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 "supershows" 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 agencies that the first few weeks of a series of programs is the most effective, and that the series is then apt 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 credit is given, in the hope that an audience will be built up overnight. Undoubtedly the advertising brains behind these promotions, and the interest the public invariably displays in personal appearances of Hollywood and other celebrities does insure them a reasonably wide audience. But this interest is apt to wane as the campaign that still greater interest and still greater effectiveness could be achieved.

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

The War Committee of the Canadian Broadcasting Corporation, which is the government agency, has been appointed to plan and direct programs for various agencies concerned with the war effort in Canada. The program planning committee, which was appointed at the beginning of the war, has been revived as a result of the recent serious illness lead to his medically unfit for further active service. "Bert" Robinson, brings to CHNS experience gained in various 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.

Personnel Con.

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

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

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

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

The Policy Committee of the C. A. B., which has been and is continuing to work on these amendments consists of Glen Ban-nerman, 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 now 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.”

Use of Duplicate Stations for Commercial Broadcasts.

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

Ban on U.S. Commentators.

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

The new transcription company.

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

John H. Part, former vice-president of Mason’s United Advertisers Agency Ltd., becomes president and managing director of United Transcribed System — producers of radio advertising and electrical transcriptions. United Transcribe 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 advertising relations in the presentation of American transcribed shows and recording and will also be sales representatives for a new library service for radio stations, released under the United Transcribed System name.

H A V E  Y O U  H E A R E D ?
Right Now
MORE NATIONAL ACCOUNTS
MORE LOCAL ACCOUNTS
Are Getting
MORE Action
Than Ever Before From

C F A R
FLIN FLON
Serves
NORTHERN MANITOBA

HAMILTON

REPRESENTATIVES
H. N. STOVIN
AND CO. IN THE UNITED STATES

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HAMILTON

REPRESENTATIVES
H. N. STOVIN
AND CO. IN THE UNITED STATES
Cookery School Gives Blow-By-Blow Broadcasts

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 C.B.C. 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 Granan'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 forecasts 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 C.F.R.B. for I. D. A. through A. McKim Ltd., Toronto.

South of the Border

Speaking of daytime serials at the Ohio State Institute for Education by Radio, John 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 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, Edger 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 trying with the thought of one-hour shows.

Nineteen N.B.C. 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.


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 first 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 350-watt R. C. A. Victor, operating on a frequency of 1,990 kilocycles.

Columbia's "Your Hit Parade" selects its guest stars from votes mailed in by men of the U.S. Navy, 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 expansion of the Civil Service make this market better than ever from the sales viewpoint. And 40% of all families sharing this increased buying power are French! In advertising to the Ottawa Valley it is wise to take advantage of the popularity enjoyed by CKCH in these homes.
One of Canada's Busiest Markets

CKMO
Delivers More Listeners Per Dollar Than Any Other Station

Ask the man who lives there
OR CONTACT
RADIO REPRESENTATIVES LIMITED
Montreal - Toronto
Winnipeg - Vancouver

A.C.A. RADIO COMMITTEE
L. E. Phenner, president of Canadian Cellicotton Ltd., has been appointed chairman of the Radio 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.

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

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

****

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

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

These words make up the start-ling 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 Bucking-ham show, presented on the CBC National Network Tuesday nights by Tuckett Ltd., through their agency, MacLaren Advertising Co., Ltd., Toronto.

It works like this. The Southern Music Publishing Co., of New York, has recently opened a Canadian subsidiary, Southern Music Publishing (Canada) Ltd., under the management of Al-phister Grosart, well-known Canadi-an radio writer.

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

In the past Canada has produced such world's hits as Ruth Lowe's "I'll Never Smile Again", Ernest Seitz 'The World is Waiting for the Sunrise" and Chas. 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", "F 'll u' Moon", "Marie Elena", "You Are My Sunshine", etc., so it is reasonable to assume that selections chosen for publication will be well handled.

CFRN, Edmonton, has a two-weekly shows, "Swing Along With the R.C.A.F." and "Marching Along With the R.C.A.F.", with two purposes:
1. Entertainment for the airmen at No. 4 I.T.S.
2. To assist recruiting drive for pilots and observers.

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

STOP beating about the bush with inferior French.'

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

Try

MARCEL BAULU
LABORATOIRE DE REDACTION
Room 304 Empire Life Bldg.
MONTREAL Phone LA. 9572

The Canadian Broadcaster
May, 1942
Orthacoustic
TRANSSCRIPTIONS BY
RCA Victor

More “Life”
In Your Radio Recordings

THE LIVE Quality of RCA Victor “Orthacoustic” Transcriptions—

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

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

Consult

RCA VICTOR COMPANY, LIMITED
Radio-Recording Division

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

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

CKNB, Wingham has 3 a
week, (transcribed) for Brandram-
 Henderson Ltd., through Stanfield &
Blackie Ltd., Montreal. 12 a
week or Hi-Do Yeast through Stanfield &
Blackie, Toronto. 6 a week for
Labin (Canada) Ltd. through J.
Gibbons. 5 a week for Martin
Senour Co., through J.
Gibbons, Toronto. . . a further con-
 tact for 3 a week (99 in all) for
hos. A. Lipton.

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

CBL, CFRB and CKCL, To-
tonio. 5 a week for Creed’s Fur
storage, through F. H. Hayhurst
Co., Ltd., Toronto.

CFCO, Chatham, Ont. re-
ports a week for Martin Senour
Co. through J.
Gibbons, Toronto.

RED CROSS CAMPAIGN

Radio publicity for the 1942 An-
nual National campaign of the Ca-
nadian 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 Basset
(A. McKim Ltd.), George Taggart
(CBC), Glen Bannerman
(C.A.B.), A. N. McIntosh (A. Mc-
Kim Ltd.), Walter Reeves (J.
Gibbons Ltd.), and J.
N. Kelly
(Canadian Red Cross Society.)

The radio campaign was actively
organized by a production com-
mitee consisting of George Taggart,
Glen Bannerman and Don Basset.

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

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

Twenty-two dramatized spots
have been placed on 84 stations by
a group of agencies consisting of
Russell T. Kelley Ltd., 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 five
spots for inclusion on their pro-
grams. Many have been of are be-
ing used on national network shows
from coast to coast.

HALIFAX Now World’s
Busiest Port

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

RADIO STATION
CHNS
HALIFAX, NOVA SCOTIA
Rep. All Canada Radio Facilities

Halifax Now World’s
Busiest Port

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

RADIO STATION
CHNS
HALIFAX, NOVA SCOTIA
Rep. All Canada Radio Facilities
Nominations For Toronto Ad Club

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

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

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

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

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

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


Elections will be held May 26th.

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.

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 five volunteer donors to make one treatment, so it can be readily understood that the number of donors needed is tremendous.

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

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

In Nova Scotia:—Halifax.

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

In Quebec:—Montreal.


In Manitoba:—Winnipeg.

In Saskatchewan:— Moose Jaw, Regina and Saskatoon.

In Alberta:—Calgary and Edmonton.

In British Columbia:—Vancouver and Victoria.

Ad Lib

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

Marketing's J. C. K. Replies

Dear XYZ:

I do not throw stones at radio regarded as an advertising medium. Radio as an advertising medium has justified itself. But in saying this I do not say that every advertiser's use of radio is marked by good judgment.

Just as I find many advertisements in newspapers and magazines not to my liking, so do I find many radio advertisements distasteful to me. Yet my judgments are often wrong.

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

Yours very truly,

John C. Kirkwood.

List of Representatives

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

Agency Time Buyer.

Thank you, A. T. B. See June issue for other.

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Facts about Hamilton

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

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

900 on your dial Interference-free

RADIO MEN AT TORONTO BLOOD DONORS' CLINIC

These Toronto radio men attended the Blood Donors' Clinic in Toronto on Thursday, April 30th. Horizontally in the foreground is Art Evans of the CAB. On the next couch is CBC's Jack Radford. These two donors caused a lot of trouble because each insisted that the blood of the other would not be fit for use. On the third couch is Ray Purdy, who succeeded in convincing the powers that he was sufficiently weakened to warrant an amber colored potion, but whose recovery after consuming said potion was remarkable.

In vertical position, waiting their turn, is Reg Beattie, of All-Canada, who filled in the waiting time giving the camera the benefit of his tooth-paste smile, and practically completely masking the unshyly 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 less exponentiaries, a smile will go a long way further than a scowl.

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

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

And they’ll be all wet.

Why?

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

By this I do not mean that little Edgar should be paraded down to the radio station to drool his cute sayings into the microphone. Nor that Uncle Gordon should be permitted to tell the one about the farmer’s daughter and the commercial traveller. What I am trying to say is that men, women and children are the funniest people I know, and if instead of trying to build an actor into a sort of super-acrobat, performing the same kind of incredible antics with his tongue that a trapeze artist does with his legs and arms, if instead of this, writers and actors would combine their talents to recreate the genuinely funny things that are part and parcel of everyday Canadian life into playable dialogue, it could no longer be said with any truth that we have no comedians.

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

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

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

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

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

The movie folks don’t make a series out of a one-shot just for fun, or because their mother-in-law likes the theme song. The box office is their yard-stick and we understand that for the year 1940, the 1,323 Canadian movie houses grossed $37,600,000, or about $3.35 for every Canadian man, woman and child, or, if you want it another way, 1.4% of all retail purchases. Whatever way you look at it, it ain’t 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, Bergen, Bryce, Hope and their like. Perhaps we are inclined to think of them as individuals who only have to open their traps to make people laugh at them.

Malarkey!

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

Let’s vivisect a few.

Elda Hope, Mabel McCul-
lash and Ruth Pask, all of Dominion Broadcasting Co., Toronto, aided and abetted by Victoria Murphy from Ra-
dio Representatives (next door) have accumulated a staggering quantity of knit-
ted gowns such as sweats, 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 “Purely Guts”! Ugh!!

Allen is the radio prototype of the sarcastic fellow who lives across the street: Benny plays a likeable country lummox with a bigshot complex and a zipper on his purse; Bergen’s Charley Mc-
Cathy 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 mar-
vellous 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 ob-
vious.

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 accom-
panying commercials ... assure the world that our hot beef sand-
wiches are made from cows that died with a smile on their face ... then we’ll be adding a bit of cheer-
to a momentarily bleak world, and what is more, we’ll be drawing more shekels into our sponsor’s cash registers.

ARTISTS • PHOTOGRAPHERS • ELECTROTYPERS

INTELLIGENT CO-OPERATION

STRONG PRINTING PLATES LIMITED

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

May, 1942 The Canadian Broadcaster Page Seven
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 warwork 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 binculars and stop-watches; also to the Red Cross, the I.O.D.E., the Lions War Victims' Fund, the Kinsmen Clubs' Milk-for-Britain Fund, the Queen's Canadian Fund, and the Overseas League Tobacco Fund; and to various other National War Appeals.

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

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

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

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

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

QUEBEC'S Timepiece is CKAC

- The French Canadian, who listens to his radio in a ratio of 3 to 2 compared with his English compatriot, listens to CKAC more often than to any other station.
- He is a buyer, too. The purchases of Quebec's more than two and a half million French Canadians represent an 85% slice of a retail market which amounts to $600,000,000 annually. Contact this vast market through CKAC.

CKAC
COLUMBIA BROADCASTING SYSTEM MONTREAL
Representatives—Canada:
C. W. Wright, Vickers Building, Toronto, Ont.
United States:
Joseph H. McGillvray

"Yep! Alphabet Blocks
make a fair illustration for our advertisement"

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

Let U. T. S. work with you or your radio department. No problem is too small or too large. Fast service on anything from a 20-second flash announcement to an hour programme. Give us the name of the product or service to be advertised and we'll return you a complete presentation ready for your client.

Write, phone or wire for particulars on five, fifteen and thirty-minute shows already transcribed and ready for use.

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

UNITED TRANSCRIBED SYSTEM
NEW YORK TORONTO HOLLYWOOD

Sales Representatives:
EXCLUSIVE RADIO FEATURES LTD.
14 McCaul St. • 11 McCAUL ST.
AD. 5112 TORONTO