

# THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1. Number 3

PUBLISHED MONTHLY

MARCH, 1942

## Personnelities

Bryan Bisney goes to Toronto from CKY Winnipeg, to take over his new duties as Chief Engineer in the RCA Victor Recording Studios, Toronto.

Jules Upton and Gabrielle Houghton (Mr. and Mrs. Upton in private life) have arrived in Toronto from Winnipeg where she was script writing and he was playing parts and doing sound effects as a CKY free-lance.

Jack Fuller, formerly of Associated Broadcasting Company Ltd., Montreal, has taken up his new duties in the Toronto office of Cockfield Brown Ltd.

C.J. "Charley" Jones, Secretary Treasurer of the newly formed Ottawa Valley Broadcasting Company Ltd. (CHOV, Pembroke) was presented by his wife with a 6½ pound baby girl (his third) on February 8th.

George Kitchen, formerly of the Montreal Bureau of The Canadian Press, has been moved to the head office of Press News Ltd., Toronto, to do "war round-ups" and other features for PN's Radio News Service.

## The Radio Has Come to Stay

I spent the three days, February 9-11, a guest at the C. A. B. Annual Meeting in Montreal.

I've convened (and convived) before, but never was a convention like this one.

From an eight o'clock breakfast meeting till closing—well, they close later in Montreal—how they worked!

I thought conventions were places for back-slapping and so forth. But not the C. A. B.

They paid tribute to their officers' services—sincerely and briefly. Then they got down to work. Every topic on the lengthy agenda was fought out tooth and nail. When discord arose over one point, they put it over till morning, and went at it again until a decision could be reached. It was hard business throughout, and underlying every discussion was the inevitable yardstick—the good of the industry.

The luncheon and other guest speakers indulged in no fiestas of after dinner stories. Each in his own sphere had something to say about radio and the conduct of the war. Sometimes the delegates were patted on the back. Sometimes they were soundly spanked. They took both as they were intended. Compliments were appreciated—and why not—and as for the chastisements, they fell on no stoney ground, because it was evident both then and later that the Canadian Broadcasting Industry only needs to be shown.

Oh, yes, they did things at this Convention, and the organization of the function reflects great credit on President Glen Bannerman and his able aide, Art Evans.

This is a day of realism. The men I met at that convention are realists. In their hands, the radio has definitely come to stay.

*Richard G. Lewis.*

Managing Editor

## ACTOR LOSES LIFE

Pilot Officer T. R. "Robin" Godfrey, former Toronto radio actor and member of the law firm of Godfrey and Corcoran, lost his life on Active Service in England, February 18th 1942.

Under his stage name of Robin Elliot, he began his radio work in the winter of 1934, and was heard in CBC and commercial dramas constantly until he joined the RCAF in October, 1940.

He received his wings and his commission in July 1941, and made a farewell radio appearance on "Carry On Canada", July 20th, immediately after which he went overseas.

## Commentator Makes News

Lieut. Commander W. E. S. Briggs, R.C.N., former commentator for CBC in the Maritimes, was in command of the Canadian Corvette "Orillia" and recently made the news by towing a very valuable torpedoed tanker into a British Port.

He was one of the commentators who accompanied the King and Queen on the occasion of the Royal Visit in 1939.

He started his naval career as a youngster on the training ship H.M.S.S. Conway, and rejoined the navy three days after Britain's declaration of war.

## C A B LUNCHEON DURING MONTREAL MEETING (Story on pages 4 and 5)



# The CANADIAN BROADCASTER

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Managing Editor Art Editor  
Richard G. Lewis Grey Harkley

## Radio and the Press

Two dovetailing facts come out from the mountain of matter that has emanated from the Montreal Meeting of the Canadian Association of Broadcasters.

First, in an address to the delegates, Mr. Herbert Lash, of the Dept. of Information said:

*"The printing Press and the Radio will complement each other and will not be rivals."*

Secondly, one could not help being struck by the thorough job done by the press in covering the event.

All the Montreal Dailies were there; "Canadian Press" and "British United Press" did the job for the news services; and the trade papers were represented by "Marketing", "Canadian Advertising", "Variety", "Broadcasting", "Radio Daily", and your "Canadian Broadcaster".

The Convention received wide notice in newspapers and other publications across the continent.

These signs of mutual interest between the two great media point to a closer co-operation in the war effort, and later, let us hope, real team-work in the task of reconstruction which the business world will have to face.

In wartime and in peacetime radio and the press each have their sphere in the scheme of things, and the fulfilment of their common ideals can best be attained by working together in every possible respect.

# Calling French-Canada

There are close to 3,000,000 French-speaking Canadians living within the range of French-Quebec's fifteen radio broadcasting stations. Approximately 1,540,000 of this group have radio receiving sets in their homes, which sets are open for an average of 5½ hours every day of the year. This represents one of the highest listening trends of any one group on this continent, and while the facts of the matter have been generally accepted by radio advertisers for a number of years, it has only been over the past couple of years that radio researchers have been analysing these trends, and are now able to report on their findings.

The Elliott-Haynes Surveys, over the past couple of years, have consistently shown French-Quebec as having a higher than average Sets-In-Use index throughout the daytime and evening. During 1941, French-Quebec recorded a daytime average of 30.8, as compared with the Canadian average of 21.7, and an evening average of 43.7 as compared with the Canadian average of 32.9. Thus, on the basis of a 16-hour broadcast day, the average French-Canadian radio home in Quebec listened for a period of 5½ hours per day throughout 1941, as compared with the Canadian average of 4 hours per day per radio home. Thus, French-Quebec offers a bonus listening audience of 37% over the Canadian average.

While the above statistics are based on approximately 500,000 telephone interviews over a period of a year, and substantiated by personal interviews and mail balloting of non-telephone homes, the question is often asked: "Granted that these are the facts, how can you account for this high listening trend?"

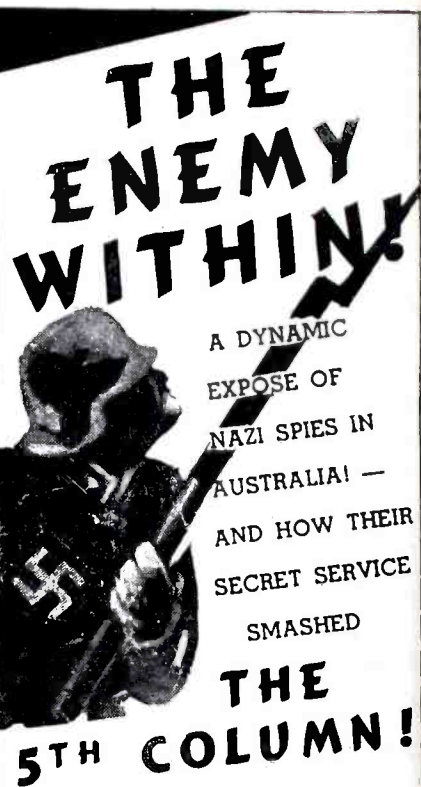
The first reason which suggests itself, is that in French-Quebec there are larger families than in the rest of Canada, and where there is a greater number of persons in a family, there is a proportionately greater possibility that the radio will be turned on. In this regard, it is interesting to note that the French-Canadian family approximates 4.8 persons, as compared with the Canadian average of 3.5—an increase of 37% which tallies with the 37% higher listening habit recorded by Elliott-Haynes surveys throughout 1941, and referred to in the second paragraph of this article.

Tied in closely with the "larger family" argument, is what is known as group-interest in the radio program. Very often two or three persons in a family will become interested in a specific program, and will be inclined to discuss the plot of the program at different times throughout the week. Others in the family cannot help overhearing these discussions and will gradually develop interest to the point where they will follow the program in order to satisfy their curiosity or to be able to discuss the program with the other members of the family. This trend, of course, is applicable to any family unit or group, but where you have larger family units,

you can anticipate a proportionately larger group interest. This factor has been most pronounced in French-Quebec, where Elliott-Haynes researchers in tracing the onset of listener interest, have discovered in a large number of instances, prior interest on the part of another member of the family.

A third reason for the higher listening trend, is that the French-Canadian family seeks its entertainment as simply and as economically as it can, and usually within the confines of the home. The radio seems to fit into this pattern of living, much better than any other form of entertainment, and over a period of years the French-Canadian has set about to have the radio play a definite part in the whole family make-up. Because of the language element, motion pictures do not make any great demands on his time, and clubs, associations and other group movements have not the same proportionate appeal as they would in other Canadian communities.

But possibly one of the greatest factors contributing to the higher-than-average popularity which radio enjoys in French-Quebec, is the excellence of programming which the French-Canadian broadcasters in Quebec have been doing over the past years. While English-Canada has been able to import most of its top radio shows from the United States, French-Canada has been obliged to build up its own radio talent, production staffs, script writers, comedians, etc. Over a period of years, they have been able to give their audience of one million and a half listeners, entertainment in their own language, and on a par with the best entertainment enjoyed by their English-speaking fellow-Canadians. Many of Canada's outstanding radio shows find their counterpart in French-Quebec: thus, "Treasure Trail" becomes "La Course au Tresor", "Kraft Music Hall" becomes "Le Cafe Concert", the "Happy Gang" becomes "Les Joyeux Troubadours", "Big Sister" becomes "Grande Soeur", and there are the regular daytime serials to balance "Ma Perkins", "Dr. Susan" and others. These broadcasters have been forced to study the wants of their market in order to supply the demand, and possibly no group of broadcasters know their listener preferences better than the French-Canadian operators from Quebec.



**THE ENEMY WITHIN!**

A DYNAMIC EXPOSE OF NAZI SPIES IN AUSTRALIA! — AND HOW THEIR SECRET SERVICE SMASHED THE 5TH COLUMN!

**A Serial Story  
in Transcribed  
Form**

*Its Timely!*

Now available in Canada for a series of broadcasts that will build a steadfast audience for your product.

Outstandingly successful in every run. 50% of listeners knew the show and could name the sponsor.

Get full information . . . . available for regional or local sponsorship.

Write today for details

**EXCLUSIVE  
RADIO FEATURES  
LIMITED**

**394 BAY STREET  
AD. 3621 - TORONTO**

Montreal: H. N. STOVIN  
PL. 8749-415 Keefer Bldg.

Winnipeg: H. N. STOVIN  
Manitoba Telephone Bldg.  
Telephone 92191

## "Thar's Gold . . .

### IN THEM THAR HILLBILLIES"

When a radio sustainer gets a sponsor, that's news—in a quiet, refined way; when it gets two sponsors, it breaks into larger type; but when besides holding its two sponsors, it turns away would-be studio audience, which is willing and ready to pay its way in at two bits a throw—it rates a feature story in "The Canadian Broadcaster".

The story takes us to Wingham, Ontario, where W. T. "Doc" Cruikshank operates "The Ontario Farm Station CKNX", over which there has been heard every Saturday evening, since "way back in 1937", what started as a record program called "The Barn Dance".



It was started to see if there would still be people who liked this type of old-time music. From 1939, when it was taken over by Buckingham Cigarettes (McLaren Advertising Co. Ltd.), and live talent replaced the "platters", the CKNX Barn Dance has pushed forward until it has reached a point of unprecedented popularity.

By 1940, the original half hour had grown to three times that duration, and sponsorship was divided between Hi-Do Yeast (Stanfield Blaikie), General Dry Batteries Ltd. (A. McKim Ltd.) and Carhartt Overalls (Tandy Advertising).

There was a clamor for permission to see the show, so it was thrown open "by invitation". It soon reached a point where obtaining tickets entailed writing in weeks in advance.

Last year the Barn Dance took the road, and "remoted" the show from Owen Sound, Durham, Kincardine, Walkerton, Teeswater, Hanover, Mildmay, Mount Forest, Clifford, Gorrie, Listowel, Mitchell, Seaforth, Hensall, Clinton, Blyth, Exeter, Lucknow, Ripley, and of course the home town of Wingham.

Besides the regular band, constant effort is exerted to maintain a variegated assortment of guest entertainers. These have included Cactus Mac and Frank Kenny (of WSM's "Grand Ole Opry"), famous for their rendition of The Chicken Reel with its realistic cackles—but no eggs laid. There are also Emerson Shearheart, Hank

Hamilton (C.N.E. old-time dance champion) and many more.

Each town they visit, local dignitaries appear on the stage, and local talent contributes to the entertainment.

The program nearly met with disaster in one town when the mayor introduced a local forty-piece band, which insisted on pouring forth for something around three quarters of an hour and could not be stopped short of violence.

For the 1941-2 season, with the station's former 100 watts increased tenfold, "The Barn Dance" is sponsored by General Dry Batteries Ltd., for the second straight year, and also The Pioneer Feeds Division of Western Canada Flour Mills Ltd. Both these firms confirm what the station says about the local interest displayed, according to reports they receive from their sales representatives in the district.

The average hall used for the broadcasts accommodates anywhere from 250 to 700 people, "and," writes Jim Maxwell, CKNX Commercial Director, "we found it necessary, in an effort to keep the audiences within the limits of these capacities, to make a charge of 25 cents for admission. But," he goes on to say, "they only come in greater numbers, and we have yet to have a single ticket left later than thirty minutes before the show."

All of which goes to show you that swing and boogie-woogie notwithstanding, there still is gold in them thar hillbillies.

# There's MORE "LIFE"

in Radio Recordings made with

*RCA Victor*

## "Orthacoustic" Transcriptions

... that's why more and more  
leading Canadian advertisers  
use "Orthacoustic"

## Tests Prove "Orthacoustic" Transcriptions give you:

- New higher fidelity reproduction quality.
- Elimination of distortion, particularly in higher frequencies.
- Maximum signal-to-noise ratio, no "needle-hiss".
- Entirely natural speech reproduction.
- Greater tone fidelity in music.

"Orthacoustic" Transcriptions are a product developed by RCA Research Laboratories — *made exclusively by RCA Victor*. Whether you are preparing one-minute spots, a quarter hour musical, or an hour-long dramatic show, the "live" quality of RCA Victor "Orthacoustic" Transcriptions will improve your broadcasts — help your rating and your results.

Whatever your recording problem, take it to Recording Headquarters — consult

## RCA VICTOR COMPANY, LIMITED

### Radio-Recording Division

TORONTO STUDIOS—20th Floor, Royal York Hotel  
MONTREAL STUDIOS — 976 Lacasse Street



### CONVENTION LAUGHS

"We have a crisis on our desk every morning. If some morning we find it missing, we'll have to go out and look for one." — *Glen Bannerman (C. A. B. President).*

"He runs an elevator in the City Hospital. Fifty per cent of his time is spent going up and fifty per cent going down." — *Neville Miller, Pres. N. A. B., Washington, D.C.).*

"I gave it my consideration,—and then did as I was told." J. W. G. Clarke, (*Director of Public Relations for the Army and Air Force*).

"May the Lord forgive us for our effusive writings . . . and may our sales increase." — *Wm. L. Shiver (Author of "Berlin Diary").*

"They claimed that permanent waves are essential for the maintenance of army morale." — *Neville Miller.*

"How about a premium charge for the spot before the news?" — *G. H. "Tiny" Elphicke, (CJRC, Winnipeg).*

"We'll have to get it across to every cow in the country that she will simply have to give more milk." — *Frank Ryan.*

### Need for Camp Shows

Joseph W. G. Clarke, director of Public Relations (Army and Air Force) told the Association that he would like to see more programs developed with the boys at camps and local training schools, addressed to the folks at home.

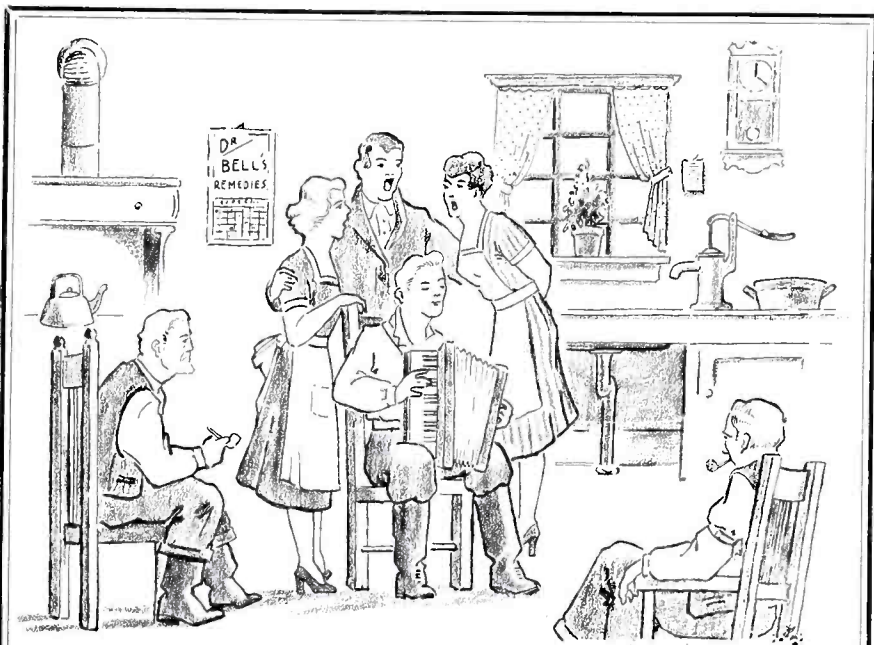
He also promised the assistance of his department to national advertisers and others who would build their radio programs around and present them from such camps and schools.

### Sponsored News

It was decided by delegates attending the Convention that representations should be made to the Canadian Broadcasting Corporation for permission to quote prices over the air.

### New Owner for CFCL

J. C. Whitby, formerly of CJIC, Sault Ste. Marie, Ont. has taken over CFCL, Prescott, Ont.



"THE BELL IN THE CIRCLE"—trade mark of the Dr. Bell Wonder Medicine Company designates the best known line of veterinary remedies in Canada today.

THE DOMINION BROADCASTING COMPANY has, for the past six years, conceived, produced and transcribed "THE CIRCLE BELL RANCH"—the (radio) program that has built up Dr. Bell sales to top ranking position.

... We Can Do It For You ...

**DOMINION BROADCASTING**

COMPANY

4 ALBERT STREET, TORONTO

AD. 3383

# C A B

## Radio Can Help

Frank Ryan, once manager of CKLW, Windsor, Ontario, and now with the War Time Prices and Trade Board, told a broadcasters' luncheon meeting that Canada has one million more men and women employed than she had before the war, and that the annual increase in the country's wage bill is \$1,500,000,000 or two hundred and fifty times the total revenue of all Canadian Radio Stations last year.

"Canada has to absorb this terrific wage increase without increase in prices if inflation is to be avoided," he said.

He told of the tremendous assistance radio gave the government in carrying out its sudden decision to bring in sugar rationing overnight, in order to synchronize it with the similar step being taken in the U.S.

The information was first released to the public in Donald Gordon's talk over a network arranged in a few hours on the Sunday night. The press carried the regulations on Monday morning.

"By Monday, there was a run on sugar," he continued. "Mr. Gordon explained the workings of the system over the air again on Monday night, pointing out that there was no shortage. This was followed by a further press release on Tuesday morning. By ten o'clock Tuesday morning the run was over. Since then the demand for sugar has been below normal."

Mr. Ryan went on to say that radio can and does definitely help. "There is confusion in Ottawa about the part it can play," he told the meeting, "because well-meaning people haven't the slightest conception of what it can really do, because they have never been told. Ottawa is neglecting private radio stations through nobody's fault but the private stations'."

He then pointed out that the War Time Prices and Trades Board has turned out 403 releases to the press in three months, but not one release to the privately-owned stations.

"No privately-owned station was represented on the occasion of Mr. Churchill's visit to Ottawa," he added.

"The Canadian Association of Broadcasters has no representative in Ottawa," he said, in conclusion, "and there should be one, because, through radio, you can not only reach them, but you can get down deep in their hearts."

## Price Quoting

It was decided at the CAB Annual Meeting to make application to the CBC to revert to the previous conditions under which sponsorship of newscasts was permitted.

## RATE STANDARDIZATION SET OVER

A need for the standardization of rate structures having been stressed, a seemingly workable basis, graphically demonstrated by President Glen Bannerman, was presented in a hope that time classifications, discounts, and the various other information contained on station rate cards might be standardized for the benefit of the industry and the agencies.

While the splendidly worked out plan was enthusiastically accepted in principle, it was found impossible to arrive at a definite modus operandi, due largely to certain local conditions prevalent in the west and some other districts.

On being questioned afterwards, Mr. Bannerman said that while the hoped-for accord had not been reached, he felt that the first hurdle had been cleared, and expressed confidence that the proposed set-up could be put into workable shape and would be adopted at next year's meeting.

## New Directors

Following are the 1942 directors of The Canadian Association of Broadcasters.

Colonel Keith S. Rogers (CFCY, Charlottetown.), N. Nathanson (CJCB, Sydney, N.S.), Narcisse Thivierge (CHRC, Quebec), Phil Lalonde (CKAC, Montreal), Jack Cooke (Northern Broadcasting & Publishing Ltd.), Harry Sedgwick (CFRB, Toronto), E. T. Sandell (CKTB, St. Catharines, Ont.), H. R. Carson (CFCA, Calgary), A. A. Murphy (CFQC, Saskatoon), Geo. C. Chandler (CJOR, Vancouver), and J. W. B. Browne (CKOV, Kelowna, B.C.).

The new directors met in Toronto following the Annual Meeting in Montreal and re-elected Glen Bannerman president and general manager and Arthur Evans, Secretary-Treasurer. Harry Sedgwick, of CFRB, Toronto, was re-appointed chairman, and Geo. C. Chandler, of CJOR, Vancouver, vice-chairman.

## Radio Slander

Laws in connection with libel and slander were framed for the printing press and anti-date radio so that no precedent exists in such matters.

This information was contained in the report given by Joseph Sedgwick, K.C., legal advisor to the C.A.B., in his report.

Mr. Sedgwick went on to say that while his office was working on the matter, he could not hold forth much hope of a solution during the war. A draft bill will however be sent to Ottawa during 1942, in order that the important matter may be at least kept alive.

# LISTENING

## FREE TIME

In his President's report Glen Bannerman disclosed to the delegates that the commercial value of broadcast time donated by the 62 member stations between January 1st, 1941, and December 31st, 1941, was \$760,291.43, not including CBC network programs, similarly broadcast over twenty-five member stations.

"In my opinion," Mr. Bannerman added, "this figure is a sound answer to the recognition by our member stations of their responsibility to the people of Canada."

The following is a resolution unanimously passed by the Broadcasters, having regard to the allotment of free time by its member stations:

**"BE IT RESOLVED** that whereas the privately owned broadcasting stations, as members of the Canadian Association of Broadcasters, recognize their responsibility toward serving the public interest; that whereas the said stations are ready and willing to promote campaigns of a national or local character for Government, patriotic, charitable or non-commercial purposes:

**"Be it therefore enacted** that where space in other media is purchased for such campaigns, it shall be a requirement of the Canadian Association of Broadcasters that their member stations shall receive like treatment in the use of the broadcasting medium.

**Be it further resolved** that where time is purchased for Government, patriotic, charitable, or non-commercial purposes, member stations of the Canadian Association of Broadcasters undertake to give all possible additional support in free time comparable to the free support given in the editorial columns of other media."

## Listening Habits

A joint committee of radio men, advertising men and advertisers will be set up in the near future to measure and tabulate listening habits for C. A. B. member stations throughout the country.

In closed conference delegates passed a motion approving a committee of six which would "conduct tests and experiments on listening habits." The committee would consist of two delegates from C.A.B., two from the Canadian Association of Advertising Agencies, and two from the Association of Canadian Advertisers.

## Engineers

At a surprisingly well-attended breakfast meeting held on the second day of the C.A.B. Convention, Edmond Laporte, Chief Engineer of the RCA Victor Co. Ltd., suggested that conservation of material might be effected by station operators going into the "junk room" to see if they couldn't put some of the discarded equipment back into use.

Cataloguing discarded material and establishing facilities through the Canadian Association of Broadcasters was another suggestion put forward. He also pointed out that a great deal of strain could be taken off equipment by a 5% slip-back in power.

Lyne Smeby, chief engineer of the National Association of Broadcasters, Washington, D.C., told the meeting that in the States they are setting up trade schools within the industry to enable men and women over forty to study station operating. It is hoped in this way to release men for the armed services.

Mr. Smeby also stated that the U.S. government, insofar as priorities in the radio industry are concerned, is regarding the U.S.A. and Canada as one unit.

## Guest Speaker

Neville Miller, President of The National Association of Broadcasters, Washington, D.C., delivered a luncheon talk on Radio's part in the U.S.A., how it is co-operating with the government and other agencies and how it is contributing to the ultimate end of Victory.

His ready wit, his deep sincerity and his Kentucky drawl had his listeners alternately gripped and convulsed as he explained the American Radio set-up in considerable detail.

"Some day," he said, "the guns will be still, the last unknown soldier will have made the supreme sacrifice, and the nations of the world will gather around the peace table. On that table will be laid the list of those nations, and those leaders, who tried to destroy civilization; and radio—as used by them—will be listed as one of their weapons.

"Also on that table will be laid the names of those nations and their leaders who fought to save civilization—and radio will be on that list. And it is your job, and my job, to see that it is written in letters of gold."

## Public Information and Broadcasting

"The printing press and the radio will complement each other and will not be rivals," said Herbert Lash, director of the Dominion Bureau of Information in his address to the C. A. B. convention in Montreal.

"Radio is like the detonators we used to handle in France in the last war. We became so accustomed to them that we used boxes of them as pillows, blissfully forgetting that they were quite liable to blow our heads off!"

The radio industry can fill a useful part as circumstances arise," he said, "We are facing the most awful year of our history . . . make up your minds you will be ready to face what comes when it comes . . . don't allow national pride to suffer under the stigma of complacency . . . through fear of being called complacent don't sell Canada short . . . don't read figures—study them . . . add two and two together and see if they don't make four."

Mr. Lash told the delegates how "off the record" interviews are given to the press in Ottawa, and said that what develops at these conferences is reflected in the newspaper editorials. He advocated that a representative of the stations might well be appointed to represent radio at these conferences.

## SPECIAL NEWSPAPER

Canadian radio broadcasters at the C. A. B. Convention in Montreal had their convention news served to them in their rooms and at breakfast.

"The Conventioneer", an eight column, one page newspaper, published high-lights of the convention, and was produced by the British United Press, Canadian and British News Network of the United Press.

## NEW STATION FOR RADIO REPS.

Leon Trepanier has appointed Radio Representatives Ltd. exclusive representative in Canada for Station CHLN, Three Rivers, Quebec.

## Facts about HAMILTON

We have never seen a survey which did not show CHML "tops" in listener rating in Hamilton over any one complete day.

*Have You?*

CHML



## How Would You Bid for \$54,000,000

As an advertising man your answer would be — "It depends on many things — the media available, coverage costs, pertinent market facts."

*This market?* The Northern Gold Belt, including Timmins, Kirkland Lake, Noranda, Val d'Or and North Bay is one of the richest in Canada. (Annual payroll of \$54,000,000 for 227,000 employees.)

*Coverage?* A natural mineral barrier cuts off outside radio programs and the well-to-do people "Behind the Wall" listen to their own Big 5 stations.

*Proof of coverage?* Amazingly shown by Elliott-Haynes survey which revealed that 99.1% of all radios turned on in Timmins were tuned to CKGB. The other stations averaged 96%.

*Cost of coverage?* Surprisingly low when you consider the number of prospects reached and their ability to buy.

For your product, your client, why not bid for a share of the profits in the "Market behind the Wall" through the Big 5 — they show the highest listening audience percentage in North America!

Northern Broadcasting and Publishing Limited. National Sales Offices—Toronto: Victory Building. Montreal: Keefe Building. Representatives: All-Canada Radio Facilities.

<b>CKGB</b> TIMMINS	<b>CJKL</b> KIRKLAND LAKE	<b>CFCH</b> NORTH BAY	<b>CKVD</b> VAL D'OR	<b>CKRN</b> ROUYN
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*May We Enter Your Subscription?*

**\$1.00 A YEAR**

(\$1.50 in the U.S.)

**THE CANADIAN BROADCASTER**

104 Richmond St. W.

Toronto, Ontario

## Spots

A. Wander Ltd., Peterborough (Ovaltine) one a day, Monday through Friday for one year. CFRB A McKim Ltd., Toronto.

Ephazone Co., of London, England (Ephazone Asthma Remedy) 4 a week for 7 weeks, test, with sample offer. CFRB A McKim Ltd., Toronto.

J. Walter Thompson Co., Montreal office, has released three-day spots to 38 Canadian Stations for Standard Brands Ltd. (Fleischmann's Yeast).

Lyman Agencies, Montreal, 5 a week for Pacquin's Hand Cream, on CKCL, placed by Ronald's Advertising Agency, Montreal.

CKOC Lever Bros. (Lifebuoy) — transcribed.  
Fleischmann's Yeast—live.  
Dr. Morse—live.

## STAG

Don Bassett (A. McKim Ltd. Toronto) was "staged" at The Royal York Hotel, Toronto, February 27th in anticipation of his marriage to Margaret Burris, March 7th. Seen at the stag were: Gord Archibald (CHOV), Wallie Armour, J. L. Alexander, Reg. Beattie (All Canada), Ralph Bowden (Stovin & Wright), Nate Colwell (Canadian Facts), Les Chitty (Cockfield Brown), Tom Darling (CKOC), Jack Dawson (CFRB), Ernie Edge (Rai Purdy), Walter Engwer (Stovin & Wright), Gord Fraser (CFRB), Ray Harrison (CFRB), Sturdee Jarvis (Vickers & Benson), Neil LeRoy (Radio Reps.), Dick Lewis (Canadian Broadcaster), Dick Lunz (CBC), Rai Purdy, Al. Savage, Bob Simpson (Rai Purdy), Gerry Tonkin (Northern), Art McGregor and Frank Deville (Woodhouse & Hawkins).

## Canadian Talent

"The Canadian Broadcaster" has invited the CBC and the CAB to say what is being done to develop Canadian Radio Talent.

. . . CBC . . .

The development of Canadian talent is constantly the aim of all branches of the Programme Planning Department of the CBC, and for this reason auditions are held regularly at all production centres. Adjudicating boards are carefully constituted and consist of representative musicians chosen from local music teachers' federations, representatives of the CBC and competent music critics—usually from the staff of the local press. In British Columbia alone, since the first auditions' board was set up in 1938, 750 auditions have been heard. Of these, 15% have been given work and 25% were regarded as showing promise. The figure of 15% applies fairly generally to the other regions also.

Healey Willan, Robert Farnon, Geoffrey Ridout and many others have composed truly Canadian music especially for the radio and have contributed greatly to the Canadian heritage of song and music.

During the past two years, the CBC has presented over its English Network 704 dramas of half hour or full length. Of these, 80% were written by Canadian authors wholly or partly. Casts also are drawn from the ranks of Canada's actors and actresses and it is significant that during a recent series of "Workshop Dramas", over CBY, 62 newcomers were chosen from 261 auditions. Of these, 17 have since found further radio work. French Canada too, has proven especially rich in authors and actors. The standards are very high, and the performances consistently given in such series as "Le Theatre Classique" and "Un Homme et son Peche" are first class.

Unfortunately, the stories of talent latent in the Canadian population do not seem to include many humorists. Such programmes as the "Manning Depot Show" with Woodhouse and Hawkins, "Stag Party" from Vancouver and the variety shows such as the "Happy Gang", do, however, provide ample promise of a bright future.

The CBC is grateful to many of the smaller private stations, many of whom are instrumental in the development of Canadian talent. To mature and flourish in one's home locality, then attain gradual recognition by the larger stations, and finally by the networks, is the logical and steady development for all Canadian talent. It is a long road and frequently a very difficult one but the hundreds of names and voices on the Canadian air provide sufficient proof that it is not impassable.

. . . CAB . . .

In his report before the General Meeting of the Canadian Association of Broadcasters, Glen Bannerman, President of that organization, paid tribute to the development and use of talent by private stations.

"After my western trip," he said, "I felt that more was being done to develop talent and more use was being made of such talent than many of us realized."

He referred to an association bulletin in which was included a questionnaire on the talent subject. Twenty-seven member stations replied, "and," Mr. Bannerman explained, "while not conclusive, the results are somewhat enlightening, and I give them to you as an interim report.

"The 27 stations reported that between Dec. 1st, 1940 and Dec. 1st, 1941, they auditioned 1,756 vocalists, 142 orchestras, 754 instrumentalists, 1,370 announcers, 91 newscasters, 103 sports commentators, and 562 dramatic talent.

"During the above period, 567 vocalists, 311 instrumentalists, 109 orchestras, 177 announcers, 51 newscasters, 42 sports commentators and 306 dramatic talent were broadcast for the first time over these stations.

"The average time on these 27 stations devoted to live vocalists, instrumentalists, and orchestras is reported as 2 hours and 45 minutes per day.

"According to the report," Mr. Bannerman went on, "18 musicians and vocalists, 18 announcers and 15 engineers went to the CBC since January 1st, 1937.

Other figures brought to light were that during the past 12 months a total of 87 musical clubs and similar organizations broadcast over the 27 stations heard from, and also that 61 announcers from these same stations had joined the armed forces during the past two years.

## Hockey for the Troops

For the third season, members of the Canadian forces in Britain are able to hear the Saturday night hockey broadcasts each Sunday.

Each week the hour and a half broadcast is recorded. Immediately after the game recording engineers make a new disc on which the high spots of the evening's play are condensed into thirty minutes.

The condensed version is short-waved to England, where it is recorded and broadcast in London Sunday afternoon.

The expense of making the recordings is born by the Imperial Oil Company Ltd., CBC supplies staff and facilities, and BBC provides the transmission. McLaren Advertising Co. Ltd. contributes their services as well.

## Station Owners . . . Attention!

If you are planning on re-organizing your station staff for greater effort . . . here's your new manager.

He's Canadian, 40, married and a live wire.

He has successfully managed two Canadian radio stations and can prove it.

He's essentially an advertising man, and is now employed in that capacity.

He's a salesman who knows HOW to merchandise by radio . . .

Box 101 — CANADIAN BROADCASTER

1000  
WATTS

THE ONTARIO FARM STATION

920  
Kc's

"Western Ontario  
On a Platter!"



**CKNX  
WINGHAM**

Offers You

- Exclusive coverage of Ontario's richest farm market
- Rock bottom rates
- Only Canadian radio station on 920 kc's
- Results in sales

Exclusive representative:

J. L. ALEXANDER

100 ADELAIDE STREET WEST

TORONTO

## SPONSOR GETS BREAK

A program which should earn a high identification rating for its sponsor is "The Hi-Ho Steeple Chase" which courageously chose Friday, February 13th for its initial weekly airing 9:30 to 10 p.m., originating at CFRB, Toronto, and heard also over CFCF, Montreal.

The contest is conducted like a steeple chase. Six contestants are selected from the "grand stand" (studio audience) to become the "jockeys". Each jockey is mounted on an imaginary "horse", named for one of the sponsor's products, and the three rounds of questions the "jockeys" are called upon to answer are respectively the first, second and third "jumps".

The anticipated high sponsor identification rating is because each time a "jockey" rides up to a "jump", the M.C. says: "And here comes Mrs. Pettigrew cantering up on Hi-ho Pudding", or perhaps it is "Mr. Gillespie on Crispy Pickles".

The six "jockeys" take three jumps apiece, so the sponsor automatically gets at least eighteen unforced mentions, without taking opening and closing commercials into consideration. In other words this show, as this reporter sees it, can be made to do a good job, keeping the audience product-minded throughout, without scaring them off the wavelength with top heavy announcements.

The sponsors are MacLarens Ltd., Hamilton, Ontario, and the program is released by James Fisher Company Ltd., Toronto. It is prepared and produced by Dominion Broadcasting Company, Toronto, with Stan Francis as M.C. (or should we say "starter") assisted by Neil LeRoy.

## Trade Union on CHML

What is claimed to be the first program to be sponsored by a trade union in Canada is "The Voice of Labour", heard under the sponsorship of The Steel Workers Organizing Committee, of Hamilton, Ontario, over CHML, Sundays from 4:45 to 5:00 p.m.

Designed to do a "public relations job" for this union, and for unions in general by inference, "The Voice of Labour" consists of dramatized labour news, showing how industry benefits from the employment of organized labour, as well as labour reaping benefits itself.

There are no "plugs", but each sequence illustrates some point in favor of organized labor and publicizes the part played by labor in the war effort.

Six actors and narrators are used on the show, which is part of a general campaign using newspapers and billboards besides the broadcasts.

## Programme BRIEFS

### JIMMY FIDLER FOR ARRID

"Jimmy Fidler from Hollywood" commenced a new weekly series of fifteen minutes of Hollywood News for Arrid (Carter Products) March 2nd at 7:00 p.m. (E), with a repeat broadcast at 10:30 p.m. (E). The program is heard in Canada over 20 CBC outlets.

CFRB (Toronto) and CKAC (Montreal) are carrying "Lucky Listening", Musical Quiz, Monday through Friday, for Nestle's Milk Products (Canada) Ltd. The show is recorded music with prizes for quiz winners. The agency is Cockfield Brown Ltd., Toronto.

"Lum & Abner", transcribed program for Miles Laboratories Ltd. (Alka-Seltzer), is heard 4 times a week on CKCO Ottawa; CHSJ, St. John, N.B.; CFCN, Calgary; and CKCK, Regina. CHNS, Halifax will be added about March 16th. Cockfield Brown & Co. Ltd., (Toronto) is the agency.

Rex Battle, Pianist—twice weekly for Laura Secord over CFRB, Toronto and CBM, Montreal, adds CFRB, Kingston, CFPL London and CKCO Ottawa, March 9th. Further additions are expected March 12th according to Cockfield, Brown & Co. Ltd., Toronto.

Commencing March 8th, Fred Allen (McColl Frontenac) is heard in Canada Sundays 9-10 p.m. (E) over CFRB and alternate Canadian network.

"Great Moments in Music" sponsored by Canadian Celanese, adds CFRB to the Columbia schedule, commencing March 11th. Heard Wednesdays, 10.15 p.m. (E), this is a Young and Rubicam (Montreal) Account.

McConnell Eastman & Co. Ltd. Toronto are using weekly half hour local quiz shows on CKCW Moncton and CHRC Quebec for McCormicks Biscuits.

Proctor & Gamble's new "Junior Miss" with Shirley Temple, with CFRB as a Canadian outlet, will be heard 9 p.m. (E) weekly, commencing Wednesday, March 4th.

Daggett & Ramsdell Ltd., Toronto (Face Creams) have commenced a new series—5 minutes, five a week over CFRB—entitled "Musical Make-Up", featuring Allen Roth and his orchestra—transcribed. The series is released by Cockfield Brown, Toronto.

30 Aggressive Young People Get Into

# HIGH GEAR!

YOU GET

# Action

from

# CKOC

## HAMILTON



REPRESENTATIVES

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

## Singing Birdmen BROADCAST FROM CAMP BORDEN

An average attendance of three thousand airmen indicates the popularity of CBC's weekly show, Fridays 8:05 to 8:30 p.m., broadcast from the Toronto Manning Depot over the CBC National Network, and heard in the United States as a Columbia Exchange feature.

The entertainment includes Russ Gerow and his Orchestra, and also the Canadian Comedy team Woodhouse and Hawkins.

Immediately before the program a singing contest is held among the airmen. Four airmen judges adjudicate, and the winner appears on the show, receiving ten dollars for his trouble.

The program is rounded out with "mass singing".

Production is in the hands of CBC's James Finlay.

## Simpson's Revive Quiz

"What's the Answer", inter-collegiate quiz for The Robert Simpson Co. Ltd., Toronto, re-appeared on CFRB for its fourth session Saturday, February 14th. This show is heard, as previously, Saturdays 11-11:30 a.m. It is presented before a live audience in Simpson's Arcadian Court, and is handled by Harry "Red" Foster.

"What d'ya know, Joe?" had a special significance on Saturday, February 14th, when, through special arrangements with camp authorities, the Colgate-Palmolive-Peet Company broadcast its "Share the Wealth" radio quiz from the stage of the Knights of Columbus Hall at the camp.

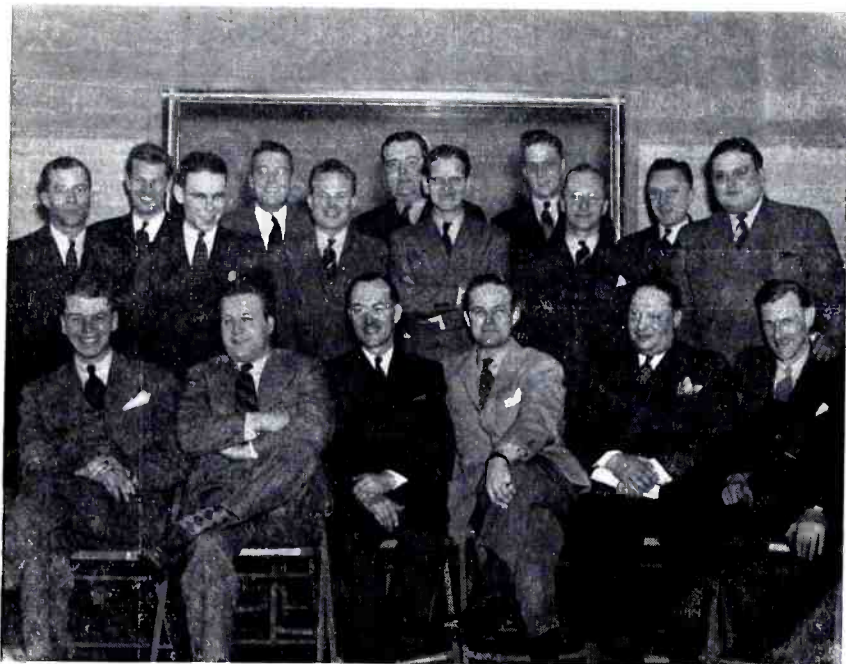
The boys in camp vied with each other for the big cash prizes including the heavy-sugared "Oscar" which amounted to over a hundred dollars and was carried away by a smiling Sergeant.

All contestants on this occasion were Camp Borden men chosen from the audience, and their voices were heard on "Share the Wealth's" coast to coast hook-up.

On March 7th this program will be aired from the R.C.A.F. Manning depot in Toronto.

"Share the Wealth" is produced for the sponsors by Lord & Thomas of Canada Ltd., Toronto.

The national speaking tour in April of Leslie Howard, stage and screen star and one of the radio voices of "Britain Speaks", which begins with a lecture in Eaton Auditorium, in Toronto, April 16, is under the management of T. J. Wheeler and Co., 302 Bay Street, Toronto. Harold W. Donahue, of London, Ontario, is Western Ontario representative.



**NORTHERN BROADCASTING & PUBLISHING LTD.**  
 holds first Annual Sales Meeting in Timmins, Feb. 14th and 15th.  
 Left to right, sitting: Cliff Pickren, mgr. CFCH, North Bay; Murray Morrison, mgr. CKGB, Timmins; Sid Chapman, secretary-treasurer; Jack Cooke, genl. mgr.; Jean Legault, mgr. CKRN, Rouyn; Jack Davidson, mgr. CJKL, Kirkland Lake. Left to right, standing: Al Rogerson, comml. mgr. CJKL, Kirkland Lake; Harold Burley, salesman CKRN, Rouyn; Gerry Tonkin, Toronto sales rep.; Dave Price, CKGB salesman; Hal Cooke, comml. mgr. CFCH, North Bay; El Jones, CJKL, salesman; Bob Leslie, Montreal sales rep.; Julian Garson, CJKL, salesman; Ted Moro, comml. mgr. CKGB; Roy Dorfetter, CKGB salesman; Dan Carr, mgr. CKVD, Val d'Or.

**Recovering**

Phillip Morris, (CFPL, London, Ont.) has recovered sufficiently from his sickness which commenced with a fainting spell during the CAB Convention in Montreal, to return to London after a brief session in a Montreal hospital.

**Air Cadets**

Wes McKnight devotes his Bee Hive Sportviews each Wednesday night to The Air Cadet League of Canada.

This CFRB commercial (St. Lawrence Starch) is doing a good job in publicizing the Air Cadets, an RCAF sponsored organization, operating in conjunction with the British Commonwealth Air Training Plan, which is spreading across Canada as a fruitful training ground for RCAF recruits for the future.

Wes McKnight's Bee Hive Sportviews are heard daily over CFRB at 6.40 p.m., with a coast-to-coast show on Saturdays. The agency is McConnell, Eastman, (Toronto).

**VICTORY LOAN**

Hamilton started the current Victory Loan Campaign with Victory Loan Rallies held in fifty schools and churches.

At each rally a radio was set up, and by careful pre-arrangement each gathered around the sets at nine o'clock to hear CKOC's special program.

This program took the form of a vocal montage in which representatives of every walk of life were heard, commencing with Mr. Churchill, and including everyone from a business man, a stenographer and a housewife to a Polish restaurant owner.

Prior to the opening CKOC had used the transcribed voices of fifty school children from all the Hamilton schools to promote listeners.

**Agency for Exclusive**

Exclusive Radio Features Ltd., Toronto, have been appointed Canadian representatives for Kasper Gordon, Boston, Mass.

**CBY**

**TORONTO**

**1010 ON YOUR DIAL**

**CBY** operates on 1000 watts power, day and night . . . with a new transmitter, located near Dixie, four miles west of Toronto's city limits.

**CBY** has an effective frequency . . . 1010 on your dial . . . and a modern antenna array directed on Greater Toronto and Hamilton.

**CBY** is on the air 16 hours a day with a varied schedule of fine programmes. It broadcasts many of the best CBC network features . . . carries local programmes of special community interest . . . and is the Toronto outlet of The Blue Network.

**CBY** is an important station in a very important market . . . the wealthiest industrial and agricultural section of Ontario. It includes, within its service area, Oshawa, Whitby, Uxbridge, Newmarket, Aurora, Richmond Hill, Markham, Brampton, Georgetown, Milton, Oakville, Dundas, Caledonia, Grimsby, Beamsville and many other wealthy communities. Coverage statistics are as follows:

**DAY TIME COVERAGE**

	RURAL	URBAN	TOTAL
Population	397,269	992,666	1,389,935
Households	94,022	236,407	330,429
Radio Homes	58,835	211,783	270,618

**NIGHT TIME COVERAGE**

	RURAL	URBAN	TOTAL
Population	212,138	719,682	931,820
Households	50,677	170,950	221,627
Radio Homes	40,690	150,949	191,639

**CBY** reaches this profitable market at reasonable cost. Rates and complete information will be furnished promptly.

Commercial Department

**Canadian Broadcasting Corporation**

55 York Street

Toronto

**CFRN**  
 EDMONTON  
 1000 WATTS

*The*  
**COMMUNITY**  
**STATION**

*with the*

**NATIONAL**  
**REPUTATION**

*Ask the man who*  
*lives there*

OR CONTACT

**RADIO**  
**REPRESENTATIVES**  
 LIMITED

Montreal - Toronto  
 Winnipeg - Vancouver