Open Letter to Private Business

Gentlemen:

This letter is being addressed to you because something is happening to one segment of private business, something which is diametrically opposed to the principles of freedom on which our economic system is based, something which should both amaze and appal you, because we have reason to believe that you are next.

In a letter to certain private stations, from E. A. Weir, commercial manager of the CBC, dated November 13th, 1943, the following sentence appeared:

"Effective September 1st, 1944, your station will broadcast in the evening hours only those programs scheduled to the Dominion Network."

The facts leading up to this letter were these:

1. Boden Pearson has been a great need for a second network, giving listeners a choice of Canadian programs. Established on a private ownership basis, such a project would operate in healthy competition with the CBC set-up, and great benefit would be derived by the listener.

2. By no stretch of imagination can the Broadcasting Act be interpreted as abetting the establishment of a radio monopoly, either government or private. Yet the CBC is now exercising its powers, real or imaginary, to found this second network for its own operation, and is preparing to appropriate the most listenable time on 70 of Canada's 89 stations, holding before the operators' noses tempting plums in the shape of the fine American commercials it will make available to them under the plan.

Negotiations proceeded quietly, but as far back as April, 1943, this column warned those who cared to read it concerning the proposed "second government network which would only multiply the strangulation the government has applied to the entire broadcasting industry."

Preparatory work proceeded, and only when a provisional line-up of stations had been completed did the letter from which we have quoted go out to the stations, including this one sentence which, in our opinion, held an ominous significance: "... your station will broadcast during the evening hours only those programs scheduled to the Dominion network."

The letter explained that the CBC will serve stations with at least one and a half hours of commercial programs during the three hour evening period, yet the CBC demanded the remainder of this top-listening time for compulsory broadcast of whatever programs it might care to produce, be they symphonies or lectures, or, and here is the point, high powered propagandic material, designed to further the aims of the political party in power.

Alongside this last manoeuvre, and almost as recently, the CBC has seen fit to perpetrate two affronts against the government's political opponents. Once James S. Thomson, then CBC general manager, refused air time to the then Conservative leader, Arthur Meighen; and only lately, John Bracken received the same treatment when he was denied the network by Augustin Frigon. Now the authoritarian lash is whirling around the ears of private radio's freedom to broadcast and, regrettably, private radio is being bent into selling its birthright to this freedom for a "mess" of American network commercials.

Gentlemen, the day may soon dawn when you will find on your desk a letter from the government informing you that it has established its own offices in competition with yours, and that in future you will sell your bananas, your motors or your manicure sets, your pills or your policies, in accordance with an enclosed list of regulations, or else...

Radio's predicament is more far reaching than just radio, for radio is the guinea-pig which nationalizers are using to try out the socialism theory before they turn on your business and yours. This gentleman is our reason for bringing to your situation your attention.

Yours very truly,

Managing Editor

Ronald Sedgwick

News was received just before Christmas of the death of Pilot Officer Ronald Sedgwick, who lost his life on active service when the plane he was piloting crashed in Northern British Columbia. He was the only son of Harry Sedgwick, and THE CANADIAN BROADCASTER joins the radio industry in offering sincere sympathy.

Bankers' Association

A new program, "People Enjoy Facts," will be released to 77 Independent Radio Stations during the week of January 5th. In an interesting and unusual way, aided by music and a dramatic cast, little known facts about everyday things are told for every member of the family. Included in each program, it is proposed, is a straight-of-the-ear type of facts about Canada's present banking system. The program is sponsored by the Chartered Banks of Canada, whose advertising is placed jointly by Cockfield Brown & Co., Ltd., A. McKim Limited and R. C. Smith & Son Limited.

CAB Annual Meeting

Tentative Agenda

Monday, February 14:

8.30—9.30 (open) Luncheon, Guest-speaker: Mr. Ronald Sedgwick, executive director of the CAB.

9.30 a.m.—12.30 p.m. (open) Report on Relations with the CBC.

Tuesday, February 15:

9.30 a.m.—12.30 p.m. (closed) Report on Relations with the CBC.

12.30—2 p.m. (open) Luncheon, Guest-speaker: Mr. W. G. Campbell, executive director of the CAB.

12.30—2 p.m. (open) Luncheon, Guest-speaker: Mr. W. G. Campbell, executive director of the CAB.
Fit **Radio** into your 1944 plans

**Radio** is FIRST among advertising media to be considered when you have an institutional or public relations message to deliver.

It is FIRST because people turn gratefully to Radio as an "out" in these frenzied, nerve-tensed days of war... turn to it for the entertainment and relaxation that is waiting for them... turn to it more and more, as we learn to stay home and conserve tires, gas and expense.

You have a name, a product, a goodwill with your public that you want remembered... FIRST. And people do remember radio, because it brings them what they want, when they want it. You can hold that goodwill, by radio. And the goodwill you hold in a wartime TODAY is accumulated for a post-war TOMORROW. Use **Radio** into 1944.

**Representing**

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**Stovin & Wright**

**Radio Station Representatives**

**Montreal**

**Toronto**

**Winnipeg**
January, 1944
The Canadian Broadcaster
Page Three

The
CANADIAN BROADCASTER
Vol. 3, No. 1
January, 1944
Published By
R. G. LEWIS & COMPANY
571 Bay St.,
Toronto
Entered as Second-Class Matter at the
Post Office Department, Ottawa.
Managing Editor Art Editor
Richard G. Lewis Grey Hawkley
Printed for the Publishers by
Sovereign Press, Ltd., Toronto, Ontario

Community Service
On The Spot

On Wednesday, January 19, a group of western station operators, all prospective affiliates of the CBC Dominion network, met in Montreal and made certain representations to Dr. A. Frigon and Mr. E. A. Weir, respectively general manager and commercial manager of the CBC.

An effort was made by the broadcasters to save for their listeners the local and community services they now render, by placing more emphasis on local and regional requirements in the operation of the new network, and less on the national aspect, already taken care of by the old National (now Trans Canada) network.

The new developments, it is felt, which will divert so much time from local to national, will sacrifice the pleasure of listening to community activities of their stations, and penalize local advertisers who derive business benefit by bringing listeners such programs. Instead all focus will be on the big national advertiser, who, under the new setup, will crowd much that is local off the air.

Contacted in Montreal as we went to press, one western operator informed us that while no decision had been reached, the CBC was giving consideration to the plans proposed.

Convention Issue

Our next issue will go in the mail February 12, and will also be distributed to CAIL members at the opening of the annual meeting in Quebec. News items for this issue should reach us no later than February 1st.

NEW BUSINESS

Supertest: “Command Performance,” 30 minutes, 1 a week, orchestra and drama; started Jan. 17. CBL, CBM, CBF, CFCO, CKCO, CKBX, Through Harry E. Foster, Toronto.

Canadian Food Products Ltd.: (Honey Dew) 30 minutes recorded drama, “Honey Dew Theatre”—1 a week, 26 weeks from Jan. 5. CKCL, Through F. H. Hayhurst, Toronto.

Lyman Agencies Ltd.: “Modern Romances,” 15 minutes recorded, 1 and 2 a week on CKCL, CKWX, CFPL, CFPC, CKWC, CRNC, CKNB, CFNB, CKCW, CFCY, Through C. H. Lyman, Toronto.

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Campbell Finance Corporation using spots in key centres across Canada varying from three to five a week. Ronalds Advertising, Toronto.

Canada Starch: 30 minutes, 1 a week, recorded drama, “In His Steps,” CPCF, Montreal, Vickers & Benson.

G. E. Barber Co.: 15 minutes, 3 a week, recorded, “Sam Adams, Your Home Front Quartermaster,” CHNC, CKNB, CFNB, CKCW, CHJL, CFCY, CPCF, CHMS, CFJP.

Thos. J. Lipton Ltd.: “Town & Country,” 30 minutes variety, 1 a week, CJBC, Toronto to the Dominion Network. Also 5 a week, 15 minutes, 4:45-5:15 p.m., CBF to 30 stations of the Trans-Canada Network. Through Vickers & Benson Ltd., Toronto.

JOIN PRODUCERS

Lovell Mckibles Junr. has joined Radio Programme Producers, Montreal. He is located in Montreal, and is working on new business.

Word comes from Frank Dennis, formerly with Walsh Advertising, Toronto, that having been turned down flat by the U.S. armed forces, he has located in the New York office of Rothrauff & Ryan.

THE CANADIAN BROADCASTER

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CHML

CFRB COLUMBIA 980
900
WKEN N.B.C. 930

HAMArLTON

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

THEN YOU CAN LOOK AT IT THIS WAY...
that CKAC carries 9 of the 10 most popular French evening programs in old stuff to lots of us. Likewise 21 out of the first 30. It's impressive, but what about the overall picture?

PERCENTAGE OF LISTENERS
in Montreal there are 3 French-language stations, yet the latest Elliott-Haynes survey shows that the average percentage of listeners for CKAC is 48.1. That is an average covering 51 different evening programs. The comparative figure for the next French station is 29.1.

PERCEN TAGE OF WHAT?
these figures represent CKAC's portion of the listeners in the radio listening capital of America, where a greater ratio of people listen to radio more of the time than in any other measured community. That's why CKAC is Canada's busiest station.

CKAC COLUMBIA BROADCASTING SYSTEM
MONTRAL.
Representations — Canada
C. W. Wright, Victory Building, Toronto, Ont.
Control Representatives
Joseph H. Malcolm

Faithfully Yours DORINU
DOMINION
Duophonic RECORDINGS
Now Recording Music Under Agreement with the A. F. of M.

DOMINION BROADCASTING
COMPANY
4 ALBERT ST. TORONTO
Headline News
Not News After
It's Headlines

Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself

The World's
Best Coverage
of the World's
Biggest News

RESEARCH
We offer a Complete Service, in all types
of Advertising and Marketing Research.
We specialize in Public Opinion Polls,
Dealer and Consumer Surveys, Radio
Program Rating Reports, Publication and
Readership Surveys, Brand Trend Reports,
Mailing Balloting and Copy Testing. We
would appreciate the opportunity to
discuss your Sales, Advertising or Marketing
problems with you.

ELLIOTT-HAYNES
LIMITED

Head Office:
231 St. James St.
MONTREAL
YOU DON'T NEED A NETWORK to deliver your sales message to these ten areas, or any number of them you may wish to reach; yet you can book the time you want—the most suitable time on each station according to prevailing local conditions, with just one phone call to Radio Reps.

SPOT YOUR SPOTS OR PROGRAMS to the best local advantage, and enjoy the benefit of the thousands of listeners who have learned to look for their own taste in programs, broadcast over their own stations, just when they want to hear them.

ASK THE MAN WHO LIVES THERE
ON CANADA'S AIRWAVES

We are Privileged to Serve...

ADAM HATS

B-U-L-O-V-A

HEINZ

IMPERIAL PRODUCTS

Javex

O-Cedar

PEOPLES

Lawrason's

Broadcast Advertising Department of

MacLAREN ADVERTISING COMPANY LTD.
Advertising and the 1918 Bugle

What Happened to Advertising After The First War?

(Conclusion)

By MARGARET BASSETT

"After the first World War, the growth of companies with American affiliation doing business in Canada considerably accelerated capital advertising. This was the opinion expressed by Mr. "Bill" Trimble, of the Baker Advertising Agency, when we called on him in the course of our quest for answers to their question: What happened to advertising after the last war?"

Owing to wartime demands, especially after the Stets came in, many American-owned companies built factories in Canada. At first these used direct advertising upon the overflow of American magazines into this country, or merely had their plates shipped across the border to be run in Canadian publications. As business expanded, however, it became clear that separate Canadian campaigns were essential, and soon the major part of their advertising was produced by Canadian agencies. "Having to compete with the more aggressive American attitude," he said, "gave Canadian advertising a fillip. Americans expected to see their campaigns well presented. They were prepared to spend money on research and production." Conflict among these alert American marketers resulted in a much more aggressive attitude towards advertising in Canada generally.

Closely tied up with the demand for more and better advertising was the vast improvement in the mechanical art of printing, engraving, etc. This was the unanimous opinion of all the advertising men we saw. There was a decided swing too, towards the use of models and phonographs. Mr. Trimble tells of having forty dollars to spend on a photograph for an American account, and of being unable to find a photographer who would charge him more than $2.50 for the job—which, incidentally, was all the result was worth! Photo prices now, commensurate with top quality, tell how the art of commercial photography has progressed.

Another factor materially affecting the total volume and quality of advertising was the birth of the motor car business. The automobile companies were quite frankly cater- ing to the money that was available after the last war. For a time even, the total of car advertising overshadowed that of food advertising.

The public had money to spend and everyone was eager to help them spend it. Advertising was the open sesame to the public's purse. It disclosed commercial fields with which to replace incomes from lost estates.

One man we interviewed said: 'Industrialists finally discovered that advertising was an essential factor in business, which enabled them to decrease the cost of production as well as to lower their cost to sell. This gave them greatly increased markets, enabling them to make their products available to lower income brackets with a resulting greater profit to themselves and a general raising of the standard of living.'

The president of another large Canadian advertising agency thought that one of the most important features of advertising during and after the last war was the successful use of cooperative and institutional advertising.

It was during the last war that the government first entered the ranks of the advertisers, and undertook several large and successful campaigns. The largest and most successful were probably those concerned with the selling of bonds, which entailed a real job of education, since most Canadians were then totally unaware of the existence of this type of security. Then there was "The Apple Campaign", undertaken by the government to sell Canadian farm produce.

Another advertising venture with far-reaching effects was the "Made in Canada Campaign", undertaken and financed by the Canadian Manufacturers' Association. The aftermath of this drive was felt long after it was over.

Probably one of the first education and propaganda campaigns undertaken commercially in Canada was that of the confectionery and cocoa industry. During the sugar shortage of the last war, candy was made from glucose and an irrational and deep-rooted antipathy against such concoctions was prevalent throughout the country. The campaign was undertaken cooperatively, to educate the country into an acceptance of glucose. It met with remarkable success.

These successes, and the acceleration in business after the war, started advertisers thinking along institutional lines. "As a result of the good job that advertising did during and after the last war, it grew progressively and broadened its scope until now it has become a recognized and constructive force in business," so said yet another agency president. "It has also come to be regarded by the government as a factor in the country's welfare, as is evidenced by the tremendous degree to which all media have been geared towards the great goal in the present conflict."

When we called on Mr. Harry Tushingham of the Tushingham Advertising Agency, he was mainly concerned with the hope that the lessons which advertising had learned since the last war would prevent another buyers' strike such as the North American continent witnessed around 1919 and 1920. He remembers vast amounts of direct mail being addressed to consumers in an attempt to persuade them that prices, which had gone up step by step, could not be expected to come sweeping down the chimneys. Many people, he said, took a sort of stubborn pride in not buying. By way of protest, hundreds of returned men wore their British Harris long after demobilization. Retailers could not move merchandise from their shelves at anything like the prices they had paid. There was what amounted to a stalemate.

Commercial radio, he felt, would have been of immeasurable assistance in mediating the strike, but radio then was nothing but raucous squawkings in an earphone.

It was about this time that we got our dates mixed. We called on one of the younger agency president, Mr. "Andy" Anderson, of Cockfield-Brown, and posed our question. "Well," he said gravely, "I don't know that I can be of much help to you. You see at the time you spoke of, I was really too close to the agency business to observe clearly the broader aspects of advertising." Then he laughed. "If you want the truth," he confessed, "in those days I couldn't see over the pile of mail on my desk. You see, office boys licked their own stamps then."

Radio Station CJFK at Antigonish, N.S., has subscribed to Press News service to obtain the news reports of The Canadian Press and The Associated Press.

Among the many Clients whom we have been honored in serving we are proud to list the following:

- Aluminum Co. of Canada Ltd.
- D. & H. Anhcarlie Borden Co. Ltd.
- Bristol-Myers Co. of Canada Ltd.
- British American Oil Co. Ltd.
- Bronco Seltzer Co. Ltd.
- Canada Starch Co. Ltd.
- Canadian Bankers' Association.
- Canadian Industrial Alcohol Co. Ltd.
- Canadian Industries Limited
- Canadian Oil Companies Ltd.
- Canadian Women's Army Corps
- Chase & Sanborn Ltd.
- Colgate-Palmolive- Peer Co. Ltd.
- Guinness Perrett Limited
- Dominion Rubber Co. Ltd.
- Durolave Paint Co.
- T. H. Estabrooks Co. Ltd.
- Fleischmann's Co. of Canada Ltd.
- General Motors Products
- Goodyear Tire & Rubber Co. of Canada Ltd.
- Groves Bromo Quinine Chas. Gurd & Co. Ltd.
- Imperial Oil Ltd.
- Imperial Tobacco Co. of Canada Ltd.
- Ironized Yeast
- The Jam Handy Organization Inc.
- Kraft-Phoenix Cheese Co. Ltd.
- John Labatt Ltd.
- Lever Bros. Ltd.
- Lydia E. Pinkham Medicine Company.
- Molson's Brewery Ltd.
- Montreal Tramways Company
- National Breweries Ltd.
- Nestle's Milk Products Ltd.
- Nova-Kelp
- Orient Silk
- The Peoples Co. Ltd.
- Planters Nut & Chocolate Co. Ltd.
- Pond's Cold Cream
- Quaker Oats Co.
- R.C.A. Victoria Limited

WE HAVE PRODUCED RADIO PROGRAMS FOR ALL THE ABOVE

WE WORK WITH CLIENTS and their advertising agencies in planning and producing Radio Programs, in both English and French, that are specifically designed to appeal to a Quebec audience. This market, with traditions, language and psychology entirely different from the rest of Canada, requires understanding attention. If you contemplate radio in Quebec, may we serve you?
B-A Oil’s “Fighting Navy” Delivers The Goods

An Interview with J. H. Turnpenny, B-A Advertising Manager

By FRANK E. CROFT

Everyone will agree that “Fighting Navy” is one of the most dramatic programs on the Canadian air. It is sponsored by The British American Oil Company Ltd., and every Thursday, at 9:30 p.m. (E) gives Canadians from coast to coast a chance to mount the bridge or enter the cockpit of a Royal Canadian Navy fighter ship. Each episode is founded on an actual event, and from this program people are learning something of the breath-taking history being written by our young but lusty navy.

“Fighting Navy” is the third program which B-A Oil has sponsored since becoming a radio advertiser. The preceding “Jimmy Allen” was first, but when the war got under way, it was decided to give practical aid to war activities. So B-A Band Wagon’ came into being.

With “Band Wagon” I think we were among the first advertisers to give support on a national basis to the various war projects being promoted by service clubs and similar organizations across Canada. J. H. Turnpenny, B-A’s advertising manager says: “It was a variety program, which was altered in various localities to suit local needs. We were able to give the Kinsmen’s Club milk fund a good boost besides a good many other such causes.”

Two years of “Band Wagon” showed us what radio could do. I’m not making any comparisons between radio and other media,” Mr. Turnpenny guardedly pointed out, “but when you’re asking for something, as the people we supported were asking, you can tell pretty accurately how big your audience is by the general response—and the response to the ‘Band Wagon’ programs was most gratifying.”

“Fighting Navy” in some respects is a graduate of “Band Wagon.” It is a continuation of the goodwill “sustaining” type of advertising. It keeps the sponsor’s name and services before the public and it is a powerful weapon on the propaganda front at home. The R.C.N. was chosen for a variety of reasons. One was that compared with the constant flow of publicity which the Army and Air Force were receiving, the Navy offered a more or less novel field from which to reap program material, by the same token, morale, both in the Navy and among civilians and relatives and friends in that branch of the services would take a jump. Also, perhaps, a reason would be that in Lieutenant-Commander William Strange, R.C.N. (Special Branch) the Navy was ready to provide a program writer and producer who was tops in his line.

“There isn’t much more to be said about ‘Fighting Navy’ except that we like it,” Mr. Turnpenny went on. “So do a lot of other people,” he added, as he rested his hand on a gratifying pile of fan letters on his desk.

Getting back to “Band Wagon,” he continued, “I think it showed how the ingenuity of the station manager can collect dividends for station and sponsor alike. We found that where a station was on its toes, and aware of the kind of music and other entertainment that was popular in its community, the entire arranging and presentation of the programs could be left to the station. Naturally, they got lots of response for the various appeals. The station which can capitalize on its position as the local voice so to speak is an extremely valuable advertising medium for any man’s money.”

In our spot-broadcast series—“Band Wagon”—returns showed best where the local announcer in charge of the program showed the greatest interest and ingenuity. With “Fighting Navy,” our current network presentation, we are offering a national show, voiceing a national appeal. Locally, across Canada, our dealers are giving whole-hearted support to such Navy League activities as are suggested in the program. Many of the private stations which go to make the network helped us materially to weigh anchor at the beginning of the series with their own local promotions, and we are particularly appreciative of their continued interest.
January, 1944

The Canadian Broadcaster

Page Nine

To All
Our Friends
Coast to Coast

A full measure of happiness for the New Year, and our warmest appreciation for your patronage.

Let us all make 1944 the year of supreme effort to defeat the Huns and Japs.

Our victory is inevitable, but it will come much sooner if every Canadian exerts himself just a little more. Scrap Drives, Blood Donor Groups, Victory Bonds and War Saving Certificates are only a few of the efforts whereby any civilian can shoot straight at Hitler's Head.

Good hunting, everybody, and Thumbs Up!

CKLW

WINDSOR

ONTARIO
Program Monitoring Gives Radio A New Thermometer

On Monday, December 27, Bert Pearl, diminutive emcee of the "Happy Gang" started the program with the statement: "Ladies and gentlemen, there are only 365 days until Christmas!" Across Canada Elliott Haynes program monitors sent in the report that an error had been made, as 1944 was a leap year, and there were really 366 days until next Christmas!

This incident illustrates one of the less publicized services conducted by these researchers for radio advertisers, agencies and stations. Radio monitoring can be put to a variety of useful purposes. For example, an advertiser who wishes to study the sales arguments of his competitors can receive detailed commercial announcements used on any radio program he desires. Furthermore, spot announcements and flashes can be checked and recorded right across the country. Radio advertisers who wish to cut into U.S. originated programs with Canadian commercials, can now check their timing and effectiveness through radio monitors.

During 1943 the size and importance of the French-Canadian market situated in Quebec becomes more and more apparent. Radio advertisers began to get away from the practice of translating successful English programs into French "facsimiles." By studying preferences of the French people, more successful French programs were built up on their own merits. Examples are Jeunesse Dorée, Nazaire Barnabé, Pierre Guerin and many others. Some of these successful programs were built up by the agencies, with the help of jury panels of listeners who criticize every broadcast and suggested improvements. Through this type of monitoring service, advertisers are enabled to improve their programs conforming with the accepted views of the French-Canadian people.

Besides giving the local viewpoint, selected jury panels can perform other useful functions. Where programs are broadcast nationally, advertisers can maintain a check on timing and reception.

Early in 1943 an important manufacturer of a popular household product wanted to determine just how much radio advertising his competitors were doing. Program monitors were assigned to cover every station, and to report the advertising being done by every advertiser in that field. Within a month the advertiser had a complete picture of the competition he was facing insofar as radio was concerned.

Back in 1942, when every radio advertiser in the U.S. thought it a good idea to put in a plug for some part of the war effort, broadcasts were filled with all kinds of war announcements. This grew to such proportions that the U.S. Office of War Information found that people were becoming indifferent to such types of broadcast, and that the appeals for scrap metal, conservation and other wartime efforts were beginning to fall on deaf ears. The Canadian Government, anxious to avoid a similar state of affairs in this country, had a comprehensive study on this type of broadcast made across Canada, and when they found such broadcasts fewer, they encouraged more sponsored announcements of this nature. Where they found too many such broadcasts, they endeavored to decrease the volume, so that their effectiveness would not be impaired.

Many other similar studies were made on current newscasts as a sort of specialized censorship upon the news that the Canadian public received over Canadian stations.

This monitoring service appears to be flexible enough to apply to a wide variety of problems which all interested in the broadcast medium are confronting continuously.

EDITOR'S NOTE: Besides the commercial value of the service outlined in this article, private monitoring of this type seems to offer a basis for self-censorship of radio. We believe that it offers a more desirable alternative to the prevailing system of government policing of the operation of private broadcasting stations through its competitors in the advertising field, the CBC.

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Which?

**MUSIC**
**SWING**
**QUIZ SHOWS**
**GAMES**
**DRAMAS**
**CONTESTS**
**NOVELTY SHOWS**

**WHICH** of these types of program will select your best audience?

The answer is that the show must be planned to fit your needs. That is why it is important to have ideas for sale—attention-arresting, action-compelling ideas—ideas which convert listeners into customers. Whether you are seeking a better understanding of your wartime problem—protecting future markets—or building immediate sales, radio can do your job best. And we have achieved some outstanding results with original shows.

May we tell you about them, and then get down to brass tacks on what we can do for you?

---

JACK MURRAY LIMITED
Radio Advertising
10 King Street East
Toronto

---

JET-PROPULSION
(a series of short, sharp explosions...)

**FOR AIRCRAFT**
**IN 1944??**

**A Series of Smart "Spots"**
**for CFGP**
**in 1944**

It's a cinch! Think of the results in both cases, WE'RE READY FOR YOU.

All-Canada in Canada
Weed & Co. in U.S.A.
Of 15 years in the advertising business, "Bob" Leslie has spent the last eight years with Northern Broadcasting and Publishing Limited. He radiates enthusiasm for everything he undertakes, including a three-quarter acre Victory garden that he personally worked last summer.

After experience as a bond salesman and in newspaper work in Toronto and Florida, "Bob" became an advertising salesman with the Timmins Press in 1936. Within a year he became advertising manager. His success there brought him a transfer, in 1939, to manage the "Val D'or Star" and "La Voix". At station CKVD, Val D'or, he began to learn about radio. He became manager of the Montreal office of Northern Broadcasting before 1939 was gone, and transferred to manager of the Toronto office in 1941.

With the organization of National Broadcast Sales, Bob Leslie becomes Toronto manager by virtue of his varied and valuable experience, and his proven abilities. His on-the-spot experience can be helpful to you.

**NATIONAL BROADCAST SALES**

**TORONTO OFFICE:**
2320 Canadian Bank of Commerce Building
Phone E 1195

**MONTREAL OFFICE:**
310 Keefer Building
Phone MA 3031

**REPRESENTING**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tr>
<td>CKWS</td>
<td>Kingston, Ont.</td>
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<td>CJKL</td>
<td>Kirkland Lake, Ont.</td>
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<tr>
<td>CHAD</td>
<td>Amos, Que.</td>
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**The Drinks Were On Elsie**

At least one group of radio artists knows something of its sponsor's products, for recently the Borden Company Ltd., entertained the personnel of "Canadian Cavalcade" at one of its Toronto plants. Pictured above, producers, writers and actors inspect the plant, sample the ice-cream and get a "straight-from-the-cow" picture of what they are talking about when (below) Thursdays, at 9.30 p.m. (E), "Canadian Cavalcade" goes on the air. Starting, February 3, this program, which has been heard on a group of Ontario and Quebec stations originating at CFRB, Toronto, will be aired over the eastern region of the Dominion Network, originating from CIBC.

"Canadian Cavalcade" is produced by Roi Purdy Productions for Young & Rubicam Ltd., Toronto.

**CBC Names Basic Stations**

The Canadian Broadcasting Corporation has released the following list of basic stations on the Trans-Canada and Dominion networks. This lineup went into effect Jan. 2.

Trans-Canada Network — CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CBA, Sackville; CKGW, Moncton; CHSB, Saint John; CFNB, Fredericton; CBM, Montreal; CBO, Ottawa; CKWS, Kingston; CBI, Toronto; CKSO, Sudbury; CCKL, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William; CKY, Winnipeg; CKR, Watrous; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge; CFJC, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

Dominion Network — CHLT, Sherbrooke; CCFP, Montreal; CKCO, Ottawa; CHOB, Pembroke; CBFC, Brockville; CJBC, Toronto; CHEX, Peterborough; CHML, Hamilton; CKTB, St. Catharines; CFPL, London; CFCC, Chatham; CJRL, Kenora; CKRC, Winnipeg; CKX, Brandon; CJGX, Yorkton; CKRM, Regina; CHAB, Moose Jaw; CFGC, Saskatoon; CKBL, Prince Albert; CFCH, Calgary; CFRN, Edmonton; CHWK, Chilliwack; CKW, Vancouver; CJV, Victoria.

Supplementary lists were still in preparation at the time of going to press.

**Is Program Production Your Problem?**

**MUSIC ARRANGEMENTS**

**SCRIPTS**

**CONTINUITY**

**COPYING**

**ARTISTS**

We can help you

**JOHN ADASKIN PRODUCTIONS**

**TELEPHONES**

1. C. 2056
2. C. 2962
3. N. 4346

**MONTREAL TRUST BLDG**

**67 YONGE ST**

**TORONTO**
Radio Reaches "Most People"

CBC Vice-Pres. Addresses Ad. Men

"In the annals of man's search for a universal means of rapid communication, it was a long time from Phidippides' 20-mile run to Athens with the news of the victory at Marathon five hundred years before Christ, to KDKA's epochal broadcast of President Harding's election in nineteen hundred and twenty. "It was a similarly long interval from then until Hitler knifed out of appearance in 1939 the spark which became the Holocaust of World War II. "And still, then and now, it has also been a long time as measured by the development and growth of radio as a weapon of psychological and technological global war. "What radio has already achieved in behalf of world freedom; what it is doing today; what it foresees for itself in the years immediately ahead, have a direct bearing on its ultimate stature as a medium of the free distribution of a better life, which free enterprise plans for free peoples everywhere."

It was with these words that Lee Irenchon, advertising manager of Underwood Elliott Fisher Ltd., and president of the Advertising and Sales Club of Toronto, introduced the club's guest speaker at its meeting of January 11th, Paul Hollister, Vice-President in charge of advertising and sales promotion for the Columbia Broadcasting System.

Using as the title of his address: "U.S. Radio Pre-War, War And Post-War", Hollister told a packed meeting of the amazing accomplishments of the radio medium in the war. "The average family," he said, listens to its own radio sets over four hours a day, spends more time listening to radio than it spends in any other single activity except working and sleeping. "On an average day around the clock, something like a total of 15, 500 hours of news, diversion, education and spiritual medicine are offered free to the 32 million radio homes in North America. "This service," he continued, "has been wholly implemented by private business, because in the past twenty years, business has found in radio a less costly and more provocative method of reaching more people than any medium before it. Telling of the prodigious donations in time and talent to the cause of war by business men, sponsors of radio programs, he stated that in 1943 businessmen gave Uncle Sam over 100 million dollars worth, and are currently giving around 10 million dollars worth a month. "The party of the skeptic who listens to radio inactively," Mr. Hollister told the meeting, "or the critic who says: 'There's too much on the air about war', let me say that on the morning of September 21, 1943, at a few minutes after 8, a certain American woman went out on the CBS network in New York and asked people to buy war bonds. All that day and evening, until the 2nd the next morning, she spoke—indeed 65 times. Kate Smith's sales of war bonds totalled over $39 millions that day, a record incidentally, matched by no other individual or network."

Radio improved the family decision to plant Victory gardens from 48 per cent (1942) to 59 per cent (1943), adding 2 million families; it pushed up fat and grease collection from 3 million pounds (August, 1942) to 7 million (March, 1944). Radio is being applied for Coast Guard reserve officers' training by 40 per cent; three weeks of radio doubled enrolments of Red Cross Nurses. "In other democracies," he said, "and I do not intend to point out how dull, and therefore how inefficient in the national economy, radio can be; it is sterilized by even a benevolent tyranny. From the enemy we get daily a grim demonstration of how a godsend of science can be debased to use as mouthpiece of the selfish enemy in power. Further normal and rapid progress can be expected so long as it helps and pleases the millions of families who depend on radio four hours a day."

HAMILTON is a . . .

"BIG TOWN"*

(Canada's fifth largest city)

... and THE CANADIAN IRONIZED YEAST CO.

know that to cover HAMILTON you need a HAMILTON station and CKOC is that HAMILTON station with local and National advertisers who want results in the HAMILTON market

THE ALL-CANADA STATION

*BIG TOWN — TUES. on CKOC at 8.00 p.m.
Rats Vote A.F. of L. Affiliation

Ending with a poll of fifty-seven votes in favor of affiliation with the American Federation of Labor against twenty-seven who were opposed to the idea, a slightly more than fifty per cent turn-out of the RATS (Radio Artists of Toronto Society) held a lively meeting at The Royal York Hotel, Toronto, January 3.

At the outset, Wilfred A. "Bud" Knapp, president of the RATS, who conducted the meeting with considerable tact and ability, pointed out to the members that the question before the meeting was one of affiliation with the A.F. of L. If, at a later date, he explained, an affiliation with AFRA (American Federation of Radio Artists) was deemed worthy of consideration, it would be taken up then. He stated that the issue did not involve making plans to meet great abuses, but was simply to decide whether or not the artists' positions could be strengthened by making the move.

Those favoring the affiliation emphasized the point that the organization would not be irrevocably affiliated with the A.F. of L., and that the arrangement, if it were made, could be terminated at any time. The view was also expressed that if actors and announcers in other cities linked with the A.F. of L.—and a belief seemed to prevail that such plans were likely to develop—Toronto's purely local guild or society would be of no value in protecting its members alongside the powerful international scope of the A.F. of L. "Radio will expand in the future," it was said, "and then there will be a real need for protection."

This remark inspired cries of: "Protection against what?" "You don't buy insurance hoping to cash it in," was one reply. "You would rather continue paying premiums forever."

Speaking against the motion, one member expressed the view that while such a move, if it were carried, might be of considerable bene-

No Program is Better Than Its Script.

For its last two issues, 1941 and 1942, University of Toronto Quarterly has named HORACE BROWN the outstanding radio writer in Canada.

Want to talk it over?

Horace Brown

"Voyageur's Rest" Dunbarton, Ontario

Phone Pickering 79 ring 4

Let each of us bend now to his appointed task with sincere vigor and conscientious enthusiasm, that the New Year may crown our endeavour on the ramparts of Victory.

Guests On U.S. Show

Signal distinction was bestowed on Alan Young, featured star and comedian of the "Buckingham Show" who appeared as guest star on Philco's Hall of Fame, Sunday, January 15th.

Guests for this Blue Network feature heard in Canada over the Dominion Network, are selected by the critic of "Variety", bible of the world of entertainment.

RATs Vote A.F. of L. Affiliation

No Program is Better Than Its Script.

in Vancouver

In Vancouver

CKWX

Is the dominant station
Night and Day
Having as many programs
With ratings of 5.0+
Or better than all other
Vancouver stations together

* April Elliott-Haynes

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* April Elliott-Haynes
CAB Meeting at Historic Hotel

Scene of the recent Churchill-Roosevelt Quebec Conference, first stepping-stone of King George VI and Queen Elizabeth on the 1938 Canadian Tour, the Chateau Frontenac, famous C.P.R. Hostelry, which has been receiving travellers since it first opened its doors to the public in 1893, will be convention headquarters for the Canadian Association of Broadcasters' seventh annual meeting, to be held in Quebec City, February 14, 15 and 16.

In pre-war days, the Chateau was a favorite stopping place for visitors from all parts of Canada, the United States and Europe, and the list of notable guests includes the Duke of Windsor, the late Duke of Kent, Mrs. Roosevelt and the King and Queen of Siam.

On January 14, 1926, the old wing of the Chateau was destroyed by fire, when there was lost the Habitant suite in which had been gathered together a most interesting collection of old Canadian furniture dating back to the days of the French regime in this country.

The suite was, of course, refurnished after the reconstruction of the wing, immediately following the fire.

Additions have been made from time to time but they are in keeping with the Chateau's original XVI century style. Today, exclusive of all public rooms, the Chateau is a modernly equipped 723 room hotel.

Boom-Town — 1944 Style
THAT'S EDMONTON, ALBERTA

SERVED BY

Here's the Story:
Foundation Increase
Urban

Telephone

Building Permit Values

Serving Highest in Canada?
(Montreal: $8,800 Million; Ed-
monton: $9,14 Million)

IN OTHER WORDS

A Growing Market!

CAB Meeting at Historic Hotel

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THERE'S A TOUGH SITUATION IN PHIL'S TERRITORY... THE TRADE HAVE US IN THEIR "LITTLE BLACK BOOK" FOR AFTER THE WAR...

DON'T ASSUME there won't be any kick-backs after the war from griefs the trade are putting up with now... but don't assume there's nothing you can do about it now!

True, you can't expect retailers who are being run ragged by customers to stop and tell your story... So you tell it!

Thousands of keen manufacturers are using their radio programme to explain the reasons for shortages and delays—thus sweetening things for the trade now—and for themselves after the war!

Talk to the All-Canada man. He'll show how you can spot your programme effectively and inexpensively where you 'need it,' over the All-Canada stations. He'll help select the right type of programme, either live, or from All-Canada's up-to-date transcription library. Get a recommendation from your advertising agency now.

WHY NOT SPOT A RADIO PROGRAMME THERE AND GET OVER THE FACTS BOTH TO DEALERS AND CUSTOMERS!

TELL YOUR STORY OVER THE 27 ALL-CANADA STATIONS

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<tr>
<th>BRITISH COLUMBIA</th>
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Call the ALL-CANADA MAN

ALL-CANADA RADIO FACILITIES

MONTREAL - TORONTO - WINNIPEG - CALGARY - VANCOUVER
The Tyrannosaurus was a big shot in his day

It's a fact, but you never see him now! He's nothing but a memory — a museum piece for people to gawk at for 25 cents (free on Sundays).

Maybe your product is almost a museum piece today, but don't let it be forgotten. Unlike the big brute in the picture, it's not extinct. It's coming back! And there is a way to keep it's name fresh in the public mind against that day.

Radio broadcasting will keep them remembering.

Indepedently operated for the good of the listener

10,000 watts 860 KELS.

Representatives
Joseph Hershey McGillvra
New York San Francisco Chicago
All-Canada Radio Facilities Ltd.
Montreal