

# THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1. Number 10

PUBLISHED MONTHLY

OCTOBER, 1942

## W A B Convention

The Western Association of Broadcasters held its annual general meeting in Vancouver, September 14th - 16th.

Officers were elected as follows:

President, G. R. A. Rice, (CFRN, Edmonton); M. V. Chestnut, CKVI (Victoria, B.C.), Carson Buchanan (CHAB, Moose Jaw) and Roy H. Wright (CFAR, Flin Flon).

Nominees for the 1943 CAB Directorate are G. R. A. Rice, (CFRN); George Chandler (CJOR); A. A. Murphy (CFQC); and Harold Carson (Calgary).

A number of recommendations were made by the association to the CAB.

It was recommended that the CAB make a study of the supply of material for maintenance and operation.

The CAB code committee was asked to make a study of advertising practices, that the methods and form of content in the presentation of the advertising story in radio programs be discussed with representatives of Advertiser and Agency associations with a view to improving the effectiveness of the medium.

Glen Bannerman, CAB president, who attended the meeting, reported on the radio industry's activities in connection with the war — priorities, manpower, and the co-operation with various government agencies connected with war activities.

## New Management

In a reorganization at CKMO, Vancouver, W. R. Gardiner becomes the new manager, replacing Roy Wright, who has gone to Flin Flon to manage CFAR.

Radio Representatives Ltd., advise that they have been re-appointed Canadian representatives for the Vancouver station.

## Radio Publicity

### Is Wanted NOW

THE CANADIAN NAVY and Merchant Marine need trained men. The Navy League Sea Cadets are helping fill this need by enlisting boys (15 to 17½) for spare time preliminary training.

Specially prepared announcements will be mailed promptly to stations, agencies or their clients, who will include them in local or national programs. Please write "The Canadian Broadcaster", 104 Richmond St. W., Toronto.



*Harry Sedgwick*

A Guest Editorial by Gladstone Murray, Newly Appointed Director of Broadcasting for Canada

When my friend, Mr. Campbell Smart of the Wartime Information Board, explained to me the nature of the work they wanted done by their radio representative in the United States, my immediate response was that Harry Sedgwick was the ideal man for the job, if they could get him.

In the past six years I have come to know and appreciate Harry Sedgwick. At the beginning there was some danger of conflict. With my BBC background I was not unnaturally suspect of being opposed to all privately owned radio and there were some in Canada who hoped I would contrive complete nationalization. Harry Sedgwick, as the founder and president of the Canadian Association of Broadcasters, was bound to be alert to possibilities adverse to private radio.

As soon as I had made a thorough study of the situation I realized that there was in Canada a splendid opportunity for using both public and private radio to the maximum benefit of the public. Control and regulation there would have to be. But I was convinced that by co-operation in service we could devise a pattern that would place Canada in an enviable position. As soon as Harry Sedgwick understood my attitude, his misgivings were replaced by a spirit of partnership in all the things that mattered. I say "all the things that mattered" advisedly, because, in the nature of the case, there were bound to be occasional differences of viewpoint and policy as between the CBC and the CAB. But these differences were ironed out in a friendly spirit and, with the coming of the war, we could share the satisfaction of seeing the whole of Canadian radio throw itself into the war effort as a co-ordinated unit.

Harry Sedgwick is no stranger to war. He enlisted in August, 1914, and was in France with his battery the following February. He was on continuous service until the Battle of the Somme in July, 1916, when he was grievously wounded, his jawbone being shattered. This meant a painful year in hospital and it was not until the end of 1917 that he could be invalided out of the service.

Returning to Toronto Harry entered the accountancy firm of Clarkson, Gordon & Dilworth. One of their jobs was to deal with Allen Theatres, Ltd., which had become insolvent. The Bank put Harry in as administrator. This was his first experience with the show business. Shortly afterwards Allen Theatres was absorbed by Famous Players under Mr. N. L. Nathanson, and Harry was appointed Eastern General Manager.

Continued on Page 2

## Loaned For Duration

Harry Sedgwick, president of CFRB, Toronto, and chairman of the Board of the Canadian Association of Broadcasters, has been loaned by his directors to the Canadian Board of Information for the duration.

Operating under Charles Vining, Mr. Sedgwick will do public relations work for the Canadian government in New York. His task will be to work with United States press, radio magazine and motion picture people, encouraging and assisting them to introduce material into their media, publicizing Canada's contributions to the war effort of the United Nations, and generally working towards a better understanding between the American and Canadian people.

Mr. Sedgwick retains presidency of CFRB, and his work with the Department of Information will be without salary.

## CBC Appointments

The appointment of Dr. Jas. S. Thomson to the general Managership of the CBC has been ratified by the cabinet at a salary of \$7,980.00, plus an additional living allowance not to exceed \$3,000.00.

Dr. Thomson is said to have expressed his willingness to accept this sum, though the original recommendation was \$15,000. His salary will be the same as the salary he has been receiving from the University of Saskatchewan, with the living allowance added. He is also quoted as stating that the University had agreed to granting him a year's leave-of-absence "as a contribution to the war effort of Canada."

Major Murray, who has contradicted rumors of resignation, becomes Director General of Broadcasting, at a salary of \$12,000, being a reduction of \$1,000 from the amount he received as General Manager. He will be responsible to the general manager, and will concern himself with programs for the new short wave system, the program quality of commercials, the coordination and development of programs of the Corporation and of privately-owned stations throughout Canada.

Dr. Augustin Frigon, assistant general manager, continues at his previous salary of \$12,000.

## CAB Convention

Glen Bannerman, CAB president, advises us that the Annual General Meeting of the Canadian Association of Broadcasters will be held at the King Edward Hotel, Toronto, February 15-17, 1943.

# The CANADIAN BROADCASTER

Vol. 1, No. 10 October, 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

## With Love In Our Hearts

Going home in the street-car the other night we met a well-known Toronto agency man.

Quoth he, with a light of revelation in his eyes: "Since the agencies started getting together on war advertising, I've found out that some of my competitors are quite decent!"

We wonder whether, if the components of the broadcasting business were to take off the brass knuckles and set to work to find out a little about each others' problems, the stations might sell more time to less harassed agency men, to the greater advantage of their sponsors. An agency man might even marry a radio's rep's daughter. Who knows?

Radio, and the other lines of business which contribute to it, have a veritable maze of organizations, most of which exist presumably for the smoother operation of the advertising business in general or the radio broadcasting business in particular.

The stations have their Canadian and Western Associations of Broadcasters; the station representatives have their Broadcast Sales Club in Toronto and its counterpart in other centres; the agencies have the Canadian Association of Advertising Agencies; industry has its Association of Canadian Advertisers; the government has its Canadian Broadcasting Corporation; and we have a sick headache trying to find out what they are doing, though the publicization of their activities could not fail to create better understanding between the groups. It's usually a private fight though, and often it must be unanimously agreed that no action shall be taken and no word spoken in order that complete privacy may be maintained.

Obviously the stations, the reps, the agencies and the advertisers have their private problems, but, besides, they have a mutual interest in making radio do a better job for the benefit of all concerned, themselves included.

Public acceptance of programs, for example, is as we see it of absolutely equal importance to the oper-

ator of the station, the man who uses its facilities and to the representative and the agency man who are concerned with the sale of the time and the use to which it is put.

The agency man is intolerant of the apparent carelessness of the station, because he does not appreciate the station man's staff problems; the station is exasperated by the exacting demands of the agency because he does not know that this particular client has more confidence in the agency man than the agency man believes, and wishes he would not take up so much of his time asking questions, yet raises particular Cain whenever the agency does anything on its own initiative, and does not realize that its tardiness, born of indecision, slows up the wheels to the detriment of the program and what it is designed to achieve.

Differences crop up and always will. When they do the injured party takes his wounds to his own particular luncheon group; tears of sympathy are shed in the stewed prunes, interspersed with a lot of invective against the offending body, with the result that any mutual understanding which might have existed is minimized, and finally the meeting closes with the singing of Number 45 in the Red Book — "Everyone is a Dirty Sinker Except Us."

When the president of the Canadian Association of Broadcasters—or any officer of any of the organizations—is invited to a luncheon to address the assembled membership of let us say The Association of Canadian Advertisers, he is to a certain degree doing a public relations job for the interests he represents, but it is only the first stage, and can contribute but sparsely to the better mutual understanding of the two groups, because, after all, he speaks from the head table, and protects himself against the airing of grievances by the simple expedient of doing all the talking himself. So Joe Sponsor, who went to the meeting boiling with rage against the whole radio industry because some announcer pronounced the name of his product with a wrong inflection, has to sit and simmer, while ye president holds forth on the vital topic of "the spot before the spot before the news".

Now supposing the combined membership of the two organizations could meet at regular intervals, together with other organizations with kindred interests, Joe Sponsor could get Sam Operator into a corner, and say: "Look here you so-and-so, that program was a complete flop and I hate you", and he would feel better already. And when Sam explained that illegible copy had arrived two minutes before the program, Joe would say unpleasant things about Miss Zilch, and a beautiful and perhaps even profitable friendship would result.

Because of the strong human factor in the studio, because of the intimacy that is radio's strength, there

## HARRY SEDGWICK

Continued from Page 1

Then in 1931 Harry took over CFRB which, under his direction, went steadily forward to become not only a great Canadian station, but also a profitable concern. The Canadian Association of Broadcasters as it now is was founded by Harry and he was unpaid President until the appointment last year of Glen Bannerman as paid President, whereupon Harry became Chairman of the Board.

Harry, like his equally popular and versatile brother, Joe, the eminent barrister, was born in Leeds, Yorkshire, coming to Canada at the age of ten but with the permanent imprint of the robust, independent, forthright, North Country manner. He is a sportsman of distinction, holding the registered record for capturing a tarpon of 247 pounds, with rod and line. He also plays golf in championship company and makes a hobby of practical farming.

Since the outbreak of the present war he has given unsparingly of his time to every patriotic endeavour. He has found time to act as Chairman of the National Radio Committee of the Canadian Red Cross, as Chairman of the National Public Relations Advisory Committee of the Salvation Army, as a member of the National War Finance Committee and a number of other similar bodies.

With unexcelled knowledge of Canadian radio, with the confidence and friendship of United States radio chains, with deep concern about the war and what it means to Canada, I repeat that Harry Sedgwick is the ideal man for the job he has assumed for the War-time Information Board. Incidentally he draws no salary.

I am sure that I speak the unanimous view of Canadian radio men and women when I wish Harry Sedgwick a full measure of success in the important war task to which he is now devoting his tremendous energy, enthusiasm and experience.

surely must be mutual understanding between everyone concerned, from the sponsor who bankrolls the show and consequently hopes to reap benefits from it, the agency which carries through the campaign,

and the station which lets it out into the ether. Then maybe, to return to the agency man who inspired this article, differences would disappear when each faction found that some of the others were quite decent.

*There is a way to produce  
high-class musical produc-  
tions for Spot Broadcasts  
from coast to coast*

*and*

*"Dominion" Knows How!*

**DOMINION BROADCASTING**

COMPANY

4 ALBERT ST.

--

TORONTO

## Three Raps of the Gavel

**BROADCAST SALES CLUB OF TORONTO.** Jack Tregale, B.S.C. secretary, and correspondent extraordinary to the Canadian Broadcaster, reports as follows:

The B.S.C. held a luncheon meeting in the Arcadian Court of the Robert Simpson Co. Ltd., on September 18th. Fifteen members were present, five were unavoidably absent and nine others failed to put in an appearance.

Ralph Bowden (Stovin & Wright) was elected treasurer, Bill Wright (Stovin & Wright) and Jack Tregale (All-Canada) having been previously appointed to the posts of president and secretary respectively.

It was decided that meetings should be held regularly on the second Friday of each month, and that at the next meeting (October 6th) Horace Stovin should be invited to give the members his impression of the Western Association of Broadcasters Convention, held recently in Vancouver.

**THE ADVERTISING AND SALES BUREAU, VANCOUVER BOARD OF TRADE** heard Lee Jacobi, Assistant Chairman, Washington State Defence Council, Seattle, speak at their Sept. 18 luncheon on "Merchandising Civilian Defence". The growth of this organization has been unusual judging by a statement in their "Tear-Sheet" which points out that while only 39 attended the luncheon of February 28th, 1927, more than 150 heard Glen Bannerman, president of the C.A.B., speak on Sept. 10th.

**THE ADVERTISING AND SALES EXECUTIVES' CLUB OF MONTREAL** was addressed on Sept. 30th at its luncheon at the Mount Royal Hotel by J. William Horsey, President of Dominion Stores Ltd. Mr. Horsey gave a talk on the impact of today's conditions affecting employee and consumer relations, advertising, commodity supply, cooperation with the government—and the need for flexibility in the management mind.

**THE WOMEN'S ADVERTISING CLUB, TORONTO** held its first fall dinner meeting September 28th, when the speaker of the evening was Miss Margaret Brown, until a few months ago editorial secretary and a director of The Christian Literature for China, at Shanghai.

Miss Betty Barrie has succeeded Miss Ann Smith as Membership Convenor, the latter having gone to Washington with the British Purchasing Board.

As a war measure, to reduce waste, this club has made a rule under which members who fail to attend a meeting after signifying their intention of doing so will be charged the price of the meal!

## CKAC CAVALCADE

The climax of a full week of celebrations for Station CKAC's twentieth anniversary consisted of an all-star full-hour program broadcast Saturday, October 3rd, from 9:30 to 10:30 p.m.

50 of the best-known local radio stars took part in this program, along with a 30-piece orchestra and four different announcers. The program entitled "CKAC CAVALCADE" covered the 20 years of service this station has offered its audience.

Among the leading guest stars on the program were Jacques Gérard, Montreal singer, who has just signed a long-term contract with New York Metropolitan Opera; "Fridolin", Paul-Emile Corbeil, "The Singing Vagabond"; "Les trois harmoniques", Claire Gagnier, Pierrette

Alarie, "Les grenadiers Impériaux", Phil. Lalonde (CKAC Station Director), Rolland Poissant, Annette Brunet, Gérard Delage, Armand Gauthier, Jean Lalonde, Fred Barry, Jeanne Desjardins, Armand Leguet, Pierre Durand, André Treich, Guy Carmel and a host of others.

The musical portion of the program was under the direction of Maurice Meerte, and the following announcers were on hand: Roy Malouin, chief announcer, Louis Bélanger, Jean Lalonde and Jacques Boisjoli.

Another special program was presented on Saturday, October 3rd, at 7:30 p.m., and was exclusively made up of former members of the CKAC staff, including Henri Letondal, Roger and Marcel Baulu, Marcel Paré, Marcel Sylvain and many others.

### HERE IS THE BREAKDOWN

#### Primary Area (0.5M/V)

Brant	2931
Haldimand	2811
Halton	3028
Lincoln	5940
Norfolk	2560 ½
Oxford	2480 ½
Peel	3328
Waterloo	1707 ½
Welland	3123
Wellington	2526 ½
Wentworth	4485
York	5596 ½

Primary Area . . . 40515

#### Secondary Area (0.1M/V)

Elgin	2215 ½
Grey	3651 ½
Hastings	2460 ½
Huron	3614 ½
Middlesex	5355 ¾
Norfolk	2560 ½
Northumberland	2703
Ontario	4453
Oxford	2480 ½
Perth	4969
Peterborough	1242 ½
Prince Edward	1635 ½
Simcoe	7172
Victoria	1934 ¾
Waterloo	1707 ½
Wellington	2526 ½
York	1119 ¼

Secondary Area 51795

Total Occupied Farms Covered by CHML  
**92,310**

## 92,000 Farm Homes

Including Market Gardeners and Fruit Growers

are served by CHML in its primary and secondary areas.

### Coverage Areas

are determined by the RCA Victor Field Intensity Contour map.

### Population Figures

are from the Dominion Bureau of Statistics—1941 census.

*Yes, we claim . . .*

good rural coverage in both areas because:

- (1) Our strong signal (1000 watts day and night) goes into these farmhomes without interference.
- (2) Farmers have learned to tune to "900 on the dial" for a schedule which includes a large number of farm programs.

# CHML HAMILTON

IN CANADA  
Metropolitan Broadcasting Service Ltd.

21 Dundas Square, Toronto  
Drummond Bldg., Montreal

IN U. S. A.  
JOSEPH HERSHEY McGILLVRA

New York Chicago Los Angeles

**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.

## Fun for the Forces

"The boys in the camps—navy, army and air force, like fast-moving variety shows, with plenty of girls and plenty of comedy."

This sums up what we learned from Gordon Forsyth, just back from a five months' tour, covering practically all Ontario and Quebec Camps, with "Lowney's Caravan", which he managed for the Harry E. Foster Agencies Ltd.

Speaking of girls, Gordon explained that the boys seem to appreciate a chorus and individual acts of the musical comedy rather than burlesque order.

As to comedy, the same though applies. "Smut" inspires a what-do-they-think-we-are reaction, though Sunday School entertainment is not what they are looking for.

It should be remembered, he told us, that as far as these boys are concerned, this is their war, and "Mademoiselle From Armentieres" and other first war hits have been supplanted by "Kiss Me Goodnight, Sergeant-Major" and "Jingle Jangle Jingle". Good music is appreciated, but generally speaking the juke box offers a yardstick of what they will enjoy.

We enquired about Quebec, and he said that carefully built shows are most acceptable, in fact he commented especially on the enthusiasm of the French-Canadian audiences. "Of course," he pointed out, "if the company is an English one, dialogue should be minimized, with emphasis on music and visual entertainment."

Commanding officers, we gathered, received the show most enthusiastically, especially at army camps, where the boys have more time on their hands, and little to do with it between pay-days.

He told us about one camp where the O.C. ordered them all confined to barracks, because he wanted to be sure there would be an audience for the show. Naturally they turned out a little resentfully, but after a couple of acts, the performers had difficulty getting back to their dressing rooms, and when a volunteer fatigue party was called for at the end to help clean up, so many volunteered that it was impossible to dismantle the set.

He impressed on us very strongly that in his opinion girls are essential to the success of such a project, even if only to provide a background for acts which may high-light male stars.

The Caravan, sponsored by the Walter M. Lowney Co. Ltd., carried a mobile set-up, a cast of seventeen, and a crew of six. They played both inside and out-of-doors. Some of the places had no stage facilities at all. They found that inside or out a public address system was necessary, and while about half of the camps owned their own P.A. equipment, it was usually found inadequate.

## - LETTERS -

### Wants Radio to Assert Itself

Kenora, Ont.

I read with interest your editorial "The Tumult and the Shouting Die", and may I say that I think you have opened the way to some constructive thought in broadcasting? It is sincerely to be hoped that out of it will come some measure of combined effort on the part of commercial radio towards a code of ethical conduct that will place commercial broadcasting on a higher plane in the minds of all people.

Much has been falsely said about the iniquities, faults, vulgarity, lack of good taste, and neglect of public service on the part of private stations. They have been accused of being mercenary, selfish, and heedless of public opinion, and many broadcasters have been surprised at the broad statements which suggested that commercial radio stations are making huge profits.

*But although we have in our hands the greatest and most intimate contact with millions of homes, private radio has done nothing to counter all this adverse publicity.*

Surely it is high time that commercial broadcasting placed its case before the public, if necessary using our own facilities, as the newspapers use their own columns to vilify radio and extol themselves.

It is all very well to say: "The Public is aware of the facts." The public does *not* know, and no effort has been made by the private interests to present their case. And there is a powerful case to be presented.

It should be remembered that the progress and development of the public broadcasting system depends on the enterprise of private broadcasting interests, and it should be obvious that any effort on the part of those private interests to influence or modify any regulation which is apparently oppressive or even inconvenient, is more than justified.

Privately-owned stations have contributed greatly and unselfishly to public service all over Canada. As a unit they have never let selfishness over-ride a sense of public duty. They have been more sensitive to the needs, aspirations and public interests of the localities in which they serve than any impersonal public system could afford to be.

They have developed at their own expense the technique of radio, the artists, writers, and operating staffs, and even the listening audiences. Today they make possible the reception of "publicly-owned" radio programs in areas which for years to come the Public System cannot penetrate. Their war effort and their vigorous co-operation with all government departments are an outstanding contribution to Canada.

True there is much to be done within radio to remove abuses and

to eradicate wrong ideas or policies, but there is a more pressing and immediate need for commercial broadcasting to vindicate itself and place the true picture earnestly and honestly before the people of Canada.

Why let the detractors have their unchallenged say? Why not tell the whole truth and let the public judge on the facts? Let us root out the offensive things but let us not continue to accept the adverse and misinformed things that are said of us.

GERALD F. BOURKE,  
Manager,  
Radio Station CKCA,  
Kenora, Ontario.

Station CHGS, Summerside, P.E.I.

I am 16 years old and as far as I can find out I am the youngest radio announcer in Canada. I would like to know if this is true.

I joined this station when I was 15. That was in the latter part of July, 1941. For two months this summer, during school vacation period, I was chief announcer.

If there are any announcers as young as I am in Canada, and as experienced, I would like to know about them.

R. GRANT MOLLISON,

# first IN FAMILY COVERAGE

Family purchases are the rule in thrifty French Canada. To sell the Quebec family, use the station which draws the big family audience—CKAC.

HERE'S HOW THEY LISTEN!

CKAC\* Evening shows with E-H Program Rating of 15 or over . . . . . 21

NEXT FRENCH STATION

\* Evening shows with E-H Program Rating of 15 or over . . . . . 3

\* Elliott-Haynes Montreal Report, Aug. 1942

# CKAC

MONTREAL

COLUMBIA BROADCASTING SYSTEM

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

United States  
Joseph H. McGilvra

## What of your NAME

IN

# 19 OCTOBER 4-?

Keep It Alive In

## HAMILTON

OVER

# CKOC



REPRESENTATIVES

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



**YOUR COMMERCIALS CLICK  
IN THE TALL TIMBER. HOW  
ABOUT THE SHORT GRASS?**

**W**HAT goes in Truro won't necessarily go in Toronto. Victoria and Victoriaville are separated more than by just a few thousand miles. They're shaving in Saskatoon when they're lunching in La Pocatière. Only by national spotting can your radio advertising attain maximum effectiveness in all markets

In national spotting — in getting your radio advertising over the right station in the right locality at the right time to reach the *right* people — you'll find, as others have, that All-Canada holds the answer. Thirty leading stations throughout Canada, commanding in each locality the preferred

spot on the dial, *plus* the kind of cooperation that is possible only in a closely-knit family of independent stations—these are the factors that make All-Canada the choice of shrewd radio advertisers.

Whether you want coast to coast coverage or only certain stations, All-Canada will do a job for you — make your story *effective* in each individual locality. Ask your agency about the All-Canada Stations or write us for the facts. . . .



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

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

**CHLN**  
THREE RIVERS  
QUEBEC

*A  
Modern Station  
in a  
Growing Market*

Fully Conversant  
with  
French Canadian  
Preferences

*Ask the man who  
lives there*

OR CONTACT

**RADIO  
REPRESENTATIVES**

LIMITED

Montreal - Toronto  
Winnipeg - Vancouver

# Program Briefs

MAPLE LEAF MILLING CO. started Oct. 19th,—“Corner Store”—10 minute dramatic — 3 a week on Monarch and Cafeteria Feeds. Transcribed. 12 Ontario, Quebec and Maritime stations. Through Cockfield Brown & Co. Ltd., Toronto.

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MAPLE LEAF MILLING CO.: (Red River Cereal, Tea-Bisk and Special Cake Flour). 15 mins. 3 a week — Al & Bob Harvey, Bob Farnon's Orchestra, Alan Savage as emcee. CBL to coast-to-coast network, through Cockfield Brown & Co. Ltd., Toronto.

\*\*\*\*

GRUEN WATCH OF CANADA: “Movie Preview Time” — 15 mins. 1 a week, previewing coming movies in key centres across Canada. Produced by Metropolitan Broadcasting Service Ltd., for Cockfield Brown & Co. Ltd., Toronto.

\*\*\*\*

UNIVERSITY OF MANITOBA (Public Relations Committee)—30 minutes 1 a week over CJRC, Winnipeg. All programs to be written and given by students to post public on worth-while activities of university men and women.

## INDEPENDENT DRUGGISTS ALLIANCE

“Public Opinion” opened its 1942-43 season October 14th over CKCL, Toronto; CKOC, Hamilton; and CKTB, St. Catharines, with Neil LeRoy as emcee and Jack Fuller as announcer. The first program originated in Toronto. Following programs will originate in the three cities as well as from various service centres of the armed and women's forces.

\*\*\*\*

## STARTS SEVENTH SEASON

Underwood Elliott Fisher Ltd., returned to the air on October 11 for the seventh consecutive season with Sunday afternoon piano recitals by Ernest Seitz, composer of the internationally famous “The World Is Waiting for the Sunrise”. The programs are heard at 1.30 p.m. over CBL, Toronto; CBO, Ottawa; and CFCF, Montreal. Only one commercial is used — at the close of each program; the announcer is Beau Summers who also does a commentary on each number. Release is through J. J. Gibbons Ltd., Toronto.

\*\*\*\*

THE BUCKINGHAM SONG OF THE MONTH has been won by Neta Stewart of Black Diamond, Alta., for her “So Nice to Remember”. The song will be published in New York by Southern Music Publishing Company, as announced over the Buckingham Program (McLaren, Toronto).

\*\*\*\*

“YOU CAN'T DO BUSINESS WITH HITLER” is being heard from CKOC, in Hamilton, every Tuesday and Friday evening at 8:00 o'clock, presented through the co-operation of Liberty Women's Wear. Produced by the Office of Emergency Management, Division of Information, in the United States, this series brings to life the experiences of Douglas Miller as American Commercial attaché in Berlin during the rise of Naziism.

CKCV, Quebec City, have appointed Radio Representatives Ltd. to act as their Canadian Representatives.

## Hockey Carries On

It will be “Hockey Night in Canada” again starting October 31st, when Imperial Oil resumes its broadcasts with N.H.L. hockey games from both Toronto and Montreal—coast to coast.

There has been some question as to the resumption of the games, but on September 15th Elliott M. Little, director of National Service, announced his official sanction of professional hockey, and Imperial Oil automatically renewed their broadcasts for the 1942-3 season.

Shortly before making the announcement, Mr. Little told newspapermen: “It may be necessary to give some consideration to maintaining the N.H.L. in some form, or on some basis, or else we would face the problem of replacing what it at present means to hundreds of thousands of Canadians in entertainment and maintenance of morale.”

In a recent Imperial Oil advertisement, comment is made on Mr. Little's statement as follows:

“... but the total seating capacity of N.H.L. stadia in Canada amounts to less than 30,000. So, when Mr. Little spoke of ‘hundreds of thousands of Canadians’, he must have had in mind those hundreds of thousands in every corner of the Dominion for whom ‘Hockey Night in Canada’ has been for years one of the high-spots of the week in broadcast entertainment—a ‘nation-wide recreation period’, helping to tone us up for another working week.”

Once again the intermission periods will be given over to the “Hot Stove League”, and most commercials will be devoted to various war activities. Last season over thirty organizations received mention in these broadcasts.

Release is through McLaren Advertising Company Ltd., Toronto.

## LUCAS SICK

Rupert Lucas, CBC Drama Supervisor, has been confined to his home for the past two weeks. He is reported to be making satisfactory progress.

*Thank you  
RCA Victor*

**WE** ARE proud to play a part in bringing to the Canadian Public “The Voice of Victor\*.”

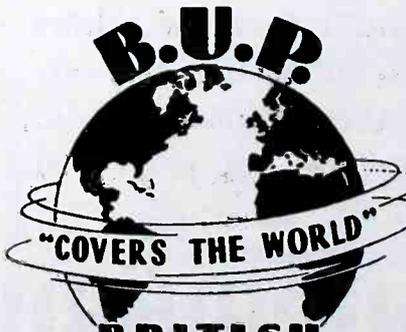
Co-operating with you, and with Lord & Thomas of Canada Ltd., your agency, in this major contribution to Canada's war effort is, we consider, a rare privilege.

\*CBC National Network, Fridays, 8.05-8.30 p.m., starting October 29th.

*Rai*  
**PURDY PRODUCTIONS**

37 Bloor St. West :: Toronto

Phone RA. 7200



**BRITISH UNITED PRESS**  
231 ST. JAMES STREET  
MONTREAL



**100 WATTS  
630 Kcls.**

*Offering*

CONTINUOUS PUBLIC SERVICE to a WORTHWHILE WESTERN ONTARIO AUDIENCE

**JOHN BEARDALL  
MANAGER-OWNER  
STUDIOS IN THE WM PITT HOTEL**

# SPOTS

**EPHAZONE (Asthma Remedy)** — 4 a week CFRB and CJRC; 6 a week on CJOR. 20 second flashes, transcribed, through A. McKim Ltd., Toronto.

**CROSSE & BLACKWELL** — 20 second novelty flashes, transcribed — 5 a week on CFRB, through A. McKim Ltd., Toronto.

**ONTARIO HYDRO ELECTRIC COMMISSION** — 55 spot announcements, on a wide list of Ontario stations, released by J. J. Gibbons, Ltd., Toronto.

**STEVENS CHEMICAL PRODUCTS (Eskimo Kloth)** — daily dramatized spot over a list of Ontario stations, through F. H. Hayhurst, Toronto.

**HONEY DEW LTD.**, 30 minutes a week "Hollywood Radio Theatre" — transcribed dramas by big name writers, featuring Hollywood motion picture stars. Sunday afternoons over CFRB, Toronto. An Exclusive Radio Features Ltd. transcribed series, released by F. H. Hayhurst, Toronto.

## Sustaining

### Voices of Yesterday

CHML's weekly "Voices of Yesterday" returned to the air, Sunday, October 4th. This program brings back, by transcription, the voices of famous personalities who have passed away. Included on the long list are: Florence Nightingale, King George V, John Wanamaker, and Tolstoi.

### Liberty at Auction

(CFRB, Saturdays 9.00 - 9.30 p.m.) is a dramatic series written by Kay and Ernie Edge, and produced by Bob Simpson. The program is noteworthy because it is one of the few programs in Canada which attempts to do a propaganda job subtly. It is a sustaining program presented by CFRB.

### Military Hospital

Twice a month the CHML, Hamilton, Ont., special events department visits the Hamilton Military Hospital to broadcast a fast-moving variety show. With announcer Harold Stubbs as emcee, these programs bring listeners an idea of the type of entertainment that's provided for these bedridden soldiers, sailors and airmen. Air time is 9:05 p.m. every second Tuesday.

## CFRB's Ontario Caravan Starts Talent Quest

Under the direction of Roy Locksley, CFRB program director, "The Ontario Caravan" is visiting various Ontario towns, inviting local talent to give auditions, selecting promising material, and introducing them in broadcasts which originate from the towns Thursday evenings, at 9:00 p.m., and are heard over CFRB.

The series opened October 1st in Toronto, followed by Orillia and Meaford, where an enthusiastic audience saw their local artists make their radio debuts with enthusiasm which Roy Locksley described as absolutely amazing.

A professional orchestra appears in these shows, and some professional performers, but largely speaking local talent is the basis of them, and CFRB expects to add many more "discoveries" of Canadian talent to the hundreds who have attained success growing out of CFRB beginnings.

### FREE LANCE

Austin Willis, until recently on the CBC, Toronto, announcing staff has now entered the commercial field as a free-lance announcer-actor. He will emcee RCA's "Voice of Victor", which goes to the CBC national network starting October 29th.

## Claire Wallace

CKOC was recently host to Canada's Claire Wallace, news reporter on things pertaining to women in war-time Canada, during the week of September 21st. Claire's program, "They Tell Me" presented by the Dominion Department of Finance across Canada, came to Hamilton for a week—and Claire went to the women of Hamilton in a big way, co-ordinating the sale of stamps and certificates with the current United Home Front Appeal. Hamilton was the first stop in a Canada-wide tour. W. T. "Bill" Cranston, CKOC Manager, was on the committee, and co-ordinated her radio work throughout the week, from the official welcome at the City Hall, to her rally meeting with Hamilton women.

## Betty and Bob Promotion

With a view to publicizing the "Betty and Bob" dramatic serial, CJVI, Victoria, inserted the following advertisement in the "agony" column of the local newspapers.

*BOB—Baby expected. Must get in touch with you at once. Listen through CJVI tomorrow morning at ten. BETTY.*

First visitors to the CJVI offices the next morning were a couple of R.C.M.P. officers, checking up to make sure CJVI was not being used unwittingly for illicit passing of messages.

# CKWX

## VANCOUVER



FRANK H. ELPHICKE  
Manager  
formerly of CJRC, Winnipeg

Ask **THE ALL CANADA MAN . . .**

to tell you about Vancouver's greatest selling power.

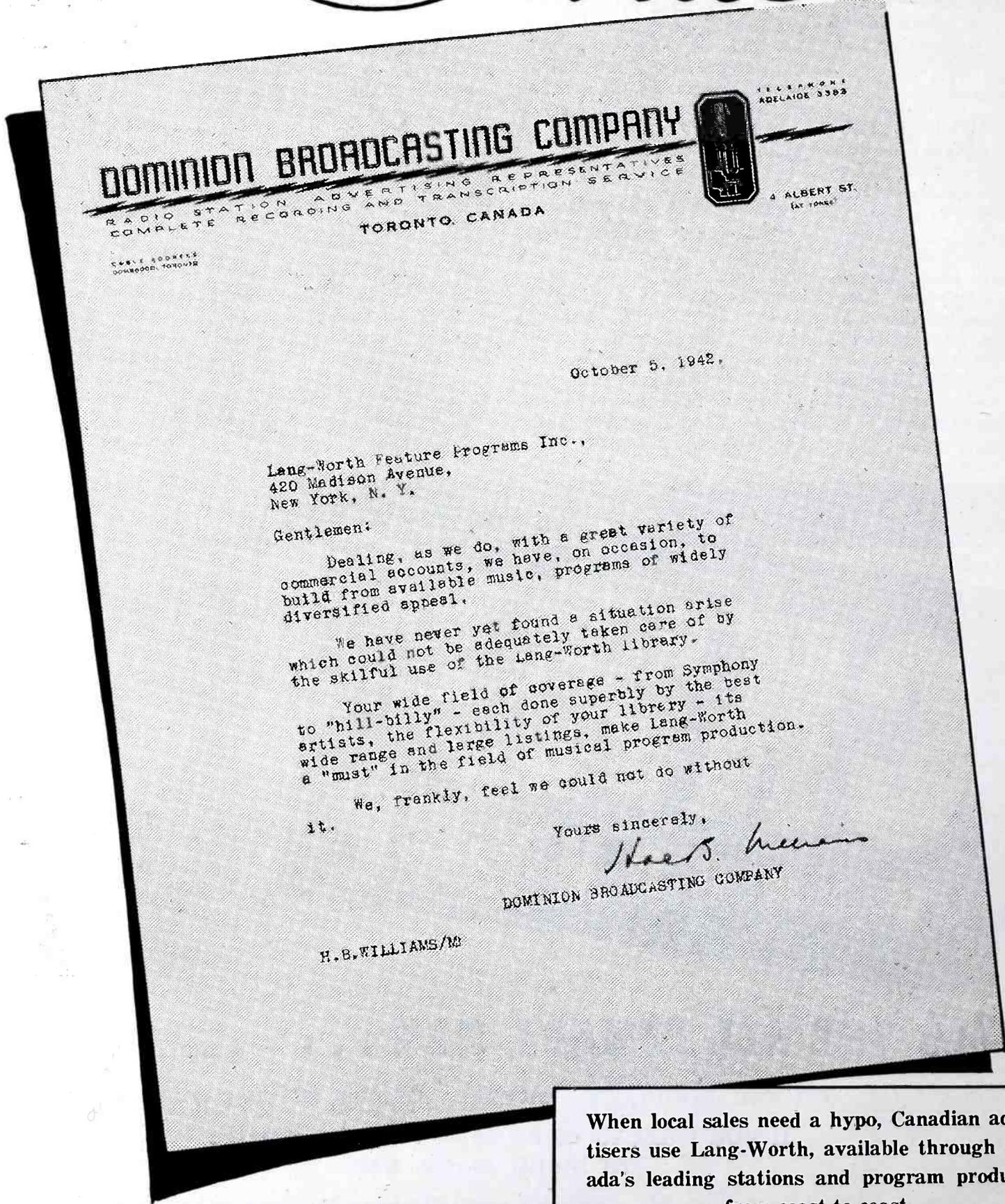
If you want to make sales . . . where sales are being made, use

AN AGGRESSIVE STATION

# CKWX

IN A PROGRESSIVE MARKET

# "... LANG-WORTH IS A Must!"



When local sales need a hypo, Canadian advertisers use Lang-Worth, available through Canada's leading stations and program producers from coast to coast.

**LANG-WORTH FEATURE PROGRAMS INC.**  
 420 Madison Avenue New York

» » **BOOKS** « «

**The Canada Year Book**

The 1942 edition of the Canada Year Book, published by authorization of the Hon. James A. MacKinnon, Minister of Trade and Commerce, is announced by the Dominion Bureau of Statistics. The Canada Year Book is the official statistical annual of the country and contains a thoroughly up-to-date account of the natural resources of the Dominion and their development, the history of the country, its institutions, its demography, the different branches of production, trade, transportation, finance, education, etc.—in brief, a comprehensive study within the limits of a single volume of the social and economic condition of the Dominion. This new edition has been thoroughly revised throughout, and includes in all its chapters the latest information available up to the date of going to press.

Special articles that are shown in this edition of the Year Book have been selected to illustrate the effects of the War on the Canadian economy and to show such changes and developments as have taken place to date.

Persons requiring the Year Book may obtain it from the King's Printer, Ottawa, as long as the supply lasts, at the price of \$1.50 per copy; this covers merely the cost of paper, printing and binding. By a special concession, a limited number of paper-bound copies have been set aside for ministers of religion, *bona fide* students and school teachers, who may obtain such copies at the nominal price of 50 cents each but application for these special copies should be directed to the Dominion Statistician, Dominion Bureau of Statistics, Ottawa.

**Fight Promotion**

Every time CHML, Hamilton, airs a Gillette "Cavalcade of Sports" fight broadcast, the station transcribes the last round, which is played over the air with appropriate tie-in to publicize the next fistic encounter.

*CBC HANDBOOK FOR ANNOUNCERS, revised and enlarged edition (CBC, Box 500, Toronto—50 cents).*

Realizing that the English spoken in London today sounds very different from that spoken in the days of Shakespeare or Dr. Johnson, and also that educated people in London, Edinburgh, Ottawa and New York do not all speak in the same accent, the compilers of the CBC announcer's guide do not attempt to set up any single standard. The book is designed to encourage care, discretion and clean articulation. In addition to general remarks on good diction and a list of some controversial words with recommended and permissible pronunciations, the book contains suggestions for the pronunciation of foreign words in an English context, and simple rules for the pronunciation of French, German and Italian, so necessary in announcing musical programs. There is also a guide to the pronunciation of about six hundred Canadian place names.

C. W. "Bill" Wright was in New York recently attending a meeting of the New York Radio Executives Club, doubtless on the hunt idea for the Broadcast Sales Club, of which he is the daddy and the president. He is now devoting his efforts to the speakers' committee (Victory Loan Campaign) of which he is chairman.

*Wanted*

A used Sound Recorder with 15 minute capacity on each side disc. One that can be used as public address system preferred.

Briercrest Bible Institute  
BRIERCREST, SASK.

**Quiz Sends Fags to Forces**

"Thanks to the Yanks" new Camel cigarette quiz show (CBS, Saturdays, 7.30 and 11 p.m.) is using a novel and worth-while idea.

Announcers canvas the audience with portable mikes. Contestants have the choice of a 3-carton, 5-carton or 10-carton question. If successful the contestant names the man in the armed forces to whom the cigarettes are to be sent. If the question is not answered, the cartons are sent to a remote Army Camp. Sponsor pays the postage.

The CBC now has ready for distribution a revised and enlarged edition of "Handbook for Announcers" which sells for fifty cents per copy. This book may be obtained by sending a postal note to The CANADIAN BROADCASTING CORPORATION, Box 500, Toronto, Ont.

**MORE POWER TO US**

— 150 additional watts in fact. Equipment is now being installed and the latter part of October will find CKCH broadcasting on a power of 250 watts, 100% modulated crystal controlled.

This power increase means greater coverage than ever of the prosperous Ottawa Valley where surveys already show a definite audience preference for CKCH. The man on the spot—the local merchant in close touch with conditions—continues to take more time on this station than on the other two local stations combined.

[ 99% renewal of contracts for the coming season by our national advertisers is their emphatic way of saying "MORE POWER TO YOU" ]

**C K C H**

OTTAWA - HULL

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

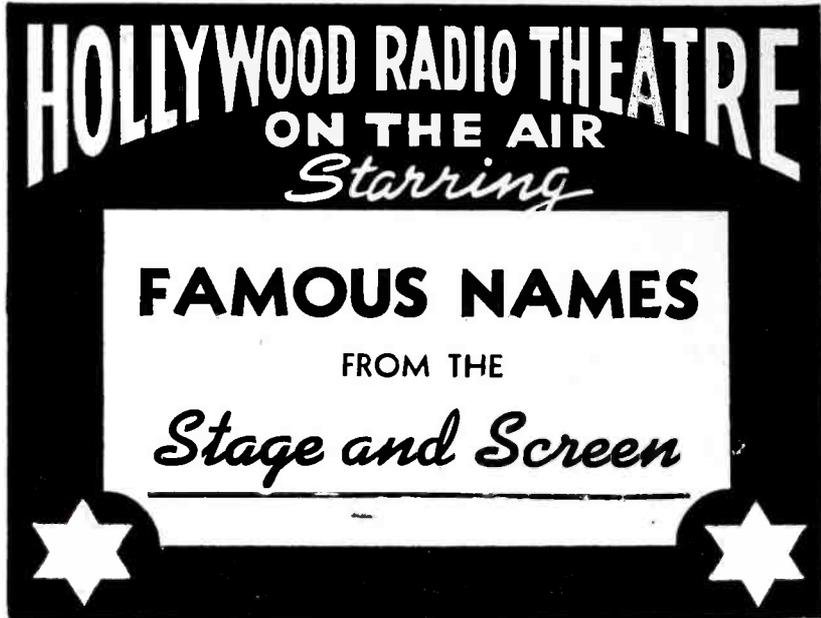
RADIO REPRESENTATIVES LTD.  
Dominion Square Bldg.  
MONTREAL Ha. 7811

**we move in the BEST circles**

... yes brother, we surely do! Our circle (1,000 watts in ALL directions) covers southern Saskatchewan like a tent. And brother, there's mighty big business going on in that tent. See that your message travels the pay-dirt circuit... CKCK provides the ticket.

**CKCK**  
**REGINA, SASK.**  
**620 Kilocycles**

REPRESENTATIVES; Canada, All-Canada Radio Facilities, United States, Weed and Co.



Hollywood Radio Theatre, the greatest transcribed show ever produced, presents the brightest of stars from the stage and screen. A full half hour program, dramatizing stories by some of the world's best-known authors, including Damon Runyan, P. G. Wodehouse, Reginald Wright Kaufman, Mary Roberts Rinehart, Stewart Gould, John Fleming Wilson.

Among the stars featured on Hollywood Radio Theatre are Gale Sondergard, Anita Louise, Ona Munson, Richard Dix, Edna Best, Marjorie Rambeau and many others.

Special musical arrangements written and conducted by Mahlon Merrick with a 25-piece concert orchestra.

*Comedy-Satire-Drama*

are found in Hollywood Radio Theatre

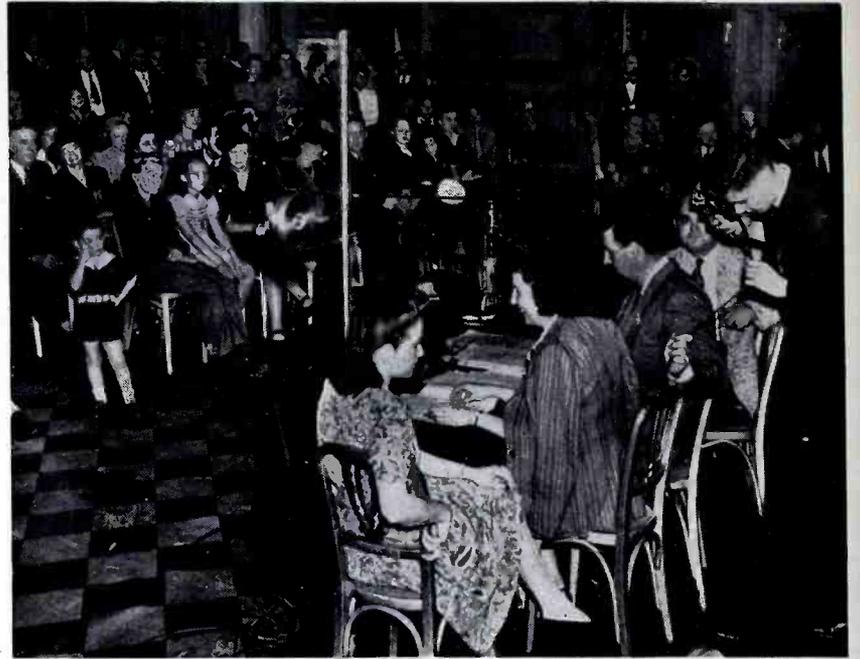
For finer entertainment value get your advertising agency to arrange an audition of this superbly produced series.

*Write, Wire or Phone*

**EXCLUSIVE RADIO FEATURES COMPANY LIMITED**

14 McCaul St., Toronto, Ontario  
Phone ADelaide 5112

**Don McNeil and His "Breakfast Club" Visit Montreal**



When Don McNeil and his "Breakfast Club" recently visited Montreal, members of the CFCF staff met them at the Windsor station on their arrival at 7 a.m., and had them driven to the Mount Royal Hotel, where they did their morning broadcast, which has been heard on CFCF since its inception, more than nine years ago.

The same evening they appeared before an audience of 12,000 in "The Forum" photograph shows.

Sitting at table left to right, Betty (of the vocal group "The Escorts & Betty"); Nancy Martin; Don McNeill; Jack Baker.

**Correction Please!**

Newly-appointed to the management of CFAR, Flin Flon, Manitoba, is Roy H. Wright. In making this announcement in our last issue we erroneously credited this appointment to Don Wright.

Roy Wright was formerly manager of CKMO, Vancouver.

We also ran pictures of F. H. Squires and H. B. Crittenden, managers of CKCK, Regina, and CJCS, Stratford, respectively. Through an unfortunate error, Mr. Squires' name appeared under the picture of Mr. Crittenden, and vice versa.

We would like to express our apologies to the "victims" of these mistakes and our thanks to the large number of readers who drew them to our attention.

**Putts and Tees**

CBC's annual golf tournament was held at Uplands Golf Course, near Toronto, on the first of the month. Tournament was another real success — especially for Wells Ritchie, new regional representative of the CBC Press and Information Service, who won the low net championship, the beautiful trophy and a golf bag. Wells shot a hundred and ten, and with his thirty-six handicap he had a seventy-four. Like all good golfers, he shot his best on the eighteenth. Two shots—a drive and an approach—and he was on the green. Then he let go with an eight-foot putt which went into the cup as clean as a nickel. For the rest of the night, Wells kept saying: "Did you see my birdie on the eighteenth?" He is now known as Wells "Did-you-see-my-birdie-on-the-eighteenth" Ritchie.

**CFAR**  
FLIN FLON  
*Serves*  
**NORTHERN MANITOBA**



REPRESENTATIVES  
H. N. STOVIN

**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

# Copy Control Protects Public, Station and Advertiser

CBC Cleared 35,000 Pieces Last Year With Minimum Red Tape

*"Friends, will you head out tomorrow morning, feeling rested and refreshed? Or will you be caught with that sluggish, all-in, down-and-out feeling? Before you crawl into bed tonight, do this . . ."*

Such copy comes within the purview of Section 12 of the Canadian Broadcasting Regulations, and is subject to review by the Department of Pensions and National Health, through the CBC Station Relations Division, acting as an intermediary between the Department and the industry.

by  
**W. JOHN DUNLOP**

Station Relations  
Division  
Canadian  
Broadcasting  
Corporation

cepted responsibility for checking copy under Regulation 12, has this to say about flamboyant advertising:

*"The attitude adopted by this department at the present time in regard to commercials of foods and drugs is that of the protection of the public in respect of statements that may be false or misleading.*

*'Puffing', such as that contained in some commercials is considered permissible, inasmuch as 'puffing' is understood by the public to be 'puffing'. The public is not devoid of intelligence, and the silly, flamboyant statements that are made by some advertisers do not deceive the public. Such statements are injurious only to the advertiser and the product which he advertises. The educational work that is being done by our Division of Nutrition Services is educating the public in regard to food values and the proper type of foods to eat. This has the effect of neutralizing extreme statements made by advertisers in regard to food values."*

### Resubmissions

Because of new scientific data coming to light from time to time, certain statements permitted in copy may later be prohibited. For example, when about fifty bakeries added B1 to their formula, and



Above is pictured the entire class in Radio Announcing recently completed at the Ontario Agricultural College, Guelph, Ontario, in cooperation with the CAB. Left to right:

Back row: Earle Allan, Hamilton; Roy Corbett, Guelph; Kenneth Dunsmore, Toronto; Christine Tripp, St. Catharines; Paul, Oliver, Toronto; Greta Shutt, Guelph; Martin Silburt, Toronto; Douglas Lusty, Rodney; A. A. Dickson, Oakville.

Centre Row: Priscilla Sowerby, Toronto; May Ball, New Liskeard; Ida Dempsey, Stratford; Thelma Robins, Beansville; Myrtle Bean, Doon; Dora Dempsey, Stratford; Beatrice Dempsey, Stratford; Ariel Clement, Princeton.

Front Row: Edison Gunn, Fort William; Mr. K. M. Gunvaldsen, Instructor; Isabel Doyle, Owen Sound; Dr. G. I. Christie, President; Verna Tibbles, Scarboro Bluffs; Dr. G. E. Seaman, Director; Ronald Congdon, Chatham.

### Affords Protection To All Concerned

This pre-broadcast inspection of copy is designed to protect the public against possible exploitation by food and drug radio advertising. But it also affords protection to the station, the advertiser and his agency against what could be a costly legal encounter, if checking came too late. Recognizing this fact, stations, agencies and their clients have contributed their full cooperation to the plan's success.

Incidentally the Canadian station operator has a distinct advantage over his American confrere, who has to take full responsibility for food and drug copy read over his frequency, and may have to take issue with an advertiser on the admissibility of certain of his claims, words or phrases.

### The Time Factor

Regulation 12 stipulates that copy must be submitted for review two weeks in advance of the date of broadcast, because in all fairness to the advertiser the examiners need sufficient time to consult the most up-to-date information available on the article advertised—should information and data not be to hand. In cases of real emergency, the Department gives faster action than your pre-war dry cleaner!

### Causes For Delay

Of course if the agency fails to submit copy in duplicate, or neglects to send along a statement of composition for a new product, there is naturally a delay while reference is made back to the source. Further time leakage will be avoided by careful copy-writing. Such decorative words as heavenly, beautiful, wonderful, amazing, exquisite, when applied to Parker's Porridge or Lee's Lymph Lozenges, seem to add a discordant note which the examiner never fails to delete.

### False or Misleading Statements

Dr. J. J. Heagerty, Director of Public Health Services, who has ac-

changed their copy to include mention of this "glamor girl of the vitamins", the commercials were promptly approved. A month later new "Vitamin Regulations" were passed by Order-in-Council, and these outdated the previously approved copy. This is one reason why copy must be resubmitted for review within a year of the stamped date of approval, and the Department further reserves the right to review copy within that period if circumstances warrant it.

### Volume of Copy Handled

Of the 35,000 pieces of food and medicine copy cleared in the year ending March 31st last, advertising agencies submitted 60.5%, the bal-

ance coming direct from advertisers and radio stations. Private stations broadcast 75.8% of this continuity, 24.2% went to the CBC and French advertising occupied 26.04%. Roughly 75% of copy cleared is for food; 18% for drugs; and 7% for patent medicines.

In view of the freer spending occasioned by the war, it is felt that supervision of copy is more important than ever to the end that protection may be afforded against over-enthusiastic advertisers. And this reacts to the benefit both of the public and also of the many manufacturers and dealers whose businesses have been built up on advertising principles which are both sensible and sound.



## When CHURCHILL SPEAKS,

he holds his listeners, not by just speaking English, but by talking the kind of English they use themselves.

For radio programs, commercials, etc., translated or prepared by French Canadians for French Canadians, call

## MARCEL BAULU

LABORATOIRE DE RÉDACTION  
Room 304 Empire Life Bldg.

MONTREAL

--

Phone LA. 9572



*Whatever the*  
**FUTURE**  
*may hold*

TODAY we cannot read the Fortune Teller's crystal . . . we cannot determine the day and the hour of Victory.

TOMORROW, or whenever peace is restored, a new crisis will confront us . . . when industry returns to normal dependence upon the goodwill of the public for the wherewithal to live.

*Are you taking steps to help you meet tomorrow's peace-time crisis?*

It's so easy to forget, and the customers you are forced to turn away today may have found substitutes for your goods when once again you need their business.

**BROADCAST ADVERTISING WILL KEEP THEM REMEMBERING**

**IN THE HEART OF ONTARIO**

**CFRB**  
 T O R O N T O

**THE LISTENERS' CHOICE**

10,000 WATTS

REPRESENTATIVES  
 JOSEPH HERSHEY McGILLVRA  
 New York San Francisco Chicago

860 KCLS.

ALL-CANADA RADIO FACILITIES LTD.  
 Montreal