Stern Facts On Ostriches

In this paper, in addresses to clubs and recently in a debate broadcast over CKEY, we have said, and we repeat, that the government operated Canadian Broadcasting Corporation is all ready for the day when a Hitler or a Mussolini may sweep into power and use it against us as those tyrants used controlled radio against their own people.

We have been called "alarmist", "stupid", "sensation-seeking" and other less printable epithets. To this we would respectfully suggest there might be added such words as "obstinate" and "bull-headed", because we still maintain that it is all too true.

As if it were not obvious enough for anyone to see — and we sincerely believe that even the people who are exercising the control are not aware of the full significance of what they are doing — Herbert M. Clare, American Broadcasting Company representative in Madrid, gives tangible evidence of how muzzled microphones and lettered printing presses can be turned to work against democracy.

Speaking on his network's "Report from Abroad" in the first uncensored broadcast to come out of Spain under the Franco regime, Clark said: "There is little foreign news printed under Fascist domination of the press and radio that does not attempt to tell the Spanish people that all is utter confusion and chaos outside of Spain." A truck driver's strike in Chicago, he pointed out, is given more space in Franco controlled newspapers than the "Big Three" meeting and London Food Conference.

Blissfully the CBC lays claim to the fact that the reason why they exercise a monopoly over all network broadcasting, thereby controlling what may be said on the networks and what may not be said, is because they are thus enabled to send entertainment and information to the farthest reaches of the Dominion, which would be hopelessly impractical under a system of private network broadcasting, they claim.

It is perhaps just possible that these radio men of the CBC do not appreciate the police-like expediency of giving the government facilities for releasing its propaganda simultaneously throughout the Dominion by word of mouth. Possibly they really do not appreciate the fact that when a minister of the party in power makes one of his reports to the nation, he is only giving his new version of what is taking place in Ottawa, and by precluding the opinions of his opponents (except for a limited number of broadcasts a year) is giving the public a one-sided view on its country's government.

Appreciating those officers of the CBC who do most sincerely to keep the broadcast schedules politically impartial, do not appreciate the frightfulness of the fascist control to which they are contributing. They sincerely believe that the operation of the CBC network monopoly is actuated by none but the most altruistic of motives. This being the case, and remembering that cleanliness is next to godliness, why would the government not get down to fundamentals and run water mains through the isolated prairies and the remote tracts of bushland so that the pioneer Canadians who choose to live in these places could live luxuriously in modern bathtubs, while listening to the programs the CBC so graciously sends them, at the expense of their fellow Canadians from the denser areas?

As long as the Canadian public chooses to bury its head in the sand as long as the press and radio of Canada make no effort to acquaint their readers and their listeners with what is happening, as long as people continue their age-old line of thinking to the tune of "It can't happen here", just so long will we have these subordinates' clothing continue their subtile draining of our cup of freedom, until all that will be left will be the right to steal out into the night, and behind darkened windows say: "If only we'd done something about it before it was too late."

Socialism may have been defeated in the recent election, but, though dead, socialists we know have shown no inclination as yet to lie down.
ALL-CANADA PROGRAM DIVISION

PRESENTS... Twelve packaged shows ready for local, regional or national sponsorship

**COME AND GET IT**
156 fifteen-minute quiz programs appealing to housewives

Every woman will enjoy this new, entertaining way of solving her food problems. Here's a sure-fire formula for housewives - a food quiz, directed by Rob Russell, Alma Kitchell and Gaynor Maddox. This series offers an unusual opportunity to buy a 'custom-built' show, produced by NBC, that has already proved a distinct favorite.

**PLEASURE PARADE**
78 fifteen-minute musical programs for the melody-minded

Kay Lorraine, Bob Kennedy and The Modernaires, in a professionally directed 'big little show' are headed by Jimmy Wollington and Milton Cross, are your guarantee of a top listening audience. The arrangements for this Tic show are in the capable hands of Irving Miller and his orchestra. Whatever your market, this series fits your schedule.

**THE HAUNTING HOUR**
26 half-hour mystery programs to interest everyone

All the world loves a mystery...and here's 'mysteries at its best.' These original, thrilling tales are written by a staff of experts. The cast includes such known NBC radio actors as Eddie Nogent and Bappy Eric. This is an excellent vehicle for any advertiser interested in reaching a maximum night-time audience.

**THE IN-LAWS**
120 fifteen-minute comedy programs for the whole family

Young and old alike will delight in this hilarious series - every episode full of downright fun. It is written and produced in Hollywood by the same artists who made famous the original hit of the same name. Good, clean comedy is always in strong demand with any audience. Whatever your market, there's a place in your advertising schedule for this new series.

**THE OLD CORRAL**
104 fifteen-minute programs from the wide open spaces

Western music and real honest-to-goodness fun are packed into each episode. The center is "Pappy" Cheshire, of the Republic Pictures show, "Hi, Neighbor." The cast includes top-notch musicians, comedians, and entertainers. This package is made to order for any advertiser selling the rural and small town market.

**5 MINUTE MYSTERIES**
Plenty already produced for five minutes across the board

This NBC production offers the advertiser a small show with high frequency at low cost. Two hard-hitting commercials, one in a new 'delayed-solution' technique, pack a tremendous wallop. It's a tried and tested vehicle for high pressure selling, proved successful in a number of important markets. The plots and cast are really something!

**THE LONG HOUR**
26 half-hour dramatic programs for all ages

Each member of the family will be enthralled by this series of outstanding plays. Every one features the most prominent names in Hollywood network radio. The shows are written by a prestidigitator of radio script writers and directed by Les Mitchell. Distributed directly from Hollywood by Universal, they provide a sales program for any product.

**WAR CORRESPONDENT**
(Real-Witness News)
52 fifteen-minute programs reporting on world events

Everyone interested in current topics will be doubly interested in these dramatizations of historic events. Everyone is involved, momentous and authentic...they form the most brilliant dramatic document ever released. It is produced by Tic for individual advertisers to build a sure, consistent audience.

**CALMING ALL GIRLS**
52 fifteen-minute programs designed for boyfriends-

Want to reach the teen-agers, the 'soda-fountain crowd'? Then sponsor Linda Allen's brand new eighteen club! Department stores and others interested in the Hi-Crowd will already proved that this Tic produced show of network stars will pack 'em in. This program is a 'natural' and it's hot...get your reservation in early.

**DESTINY TRAILS**
156 fifteen-minute program for adventure-lovers of any age

Remember the thrill of the same time you read "The Last of the Mohicans" and "The Deer's Dream"? NBC has brought alive Jack Fenimore Cooper's epics in our North American adventure. The spot where Junior, Dad and Mother can listen, this editorial series will build you an audience devoted to the sponsor can hope to find.

For an Audition Program or any Information...
Ask the All-Canada Man

ALL-CANADA RADIO FACILITIES Limited

Montreal Toronto Winnipeg Calgary Vancouver

Leaders in Syndicated Programs - Bigger Audiences - Better Results
Sounding Board

RATING BREAK-DOWN - Would it be possible for you to find out the ratings of various daytime programs listed in your column "How They Stand"? It would be appreciated if you could provide the figures for shows which have a Canadian origin as well as your usual list of American programs.

Robert L. Simpson, Radio Director
Young & Robinson Ltd. Toronto.

Test Demonstration Of Home Talent

Something of a novelty presentation of a radio station set-up was shown to agency buyers and advertisers in Toronto and Montreal last week, when George Chandler, manager of CJOR, Vancouver, made an on-the-air demonstration on recordings from his station's activities. Highlights of various CJOR productions were heard, along with the voices of most of the staff, and guests expressed themselves greatly surprised at the quality and quantity of the station's own productions.

Off-the-air discs of several full-length programs were heard, including "Pitfire Trail", a cowboy-musical for which, Chandler says, a number of sponsors have made overtures which are not at present for sale.

HOW THEY STAND

The following appeared in the current Elliott-Haymes Reports as the top ten national programs. The first figure following the name is the EH rating; the second is the change from the previous sound.

**DAYTIME**

**Language:**

- English: 17.3
- French: 17.3

**Programs:**

- Soldier's Wife: 17.3
- Happy Gang: 16.1
- Big Sister: 15.7
- Miss Perkins: 12.1
- Road of Life: 10.8
- Lucy Linton: 10.6
- Pep Boy Young: 10.1
- Woman of America: 10.1
- Clari Wallack: 10.1
- Right to Happiness: 9.1
- Friends: 8.8
- Jeunesse Dorée: 8.6
- Quelque Nouvelle: 8.4
- La Rue Principale: 7.5
- Joyeux Touchadour: 7.2
- Grande Soirée 12:56: 7.1
- Tante Lutie: 7.1
- Histoires d'Amour: 7.0
- Grande Soirée 11 A.m.: 7.0
- Pierre Guerin: 6.2

Citation For CJKL Mgr.

Captain Brian Shellon, formerly manager of CJKL Kirkland Lake, has been mentioned in dispatches for gallant and distinguished service. Capt. Shellon, a reserve army officer prior to the war went overseas with the Algonquin Regiment and participated in action in Holland and Germany. His wife and son, Bobby, reside in Kirkland Lake.

Personal Identification - The message

The voice

The style

Identical on every radio station

- Duophonic Recordings

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO
FOR SALE

For Available Time on all, or any, of these live, independent radio stations — for up-to-date Market Data — for Program Information and Intelligent Service — write or telephone any of our 3 offices.

RADIO GETS YOUR MESSAGE HOME

HORACE N. STOVIN & COMPANY
Radio Station Representatives
MONTREAL TORONTO WINNIPEG
The CAB Board of Directors met midweek for a few minutes their meeting last week to of- fate at the re-birth of the "Radio news" in Ottawa. This first co-operative public voice of the entire industry now under the direct control and operation of four stations. The Radio Bureau's board of directors is comprised of Roy Gertz (CKRC, Winnipeg); Tom Soble, (CHML, Hamilton); Jack Rice (CFCN, Edmonton); and Herbert (All-Canada Radio Stations Ltd.) Horace N. Stovin, Toronto; Jack Slatter (Radio Represent- atives Ltd., Toronto); Fred Lynd (CKCW, Moncton); A. (CHLT, Sherbrooke). From this board an operating committee has been set up, consis- ting of Ken Soble, chairman, Jack Guither, Guy Herbet, Horace ovin and Jack Slatter. The operating committee has in- tended the present management to assume at Ottawa under its su- pervision for the trial period of 5 years. It will meet again shortly to draw up a complete plan operation and submit their plan station management for app- roval.

To review the plan under which "Report from Parliament Hill" is planning, during the time that the House of Commons is sitting, its members are invited on behalf of their home stations to prevent early quarter hour reports on the activities. When the station period covers more than one con- tinuous, a schedule is drawn up by the number of reports during the time. While the House is recessed, "Report from Parliament Hill" becomes a once a week feature-news commentary prepared by the station office. Plans are in hand now for the first session of Canada's twentieth parliament, opening August 23rd. Then, station managers have been invited to contact their local member, explain the idea to him, and find out if he is willing to participate. From the replies, the Ottawa office will be able to set up a tentative schedule. This has bearing on more than traffic prob- lems, since the number of parti- cipating parliamentarians must be taken into account when the Bur- "aerage" set up the plan to

finance the operation. It is hoped that a plan can be devised to dis- tribute this cost equitably between station participating, with due re- gard for station size and revenue. From one session's operations, a great deal of experience has been gained. So far as the Members of Parliament are concerned, there are two important factors affecting op- eration. First of all, some mem- bers do not wish to take advantage of this opportunity to provide di- rect and accurate Parliamentary news reporting to their constitu- ents. In some cases indeed, sta- tions were willing to take the re- ports, but found that their local members were unable or unwilling to take up the offer. In the case of constituencies located close to Ottawa, members frequently return home during sessions for private or business reasons. This has made it difficult in certain instances to maintain regularity of schedule. So it will take a long time to get across the value and necessity of regular schedule to people not particularly well acquainted with radio. To do this will require close co-operation between the Ottawa office and individual station man- agement, since neither can do the job alone.

Second problem is that of the re- ports themselves. Radio speaking is relatively new to people trained as platform speakers. Learning is a job that can't be done over- night, particularly by people on whose time there are many de- mands. The job can be done, but it will be neither easy or quick. In the long run, however, benefit will come by acquisition of proper tech- nique to the station, the member, and the listener. Coupled with this is the question of material. It is clearly emphasized in Ottawa that these are "report", not a letter by voice to the people at home, tell- ing them what is happening in Ot- tawa, how it will it affect them, and the member's part in the events, in other words, a fac- tual, non-political report.

Now it is difficult to arrive at a working definition of "democratic participation". A Member may say that a certain bill was proposed in the House — that he voted against it — and for these reasons. In giving these reasons, the Member in particular when the Ottawa representative when it answers mail promptly. This is di- rected to "the other 40%". It is our experience that members are keenly interested in any sign of public response — a telephone-call to the station, comment to station staff in casual conversation, par- ticularly letters. Some of the members have made arrangements with station management to inform their wives and families about the time and date of their broadcasts. Introduction and signoff to members' discs is not provided at Ottawa. Partly this is because of lack of facilities, largely because of the value involved in the use of local announcers' voices. A sug- gested format for opening and clos- ing talks was sent out from Ottawa at the opening of last session; it will be forwarded again shortly. It is hoped that the news com- mentary service may this session be in part continued while the House sits. Some stations have indicated their desire to use these Ottawa commentaries in place of members' talks cancelled suddenly. Others intend to use them to found out a complete monthly 'Parliament Hill' schedule, supplementing the one or two talks a month received from other members. Whether the ser- vice can be provided or not de- pends upon developments in Ot- tawa during the session.
Butter Is Rationed!
Sugar Is Rationed!
Gasoline Is Rationed! (and so is Beer)

BUT IN SUNNY SOUTHERN ALBERTA
RADIO COVERAGE IS UNRATIONALIZED
on

CFCN

Because CFCN has the facilities to give Central and Southern Alberta its best Radio Service, its coverage penetration is over 49,000 MORE radio homes than any THREE other Alberta radio stations. CFCN does it better.

Unquestionably
ALBERTA'S BEST
RADIO BUY

10,000 WATTS
CLEAR CHANNEL
1010 Kc.
Government Bureaucracy Slated
By Australian Ad-Man

J. Walter Thompson Australian Chief Sounds
Strangely Familiar Warning

"From the beginning of time, governments have been trying to control and restrict and ration and restrict," Lloyd Ring Coleman, manager of the J. Walter Thompson Australian operation, told the advertising club in Sydney, New South Wales. "And I think I am certain in saying," he continued, "that the history is failure in 100 per cent of all cases." He referred to the current belief in Government, by waving a magic wand, can do anything, that Government can control and restrict and ration and direct so that we need not worry. "Would you render it unpleasant" he asked, "if I say that you do have to worry?"

"Supposing they make one mistake," he went on, "one important mistake. If you, as an individual, don't just go broke and that, but supposing that a major government policy is wrong."

He referred to a talk given by an important Australian Government official on "gigantic plans for post-war reconstruction with special reference to the building up of Australia's industry." "Aafterwards," he said, "I told him how well I have thought all his projects are. And then I asked him how he thought he was going to sell all the goods he could make. He laughed and said: 'Don't worry about that, my selling will take care of itself.'"

"We have heard his audience that they believe in population. "If you don't have it, you can't possibly compete with a many lines with populous countrirs", he said.

"Tackling broadcasting as an example, he pointed out that there are about four hours in every day and seven days in every week in Australia as in America, but that Australia has only one twentieth of America's population; on the law of averages you will have one twentieth of the number of radio artists to fill the same number of hours as in America."

"But an artist in America gets roughly twenty times the audience he does here," he said. "He may not get twenty times the money; although the top American artists will get twenty times the top Australian artists. The consequence of this is that the Errol Flynn and Merle Oberons of your (Australian) radio will probably leave for America after the war."

"At present", he said, "you keep radio shows out. That, I imagine, will last until after the war when some enterprise commercial interest will put a short-wave station in the Matrimonial or New Caledonia and beam it to Australia. Then you will have a kind of importation that will jump tariff barriers and import restrictions. This was already done in England, via Continental radio stations. Then what will happen to your artists? They will probably go where they can get jobs."

(Editor's Note: It will be recalled that about three years ago there were rumors in the effect that certain liquor interests were planning to beam commercials towards Canada. The vendor died however.)

Coleman emphasized that "when governments start fooling around with controls and subsidies and duties, costs always go up and living standards down."

"Honestly", he said, "I can't understand the passion for security among Australians. And I know it is allowed to grow, Australia will cease developing even before she has attained her growth. People will come here for adventure, for risk, to make their fortune, but they will not come merely for security and they will not bring nor send their money."

Personnally Speaking
Ed Borland formerly at CJRL, Kenora, has joined the announce staff of CKFI, Fort Frances. Bill Taylor has left the Radio Reps. Toronto Office to turn up in the radio department of Cockfield Brown's Montreal office. Gord Garrison formerly at CKX, Brandon, has come east to join the staff of CKCR, Kitchener. Geoff Hogwood has been added to the announce staff at CKY, Winnipeg. Former P. O. W. and now enrollee home arc Mr. L. Brian Hodgkinson and Frank Calvin Pepper, both with CKY, Winnipeg. Alan Thompson has joined the announce staff at CBR, Vancouver, after service with the Canadian Navy.

Cooling Out
During a recent break in the water supply pipeline from the town of Watrous, Sask., to the transmitter of CBK Watrous, CBC 50 kw station, it was necessary to use the ice-pack method to keep the tubes cooled. Just as ice is given for a headache — or hangover — so the 50 kw power amplifier 898 type tube at CBK was treated with an ice-pack during the winter shortage. CBK staff brought nearly a ton of ice into the transmitter to keep the tubes cooled so that it would not be necessary to change over to 20 kw operation.
22 YEARS OF OPERATION KEEPS CKY’S FINGER ON THE PULSE OF POPULAR OPINION

Trans-Canada network basic station.
The best transcription facilities.
Local features developed by experts.

IN MANITOBA CKY IS A MUST!

Another Manitoba-owned Station: CKY BRANDON—1,000 watts
Exclusive Sales Rep.: H. N. STOVIN
Toronto - Winnipeg - Montreal

When Your Plans call for ... Radio Advertising

Ask Radio Representatives Limited

IN TORONTO PHONE WA. 6151 IN MONTREAL IT’S HA. 7811

CANADA’S PROUD OF KENNY

Leader of the “Mart Kenney And His Western Gentlemen” band who were winners of one of the 1944 Beaver Awards.

At the age of two, Herbert Martin Kenney moved from his native Toronto to Vancouver, in order that he might be the first Canadian band to do a Lochinvar and come out of the west to find musical fame and fortune in the east.

Slated as a fiddle player, Mart used to deliver for a Vancouver drugstore at two bucks a week because he hated following the score during his violin lessons and drove his teacher frantic when he insisted on playing by ear.

At twelve he was practically in the excess profits class, running a paper route that netted him $20 a month, and at thirteen the violin was committed to the attic.

About this time (1922) he developed a passion for dance music in general and what his press agent calls the “flowing music of the saxophone” in particular. This was the natural outgrowth of a medium he developed as a radio ham. He built a radio set in his room and spent most of his revenue from the newspaper route on peanuts, and earphones, radio textbooks and all the newest gadgets of the day. At night he stayed “bring in” distant pioneer stations, listened to the dance music and finally succeeded in putting the bite on his folks for a saxophone.

Outside of what he could hear (Continued on Next Page)
While Thousands SLEEP...other Thousands LISTEN

Every morning at precisely 12:30 to 5:00 a.m. a mellow fellow named Larry Gentile is invited into the homes of thousands of CKLW listeners. It's radio's original DAWN PATROL...the fast-moving 4½-hour output of a master showman. Mixed in with comedy, recordings and guest-star attractions, our audience hears world news, the weather as it is and will be, and the intimate good nature of Larry and his entire staff.

What the DAWN PATROL formula has done for sponsors is written in very black ink on the ledgers of a host of repeat customers...the kind of alert programming that has a habit-forming vitality.

If you're now buying radio, or are seriously considering more radio, it would be wise to see the CKLW showmen. Their business is knowing what the public wants in the Windsor area, one of Canada's top industrial centres, and Southwestern Ontario, one of Canada's richest agricultural areas.
New Radio Possibilities For Wire-Recording

by Phil Glanzer

Sound recording, so far limited in use by the technical skill and equipment required for making wax recordings, may soon be made possible for any family, business or profession through the development of a new magnetic recording machine, simple in operation and capable of making a complete unbroken record of several hours on steel wire almost as fine as a human hair. Soon, instead of hearing a radio announcer say: “This is an electrical transcription,” or “This is a special recording,” he will undoubtedly come up with — and now we bring you a wire-recording machine, and let the magnetic recorder give you an hour of entertainment without his constant attention.

Parts for this new instrument, now widely used in the armed forces are being produced in a small factory in Longueuil, Quebec, and plant officials hope eventually to be manufacturing the complete recorders here for radio studios, and the civilian market.

Magnetic recording, on steel wire and tape, is almost a half a century old, and yet very little application of its principle has found its way into popular use as yet. It is difficult to understand why there has not been more emphasis placed on the development and application of magnetic recording, especially in North America. Europe has adopted the principle for more extensively than we have, but the indications today are that we may also soon find wide application for this type of recording.

Principle of the machine, that of recording sound electromagnetically on steel wire, has many advantages — mainly its simplicity. A child can learn to operate it and the wire on which the sound is recorded requires no processing. It can be played back immediately. Duration of the recording is limited, only by the length of wire used, and it is permanent; not deteriorating with age or use so far as can be determined. The wire can be used repeatedly by electro-magnetically ‘washing off’ previous sounds. In fact, the record can be played over 100,000 times with only a 4.5 db loss of volume! The record is relatively indestructible. Being made of steel, it is less subject to damage in case of an airplane crash or other accident, and is also less subject to damage by the elements.

All of these advantages can be ascribed to either tape recording or wire recording. Wire recording has an additional advantage over tape recording in that a given length of wire can be wound on a reel having a smaller volume and weight than an equivalent recording on tape. That is, the space factor is superior to that of the tape. In case of breakage, the wire can be easily and quickly spliced by tying a simple knot. Other than these reasons, the choice of wire or tape is largely dictated by mechanical problems in designing suitable recordings and reproducing heads and drives to obtain a given fidelity and quality. Both have been used with equivalent results.

Post-war possibilities for the instrument are unlimited. Wire recording will be made practical for taking down court testimony or parliamentary debate, could be used for a pilot’s flying log where it would survive a crash with its record of events leading to the accident, and it would be invaluable in educational projects. Aside from studio recordings, home recording also will be made possible for most families. Present cost of the machine is high, but radio engineers estimate the price will fall rapidly when mass production starts. Cost of the wire is expected to be well below that of wax discs.

A new type of wire recorder being currently manufactured is in the form of a spool containing a half a pound of specially heat-treated steel piano wire, 0.44 inches in diameter. The length of the wire is 11,500 ft., or more than two miles. The record is made for slightly more than an hour of recording of speech! The passes from this spool traverse cool, around a pulley, through the recording head, another pulley, and then on to a take-up spool. During the ing or play-back, the tape is driven at constant speed.

Those familiar with recording technique in radio studios, once realize that this will have the same effect as in a disc recorder, which the turntable rotates at a steady speed. Just as in the former, wherein the record passes the needle with a gradually changing velocity from beginning to end of the record, so too in the wire recorder passes the needle with a gradually changing velocity, of course, to the take-up wire on the take-up spool.

The wire sound recorder was developed by the Armour Research Foundation of Illinois Institute of Technology. It was used on the famed South Pacific battleship, Sapsan and the D-Day landings on the Normandy coast, where wire recordings would have been possible because of the constant changing of the apparatus by extending the wire.

The U.S. Library of Congress has an experimental machine to check the possibilities of recording on wire the library’s disc recordings of American folk music and recording was used at the Democratic and Republican conventions last year.

In conclusion, it may be said that this machine is entirely unique for speech, even at high speed, and fairly satisfactory for music at the high speed. With more refinements there is no experimental reason why this machine cannot be made equally as good as the best recording available today.
I recently had a unique experience. I phoned a friend of mine, and his telephone operator did not ask my name. She promptly put my friend’s secretary on. And the secretary also failed to ask my name, my company, the business I had with her boss, when I was born, and was I a citizen. She just gave me the guy.

When I had recovered from this extraordinary process I asked him, “How come?” He said they do it that way, and that all their telephone operators and secretaries are instructed to pass on every call without interrogation.

Seems that one day their top man was subjected to the usual irritating catechism that is the order of the day on nearly every company telephone, and he blew his top. Now his company no longer subjects others to annoying heckling and time-consuming questioning.

We have come a long way in business courtesy. Not for nothing have public relations men been on the job. Some letters still may be “dictated but not read,” but their authors no longer insult us by saying so. Fewer letters are signed by secretaries with their coy little initials under the counterfeited signature. Collection letters have exchanged brusqueness for friendliness. In many waiting rooms salesmen are furnished with trade publications and other literature to read, and the more enlightened concerns supply them with an analysis of the business they are calling on, the names of executives and buyers and their functions.

Business has grown up to man’s stature. The very top men never did courteous behind the scenes of their secretaries or bury themselves away from phone calls. They were always accessible to anyone, but the little shots too often had to be wooed and won to spare a moment of their precious time.

In the new spirit that pervades business there still remains, however, one last link to the discourteous past, and it’s “Who’s calling?”

Why in all fairness to the two parties concerned in a business telephone conversation, should the caller be subjected to the necessity of furnishing an autobiography in order to be able to talk to the other man? There are not many really inconsequential calls, and the few that are can be easily terminated. In exchange for a small percentage of such calls, the man who will talk to anyone without first having a blueprint builds friendliness for his company and himself.

Seems strange — doesn’t it? — that businesses spend thousands of dollars to develop a friendly personality through advertising, and then cancel its effectiveness in part by up-stage telephone manners. Even have the experience of being told by some secretary calling you for her boss to “hold the line” while His Majesty takes his time to pick up his phone, and you fiddle? That custom also should be scrapped.

For myself, I have found ways to combat these twin evils. When they ask me, “Who’s calling?” I say, “Mr. Napoleon Bonaparte.” That stymies the laisses so they put me on. Sometimes they tell their boss, and I tell him about my pet peeve. If the guy is regular, he agrees it is a hell of a custom.

On calling a man at his request, when he doesn’t come on, I go off. He then calls up and apologizes, as, indeed, he should. If he wasn’t ready to talk, he shouldn’t have phoned. And he should drop whatever he is doing when I come on, and talk with me.

It is said that the best reformer is the one who begins on himself. Holy mackerel, now it just strikes me that maybe our own operators ask, “Who’s calling?” And they do. Let’s all cut it out.

After writing the above, I had occasion to call a metropolitan city office of the OPA, and the government telephone operator said, “OPA — may I help?” Nice going, Chester Bowles!

Civvy Street

Grant Carson, who before he went into the army was with station CKRM, and has now returned to the Regina station to take over publicity and promotion duties was among last week’s visitors. Before the war Grant worked under Bruce Pine in the sales department and also was beginning to make himself a bit of a name as a hockey broadcaster.
Glimpses Of Industry

To inaugurate a series of programmes under the general title "Glimpses of Industry", CKOV, Kelowna, sent its special-events crew and equipment to Vernon, B.C., recently to record sound-and-word pictures of Bulman’s Ltd., largest fruit and vegetable dehydrating plant in North America.

Bulman’s also operate one of the largest fruit packing, shipping, processing and canning plants in the far-famed Okanagan Valley.

Thirteen programmes have already been authorized for this summer series, during which CKOV will broadcast visits to a creamery, a modern newspaper plant, an egg hatchery (largest in B.C.), a radio beam-station, a lake ferry, a Dominion Experimental Farm, a chemical spray manufacturing plant, a metal-plating works, a cold-storage and quick-frozen plant and a winery. The work will involve trips to several communities in CKOV’s listening-area including Vernon, Penticton, Summerland, Oliver and Armstrong.

Billboard Award

Radio Station CJCA has been voted top award among stations exclusively Canadian in coverage and operation, in the eighth annual Radio Station Promotion Survey sponsored by "BILLBOARD", prominent entertainment publication, according to word from New York.

Book Review

"OFF MIKE" (Radio Writing by the Nation’s top writers) edited by Jerome Lawrence, Collins, $5.00

You will find it hard to put this book down once you open it at page 1, and by the time you finish it you will wonder why it was written. Eighteen of the great names in radio writing contribute a chapter each about themselves — apparently with the determination to prove to all and sundry that the pen is mightier than the sword and sponsor. "Here", one feels them saying "is one script which no temperamental star can cut, which no sponsor can cramp. Let's go!" And they do. Pent-up brilliance is released in a sparkling stream that is entertainment de-luxe, but nothing else.

One is taken to the workshop in which Fibber McGee and Jack Benny are made — we hear the first tryouts in Duffy’s Tavern — travel through Darkest Africa with Fun and Pencil. Each writer sets out to explain just how it is done. The effect is exactly the same as when the famous magician shows you, in slow motion, how his tricks are done.

"Off Mike" should be read by everyone behind the scenes in radio. It will give them a surfeit of rich entertainment — it will also keep them very humble, for these are the great who speak, and they prove it. And, because it seems to tell everything and actually tells nothing it must — if radio is to survive — be kept strictly out of the hands of sponsors.

Farewell Rosy

Bernice Doane, secretary to Maurice Rosenfeld, was married June 23rd to Reg Beach, commercial manager of CJGX, Yorkton, Sask.

AMATEURS OUT

The CAB, who have been trying to organize radio ever since we met, have now retained I. Dawson as the engineering on a professional...

CENSORSHIP

It is with deep regret that we have to announce that Messrs. Lawrence and co-...recent "Lewisitism" are to print — even in this...

DISCRETION

CBC’s failure to accept an invitation to champion the cause of Canadian music is one of a number of unpleas...

PRINCE

"We could give this retour a man a good living under existing circumstances, but we don’t want to...

FISH STORY

Fred Lynda’s miracle meeting a shipment of Canadians in London, Ontario. The Royal York Hotel could boast of only three phone lines, but Mr. Maurice Rosenfield’s tenet that they were sales...

VOX POOP

Recently we urged Todd’s Weekly News to introduce one optimistic programmes on their radio section, and Dick Holbrook writes in this week’s paper “(the fact that)..."...Mr. Lawrence (on the air) should be permitted is the ideal answer to all his accusations of dictatorialism, fascism, and censorship in a community."

SOME PULL

In a recent broadcast programme, we learned that one set could pull 360 times its weight. The creativity is even more effective when the programme goes into reverse.

STERLING MARK

The easiest way to some buyers of the quality of a broadcast program is to charge 30% of the money for it. They don’t care what often goes into reverse.

VICE VERSA

Maybe it hasn’t occurred to you, but that one responsible for the summer listening drive may be the fact that the mass media are the good show off the air.

USED CLOTHING

Wanted, one ten gallon sack for editor’s use for purpose of disguise on occasion, visit to WAB Convention.

Middle Aisle

Shirley Chivers, in charge of Traffic for CKY Winnipeg, was married June 23rd to Reg Beach, commercial manager of CJGX, Yorkton, Sask.
Testimonial Copy Irks Some Listeners

The recent investigation by Jack Graydon (Canadian Facts) for the Joint Committee on Radio Research discloses that two out of three of the listening public likes its commercials to be explanatory of the goods or services of the sponsor while very few seem to like to hear these facts in advertising's oldest form, the testimonial.

Commenting on this rather startling revelation for testimonials have been the advertising man's open sesame from time immemorial — there seems room for question as to whether the disfavor apparently felt towards this type of copy is attributable to the copy itself or the manner in which it is presented.

In making their comments and general disfavor seems apparent in both English and French speaking Canada, and in both town and country — the unanimous plaint is that "testimonial announcements sound insincere." Four interpretations could be applied to this statement: (1) they aren't true and so, naturally they don't sound true; (2) they are not written in simple, convincing or natural language; (3) the elaborate production put behind their presentation — casts of actors — music — sound effects — may quite possibly detract from the plain, unvarnished "success stories" which they basically are; (4) possibly this type of advertising has been overdone in past years, and familiarly has led into the inevitable valley of contempt.

The following are the results of a survey in which 1408 people, urban and rural, across Canada were asked if they liked testimonial advertising, due explanation being made of what the term meant.

Percentage liking testimonials:
(All groups) 59%; (English speaking) 23%; (French speaking) 47%.

Percentage disliking testimonials:
(All groups) 66%; (English speaking) 71%; (French speaking) 47%.

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Elda

June 7th, 1945

Canadian Broadcaster

Page Fifteen

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Page Fifteen
Thousands of CFRB listeners don't NEED this magic touch! Their gardens flourish without it, under the practical advice of a couple of experts presented each week by this station as a service to gardeners.

John S. Hall on Gardening

The Garden Gate
by
THE OLD DIRT DOBBER
SATURDAY AT 9:15 A.M.
REBROADCAST AT 7:30 P.M.

Actual listenership ratings have proved, time after time that CFRB has most of the programmes most of the people want to hear.

CFRB
TORONTO
10,000 WATTS OF SELLING POWER!

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!

REPRESENTATIVES
ADAM J. YOUNG JR., INCORPORATED
New York Chicago
ALL - CANADA RADIO FACILITIES LTD. Montreal