

THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1, Number 4

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Personnelities

Harry (CFRB) Sedgwick has been out of town feting his son who has joined the RCAF. . . .

A few weeks ago Neil (Public Opinion) LeRoy stated on the air that in his opinion most parents hoped for a son as their first born, but Neil has changed his mind since his wife presented him with a daughter (their first) on March 19th. . . .

G. E. (Gerry) Tonkin has resigned his position as Toronto Manager of Northern Broadcasting & Publishing Ltd., and taken over his new duties as manager of Station CFAR, Flin Flon, Man. . . .

Lou Dixon of All-Canada's Transcription Dept. has been transferred from Toronto to Hamilton where he will join CKOC in the merchandising dept. . . . M. V. Chestnut, former manager of CKOC and latterly in All Canada's Toronto office left the east March 31st to take over management of CJVI, Vancouver.

Jack Beardall, Chatham was a recent welcome caller at the Broadcaster Office . . . Todd (CFRB) Russell's visit to New York is reported on another page as also is the appointment of Major James Annand to the management of CKTB, St Catharines, Ontario. . . . Richard Irvine, 2 years commercial manager and chief announcer at CJLS, Yarmouth, N. S., has signed with the RCAF and is now in training at Lachine, Que., His duties have been taken over by Ronald C. Fraser. Dorothy Smith, director of womens programs at CJLS has become Mrs. Ball and will live in Sydney, N. S. Lorne Greene whose news-casts and announcements in many CBC features are heard across the country, and who also spoke the narrator's lines in the "Canada Carries On" series of movie shorts, adds to his other duties that of Chief Announcer at CBL Toronto.

An Unfair Indictment

In an editorial in The Globe and Mail, Toronto, which appeared significantly on March 18th, just after the appointment of the parliamentary committee to investigate the operations of the CBC, charges are laid that: *from more than one radio station there is a steady dissemination of views and comments of a nature which reveals their authors to be, to put it mildly, imperfectly sympathetic to the cause of the United Nations and unable to foreswear an ingrained unfriendliness to Britain.*"

"But perhaps more serious," the article continues, "is the sedulous attempt to depict Russia as an undesirable ally."

Should the allegations contained in these and further charges be true, it is to be sincerely hoped that The Globe and Mail has placed its information of this treasonable behaviour in the hands of the proper authorities, namely the Royal Canadian Mounted Police, who have, since the outbreak of the war, proved themselves thoroughly competent in dealing with such matters.

And if, following the laying of such information, the paper felt actuated by patriotic or other motives in bringing the situation to light in its columns, it seems odd that it would do so in the form of a blanket indictment against the entire industry, rather than by specifying the alleged offenders by name, in order that all those who came in contact with them might know them for what they are, or are alleged by The Globe and Mail to be.

The editorial goes on to say: "Now we are ready to acquit the CBC of having any direct responsibility of purveying the sort of propaganda of which we complain. The prime offenders are certain private stations and we are all well aware that the CBC does not control the broadcasting activities of such stations beyond the enforcement of certain regulations of a more or less technical nature."

This is probably the considered opinion of The Globe and Mail, yet anyone remotely connected with the broadcasting industry is well aware that CBC control is actually exercised on all matters pertaining to Canadian Broadcasting except those which come under the direct supervision of the radio censor.

Rightly or wrongly The Globe and Mail has seen fit to lay these charges. Undoubtedly if they are true the offenders will be called upon to answer them, and if they are true The Globe and Mail will have performed a patriotic act in bringing the matter to light.

However, when the identity of the alleged offenders must have been known to them, we can see no reason for indicting all privately owned stations, unless it is because, like The Globe and Mail, they are engaged in the business of selling advertising.

Richard S. Lewis

Managing Editor

PERSONNELITIES

(Continued from Column 1)

Oscar Gullander and Lloyd Ray have joined CJRM, Regina as announcers. Gordon Young, former CBM (Montreal) announcer, is now a second lieutenant at Camp Borden. . . . Norm McBain of Winnipeg is a new announcer at CHAB, Moose Jaw, and Everett Smallwood has joined that station's transmitter staff. . . .

Mrs. Audrey Counsell has taken over the duties of Miss Evelyn Simpson at CKCK, Regina, the latter having gone to Toronto. Mrs. Counsell's former berth at CJOC Lethbridge has been filled by Margaret Jestley from CJAT, Trail, B.C.

Les Chitty (Cockfield Brown, Toronto) has been doling out the cigars in honor of newly-arrived Peter Michael Chitty Esq., his 7½ lb. first born. Peter and his mother are doing fine, says Les, and Les isn't doing too badly himself, says us . . .

CFCF Announcer Johnny Winter has married and has also enlisted in the RCAF . . . Marcel Sylvain, formerly on the CKAC, Montreal, Announcing staff has joined the Montreal office of Baudry Harwood Radio Productions . . . Your editor is making a fast recovery from his three day visit to Montreal early this month. Hospitable these Montrealers . . . Philip Morris, CFPL, London, Ont., is back on the job after nearly six week's sickness contracted during the Feb. meeting of the CAB in Montreal . . . Russ Nickle, CKRN, Rouyn, Que., program director, has left his job for the RCAF. He is replaced by Al Fitzgerald from CFCH, North Bay, Ont.

As we go to press, information reaches us to the effect that Vic George (Whitehall Broadcasting Ltd) is confined to his bed with—believe it or not—the mumps. Best wishes for a speedy recovery.

The CANADIAN BROADCASTER

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CAB ASKS CBC BOARD FOR AMENDMENTS

When the CBC Board of Governors meets in Ottawa on April 17th, the C. A. B. will ask for four amendments to existing regulations, which are of such importance to the commercial broadcasting industry and its sponsors that they bear examination.

In the first place — the sponsorship of news and commentaries.

Sponsored or otherwise, news in war time comes under the jurisdiction of the radio censor. Because of regulations and because, in war time, stations receive their news bulletins from one or more of the reliable news services, it cannot be said with any truth that sponsoring news would entail any danger to the war effort.

Canadian commentators fall in the same category as Canadian newscasters and — as far as U. S. commentaries are concerned, existing regulations were brought into effect before the U. S. entered the war, so that objections on this score have now disappeared. In asking for this particular amendment however, the C. A. B. is definitely in favor of permission of the Canadian airing of American commentators being granted only on a controlled basis.

After all the commercial sponsorship of news and commentaries is the same principle as the system under which the newspapers dispense news and editorials, the "shot" being paid by the advertisers.

The next point is the old transcription battle.

Those who hold that the use of transcriptions should be restricted in the evenings, advance as their reason the encouragement of local talent, which is an admirable idea, where local talent is available. The Board is being asked, reasonably we think, to amend this regulation so that stations will be permitted a wider use of electrical transcriptions in the restricted periods, on the stations undertaking to use live talent for a specified number of hours based on the availability of such talent in the locality in question.

(Continued Col. 4)

John Public is a Woman

When a girl says: "I love you, darling", with the right amount of ecstasy, etc., you've got something. When she clenches her pearly teeth, stamps her pretty little foot and cries: "You beast! I hate you!" you may not be as far off the beam as you think you are. But when she replies to your ardent and soul-inspiring embraces with a disinterested peck, and says as you hold her in your arms: "Hurry, George, or we'll be late for the movie", why then you might as well reach for the phone book old son, because she just doesn't give a damn.

Of course it will have to be remembered that if it can inspire really ardent liking in one breast — this program of yours — someone else will find its human interest so much corn, or its sophistication utterly phoney. And this second listener will sally forth to her office or her Red Cross Tea, and blather as enthusiastically *against* the program as does her sister *in its favor*.

But this is no cause for alarm. Like people, programs which have no enemies have no true friends. And anyhow, most people who

(Continued from Col. 1)

It occurs to us that newspapers too afford Canadian artists and writers an outlet for their work, yet no one has ever suggested that restrictions should be imposed, prohibiting or limiting the use in the papers of "funny strips" or other syndicated features.

In connection with price quoting, which is the next question to be taken up, considering the progress that radio advertising has made in Canada with never a price quoted over the air, one has an idea of the extent to which its usefulness could be extended, especially in the retail field, if price quoting were allowed, even on a restricted basis. The argument that it would "clutter the airwaves with prices" is groundless, because no operator would want to permit the privilege to grow to a nuisance-point where the practice would scare listeners off his wavelength.

Finally the CBC will be asked to permit the use of more than one radio station at the same time where there are three or more outlets.

The objection to this amendment might be that under this plan listeners would have fewer programs available to them, because it would enable an advertiser to blanket the area completely, thus depriving the listener of his choice of programs. It is because they are in accord with this view that the C. A. B. is asking for this amendment only in localities served by three or more outlets. And because the CBC exists primarily to dispense "entertainment for entertainment's sake", is it not incumbent on the CBC to see to it that their outlets are transmitting the entertainment they feel that listeners should have, and for which they levy their annual listeners' license fees?

There is a common denominator in these amendments to the regulations being sought by the C.A.B. This common denominator is that all these regulations or restrictions, as they now exist, make it harder for the privately owned station to conduct its business, and to render its community the service expected of it, in the face of opposition which is able to operate without these handicaps.

Fags for the Forces

March 18th CHML (Hamilton, Ont.) made a radio drive for cigarettes for Hamiltonians overseas in the armed forces.

Donations running from 25c to \$25 were received, and the night's "take" amounted to 274,000 smokes for the boys.

On the next day a pleasant surprise was forthcoming in the form of an additional 65,000 cigarettes from people who had been unable to get a telephone line to the station during or immediately following the show.

Ken Soble has asked us to say that he is willing to furnish particulars of this venture to anyone who cares to write him, c/o CHML, Hamilton, Ontario.

An Opening Letter to "Marketing's" --- J.C.K.

Dear J. C. K.,

The second paragraph of your article in "Marketing" for March 28th does not seem to us to be quite fair.

You say: "If you were a maker of good quality tooth-paste or anything else having excellence and a serious use, would you like to have it recommended to consumers by a man who had been but a moment previously bellowing like Joe Brown, or whinneying like a horse, or in some other way making hideous sounds or indulging in the crudest sort of wise-cracking? I am speaking of radio advertising . . ."

In the first place, the manufacturer's answer to your question would obviously be 'yes'. Otherwise he would be very foolish to spend large sums of money dispensing this particular form of advertising. Secondly the Joe Brown you mention is presumably the Joe E. Brown of cinema fame whose antics and howlings have made his income comparable to a Victory Loan objective. So it would be logical to assume that the public's answer to your question would likewise be 'yes'. We doubt however whether Mr. Brown's services could be secured for many times the total cost of the program.

Your dislike, sir, for the handling of this show can only be compared to the intensity of the writer's dislike for parsnips. Perhaps the writer's solution of the parsnip problem may help you with yours.

Realizing that parsnips are considered a delicacy by many people, and that their filthy flavor contributes definitely to the contentment of this particular cross-section of the community, he takes no step to have them eliminated from the country's menus. Instead, he just leaves them lay, and helps himself to a double serving of spinach.

Yours very truly,
X Y Z.

Courting John Public via the air waves works in much the same way, because as far as advertising is concerned, John Public has all the mental vicissitudes of a woman.

The radio program designed to win "her" over is, in this case, the equivalent of soft words spoken on her loving room chesterfield, and her response to your advances will be governed by much the same factors.

If she likes the show, she will probably tune it in again next week. If she's really worked up about it, she will tell her friends and even force her long-suffering boy friend to listen to it. If the commercials are properly co-ordinated, she will know what the program sells, and eventually statistics show that it is altogether likely that she will become a customer.

think and emphatically state that The Such-and-Such show is the bunk . . . an insult to their intelligence . . . designed for morons . . . and all the rest of it . . . these people are invariably more familiar with what goes on in the show than those who would rather turn down a poker game than miss it. Perhaps they tune it in from week to week just to see if it is going to smell any stronger than it did last time.

All of which goes to prove—to this scribe's satisfaction at least — that when instead of loving you, she hates you, in actual fact she probably loves you all the more. Illogical? Not a bit of it. Just feminine, and, as I think we mentioned, John Public is a woman.

(Continued Page 4, Col. 3)

ELLIOTT-HAYNES LTD. ANSWERS THE QUESTION

Is Our Program Doing a Selling Job

Advertisers who make use of many different media in promoting the sale of their products or services, often become interested in breaking down the relative effect which each medium exerts on the total sales, exclusive of the effects exerted by other media used. Radio broadcasters point to a steady flow of mail as proof of the effect which radio exerts on sales, but mail response represents but a small percentage of the audience, and the advertiser prefers to go beyond this group and study the effect which his broadcasting has on the whole audience.

In an effort to secure the answer to the advertisers' problem, "The Canadian Broadcaster" approached Elliott-Haynes Limited, and asked the question: "How can radio broadcasters measure the exact sales effect of a program, apart from the effect which other advertising media may exert on sales of the same product at the same time? In other words — Is our radio program really doing a selling job?"

The technique used in such program analyses, according to Elliott-Haynes researchers, is quite simple, and is used rather extensively by both sponsors and broadcasters in Canada and the United States. Here is how the procedure is explained:

Let us say that we are studying Program X, which is a 15-minute broadcast on a five-day-a-week basis, advertising Brand A breakfast food. Our problem is to determine — (a) what proportion of homes are regular, occasional and non-listeners to the program, and (b) what proportion of homes in each of these three categories stock Brand A breakfast food.

As the non-listening home is not subject to sales pressure from the particular program under study, the percentage of use of Brand A breakfast food in non-listening homes is taken as a base; the increased use of Brand A breakfast food in listening homes over the use in non-listening homes, furnishes us with an index whereby the selling value of the program can be measured.

Let us say that we interview 1,000 housewives, asking the question: "Do you or the members of your family ever listen to Program X? If so, are you regular or occasional listeners? If occasional listeners, how many times did you listen during the past week? Now, let us say that the replies were received as follows:

Total Replies	1,000
Regular Listeners	450
Occasional Listeners	125
Non-Listeners	425

Record is kept of all persons contacted, and the nature of the information that these persons gave; thus, we have lists by categories as follows:

- Regular Listeners — Product Users.
- Regular Listeners — Product Non-Users.
- Occasional Listeners — Product Users.
- Occasional Listeners — Product Non-Users.
- Non-Listeners — Product Users.
- Non-Listeners — Product Non-Users.

These lists are set aside for a period of about two weeks, and the

same 1,000 respondents are again contacted by different investigators. Without making any reference to the previous interview, the investigator asks the following question: "We are conducting a survey on breakfast foods. Which of the following brands of breakfast foods have you at the present time: Brands A, B, C, D, E, etc.?" Upon the completion of these interviews, data on product use is tabulated by categories of listening, and we may have a table such as the following:

	Regular Listeners	Listeners Occasional	Non Listeners
Brand "A"	45.6%	28.2%	22.9%
Brand "B"	27.3%	29.0%	30.8%
Brand "C"	7.1%	8.0%	7.8%
Brand "D"	10.5%	12.0%	13.4%

According to the above table, it will be observed that Brands "B", "C" and "D" show little or no variation under the different categories of listening, inasmuch as none of these brands are advertised on the program, and have no relation to "product use by listenership". Under the category of regular listenership, the three latter brands — "B", "C" and "D" sometimes show slightly lower percentages than under occasional listeners and non-listeners, because of the increased competition from Brand "A" in this category.

In analysing the position of Brand "A", we find that this brand is stocked in 22.9% of homes which NEVER LISTEN to Program "X" which advertises this particular brand of breakfast food. Thus, we can presume, that if the sponsor had never advertised on Program "X", he could normally expect to have his product in 22.9% of all homes.

But we find that in homes which are regular and occasional listeners to Program "X", Brand "A" breakfast food is to be found in 45.6% of the former homes, and 28.2% of the latter homes. In this hypothetical case, the advertiser could determine with the greatest degree of accuracy, the sales value of his radio advertising campaign. Should

the advertiser wish to go a step further and translate these findings into terms of actual number of homes affected, or the cost per additional home reached, this could also be had by applying these findings to radio home tables and cost per broadcast.

In order to present this plan in its simplest form, there has been no mention of selection of samples to assure an exact cross-section of the markets under study, nor has there been any mention of the more technical aspects of the development of data and presentation of final results.

New Engravers

Gerald and Harold Strong, known to the Toronto advertising fraternity for their association with the photo-engraving business, have announced the formation of a new engraving house "Strong Printing Plates Ltd.", with offices at 157 George Street, Toronto.

The Canadian Broadcaster extends them its best wishes in their new venture.

Time Donations Not Yet Available

Considerable comment has reached "The Canadian Broadcaster" office on the publicity which has been given the press and the other media in connection with space donations for the recent Victory Loan Campaign, and the lack of such information insofar as the radio stations are concerned.

Questioned on this topic, the C. A. B. states that its member stations have been asked to file returns with the Association, but that to date a sufficient number of replies has not been received to make a complete statement possible. It is however estimated from returns received that the value of time donated will approximate \$115,000.00

While everyone knows the generous way in which the radio industry has backed the government in this and all other war effort campaigns, it seems regrettable that the stations do not co-operate more fully with their association to the end that their industry may receive the same publicity as its competitors.

We are advised that final figures will be available in plenty of time for release in our May issue.

Yes, "Steeplechase" Is Sold, But

. . . HERE ARE FOUR MORE "TOP" SHOWS

Now Available

UNDER THE BIG TOP

The circus brought to life — a coast-to-coast network feature for three years. Now available commercially for the first time.
(Live or Recorded)

TEL-A-WORD

A sensational quiz game especially adapted for local sponsorship. Nothing like it anywhere.

COURT OF KNOWLEDGE

A new and different program especially designed to create store traffic.

AUCTION

An original question program which will soon be the talk of radiodom.

FLASH!

Steeplechase — a brand new radio quiz game broadcast over a network for McLaren's Ltd., Hamilton, Ont., has just been renewed!

Steeplechase was specially built by Dominion to obtain and hold the highest sponsor identification.

Originated and Produced by

DOMINION BROADCASTING

COMPANY

4 ALBERT STREET
TORONTO

CKTB Manager Passes

It is with regret that we have to report the sudden death of Bernard (Bun) Mitchell.

He started his career in radio as a technician with the former Toronto station CKGW. In 1934 he joined CKTB as an announcer, became program director, and in February 1941, was appointed station manager.

Mr. E. T. Sandell, president of the Silver Spire Broadcasting Company said: "Members of the staff as well as I myself have lost a friend and business associate."

The Toronto Radio Fraternity was represented at the funeral by Arthur Evans, Jack Slatter and H. B. Williams.

U.S. Commentator Honored

H. V. Kaltenborn celebrated last month his twentieth anniversary in radio, having made his first mike appearance in March, 1922. On the air steadily since 1923, he has just signed a two-year renewal contract with NBC.

C.A.B. Moves Up

The Canadian Association of Broadcasters has moved from the eighteenth to the twenty-first floor of the Victory Building, Toronto.

Columbia's "Jones & I" serial was almost minus a juvenile lead recently, when 16-year-old Jerry Tucker drew his weekly pay-check, and, with a school pal, ran away from New York to join the Canadian army. They reached Montreal only to be told they were too young. They arrived home via the thumb route just in time for the next rehearsal.

French Series for Quaker Oat

"Le Vieux Loup de Mer" (The Old Salt) is the name of the new three a week 15-minute series which has been booked on CKAC, Montreal and CHRC, Quebec, from April 14th to July 11th. The Agency is Lord & Thomas, Toronto office.

Facts about HAMILTON

So great is Hamilton's interest in Hamilton sports that, in order to bring Hamilton listeners descriptions of the senior O. H. A. play-offs, CHML's sports department travelled 1,800 miles in one week.

CHEM

Spots

Dodd's Medicine Co. adds CHEX, 6 a week. A. J. Denne, Toronto.

Hawes Floor Wax, 4 a week test campaign on CFPL, London. A. J. Denne, Toronto.

Eastern Rug Co. Ltd., CKCL, Toronto, 1 a day spots indefinitely. Vickers & Benson Ltd., Toronto.

Reardon Paint Co. Ltd., CFRB, Toronto, three a week. Direct.

Laidlaw Lumber Co. Ltd., CKCL, Toronto, 1 a day. May extend later. Frontenac Broadcasting Co.

Swift Canadian, J. Walter Thompson, Toronto.

Colgate - Palmolive - Peet adds CHEX, Peterborough, Ont. 2 a day. Heagerty, Toronto.

E. & S. Currie Ltd., — coast to coast until Father's Day. Tandy, Toronto.

Langleys Ltd., CFRB, 1 a day. A. McKim Ltd., Toronto.

Vicks Chemical, adds CHML, Hamilton, Ont., 3 a day. (U.S. Agency).

ExLax, adds CHML, 3 a week. Cockfield Brown, Montreal.

Langley's Ltd., Toronto, 1 a day on CKOC, Hamilton, Ont. May extend to other stations. Through A. McKim Ltd., Toronto.

O'Cedar of Canada, Toronto. Dramatized spots on a number of Canadian stations through Norris-Patterson, Toronto.

Crown Diamond Paints — 3 5-minute spots a week for 13 weeks over CFCF, Montreal.

Swift Canadian (Jewel Shortening) 32 spots, 5 a week, over CFCF, Montreal.

International Paint, Montreal, 3 a week on CFRB, through A. McKim Ltd., Montreal.

International Varnish, Toronto, 5 a week on a wide list of Canadian Stations and 10 a week on CKCL, through Dominion Broadcasting Company, Toronto.

U.S. Agency Opens Toronto Office

Douglas M. Philpott will direct the Toronto activities of Ruthrauff & Ryan's Toronto branch office which will open, we are told, on May 1st, in the Victory Building, Toronto.

Mr. Philpott was previously managing director of Lehn & Fink of Canada Ltd., and prior to that with A. McKim Ltd.

Benny Renewed Till 1944

Heard currently under Jell-O and Jell-O Pudding sponsorship, Jack Benny has signed a new contract in the U.S. which will carry the comedian into his tenth year under General Foods sponsorship, and his twelfth on the air.

Unconfirmed reports from American sources indicate that it is possible that Benny will switch his Jell-O for Kate Smith's Grapenuts and Grapenuts Flakes, the latter being also General Food products.

Canadian Contracts for NBC Recordings

Four new contracts have been signed with Canadian stations by the NBC Radio Recording Division. The stations are: CKX, Brandon, Man.; CHLT, Sherbrooke, Que.; CHEX, Peterborough, Ont.; CJIC, Sault Ste. Marie, Ont.

John Public is a Woman

(Continued from Page 2, Col. 3)

Then there's that other program.

You're sitting in your favorite arm chair, puffing at your pipe. Your mind is wandering off to the spot where you caught that five pound bass last summer. And in the corner of the room, the radio is exuding a mournful dirge, perpetrated by an unhappy tenor, who keeps telling you that a dove took his love up above or something.

You're conscious of a distant and not too pleasant sound. You even wish it would stop. But is it worth while hoisting yourself from the depths of that chair to switch it off? No; it just isn't worth the trouble.

So there it is. We have radio shows — good ones, bad ones and indifferent ones. The indifferent ones are like love gone cold—just wasted effort. And worse, they do much to discredit a medium, which, properly handled, can provoke anything but indifference.

But the ones they love and the ones they hate — the ones in fact that *inspire some definite feeling inside the listener*, these are the shows that make the sponsor proudly tell his friends how *he* finally picked a winner; these are the shows that make the guy at the agency glow with pleasure, or whatever it is agency men do when they are pleased; these are the shows that make the script writer, the announcer and every individual actor and musician on the program more convinced than ever that its success is due to him and to him alone; these are the shows that make the sponsor's cash register ring like an alarm clock; in fact — these are the shows.

South of the Border

"We are specially desirous of increasing the value of radio for national morale," stated Paul W. Morency, Chairman of Region No. 1 of the NBC Planning and Advisory Board. "Good taste in programs is a cardinal point and we express grave concern over the current tendency on the part of certain comedians and comic show writers to use situations, inferences and "double entendres" not consistent with good taste. The seriousness of the feeling is indicated by the attitude of the stations that unless this philosophy of program content is remedied, they cannot be expected to continue the offending shows."

National Spot and Local Sales during the first two months of 1942 increased by 8% over the corresponding two months in 1941, and are 38% over the same two months in 1940, according to Jas. V. McConnell, manager of NBC's local and national sales department. "Present advertisers will continue to look to spot radio as an essential medium," he said.

Ona Munson, star of Big Town, was made an unusually generous offer for a personal appearance — a nice salary plus four slightly used automobile tires!

"Amos 'n Andy", 14 years on the air last month, have installed an auxiliary power plant for use during any shut-off of the main current in their Los Angeles studios.

New rates, just announced for spot announcements on WJZ, might well be brought to the attention of timid Canadian advertisers. Here is an idea of them. \$80 per announcement for one or two a week; \$70 each for three or four a week; \$65 each for five or more a week. That's from 9 a.m. to 6 p.m. From 7 a.m. to 9 a.m., they are practically given away at rates varying from \$45 to \$55.00

Annand for St. Kitts

Major James A. (Jim) Annand has left CFRC, Kingston, Ont., which he has managed for the past six years to take charge of E. T. Sandell's CKTB, St. Catharines, Ont.

Besides these six years in Kingston, Jim Annand goes to St. Catharines with a wealth of personal dramatic ability, from which the Garden City should be by no means the loser.

FOR SALE

A quantity of used broadcasting equipment, consisting of

TRANSFORMERS
CONDENSERS, ETC.

Contact

CFLC

PRESCOTT - ONTARIO

Programme Briefs

CKOC, Hamilton. Mondays. "Jimmie Fidler for Carter's. Through Small & Seiffer Inc. Wednesdays. "Flying for Freedom" for Sweet Caporals. Through Whitehall Broadcasting, Montreal. Fridays. "Voices of Victory" for Dept. of Munitions through Ass. Agencies. Sundays. Fred Allen for McColl Frontenac. Through Ronalds (Montreal).

CFRB, Toronto, 10 1/2-hours starting April 15th, 11-11:30 p.m. for Midland (Ont.) Chamber of Commerce, to promote tourist business. NBC Library Recorded Variety show. Canadian Radio Personality to be interviewed. Through Tandy (Toronto).

CKWX, Vancouver will become the Vancouver outlet for Wrigley's Treasure Trail, through Tandy (Toronto).

"Soldat Bidoche". 15 minute French comedy sketches for Tucketts. CKAC, Montreal CHRC, Quebec, CHNC, New Carlisle, CKRN, Rouyn. Three a week, through Whitehall Broadcasting Ltd.

Blue Network. Selling Ontario South of the Border is the motive behind "The Ontario Show" which will be heard on CBL and a string of Blue Network stations. Romanelli — Stoopnagle — guest stars. Fridays, 7 p.m. through Walsh Advertising (Toronto).

Yolles Furniture. CJKL, Kirkland Lake, Ont., and CKGB, Timmins, Ont. Musical transcriptions "Time Out". 78 1/4-hour programs.

Carnation Bouquet twice a week 15 minute musical over 30 stations through Bakers, Toronto.

Canada Starch adds CHEX, Peterborough, Ont., to Secret Service Scouts, 15 min., 2 a week, Spy Serial. Through Vickers & Benson Ltd.

Sweet Caporal Cigarettes, Half hour once a week on CKAC, Montreal; CHRC, Quebec City and CKCH, Hull, Que. "Le Ralliement de Rire", French "game" in which studio audience has to "top" jokes sent in by listeners. Released through Whitehall Broadcasting Ltd., Montreal.

"FLYING FOR FREEDOM"

To help bring home to Canadians a true appreciation of their air force, The Imperial Tobacco Company is sponsoring a transcribed dramatic feature, coast to coast entitled "Flying for Freedom".

The scripts are centred around four characters, an Englishman, a Canadian, an Australian and a New Zealander.

Explaining how the Empire Air Training Plan works, these plays follow the boys through various stages of their training until they get their wings.

The sponsor takes only a credit line.

Rai Purdy is collaborating in the production with Whitehall Broadcasting Limited, Montreal, through whom the series is released.

HOCKEY IN FRENCH

Boswell Brewery Ltd., Quebec City, is sponsoring play-by-play broadcasts of the play-offs of the Quebec Amateur Hockey Association completely in French. These hockey broadcasts are heard over CHRC, Quebec.

The French commentary is handled by Phil Gimael, with R. Halpin reflecting in English between the periods.

These programs are released by Vickers & Benson Ltd., Montreal.

Priorities excepted - - -

if 40% of the accounts on your books expressed a preference for one particular line of your stock what would you do—sell it to them or try to substitute something else?

The French families of the Ottawa Valley, comprising 40% of the total population of this rich area, tell us that CKCH is their favourite radio station.* Would it not be wise to take advantage of that preference when selling your sales story to this prosperous audience?

During the period from 8:00 a.m. to 11:15 p.m. daily, an average of 32.17% of all sets in French homes are tuned to CKCH and of all the programmes heard during the day, those over CKCH are preferred by 60.7% of all French listeners. Our representatives will be glad to discuss with you these and other points brought out in the survey.

*Canadian Facts Reg'd Survey

C K C H
OTTAWA (1210 Kilocycles) HULL

DOMINION BROADCASTING CO. D. L. BOUFFORD, Promotion Dept.
4 Albert St., TORONTO Ad. 3383 112 Yonge St., TORONTO Ad. 7468

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

Toronto Announcer on U.S. Networks

Todd Russell, CFRB announcer heard on such commercials as Claire Wallace's "Teatime Topics" for Blue Ribbon Tea, Rex Battle's piano programs for Laura Secord, Public Opinion for I.D.A., and many others has increased his hat size by about ten.

Todd was called to New York to discuss Canadian commercial cut-ins with Proctor and Gamble's agency, and out of a clear blue sky was asked to pinch-hit for Richard Stark on "The O'Neils" and "Life Can Be Beautiful", on the CBS, and "Against the Storm (NBC).

On his return Todd advised us

that he's happy about the whole thing, and is currently being heard, besides the above mentioned spots, being amusing (believe it or not) from 7 to 8 a.m. with a CFRB sustainer, which we believe should be quickly snapped up, called "The Yawn Patrol".

Union President Re-Elected

Gerard DeLarge has been re-elected president of the Montreal local of the American Federation of Radio Artists. This will be Mr. DeLarge's second term.

Keep In Step

WITH SMART ADVERTISERS WHO USE OUR FRENCH TRANSLATIONS

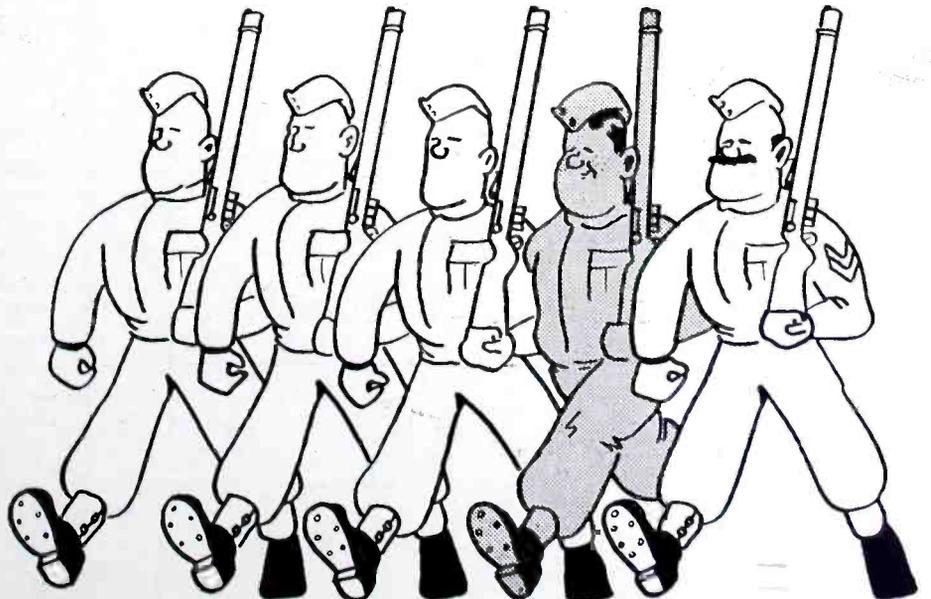
Snappy Texts, Radio Commercials, "Spot" Announcements, in French or English, Slogans, Etc.

MARCEL BAULU

LABORATOIRE DE RÉDACTION

Room 304 Empire Life Building
MONTREAL

Phone LANcaster 9572



QTED
CYRANAN

**"The
CANADIAN
BROADCASTER"**

*blankets the Industry
and its Sponsors*

200 Radio Men
450 Account Executives
950 Advertisers

**ADVERTISING RATES
ON REQUEST**

Subscriptions
1.00 a Year — 1.50 in the U.S.

OFFICES:
104 Richmond Street West
TORONTO

"Safety First and Play the Game"

Two years ago, the Walter M. Lowney Company were considering the possibilities of devising a radio program which would help them to sell their candy.

After some considerable thought it was decided to discuss the matter with the Harry E. Foster Agencies Ltd., Toronto, who were known to be interested in young people's activities, and it was finally decided to institute a radio series to be called "Lowney's Young Canada Club", with production entrusted to the "Red" Foster organization.

The idea was two-fold in its appeal. In the first place, children were to be attracted to the show by exciting stories "played by kids about kids for kids." Secondly, the "Safety" idea was injected to interest parents, who would encourage their children to listen to the Lowney shows (and incidental-

take the form of dramatizations about current "Juvenile Heroes of the Day." The actual characters in these true stories are played by juvenile actors, and following the sketch, an announcement of the award of Lowney's Bronze Medal to the boy or girl singled out for the distinction is made by "Red" Foster, who directs the programs. Besides the medal, the chosen youngster receives a letter of commendation from Edmund Littler, President of the Lowney Company. Hundreds of these awards have been made to date.

There is definite evidence that the radio has contributed substantially to the growth in consumer acceptance of the products, which seems to us to be a just reward for a fine piece of public service, generously conceived and efficiently developed and handled.



ly spend their pennies on Lowney products), in the hope that the safety lessons dispensed over the air would keep them from beneath the wheels of passing cars when they were playing out of doors.

Today "Lowney's Young Canada Club" has a membership of thousands of safety-conscious youngsters. Twenty-nine local safety clubs, offshoots of the main radio club, have been established across the Province. Bulletins are sent to these clubs every six weeks to keep them in touch with "head-quarters", and a book has been published entitled "Saving Lives".

In connection with these local groups, safety demonstrations under the patronage and with the active assistance of civic officials are given in theatres. During these demonstrations, besides hearing talks from Fire Chiefs, Police Chiefs, Mayors and others, the members are treated to movies, some straight entertainment, and some graphically putting over the safety idea.

There are no package labels needed to open the membership door to this club. All a boy or girl who wants to become a member has to do is to promise to obey the club motto: "Safety First and Play the Game".

The radio programs, heard three times a week over CFRB, Toronto,

DEPARTMENT STORE
PROMOTION

YOU
HAVE A DATE
WITH
BETTY & BOB
8: P. M.
CKWX

When the Hudson's Bay Company started their "Betty and Bob" series over CKWX (Vancouver), the thousand employees of the Bay's Vancouver store were supplied with lapel buttons drawing attention to the new show. The buttons were worn by the clerks during the first week of the series to attract listeners to the initial programs.



100 WATTS
630 Kcls.

Offering

CONTINUOUS PUBLIC
SERVICE
to a
WORTHWHILE
WESTERN ONTARIO
AUDIENCE

JOHN BEARDALL
MANAGER-OWNER
STU 1105 IN THE WM PITT HOTEL

Ad Lib

A column devoted to words of wisdom written to the editor by his readers. Anonymous letters receive no attention, although names of the writers will not be mentioned if we are asked not to mention them.

Although in no way connected with the radio business, I have seen a copy of your paper, and wondered if you would satisfy my curiosity. In the past the newspapers used to have chatty columns about radio programs and we found them most interesting. Why have these interesting articles stopped? Forgive me for troubling you but a copy of your paper fell into my hands and thought you might be good enough to solve this riddle.

Mrs. G. McT.

No trouble at all madam. May we refer you to our editorial on page 1 of this issue. Ed.

I have been reading your paper with considerable interest since it started in January. Mr. Legge's article on his IDA Public Opinion Program especially interested me because I have been thinking about radio for my business, and Mr. Legge's detailed explanations shed a lot of light on what have been mysteries. Frankly I find such articles much more interesting than notes about new spot announcement contracts.

Advertising Manager.

Why not lay off all this backstage hokum about programs we've never heard of. What your paper should tell us is what is new in the business.

B. L.

Letters for this column should be addressed to "Ad Lib" Editor, The Canadian Broadcaster, 104 Richmond St. W., Toronto.

CHEX OPENING

March 31st was opening date for CHEX, Peterborough, Ont. W. Rupert Davies, president of the Peterborough Broadcasting Co. Ltd., and Roy H. Thomson, vice-president, and president of Northern Broadcasting and Publishing Ltd., who will operate the station, received over 250 visitors and more than 50 telegrams at their opening ceremony.

Special Pullman cars were reserved on the C.N.R. to accommodate guests from Toronto and Montreal.

Among the visitors were: Sam Ross (Press News), Frank Chamberlain, Norman Vale (Ronalds), King White (Cockfield Brown), Fred Auger (A. McKim), Roy Conway (Cockfield Brown), R. G. Gaisford (Vickers & Benson), R. V. Gillman (F. W. Fitch), Vic George (Whithall Broadcasting), R a c k Radford (CBC), Walter Powell (CBC), Rai Purdy, Steve Guest (McColl Frontenac), R. M. McKeown (Dodds), Glen Bannerman (CAB), John Tregale, Reg Beattie and Gord Pollon (All-Canada), Ken Rice (BA Oil), Russell T. Kelley, Bill Cory, Guth Wallace, Grant Adams and Pete Reid (Lord & Thomas), Bill Ralph (Norris - Patterson), Geo. MacDonald (Riheardson MacDonald), Ray A very (Ronalds), H. L. Howerth (Bakers), G. A. Phare (R. C. Smith), Jack Part (United Radio), Walter Kiehn (J. J. Gibbons), G e o. Hayhurst, Crawford Hall & Elton Johnson (Locke Johnson), Len Headley (RCA), Sturdee Jarvis (Vickers & Benson), D. W. Kelly (CIL), J. P. Hefferman (T. Eaton Co.), W. T. Brace (A. McKim), W. R. Bole (Natl. Drug), D. G. Caldwell (Standard Brands), D o u g Marshall (Stanfield Blaikie), L. R. Brown (Can. National Carbon).

announcement from another studio by Bob Morrison, guest announcer, the continuation of the discussion went out on the air through microphones concealed in the table decorations in order that the proceedings might continue under normal after-dinner conditions.

The mechanics of the pick-up were as follows:

The show was handled entirely by Len Headley and his RCA engineers. From the Royal York it went by land wire to the CBC, who fed it, still by land-wire to the Columbia studios in New York, from where it went on the air and to the network.

Your reporter, seated as unobtrusively as his 205 pounds would permit in the RCA listening room, adjoining Studio A, heard the program in progress in the next room over CFRB, Toronto, who were sending it out after it had been "wired to CBC, New York and back to Toronto.

GET "ACTION" FOR YOUR MONEY

HAMILTON'S

Action

STATION

CKOC

HAMILTON



REPRESENTATIVES

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

"THE ONTARIO SHOW"

Ontario's annual campaign for American Tourists is being heard weekly over CBL, Toronto and the Blue Network in the U.S. through Walsh Advertising. The repetition of this provincial program is significant in these days when across the ocean "Tourists" are often the forerunners of invading hordes. It is good to remember the days when reports for vacationing were almost front-page news.

In his "Lights and Shadows" column in the "Gazette", Montreal, April 1, L. S. B. Shapiro comments on this program. He said, in part:

"For a moment I thought this was 1938—so carefree was the Ontario Show . . . I do not propose the Ontario Show should be anything but light-hearted; as a tourist advertisement it must be so . . . But I should have liked some reference to the war, some appeal to patriotism. It would help stifle the notion prevalent among large sections of Americans that Canada is blithely side-stepping the war . . . Perhaps a shout to the lads in Britain listening in by short-wave or a simple slogan like, 'Keep 'Em Rolling' . . . After all, a stiff upper lip is a fine thing, but we don't want it so stiff that it becomes paralyzed."

A Carnation for You

An enterprising promotion stunt was used by CKOC (Hamilton, Ont.) in connection with "Carnation Bouquet" program of the Carnation Co. Ltd., heard Tuesdays and Thursdays at 10:45 A.M. over a wide list of Canadian stations.

Two hundred Hamilton grocers received a carnation mounted on a card on which was printed information about the program together with CKOC's wave-length.

An inquiry from Baker Advertising Agency Ltd. confirmed our suspicion that this unusual promotion was the brain child of CKOC, and we think that a fitting reward for this carnation would be an orchid to Bill Cranston and his merchandising department.

In connection with this program a few headaches were forthcoming at the Baker Advertising Agency when the requisite OK on the copy failed to appear and the first program had to be cancelled. However the matter has been ironed out and after missing the first show the series proceeds on the even tenor of its way.

RCA ORIGINATES PEOPLE'S PLATFORM

When Lyman Bryson went on the Columbia airwaves April 9th., the 4,000,000 listeners to this educational program heard a dinner-table discussion which reached them from Studio A in the RCA recording studios in the Royal York Hotel, Toronto.

The program followed its usual style.

The guests met in the studio before the program, where a dinner, supplied by the Royal York, was served. During dinner a discussion was started on the subject of Canada's war effort between the host, Lyman Bryson, and the guests who were Margaret Gould (Toronto Star Editor), R. A. Stapells (Vice-president J. J. Gibbons Ltd) and R. J. Scott (Vice-president Dairy Farmers of Canada).

After the dinner the mikes were turned on, and after an opening

"Escape" Feature for Cashmere Bouquet

In the spring the young man's fancy lightly turns to thoughts of what Penny Mathews, 16-year-old leading character in the new "Penny's Diary" series, talks about over CBL, Toronto, and 33 stations of the National Network every Thursday evening, in the interests of Cashmere Bouquet Cosmetics and anyone in the radio audience who likes to laugh.

This program was heard until April 2nd, under the name of "The Diary of Sweet Sixteen" (Wrigley's through Tandy.)

Wrigley's decided to discontinue and after a graceful "plug" for the new name ("Penny's Diary") and the new sponsor (Colgate-Palmolive-Peet) rang down their curtain with the April 2nd show.

On April 9th — at the regular time — it reappeared under its new name and new sponsorship.

These thirty minute human interest dramatizations are all about a girl named Penny and her family and associates. She writes her adventures in her diary, and Colgate-Palmolive-Peet presents them over the air for the benefit of all and sundry.

Theatre psychology suggests amusing entertainment as an escape during critical times, and "Penny's Diary" certainly falls in line with this theory.

The series, and it might be mentioned that each script is a complete episode, is produced by Rai Purdy. The writer is Pat Joudry, whose voice is heard in the role of Penny. The agency is Lord & Thomas of Canada Ltd., Toronto.

Apologies to Jack Fuller

Erroneously reported in our last issue as having joined the staff of Cockfield Brown Ltd., Toronto, Jack Fuller has actually moved to Toronto from Montreal to freelance as an announcer-actor.

He is announcing the Christie Brown show "Twin Keyboards", (Cockfield Brown), and also Ken Soble's Amateur Hour.

He is in no way tied up with any agency or other organization, and "The Canadian Broadcaster" apologizes for last month's misleading information.

CHOV Opening Soon

Gord Archibald reports that satisfactory progress is being made with his preparations for the opening of CHOV, Peterborough, Ont.

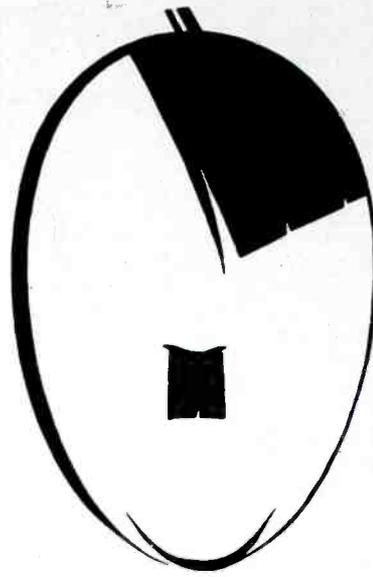
While a definite opening date has not been announced, delivery of his equipment is being made, and the actual opening date will be set very shortly.

Stag Line for Women's Talk

Monica Muga, whose "At Monica Muga's" is heard at 11 a.m. Monday through Friday over CBL, Toronto, addresses herself—as the hour of her talk suggests—to women listeners.

Recently however a group of boys from University College, Toronto, entered into correspondence with her, having made her radio acquaintance while they were in quarantine with scarlet fever.

No sooner had they recovered their health and their liberty than they invited Monica to take tea with them in their quarters in the Residence.



Will YOUR business be remembered when HIS is forgotten?

When this paper-hanger goes out of business — as we are all determined he shall — what about your business? Will it be remembered when we get back to a peace-time basis again, or forgotten?

Old markets will have disappeared. New ones will have to be cultivated. You have a NAME, a PRODUCT, a REPUTATION to keep before a forgetful public . . . to present to a new generation of wage-earners. How much easier that will be if your business is remembered, if the friendly contact is maintained. A program of intelligent institutional advertising is not an expense, it is sound business insurance.

Radio is particularly adapted to institutional advertising. A well-planned program is appreciated and remembered. It can dramatize your part in our war effort — can sell your service as well as your product — can keep your name alive in the public mind — can carry your friendly handshake into every worthwhile home in Canada.

FOR PRACTICAL, PROVEN IDEAS ON INSTITUTIONAL RADIO — A SPECIALIZED BRANCH OF A SPECIALIZED BUSINESS — FOR A CAMPAIGN OVER ONE STATION OR THE WHOLE OF CANADA, LET US MAKE SUGGESTIONS ON A WISE INVESTMENT.

List of Stations

CJOR — Vancouver	CKCR — Kitchener
CKLN — Nelson	CHOV — Pembroke
CFAR — Flin Flon	CFLC — Prescott
CKX — Brandon	CKCO — Ottawa
CKY — Winnipeg	CKAC — Montreal
CKLW — Windsor	CJBR — Rimouski
CFOS — Owen Sound	CHSJ — St. John
CFPL — London	CKCW — Moncton

Stovin & Wright

Radio Station Representatives

MONTREAL - TORONTO - WINNIPEG

New Appointment

Frontenac Broadcasting Company, Toronto, has been appointed by The Laidlaw Lumber Company Ltd., to handle all their radio advertising.

Announcements are being used following the 9:05 p.m. newscast over CKCL, Toronto.

CJGX

Yorkton, Sask.
1000 WATTS

WESTERN CANADA'S FARM STATION

Outstanding
Farmers' Service
and
Entertainment

*Ask the man who
lives there*

OR CONTACT

RADIO REPRESENTATIVES LIMITED

Montreal - Toronto
Winnipeg - Vancouver

THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1. Number 5

PUBLISHED MONTHLY

MAY, 1942

Personnelities

Among those who attended the Cleveland Convention of the National Association of Broadcasters May 11th to 14th, were Glen Bannerman and Art Evans (of the CAB), Harry Sedgwick (CFRB), Joe Sedgwick, Jack Part (United Transcribed System), Horace Stovin and Bill Wright (Stovin & Wright), Jack Radford (CBC), Phil Lalonde (CKAC), Ted Campeau (CKLW), Guy Herbert (All-Canada), Jack Slatter (Radio Representatives Ltd.), and Gerry Gaetz (CKCK, Regina).

M. V. Chestnut has taken over management of CJVI, Victoria, and not Vancouver as erroneously reported in this column last month . . . A. W. (Bert) Cairns has become manager of CFAC, Calgary, replacing V. C. (Vic) Neilson who has resigned . . . Jack Whitehouse has joined CBC's Toronto news department. He comes from CKY, Winnipeg, and had newspaper experience with the Winnipeg Tribune.

Byng Whitteker leaves CBC Toronto studios as of May 23rd to free-lance as an announcer actor. Byng does commercial cut-ins for the Jell-O Program, announces Pond's John and Judy and has just completed for two films for the National Film Board — "Keep 'Em Flying" and a short about tanks . . . Don Fairbairn, CBC Farm Commentator for the Ontario Region, Jack Kennedy of the Toronto CBC Engineering staff, are additions to the growing list of RCAF recruits . . . Larry Henderson, CBC Toronto announcer leaves for Barryfield, Ont., on May 23rd, to commence training with the C.C.S.

E. C. (Court) Benson, having completed his C.O.T.C. course, leaves shortly on the Osgoode Hall C.O.T.C. quota for the Officers Training course at Brockville. "Court's" voice will be missed from the Hockey Broadcasts which he has announced for five years, the Dr. Susan Program (2½ years), the Lux Radio Theatre (5 seasons), and many other Toronto commercials and CBC shows.

Continued on Column 4

The War Programs

The potency of the war effort programs — such projects as the Victory Loan and the War Savings Campaigns — is being diminished as far as radio is concerned, because of the policy that is being adopted of running three or four "super-shows" during the campaign, and then forgetting the whole thing until the next drive is launched.

It is generally recognized in the broadcasting industry and by the agencies that the first few weeks of a series of programs act primarily as audience builders. This is backed up by the surveys which invariably show a fast climb in listener rating, until after several weeks of broadcasting the program finds its true level in listener acceptance, from which point it proceeds to do a steady selling job for its sponsors.

It is presumably in order to make their programs do as good a selling job as possible that the government has been enlisting the services of prominent American stars, to whom a great deal of publicity is given, in the hope that an audience will be built up overnight. Undoubtedly the advertising brains behind these promotions, and the interest the public invariably displays in personal appearances of Hollywood and other celebrities does insure them a reasonably wide audience. But it is our opinion that still greater interest and still greater effectiveness could be attained.

Every top ranking commercial program in Canada or the United States has an air history running into years. Their cost, especially across the border, runs into fabulous sums, and when the stars of the show find the agency eager to renew an expiring contract, it is only human nature for them to boost the price. Yet the sponsors renew over and over again, with nothing but a cold blooded singleness of purpose — *to sell more goods.*

CBC's nightly presentation of "Newbridge" is a steady program which the various government agencies use for the dissemination of information and propaganda as occasion demands, and this established feature is, we believe, doing a good job among those whose listening habits include such programs. But just as a commercial organization often sponsors perhaps a comedy show, a daytime serial and a symphony orchestra, in an effort to bring themselves before as many segments of the public as possible, so too the government might well provide other steady programs of other types for listeners who have other habits.

The schedule might well include a weekly variety show, to be presented regularly with the expert promotion given a big "commercial", to insure the nucleus of an audience at the beginning.

When a loan drive is on, the feature would be there, with a ready-made audience, and the announcement on previous shows of the forthcoming appearance of celebrities during special campaigns, together with newspaper and other promotions, would insure a far greater audience when it was most needed. And then, in the periods between major campaigns, the program would be available to promote the sale of \$50 bonds over the counter, war savings certificates and stamps, and to publicize various other campaigns as necessity arose.

There is a thought too that various appeals need varied vehicles for their promotion. Conservation of rubber for example would best be promoted in a radio series with definite male appeal. Saving of fats, on the other hand, appeals to discourage, hoarding, matters dealing with domestic foodstuffs and so forth should be aired in programs designed especially for women.

The Canadian Broadcaster urges the government to take advantage of the services of those whose knowledge of broadcasting has been gained from practical and successful experience through the past decade, to the end that this great instrument of communication may be harnessed to the fullest possible extent in furthering the Fight for Freedom.

Richard S. Lewis.

Managing Editor

CHNS Appointment



The Maritime Broadcasting Co. announces a recent addition to the Staff of CHNS in the person of Captain Berton Robinson, who has taken up the appointment of Special Events Producer.

He is well known in the Maritimes, being a Nova Scotian by birth, and for many years worked in Nova Scotia both as a newspaper man and as principal of schools in various Nova Scotian towns. Subsequently he was on the staff of the CBC as a producer, in Halifax, and was transferred to Winnipeg, where he joined the Canadian Active Army at the outbreak of war. A recent serious illness led to his retirement as medically unfit for further active service.

"Bert" Robinson, brings to CHNS experience gained in different parts of the Country in this work, and the station is planning to produce a number of recorded programs from the different military camps and also get some features from the different towns throughout the Province.

Personnelities Con.

New Toronto manager for Northern Broadcasting & Publishing Ltd., is Bob Leslie, who formerly occupied the same position in Montreal . . . It's Wedding Bells for Don McKim, CKWX Promotion Manager who "promotes" Betty Asson, former Traffic Manager at the same station. Also for Ross Millard of CFRB, Toronto . . . and news reached us that Ross MacRae, CKCK (Regina) will stride to the altar with Phyllis Burrows of Regina, June 6th.

The CANADIAN BROADCASTER

Vol. 1, No. 5 May, 1942

Published By

R. G. LEWIS & COMPANY
104 Richmond Street W.
Toronto - Ontario

Entered as Second-Class Matter at the
Post Office Department, Ottawa.

Managing Editor Art Editor
Richard G. Lewis Grey Harkley

Sunday Commercials

Among the reasons advanced by a delegation of the Lord's Day Alliance, which went before the governors of the CBC to petition against commercial radio advertising being broadcast on Sundays, was that *Canadian newspapers and magazines respect the Sabbath.*

Irrespective of one's opinion of the plea, this objection is strange if one considers the circumstances.

It is our belief that nine people out of ten purchase magazines and Sunday papers on Saturday for week-end reading, and we cannot bring ourselves to believe that this practice is any less harmful than that of a family gathering around the radio of a Sunday night to listen to the excellent and, surely everyone will agree, wholesome entertainment, which must be an encouragement to the young people to spend at least this one evening at home.

It is true that these programs are made possible by commercial sponsorship, just as it is a fact that newspapers and magazines subsist on the advertisements interspersed between their reading matter. But this well-meaning organization sees fit to express objections to the one and not to the other.

Commenting on the situation, "Variety" wonders whether it is felt that Sunday readers should skip the ads.

It is the fact that these programs carry commercial advertising that offends the Alliance and not that the broadcasting of programs on Sunday entails Sunday work in the studios. This is apparent because no objection is expressed to sustaining programs, and if church services and sustainers were all that the radio stations presented on Sundays the same staff would obviously be required to handle them as the present commercials. The only difference would be, as we see it, that the owners of the stations would be deprived of all the revenue they are deriving in return for their contribution to family contentment on the one day on which it can be enjoyed.

C.A.B. Policy Committee

While definite results are not yet available, indications are that considerable progress was made by the Canadian Association of Broadcasters' when that body's Policy Committee appeared before the Board of Governors of the Canadian Broadcasting Corporation on April 17th.

As was reported in last month's "Canadian Broadcaster", the C. A. B. approached the CBC with a brief containing requests in connection with the following regulations:

- (1) Electrical Transcription regulations.
- (2) Price Mention.
- (3) Commercial sponsorship of newscasts.
- (4) Use of duplicate stations for commercial programs.
- (5) The ban on sustaining and commercially sponsored commentators.

Glen Bannerman, C.A.B. President, informs us that while official notification has not as yet been received, he understands that the following actions were taken:

Electrical Transcriptions.

A change in the regulations has been made enabling the CBC to grant permission for the use of electrical transcriptions between 7:30 and 11 p.m. The former ruling has been revoked and replaced by a "permissive formula, enabling the CBC to give stations permission to use transcriptions as occasion demands." Mr. Bannerman says that this is a step in the right direction.

Price Mention.

The CBC Board took no action in this matter, and further steps will be taken by the C.A.B. to convince the governors of the need and fairness of this action at their next meeting, probably in June.

Sponsorship of Newscasts.

After giving this question a sympathetic hearing, the Board deferred making a decision pending further studies.

Use of Duplicate Stations for Commercial Broadcasts.

Consideration will be given to this question, and it is expected that a decision will be forthcoming at the next meeting of the Board. In the meantime the C. A. B. will develop further arguments for presentation to the Governors at that time.

Ban on U.S. Commentators.

The Board of Governors has declined to take any action on lifting this ban. If further representations are to be made, they will likely be referred to the government.

The Policy Committee of the C. A. B., which has been and is continuing to work on these amendments consists of Glen Bannerman, Chairman; Harry Sedgwick, Jack Cooke, E. T. Sandell and Phil Lalonde.

An eleven page brief was prepared by the committee and submitted to the Board of Governors of the CBC, and, while results up to this point are somewhat indefinite, Mr. Bannerman says "from the point of view of the general discussions, this meeting was one of the best exchanges of views the Association has ever had with the Board.

New Transcription Company

C. P. Mason, formerly president of Mason's United Advertisers Agency Ltd., has retired from the radio field to take up other interests chief of which is International Associated Products Ltd., controlling Mason's Prescription Laboratories Ltd., and associated companies.

John H. Part, former vice-president of Mason's United Advertisers Agency Ltd., becomes president and managing director of United Transcribed System—producers of radio advertising and electrical transcriptions. United Transcribed System will continue to handle the production of radio advertising for International Associated Products whose advertising is handled by several large agencies.

An associate of the United Transcribed System will be Exclusive Radio Features Ltd., which will act as distributors for United Transcribed System, and will handle agency relations in the presentation of American transcribed shows and recording and will also be sales representatives for a new library service for radio stations, released under the United Transcribed System name.

HAVE YOU HEARD?

Right Now

**MORE NATIONAL ACCOUNTS
MORE LOCAL ACCOUNTS**

Are Getting

MORE Action

Than Ever Before From

CKOC

HAMILTON



REPRESENTATIVES

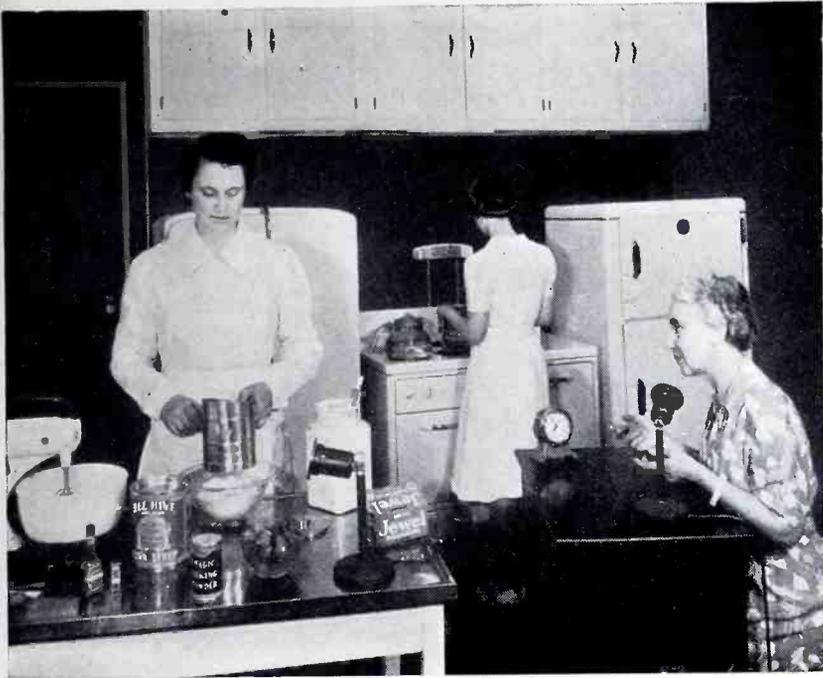
ALL CANADA RADIO FACILITIES
WEED & CO. IN THE UNITED STATES

CFAR
FLIN FLON
Serves
NORTHERN
MANITOBA



REPRESENTATIVES
H. N. STOVIN

Cookery School Gives Blow-By-Blow Broadcasts



About twenty-five hundred programs ago, Ann Adam commenced broadcasting her participating women's feature "Ann Adam Homecrafters' Cooking School of the Air."

The programs now heard over CFRB, Toronto, several mornings every week, consist of lessons in cookery.

The broadcasts are aired from Ann Adam's own kitchen, with specially constructed control room adjoining. While the broadcasts are in progress, the Homecrafters prepare the dishes being described, with a microphone beside them to pick up the actual culinary noises. Miss Adam sits at a table before another mike, where she broadcasts her "blow-by-blow" descriptions of the strawberry shortcakes and rhubarb pies as her Homecrafters actually make them.

Cookery principles are taught and the changing food situation is authentically interpreted. The merchandising of participating products is worked in by Miss Adam at logical points in the procedure. Extempore description adds to the authenticity and conviction of this unusual cookery program, which has enjoyed a backlog of national advertising "out of the top drawer" since its inception.

Firms currently using the program include Standard Brands, Swift Canadian, Maple Leaf Milling, St. Lawrence Starch, W. G. Patrick & Co., Burgess Pate, Shirriff's and Flexible Shaft Company.

Accounts are placed by the sponsors' agencies.

Procter & Gamble's Chipso serial "Vie de Famille" (Family Life) heard on CBF and a CBC network, started a series of personal appearances on April 17th. The cast, augmented for the occasion, will be seen in Quebec City, Sherbrooke, Trois Rivieres, Joliette, St. John's and other Quebec towns.

C.B.C. Cited at Ohio

Six hundred delegates to the 13th Institute for Education by Radio heard the Canadian Broadcasting Corporation's name called five times to receive special awards at Ohio State University early this month.

CBC Features won top honors for the outstanding contribution of the year "for promoting the war effort". J. Frank Willis produced the winner, "Quiet Victory". The program was the final broadcast in a series written for the CBC by William Strange on his return from a visit to Britain last year. The other "first" went to a talk by Eric Knight, the British author who addressed CBC listeners last March in the series, "Guest of Honour".

A circus actuality broadcast, announced by Austin Willis and Byng Whitteker in Mary Grannan's program "The Children's Scrapbook", produced by Sydney Brown and a talk by Frank Laskier, the British seaman whose book, "My Name is Frank" is expected to be one of the classics of World War II, brought the third and fourth round of applause for the Canadians. Another CBC program — a book review — currently presented from Winnipeg under the title "What Did They Think", was cited as an interesting experiment and given special mention.

"Public Opinion" rang the bell with its plebiscite forecast when the program's listeners hit the Ontario figure within 2%. The question was asked among those slated for the week prior to the Plebiscite.

"Public Opinion" is heard over CFRB for I. D. A. through A. McKim Ltd., Toronto.

South of the Border

Speaking of daytime serials at the Ohio State Institute for Education by Radio, John McMillin, radio director of the Compton Advertising Agency asked that "people such as those attending this institute" would listen to the daytime serials, sort out the good from the bad, and stop their blanket denunciation of a type of radio program of which they had little if any listening experience.

Top-honors are held in a three-way tie in the States, according to the Co-operative Analysis of Broadcasting for listening attention. According to this survey the honors are shared by Fibber McGee and Molly, Edgar Bergen with Abbott & Costello, and Jack Benny. The standing is actually in the above order, but the difference of 3/10 or .3 is the margin the researchers allow themselves for statistical deviation.

General Motors and Chesterfield Cigarettes are two U.S. accounts said to be toying with the thought of one-hour shows.

Nineteen NBC Red Network shows are being shortwaved to U.S. forces overseas, at times when the troops will be able to enjoy them, primarily Saturdays and Sundays.

These include "Information Please", "Kay Kyser", "Bill Stern's Sports Newsreel", "Ellery Queen", "Fitch Bandwagon", "Jack Benny", "The Aldrich Family", "Baby Snooks", "Fibber McGee and Molly", "Kraft Music Hall", "George Burns and Gracie Allen", "National Barn Dance", "Johnny Presents", "Bob Hope", "Al Pearce", "Dr. I. Q.", "The Army Hour", "Truth or Consequences", and "Horace Heidt's Treasure Chest".

Summer Lay-Off for Dr. Susan

Information is released by the Toronto office of the J. Walter Thompson Co. Ltd., Toronto, that "The Story of Dr. Susan", (Lux) will go off the air for the summer. The last performance of the current series will be May 29th.

CHLP Opens New Transmitter

CHLP, Montreal, opened their new transmitter, located at Cote St. Michel, on May 11th.

The occasion was celebrated with a two-hour broadcast from the station's studios, located in the Sun Life Building, followed by a reception at the Mount Royal Hotel.

The new transmitter is a 250-watt R. C. A. Victor, operating on a frequency of 1490 kc/s.

Columbia's "Your Hit Parade" selects its guest stars from votes mailed in by men of the U.S. army, navy and Marine Corps. The artists garnering the highest vote totals of the week present three numbers, dedicating one to each of the forces.



If You Are Interested In Figures

The results of the survey made recently among the French homes of the Ottawa-Hull market show that CKCH is the preferred station. Of all sets in operation during the day, 71.8% are tuned to the three Ottawa stations and of these 44.8% are listening to CKCH. In the matter of individual programmes those heard over CKCH are preferred by 60.7% of all French listeners.

In the Ottawa-Hull area the larger payrolls attendant on the increase of employment in industry and the expansion of the Civil Service make this market better than ever from the sales viewpoint. And 40% of all families sharing this increased buying power are French! In advertising to the Ottawa Valley it is wise to take advantage of the popularity enjoyed by CKCH in these homes.

CKCH

OTTAWA - HULL

(1210 Kilocycles)

D. L. Boufford Promotion Dept.
112 Yonge St., Toronto AD. 7468

Dominion Broadcasting Co.
4 Albert St., Toronto AD. 3383

Radio Representatives Ltd.
Dominion Sq. Bldg., Montreal
HA. 7811

CKMO

Vancouver

One of Canada's
Busiest Markets

CKMO

Delivers More
Listeners Per Dollar
Than Any Other
Station

Ask the man who
lives there

OR CONTACT

**RADIO
REPRESENTATIVES**

LIMITED

Montreal - Toronto
Winnipeg - Vancouver

A.C.A. RADIO COMMITTEE

L. E. Phenner, president of Canadian Cellucotton Ltd., has been appointed chairman of the Radio Committee of the Association of Canadian Advertisers. Mr. Phenner replaces J. E. Mason, of Canada Dry Beverages Ltd., who has become a Vice-President of the Association.

Program Briefs

CKWX, VANCOUVER, have added the following programs to their schedule: for Procter and Gamble, through Compton Agency, "Life Can Be Beautiful" and "Painted Dreams" . . . "In His Steps", Sundays for Union Oil through Stewart-McIntosh . . . "The Lone Ranger", 3 a week for Army & Navy Stores, direct . . . "The Green Hornet", Tuesdays for Listerine . . . "Cavalcade of Music", 5 a week for Canadian Bakeries, through Stewart - McIntosh . . . "Academy Award", Wednesdays for E. A. Alm Real Estate, direct.

CFRB, TORONTO is airing "Wife Preservers", 3 a week 15 mins. for Lowe Bros. Paints and Varnishes Ltd., through MacLaren Advertising, Toronto . . . "Academy Award" Sundays for Honey Dew Ltd., Toronto, through F. H. Hayhurst Ltd., Toronto . . . also through the same agency "Musical March Past" with Roland Todd at the piano, Sunday evenings, 5 minutes, for Creeds Fur Storage Ltd. . . . through McConnell Eastman (Toronto) "Let's Listen to Lesser" 15 mins. 3 a week for Brown's Bread Ltd.

CKNX, WINGHAM, ONT., reports that they will carry two fights—Nova vs. Savold on May 21st, and Robinson vs. Servo on May 28. Sponsor is Gillette Safety Razor Co. . . . Dodds Medicine Co. Ltd., have renewed morning newscasts, Monday through Friday, through A. J. Denne (Toronto).

DAYTIME SERIAL

"Make up your mind to buy as little as possible — to make what you have last longer."

These words make up the startling opening announcement of the first episode of "Soldier's Wife", the new Wartime Prices and Trade Board daytime serial to be heard five times a week over about thirty Canadian stations commencing Monday, May 18th, for an initial thirteen weeks' run.

This information comes to us as we go to press, and full details of stations and points of origination are not available. If however this booking heralds more steady programs for the various government departments, rather than the occasional show for special purposes, as discussed in the editorial on the front page of this issue, it constitutes an important step forward in the problem of harnessing the airwaves to sell Canada's war effort.

The script is by E. W. and Kay Edge, production by Rai Purdy, and R. C. A. advises that recording is under way in their Toronto studios.

ORCHIDS VIA RADIO. "An Orchid to You", aired Sundays over CKAC, Montreal, for A. J. Alexander Furriers, pays tribute on each show to one outstanding Montreal woman for her part in Canada's war effort. The person selected for the distinction does not appear on the program, but the narrator knows the exact time when the orchid will be presented, and interrupts the program to address the lady in question. The program is written and produced for the sponsors by Associated Broadcasting Company Ltd.

"Blended Rhythm"

Canadian composers are now afforded an opportunity of having their songs published in New York, and played by name bands, through the simple expedient of listening to "Blended Rhythm", the Buckingham Show, presented on the CBC National Network Tuesday nights by Tuckett Ltd., through their agency, MacLaren Advertising Co. Ltd., Toronto.

It works like this.

The Southern Music Publishing Co., of New York, has recently opened a Canadian subsidiary, Southern Music Publishing (Canada) Ltd., under the management of Alister Grosart, well-known Canadian radio writer.

Mr. Grosart tells us that in the belief that there is plenty of latent composing talent in Canada, an arrangement has been made whereby Canadian composers are invited to submit their compositions to the "Blended Rhythm" show, featuring Eric Wild and his orchestra. Each week the best selection is played by the orchestra, and each month the month's hit is sent to New York to be published and played by well-known orchestras, and generally given the breaks.

In the past Canada has produced such world's hits as Ruth Lowe's "I'll Never Smile Again", Ernest Seitz' "The World is Waiting for the Sunrise" and Gitz Rice's "Dear Old Pal o' Mine", and it is hoped by all concerned that more successes of the same calibre will be forthcoming from this enterprising venture.

Southern Music Publishing Co. is responsible for such popular numbers as "Deep in the Heart of Texas", "Full Moon", "Marie Elena", "You Are My Sunshine", etc., so it is reasonable to assume that selections chosen for publication will be well handled.

CFRN, Edmonton, has two weekly shows, "Swing Along With The R.C.A.F." and "Marching Along With the R.C.A.F.", with two purposes:

1. Entertainment for the airmen at No. 4 I.T.S.
2. To assist recruiting drive for pilots and observers.

Monday's program features a 15-piece Swing Band plus interviews of new recruits. Advance publicity goes out to all country newspapers and personal letters are sent to the recruits' parents, school teachers and best friends. "Marching Along With the R.C.A.F." features the 30-piece band of No. 4 I.T.S., with guest soloists from Edmonton talent.

STOP

beating about the bush with inferior French!



FOR Smart Advertising Copy,
Radio Commercials, Translations,
"Spot" Announcements
etc., written especially for the
French-Canadian Market . . .

Try
MARCEL BAULU

LABORATOIRE DE REDACTION

Room 304 Empire Life Bldg.

MONTREAL

Phone LA. 9572

Spots

CKNX, Wingham has 3 a week, (transcribed) for Brandram-Henderson Ltd. through Stanfield & Blaikie Ltd., Montreal. 12 a week for Hi-Do Yeast through Stanfield & Blaikie, Toronto. 6 a week for BioBin (Canada) Ltd. through J. J. Gibbons. 5 a week for Martin Senour Co. Ltd., through J. J. Gibbons, Toronto. . . . a further contract for 3 a week (99 in all) for Mrs. A. Lipton.

CKOC, Hamilton. 6 a week for Steven Chemical Products Co. Ltd., Brampton (Lightning Staff) through F. H. Hayhurst Co. Ltd., Toronto.

CBL, CFRB and CKCL, Toronto. 3 a week for Creed's Fur Storage, through F. H. Hayhurst Co. Ltd., Toronto.

CFCF, Montreal. "For Ladies Only", 3 a week for Sutcliffe Bingham of Canada Ltd. (Kkooah Custard Powder) through F. H. Hayhurst Co. Ltd., Toronto.

16 Stations from Halifax to the Rockies. For School Mfg. Co. Ltd. (Dr. Scholl's Zino-pads) through F. H. Hayhurst Co. Ltd., Toronto.

CFRB, Toronto. Snap Superfine for "Dora Dean" (Participating) through A. McKim Ltd., Montreal.

CORRECTION. Our item in this column in the April issue reading "International Paint, Montreal, 3 a week on CFRB through A. McKim Ltd., Montreal", was incorrect. The sponsor of this spot series is A. Ramsay & Sons Co.

Bauer & Black Ltd. 1 min. dramatized spots commencing May 8th on a number of Canadian stations through Cockfield Brown Ltd., Toronto.

CFCO, Chatham, Ont. reports 5 a week for Martin Senour Co. through J. J. Gibbons, Toronto. 2 a week extension for Canadian Co-operative Wool Growers Ltd., through E. W. Reynolds, Toronto. 5 a week for Campbell Finance Corporation through Ronalds, Toronto. 3 a week (transcribed) for Brandram - Henderson Ltd., through Stanfield & Blaikie, Montreal. 5 flashes daily for Winchester cigarettes through Whitehall Broadcasting, Montreal.

RED CROSS CAMPAIGN

Radio publicity for the 1942 Annual National campaign of the Canadian Red Cross Society is in the hands of a committee under the chairmanship of Harry Sedgwick, (CFRB), consisting of Ivor Lewis (T. Eaton Co. Ltd.), Don Bassett (A. McKim Ltd.), George Taggart (CBC), Glen Bannerman C.A.B.), A. N. McIntosh (A. McKim Ltd.), Walter Reeves (J. J. Gibbons Ltd.), and J. N. Kelly (Canadian Red Cross Society.)

The radio campaign was actively organized by a production committee consisting of George Taggart, Glen Bannerman and Don Bassett.

CBC contributed eight half-hour programs — four English and four French, and the services of prominent guest stars were secured, including Joan Fontaine, Walter Pidgeon, Spencer Tracy, Barbara Stanwyck and Claudette Colbert.

On May 11th NBC donated a 3/4-hour variety show and on May 19th CBS will do the same thing.

Twenty-two dramatized spots have been placed on 84 stations by a group of agencies consisting of Russell T. Kelley Ltd., J. J. Gibbons Ltd., Cockfield Brown Ltd., and A. McKim Ltd.

19 free announcements have been donated by these same stations, and the committee has supplied all sponsors with continuity for live spots for inclusion on their programs. Many have been or are being used on national network shows from coast to coast.

CKTB Has New Rep.

Major J. A. Annand, who has recently taken up his duties as manager of CKTB, St. Catharines, Ontario, announces the appointment of J. L. Alexander, Toronto and Montreal, as station representative, the appointment to take effect immediately.

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

Orthacoustic ★
TRANSCRIPTIONS BY
RCA Victor
MEAN

More "Life"
In Your Radio Recordings

THE LIVE Quality of
RCA Victor "Orthacoustic" Transcriptions—

- Will improve your broadcasts.
- Help your rating.
- Bring better results.
- Do a better selling job.

Whether you are considering a 15-second "Flash" announcement or, an hour long Dramatic Show

Consult

RCA VICTOR COMPANY, LIMITED
Radio-Recording Division

TORONTO STUDIOS—20th Floor, Royal York Hotel
MONTREAL STUDIOS — 976 Lacasse Street



★Trade mark registered—A product developed by RCA Research Laboratories — made exclusively by RCA Victor.

Nominations For Toronto Ad Club

The Nominating Committee of the Advertising and Sales Club, of Toronto, Inc., have submitted their list of nominees for the positions of officers and directors for the coming club year. Elections will be held May 26th.

For President — Glen Bannerman, of the Canadian Association of Broadcasters.

For Vice-President — R. Frank Wilson, of Federated Hardware Mutuals.

For Treasurer — G. Alec Phare, of R. C. Smith & Son, Ltd.

For Secretary — Sydney R. Skelton, of The Goodyear Tire & Rubber Co., of Canada, Ltd.

For Directors, eight of the following nominees will be elected.

R. A. Barford (J. J. Gibbons Ltd.), Len R. Brown (Can. Natl. Carbon Ltd.), Earl C. Burgess (Ditto of Canada Ltd.), T. H. Dowsett (Trane Co., of Canada, Ltd.), R. B. Hara (Evening Telegram), Arthur R. Haskell (Toronto Better Business Bureau, Inc.), Reg. F. Heal (W. R. Bosley & Co.), Jack P. Heffernan (Can. Dept. Stores Ltd.), H. A. Kayes (Canadian Johns - Manville Co. Ltd.), J. R. Mitchell (T. Eaton Co. Ltd.), E. Lloyd Moore (CFRB), Andy M. O'Malley (Candn. Home Journal), N. Roy Perry (Macleans & Chatelaine), Reg. J. Redrupp (Imperial Bank), Lee Trenholm (Underwood Elliott Fisher Ltd.), Thos. L. Wilson (Times Gazette, Oshawa).

Elections will be held May 26th.

CKBI CITED BY "BILLBOARD"

CKBI, Prince Albert has been chosen top station in Canada by "Billboard" in its 5th annual Station Exploitation Survey.

This award is based on the station's value to the community and clients.

Over twelve thousand dollars of free time on the air were donated to charity and Public Service last year. This amount will be increased this year and is already averaging over one thousand dollars a month.

Facts about HAMILTON

5,632 letters from 345 post offices from ONE broadcast.

Conclusive evidence that CHML's audience is both large and loyal, and is concentrated in the wealthiest and most desirable trading area in Canada.

900 on your dial
Interference-free

CHML

YOUR Help Wanted

Radio stations, advertisers, and their agencies are afforded a simple way of helping with one of the most worth-while projects that has been undertaken since the beginning of the war.

We refer to the Blood Donors' Clinics, of which the Canadian Red Cross Society has now established twenty-five across Canada.

These Clinics are staffed by volunteer doctors, nurses and chemists, and there is a need — an ever growing need — for blood to be made into serum, and then held in readiness all over the world for use in the treatment of shock suffered by members of the armed forces and bomb victims.

Only by an unending stream of donors giving their services at the Clinics can this vital need be even partially supplied, and if the work is to be maintained, *publicity is an absolute essential.*

Radio stations, advertisers and their agencies can contribute immeasurably to this work if they will permit the inclusion of short appeals for volunteer donors in their programs, provided that the programs are heard in localities where Clinics have been established. *It takes the blood given by five volunteer donors to make one treatment, so it can be readily understood that the number of donors needed is tremendous.*

Those wishing to assist in publicizing this work are asked to communicate with their local Red Cross Blood Donors' Clinic (see list below); or if they prefer they can write for specially prepared announcements to "The Canadian Broadcaster", 104 Richmond Street West, Toronto.

Clinics have been established and are now operating in the following cities:

In Nova Scotia:—Halifax.

In New Brunswick:—Fredericton, Moncton and St. John.

In Quebec:—Montreal.

In Ontario:—Brantford, Brockville, Hamilton, Kingston, Leaside, London, New Toronto, Oshawa, Ottawa, St. Catharines, Toronto and Windsor.

In Manitoba:—Winnipeg.

In Saskatchewan:—Moose Jaw, Regina and Saskatoon.

In Alberta:—Calgary and Edmonton.

In British Columbia:—Vancouver and Victoria.

Ad Lib

A column devoted to words of wisdom written to the editor by his readers. Anonymous letters receive no attention, although names of the writers will not be mentioned if we are asked not to mention them.

Marketing's J.C.K. Replies

Dear XYZ:

I do not throw stones at radio regarded as an advertising medium. Radio as an advertising medium has justified itself. But in saying this I do not say that every advertiser's use of radio is marked by good judgment. Just as I find many advertisements in newspapers and magazines not to my liking, so do I find many radio advertisements distasteful to me. Yet my judgments are often wrong.

In re-reading my comment in **MARKETING**, as quoted by you, I find that there is nothing I wish to unsay.

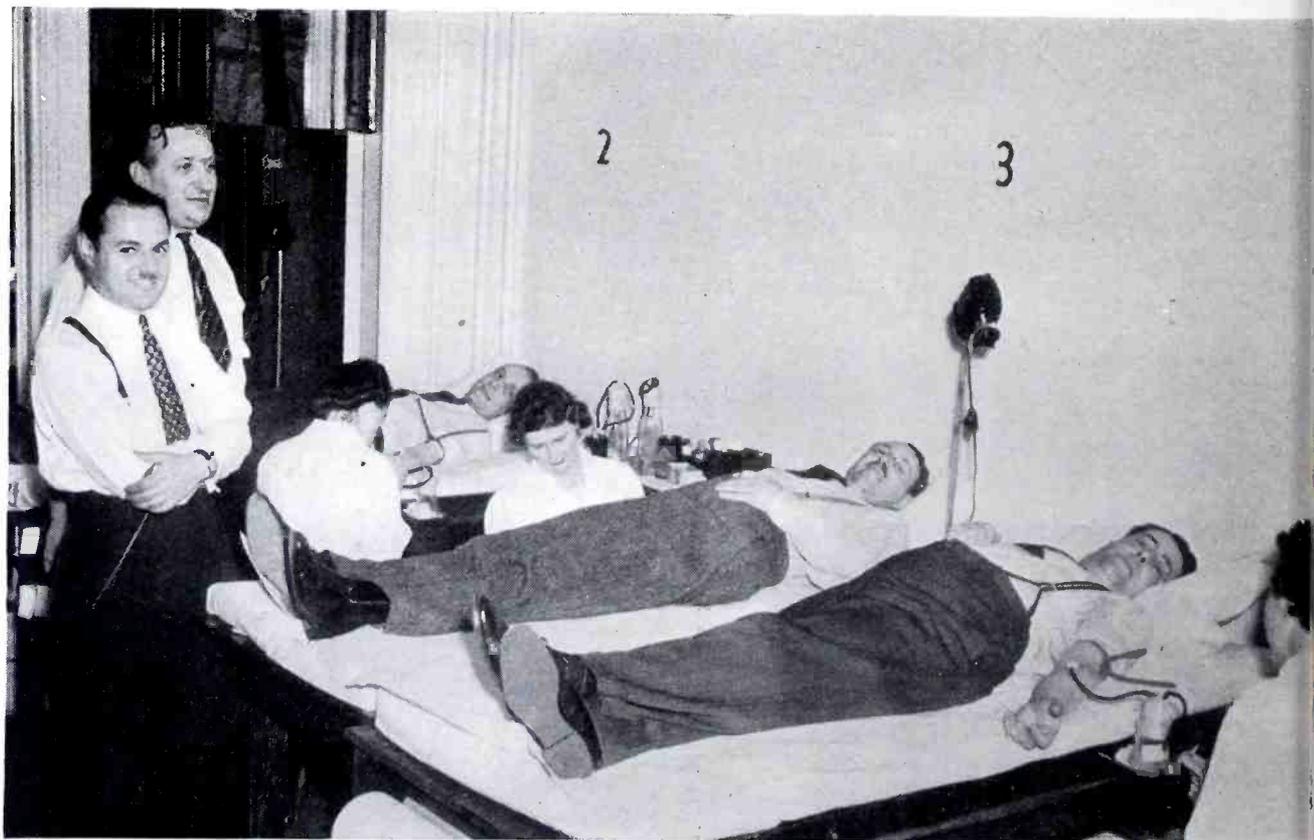
Yours very truly,
John C. Kirkwood.

List of Representatives

May I offer you a suggestion: Your paper seems to grow in usefulness. Would it be practical to run a list of all Canadian stations and their representatives? If practical to you it would be most useful to us. Keep up the good work.

Agency Time Buyer.

Thanks, A. T. B. See June issue. Ed.



RADIO MEN AT TORONTO BLOOD DONORS' CLINIC

These Toronto radio men attended the Blood Donors' Clinic in Toronto on Thursday, April 30th. Horizontally in the foreground is Art Evans of the CAB. On the next couch is CBC's Jack Radford. These two donors caused a lot of trouble because each insisted that the blood of the other would not be fit for use. On the third couch is Rai Purdy, who succeeded in convincing the powers that he was sufficiently weakened to warrant an amber colored potion, but whose recovery after consuming said potion was remarkable. In vertical position, waiting their turn, is Reg Beattie, of All-Canada, who filled in the waiting time giving the camera the benefit of his tooth-paste smile, and practically completely masking the ungainly bulk of Dick Lewis, your editor.

Yes! We Have No Comedians!

In the good old days when a commercial traveller called on a prospective customer, he rammed a fat cigar in his victim's kisser, told him a couple of funny stories, and then, when he was quite sure he had done everything in his power to amuse him, trotted out his samples and order book and business was transacted.

"Old fashioned?" you say.

Sure! As old fashioned as the horse and buggy we'll be back to any day now . . . as antiquated as kissing your mother . . . as dated as Santa Claus. But it still is, always has been and ever will be a fact that *folks like to laugh*. And whether you're selling goods through the old fashioned method of a drummer of the gay nineties or via the airwaves of the less exuberant forties, a smile will go a long way further than a scowl.

Now that we are at war, the popularity of what are termed 'escape' features makes comedy even more important. But comedy is unquestionably — if paradoxically — the most serious problem in Canadian radio. Though it has proved itself to be far and away the most popular and commercially successful form of radio entertainment south of the border, successful comedy is practically unheard of on the Canadian airways, except for the shows which come in on the American networks and the very few of actual Canadian origin.

At this juncture I shall lose half my readers because they will heave the paper across the office with the words: "How can we have comedy without comedians?"

And they'll be all wet.
Why?

Because there is a comedian in every town, on every street, in fact in every family.

By this I do not mean that little Edgar should be paraded down to the radio station to drool his cute sayings into the microphone. Nor that Uncle Gordon should be permitted to tell the one about the farmer's daughter and the commercial traveller. What I am trying to say is that men, women and

children are the funniest people I know, and if instead of trying to build an actor into a sort of super-acrobat, performing the same kind of incredible antics with his tongue that a trapeze artist does with his legs and arms, if instead of this, writers and actors would combine their talents to recreate the genuinely funny things that are part and parcel of everyday Canadian life into playable dialogue, it could no longer be said with any truth that we have no comedians.

The funniest story I know is about a father who told his twelve year old son that he had become the brother of a new baby sister, and the son replied: "Does Mother know?" I think that is very funny. But I'm prejudiced, because, you see, I was the son!

A news commentator recently transposed the first vowels in the two names of Sir Stafford Cripps.

A friend's sixteen year old son had his heart broken by the lady of his dreams. He called around to try and patch things up, and returned home convinced he was "engaged" to her sister.

A boy actor told me he couldn't cry on my radio program any more, because: "Mother says it's bad for my heart unless I get more money."

Take a night off and go to the movies. Go and see one of the top-ranking attractions — one of the Andy Hardy series. A little far-fetched in spots you may say — corny perhaps if you're a sophisticate. But you will laugh, I promise you that. And so will everyone around you. And if you are honest you will admit that generally speaking Andy's adventures are the sort of thing you used to do as a boy. But who cares what you think? The fact is that thousands of people — hundreds of thousands — pour in to see each successive episode. They laugh till their sides split, and when the next one comes to town they're lined up in their thousands waiting for the doors to open.

The movie folks don't make a series out of a one-shot just for fun, or because their mother-in-law likes the theme song. The box office is their yard-stick and we understand that for the year 1940, the 1,232 Canadian movie houses grossed \$37,600,000, or about \$3.35 for every Canadian man, woman and child, or, if you want it another way, 1.4% of all retail purchases. Whatever way you look at it, *it ain't hay*, and it might be a sound idea for Canadian radio to pay more attention to Canadian movie trends.

When we think of radio comics, our minds turn to Allen, Benny, Bergen, Bryce, Hope and their like. Perhaps we are inclined to think of them as individuals who only have to open their traps to make people laugh at them.

Malarky!

Great radio comedians characterize human beings with human peculiarities; and whether you know it or not, every one of them conjures in your mind, as a listener, someone you know with similar traits. They are not wise-cracking clowns. Wise cracks, if used at all, are definitely incidental to the situation. The situation is *never* subordinated to the wise crack. The comedians are human beings doing in an exaggerated way the stupid things you and I do. — And that is why we love listening to them.

Let's vivisect a few.

Elda Hope, Mabel McCullagh and Ruth Pask, all of Dominion Broadcasting Co., Toronto, aided and abetted by Victoria Murphy from Radio Representatives (next door) have accumulated a staggering quantity of knitted goos such as socks, sweaters, turtle-neck tuck-ins and the like, all of course for His Majesty's Forces. The portals of No. 4 Albert St., Toronto, are now known as the "Purly Gates"! Ugh ! !

Allen is the radio prototype of the sarcastic fellow who lives across the street: Benny plays a likeable country lummo with a bigshot complex and a zipper on his purse; Bergen's Charley McCarthy and Bryce's Baby Snooks are youngsters each with their own amusing kind of precocity which we admire so much (in other peoples' children); Bob Hope is the wise guy who knows all the answers but can't fit them to the right questions; Fibber McGee is first, last and always, a husband.

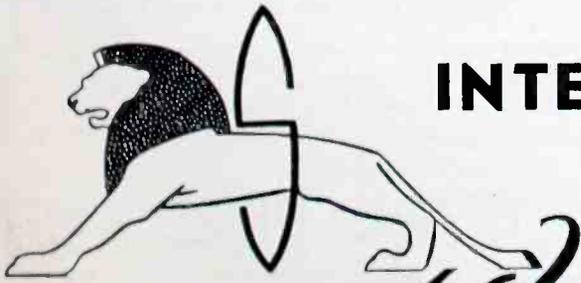
In Canadian advertising we seem to be terribly afraid of making fools of ourselves. Some kind or cowardly reserve seems to hold us back when we think of a marvellous gag which would tie in wonderfully with a product, in case its use might lead people to believe that the product is a gag too. But taking it all round it is a foolish complex, because after all the results of the use of humor in broadcast advertising are obvious.

We cannot or at least we do not seem to realize that while Eye-wash is a vitally serious matter to its makers, it is just so much eye-wash to John Q. Public.

When we can bring ourselves to let in a little sparkle . . . brighten up our programs and their accompanying commercials . . . assure the world that our hot beef sandwiches are made from cows that died with a smile on their face . . . then we'll be adding a bit of cheer to a momentarily bleak world, and what is more, we'll be drawing more shekels into our sponsor's cash registers.

ARTISTS • PHOTOGRAPHERS • ELECTROTYPERS

INTELLIGENT CO-OPERATION



Strong Printing Plates

LIMITED

155-157 GEORGE ST., TORONTO -- Phones: AD. 6554 - WA. 1496

PHOTO ENGRAVERS

Two and A Half Million Fans go to the Hockey Games

According to an independent survey prepared by Elliott-Haynes Ltd., market researchers, 2,600,000 hockey fans were tuned in to the Imperial Oil Hockey Broadcast when the Toronto Maple Leafs rang down the curtain on the 1941-2 Stanley Cup Series by winning their fourth straight victory over the Detroit Red Wings in the Maple Leaf Gardens, Toronto, on Saturday, April 18th

This figure means that nearly one in every four Canadians heard Foster Hewitt's account of the game!

According to a display advertisement released for Imperial Oil by MacLaren Advertising Company Ltd., Toronto, this survey, based on percentages taken only in urban areas—and not in small towns and rural communities where the percentage of hockey listeners is known to be greater, indicates that this audience was the most tremendous in the 11 years' history of the Hockey Broadcasts.

The universal interest displayed in the broadcasts in every Canadian

community, as well as among the fighting forces at home and abroad, has made the broadcasts an unrivalled means of publicizing important national war appeals, and during the past two seasons, Imperial Oil devoted its intermissions almost exclusively to co-operation in various forms of war work.

More than one hundred such appeals, on behalf of over twenty war-work organizations and departments of government, were made on the Hockey Broadcasts during the season. Support was given to War Savings and Victory Loan Drives; to gasoline, oil, tire, and sugar conservation campaigns; to rubber salvage; to appeals for binoculars and stop-watches; also to the Red Cross, the I.O.D.E., the Lions War Victims' Fund, the Kinsmen Clubs' Milk-for-Britain Fund, the Queen's Canadian Fund, and the Overseas League Tobacco Fund; and to various other National War Appeals.

Imperial Oil Dealers and Agents have been providing facilities, as collection depots, for books, clothing and bedding for I.O.D.E. war aid; they have since become collection depots for rubber salvage as well.

Few businesses have been affected by the war to the same degree as the gasoline business.

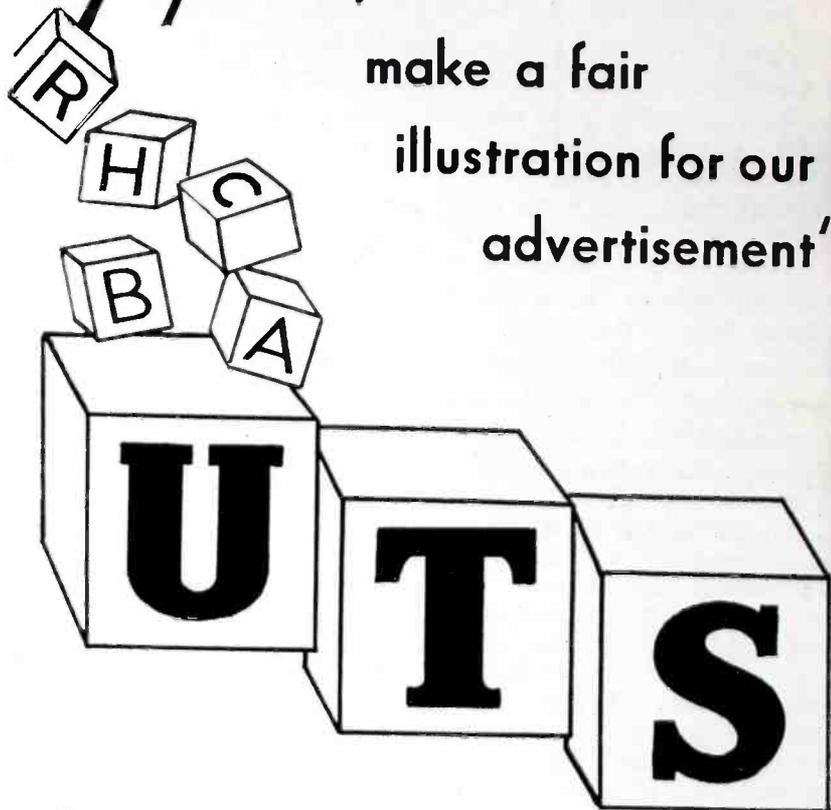
With a situation where the law prevents them from selling more than a limited part of their demand, this company has used the air-waves to win new public respect for their product. They have realized that there is no "ceiling on goodwill" — no "rationing" of the number of business friends that can be gained through the use of radio as a goodwill agent.

Through these broadcasts the company has assisted materially with Canada's war effort both by devoting part of their time on the air to the publicization of the work of government departments and war organizations, and also the dissemination of assistance to the public in connection with the conservation of rubber, etc.

The Imperial Oil Company and their agency have found this way of performing a public service by giving these various appeals the benefit of their tremendous following, a listening audience built up over years of steady broadcasting, and they have found simultaneously and automatically a means of keeping their name consistently before the motoring public and those who may have grown to motoring age by the time the cease fire call is heard, and business is once again relieved of its present restrictions.

"Yep! Alphabet Blocks

make a fair
illustration for our
advertisement"



IN fact, alphabet blocks serve a double purpose. First, we can make the initials U.T.S. stand out. Of course, the full name is United Transcribed System—but what the heck? Initials are the rage these days. What else do the alphabet blocks make you think of?—**Building!** That's it! And that's just what U. T. S. can do for any agency: Build for them a complete radio campaign. U. T. S. is equipped to look after every detail in radio advertising from the writing of scripts to the delivery of the finished job through millions of radio sets.

Let U. T. S. work with you or your radio department. No problem is too small or too large. Fast service on anything from a 20-second flash announcement to an hour programme. Give us the name of the product or service to be advertised and we'll return you a complete presentation ready for your client. Write, 'phone or wire for particulars on five, fifteen and thirty-minute shows already transcribed and ready for use.

Note to Radio Stations:

The U. T. S. transcribed library of musical selections will be ready in June. Write for particulars.

UNITED TRANSCRIBED SYSTEM

NEW YORK TORONTO HOLLYWOOD

Sales Representatives:

EXCLUSIVE RADIO FEATURES LTD.

14 McCAUL ST.

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TORONTO

AD. 5112



QUEBEC'S Timepiece is CKAC

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

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

CKAC
COLUMBIA BROADCASTING
SYSTEM
MONTREAL

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

United States:
Joseph H. McGillvra