

# THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1. Number 9

PUBLISHED MONTHLY

SEPTEMBER, 1942

## CBC Nets Cut Time

CBC networks will sign off at 11.30 p.m. local time in all regions beginning Sunday, Sept. 27, to reduce wear on equipment, it was announced Sept. 16 by Gladstone Murray, general manager of the Canadian Broadcasting Corporation.

Mr. Murray said that such a reduction would lengthen the life of a large amount of equipment, some of which cannot be replaced. Some of the vacuum tubes used in the 50-kilowatt stations are water-cooled affairs that cost as much as \$3,000.

The earlier network sign-off will be put into effect at all but one of the CBC stations.

It will be necessary on some nights to operate for the extra half-hour to midnight at CBA, the 50-kilowatt station at Sackville, N.B.

## Gerry Gaetz III

Gerry Gaetz, whose move from CKCK, Regina, to CJRC, Winnipeg is announced on another page, is suffering from an attack of pneumonia.

While the attack was extremely serious at the outset, we understand that he is making satisfactory progress and that the danger point is passed.

## G. & W. Awarded \$25,000 Against CBC

Stating that the Court of Appeal already had decided that the Canadian Broadcasting Corporation can be sued, Mr. Justice Ainslie W. Greene, recently gave Gooderham & Worts Ltd. judgment at Toronto against the CBC for \$25,000, for breach of covenant. The action had to do with termination by the CBC of its lease of CKGW.

## Petrillo

The U.S. Government's anti-trust suit against James C. Petrillo and others connected with the American Federation of musicians, called in Chicago for Sept. 16 has been again adjourned. The new date of the trial is October 12th.

## CKCL Joins Mutual

CKCL has become an affiliated station of the Mutual Broadcasting System.

With a thousand watts full time, broadcasting on a frequency of 580 kilocycles, the addition of the Toronto station brings the total number of Mutual outlets to 207.



Dr. J. S. THOMSON

## The Tumult and the Shouting Die

After the maelstrom of disorder and bewilderment which surrounded the Broadcasting Enquiry, there is a sudden lull. The tumult and the shouting die, and James Sutherland Thomson, Scottish cleric and Canadian University president, wakens to find himself recommended for the general management of the CBC.

Ratification of the appointment must come from the Cabinet, which so far has only objected to the salary suggested by the board.

In the meantime, the recommendation has given rise to some measure of concern. Dr. Thomson's only official statement, to the effect that a closer control on radio advertising will have to be kept, is open to question, more because of its vagueness than because of any lack of need in that direction.

In Gladstone Murray's camp, the disappointment of those who hoped for his continuance in office, is mitigated by the creation for him of the post of Director General, in charge of programming.

We are entitled to wonder whether the Doctor's experience at the University of Saskatchewan, purveying learning to a paying student body of about two thousand, will be of value to him in his new work directing the dissemination of entertainment, information and inspiration to twelve million citizens from all walks of life who receive the benefit of the industry's efforts whether they want it or not. Neither can we be sure that he will realize that the presentation of programs — however superb — is not the entire broadcasting problem, because it will be necessary to sell the public the idea of listening to them before they can appreciate them, and to about seventy-five per cent of them the American wave lengths are as accessible as the Canadian ones. Again, there is the problem of compiling schedules which will contain programs acceptable to everyone, so that it can never be said that the Canadian radio caters to the few, to the exclusion and beyond the comprehension of the many.

These are questions which time will answer, and in wishing Doctor Thomson success in his new undertaking, we feel safe in promising him that he will set forth not only with this paper's good will and co-operation, but with that of the whole industry.

We have said that the Board of Governors did not emerge blameless from the enquiry. Neither, we submit, did the private stations.

While that segment of the industry which is engaged in the business of commercial broadcasting rails at what it feels are the "culture-if-it-kills-you" tactics of the CBC, and while it may be suggested that these policies stand in danger of keeping radio only within the reach of the "professorial crowd", there is another side to the story.

When the charge of greed is laid at the commercial operator's door, he replies, with some reason, that his programs are designed to sell goods, and that means they are popular with listeners. It

(Continued on Page Two)

## CBC Board to Review Salaries

When the CBC Board of Governors handed its recommendations to the government concerning the proposed changes of executive salaries were proposed as follows: Dr. Thomson \$15,000; Major Murray \$14,000 and Dr. Frigon \$14,000.

Taking the view that these salaries are too high, the government has returned the recommendations to the Board for further consideration, and it is understood that the Board is to meet again shortly to reconsider the question of remuneration. No statement has been released to us as to the ratification of the appointment of Dr. Thomson.

## WAB Meeting

After some doubt as to the advisability of holding it this year, the Western Association of Broadcasters' annual general meeting has been called by George Chandler (Association President) for September 14-16 in Vancouver.

Glen Bannerman, C. A. B. president, is attending the meeting.

## Director General

Major Gladstone Murray, General Manager since 1936 of the Canadian Broadcasting Corporation was appointed to the newly-created post of Director General of Broadcasting for Canada, simultaneously with the CBC Board's recommendation that Major Murray's post of General Manager be given to Dr. J. S. Thomson. Recommendations, if ratified by the Cabinet, are to be effective November 2nd.

## CFAR Flin Flon

Newly appointed manager of CFAR, Flin Flon, Man., is Don Wright, formerly at CKMO, Vancouver. Don replaces Gerry Tonkin, who recently joined CKBI, Prince Albert.

## CHRC "Broadcasts Own Fire"

When CHRC Quebec studios were burnt in a fire at the Victoria Hotel, Quebec City, on Sept. 19th, the station was off the air for five minutes and then proceeded to broadcast a flame by flame description of its own fire!

Pending new studio arrangements, CHRC is carrying on from the transmitter. Schedules continue without interruption.

**The CANADIAN BROADCASTER**

Vol. 1, No. 9 September, 1942

Published By

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

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

Managing Editor Art Editor  
**Richard G. Lewis Grey Harkley**

Printed for The Publishers by Sovereign Press, Ltd., Toronto, Ontario

**It's the Press Again**

Commenting on the recent soap and butter scares, Richard Jackson, writing in the Montreal Standard, says: "Radio is the villain in the piece, the Wartime Prices and Trade Board has discovered on investigation of widespread runs on the retail market within the past few days."

In the vilifying form of journalism in which some newspapers like to discuss our medium, Jackson quotes Donald Manson, executive-assistant to the General Manager of the CBC to the effect that "no CBC station had carried the offending announcement (that started the run). That it could have been made over a station not directly controlled by the CBC Mr. Manson did not deny."

"Mr. Manson suspected the trouble", the article continues, "was attributable to the 'voice of doom' style of announcing affected by some broadcasters."

In tensely dramatic style, reminiscent of Foster Hewitt with a touch of Horatio at the Bridge, the article proceeds: "From house to house and from street to street the story spread of the Prices Board supposedly being ready to issue butter ration books — and the panic was on."

"Too late was a denial broadcast — made plain was the simple truth of there being more than enough supplies to cover the demand — the run had stripped the retail market of butter."

"Subsequent events", the excited narrative concludes, "have done little to gain radio its lost prestige, and official Ottawa may be expected to lean more heavily for publicity on the daily and weekly press, which so far have been able to plead not guilty to panic mongering."

Really Mr. Jackson! Lands sakes!

Isn't the sum and substance of your plaint simply that an over-ardent announcer used a trifle too much "umph" in an effort to excel in his work? The results were, we admit, distressing, though fortunately temporary, and we submit that it is rather fortunate that this under-estimate

(Continued on Col. Four)

**THE TUMULT AND THE SHOUTING DIE**

(Continued from Page One)

sounds very logical, especially when it is what we want to believe. The station is in business to sell time. The agency or the sponsor comes along with a program in one hand and a check book in the other. Or it may be that they are buying one of the station's own programs. The ratings show 30% listenership for the show, so the station operator sells his time, the agency collects its commission and the sponsor sells his pickles, because the audience listens to the show and absorbs the commercials.

To which you reply — "What more do you want?"

Well, on the face of it, you have a case. But much as we would like to say it ends there, the fact is it does not, because with an unfortunately high percentage of shows, it is well within the realms of possibility that while the program is listened to, it may be listened to as the lesser of available evils, perhaps rather in the same spirit as the man who hates parsnips, but eats them avidly when he is hungry and there is nothing else around.

If we are facing a radio renaissance, could we not all of us, — culturals and commercials alike — see if our resources cannot be combined, not for the furtherance of pet notions we would like to call ideals, or selfish desires for personal gain, but to the betterment of the listener's lot to the end that the forgotten man-in-the-street, who after all does pay the shot whatever way you look at it, is being catered to like the good customer he truly is? We believe that if sincere and combined effort were directed along this road such problems as revenue would take care of themselves because grudgingly given public acceptance would turn to definite public demand.

If a true renaissance is upon us, let us hope that it will proceed at a gentle pace rather than a revolutionary rush.

If the use of the columns of this paper, by either faction, can contribute to the consummation of this ideal, we shall feel that our existence is beginning to be justified.

*Richard G. Lewis.*

Managing Editor

**Testimonial**

Most of the accounts we work with have been coming back year after year.

We've been asking them why, and they tell us . . .

*"We have such confidence in your supervision and production, as well as your recording. Dominion is much more than just a recording company to us . . ."*

*After all it's talent and production which make the show.*

*Recording makes it permanent.*

*We get all three from The Dominion Broadcasting Company."*

**Thanks Pals!**

If you placed three of CHML's staff end to end you would be surprised to find you had a total of 19 ft. 0½ ins. of manhood.

First there is Vern Hill, Announcer, measuring 6 ft. 5½ ins.; second comes George Bouck, another announcer — 6 ft. 4 ins.; and the shrimp of the trio is Operator Eddie Blaney at only 6 ft. 3 ins.

of the power of radio, which power you so ably prove in your article, can be taken into calculation in future, before irreparable harm is done. You see, the average cost of such an announcement is less than \$15 on the larger stations, and it is amazing to us, though we admit we are connected with an amazing industry, that it is possible to harness a medium which could cause what you would have us believe is akin to a national panic, at a commercial cost of so little.

On thinking it over we understand your alarm, for the "results" from that humble "spot" probably did far and away excel the maximum possible returns from an advertisement in your paper of one column by sixty agate lines, which we believe is the approximate amount of space an advertiser would get for this sum.

We could forgive you everything Mr. Jackson, write it off as the same kind of over-ardor of which you accuse the announcer, if you had not written that last paragraph.

*" . . . and official Ottawa may be expected to lean even more heavily for publicity on the daily and weekly press, which so far have been able to plead not guilty to panic-mongering."*

Has your paper never been guilty of scare headlines having little if any correlation to the first page contents? Are not some of the journalistic artifices used in front page make-up conceived at least for the benefit of, if not by, the circulation department? Incidentally, as to Ottawa "leaning more heavily" on the press, you may not know it, but radio's share in government advertising has grown from practically nothing to a substantial share of all government appropriations, so it seems to us reasonable to assume that merit has been the basis of radio's growth.

As fortifier of the newspaper medium, as a dispenser of propagandic copy calculated to do an institutional advertising job for your paper and its ilk, we hate to be tough about it, but frankly, aren't you a little off the beam? In fact we would like to convey to you the radio industry's thanks for your gesture in bringing so forcefully to Ottawa's attention the unprecedented power of broadcast advertising.

**WESTERN STATIONS PLAY LEAP FROG**



**F. H. Squires**



**Gerry Gaetz**



**H. B. (Hal) Crittenden**

In a number of Western Station staff changes F. H. (Tiny) Elphicke, manager of CJRC, Winnipeg, has been transferred to the same position at CKWX, Vancouver. Our failure to secure a photograph of this well-known Western manager must be attributed to his shyness! We do know though that he first saw the light of day in England, and has been associated with CFAC, Calgary and CJCA, Edmonton.

Gerry Gaetz has relinquished management of CKCK, Regina, to take over CJRC, Winnipeg. Prior

to joining CKCK, Mr. Gaetz was at CJOC, Lethbridge.

Waldo Holden becomes CJRC sales manager, Lyall Holmes is the new production manager and Jack Kemp becomes program director.

Harold Crittenden, CKCK sales manager for the past year, succeeds Gerry Gaetz as manager of the Regina station, and R. J. (Bob) Buss, formerly at CJOC, Lethbridge, becomes sales manager.

F. M. (Frank) Squires, former manager of CKWX, Vancouver, returns to Stratford, Ontario, to manage his own station — CJCS.

**Armys Radio Man**

"Absolutely wonderful . . . heartening . . . more than willing to help" were some of Captain R. A. (Dick) Diespecker's comments when questioned by "The Canadian Broadcaster" on the co-operation he was receiving from stations in connection with his work as Radio Liaison Officer of the Directorate of Public Relations (Army).

Dick Diespecker was the original producer of CBC's "Stag Party". He was for a number of years program director at CJOR, Vancouver, and authored several dramatic series for that station as well as CBC (Vancouver) productions.

He is currently writing the "Men of War" series (CBC, Sundays, 7 p.m., E.D.T.) and directing other features of Canadian Army broadcast publicity.

**CKPR---Fort William**

The Navy delivers the goods in more ways than one. During the Canadian Lakehead Exhibition, due to the number of actuality broadcasts, CKPR, Fort William, had to call on Edgar Gareau, one of its operators recently released for active service with the Navy.

**All-Canada Opens  
Winnipeg Office**

P. H. Gayner, All-Canada representative in Winnipeg, has been appointed manager of the new All-Canada office, which is to be located at 802 Winnipeg Electric Chambers.

**1 kw. for Lethbridge**



Norman Botterill, manager of CJOC, Lethbridge, Alta., advises that on October 1st his station will be operating its new thousand watt transmitter on a 1060 kc frequency.

Testing is already going on, and by October 1st regular operation will be an accomplished fact.

**CBC Has New P & I Head**

Announcement is made of the appointment to the position of Press and Information Representative at the CBC National Program Office in Toronto, replacing S. A. Blangsted, who recently resigned, of Wells Ritchie, who takes over his new duties after 20 months with the CBC Central News Room, where he wrote the first news bulletin at 6:30 on January 1, 1941.

His experience ranges from public relations work for a three-ring circus, gag-writing for cartoonists, editing trade papers, running the Toronto Bureau of Trans-Radio Press, besides writing Theatrical and Movie Comments for the papers.

"The Canadian Broadcaster" will welcome from Mr. Ritchie material which is "for the good of the industry and its sponsors."

**Station Runs Paper**

News of the "man bites dog" variety reaches us from CKNX, Wingham, where "Doc" Cruickshank, and his assistant, Jim Maxwell have added to the duties of running "Ontario's Farm Station" those of publishing a monthly paper called "The CKNX Almanac".

Station news, schedules and station promotion are well interspersed with reading matter of interest to the community, news and editorials, as well as sufficient advertising to give it every chance of becoming a profitable venture.

The sheet is turned out every month and is distributed by mail to several thousand homes in the town and country area of Wingham. Editorship is credited on the masthead to James F. Maxwell.

**Attention Script Writers!**

Toronto: Would you be good enough to make mention in an early edition of your paper of our need for good Canadian written scripts for our "Canadian Theatre of the Air", thirty minute dramatic series heard coast to coast Fridays 9.30 - 10 p.m., and sponsored by Ironized Yeast?

Actual playing time required is 26 minutes to allow for commercials, and scripts should be written so that they divide into two scenes of approximately equal length.

This program is produced in Canada, parts are played by Canadian actors and our sponsors are anxious to use original Canadian plays, for which we are authorized to pay from \$60 to \$100.

Scripts should be submitted in triplicate, but we prefer to see a synopsis first, in order that we may determine whether the idea submitted is practical for our purposes. In the case of authors who are not experienced in the radio field, we will consider the purchase of the idea in synopsis form at a lower price.

*Yours very truly,*

**J. ALAN SAVAGE**

Radio Director,  
Ruthrauff & Ryan Inc.,  
80 Richmond St. West,  
Toronto.

**Kingston, Ontario**

Station CKWS, Kingston, opened September 1st, under the management of Jack Davidson, formerly of CHEX, Peterborough. The staff includes Harold Burley, Roy Hofstetter, Hugh Gage, Bill Reid, Bruce Tremear, Orville Stone, Harry McLay, Charles Miller, Jerry Kelly, Marvin Stroh and Anne Wlasi. The station is operated by Northern Broadcasting & Publishing Ltd.

**THANK YOU TORONTO!  
MERCi MONTREAL!**

MAY I take this opportunity of saying "thanks" to the Toronto and Montreal agency men who dropped in on me during my recent visit and listened so patiently while I gave them the facts about the Moncton Market and the lively way KCKW is selling merchandise around these parts.

Manager  
KCKW, MONCTON, N.B.

Schedule KCKW and cash-in on the coast

# A CANADIAN ACCOMPLISHMENT



NEW! 26 HALF-HOUR NBC  
PROGRAMS DRAMATIZING  
THE ROYAL CANADIAN AIR FORCE

RECORDED IN CANADA BY

*RCA Victor*

Here is the first authentic story of the fighting skill of the airmen of the United Nations serving with the Royal Canadian Air Force — 26 action-packed episodes. The files of the R.C.A.F., were made available to All Canada Radio Facilities and to NBC exclusively for the production of this thrilling Series. Re-

corded in Canada by R C A Victor Radio-Recording Division.

The high standard of recording achieved in this dramatized series is a notable example of what Canadian broadcasters can obtain through RCA Victor's completely equipped, modern Recording Studios in Toronto and Montreal.



The student pilot's proudest moment is when he marches onto the field behind the R.C.A.F. Band to receive his wings from the hands of his Commanding Officer

## FOR BETTER RECORDINGS

Whether you are planning a 15 second Flash or an hour-long Transcribed Show

*Consult*

**RCA VICTOR COMPANY LIMITED**

Radio-Recording Division

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



## C.A.B. LISTS ENFRANCHISED AGENCIES

The Canadian Association of Broadcasters has released the following complete list of advertising agencies to which the CAB Policy Committee has granted franchises.

This franchise entitles the Agencies to place national business on CAB member stations, and to receive the usual agency commission. The franchise is for the period June 1, 1942 to May 31, 1943.

Ardiel Advertising Agency Ltd.  
Baker Advertising Agency Ltd.  
Canadian Advertising Agency Ltd.  
Cockfield, Brown & Co. Ltd.  
D'Arcy Advertising Company  
A. J. Denne & Co. Ltd.  
Ellis Advertising Company  
James Fisher Co. Ltd.  
J. J. Gibbons Ltd.  
F. H. Hayhurst Co. Ltd.  
Russell T. Kelley Ltd.  
Locke, Johnson & Co. Ltd.  
Lord & Thomas of Canada Ltd.  
MacLaren Advertising Co. Ltd.  
Masons United Advertisers Agency Ltd.  
McConnell, Eastman & Co. Ltd.  
A. McKim Ltd.  
Norris Patterson Ltd.  
Thornton Purkis  
E. W. Reynolds & Co. Ltd.  
Richardson, MacDonald, Advertising Service Ltd.  
Ronalds Advertising Agency Limited  
Stevenson & Scott, Limited  
R. C. Smith & Son Ltd.  
Tandy Advertising Agency Limited  
J. Walter Thompson Co. Ltd.  
Vickers & Benson Ltd.  
Walsh Advertising Co. Ltd.  
Whitehall Broadcasting Co. Ltd.  
Young & Rubicam  
Atherton & Currier, Inc.  
Hutchins Advertising Co. of Canada Ltd.  
Ruthrauff & Ryan Inc.  
Dominion Broadcasting Co.  
Stanfield Blakie Ltd.  
Stewart MacIntosh Ltd.  
Wallace Advertising Ltd.  
J. E. Huot Enregistree

### Announces School

The course for radio announcers being conducted by Dr. G. E. Reaman at the Ontario Agricultural College, Guelph, is progressing most favorably, according to Arthur Evans, secretary of the CAB, which is partially responsible for its organization.

On September 4, Lloyd Moore and Wes McKnight, both of CFRB, visited Guelph and discussed with the students some of the problems in station operation which they are learning to face. On Sept. 11th, Bob Morrison, also from CFRB, discussed the building of a radio program, and C. W. (Bill) Wright (Stovin & Wright) went into the question of selling it.

A visit was paid by the class to CKCR, Kitchener, and eight of the students went on the air. Arrangements have been made for them to present a half hour program over this station September 22nd.

CKCL, Toronto, was their port of call on Sept. 16, and a constructive demonstration was given by Maurice Rapkin, with comments from the women's angle by Claire Wallace. The same evening voice tests were made at CFRB, with Rai Purdy and Alan Savage acting as critics.

### 'Sweets Without Sugar'

'Sweets without Sugar' is the title of a new book by Marion White, well-known cooking columnist. The book is handled in Canada by Geo. J. McLeod Ltd., Toronto.

This is a recipe book which deals entirely with the problem, which confronts every housewife, of how to maintain the cooking standard in the home without the use of sugar.

"The Canadian Broadcaster" feels that this book should be on the shelf of everyone addressing women on the radio. Copies, priced at \$1.75, may be ordered from "The Canadian Broadcaster".

Plans are being made for a newscaster and a farm commentator to address the group.

Before the course is over Mr. Evans hopes to be able to arrange a return visit to CKOC, Hamilton. In the early days of the course this station recorded the voice of each student, and the return visit is being planned in order that new records may be made to show how they have improved.

Asked if the course would be repeated, Mr. Evans said that results were most encouraging but that he was unable to say what might be done in the future.



## You Can Please

### SOME OF THE PEOPLE

Femininity comes in three grades — blondes, brunettes and red-heads, to suit the respective taste of each of the three grades of men, who prefer either blondes, brunettes or red-heads.

If suddenly the brunettes and the reds went blonde, those of us whose inclinations are towards the fairer of the fair would have a whale of a time, but the remaining two thirds would be out on the well-known limb.

However, as things are and seem likely to remain, the supply of each seems to measure up reasonably well with the demand. So most Jacks find their Jill, court, get married, and then proceed to live happily ever after, or as happily as circumstances will allow.

The national magazine publisher runs his business on rather the same theory. He knows that if Tom can find his blonde, he won't worry because all the seekers of brunettes and redheads are taken care of too. He'll be satisfied. And the same thing goes for Dick and Harry. He (the publisher) feels that it would be awfully tough on the rest of the world if a third of it found the contents of the paper he puts out completely to their liking, because as with the blondes, etc., the remaining two thirds would have no fun at all. So friend publisher surveys his potential readership. He divides it into imaginary groups, like athletes, bookworms, family folks, socialites, and so forth. Then he proceeds to gather together material for each issue of his magazine so that everyone will like one article or story or feature in every issue, and — and this is equally important — so that nobody will like it all.

It seems sort of silly in a way, but when you come to think, if you are a magazine fan at all, you probably buy three or four different ones each week or month, and it is safe to bet that you get "A Magazine" for the cartoons, "B" gives you the movie reviews, "C" usually has a good detective story, "D" gives you a good resume of the war news, and so forth. The fact that each of these journals contains a great deal more reading matter, all tops in its class is so unimportant to you that for the life of you you couldn't say what it consists of. But let one of them arrive just one day late, and you wonder what has happened, and quite indignantly, too.

All right. Now let's apply the same idea to broadcasting.

Which would you rather receive by way of fan mail in connection with your radio program?

(1) A letter which says in effect: "I wouldn't miss your show for the world, because I enjoy every moment of it." or

(2) A letter which says: "I do enjoy your vocalist, but why don't you drown the oboe player?"

The first is obviously a very comforting letter to receive, but, assuming that each of these letters is referring to the same program, the first indicates that its writer represents the group which likes vocalists and oboe players, too. That means that this fan's class will have its opposing group, which will like *neither* the vocalist *nor* the oboe player. Consequently it will want no part of the program. The second on the other hand will have its opposite too, and the opposite in this case will consist of those who dislike the vocalist and appreciate the oboe, and both groups will be listeners.

To get away from music a moment, it is inconceivable to us that anyone's sense of humor could appreciate both Charlie McCarthy and Abbott and Costello. Perhaps Mr. Chase is a McCarthyite while Mr. Sanborne is a Costellonian. Perhaps as these two wise gentlemen sat by their radio of a Sunday night, Mr. Sanborne writhing at the Abbott and Costello antics, and Mr. Chase doing likewise during the McCarthy performance, each could afford to swallow the insult, because between them they had found a neat way of selling their coffee in both camps.

Abbott and Costello are off the show now, having been replaced by Don Ameche, who is doubtless there for the same purpose.

We know a man who literally writhes at Jack Benny, but suffers

him cheerfully in order that for a matter of about ninety seconds of the half hour he may gurgle with glee at Rochester. He, too, must have his counterpart, who fills his ears with cotton batten as soon as the dusky comedian approaches the mike, but revels in the Benny banter.

Daytime serials have come in for a lot of criticism of late. The reason is not that the tales they tell are so lurid, as their attackers would have us believe (because that is what they believe themselves). The fact is — in our humble opinion — that some of them concentrate so incessantly on the theme of thwarted emotions, forgetting the other sides of life — the ridiculous, the melodramatic and so forth — that even their most ardent fans weary of them. They seem to be built on an "emotion-or-nothing" basis, so that there is no "opposite" for an opposing faction to like, with the result that they will have their day, and eventually play themselves out from sheer want of variety.

Somebody once said: "If you have no enemies you can have no friends", so let them rave, and let us do what we can to help them. If this earns us enemies, well, we'll be making our quota of friends, too.

## Short Wave

There is encouraging news in the announcement that the recommendation of the committee on broadcasting to establish a high-powered short wave transmitter has met with government approval, even though some experts estimate that a year may elapse before it is in operation.

"Variety" has published a story to the effect that the Nazis will put into use by Dec. 1st over 20 additional 200 kilowatt transmitters.

If this is true, these stations, together with the existing set-up of 56 short wave stations, "Variety" continues, "would unquestionably give the Nazis enough power to blanket the world and jam through virtually anything that Dr. Paul Goebbels, minister of propaganda, chose."

Speaking to the Canadian Authors' Association in Montreal on Sept. 11, Dr. Franz Klein, Ottawa representative of the Basle National-Zeitung said: "The voice of Canada would impress the enemy nations more than British or American propaganda. The reason is that Canada rates higher in their esteem.

Canada", he continued, "is trusted (by the enemy) and this is the main condition of successful propaganda. Canada should raise her voice to drive it home to the Germans that their master race is going to be outsmarted and out-raced."

HAMILTON'S

# Action

STATION

*CKOC's Finest Program Parade!*

*Hamilton's Greatest Radio Season!*

SEPTEMBER

ON

# CKOC

HAMILTON



REPRESENTATIVES

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

**CKCV**

QUEBEC

100 WATTS

The Voice  
of French Canada

Over  
250,000  
in  
Primary  
Area

Ask the man who  
lives there

OR CONTACT

**RADIO  
REPRESENTATIVES**

LIMITED

Montreal - Toronto  
Winnipeg - Vancouver

*Program Briefs*

CKNX BARN DANCE, a 1½ hour's old time music program, Saturdays 8-9.30 p.m. has two of the three half hours sponsored: 8.00-8.30 General Dry Batteries Ltd.; 8.30-9.00 Pioneer Feeds, both through A. McKim Ltd., Toronto.

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INDEPENDENT DRUGGISTS ALLIANCE returns to the air with "Public Opinion" — 30 minutes, one a week — starts October 14th, over CFRB, Toronto.

\*\*\*\*

IMPERIAL OPTICAL CO. LTD. Musical and talk — "The Eyes and How to See". 15 minutes Sunday afternoons, through Vickers & Benson, Toronto.

\*\*\*\*

D. L. & W. COAL (Blue Coal) 30 minutes transcribed, Ontario and Quebec list, through Vickers & Benson Ltd., Toronto.

\*\*\*\*

ALFALFA GROWERS' CO-OPERATIVE — 3 a week for indefinite period. 5 minute shows on CKBI, Prince Albert.

\*\*\*\*

T. EATON CO. LTD. - "GOOD DEED CLUB" returned to CKOC, Hamilton, Sept. 9th, for its tenth consecutive year on the air.

HOLLINGSHEAD CO. OF CANADA (Whizz Chemicals). "Motorists on the Move" goes into its third year with a revamped show — electric organ providing humorous musical 'comments' on motoring news. 15 mins. — 1 a week — CFRB, Toronto. Through Tandy, Toronto.

\*\*\*\*

H. W. TISDALL & SONS LTD. (Jewellers). "Hospitality House" started Sept. 20, 26 weeks, 6 - 6.15 p.m. Sundays. Topical songs of 1914-18, with their 1942 counterparts. Audience invited to send in names if prepared to entertain "boys in the services" for weekends. CFRB, Toronto, through Tandy, Toronto.

\*\*\*\*

THOS. LIPTON CO. LTD. "Lipton's Tea Musicale" returns to CBL and network of 35 stations October 4th — 30 mins. Sundays 6 p.m. This year commercials will be devoted largely to Lipton's Noodle Soup Mix. Agency is Vickers & Benson, Toronto.

\*\*\*\*

TUCKETT LTD.: "The Buckingham Cigarette Program" returned Sept. 15 with Eric Wild's Blended Rhythm (orchestra), Alan Young of CBC's "Stag Party" as emcee, Charles Jordan, soloist, The Four Blends (Girl Quartet), and featuring, as last year "The Buckingham Song of the Week", a contest for Canadian composers, winning compositions being published in New York by Southern Music Publishing. Originates in the CBC Toronto concert studio. Heard over CBL and National Network, through McLaren, Toronto.

\*\*\*\*

PEOPLES CREDIT JEWELLERS LTD. — "These Precious Jewels" 30 mins 1 a week on CFRB, Toronto, CHML, Hamilton and CKCO, Ottawa. "What-are-we-fighting-for" scripts, with music. Through McLarens, Toronto.

\*\*\*\*

PONDS EXTRACT CO. OF CANADA LTD. "John & Judy", 30 minutes Tues., 9-9.30 p.m., returned Sept. 15 for third season to CBL and National Network. J. Walter Thompson, Toronto, is the agency.

\*\*\*\*

PONDS EXTRACT CO. OF CANADA LTD. "Ceux Qu'on Aime", 30 minute French—returned for fourth season to CKAC, Montreal, and CHRC, Quebec, Sept. 16th. J. Walter Thompson, Toronto.

\*\*\*\*

KELLOGG CO. OF CANADA. "Madeleine et Pierre" — 5 a week, 15 minutes French show for children. CKAC, Montreal and CHRC, Quebec. Through J. Walter Thompson Co., Toronto.

WAR FINANCE COMMITTEE

The National War Finance Committee swings into the Fall season and the Victory Loan Campaign with three radio shows each on a nation-wide hook-up. "They Tell Me" is a fifteen minute show of intimate stories behind the news. Claire Wallace, Canadian commentator, and Todd Russell, her jovial ad-libbing partner, are featured. This program is directed to women, in order to maintain the steady sale of War Savings Certificates and Stamps.

The second show is a build-up for the fourth Victory Loan to be launched in October. It starts Sunday, September 20th, and will take the form of a series of dramatizations called "Nazi Eyes on Canada". Outstanding stage and screen stars will donate their services which are planned to help bring the realism of war closer to Canadian listeners. Presentations are based on a book, heretofore unknown to Canada, written by Colin Ross, who, as a member of the Geopolitik Institute of Berlin, travelled extensively in Canada during 1935-36 gathering data for Germany. "Nazi Eyes on Canada" will bring real Canadian families into the limelight and show how they might live under Nazi rule.

All - Star Variety Programs will also be presented on the Canadian Network as a special promotion for the major Victory Bond selling period. This series begins Wed., Oct. 7th. The Hollywood Committee for Victory has promised to send the greatest group of movie and radio stars yet to appear in Canada. These stars are again donating their talents. The French radio networks will carry similar programs. The "Nazi Eyes on Canada" series in French will have its locale in Quebec. The French version of the variety shows will feature French stars.

All programs are arranged and produced by the Radio Committee of the Advertising Agencies of Canada, the CBC and the CAB.

\*\*\*\*

MILES LABORATORIES LTD. —Lum and Abner adds CJCA, Edmonton, as from Sept. 14. Through Cockfield Brown, Toronto.

\*\*\*\*

CHRISTIE BROWN & CO. LTD. (Christie's Bread) 15 min., 5 a week on CFRB, Toronto — "Twin Keyboards", has resumed after a summer layoff. Agency is Cockfield Brown, Toronto.

\*\*\*\*

ROBINHOOD FLOUR MILLS LTD. "Robin Hood Telequiz—30 mins. 26 weeks — started Sept. 16. Originating in CKBI Prince Albert studios.

Get YOUR  
PROGRAMME  
on the  
HIGH SPOT  
on the DIAL!



● When you choose one or all of the thirty All-Canada stations, you get rid of the "transcontinental time" problem, the "local customs" problem, the "waste audience" problem and all the other headaches. All-Canada is a family of independent stations—every one of them the high spot on the dial in its locality. Ask your agency—or your local All-Canada representative.

Spot your programme on the  
All-Canada stations



**ALL-CANADA RADIO FACILITIES**  
*Limited*

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

"Local listener preference from coast to coast"

# SPOTS

**MACDONALD TOBACCO CO. INC.** 5 a week Monday through Friday, for Skyways Pipe Tobacco on eleven Southern Ontario stations. List may be extended later. Through Richardson-McDonald, Toronto.

**TUCKETT LTD.** 3 flashes a day, Monday through Friday, on 15 western stations for Wings Cigarettes through McLaren Advertising, Toronto.

**PIONEER FEEDS.** 5 a week, 26 weeks, 20 Ontario, Quebec and Maritime stations. Through A. Mc Kim Ltd., Toronto.

**KELLOGG CO. OF CANADA.** minute recorded spots in 5 minute programs. 13 weeks 5 a week test campaign on CKOV, Kelowna, and CJAT, Trail. Through J. Walter Thompson Co., Toronto.

**CAMPBELL FINANCE CORPORATION LTD.** Various spot contracts, averaging 3 a week for 2 weeks on a list of 17 stations, Donalds, Toronto.

**B.C. FRUIT BOARD.** 41 spots—adds CKBI Prince Albert. Released through Canadian Advertising Agency, Kelowna, B.C.

### A SUGGESTION

(Thanks to G. H., Toronto)  
In the program of H. W. Tisdall & Sons Ltd., (see Program Briefs this issue), listeners are encouraged to entertain members of the forces over week-ends by registering their names as being willing to receive uniformed guests.

Many people, when they are driving out of town, would be only too glad to fill their spare seats with members of the forces who want to go to the same destination. Could a means be devised for radio stations to act as clearing houses in this way, or to broadcast announcements instructing would-be passengers where to apply.

**CKOV** 1000 WATTS  
"THE VOICE OF THE OKANAGAN"

The  
**HIGHEST (Radio) Licensed Area in Canada is**

KELOWNA	388
VERNON	250
PENTICTON	244

per 1,000 population.  
**IT SPEAKS FOR ITSELF!**  
Studio & Offices  
Box 1515  
KELOWNA B.C.

## Sustaining

### CKBI Goodwill Show Goes Into Fourth Season

Saturday nights CKBI, Prince Albert, airs a one hour show which brings in handsome returns for the Tubercular Fund. The Associated Canadian Travellers get together with 2 or 3 of the boys from the station, proceed to some town covered by the station, and stage a one hour amateur broadcast. The minimum charge for voting for one's favorite amateur is 10c, and the money raised goes to the fund.

\*\*\*\*

### "Lucky Lady"

CHML, Hamilton, presents "Lucky Lady" every Monday through Friday, at 12:55 p.m. Chosen at random from the City Directory, the lucky lady for the day receives the following favors absolutely gratis: a corsage, a taxicab ride to one of Hamilton's best downtown restaurants, a dinner, admission to a prominent theatre, and a ride home in a taxicab.

*Ed. Note: What? No escort?*

### New BUP Outlets

British United Press has recently gone into three more stations with its radio news: — CKNX, Wingham, Ont.; CHOV, Pembroke, Ont.; CFAR, Flin Flon, Man.

"Doc" Cruikshank, CKNX manager, introduced BUP into his thousand watt station September 1st. Gord Archibald (Pembroke Manager) started broadcasting BUP news the day of his station's opening (Aug. 18). CFAR, Flin Flon, one of Canada's two most northerly stations, has been making novel and effective use of the BUP news in a feature called "Daily News Magazine of the Air", which is a lengthy running review of the day's events from all parts of the world.

### 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

These pages will welcome, besides news of new contracts details of programs incorporating war effort or community service, whether on commercial or sustaining programs. The exchange of such ideas will help radio render an ever-increasing contribution to local and national well-being.

News items should be mailed to reach The Canadian Broadcaster, 104 Richmond St. West, Toronto, not later than the fifth of each month.

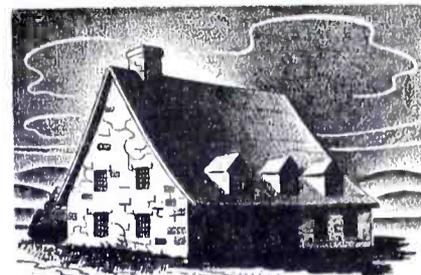
### Promotion for "John and Judy"

A novel promotion was used to bring to station managers' attention the return of "John & Judy", weekly thirty minute script show for Ponds, which started into its third season, Sept. 15.

A personal letter, very much in character, was written by Judy in longhand to each station manager, telling him that she and the "family" were coming back to his station, and so forth.

As if as an afterthought, a post script read: "Just like me — I left out the most important part. If you can squeeze in any of the attached program plugs, or publicize our return to the air in any other way, I'd certainly appreciate your courtesy — And do keep me posted!"

The character of Judy is played by Roxanna Bond, scripts are by Babs Hitchman and production is in the hands of J. Walter Thompson (Toronto).



## A Part of French Canada

● Unlike any other home in the New World is the home of the French-Canadian—in many ways the same as it was generations ago.

Most important innovation of recent years is the radio, which has a central place in almost every French-Canadian home. The French-Canadian listens faithfully to the radio station that speaks his language and understands his problems — listens in the ratio of 3 to 2 compared with his English compatriot — listens most often to CKAC.

And today, the French-Canadian has money to spend. 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 \$650,000,000 annually.

Cultivate the friendship of French Canada through CKAC.

## CKAC

COLUMBIA BROADCASTING SYSTEM  
MONTREAL

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

United States:  
Joseph H. McGillvra

# why CHML?

You couldn't ask for a better position on the dial — 1000 watts, day and night — right in the middle of things — 900 kc.

2. Central Ontario tunes in 900 for news OF the hour — ON the hour — EVERY hour.

3. During the past year, sports-minded Hamilton has tuned to 900 for exclusive coverage of Senior O.H.A. Hockey, Pony League Baseball, World's Championship Boxing, World Series Baseball, reconstructed N. H. L. Hockey, Buck Dryden's description of races direct from Dufferin and Long Branch, and many other sports features.

4. More and more farmers are tuning to 900 daily to hear Earl Allen, CHML's farm editor.

These are a few of the many answers to the question

# why CHML?

In Canada

Metropolitan Broadcasting Service Limited

21 Dundas Sq., Toronto

In the U.S.A.

Joseph Hershey McGillvra  
New York — Chicago — Los Angeles

# Elliott Addresses U. S. Association on Canadian Radio

*... News, Sports and Spooks for Canada at War ...*

"Radio will emerge from this war a more potent medium, recognized by government and commercial groups which have been until now either indifferent to or anti-radio, as a result of radio's incomparable service during the war". This was the thought expressed by Walter E. Elliott, president of Elliott Haynes Limited of Canada, before the American Marketing Association's recent convention in New York City.

Speaking on the subject: "Canadian Radio Listening Trends in Wartime", Elliott had been invited by the Association to set before American researchers what had happened to Canadian radio during three years of war, as an indication of what broadcasters in the United States might be prepared to meet during the coming years of war, should the conflict be so prolonged.

The speaker early expressed the belief that the war, despite all its calamitous results, would be the making of Canadian radio, as it would likely be the making of American radio. Immediately following the outbreak of hostilities, radio set sales in Canada showed a marked increase over the figures of previous years, which trend remained on the upward direction until restrictions were placed on the manufacture and credit-sale of sets. In line with the increase in set ownership, came a steady increase in set usage (Sets-In-Use). This latter trend, while slow, was nonetheless steady, and developed out of the increased interest in radio newscasts, and such regulations as gasoline rationing which tended to keep families at home.

The war was seen to be developing certain listening patterns, which may well survive the conflict. Following such crises as the declaration of war in September, 1939, the Dunkirk evacuation, the fall of France, the outbreak of German-Russian hostilities, and Pearl Harbor, the Canadian public relied on their radios as the medium through which they might keep advised on world developments. The radio in many cases, was left open to catch all items of last minute news which came over the air, and while it was so opened to the home, it developed family interest in interim programs — an interest which never wholly became lost during the comparative lull between war crises. Thus, the speaker concluded, if the war came to a halt tomorrow, listening would be on a higher level than ever before.

In discussing the potentialities of

Canada as a radio market, Elliott pointed out that the Dominion presents a natural terrain for radio broadcasting. In substantiation of this fact, he stated that Canada's population is sparse and spread over a great expanse of land. Thus, newspapers, magazines and other periodicals face a natural barrier of distribution in the Dominion, which barrier does not exist to the same extent in the United States. Canadian radio, on the other hand stands out as the one medium which hurdles this barrier in flashing messages across the whole country in a split second. In further development of this point, the speaker showed that Canada is largely a country of farming communities, small towns and villages, and that only about 25% of the total population lives in cities of 100,000 and over. The average Canadian, it was shown, had not the large number of amusements and distractions which his American cousin enjoys, with the result that he draws entertainment during his leisure hours from the greater use of the radio in the home.

While radio has long been considered a potent medium of reaching large masses of the people in a hurry, it was not until the war emergency developed, that it became wholly recognized and accepted as such. Elliott proceeded to analyse a total of fifteen institutional, governmental and charitable campaigns, comparing pre-war appropriations with war emergency appropriations. Campaigns such as the Red Cross Blood Donors, Rotary, Department of Trade and Commerce, Army, Navy and Air Force, etc., were included in the analysis. Whereas Canadian radio had been able to secure but a negligible portion of the pre-war appropriations, the war emergency forced these and similar campaigns to devote a major portion of the appropriations to radio, in order to reach "the largest number of people in a hurry". The speaker thereby concluded, that if Canadian radio came out of this war with nothing else, it could count itself victorious in at least gaining recognition as a potent medium of expression.

Elliott next pointed out the use which the government had made of radio in promoting the sale of war

bonds and stamps, in educating the people to the need of conservation, in explaining price ceilings, rationing and other restrictions. Along this line of thought, the speaker declared that radio was primarily an entertainment medium, and despite what some might believe and allege to the contrary, it has found its place in the home on a pretext of bringing entertainment into the home. Thus, in turning radio away from the entertainment field, to use it for excessive speech-making, mass education and propaganda, the effectiveness of the medium in gaining its end is endangered, and the propaganda value is lessened if not wholly destroyed. Elliott then cautioned that if the nation is interested in propagandizing the people via radio, it must wrap up its message in highly entertaining programs. To exemplify his point, Elliott referred to the Canadian government's "Voices of Victory" which ran throughout last winter's season, featuring many prominent names from the entertainment field. This, in his opinion, was a propaganda show handled with remarkable deftness, which recruited one of the largest weekly audiences throughout the country, and performed an outstanding job in promoting the sale of bonds and stamps in the Dominion.

Newscasts came in for considerable discussion: following the outbreak of war there was a premium on news, with the result that the Newscast ratings rose to unprecedented heights. With the increased interest in news, the number of newscasts increased throughout the country, and while the average rating per newscast dropped, the total listening audience to newscasts more than doubled. Early censorship of news in Canada, diverted a large portion of the audience to American newscasters and commentators, and while American censorship is now on a par with Canadian, many listeners in the Dominion still continue to seek their news from across the border. Over-censorship, cautioned the speaker, may be the means of diverting American audiences to foreign broadcasts, and thereby permit enemy agents to attack the nation from within.

The speaker dwelt for some time on the psychological effect which the war was exerting on Canadian

## Wrigley's Entertain War Workers



"Maestro" Ben Bernie and lovely songstress Gale Robbins rehearse a gag for their new daily broadcast, specially directed to war workers. The show consists of music and humor of the Ben Bernie variety. Commercials are ad-libbed for the sponsor (Wm. Wrigley Junr. Co. Ltd.) by Bernie, and are simply suggestions to chew while you work. Heard 15 mins, Monday through Friday on CFRB, at 5.45 p.m. Release through J. Walter Thompson Co. Ltd., Toronto. Wrigley's are also sponsoring Treasure Trail and its French equivalent (Course au Tresor) through Tandy Advertising (Toronto).

radio listeners. The Canadian, like the American, has had his share of war jitters, and it is interesting to find out what form of listener behaviourism has resulted. Elliott pointed out that all types of radio programs were analyzed in an effort to trace any types of program which might have had particular appeal for the listener in wartime. While the variety type of show (Charlie McCarthy, Jack Benny, Fibber McGee, etc.) continued to hold top honors, they showed but a small increase in popularity over previous seasons. The two types of show which really forged ahead since the outbreak of war were the "escapist" or "spook" show (Inner Sanctum Mysteries, the Lone Ranger, The Green Hornet, The Hermit's Cave, etc.), and sports broadcasts. At this point, the speaker produced figures to show that possibly the largest audience ever assembled to a radio broadcast in Canada occurred last March when Imperial Oil Limited sponsored the broadcast of the finals of the National Hockey League from the Maple Leaf Gardens in Toronto. Should American broadcasting follow similar trends as the nation becomes more deeply involved in the war, Elliott predicted that the "escapist" or "spook" type of show, and sports broadcasts of all types should provide the broadcasters with excellent vehicles of public interest.

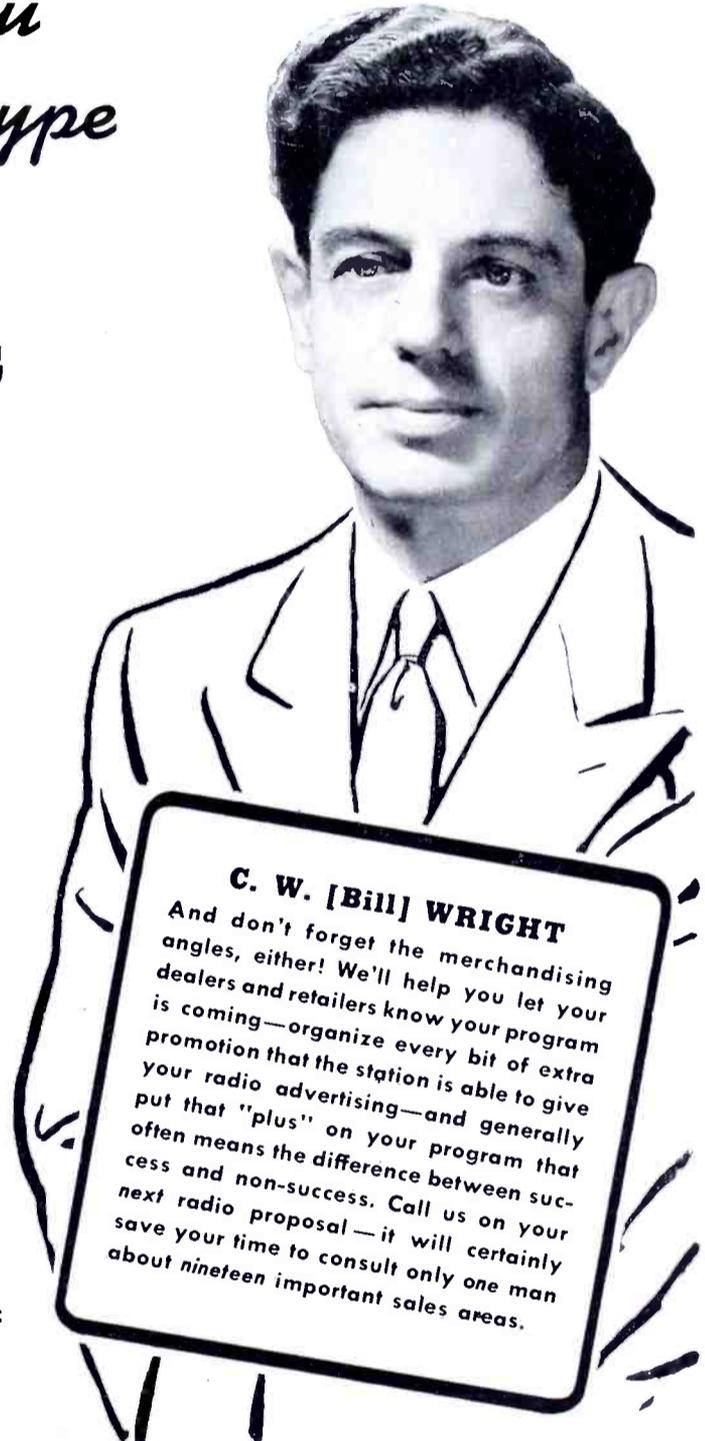
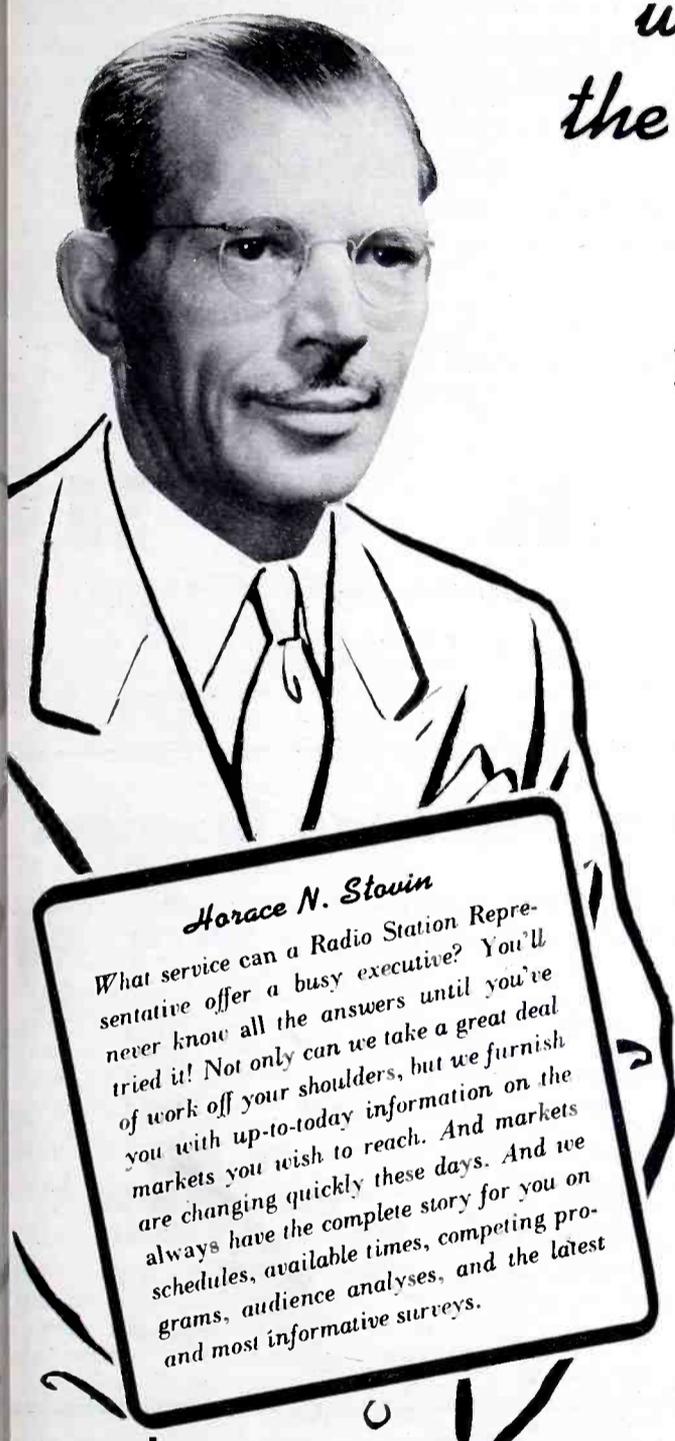
Following a question-and-answer period, during which the Association members evinced considerable interest in the Canadian radio market, Mr. Al Lehman, manager of the Cooperative Analysis of Broadcasting and manager of the Advertising Research Foundation, summarized Elliott's talk, making his own application of the points discussed to American broadcasting.

**B.U.P.**  
  
**"COVERS THE WORLD"**  
**BRITISH UNITED PRESS**  
 231 ST. JAMES STREET  
 MONTREAL

# We're two different types

**BUT**

*we offer you  
the highest type  
of service*



## REPRESENTING

- CJOR**  
VANCOUVER
- CKLN**  
NELSON
- CFPR**  
PRINCE RUPERT
- CFAR**  
FLIN FLON
- CKX**  
BRANDON
- CKY**  
WINNIPEG
- CKLW**  
WINDSOR
- CFOS**  
OWEN SOUND
- CFPL**  
LONDON
- CKCR**  
KITCHENER
- CHPS**  
PARRY SOUND
- CHOV**  
PEMBROKE
- CFLC**  
PRESCOTT
- CKCO**  
OTTAWA
- CKAC**  
MONTREAL
- CJBR**  
RIMOUSKI
- CHGB**  
STE. ANNE DE LA POCATIERE
- CHSJ**  
ST. JOHN
- CKCW**  
MONCTON

### *Horace N. Stovin*

What service can a Radio Station Representative offer a busy executive? You'll never know all the answers until you've tried it! Not only can we take a great deal of work off your shoulders, but we furnish you with up-to-today information on the markets you wish to reach. And markets are changing quickly these days. And we always have the complete story for you on schedules, available times, competing programs, audience analyses, and the latest and most informative surveys.

### **C. W. [Bill] WRIGHT**

And don't forget the merchandising angles, either! We'll help you let your dealers and retailers know your program is coming—organize every bit of extra promotion that the station is able to give your radio advertising—and generally put that "plus" on your program that often means the difference between success and non-success. Call us on your next radio proposal—it will certainly save your time to consult only one man about nineteen important sales areas.

# Stovin & Wright

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG

# ACA Appointment Emphasizes Importance of Radio



Of particular interest to radio-men is the recent appointment of L. E. Phenner, president of Canadian Cellucotton Products Ltd., to the directorate of the Association of Canadian Advertisers Inc.

Mr. Phenner, also chairman of the A.C.A. Radio Committee, will fill the place vacated by J. W. Moore, advertising manager of the Maple Leaf Milling Company Ltd. Mr. Moore, who is also chairman of the A.C.A. Food Manufacturers' Committee, has been appointed to the vice-presidency, filling the post formerly held by J. W. Doherty, of Imperial Oil Ltd., who has taken up new duties with the R.C.A.F.

Robert Jones, A.C.A. president, announces that Mr. Phenner will continue to fill the position of Radio Committee chairman in addition to his new duties.

"Our executive felt," declared Mr. Jones, "that in these days when radio plays such a vital role in advertising, a voice should be given to this form of advertising in all the discussions of the board. Mr. Phenner has made an outstanding contribution to the Association's work so far this year, and we all wish him still further success in his new position."

The president reviewed some of

the accomplishments of Mr. Phenner and his committee. Among these were the following: In co-operation with the A.C.A. Legislative Committee, representations were made to create a greater appreciation of the value of sponsored programs to Canadian listening audiences.

Acted jointly with the Canadian Association of Broadcasters on revision of agency franchise contracts resulting in the standardizing of definitions regarding commissionable services.

Reviewed with representatives of the radio industry government legislation affecting radio advertising.

Made a study of existing contracts for time and talent, in view of war conditions, such as black-outs, war conversion, etc.

In addition to these, Mr. Phenner is also a member of the joint committee formed with the Association to make a study of radio listening habits in wartime, also changing trends in popularity of various types of programs.

## A Young Salt from the Maritimes

Toronto and Montreal agency men have received a visit recently from F. A. (Freddie) Lynds, enterprising young manager of CKCW, Moncton, and also that city's Home town booster No. 1.

Prior to Freddie's arrival in the two cities, agency men received a letter and a can of lobster. The letter said in part: "This letter brings you a double barreled invitation. Invitation No. 1 is to sample some choice New Brunswick Lobster, and No. 2 is to meet yours truly and fill up on facts about the plenty potent Moncton Market and the lively way CKCW is selling merchandise around these parts."

Freddie's reports and "The Canadian Broadcaster's" observation indicate a fine response to these visits.

## TORONTO REPRESENTATION

Station CKCH wishes to announce the resignation of Dominion Broadcasting Co. as its exclusive Toronto representative, effective July 31st last.

Mr. D. L. Boufford, continuing in his duties with the Promotion Department in Toronto, will be pleased to cooperate with any radio organization in creating business for CKCH and the usual commission will be paid by the station to the company originating such business.

GEORGE BOURASSA,  
Business Manager.

**C K C H**  
OTTAWA (1210 Kilocycles) HULL

D. L. BOUFFORD,  
112 Yonge St.,  
TORONTO Ad. 7468

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

## Issue of Receiving Licenses

Statement from Dept. of Transport — Radio Division — showing issue for Fiscal Year 1941-42, and Fiscal Year 1942-43 up to August 31, 1942

	1941-42 Fiscal Year	1942-43 to 31st August		1941-42 Fiscal Year	1942-43 to 31st August
Pr. Ed. Island	8962	5314	Manitoba	104384	80305
Nova Scotia	71776	57897	Saskatchewan	122304	96540
New Brunswick	48728	38365	Alberta	122489	96521
Quebec	400902	353412	Br. Columbia	138191	112571
Ontario	604981	494584	Yukon & N.W.T.	772	113
				1623489	1335622

Keep Ahead of the Game  
by the Regular Use of

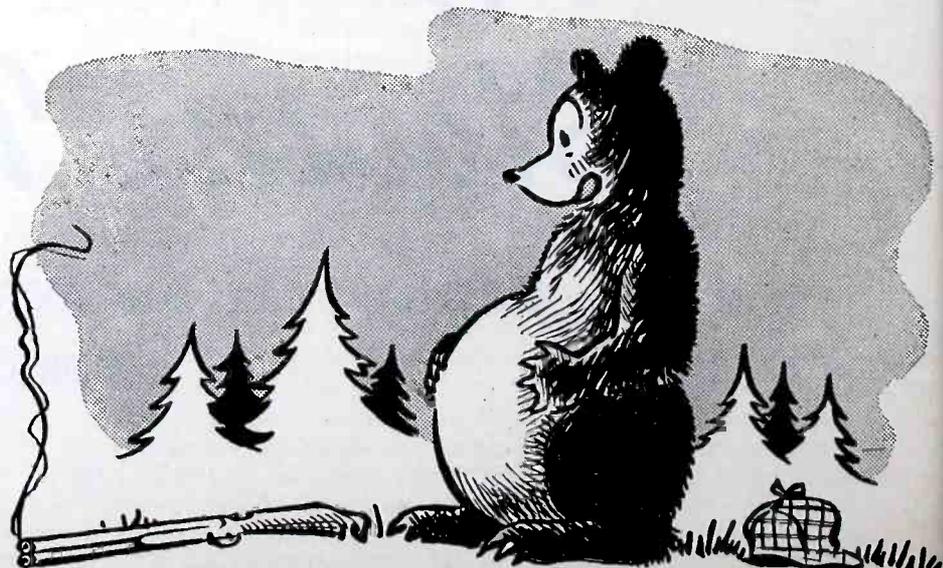
Smart Translations, Radio Commercials, "Spot" Announcements from the "LAB", which will carry your French Radio advertising over the top!

**MARCEL BAULU**

LABORATOIRE DE RÉDACTION  
Room 304 Empire Life Bldg.

MONTREAL

Phone LA. 9572



**Artist's Bureau in Radio**

Dorothy Parnum, director of the North American Artists Bureau, Toronto, with representatives in Vancouver, Montreal and Halifax, who for the past five years has been engaged in the concert management business, has recently branched out into radio. Miss Parnum tells us that among artists under her management, who have been heard on various CBC programs, are: Agnes Logan Green, pianist; Helene Morton, soprano; William Morton tenor; Max Pirani, pianist; Margaret Purvis, violinist; Muriel and Lucille Reuben, piano team; Beaufort Somerville, violinist; Bettina Vegara, violinist; Western String Quartet; Clement Q. Williams, baritone.

Miss Parnum believes that she has a useful service to offer to agencies and others interested in securing radio talent, and "The Canadian Broadcaster" is pleased to pass on this information, in the hope that Miss Parnum's files, containing some fifty-odd names of experienced people from Canadian and British concert platforms and radio studios, may be of interest to the industry and its sponsors.

**Toronto Ad Club Honored**

Glen Bannerman, president of the Advertising & Sales Club, of Toronto, accepted, on behalf of the club the Silver Cup presented by The International Affiliation of Advertising Clubs to the club which has given evidence of doing the most service for salesmen in the past year. The award was made at the Affiliation Convention in New York, and the cup was presented in Toronto by K. N. Merritt, General Sales Manager of the Railway Express Agency, in New York, and president of the International Affiliation of Advertising Clubs.

**In Hollywood**

Jack Part (U.T.S.) is in Hollywood lining up additional features for the U.T.S. library service. He expects to return shortly with a number of new releases, together with promotional material for the use of stations and sponsors using this service.

**Quiz Show Aids War Effort**

Something of a record seems to have been established by "Treasure Trail", weekly quiz program of the Wm. Wrigley Junior Co Ltd., in contributions to the war effort.

This program, which has been on the air for nearly two hundred consecutive weeks, started "lending a hand" way back in 1940, when the Dominion Government was making its drive for tourist business. On 3 shows, five minute talks were given inviting US tourists to come and visit Canada, and the suggestion was also made that Canadians invite their friends from the States to spend the summer here.

Considerable time has been given to the Navy League's appeal for books. These appeals were transcribed and re-run free on certain maritime stations, though these stations did not carry the program. Many appeals have been made for the Red Cross. During each of the Victory Bond drives periods of seven or eight minutes have been donated to "the cause", and the big cash prize given away on each program has been converted to Bonds instead.

In many of the general appeals, Wrigley's have duplicated studio prizes, donating a like amount to the cause in question.

Last month, when a special drive was under way for women munition workers, girls from different war plants were interviewed on the show, happy working conditions were discussed and the general opinion was that a good "recruiting" job was done.

"Treasure Trail" is a production of Tandy Advertising (Toronto).

**"September on CKOC"**

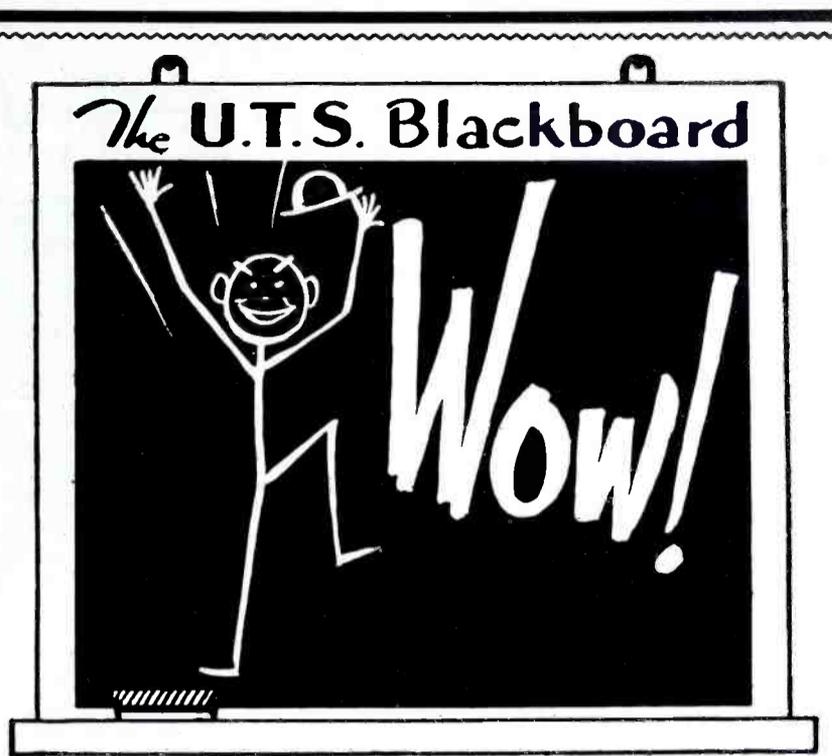
CKOC, Hamilton, has built its broadcast schedule to get set to go in September. The line "September on CKOC" is being used in all newspaper, air and local promotion work, as well as in contact material with the agencies.

**Reps Club Meets**

The Broadcast Sales Club, of Toronto, is meeting on Friday, September 18th, for luncheon in the Arcadian Court to discuss matters of interest to Radio Station Representatives and others concerned with the promotion of radio advertising.

This organization came into being some few months ago, and while vacations and other summer problems have prevented meetings being held of late, present plans are, according to C. W. "Bill" Wright, president, that regular meetings will be held in future.

Jack Tregale, secretary, has agreed to furnish "The Canadian Broadcaster" with reports of these meetings.



**Another Imposing List of Stations  
Join the U. T. S. Library  
Service this Month**

- |                   |                       |
|-------------------|-----------------------|
| CKCH Hull         | CJIC Sault Ste. Marie |
| CKPR Fort William | CFJC Kamloops         |
| CKCR Kitchener    | CHAB Moose Jaw        |
| CKPC Brantford    | CJCS Stratford        |

*Subscribers Previously Published*

- |                     |                    |
|---------------------|--------------------|
| CBL Toronto         | CKAC Montreal      |
| CJOR Vancouver      | CFCN Calgary       |
| CHML Hamilton       | CFRN Edmonton      |
| CFCH North Bay      | CKWS Kingston      |
| CHPS Parry Sound    | CHEX Peterborough  |
| CKGB Timmins        | CJGX Yorkton       |
| CFGP Grande Prairie | CHWK Chilliwack    |
| CKCW Moncton        | CJKL Kirkland Lake |

OTHER AGGRESSIVE STATIONS JOIN THE U.T.S. SERVICE NEXT MONTH

*Sorry!* To allow us the necessary time to catch up with our production, we cannot extend this service to other stations before Jan. 1st, 1943. If you have not received your complimentary pressing of the U.T.S. library presentation — an audition of just a few of the U.T.S. artists — write for it to-day.

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# What's to do?

"Customers clamoring . . . sales department frantic . . . no materials . . . no machinery . . . no help . . . no business in the strongest sellers' market ever. What's to do?"

"We know how you feel sir, but there's a war on. It's tough, but some day it will all be over and what then?"

## HERE'S THE ANSWER

**Post war business will go where the door has been left open, and where the light of goodwill has been shining out. No medium can keep that beacon burning as brightly as broadcast advertising.**

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