

THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1. Number 11

PUBLISHED MONTHLY

NOVEMBER, 1942

CBC Staff Changes

Overseas Unit Chief
to BBC

The following staff changes have been announced by Dr. Jas. S. Thomson, general manager of the CBC.

Rooney Pelletier, CBC overseas chief has joined the BBC as organizer of North American Programs, and is being replaced by John Kananawin who is going overseas after relinquishing his post as regional representative for the prairie provinces. H. G. Walker, CBL and CBY (Toronto) manager, goes to Winnipeg as acting regional representative.

D. Claringbull, Ontario regional representative, takes over management of CBL and CBY in addition to his present duties, and Walter C. Anderson, now station manager of CBO, Ottawa, becomes night manager of the two Toronto stations, while Chas. Wright, senior CBC producer in Winnipeg assumes management of CBO, Ottawa.

Dr. Augustin Frigon, assistant general manager, announces the transfer of Jean Marie Beaudet from Montreal to national program office, Toronto.

Formerly regional program director for the French network, Mr. Beaudet will now occupy himself entirely with the creative and artistic side of broadcasting as CBC supervisor of music.

French network programs will be under the immediate control of Dr. Frigon, who will be assisted by an administrative committee made up of Jean Marie Beaudet, Omer Renaud, manager of the CBC Montreal stations; J. Arthur Dupont, commercial manager for the French network; and Leopold Houle, press and information representative for Quebec.

Todd Russell Back to CFRB

Todd Russell who has been touring with Claire Wallace in "You Tell Me" has left the show after fulfilling a 13-week contract, and returns to the CFRB announcing staff as of Nov. 23. He is being replaced on the Wartime Prices and Trade Board show by Jaff Ford.

Radio and the Retailer

Writing to the Editor of the Canadian Pharmaceutical Journal, J. A. Boyd, Winnipeg druggist, suggests that it is time "for us (druggists) to put in our oar regarding the words that are put into our mouths by the different advertisers."

He continues: "This morning I listened to the _____ program and learned that all druggists recommend it. This is certainly news as no druggist I know of does and I am sure that not 2% of our druggists would adopt such an unremunerative course, to say nothing of the professional wisdom of so doing."

Further in his letter, Mr. Boyd writes: "... programs that are supposedly put on the air by us, (here he mentions three firms which use the 'brought to you by your druggist' idea) should be first examined by our executive, or a committee appointed for the purpose to make sure that they are first class entertainment, not mediocre or bad as they usually are."

Mr. Boyd suggests that supervision should be carried out by the CBC, but "The Canadian Broadcaster" submits that the stations and the agencies, to say nothing of the sponsors, should be only too eager to check on this situation since the retailer stands between the advertiser and the consumer in the travels of a piece of merchandise from the factory to the ultimate buyer.

In referring to programs being "mediocre or bad as they usually are," Mr. Boyd shows his hand and makes it apparent that he is disturbed, with or without reason, by the programs that are designed to merchandise the goods he sells.

From this angle one might say: "Aw, what the bell! He's just agin' the radio".

But in another paragraph in his letter, this druggist says: "We must not under-rate the power of suggestion that the radio and the printed word have. You probably all have had the experience in the store, of being able to determine what program has just gone off the air, by the sales in the next half hour or hour following it."

Those words were written by a man definitely enraged against radio, and yet they constitute the greatest tribute to radio as an advertising medium we have ever read or heard.

Can it be that a prospective user of radio time gets together with his agency, arranges for the planning of a campaign to help the sponsor's retail outlets sell his wares, and yet does not sufficiently investigate the feelings of the retailers for whose indirect benefit the whole idea is being conceived. These men know their customers personally, and these customers probably discuss their radio likes and dislikes in ordinary over-the-counter conversation. Yet how many sponsors of drug-store products consult the Canadian Pharmaceutical Association before launching a radio campaign? Perhaps our imputation is all wrong; possibly this is quite general practice; but Mr. Boyd's letter leads us to believe otherwise.

Retail Merchants Associations exist in each community for the betterment of retail business conditions. These bodies, appreciating as they must the importance of the radio influence in retail buying should be more than willing to prepare briefs on retailers' opinions of the various radio ideas formulated to move their goods. These are the men who have the selling to do, and these are the men who are surely most able to discuss the reaction of merchandising programs on the people with whom they come in almost daily contact.

Richard S. Lewis

Managing Editor

ACA Elects Officers



Pictured above are Robert E. Jones of General Foods Ltd. (left), outgoing president of the Association of Canadian Advertisers, and on the right, P. K. Abrahamson of the Borden Co. Ltd., who succeeds Mr. Jones as executive head of the Association for 1943.

Thursday, Nov. 12 was election day during the three-day International Wartime Advertising Conference Nov. 11-13 at the Royal York Hotel, Toronto, of which the 28th annual meeting of the ACA was a part.

Other officers were elected as follows:

Vice-Presidents: J. W. Moore, Maple Leaf Milling Co. Ltd., Toronto; R. L. Sperber, Sterling Products Ltd., Windsor; J. E. Mason, Canada Dry Ginger Ale Ltd., Toronto; H. E. Stephenson, Canada Starch Co. Ltd., Montreal.

Directors: Neil B. Powter, Howard Smith Paper Mills Ltd., Montreal; D. E. Bankart, Northern Electric Co. Ltd., Montreal; Lee Trenholm, Underwood Elliott Fisher Ltd., Toronto; Syd R. Skelton, Goodyear Tire & Rubber Co. of Canada Ltd., Toronto; L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto; Robert E. Jones, General Foods Ltd., Toronto; S. H. Brown, Christie Brown & Co. Ltd., Toronto; A. Usher, RCA Victor Co. Ltd., Montreal.

Secretary-Manager: Athol McQuarrie.

Board Meetings

A meeting of the Board of Directors of the Canadian Association of Broadcasters will be held in Toronto on December 7th, and we are also advised that the CBC Board of Governors is to meet in Ottawa on the same date.

The CANADIAN BROADCASTER

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The Record Ban

Does Mr. Petrillo think that if he is successful in preventing Canadian radio stations from playing recorded music, the recorded programs will be immediately replaced with live musicians? Surely it is obvious that this would not be possible, especially in the smaller communities. Instead it would be found necessary to replace these programs with more dramas and talks.

Petrillo and his followers in the A.F. of M. seem possessed of a gnawing fear that if they continue to make recordings for radio purposes for pay which seems much more than adequate to this undernourished scribe,—something will happen to them. It seems far more likely to us that if they continue this ban they will have something to face—and it won't be eating.

Mr. Petrillo is just a name to us, but we know a number of his followers who blow things in orchestras around town. They are right guys we think, and we are at a loss to understand why they feel compelled to subject themselves to what cannot result in anything but hardship for everyone concerned.

Not many years ago talkies and radio began to bring entertainment into remote sections of the country where professional talent was almost unknown. Actors and musicians were afraid then that these new developments would injure their careers. Today they must admit that while theatre work in Canada is practically out of existence, the increased awareness of their arts, brought about by this "wider distribution", has increased rather than decreased the demand for their services.

Today's fear that they are about to be decimated by the disc may have some grounds. If it has, surely democracy is alive enough in Canada for them to enter into some sort of negotiations with the recording people. Can they not realize that if they take recordings from the stations, a means of replacing them will be found, and if they yank the Juke Box out of Joe's Lunch, he'll get himself a singing waiter or something. In either event, they'll be the losers—they and the people who enjoy their talents.

Let's Ask The Advertisers

The First in a Series of Articles in Which
We Present

THE ADVERTISERS' ANGLE ON THE BROADCAST MEDIUM

By L. E. PHENNER

President Canadian Cellucotton Products Co. Ltd.
and
Radio Committee Chairman
of The Association of Canadian Advertisers

It was a unique interview, when we sought out L. E. Phenner at the A.C.A. Convention—unique because we only asked one question. It was this: *How do the national advertisers feel about house-cleaning the radio business?*

"Here is a peculiar fact" he began. "The CBC has, by its very existence, swung Canadian listeners from American to Canadian stations in areas where U.S. stations can be tuned in just as easily as Canadian ones. I don't know if the CBC claims full credit for this change of listening habits, but I want to say that I believe that it was *not* the establishment of lines and broadcasting stations to give Canada a network that won the people over. *Rather it was the entertainment broadcast over the network that accomplished this, and the program ratings show pretty conclusively that the major part of this job is represented by the great number of top-flight network programs aired from private U.S. Stations, which are broadcast over the CBC.*

These same bigtime programs have also become available through the network to hundreds of thousands in isolated areas who, previously, could only hear purely local programs, which, good though they might be, could not hope to compare with costly and talented productions from across the line.

So the establishment of the network has, I maintain, been definitely beneficial to the radio industry, as well as to its listeners, but, neither as a network, nor as a government body is there reason to believe the CBC is wholly responsible for the benefits it has helped to produce, for it has done no more and no less than the private stations could have done, given the same facilities.

Whether or not the CBC is going to bring in new regulations I do not know. I do know though that radio requires less "production policing" than any other business because it enjoys the unique position of being able to have a concise and quick check on the degree of acceptance it receives from the public. If a radio program does not please the listeners, they have only to tune it out. It is as simple as that, and since the operator of a station wants to sell his time, and since the sponsor of a program is looking for the greatest possible audience, regulations' de-

signed to earn programs wider public acceptance are unnecessary. *What man, in business for profit, will continue to force upon people that which they do not want?*

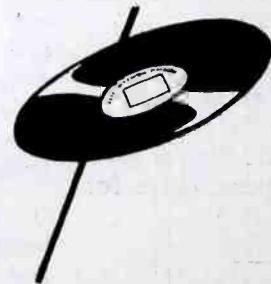
There has been talk to the effect that the theatre and the motion picture industry have cleaned house and improved the 'products' they have for sale, while the radio industry continues to stress entertainment. It is true that both the theatre and the motion picture industry have made improvements in the types of entertainment they present for the public's approval . . . it is true that this process of 'house-cleaning' has met with success . . . but it is perfectly apparent that they have not swerved from the basic

reason for their existence — *entertainment.*

If there are people in CBC or Government circles who believe listeners want something different in radio, something theoretically more educational, or finer, then they are in the fortunate position of being able to put these theories to the test, for they have all the facilities, all the money, and all the time to produce programs with which to illustrate what they think the people want, and what they think they need. If ratings show them to be correct, then they will have accomplished everything they aimed for, because *they will have immediately established a new basis for broadcasting, and sponsors will be compelled to follow suit, or lose out to the newer and more acceptable scheme of programming.* If on the other hand they prove to be wrong, their contribution will have been equally as great, for they will have avoided making the disastrous mistake of introducing regulations which would deliver a lasting blow to the radio industry in Canada — and in the industry I include the CBC—because if regulations were introduced and they subsequently proved to be mistaken, everything that has been accomplished would be undone, for the people would revolt in their listening habits and turn their dials once again to the United States stations."

Faithfully Yours

DOMINION
Duophonic
RECORDINGS



Famous for High Fidelity Reproduction

DOMINION BROADCASTING
COMPANY
4 ALBERT ST. TORONTO

SHORT WAVE RADIO

Although it is being viewed now mainly in the light of propaganda, the erection of a powerful short-wave wireless station in Canada is timely, and, indeed, long overdue. It has been recommended by the Canadian Broadcasting Corporation, and by a special committee of Parliament; and, long before either, by numbers of people who saw what was coming, and has come, in the air-lanes of the world.

The station is to be built at Sackville, N.B. Short-wave wireless being what it is, there is little need to quarrel with the particular location selected. Presumably, technical advice decided this. Atlantic convoys will remain of prime importance for the duration of the war, and the Maritimes would appear to be a logical position for the powerful new station.

While that is said, perhaps it should be added that, after this conflict is ended, the world will be a much smaller place than it has ever appeared before. Canada, then, may wish to speak over the Arctic roof of the globe to Europe; across the blue waters of the Pacific to Asia and link at least with most of the continents of this planet. In short, investigation should not stop short at one site or at one short-wave wireless station. What is being proposed is a world-wide telephone, the uses of which will be legion, both in war and at peace.

The Victoria Colonist.

C J G X
YORKTON
1000 Watts

15 Years

of carefully balanced programming has earned

Listener Confidence

in

North Eastern Saskatchewan and North Western Manitoba.

Ask the man who lives there

OR CONTACT

RADIO REPRESENTATIVES LIMITED

Montreal - Toronto
Winnipeg - Vancouver

THIS MAN,

Thomson . . .

A Candid Word-picture of C.B.C.'s New General Manager

We had the privilege of meeting Dr. James S. Thomson in the CBC's Toronto offices just a couple of days before he took over his new duties as general manager of the CBC.

We were received by a thick-set Scot around the half-century mark, with a naive smile, and a look in his eye that gave us the impression that he is a man with a mind of his own.

Naturally we were looking for a statement as to how commercial radio is to fare under his guidance, and we questioned him accordingly.

He explained, reasonably we thought, that the time was not ripe for him to give out official statements. Then he declared: "I am not in the slightest interested in selling soap. As far as commercials are concerned I am only interested in them insofar as they benefit Canadian radio."

Feeling that these remarks applied to the operation of the CBC stations, we asked how this would affect the commercial interests—the opposite group.

"There is no opposite group" he replied quickly. "There is only one Broadcasting Act."

"Our readers — the private stations, the advertising agencies and their clients" we continued, "are naturally anxious to know your attitude toward sponsored programs."

"I haven't startled them, have I?" he said.

"Yes sir," we replied, "you have." Your paper, 'A New Policy for Radio', caused some concern, especially when it was given considerable publicity after your appointment to the general managership."

"Well", he said, "I haven't withdrawn it."

"Don't you think" we suggested, "that if you were a station operator and had read as much about the new general manager of the CBC

JAMES SUTHERLAND THOMSON

Born April 30, 1892 at Stirling, Scotland, Dr. Thomson won his M.A. at the University of Glasgow with first class honors in philosophy, in 1914. In 1920 he graduated with honors in theology from Trinity College, Glasgow, and was ordained a minister of the Church of Scotland.

After serving as a minister for four years at Coatville in Lanarkshire, he became secretary for Youth and Education to the Church, during which time he lectured in both Canada and the U.S.A.

In 1930 he came to Canada and was a professor at Pine Hill College, Halifax, for the next seven years. In 1936 he was made a Doctor of Divinity by Victoria College, University of Toronto, and the following year he was elected president of the University of Saskatchewan. He was recently made a Fellow of the Royal Society of Canada, and is Chancellor's Lecturer at Queen's University, Kingston. Next year he is to be Nathaniel Taylor Lecturer at Yale.

During the first war he served in the ranks with the Queens Own Cameron Highlanders, and later, as an officer, with the Rifle Brigade. He returned a Captain.

Dr. Thomson was married to Margaret Stewart Troup in 1922 and has two children.

as has been written — favorably and otherwise — about you, you might be a little concerned for the future of your station?"

"I might" he replied, "if I looked no further."

We asked him to explain his statement in "A New Policy for Radio": "The entertainment element still predominates."

In reply he redrew for us his parallel between movies and the radio.

"A few years ago", he said, "all the movies gave us was wild west shows. Now we have 'The Barrets of Wimpole Street', 'Gone with the Wind', 'David Copperfield', 'Mrs. Miniver' and so forth. That is what I want to happen to radio. Don't think I am averse to comedy. Laughter has its place on the air, just as it has in the movies. I think radio should pay more attention to movie trends."

We realized that we had misinterpreted the Doctor's use of the word 'entertainment'. We understood his statement in his paper to mean that, in his opinion, sufficient emphasis is not placed on features of a directly educational nature; we now believe that he was deploring the lack of entertainment of a worth-while character, because we happen to have seen all the pictures he mentioned and found them both worth-while and entertaining, in reasonable doses.

In response to our invitation to declare himself in these columns, he replied "I can do a better article for your December issue than the November one. At present I am devoting my time to becoming acquainted with the staff, and generally finding my way around. Give me a month and I shall be glad to give you an article."

We found the Doctor a forthright individual, a man who calls a spade a spade, a man with all the determination that characterizes his race. We headed this article 'This Man Thompson', and we believe the title to be aptly descriptive.

Just how he will harness these characteristics to his new post it would be foolish to surmise. We can wish him well though, and we can be positively sure that whatever steps he may take — sound or otherwise — he will be acting with the sincere conviction that they are for the good of Canadian radio and Canadian listeners, as he sees it.

To him we would add: "Lang may y'r lum reek."



LEE SWEETLAND

AT LIBERTY!

LEE SWEETLAND, America's finest young Baritone, now working on NBC five times a week, and on the 30 Canadian Radio Stations using the U.T.S. Library.

For particulars, write:

Exclusive Radio Features Ltd.

14 McCaul St., Toronto

Halifax Now World's Busiest Port

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

RADIO STATION CHNS

HALIFAX, NOVA SCOTIA
Rep. All Canada Radio Facilities

In Vancouver:

CKWX

Thousands of "transients" have been added to this city's regular hundreds of thousands — and still more coming — transients with permanent appetites for foods and drugs and clothing and soap.

To all — Vancouver's CKWX is the friendly community station — programming to meet the special requirements of these people.

Ask the
ALL-CANADA
Man



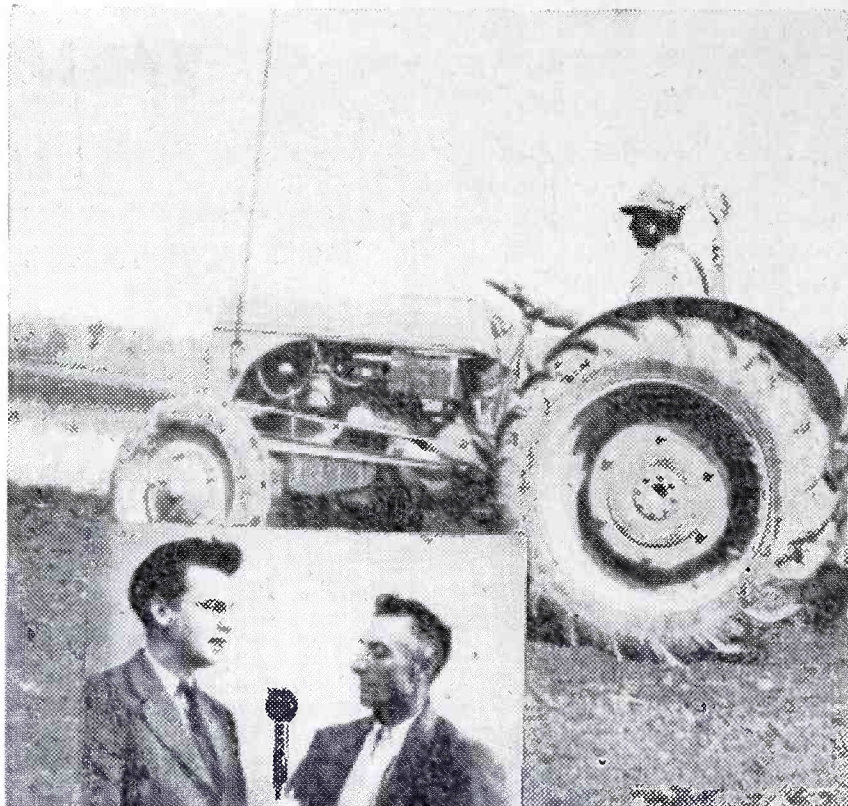
Vancouver's

CKWX

980 Kcs. 1000 Watts
and Short Wave CKFX

FRANK H. ELPHICKE
Manager

... Listen While You Work ...



"Listen While You Work" becomes a reality to Mr. A. Fisher, who farms 18 miles west of Prince Albert. He has equipped his tractor with a radio. A loudspeaker is located immediately behind him. He is able now to keep up to date on world developments and listen to his favorite programs while he works in the field. The above photo shows radio-equipped tractor and (inset) Mr. Fisher being interviewed by Art Holmes, CKBI announcer.

CKLW Speaks for Canada to Thousands of Americans

CKLW, Windsor, is in a unique position for several reasons.

In the first place, if you look straight north in Windsor, you are, believe it or not, facing the United States, our neighbour to the south, because Windsor happens to be situated due south of Detroit.

Speaking of his station's peculiar circumstances, J. E. "Ted" Campeau, CKLW manager, explained that his station has a double duty to perform in community service, because, besides their Canadian listeners, they have an enormous American following south, or should we say north of the border.

In evidence of this large listenership across the river, he told us that time after time, when Canadian war appeals were aired over his wave-length prior to December 7th, contributions would come in from the States that often exceeded receipts from Canada.

There are, in Detroit alone, he pointed out, over two hundred thousand people of Canadian origin, and since the beginning of the war it has been most apparent that interest in Canadian affairs has been reborn in the minds of these people. CKLW feels that serving them is part of its obligation to its listenership.

Slanting programs to appeal both to Canadian and American listeners presents a sizable problem, peculiar in Canada to this one station. For besides its Canadian and native American audiences, and besides the large number of Canadians in the area who have become Americans, countless other nationalities must be considered. For example, Detroit has the largest Polish community in the world with the single exception of Warsaw.

CKLW's policy of trying to serve its listeners both sides of the border is rendering an international public relations service vital to Canada at any time, and doubly so today, when it is helping to cement the friendship and understanding between two countries which are sharing the fortunes of war.

STOVIN & WRIGHT MOVE

Stovin & Wright, Radio Representatives, have recently moved their Toronto offices from the ninth to the fourteenth floor of the Victory Building at 80 Richmond Street West.

Gerry Carter to Frontenac



Gerry Carter, for the past two years with Exclusive Radio Features Limited has joined Frontenac Broadcasting Co., where he will have charge of a new department offering agencies transcription and production services.

Frontenac has been appointed exclusive Canadian distributor for Harry S. Goodman Productions, New York.

\$2.50

Buys a lot of NEW Listeners

A spot announcement on CHPS, Parry Sound (cost \$2.50) covers a rich, new market of 40,000 people—40,000 people who, until now, have never been served adequately by radio.

The Parry Sound Market is a rich, agricultural and industrial area. It is literally a million dollar market—because the monthly income from industry alone is just that—a million dollars.

CHPS rates bring you the ears of this market at an extremely low cost per listener.

ASK

CHPS

PARRY SOUND, ONTARIO

OR

STOVIN & WRIGHT

Toronto :: Montreal :: Winnipeg

Dance Tonight



at the St. Francis Hotel, San Francisco, with Harry Owens and his Royal Hawaiian Orchestra. Those who can't make it can always hear Harry Owens and his Orchestra over the 30 Canadian Radio Stations presenting him through the medium of the U. T. S. Library.

ing him through the medium of the U. T. S. Library.

FOR RESERVATIONS WRITE:

EXCLUSIVE RADIO FEATURES LTD.

14 McCaul St.

--

Toronto

GOOD STATIONS

“

ARE Choosy

”

**A few of the 216 "CHODSY"
stations that CHOSE
Lang-Worth**

UNITED STATES

Baltimore, Md.	WCAO	5kw
Boston, Mass	WEEL	5kw
Buffalo, N.Y.	WBEN	5kw
Charlotte, N.C.	WBT	50kw
Chicago, Ill.	WBBM	50kw
Cincinnati, Ohio	WCKY	50kw
Cleveland, Ohio	WHK	5kw
Dallas, Texas	WFAA	50kw
Dayton, Ohio	WING	5kw
Des Moines, Iowa	KSO	5kw
Detroit, Michigan	WWJ	5kw
Hartford, Conn.	WTIC	50kw
Indianapolis, Ind.	WIRE	5kw
Los Angeles, Calif.	KFI	50kw
Louisville, Ky.	WAVE	5kw
Macon, Georgia	WMAZ	5kw
Memphis, Tennessee	WMC	5kw
Milwaukee, Wisconsin	WTMJ	50kw
Minneapolis, Minn.	WCCO	50kw
Missoula, Montana	KGVO	5kw
Nashville, Tennessee	WSM	50kw
New York, N.Y.	WABC	50kw
Omaha, Nebraska	WOW	5kw
Peoria, Illinois	WMBD	5kw
Philadelphia, Pa.	WCAU	50kw
Portland, Oregon	KGW	5kw
Richmond, Virginia	WRVA	50kw
Rochester, N.Y.	WHAM	50kw
St. Louis, Missouri	KMOX	50kw
St. Paul, Minnesota	KSTP	50kw
Salt Lake City, Utah	KSL	50kw
San Antonio, Texas	KTSA	5kw
San Francisco, Calif.	KSFO	5kw
Savannah, Georgia	WTOC	5kw
Seattle, Washington	KIRO	50kw
Shreveport, La.	KTBS	50kw
Spokane, Washington	KFPY	5kw
Syracuse, N.Y.	WSYR	5kw
Toledo, Ohio	WSPD	5kw
Tulsa, Oklahoma	KVOO	50kw
Washington, D.C.	WJSV	50kw
Wheeling, W. Va.	WWVA	50kw
Wichita, Kansas	KFH	5kw
Youngstown, Ohio	WKBN	5kw

CANADA

Calgary, Alberta	CFCN	10kw
Charlottetown, P.E.I.	CFCY	1kw
Halifax, N.S.	CHNS	1kw
Montreal, Quebec	CKAC	5kw
Moose Jaw, Sask.	CHAB	1kw
Ottawa, Ontario	CKCO	1kw
Quebec, Quebec	CHRC	1kw
Regina, Sask.	CJRM	1kw
Saskatoon, Sask.	CFQC	1kw
Toronto, Ontario	CFRB	10kw
Winnipeg, Man.	CJRC	1kw

They have a trust to fulfil.

They have a reputation to maintain.

Their high program and transmission standards must be lived up to throughout the full broadcast day.

Lang-Worth is proud of the part it is privileged to play in assisting many "choosy" stations to fulfil their trust and maintain their reputation.

Lang-Worth now serves **216** important radio stations throughout the United States and Canada.

From Halifax to Los Angeles, from Calgary to Savannah, from Winnipeg to San Antonio — these stations are unanimous in voting Lang-Worth the leading transcription library service in point of program content and transmission quality.

. . . and local and regional advertisers are broadcasting Lang-Worth over these stations with phenomenal success.

LANG-WORTH FEATURE PROGRAMS INC.
420 Madison Avenue New York

first IN FAMILY COVERAGE

Family purchases are the rule in thrifty French Canada. To sell the Quebec family, use the station which draws the big family audience—CKAC.

HERE'S HOW THEY LISTEN!

CKAC * Evening shows with E-H Program Rating of 15 or over.....**35**

NEXT FRENCH STATION

* Evening shows with E-H Program Rating of 15 or over.....**11**

* Elliott-Haynes Montreal Report, October 1942

CKAC

MONTREAL

COLUMBIA BROADCASTING SYSTEM

Representatives—Canada

C. W. Wright, Victory Building Toronto

United States

Joseph H. McGillvra

Program Briefs

Items for the "Program Briefs" and "Spots" departments should reach the Canadian Broadcaster by the 5th of each month.

CANADIAN SHREDDED WHEAT (Shreddies) — 5 minute transcribed talks "Today's Adventure" featuring Gordon Sinclair. 5 a week on 13 Canadian stations through Cockfield Brown, Toronto.

LAURA SECORD CANDY SHOPS — 2 a week piano recitals featuring Rex Battle. Have added four stations to the network, CKCO Ottawa; CKWS, Kingston; CHML, Hamilton; CFPL, London.

Release is through Cockfield Brown, Toronto.

W. K. BUCKLEY LTD. "In His Steps" — 30 minutes transcribed drama heard over CFRB, Toronto with possibility of additional stations later. 26 weeks through Walsh Advertising, Toronto.

LEVER BROS. LTD. for Lifebuoy — Bob Burns in "The Arkansas Traveller" Wednesdays 9 to 9.30 p.m. over CFRB Toronto and CKAC, Montreal, released in Canada through Ruthrauff & Ryan, Toronto.

LEVER BROS. LTD. for Rinso — Lionel Barrymore in "Mayor of the Town", Wednesdays 9.30 to 10 p.m. over CFRB, Toronto and CKAC, Montreal, released in Canada through Ruthrauff & Ryan.

LONGINES - WITTNAUER CO. OF CANADA — (Longines watches) 1/2 hour Sunday broadcasts over a selected list of Canadian stations. Release is through Russell T. Kelley Ltd., Montreal.

UNCLE JIM AND HIS OLDTIMERS, CKBI's top Tuesday night show (315 letters in two days) is now heard Tuesdays at 10 o'clock for one hour. Uncle Hezzy Tonkin handles Mike-tivities. Show is now bankrolled by Saskatchewan Dairy Pool.

KNOWLEDGE KOLLEGE
It takes good listening to cash in on the new feature of CHML, (Hamilton) "Knowledge Kollege". The program is heard daily at 12.45 p.m. and is based on the 12.30 noon newscast. The program offers cash awards, as well as war savings stamps, to listeners who can answer questions pertaining to the news just heard. "Knowledge Kollege" is designed to prove and improve the familiarity of CHML's listening public with current happenings.

THE CKBI EARLY RISER PROGRAM is now known as the RIVER STREET SPECIAL. This hour show at 6:00 a.m. brings out the historical background attached to this famous Prince Albert Street. It was founded away back in 1880. All merchants on the thoroughfare have banded together to bring River Street back into the Western Canadian Picture.

BARKER BREDIN BAKERIES LTD., Toronto — new game program "Easy Pickin's", with studio prizes up to \$5.00 and air prize up to \$1000.00, Wednesdays, 2.30 p.m. over CFRB, Toronto.

... SPOTS ...

P. S. BUSTIN DRUG CO. — 5 a week transcribed for Bustin's Gold Caps and Bustin's Mentholated Cough Balsam, Monday through Friday on CKCL, Toronto. Additional stations will be added shortly. Release through Frontenac Broadcasting Co., Toronto.

W. K. BUCKLEY LTD. — 10 a week adds CKLW, Windsor, through Walsh Advertising, Toronto.

REGENT KNITTING MILLS LTD. — spots on CKAC, Montreal, advertising baby knitting book to French market. Stevenson & Scott Ltd., Montreal.

W. K. BUCKLEY LTD.—spots on some stations and 5 minute programs on others, through Walsh Advertising, Toronto.

SUGGESTED SPOT — War workers need sleep. Keep the radio volume down.

WE PASS THE ACID TEST

Ninety-nine per cent of the national advertisers using station CKCH have renewed their contracts for the coming season. This practically unanimous endorsement speaks volumes for the place CKCH occupies in the life of the Ottawa Valley.

The local merchants, too, continue to show their faith in CKCH by taking more time than on the other two local stations combined. It would pay you to investigate the possibilities of a station which is consistently producing concrete results for its advertisers.

Power has been increased to 250 watts for greater coverage of this prosperous market.

CKCH

OTTAWA - HULL

D. L. BOUFFORD,
112 Yonge St.,
TORONTO Ad. 7468

RADIO REPRESENTATIVES LTD.
Dominion Square Bldg.
MONTREAL Ha. 7811

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



MISSING

Four attractive young ladies, known to be one of the leading first violin sections in the country. Last heard with "Singing Strings" on 30 Canadian Radio Stations where they were presented by means of the U.T.S. Library.

For further information, write:

**Exclusive
Radio Features Ltd.**

14 McCaul St., Toronto

"SINGING STRINGS"

Canadian Bankers Association

Actual case histories are being used this year by the Canadian Bankers' Association to show the day-by-day service which the Chartered Banks of Canada render through small loans, and the intimate relationship between these loans and the business and personal fortunes of people in all walks of life and in all the sections of the Dominion.

Thousands of typical cases were first gathered from the records of the member banks, and newspaper advertisements and dramatized radio spots, then built around a representative selection. The first advertisement, which appeared in an extensive list of dailies and weeklies, tells the story of "two young men with faith in themselves" who went to their bank for financial assistance in starting the manufacture of a chemical product, and how the bank, convinced of their character, ability and energy, advanced the necessary credit. Copy concludes by stating that "This actual example illustrates how this country's Chartered Banks help credit-worthy people to benefit themselves, their fellows and their country under the democratic system of free enterprise."

Concurrently with the appearance of the newspaper campaign, dramatized versions of several hundred different case histories will be carried over most Canadian radio stations. This series of dramatized spots also got under way this week. As in the past, the main weight of the banking story will again go to the daily and weekly press.

Directing the banking campaign from the agency end is a committee composed of representatives of Cockfield, Brown & Company Limited; A. McKim Limited, and R. C. Smith & Son Limited.

Says Radio Storm Coming

Speaking to a Toronto Conservative Association meeting, Gordon Graydon, M.P. for Peel County, and a member of the recent Committee on Radio Broadcasting said: "A first class storm is gathering from many quarters over the government's failure to handle the problem of public ownership of radio stations. The next session of parliament will doubtless see the storm break with record fury. I am convinced", he continued, "after several weeks on the parliamentary committee investigating the Corporation's (CBC) affairs, that many amazing and alarming things could not have occurred, if farmer and labor groups have been given proper representation. The governors should all have been invited to tender their resignations."

It was Mr. Graydon who, during the sessions of the committee he refers to, repeatedly insisted on the advisability of labor and agriculture being given a voice on the CBC Board of Governors.

...the Sponsor picked up Perce Mason's option last Wednesday, just as Perce expected he would, and Perce left us to join the cast of the Big Broadcast. Perhaps the Sponsor needed Perce as a companion, as a partner in billiards, perhaps he had a little deal that he needed some help with, or perhaps, and we're inclined to the idea, he wanted someone on the show to keep the rest of the cast in good humor, to kid them, to strut around with his thumbs in his vest and get them to work four times harder than they ever would for anyone else.

Yes, there's no objection to the idea of a rising, promising young man tying himself up to a long term contract like that, but the Sponsor is a pretty fair guy, and he must have a good reason for signing up a man at 39 years of age. I'd like to persuade myself that this perpetual contract of Perce's was the means of saving him a lot of worry and pain in the future. It couldn't have happened to a nicer fellow and I'm going to miss having him around.

jack part

Promotion On Green Hornet

On Thanksgiving Day the Lions Club of Regina sponsored a Model 'T' Race at the Exhibition Grounds in Regina. There were twenty-two entries, among them Car Number 17, entered by CKCK.

A tail-piece was attached to the rear of the car and was striped in brown and yellow to look like "The Green Hornet", and the driver wore a flowing green cape.

Approximately twenty-five hundred persons attended the races and amid lusty cheers, "The Green Hornet" pleted third.

The Lone Ranger and the Green Hornet, both heard on CJRC, Winnipeg, were "teamed" by that station in the recent loan drive.

They had a special recording made in Detroit by the King-Trendle Broadcasting Co., in which these two characters both expressed their sincere good wishes (in character) for the success of the loan campaign, and congratulated CJRC on the re-dedication of their new studios.

B.U.P.
"COVERS THE WORLD"
BRITISH UNITED PRESS
231 ST. JAMES STREET
MONTREAL

November 3rd, 1942

NO MORE CHRISTMAS CAKE IN HAMILTON!!

Hamilton Bakers Practically SOLD OUT!
Supplies Diminishing FAST!

One Timely Example of

HAMILTON'S INCREASED PURCHASING POWER

CKOC

P. S. We admit we helped to sell the cake. We have the ears of the HAMILTON audience.

RCA's "VOICE OF VICTOR"



Heard Thursdays 8.05 to 8.30 p.m., from the CBC Toronto Playhouse to the National Network, "The Voice of Victor" features Bob Farnon and his Orchestra, Georgia Day, Blues Singer; Charles Sullivan, baritone; and a small dramatic cast heard each week in a short sketch with a war angle.

Photograph shows the program in progress at the Playhouse, and, above, from left to right: Austin Willis, emcee; Bob Farnon; Georgia Day and Charles Sullivan; Babs Hitchman and Grace Matthews who appeared in the sketch in the first program; and Howard Milsom, commentator.

The agency is Lord & Thomas of Canada Ltd.

FLUFF OF THE MONTH

"The Ontario Caravan", CFRB's weekly talent quest program, played recently in Whitby, Ont., and received the following comment in the "Whitby Times Gazette", apparently written from a copy of the script.

"The program also featured Roy Locksley and his 12-piece Caravan Orchestra, and as the broadcast opened, it played, as a salute to Ontario County's own Fighting Regiment, the number: "Up and Fade to Finish".

Speaking of GOOD NEIGHBOURS



OUR good neighbours in English speaking Canada could make their French Canadian Radio Programs do twice the selling job if they would NOT give us TRANSLATIONS but ADAPTATIONS.

◆◆◆
Let us adapt your radio messages so that Jean Baptiste will hear them in *his own* language.

MARCEL BAULU

LABORATOIRE
DE REDACTION

Room 304 Empire Life Bldg.
MONTREAL

Rambling with Roly

By ROLY YOUNG

Reprinted by permission of the Globe & Mail

I think the fuss that has been made during the past month over Walter Pidgeon is disgusting!

Now hold your horses and read on, because I think I can explain that remark to your complete satisfaction. The reason I say the fuss Canadians made over Mr. Pidgeon is disgusting is simply because it again demonstrates a typical Canadian weakness that has been mentioned here on several previous occasions. As a Canadian Mr. Pidgeon is a nobody. He goes to the United States where his talent is quickly recognized; Americans give him opportunities, climaxed by the role of Mr. Miniver; whereupon our Canadian public "discovers" a great Canadian actor and acclaims him accordingly.

Mr. Pidgeon could have stayed in Canada until Doomsday and never roused more than a ripple of interest—yet who will deny that he always had the talent which the United States uncovered?

That's what I mean when I used the word "disgusting." It's Canadian apathy toward home talent, and the sudden hysterical acclaim the Canadian public gives Canadians who HAD TO LEAVE CANADA to get a chance to make good that thoroughly disgusts me.

We're going through a period now when we're very conscious of being Canadians, very proud of it, and filled with national feeling. Yet we're still looking down on Canadian talent, particularly in the realm of the theatre.

The first argument to be brought up will be the old one about us not having the facilities to provide opportunities for local talent to develop. Granted that there is a restriction of opportunity, and that we can't pay the prices that are paid for talent down across the border—the fact remains that we have SOME opportunity up here, but that it is closed for the most part to Canadians, not because of the people who operate the spots that provide such opportunity, but because you, the Canadian public, are so hypnotized by anything from the United States that you won't give credit to what can be done by home talent.

Only recently I've come across several instances of it. Just last week I was talking to a man who provides entertainment for a large audience weekly. I asked him if he had played a certain Canadian performer recently.

"We played him a couple of years ago," was the reply, "but with our crowd we can't get away with using local acts. They'll go for a poorer act from the States quicker than they will for — (the performer in question)."

Now I happen to know this particular act (not personally, but from a critical point of view) and in my estimation it ranks with the top acts of its kind from across the border, but because it is Canadian, the dear Canadian public won't accept it. Their attitude is, if it's Canadian it can't be any good.

The sooner we get rid of that complex the better for us.

Take the case of Miss Judith Evelyn, a talented and clever young actress. Up here she was just another radio performer. Finally she gets out of Canada, makes a hit in ONE show in New York, and she can come back now as a big star on a Victory Loan program, acclaimed by the same public that was practically ignoring her a year or so ago.

I find, too, that there are a lot of Canadians who just don't pay much attention to those "Canada Carries On" films put out by the National Film Board. "One of them Ottawa pictures is on," I overheard a man say recently as he and his girl friend stayed out in the theatre lounge to smoke a cigarette. If "the March of Time" had been on they would have hustled into the theatre to see it. As soon as they wise up to the fact that "Canada Carries On" is being hailed in United States under the title "The World in Action" they'll suddenly discover how good they are.

From time to time we've had local operatic and ballet productions. So far they haven't been a financial success. I'm trying to avoid specific names as much as possible so no one will be embarrassed, but I've seen plenty of them, and I've seen plenty of the touring troupes that have come from across the border with a carload of shabby scenery and costumes that they've been carting around the continent for the past twenty years, and in most cases the Canadian productions have been head and shoulders above the imported offerings. . . . but will Canadians patronize them? I should say not. They're scared of discovering that Canadians can do something good in the realm of theatrical art. They'll wait until some American discovers the talent and gives it an opportunity and an audience. Then they'll throng to the box office when the Canadian comes back with an American reputation.

I've regusted! And I don't mean maybe.

Lorne Green Honored

Lorne Green, chief CBC news announcer, has been named winner for eastern time zone of the 1942 H. P. Davis Memorial Announcers' Award on the basis of a recording of a CBC national news bulletin broadcast.

The Davis award was established in 1933 by Mrs. H. P. Davis of Philadelphia in memory of her husband who, as one of the founders of station KDKA, Pittsburgh, is regarded as one of the fathers of broadcasting.

Each year the leading announcers in the four time zones of the American networks compete for top honors, and from the best voices of the regions have been selected the year's national champion, judged on the basis of personality, diction, adaptability, voice and versatility. The award has now become a coveted honor sought by affiliated stations of the NBC network throughout the United States and in Canada.

Lorne Green, 27, has brought the award to Canada for the first time.



GLADSTONE MURRAY
New Director - General of Broadcasting for Canada, who since taking over his new duties, has moved from Ottawa to the CBC offices, Toronto.

Bannerman Returns From Maritimes

Glen Bannerman, CAB President, has returned from a trip to the Maritimes and reports having visited CHNS, CJCJ, CFNB, CHSJ, CKCW and CFCY.

While it is difficult to forecast conditions for the spring, he said that business appeared to be quite good, and he told us that he found all the stations concentrating on entertainment connected with the various branches of the armed forces. The war loan campaign in the Maritimes was an all-out effort he said, and he also expressed considerable interest in the way the Eastern stations are developing local talent.

Questioned about arrangements for the CAB general meeting to be held in Toronto, February 15-17, he said that arrangements are under way, and he also stated that he is preparing a presentation for the member station in connection with the question of the stabilization of rate structures, which was set over last year. This presentation is to be ready for member stations to consider at the meeting.

Reverse Plug

Nov. 29th Chase & Sanborne won't plug its commercials too hard since the U.S. Office of War Information has allocated to this sponsor a message about curtailing coffee drinking, to be included in this program.

CFAR
FLIN FLON
Serves
**NORTHERN
MANITOBA**



REPRESENTATIVES
H. N. STOVIN

A.C.A. Hears Report of Committee on Measurement

Speaking at the annual meeting of the Association of Canadian Advertisers in Toronto on November 12th, G. Walter Brown, chairman of the sub-committee on radio measurement, reported on the progress the committee has made towards the establishment of what he described as "an authoritative body for radio measurement, we hope will compare favorably with the Audit Bureau of Circulations."

Mr. Brown commented on the fact that only after the press had been in operation in Canada for 136 years was the A.B.C. formed, while efforts were being made to establish the bureau's counterpart only twenty years after the first commercial broadcast. "For this progressiveness", he said, "I should like to pay tribute to the Canadian Association of Broadcasters."

His committee, he told the meeting, consisted of Henry Gooderham and Jack Cooke from the Canadian Association of Broadcasters, Lou Phenner and Tom MacReynolds of the Association of Canadian Advertisers, and Adrian Head and Ray Barford from the agencies.

He defined the purpose of the committee, quoting from the resolution made by the CAB in Montreal last February when its formation was decided upon.

"... to study the various experiments in measurement conducted by broadcasting organizations in the United States; to conduct tests and experiments in arriving at a method of measurement in Canada satisfactory to advertisers and advertising agents; and to make such recommendations as to the establishment, organization, cost of operation, etc., of such an authoritative body as the Committee shall see fit."

"This is not a permanent body" he explained. "You see our function is to formulate a plan satisfactory to advertisers and advertising agencies, and to recommend the kind of permanent organization which we feel can best carry the plan into operation. Then we can

sit back and enjoy the benefits of the plan along with you.

I am unable just yet to make any prophecies as to what this permanent body will comprise or how it will operate, but I feel safe in saying that it will represent all of the groups interested in radio broadcasting.

The speaker explained in some detail how his committee's work is divided into two parts, each being handled by a separate sub-committee. These parts are first the establishment of a method for measuring

station coverage which will be accurate; which will be acceptable to stations, advertisers and agencies alike; and which will be administered by an authoritative permanent body comparable in acceptance to the Audit Bureau of Circulations. "The second part," he said, "is the setting up of a system for measuring the relative popularity of radio programs".

"We hope to be able to develop a method which will be satisfactory to all concerned and which will provide practical, usable data for all who use radio broadcasting."

Five Equals Twenty-one

The following item appeared in "The Mike", CFGP bulletin, for October 30th:

November 2nd is the day on which CFGP attains its majority. In other words, it's our fifth birthday. If anyone wants to know why we consider our fifth birthday "our majority" — let me tell you that to be in the radio industry five years, is equal to twenty-one years of anybody's life!

We feel duly grown up now, and expect to get the key to the door, be allowed to wear long pants, and remain out until after 9 p.m. — MDT or PWT! Total war effort being what it is we are foregoing our usual birthday celebrations, until happier days.

BUY VICTORY BONDS

the new
CJRC

Broadcasting Station CJRC announces that its new studios in the Free Press Building, Winnipeg, are now in full operation.

The staff and management of CJRC are proud to be able to make this announcement—proud of the modern studios, equipped with every technical improvement to ensure a consistently high quality of broadcasting.

But something more than pride dominates our thoughts today. It is a deep sense of responsibility—a realization that these improved broadcasting facilities broaden and increase our obligations in the service of Manitoba and of the nation.

In the full sense of our duty as a broadcasting station in wartime, we re-dedicate CJRC—its transmitter, its studios, its equipment, the services of every member of its staff—to the public welfare.

BROADCASTING STATION CJRC, WINNIPEG
630 Kilocycles and shortwave stations CJRO, CJRX 1000 Watts
AN ALL-CANADA STATION

CKOV 1000 WATTS
"THE VOICE OF THE OKANAGAN"

The
HIGHEST (Radio) Licensed Area in Canada is

KELOWNA	388
VERNON	250
PENTICTON	244

per 1,000 population.
IT SPEAKS FOR ITSELF!
Studio & Offices
Box 1515
KELOWNA B.C.



Don't Wait Till You Need Them To Call On The Joneses

YOU don't wait till you want to borrow his lawnmower to call on neighbour Jones.

The war won't last forever—raw materials won't always be hard to get—your product won't always be easy to sell. When the world gets back to normal, the Joneses, and all their neighbours, will remember the people who remembered them when business was *not* as usual.

Talk to the Joneses — now — through radio, the ideal sustaining medium. Enter their home regularly — entertain and instruct them — tell them about your contribution to Canada's war effort — why supplies are restricted and selection reduced

—keep the name of your product familiar to them.

Radio is the ideal medium for this purpose. You can tell your story—effectively, inexpensively—over any or all the thirty-three "All-Canada" stations covering *all* major Canadian markets. Through the "All-Canada" stations, you can *spot* your programme where you want it, when you want it, as you want it. Let us help plan your own programme or select from our fine transcription library. Ask your advertising agency for recommendations.



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Sponsor Says "S'long"

as Rai Purdy Joins "Army Show"



From left to right: Rai Purdy and Allan Ross, say 'S'long' over trunk presented to former by latter. In second picture, Rai Purdy is 'in the trunk' he has just received; sitting left, Clarence Kenny, Advertising Manager, Wm. Wrigley Co. Ltd.; right, Jack Murray, Tandy Advertising Agency. Standing, from left to right, Alan Savage of Treasure Trail; Wes McKnight, announcer; "Bob" Morgan, Tandy Advertising Agency; Earnest Dainty, organist; Allan Ross, president Wm. Wrigley Junr. Co. Ltd.

After two hundred broadcasts of "Treasure Trail," Allan Ross, president of the Wm. Wrigley Junr., Co. Ltd., said au revoir to Rai Purdy, who, as co-emcee with Al Savage, has presided over the CFRB mike for the nearly four years of the program's existence, all under Wrigley sponsorship.

The occasion was a dinner given by Mr. Ross at the Royal York Hotel, November 6th, as an "au revoir gesture" to Rai Purdy who is taking over the radio direction of "The Army Show".

Mr. Ross' party was attended by the entire Treasure Trail personnel, Jack Murray, originator of the show and general manager of Tandy Advertising Agency Ltd., Clarence Kenny and several others from Wrigleys and a representative crowd of Toronto radio people.

In his address to Rai Purdy, which he described more as a temporary leave-taking than a farewell, Mr. Ross presented Rai with a handsome trunk and spoke of his forebodings prior to his taking up

his option on Treasure Trail, and his feeling today, nearly four years later, that "Treasure Trail" like the horseless carriage, has come to stay.

FOR THE LUVVA "MIKE"

They had a "Pageant of Flags" during the Victory Loan Campaign in Toronto, and it was held at the Maple Leaf Gardens. Howard Milson, free lance announcer-actor introduced each flag as it was brought onto the stage, telling the audience the country it represented. Before one of the performances, it was suddenly realized by one of the officials that the flag of Panama was missing. Quickly he scribbled a note saying 'Miss Panama', and handed it to Howard just as he was going out onto the stage.

After the flags had all been paraded, and the applause that greeted the last one had died down, Howard drew himself up to his full height, and as if introducing the feature of the evening, proclaimed "And now ladies and gentlemen! Miss Panama!"

Army Recruits Radio Talent

Many Canadian radio people are giving up their regular work to accept army appointments in connection with "The Army Show" which is putting entertainment for Canadian soldiers in Canada and England on a big time scale with the idea of making use of the many high-ranking entertainers now in Canadian khaki, and also to attract others to the service.

A unit is at present being formed in the Adjutant General's department, organization being in the hands of Captain J. K. Reid.

Radio people who have already aligned themselves with this new venture are: Frank Squires of CJCS, Stratford, who will upon military qualification be appointed Advance Liaison Officer; Rai Purdy, Toronto, who is to become radio producer; Geoffrey Waddington is named musical director.

These men will, subject to qualification, hold the rank of captain.

Private Louis Winegarten and Frank Shuster, until recently Canadian radio's 'Frankie and Johnnie' will be comedians and script-writers with the rank of Sergeant and Jimmie Shields, well-known Canadian tenor, will be a soloist with the same rank.

All personnel will be qualified members of the Army, Captain Reid informs us, and "The Show" will not interfere with their regular army training. It is being formed as a means of bringing the Army closer to the public. It will be presented for public performances on stage and radio and proceeds will go to a Soldiers' Benevolent Fund now being formulated.

The main unit of the show will consist of an All-Canadian Army personnel of 80. It will include a 32-piece orchestra, a dance band, a chorus, singers, dancers, comedians and every other type of entertainer that goes to make up a first class show. The unit will travel with its own electricians, sound men, and costume staff.

The Army Show is being primarily organized for the entertainment of soldiers both here and overseas. However, although it is sponsored by the Army, the unit will not confine its efforts to men in khaki. Training Centres of the Royal Canadian Navy and the Royal Canadian Air Force will also be included in schedules. It is expected to open about the middle of December.



FOUND

STAN KENTON, orchestra leader, night-clubbing with Mickey Rooney and Ava Gardner, between his stage appearances at the Strand Theatre, N.Y. Kenton may be found at any time on 30 Canadian Radio Stations, where he is presented via the U.T.S. Library, or c/o

**Exclusive
Radio Features Ltd.**

14 McCaul St., Toronto

STAN KENTON

**Bumper Year?
Hell, we broke a record!**

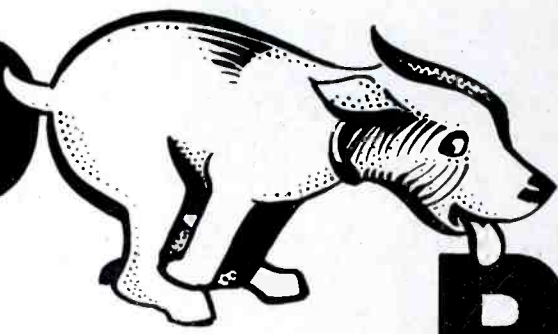
The Dominion Bureau of Statistics estimates Saskatchewan's 1942 wheat crop at 350,000,000 bushels, an all-time high, despite reduced acreage. Not only that, but approximately \$1,000,000 weekly is pouring into Saskatchewan in payments under the Dominion Government wheat acreage reduction policy. Yep, it's OUR year . . . and CKCK is Saskatchewan's favourite radio station.

CKCK

REGINA, SASK.

620 Kilocycles

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

When
RADIO 
was a **PUP**

CFRB was operating, in Ryans Art Galleries, Toronto, what was for those early days a first class station.



Now after 16 years
 CFRB still leads the field. With its fine studios at 37 Bloor Street West, Toronto, and its powerful transmitter at Aurora, CFRB broadcasts to ALL the people in its

listening area the music, the drama, the news, the kind of programs **THEY** want to hear! That's why it's still the favourite station in it's area.

This photograph shows CFRB's theatre studio, packed to capacity, during a broadcast of a sponsored program.



IN THE HEART OF ONTARIO **CFRB** **THE LISTENERS' CHOICE**
 T O R O N T O

10,000 WATTS

REPRESENTATIVES
 JOSEPH HERSHEY MCGILLVRA
 New York San Francisco Chicago

860 KCLS.

ALL-CANADA RADIO FACILITIES LTD.
 * Montreal