

A MONTHLY MEETING PLACE  
FOR THE INDUSTRY AND ITS SPONSORS

## What Price Democracy?

Easily the most significant event of the three-day meeting last month of The Canadian Association of Broadcasters was the scholarly luncheon address given by Dr. James S. Thomson, general manager of the Canadian Broadcasting Corporation.

Beneath the actual words of this learned speech that flowed eloquently from the year 1943 back to Plato's ancient Grecian wisdom, hidden somewhere under the canvas of an idyllic picture of a new radio industry, striving solely without thought of gain — without thought of living even — to dispense to the listening world a diet of radio fare that would make wars to cease, and restore a Golden Age to the entire world, we detected the shadow of a spectre.

It was a spectre — war-born — that is beginning to darken the path, not only of the radio industry, but of every private business enterprise, from the great financial institutions, the colossi of steel, of oil, of transport, down to the humble neighborhood grocery and the news-vendor on the street corner. It was the spectre of nationalization which, given its head, must inevitably result in the total eradication of all private enterprise, and private radio seems to be playing the part of the guinea-pig on which the socialistic element is doing its experimenting.

To those who live by initiative, who choose the kind of a life that is vibrant with chance rather than the security of civil service, the thought is an appalling one. But when these same individualists use a little honest and objective thinking, and come up with the conclusion that it is they who have cast their shadow across their path, the frightening shadow of a spectre that is nothing but their own sweet selves, then maybe they are beginning to go places.

Private radio is on the carpet today. It is accused of bad manners; it is charged with greed and selfishness; and now that it has been squarely confronted with these indictments, now, when it is almost too late, it is solemnly determined to set forth and do something about it. And all this is very much to the good, for it is our forecast that the present year will witness a process of house-cleaning in the studios across the country, unlike any house-cleaning that has ever been heard of before, including the advertising "clean-up" now being instituted by the CBC. And the grievous mistake this industry has been making — more grievous we believe than all its other mistakes put together — that of failing to proclaim its own virtues from the house-tops, will be remedied too. But in the meantime, the broadcasters have armed

### Standardization of Rates

As from July 1st, 1943, member stations of the CAB will issue new standardized rate cards according to a resolution passed by the broadcasters at their annual meeting. Existing contracts with agencies and advertisers will be honored for the periods provided in them.

The new cards will be compiled on the following basis:

- Basic Rate — 1 hour.
- ¾ hour — 80% of hour rate.
- ½ hour — 60% of hour rate.
- ¼ hour — 40% of hour rate.
- 10 min. — 30% of hour rate.
- 5 min. — 20% of hour rate.

Frequency discounts have been set as follows:

- 26 times — 5% discount.
- 52 times — 10% discount.
- 104 times — 15% discount.
- 156 times — 20% discount.
- 260 times — 25% discount.

Time classifications will be reduced to three — A, B and C, and will vary according to local conditions.

Rates for spot announcements have not been standardized.

It is generally believed among the CAB's sixty-one member stations that this step will not materially affect advertising rates.

This project was discussed at the 1942 meeting of the CAB, but as members did not agree on a basis for stabilization at the time, it was set over until this year. In the interim, Glen Bannerman, president, and Arthur Evans, Secretary-treasurer, have been studying the problem, and discussing it with agencies and others in order that a complete presentation might be made at the recent meeting.

### Farewell Dinner for Murray

A farewell dinner was tendered to Gladstone Murray, March 2nd, at the University Club, Toronto, on the occasion of his leaving his post as director-general of broadcasting in the Canadian Broadcasting Corporation to enter public relations work in the industrial and business field.

### C.A.B. ELECTS BOARD



The following is the new board of directors elected by the Canadian Association of Broadcasters for 1943.

Standing, left to right: J. E. Campeau (CKLW, Windsor); N. Nathanson (CJCB, Sydney); G. C. Chandler (CJOR, Vancouver); L. W. Bewick (CHSJ, St. John); Phil Lalonde (CKAC, Montreal); Arthur Evans (Secretary Treasurer); Joseph Sedgwick, K.C. (General Counsel, CAB).

Sitting, left to right: J. K. Cooke (Northern Broadcasting); G. R. A. Rice (CFRN, Edmonton); Harry Sedgwick (CFRB, Toronto); Glen Bannerman (President and General Manager); A. A. Murphy (CFQC, Saskatoon).

Not in picture: H. R. Carson (All-Canada); Narcisse Thivierge (CHRC, Quebec).

Harry Sedgwick was re-elected chairman, G. R. A. Rice, vice-chairman, Glen Bannerman as president and general manager, Arthur Evans as secretary-treasurer, Joseph Sedgwick, K.C., general counsel for the Association.

their competitors with the ammunition they are so competent to use against them, and they have contributed to the CBC's belief that it must subject the industry to constant and rigorous regulation, with the result that the speeding of the dawning of a new day, with the survival of those who have suckled the industry since its birth, grows in difficulty.

It is a curious fact, but a fact none the less, that while the newspaper is permitted to operate on a normal basis, as a profit making business, the radio station is not viewed as a business at all, but rather as a school for backward children, the listeners being the pupils. Incidentally "teacher" is very careful to go over everything the children are to hear, lest in the depth of their childishness they clamor for information that is not good for them. Newspapers on the other hand can print whatever their little hearts desire — subject of course to the restrictions imposed by wartime censorship — and just why this situation should be is something beyond our powers of perception.

When you stop to consider that newspapers utilize their editorial pages to influence public opinion, while the radio station acts simply as an instrument for the dispensation of entertainment and information, you cannot help wondering if, should each private radio station adopt an editorial policy of its own, it might not be viewed in government circles with a certain amount of respect, healthily alloyed with fear, and so be left to go on its way within the limits of decency, with the same freedom as its rivals of the press.

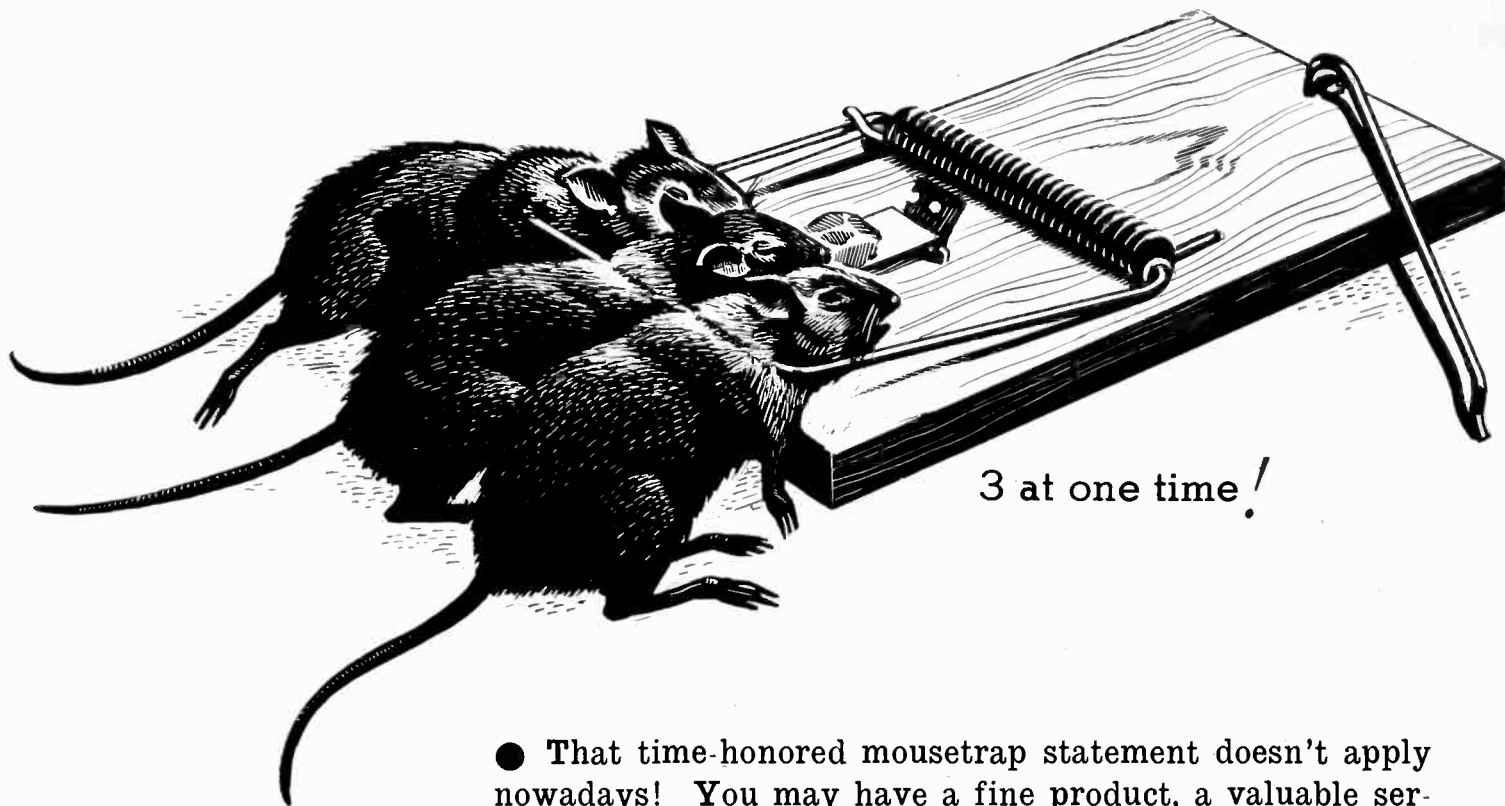
The profit system, although under heavy barrages of fire in the case of the operation of private radio, is inherent to the competitive system. Competition is the life-blood of democracy. And democracy — our way of life — freedom of thought, speech and action — call it what you will — is what the free nations are defending today against the autocrats of fascism in every quarter of the globe.

Years ago Hitler challenged the right to live freely, by the introduction into Germany of his ideology of national socialism. He was disregarded as a fantastic maniac. Today, because of this apathy, the freedom of the whole world is trembling precipitously.

*Richard S. Lewis.*

Managing Editor

# Here's that famous **BETTER MOUSETRAP!**



3 at one time!

● That time-honored mousetrap statement doesn't apply nowadays! You may have a fine product, a valuable service, an honored name and goodwill galore — but your customers will make no beaten track to your door. They'll sit back and wait for you to call on them — or, still worse — forget you.

So make your own beaten track, by radio. Hold the goodwill you have spent years to build up — give your customers the kind of Radio message they enjoy — they will remember you and respond when business again goes back to normal. Let us help you fit Radio into your 1943 plans.

## Representing

<b>CJOR</b> Vancouver	<b>CFAR</b> Flin Flon	<b>CFOS</b> Owen Sound	<b>CHOV</b> Pembroke	<b>CJBR</b> Rimouski
<b>CKLN</b> Nelson	<b>CKX</b> Brandon	<b>CFPL</b> London	<b>CFLC</b> Brockville	<b>CHGB</b> Ste. Anne de la Pocatiere
<b>CFPR</b> Prince Rupert	<b>CKY</b> Winnipeg	<b>CKCR</b> Kitchener	<b>CKCO</b> Ottawa	<b>CHSJ</b> Saint John
<b>CJGX</b> Yorkton	<b>CKLW</b> Windsor	<b>CHPS</b> Parry Sound	<b>CKAC</b> Montreal	<b>CKCW</b> Moncton

# Stovin & Wright

RADIO STATION REPRESENTATIVES  
MONTREAL • TORONTO • WINNIPEG

*The*  
**CANADIAN BROADCASTER**

Vol. 2, No. 3 March, 1943

**Bannerman Delivers Annual Report**

55 Private Stations Donate Over Half-Million Dollars in Free Time

"Whatever people may say to the contrary," said Glen Bannerman in his opening address at the CAB Annual Meeting, "on this continent at least there will be, for a long time to come, the initiative of privately owned broadcasting stations if we are true to our trust."

Mr. Bannerman referred to the many changes that have taken place in the broadcasting picture in the past year. He referred to the appointment of Mr. Harry Sedgwick, chairman of the CAB Board, who has been appointed head of the New York Branch of the Canadian Wartime Information Board; he pointed out that Mr. Sedgwick was fortunately able to meet periodically with the directors and management of the association, and give them the benefit of his experience and interest.

He referred to the appointment of Dr. James Thomson to the general managership of the CBC. He mentioned the increasing use of the broadcasting medium by various government agencies; the use of the medium for the first time by the Canadian Bankers' Association, and the appointment of a joint CAB and CBC committee on manpower under the chairmanship of an official of National Selective Service.

"I want at this time," he said, "to express appreciation for the co-operation of those stations who sent in the material required for the study on advertising for the War-time Prices and Trade Board. I may say that, in conversation with the official of the Board concerned with this study, it was pointed out that the completeness of our study was largely responsible for the decision of the Board not to put the advertising rates of the broadcasting stations under a price ceiling."

Fifty-five member stations had reported to the association, he told the delegates, on the commercial value of time donated to various Government, patriotic, charitable, and religious broadcasts. The total time donated by these stations from whom reports had been received amounted to \$522,580.08.

Discussing business conditions in the broadcasting business he said: "Throughout 1942 the advertising revenues of our member stations have held up very well in spite of growing shortages of civilian goods and increasing restrictions.

"What the story will be for 1943 is something that cannot be easily forecast. Lower inventories in local dealers' hands, which in many instances cannot be replenished, would indicate a lessening of revenue from the usual local sources. It is surprising, however, how many new types of sponsorship are and can be developed.

So far as the national field is concerned, there is every indication of further use of the medium by the various Government agencies. National manufacturers or distributors who have had to greatly restrict or abandon sales activities appear to be alert to the necessity of keeping their names before the public as insurance against being forgotten when the day comes for again supplying civilian requirements.

One thing is certain. Never since its inception has the medium of radio broadcasting been so much in the minds and ears of the various advertisers as it is today."



250 WATTS

**SO NEAR,**  
*and yet so far...*

... over 206,000 prospering Western Ontario listeners\*, owning 47,000 radios in this prosperous Western Ontario district, which has never known the meaning of the word depression.

\* in the primary area only

**REPRESENTATIVES  
STOVIN & WRIGHT**

**The Forgotten Man**

Pursuing as they do the ideal of serving their listeners with the radio programs they want to hear, because only in this way can they get results for their advertisers, private stations, agencies and their clients are helped materially in their choice of programs by the figures shown in surveys, by firms who operate as market researchers.

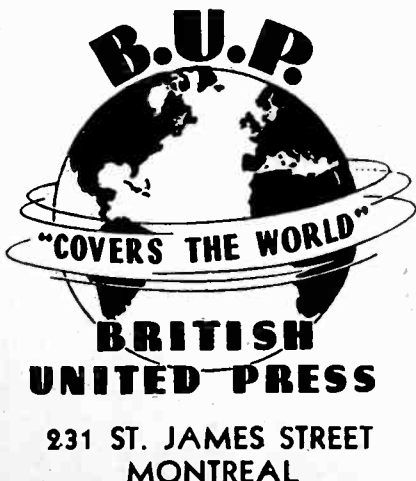
In all the bickering and struggling that seem to be part and parcel of the radio business, there is one group that has hardly any outlet for its opinions and that happens to be the listener.

Only through the surveys is he able to convey his feelings about the program fare he is fed, but has he been sold on the idea that these surveys are for his personal benefit, so that when he gets called away from a bridge table, wakened from an after-dinner nap, or disturbed during a comfortable soak in the bath-tub, he doesn't feel like telling his questioner what he thinks of her in no parliamentary terms?

We are preparing an article, as informative, as interesting and as amusing as our abilities permit, showing him just why these surveys are to his advantage, and describing, for example, how Canadian stations would never have carried "The Aldridge Family" had not the surveys shown that innumerable Canadians were tuning in this program through American stations.

This article, slanted at listeners rather than the trade, we propose to print in our April issue, and we invite any station operator who can get it into print in any medium reaching the public to do so. Should any station wish to secure copies for distribution to its listeners, we are holding the type in order that we may be able to reprint it for them in folder form, with the station's call letters, etc., at the lowest possible cost.

We believe that getting this story across to the listener will serve two purposes. In the first place it will render more accurate the returns and statistics the surveys give, and secondly, it will go a long way towards convincing listeners that private radio really has their interests at heart.



*"Radio can take the lead*

**in bringing the public the true facts of the hard realities of war"**.

SEYMOUR MORRIS  
*Director, OWI.*

*The 4th Victory Loan . . .*

soon to be floated, is a **HARD FACT OF WAR**, and radio will be right out in front, doing its best to help Canada to **WIN!**

--- and **DOMINION BROADCASTING**, as usual will be pulling its weight to assure success.

*Yes Sir! We'll be there!*

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

# NAB Exec. Gives Astounding Statistics

## Says More People Have Radios Than Tooth Brushes

Mr. Lewis Avery, director of broadcast sales for the National Association of Broadcasters, Washington, D.C., gave CAB delegates a number of pertinent facts, graphically illustrated with eight page charts which were distributed to his audience, on the subject of "Selling the Medium".

Mr. Avery stated that the facts and statistics given were U.S. figures as Canadian equivalents were not available.

We quote these facts as they were delivered.

1. *More people can be reached through radio than through any other means of communication.* At the present time there are 60,000,000 radio sets in use (in the USA) and there are 31,100,000 radio families. Of course during this period automotive radios have also come into their own. As of January 1st this year I arrived at the figure of 81.9%, which MacMillan finally conceded was right. He said that radio now enjoys more acceptance than any other commodity the world has ever known, and that more homes have radios than tooth-brushes.

2. *"Radio reaches more people more often".* Of 31,100,000 radio families in the U.S., 25,118,700 families, or 82.9%, listen some time in the day, and they listen 5 hours and 14 minutes every day on the average; that totals 131,873,000

hours of use of the family radio, or 408,806,000 hours of individual listening. It is certainly true that the average citizen, whether living in the USA or Canada, devotes only more time to sleeping and working.

3. *"Advantages of Ear Presentation over Eye Presentation".* Of every hour spent in communications only 15 minutes of every hour is spent in reading and writing, but 45 minutes is spent in listening, and talking. Since 1902, 18 scientific tests of ear versus eye have shown that auditory presentation is better understood, remembered longer.

4. *Radio reaches more people more effectively* because radio creates a receptive mood. You sit down to listen to the radio and relax for a moment.

Radio gains the undivided attention of listeners, stimulates imagination, utilizes the colorful persuasive human voice, is more believable, creates more lasting desire, delivers a more adequate message, reaches all of the family, induces immediate action, wins greater response. For the advertiser, radio has these special advantages. Radio can be emotional, can be logical, is the easiest approach to the prospect, is more flexible, is more selective, is more timely.

5. *Radio reaches more people at lower cost.* Let us compare the cost of actually reaching the public on a national coverage basis, and on a local coverage basis.

In the national field, 3 magazine readers, 5.9 newspaper readers, 13.1 listeners to an average program, 29.5 listeners to an outstanding program. That is what one dime actually delivers.

In the local field: Newspaper A, 4.5 readers; Newspaper B, 7.1 readers; Newspaper C, 5.9 readers; 33.4 listeners to an average program. That is what one dime delivers.

6. *The Growth of Broadcast Advertising.* In 1941 it totalled approximately \$237,000,000. This year it will probably hit \$265,000,000. These again are figures of the United States. Radio has steadily increased as a medium of national advertising, until, in 1942, it has increased its level over both other media. In other words, broadcasting is a No. 1 national advertising medium.

7. *What about local Advertising?* In 1941, U.S. newspapers carried \$410,000,000 of local advertising. Radio carried \$63,000,000. Maybe we think we have done a good job, but the statistics are all against us. We have organized a plan and are putting \$150,000,00 into radio stations in the United States to prepare a complete analysis of the retailers' businesses — of the problems he faces today, and what some of the possible solutions of those problems are.



**GLEN BANNERMAN**  
who has been re-elected President and General Manager of the Canadian Association of Broadcasters.

### Radio's Story By Radio

Subscriber stations to the British United Press news service received daily five minute programs during the three day C.A.B. Convention, designed to acquaint the public with the aims and achievements of the broadcasting industry.

Each broadcast opened with these words: "Everybody who owns a radio set has a stake in the broadcast industry. Subjects of unusual interest are being discussed at the annual convention of the Canadian Association of Broadcasters in Toronto. Here is a brief report of what the radio men did today."



*We're*

just peanuts really, out here on the Alaska Highway, or so we've been told, but we broadcast a lot of damn good shows, e.g.:

- Kay Kyser
- Charley McCarthy
- Kate Smith
- Bob Hope
- Fred Allen
- Jack Benny
- Fred Waring
- Dinah Shore
- Hit Parade

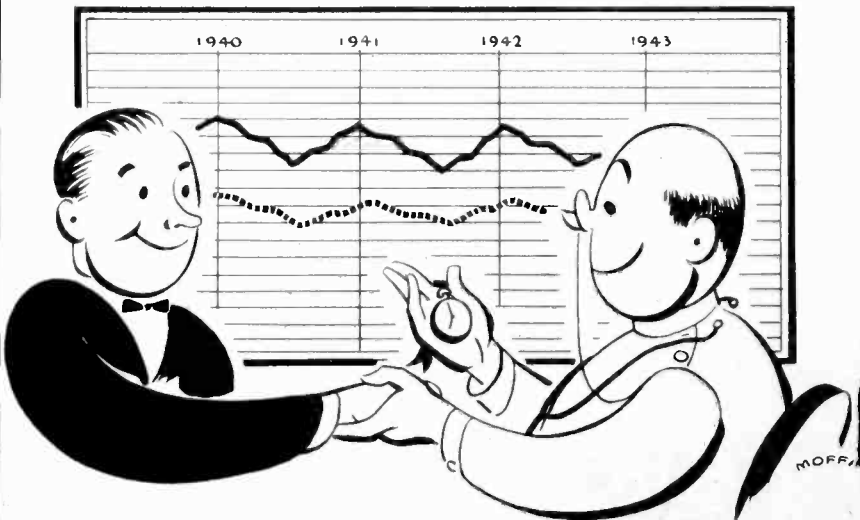
*P.S. How about a spot?*

*easy going*

All-Canada in Canada  
Weed & Co. in U.S.A.

**VOICE OF THE MIGHTY PEACE**

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



**W**ITH 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



Bank of Commerce Bldg.  
Toronto

... and now

**CKWX**

*presents*

**THE DAILY PROVINCE NEWS**

*with*

Mr. "Good Evening"

Monday thru Saturday  
8.15 p.m.

Sunday: 9.00 p.m.

**VANCOUVER'S CKWX**

*Ask the All-Canada Man*



**78**  
**NEW ACCOUNTS**  
*Why?*

Radio broadcasting is big business and a successful station operator must be a realist. He can't rely on hunches.

When 78 hard-headed "realists" change to Lang-Worth, there must be a reason ...and it's utterly simple.

Comparative tests prove Lang-Worth the outstanding service to improve programming and increase sales.

We invite you to make the test yourself or to ask any Lang-Worth customer.

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

# .. Programme Briefs ..

CROWN DIAMOND PAINT, 52 transcribed spots through McConnell Eastman & Co., Montreal.

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PERFECT CIRCLE PISTON RING CO., dramatized spots — 3 and 5 a week — on 17 English and French stations for balance of year, through McConnell Eastman & Co., Toronto.

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BALLARD (ONTARIO) ANIMAL FOODS LTD., dramatized spots on a wide list of Ontario stations, through R. C. Smith & Son, Toronto.

W. K. BUCKLEY LTD., has added CHML, Hamilton, to the stations carrying the 1/2-hour show "In His Steps", Sunday afternoons. Release is through Walsh Advertising, Toronto.

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CANADA BREAD CO. LTD. — "The King's Men"—transcribed male quartet—two 15-minute programs a week for 13 weeks on CFPL, London; CKOC, Hamilton; CKWS, Kingston; CHEX, Peterborough, through James Fisher, Toronto.

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WALTER M. LONEY CO. LTD. — "Loney's Young Canada Club" — 3 a week, 15 minutes "Men in Scarlet" — dramatized true stories of the Royal Canadian Mounted Police. 15 stations, coast-to-coast, starting March 29; produced, transcribed and released by Harry E. Foster Agencies Ltd.

### CKWX Gets 3 Papers

The announcement has been made at CKWX, Vancouver, that they are now carrying the Daily Province newscast with 'Mr. Good Evening'. They are now broadcasting both the Vancouver Sun and Vancouver Daily Province News, as well as Mr. Elmore Philpott, for the third Daily, The Vancouver News Herald.

### Agency Elects Vice-President

The F. H. Hayhurst Co. Ltd., announces that Mr. H. W. E. Pepler has been elected vice-president of the Toronto and Montreal agency. Mr. Pepler has been associated with the agency since 1937.

Among the radio accounts serviced by the Hayhurst agency are:—Cceed's Ltd., Zam-Buk, Baby's Own Tablets, Honey Dew, Saratoga Potato Chips, Scholl Corn Pads, Shaeffer Pens, Templeton's Raz-Mah and T. R. C.'s, Kruschen Salts, Lavoline Cleanser and Stephens Chemical Products.



ARTHUR EVANS  
Secretary-treasurer of the C.A.B. since 1935, re-appointed for his ninth term of office.



During the recent CAB Convention, Stovin & Wright, Radio Representatives, entertained delegates from the member stations they represent and a number of friends at a dinner in the Queen Elizabeth Room of the King Edward Hotel in Toronto. The dinner was followed by a discussion on getting business in general and how the representative can be of the most service to their stations. The discussion was led by the head table (inset above from left to right) Gladstone Murray; C. W. "Bill" Wright; Joseph Sedgwick; Horace Stovin.

### 13 Years on CKCR

St. Matthews Lutheran Church, Kitchener, Ontario, recently held a candle-lighting ceremony, dedicating 13 years of broadcasting their "Golden Hour" over station CKCR.

The Benton Street Baptist Church has been on this station with its Sunday evening services, without a let-up, slightly longer than St. Matthews. In all, CKCR has 12 different church organizations using its facilities at present.

### Pack Up Your Troubles

CKCL, Toronto, invites those interested in the support of war charity or war service organizations to forward announcements for inclusion in their weekly "Pack Up Your Troubles" to CKCL, Toronto.

This program, claiming to be Canada's oldest and therefore its first war charity program, switched to the 7.45 to 8.15 p.m. spot on Monday, February 8th, which was its 671st program.

## When the Whole World Shouts "It's Over"

WILL YOUR BUSINESS BE IN . . . OR WILL YOUR BUSINESS BE TRYING TO GET BACK IN?

The estimated weekly attendance at motion pictures within easy listening distance of Toronto is over 1,200,000 people. It's an audience ready and waiting for a chatty motion picture broadcast. I know this field thoroughly, having spent ten years in Hollywood, written for major studios and interviewed the leading stars on the air. I also own a very fine file on the subject. My Sports following is second to none in the country and am now in a position to undertake an outstanding Motion Picture broadcast which will successfully build your name and reputation and accelerate present sales.

CLARY SETTELL,  
3 Earl St. — RA. 8587

## \$ and Sense

Quantity is not always a bargain. But when you get the most of the best for the least, that's something. CKCK gives you just that. The most listeners in Saskatchewan's best market. That's the kind of sense that makes \$.

# CKCK

## REGINA, SASK.

### 620 Kilocycles

REPRESENTATIVES; Canada, All-Canada Radio Facilities. United States, Weed and Co.

# Radio Advertisers AGREE That I'm an Important Showman Too!



## Here are our Predictions of the "Best Sellers" in Transcribed Programs during 1943

**THE LONE RANGER** Still tops the list of children's shows in the Radio Daily Poll—"Favourites of the Critics"—Issue of December 24th, 1942.

**BETTY AND BOB** A top-notch serial produced by NBC and starring Arlene Francis, Milton Cross and Carl Frank. Has enjoyed high ratings for General Mills for eight years on the networks.

**UNCLE JIMMY** Features that veteran actor William Farnum in a story packed with thrills and heart-throbs.

**IN HIS STEPS** Half-hour dramas based upon the famous book of the same name by Charles M. Sheldon—the biggest best seller next to the Bible.

**CALLING ALL CARS** "Crime Does Not Pay" is the underlying motive behind these powerful dramas of police activity and law enforcement.

**UNSOLVED MYSTERIES** Fifteen minute presentations of historical, geographical and criminal mysteries—all based upon facts.

**SUPERMAN** A brand new series of adventures of this outstanding favourite of Radio, Comic Strips and Screen.

**SUNDAY PLAYERS** Half-hour stories from the Bible, produced in drama form, for entertainment of young and old alike.

**KLONDIKE** A saga of the greatest of all gold rushes—the search for treasure in the closing years of the nineteenth century.

**DR. STIDGER** The famed lecturer and author presented in "GETTING THE MOST OUT OF LIFE" delivers sermons of comfort and inspiration.

**CORNTUSSEL NEWS** Rural comedy humour depicting the trials and tribulations encountered by the editor of a small town newspaper.

THESE REPRESENT ONLY A FEW OF THE DOZENS OF SPLENDID PROGRAMS AVAILABLE IN ALL-CANADA'S VAST LIBRARY

Whether your needs be for commercial or institutional advertising—nationally, regionally or locally—we know our Transcription Division can help solve your Radio program problems.

TRANSCRIPTION DIVISION

# ALL-CANADA RADIO FACILITIES

*Limited*

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER





Making a whirlwind trip to Canada, members of the Jack Benny show entertained representatives of all branches of the Canadian Armed Forces in appearances at Montreal, Ottawa, Camp Borden and Toronto. In Toronto, an estimated 7,000 service men and women were entertained in the coliseum at No. 1 Manning Depot, R.C.A.F. In the above, Air Commodore G. E. Wait, Air Officer in Charge of Administration, No. 1 Training Command, R.C.A.F., Toronto, is shown with Mary Livingstone and Jack Benny during the visit to the Manning Depot.

**Stork Market**

Lloyd Moffat, manager of CKBI, Prince Albert, is recovering rapidly after becoming the father of a baby son. We are informed that Mrs. Moffat and the baby are doing well too.

**Agency Recognized**

Harry E. Foster Agencies Ltd., Toronto, have been granted recognition as an advertising agency by the Canadian Association of Broadcasters.

**THOMSON ADDRESSES CAB**

A dining-room full of broadcasters heard Dr. Jas. S. Thomson, CBC General Manager, deliver an address entitled "Broadcasting and Civilization" at the first day luncheon meeting of the Canadian Association of Broadcasters Annual Meeting on February 15th.

"I believe", said the Doctor, "that all of us who are occupied in the direction of radio can say that we have given complete and unreserved support to our own people and to the United Nations in seeking to further our tremendous war effort. But this is no occasion for giving ourselves airs. It is simply to say that we are doing our duty, and we should recollect that there are many others who are engaged in a duty much more arduous and dangerous alongside which we should not even dare to mention anything we have been able to accomplish."

The speaker suggested that those in the broadcasting business are dealing with the public in a very direct and intimate fashion, and therefore cannot escape from certain duties that inevitably accompany such a relation.

Speaking of radio's duties to the past, he said: "All of us today are living on the results of the labors of unselfish men who for the sake of no reward except that of gaining satisfaction for themselves, have completely changed the whole of human inter-communication. We owe them a great debt", he continued, "and unless these higher processes of human intelligence can be maintained, there is no future for radio or for any other of these modern technical developments that we all exploit to our own great gain. In other words we have to put back a little of what we have so abundantly received."

Radio's next duty, Dr. Thomson said, is to the present. "We have a duty to them (the listening public), not simply to get out of them all we can, but to give them also something that will leave them better than we found them.

The Doctor expressed his belief that in religion, radio has tried to play its part, but said that he thinks that there is a whole area there to

be explored, and that a very considerable vacuum in the life of the modern world could be filled by an intelligent and well-disposed use of radio. As to education, "Radio cannot replace the intercourse between teacher and pupil which is the essence of educational processes. But it can provide background; it can provide a wider world to the little isolated school-house on the Prairies and to our northland; it can provide a voice of a wider world and it would be a tragedy if we failed to function in this way."

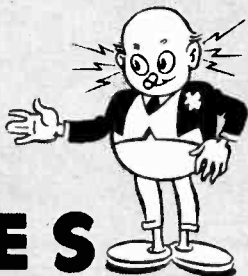
"With regard to our political and economic life, I am sure" he stated, "that there is a great need for intelligent understanding of the process of our common political life, and here radio has an immense part to play . . . to provide a kind of platform or open forum upon which many of the great questions of the day can be fully discussed.

Finally he spoke of radio as a medium of entertainment — "the use of music, drama; the provision of food for the leisure hours."

"By its very nature" he said, "art must not become propagandist; it must be given for its own sake and its response must be spontaneous. Nevertheless we can have a marvellous effect upon the public mind by giving them the best. We must not perpetually take refuge in the statement that we must give the people what we want. Francis Bacon had a word for this long ago when he suggested that often when men were talking about what the public wanted they were really finding an excuse for what they wanted themselves. There must be a place in all education", he said, "for leading the horse to the water and letting him find that he wants to drink.

"Long ago, Plato, in his old age, giving us distilled fruit of his great mind said that the real process of civilization was the movement of force to persuasion. Here in radio we have a singularly potent way of persuasion and perhaps the battle in the modern world is between the use of tanks and torpedoes and the use of radio. I think that puts an enormous responsibility upon us."

**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

**YOU CAN'T COVER HAMILTON**  
*without*  
**A HAMILTON STATION**

*The* **LEADING STATION**  
**IN HAMILTON IS**



**CKOC**

*.. The All-Canada Station ..*



# NETWORK STARS

**FOR NATIONAL "SPOT CLIENTS"  
ON ALL U.T.S. LIBRARY STATIONS**

*... coast to coast!*

**AGENCIES AND TIME BUYERS!** Buy for your clients programs of proven value, established ratings and high technical perfection. Utilize the service offered by stations that subscribe to the United Transcribed System Library.

U.T.S. Stations will supply your clients with this service at a nominal charge over the cost of time.

**"Meet the Band"**  
featuring  
Henry King and his Orchestra, Freddie Nagel, Chuck Foster, Jan Garber and Joe Reichman

**"Moments in Melody"**  
with  
Lee Sweetland  
Young, romantic Baritone

CJOR  
Vancouver  
CHWK  
Chilliwack, B.C.  
CFJC  
Kamloops, B.C.

**"The Concert Hour"**  
with  
Lud Gluskin  
and his Orchestra

**"Swing Matinee"**  
with Stan Kenton  
and his Orchestra  
Sonny Dunham  
and his Orchestra

CFGP CFRN  
Grand Prairie Edmonton  
CFCN CHAB CJGY  
Calgary Moose Jaw Yorkton  
CKPR CJIC  
Ft. William Sault Ste. Marie

**"Sextette from Hunger"**  
Original Dixieland Music

**"Barnyard Varieties"**  
with  
The Okies, Curley Fox and Texas Ruby, Johnnie Marvin, Pappy Henry, Cal Shrum and his Rhythm Rangers

CHPS CFCH CJKL  
Parry Sound North Bay Kirkland Lake  
CKCB CKCR CKCL CHML  
Timmins Kitchener Toronto Hamilton  
CKPC CJCS CKTB CKLW  
Brantford Stratford St. Catharines Windsor

**"The Lady Sings"**  
Anita Boyer with  
Ivan Ditmars at the organ

**"Hawaiian Dreams"**  
with  
Harry Owens and his Orchestra, Al Perry and his Singing Surf Riders, Dick McIntyre and his Hawaiians

CBL CHEX CKWS CKCH CKAC  
Toronto Peterboro Kingston Hull Montreal  
CHLN CHLT CJBR CKCW CJLS  
Three Rivers Sherbrooke Rimouski Moncton Yarmouth

**"Singing Strings"**  
The All-Girl orchestra  
with  
Modern Musical stylings

*For Further Information*

WRITE - WIRE - PHONE  
DIRECT TO STATIONS

OR

**EXCLUSIVE RADIO FEATURES LTD.**

14 McCaul St.

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TORONTO

*Sales Representatives for:*

**UNITED TRANSCRIBED SYSTEM**

## Speaking of GOOD NEIGHBOURS



### Interesting the Listener

Mrs. Dorothy Lewis, co-ordinator of listener activities to the National Association of Broadcasters, Washington, addressed a small breakfast meeting of CAB delegates on the subject "Interesting the Listener".

Mrs. Lewis' talk displayed a profound knowledge of her subject, which is after all the alpha and omega of the business of broadcasting.

"Children's programs," said Mrs. Lewis, "offer advertisers, local or national, a tremendous opportunity, if they will face the problems presented by this type of program." Parents are particularly appreciative, she told her audience, in programs which offer interest to their youngsters and also contribute to their mental development. Ten to twelve years is the age to aim at, she said, and such programs should attract plenty of children who are older and younger as well.

The speaker deprecated the hero of the children's shows always achieving the impossible, and also pointed out that parents are just as interested in children's radio programs as they are in the children's story told in Sunday sermons.

Among programs suitable for child audiences she suggested news-casts which would tell them about the war in their own language, and stories with good morals but not too much "blood and thunder".

### Canadian Radio 1942

A substantial bit of data came to hand last month, in "Canadian Radio 1942", an Elliott-Haynes summary of listening trends and program preferences during the past year, as compiled from their regular fortnightly surveys. This booklet is a real contribution to the data which radio advertisers and agencies find they require to study the intricate problems in the field today.

The first chapter of "Canadian Radio 1942" consists of excerpts from Dr. Hettinger's book "What Radio Buyers Want to Know". Independently written, Dr. Hettinger's remarks tell the radio industry what information agencies need to determine which stations

"Listeners are masters" this forceful speaker reminded radio men emphatically. She told of and advocated the formation of local listeners' councils, suggesting that they include women interested in all groups — church, social, educational, etc. Mrs. Lewis has been instrumental in the formation of many such groups in the States.

Mrs. Lewis impressed this scribe, though he was a little below par at that eerie hour, as a woman with a fund of knowledge of untold value to broadcasters, agencies and advertisers, gained by her through literally thousands of contacts with listeners all over the States.

they should recommend for a radio campaign.

Basing their plan on this first chapter, Elliott-Haynes have endeavoured to include in their book all the material that Dr. Hettinger says is vital to the time-buyer. A summary of population, families and radio homes by provinces is given, which shows the potential markets covered by radio across Canada. A graphic chart, illustrating that, on the average for day and evening, 24% of the people are not at home, 48.2% are at home, but not listening, while the other 27.8% are at home and listening to their radios at that time.

Leading programs for 1942 are shown to be as follows:

English Evening	English Daytime
Charley McCarthy	They Tell Me
Jack Benny	The Happy Gang
Fibber McGee	Big Sister
Lux Radio Theatre	Road of Life
Aldrich Family	Dr. Susan

French Evening	French Daytime
Les Variétés, 1942	Jeunesse Dorée
Ceux Qu'On Aime	Quelles Nouvelles
Le Ralliement du Rire	La Rue Principale
Le Café Concert	Joyeux Troubadors
Course au Trésor	Grande Soeur

It is to be remembered that these tables represent the rank order by size of audience recruited by means of simultaneous broadcasts or re-broadcasts as well as through the original broadcast in each city. In many cases (They Tell Me, Les Variétés, 1942, Big Sister, etc.) the original national rating is boosted by having the program re-broadcast over another station at a later time. In other cases (Charley McCarthy, Jack Benny, Road of Life, etc.) the broadcast is coming over another outside station simultaneously and the combined audience reaches much higher proportions than otherwise. When considering relative program ratings, it would be wise, therefore, to determine whether the rating was the result of multiple broadcasts, or just the original, before deciding which program is the most popular among the Canadian listeners.

Charts and tables in the following pages show interesting trends for 1942:

1. August is the lowest ebb for daytime and evening listening while February is the highest.
2. Sunday evening listening is highest with Friday and Saturday at the bottom of the list.
3. 12 noon to 1 p.m. is about equal to the 6 to 7 p.m. hour for sets-in-use.
4. Ottawa has the highest listening average, followed by Kirkland Lake and Quebec City.

The last 31 pages of the brochure contain 562 listings of commercial programs which appeared in Elliott-Haynes reports during 1942.

Stations, agencies and others who have not yet received this data, which has been bound into a book, can get a copy without charge (one to a firm) by writing or phoning Elliott-Haynes Ltd.

OUR good neighbours in English speaking Canada could make their French Canadian Radio Programs do twice the selling job if they would NOT give us TRANSLATIONS but ADAPTATIONS.



Let us adapt your radio messages so that Jean Baptiste will hear them in his own language.

# MARCEL BAULU

LABORATOIRE DE REDACTION

Room 304 Empire Life Bldg. MONTREAL

## BEWARE THE IDES OF MARCH

... said the Romans

but we say beware at any time of the year of trying to establish a market in the Ottawa Valley and overlooking the quarter million French population.

CKCH has a proven popularity with this large audience confirmed not only by survey among listeners but by the unsolicited expressions of satisfaction from advertisers using our station. When local and national advertisers alike find us so productive of results it would also pay you to investigate —

# C K C H

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

## Committee on Public Relations

"The Canadian Broadcaster" exists as a self-appointed "printed word of the radio industry". It has frequently advocated in its editorial columns, and devoted space in which others might advocate that radio tell its story to the public it serves. At the recent Annual Meeting of the CAB, that association's Committee on Public Relations met in an "off the record" session.

There follows a report of the proceedings insofar as the Association has seen fit to release it to us, and we wish to record our profound regret — personal feelings be damned — that we were not asked to hear this discussion, the promotion of which we have done everything in our power to assist, in fact that the Association saw fit to ignore practically the only other-than-radio medium that has ever had a kind word to say for the industry it represents.

—R. G. LEWIS, Publisher.

The C.A.B. Committee on Public Relations, consisting of Jack Cooke (Chairman), Harold Carson, Joe Sedgwick and Glen Bannerman, reported to the C.A.B. Membership, with Jack Cooke acting as spokesman.

Summarized their recommendations were as follows:

1. They advocated the publication of articles in daily and weekly papers.
  2. Original articles in Canadian Magazines.
  3. Articles in class publications such as "Toronto Saturday Night", duplicating the work already done by Joe Sedgwick along such lines.
  4. Stations were urged to incorporate the public relations story in all advertising matter.
  5. "Public Relations" should be maintained with its local public by each station.
  6. Station breaks should be utilized for short flashes.
  7. Regular programs should be instituted, answering listeners' letters.
  8. Campaigns should be planned and carried out on service clubs, church groups and other community organizations.
  9. Efforts should be made to sell local members of parliament on radio broadcasting.
- In his report Mr. Cooke pointed out that the public is not aware that the private stations do not operate as part of the CBC set-up, and suggested that stations affiliated with

### Gladstone Murray Opens Office

Gladstone Murray is severing his connection with the CBC in April, and will at that time open his own offices as Policy Counsel.

"This is a new profession in Canada", Mr. Murray told the "Canadian Broadcaster", but it is well known in Great Britain and the States. "I shall be acting", he said, "mainly as a liaison between capital and labor".

the CBC network should identify themselves along such lines as: "This NBC Program came to you over the CBC network, and was broadcast in Blankville over your independently owned and operated station, ABCD."

"This is ABCD, in Blankville, broadcasting the finest in program service, both locally and through the courtesy of the National, Columbia, Mutual, British and Canadian Broadcasting Systems."

It is not generally understood," said Mr. Cooke, "that the service the private stations render is given free, and that private stations do not get a share of the \$2.50 license fees. We must make the people of Canada aware of our existence, our identity, our purpose. We must inculcate into the mind of every listener in Canada the fact that we are independently owned and operated. We have the most powerful medium of expression the world has ever known. Let us use it."



The Voice of the Great Northwest!

Helping to make history on the great Alaska Highway



1000 WATTS • MEMBER OF THE FOOTHILLS NETWORK

ASK THE ALL-CANADA MAN WEED & CO. IN THE U.S.A.

### Campeau on CAB Board

The election to the Board of Directors of the Canadian Association of Broadcasters of J. E. "Ted" Campeau, managing director of CKLW, Windsor, will prove of signal importance, we believe, to the cause of Canadian Radio.



Besides being the successful operator of Windsor's 5,000-watt station, Mr. Campeau is a Vice-President of the Mutual Broadcasting System, and this connection should enable him to give Canadian radio the benefit of his experience of the far more extensive operation of the business south of the border.

### H - m - m - m!

A Column of Acidity by Cy. Anide

#### LET'S GROW UP

Radio's well-worn apologia: "But you must remember: we're such a young industry" inspires the reflection that as long as we wear diapers, we'll still wet them.

#### WHEN GREEK MEETS ROMAN

"Long ago, Plato said that the real process of civilization was the movement of force to persuasion."

—Dr. Jas. S. Thomson, CBC Genl. Mgr. at CAB Luncheon.

"In the words of Cicero, 'Even the ablest pilots are willing to receive advice from passengers in tempestuous weather.'"

—C. W. (Bill) Wright, CAB Luncheon.

#### THINGS WE WOULD LIKE TO KNOW DEPT.

Why in thunderation Mrs. Dorothy Lewis' highly important talk to the CAB delegates on "Interesting the Listener" was set for a breakfast meeting, and rated the attendance that you would expect at such an hour... whether when "Broadcasting" printed a picture of the new CAB board under the heading "CBC Directors", the CBC or the CAB was the most flattered.

#### MAILBAG

"You have yet to hear any public man declare that he was misquoted in his own speech over the radio."

—Gerald F. Bourke, Kenora

#### OUR OWN PROMOTION

We accept a pat on the back for our list of hotel room numbers during the CAB Convention, because one delegate demanded one of the lists, scanned it frantically until he found his own name and number, and then went upstairs and went to bed.

#### HELD OVER

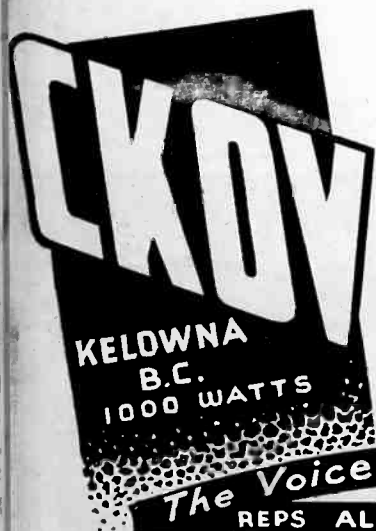
The report of the CAB Committee on Radio Research and the Broadcasters' Code which was adopted at the Annual Meeting, has been held over, and will be included in our April issue.

### 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

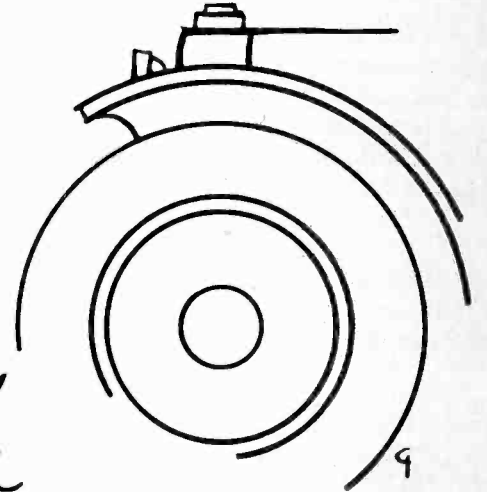


### Our One Idea

- to listeners
- to advertisers
- to agencies

### BETTER SERVICE

REPS ALL-CANADA. WEED & CO.



*Mrs Throgmorton-ffynch*  
**DOESN'T KEEP A CHAUFFEUR NOW**

And there are a lot of other things—comforts and necessities—which this former customer of yours is going without.

Besides her car, she is learning to forego silk stockings, roast beef and trips to Florida. She's making a swell job of it, too. Which is fine . . . **for today!**

But what of tomorrow?

Will Mrs. Throgmorton-ffynch hunt you up? Will she haunt your retail outlets, clamoring for your wares? Or will she have found out how easy it is to get along without you during the years you could not take care of her needs?

Intelligently planned broadcast advertising today will bring her entertainment for these difficult times . . . help you to keep yourself and your products fresh in her memory . . . against the day when you need her business again.

**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.