

# CANADIAN BROADCASTER

VOLUME 3 NUMBER 16

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NOV. 18th, 1944

"The Truth Shall  
Make You Free"

## Radio Is A Guinea Pig

Adapted from a luncheon talk delivered by your editor to the Association of Canadian Advertisers, in Convention at the Royal York Hotel, Toronto, November 10th).

It is about time that press and radio forgot that they are enemies in today's battle for advertising, and concentrated on combining their resources as allies in tomorrow's battle for freedom of speech.

In Canada, a newspaper is three cents worth of newsprint, which gives us a quickly digested summary of the ever-changing panorama of world events, permitting us to turn, with the least possible delay, to the sports page and the "funnies".

Radio is a noise—a noise to be amplified when it pleases—a noise to be sworn at and silenced when it palls.

Interspersed between the features of each is a wealth of information which not only pays the shot for both media, but also is largely responsible for our high standards of living.

To Adolf Hitler, press and radio were the deadly weapons he used, first to conquer his own country and bend it to his will, and later to subjugate almost the entire continent of Europe. With press and radio muzzled, domination of other private enterprise was simply a matter of time.

Let us examine the two media separately: first the press.

Paper restrictions have been imposed for the equitable distribution of restricted wartime output.

With a partial relaxation, you can now buy any paper you want, and can obtain, to wrap, display or promote the sale of your domestic commodities, but publishers are still restricted in the amount of paper they may use, which is reasonable, seeing that they are the largest consumers. But what is more significant is the fact that publishers are still required to obtain an annual license or permit before they can print their journals.

I am *not* suggesting that our present benevolent government is going to use its war time paper rationing machine to suspend publication of any organs which may disagree with its policies. What I *do* suggest is that either it or its successor could, if it so desired, take advantage of the set-up which has already been established for it as a war time measure, and use it in a manner out of line with what we call democratic principle.

Now radio.

Government control of radio is *not* a war time measure.

It came into effect with the formation of the Canadian Radio Broadcasting Commission in 1931.

At this time the *Radio League of Canada* undertook to cleanse the air of advertising, and today, thanks in a very large measure I fear to the great assistance rendered editorially by the press to the friends of nationalized radio, the CBC is thriving as probably the greatest competitor the newspapers and other periodicals ever had.

11 of Canada's 95 broadcasting stations belong to the government, and 47 of the 84 privately-owned stations regularly take CBC feeds as basic stations of one or other of the CBC's two national networks, and the CBC performs the amphibious functions both of regulating the private stations, and also of being in the broadcasting business itself, in direct competition with its charges, who are required to get the CBC's recommendation before their licenses are renewed by the department of Transport each year. Above all else, today you can only buy a national network from the CBC, and here is an exact parallel, though not a temporary war measure, to the predicament of the press.

The entrance of government into Canadian business is nothing new. Our federal and provincial governments will sell us an annuity; they will transport us by train or plane; they will sell us a bottle of whiskey; they will serve us with hydro-electric power; they will render us a banking service or install a telephone; they will sell us a hook-up of radio stations

## ACA Appoints New Board

### Harold Stephenson Heads Advertisers

Harold E. Stephenson of Montreal, advertising manager of the Canada Starch Company, is the new President of the Association of Canadian Advertisers.

Vice-Presidents elected were L. E. Phenner of Canadian Cellulose Products Co., Ltd., Toronto; H. J. G. Jackson of Chrysler Corporation of Canada Ltd., Windsor, Ont.; N. B. Powter of Howard Smith Paper Mills Ltd., Montreal; and George S. Bertram of Swift Canadian Co. Ltd., Toronto.

I. P. Lyons of the Manufacturers Life Insurance Company, Toronto, was re-appointed as treasurer.

Newly-elected President Stephenson has been advertising manager of the Canada Starch Company Ltd., since he joined the firm in 1936.

He was formerly assistant manager of the Research Department of "LA PRESSE", advertising representative of the "BOSTON AMERICAN AND ADVERTISER", assistant to the research manager of the American Newspaper Publishers Association and advertising manager for the Snap Company and Abbey Effervescent Salt Company.

Later he joined National Business Publications of Montreal, operated his own advertising research organization and acted as Ontario manager for Montreal "LA PATRIE". He therefore brings to the ACA a broad and varied experience in all fields of advertising and business research and is a popular choice for the office to which he has been appointed.

Also elected to the ACA board were the following: A. McQuarrie,



Heads ACA

managing director; D. E. Bankart, Northern Electric Co. Ltd., Montreal; C. W. Chamberlin, Shell Oil Co. of Canada Ltd., Toronto; R. Harold Smyth, Dominion Rubber Co. Ltd., Montreal; R. L. Sperber, Sterling Products Ltd., Windsor; George Stineback, Bauer & Black Ltd., Toronto; Lee Trenholm, Underwood Elliott Fisher Ltd., Toronto; A. Usher, RCA Victor Co. Ltd., Montreal; Hedleigh T. Venning, Shirriff's Ltd., Toronto; and Muriel Whitlock, Courtaulds (Canada) Ltd., Montreal.

to promote our businesses. The way things are going, any day now they will be delivering our daily papers.

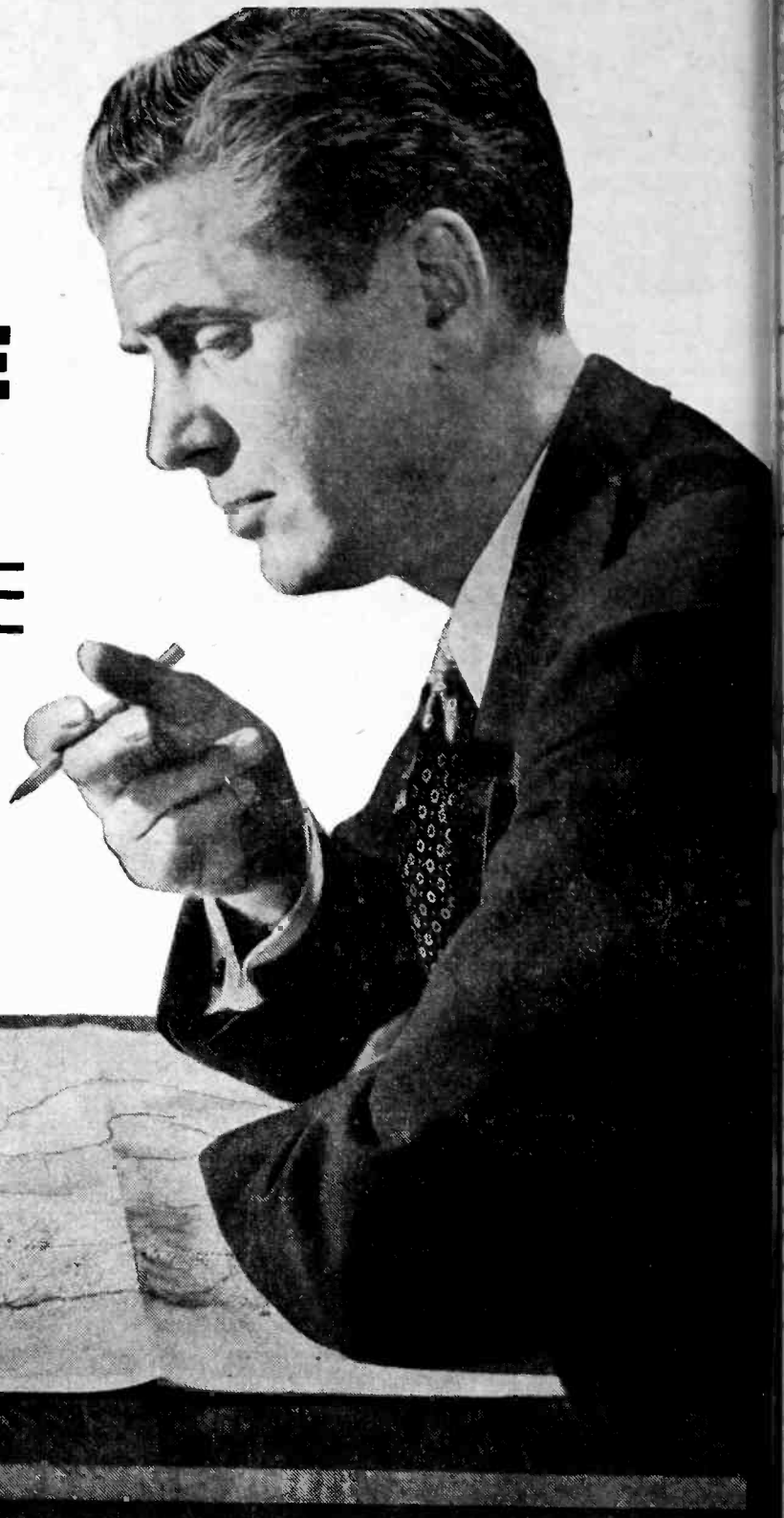
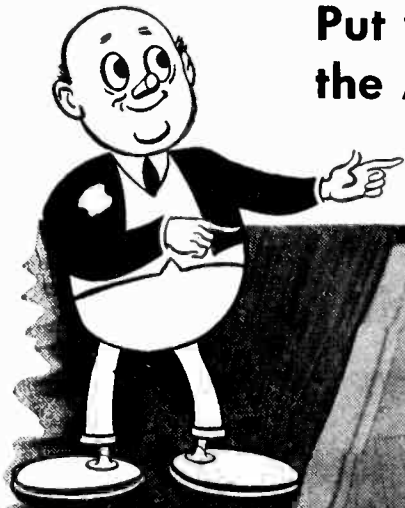
Whether the days that lie ahead will see the radio medium recapture some of its lost liberties, or whether the future will give us a press forced to operate under similar controls, depends on whether these two great media can see their way clear to burying the hatchet elsewhere than in each others' necks, and to co-operating in helping industry in general to secure for itself, and for Canada, the freedom of thought and action which most of us believe to be our sacred right.

Richard S. Lewis.

Editor.

# DON'T PUZZLE about RADIO COVERAGE RADIO TIMING!

Put your problem up to  
the All-Canada man!



**C**ANADA has five time zones . . . individual markets have special listening habits. Some puzzle if you don't know all the facts! Here's the solution:

Get the needed facts from the All-Canada man! Out of his up-to-date, accurate library of market and coverage data, embracing 29 key market centres, the All-Canada man will help you or your agency to tailor an effective radio campaign within the scope of your budget.

Within the 29 key markets serviced by All-Canada stations there may be special opportunities for your particular product you don't even know about. Find out today—call the All-Canada man!

## ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL      TORONTO      WINNIPEG      CALGARY      VANCOUVER



### REPRESENTING THESE LEADING STATIONS

#### BRITISH COLUMBIA

Kamloops..... **CFJC**  
Kelowna..... **CKOV**  
Trail..... **CJAT**  
Vancouver..... **CKWX**  
Victoria..... **CJVI**  
Chilliwack..... **CHWK**

#### ALBERTA

Calgary..... **CFAC**  
Edmonton..... **CJCA**  
Grande Prairie... **CFGP**  
Lethbridge..... **CJOC**

#### SASKATCHEWAN

Moose Jaw..... **CHAB**  
Prince Albert..... **CKBI**  
Regina..... **CKCK**  
Regina..... **CKRM**

#### MANITOBA

Winnipeg..... **CKRC**

#### ONTARIO

Hamilton..... **CKOC**  
Stratford..... **CJCS**  
Sudbury..... **CKSO**  
Toronto..... **CFRB**  
Fort Frances..... **CKFI**

#### QUEBEC

Montreal..... **CFCF**  
New Carlisle..... **CHNC**

#### MARITIMES

Campbellton..... **CKNB**  
Charlottetown.... **CFCY**  
Fredericton..... **CFNB**  
Halifax..... **CHNS**  
Sydney..... **CJCB**  
Yarmouth..... **CJLS**

#### NEWFOUNDLAND

St. John's..... **VONF**



**The CANADIAN BROADCASTER**

Vol. 3, No. 16 Nov. 18, 1944

Published Twice a Month by  
**R. G. LEWIS & COMPANY**  
 371 Bay St.,  
 Toronto 1

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

Richard G. Lewis Editor  
 Percy Harkley Art Editor  
 Arthur C. Benson Production

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

**Wanted A Waxen Web**

The coming of the CBC networks creating a big transformation in the function of the radio representative, besides lowering the rate private stations receive for the sale of their time. Spot broadcasting, which presents programs to the listeners in each area at the best time for that community, still holds many advantages from the advertiser's standpoint, advantages which both advertisers and their agencies would be quick to appreciate if a more practical system were evolved.

Under existing circumstances a sponsor has the choice, if he wishes to reach let us say a dozen areas, of making twelve separate purchases of time, entailing twelve individual transactions, or alternatively, he can make only one purchase, and still buy the same conglomerate coverage.

From the station's standpoint, representation in the larger centres is still required to handle national spot business, but contact has to be maintained with national network accounts, and this work, under existing conditions, is outside the representative firm's sphere of activity, if for no other reason, because he does not get paid for it.

It is completely impossible for an individual station to program in competition with the network presentations. But there is no reason in the world why an organization of spot broadcasters and their representatives could not be set up, on a co-operative basis per-



"You have been listening to Professor Borekin's intriguing five minute chat on plan life in the African Veldt and we wish to thank the following for relinquishing their regular time: the makers of Dr. Byle's Genuine Liver Rinse; Flor de Cabbagio Cigars; Foam-a-Belle Panty Dip and Burnem's Easy Payment Funeral Home."

haps, possibly functioning in a similar manner to the co-operatively produced "Reports from Parliament Hill", through which advertisers could be offered a network show, including production, station time covering the desired areas, and all other costs, perhaps even including promotional material. It would be in every sense a network presentation, except that the programs would be recorded, and would be recorded, and would thereby give advertisers the flexibility in respect of the local time factor, which is the number one objection to network broadcasting.

Whether the means of operating this system would be to have the representatives establish their own production and recording centres, or whether the undertaking should be taken over by the recording people, is a matter for the industry to decide. Unquestionably though, the business of spot broadcasting is impeded by the government in the network field, and undoubtedly the situation cannot possibly improve until those whose desire it is to combat the progress of this trend get their heads together and come up with a better mouse-trap.

**Public Relations**

A detailed report of the forum on Public Relations which was conducted during the ACA Convention last week will be included in our next issue. A number of highly qualified speakers contributed to this series, and many interesting discussions ensued.



Picture of a radio artist after subscribing to the Registry—his shows are in the bag—on a/c he can be reached quick like—

THRU  
**WA. 1191**  
**RADIO**  
**ARTISTS**  
**REGISTRY**  
 TORONTO

**New Zealand**

audiences now listen to

"Secret Service Scouts"

Originated  
 Written  
 Produced  
 Recorded

in Canada by

Duophonic  
 Recordings



**DOMINION BROADCASTING**  
 COMPANY  
 4 ALBERT ST. TORONTO

Advertisers, advertising agencies, and the Canadian Association of Broadcasters have all endorsed the Broadcast Bureau of Measurement, as being the the finest yardstick available for measuring Radio Station Coverage.

We invite your request for a copy of our stations B.B.M. figures.

900 Kcs **CHML** Hamilton

# ACA AWARDS

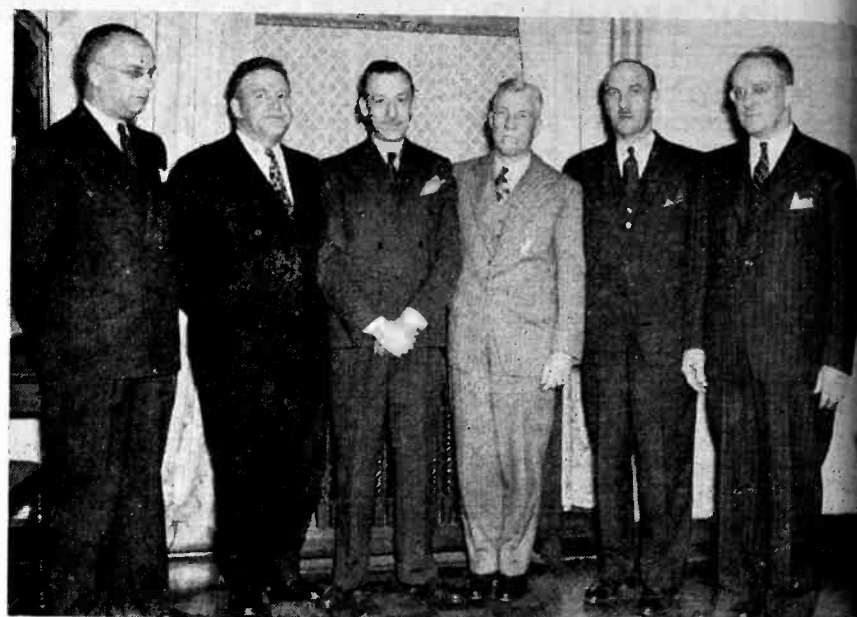


Photo by Turofalo

Left to right: H. H. Rimmer, chairman of the ACA Awards Jury; Harry Sedgwick, silver medal; Bertram W. Keightley, gold medal; C. R. Vint, silver medal; Hector Fontaine, silver medal; R. L. Spërber, immediate past president, ACA.

## CKY knows MANITOBA!

Owned by the people of Manitoba, CKY keeps in intimate contact with its listeners through the offices and multiple connections of the Manitoba Telephone System, of which the station is a part. Staff members make frequent tours of the Province, meeting people, lecturing on radio topics, and making other "public relations" contributions.

## MANITOBA knows CKY!

Since it was established in 1923, CKY, through its imaginative programming, its top-ranking personnel and its high power, has attracted consistently over 70% of the urban and rural market of the Province. To reach this great market effectively, astute advertisers are using the "Voice of Manitoba"—

# CKY WINNIPEG 15,000 WATTS

Associated with  
CKX BRANDON  
1150 KC 1000 watts

Exclusive Sales Representative  
H. N. STOVIN  
Toronto Winnipeg Montreal

*First*  
in Canada's  
fourth largest market

# In 1945 CKOC will go to 5000 WATTS



# CKOC HAMILTON

All-Canada Station

For the fourth successive year, the Association of Canadian Advertisers chose four prominent Canadian advertising men at its annual convention last week and awarded them its medals for distinguished contributions to advertising.

The gold medal, for the most outstanding contribution, was won this year by Bertram W. Keightley, advertising manager of Canadian Industries Ltd., Montreal.

The most outstanding contribution in the media executive class was adjudged by the ACA awards jury to be Harry Sedgwick, president of CFRB, Toronto, and for the past two years in charge of the New York office of the Canadian War Information Board, and he was duly awarded a silver medal.

In the advertising agency class, Hector Fontaine, president of Canadian Advertising Agency Ltd., Montreal, was selected for a silver medal, special mention being made of his work in connection with government war advertising in the Province of Quebec.

The other medal for distinguished contributor from among the

advertisers was awarded to C. W. Vint, president of Colgate-Palmolive-Peet Co. Ltd.

The presentations were made at the Annual Dinner during the ACA Convention by R. L. Spërber as his final act as president after the ACA Jury's recommendations had been read by H. H. Rimmer, chairman of the jury.

### Announcer Coach

"Good speech should be clearly articulated, easy to understand and pleasant to listen to," to quote Mrs. Biggs, who has just completed a course of instruction for the announcers of CJVI. A graduate of Emerson College in Boston and a specialist in phonetics and good speech for radio, Mrs. Biggs started as announcer coach at CJCA in Edmonton, seven years ago. A tribute to the quality and effectiveness of her work is the fact that she now travels from Winnipeg to Victoria instructing in approximately ten different radio stations. In order to benefit further from her experiences as announcer coach, the staff of CJVI is looking forward to her return early in 1945.

*The*  
**Saskatchewan Farmer**  
*Station*

**"GOES TO TOWN"**

**ckrm - Regina**  
The Station of the Saskatchewan Farmer

# Elliott Explains BBM

## Radio's ABC In Action

Radio came in for a share of the discussions in the two-day forum "What's New?" which was conducted during the ACA convention last week. Walter E. Elliott, president of Elliott-Haynes Ltd., and research director of the Bureau of Broadcast Measurement, described and explained the operation of the newly formed organization to an interested group.

He explained that the BBM, founded at the instance of the Canadian Association of Broadcasters, and operated jointly by the broadcasters (CAB), the advertising agencies (CAAA), and the advertisers (ACA), offers the nearest possible equivalent to an ABC circulation statement in the case of a publication. BBM, he emphasized, can no more tell its members how many people are listening to a specific program than can an ABC report disclose the readership of a specific advertisement. BBM shows the area in which a particular station "can be and is heard", or in other words possibilities or opportunities offered by an individual outlet, provided the time purchased on this outlet is wisely used to attract the widest possible listenership.

Elaborating on this point, L. E. Phenner, president of Canadian Cellucotton Products Co. Ltd., and radio chairman of the ACA, pointed out that while the BBM is the closest possible parallel to ABC program popularity reports, which are now supplied by the Elliott-Haynes Popularity Ratings, are more directly comparable to the newspapers' and other publishers' readership surveys.

In the course of his address, Elliott explained the workings of the BBM polls. A series of ballots and premiums, he told his audience, are sent to an adequate cross-section of the area to be surveyed, and returns are tabulated in the following way. The Primary Area of the station being surveyed includes all those counties or census

divisions wherein 50% or more of the ballots received mention listening to the station at least one day or night a week. The Secondary Area consists of those areas where 25 to 50% of the ballots indicate at least once a week listening; and those counties or census divisions are called Tertiary Area where 10 to 25% report once a week listening. Anything less than 10% is discarded.

Following the meeting, Glen Bannerman, president of the CAB, drew the attention of the meeting to the fact that the BBM principle of coverage measurement has now been adopted by the National Association of Broadcasters, trade association of radio stations in the United States.

Athol McQuarrie, secretary of the BBM, reports that to date the Bureau's membership includes 46 stations, including the 11 stations of the CBC which have joined individually, 35 advertisers, 42 advertising agencies and 5 station representatives.

### Restrictions Relaxed

Under relaxed paper restrictions it is now permissible to buy printed advertising or other commercial printing without any restrictions on the purchase of paper. Stocks are still low, it is pointed out by the paper administrator, but the only limit to purchases is the amount of paper that can be obtained. Publishers have been granted larger allotments but permits are still necessary in their case.

### FM Fidelity

FM "naturalness of tone", conductor Leopold Stokowski has told the FCC, has sent the radio industry scurrying anew into the field of sound engineering, has inspired new uses for radio in education, and is being championed by great men whose arts are rooted in man's ability to hear.

## The MEN of **NBS\***



**RALPH H. PARKER**  
Station **CFPA**  
Port Arthur, Ont.

Ralph H. Parker, owner and manager of CFPA, was born 30 years ago in Midland, Ontario. He attended school there, and made friends on the 40 and 20 Meter Band through VE3HU. He entered commercial radio in 1928 as an announcer on CKPR, Midland. Soon a full time announcer, operator, technician and script writer, he did all the odd jobs everyone had to do in those days at a broadcasting station. Ralph took over all technical duties in 1929. At the Royal York Hotel in 1931, he attended his first CAB meeting with 15 other delegates who gathered around a table in a small room.

CKPR was purchased by a Fort William concern and Ralph supervised its move. Growing up with the station in various commercial departments, but still retaining the position of chief engineer, Ralph took charge of all operations at CKPR in 1939, as general manager and supervisor of all departments.

He applied for and received a personal license in October 1943 for CFPA, Port Arthur. Ralph Parker officially opened RCA equipped CFPA on September 3rd, 1944. An alternative station on Trans-Canada and a basic Dominion Network outlet, it now gives listeners of the Lake-head cities and Thunder Bay districts a choice of programs all day long. Ralph Parker concentrates on local talent and community co-operation.

Ralph's proudest recollection is of showing a local federal candidate how to speak into a mike for his first political address. Elected the member for Port Arthur riding, the candidate eventually became the head of all radio administration in Canada. He was Mr. C. D. Howe.

## \* NATIONAL BROADCAST SALES

Radio Station Representatives

Bank of Commerce Bldg.,  
TORONTO, EL. 1165

University Tower Bldg.,  
MONTREAL, HA. 3051



### REPRESENTING

<b>CKWS</b> Kingston, Ont.	<b>CKEY</b> Toronto, Ont.	<b>CKRN</b> Rouyn, Que.
<b>CHEX</b> Peterborough,	<b>CJAD</b> Montreal, Que.	<b>CKVD</b> Val D'or, Que.
<b>CKGB</b> Timmins, Ont.	<b>CFPA</b> Port Arthur,	<b>CHAD</b> Amos, Que.
<b>CJKL</b> Kirkland Lake,	<b>CFCH</b> North Bay, Ont.	<b>CJCH</b> Halifax, N.S.

# The Apple of your eye

**Serving more people  
than any other two  
stations in the interior  
of B.C. combined**

—See B.B.M. Reports



*Thanks!*

**Canadian Advertisers!**

—for a wonderful year! Once again, Canada's Busiest Station—CKAC—pays its respects to those who have placed it and kept it in the forefront in a great market.

Since pioneer days CKAC has proved its belief that Showmanship and a real understanding of the French-speaking market would pay off. Together with many of the greatest names in industry we have been putting this theory to the test. The loyalty of our sponsors is our greatest pride.

Yet we know that this loyalty is not entirely a sentimental one. Only results have won and kept it. We are happy in your trust, and rejoice with you in the sales this great pioneer station has brought to you.

Once again—thank you!

\*There are still a few outstanding sustaining programs now hitting their full stride which are available for sponsorship. May we tell you about them?

**CKAC**  
COLUMBIA BROADCASTING SYSTEM  
MONTREAL

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

United States:  
Joseph H. McGillvra

**Visitors Book**

Recent visitors at the BROADCASTER Office have been Gerry Gaetz, manager of station CKRC, Winnipeg, who came east for the recent board meeting of the CAB; Wilf Dippie of Radio Representatives Ltd., Montreal, who made a flying visit to Toronto last week; and Johnny Johnston, also up from Montreal, who is getting his Radio Artists' Registry under way.

**NEW CBC GOVERNOR ADDRESSES ACA DINNER**

Dr. B. K. Sandwell, managing editor of "SATURDAY NIGHT", Rector of Queen's University, and recently appointed to the Board of Governors of the CBC, wound up the three day ACA Convention November 10th, when, as guest speaker at the Annual Dinner, he kept a packed audience of advertisers, agency and media men, researchers, and, in fact, everyone who has anything to do with the business of advertising, rocking with laughter as he presented an address entitled "So You Want to Compete with the Editorial Columns."

Assuring the audience that the title of his address had been selected by his own advertising department he kept them in gales of laughter with his quick-witted thrusts at all segments of the advertising fraternity, but constantly reminded the gathering that they were responsible for his not over generous salary. "B. K.", who in our humble estimation bids fair to replace the late Stephen Leacock as Canada's national humorist, touched very briefly on radio.

Radio, he said, differs from the publication. The editorial staff of a publication is distinctly apart from the advertising branch. In the case of radio programs though, the advertiser edits his own editorial or

rather entertaining material, and, he suggested, there is sometimes a tendency for a program to hold its listeners so completely enthralled that the advertising passes by unnoticed.

He threw out a suggestion that compilers of advertising might give some thought to making their advertising compete with the editorial columns by directing it to the actual readership (to which may we add listenership) of the particular medium or vehicle they are using to deliver their message, and said he looked forward to the day when the way for him to insure maximum attention for one of his articles would be to have it placed next to so-and-so's advertisement.

**CJFX Gets Green Light On Power Boost**

CJFX, Antigonish, N.S., has the sanction of the CBC Board to increase its power from 1 to 5 kilowatts, J. Clyde Nunn, managing director of the station has announced. Immediate steps will be taken, he says, to carry out the necessary technical changes, but it will be some time before the new equipment can be secured. CJFX is a new station of the Dominion network.

**Kinsmen's Club Talk**

Speaking recently at a dinner meeting of the Kinsmen's Club of North Toronto, Alec Phare, radio director of R. C. Smith & Son Ltd., told his audience how radio was a child which had grown to the dimensions of a giant. He recalled early incidents in the story of radio, and admonished those who use radio to promote their businesses not to emulate the advertiser who thought that instead of having a little talk, then a lot of music and then a little talk in closing, it might be better to cut out the music. People do not hesitate, he said, to devote three quarters of a printed advertisement to an attention compelling picture, so why, he asked, should they be so hesitant to embellish their radio advertising with the equivalent in art-in-sound?

He then put in a plea for the little man who isn't there, as he called him—the producer. Many programs, he said, fail to connect because of lack of professional direction. Professional radio producers are just as necessary to a finished radio program as is the art director to a finished advertisement. They act like the pilot of a ship whose province it is to see that the members of the crew work in proper co-ordination.

**U.S. Networks**

Edgar Kobak has succeeded Miller McLintock as president of Mutual Broadcasting system, New York, and it is understood that Blue will shortly be known as the American Broadcasting Company, with the convenient call letters ABC.

**EXTRA! EXTRA!  
EDMONTON . . . . .**

"A CITY BURSTING OUT OF ITS SEAMS"

Edmonton's lusty growth in the past few years has made it almost literally a city bursting out of its old suit. The growth demonstrated in a dozen different ways can be appreciated by a glance at such figures as these—all for comparative nine-month periods this year and last:

Population 108,000 compared with 105,000; telephones 24,019 and 23,652; light and power meters 28,405 and 27,000; water connections 20,000 and 19,000; street railway passengers 23,900,000 and 22,440,000.

Tax collections are greater

than last year, which had set a record in the city's history. Housing, street railway, telephone, water and electric light services are all unable to keep up with the requirements.

The civic administration as well as the citizens are looking forward hopefully to the early post-war years. They will be years in which Edmonton will be absorbed in catching up and expanding. Reconstruction here will be a very practical necessity. The city already has the money to do a lot of work; it awaits only the time when the required workmen, materials and equipment will be available.

*Excerpt from Edmonton Journal Editorial.*

In this expanding city and equally prosperous district the daily Shopping Guide is

**CJCA and VE9AI**

EDMONTON

"Crossroads of the World"

A GOOD STATION  
A GOOD MARKET!

MANITOBA

In WINNIPEG  
It's

**CKRC**  
THE DOMINION NETWORK STATION

ASK THE All Canada MAN

# The Carping Critics Of Radio

Critics of radio programs who contribute nothing to broadcasting but destructive complaints based solely on their personal dislikes and in complete disregard of the preferences of listeners are, for the most part, intellectual snobs who never listen to radio," John McKay manager of the press department, National Broadcasting Company, told the Federation of Women's Clubs of Greater Cleveland in a recent address in Cleveland. McKay spoke on "The Carping Critics of Radio."

In discussing reasons for the attitude of those who write and speak in protest against radio serials, McKay said:

"They (the serials) vary in quality and in story line in the same manner and to some extent as motion pictures, magazine stories and best sellers. They are entertainment, no more, no less. In big cities, in remote hamlets, fifteen million women listen to them each day. If these programs were dull; if they were unbelievable, this large audience would have dwindled years ago. On the contrary, the listening audience has increased."

The irresponsible critics of daytime dramas, McKay continued "are the same people who despise adults who read the funny papers. They are the reformers who gave us prohibition and they believe in free speech and a free press and a free radio only when the views expressed coincide with their own."

Another favorite target of attack by radio's critics, McKay pointed out, are commercials.

"For years, NBC has had the reputation of offering great public service programs. For seven years we maintained the great NBC Symphony headed by Arturo Toscanini as a sustaining program, costing millions of dollars. We give you the Army Hour each Sunday, involving a cash outlay of hun-

dreds of thousands of dollars annually without mentioning the time cost of the network. We give you the Catholic Hour, the National Radio Pulpit for the Protestants, the Eternal Light for the Jews. We give you the Chicago Round Table, the Pacific Story and the exceptionally fine programs of the NBC University of the Air. We give you football games and other important sports events. We maintain a staff of reporters in all quarters of the globe to give you first-hand-up-to-the-minute news. We carry programs for the Army, the Navy, the Marine Corps, the Air Corps, the Coast Guard, the WAVES, the WAC, the Spars, the Red Cross. We give countless hours to War Loan drives. We give time to the President of the United States (save during a political campaign) and pay the cost of the talent when a commercial program is cancelled. And we give time to labor, to senators, congressmen and other public officials. And who pays the cost of these sustaining and public service programs? The advertiser. It is the advertiser who gives the United States the finest radio in the world. How do these critics want to repay him? They want either a complete elimination of commercials or, if they happen to be in a generous mood they want him to cut his commercials to a bare mention at the end the program.

"I see no reason why we shouldn't look the truth in the face. Radio is an advertising medium. The advertiser will use radio only so long as it is profitable for him to do so. If he can sell his merchandise through the use of radio, he will use radio. When the time comes when radio can no longer do an effectual selling job for him, he will turn to other media. If that should come to pass, then you will no longer have the fine programs we have today.

"I am willing to admit that

there is room for improvement in commercials. So will every advertiser and advertising agency. Here and there commercials are irritating and offensive. But in this category, you find a comparatively negligible number. Advertisers are keenly aware of the necessity of making friends for their products, and their advertising agencies, public relations advisers and research departments give the problem their best thinking.

"So, if you want a free radio, and not a government owned system; if you want fine programs, such as we now have in the United States, then you have to give the advertiser a fair and reasonable chance to sell his wares."

## Radio Executives Club

The next meeting of the Toronto Radio Executives Club has been announced for Thursday, November 23rd, at which time Joseph Sedgwick, K.C., general counsel for the CAB will deliver an address entitled "The Future of Private Radio in Canada".

President C. W. "Bill" Wright anticipates a large turn-out of radio and agency men and their clients to hear this timely talk.



BROADCAST COUNSEL

166 Yonge St., Toronto ADelaide 8784

Up to our ears in Victory Loan for the past few weeks . . . the assignment was to build audience shows in key Ontario communities for the National War Finance Committee.

Some new visual sales ideas have been introduced this year, and we are especially proud of the 16 Ottawa shows seen by more than 42,000 civil servants and members of the armed services in the Ottawa area.

The idea was built around a newscast featuring Lorne Greene. As Greene narrates, his material is brought to dramatic visual life on the stage behind him. Ottawa Victory Loan officers express themselves as highly pleased with this selling technique, reporting individual sales higher and easier to make with those who saw the shows. Ministers and deputies phoned congratulations . . . pleased to see a novel departure from the stereotyped band and speaker routine.

Visual productions, designed to sell ideas and merchandise to the public or to employees, are becoming a more and more important medium in Canada.



P.S. Have you heard Dorothy Deane on "Musical Mailbox"? There's a gal with terrific appeal . . . a star in the making. Listen Friday, 8:30 p.m., CBL. ADVT.

**BUY VICTORY BONDS**  
**GIVE TO THE RED CROSS**  
**JOIN THE RCAF**  
**SAVE PAPER**

**WHEN MESSAGES ARE IMPORTANT THE CHOICE IS**  
**RCA Victor**  
**TRANSCRIPTIONS!**

Complete naturalness of your broadcasts is retained when you use RCA Victor Orthacoustic Transcriptions. Important Government appeals and the programmes of leading Canadian advertisers are proof of the high fidelity reproduction of RCA Victor transcriptions. All-inclusive service covers planning, translation, recording, processing, pressing and shipping.

**RCA VICTOR TRANSCRIPTION STUDIOS**  
**TORONTO:** AD. 3091  
 Royal York Hotel  
**MONTREAL:** WE. 3671  
 Lacasse Street

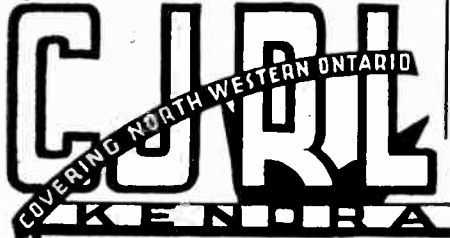
**BUY BOTH**  
**URBAN AND RURAL COVERAGE**  
**IN THE GREY AND BRUCE MARKET**  
**USE**

**CFOS**  
**OWEN SOUND ONT.**  
 See Stovin & Wright



# PAY ROLLS THAT "PAY OFF"

only when you use



Railroad, milling and paper mill payrolls ALONE amount to

**\$375,000.00 Monthly**

No wonder it pays to reach this isolated district through its one and only clear reception station CJRL.

**A DOMINION NETWORK STATION**

*Representatives*  
**STOVIN & WRIGHT**

## Underwoods Award Three Scholarships

Because he was unable to choose one winner from the large number of Canadian pianists between 17 and 25 for the one Underwood scholarship announced last spring, Ernest Seitz has chosen three aspirants for full scholarships and four more for partial ones who will be awarded courses of study at the Toronto Conservatory of Music under his direction.

Winners of the full scholarships are Mary E. Neff, St. Catharines, Ont.; Earle Moss, Toronto; and Edward J. Hattey, St. Catharines.

Winners of the partial scholarships are Marguerite Carney, Preston, Ont.; Marian McLennan, London, Ont.; Dorothy Powell, Hamilton, Ont.; and Eleanor Young, Toronto, Ont.

## Radio Entertains C.C.F. Rally

Entertainment at the C.C.F. rally, held in Massey Hall, Toronto, Saturday, November 4th, and addressed by M. J. Coldwell, house leader of the C.C.F. party, was provided by a group of prominent Toronto radio actors, who presented a sociological play written by Gordon Burwash and produced by Mercer McLeod.

Those who took part included John Drainie, Frances Goffman, Al Pearce, Frank Peddie, Ruth Springfield and Jules Upton.

## THIS IS THE PICTURE



Photo by Famous Studio, Montreal.

Last issue we got all crossed up on our lovelies and gave you a few notes about Claire Gagnier under a photograph of Evelyn Gould, and loud were the protests from the admirers of each. This is the young Quebec songstress, and no fooling. Claire will be remembered for her able performances on last year's "Singing Stars of Tomorrow" which won her the thousand dollar scholarship awarded by the sponsors, York Knitting Mills. Incidentally the program is back on the air for its second season.

## Sing A Song Of Footwear

A CJCA spot announcement advertising a Shoe Sale stated innocently that "Shoes were selling for a song."

Later in the day the shoe store proprietor phoned the station in a frenzy, stating that three customers had come in requesting that they be given the privilege of singing

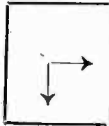
for their pair of shoes.

Needless to say, the proprietor was most embarrassed . . . the customers were quite disappointed, as they appeared to be quite serious about this business of picking up a pair of shoes for a song.

Yes, radio is a great game . . . never a dull moment . . . and you never know what Mr. Listener may have up his sleeve.

Put your "ad" on the SPOT

at the RIGHT TIME



in these profitable markets

by calling

- CKNW    CFRN
- CFCN    CFQC
- CKPR    CKCH
- CHLN    CKCV
- CHLT    CHGS



*The*  
**Saskatchewan Farmer  
Station**  
**"GOES TO TOWN"**

**ckrm - Regina**  
The Station of the Saskatchewan Farmer



# IDEA-A-DAY

Every day is an anniversary of something or other, and anniversaries make good copy ideas, or suggest possible plays or other programs. Here an anniversary idea for every day in the month of December.

December

- 1918—Yugoslavia proclaimed as kingdom of Serbs, Croats and Slovenes.
- 1892—Jay Gould, N.Y. capitalist, died, leaving \$72 million.
- 1753—Samuel Crompton, inventor of the Mule for spinning cotton, born.
- 1642—Cardinal Richelieu, Louis XIII's minister died.
- 1896—"Horseless carriage" made first appearance on the streets of Toronto.
- 1917—Tragic Halifax explosion cost 1,500 lives.
- 1941—Japan sneak-attacked Pearl Harbor.
- 1897—Canadian provinces granted right to create Queen's Counsels (now K.C.'s).
- 1608—John Milton (*Paradise Lost*) born.
- 1282—Llewellyn, last native sovereign of Wales, killed.
- 1917—General Allenby entered Jerusalem after defeating the Turks.
- 1889—Robert Browning, British poet, died.
- 1642—New Zealand discovered by Dutch navigator, Abel Tasman.
- 1799—George Washington died.
- 1909—Gold discovered in Porcupine district of Northern Ontario.
- 1653—Oliver Cromwell became Protector.
- 1939—Graf Spee scuttled off Montevideo.
- 1917—End of first offensive, Battle of Verdun.
- 1906—U. S. Senate ratified Red Cross convention for treatment of war wounded.
- 1919—C.N.R. organized by order-in-council.
- 1902—Marconi sent wireless message from Cape Breton to Cornwall, England.
- 1921—\$20 million appropriated by U.S. for relief of starving Russians.
- 1894—Opening of Dreyfus Case.
- 1941—Free French seized St. Pierre, Miquelon.
- 1941—Fall of Hong Kong.
- 33 A.D.—Death of St. Stephen, first martyr; now, St. Stephen's Day.
- 100 A.D.—Death of St. John who wrote Book of Revelations; day now celebrated as feast of St. John the Evangelist.
- 1859—Publication of Darwin's *Origin of Species*.
- 1908—First gold coins minted in Canada—sovereigns.
- 1903—Iroquois Theatre fire in Chicago—600 lives lost.
- 1793—First canal in America built around the rapids of Connecticut River.

## CHRISTMAS ISSUE DECEMBER 9th

### "Home Town" Transcribed Shows

Arthur Hull Hayes, General Manager of CBS station WABC, has been appointed by the National Association of Broadcasters to head the New York City group assigned to prepare transcribed "home town" programs requested by General Eisenhower for servicemen overseas.

The number of recordings each city or state group is to produce will depend partly on the population of the area the group represents, since in that proportion, roughly, service men are overseas. However, no matter how small a state, each will have at least one record. Every record will be entitled "*Let's Go To Town*", will vary in length from 15 minutes to half an hour, and will have specific city or state areas as program origination points.

When completed the programs will be heard on the Western Front, on the Pacific Islands, in India, Burma, China, Alaska, the Aleutians, Italy, Africa, Great Britain, South America and the West Indies. Distribution of the "*Let's Go To Town*" series will be achieved by use of Army shortwave beacons and the American Forces Network.

*Did you know?*

# CJIC

SAULT STE. MARIE, ONT.

*The Hub  
Of the Great Lakes*

is supplementary  
to both  
Trans-Canada  
and  
Dominion  
Networks

Don't overlook this  
important market

National Representatives

J. L. ALEXANDER

Toronto • Montreal



# Well planned time

**T**IME is an important factor in Radio. There are two things to consider when planning your programs.

First the amount of time you should use to deliver a message—a half or quarter hour, a one-minute spot or a 20-second flash.

The second consideration is when your message should be given to reach the largest audience in your particular market.

As representatives of 21 Independent Radio Stations across Canada, we have a vast experience in Radio Timing. This experience is assisting our clients in getting the greatest value from their radio expenditures.

Our time is your time when Radio Plans are being prepared.

# STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

TORONTO

WINNIPEG



In Saskatchewan



Add  
**CHAB**  
Popularity  
to  
**CHAB**  
Personality

AND YOU HAVE  
A MUST STATION  
FOR ANY NATIONAL  
SALES  
CAMPAIGN

**CHAB**

THE MOST  
POPULAR  
STATION IN  
SOUTHERN  
SASKATCHEWAN

ACCORDING TO  
ELLIOTT-HAYNES  
SURVEYS

MOOSE JAW  
1000 WATTS 800 KC.



AN ALL-CANADA STATION

# Research Committee Continues Study

## Some Impressions of Commercial Announcements as Expressed by a Cross Section of Independent Radio Station Managers to the Joint Committee on Radio Research

*Question*—What type of "commercial" interests your listeners most, generally informative or direct selling?

*ANSWER* — "General informative" commercials seem to be favoured over "direct selling". Copy should not ramble — should not be of limited interest . . . best if specific, sincere, factual, clear . . . aimed directly at individuals, not just to the general masses. It is felt that people do not like to be "sold". They prefer to have things explained in an interesting way, then allowed to decide for themselves.

*Question*—What is the reaction of "shock" commercials?

*ANSWER*—Most "shock" commercials are looked upon as being insincere. They are said to make listeners feel they are being "kidded". The advertising message is said to suffer if listener realizes there is not very much as stake. Should not be used "too often".

*Question*—Have you any evidence of material, though well written

and delivered, but, nevertheless, embarrassing to the listener — especially in mixed company? If so, please cite examples.

*ANSWER*—The great majority of commercials are not embarrassing to listeners said a station manager. Commercials for certain types of soaps, pills, and proprietary medicines are mentioned as sometimes causing disagreeable reaction. Most stations do not seem anxious to encourage this type of announcement.

*Question*—How does your audience react to the giving of endorsements either by your announcer or of the interviewing type using one or more additional voices?

*ANSWER*—Views regarding endorsements were mixed. The general opinion seems to be that endorsements repeated by announcers are not very effective, nor are endorsements of people living far away from local stations. Extremely careful treatment required in handling of endorsements so as to make them sound natural, sincere, and honest. Use of second voice helps to make them effective. One station manager thought endorsements most effective in rural areas.

*Question*—How does your daytime audience react to commercials in comparison to evening material should they be:

- (a) same in character
- (b) longer or shorter
- (c) detailed or concise
- (d) informal?

*ANSWER* — Daytime vs. night-time commercials — again, mixed opinions. Evidently daytime commercials which are slightly longer than night-time commercial are acceptable to the listener. Daytime listeners appear to be more lenient about commercials. It would ap-

pear that daytime commercials may be more detailed and more informal (particularly in the mornings). One manager commented that Canadian cut-ins on American network shows were not in keeping with the tempo of the main shows. Therefore, they were not 100% effective.

*Question*—Do you feel that dramatized announcements "put over" a commercial better than straight announcements?

*ANSWER*—Dramatic commercials were considered worthwhile, but with the reservation that "if message well done". Too much time should not be spent building up the drama to the detriment of the main sales story. Action should not be too rushed. One manager, while recognizing the value of dramatic commercials, emphasized that straight commercials well given are the tops. (This information was woven through answers by a number of managers to various questions.)

*Question*—Do you favour the "barker" type of commercial?

*ANSWER* — The "barker" type commercials were not liked because they "talked down" to the listener and pushed him too hard. Managers felt that it is more effective for the announcer to talk to listeners in a friendly, natural way.

*Question*—What is your opinion of the "jingle" type commercial?

*ANSWER* — Opinions on jingles were about equally divided. They would seem to be most successful when used in the daytime. Some felt they were repeated too often, and that because they were scheduled long in advance of the building of the main programme, they sometimes did not "fit" well. e.g.

(Continued on Next Page)

Thanks--

MICKEY LESTER

for your friendly tip that you were leaving the

"MUSICAL CLOCK"

Lots of luck in your new daytime feature on the same station.

Sincerely,

Stu Kenney

The  
Ottawa  
Valley  
Market  
is over  
40%  
FRENCH

A sales story is most effective when couched in language that is easily understood. Sell in French to the Ottawa Valley French. CKCH is the favourite station of French homes as proved by continuing surveys and will ensure your story of preferred hearing in this responsive market.

**CKCH**

85 Champlain Ave., HULL, Quebec  
Promotion - D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES  
LIMITED  
Montreal Toronto

HOWARD H. WILSON  
COMPANY  
New York, Chicago, Etc.

COOPERATING WITH LE DROIT



(Continued from Previous Page)

Billbilly jingle between two fine musical shows.

Jingles seem to be most adaptable for product with a simple sales story — chiclets, pepsicola, etc.

Question—How does audience react to a 15 minute programme being interrupted in the middle for a commercial?

ANSWER — Middle commercials on 15. minute shows were cited as not particularly objectionable if done so that they did not interrupt or interfere with the main body of the show. It would appear that they are best adapted to musical shows because they do not destroy the listener's train of thought as do straight commercials in the middle of a play or talk.

Question—Do you think the average commercial actually commands listener's attention?

ANSWER—The average commercial evidently gets listener's attention. It is felt that the opening sentence must be interesting or listener's attention could not be held through later parts of the announcement.

Question—Have you any additional points which would be helpful. If so, they will be very welcome.

ANSWER — General comments that over-done type of commercials are not as effective as the simple, sincere type. One manager indicated that it is better to say the product is "good" than to say it is "better" or the "best". Long commercials are said to be boring; concise type most popular. Evidently some commercials are hard to logical announcer to put over sincerely. One manager suggested that it might be wise for advertisers to allow local announcer to re-arrange certain wording in their announcements so as to suit their own particular style of delivery.

Two stations were so sure that honest, sincere, simple commercials helped to build audience goodwill that they deemed it advisable for stations to refuse commercials that are not in good taste.

# VITAL STATISTICS

## Of the 2,600,000 dwellings in Canada

- 78%** have radios
- 40%** have telephones
- 37%** have automobiles
- 24%** have electric vacuum cleaners
- 17%** have none of these conveniences
- 11%** have all of these conveniences

*From a special report of the Dominion Bureau of Statistics based on the 1941 census.*



**CKFI**  
**Fort Frances**  
**chooses**  
**B.U.P.**

We welcome a valued new client to the ever-growing list of satisfied stations throughout Canada using

**British**  
**United Press**  
**Radio**  
**News Service**

New clients and old friends alike value  
**"The World's Best Coverage of the World's Biggest News"**

by  
**British**  
**United Press**  
 231 St. James St.  
**MONTREAL**



### CKCW Audiences Listen . . . and Buy

Folks in the Moncton area are lucky. They can get an informative and tuneful earful practically any time by tuning in CKCW . . . and they do. In fact that's what keeps our advertisers happy about the whole thing.

CKCW advertisers are lucky too. They are not selling a mushroom market. Moncton is going places and those who have their foot in the door now will be paying off in the postwar era too.

The advertisers are neighbourly and will make room for one more. Write or phone about a reservation now.

WE DON'T  
 SELL TIME;  
 WE SELL  
 RESULTS

**C.K.C.W.**  
**MONCTON N.B.**

**STOVIN and WRIGHT**  
 Representatives  
 TORONTO and MONTREAL

All National Accounts  
 Used First in The Maritimes

**CHNS**

*The "Voice of Halifax"*

For Eighteen Years

A FINE STATION  
 IN  
 A FINE MARKET

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

**CKCK REGINA, SASK.**

Owned and operated by the Regina Leader-Post. Representatives: Canada, All-Canada Radio Facilities; U. S., Weed and Co.

### Canadian Research Firm Reorganizes and Expands

In the re-organization of Elliott-Haynes Ltd., market researchers, Walter E. Elliott, who started his business career after leaving college as suicide investigator for the Retail Credit Company, has been named president, W. Paul Haynes and Dr. Matthew M. Chappell are vice-presidents. J. Myles Leckie has been named secretary and Ernest R. Comte is treasurer.

Elliott-Haynes Ltd., which started operating in Montreal in 1936 as general market surveyors and credit reporters invaded the Toronto market in 1940 when they entered the radio field with their now widely known continuing study of radio listening. In November 1942 they launched "Radiotime", their program schedule publication. In September 1943 they started offering advertisers their lineage audit service, and are now conducting daily audits of national advertising appearing in each of the 86 Canadian daily papers and other publications. As research director of the Bureau of Broadcast Measurement, Elliott is charged with making the necessary surveys from coast to coast.

In the radio field, this research firm is about to start a continuous study of network program popularity and expects to announce very shortly the final details of this service which is to be applied to both the CBC networks. They have recently extended their facilities for radio research into Newfoundland, and have also opened a New York office at 51 East 42nd Street.

For business in general, they have just set up their "Quarterly Poll of Public Attitudes towards Business" and are about to start the second study of the series.

On January 1st, 1945, they will go into the magazine audience research field to carry out a continuing study of readership habits to parallel their continuing radio study.

### REHABILITATION SERVICE

#### Free Employment Service For Overseas Veterans

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having served overseas, and having been honorably discharged, wish to enter or re-enter the broadcasting or allied industries. This department is being run with the full knowledge and co-operation of National Selective Service. Advertising copy, which should be as brief as possible, should be written clearly — typewritten preferred — on one side of the paper only. Include your regimental number and date of discharge, and please bear in mind that this free service is available only to men and women who have served overseas. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay Street, Toronto 1, Ontario.

**FILE CB-3. Discharged RCAF Pilot Officer (Navigator) age 29, single, wants to get into announcing the hard way. Six years study of singing has given me training in the use of my vocal chords, as well as a thorough musical background. I am Canadian born, have a good education implemented with considerable home reading, and will give audition or supply audition record as required. Will go anywhere, and will start for reasonable living salary. Please write FILE CB-3, National Selective Service, 174 Spadina Avenue, Toronto.**

#### Promotion Piece

"The Established Bridgehead for your Broadcast Advertising in Canada's Metropolis" reads the cover of a smart 6 page booklet which has been issued by CFCF, Montreal.

The booklet attracted our special attention because it has been designed with the special purpose in mind of handing actual facts and figures to U. S. and other time buyers who may not be too familiar with the area covered by this station.

One page, comparing the size of Montreal with large cities in the United States should, we believe, prove extremely interesting south of the border.

## CKNB CAMPBELLTON N.B.

November 18, 1944

Dear Mr. Time-Buyer:-

Dollar-conscious as we private station operators are reputed to be, there must be still something of the old programme-consciousness left in us too...because on October 30th, when for the first time Swift's brought the third quarter-hour of the Breakfast Club onto the air over CKNB, my first feeling of pleasure was entirely an aesthetic one, and it actually took a measurable period of time for me to start gloating over the increased revenue the programme represented.

Swift's...and the added fifteen minutes of Breakfast Club...are welcome arrivals with us, - and so are The Jack Carson Show, booked by Campbell Soup Company; and Electro Autolite with Everything For the Boys.

Who's next? If I'm not parked in your anteroom when you need me, pick up the phone and call the All-Canada Man. He and us are "just like that".

Best regards.

Yours very truly,

*Stau Chapman*

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

### The Trend is toward CKNX

Amongst our new accounts are

- MacLaren Foods Ltd.
- Byers Flour Mills
- Western Canada Flour Mills Ltd.

Place your advertising message in the homes of Mid-Western Ontario

920 KC **CKNX** 1000 WATTS

The WESTERN ONTARIO FARM STATION

Representatives J. L. ALEXANDER TORONTO & MONTREAL

AN INDEPENDENTLY OPERATED STATION



# BUSINESS

WM. WRIGLEY JR. CO. LTD.: 15 minutes 7 a week beginning November 16 for one year. Newscasts by Alain Graval over CKAC, Montreal. Jack Murray Ltd., Toronto.

\* \* \*

SEVEN-UP LTD.: 15 minutes 2 a week "Le Petit Cafe du Coin" under way over CKAC, Montreal and CHRC, Quebec City. Vickers & Benson Ltd., Montreal.

\* \* \*

CHRISTIE CLEANERS LTD.: spot announcements 3 a week started October 30 for one year over CKEY, Toronto. Frontenac Broadcasting Company.

\* \* \*

SLEEPEX REG'D. (PERFUMES): transcribed music shows 5 a week under way over CKAC, Montreal. E. Huot Ltd., Montreal.

\* \* \*

W. K. BUCKLEY LTD.: 15 minutes a week for 26 weeks started November 5 over CKEY, Toronto; 5 minutes 1 a week "Melody Lane" over CFRB, Toronto; 15 minutes, a week "Songs of Good Cheer" over CKOC, Hamilton and CKCO, Ottawa started November 12. Walsh Advertising Co. Ltd., Toronto.

\* \* \*

ROBT. SIMPSON CO. LTD.: begin-

ning November 22 increase "Musical Nightcap" from 15 minutes 3 a week to 25 minutes 3 a week over CFRB, Toronto. Harry E. Foster Agencies Ltd., Toronto.

\* \* \*

COMMERCIAL ALCOHOLS (SUPER-PYRO): 5 minutes 5 a week musical varieties started over CJBC, Toronto. McConnell Eastman & Co. Ltd., Montreal.

\* \* \*

CAMPBELL SOUP CO. LTD.: started November 15 "The Jack Carson Show" piped in from CBS to CFRB, Toronto and the Dominion Network. Cockfield Brown & Co., Toronto.

\* \* \*

MUTUAL BENEFIT HEALTH & ACCIDENT ASSOC.: 5 minutes 4 a week "Headliners" started November 1 over CFRB, Toronto. After December 5, 5 minutes 5 a week—Harry E. Foster Agencies Ltd., Toronto.

\* \* \*

TORONTO FUELS LTD.: started November 5 reconstructed versions of N.H.L. hockey games over CHML, Hamilton. Metropolitan Broadcasting Service Ltd., Toronto.

\* \* \*

VAN KIRK HAT SHOPS LTD.: 10 minutes 1 a week, newscasts, pre-

ceding CHML's Sunday night reconstructed hockey broadcasts over CHML, Hamilton. J. J. Gibbons Ltd., Toronto.

\* \* \*

HERMAN FURS: 15 minutes 3 a week "Herman Harmonies" under way over CFRB, Toronto. Harry E. Foster Agencies Ltd., Toronto.

\* \* \*

RKO PICTURES: 15 minutes 5 a week started November 6 "Hollywood Star Time" over CJBC, Toronto. Placed direct.

\* \* \*

B.C. ELECTRIC RAILWAY: 15 minutes 1 a week started November 7 for 13 weeks "Family Favorites" over CJOR, Vancouver. O'Brien Gourlay Ltd., Vancouver.

### CKTB Bought

CKTB, St. Catharines has been purchased from the estate of the late E. T. Sandell by the Niagara District Broadcasting Co., under the presidency of Captain W. B. C. Burgoyne, now overseas with the R. C. A. During his absence the station will be operated by his father, Major H. B. Burgoyne, managing editor of the St. Catharines Standard.



ASK THE ALL-CANADA MAN

Vancouver's  
**CKWX**  
 980 Kcys.  
**1000 WATTS**  
 Frank H. Elphicke-Manager

## Meet Gib. & Mitch



G. (GIB) LIDDLE

**K**ITCHENER and radio are the two number one interests of "Gib" Liddle and "Mitch" Mitchell, partners in the smooth operation of Kitchener's enterprising community station.

"Gib", the outside man, keeps in contact with the long list of Kitchener merchants who use CKCR's facilities to sell their wares. He is a keen service-clubber, and in his spare hours is to be found in his Victory Garden.

"Mitch" is the studio Joe, who presides over the CKCR staff and keeps the inner workings functioning smoothly. Curling and golf are among his spare time activities.

But to this enterprising team the foremost task is to keep their claim true that "Kitchener listens to CKCR".



W. C. (MITCH) MITCHELL

# CKCR

KITCHENER

## IN THE HUB OF WESTERN ONTARIO

REPRESENTATIVES  
STOVIN & WRIGHT

**U.S. Psychologist Joins Researchers**

Elliott-Haynes Ltd., have announced that as of November 15th, Dr. Matthew M. Chappell, Ph.D., will be with the research organization as vice-president.

Dr. Chappell is a graduate of the Rhode Island State University in mechanical engineering. After practicing for only two years he entered Columbia University for a course in psychology, emerging with his Ph.D. He remained at Columbia as a lecturer in Psychology, leaving in 1938 to become associated with the Psychological Corporation in New York City. In 1940 he joined C. E. Hooper Inc., New York, as director of research, and at the same time carried on in private practice as a psychological consultant.

Last February he was a luncheon speaker during the Canadian Association of Broadcasters Convention in Quebec City.

He is the author of "In the Name

of Common Sense" a text-book for worriers, which has already been reprinted in several editions, and recently he collaborated with C. E. Hooper in a book called "Radio Audience Measurement", which was released this year.

**Lucky Old Seven**

Barry Wood, Toronto announcer, who came out of the west, became a father November 12, when a 7 pound, 7 ounce son and heir arrived half way through pop's "L for Lanky" rehearsal.

**Hollywood Bound**

Huguette Oligny, Jacques Auger and Sita Riddez, three prominent French Canadian radio actors have been whisked off to Hollywood to supply voices for the French versions of Hollywood films for the newly recovered motion picture business in France.

**How They Stand**

The following appeared in the current Elliott-Haynes Reports as the top ten national programs. The first figure following the name is the E-H Rating; the second is the change from the previous month.

EVENING		
<i>English</i>		
Charlie McCarthy	36.5	+8.1
Lux Radio Theatre	35.6	+4.2
Fibber McGee and Mollie	28.2	resuming
Album of Familiar Music	21.0	+ .7
N. H. L. Hockey	18.2	resuming
Bob Hope	18.0	resuming
Waltz Time	17.3	+ .5
Treasure Trail*	16.5	-2.9
Frank Morgan	16.1	resuming
Aldrich Family	15.8	+1.4
<i>*Change of Time</i>		
<i>French</i>		
Ceux qu'on aime	33.5	resuming
Métropole	31.0	+5.5
Dr. Morhanges	29.3	-.9
Course au Trésor	28.7	-5.8
Café Concert	28.3	-2.0
Le Ralliement du Rire	27.0	resuming
Nazaire et Barnabé	25.8	+3.6
La Mine d'Or	25.2	+2.5
Radio Théâtre Lux	23.0	-2.4
Pierrot Latulippe	22.0	+2.0



**WASTED EFFORT**

Then there's the one about the producer who got all dressed up in his soup and fish for the big program only to find that the control room window could not be seen from the audience.

-:J.G.F.

**PAN MAIL**

Sir: If you think you are a "voice crying in the wilderness", may I suggest that you remember what happened to John the Baptist?"

-:CCF

**QUID PRO QUO**

Producers who like to describe themselves as a "brain without a voice" might refrain from treating the performer as though he was a "voice without a brain."

**INFORMATION PLEASE**

With Elliott-Haynes' new network ratings in the offing, shouldn't the CBC telephone the researchers every hour on the hour to keep them posted on network changes?

**THIRD DIMENSION**

"Saturday Night" comes up with this extract from a Canadian critic's review of a concert: "The main trait of Miaskovsky's music is its utter darkness, a grey, awe-some autumnal darkness, transmuted into a moonless night, a tenebrious darkness", and then adds "Yes, but how does it smell?"

**INTESTINAL FORTITUDE**

It takes a lot of guts to spend a lot of money putting on a radio program and then to pay out a whole heap more to learn that nobody listens to it.

**PERSONAL COLUMN**

Dear Bill: Too bad the apology came along before you got around to answering the first one. As a matter of fact I was about to put the first epistle on a disc just in case you couldn't read.

**ZERO HOUR**

We'd be glad to postpone our Christmas issue until some time in January, to enable some of our delinquent advertisers to make the grade, but unfortunately we can get no co-operation from Santa Claus. So-o-o our mailing date will be December 6.

**FUTURITY STAKES**

To our critic who enquired if it is true that we argued that the nationalization of free business is an immediate threat, we reply "No; we affirm it as a statement of fact."

**TEMPUS FUGIT**

"An evening of genuine enjoyment is in store on Saturday from 8.00 to 8.30 p.m."

-:CKLW Publicist

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**"More Hope than Charity"**  
 A COLUMN OF CONSTRUCTIVE DESTRUCTION  
 by **Elda Hope**

Hi, neighbour! Considering the international problems in the world to-day, the neighbourly situation between the United States and Canada might almost be called the eighth wonder. There are thousands of miles of borderline guarded only by good-will. This feeling of good-will is carried into radio by the number of American programs fed to our networks, by the various feature broadcasts we exchange to America and by the scores of artists from across the border volunteering their services to aid in our Victory Loan drives. Not the least of these artists was Irene Dunne, whose sympathetic reading of "The White Cliffs of Dover" was a highlight on one of the Victory Star Shows."

The half-hour dramatizations "Feature Story" have been aired on all Toronto stations and have emanated from points all the way from Vancouver to Halifax. Probably the outstanding factor was that the stories were not weepy and a great deal of credit should go to the script writers who condensed them for radio. "Not-Like Nicky" and "Penny-G" were both clever stories and were acted well.

Who can speak better to Canadians, of Canadians, than Canadians? This has been proven by the exceptional reports brought to us by Gregory Clark, Matthew Halton and Stanley Maxted. Gregory Clark's words were heartfelt and sincere. I shall long remember the story told by Matthew Halton of the three words written in blood — "Long Live Freedom", introduced by Lamont Tilden as "one of Canada's brilliantly human commentators". Stanley Maxted described first-hand experiences with our Canadian troops. His words "I think the people of Canada are getting a grand return on their investment" seem to sum up our situation perfectly.

Another American tribute to Canada's Seventh Victory Loan, was featured on Philco's "Hall of Fame", when Paul Whiteman and his orchestra played "The Maple Leaf Forever". In turn, I heard Samuel Hersenhoren's orchestra on "Music for Canadians", sponsored by Tip Top Tailors, playing a medley of Lombardo tunes. Guy Lombardo, originally from London, Ontario, now conducts one of America's top dance bands for my money.

The "Fred Waring" program deserves a word of praise for the Pennsylvanians' rendition of Edgar Allen Poe's great fantasy, "The Pit and The Pendulum". This incident tells of the Spanish inquisition of a prisoner standing before a court of fanatics, and of his tortures. On hearing his sentence, the prisoner fainted. Upon waking, he was bound at the bottom of a pit, while above him a pendulum swings — a pendulum to which a knife was attached. To his horror, the prisoner saw at each stroke the knife swinging nearer, and nearer, and nearer—.

A Canadian tribute to America is CFRB's "Toronto Calling", fed to the CBS. This is an excellent broadcast and speaks well for Canada's ability in showmanship. Announced by Jack Dennett, the Winnipeg newscaster who came east a year ago, this program features an orchestra conducted by Wally Armour. "The Four Canucks", Jack Reid, Ernie Taylor, Ernest Berry and Bill Morton harmonize in vocal selections. Nancy Douglas, a favourite Canadian contralto, was guest artist recently and her beauti-

fully rich voice added a feminine note to the show.

Jack Allison and his vocal group — (popular as "The Liptonaire") were a portion of NBC's entertainment on "Atlantic Spotlight" recently. This program is a BBC-NBC exchange with Leslie Mitchell in London, England and Ben Grauer in New York. A unique feature of this show was a recording of Beatrice Lillie singing "Little Sir Echo" played by BBC and Miss Lillie, in person, answered the echo in New York.

'Bye now.

—ELDA

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# Reaching THE LOST HORIZON

**T**HERE is no city wall curtaining the 10,000 watt signal of Station CFRB, no lost horizon for advertisers who use this station. Miles from Toronto and its thriving city dwellers are hundreds of towns, villages and hamlets. To factory, store and office workers in Toronto, to busy farmers up and down the highways and the back concessions, CFRB has become the friendly voice of entertainment, the authoritative voice of information.

Seventeen years of service-to-our-listeners have entrenched us in the public heart, and have established for advertisers this economical and effective means of reaching our far-flung area.

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