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 forever 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 reasonable 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 acquaint 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.

PERSONALITIES

(Continued from Column 1)

Oscar Guilboud and Lloyd Ray has joined CRM, Regina as announcers. Gordon Young, former CBF (Montreal) 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 Counell has taken over the duties of Miss Evelyn Simpson at CKOK, Regina, the latter having gone to Toronto. Mrs. Counell's former berth at CJOC Lethbridge has been filled by Margaret Jeskey from CJAT, Trail, B.C.

Les Chitty (Cockfield Brown, Toronto) has been doing the voice of newly-arried Peter Michael Chitty Esq., his 75 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 resigned and has also enlisted in the RCAF. Marcel Sylvain, formerly on the CBC in Montreal, Announcing staff has joined the Montreal office of Randly Hardwood 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 weeks' sickness contract-ed during the Feb. meeting of the CAB in Montreal... Russ Nichole, CHRN, 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.
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 "Wait a minute, strike myself, I'm over-ex citing you", and says as you hold her in your arms: "Hurry, George, or we'll be late for the movie", why then you might well reach for the phone book of your home, 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 blaspheme 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 often appeal to Canadian artists and writers an offer of $25. In fact, no one has ever suggested that restrictions should be imposed, prohibiting or limiting the use in the paper of "words of the 'stripes'" or other syndicated features.

In connection with price quoting, which is the next question to be taken up, considering the progress that radio has made, it seems to us that in Canada with never a price quoted over the air, there is an idea of the extent to which its usefulness could be extended, especially in the material 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 its 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. 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 upon the CBC to see to that its outlets are transmitting the entertainment they feel that listeners should have, and for which they levy their annual listeners' license fee?

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 affect the restraints, 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 another drive for cigarettes for Hamilton's war veterans in the armed forces.

Donations running from 25¢ to $25 were received and the night's "take" amounted to 27,0000000000 for the boys.

On the next day a pleasant surprise was forthcoming in the form of an additional 63,000 cigarettes from the Canadian War Veterans Association, who were unable to get a telephone line to the station during or immediately following the show.

Ken S. 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.
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 caused 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, weekly basis, in a breakfast food market. 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 households, 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:

"Are you conducting a breakfast program?

"What brands of breakfast foods do you have at the present time?

"Which of the following brands of breakfast foods do you have (if any)?

"A

"B

"C

"D

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:

<table>
<thead>
<tr>
<th></th>
<th>Regular Listeners</th>
<th>Occasional Listeners</th>
<th>Non-Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand &quot;A&quot;</td>
<td>45.6%</td>
<td>28.2%</td>
<td>22.9%</td>
</tr>
<tr>
<td>Brand &quot;B&quot;</td>
<td>27.3%</td>
<td>29.0%</td>
<td>30.8%</td>
</tr>
<tr>
<td>Brand &quot;C&quot;</td>
<td>7.1%</td>
<td>6.0%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Brand &quot;D&quot;</td>
<td>10.5%</td>
<td>12.0%</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

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 listeners'.

Under the category of regular listeners, the three latter brands 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.

---

**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 a specialty built by Dominion to obtain and hold the highest sponsor identification.**

---

**DOMINION BROADCASTING COMPANY**

4 ALBERT STREET, TORONTO

---

**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 have not been received to make a complete statement possible. It is however estimated from returns received that the value of time donated will approximate $135,000.00.

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 cooperate 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.
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 Screen 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. Kaltibon 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.

South of the Border

"We are specially desirous of increasing the value of the radio for national morale," stated Paul W. Morency, Chairman of the National Broadcasting Co. of Canada, before the Advisory Board. "Good taste in programs is a cardinal principle. We must express grave concern over the current tendency on the part of certain comedians and comic show writers to use situations, inferneces 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 off-ensive shows."

National Spot and Local Sales

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

Annand for St. Kitts

Major James A. (Jim) Annand has left CKFT, Kingston, Ont., which he has managed for the past six years to take charge of E. T. Sundell'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.

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CFRB, Toronto. 10 1/2-hours starting April 15th, 11:11-11:30 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 Tuck- ets. 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. Roman- eili - Steenpagiel - guest stars. Fridays, 7 p.m. through Walsh Advertising (Toronto).


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

Canada Starch adds CHEX, Peter- borough, Ont., to Secret Service Scouts, 15 min., 2 a week, Spy Se- rial. Through Vickers & Benson Ltd.

Sweet Caporal Cigarettes. Half hour once a week on CKAC, Mon- treal, CHRC, Quebec City and CKH, 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 Canadi- ans a true appreciation of their air force, The Imperial Tobacco Company is sponsoring a transcribed dramatic feature, coast to coast enti- tled "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.

Toronto Announcer on U.S. Networks

Todd Russell, CFRB announcer heard on such commercials as Claire Wallace's "Testtime 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 ag- ency, and out of a clear blue sky was asked to pinch-hit for Richard Starch 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 sus- tainer, which we believe should be quickly snapped up, called "The Yawn Patrol".

Union President Re-Elected

Gerard DeLage has been re- elected president of the Montreal local of the American Federation of Radio Artists. This will be Mr. DeLage's second term.
"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 incidentally, to 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 "headquarters", 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 promise to obey the club motto: "Safety First and Play the Game".

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

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 label 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 Kc/s.

CONTINUOUS PUBLIC SERVICE
TO A WORTHWHILE WESTERN ONTARIO AUDIENCE

JOHN BEARDALL
MANAGER-OWNER
517 HOTEL IN THE UNIVERSITY HOTEL
CHEX OPENING

March 31st was opening date for CHEX, Peterbor-
ough, Ont. W. Rupert Davies, president of the Peterbor-
ough Broadcasting Co. Ltd., and Roy H. Thompson, vice-
president, and president of Northern Broadcasting
and Publishing Ltd., who will op-
erate the station, received over 250 visitors and more
than 52 grams at their opening ceremony.

Special Pullman cars were
reserved on the C.N.R. to ac-
commodate guests from To-
ronto and Montreal.

Among the visitors were:
Sam Ross (Press News),
Frank Chamberlain, New-
son Vale (Ronalds), King White
(Cockfield Brown), Fred Au-
er (A. McKeil.), Roy Con-
way (Cockfield Brown), R. G.
Gaisford (Vickers & Benson),
R. V. Gillman (L. F. Eitel),
Vie George (Whitall Broad-
casting). R. e e k. Radford
(CBC), Walter Powell (CBC),
Rai Purdy, Steve Guest (Mc-
Coll Frontenac), R. N. Mc-
Kown (Dodo), Glenn Ban-
nerman (CAB), John Tra-
egale, Reg Beattie and Gord
Pollen (All Canada), K en
Rice (RA OL), Russell T.
Kelley, Bill Cory, Ruth Wal-
lace, Grant Adams and Pete
Reid (Lord & Thomas), Bill
Ralph (Norris - Patterson),
Geo. MacDonald (Ribblewood
MacDonald), Ray A. W y y
(Ronalds), H. L. Howeth
(Bakers), G. A. Phie (R. C.
Smith), Jack Part (United
Radio), Walter Kinlo (J. J.
Gibbons), G e e o. Haybur-
sey, Crawford Hall & Elton
Johnson (Locke Johnson),
Len Headley (RCA), Steve Dar-
vis (Vickers & Benson), D. W.
Kelly (C Leonard), J. P. Hefferman
(T. B. C), W. T. Bruce
(A. McKeil), W. R. Bole
(Nott, Drug), D. G. Caldwell
(Standard Brands). D o n g
Marshall (Stanfield Blakie),
L. E. Brown (Can. National
Carbon).

GET "ACTION" FOR YOUR MONEY

HAMILTON'S Action

station

CKOC

HAMILTON

"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 signif-
icient in these days when across
the ocean "Tourists" are often the
foresmenn of invading hordes. It
is good to remember the days when
reports for vacations 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 that
this was 1938—so carefree was the On-
tario Show ... I do not propose
the Ontario Show should be any-
thing but light-hearted; as a tourist
advertisement it must be so . . .

But I should have liked some ref-
ence to the war, some appeal to
patriotism. It would help stifle the
notion prevalent among large sec-
tions of Americans that Canada is
blistly side-stepping the war ...
Perhaps a shout to the ladies in Brit-
ain listening in by short-wave or a
simple slogan like, "Keep 'Em Roll-
ing ... 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 Tues-
days and Thursdays at 10:45 A.M.
over a wide list of Canadian sta-
rions.

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

An inquiry from Baker Adver-
sising Agency Ltd. confirmed our
suspection that this unusual promo-
ition was the brain child of CKOC,
and we think that a fitting reward
for this campaign would be an or-
chid to Bill Cranston and his mer-
chandising 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 pro-
mound had to be cancelled. How-
ever the matter has been ironed out
and after missing the first show the
series proceeds on the even tenor of
its way.
"Escape" Feature for Cashmere Bouquet

In the spring the young man's fancy lightly turns to thoughts of what Penny Mathews, the 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 Rae 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 from Toronto to Montreal to freelance as an announcer-actor.

He is announcing the Christie Brown show "Twin Keyboards", (Cockfield Brown), and also Ken Sobie'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 Mугan, whose "At Monica Mугan'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.

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.

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.
THE CANADIAN BROADCASTER
A Meeting Place for the Industry and Its Sponsors

Volume 1. Number S  PUBLISHED MONTHLY  MAY, 1942

10c A COPY—$1.00 A YEAR
$1.50 in the U.S.

Personnelities

Among those who attended the Cleveland Convention of the National Association of Broadcasters May 11th to 14th, were Glenn Blanerian and Art Evans (of the CBC), Harry Sedgwick (CFRB), Joe Kavesh (KABC, Transcribed System), Horace Stovin and Bill Wright (Saskatoon, SK), Jack Radford (CBC), Phil Lalonde (KAXC, Iowa) and Gerry Gaetz (CCKK, Regina).

M. V. Chestnut has taken over management of CJVL, Victoria, and not Vancouver as erroneously reported in this column last month when W. L. (Bill) Kavanagh had become manager of CFCF, Calgary, replacing V. C. (Vic) Nelson 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 Whittaker leaves CRC Toronto studios as of May 1st to take up an announce acter. Byng does commercial announcing for the Jell-O Program, announces Pemi'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 CRCF recruits. Larry Henderson, CBC Toronto announcer leaves for Barriefield, Ont, on May 1st for special training with the C.C.C.S.

E. C. (Court) Benson, having completed his C.T.C. course, leaves shortly on the Osoado Hall C.T.C. quota for the Officer Training course at Brockville. "Court's" voice will be missed from the Hockey Broadcasts which he has announced for five years, the Dr. Susan Free (12 years), the Lux Radio Theatre (5 seasons) and many other Toronto commercials and CBC shows.

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 are the most effective and 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 inspire them a realization 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 that 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.

It 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 discouraging, hoarding, matters dealing with domestic foodstuffs and so forth should be given to programs designed especially for women.

The Canadian Broadcasters urge 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.

Personnelities Con.

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

CHNS Appointment

The Maritime Broadcasting Co. announces an 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 Maritime, 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.

Managing Editor

[Image of Richard W. Lewis]
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 is a fact that newspapers and magazines consist on the advertisements interspersed between their reading matter. But this well-meaning objection seems 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 sponsors 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 entertainment on the one day on which it can be enjoyed.

C.A.B.'s 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: "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.

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 decided 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 Lalone.

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 Laboratory 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 electricity 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 transcription shows and recording and will also be sales representatives for a new library service for radio stations, released under the United Transcribed System name.
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 microphone, 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, Shrir's and Flexible Shaft Company. Accounts are placed by the sponsors' agencies.

Procter & Gamble's Chipsom serial "Vie de Famille" (Family Life) heard on CFRB 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.

C.B.C. 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 Whittaker in Mary Granum'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 5%. 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 Ontario State Institute for Education by Radio, John McMillan, 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 shortened to U.S. forces overseas, at times when the troops will be able to enjoy them, primarily Saturdays and Sundays. These include "Information Please", "Key Kysor", "Bill Stern's Sports Newsreel", "Elksy Queen", "Flech Bandwagon", "Jack Benny", "The Aldrich Family", "Baby Snooka", "Fibber McGee and Molly", "Kraft Music Hall", "George Burns and Gracie Allen", "Neptune Dance", "Holiday Presents", "Bob Hope", "Al Pearce", "L. Q.", "The Atom", "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 31st 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 1990 kcs.

Columbia's "Your Hit Parade" selects its guest stars from votes mailed in by men of the U.S. Navy, Air Force 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 the expansion and 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. Huntford Promotions Dept.
132 Yonge St., Toronto AD. 2489
Dominion Broadcasting Co.
4 Albert St., St. John's AD. 2302
Radio Representatives Ltd.
Dominion Bldg., Montreal AD. 2441
One of Canada’s Busiest Markets

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.

**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 8A 9572

DAYTIME SERIAL

“Make up your mind to buy as little as possible – to make what you have last longer.”

These words make up the starting 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.


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’s “The World is Waiting for the Sun” and Charles 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 Saviour”, “The Women Are Such”, etc., so it is reasonable to assume that selections chosen for publication will be well handled.

**C.F.R.N.**, Edmonton, has a two-weekly show, “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.
CKKNX, Wingham has 3 a week, (transcribed) for Brandram-Henderson Ltd., through Stanfield & Blaikie Ltd., Toronto. 12 a week or Hi-Do Yeast through Stanfield & Blaikie, Toronto. 6 a week for Lobin (Canada) Ltd. through J. Gibbons. 5 a week for Martin Senour Co. Ltd., through J. J. Gibbons, Toronto. . . a further contact for 3 a week (99 in all) for Hos. A. Lipton.

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

CBL, CFRB and CKCL, Toronto. 5 a week for Creed's Furorage, through F. H. Hayhurst Co. Ltd., Toronto.

CCFC, Montreal. "For Ladies Only" 5 a week for Satellife, Bringham of Canada Ltd. (Klo-

ch Custard Powder) through F.

I. Hayhurst Co. Ltd., Toronto. 5 stations from Halifax to

the Rockies. For School Mfg. Co. ltd. (Dr. Scholl's Zino-pads)

through F. H. Hayhurst Co. Ltd., Toronto.

CCHR, Toronto. Snap Su-

tine for "Dora Dean" (Partici-

pating) through A. McKim Ltd.,

Montreal.

CORRECTION. Our item

in this column in the April issue

reading "International Paint, Mon-

treal, 3 a week on CFRB through

McKim Ltd., Montreal", was incor-

rect. The sponsor of this for-

ner series is A. Ramsay & Sons o.

Bauer & Black Ltd. 1 min.

Cartoonized spots commencing May

8th on a number of Canadian stations through Cockfield Brown

Ltd., Toronto.

CKCO, Chatham, Ont. re-

ports 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 Broad-

casting, Montreal.

RED CROSS CAMPAIGN

Radio publicity for the 1942 Annual National campaign of the Cana-

dien 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 Bas-

sett (A. McKim Ltd.), George Taggart (CBC), Glen Bannerman C.A.B.), A. N. McIntosh (A. Mc-

Kim Ltd.), Walter Reeves (J. J. Gibbons Ltd.), and J. N. Kelly (Canadian Red Cross Society.)

The radio campaign was actively performed by 160 spots in the back.

of the scenes. The radio campaign was actively performed by 160
dramatized spots in the back.

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

$0.25-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.

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 broadcast.

• 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 28th.

For President — Glen Banner 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:


Elections will be held May 28th.

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 our 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 necessity.

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 fire 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 Manitoba:—Winnipeg.
In Saskatchewan:— Moose Jaw, Regina and Saskatoon.
In Alberta:—Calgary and Edmonton.
In British Columbia:—Vancouver and Victoria.

CKBL CITED BY “BILLBOARD”

CKBL, 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.

Conclusion 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

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? It would be practical to you if it would be most useful to us. Keep up the good work.

Agency Time Buyer.

Thanks, A. T. B. See June 15th Ed.

RADIO MEN AT TORONTO BLOOD DONORS’ CLINIC

These Toronto radio men attended the Blood Donors’ Clinic in Toronto on Thursday, April 26th. Horizontally in the foreground is Art Evans of the CAB. On the next couch is CBC's Jack Redford. 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 Ray Purdy, who succeeded in convincing the powers that he was sufficiently weak ended 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 beast—of his tooth-paste smile, and practically completely masks the unattractive 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 sampler 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 least exuberant forties, a smile will go a long way further than a scowl.

Now that we are at war, the pop-ularity 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 havee 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-actord, performing the same kind of incredible antics with his tongue that a trapeze artist does with his legs and arms, 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 1,323 Canadian movie houses grossed $37,600,000, or about $5.35 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 bad, and it might be a sound idea for Canadian radio to pay more attention to Canadian movie trends.

When we think of radio comedy, our minds turn to Allen, Bergie, 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.

Malarkey! Great radio comedians characterize human beings with human peculiarities; and whether you know it or not, every one of them conveys in your mind, as a listener, someone you know with similar traits. They are not wise-cracking clowns. Wise tricks, 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 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, Isabel McGillvray 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 gowns such as 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 lummos with a highbrow complex and a zipper on his purse; Bergie'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

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

STRONG PRINTING PLATES LIMITED

INTELLIGENT CO-OPERATION
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 aids; 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 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 now have grown to motor ing age by the time the cease fire call is heard, and business is once again relieved of its present restrictions.

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.

QUEBEC'S Timepiece is CKAC

COLUMBIA BROADCASTING SYSTEM MONTREAL

Representatives—Canada:
C. W. Wright, Victoria Building, Toronto, Ont.
United States:
Joseph H. McGillvra

Note to Radio Stations:
The U. T. S. transcribed library of musical selections will be ready in June. Write for particulars.

UNIVERSAL UNITED TRASCRIBED SYSTEM
NEW YORK TORONTO HOLLYWOOD

Sales Representatives:
EXCLUSIVE RADIO FEATURES LTD.
11 McCaul St. - - - TORONTO
AD. 5112