

# The Canadian Broadcaster

10c A COPY — \$1.00 A YEAR  
\$1.50 in the U.S.A.

Volume 3, Number 3

March, 1944

## Optimistic

A summation of events at and immediately following the CAB Convention in Quebec last month indicates the possibility of a successful culmination of the *Battle of the Airways* for the cause of free radio; but there are reservations.

General LaFlèche's statement that he would ask the CBC to set up a joint board with the private stations can be interpreted in a number of ways.

It could mean that the private stations are to have a voice in the programming and commercial control of broadcasting in Canada—a voice loud enough to establish a system of self-government. This we are inclined to doubt. Or the General may be planning some conciliatory move, hoping that by giving private stations seats on network boards or committees, he can palliate the Government's continued trespassing into freedom's preserves by means of a token and completely worthless gesture.

In his President's address, Glen Bannerman, while following a natural inclination to soften his blows, demanded that the CBC be stripped of one of its two entities. He made forceful representations for the establishment of a commission to direct broadcasting, just as the Railway Commission holds sway over both the Government's Canadian National and the privately-owned Canadian Pacific Railways. The adoption of such a plan would, without relaxing Government supervision over the industry, place the CBC and the private stations in a position which would be much closer, though still far removed from, fair business competition. Any compromise arrangement or half-way measure could only be interpreted as a defeat in the fight between Government and not only private radio, but private industry in general.

Obviously the formation of this commission would not solve the whole problem. One glaring injustice which cries out for remedy is the fact that whereas emergency legislation limits the amount of advertising which private stations, along with all private business, can undertake, the CBC is apparently at liberty to purchase advertising as it sees fit, because it is neither affected by this regulation, nor, due to its so frequently denied Government ownership, is it subject to income or excess profits taxation. Furthermore, due to the fact that it derives an income of nearly four million dollars (\$3,701,690.24 for the year ended March 31st, 1943) from license fees, it is in the happy position of being able to spend its money with complete disregard for economic reason.

These inequities, and many more like them, should have been remedied years ago, and the commission suggested by Bannerman would provide a body whose duty it would be to render impartial judgment on such matters.

One great forward step resulted from the CAB President's address. He succeeded, farther than has anyone else, in bringing it home to the Canadian public, through the editorial and reportorial columns of the press, that the cause of free radio is much farther reaching than the confines of the industry, that—if we may be presumptuous enough to quote our own oft-repeated words—a free radio is everybody's business.

We can charge Mr. Bannerman with procrastination and delay, as we most assuredly do; we can criticize him for pulling his punches, in handling what we sincerely believe to be private radio's last stand; this we do as well. But he has taken the initiative at long last. Now, if he and his associates will push on to the attack, we hold high hopes for a brighter day, a day when private radio, operating in healthy and equitable competition with the CBC, but with the Government stranglehold relaxed from its throat, can render a better broadcasting service to Canadian listeners than they have ever known before.

Yours very truly,

*Richard S. Lewis.*

Managing Editor

## MOWS CBC CONTROL WITH HONEYED SCYTHE

With forthright thrusts at control of private radio by its business competitors, the CBC, alternated with explanations intended to convince CBC officials that he was attacking the system rather than themselves, CAB President Glen Bannerman delivered the "fightingest" speech of his career to a crowded and appreciative audience of broadcasters at the Quebec Convention February 14th.

Defending the system of private radio against what he termed "a distinct danger to freedom of the air, to freedom of speech and to exchange of ideas," he expressed the opinion that the present system of operation does not permit broadcasters to provide audiences with the best entertainment possible, neither can they present all shades of opinion on public questions, nor can the public get full information on the goods and services available to serve their requirements. "The system is becoming too centralized, too monopolistic and too cumbersome for the rapid changes and developments in broadcasting," he said. "Unless changes in the system are made in the near future, I believe the struggle will be lost."

A hum of approval greeted these remarks, and the speaker then added: "May I make clear that anything I say in criticism of the Broadcasting Act or the CBC must not be considered criticism of the personnel. There has always been goodwill and a measure of co-operation. That co-operation, however, has been limited by the dictates of the system."

Mr. Bannerman pointed out that it is impossible for the CBC Board, in its brief meetings, to deal fully and adequately with all matters connected with their responsibilities. "As a result," he said, "there have been innumerable delays in dealing with policy matters, and decisions have been put off from month to month. So far as I can discover, the only decisions of the Board given promptly have been those when the decision was 'no'."

Mr. Bannerman expressed concern for the freedom of the air in the face of Section 22 of the Broadcasting Act. He read the section with clauses which empower the CBC to prescribe the periods to be reserved periodically by any private station for the broadcasting of the programs of the Corporation; to control the character of any and all programs broadcast by the Corporation or private stations; to control the time devoted to advertising and the character of such advertising; to prescribe the proportion of time which may be devoted to political broadcasts by CBC and private stations, and to assign such time on an equitable basis to all parties and rival candidates.

Advocating the establishment of a private network, he said, "Where you have a complete monopoly of

networks as you have now in Canada, no station has any choice of network affiliation, and is practically compelled to accept the dictates of the central authority. Its responsibility, if it is to live, is not to the people of its community, but to the central authority."

He paid tribute to the CBC who "with all this power, have been as reasonable as possible. But," he added, "it is not fair to them, nor to the public, nor to the broadcasting stations. It is not democracy."

Concluding his address, Bannerman offered two plans.

"There are some people," he said, "who believe that the Government should get out of the broadcasting industry and not own any stations or operate any networks; that instead they should set up a board to regulate the technical side of broadcasting, to grant licenses alike, and establish a minimum of regulations governing the CBC and private stations in the interest of service to the public. Under this plan the Canadian Broadcasting Corporation and its Board of Governors would continue to own its present stations and to operate a national network. At the same time if there is need for two networks, the private stations would be given an opportunity to form the other network."

Expressing himself as favoring the second plan, Glen Bannerman metaphorically threw the project in his member stations' laps with an implied: "There it is, boys. It's your baby."



To Glen Bannerman

Re-appointed CAB President and General Manager for a fourth year, and whose Quebec speech gave the industry and the public a frank statement of the problems and inequities with which private radio is beset.



# Thirteen is good, But— **22 is Better**

*Representing*

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

**T**HIRTEEN *can* be lucky, in certain circumstances! But you'll do no gambling with your radio advertising appropriation if you use the 22 live, independent radio stations listed alongside. They serve 22 important markets, who have learned to look to their local independent station for entertainment and information.

Your product—your services—your trade-names—above all, your valuable goodwill with customers—can all be protected by a wise use of radio. And, as a public-relations approach, radio is the first choice, for its ability to carry your message with the warmth and sincerity of the human voice.

May we talk over your radio questions with you?

“The common opinion of mankind and the practice of all ages have consecrated the principle of private ownership as being pre-eminently in conformity with human nature and as conducing to peace and tranquillity of human existence.”

—Cardinal Villeneuve.

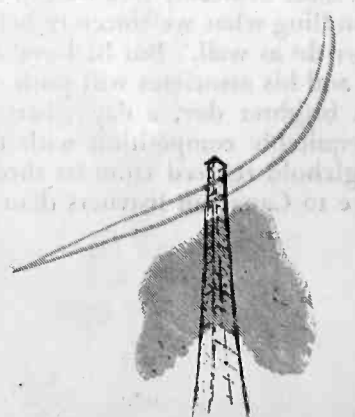
# STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG



The CANADIAN BROADCASTER

Vol. 3, No. 3 March, 1944

Published By

R. G. LEWIS & COMPANY 371 Bay St., Toronto 1

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

Managing Editor Richard G. Lewis Art Editor Grey Harkley

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

A FREE RADIO

Major achievements of American radio under the system of free private enterprise have been accomplished despite radio's shortcomings and the difficulties the industry has faced, Dr. James Rowland Angell, Public Service Counsellor of NBC, told Canadian Association of Broadcasters delegates and guests at the Association's annual dinner in Quebec City February 15th.

"Quite independent of government help and direction," Dr. Angell said, "American radio has created the greatest broadcasting systems to be found anywhere." The achievement, he emphasized, has come as a direct consequence of its enjoying the privilege of free competitive enterprise.

Although conceding that radio has some shortcomings, Dr. Angell said that the unskillful use of the advertising plug is not an inevitable consequence of the free enterprise system. Skilful sponsors have learned to reduce the time given to this part of the program and, in many instances, have devised methods of formulating it which are interesting and amusing rather than irritating.

In discussing broadcasting systems under government control and those entrusted to competitive private industry, Dr. Angell pointed out that the emphasis on programming would be expected to show some variance.

"If, in a government controlled radio system," he said, "one starts out with the ideal of public service to a kind compatible with the dignity of the state, one tends to produce in preponderant degree programs of a definitely serious character and one is apt to find that the lighter and more amusing types of program must be protected and pushed into the foreground."

Warning that a government directed radio, even with the best intentions, is almost certain to reflect the political principles of the party in power, Dr. Angell emphasized that this situation is bound to lessen the actual freedom of expression on critical issues.

In contrast, he said, a genuinely free radio enterprise assures greater freedom from a misuse of the forces involved for political exploitation.



Fun's fun, old boy, but don't you think we should have looked into Mr. Seaberry's spare time activities before we asked him to appear on the "Hobby Hour"?

Array of Stars for 6th Victory Loan

It's That Guy Guy Again

Guy Herbert, procurer in chief of stars for the Victory Loan programs, reports that arrangements have been completed to make the Canadian airways sound like another and greater Hollywood reunion, come the 6th Loan Drive.

The following, says Guy, have definitely consented to appear: Thomas L. Thomas, Alec Templeton, Richard "Oklahoma" Rogers, Barry Wood, Evelyn Knight, Anna Kaskas and Charles Boyer. In addition, Jack Benny will do his April 23rd program from Vancouver, and will make personal appearances for loan purposes both there and in Victoria. Gail Patrick is devoting a month to a tour of the Western and Maritime Provinces. Also, on May 1st, the full cast of "Information Please" will originate in Toronto.

Other stars who will appear during the drive if their other commitments permit, are Marjorie Lawrence, Patrice Munsell, Lucille Ball, Alexis Smith, Deanna Durbin, Brian Aherne, Kay Francis, Michele Morgan, Cary Grant, Barbara Stanwyck, Robert Young, Loraine Day, Adolphe Menjou, Donald Crisp, Roddy MacDowall, Bette Davis, Veronica Lake and Edward G. Robinson.

Young Gets N.Y. Contract

Alan Young, whose current Buckingham series ends June 7, will proceed to New York where he will take over the Eddie Cantor and Duffy's Tavern spots for the summer on NBC and Blue respectively for two Bristol Myers Products. He will open, according to present indications, on Wednesday, July 5th.

The only comment we could extract from this young oyster among comedians was: "And I thought I was going to be out of work this summer."

New Appointments

Reg Beattie is leaving the Toronto office of All-Canada Radio Facilities Ltd., as of April 1st, 1944, to become commercial manager of CHML, Hamilton.

Transferring from newspaper to radio in 1939, to become Toronto manager of Northern Broadcasting & Publishing Ltd., Reg joined All-Canada as an account executive in 1941. While he will be living in Hamilton, he expects to maintain his contacts in Toronto and Montreal.

His position in the All-Canada office will be taken over by Victor Staples, formerly of the commercial department at CKCK, Regina, and more recently commercial manager of CJOC, Lethbridge.

Who said Morale?



IN Montreal, the top ranking comedy shows are on CKAC. Evening after evening, CKAC's great audience rocks with laughter at the quips and jollities of some of the greatest comedians radio has developed—French-language stars whose ratings would make many a Hollywood 'name' green with envy!

CKAC is more than a station. It is a personality, truly reflecting French Canada at its brilliant best! On CKAC you sell them while they're happy. You talk with them in their own ebullient idiom.

CKAC

COLUMBIA BROADCASTING SYSTEM MONTREAL

Representatives—Canada

C. W. Wright, Victory Building, Toronto, Ont.

United States:

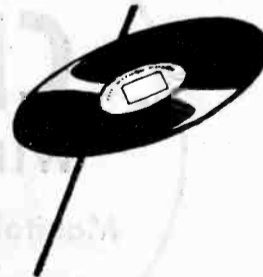
Joseph H. McGillvra

CHML

MEANS BUSINESS

Faithfully Yours

DOMINION Duophonic RECORDINGS



Now Recording Music Under Agreement with the A. F. of M.

DOMINION BROADCASTING COMPANY 4 ALBERT ST. TORONTO



You can say  
It Again in  
1944!

MURRAY  
"Personalized"  
AGENCY  
SERVICE  
PAYS  
DIVIDENDS  
TO RADIO  
ADVERTISERS

JACK  
MURRAY  
Limited  
10 King St. E.  
Toronto

ELgin 5600

# Advertising Money Can't Buy A Sponsor-Interview

by Frank E. Croft

"The best advertising in the world is the kind that money can't buy. It is what I call front-parlor-word-of-mouth advertising. It is Bill Jones saying to his friend Whoosis — 'got a cold? get some "X" Mixture. Had a bad one myself last week and it cured me in no time.'" That is the opinion of W. K. Buckley of proprietary medicine fame, and no one should know better than the same "Doc" Buckley. In the cough and cold cure game for more than 20 years, and a retail druggist for many years before that, he knows from long and skilled observation what attracts the public to quality goods.

"The nearest the advertiser can come to the word of mouth type of advertising on a large and national scale is radio," "Doc" continues. "And that explains why we devote 60 percent of our advertising appropriation to radio. Right now we are telling in various ways about Buckley's medicines over 52 stations in Canada. These broadcasts range from transcribed announcements to full fledged live variety shows."

It is worth a parenthetical note here that Mr. Buckley placed strong emphasis on the merits or other-

wise of the announcer. It is his belief that the voice quality and general intelligence of the announcer giving the commercial part of the program, is of first importance. "I don't care how good the entertainment end of the program is, it all falls as flat as a thin dime if the announcer can't talk as though he really thought that the product he tells about is the best thing that ever happened. Too many of them never bother to try the products for themselves. A show which might slow up in spots isn't altogether damned if the announcer is on his toes."

"Doc" Buckley is careful to explain that although he is stronger for radio than any other medium, he doesn't exactly plump for it. But that is not because radio, when giving full coverage, is lacking in any respect. It is just that in certain sections of the country radio has physical limitations which preclude maximum audience. The radio population is still rather sparse in some regions of Canada and it is in those areas that Buckleys rely more heavily on the printed word.

"All media have their uses, and by praising one it isn't necessary to slam another," Mr. Buckley says. "But if you ask which is the best means, day to day, fair weather and foul, of getting and keeping a name before the public, you can get our opinion from what I have just said — more than half my total appropriation is for radio."

Like most consumer products these days, Buckley's cold, cough, ache and pain remedies are far behind the demands of that part of the populace suffering from colds, coughs, aches and pains. It is another case of someone advertising something of which there isn't nearly enough to go 'round. Mr. Buckley points out the sustaining type of advertising now being so widely done, as another message best told by radio. All Buckley programs are produced under the guidance of Walsh Advertising Co.

Ltd., Toronto. The offerings this year are more varied than the famous "In His Steps" program which enjoyed one of the largest and steadiest audiences in Canadian radio during 1942.

Today, the nearest approach to "In His Steps" is the homely and philosophical songs and utterances of *Wade Lane*. *Wade Lane* has a voice quality which sounds neighborly; it is the sort of rambling discourse on anything from gardening to love, which can hold a sympathetic ear anywhere, particularly in rural areas. This program, transcribed, is broadcast from Toronto, Hamilton, Ottawa and Sydney. The Buckley radio campaign also includes big time shows, playing to studio audiences as well as the vast audience out of sight of the mike. Coverage is so complete that more than half of Canada's radio stations carry a Buckley program of some kind.

"It may not be a new description, but it is still a good one—radio is intimate," Mr. Buckley says. "It is the voice in the living room. One human being talking to another. That is what places radio advertising in an entirely separate category. For proprietary medicines particularly, it is the natural salesman."

## CKY Comes Of Age

Birthday celebrations are toned down these days because of war conditions, but none the less CKY, Winnipeg, is due for congratulations. On March 13th the "Voice of Manitoba" celebrated the 21st anniversary of its opening.

It was on March 13th, 1923, that Hon. John Bracken, then Premier of Manitoba, officiated at the ceremony dedicating the CKY studios in the velvet-draped studio in the Sherbrooke Exchange of the Manitoba Telephone System. CKY was a 500-watter then.

In 1928 CKY's power was increased to 5000 watts and later, on December 1st, 1934, it was again increased to its present strength of 15,000 watts.

The Canadian Broadcaster extends congratulations and best wishes for many more birthdays to come.

Canada's  
"RADIO CITY"

Winnipeg is the top market of Radio listening in English Canada, statistics show. Contact this great audience effectively through CKRC.

CKRC  
WINNIPEG

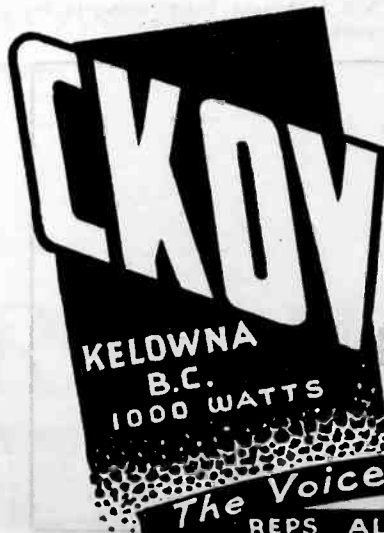
Manitoba's Favourite  
Station



Exclusive Representatives

ALL-CANADA RADIO FACILITIES  
Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER



## BY THE WAY, DID WE MENTION THAT ...

CKOV covers, in its commercial area, the same prosperous Okanagan towns covered by these ten weekly newspapers:

- Armstrong Advertiser
- Enderby Commoner
- Kelowna Courier
- Merritt Herald
- Oliver Chronicle
- Penticton Herald
- Revelstoke Review
- Similkameen Star
- Salmon Arm Observer
- Vernon News



**LANG-WORTH  
SERVICE IN A  
NUTSHELL ...**

**BASIC LIBRARY:** More than 3000 selections shipped immediately, together with storage cabinets, cross-index cards, catalogs, and continuity script (see special paragraph). Basic library is divided as follows:

**DANCE MUSIC:** Over 700 individual dance tunes featuring Woody Herman, Charlie Barnet, Vaughn Monroe, Russ Morgan, Johnny Long, Tommy Tucker, Ray Noble, Claude Thornhill, Tony Pastor, John Kirby, Del Courtney, Teddy Powell, Joe Reichman, Larry Clinton and others.

**WESTERN MUSIC:** 154 tunes by "The Melody Mustangs" (sold locally by over 200 L-W customers), 40 additional by other artists.

**PRODUCTION NUMBERS:** 101 selections of "Symphonic Swing by Szath-Myri" and 113 production arrangements by The Emile Cote Glee Club, voted the two "hottest" commercial bets on transcriptions.

**SERIOUS MUSIC:** Over 700 selections by concert, salon and string orchestras, instrumental soloists, and vocal artists.

**PIPE ORGAN NOVELTIES:** 200 selections by "Lew White at the Paramount Organ"—solos and with assisting instrumental artists.

**SACRED MUSIC:** 136 selections by solo organ and vocal groups.

**INSTRUMENTAL AND VOCAL NOVELTIES:** 500 specialties that "click" with sponsors.

**PERSONALITIES:** 204 unusual selections by featured radio and night club entertainers.

**NEGRO SPIRITUALS:** 123 selections by The Deep River Boys and The Oleanders.

**BRASS BAND:** 99 dynamic selections.

**CONTINUITY SCRIPT:** Over 2000 quarter-hours of playing time delivered immediately — additional script twice monthly. L-W's scrip service is *commercial*. One program in the basic library (156 episodes) has already earned over \$400,000 for L-W franchise holders.

**MONTHLY SERVICE:** Continuous flow of current recordings covering every branch of entertainment listed above.

Lang-Worth franchises are going fast. A few territories still remain open. *If you are eligible*, complete information together with cost will be forwarded upon your request.

PRESIDENT

# THE DANCE PARADE OF 1944

**VAUGHN MONROE**

*"Voted 'tops' by 171 Colleges"*

**RUSS MORGAN**

*"Music in the Morgan Manner"*

**COUNT BASIE**

*"The Jump King"*

**TOMMY TUCKER**

*"It's Tommy Tucker Time"*

**TONY PASTOR**

*"Pastorized Music"*

**SUNNY DUNHAM**

*"1944's Most Promising Band"*

**DEL COURTNEY**

*"Candid Camera Music"*

**AL TRACE**

*"The Silly Symphonists"*

**MERLE PITT**

*"Six Shades of Blue"*

The above bands, signed exclusively by Lang-Worth for continuous recording throughout 1944, represent but a fraction of the full Lang-Worth Service. Read column marked (✓).

**LANG-WORTH, Inc.**  
420 MADISON AVENUE • NEW YORK, N. Y.

# First In Canada's 4th Largest Market

You are **LOSING AUDIENCE . . .**

if your programme is on the CBC Trans-Canada Network and does not include the first station in Hamilton

- CKOC is necessary for a coverage of this market.
- CKOC is the station "listened to" in the Hamilton trading area.
- CKOC merchandising and promotion makes this coverage the best buy in radio.

★ Action  
★ Prestige  
★ Goodwill  
**SELL**  
**HAMILTON**  
through the  
medium that  
gets results.



## CKOC

### HAMILTON

An  
All-Canada  
Station

# I Went to the CAB Convention

by "Wis" McQuillin

To say that I went to the CAB Convention at Quebec City is to state a partial truth. The whole truth is "I took Quebec." Not, of course, the way Wolfe took Quebec, but in my own way I took Quebec . . . for three days.

I was one of many who agreed that Quebec City was a splendid convention place. In addition to the Obvious Reason, it seemed to me that most of us could learn something from even a short stay in La Belle Province.

I learned a lot.

At some cost in comfort, I learned one possible reason for that isolation attitude of which we hear so much about Quebec. My room at the Chateau, number 4235, which turned out, illogically, to be on the second floor (four steps up to the right), overlooked the St. Lawrence. But the management or the Bell Telephone Company overlooked my telephone. (I couldn't phone out and invitations to drinks couldn't get in. I like to think that *somebody* tried to get me on the phone). But that was easy. I could walk down to the desk and report it. "The phone in 4235 is out of order." "Yes, sir. Thank you, sir." "What are you going to do about it?" "I shall report it to the clerk at once, sir." "And what will the clerk do about it?" "She will report it to the telephone company." "And then what?" "Then the telephone company will send a man over."

He never *did* arrive.

That night, being a one-suit man, I carefully folded pants and coat over the chair, opened the window and went to bed. I later found out that only three other people in the Chateau went to bed. The next morning I woke up and waded through three feet of snow and dug a soaking wet suit out of the snowbank that blew in from the St. Lawrence.

That was the dawn of that feeling of isolation. I went to the phone to call the valet. The phone was still dead. Oh well, just shave and shower and think the thing over. The radiator was warm, why not let the heating system do the valet's job? Good idea. Now while they're drying, call your room service and have breakfast in the room. Dammit, I forgot, the phone won't work! A fine mess. There's only one thing to do. Call one of the boys and have *them* phone the valet or room service or both. Yes, that's the thing to do. Who will I call? NO, you bloody fool . . . **THE TELEPHONE WON'T WORK!**

I finally understood. I was isolated. I paced. I sat on the bed. I smoked.

I looked out of the window, and by this time I was getting Stir Crazy. What do you do in a case like this? Mr. Anthony, I have a problem . . . Dear Dorothy Dix . . . Glen Bannerman should be just starting his address downstairs, I wonder what he's saying. I wonder if *his* pants are wet.

No, he has a *suite*. He probably has two suits, too. In fact he has to have two suits. One to receive the members in. The other for the CBC, the one with the clawhammer tails. And me, I have one suit and the pants are wet and the phone won't work.

It was a nightmare at 11 a.m. When I got into the "Jacks Carshay" Room, Glen was just getting into his clawhammer suit and parting the hair of the CBC.

His speech was the highlight of the meeting to me. The future of the industry was due for a little serious thought, and perhaps the President would have pleased onlookers more if he had thrown a few exhortations at the private stations to prove their worthiness to assume the broader responsibilities they claim.

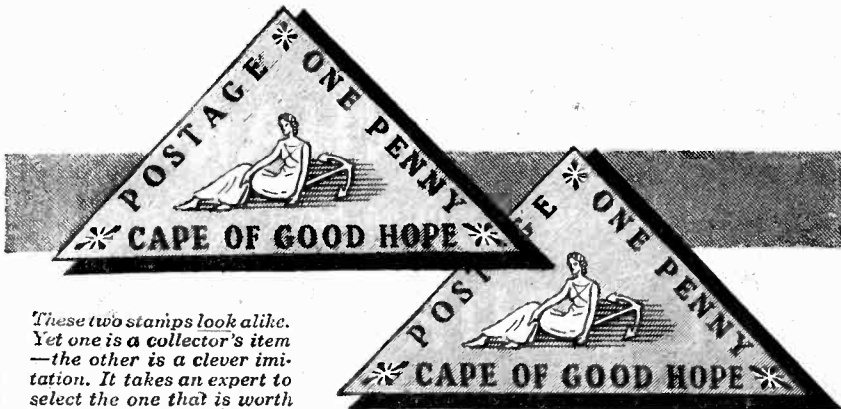
The pants were drying out nicely when he finished.

Something should be done about the speakers at the lunches. They should either be dessert or main course. If they are dessert they can be light and sweet, or if they are main course they should be meaty and solid. The two I heard were strictly Hay Diet, and on one day my pants were dry.

Some of the best points of the convention were the off-schedule informal meetings. What Joe thought Bill said, what Bill thought Joe said, and Dick Lewis' obscene remarks about both.

Everybody was glad that a plan was agreed upon to report uniformity on coverage figures. It had a sort of pat sound the way it was presented. I just heard the last part of Jack Cooke's able exposition and then heard the witnesses for the advertisers, and the agencies agree the plan was sound and hoped that the boys who are to pay the shot won't think the shot is too deadly. It left me wondering on the next step up the stairs. What thought is being given to all those people reported *not* listening when Jack Benny is rolling up an Elliott-Haynes of 30? To me and to all of us that other 70 is worth a lot of study and analysis.

I left on Tuesday afternoon, so of course I missed the "best day of the Convention." Funny how the best things always happen when you're not around.



These two stamps look alike. Yet one is a collector's item—the other is a clever imitation. It takes an expert to select the one that is worth the money!

**R**AUDIO PROGRAMS, too, require understanding selection. Imagine translating a French program, just because it was a success in Quebec Province, and broadcasting it in Ontario! Humor, psychology, and dramatic values would all be out of place. But how frequently even clever advertisers transfer or translate an English program for Quebec, rather than planning a special program exclusively for this market, with an understanding of its audience. Only an expert who has his finger on the pulse of this Province can select the program for you that is worth the money. We specialize in both English and French radio programs for Quebec, and we would like to discuss *your* radio questions with *you*.



**RADIO PROGRAMME  
PRODUCERS**  
MONTREAL CANADA

## CFRN 1000 WATTS

EDMONTON, ALBERTA

- RADIO HALL OF FAME
- FRED ALLEN
- BOB HOPE SHOW
- RICHES TO RHYTHM
- THAT BREWSTER BOY
- ★ JIMMIE DURANTE SHOW
- ★ MAJOR BOWES' AMATEURS
- ★ TRUTH OR CONSEQUENCES
- ★ DUFFY'S TAVERN

● DOMINION NETWORK  
BY ARRANGEMENT WITH U.S. WAR DEPARTMENT



# Frankly Colonel Palmer

by C. W. (Bill) Wright

Colonel B. J. Palmer does not like radio announcers. He said so—for nearly an hour—at the CAB convention in Quebec City.

According to this prominent U. S. station operator, announcers have many faults, and he listed them at length and in detail. They shout. "Bellowing Bulls," was the technical definition. They talk too fast, without sufficient emphasis and with frequent mispronunciation. They also talk in a mechanical manner, without any personal understanding of, or interest in, what they say.

Said the Colonel: "The run of the mill announcers — they are everywhere—lack correct pronunciation, effective pauses, intelligent enunciation, sales emphasis, etc., in their copy." The announcer is the weak link in the broadcasting chain and should actually be one of the strongest.

The Colonel doesn't like copy writers, either!

During his remarks to the convention, he asserted that a great deal of copy contained too many words, too much confusing repetition, and, as a result, irritated the listener.

Mr. Palmer's entire talk was distinctly negative in character, and contained little of a constructive nature. This is all the more surprising when we recall the speaker's insistence that copy should be positive, always positive.

Many of us had heard B. J. Palmer before, and heard him to much greater advantage, too!

In the one-day announcers' school conducted by the Colonel, much of the same material appeared, but in addition to a listing of radio shortcomings there was also presented an appropriate list of remedies.

The writer believed the Colonel left an unfortunate impression with his audience, an impression which could have been avoided by a different handling of his own material.

"Radio Salesmanship," written by the speaker, contains all the complaints to which he referred, but in addition, suggests the remedies. Those remedies should have been introduced into the talk. Possibly the Colonel had planned to indicate his proposals to better the industry during the question period scheduled to follow his talk. However, this question period produced exactly one query and the answer to that was, "You will find it in my book 'Radio Salesmanship'."

The writer has one disturbing thought about the whole affair. Why did the speaker, with all his long experience, fail to deliver a reasoned examination of the radio industry? Why did he not "balance" his talk? Why not state a shortcoming, omission, or error and then outline the remedy? He does this elsewhere; why not at a Broadcasting convention?

Station owners, operators, announcers, and agency employees know full well that their very young industry has many flaws; they do not object, any more than most humans do, to having these flaws pointed out to them. But to conclude with a "Palmer Positive," they like the remedy prescribed, as well as the diagnosis.

Come back again, Colonel "Big Job" Palmer, and let's have those remedies.

All National Accounts  
Used First in The Maritimes

## CHNS

The "Voice of Halifax"  
For Seventeen Years

A FINE STATION  
IN  
A FINE MARKET

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

*You can say it again  
in 1944!*

MURRAY  
"Personalized"  
AGENCY SERVICE  
PAYS DIVIDENDS  
TO RADIO ADVERTISERS

●

**JACK MURRAY LTD.**  
10 King St. E. Toronto ELgin 5600

KAMLOOPS  
**CFJC**

Cash in on  
**BRITISH COLUMBIA**  
Through the ALL-CANADA Western Group  
offering efficient coverage. A key station  
in each of B.C.'s most prosperous markets

KELOWNA  
**CKOV**

TRAIL  
**CJAT**

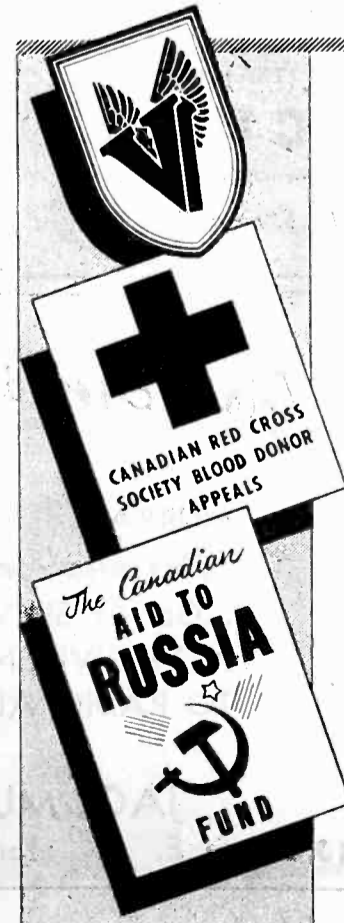
VICTORIA  
**CJVI**

VANCOUVER  
**CKWX**

Exclusive Representatives  
**ALL-CANADA RADIO FACILITIES**  
*Limited*  
MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

## Chosen for VITAL APPEALS..

# RCA Victor TRANSCRIPTIONS



Busy recording vital war appeals—but the exceptional capacity of RCA Victor Transcription Studios enables us to give you, too, the Full Benefit of our "All-Inclusive Service" . . . planning, translating, recording, processing, pressing, etc.

## RCA Victor TRANSCRIPTION STUDIOS

TORONTO: Royal York Hotel (RCA) AD. 3091  
MONTREAL: Lacasse Street WE. 3671

# The Favourite Station of A Prosperous and Receptive French Market

Four families out of every ten are French in the Ottawa Valley . . . and they prefer programmes in their own language. Survey after survey proves that CKCH is their favourite station!

The capital market has never been an ordinary variable market but today, with income at an all-time high, it is more than ever receptive to advertised products and services.

Make sure you are not overlooking 40% of this profitable territory. Tell your sales story over CKCH, the preferred station of the French audience in the Ottawa Valley. Current advertisers know from experience that it can, and does, produce results. It will do the same for you.

# 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



When the Stockbreeders held their convention in Moose Jaw this winter, CHAB turned it on, and plenty, for a round hundred of their wives with everything from afternoon tea to musical chairs. They recorded the shenanigans, and after the convention was over and they had all gone home, they played it back to them over the air.

Pictured above, from the top, we have four of the delegates rendering "Margie" in an ensemble of traps, comb, sweet potato and what have you. The next four are trying their hands at a quiz game with program manager Syd Boyling. Then it's Syd again, and this time they're thrilling to a game of "Going to Market." Finally — we know the face but we can't recall the name, though we're reliably informed it's production manager Bob Giles impersonating the north end of a horse going south.

### Rapkin to Free Lance

Maurice "Rap" Rapkin, program director of CKCL these fifteen years past, has taken the free-lance trail as producer-announcer, and starts his new career with a number of assignments under his belt including the interview on "L for Lanky" and the narration on "Terry and the Pirates."

### HAPPY TO MEET!

We met a lot of interesting people at the CAB Convention last month, and they have a lot of good ideas.

It is also a good idea, when you want to deliver your message to 61,882 listeners in Leeds and Grenville Counties, to use CFBR.

25 National Advertisers  
Think So, Too

## CFBR

Brockville, Ontario

"Ask Stovin & Wright"

*You can say it again  
in 1944!*

MURRAY  
"Personalized"  
AGENCY SERVICE  
PAYS DIVIDENDS  
TO RADIO ADVERTISERS

### JACK MURRAY LTD.

10 King St. E. Toronto ELgin 5600



### TIME BUYERS!

Don't pass up a market of 205,000 regular listeners\*! Look into it — and you'll find it's sound business to include CKCR in your radio plans.

Ask Our Reps.

\*In the primary area only

REPRESENTATIVES  
STOVIN & WRIGHT



**CANADA'S  
FIRST  
and  
LEADING  
Leased Wire  
TELETYPE  
RADIO  
NEWS  
SERVICE**

**Largest  
Sponsored  
News  
Audience**

**B.U.P.  
FEATURES  
HAVE  
PROVEN  
SPONSORSHIP  
APPEAL**

Experienced B.U.P.  
Radio Editors Have  
Built Up And Are  
Still Building  
Large Audiences  
For Canada's  
Private Stations From  
Coast To Coast

**B.U.P.  
with  
U.P.**

Offers the World's Best  
Coverage of the World's  
Biggest News

HEAD OFFICE:  
231 St. James St.  
MONTREAL



# BUSINESS

Imperial Tobacco Co.: 30 minutes, 1 a week, Dominion network "Light Up And Listen," with Gene Paul, Quentin Reynolds and Lucio Agostini. Starts in April. Whitehall Broadcasting, Montreal.

Imperial Tobacco: 15 minutes, 2 a week, recorded, "Stand By For Adventure," on 25 Ontario, Quebec and Maritime stations. Starts March 27. Whitehall Broadcasting, Toronto.

Lowes Bros. Ltd. (paints): 25 min-

utes, 1 a week, CHRC, started March 21, "Mepto-Lac Radio Theatre," through MacLaren Advertising, Toronto.

Quaker Oats Co. (Sparkies): 15 minutes, recorded children's dramas, "Terry and the Pirates," 3 a week on CHNS, CKCK, CFAC, CJCA, and 5 a week on CFCF, CKCO, CKOC, CJBC, CKRC, CKWX. Started March 20 through Spitzer & Mills, Toronto.

RCA Victor: 30 minutes, 1 a week, "Music America Loves Best," piped in from Blue to CJBC and CFCF, replacing "What's New."

Kellogg Co. of Canada: 15 minutes, 5 a week, reducing to 3 a

week later, "Last Night in the Rose Room," recorded music with local announcers, on 11 Canadian stations, until first week in September. Features Corn Flakes and Rice Crispies. J. Walter Thompson Co. Ltd., Toronto.

Circulex Corporation (Therapeutic Exercisers): 15 minutes, 2 a week, recorded, "Do You Remember?" Started test campaign March 20 on CKCL. Walsh Advertising, Toronto.

Willards Chocolates Ltd.: 30 minutes, 1 a week, "Ontario Panorama," on CFRB, 13 weeks from March 16. Through Cockfield Brown, Toronto.

United Drug: Renewing spots 3 and 5 a week on 38 stations, coast to coast. Ronalds Advertising, Toronto.

Scholl Mfg. Co.: Spot announcement campaign on 11 stations, 7, 3 a week; 3, 4 a week; 1, 3 a week. Campaign breaks April 3. F. H. Hayhurst, Toronto.

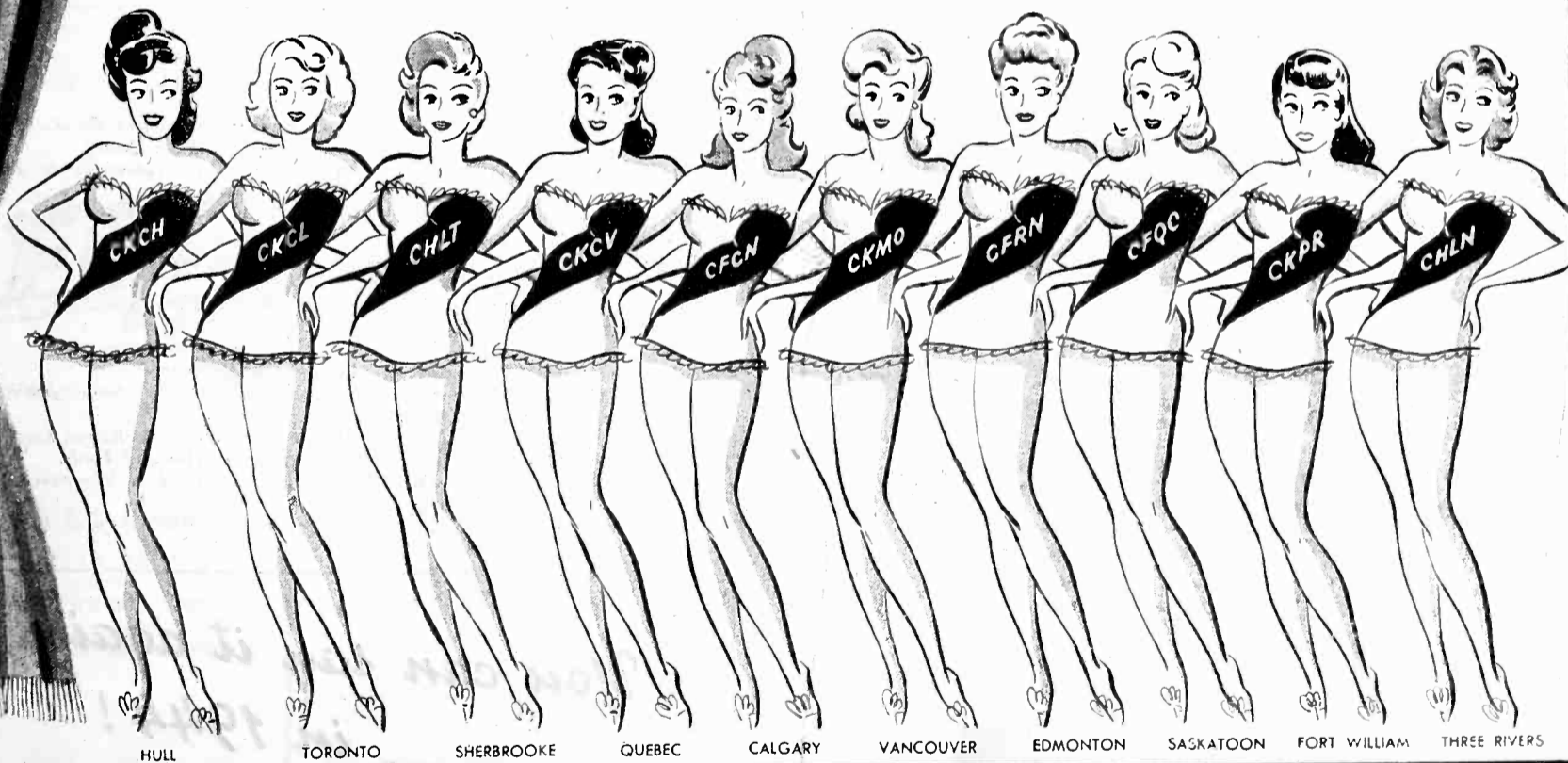
Canadian National Carbon: 30 minutes, 1 a week, "Eveready Early Birds," on 35 English-speaking stations, coast to coast—breakfast broadcast to ruralites, from March 24 to June 16, resuming August 25 to December 15. Also 15 minutes 1 a week on 10 French-speaking stations, "Les Alouettes Eveready." Both through Locke Johnson, Toronto.



# Any One -

## or ALL... are yours

Whether you take the line-up or take your pick you can be certain that each of these stations is the "Queen of the Airwaves" in the territory it serves. Each offers you as profitable a package of listeners as your radio dollar can buy. Make a date for time with one or all—in Toronto telephone WA. 6151 — in Montreal call HA. 7811.



# Radio Representatives Limited

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

The Men of **NBS** ★



**CLIFF WINGROVE**  
Director of Research  
and Sales Promotion  
National Broadcast  
Sales

Back home to Toronto as National Broadcast Sales' director of research and sales promotion, William Clifford Wingrove at 35 has justified his early promise.

To break into advertising he devoured every book on the subject in the Toronto public library. Then with schoolboy assurance posed as an authority, and won an opportunity to prove himself a newspaper space salesman. As such, so impressed a manufacturer that he was appointed his advertising manager, then salesman. Stepped down a peg to get back directly into advertising, this time as ad-manager of a Northern paper. Built freelance sideline into full-time publicity and advertising counsel business. Happy results for his clients from his use of radio determined Cliff's next move—to CKGB, where he went through the mill; time sales, script and continuity writing, production, public relations.

He knows the kind of market information required by busy advertising buyers, knows how to provide it.

Cliff approaches a statistical table with as great relish as most men approach the dinner table—and with equally satisfying results. Says: "Statistics are interesting because statistics portray people, and people buy advertised goods." He enjoys a chat with a Pullman porter as much as he did interviewing a bank president in his newspaper days. "Porters' views are more important than bank presidents'," he explains, "because there are more of them." Seems fond of trains anyway; 5.20 finds him homeward bound to his wife and two children at their Oakville farm.

Cliff hopes to get around soon and meet some of the men he and his associates serve.

★ **NATIONAL BROADCAST SALES**

Radio Station Representatives:

Bank of Commerce Bldg.,  
TORONTO, EL. 1165

University Tower Bldg.,  
MONTREAL, HA. 3051



**REPRESENTING**

- |                                    |                                |
|------------------------------------|--------------------------------|
| <b>CKWS</b><br>Kingston, Ont.      | <b>CFCH</b><br>North Bay, Ont. |
| <b>CHEX</b><br>Peterborough, Ont.  | <b>CKRN</b><br>Rouyn, Que.     |
| <b>CKGB</b><br>Timmins, Ont.       | <b>CKVD</b><br>Val D'or, Que.  |
| <b>CJKL</b><br>Kirkland Lake, Ont. | <b>CHAD</b><br>Amos, Que.      |



This is what she always wanted to do to a sergeant-major. Yes, it's the kissing contest they held during the first program of CHML's high-speed "Canteen Show," staged at the Active Service Canteen in Hamilton, with a quiz game, guest acts and gag contest. Norm Marshall, CHML sportscaster, is emcee and Stu Kenney and Doris Wright are masters of the quiz.

**IDEA-A-DAY**

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

April

- 1st 1918 — R. A. F. formed.
- 2nd 1844 — Fleet prison, London, abolished after 200 years as a debtor's prison.
- 3rd 1845 — William Wordsworth became poet-laureate.
- 4th 1774 — Oliver Goldsmith, author of "Vicar of Wakefield", died.
- 5th 1669 — Charles II ordered bonus to large families in Canada.
- 6th 1916 — United States declared war on Germany.
- 7th 1796 — Governor Simcoe proclaimed land grants to loyalists.
- 8th 1817 — First steamer on Lake Ontario made round trip, Lewiston to Ogdensburg in ten days.
- 9th 1917 — Four Canadian divisions captured Vimy Ridge.
- 10th 1841 — Halifax N.S. incorporated as a city.
- 11th 1713 — Newfoundland ceded to England by France.
- 12th 65 — Seneca, Roman philosopher, ordered executed by Nero.
- 13th 1759 — George Frederick Handel, composer, died.
- 14th 1764 — Madame Pompadour, mistress of Louis XV, died.
- 15th 1612 — Sir Thomas Button set sail from England to discover the N. W. Passage.
- 16th 1856 — Gold discovered in B. C. declared property of the Crown.
- 17th 1916 — Franz von Papen indicted in New York for conspiracy to destroy the Welland Canal.
- 18th 1942 — U. S. air raid on Tokyo and three other Jap cities.
- 19th 1775 — American Revolution began.
- 20th 1534 — Jacques Cartier set forth on first voyage to Canada.
- 21st BC323 — Alexander the Great died.
- 22nd 1915 — First Canadian division went into action at Ypres.
- 23rd 1616 — William Shakespeare died.
- 24th 1743 — Edmund Cartwright, inventor of the power loom, born.
- 25th 1284 — Edward of Carnarvon, first Prince of Wales, born.
- 26th 1521 — Queen Elizabeth authorized, as permissible Sunday sports, shooting, jumping, sunning and wrestling.
- 27th 1737 — Edward Gibbon, author of "Decline and Fall of the Roman Empire", born.
- 28th 1829 — First Roman Catholic peer admitted to the House of Lords.
- 29th 1891 — First of new Canadian Pacific Steamers arrived at Vancouver on record trip from Yokohama, Japan.
- 30th 1560 — First pair of silk stockings imported from Spain for Queen Elizabeth.

*You can say it again  
in 1944!*

**MURRAY**  
"Personalized"  
**AGENCY SERVICE**  
**PAYS DIVIDENDS**  
**TO RADIO ADVERTISERS**

**JACK MURRAY LTD.**

10 King St. E. Toronto ELgin 5600

### Fighters' Choice



Dick Diespecker, one time CJOR news editor, today Major R. A. Diespecker, Radio Liaison Officer for the Department of Public Relations (Army), recently produced a program which will never be heard over the Canadian air.

Sunday, February 4th a formidable aggregation of Toronto talent gathered at the CBC concert studios and delivered themselves of ninety minutes of the kind of variety show which we suggest is sadly lacking from Canadian schedules. They played to a studio audience of members of the forces, and their efforts were recorded into three thirty minute discs, to be flown across the Atlantic, and played wherever Canadian boys are carrying the torch of freedom, so that they will know that they still hold a spot in the hearts of the folks at home.

All talent, musical and otherwise, Dick Diespecker impressed on us, gave its services, and special recognition must be given, he said to the Toronto Musical Protective Association and the Radio Artists of Toronto Society for their co-operation.

## "More Hope than Charity"

A COLUMN OF CONSTRUCTIVE DESTRUCTION  
by Elda Hope

What is good radio? The answer seems to be a variety of opinions, or maybe it's the results that show such a miscellany of ideas. There is everything from sports-casts to symphonies on our schedules—and I do mean everything.

During the daytime, at least, housewives seem to have radio entertainment pretty much their own way. That's as it should be, for they are the listeners during that period. There are soap shows no end, and all kinds of advice on housekeeping, child care and sewing. Probably the easiest to listen to is Ethelwyn Hobbs, CBC's commentator on wartime housekeeping. Mrs. Hobbs speaks for five minutes every morning and always has something instructive to say. The household counsellor on "Soldier's Wife" keeps listeners abreast of ration coupon dates and values and gives general sound advice. "Javex Wife Preservers"—Todd Russell, Wib Perry and Al FitzGerald—have a lot of fun giving away dollar bills for household hints sent in. Then there is Claire Wallace on her daily "They Tell Me" broadcast who describes outstanding events in the lives of Canadians. What I like best about Claire is that she packs so many items into each quarter-hour and doesn't run any subject ragged. Another favorite of mine is Tamblin's "Mrs. Aitken." Ross Millard and an organist round out Mrs. Aitken's broadcasts which are natural, honey and full of ideas.

I've tried to become enthusiastic about Marconi's "L for Lanky" but, so help me, I can't follow all the Air Force slang. The stories are good and well delivered but I'm afraid I'm just not mechanical minded enough to understand astro-compasses and things like that. At times, sound effects seem rather prominent but a pilot's life necessarily isn't a quiet one. If this program were less technical I could become a Lanky fan.

The gift of Manitoba Calling year book from Mr. Backhouse of CKY was a kind gesture. Besides that, the book contains a picture of my handsome hero, Doctor Brent from "Road of Life." This is the first picture I've seen and I'm not disappointed. Thanks, Mr. B.

One of the newest shows is Tip Top Tailors "Riches to Rhythm," a glorified quiz. Contestants gain their riches by telling all they can remember about a certain word chosen from letters sent in, to the rhythm of Samuel Hersenhoren's orchestra. Gail Meredith supplies the vocals and Neil LeRoy emcees the show. In my opinion it isn't as fast moving as it might be but the music is very acceptable, and the whole idea is new to these eardrums.

Radio has certainly done a bang-up job for the Red Cross campaign. "Command Performance" did a good job featuring Honorable Leopold Macaulay as speaker with personal experiences from the last war added by Sir Ernest MacMillan. Wrigley's "Air Band," as is their custom, dedicated their entire half-hour to Red Cross, guest-starring Eddie Allen of Happy Gang.

Being the guest of the evening seems to be popular right now. I also heard Eddie "Hello Mom" Allen on Buckingham recently. The same night Bert "Them that doubles gets the work" Pearl emceed the show in the absence of Alan Young. In turn, Alan Young was guest of "Riches to Rhythm" and gave the listeners some rapid-fire stuff. All this makes for variety though and that is the spice of radio. Isn't it so?

Here's unquoting until April!

# A SMOOTH PROGRAM SOUNDS EASY!

## But . . . .

- ★ It's not timing alone.
- ★ It's not pick-up alone.
- ★ It's not artists alone.
- ★ It's not material alone.

### ★★ It is Production!

Ask Your Agency to Check on Our Merchandising Ideas

## JOHN ADASKIN PRODUCTIONS

TELEPHONES  
OFFICE ELGIN 9296  
NIGHTS KENWOOD 4346

MONTREAL TRUST BLDG  
67 YONGE ST.  
TORONTO

# CFGP

350 WATTS ... GOING TO A 1000  
GRANDE PRAIRIE ALBERTA

AFTER attending the CAB Quebec Conference, we now know that CFGP is the best buy.\*

\*In Grand Prairie

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

VOICE OF THE MIGHTY PEACE

MOOSE JAW  
CHAB

COVER  
SASKATCHEWAN  
with the action-getting stations of the ALL-CANADA Western Group  
Effective Coverage at Economical Cost

REGINA  
CKCK

PRINCE ALBERT  
CKBI

REGINA  
CKRM

"THE SASKATCHEWAN FARMER STATION"



Exclusive Representatives

# ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER





# RESEARCH

We offer a Complete Service in all types of Advertising and Marketing Research. We specialize in Public Opinion Polls, Dealer and Consumer Surveys, Radio Program Rating Reports, Publication and Readership Surveys, Brand Trend Reports, Mailing Balloting and Copy Testing. We would appreciate the opportunity to discuss your Sales, Advertising or Marketing problems with you.

Sun Life Bldg. **ELLIOTT-HAYNES** Bank of Commerce Bldg.  
**MONTREAL** **LIMITED** **TORONTO**

# G.E. Excel Presents Future of FM in U.S.A.

by Wilf Woodill

Delegates to the Canadian Association of Broadcasters convention at Quebec heard a full outline of plans for post-war broadcasting in the United States from Paul Chamberlain, manager of the FM Division of the General Electric Company. Briefly, Mr. Chamberlain predicted three major changes in broadcasting:

- (1) The building of hundreds of FM stations in cities now having Amplitude Modulation stations, as well as in many cities where the present system of broadcasting is not economically feasible.
- (2) Many of the present AM stations will modernize and include FM along with their present service. Others will switch entirely to FM.
- (3) Television will grow into an important separate broadcasting enterprise.

Mr. Chamberlain gave facts and figures to back up his confidence that FM gives better coverage and service than AM stations. FM broadcasting means a very minimum of station interference and static. Broadcasting quality was greatly improved. The new bands mean that an increase in the number of stations in any given locality is possible. Although the pattern for the location of the band in the radio spectrum was fairly well settled, the Radio Technical Planning Board of the United States and the FCC are working hand in hand to get a solution to some of the difficulties that may arise in getting a fair distribution of channels.

"Canadian broadcasters have a greater opportunity for setting up an FM allocation plan which would realize more completely the advantages of FM," Mr. Chamberlain stated.

By means of charts and a sound film, Mr. Chamberlain demonstrated how FM would give a better day and night coverage of markets. He also pointed out that it takes 2,500 times as much power to de-

liver clear reception, at a given point, with AM than it does with FM. In overcoming noise, a 200 watt FM station was equal to a 500 kilowatt AM station.

Although land lines may be used the new Studio-Transmitter FM Radio Links were being used now up to 110 miles with excellent success. This means that the transmitter for FM could be placed at the most advantageous high spot and the studio could be located at any convenient location, without running into excessive line charges. Also, link stations, such as those used between studios and transmitter, could be used to build up network systems. The key, of course, to FM development, is available listeners. Estimates, within the radio manufacturing industry, point to five million FM receivers being manufactured within the first year after hostilities cease. Five years after the war ends, at least fifteen million sets should be in the hands of the listeners. These sets would range upward from \$60.00 in U. S. A.—based on pre-war prices.

In concluding his address to the CAB, Mr. Chamberlain stated "With the impetus that FM has today, it seems reasonable to believe that FM will eventually supplant all local, most regional and some high-power AM stations."




Dick Connor and Ed Otis, both of the station relations department of Mutual, New York, were among the U. S. guests at the CAB Quebec Convention.

**CALGARY**  
**CFAC**

**SELL**  
**ALBERTA**  
Through "THE FOOTHILLS NETWORK"  
These 3 Stations of the ALL-CANADA Western Group  
give ample coverage of the prosperous Alberta Market

**EDMONTON**  
**CJCA**

**LETHBRIDGE**  
**CJOC**



Exclusive Representatives  
**ALL-CANADA RADIO FACILITIES**  
*Limited*  
MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

*You can say it again  
in 1944!*

**MURRAY**  
*"Personalized"*  
**AGENCY SERVICE**  
**PAYS DIVIDENDS**  
**TO RADIO ADVERTISERS**

**JACK MURRAY LTD.**  
10 King St. E. Toronto ELgin 5600

# THE GREATEST SHOWS IN RADIO ARE ON **CKCK**

- New York Philharmonic
- Liptonaires
- Jack Benny
- Chase and Sanborn
- Bayer Aspirin Program
- Lucy Linton
- Big Sister
- Happy Gang
- Claire Wallace
- Lum and Abner
- Mary Marlin
- Ma Perkins
- Pepper Young's Family
- Snow Village
- Lux Radio Theatre
- Alan Young Show
- Big Town
- Treasure Trail
- Fibber McGee and Molly
- Lone Ranger
- Green Hornet
- Share the Wealth
- -Voice of Victor
- Aldrich Family
- Kraft Music Hall
- Wejrd Circle
- The Shadow

Day after day, night after night, CKCK brings to southern Saskatchewan audiences the best in radio. That's why CKCK has such a firm hold on the southern Saskatchewan market, whose income last year reached an all-time high.

# CKCK

Regina, Sask.  
620 k.c.

● REPRESENTATIVES:  
Canada, All-Canada  
Radio Facilities  
United States, Wood and  
Co.

## "quotes"

"Mr. LaFlèche's denial that the government is trying to influence the CBC board may be correct in an official sense, yet the possibility of unofficial government still remains. It might be removed by leaving no cause for any such suspicion in decisions reached by the board.  
—*Calgary Herald.*

"Under present regulations the CBC is both the master and the competitor of the private stations. Such an arrangement does not make for the best of feeling between public and private radio. Regardless of how fair the CBC is in its relations with the other stations, it is almost impossible to avoid a feeling of discrimination under this set-up.  
—*Saskatoon Star-Phoenix.*

"The (CAB) Boys plan on submission of briefs, newspaper-letters-to-the-editor, after-dinner speech publicity of the Gladstone Murray brand. Also they're going to needle selected members in the House into denunciation of the CBC. It'll look as much like a public outburst as possible, but it'll just be The Boys at work.  
—*Glace Bay Gazette.*

"Prime Minister and Cabinet Ministers have been on the air often with announcements purported to be of public interest and yet not without a touch of personal and political aggrandisement. And all other views have been barred until just recently the CBC listening post heard about public opinion and modified to some extent its exclusive ruling. The Committee of Parliament should do a clean job of revivifying the Canadian Broadcasting Corporation.  
—*St. Catharines Standard.*

"It is well known and admitted on the government side of the House as on the other, that there is nothing in the domestic field of our politics more in need of honest ventilation than radio. The truth is—and everyone in Canada knows it—we are not making a success of our system of radio in this country. We are very urgently in need of a new deal, and we shall not get it until parliament has an opportunity to debate all the issues.  
—*Vancouver Province.*

"If real competition developed, the CBC, to survive, would have to end the abuses which lately have shaken parliamentary and public confidence in it and which, if allowed to continue, will ruin it.  
—*Vancouver Sun.*

"Any man has the right to speak to his heart's content; he has no right to demand of his neighbour that he provide him with a hall.  
—*New Glasgow News.*

"The Journal is strongly of the opinion that some public body should have control of the private stations, and that the control of them by a competing commercial national organization is most unfair.  
—*Ottawa Journal.*

"The proper course for the government would be to ask for the resignations of all the governors and to appoint a new board and in it to re-appoint those of the present governors whom it considers fit to be re-appointed.  
—*Winnipeg Free Press.*



Snapped at the CAB Convention, from left to right, it's Bill Byles (Spitzer and Mills), Fred Cannon (All-Canada), Horace Stovin (Stovin & Wright), "Wis" McQuillin (Cockfield Brown).

# Star-Studded Schedules

CKBI offers over 200,000 Saskatchewan listeners 32 hours a week of star-studded programs from NBC and Blue, from CBS and Mutual, and from the Dominion and Trans-Canada networks of the Canadian Broadcasting Corporation.

Spot your spots and programs between these, the finest features radio has to offer:

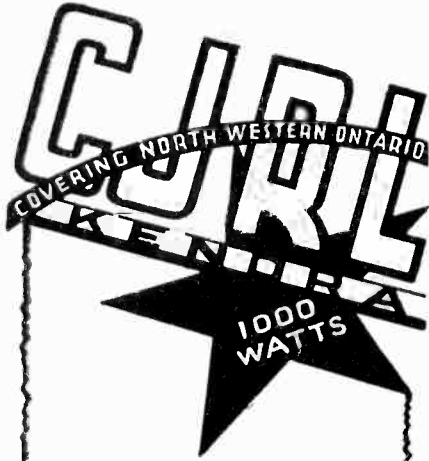
<p><b>DAILY</b></p> <p>Road of Life Soldier's Wife Lucy Linton Happy Gang They Tell Me Woman of America Ma Perkins Pepper Young's Family Right to Happiness Liptonaires</p> <p><b>SUNDAY</b></p> <p>Singing Stars of Tomorrow Radio Hall of Fame Jack Benny L for Lanky Charlie McCarthy Fred Allen</p> <p><b>MONDAY</b></p> <p>Victory Parade Riches to Rhythm Lux Radio Theatre Harmony House</p>	<p><b>TUESDAY</b></p> <p>Town &amp; Country John &amp; Judy Fibber McGee Bob Hope Treasure Trail</p> <p><b>WEDNESDAY</b></p> <p>Alan Young</p> <p><b>THURSDAY</b></p> <p>Voice of Victor Aldrich Family Kraft Music Hall Fighting Navy</p> <p><b>FRIDAY</b></p> <p>Victory Parade Musical Mail Box Waltz Time That Brewster Boy Cavalcade of Sports</p> <p><b>SATURDAY</b></p> <p>Wes McKnight Jolly Miller Time Share the Wealth NHL Hockey</p>
---	--

They're all on

# CKBI

Prince Albert, Sask.

An All-Canada Station



**COVERAGE  
THAT  
PAYS OFF  
IN  
LISTENER  
RESPONSE**

There are 28,000 radio homes in CJRL's area --- practically isolated from outside radio reception.

**A  
DOMINION  
NETWORK  
STATION**

*Representatives*  
**STOVIN & WRIGHT**



L'Association des Postes Privés du Québec is a recently formed association of French speaking private station operating in Québec. Above we have a group of members snapped at the CAB Convention. Reading from left to right, they are: (back row) Paul LePage (CKCV), a director; G. A. LaVoie (CJBR); the next we have been unable to identify; (second row) Leon Trépanier (CHLN); Louis Leprohon (CKAC); Dr. C. Houde (CHNC); A. Gauthier (CHLT); (front row) Marcel Lefebvre (CHLP); Phil Lalonde (CKAC) president; Georges Bourassa (CKCH) a director; Viateur Bernard (CHNC). Missing from the picture is Narcisse Thivierge, vice-president.

**HOW THEY STAND**

The following appeared in the current Elliott-Haynes reports as the top ten national programs. The first figure following the program is the Elliott-Haynes Program Rating. The second figure is the change from the previous month.

**DAYTIME**

English		
They Tell Me	24.6	-.6
Soldier's Wife	21.0	+2.0
Big Sister	20.4	+.6
Happy Gang	19.0	+2.0
Road of Life	17.5	+1.5
Vic and Sade	15.5	+.9
Ma Perkins	14.3	+.9
Lucy Linton	13.7	-.1
Pepper Young	13.1	+.8
Right to Happiness	12.7	+.8

*French*

Jeunesse Dorée	30.7	-5.0
Quelles Nouvelles	27.4	-3.7
Joyeux Troubadours	27.1	-.4
Grande Sœur	26.1	+1.0
Rue Principale	25.5	-1.7
Histoires d'Amour	23.0	+.5
Vie de Famille	21.3	+.4
La Metairie Rancourt	20.9	-1.8
Tante Lucie	20.5	-2.6
Pierre Guerin	20.4	-1.5

**EVENING**

*English*

Charlie McCarthy	45.5	+2.9
Fibber McGee	41.7	+1.5
Lux Radio Theatre	40.8	+.2
Jack Benny	38.6	+.4
Aldrich Family	35.2	+2.3
Kraft Music Hall	33.2	+3.0
Bob Hope	28.8	+3.0
NHL Hockey	26.3	+1.6
L for Lanky	25.4	+3.9
Treasure Trail	24.8	+.5

*French*

Ceux qu'on Aime	42.0	+5.7
Course au Trésor	37.6	+.3
Dr. Morhanges	37.2	-3.6
Radio Théâtre Lux	34.4	+.1
Nazaire et Barnabé	33.7	+2.0
Le Mine d'Or	32.9	+.1
Café Concert	32.6	-9.0
Dr. Lambert	29.9	---
Lionel Parent	27.7	-2.0
Vie de Famille	26.9	+2.9



An interesting letter has been received by the Canadian Broadcaster, over the pen name, "Free Lance."

We regret that it is contrary to editorial policy to print anonymous material unless the writer is prepared to disclose his or her identity to the paper.

Anonymous material, especially material which expresses an opinion, loses greatly in effect when readers are not permitted to know the source. If, however, the writer is prepared to give the editor his name, in confidence even, we are prepared to consider it for publication.

**RESOLVED**

In future all commercial revenue from broadcasting shall go to the CBC, while the private stations get the license fees.  
'S'videa!

**INTESTINAL FORTITUDE**

Isn't it a thought for private radio that you can't make the "V" sign with your fingers crossed?

**BEWARE OF THE DOG**

In formulating the new Bureau of Broadcast Measurement, it might be well if said BBM reflected that if there is any evil worse than government bureaucracy, it is industrial bureaucracy.

**IMPROPER GANDER**

When two hundred busy people travel about a hundred thousand miles to attend a "trade" convention, isn't it a bit thick that they are subjected to luncheon addresses, delivered by politicians whose remarks are directed exclusively to the press table, with absolutely no thought for the interests of those who have been beguiled into submitting to them?

**PAN MAIL**

"Dear Sir: Yours is a paper enjoying the unique distinction of being the only publication I have ever seen in which you can read both sides of the page without going to the trouble of turning over."  
John Atkins please note.

**MISPRINT**

For the first time in radio history they knocked the H - - out of a program before it went on the air, when they announced the new Tip-Top Tailors' musical quiz as "Riches to Rythm."

**BOOK WANTED!**

Will C. W. (Bill) Wright, author of "How To Speak In Public" please write another book? As President of the Broadcast Sales Club of Toronto, recently born again as the Radio Executives' Club, will he please get busy on a tome to be titled "Great Men Who Have Refused To Address Our Club"?

*Presenting*

Radio's Greatest Novelty Band

The  
**"KORN KOBBLERS"**

Krazy! Klever! Kolossal!

A distinctly new and more flexible presentation, ready for instant use on:

**SUSTAINING SHOWS  
PARTICIPATING PROGRAMS  
BREAKFAST SHOWS**

Entertainment of unusual appeal, such as the "Korn-Kobblers" offer, will give to local sponsors a program sufficiently powerful to compete with the offerings of National Advertisers.

Hear This New Musical Fun Parade  
Write Today for Audition Samples

**EXCLUSIVE RADIO FEATURES LTD.**

14 McCaul Street

Toronto 2-B.



# The ADASKINS by Lucio Agostini

"This program came to you from Toronto and was produced by John Adaskin. Featured to-night were Frances James Adaskin, Naomi Yanova Adaskin, Frances Marr Adaskin and Murray Adaskin. This is Harry Adaskin speaking . . ."

No, readers — This is not a quotation from Shakespeare's "Comedy of Errors." On the contrary it should be read as the closing announcement for the most logical half-hour radio program. Drama — comedy — music — opera — production — all this combined in one program and, stranger still, performed by one only Family — The Adaskins".

It would almost seem that all great musicians come in families. The Gagniers are the outstanding French-Canadian family of musicians and the Adaskins are deservedly the greatest English-speaking aggregation of artists. The gifted Adaskins comprise Harry, violinist and lecturer; Murray, violinist and pantomime artist; John, cellist and producer, and their respective wives, Frances Marr, pianist; Frances James, soprano and Naomi Yanova, pianist. They are all, in their respective fields, great entertainers.

John has deserted actual performing for directing the production of musical and dramatic radio programs. He was at CBC for 10 years and just a year ago opened his own business, "John Adaskin Productions". His aim is "the perfect radio show". He is taking the only possible means to attain — hard work. The musicians and actors who work under him consider him a bit of a tyrant. One musician said "John used to be a cellist: he shouldn't make us work so hard. After all, he knows that the program will be well played." An actor said: "Why do I have to repeat that line over and over again? I'll read it right on the air." Another one said: "He's always worried about set-ups. I can't see



Here are the Adaskins and their ladies. Left to right: Frances Marr and her Harry, Frances James and husband Murray, and Naomi Yanova alongside hubby Johnny.

what difference it will make to the program if I move one foot forward or backward." John should feel proud of these remarks. Never yet, in the history of radio, has a producer been able to satisfy both artists and sponsors simultaneously. Musicians and actors like it "nice and easy". But John likes results — good ones — and he gets them and by the only possible means. Keep it up, John. You have, now, 3500 performances to your credit and we'll definitely be around at your 10,000th.

Murray and Harry are both violinists. Murray, at the moment, directs the Salon Group at the Royal York Hotel and Harry's time is mostly taken up teaching. However, they both have very interesting sidelines — Murray is famous for his Charlie Chaplin pantomimes. Every year, Sir Ernest MacMillan hands over the baton to him at the Christmas Box Symphony Concert and Murray brings the house down with laughter. Harry's lectures are very enlightening. He is somewhat of a philosopher. Ask him anything about music and musicians and he'll talk with inspiration. His radio program, "Musically Speaking", earned

a very large following.

The lovely Adaskin ladies are deserving of more space than we can find at the moment. Frances James is the only one we've had the pleasure of working with, so far. No doubt, a lot of the success of the He-Adaskins is due to the inspiration of their ladies. We can think of no greater tribute to them than this — Your husbands are great men — they are reaching the goal that they are aiming at. Without you this article would never have been written.

*You can say  
It Again in  
1944!*

MURRAY  
"Personalized"  
AGENCY  
SERVICE  
PAYS  
DIVIDENDS  
TO RADIO  
ADVERTISERS

JACK  
MURRAY

Limited  
10 King St. E.  
Toronto

ELgin 5600

In Northern Alberta,  
SALES results come  
from the:

- PRESTIGE
- POPULARITY
- PROGRAMMING

of:



In Edmonton

"CROSSROADS OF THE WORLD"

## CHAB SHOWMANSHIP *behind the* SHOW

CHAB's thousands of South Western Saskatchewan listeners know about our programs long before they go on the air, and their interest is kept alive throughout the run of the show in a variety of ways, because we believe in the power of "Showmanship behind the Show."

### Weekly Papers

- CHAB's news director writes a column of radio news, with special emphasis on CHAB programs and artists, which is printed in 22 Saskatchewan newspapers, including a prominent Moose Jaw weekly.

### Display Studios

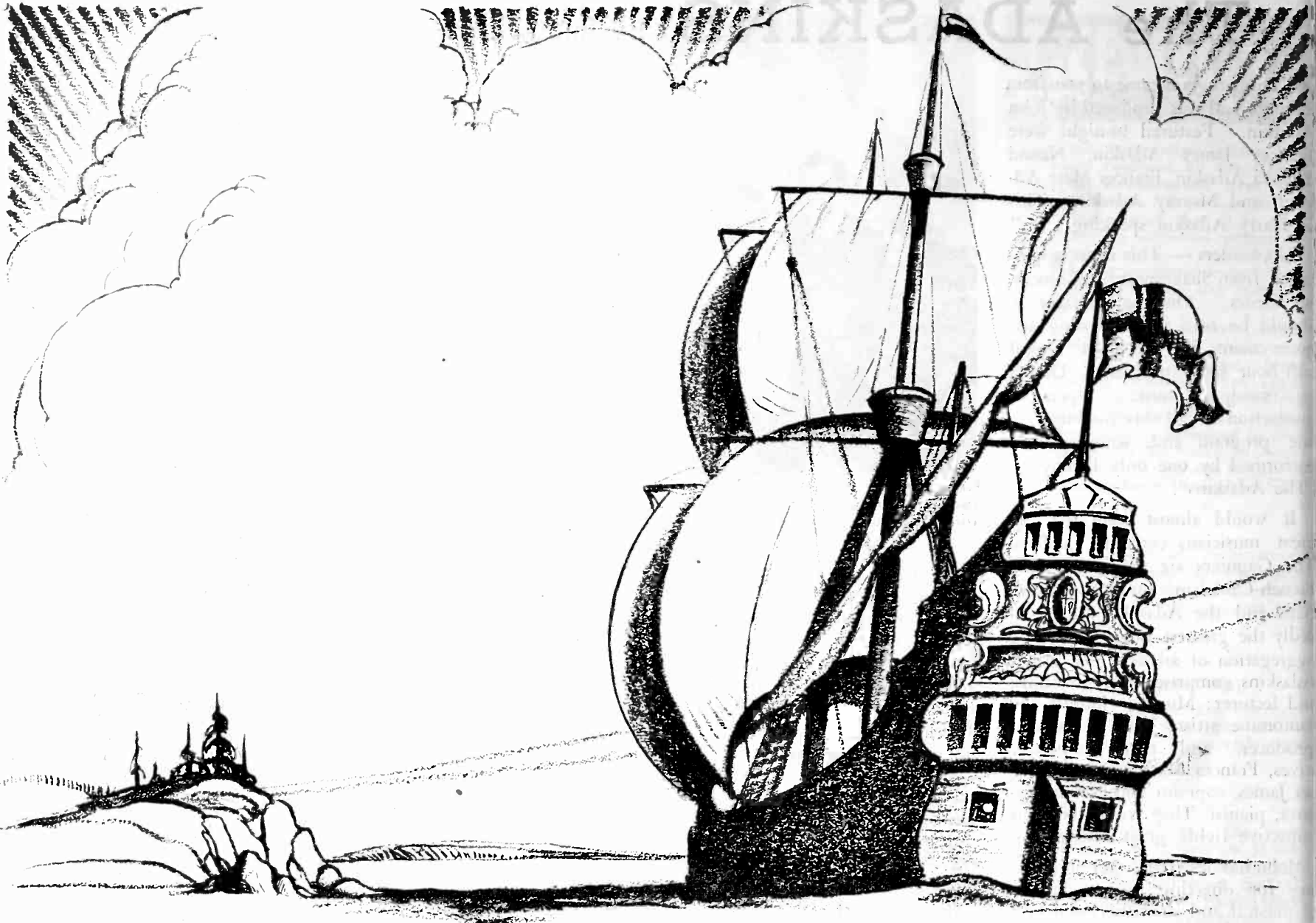
- CHAB owns a complete merchandising and sales promotion shop, where we turn out the displays and other material used to promote every show that goes on the air.

### Radio Showmanship

- In an average week, CHAB puts out over 100 spots (at key times) merchandising all commercial shows, and top-flight sustaining shows. All spots contain the latest information on these shows, and are written exclusively for CHAB's audience.

YOUR PROGRAM GETS "The Business" AT

CHAB IN THE VERY CENTRE OF SOUTHERN SASK.



## WHO DARES — LEADS

Years ago, men of vision left the old world to build a new life on this continent, upon foundations of freedom.

Today, this freedom, typified by our system of competitive business, stands in danger of falling victim to the schemes of nationalizers and socializers.

CFRB, the "Voice of Free Enterprise" in the field of radio, is pledged to fight for the preservation of the ideals to which our fathers dedicated their lives.



REPRESENTATIVES  
JOSEPH HERSHEY MCGILLVRA  
New York San Francisco Chicago  
ALL-CANADA RADIO FACILITIES LTD.  
Montreal