

The Canadian Broadcaster

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A MONTHLY MEETING PLACE
FOR THE INDUSTRY AND ITS SPONSORS

Volume 2, Number 9

September, 1943

Appeasement be Damned!

This column was devoted last month to a statement of our humble view of the C.C.F.'s triumphant showing in the recent Ontario elections. This article, "Farewell to Freedom", was a blunt expression of opinion, too blunt perhaps, in the view of various readers whom it inspired to blend their comments with caustic and none too subtle suggestions that we mind our own business, and keep our long nose out of politics.

We value these comments but find ourselves unable to concur in them, because . . .

On Monday, September 13th, the Canadian Congress of Labor, in convention in Montreal, urged full ownership and operation by the government of all radio broadcasting in Canada, as a public utility under the CBC. The convention also went on record with a resolution to the effect that it felt that the continuance in business of a large number of privately owned radio station "in our opinion is not in the best interests of the people of Canada."

At the same meeting they passed another resolution demanding that the Canadian government "take over the entire banking system and operate it in the interests of the people."

Later, this same convention publicly approved and adopted as its own, the ideals and policies of the C.C.F.

We have watched with considerable interest for developments which might indicate that some immediate steps have been taken by the Canadian Association of Broadcasters to correct in the public mind the thinking that has led this prominent labor organization to condemn, unjustly we earnestly believe, Canadian private radio, and which has in all probability contributed to the Congress allying itself with the fast-growing enemy, not only of this industry, but of all private enterprise. We are satisfied that no such steps have been taken, and, moreover, we are advised that when a reporter asked the C.A.B. for its reaction to this resolution, he was informed that no statement would be forthcoming as it might all blow over in a few weeks.

It will perhaps be claimed, in defence of this take-it-on-the-chin-and-do-nothing policy, that steps are being taken to counter the blow "sub rosa" . . . "off the record" . . . "on the Q. T." Quite naturally we have no knowledge of any under-cover propaganda that may have been brought into play. But of this fact we are positively certain. The Canadian Congress of Labor came right out in the open with its resolution. Whether it was an error in judgement or justice or both, it was an honest expression of its membership's opinion, an opinion to which it is absolutely entitled. Its plea for the total eradication of private broadcasting from Canadian airways has resounded from Atlantic to Pacific via the CBC microphones, and broadcasters across the country are sitting on their haunches, licking their wounds and wondering when and where the next blow will fall, as fall it must.

Private radio, we submit, has two alternative courses to choose from. If it acts now, it can harness its own resources, aided by the ablest publicity brains it can persuade to espouse its cause, to combat the formidable forces that are arraying themselves against it; or it can shrug its shoulders and prepare to fold its tents within the next few years.

Land sakes! We've been talking nothing but politics again! Sorry, but we still believe that we should regard the operation of political parties, within or without the current government, as far more "our business" than we do, and furthermore we intend to stand by our belief.

Richard S. Lewis.

Managing Editor

G.M. Decision Delayed

René Morin, chairman of the board of governors of the CBC, announced September 21st, following a 2-day board meeting in Ottawa, that the board will meet again in about a month to resume its discussions concerning the nominating of a new general manager to succeed Dr. James S. Thomson. Dr. Thomson is resuming his duties as president of the University of Saskatchewan at the beginning of the academic year, and asked for leave of absence until November 2nd when his term of office expires. It is assumed that the duties of the general manager will be taken over by Dr. Frigon, assistant general manager, until the appointment is made.

Radio Racing Form

The information published herein is solely to improve the breed and not as an invitation to wager.

CBC Stakes

Purse 13,000 Open to all ages.
Canadian Breds allowed 3 lbs.

P.P.	Name	Probable Odds
1	Dr. A. Frigon	2-1
2	L. W. Brockington	20-1
3	Dr. J. S. Thomson Scratched	
4	Bob Bowman*	50-1
5	R. M. Brophy	8-1
6	John Grierson	10-1
7	Ernest Bushnell	Even
8	Don Buchanan*	50-1
9	M. J. Coldwell*	50-1

*grouped in the mutual field

Static Says:

It's Ernest Bushnell for our money. This high spirited war horse is in fine form, and knows every twist and turn on this difficult track. In our opinion he is all set to battle it out with Dr. A. Frigon, though some feel that the Hochelaga entry should come home with all the money.

Conventioneers



Bert Cairns and "Tiny" Elphicke, on the Banff railway station after last month's WAB Convention.



MORE GRAPEVINE

Dr. Thompson's resignation from the CBC general managership is now official, but what had not been clarified up to the time of going to press is the story that the Doctor attached a rider to his resignation making it conditional upon his appointment as chairman of the Board of Governors. What we want to know is, will he get awa' wi' it?

Hm! Hm! Hm! Hm!

MAILBAG

"I used to like the Canadian Broadcaster," writes 'Anon', "when it dealt with broadcasting. Since it has become nothing but a political rag, I'm taking it off my reading list, and shall replace it with some other paper, on which I have not quite decided."

May we suggest "The Canadian Forum". (advt.)

Hm! Hm! Hm! Hm!

THE OTHER HALF

Dick Rice, WAB president, admonished broadcasters to "learn what the man on the street is thinking by coming out of the parlor car and riding the day-coaches"

Day-coachers views not fit for publication.

Hm! Hm! Hm! Hm!

NEWS FLASH

"All Italians surrender." Except Petrillo.

Hm! Hm! Hm! Hm!

REJECTED

When the M.O. recently examined your editor for military service, the Doc applied the stethoscope to our mid-ribs, listened a sec and then exclaimed: "Great snakes! It's a transcribed spot!"

Hm! Hm! Hm! Hm!

CONTRIBUTION

Would you care to use this gag in your Lewisite column: "You don't have to be crazy to succeed in the radio business, but it helps." No thanks.

Hm! Hm! Hm! Hm!

RADIO—1801

Of the various executive abilities, no one excited more anxious concern than that of replacing the interests of our fellow-citizens in the hands of honest men, with understanding for their stations.

—Thomas Jefferson

We see what you mean, T. J.

Hm! Hm! Hm! Hm!



Representing

- | | |
|------------------------------|--|
| CJOR
Vancouver | CHPS
Parry Sound |
| CKLN
Nelson | CFOS
Owen Sound |
| CFPR
Prince Rupert | CHOV
Pembroke |
| CJGX
Yorkton | CFLC
Brockville |
| CKX
Brandon | CKCO
Ottawa |
| CFAR
Flin Flon | CJRL
Kenora |
| CKY
Winnipeg | CKAC
Montreal |
| CKLW
Windsor | CHGB
Ste. Anne de la Pocatiere |
| CFPL
London | CJBR
Rimouski |
| CKCR
Kitchener | CKCW
Moncton |
| CHML
Hamilton | CHSJ
Saint John |

We're pretty busy at home just now, going into our fifth Victory Loan. The slogan this time is "Speed the Victory" To me that just means doing all we can to shorten the war so as to bring you home again as quickly as the job can be finished. People have made up their minds to dig deep this time - it'll be "more bonds from more people." We're with you, son!

Affectionately
Dad.

Contributed to Canada's Fifth Victory Loan by ourselves and the 22 live Independent Radio Stations which we represent.

Stovin & Wright

RADIO STATION REPRESENTATIVES
MONTREAL TORONTO WINNIPEG

The CANADIAN BROADCASTER

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The People Speak

"What's Wrong with the Radio" (p 10) tabulates the answers of 1,873 respondents to the question: "Can you suggest any means whereby radio broadcasting in Canada can be made more appealing to you?"

Taken singly the survey shows that 52 suggestions were forthcoming, many of them sensible ones which may well be acted upon by those concerned. Significant is the fact that no one beef was put forward by more than 10.4% of the entire sample. This seems to indicate that the squawks which resound around the operation of every station are not the unanimous uproar of an outraged public, but rather represent relatively small minorities who like to complain.

Grouped into four main categories, it appears that 25% are critical in one way or another of advertising content of programs; nearly 39% offer positive and constructive suggestions for improved programming, with only 17% commenting from the same angle, but negatively.

It should be remembered that a question of this type predisposes a respondent to answer unfavorably. But it should also be plain that these relatively favorable figures offer stations and advertisers a means of taking up the slack, rather than something with which to white-wash their shortcomings. Keeping these reservations in mind, we believe that Elliott-Haynes has supplied the industry with material with which those who maintain so noisily that private radio is detrimental to the public interest may

Western Broadcasters' Meeting

Forty-five delegates and their guests attended the ninth annual meeting of the Western Association of Broadcasters, which was held at Banff, Alberta, August 23rd and 24th. The association has a paid-up membership list of every private broadcasting station—27 in all—between Victoria and the Great Lakes.

In his president's report, G. R. A. "Dick" Rice told of the closer working between member stations and the CBC through the association's various activities.

Station managers, he suggested, would be wise to remember to serve the rural audience, which, under today's conditions is liable to become the forgotten listener. He pointed out that the present system of making surveys, that is to say by telephoning city dwellers, tends to make a condition where stations work to gain large city audiences at the expense of the ruralites.

"Ride on Day Coaches", he urged. "To learn what the man on the street is thinking, you must come out of the Parlor Car."

During the two-day session, Glen Bannerman, CAB President, reported on the activities and general operation of the CAB, dwelling especially on the recommendations of the recent House Committee on Radio Broadcasting in Ottawa.

A discussion on the subject of Public Relations was led by Roy Wright, of Flin Flon, in the course of which more careful programming was urged to avoid crowding of times.

Jack Radford, CBC supervisor of station relations, asked western station operators to co-operate with the CBC in their new venture to secure talent from the prairie provinces. He also spoke on the subject of raising the level of various types of advertising, and told the association of some of the methods used by the CBC in this regard.

The association's banquet was attended by 53 members and guests, and after the dinner an interesting

be convinced that they are singing in the wrong key.

talk was delivered by Leo McKinnon, public relations director of Canadian Pacific Airlines.

Two guests from south of the border were John Treacy, NBC Radio Recording Division, and Alex Sherwood, Standard Radio, Chicago. In short addresses delivered by both these transcription men, the present and future prospects of the transcription situation were discussed, and each expressed the hope that the enquiry now being conducted by the U.S. government would clarify the situation before long.

The meeting stood for one minute silence in memory of Edward T. Sandell, late president of CKTB, St. Catharines, who died August 15.

WAB Appoints New Board

During the annual meeting of the WAB, G. R. A. "Dick" Rice was re-elected president. The new board will consist of Bert Cairns, CFAC, Calgary, director for Alberta; Roy Wright, CFAR, Flin Flon, for Manitoba; Lloyd Moffat, Prince Albert, for Saskatchewan; A. A. Murphy, CFQC, Saskatoon, for Saskatchewan; F. H. "Tiny" Elphick, CKWX, Vancouver, for British Columbia. The following will sit on the Canadian Association of Broadcasters Board representing the WAB: Dick Rice, A. A. Murphy, Gerry Gaetz and R. White.

In FRENCH CANADA



it's the FAMILY AUDIENCE

HERE is a market where the tradition of Family life is still vital and supreme . . .

And where evening Radio is the standard entertainment! (In French-speaking Québec, more people listen longer and more often to Radio than anywhere else in America).

By reason of its vast nightly audiences, CKAC, French Canada's pioneer station, has earned recognition as the No. 1 medium in this great and prosperous market.

CKAC

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

CKOV
KELOWNA
B.C.
1000 WATTS
The Voice of the Okanagan
REPS ALL-CANADA. WEED & CO.

... serving in its mean commercial area the territory covered by these Weekly News papers:

- Armstrong Advertiser
- Enderby Commoner
- Kelowna Courier
- Merritt Herald
- Oliver Chronicle
- Penticton Herald
- Similkameen Star
- Salmon Arm Observer
- Vernon News

HOT STUFF!

New equipment installations these days are headline events, but Dominion has done it again!

Our new "high-fidelity" recording equipment has advanced our "Duophonic" system to the point where we now have a control over the full frequency range never before attained in the recording field.

*Electrical Research has ptoved it!
Your ears will confirm it.*

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

When your prospects favour CKCH—

it would seem to be worth while to look closely into the Ottawa radio situation.

The man on the spot—the local merchant—knows that to get the maximum response from his customers it is vital to talk to them in their own language. He also knows well that over 40% of the total population of the Ottawa Valley market is French.

CKCH is proved by survey to be the favourite station of the French listener in this market. It follows then that this should be a good medium for the local merchants' own advertising. As a matter of fact twice as many local broadcasts are placed over CKCH than over the other two Ottawa stations combined.

The local merchant looks for steady day-by-day returns and knows where to get them. Why not follow his example and see what CKCH can do for you?

CKCH
OTTAWA - HULL

TORONTO OFFICE:
D. L. BOUFFORD
112 Yonge St. AD. 7468

MONTREAL OFFICE:
RADIO REPRESENTATIVES Ltd.
Dominion Square Bldg. HA. 7811

UNITED STATES OFFICES:
HOWARD H. WILSON COMPANY
Chicago, New York, San Francisco
Hollywood, Seattle



Left to right they're "Juliette", featured songstress; Alan Young, Canadian comic; and Louise Robertson, who characterizes "Miss Clydesdale" and "Tangerine", and all on the new "Buckingham Program" which has returned to the Tuesday 8.30 spot on the national network.

Petrillo

When Petrillo's AF of M made a verbal agreement, Sept. 18, with Decca Records Inc., and its subsidiary World Broadcasting System, six other companies asked that they also be allowed to resume recording, but were refused.

Contacted by long-distance telephone, C. O. Langlois, president of

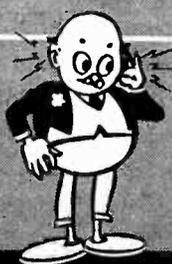
Lang-Worth Feature Programs, New York, told the CANADIAN BROADCASTER that the terms of the agreement with Decca and World have not been disclosed, but that it is believed that they call for payment of money not to the musicians but to the union. If this proves to be the case when the contracts are produced, Mr. Langlois said, the six other companies will not sign.

CALGARY
CFAC

SELL
ALBERTA
Through "THE FOOTHILLS NETWORK"
These 3 Stations of the ALL-CANADA Western Group
give ample coverage of the prosperous Alberta Market

EDMONTON
CJCA

LETHBRIDGE
CJOC



Exclusive Representatives
ALL-CANADA RADIO FACILITIES
Limited
MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

Victory Loan Ideas

In response to an invitation to describe programs which sold bonds in the Fourth Victory Loan Campaign, we have received four suggestions from W. J. Holden, commercial manager of CJRC, Winnipeg.

Mr. Holden points out that the success of these programs was due largely to the excellent co-operation received from the local Victory Loan Committee, and adds that any other stations or agencies interested in further details, he will be glad to supply them on request.

"VICTORY LOAN CEREMONIAL" was presented by the Manitoba Branch of the National War Finance Committee daily at noon. Presented from downtown Winnipeg, it featured a general report of the standing of the different provinces, special announcements for deserving firms and individuals and a gun salute designating the number of millions collected for that day. Uniform bands of the armed forces provide music.

"VICTORY LOAN SALUTE TO RURAL MANITOBA" was the outcome of a request by the committee for an idea that would bring more support from rural areas. The program was presented during CJRC Manitoba Farm Time broadcast, fifteen minute periods were taken over by the chairman of the rural committee, who spoke directly to his various sub-chairmen over the air and was thus able to encourage the smaller towns even to the point of naming individuals who had done some outstanding job such as riding a bicycle for several miles from farm to farm soliciting for the loan. The programs were sponsored, with no commercials other than mention of the sponsor's name, by the Manitoba Wheatpool.

"VICTORY LOAN ROUNDUP" was a 5-minute resume or analysis presented each night by the station news editor, giving last minute instructions, answering questions and giving up-to-the-minute results. Heard at 6 p.m. each evening, it was sponsored by a retail store without commercials.

"THE FOUR FREEDOMS" was a dramatized series of half-hour programs, adapted with permission from a series of articles published in the "Saturday Evening Post" under the same name. It was heard Sunday evenings following the Fred Allen programs.

All National Accounts
Used First in The Maritimes

CHNS

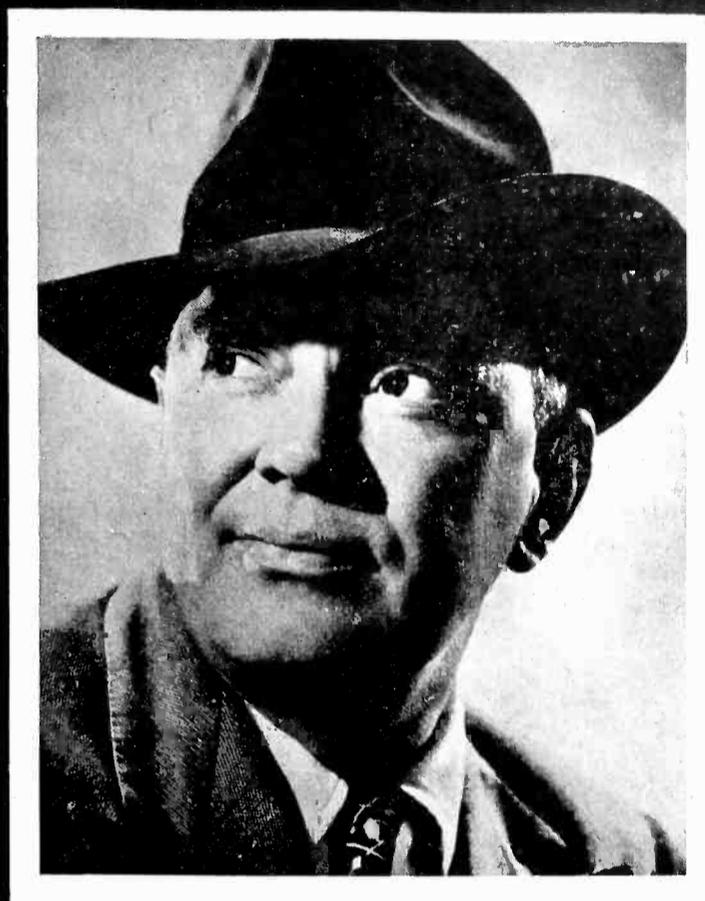
The "Voice of Halifax"

For Seventeen Years

A FINE STATION
IN
A FINE MARKET

Studios and Offices:
BROADCASTING HOUSE
HALIFAX - NOVA SCOTIA
WILLIAM C. BOPPETT, Director

Cliff
EDWARDS

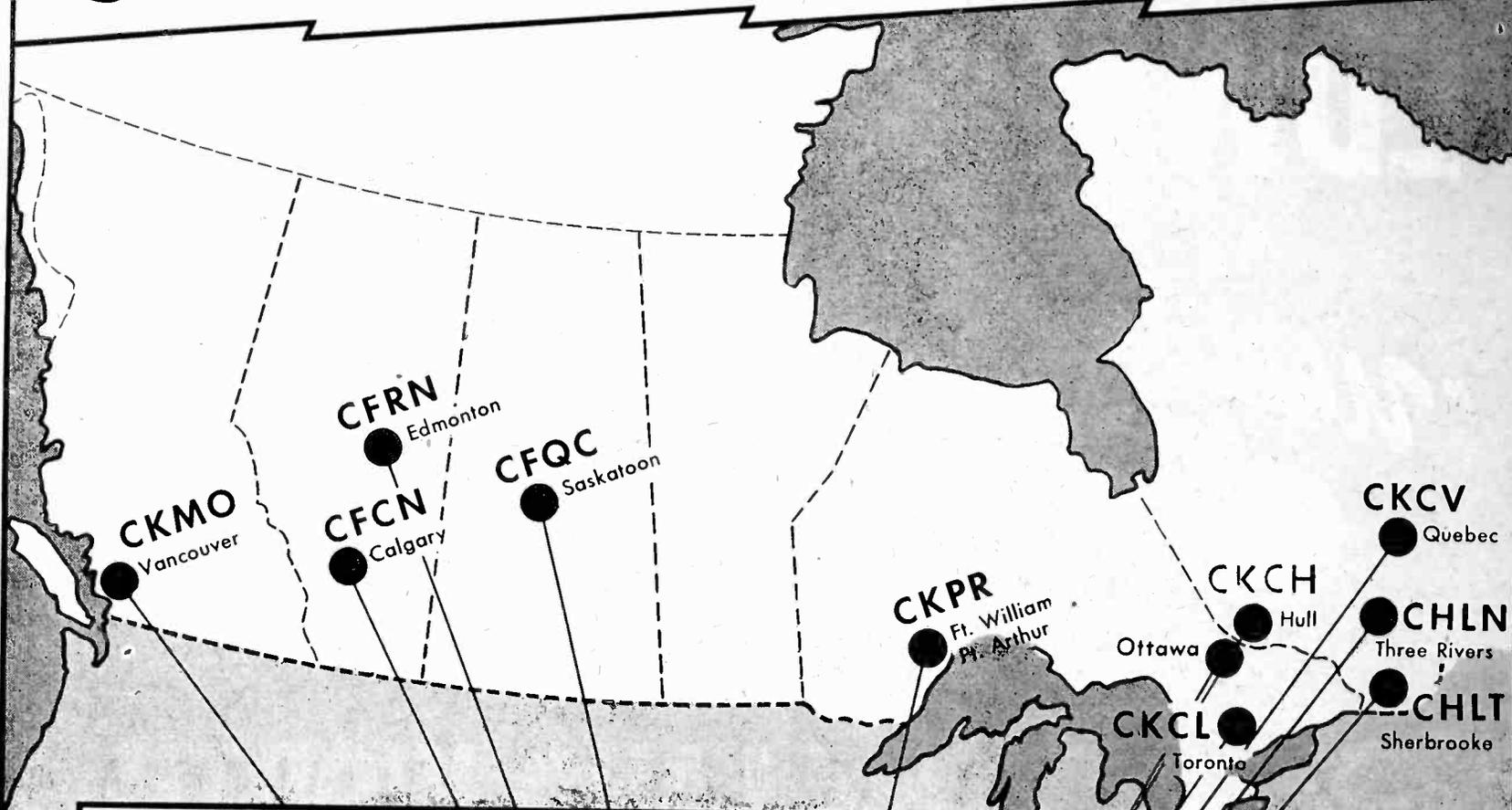


Signs with **LANG-WORTH**

One of Hollywood's GREAT entertainers is now available on transcriptions. "He's terrific" say the kids. "Better than ever" vote pa and ma. Remember Singin' in the Rain — Paddlin' Madeline Home — Ain't Misbehavin' — Louise — Yes, Sir That's My Baby — Good Little Bad Little You — Somewhere Over The Rainbow? Well they're only a few of the 40 GREAT songs Cliff Edwards recorded, exclusively, for those lucky Lang-Worth customers. Available NOW with Lang-Worth Planned Program Service.

LANG-WORTH, Inc. 420 Madison Avenue New York

TEN TRIED AND TESTED STATIONS TO SERVE YOU



ASK THE MAN WHO LIVES THERE

Every community has its own local interests and problems.

Every important community has a radio station giving service in publicising its interests and problems.

These stations understand their communities, and have their confidence. Their "voices" are important in the communities they serve.

Let them speak for you.

Radio Representatives Limited

T O R O N T O A N D M O N T R E A L

Youth Will Be Heard



Gordon Henry, western representative on the public relations branch of the National War Finance Committee.

afternoon at 1:15, is written, produced and announced entirely by high-school students, with a different group on each show, representing the student-unions of all Edmonton schools. Between periods of music suggested by their student-unions, the participants give news of high-school extra-curricular activities, and discuss high-school student-union problems.

"Swing for Canada"

Co-incidentally with "Young Edmonton Speaks", "Swing for Canada" dances are held in one of Edmonton's down-town ball-rooms each Saturday afternoon, and part of each 3-hour session is a broadcast. Students are invited to attend, either to dance or to listen to their favorite music by records or orchestra. Admission is one war savings stamp, retained by the purchaser. Apart from providing popular as well as wholesome entertainment, the plan has to date sold close to a thousand dollars worth of war savings stamps. Groups in surrounding towns have been invited to set up radios in their local dance places and to participate on the same basis. This fall CJCA plans sending a staff member to such out-of-town dances, to originate broadcasts from them.

These programs were discontinued for the summer, while most students were working, but are to be resumed again this fall.

CJCA, Edmonton, is applying the "prevention is better than cure" adage to the juvenile delinquency question, and has devised three programs to help meet the problem before it arises, by permitting youth to hear itself speak.

"Youth Forum"

Aired at a peak time Sunday evenings, this program features a group of young boys and girls under leadership of the Hy-Y Clubs of Edmonton. It takes the form of round-table discussions on youth's own everyday problems. Topics are freely and frankly discussed such as working mothers, broken homes and lowering of moral standards in wartime; or the restless feeling that comes to high school students as they approach enlistment age. Practical solutions are invariably developed by the participants, not only for the boys and girls to follow themselves, but from which both parents and teachers frankly admit they profit.

"Young Edmonton Speaks"

This program was planned to interest as many students as possible in athletics, swimming, school dances and other means of occupying after-school leisure time. The program, heard Saturday evenings at 6 o'clock, and again Sunday

Takes PN

Newest subscriber to Canadian Press news service is station CKAC, Montreal.

Joins Stovin & Wright

J. R. "Jim" Knox, immediate past-president of the Young Men's Advertising and Sales Club of Toronto, known in Toronto advertising circles through many years connection with Photo Engravers Ltd., has joined the sales staff of Stovin & Wright.

John Adaskin, former CBC Producer, has established an office in Toronto, where, besides offering production services he undertakes composition of music and special arrangements.

MOOSE JAW
CHAB

COVER SASKATCHEWAN
with the action-getting stations of the
ALL-CANADA Western Group
Effective Coverage at Economical Cost

PRINCE ALBERT
CKBI

REGINA
CKCK

REGINA
CJRM



Exclusive Representatives
ALL-CANADA RADIO FACILITIES Limited
MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

CHML

CFRB COLUMBIA ↓ WBN N.B.C.

860 900 930

HAMILTON

murray specializes in satisfied sponsors

jack murray
radio productions limited
10-12 King St. East
Toronto
ELgin 5600

VICTORY LOAN QUIZ

The following is a list of twenty questions and answers, all relating to the 5th Victory Loan. They are suggested for use during the coming loan campaign either as a complete program, or as suitable questions to be included in existing quiz programs.

- Q 1. This is called the 5th Victory Loan. Actually, since the start of the war, Canada has had five . . . seven . . . nine . . . eleven loans?
A. Seven. There were two war loans in 1940.
- Q 2. Graham F. Towers, governor of the Bank of Canada, is chairman of the National War Finance Committee. Who preceded him as chairman?
A. G. W. Spinney, president of the Bank of Montreal.
- Q 3. Give the full name of Canada's Minister of Finance.
A. James Lorimer Ilsey.
- Q 4. Exclusive of the 5th Victory Loan, Canadians have, since the start of the war, bought Victory Bonds to a per capita value of \$209 . . . \$409 . . . \$609 . . . \$809?
A. About \$409 apiece. Outstanding bonds total approximately \$4,709,000,000.
- Q 5. The slogan of the 5th Victory Loan is "Speed the Victory!" Can you give the slogans of the 4th, 3rd and 2nd Victory Loans?
A. 4th—"Back the Attack!"
3rd—"Nothing matters now but Victory!"
2nd—"Come on Canada".
- Q 6. Two pocket distillers can be provided with a \$100 Victory Bond. Who uses them and what do they do?
A. Torpedoed seamen use them for making undrinkable salt water fresh and palatable.
- Q 7. The budget for the current fiscal year is \$5,500,000,000, or the equivalent of \$1.30 a day from every man, woman and child in Canada. How much greater is this than the average pre-war budget?
A. 11 times. The average pre-war budget was \$500,000,000.
- Q 8. A \$100 Victory Bond will buy "housewives" for 196 Canadian soldiers. What is a "housewife"?
A. A "housewife" is an assortment of needles, thread, buttons, etc., for repairing clothing in the field.
- Q 9. Canada's costs in the war of 1914-19, including demobilization expenses, were \$1,696,000,000. At the end of the fiscal year this war will have cost us the same . . . three . . . five . . . seven times as much?
A. More than seven times as much. By March 31st, 1944, this war will have cost Canada more than \$12,000,000,000.
- Q 10. A \$100 Victory Bond will buy better than 6 life-belts for fighting airmen. Can you give the more popular name for this type of jacket?
A. A "Mae West".
- Q 11. The symbol for the 5th Victory Loan is a winged "V". Describe symbols used in the previous four loans.
A. 1st—The Torch
2nd—The Maple Leaf
3rd—The Commando Dagger
4th—The figure IV in Roman numerals above four maple leaves.
- Q 12. What other Canadian savings instruments help finance the war?
A. War Savings Stamps, War Savings Certificates and non-interest bearing certificates.
- Q 13. What retail trades have held War Savings stamp drives recently?
A. Drug stores, grocery stores, hairdressing and beauty parlors, novelty and tobacco stores.
- Q 14. A \$100 Victory Bond will buy 18 bayonets or 476 "frogs". What is the connection between the two?
A. A "frog" is a waist attachment for supporting a bayonet.
- Q 15. Canada raises approximately 51 cents of each dollar it spends through taxation. Can you say how the remaining 49 cents is divided as between borrowing from the public and from the banks?
A. Of each 49 cents borrowed, 30 comes from the public, and 19 cents from the banks.
- Q 16. Would you say that a \$100 Victory Bond would supply a Canadian fighting man with 5 1/2 pounds of food daily for two weeks, four weeks or two months?
A. \$100 will feed him for more than 2 months.
- Q 17. In the current food ration books, there are 57 butter coupons. Can you repeat the urgent message printed in place of the 58th?
A. "Buy Victory Bonds!"
- Q 18. A \$100 Victory Bond will buy 200 mess tins for hungry soldiers. Why is it that army meals are called "mess"?
A. Mess comes from the French word "mets", which means all the food served at a meal.
- Q 19. Victory Bonds help to keep blood plasma, given to the Red Cross by volunteer blood donors, available for use on every battle-field. Can you tell us who received the first blood transfusion?
A. Pope Innocent VIII, in 1492.
- Q 20. Like Victory Bonds, Lancaster Bombers help to "Speed the Victory". Knowing this, which of these statements would you say is correct? A Lancaster Bomber has 50,000 parts . . . 11 miles of electric wiring . . . 4,080 square feet of aluminum sheet . . . approximately 1,000,000 rivets of 744 different sizes?

CANADIAN BANKERS ASSOCIATION
DEPARTMENT OF MUNITIONS & SUPPLIES
"CORNER STORE" SERIES. BELL TELEPHONE

THIRD VICTORY LOAN SPOT ANNOUNCEMENTS
THIRD VICTORY LOAN PROGRAMS
HINDS HONEY & ALMOND CREAM
"FLYING FOR FREEDOM" SERIES
NATIONAL WAR FINANCE COMMITTEE
"FIGHTING NAVY" SLIDE FILM
"LITTLE ORPHAN ANNIE" SERIES
"WE ALSO SERVE" SLIDE FILM
"THAT BREWSTER BOY" SERIES
COMBINED SERVICES WOMEN'S DIVISION
SECOND VICTORY LOAN SPOT ANNOUNCEMENTS
"KLINGCOTE STEVE"
"B.A. BANDWAGON" SERIES
TORONTO VICTORY LOAN COMMITTEE
"FEENAMINT"

"LUX"
I. B. M.
RED CROSS APPEALS
"DENTYNE"

ONTARIO VICTORY LOAN COMMITTEE
"CHICLETS"
BLOOD DONOR APPEALS
SCRAP FATS & BONES SALVAGE
"CUTICURA"
R.C.A.F. WRITING TEST
"EX-LAX"
R.C.A.F. RECRUITING PROGRAMS
"GOOD LUCK" SERIES

"OUR FAMILY" WAR SAVINGS CERTIFICATES
NATIONAL REGISTRATION SPOT ANNOUNCEMENTS
TORONTO BOARD OF EDUCATION
FOURTH VICTORY LOAN PROGRAMS AND ANNOUNCEMENTS
"SONGS YOU LIKE TO HEAR" SERIES
"ORANGE CRUSH" SERIES
"SOLDIERS WIFE"
"CANADA IS PART OF TOMORROW" SLIDE FILM
"ELIZABETH ARDEN"
"CROSSTOWN SERVICE" SERIES
DEPARTMENT OF FINANCE
"CARNATION BOUQUET" SERIES
AID TO RUSSIA PROGRAMS
"LUMI N' ABNER" COMMERCIALS
"IVORY BAR"
"BACK THE ATTACK" SLIDE FILM
"BIG SISTER" COMMERCIALS
"SUNKIST"

RCA VICTOR TRANSCRIPTIONS

WIN AND MAINTAIN CONFIDENCE!

OUR government's urgent needs for recruits; for money; for civilian co-operation in Red Cross efforts, salvage drives, and price control policies . . . have all been quickly and effectively made known throughout Canada via RCA Victor transcriptions.

RCA Victor gives an **all-inclusive* service—planning, recording, manufacturing, shipping, etc.

**Exclusive with RCA Victor Company Limited*

FOR HIGHEST QUALITY WORK AND BEST SERVICE YOU ARE INVITED TO TELEPHONE OR WRITE TO

RCA Victor

TRANSCRIPTION STUDIOS

Toronto
Royal York Hotel
AD. 3091



Montreal
Lacasse Street
WE. 3671



These are the facts!

6 WORLD FIRSTS

B. U. P. CLIENTS

Coast-to-Coast in Canada
Were first with

Quebec City
Churchill arrives
by 6 minutes

Quebec City
Roosevelt arrives
by 10 minutes

Niagara
Churchill arrives
by 18 minutes

Quebec City
Recognition French
Committee of Liberty
by 2 days

Quebec City
Canadians in Kiska
by 3 minutes

North Africa
Italy Falls
by 6 minutes

HEAD OFFICE:
231 St. James St.
MONTREAL

PAN MAIL

Dumbarton, Ont.: Don't you think your challenge to "private enterprise" in your August editorial, "Farewell to Freedom" is twelve years too late? It is exactly the *laissez-faire* attitude you railed against that brought about the depression that offered nothing but fear and starvation to the generation it is now depending on to save it from utter destruction, and that said in the immortal words of Jay Gould: "The Public be damned", and which incidentally caused two wars.

The time has gone by for such a challenge to have any effect. This was plain to be seen long before the Ontario elections, but the ostrich always had a lot of friends and imitators. All the Lewisite in the world will not blast life and feeling back into a corpse.

You made a mis-statement of fact. Benito Mussolini did *not* gain power democratically. He commanded an active minority that took over power by force, with the help of the reactionary elements in the country. The book *Sandust Caesar* will give you the sordid details.

To compare the triumph of the C.C.F. (for it was a triumph) at the democratic polls of Ontario, to the march of the mountebank on Rome, is either not playing fair, or else being blind to the wishes of the people of this province. Unless, of course, you think the C.C.F. stuffed the ballot boxes throughout Ontario.

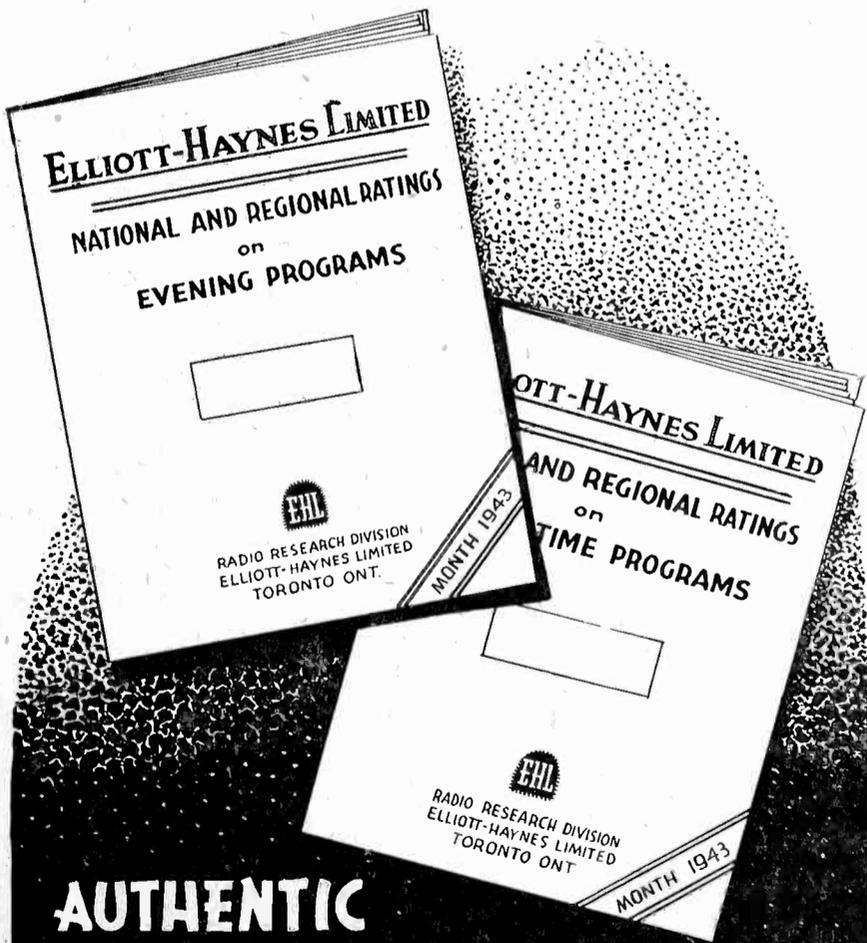
If you meant farewell to the "freedom" that led to the two wars and the depression, that saw mass unemployment and misery and downright starvation right here in Ontario (I had some first-hand experience, so please don't think I don't know what I am talking about) that employed illegal methods to bolster its position



contrary to the laws of its country, that went to live in the Bahamas rather than pay taxes justly due the people, then I say you are right. We have definitely said farewell to all that "freedom", let the chips fall where they may!

Surely you cannot believe that King Canute could bid the wave retire.

Yours for Freedom,
HORACE BROWN.



**AUTHENTIC
RELIABLE and
CONTINUOUS since 1940**

CKCK

STEALS A PAGE FROM SEVERSKY

CKCK OFFERS ITS CLIENTS

VICTORY THROUGH AIR POWER!

● CKCK is welcomed in tens of thousands of southern Saskatchewan homes--welcomed as a friend and neighbour. That's why we are able to do such an authoritative job for our clients -- to give them 'sales victory' through 'air power'.

CKCK

REGINA, SASK.

MONCTON-booming today-- a TOP MARKET of Tomorrow

Only 23 centres in Canada offer you a compact market of 100,000 people. Moncton stands out among them. In the past, C.N.R. and Eaton's picked it out as a focal point. Now in this aerial era it is fast growing into one of the vital traffic centres of trans-Atlantic travel. Bulging with new population, new buildings, new activities. But note this: THE BUSY, PROSPEROUS MONCTON AREA OFFERS DOMINANT RADIO COVERAGE AT A LOWER COST, DAY OR EVENING TIME, THAN ANY COMPARABLE MARKET IN THE DOMINION. Get all the facts! Put CKCW to the test! Call our representatives for details.

FRED A. LYND, Manager

Representatives—STOVIN & WRIGHT



What's Wrong With The Radio?

10.4% of a cross-section of Canadian listeners want more popular music programs; 9.5% want less daytime serials; 8.3% would like more U.S. networks; 7.5% dislike advertisers' fantastic claims; 6.2% think good taste is lacking especially in drug and medical advertising; 5.7% want advertising claims made more believable.

These and many other figures of interest to broadcasting have come to light in a survey which has resulted from a monthly poll of public opinion being conducted by Elliott-Haynes Ltd. on behalf of a group of participating clients, and the Canadian Broadcaster is indebted to Elliott-Haynes for permission to publish the figures.

The survey was conducted by personal interviews, and 1,873 respondents from a cross-section of the Canadian public volunteered an opinion on the question: "Can you suggest any means whereby radio broadcasting in Canada can be made more appealing to you? A breakdown of answers follows:

Total Replies 1873 100%

***CRITICAL ADVERTISING COMMENT (455)		
Fantastic claims of advertisers	141	7.5%
Lack of good taste especially in drug and medical advertising	117	6.2%
Excessive use of spot advertising during daytime, program interruptions, etc.	98	5.2%
Advertising stereotyped and repetitious	29	1.5%
Declining quality of announcers	19	1.1%
Naive pattern of much advertising	11	.6%
Sensationalism in much advertising	9	.5%
Other	31	1.7%

POSITIVE PROGRAM COMMENT (710)
(by comparison)

More programs like:		
Lux Radio Theatre	73	4.0%
Fibber McGee and Molly	31	1.8%
The Happy Gang	20	1.1%
Charlie McCarthy	16	.9%
Aldrich Family	10	.5%
Album of Familiar Music	10	.5%
Fred Allen	6	.3%
Waltz Time	5	.3%
Jack Benny	3	.2%
Treasure Trail	3	.2%
Bing Crosby	2	.1%
All other programs	16	.8%

(by type)

More popular musical programs	193	10.4%
More evening dramatic programs	84	4.5%
More mystery programs	56	3.0%
More quiz programs	44	2.3%
More religious programs	30	1.6%
More daytime musicals	24	1.3%
More news commentators	20	1.1%
More old-time music	16	.9%
More sports	11	.6%
More educational programs	10	.5%
More classical music	9	.5%
All other suggestions	18	1.0%

NEGATIVE PROGRAM COMMENT (361)

Less daytime serials	177	9.5%
Less crooning, jazz music, etc.	72	3.7%
Less war propaganda	65	3.5%
Less speeches and talks	20	1.1%
Less classical music	7	.4%
Less news	5	.3%
Other comments	15	.8%

MISCELLANEOUS SUGGESTIONS (347)

Bring in more U.S. network programs	155	8.3%
Eliminate French (English) announcers	72	3.8%
Take radio out of government control	33	1.8%
Eliminate radio license fee	24	1.3%
Release television	21	1.1%
All others	42	2.2%

* * * * *

***Of the 455 listed in the first group who offered critical comment on advertising, 406 offered recommendations. These break down into eight groups as follows:

Total Recommendations 406 100%		
Incorporate advertising message in program scripts like Fibber McGee and Molly	124	30.5%
Censor all radio advertising for offensive advertising	118	29.0%
Restrict daytime advertising to short message at beginning and end of each 15 minute period	71	17.5%
Develop and train announcers	28	7.0%
Make advertising claims believable	23	5.7%
Limit Sunday advertising to mention of sponsor's name and product	11	2.7%
Quote prices as a means of developing greater interest in radio advertising	5	1.2%
Other	26	6.4%

Scores Invasion Scoop

When the local Hamilton paper appeared with its lead story on the invasion of Italy the afternoon of September 3rd, the same edition carried a display ad for CHML, telling how that station had broadcast the great news at 2.55 that morning, over twelve hours earlier.

In the wee small hours, when the news first broke, CHML's Tom Darling put the station back on the air, and telephoned a dozen major Hamilton war plants, while Ken Soble did the same thing in Toronto, with the result that the station was able to serve these night workers with immediate reports of the news as it developed, and was also able to chalk up a major scoop.

This station, which has found its "news on the hour" policy has made friends for it among listeners, has recently commenced giving movie-goers last minute news flashes during each performance at the two leading Hamilton theatres. Immediately following the news-reels, a trailer appears on the screen with the words: "We take you now to the CHML newsroom," and then a 60 second news flash is piped from the station on a closed circuit, to the theatre audience.

Middle Aisle

Gerry Tonkin, formerly with Northern Broadcasting and CFAR, Flin Flon, now "national sales" for CKBI, Prince Albert, was married on September 18th.

THE BROADCAST SALES CLUB OF TORONTO

presents

COLONEL

B. J. Palmer's

RADIO SALESMANSHIP SCHOOL

One Day—Tuesday, Sept. 28th

Two Sessions—9 a.m. and 2 p.m. Sharp

Anybody interested in radio is invited to this course on the effective use of words that sell by radio.

ROYAL YORK HOTEL
TORONTO

Check With

JACK TREGALE—Secretary



...with the **BIG GUNS OF INDUSTRY**

*Here's why CKLW
is doing a job in
Southwestern Ontario*

Day by day the noose draws closer around the Huns who did Hitler's bidding. And in the vanguard of the equipment that swept North Africa and Sicily are trucks, Bren Gun Carriers and many other Windsor products.

Here the battle of production continues by day and night — a constant stream of the tools that turn dictators back into spectators.

In the Windsor territory retail sales have already shown increases up to more than 200%. A steady influx of new warworkers is raising this figure still higher. Population of metropolitan Windsor has gone up to 140,658, with employment at an all-time high of 49,238 persons.

That's why experienced advertisers are buying CKLW—the one station which effectively blankets the Windsor industrial market and the rich farm lands of Essex and Kent—a station staffed to give you real merchandising service.

Total Population	503,985
Total Rural Population	171,551
Total Urban Population	332,434
Occupied Farms	28,431
Fruit and Vegetable Farms	5,583
Total Radio Homes	127,857

800 KC.—5000 WATTS

CKLW

At Your
Service 22 Hours Daily

Member
**Canadian Broadcasting Corporation
Mutual Broadcasting System
Canadian Association of Broadcasters**

WESTERN ONTARIO BROADCASTING CO. LIMITED
WINDSOR ONTARIO

In Vancouver



For their favorite radio shows, Canada's Pacific Coast listeners tune to CKWX. It's a habit borne of the knowledge that "980 on the dial" brings them more popular favorites than any other Vancouver station.



Frank H. Elphuke, Manager



A 5c piece to the Northern Indian is as hard to earn as \$10 to a white man, yet Cree Indians of the Favorable Lake (Ontario) Reservation have donated over a thousand dollars in furs and cash to the Red Cross. In the picture, three chiefs, on a visit to Winnipeg, tell in their own tongue of the work the Red Cross is doing. They are seen recording the talks on a CJRC microphone. The disc was played later over CJRC, and shortwave station CJRO.

R.A.T.S. Membership Grows

Roxanna Bond, secretary of the Radio Artists of Toronto Society, reports that to date this organization has recruited 107 members from Toronto radio actors and announcers. An addition has been made to the committee by the appointment of Tommy Tweed.

BUSINESS

- Laura Secord—15 mins., 2 a week, CFRB Sept. 27. Nov. 1st will add CHML, CFPL, CKWS and CKCO. Cockfield Brown, Toronto.
- Quaker Oats (Quix)—"Lone Ranger", 30 minutes, 3 a week on CFRB, starting October 12th. Spitzer and Mills, Toronto.
- RCA Victor — 30 minutes, 1 a week, national network. Spitzer & Mills, Toronto.
- J. R. Crouchman—15 minutes, 1 a week, CKCL Frontenac.
- Tilley's Ltd.—5 a week spots on CKCL. Frontenac.
- P. S. Bustin Drug—5 a week spots on CKCL. Frontenac.
- Dunhill Cigarettes—5 minute mysteries, 3 a week. 6 stations. Foster Agencies.

What The Surveys Say

The following are the top ten evening shows according to the Elliott-Haynes evening reports for September:

1. Charley McCarthy
2. Treasure Trail
3. Kraft Music Hall
4. Passing Parade
5. Album of Familiar Music
6. Aldrich Family
7. John & Judy
8. Fighting Navy
9. Waltz Time
10. Green Hornet

Power Freeze Robs Canada of Radio Rights

Urges Immediate Lifting of Power Freeze

Increased power for all stations up to the limits imposed by the Havana agreement, and as recommended to parliament by the House Committee on radio broadcasting, is urgently and immediately necessary if Canada is to safeguard for herself the radio rights given her by international treaty, George Chandler (CJOR, Vancouver) told the Western Association of Broadcasters in convention at Banff, Alberta, last month.

Scarcely less significant is the fact that increased power would provide better service to Canadian listeners, he said.

"One of the first acts of the CBC in 1936 was to freeze the expansion of any privately-owned broadcasting station of 1000 watts or over. One of the most obvious reasons for this freeze order was to prevent competition from private interests for the use of Canada's few high-powered channels."

He explained that at this time the freeze order was of no broad import because it immediately affected only those Canadian stations occupying high-powered channels. The following year, however, under the Havana agreement, interference standards were revised, with the result that U.S. stations, on channels shared with Canadian outlets, could and did increase their power in line with the provisions of the treaty. Had they been permitted to do so, the Canadian stations could have protected these channels against this new interference by simultaneously increasing their power, but "through Canada's failure to adopt these standards during 1937, important coverage has been lost to Canada forever."

New Free-Lance

S. S. "Syd" Brown, CBL's senior dramatic producer, has resigned after ten years acting, writing and producing for the corporation. His resignation takes effect October 1st. He will free-lance.

Radio's Funniest Show!

HORN ROBBERS

the band of a thousand gadgets and a million gags!

a riot of fun

It's Fun for Young and Old Alike!

65-15 minute programs, featuring that King of Fun, Allan Courtney, comedy players, and guest vocalists, in a screaming riot of robust entertainment.

For Auditions Samples, Write, Wire or Phone

EXCLUSIVE RADIO FEATURES

COMPANY LIMITED

14 McCaul Street

Toronto

FIRST Canadian Station with "Variety"
("Variety" Award for "Outstanding Wartime Service")

FIRST Canadian Station with "Billboard"
("Billboard" Award for "Radio Publicity")

FIRST Station with Hamilton Listeners
(Elliott-Haynes Surveys)

FIRST Station with Hamilton's Local Advertisers

FIRST Station with a Growing List of National Advertisers.

CKOC THE ALL-CANADA STATION AT **Hamilton**

Private Radio Destiny In Its Own Hands

C.A.B. Counsel Warns More Power Means More Responsibility to Listeners

"The 1943 Radio Committee appreciated the public service of private radio stations", Joe Sedgwick, K.C. told the CANADIAN BROADCASTER, when asked for a statement of opinion on the recommendations of the committee as tabled in the House after the conclusion of their deliberations.

Sedgwick, it will be remembered, appeared before the committee, to present a brief for the Canadian Association of Broadcasters, asking for power increases for private stations, assurance of continuance of licenses of private operators, and the opportunity of participating in the development and use of all new phases of broadcasting as they become feasible.

His statement follows:

The 1943 House Committee report marks an important forward step for private radio in Canada, but private stations and those who use their facilities can only expect the support of the people, through their representatives in parliament, if they earn it.

This year the committee has extended its recommendations as to power increases by a suggestion that the Canadian Broadcasting Corporation should "... consider increasing the power of all stations to the limit of the Havana Agreement." if the Corporation implements this recommendation, as it most probably will, it means that Canadian stations, public and private, will be given something approaching equality with U.S. stations in matters of power and coverage, and will thereby be enabled to give a much better technical service to their listeners, with consequent advantage to all those using their facilities for advertising purposes. The matter does not however end here. The committee was not unfriendly to private station operation, but it was made clear throughout the hearings that the members of the committee expect the stations to strive for constant improvement, and to more

completely integrate themselves with the life of the communities which they serve.

Much has already been done to improve programming, public service and public relations. While of course perfection cannot be achieved overnight, much remains to be done,



and it is the business of stations individually, and of the CAB, to give constant study to the needs and aspirations of the Canadian people. Good public relations are the logical and inevitable outgrowth of good public service. It is not enough to tell people that we are doing a good job. The job should be so good that they need no convincing. The obligation is not that of the station manager alone, but is shared by those advertisers and agencies who are his clients. All interested in a measure of freedom and independence in radio must get together to eliminate what causes of complaint there may be, to the mutual advantage of broadcaster, advertiser, and, first last and always, the audience.

If the people of Canada are satisfied with and proud of the job which the private stations are doing,

that feeling will soon communicate itself to their representatives in parliament. After all it is a great and beneficent circle. If the programs satisfy the listeners, they will give their support to the stations and advertisers responsible for those programs, and an independent radio that has merited and secured general public approval need not fear repressive legislation.

Radio is the greatest instrument in the world for "making friends and influencing people". It must continue to make friends for itself, and, in a quite proper way, to influence people in its favor.

Before future parliamentary committees, we should have nothing to apologize for and a great deal to boast of. Whether or not we are to be in that position depends upon how those interested in private radio conduct themselves in the months and years ahead.

Joins Toronto Agency

Nat Holmes, formerly manager of CFOS, Owen Sound, has severed his relationship with that station and joined the Toronto office of Vickers & Benson, Ltd.



TARGET FOR TONIGHT

and every day and every night . . .

CKCR offers you a live market of 205,000 regular listeners* to whom you have only to direct your sales message to be assured of a "successful mission".

Ask Your Agency

*In the primary area only

REPRESENTATIVES
STOVIN & WRIGHT



1000 WATTS —
THE STATION OF THE
Sunwapta Broadcasting Co.

"SUNWAPTA" — a Stoney Indian word meaning "radiating Waves"

TO SELL THE RICH NORTHERN ALBERTA MARKET REMEMBER CFRN'S "SUNWAPTA"

KAMLOOPS

CFJC

Cash in on
BRITISH COLUMBIA
Through the ALL-CANADA Western Group
offering efficient coverage. A key station
in each of B.C.'s most prosperous markets

KELOWNA

CKOV

TRAIL

CJAT

VICTORIA

CJVI

VANCOUVER

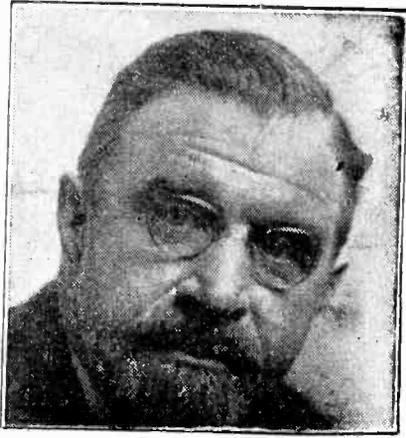
CKWX



Exclusive Representatives

ALL-CANADA RADIO FACILITIES
Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER



Colonel B. J. Palmer recently delivered his 1-day Radio School in Winnipeg, and was heard in Toronto at the Royal York Hotel, September 28 under Broadcast Sales Club auspices.

Lipton Promotions

A wide variety of promotion has been released by Vickers & Benson to herald the return to the air for the 7th consecutive season of the Lipton Tea Musicals, to be heard on 52 stations of the national network starting October 3rd.

Included are full page display ads in national week-end papers; full pages in a wide list of grocery trade publications; window and counter cards for dealer display.

Copy in each case features program stars—Jean Deslauriers, Canadian conductor; Muriel Birckhead, New York soprano; supported by a 12-voice male choir.



Would you believe that the other day on a half-hour quiz show, I actually counted the advertiser's name being mentioned thirty-one times. To have this hurled at you more than once a minute is too, too much for me.

What I resent most, personally, is the everlasting repetition. I suppose it can be argued that the value of advertising is based on the constant repeating of names and facts. But surely not thirty-one times on the same program. Take the soap shows. I love them all. But they play five days a week, and I suppose to more or less the same audiences. You figure it out.

And those superlatives — whether used or implied; they are really something! This kind of soap gives you the whitest wash; that kind of toothpaste cleans your teeth the brightest . . . the sparkling; that patent medicine gives the fastest relief for everything but fallen arches.

I listen to Coca Cola's "Victory Parade". It isn't my first choice of programs, but I'm willing to bet that thousands of listeners, like me, enjoy it largely because of the refreshing relief of its short and snappy commercials.

Speaking for myself, there are programs on the air, many of them, which I like so much that I never miss them. But instead of inspiring my gratitude, I feel the sponsors are exacting their pound of flesh, and then some, in the shape of those long, boring meanderings I am so often expected to listen to, both before and after the entertainment. Surely they would rather I didn't tune them out when the entertainment is finished and before the commercials start. It requires no great effort — just the push of a button.

Isn't a radio program something like a display in a store window? I don't think I'm being "difficult", when I say that most women, when they go to buy a hat, are far more readily attracted to a millinery shop displaying three hats, to one where they are practically piled on

CBC Appointments

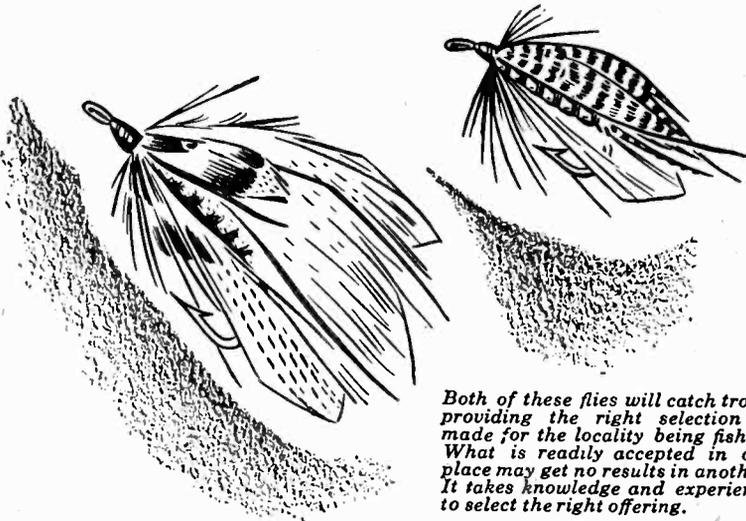
George Taggart, formerly assistant general supervisor of programs of the CBC, has resigned to enter the commercial broadcasting field on his own account. He has been succeeded at the CBC, by Charles Jennings, who has relinquished the post of supervisor of program planning to take over the position.

Andrew Allen, who has been a CBC producer on the west coast succeeds Rupert Lucas who has resigned as Supervisor of Drama.

Plans have been changed for the R.C.A.F. drama series. Originally intended as spot broadcasts, this series is now to go out on the national network, Sundays, 7.30 to 8 p.m., starting October 24th.



And when the Sergeant is pretty Sergeant Marguerite Perrin, of the C.W.A.C., one does not wonder why members of other (male) forces were eager to gather around the CJRM, Regina, microphone, to give her a friendly salute during one of the many programs aired by CJRM in celebration of the C.W.A.C.'s second birthday!



Both of these flies will catch trout, providing the right selection is made for the locality being fished. What is readily accepted in one place may get no results in another. It takes knowledge and experience to select the right offering.

RADIO PROGRAMS, too, require knowledge and experience in their selection. The program which brings in results in other parts of Canada may produce no results at all in Quebec Province. To find out by trial and error is a costly experiment—let us put our knowledge and understanding at your disposal. We have had many years of experience in planning broadcasts in both French and English, especially for the Quebec audience—have produced programs for some of the leading national advertisers in Canada—and will work directly with you or harmoniously with your Advertising Agency. May we discuss your radio questions with you? Write us, or telephone Marquette 1183.

IT'S A REGULAR STORY IN EDMONTON

\$4,514,395.00

is the value of building permits issued between January 1st and July 31st of this year in Edmonton—an increase of better than 3 million dollars over 1940. There is feverish activity, expanding population, high wage rates in Edmonton and district . . . where the daily shopping guide is:

CECA logo with text: In Edmonton "CROSSROADS OF THE WORLD"

RADIO PROGRAMME PRODUCERS MONTREAL CANADA logo with crest

Eveready Woos Farmers on 42 Stations

by FRANK E. CROFT

Many radio advertisers find that keeping their names in front of the public when supplies are limited isn't the easy task it first appears. Even when they are not trying particularly hard to sell something, the canons and precepts of good advertising have to be kept.

Eveready Batteries (Canadian National Carbon Co. Ltd.), through their agency, Locke Johnson & Co. Ltd., are not only doing an interesting and satisfying job along this line, but they are getting up early in the morning to do it.

The Eveready people explain it this way. Their big market for both radio and flash-light batteries is in the rural areas. When Eveready decided to go beyond the spot announcements, which comprised their radio advertising until five years ago, they did some skirmishing in the dramatics field; but they soon were making a careful check of how, when and with what to get next the rural dweller's ear. A coast-to-coast survey showed them that a pre-breakfast, or, at the latest, breakfast period was the best time of the day to get the farmer's complete attention. As for the type of radio fare he wanted with his oatmeal and eggs,—music; music from the musical comedies and hits of fifteen or twenty years ago.

This does not mean that the tiller of the soil is not modern, or that he can't tell the difference between trucking and shag. He can; but he can get plenty of variety in that sort of thing in the evenings. When he calls for his own specially ordered radio entertainment, it must be music of a more enduring sort, but not too heavy on the classical side. To get this information, Eveready representatives toured the back roads as well as calling on the main highway farmers with money in the bank and running water in all the bedrooms.

The next step was to find out whether any such program was a

regular early morning broadcast or not. Further enquiry brought forth the information that a good many stations were already providing this kind of a program, and that nearly all were sustaining broadcasts. For Eveready to buy the time and put the Eveready label was for them but the work of a moment—or a couple of months at most.

During 1941 and 1942 the Eveready program was giving out from 42 stations in Canada. It came on the air as early as 6.30 in the morning (Lethbridge and Edmonton) and never later than 8.15 (Brockville, Ontario). The exceptions to the early bird listeners are the farmers of Quebec. In that province the favorite farmer's time appears to be around noon. This was something of a mystery to the men conducting the survey, and still is. The only answer seems to be that, with a smaller farm than his English speaking compatriots, Jean Baptiste can get back to the house at noon for a longer period of time.

This year the Eveready schedule is somewhat altered. Instead of being a five day a week show, for three or four consecutive months, it runs once a week, for the entire twelve months. The reasons for this change are obvious.

Like all radio-wise advertisers, Eveready leaves as much time to the actual music as possible. One third of announcing time is devoted to government work, such as Victory Loan, salvage, blood banks and other appeals. The two-thirds remaining is pretty well devoted to hints on how to make radio and flash-light batteries last longer. By and large the program is a service to the listener, both in its musical and spoken aspects. Sales talk is just about taboo.

So the question arises—are they listening?

Well, in the last survey made by Eveready, when three hundred receiving set-owners near each of the

forty-two stations were questioned, the response was something to make the most skeptical sit up and listen. Without going into facts and figures, it is accurate to say that the proportion of regular listeners to the Eveready program, within the field canvassed, approximated the average Jack Benny rating for the current year.

What is that old saw about the early bird catching something?

Saving Stamp Promotion

For the month of August, Canadian National Carbon's Eveready Battery programs tied in with variety stores throughout Canada in the drive to sell war savings stamps.

CJAT, Trail, where the program is known as "Eveready Early Bird Frolic", carried through an ambitious promotion plan for the drive, in conjunction with the F. W. Woolworth store.

The Eveready program gave week to week reports on the drive and featured Miss Canada girls. In Trail, one whole corner of the Woolworth Store was decorated to frame a CJAT loud-speaker, with the message prominently displayed: "Tune to 'Early Bird Frolic' over CJAT". A continuous series of war programs was broadcast over the speaker.

The Eveready battery programs are early morning spot broadcasts

1000 WATTS GOING TO A 1000
GRANDE PRAIRIE ALBERTA

Eat less, chew more.
Ride less, walk more.
Clothe less, bathe more.
Worry less, work more.
Idle less, play more.
Talk less, think more.
Go less, sleep more.
Waste less, give more.
Scold less, laugh more.
Preach less, practice more.

THE ALASKA HIGHWAY STATION

All-Canada in Canada
Weed & Co. in U.S.A.

VOICE OF THE MIGHTY PEACE

presented individually by forty-two Canadian stations. Release is through Locke Johnson Co. Ltd., Toronto.

N - O - W !

KENORA AND DISTRICT GETS INTENSIVE COMPLETE RADIO COVERAGE

Effective Sept. 1st, 1943

INCREASED POWER

Changed from 100 to

1000 WATTS NEW CALL LETTERS

Changed from CKCA to

CJRL KENORA

Frequency — 1220

KENORA BROADCASTING CO., LTD.
KENORA, ONTARIO

Coverage and Market Data through

STOVIN AND WRIGHT

TORONTO — MONTREAL — WINNIPEG

All Toronto listens to—

Woodhouse & Hawkins' "SPIN-TO-WIN"

Maher Shoe Stores—CFRB—8.30 p.m., Mondays

Elliott-Haynes surveys give it an average Toronto rating of 19.4 for the 7 months February to August, 1943—an average listenership of 104,857 each program.

Take your Production Problems to

WOODHOUSE & HAWKINS

37 BLOOR STREET W.

TORONTO, 9



No, Soldier, the Guy's
NOT SCREWY

With his ear to the ground, he can hear sounds of a gigantic problem that will confront him, and all industry, when the war ends.

He realizes that, while today he cannot begin to fill the orders pouring into his sales department, the time will come—and it may come unexpectedly—when he'll need domestic orders again . . . when he'll want to do his part in rehabilitation and re-employment.

And, wise man that he is, he's preparing to meet the problem of the future by building a solid back log of consumer good will now . . . by attaching his name to a radio program that will keep his customers entertained until he can serve them again.



INDEPENDENTLY OPERATED FOR THE GOOD OF THE LISTENER

**10,000 WATTS
 860 KCLS.**

REPRESENTATIVES
 JOSEPH HERSHEY MCGILLVRA
 New York San Francisco Chicago
 ALL-CANADA RADIO FACILITIES LTD.
 Montreal