

*Canadian Radio Broadcasting Commission Deterred from Commercials*

The Canadian Radio Broadcasting Commission which preceded the C.B.C. and lasted from the end of 1932 to the end of 1936, was never able to enter the commercial network field beyond a very few evening network broadcasts and these largely subsidiary hookups. Once or twice it essayed an ambitious extension but such pressure was exerted by the press that the Commission abandoned its plans. CRBC network operations were confined to six hours per day from 6.00 p.m. until 12.00 p.m. There was no regular daytime network service. No major network commercial programs of American origin were heard then from Canadian stations except in the cities of Toronto, Montreal and Windsor. Canadians in other parts of Canada were continually tuning to American stations. Canadian radio stations were in a very secondary position. They could not maintain their audiences. They found it difficult to keep on the air all day with attractive programs.

The transcription centres of the United States were combed for everything resembling a program and these were imported and distributed from station to station.

*First Network Broadcast October, 1937*

The C.B.C. Commercial Department was organized in 1937, about six months after the Corporation itself. A contract with the transmission companies was completed early in October, 1937. And between October 3rd and December 25th five contracts for series of network programs of Canadian origin and one from the United States were signed. These included Imperial Oil Hockey, Imperial Tobacco, Tuckett's Buckingham House Party, National Breweries and International Silver Theatre. Two of these were extended to the French Network. Early in December, 1937, the C.B.C. plan for network broadcasting with a rate card was discussed with the Association of Advertising Agencies and the Canadian Association of Advertisers, the two bodies from whose members most contracts and business must develop. Indeed these organizations had been consulted and were very helpful in devising the plan which aimed at making national network sponsors partners with the C.B.C. in carrying their programs from one end of Canada to the other, so as to give to listeners as wide a variety of good entertainment as possible. The most important feature was an arrangement whereby the sponsor was given progressive discounts for each region added to his network. The thought was to induce him to share with the C.B.C. the obligation of carrying programs into the remote areas of the country and insofar as possible to also include the French network in his plans. This principle has been adopted since in one form or another by most of the American networks.

*American Programs January, 1938*

With the opening of 1938 more sponsors who were able to utilize programs originating in the United States began to do so. All of these had Canadian plants and employed Canadian labour but by utilizing programs already running in the United States and adapting the commercials for Canadian use they were able to give much more expensive and entertaining programs than would otherwise have been the case.

The additional programs which thus opened the new year were:—

General Foods: "Jack Benny".

Lever Brothers: "Lux Radio Theatre"; "Big Town" and "Al Jolson".

Carnation: "Contented Hour".

Kraft Cheese: "Kraft Music Hall" and

Standard Brands with "The Chase & Sanborn Hour"; "One Man's Family"; "Red Ledger" for Fleischman's Yeast; "Spotlight Parade" and The Rudy Vallee Show.