

THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1. Number 5

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MAY, 1942

Personnelities

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

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

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

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

Continued on Column 4

The War Programs

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

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

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

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

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

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

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

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

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

Richard S. Lewis.

Managing Editor

CHNS Appointment



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

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

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

Personnelities Con.

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

The CANADIAN BROADCASTER

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Managing Editor Art Editor
Richard G. Lewis Grey Harkley

Sunday Commercials

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

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

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

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

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

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

C.A.B. Policy Committee

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

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

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

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

Electrical Transcriptions.

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

Price Mention.

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

Sponsorship of Newscasts.

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

Use of Duplicate Stations for Commercial Broadcasts.

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

Ban on U.S. Commentators.

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

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

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

New Transcription Company

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

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

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

HAVE YOU HEARD?

Right Now

**MORE NATIONAL ACCOUNTS
MORE LOCAL ACCOUNTS**

Are Getting

MORE Action

Than Ever Before From

CKOC

HAMILTON



REPRESENTATIVES

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

CFAR
FLIN FLON
Serves
**NORTHERN
MANITOBA**



REPRESENTATIVES
H. N. STOVIN

Cookery School Gives Blow-By-Blow Broadcasts



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

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

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

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

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

Accounts are placed by the sponsors' agencies.

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

C.B.C. Cited at Ohio

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

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

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

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

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

South of the Border

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

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

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

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

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

Summer Lay-Off for Dr. Susan

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

CHLP Opens New Transmitter

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

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

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

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



If You Are Interested In Figures

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

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

CKCH

OTTAWA - HULL

(1210 Kilocycles)

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

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

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

CKMO
Vancouver

One of Canada's
Busiest Markets

CKMO
Delivers More
Listeners Per Dollar
Than Any Other
Station

Ask the man who
lives there

OR CONTACT

**RADIO
REPRESENTATIVES**
LIMITED

Montreal - Toronto
Winnipeg - Vancouver

A.C.A. RADIO COMMITTEE

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

Program Briefs

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

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

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

DAYTIME SERIAL

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

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

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

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

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

"Blended Rhythm"

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

It works like this.

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

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

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

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

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

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

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

STOP beating about the bush with inferior French!



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

Try
MARCEL BAULU

LABORATOIRE DE REDACTION

Room 304 Empire Life Bldg.

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Phone LA. 9572

Spots

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

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

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

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

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

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

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

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

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

RED CROSS CAMPAIGN

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

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

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

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

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

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

CKTB Has New Rep.

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

Halifax Now World's Busiest Port

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

RADIO STATION CHNS

HALIFAX, NOVA SCOTIA
Rep. All Canada Radio Facilities

Orthacoustic[★]

TRANSCRIPTIONS BY

RCA Victor

MEAN

More "Life"

In Your Radio Recordings

THE LIVE Quality of
RCA Victor "Orthacoustic" Transcriptions—

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

• • •

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

Consult

RCA VICTOR COMPANY, LIMITED

Radio-Recording Division

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



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

Nominations For Toronto Ad Club

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

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

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

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

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

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

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

Elections will be held May 26th.

CKBI CITED BY "BILLBOARD"

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

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

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

Facts about HAMILTON

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

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

900 on your dial
Interference-free

CHML
L

YOUR Help Wanted

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

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

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

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

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

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

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

In Nova Scotia:—Halifax.

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

In Quebec:—Montreal.

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

In Manitoba:—Winnipeg.

In Saskatchewan:—Moose Jaw, Regina and Saskatoon.

In Alberta:—Calgary and Edmonton.

In British Columbia:—Vancouver and Victoria.

Ad Lib

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

Marketing's J.C.K. Replies

Dear XYZ:

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

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

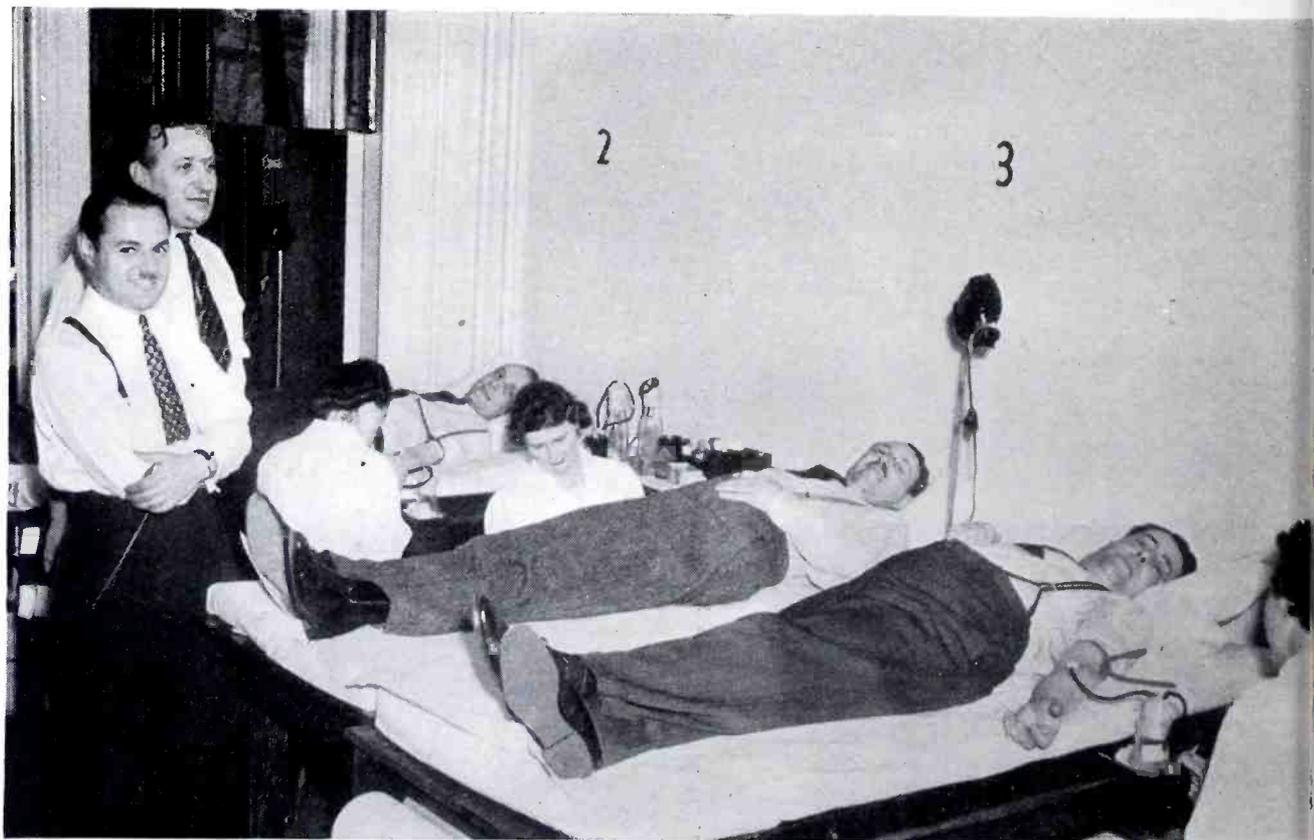
Yours very truly,
John C. Kirkwood.

List of Representatives

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

Agency Time Buyer.

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



RADIO MEN AT TORONTO BLOOD DONORS' CLINIC

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

Yes! We Have No Comedians!

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

"Old fashioned?" you say.

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

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

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

And they'll be all wet.
Why?

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

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

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

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

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

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

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

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

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

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

Malarky!

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

Let's vivisect a few.

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

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

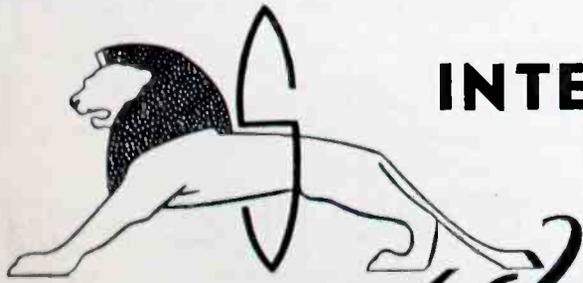
In Canadian advertising we seem to be terribly afraid of making fools of ourselves. Some kind or cowardly reserve seems to hold us back when we think of a marvellous gag which would tie in wonderfully with a product, in case its use might lead people to believe that the product is a gag too. But taking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

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

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

ARTISTS • PHOTOGRAPHERS • ELECTROTYPERS

INTELLIGENT CO-OPERATION



Strong Printing Plates

LIMITED

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

PHOTO ENGRAVERS

Two and A Half Million Fans go to the Hockey Games

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

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

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

The universal interest displayed in the broadcasts in every Canadian

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

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

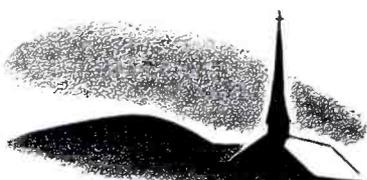
Imperial Oil Dealers and Agents have been providing facilities, as collection depots, for books, clothing and bedding for I.O.D.E. war aid; they have since become collection depots for rubber salvage as well.

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

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

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

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



QUEBEC'S
Timepiece
is
CKAC

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

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

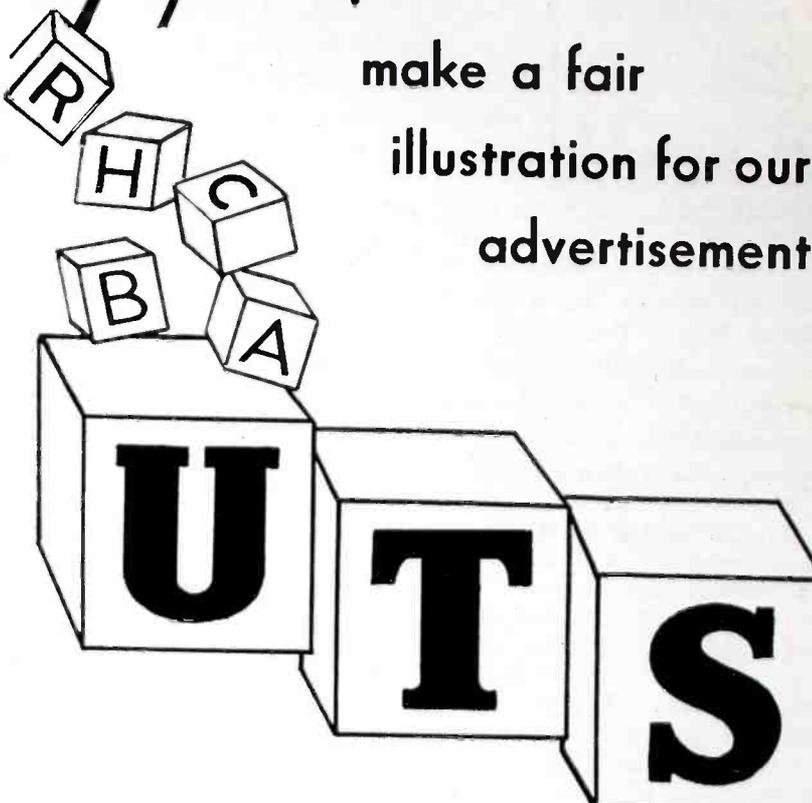
CKAC
COLUMBIA BROADCASTING SYSTEM
MONTREAL

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

United States:
Joseph H. McGillvra

"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. TORONTO
AD. 5112