

The Canadian Broadcaster

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A MONTHLY MEETING PLACE
FOR THE INDUSTRY AND ITS SPONSORS

Volume 2, Number 7

July, 1943

Nor Good Red Herring"

Whatever the CBC does, it is in direct contravention to one of its government-endowed duties, and frankly we're sorry for it.

We see in the plight of this quasi-government-quasi-autonomous amphibian, something comparable to the predicament of the hunter, who, finding himself hotly pursued by an angry bear, tried in a split-second to decide whether to seek sanctuary in a nearby shack or by climbing a prickly pine tree. "What would you do?" we ask. And whatever you reply, your retort will be: "What? With a bear behind?"

The CBC owes its existence to the need for a body to control the broadcasting business, for the good of the listener; to curb any tendency to let business avidity run away with responsibility to the public; and with these ideals we can find no disagreement. Nobody loves a copper, but nobody suggests that we could do without the law.

Next we find that the CBC, besides being charged with control of private broadcasting, exists also to dispense radio entertainment and entertainment to the public. For this purpose receiving license fees are levied, and if these fees paid for the CBC operation, all would be well. But unfortunately the budget does not balance in this way, and the CBC needs it necessary, if it is to survive, to increase its revenue, which it does by selling network programs to advertisers both Canadian and American. Fortunately the CBC is in a happy position as regards this part of its activities, for it is given, by act of parliament, a complete monopoly on the transmission lines used in network broadcasting, and thus can offer network advertisers and their agencies its national network facilities on a take-or-leave-it basis.

In the course of exercising its control over the private industry, it has been found advisable by the CBC to introduce various regulations which curb the private stations in the pursuit of their business of selling time. We refer of course to such restrictions as those imposed on the playing of recorded programs, the sponsorship of news broadcasts and commentaries, the mention of prices over the air. Many of these may be sound — essential perhaps — but the CBC must find them embarrassing because they all tend to depreciate local or "spot" broadcasting, and this cannot be expected to react in favor of the CBC's own network.

This amphibious set-up of Canada's national broadcasting system has complexities which go even deeper than this.

From time to time parliament appoints a committee to investigate broadcasting in Canada. Each time one of these committees sits, some member whose blood is infected with the nationalization germ suggests that the private stations "do not render a community service commensurate with their increased earnings, especially in connection with the encouragement of local talent."

We have made it our business to investigate the talent situation, and we are convinced that the only limitations to what the private stations do is set by the amount of local talent available to be found. We submit that the CBC, through its station relations department, must know that the allegations of the committeemen are false, and we suggest that if the Corporation's real mission were to improve the lot of Canadian listeners, it would listen to enlighten such erring committeemen with its own knowledge of what the private stations are doing to justify their existence, and, further, would lose no opportunity of encouraging and helping private operators, perhaps offering awards and citations for the best programs produced and talent developed by the private stations.

If on the other hand the government formed the CBC (and its predecessor the CRC) as a means of gathering in some of the shekels that were beginning to flow into the private broadcasters' bank accounts, then one could understand why the CBC would, as a matter of business, do everything in its power to show up the private stations in the worst possible light.

But neither of these situations exists, and when these investigations occur, the CBC finds itself quite unable to fight for the reputation of the private stations, which are after all its self-assumed responsibility, or to help them increase in usefulness and acceptance in John Public's ear-drums, lest, by so doing, it damage its own chances of selling network-time to advertisers; neither does it take a firmly antagonistic stand, lest it lose the co-operation of the 25 private stations it must have if it is to offer the public its sustaining and commercial network shows.

The CBC, confounded perhaps by these amphibious qualities its creators have given it, sits quietly listening to these unfair indictments, secure in the knowledge that if it says nothing it cannot say the wrong thing.

Radio's control by the CBC, as a government commission, could be of benefit to the country, just like the Railway Commission, or, in the United States, the Federal Communications Commission. It is for such purposes that government commissions are usually appointed. But as for these Commissions starting in business in opposition to and partially capitalized by the private organizations they are appointed to regulate, even an apathetic public should shiver in its shoes, for under such a state of affairs, democracy becomes a myth and freedom of speech a fading memory.

Richard S. Lewis.

Managing Editor

U. S. Radio Tops Newspapers 16.9 Per Cent

Some interesting figures have been brought to light by the National Association of Broadcasters, Washington, D.C., showing the relative national revenues of the "Big Three" advertising media in the States, newspapers, magazines and radio, over the past fifteen years.

Figures and percentages are shown for the "normal" year 1927, the "depression" year, 1933, and the latest year 1942. The "peak" year, 1929, was avoided.

Year	Total Revenue	Newspapers	Magazines	Radio
1927	\$412,000,000	54.6%	44.2%	1.2%
1933	299,000,000	48.6%	32.2%	19.2%
1942	551,000,000	25.9%	31.3%	42.8%

It is worthy of note that the newspaper figure for 1942 includes \$13,000,000 (est) carried by "This Week" and "American Weekly", and this amount might more properly be deducted from the newspaper total and added to the magazine figure, since both these publications are "Sunday Supplements" and would perhaps be better classified as magazines.

WE'RE CORNY AND THEY LIKE IT



Yes, it's Palmolive's "Happy Gang", just gone on vacation after celebrating its sixth anniversary, and already booked by the same sponsor, through Spitzer and Mills, for re-appearance on the National Network this fall. Nobody knows, themselves included, what makes them tick, but they've reached and held top-rating for daytime Canadian radio.

In the upper picture, reading from left to right: emcee Bert Pearl; Eddie Allen, Accordion and vocals; Hugh Bartlett, Announcer; Bob Farnon (now with the "Army Show"); George Temple, producer; Blain Mathé, violinist.

Below, left to right: Kathleen Stokes, organist; Cliff McKay, instrumentalist; Jimmie Namara, xylophonist; John Adaskin, director



What we have we'll hold

Victory Bonds are *meant* to be held. Every time we cash a bond, for no good reason except that we want to spend the money, we do an unpatriotic action, lose a sound investment, and weaken the cushion which may save us from many a nasty post-war bump. So hold on to your Victory Bonds—they are provision for *today*, preparation for *tomorrow*. And hold on to your business and the goodwill attached to your name and product as well. There's no better way to make sure that "What we *have*, we'll hold," than by keeping yourself before your public regularly, intimately, pleasingly — through RADIO.

Representing

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

Stovin & Wright

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

Vol. 2, No. 7 July, 1943

Published By
G. LEWIS & COMPANY
104 Richmond Street W.
Toronto - Ontario

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

Managing Editor **Edward G. Lewis** Art Editor **Grey Harkley**

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

Correction Please

In *Marketing* for July 10th there appeared a short item which said certain radio stations have announced rate increases as of July 1st. It then proceeded to enumerate a number of Canadian stations. This curt announcement was only part of the story, and appearing as it did may have left an entirely erroneous impression with those who read it.

The facts of the case are that as of July 1st, member stations of the Canadian Association of Broadcasters issued new rate cards conforming with an agreement they made at their Annual Meeting last February to effect a certain stabilization of their structures.

In the process of adapting cards to conform with the new arrangements, certain adjustments were in many instances necessary, and these should, in our opinion, have been included in the news item if a full picture was to be given.

While small increases have resulted in some cases, other stations show decreases.

Advertising agencies have expressed themselves well satisfied with this first attempt by the radio industry to facilitate the detail work that has to be done in formulating a proposal for a radio campaign, and since the stations were previously all issuing rate cards according to their own ideas, a number of changes were to be expected.

We are taking the liberty of correcting those who read the item to which we have referred, as well as the editor of *Marketing*, in order that a wrong impression may not be left.

RIGHT NOW sets are available in various bindings of ENCYCLOPAEDIA BRITANNICA. The Book Dept., of the "Canadian Broadcaster" can furnish information. Cash or terms. Write 104 Richmond Street W., Toronto-

Coldwell Sees Place For Private Radio

M. J. Coldwell, C.C.F. Leader, and a member of the House Radio Committee, said that he did not think that the 1942 committee had any desire to eliminate private broadcasting. It was generally recognized, he stated, that community stations have a definite place in Canadian broadcasting.

Concludes Investigation

Tuesday, July 13th marked the end of the public investigations of the House Committee on Broadcasting, and Dr. J. J. McCann, its chairman, announced that study would commence the next day preliminary to the preparation of a report to parliament.

New Station For Newfoundland

The Chairman and Governors of the Broadcasting Corporation of Newfoundland have announced the inaugural program of the Corporation's West Coast Station, VOWN, which is now operating at Corner Brook, Newfoundland.

Stork Market

Cigars were handed out by Walter Elliott, president of Elliott-Haynes Ltd., last month. The occasion was the birth of his first daughter, Maureen "Statistics" Elliott.

You can MAKE MONEY in this Radio Quiz!

- Q. Where is the radio listening capital of America?
 - A. Montreal, Québec. A greater ratio of the population listens to radio more of the time in Montreal than in any other community so far measured by recognized methods.
- Q. Among what part of this unique audience is listenership highest?
 - A. Among the French speaking people, who make up 63% of the population (82% for the province of Québec).
- Q. What Montreal station gives added value to the phenomenally high ratings of this territory?
 - A. CKAC. The dominating leadership of CKAC in evening ratings gives whole family coverage—more listeners per set. Eight out of the leading ten evening programs in Montreal are carried by CKAC.

This year, earnings in the Province of Québec are at an all time high. Your sales story on CKAC reaches more people more effectively—and at a rate which means true economy.

CKAC

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

Lewisite

or to be technical
"Beta-chlorvinylidichlorarsine"

OK! SO WE'RE SORRY!

That bloomer last month — "Happy Gang Anniversary" inspired copious fan mail, for which our feelings of gratitude are somewhat mixed. The trouble was our proof reader didn't attend University.

Hm - Hm - Hm - Hm

NOW WE'LL TELL ONE

C.C.F. Leader M. J. Coldwell told the House Committee on broadcasting that local community stations had a definite place in Canadian Broadcasting.

And just where would that place be, Mr. Coldwell?

Hm - Hm - Hm - Hm

ELDORADO!

Dr. James S. Thomson disclosed to the House Committee that a manuscript had been found in a pile of junk which was later identified as the original of a composition of Karl Phillip Emanuel Bach, second son of Johann Sebastian Bach.

Oh boy!

Hm - Hm - Hm - Hm

S'LONG FRANK

Frank Dennis, of Walsh Advertising, Toronto, is about to be inducted into the U.S. Army. When asked how he felt about it he replied: "It'll be swell to get out of this surevy radio business into a nice quiet war."

Good luck, Frank, to you and your sense of humor.

Hm - Hm - Hm - Hm

OIL AND WATER

Wouldn't it be "just dandy" if press and radio decided that the furtherance of the war effort was much more important than personal rivalry, and combined their resources in the 5th Victory Loan campaign into one mighty tidal wave sweeping to Victory.

Hm - Hm - Hm - Hm

MAILBAG

"Your paper is nothing but a mouthpiece for the big interests in which you air their alleged grievances, to your own personal gain."

— Ex-reader

Please mark cheques 'par Toronto'.

Hm - Hm - Hm - Hm

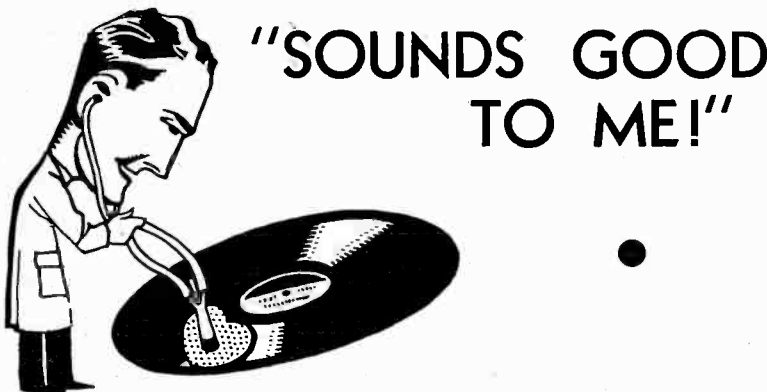
PLATTITUDE DEPT.

Community service, like virtue, is its own record, only much less monotonous.

Hm - Hm - Hm - Hm

WHAT'S WRONG WITH THIS

One thing we must always remember, said the producer, is that without the fellows who sell the show, we wouldn't even be eating.



"SOUNDS GOOD TO ME!"

A stethoscope check which gives you this verdict is GOOD NEWS.

And more good news is the constant, unvarying good quality you always get with Dominion "Duophonic" Transcribed "spots" and programs.

And remember, Dominion Transcribed Musical Shows are still available.

Ask for a demonstration today

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

Let's

Ask The Advertisers

The Canadian Broadcaster paid a call on J. E. Mason, advertising manager of Canada Dry Ginger Ale Limited. We'd heard about his Winnipeg program, had been told about the tough competitive problem his company was facing there. We asked him if he would take down his hair for the benefit of our readers. He would, and did.

"We started 'Double or Nothing' on CJRC, Winnipeg", Canada Dry's aggressive advertising manager began, "because we wanted to get it across to the Winnipeg market that we had built a modern bottling plant in their city and should be regarded as a local manufacturing concern rather than invaders bringing in our products from the east."

"It was a tough assignment," Mr. Mason explained, "because we were up against an old established Winnipeg competitor, who had the jump on us by a good many years. It took a lot of discussion between MacLaren Advertising Co., Ltd. (our agency) and ourselves before we finally decided to start our blitz on the Western Metropolis with 'Double or Nothing'. I can tell you quite honestly that the program has done far more for us than we even hoped it might."

We asked him to elaborate.

"Well", he said, "we started on December 2nd, 1942, using the 'Double or Nothing' show, with its studio and air audience participation. To start with we used Canada Dry Sparkling Water and Ginger Ale commercials. Then, when sugar rationing became more stringent, and the ginger ale problem became one of discouraging business rather than inviting it, we started concentrating on our Sparkling Water and also using the program to build goodwill for the Canada Dry name among both consumers and dealers."

"And the response?" we asked.

He smiled. "If you want to show your readers a radio success story" he said, "just take a look at these figures. Then he handed us the story in terms of letters from listeners and label enclosures. We have

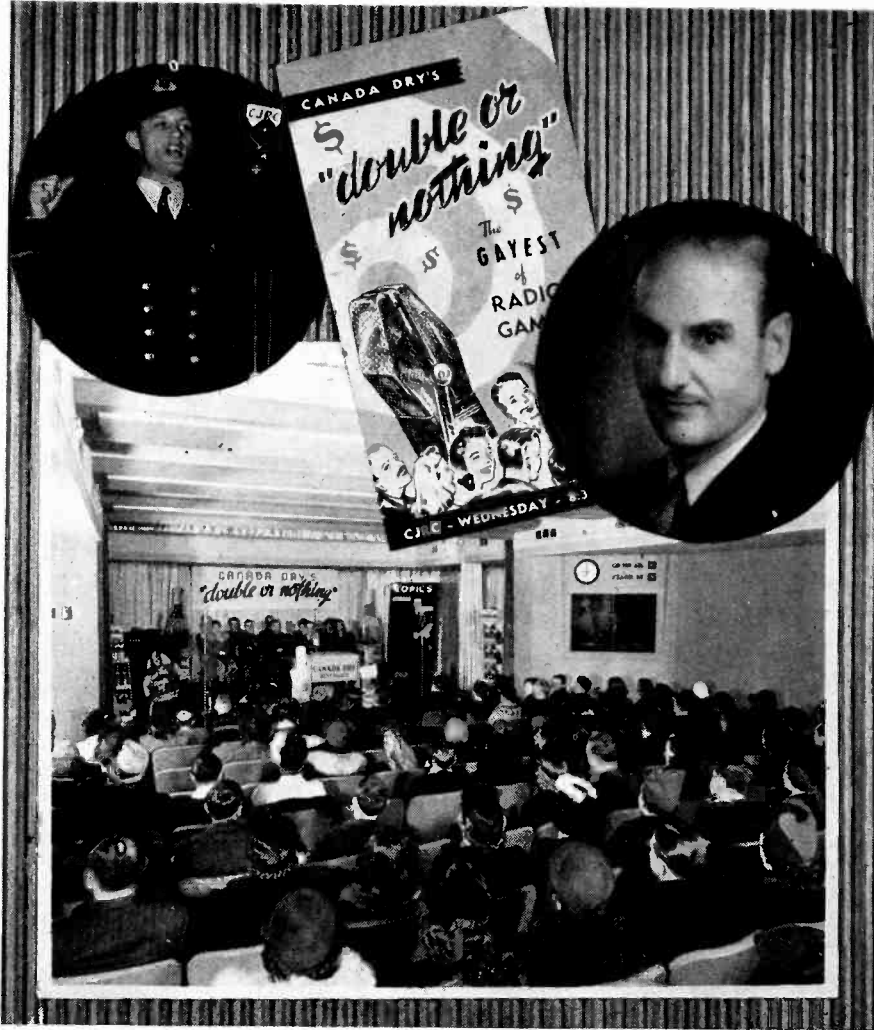


231 ST. JAMES ST., MONTREAL

We asked him what kind of promotions had been used to put the show across.

He paid special tribute to CJRC for its efforts to tell people about the program, conducting their own promotional ideas on their own initiative, and also co-operating with the sponsors and their agency in displays, dealer tie-ins and other audience-getters.

"Then there's our mailing piece", he added. Right from the start we decided to acknowledge every letter, whether the sender won or not. To begin with we used a postal card,



Canada Dry's "Double or Nothing" in full swing in the audience studio at CJRC, Winnipeg.

Top left: Sub-Lieutenant Bill O'Connor leads an audience of sailors in the R.C.N.V.R. Barracks in Winnipeg in a sing-song when they originated "Double or Nothing" from H.M.C.S. Chippawa. Top centre: The folder sent by Canada Dry Ginger Ale Ltd. to acknowledge all mail addressed to the program. Top right: J. E. Mason, sales manager of Canada Dry Ginger Ale Ltd.

tabulated them on this page.

The increase from 349 letters on the first program, up to a peak of 4,346 on the eighteenth, and then a normal summer decrease for the 30th show on June 23, — that is one side of the picture.

In the following column an increase in product label enclosures from 70% to 91% is a record it would be hard to break. In discussing the figures, Mr. Mason was particularly emphatic in pointing out the high and steadily growing percentage of letters in which labels were enclosed. "That means they're drinking Canada Dry", he said, "and I don't see how you could ask your advertising to accomplish more than that!"

but after a few programs we were a little concerned to find that contestants were sending in their mail to the Canada Dry Program, but were enclosing labels from our competitor's product! We believe in loving your neighbour" he chuck-



Employment Wanted

We want a job in your sales department calling on 205-000* loyal listeners as often as you wish, delivering your business messages — institutional or sales—to this host of prospective customers who tune to CKCR for between-shift relaxation and enlightenment.

Ask Your Agency

*In the primary area only.

REPRESENTATIVES
STOVIN & WRIGHT

Blood Donors

To the Red Cross, invasion means more mercy work to perform.

Whether for the blood donor clinics, prisoners' parcels or any of the other war work undertaken by this organization, more help will be needed, and more publicity

Radio stations, advertising agencies and their clients willing to contribute publicity will find a real welcome at their local Canadian Red Cross headquarters, and their assistance will be gratefully received.

led, "but there is a limit to things. So we dropped the postal card and substituted a small folder showing the personalities involved in the show; a short product message; and a cut of a Canada Dry bottle with our name and trademark emphasized.

"It worked?" we queried.

"We're just selling Canada Dry now" he replied.

CANADA DRY'S 'DOUBLE OR NOTHING' MAIL TALLY

Number of Program	Date of Program	Letters Received	Percentage with Labels
1st	Dec. 2 1942	349	70%
5th	Dec. 30 1942	1,437	77%
13th	Feb. 24 1943	4,346	84%
18th	Mar. 18 1943	4,702	88%
30th	June 23 1943	2,887	91%



Top Tunes of **TODAY!**

"HOTTEST Popular Music Program Available to Local Stations . . ."

BROADWAY BANDWAGON

Here's the answer to your "hit tunes" dilemma. Top tunes of Today are included in all current releases of the Broadway Bandwagon.

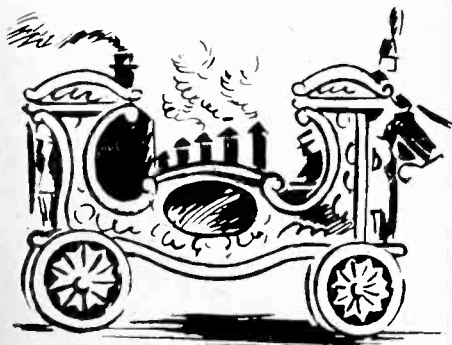
Hit Tunes Like:

- You'll Never Know
- Comin' In On A Wing And A Prayer
- In My Arms
- Let's Get Lost
- Taking A Chance On Love
- You Rhyme With Everything That's Beautiful
- In The Blue Of Evening
- Violins Were Playing
- I Never Mention Your Name
- No, No, No
- What's The Good Word, Mr. Bluebird
- Goodnight Little Angel
- I Heard You Cried Last Night
- It Started All Over Again

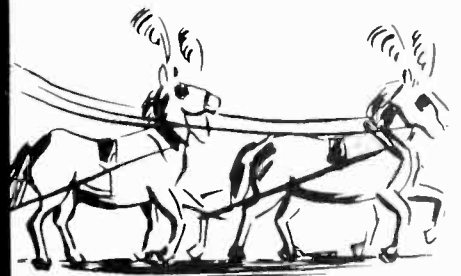
All of these outstanding "Hit Tunes", and many more, have been released by Lang-Worth.

The Broadway Bandwagon, featuring Top tunes of Today, is one of several highly commercial daily script shows furnished free to all Lang-Worth subscribers.

Why not investigate Lang-Worth? Today is not a minute too soon.



LANG-WORTH
 INCORPORATED
 PLANNED PROGRAMS
 420 MADISON AVE. • NEW YORK





What's Doing at the Brown's Tonight?

No pleasure rides for the duration. Mary's boy friend overseas. John is overseas, too. The Browns are working harder than ever—coming home more tired—using their car less—staying home more.

The Browns are listening to their radio tonight. More than ever, they're relying on their radio for entertainment.

Now is the time to talk to the Browns through radio, the ideal sustaining medium. Talk to them *today*, when they're in the mood to listen,

and they'll remember you tomorrow, when things get back to normal.

You can do this effectively, inexpensively—over their favourite "All-Canada" station. You can *spot* your programme at the most effective time on any of the thirty-three "All-Canada" stations in the markets you wish to reach. Let us help plan your own programme or select from our fine transcription library. Ask your advertising agency for details.



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

POST-WAR PLANNING IS THE VOGUE

Planning of any kind calls for careful study, and in going over the potentialities of the Ottawa market it is vital that the 10% French population be given full consideration.

CKCH with 250 watt power gives complete coverage of the French homes of the Ottawa Valley, and enjoys a proven audience preference in this market. An instance of its constant effort to best serve the listener is the recent addition of Sunday morning broadcasts to its schedule.

Follow the lead of the local merchant who knows what station produces results for him day by day. CKCH carries more local advertising than do the other two Ottawa stations combined.

For coverage of the French market plan on

CKCH

OTTAWA - HULL

TORONTO OFFICE:

D. L. BOUFFORD
115 Yonge St. AD. 7408

MONTREAL OFFICE:

RADIO REPRESENTATIVES Ltd.
Dominion Square Bldg. HA. 7811

UNITED STATES OFFICES:

HOWARD H. WILSON COMPANY
Chicago, New York, San Francisco
Hollywood, Seattle

Book Review

"HOW TO SPEAK IN PUBLIC", by C. W. "Bill" Wright has reached this office in manuscript form prior to its final journey to the printers, and, having read it, we believe we understand why an American publishing house, Crown Publishing Company, New York, chose to invest in this work of a Canadian speaker-writer.

Constructed in short pithy paragraphs, reminiscent of his own speaking, Bill writes with a style combining simplicity and clarity, which make for easy reading and quick understanding. He deals with every conceivable phase of speaking, from preparation to platform; he discusses the microphonic art, radio and public address; he describes the right routines, mechanics and rituals of a meeting; he addresses a chapter to the ladies; in short he has produced a book which is a completely comprehensive text-book on the art of effective speaking in public.

Having read it fast, with dire threats hanging over our head of what would happen to us if the one and only manuscript failed to return in one piece to poppa, we can unhesitatingly recommend it to those who are or may sometime be called upon to "say a few words", in fact to everyone.

Statistics

In all the world, there are 2,481 radio stations — and more than 108 million radio sets. In the Axis Nations, there are 271 radio stations and 33 million radio sets. In the United and Neutral Nations, there are 2,210 radio stations and 75 million radio sets — eight times as many as in the Axis Nations.

Thus we see that the United States alone has nearly four times as many radio stations as all Axis Nations combined — and nearly twice as many radio sets. The United States total: 924 stations, 56 million radio sets.

In radio sets per thousand population, the United and Neutral Nations have 47 per thousand; the Axis Nations — 62 per thousand; in the United States itself there are 425 sets for every thousand people. In other words, there are nearly seven times as many sets per thousand people in the United States as in the Axis Nations. The United States has 37 per cent of the world's radio stations, 924 out of 2,481. In short, a total of 30,600,000 United States radio families depend upon the 924 stations of our country for entertainment, information and education.

—Frank E. Mullen, Vice President and General Manager, National Broadcasting Company.

Private Net A Menace

Dr. James S. Thomas, CBC General Manager told the House Committee on Radio Broadcasting that any group of private broadcasters who would establish their own radio network in Canada would become the most influential group in the country.

"I think we have to recollect", he said, "that whoever controls any network in this country, would wield enormous power, almost incalculable power, far more power than would be wielded by, let us say, the Canadian Press.

"It is not that I am minimizing the press", he continued, "but the press has been very careful never to set up any unified control in this country."

Scores Sicily Scoop



Invasion of Sicily — the opening of the second front — put radio on its toes all over the world July 10th. A Canadian war

correspondent — Ross Munro, of The Canadian Press — scored a 7½ hour world beat over 53 other war correspondents with his eyewitness story from Sicily.

Munro, whose story was broadcast by the BBC and given flash relay to Canadian stations served by Press News, gave many interesting sidelights to his communiqués.

In one instance, he said, there was a batch of Canadians who had made the initial assault, and they told him that the first civilian they ran into was a Sicilian who had lived in Toronto for seven years. Munro talked with him himself later but he would not disclose his name.

This correspondent had his first news beat in the war when he was with the Canadians raiding Spitzbergen, and again in August last year, when he landed with the Canadians at Dieppe and wrote a first-hand account of the United Nations' first offensive action.

Toronto born — September 1914 — Munro was on the Canadian Press staff in Toronto, Winnipeg and Ottawa until three years ago when he was appointed war correspondent.

After the raid he did a short-wave broadcast describing the action, and returned to Canada, when he gave a description of it over the CBC national network. He also visited the home cities of the units which took part, meeting many of the relatives of the men personally, and delivering radio talks when the opportunity arose.



These two pictures look alike. Yet one is from the brush of a Master — the other a copy by one of his pupils. Only an expert can select the one that is worth the money.

YOUR RADIO PROGRAM in the Province of Quebec also needs an expert. Whether in French or English, it must be geared to the preferences, the thinking and the understanding of its audience. It looks simple to transfer or translate an English program for Quebec Province. Yet it may be, and often is, an entire waste of money and effort. Handled, however, by experts who specialize on both French and English radio for Quebec, radio shows greater listener-interest than in any other province. May we discuss your radio questions with you?



RADIO PROGRAMME PRODUCERS

MONTREAL CANADA



Getting Away from "GUESSTIMATES"

Editor's Note

Athol McQuarrie, managing director of the Association of Canadian Advertisers, an organization with a membership responsible for the annual placement of over 25 million dollars worth of national advertising in all media, gives you his impression of what advertisers are thinking about radio. Athol is the brains behind the A.C.A. "Blue Book", annual analysis of Canadian media, and we detect that his article is subtly infiltrated with a thought that if radio would try and furnish advertisers with data comparable to A.B.C. information, mutual benefits would result. We mentioned to the author that we thought we could detect this thought, and he replied: "Thought? Hell, man! It's a prayer."

I have been asked to make a few observations on the subject of "Guesstimating vs. Estimating" as applied to radio promotion. Being cautioned to be brief and thus avoid unnecessary sweeps of the editor's blue pencil, here goes:

The promotion of any business with a service to sell can only succeed when based on a study of what the business has to offer. This is a very elementary lesson which I learned many times during these 35 years in which I have been associated with advertising — from the days in which I sold special merchandising events for "The Listening Post of Piper's Dam," to the more recent months when, lacking more authoritative information for "Blue Book" records, I approached Canadian radio stations for estimates (not "guesstimates") as to the number of radio homes in their primary areas.

Thirty years ago, long before the birth of radio, purchasers of advertising were concerned about the value of the service which media of that day had to sell. The Association of Canadian Advertisers wrestled with this problem and, through the A.C.A. Audit Form, pioneered in providing its member companies with informative data on circulations of publications. This work paved the way for the service, now generally accepted and enjoyed, of

the Audit Bureau of Circulations.

The work of the Canadian Circulations Audit Board is an example of the united efforts of national and industrial advertisers, agencies and publishers, under A.C.A. sponsorship, to take the "guess" out of circulation of trade and technical publications. Eighty-five Canadian publishers use this form of audit, which has been in general use for six years.

The A.C.A. "Blue Book" is the answer to the demand of national advertisers and agencies, first made over sixteen years ago, for correlated, authoritative data on publication media with an A.B.C. Audit. In later editions, information on the poster medium, supported by data from the Traffic Audit Bureau, was recorded, and trade and technical papers with an A.B.C. or C.C.A.B. Audit were listed. Information of interest to the transportation advertiser was included in the last edition, while a single page in the last two issues was devoted to radio.

The effectiveness of this presentation on radio need not be dwelt on here. It was a subject of editorial comment in the June issue of "The Canadian Broadcaster" and I commend it for reading by all who sell radio time and service. It is my sincere hope, and I believe I can speak for all advertisers and their agencies, that before the compilation of material for the 1944 issue of the "Blue Book" is begun, the

data made available on radio will be more comprehensive and generally accepted as authoritative.

In discussing the future of advertising with our member companies and many other national advertisers from Montreal in the East to Windsor in the West, I have been impressed by industry's growing demand for more accurate information as a means of determining how best to spend its advertising dollar.

Various research undertakings in the United States are attracting attention. Interest is being quickened in public opinion polls conducted periodically for the Association of National Advertisers of New York by the Psychological Corporation; "The Continuing Study of Newspaper Reading" is being more widely discussed, as also is the Daniel Starch analysis of attention value and readership of magazine advertisements and the related survey to determine copy themes most acceptable to the reading public.

And, as I discuss these new forces at work to get away from "Guesstimating", I am frequently asked: "What research is radio doing?" My answer as yet must be confined to reference to the work of the committee of radio and agency executives, with A.C.A. members, which for over a year has studied methods of measuring the size of radio listening audiences. The formula has been agreed upon and a

Your Advertising
DOLLAR

delivers
3,555
radio
homes*
over

CKNX

WINGHAM, ONT.

serving
**CANADA'S
RICHEST
FARMING
AREA**

•
1000 Watts
920 KCS
•

*30 minutes — 1 time evening.
A.C.A. Blue Book — 1943

ASK
J. L. ALEXANDER
Toronto Montreal

new tool is now available to Canadian radio to help it steer away from "guesstimates" and to adopt approved methods of presenting factually their market potentials.

If I am right in my premise that "the promotion of any business with a service to sell can only succeed when based on a study of what that business has to offer", then advertisers now may look forward to the radio industry taking its place among the other forward-looking media in providing information which will furnish a better basis on which to appraise the value of broadcast advertising as "a force which makes ideas live".

the FAVORITE
Saskatchewan Station
with both LOCAL and
NATIONAL sponsors!

- There's a reason for this preference . . . investigate it for yourself!

CKCK
REGINA, SASK.
620 Kilocycles

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

"A New Challenge"

Closed-circuit talk by E. L. Bushnell, CBC General Supervisor of Programmes, to all CBC affiliated and supplementary stations, Thursday, June 24th, 1943

cance, for all our programme operations. I should not wish to call it a sombre background, although it may well have its sombre aspects for many Canadian homes. It does not in any degree lessen the confident optimism with which the United Nations are now entering what they hope may be the first approaches of final victory, to realize that all victories are achieved at a cost which in the long run is reckoned in the lives and homes of individuals. It is into these homes that radio enters with a degree of intimacy that is almost frightening, at times, to those of us who are responsible for programme content. That is what is on my own mind in making this talk, and I am sure that you too, share this concern. But in the day-to-day and hour-by-hour routine of doing our jobs, it is not difficult — in fact it is entirely natural and understandable — to become so taken up with the particular job in hand, that we may forget all of its implications, and particularly the emotional impact that it may have upon listeners.

At a time when our Canadian boys will be taking great risks, risks that no one would dare minimize, it will be an obligation upon every person who is concerned in any way with what goes on the air here in Canada, to be continuously sensitive and alert for anything that under the circumstances may be in bad taste, or which might wound the feelings of listeners whose minds and hearts are overseas. That does not mean that we should strike any sombre note in our programming; people will need what solace radio can give, in the way of entertainment and good cheer, more perhaps than at any other time.

The things that we must be alert for, are such matters as these: a song or piece of music or variety programme whose title or presentation, or content, amusing under ordinary circumstances, but which might sound cheap and callous at

another time. Or we must guard against expressions of sympathy which, though given in all honesty of purpose, might sound a false note because of our remoteness from the lives and backgrounds of those who have suffered a loss. I do not think we should ever try to express direct sympathy in radio programmes.

It all boils down to a matter of intelligence, good taste, and sensitivity for the feelings of others.

I have made this short talk with some diffidence because I know that it may well be considered gratuitous. I do it simply for the sake of re-emphasis, possibly when working under pressure, which later on might seem regrettably clumsy and thoughtless.



am not giving this closed-circuit talk because I have any confidential information at my disposal, or because I wish to shroud these remarks in an atmosphere of mystery. This is simply a handy means of having an informal chat with all of you, who in different parts of Canada share responsibility for programmes that are heard by Canadian listeners.

I know that you take these responsibilities seriously in their relation to the war and Canada's share in it. I should like to discuss very briefly, an aspect of our wartime cooperation that has already been brought to your attention in a special memorandum which was sent to you at the end of April, under the heading "A New Challenge." I did not have at that time — nor have I now — any information with regard to the future plans of the Canadian forces overseas; in other words I know exactly as much as any reasonably well-informed person who is following the news from day to day.

It does seem pretty obvious, however, that the summer may bring events of exceptional interest and importance to Canadians.

And when those events take place, they will provide a new background, one of compelling significance,

In Vancouver



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



Frank H. Elphide Manager

All National Accounts
Used First in The Maritimes

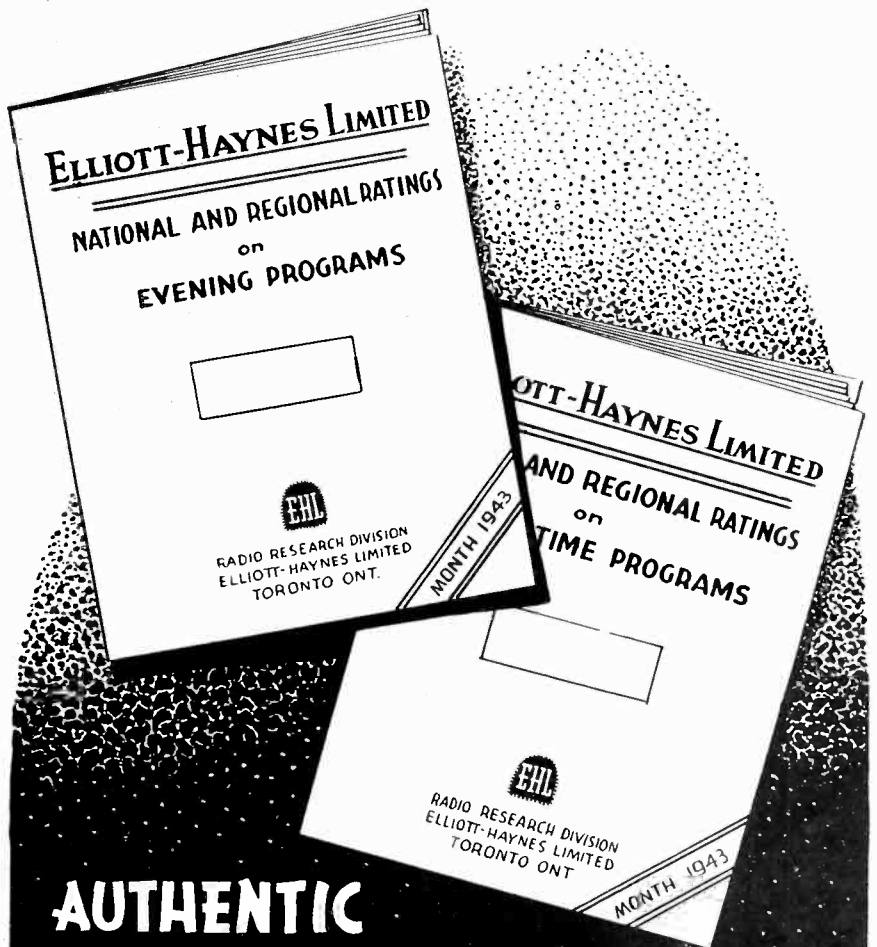
CHNS

"The Voice of Halifax"

For Seventeen Years

A FINE STATION
IN
A FINE MARKET

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



**AUTHENTIC
RELIABLE and
CONTINUOUS since 1940**

CHML

CFRB
COLUMBIA

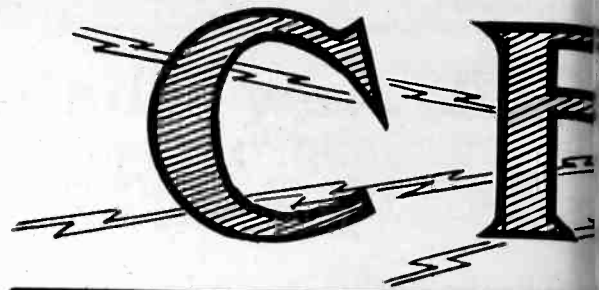
WBEN
N.B.C.

860

900

930

HAMILTON



CALGARY "The U
10,000 WAT

OUR 21st



Years ago we
was a tiny 10

10,000 watts of power,
low cost per listener
(draft exempt) sales
(Alberta) market...
rich slice of CFCN's

*Twenty-one years
world affairs.*

Twenty-one years serving
of them non-profitable
root-grubbing and sum
crop to obliterate the re
one years of pioneering
enterprise survive (with
will public ownership ex
Hitler) with bureaucrati
facilities to sympathize
a cherished memory?
questions as vital to Can
**ONLY GUARANTEE
FACTIONS.**

Coverage Data

CFCN — 10,000 watts

Calgary's First Radio Station

PRIMARY AREA

150 miles radius

Population - - 401,466

Radio Sets - - 80,950

Compared to

Calgary's Second Radio Station

(1,000 Watts)

PRIMARY AREA

75 miles radius

Population - - 195,555

Radio Sets - - 43,196

CFCN makes available

181,095 more Population
and 31,210 more Radio Sets

Plus

Coverage in Medicine Hat
not covered by other Calgary Stations.

Compared to

Calgary's second station plus the Lethbridge station
serving

Population - - 263,999

Radio Sets - - 56,527

CFCN makes available

137,476 more Population

24,423 more Radio Sets

In Alberta Cities — 27.7% have radio sets.

In Alberta Towns — 20% have radio sets.

In Rural Areas — 16.4% have radio sets.

Above estimates supplied by Calgary Radio Inspector



MEANTIME—RADI



**"Prairies" ALBERTA
1010 KC.**

BIRTHDAY

W. In 1922 CFCN
..... Today CFCN's
market coverage, and
the most productive
Western Canadian
listeners are enjoying a
ake.....ARE YOU?

*short span in
life of radio*

Western Canada ; many
land, stump-pulling,
aping some day for a
ger . . . After twenty-
instead? Will private
able to all citizens) or
ome inoculated (a la
ng tendencies to limit
d free speech become
years we see these
**ATE RADIO IS THE
SERVICE TO ALL**

GET ON WITH THE WAR!

Current Surveys Show

In the daytime CFCN's News has 82.8% of the audience or over 200,000 listeners in its primary area.

The four top National Daily Serial Shows on CFCN average a rating of 21.23 as against 16.85 on the four similar top shows on the second Calgary Station.

CFCN shows an average of 30,000 more listeners on these daytime shows.

Night time surveys show the top ten programs on CFCN have an average rating of 26.72.

Top ten shows on other Calgary Station — 23.66.

CFCN shows an average of 34,000 more listeners on these night time programs.

Average Cost per set reached*

On CFCN - - .3024 cents
Other Station - .5652 cents

**basic rates*

69.5% of Alberta's Population is Rural.
CFCN's Greater Coverage gives you this Rural Audience.

It's CFCN Two to One

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

● BRITISH COLUMBIA

Chilliwack	CHWK*	Canada—No Exclusive Reps.
Kamloops	CFJC*	Canada—All-Canada Radio Facilities
Kelowna	CKOV*	Canada—All-Canada Radio Facilities
Nelson	CKLN	Canada—Stovin & Wright
Prince Rupert	CFPR	Canada—Stovin & Wright
Trail	CJAT*	Canada—All-Canada Radio Facilities
Vancouver	CBR CJOR* CKMO* CKWX*	Canadian Broadcasting Corporation Canada—Stovin & Wright Canada—Radio Representatives Ltd. Canada—All-Canada Radio Facilities
Victoria	CJVI*	Canada—All-Canada Radio Facilities

● ALBERTA

Calgary	CFAC* CFCN*	Canada—All-Canada Radio Facilities Montreal } Toronto } Radio Representatives Ltd.
	CJCJ	Canada—No Exclusive Reps.
Edmonton	CFRN*	Montreal } Toronto } Radio Representatives Ltd.
	CJCA* CKUA	Canada—All-Canada Radio Facilities Does not sell time.
Grande Prairie	CFGP*	Canada—All-Canada Radio Facilities
Lethbridge	CJOC*	Canada—All-Canada Radio Facilities

● SASKATCHEWAN

Moose Jaw	CHAB*	Canada—All-Canada Radio Facilities
Prince Albert	CKBI*	Canada—All-Canada Radio Facilities
Regina	CJRM* CKCK*	Canada—All-Canada Radio Facilities Canada—All-Canada Radio Facilities
Saskatoon	CFQC*	Canada—Radio Representatives Ltd.
Watrous	CBK	Canadian Broadcasting Corporation.
Yorkton	CJGX*	Canada } Monireal } Stovin & Wright

● MANITOBA

Brandon	CKX*	Canada—Stovin & Wright
Flin Flon	CFAR*	Canada—Stovin & Wright
Winnipeg	CKY* CJRC*	Canada—Stovin & Wright Canada—All-Canada Radio Facilities

● ONTARIO

Brantford	CKPC*	Canada—J. L. Alexander.
Chatham	CFCO*	No Exclusive Reps.
Fort William	CKPR*	Canada—Radio Representatives Ltd.
Hamilton	CHML* CKOC*	Toronto—Metropolitan Broadcasting. Montreal—Stovin & Wright. Canada—All-Canada Radio Facilities
Kenora	CKCA	Canada—Stovin & Wright
Kingston	CKWS	Canada—All-Canada Radio Facilities
Kirkland Lake	CJKL*	Canada—All-Canada Radio Facilities
Kitchener	CKCR*	Canada—Stovin & Wright
London	CFPL*	Canada—Stovin & Wright
North Bay	CFCH*	Canada—All-Canada Radio Facilities
Ottawa	CBO CKCO	Canadian Broadcasting Corporation. Canada—Stovin & Wright
Owen Sound	CFOS*	Canada—Stovin & Wright

Parry Sound	CHPS	Canada—Stovin & Wright
Pembroke	CHOV	Canada—Stovin & Wright
Peterborough	CHEX	Canada—All-Canada Radio Facilities
Brockville	CFLC*	Canada—Stovin & Wright
St. Catharines	CKTB*	Canada—J. L. Alexander.
Sault Ste. Marie	CJIC*	Canada—J. L. Alexander.
Stratford	CJCS*	Canada—All-Canada Radio Facilities
Sudbury	CKSO*	Canada—All-Canada Radio Facilities
Timmins	CKGB*	Canada—All-Canada Radio Facilities
Toronto	CBL CBY CFRB* CKCL*	Canadian Broadcasting Corporation. Canadian Broadcasting Corporation. Montreal—All-Canada Radio Facilities. Montreal—Radio Representatives Ltd.
Windsor	CKLW*	Canada—Stovin & Wright
Wingham	CKNX	Canada—J. L. Alexander.

● QUEBEC

Amos	CHAD*	Canada—All-Canada Radio Facilities.
Chicoutimi	CBJ	Canadian Broadcasting Corporation.
Hull	CKCH*	Toronto—D. L. Boufford. Montreal—Radio Representatives Ltd.
Montreal	CBF CBM CFCF* CHLP* CKAC*	Canadian Broadcasting Corporation. Canadian Broadcasting Corporation. Toronto—All-Canada Radio Facilities. Toronto—J. L. Alexander. Toronto—Stovin & Wright.
New Carlisle	CHNC*	Canada—All-Canada Radio Facilities
Quebec	CBV CHRC* CKCV	Canadian Broadcasting Corporation. Canada—No Exclusive Reps. Canada—Radio Representatives Ltd.
Rimouski	CJBR*	Toronto—Stovin & Wright. Montreal—All-Canada Radio Facilities.
Rouyn	CKRN*	Canada—All-Canada Radio Facilities
Ste Anne de la Pocatiere	CHGB	Canada—Stovin & Wright
Sherbrooke	CHLT*	Canada—Radio Representatives Ltd.
Trois Rivieres	CHLN	Canada—Radio Representatives Ltd.
Val d'Or	CKVD*	Canada—All-Canada Radio Facilities

● NEW BRUNSWICK

Campbellton	CKNB	Canada—All-Canada Radio Facilities
Fredericton	CFNB*	Canada—All-Canada Radio Facilities
Moncton	CKCW*	Canada—Stovin & Wright
St. John	CHSJ*	Canada—Stovin & Wright
Sackville	CBA	Canadian Broadcasting Corporation.

● NOVA SCOTIA

Antigonish	CJFX	Canada—J. L. Alexander.
Halifax	CHNS*	Canada—All-Canada Radio Facilities
Sydney	CJCB*	Canada—All-Canada Radio Facilities
Wolfville	CKIC	Does not sell time.
Yarmouth	CJLS	Canada—All-Canada Radio Facilities

● PRINCE EDWARD ISLAND

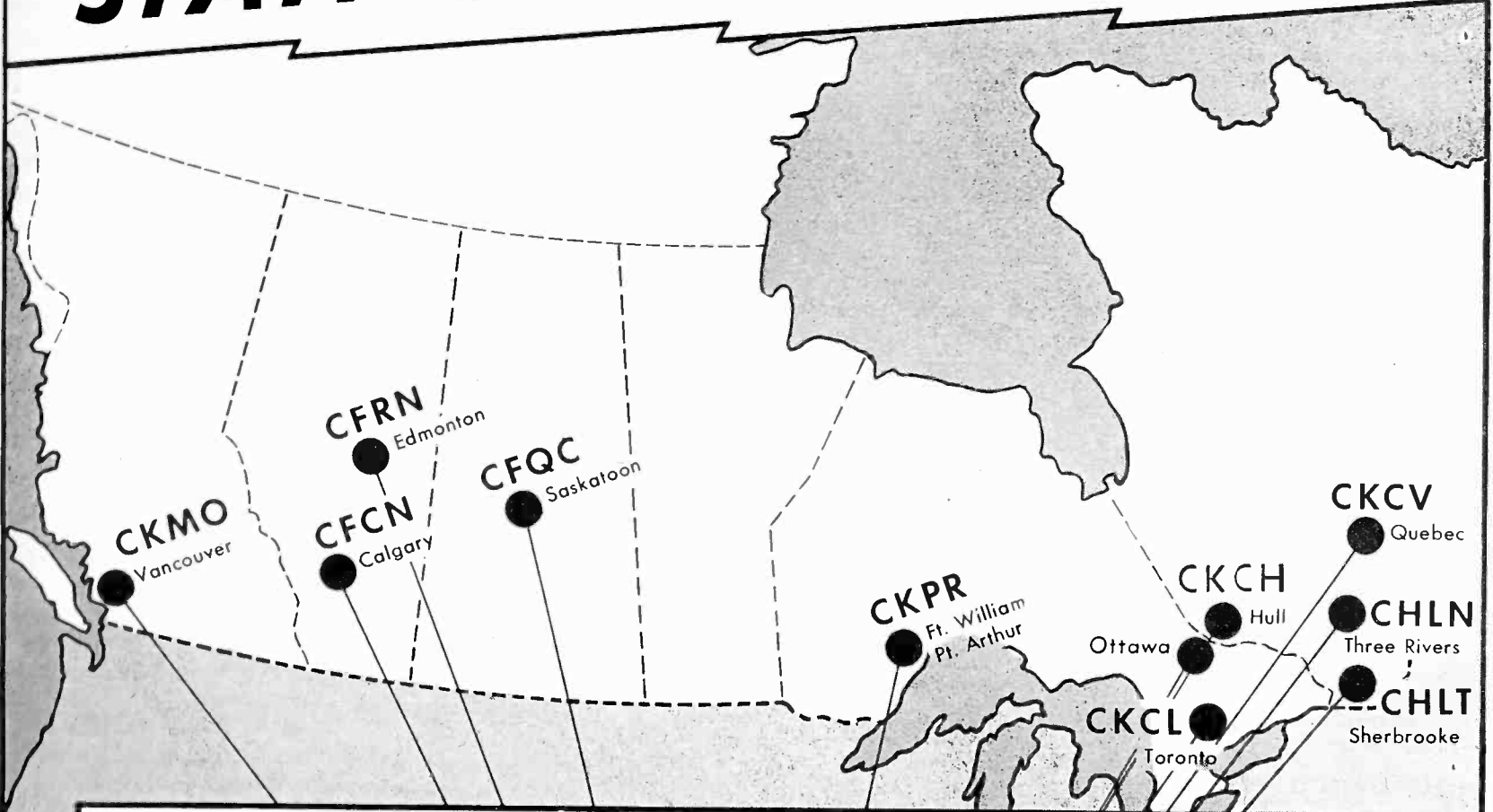
Charlottetown	CFCY*	Canada—All-Canada Radio Facilities.
Summerside	CHGS	Canada—No Exclusive Reps.

● NEWFOUNDLAND

St. John's	VOCM	No Exclusive Reps.
	VONF	Canada—All-Canada Radio Facilities

*indicates membership in the Canadian Association of Broadcasters, which has supplied the above information in respect to its member stations.

TEN TRIED AND TESTED STATIONS TO SERVE YOU



ONE THING IN COMMON

"East is East and West is West and never the twain shall meet", wrote Rudyard Kipling. There may be differences between East and West and differences, too, between the various provinces across the country . . . differences in environment, methods of speech, buying habits. But, after all, the market areas covered by the ten stations shown above consist of people who have one thing in common—radio consciousness.

You can reach these great listening audiences economically and effectively over these ten stations or you may select any station or stations to suit your requirements. We welcome your enquiries.

Radio Representatives Limited

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



... better 3 ways!

1. Scored edges are easier to insert in typewriter or mailing machine.
2. Wider gumming shoulders on flap and seams add strength and security.
3. Smartly streamlined. No points. All curves. As modern as the machines that make them.

Globe Envelopes can be ordered through the Supplies Dept. of The Canadian Broadcaster.



Gentle Commercials

Using Fibber McGee and Molly and The Great Gildersleeve as subjects of his analysis, Melvin Brorby, vice-president of Needham, Louis and Brorby, Inc., explained to students of the NBC Northwestern University Summer Radio Institute how the agency formulates commercial messages for the two shows, which are handled by that agency.

"In preparing commercials for our shows," Brorby said, "we always try to identify the advertising message with the listeners' interest at the moment. We strive to make our commercials gentle and unobtrusive with a minimum of ideas. We believe further that the best of commercial radio writing is based on understatement.

CERN 1260
on Your Dial

1000 watts —

IN **EDMONTON**
ALBERTA

THE CITY SERVING
NORTHWEST CANADA
AND THE
ALASKA HIGHWAY

Amendment to Radio Regulations

An amendment has been made by Order-in-Council No. 5020 by the Minister of Munitions and Supply to Regulation Number 31 passed under Section 44 of the Broadcasting Act, 1938.

Radio Regulation 31 is hereby amended by the addition of the following:

31 A. Private Commercial Broadcasting Station Licences shall be subject to the following conditions respecting ownership and operation:

- (a) The issue of a licence shall be conditioned upon the licensee being the owner of the station licensed, and upon the ownership or control thereof not being transferred either directly, or indirectly by transfer of shares of capital stock of the licensee, to any person without the permission of the Minister.
- (b) Except with the permission of the Minister given upon the recommendation of the Canadian Broadcasting Corporation, no person shall be licenced to operate more than one station and no licence shall be issued to a company owned or controlled by a company holding a licence.
- (c) The licence shall be conditional upon the station being operated in fact by the licensee in person or by bona fide employees of the licensee; provided, however, that this condition may be omitted or rescinded by the Minister acting upon the recommendation of the Canadian Broadcasting Corporation.
- (d) The Minister may require periodic or other returns to be made by the licensee of the revenues, profits and expenditures of the station and any other information required by the Minister for the purposes of this Regulation and to ensure that such station is operated in the national interest and for the benefit of the community in which it is located.

Lynch Promoted

R. W. Keyserlingk, general manager of British United Press, has announced the appointment of Charles B. Lynch, Toronto Bureau Manager, to the post of Central Division Manager, with headquarters still in Toronto.

CAB Appears Before House Radio Committee

Private Radio Wants Reasonable Competition

Joseph Sedgwick, K.C., presenting the Canadian Association of Broadcasters' brief to the Parliamentary Committee on Radio Broadcasting, asked the committee that the private broadcasters be allowed to compete with the Canadian Broadcasting Corporation "on reasonable terms."

Sedgwick was spokesman for the CAB delegation which the association sent to Ottawa when its request for a hearing before the committee was granted.

The delegation consisted of Joseph Sedgwick, K.C. (CAB Counsel); Glen Bannerman (CAB president and general manager), George Chandler (CJOR, Vancouver); Narcisse Thivierge (CHRC, Quebec), Phil Lalonde (CKAC, Montreal), Jack Cooke (Northern Broadcasting & Publishing Ltd.); Harold Garner (Peterborough); B. de F. Bailey (Toronto); G. R. A. Rice (CFRN, Edmonton); A. A. Murphy (CFQC, Saskatoon).

Private Radio's Requests

The Association's requests, as voiced by Mr. Sedgwick, were as follows:

1. That individual stations be encouraged to improve their facilities, increase their power and operate multiple station hook-ups.
2. That private broadcasting stations be given the opportunity of participating in the development and use of all new phases of broadcasting.
3. That private broadcasters be assured continuance of their licenses so long as operation of their stations was in accordance with public interest and convenience.

Nationalization Bogey Impedes Service

Speaking of the 1942 committee and its report, Mr. Sedgwick said

that private broadcasters were disturbed by the weakening of the security of the private stations engendered by last year's report which supported general nationalization of radio in Canada, a feeling born not only of what was said, but of some things which were hinted at.

If the committee proposed total nationalization of radio, he said, it should say so flatly. If it did not want this, radio should be freed of the constant threat of nationalization, which certainly did not create an atmosphere of encouragement to private stations in expanding their service to the public.

Nationalized radio in Europe, he pointed out, was used largely for propaganda purposes. He referred to the situation in England, and explained that the BBC did not have a monopoly before the war and could not have fully satisfied the wants of the British listeners because a number of continental commercial stations broadcast exclusively to England, and that often these stations had a larger audience than the BBC. He also expressed the view that commercial broadcasting would be permitted in England after the war.

Survey Favors Private Radio's Survival

Quoting the results of a survey made on behalf of the association, Sedgwick revealed that when questioned as to the type of radio control the public wanted, 16% favored complete government ownership; 32% were in favor of some government and some private stations; and those favoring all private stations comprised 20%. 12.9% wanted private stations under government supervision and 18% would express no view.

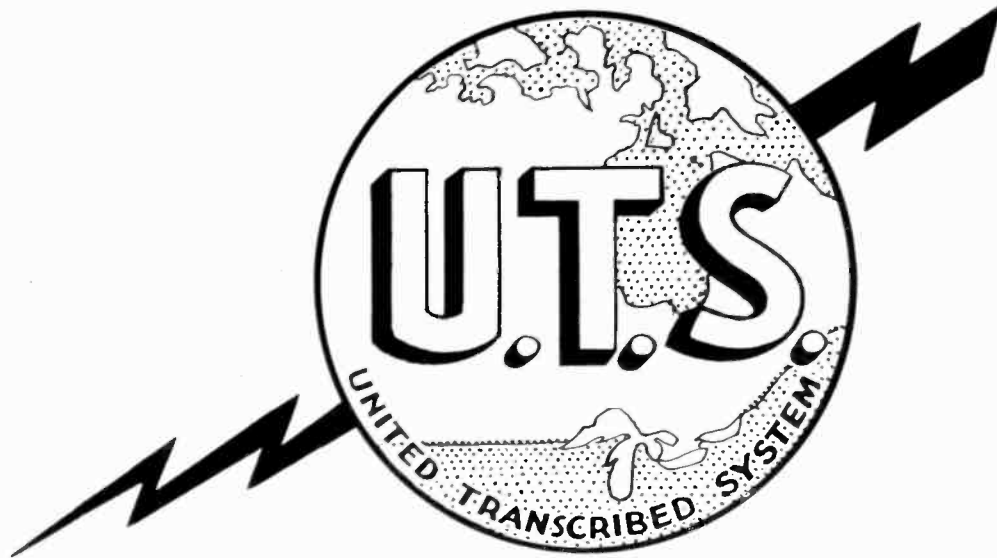


We've barrels of Statistics But we'd rather talk about our policy—

"LISTENERS FIRST"

1ST YEAR

1ST PLACE



Canada's
Leading Transcription Library Service

34 Subscribers Coast to Coast

This month the United Transcribed System celebrates its First Birthday. During the past year, in providing a better library service to Canadian radio stations, U.T.S. has become the leader in its field. Thirty-four subscribers (more subscribers than to any other library service) are using U.T.S.

More than just a transcription library, U.T.S. offers outstanding talent, wide variety in musical programs, perfect broadcast quality and excellent continuity service, all of which, combined with a modest cost, makes it easy to see why more and more Canadian radio stations are using U.T.S.

U. T. S. from Coast to Coast

- | | | | | | | |
|------|------|------|------|------|------|------|
| CJOR | CFRN | CJIC | CKCL | CJCS | CKCH | CJBR |
| CHWK | CHAB | CKGB | CKCR | CKLW | CKAC | CKCW |
| CFJC | CJGX | CJKL | CHML | CBL | CHLN | CJFX |
| CFCN | CKCA | CFCH | CKTB | CHEX | | CJLS |
| CFGP | CKPR | CHPS | CKPC | CKWS | CHLT | CJCB |

WRITE TODAY FOR AVAILABILITY AND AUDITION SAMPLES

EXCLUSIVE RADIO FEATURES COMPANY LIMITED

14 McCaul Street

Toronto

Ontario

Sales Representatives for

UNITED TRANSCRIBED SYSTEM

What the Surveys Say

Facts and Figures from Elliott-Haynes Surveys

The July Evening Report, released July 16th, shows Lux Radio Theatre leading the nets across Canada. It is now on summer vacation, and will return this fall. It was listed in the top three throughout the Fall-Winter-Spring season.

X-X-X-X-X

July evening sets-in-use index is up one point over the 3-year average. Table, below, shows cross-Canada listening trends over the past three years.

	1941	1942	1943	3-yr. Av.
May	31.19	31.5	31.6	31.7
June	28.7	29.0	28.5	28.7
July	23.4	23.4	24.9	23.9
3-month Average	28.0	28.0	28.3	28.1

X-X-X-X-X

Here are the top seven networks, English and French, according to Elliott-Haynes Reports, July:

ENGLISH

- Lux Radio Theatre
- Passing Parade
- Treasure Trail
- Album of Familiar Music
- Kraft Music Hall
- Waltz Time
- The Army Show

FRENCH

- Les Secrets du Dr. Morhanges
- Course au Trésor
- French Lux Radio Theatre
- Le Café Concert
- La Vie Commence Demain
- Nazaire et Barnabé
- Quelles Nouvelles

X-X-X-X-X

John Nesbitt, teller of tall tales, appears on "Passing Parade", Johnson's summer replacement for Fibber McGee and Molly, and from rating data available to date appears to be heading towards a regular spot on the winter nets.

X-X-X-X-X

With "Lux Radio" gone fishing, "Passing Parade" and "Treasure Trail" will be left alone to battle out for ether supremacy.

The 7 top networks in Canada over the entire past season show Jack Benny leading by a slim margin of .1 over Charlie McCarthy. Here are the average ratings:

Jack Benny	37.2
Charlie McCarthy	37.1
Lux Radio Theatre	36.6
Fibber McGee and Molly	35.8
The Aldrich Family	31.4
Kraft Music Hall	29.3
Treasure Trail	27.9

X-X-X-X-X

The 8-month average for all 7 programs was 33.6 with Lux Radio Theatre showing the most consistent rating. December was their best month, with an average of 37.1 for the top 7, compared with the 8-month average of 33.6. Highest individual monthly rating went to Charlie McCarthy, with 42.9 in February, Fibber McGee and Molly paid 42.0 to place in January. "Treasure Trail" is the only program in the top 7 bracket having Canadian origination.

Canada Losing Radio Coverage

B. de F. Bailey, professor of Electrical Engineering, at the University of Toronto, told the parliamentary committee that many broadcast channels allocated to Canada under the Havana Agreement would be lost to the country unless they were used immediately, and that much of the radio coverage given under the agreement had been lost to Canada "perhaps permanently". These open channels, he said, should be used before 1946 if they were to be retained for the Dominion.

While urging that the channels be used, Mr. Bailey stated that he was expressing no opinion as to who should use them.

BUSINESS

● COLUMBIA PICTURES are experimenting with spots in the West to promote current picture releases. MacLaren Advertising, Toronto, advises that preliminary tests have been successful.

● TUCKETT LTD. will return to the air this fall with the Buckingham Cigarette program — Alan Young Varieties — through MacLaren Advertising, Toronto. During the summer this account is doing a western spot campaign.

● SMITH BROS. will commence a spot campaign on about 15 stations through Harry E. Foster Agencies Ltd., Toronto.

● QUAKER OATS CO. (Aunt Jemima) will resume 5-minute programs 5 a week on 11 stations in October through Spitzer & Mills, Toronto.

● WALTER M. LOWNY CO. LTD. will return with their "Men in Scarlet" (15 minute transcribed dramas) August 30th over 17 stations. Harry E. Foster Agencies Ltd.

● LEHN & FINK (Canada) Ltd. (Hinds Honey & Almond

Cream) — dramatized singing spots to be resumed in October. Same stations as last spring. Agency is Spitzer & Mills, Toronto.

● FRUITATIVES PRODUCTS LTD. will resume last year's spot campaign on the same stations in late September. Through Spitzer & Mills, Toronto.

● W. K. BUCKLEY LTD. will resume spots in November. Program arrangements are in the mill. Walsh Advertising, Toronto

● CITIES SERVICE OIL CO. LTD. — 15 minutes 5 a week, recorded music on CFRB, Toronto. Also spots on selected list. Spitzer & Mills, Ltd., Toronto.

● NATIONAL SELECTIVE SERVICE in conjunction with the Toronto local council of Women, has started a campaign to recruit housewives for part-time essential work in laundries, hospitals, dry cleaning plants, hotels, etc. Some newspaper displays and leaflets have been used, but future plans include radio. To date campaign is Toronto only, but if successful may assume national aspect. Toronto contact is Gordon Anderson, National Selective Service, Toronto.

QUIZ! Advertising Men!

- Name:
1. Terminus of Canada's largest railway
 2. Location of Eastern warehouse of Canada's largest mail order house.
 3. A boom city whose population has increased phenomenally in less than two years.
 4. Maritime cities with over 100,000 in immediate trading area. An eye-opener!

Sorry! We cannot go on with Military Secrets!

CKCW DELIVERS YOU MAXIMUM AUDIENCE
Morning Noon or Night

IT'S SHOWMANSHIP THAT DOES IT!

CKCW MONCTON

Representatives:
STOVIN & WRIGHT




SERVING

the thousands of workers congregated at the foot of the

ALASKAN HIGHWAY



1000 WATTS • MEMBER OF THE FOOTHILLS NETWORK
ASK THE ALL-CANADA MAN
WEED & CO. IN THE U.S.A.

For Real Advertising

Some 20 years ago Henry Ford appealed to his customers to buy, and pay for, cars long in advance delivery. The response was widespread. Right now there are two or three problems in Canada which might be solved in large part by a method suggested by that incident in Ford history.

Of immediate concern to all who are directly or indirectly interested in advertising, and its importance to the maintenance of an independent press, is that advertisers will forever continue to advertise goods for sale. And it is suggested that the era of impressive "institutional" or goodwill advertising has about run out.

The new, or renewed, kind of advertising that is feasible is advertising of goods — goods to be recovered after the war.

Old and reliable firms should have no great difficulty persuading customers to place orders now, and to pay, for goods to be manufactured and delivered when the necessities of these old and reliable firms no longer are required for their purposes.

There is the basis of a plan in the idea. The association of advertising agencies should get busy about, working with manufacturers as a group from the federal treasury.

Department stores and other merchants long have done a considerable business in gift and merchandise certificates. Similar certificates could be adapted to the present need, with the provision of pending the conclusion of the war or part of the fighting and the release of production facilities for civilian use, the proceeds of the sale of such certificates would go to trust funds which would be invested in Government bonds, earnings thereon to be credited to the issuer of the underlying certificates.

The idea would seem to be practicable. It would revive real advertising. It would help drain off excess purchasing power. It would enable manufacturers to do a bit of planning, at least on paper, as to their post-war production methods. It would enable economists to estimate the amount and indicate kinds of capital goods which the public and Mrs. Public are looking forward to buying again some day. It's a plan worth thinking about.

— "The Printed Word"

Walter Enger, Stovin & Wright, left for points east on a trip which he will call on the western stations represented by his firm.

Billboard Awards

The first Canadian award in "Billboard's" 6th annual radio publicity exhibit has been won by CKOC, Hamilton, because it "geared its special events department so that every event that could be turned to selling bonds would be spot-lighted and programed."

Second honors went to CKBI, Prince Albert, and the citation reads: "... not only did CKBI take its microphone right into every facet of the (Army) Week, but one day it had the army march in and take the station. Several times when prisoners escaped from the local penitentiary and other local jails, the station broadcast the alarm and the prisoners were back behind bars within 48 hours. This type of public service means crashing news stories which were page one copy. CKBI is strictly the type of station that uses public service to do a publicity job."

CKCK, Regina, got the third nod for turning over the station for one full day to the C.W.A.C., "as dramatic a gesture as could be wished for to prove that the C.W.A.C. was an integral part of the army." Then they sold it, in a publicity way.

Special awards in the Canadian section went to CJCA, Edmonton, "for exceptional social service programing"; to CFGP, Grande Prairie, "for contribution to community life"; to CKCK, Regina, "for effective dramatization of women's role in the war"; and to CKAC, Montreal, "for outstanding bilingual programing."

The Canadian radio industry is indebted to the publishers of "Billboard" for the interest they display in Canadian radio.

Tregale Goes West

Jack Tregale, of All-Canada, left Toronto, July 15th, for an extended trip eastward to the Maritimes. He expects to visit all the eastern stations represented by All-Canada, and will be on the road about a month.

More Hope than Charity

A Column of Constructive Destruction

— By Elda Hope

MUST MERE MAN . . . ?

The last stronghold of 'man' is gone. The invasion of the genders is on. A few short years ago, I used to think it took men to fight the battles, men to sit behind broad, highly-polished desks in executives' chairs and men to steer the buyers' footsteps towards the radio advertised product. But to-day women have invaded almost every type of work. We have women in every branch of the Armed Services, women leaders and organizers and, more recently, women radio announcers. Sorry gentlemen.

It is a popular and fashionable fallacy that women are not well received as announcers. Is this because the field was developed by MEN, and these same men wish to jealously guard it as their very own? Could it be that John Q. Public has become so accustomed to hearing male announcers over his loud speaker that he just plan resents hearing women's voices? Who is it that keeps telling sponsors that a woman announcer cannot give sales messages all they are meant to carry? Could it be the "stronger" sex?

Women announcers should be able to speak more intelligently about many advertised products than men. Surely a woman is better able to sing the praises of soap than a man, better able to tell of the household economy of using certain brands of food products, the efficacy of the medicinal remedies for her children and of the mellow, no bite mildness of a cigarette.

They have said that women on the air are "too nice". This cannot mean that women are too frail to shoulder this job after the experience of hundreds in the manufacture of munitions. It could imply their voices sound affected, but, if this is so, there have been lots of men announcers who have done a fair job of sounding just that way. It seems to me that women should be encouraged to relieve men in this type of radio work. We have a war to win, haven't we?

If it is not already doing so, necessity will soon compel radio stations to use women announcers. The primary requisites are a natural, sincere and not "elocutionary" delivery, an unaffected tone and a clear and correct pronunciation.

That he cannot get a word in edgewise at home is a common remark by the mighty male. That he is being interrupted, even at his sacred microphone, may be a common occurrence in the future. He has made the station break. Who is that approaching the mike, armed with the script of the featured announcer? It's a woman announcer. Hard to take boys? It's only the beginning.

WAB MEETING

This year's annual meeting of the Western Association of Broadcasters will be held in Banff, Alta., August 23rd and 24th.

萬

or in other words,

CFGP

the Alaska Highway Station

is fast becoming

THE **GATEWAY TO ASIA**

P.S. Certainly we'll take a spot!

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

VOICE OF THE MIGHTY PEACE

Alberta Churchmen Expand Radio

A special committee "to consider the whole question of the Radio and the Church" delivered its report to a recent meeting of the Alberta Conference of the United Church in Calgary.

The churchmen commended the CBC for the time it devotes to religious broadcasts, congratulated the Religious Advisory Council on the quality of its programs, and recommended to the Church's Commission on Radio that a radio committee be set up to supervise and coordinate all United Church broadcasting throughout the country.

The committee also urged the Home Mission Board to "make an experiment, possibly in the Grande Prairie area, of setting apart a man for a radio ministry".

The recommendation was also made that some definite period for United Church Broadcasts in Alberta be arranged, that a program of teaching and exangelism be formulated, and that a "Sunday School by Air" be established at Grande Prairie.

Northern Moves Office

Northern Broadcasting and Publishing Ltd. is moving its Toronto office from the Victory Building to the Canadian Bank of Commerce Building, King Street West, Toronto.

A meeting of the board of governors of the CBC has been called for August 10-11, the first session to be held in Vancouver, the second in Victoria.

John Tregale . .

Reg Beattie . .

ACTION REPRESENTATIVES

for an

ACTION STATION

CKOC Hamilton

. . The All-Canada Station . .

CFCY

the Friendly Voice of the Maritimes

These National Advertisers

are some of the regular users of CFCY to deliver their sales messages to the three Maritime Provinces.

W. K. Buckley Limited
Burgess Battery Co.
Blue Ribbon Ltd.
Canada Starch Co. Ltd.
Carter Products Inc.
Coca-Cola Co. of Canada
Colgate-Palmolive-Peet Co. Ltd.
Dodds Medicine Co.
Dominion Government
Dr. A. W. Chase Medicine Co.
Fruitatives Ltd.
General Dry Batteries of Canada Ltd.
General Foods Ltd.
Houde Tobacco Co. Ltd.
Imperial Tobacco Co. of Canada Ltd.
S. C. Johnson & Son Ltd.
Junket Folks Company
Kraft Cheese Ltd.
Lambert Pharmacal Co. (Canada) Ltd.
Lever Brothers Limited
Thos. J. Lipton Ltd.
W. C. Macdonald Inc.
Maple Leaf Milling Co. Ltd.
Minards Liniment Co. Ltd.
Procter & Gamble Co. of Canada Ltd.
Quaker Oats Company
Harold F. Richie & Co. Ltd.
Robin Hood Flour Mills Ltd.
Standard Brands Ltd.
Sterling Products Ltd.
St. Lawrence Starch Company Ltd.
Templetons Limited
Tuckett Limited
United Drug Co. Ltd.
Henry K. Wampole & Co. Ltd.
Western Canada Flour Mills Co. Ltd.

Local Merchants

tune to CFCY for pleasure and information, and use CFCY to tell their own story in the home market.

SOME CURRENT PROGRAMS:

"HOUSE OF DREAMS" — Pure Milk Co., Charlottetown, P.E.I.
"MY PRAYER WAS ANSWERED"—Guild Jewelers, New Glasgow, N.S.
"IN HIS STEPS"—Goodman Co., New Glasgow, N.S.
"TIME OUT" — Smith's Hardware, New Glasgow, N.S.
"ACADEMY AWARD"—A. Pickard & Co., Charlottetown, P.E.I.
"DON MESSER AND HIS ISLANDERS" — David Neima, New Glasgow and Pictou, N.S. (also on CBC national network).

● Summer or Winter, the loyalty of CFCY'S local advertisers and listeners remains the same.

For years, the 35,000 radio homes in our primary area have depended on the entertainment and information facilities of this community organization.

We Sincerely Thank . . .

. . . Our consistent advertisers who realize dollar value in seeking and gaining the goodwill of their customers via the CFCY air lanes.

. . . Our loyal listeners who support our advertisers.

. . . Our friends, the agency time buyers who know now that CFCY is a "Maritime Must"

Basic Station of the CBC Network

B. U. P. News Service

Lang-Worth and Standard
Library Services

C F C Y

ISLAND

Radio Broadcasting Co. Ltd.

"Broadcasting Centre"

85 Kent Street

Charlottetown, P.E.I.

ASK THE ALL-CANADA MAN

Weed & Co. in the United States

The Story of A RADIO PROGRAM

After ten years of story telling on the air for which he had explored the world for interesting incidents to talk about on his "Passing Parade", John Nesbitt of "The Westinghouse Program" (NBC) decided to focus his thoughts nearer home. As a result, he came up with this interesting and informative story:

During the 3,000 times I have been in a radio studio spinning yarns, it has never occurred to me to look a few feet past the microphone and wonder if there was a story behind the radio program itself. This is the story I have overheard for ten years.

The story of a radio program! It begins very easily as you yourself come through the living room, without a doubt with a piece of the Sun-
paper under your arm, and stop long enough to snap on the radio. You hear a splash of music, a voice that John Charles Thomas is going to sing some melodies, a chorus of men's voices, two or three ballads sung by the star, some music and the thing is over. It has taken twenty nine and a half minutes.

Yet during that twenty nine and a half minutes, this program alone is directly employed and paid for the services of 874 men.

Across the United States at this moment, 254 radio technicians, two at each NBC station, are adjusting the dials to manage the broadcasting of these words, second by second, as I speak. But between these stations stretches a network of telephone wires, guard-
ing these lines are telephone com-
munications technicians numbering a full 100 men.

That gives us 754 men it takes to get out on this Westinghouse program and I haven't come anywhere near this enormous glass and rubber acoustic plastered room in which we now sit.

For in a big glass closet recessed into the wall just over my head, are hidden the production crew for the program.

A majestic producer with a constantly worried expression on his face, two timekeepers with stop-watches clutched to themselves, and of course, the control man, who sits in an affair somewhat like the console of an organ, where he must be ready to blend together as many as 100 microphones at once.

And only now do we come to the people you actually hear during the 29½ minutes . . . 55 players in Victor Young's orchestra. Since the note of the music they play is specially arranged, each orchestra member is given a complete book of written notes. These copyists in addition to the arrangers, spend hours in writing down the notes that take up one minute of precious time.

"Then there are in Ken Darby's celebrated chorus, 16 singers. Sometimes you hear their voices for two minutes yet for each minute you hear the chorus sing, it will have rehearsed just 2½ hours. Only then, after all of this preliminary work, we all gather for at least six full hours of direct rehearsal.

"And our 834th man, is, of course, John Charles Thomas.

"There you have it. Something of the picture of what really goes on during the handful of moments in which you sit in your easy chair and listen. 834 men . . . 29½ minutes of music . . . called the Westinghouse Program."

The C is For Caesar

Just how AF of M's J. C. Petrillo proposes to get away with his latest edict is a matter of conjecture, but then dictators are not given to showing their hand too far ahead.

It appears, according to an item in "Newsweek" for July 5th, that word has reached the mighty monarch of the musicians that name singers like Bing Crosby, Frank Sinatra, Connie Boswell, Dick Haymes and Perry Como have been defying his wishes by making records with a purely vocal accompaniment.

Petrillo now says this must cease.

Since the American Federation of Musicians does not issue membership cards to vocalists, it is a little difficult to understand how the mighty one proposes to make his new fiat jell.

100 Top U.S. Advertisers Prefer Radio in 1942

In 1942, for the 2nd consecutive year, the 100 leading U. S. national advertisers chose radio as their principal medium, according to a Columbia news release.

Of the three biggest, in order of advertising expenditures, Procter and Gamble led with \$8,904,887 on networks, almost half of its total advertising budget. Lever Brothers spent \$5,004,731 on network advertising, almost half its total. General Foods placed \$7,854,668 with radio, or more than two thirds of its budget. Radio expenditures are for facilities only and do not include talent costs.



An
**Unbaited
Hook
CATCHES
NO FISH!**

The bait that will catch the big fellows, has to be chosen according to the habits of the fish you're after.

Your customers aren't fish, but they have habits too . . . listening habits, and we've been landing 'em steadily since 1929.

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



Old Janus certainly
HAD SOMETHING

Janus, God of Doorways, had the happy faculty of looking both ways.

Wise businessmen are taking a leaf out of this double-featured old gentleman's book, and they find it helps them.

They are looking at today, to see how their business may be better geared to the job of war...

They are looking at tomorrow, to prepare for the day when business will start re-filling empty shelves and facing the task of re-employing Johnny when he comes marching home...

And they are preparing for tomorrow by keeping themselves and their domestic products alive in the public memory through radio broadcasting—today!



INDEPENDENTLY OPERATED FOR THE GOOD OF THE LISTENER

REPRESENTATIVES
 JOSEPH HERSHEY MCGILLVRA
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 ALL-CANADA RADIO FACILITIES LTD.
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