

THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1, Number 6

PUBLISHED MONTHLY

JUNE, 1942

Personnelities

Blair Holland of the announcing staff of CJOC, Lethbridge, dons high heel boots, a bright shirt and sombrero to journey to Regina, Sask., where he will conduct his duties as public informant No. 1 for those attending this year's exhibition and stampede. Blair has been doing this type of P.A. work at many of the larger rodeos in Alberta for many years

When last seen Gord Archibald, manager of CHOV, Pembroke, was plowing furrows for the ground system of his antenna, and incidentally was plowing them straight. An early opening of the station is anticipated.

Mr. and Mrs. A. J. Balfour have returned to Lethbridge after a trip to open their summer home for the season at B-Say-Tah Beach. "Art" is the manager of the Sunny South Station in Lethbridge.

Ian Arrol, a member of the announcing staff at CJOC for the past year, has been transferred to CFAC in Calgary. Ian commences his new duties on May 15th.

Wayne Kearn of the staff of KOVO in Provo, Utah, joined the production department of CJOC June 1st. Wayne, a native of southern Alberta, is welcomed back to Canada by his many friends as is also his bride.

Chief Engineer H. B. "Bud" Seabrook is the latest CJOR (Vancouver) member to "go active". Bud, 14 years with CJOR, recently reported to the RCA research Dept. at Montreal, and will serve for the duration.

George Blanchette and Les Donaldson, both formerly at CKOC, Hamilton, have joined the colors and have been replaced by Roy Sharpe and Roy Shantz respectively. Francis Kirton and Wes. Cox are two new faces in the production department and Dave Davis has joined the promotion dept. to handle outside drug and grocery contacts.

Ruth Delaine and Marjorie Cunningham have joined CFAR, Flin Flon, as announcers. Both were formerly with the Manitoba Telephone Co.

For Better or For Worse

In a paper "A New Policy for Radio" by Dr. James S. Thomson member of the Board of Governors of the CBC, which he recently submitted to the board, Dr. Thomson paints an alarming picture of a radio industry "dominated by the interests of salesmanship," and listened to by a "public that has become weary and disgusted, tolerating the sentimental vendors of various merchandise with patient indulgence which hardly any longer conceals the contempt into which radio is rapidly degenerating." He states also that "a good deal of the so-called comedy is slap-stick burlesque, and the entertainment element still predominates."

Surely the doctor does not suggest that the entertainment element is out of place on the airways.

While the commercial stations give advertisers facilities to present programs to listeners, aiming the programs at potential customers for their products, it can scarcely be said that the radio is dominated by the interests of salesmanship, because in his efforts to bring his products to the attention of the public, the sponsor goes to considerable trouble and expense to determine what type of program is preferred by the particular segment of the public he wishes to reach. Thus we have a hypothetical breakfast food manufacturer courting Mrs. Housewife with a family-life serial, and a piano manufacturer wooing his market with music.

Information compiled for us by Elliott-Haynes Ltd., market researchers, discloses that the seven evening network commercials which head the May list for Canadian listeners are Charlie McCarthy, Fibber McGee and Molly, Jack Benny, Lux Radio Theatre, Kraft Music Hall, The Aldrich Family and Treasure Trail.

Averaging out listener acceptance for these programs, we find we have an average listener rating of 29.567%. In other words the average listenership enjoyed by these programs is practically 30% of all radio homes across Canada.

On the other hand CBC's top sustaining evening networks for May are Guest of Honor, White Oaks of Jalna, Newbridge, Canadian Grenadier Guards Band, Promenade Symphony, As a Matter of Fact and Wishart Campbell Sings.

Elliott-Haynes' figures in this instance show an average listenership, computed on precisely the same basis, of 8.543%. In other words the listeners have a 3½ to 1 preference for the commercials.

The Doctor suggests that "we (the radio industry) should devise our own programs from start to finish, and then, if necessary, approach the advertisers, asking them if they want to come in."

We would point out first that it is the programs devised by the CBC from start to finish that are at the foot of the listener acceptance class, and secondly the idea of stations and producers operating in this way is in very general use. One glaring example is that of "The Happy Gang" which Colgate-Palmolive-Peet took over from CBC's own program department, and which, according to all surveys has shown a tremendous growth in listenership since it became a commercial. "Treasure Trail" started life as a CFRB sustaining feature, before being taken over by Wrigley's, and in the States the Jack Benny air-time belongs to Benny, and it will return to the air in the fall with its fourth sponsor.

The active interest displayed by Dr. Thomson shows a most commendable concern for what the whole industry admits is a difficult problem. Only by wide and concentrated study can a solution be found. We do suggest though that the Doctor's interest will be far more effective if he will devote a little more energy to a study of the facts as they really are.

Richard S. Lewis.

Managing Editor

IT ALMOST TALKS



E. A. "Ernie" Strong, chief engineer at CKCK is seen with the portable sound effects truck he planned and built for the Regina studios.

All you have to do is tune in the selector switch, press the contact button, and out come such effects as a telegraph sounder, buzzer, bell, gong, siren, car horn, gunshot, machine gun or what have you?

Equipment also includes an extension mike and speaker so that the device can be used in different studios, a telephone jack to accommodate an ordinary telephone, and a turn-table for playing recorded sound effects.

Personnelities

Cont'd from Column 1

Stovin & Wright's Wally Enger was married June 11th to Ev. Billings. June 8th Wally was "staged" by the Toronto radio gang, Young Men's Ad-clubbers and other friends, at the King Edward Hotel, Toronto, when he said farewell to freedom by cleaning up on his well-wishers in a well-known national sport.

W. D. "Bill" Hannah has traded his job in the R C A Victor Transcription Dept. in Montreal, for a number in the R. C. O. C., which Bill assures us means "Ordnance Corps" and not "Old Crocks". He expects to be located in Montreal for six months before going over.

Alan Savage has been appointed radio director of the Toronto office of Ruthrauff and Ryan. He has just taken up his duties after a week or so in the New York office.

The CANADIAN BROADCASTER

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Managing Editor Art Editor
Richard G. Lewis Grey Harkley

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Let's Put The Radio On The Air

The Canadian Daily Newspapers Association, besides representing the 'dailies' in the same way as the C A B represents its member stations, does a promotion job for its adherents in helping to build reader acceptance, that might well be examined by the radio industry.

Everyone has seen display advertisements in the papers advocating the purchase of newspaper advertised goods. Yet seldom, if ever do we hear the public admonished over the air to patronize radio sponsors.

But we could go deeper than that.

Radio has a story to tell — a story of the most phenomenal growth industry has ever known — a story of a medium that has revolutionized the dissemination of news — a story of an instrument, which, turned into a weapon of war has probably accomplished more for the common good and more for the common ill than has any other weapon since history began.

Telling this story of the radio by radio would provide interesting, entertaining and instructive program material, and it would contribute in no small degree to the continued growth of the industry, — to the betterment of sponsors, agencies and stations alike.

Let's put the radio on the air.

V FOR VICTORY

With each station break musical V's filled the air in the coverage area of CKPR, Fort William, during May 24th and May 25th.

The Empire Day experiment was more of a success than anticipated. Listeners reported the V's were a subtle reminder in the midst of celebrating, that there was still a war to be fought and won.

Motorists reported that the unspoken warning from their car radios reminded them to slacken speed and not to overdo pleasure driving.

ARMY WEEK

At a recent meeting, held under Association of Canadian Advertisers' auspices, of various business representatives interested in planning publicity for the forthcoming "Canadian Army Week", two representatives of radio in Canada made announcements of importance both to the broadcaster and the listening public.

E. A. Weir, of the CBC, provided the meeting with the details of network broadcasts to be made on Saturday, June 28th, over some 50 stations, to be followed by a tribute to the Canadian army in a Dominion Day program. National advertisers would, he said, be contacted to secure their support, and he promised co-operation to the fullest extent with the local committee. He invited the co-operation of newspapers in publicizing these programs as an aid to building larger audiences.

Glen Bannerman, of the C.A.B., stated that the stations in his Association would use radio "plugs" one week prior to "Army Week" for the purpose of building up interest in the event. He also stated that local station managers would work with local committees. During "Army Week" considerable military music would be broadcast, he said, and in arranging the radio spots, every effort would be made to see that they are staggered

throughout the broadcasting day.

Mr. R. S. White, of the National Executive Committee for "Army Week" addressed the assembly on the purpose of the week to be held from June 29th to July 5th. Troops from Camp Borden and other nearby training centres would, he said, come to Toronto to put on military displays. Theatres across the Dominion would be running motion pictures with a definite army theme, and all national advertisers as well as retailers were being urged to co-operate through their advertising to make the event a success.

Besides E. A. Weir and Glen Bannerman, the meeting was attended by J. W. Thain, Advertising Agencies; T. G. Vatcher, C.D.N. A.; Kenneth Legge, Drug Trading Company; C. R. Vint, Colgate-Palmolive-Peet; J. R. Hamilton and R. G. Galbraith, Canadian Streetcar Advertising; P. K. Abrahamson, Borden Company of Canada; W. H. Woolnough, Southam Press; N. Roy Perry, MacLean Publishing Co., Ltd.; E. R. Milling, Consolidated Press; Major I. D. Carson, Canadian National Newspapers and Periodicals Assoc.; John Lecky, Poster Assoc.; H. H. Rimmer, Canadian General Electric Co., Ltd.; T. J. Tobin, Agricultural Press; C. V. Charters, Canadian Weekly Newspapers Assoc.; John Love, Marketing; A. J. Conduit, Liberty.

The Man From MISSOURI is convinced

of the pulling power of station CKCH when confronted with the many evidences in our files or when he makes a test on the air for himself.

One of our recent advertisers for instance, a leading local department store, ran a trial series of spot announcements for one month. Results were so satisfactory that the contract was extended while arrangements are being made to step up the time to quarter hour broadcasts.

They have proved, to their own satisfaction what we have been saying and what surveys have confirmed:

Among French families of the Ottawa Valley CKCH is the favourite station and can be depended upon to produce results.

CKCH OTTAWA HULL (1210 Kilocycles)

D. L. Boufford Promotion Dept. 112 Yonge St., Toronto AD. 7468
Dominion Broadcasting Co. 4 Albert St., Toronto AD. 3383
Radio Representatives Ltd. Dominion Sq. Bldg., Montreal HA. 7811

Action SPEAKS LOUDER THAN WORDS!

CKOC

HAMILTON

HAS BEEN ACHIEVING Phenomenal Results



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



Dante DIDN'T HAVE TO GO

Before the war, Great Britain's attempts to assail the Canadian domestic market were not, in the main, successful, and this fact seems to have its equivalent in the Canadian manufacturer's problem of selling his own market.

The British exporter would pack up a quantity of his goods, truck in a few counter displays and advertising pieces, ship them across the Atlantic, and then sit back and wait for the profits to roll in; and often they didn't, and he would be sore as the very devil and go around saying: "You know that confectionery line I sell so much of in England. Well, they don't like it in the colonies. The Canadian market isn't worth a damn."

The trouble was he was so wrapped up in the excellence of his product that he lost sight of an important factor — language. That we were equally as wrong in that we never took time out to sell him the idea that we are not colonials and that Canada has a national identity, it true too, but irrelevant to his article, except that any wrong best brought out into the light in order that it may be righted.

What John Bull Ltd. failed to realize was that his trousers are called pants in Canada, though his drawers are trunks or drawers to us. The vests we wear (by the grace of the War Time Prices and Trade Board) are waistcoats to him, and in our lingo his vest is an undershirt.

Somehow or other we never seemed to get this knowledge across to him, and while there is no finer merchandise made than merchandise from the British Isles, its high quality is completely eclipsed when the story on the package is written in a language to which we are unaccustomed.

John Bull's retort is "If you don't speak English in Canada, what do you speak?" And that is a tough one, which we shall leave to the eloquent sales records of wide-awake salesmen from south of the border, who invade the Canadian markets with such phenomenal success.

This "language" question has a very definite parallel in the means Canadian domestic business employs to acquaint potential customers for its products with their qualities of excellence.

Radio offers a means of telling a selling story not to millions of

listeners, but personally and separately to each one of these millions, as though it were being addressed to each listener alone.

The language of the politician as he addresses the House is vastly different from the words he uses at his own fireside. President Roosevelt's "Fireside Chats" show the use of radio at its best, and the name he has chosen is an accurate description. Yet some announcements are delivered as though they were being addressed to a huge gathering of people somewhere down the street, from a political platform constructed inside our loud speaker. The intimacy of the Roosevelt technique is completely lost, and we have instead the absurd effect of a politician talking to his family from the top of the grand piano. Perhaps the two extremes can be illustrated by Roosevelt's quiet opening words "My friends", as opposed the politician's "Fellow citizens and brother constituents".

This abuse of the broadcasting medium, this disregard for the "language" question, seems to show a lack of knowledge on the part of the sponsor, or perhaps more often a need for experienced counsel.

* * * *

How you say what you want to say is of at least equal importance to what you say, but obviously the type of message used bears examination too.

A poorly dressed woman entered a print shop and asked "How much would fifty wedding announcements cost?"

It took only one look at her to know that a five dollar job would meet with less resistance than a ten. But the printer didn't see it that way.

He reached for his sample books, opened them before her, and proceeded to bewilder the poor girl with a diatribe on the rag content of the paper, the basic origin of the type design and the amount of lacquer or something in the ink.

The result was inevitable. The first chance she got, she spluttered something about an appointment with the dentist, and left with a promise (unfulfilled I am sure) to let him know.

That printer lost his sale because he let his ardor run away with his sense of proportion. She wanted wedding invitations. Fine. Her poor-but-honest appearance suggested that the five dollar variety would fit the circumstances, and that is all there would have been to it. But no — he had to talk about the lacquer in the ink when they could have been printed with lamp black for all she knew or cared. In his efforts to impress her with his knowledge of his craft, he succeeded only in making a five dollar job sound so tough that it scared her right out of his shop to the printer across the street.

Advertisers might well realize that the farmer doesn't give a rap what goes into his fertilizer as long as it makes his crops grow, neither does little Audrey care two hoots about the chemical content of her perfume as long as it gets her an airman.

Yet thousands of advertising dollars are spent every year by Can-

Fish Story

It sounds fishy to us but the story goes that Ralph Snelgrove (CFOS, Owen Sound) promised half the Toronto radio industry the fish he was going to catch the following week-end. Then — and this is the way we heard it — he proceeded to go out and catch twenty-four Georgian Bay lake trout to make his promise good. By the time this story gets into print, Ralph will probably have spread it across the country via the Press News Service he has just installed.

adian business, on the radio and in the papers too, spreading information which is just as useless as John Bull Ltd. trying to sell Brother Canuck crickets bats to play baseball with.

Heads of firms shake their heads when they are offered professional advertising service. "Ours is a highly specialized business" they claim. "You have to be a chemist to sell our perfume — our fertilizer."

And the answer . . .

"I know, Mister. We don't know a thing about perfume except that it smells good, and fertilizer makes the grass grow. But who cares? Dante didn't have to go to Hell to write his "Inferno".

Under One Roof!



... We'll hatch the idea



... We'll prepare the scripts



... We'll produce the shows



... Recorded or Live

"FROM THE IDEA TO THE AIR"

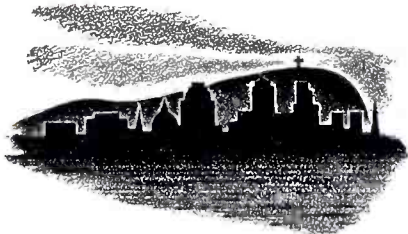
DOMINION BROADCASTING

COMPANY

4 ALBERT ST.

-:-

TORONTO



The Voice of French Canada is CKAC

● STATION CKAC talks to and for the people of French Quebec. It speaks their language — understands their problems — because of this, is tuned in far more frequently than any other station.

Quebec retail purchases amount to more than \$600,000,000 annually. Two and a half million French Canadians represent an 85% slice of this great market. Contact them through their favorite radio station CKAC.

CKAC

COLUMBIA BROADCASTING SYSTEM
MONTREAL

Representatives — Canada:

C. W. Wright, Victory Building, Toronto, Ont.

United States:

Joseph H. McGillvra

Newscast Has Birthday

May 15th marked the 9th anniversary of continuous sponsorship of CFCF's (Montreal) mid-day news by Elmhurst Dairy (Eastern Dairies Ltd.).

Corey Thomson, who has been the voice on these shows since their inception, was greeted over the air for this occasion by the station's staff singing: "Happy Birthday to You". A birthday cake decorated with nine candles and surrounded with 9 quarts of the sponsor's milk was cut by Thomson during the broadcast. The first slice went to Peel Steven, announcer on duty. When Steven had his mouth well filled with cake, he was called on to go ahead with the commercial. The result—fgfklsaluf. Try it some time.

CFCF, Montreal

15 minutes Wednesday evenings for Mongeau & Robert Co. Ltd., coal dealers, featuring Paul Corbell, baritone, as "The Singing Vagabond", through J. E. Huot Ltd., Montreal.

15 minute newscast nightly for Molson's Brewery, as from June 1st. Edited and broadcast by King Whyte, radio executive for Cockfield Brown, Montreal. Contract released by that agency.

T. Eaton Co. Ltd., Hamilton—15 minutes, 5 a week transcribed "The Lone Ranger". 3 months' contract over CKOC, Hamilton.

Program Briefs

Orange Crush—5 minute transcriptions "A Smile a Day", 5 a week at various times over a number of Canadian stations, through Cockfield Brown (Toronto).

Weston's Community Sing, originating at Sunnyside, Toronto, and heard over CFRB, reopened for its sixth successive year, Sunday June 7th. Richardson-MacDonald, Toronto, is the agency.

O'Keefe's Brewing Co. Ltd.—five a week on WGR, Buffalo, N. Y. "Songs of Britain", 15 minutes recorded music. A. McKim Ltd. (Toronto).

Sunkist Valencia Oranges—26 5-minute programs 6 a week starting July 27th. Early mornings on CFRB, CHNS, CHSJ, CFCF, CKOC, CKY, CKCK and CFCN. The agency is Lord & Thomas, Toronto.

Share the Wealth leaves the air for the summer with a special Army Week program June 27th. There will be extra cash for the "Oscar" and contestants will be non-commissioned soldiers. Commandant Winnifred Richards, of the C. W. S. F., with a husband and son overseas and two daughters in her own unit has been selected as a typical Canadian mother to broadcast a tribute to army mothers and sons. Colgate-Palmolive-Peet Ltd. is the sponsor, and the agency is Lord & Thomas (Toronto).

Quaker Oats (Feed Division) — series of 78 transcribed musicals "Happy Valley Folks" to VONF, St. Johns, Nfld., through Lord and Thomas, Toronto.

Halifax Herald — 6 a week on CHNS, Halifax, "Getting the Most out of Life", featuring Dr. Wm. L. Stidger.

"Toilet Laundries of Montreal" one a week, 52 weeks, "Academy Award", transcribed, over CFCF, Montreal, commencing June 8th. The Buckingham Song of the Week, song writers' contest, run in connection with Tuckett's "Blended Rhythm" Program, has been won by Eddie Allen, young singer on "The Happy Gang" for his song "You Walk in my Sleep". Southern Music Publishing Co. of Canada Ltd., has sent the song to New York for publication. "Blended Rhythm" is produced for Tucketts by McLarens, Toronto.

Missing

News has just arrived that Sergt. Observer James Goodbehere, R.C.A.F., has been reported missing as a result of air operations overseas.

For over four years, Jimmie was a valuable and popular member of CFCF's sties department. Shortly after the outbreak of war he joined the R. C. A. Reserve Unit and later transferred to the R.C.A.F.

General Motors Returns With One Hour Camp Show—General Motors returned to the air after a broadcasting holiday of several years with the first of their new one-hour variety series "Cheers From the Camps".

The program, of CBS origin, started Tuesday, June 9th, 9:30-10:30 p.m., and is heard in Canada, through McLarens (Toronto) over a coast-to-coast network of Canadian Stations, and consists of entertainment produced exclusively from talent discovered among the armed forces of the United Nations in U.S. and Canadian camps of the armed forces.

In the hands of experienced producers it is expected that this talent will more than make up in entertainment value what they lack in name stars.

It is hoped that several of the broadcasts will originate in Canada, and we understand that the first Canadian origination will be on July 21.

Imperial Tobacco Co.—Flying for Freedom has been extended for a further 8 weeks, making a total of 26 from the beginning of the series.

Sustaining Programs

CHML reports three sustaining programs with an educational angle which lends them interest.

"Forum Quorum" brings men and women from all walks of life to round table discussions on such topics as Progressive Education, Socialized Medicine, Daytime Serials, Modern Advertising and Should Classics be Swung? The program is heard Tuesdays at 9:00 p.m., with Lou Spector in the chair.

"Market Quiz", heard Saturdays at 11 a.m., reviews in quiz form problems of interest to farmers, shoppers and merchants. Hal Stubbs presides.

"Inside Ottawa", conducted by Thomas H. Ross, M.P., (Hamilton, West), gives listeners information on "doings" in the Capital—Saturdays, at 7 p.m.

Spots

Borden's Canabec Cheese. 1 minute transcribed musical spots a week, English and French on 10 Canadian stations, featuring Elsie and Borden Cow, through Young & Rubicam Ltd., Toronto.

SOUTHERN MUSIC

Publishing Co. (Canada) Ltd.

83 Bloor Street W., Toronto

MI. 2437

"SOMEBODY'S THINKING OF YOU TONIGHT"

We're telling you now, before it happens, that this will be a big song hit within 3 weeks. Check it in the "Variety" plug list.

When that happens, we invite program arrangers, producers, band leaders, agency radio men, to drop in and ask us how we knew. We think the answer we'll give will help many of you to keep your programs AHEAD OF THE HITS instead of miles behind.

You may remember that we called the shot on "Deep in the Heart of Texas", "Maria Elena", "You Are My Sunshine", "Perfidia", "Time Was", etc., etc.

We're Publishing Eddie (Happy Gang) Allen's "Blended Rhythm" Winner—**"YOU WALK IN MY SLEEP"**

Facts about HAMILTON

Industrial Payrolls

1939	35,000
1941	57,000

Employees' Earnings

1929	\$47,500,000
(all time high)	
1941	\$82,990,000

Relief Recipients

1939	3,413
1941	290

For further facts about Hamilton write the Statistical Dept.,

STATION CHML
HAMILTON — ONTARIO

CHML

Two Raps of the Gavel

Bill Wright Lunches Radio Men. At the invitation of C. W. "Bill" Wright (Stovin & Wright, Toronto) a number of Toronto radio men got together for lunch in a private dining room at the Robt. Simpson Co.'s Arcadian Court, May 19th, and conducted an informal post mortem on their impressions of the N.A.B. Convention in Cleveland which many of them had attended. The conversation soon swerved to local radio problems and it was found that this informal get-together provided such a splendid means of getting down to brass tacks that it was generally felt that the function should be repeated at regular intervals. The lunchers included Jim Alexander, Glen Bannerman, Reg Beattie, Ralph Bowden, Jack Dooke, Walter Enger, Arthur Evans, Stan Francis, George Halnan, Guy Herbert, Jack Slatter, Horace Stovin, John Tregale and Bill Wright.

Toronto Young Men's Ad Club Elections. James R. Knox (Photo Engravers) succeeds Crawford Hall as president of the Young Men's Advertising and Sales Club of Toronto. Other new officers are Robert Henderson, vice-president; John Baird, secretary; John Whitehead, treasurer; and Glen Frankfurter, Howard Ferring, Alan Gillies, Bert Ridge, and John Stockwell, directors.

Promotion Pieces

CFCN, Calgary sends us a finely printed booklet consisting of sixteen pages and cover telling the story of the varying activities and industries of the area they serve, illustrated with ten large photographs and ending with a clear map titled "There's Gold in that Bar Area".

CJOR, Vancouver has issued a folder which has gone out to the station's Canadian and American representatives, planned to tell the station's story in about twenty lines. This mailing piece folds so that it can be addressed on the front and sealed with a stamp and placed in the mail without the use of an envelope. The subject matter is almost entirely "merchandising".

CFO CHATHAM ONT. 100 WATTS 630 Kcls. Offering CONTINUOUS PUBLIC SERVICE to a WORTHWHILE WESTERN ONTARIO AUDIENCE. JOHN BEARDALL MANAGER-OWNER STUDIOS IN THE WM PITT HOTEL

Montrealers Elect Officers. W. C. Stinnard (J. Walter Thompson) was re-elected president of the Advertising and Sales Executive Club of Montreal. Other officers are: A. H. Carter, honorary president; L. W. Vezina, 1st vice-president; M. R. Chipman, 2nd vice-president; R. Schurman, C.A., honorary auditor; G. Dutaud, K.C., honorary legal advisor; directors—Bruce Campbell, L. R. Daigneault, Norman Davis, F. H. Dillingham, MacKenzie Furniss, R. Y. Graul, A. M. Griffith, A. E. Hyndman, J. H. Murphy, Lyle D. Richardson, J. A. Shaw, G. A. Slemmin, H. E. Smith and H. A. Watts.

Toronto Ad Club Elects Two Radio Men. May 26th was election day for the Advertising and Sales Club of Toronto. The following were elected. Glen Bannerman (C.A.B.) president; R. Frank Wilson (Federated Hardware Mutuals) vice-president; G. Alex Phare (R. C. Smith & Son Ltd.) treasurer; Sydney R. Skelton (Goodyear Tire & Rubber Co.) secretary; A. J. Gravelle, executive secretary.

The following were elected directors: R. A. Barford (J. J. Gibbons Ltd.); Len. R. Brown (Can. Natl. Carbon Ltd.); Reg. F. Heal (W. R. Bosley & Co.); H. A. Kayes (Can. Johns-Manville Co.); E. Lloyd Moore (CFRB); Andy M. O'Malley (Can. Home Journal); N. Roy Perry (MacLeans & Chate-laine); Lee Trenholm (Underwood Elliott Fisher Ltd.).

1942-3 Officers For Hamilton Ad Club Annual election of officers of the Advertising and Sales Club, of Hamilton, took place on June 3rd. The appointments were as follows: President, T. M. Mayberry (Firestone Tire and Rubber Co.); Vice-President, George M. Webber (Webber & Douglas); Secretary - Treasurer, Frank L. J. Seldon (Office Specialty Manufacturing Co. Ltd.)

South of the Border

"The Voice of Firestone" has been renewed for the fifteenth year. This program is the second oldest program on the airways, being second only to the "Cities Service Concert", now in its sixteenth year.

Commencing July 9th, 10.30 to 11 p.m. "The March of Time" will be an NBC Red Network feature. This program is written and produced by the sponsor, Time, Inc.

The following four top-flight network programs have just renewed for another year. "Time to Smile with Eddie Cantor" (Bristol Myers Co.), "The Aldrich Family" (General Foods), "Mr. District Attorney" (Bristol Myers Co.) and "Post Toasties Time" (General Foods).

Arch Oboler, well-known U. S. radio writer, electrified educators at the 13th Institute for Education by Radio at Ohio State University last month by accusing many of them of "chasing their academic tails" instead of using radio as a blunt weapon of war to arouse the people to the tasks which lie ahead.

Oboler, who won two firsts at the Institute opened a panel discussion on the subject of war in radio with this prayer:

"May we in this session stop chasing our academic tails in meaningless circles; may we remember that there is a war going on and that 'time's a'wastin' " and that to waste time and physical energy worrying about definitions and terminology and patting each other's back politely is a sin against the men who have died and will die in this war."

Oboler scoffed at the fears of some of the educators that "human emotions might be prematurely drained by current war plays and be found wanting when the crisis arrives."

"This is the crisis now," Oboler said. "All the letters I receive demand with one voice—'Make them angry!'"

CHLN
THREE RIVERS
QUEBEC

A
Modern Station
in a
Growing Market

Fully Conversant
with
French Canadian
Preferences

Ask the man who
lives there

OR CONTACT

RADIO REPRESENTATIVES LIMITED
Montreal - Toronto
Winnipeg - Vancouver

C.A.B. DIRECTORS
A meeting of the directors of the Canadian Association of Broadcasters is being held June 15th and 16th in the association's offices in Toronto.

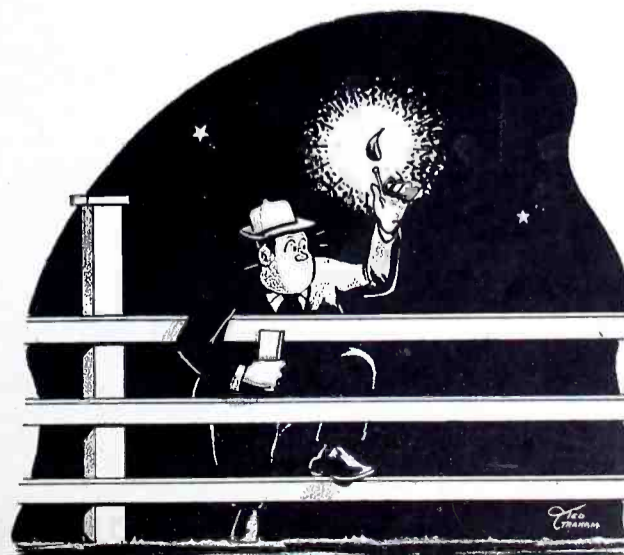
WE'RE SORRY BUT . . .
Last month we said we were running a list of stations and their representatives. Unfortunately this will have to be held over for inclusion next month.

HAVE YOU BEEN Backing a Loser?

FINISH IN THE MONEY WITH YOUR FRENCH TRANSLATIONS, RADIO COMMERCIALS, ETC.

By Switching to

MARCEL BAULU
LABORATOIRE DE REDACTION
Room 304 Empire Life Bldg.
MONTREAL Phone LA. 9572



CKOC FEEDS HAMILTON EXECS.



Over 70 members of the Hamilton Executive Club recently met for their regular luncheon in strange surroundings — namely CKOC's radio theatre. This novel setting afforded the station a means of giving this important group, all representing different lines of business, a look "backstage". Great interest was displayed by the members, and CKOC gets credit for a sound stroke of goodwill promotion.

"Confidentially, being a museum piece is no fun"

"Just picture my mortification . . . stuffed away in the corner of a museum for a couple hundred years. Folks came to see me if they happened to hear about me, or stumbled on me. Boy, what a lonely life!

"Then CKCK gave me a plug, and all at once I was more popular than Errol Flynn at a girl's school. So many people came to take a gander at me, they had to reinforce the floor.

"Take it from me, lad . . . if you've got something to show someone . . . something to sell, tell them about it! And tell them about it over CKCK, Saskatchewan's pioneer radio station. Why, do you know that in Saskatchewan, more families listen to CKCK than to any other station?" *

**It's a Fact!*

ckck

REGINA, SASK.

620 k.c.

REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Calgary, Winnipeg, Vancouver, U.S.—Weed & Company, New York, Detroit Chicago, San Francisco.

A New Use For Radio

Condensed from "London Calling"

This idea, showing how the BBC is applying music to stimulate production in British war industries, may be suggestive to Canadian manufacturers engaged in making war supplies.

"*Music While You Work*", developed some eighteen months ago by Wynford Reynolds, is broadcast right from the workshop where production is in full swing. Organization is now in progress for two half days of special music, broadcast in factories during working hours every day.

The BBC is still investigating what kind of music has the best results in allaying fatigue and boredom and in speeding up production, but it has already discovered enough and applied enough basic principles to put "*Music While You Work*" on a very firm foundation. Week by week more factories use this special broadcast period, and week by week works' managers and foremen report that production figures have stepped up sometimes as much as 30 per cent.

The Medical Research Council discovered that only 3 per cent of workers were entirely free from boredom, 38 per cent suffered moderately and 23 per cent severely. It also found that the worst period occurred at the middle of each working session. Accordingly two half-hour programs were arranged, one at 10:30 a.m. and the other at 3:30 p.m.

The aim of "*Music While You Work*" is not to provide a kick for thirty minutes (with inevitable reaction afterwards), but to give the workers something which relieves monotony and carries them over with a steady swing of work for a much longer spell. It does not try to "set the pace", because this has proved impracticable. In fact, during the playing of a waltz in one

show, press operators found themselves automatically working in time to it; the load came on the drive all at once, with the result that the motor was pulled out or the belt off.

The object of the programs is to give a musical background which gives an incentive to increased output by brightening the surroundings, relieving nervous tension and checking desultory chatter.

The results of working to this plan have been excellent. Here are three typical reports from factory chiefs:

"A program of dance music daily stepped up production 30 per cent in our factory."

"You will be interested to know that production figures for the period covered by the programs are consistently higher than those for other periods of the working day."

"Our planning Engineer said that if he could have a program like that every time, he would be able to cut the overtime by half."

Ad Lib

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

Owen Sound, Ont.: Some of your readers might be interested in a recent survey among farmers in this district which shows that many farmers have added an extra meal to the daily menu due to Daylight Saving Time. The present set-up gives the farmer an extra evening hour in the fields, but he finds himself pretty hungry by the time the chores are done. So he comes in for "supper" around 4 p.m., and has "dinner" about 9 p.m. This has led CFOS to run a farm program immediately after the four o'clock news for this audience.

—Ralph Snelgrove.

Men at Work

It's eat, sleep and work, with the accent on the last syllable for the engineering crew at CJOC, Lethbridge, these days, because work is in full swing on the new thousand watter scheduled to appear soon.

CFAR
FLIN FLON
Serves
NORTHERN
MANITOBA

REPRESENTATIVES
H. N. STOVIN

AT LIBERTY
3 SPECIALISTS IN PSYCHIATRIC PHENOMENA

(viz: Frustration, Maladjustment, Neuroses of all kinds)

and

EMINENT PRACTITIONERS IN ABNORMALITIES AND MALADIES OF THE HEART AND BRAIN

SEEK NEW PRACTICE

Offers Welcome

Inserted by their creditors.

Dr. Susan Chandler
Dr. Howard Chandler
Dr. James Norton

MAIL SURVEYS GIVE FULL PICTURE

During the past few years a special technique of mail balloting has been developed by leading U.S. radio organizations, affording a very complete and detailed picture of station or network coverage in any given district.

Until the present time urban surveys were being used alone to show the coverage and popularity of radio stations in any area in Canada. Of course such a system overlooked the population living in small towns and on farms.

Mail balloting, that is taking samples from large cities, towns, villages and rural homes in every county, provides a more complete picture, including data on the less frequently heard stations, as well as comparison of daytime and evening programs.

We asked Elliott-Haynes Ltd. to explain how they would set out to determine how far CABC's signal in Regina reaches, how popular are its programs, and to what extent Saskatchewan listeners tune to its programs during the present season.

First, we learned, a sample pattern would be set out covering every county within the maximum range of its signal, selecting families from cities, towns and rural areas. Next, a carefully worded letter enclosing a ballot form and premium—it being explained that the latter is to repay the respondent for his time and trouble—are sent to the sample homes.

To allay any suspicion that this is a government check on radio licenses, no name is required, each ballot being numbered and coded so that the area, address and name of the respondent can be determined when it is returned.

Though the ballot itself is very clearly and simply composed, there will always be one or two respondents who will list networks for stations or programs instead of listening times. These errors have to be checked and corrected before tabulation begins.

Perfect return of all ballots cannot be expected, but within a few days after the initial mailing 30 to 60 per cent of the respondents will

have replied. A "reminder card" sent out two or three days later boosts the returns a further 10 per cent, and a further letter, enclosing duplicate ballot, sent out after two weeks, leaves the completed survey at about 65 per cent of the initial quota.

The seriousness with which some respondents deal with these surveys is shown by the letters which are often enclosed with the completed ballot, explaining in great detail their program preferences and reactions, and also elaborating on the questions asked about their families.

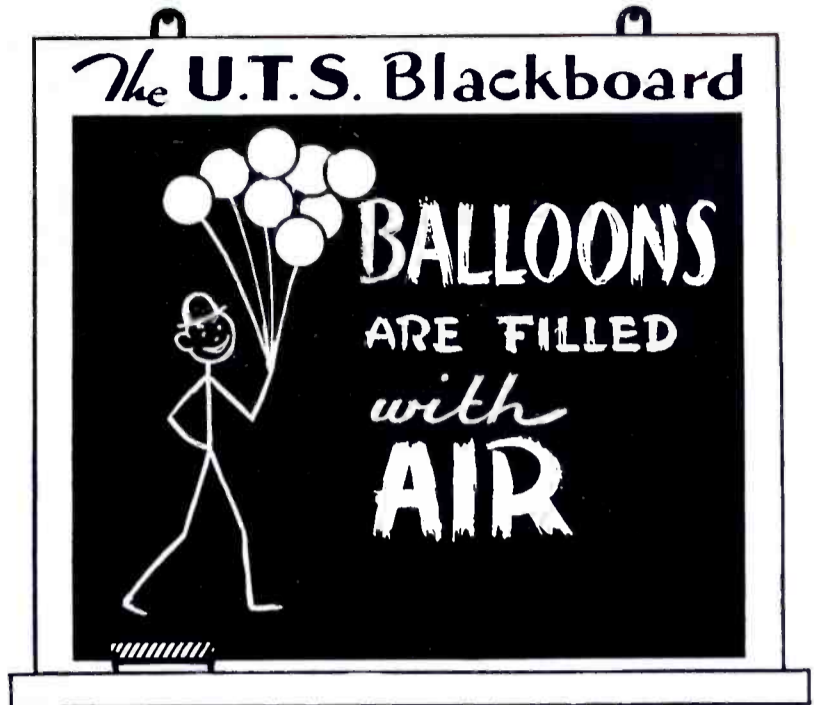
An elderly man felt his family status needed some explanation, since his ballot disclosed that he lived alone. He wrote:

"Dear Elliott Haynes i am sorry to say I have left My home is here i live all alone have Children Living one in a doted Mrs., 33 Street and a Son in Both mared and doing Well they cum here in there Holidays and spend there short stay Some fiew days and fish and have a good cath to take Home Sometimes as they do not get any good fish there i have a good garden all Kin of garden vegetables and Berries"

When the survey has been completed, very accurate tables can be set up on the competing stations in each area, extent of radio use by city, town and rural families, and comparisons of daytime and evening coverage.

Areas can be charted out for all local stations showing 100 per cent coverage, 90 per cent, 80 per cent, etc. These areas, contrary to popular belief, do not lie in circles at increasing radii from the centre of broadcast, but often extend long distances in some directions due either to the technicalities of broadcast or to competition from other stations in that direction.

With these charts in hand, not only can coverage within twenty or thirty miles of the antennae be determined, but an advertiser can gauge just what audience he can expect in any city, town or rural area.



And...

when you buy air in the form of 1-minute spots,—5, 15 or 30 periods on a station,—make sure that the air is put to a more profitable use than it would have been had you filled balloons with it.

Buying air-time is the easiest step in advertising. It's what you do with the air that counts.

Let U.T.S. make your air purchases valuable, by working with you or your radio department to produce, by transcription, spots or programmes that sell goods.

U.T.S. offers a complete recording and production service for custom-built musical or dramatized spots, and musical or dramatic shows of any length.

Note to Radio Stations:

If you have not received our half-hour transcribed presentation, announcing the New U.T.S. Library Service, write for your complimentary pressing.

Halifax Now World's Busiest Port

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

RADIO STATION CHNS

HALIFAX, NOVA SCOTIA
Rep. All Canada Radio Facilities

UNITED TRANSCRIBED SYSTEM

NEW YORK TORONTO HOLLYWOOD

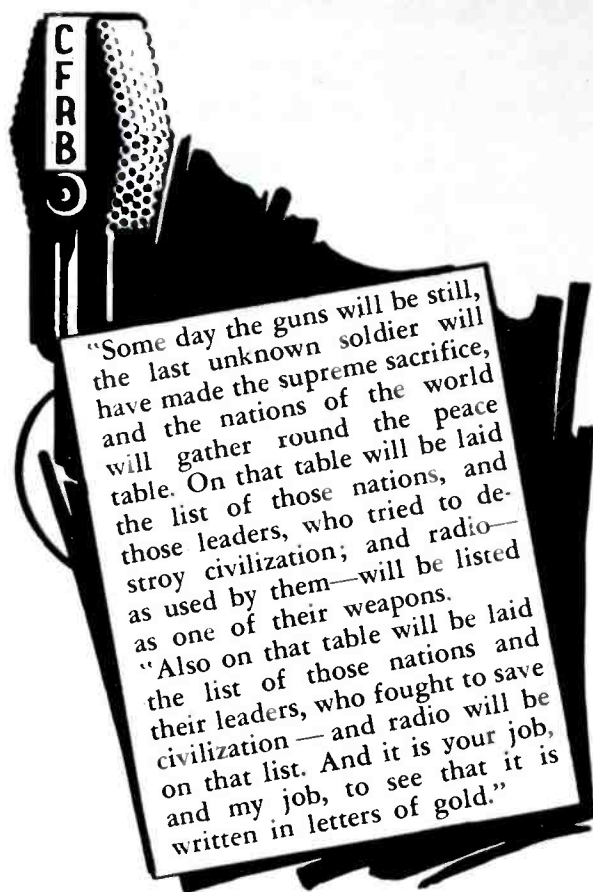
Sales Representatives:

EXCLUSIVE RADIO FEATURES LTD.

14 McCaul St.

TORONTO

AD. 5112



NEVILLE MILLER

(President National Association of Broadcasters, Washington, D.C.)
 speaking at the C.A.B. Convention, Feb., 1942

LEST THEY FORGET

Canadian Radio is doing its job in contributing in time and talent to every need — government or war charity, and will continue to do so until the war is over.

There is another job which radio can do for you. Like no other medium, the intimacy of the airwaves can keep alive the business friendship of those whom you cannot serve with your product today, but whose business will once again become your daily bread, when at long last the "cease fire" sounds.

IN THE HEART OF ONTARIO

CFRB

T O R O N T O

THE LISTENERS' CHOICE

10,000 WATTS

REPRESENTATIVES
 JOSEPH HERSHEY McGILLVRA
 New York San Francisco Chicago

860 KCLS.

ALL-CANADA RADIO FACILITIES LTD.
 Montreal