuance of such outlets is in the interest of broadcasting and of the Corporation.

It was further urged that every effort be made to obviate duplication of broadcasts in the same areas and provide listeners with alternate programs.

Pleasure was expressed by the committee in its report on the good relations existing between the Corporation and the privately-owned stations. Comment was made on the large contributions by the privately-owned stations of free time for war purposes.

The report then continues: "At the present time, private stations are serving a useful function. But the financial position of privately-owned broadcasting stations has improved substantially during the last few years and the Corporation should consider if the private stations are increasing their service to the public correspondingly. Your Committee recommends that the Corporation endeavour to work out in co-operation with the private stations means to increase the services of the private stations to the national cause as well as to their local communities in providing and distributing programs and making use of local talent.

CBC Status

The Committee on Broadcasting stated in its report that the legal status of the Corporation (CBC) is necessarily unique and shows certain anomalies. "We were advised," the report reads; "that the Corporation may be sued but may not be taxed like an ordinary person, and that its employees may not organize and bargain collectively. We are of the opinion that the Corporation should be liable to suit in the ordinary courts without the need of any fiat, that it should be exempt from taxation, and that its employees should be in the same position as regards negotiation with the management as are the employees of any corporation, such as, for example, the employees of the C.N.R."

It was also suggested that the Corporation institute a superannuation or pension scheme for employees on a contributory basis, if possible by making arrangements to come under the Civil Service Superannuation Fund.

Multiple Ownership

The Committee's report drew attention to the fact that 8 broadcasting stations are now owned or controlled by one interest and 6 by another, and recommended that the regulations and practice be changed so that:

- (a) Neither the ownership nor the shares evidencing ownership of a station shall be transferred without the authority of the Minister.
- (b) A station shall be owned and operated by the holder of the license.
- (c) Except in the most unusual circumstances, no one shall hold more than one license.
- (d) The responsible minister and the Corporation shall have the power to obtain all information necessary to carry out these provisions and to ensure that private stations are operated for the benefit of the nation and of the communities in which they are located. If necessary, the revenues, profits, and expenditures of privately-owned broadcasting stations should be ascertained in order to see whether the license fees payable by them to the Government are adequate and if the public services rendered by them is commensurate with the direct and indirect profits and advantages enjoyed by them from the right to use a broadcasting channel.

More Program Money

In addition to \$279,000 deducted from gross license fee receipts and paid to license vendors as commissions, another amount of approximately \$200,000 is retained by the Department of Transport for administrative expenses. In addition the department receives an appropriation through Parliament for other services in connection with the administration of the Radio Act. This information led the Committee to recommend that "discussions be entered into between the Corporation and the Department to see if the amount retained by the Department out of license fees could not be reduced so as to make available more money to be used by the Corporation on programs.

Convertible Scripts

Sustaining continuities quickly convertible to commercial use in NBC's recorded thesaurus programs have been announced by the NBC Radio-Recording Division.

In each thesaurus continuity released, provision is made for the elimination of certain portions of the script to facilitate the inclusion of commercial copy.

CBC Staff Devotion

In concluding its report the Committee said that evidence was given of the loyalty and devoted services of the staff of the Corporation. The belief was expressed that the staff of the Corporation generally deserves great credit and praise for the work carried on by them in difficult circumstances.

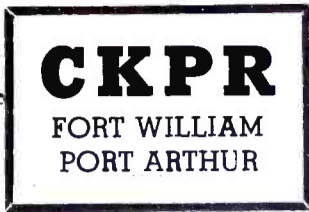


100 WATTS
630 Kcls.

Offering

CONTINUOUS PUBLIC SERVICE
to a
WORTHWHILE
WESTERN ONTARIO
AUDIENCE

JOHN BEARDALL
MANAGER-OWNER
STUDIOS IN THE WM PITT HOTEL



Canadian Coverage is not Complete Without

CKPR

The Only Station
Serving
These War Active
Twin Cities

Ask the man who lives there

OR CONTACT

RADIO REPRESENTATIVES

LIMITED

Montreal - Toronto
Winnipeg - Vancouver

CKCH HAS PULL!

and we don't mean the back-door-politics variety.

The purchasing power of the Ottawa-Hull market is concentrated in a zone within a fifteen mile radius of Ottawa — a zone blanketed by the CKCH signal. The French families in this rich area comprise 40% of the entire population.

Surveys show that of all sets turned on during the day 71.8% are tuned to the three local stations and that of these 44.8% are listening to CKCH. Add to this the fact that of all programmes heard those over CKCH are preferred by 60.7% of all French listeners.

Local advertisers continue to demonstrate the superiority of CKCH by taking more time on this station than on the other two local stations combined. If the man on the ground finds the results worthwhile, it would pay you to investigate too.

C K C H

OTTAWA (1210 Kilocycles) HULL

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

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

Broadcasting in 1899

The first commercial radio broadcast was heard over WEA, New York, back in August, 1922. Ten minutes of radio time was sold to the Queensborough Corporation to tell the listening public about the beauties of their Hawthorne Court Apartments. The price — \$100 (for the time; not the apartments).

But commercial broadcasting dates back to 1899, with the honors going to the city of Budapest. The system in use was "wired broadcasting", transmission being through telephone connections, but in the content of its programs, it possessed many of the features of modern commercial radio as we know it to-day.

The Hungarian "Broadcasting Station" of 1899 was known as "Telefon - Hirmondo" — the telephone newspaper. Its operators, like present-day station managers were awake to the importance of news. It was one of the major features on "Telefon-Hirmondo." The telephone receivers of 6,200 subscribers were hooked to a central circuit. From



by
ALBERT A. SHEA

10:30 in the morning until 10:30 at night news stories were sent out over the wires. To get the news of the day you just picked up your receiver and got a connection with the central office. The news stories were prepared for the wire by special writers and were turned over to an editor for checking. They were then given to the announcer at the mouthpiece - microphone, who was known as the "stentor."

Between news bulletins the Telephone-Newspaper offered a varied diet to its subscribers. Short stories were read over the wire and there were dramatized playlets. Special events were handled with twentieth-century rapidity (a year ahead of time). When Wilhelm of Ger-

many delivered a history-making toast to Hungary, the verbatim text was read to the subscribers half an hour after the Kaiser had spoken.

In the evenings telephone owners had the opportunity of listening to the opera, although the reproduction left something to be desired.

The "Telephone-Newspaper" offered to sell time for commercial use, and this earns it the distinction of being a true fore-runner of radio advertising. A twelve second talk, or spot announcement as we would call it, could be purchased on "Telefon-Hirmondo" by the alert Budapest merchant for a florin.

The idea spread to London, Paris and Vienna. Several years later an attempt was made to introduce it in America. Manly Gillam, an advertising writer, thought the idea would be particularly good for sending out running accounts of baseball games, and tried to establish a telephone broadcasting system in the United States, but without success.

Two New Stations

CHPS, Parry Sound, and CHOV, Pembroke, will both be serving their audiences with programs by the time this issue is out.

Each operating in districts which have not previously been fully covered, CHPS went on the air August 8th, and 18th is set for the opening of the Pembroke station.

Both stations are represented in Canada by Stovin & Wright.

Halifax Now World's Busiest Port

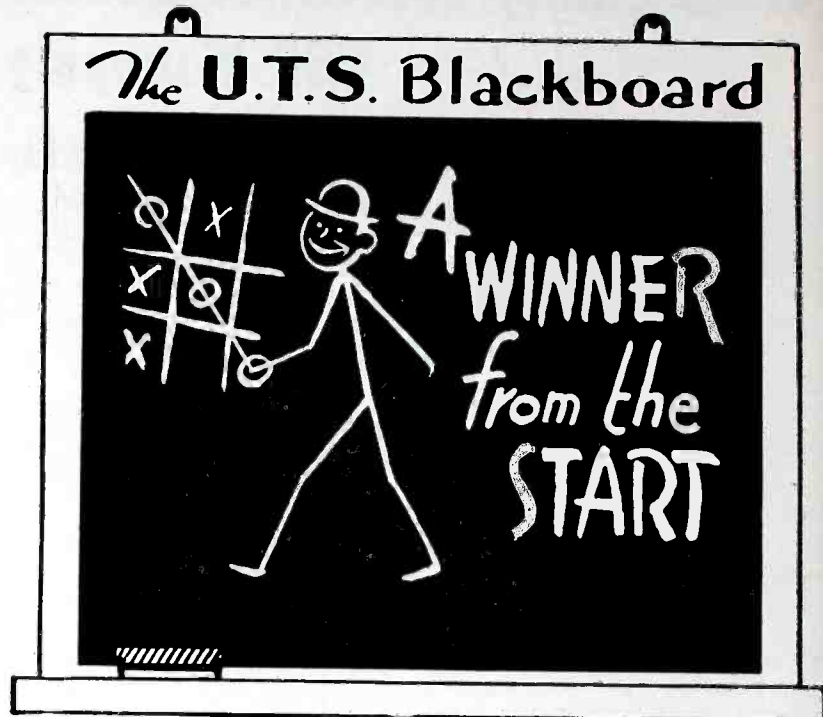
With such activity it is no wonder that national sponsors include Halifax in all their advertising schedules.

RADIO STATION CHNS

HALIFAX, NOVA SCOTIA
Rep. All Canada Radio Facilities

Answers to Quizz Questions on page 2

- (1). In the sweat of thy face shalt thou eat bread.
- (2). To gild refined gold, to paint the lily.
- (3). Pride goeth before destruction and an haughty spirit before a fall.
- (4). Screw your courage to the sticking place.
- (5). An ill-favoured thing sir, but mine own.
- (6). Make assurance double sure.
- (7). Tomorrow to fresh woods and pastures new.
- (8). The Devil can cite Scripture for his own purpose.
- (9). I am escaped with the skin of my teeth.
- (10). When Greeks joined Greeks then was the tug of war.



Yes

the new U. T. S. Library Service is a winner and we are sure it will prove to be just that to the following subscribers who start taking the service this month:

CBL Toronto	CFGP Grande Prairie
CJOR Vancouver	CFCN Calgary
CHML Hamilton	CFRN Edmonton
CFCH North Bay	CKWS Kingston
CKCW Moncton	CHEX Peterborough
CHPS Parry Sound	CJGX Yorkton
CKGB Timmins	CHWK Chilliwack
CKAC Montreal	CJKL Kirkland Lake

ANOTHER IMPOSING LIST OF STATIONS START THE SERVICE NEXT MONTH

Notice — Radio Stations, write for your complimentary pressing of the U. T. S. Presentation — a half-hour audition of just a few of the U. T. S. artists.

UNITED TRANSCRIBED SYSTEM

NEW YORK TORONTO HOLLYWOOD

Sales Representatives:

EXCLUSIVE RADIO FEATURES LTD.

14 McCaul St. TORONTO
AD. 5112

SPOTS *in Agency Eyes . . .*

A Commercial Manager had words to say on spot announcements in the last issue of this paper. I have badgered the editor for permission to reply with my views. Here goes . . . point by point.

Commercial Manager says: "When specific times for spots are quoted to agencies, those times are tied up for some time while the agency and/or client is making up its mind what it wants to do."

I answer: Yes. They are sometimes tied up, but not for any longer than we can help. We are just as anxious to get the business rolling as the stations are. Unfortunately, we must have the availabilities. We can't blithely go ahead and recommend to the client that he buy spots, have him agree, and then go back and say "I'm sorry Mr. Advertiser, but those spots I recommended are not to be had." No we can't do that. We agency men have enough troubles trying to develop business for your radio stations without making it worse. Sure we get our commissions from the business we place, but the stations get the bulk of the expenditure. And haven't you heard it said, my friend, that the client could so much more easily be put into publication advertising?

The Commercial Manager represents our feeling that we have done him a favor if we move one of our spots to allow him to clear a quarter of an hour for another advertiser. You're damn right, Mr. Manager, we *have* done you a favor. We've gone to a lot of trouble to satisfy our client with the change, so that you can make some more money by selling another quarter hour.

The Commercial Manager says that often a good network program has to be missed because of one lone guaranteed spot. This, my friend, is a point of management. Many stations' rate cards state clearly that spots must give way to pro-

grams, and furthermore, you have the privilege of telling the agency at the outset that the time is or is going to be occupied by a network and therefore is not available permanently.

CFAR
FLIN FLON

Serves

**NORTHERN
MANITOBA**



REPRESENTATIVES
H. N. STOVIN

by
**DON
BASSETT**

Radio Director
A. McKim Ltd.
Toronto

The Commercial Manager wants us to rotate our spots with everyone else so we all get a whack at the good times. Mr. Manager, when I buy a spot for my client, I don't want it on that basis. I can't take chances on getting only half the listeners I counted on, and I haven't any clients who would be satisfied to get a good location once or twice a week, and poor ones the rest of the time.

I quite agree with The Commercial Manager that a spot relies, not on itself to attract audience, but on the programs supplied either by the station or its advertisers. That, my friend, is why I recommend some stations to my clients for their radio campaigns. Some stations do good programming and get an audience for my spots; others don't. However, having worked on stations myself, I know what a problem spots are. Maybe the business would be better off without them. That I don't know, and would hesitate to express an opinion. But they are part of the business under the present set-up, and as long as they are, they must be handled in the best manner possible.

You are in the driver's seat, my dear sir. You run your station as you see fit. Tell us what is available, and we buy if your station has an audience.

General Foods Switch Products

The Tag-end announcement on the Aldrich Family show is now suggesting Postum to save tea and coffee coupons, instead of cocoa which was plugged in this spot last year. In the States Benny will sell Grape - Nuts Flakes instead of Jell-O, and this product will be tied in on the Kate Smith program. Post Toasties have gone over for the time being to the Frank Morgan - Fanny Bryce - Meredith Willson offering.

*May we offer you
our assistance in the
preparation of Cover-
age Maps* and other
promotional material?*

■

ART WORK - LAYOUT - COPY
ENGRAVING - PRINTING

■

* The CHML Advertisement on pages 6 and 7 of this issue was completely produced in the "Canadian Broadcaster" office.

R.G. LEWIS & CO.

Publishers

104 RICHMOND W.

TORONTO ONTARIO

Commercials Unlikely to be Hit by Time Curtailment

Donald Manson, chief executive Assistant to the General Manager of the CBC, has released information that within the next few months Broadcasting schedules in Canada may have to be reduced.

Under the proposed plan stations would probably close at 11 p.m., and this regulation may have to go into operation as early as September or October. Conservation of tubes and other equipment is given as the reason.

Mr. Manson suggested that it would not be a very great hardship on anyone if service ended at 11 p.m.

As there are few periods sold after this time, it does not seem this move will curtail commercials to any large extent.

A meeting of the CAB will be held shortly to look into the question of tube scarcity among its member stations and an effort is to be made to cut out duplication and overlapping of broadcasting effort. Mr. Manson stated that the CBC has been operating an equipment pool for some time. Many stations, he said, have had to use reserve stock.

The alternative of reducing output Mr. Manson deemed inadvisable, as reduced power would reduce coverage and from a point of view of morale, it is important that broadcasting activities continue.

N.H.L. Hockey

Radio advertising men and thousands of fans are wondering what is to be the fate of the NHL hockey games and their attendant broadcasts.

No definite word is available regarding the broadcasts, but the Globe and Mail, Toronto, published a story on the sports page of Aug. 10, in which they quote Selective Service Director Elliott M. Little as saying that no decision has been made on how deeply wartime requirements will dip into manpower available for the professional circuit. He also said that it may be necessary to "give some consideration to maintaining the NHL in some form or on some basis, or else face the problem of replacing what it at present means to hundreds of thousands of Canadians in entertainment and maintenance of morale."

As far as the broadcasts are concerned, they obviously depend first on whether the league will be in operation, and secondly on Imperial Oil's desire to continue—or otherwise. Concerning this point we quote from an Imperial Oil advertisement run at the close of the 1941-42 season:

"As for Imperial Oil — we certainly look forward to joining you again next Fall for a further thrilling season of 'Hockey Nights in Canada'."



FROM ALL WALKS OF LIFE . . .

25% of Canada's population, representing 33-1/3% of Canadian purchasing power, are served by CFRB, with the pick of the commercial programmes . . . the widest variety of sustaining programmes . . . symphony, swing, news, drama, religious services, quiz programmes . . .

IN THE HEART OF ONTARIO **CFRB** **THE LISTENERS' CHOICE**
T O R O N T O

10,000 WATTS

REPRESENTATIVES
 JOSEPH HERSHEY MCGILLVRA
 New York San Francisco Chicago
 ALL-CANADA RADIO FACILITIES LTD.
 Montreal

860 KCLS.