

CANADIAN BROADCASTER

VOLUME 3 NUMBER 10

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AUGUST 19TH, 1944

A FREE RADIO
is
Everybody's Business

WAB Speakers Praise CBC Nets

BY DOUGLAS MOSELEY

Special to *The Canadian Broadcaster*

(BUP)—Opening the 10th Conference of the Western Association of Broadcasters which convened in Banff last week, G. R. A. Rice, WAB President, praised the "forward move made by the CBC in forming its new Dominion Network", which had given many WAB member stations their first network affiliations. However he sounded a warning that WAB stations must keep faith with their rural listeners despite the importance of urban audiences. He urged co-operation between private enterprise and the government, warning that the two must work in partnership rather than in competition.

The opening session of the conference, attended by 68 delegates from stations across Western Canada, was addressed by WAB President G. R. A. Rice and K. A. McKinnon, transmission and development engineer of the Canadian Broadcasting Corporation.

The historical background of the Havana treaty, the agreement providing a better sharing of the broadcasting band for North America than had previously existed, was reviewed by K. A. McKinnon. He predicted that frequency modulation would be the most important influence on the future of broadcasting.

Frequency modulation appears to give much better services to greater areas for the same capital investment than present audio modulation stated Mr. McKinnon. However frequency modulation can not replace high power audio modulation stations designed for national coverage although it may be the best means of serving individual communities.

Fears that the coming of frequency modulation may result in cut throat competition by allowing many commercial stations in each locality were minimized by Mr. McKinnon. He predicted that demands for frequency modulation bands by non-commercial services such as National Defense, life saving, police and similar services, would restrict the number of frequency modulation bands more

(Continued on Column 4)

Alas Poor Lochinvar!

There must be a quiet serenity about Banff, Alberta; something in the air that dispels all thoughts of strife and discord from the human soul; something in the atmosphere of the Rocky Mountain retreat which even blinds you to gross acts of trespass being committed against your own heritage of freedom. At least this must have been the effect of the place on Glen Bannerman, president of the Canadian Association of Broadcasters, as he rose to address the tenth convention of the Western Association of Broadcasters. For at that moment, forgetting the "fighting speech" he delivered to his own association just six short months ago, he held out an olive branch to the CBC, and in so doing virtually surrendered his fight for the freedom of the air—the Battle of the Networks.

Last February, in Quebec City, Bannerman said: "The system is becoming too centralized, too monopolistic and too cumbersome for the rapid changes and developments in broadcasting. Unless changes in the system are made in the near future, I believe the struggle will be lost." His speech was a plea for a private network instead of the CBC's second network, and it was, in the main, an able last ditch stand for the fast-ebbing life blood of freedom of speech on the Canadian air.

Last week, in Banff, he told western broadcasters that "whatever the strengths and weaknesses of the CBC may be, no one has been able to say that the co-operation (between the private stations and the CBC) has failed to provide service acceptable to Canadian listeners."

With the programming facilities of the great U.S. networks for its shows, and the commandeered facilities of Canadian private stations to put them on the air — why should they fail— how could they?

Bannerman's remarks were preceded by those of G. R. A. "Dick" Rice, WAB president, who praised the forward move by the CBC in forming its new Dominion Network, giving many WAB members their first network affiliation.

Now that the Parliamentary Committee on Radio Broadcasting in Canada has met, deliberated and tabled a report, which, as was obvious from the first, recommended no vestige of good for private radio, Bannerman called upon WAB delegates to co-operate in bringing before the parliamentary committee "a complete picture of the community service provided by the privately-owned radio station." Admittedly this indicates there is still some spirit left, but why in heaven's name is it necessary to wait until after the committee has met to deliver this admonition? The committee has adjourned, presumably for a year, and it is safe to assume that these wise words will have sunk into oblivion long before it reconvenes; unless of course the CAB's mysterious committee on public relations holds another of its off-the-record meetings and follows up its sole good move, namely the development of Ken Soble's "Report from Parliament Hill", with another piece de résistance.

Unquestionably the failure of the CAB to sell the Parliamentary Committee on any of its points is attributable entirely to the failure of the CAB stations to arm the CAB counsel with the ammunition he needed to fight their cause.

What the Canadian Association of Broadcasters needs is not a new policy, but a policy—period. It needs to make up its mind if it is going to buckle under the CBC yoke, and like Lazarus of old, obsequiously accept the crumbs the rich man deigns to let fall from the table. Or it must turn back the clock to the 1944 Conference and continue the fight it appeared to be starting at that time, a fight, not for privileges and favors, but a struggle for existence.

Above everything else the CAB needs leadership, the courageous, forthright hard-hitting kind of leadership that wins battles instead of effecting patched-up and temporary peace.

Richard S. Lewis.

Managing Editor.

(Continued from Column 1)

than most observers think. For this reason the competitive situation now existing in the standard band would not be greatly altered on frequency modulation bands he believed.

Broadcasters should welcome the expressed intention of the Federal Parliamentary Committee on Radio Broadcasting to investigate private broadcasting as well as the CBC declared Glen Bannerman, president and General Manager of the Canadian Association of Broadcasters.

Mr. Bannerman called on the WAB delegates to co-operate in bringing before the parliamentary committee a complete picture of the community service provided by the privately owned broadcasting stations. Private broadcasters have three responsibilities and rights Mr. Bannerman emphasized. First entertainment and any news services that are possible, second, the right to make a profit from commercial programs, and third the responsibility of providing full and unbiased information on all issues of public interest.

Mr. Bannerman warned that while co-operation with the CBC for improved service was desirable, operators of private stations have a right to expect the same co-operation in return from the CBC.

"Whatever the strength and weaknesses of the CBC no one has been able to say that the corporation has failed to provide a program service acceptable to Canadian listeners" pointed out Mr. Bannerman. He congratulated Dr. Augustin Frigon on his able representation before the parliamentary committee. Commenting on the report of the committee the speaker declared "I am satisfied that the members of the committee are not convinced that the majority of Canadians want our present system of radio broadcasting changed."

Thank You Gentlemen

The request we ran in our last issue for back copies of the issue of June 24 has been more than granted, and we should like to express our appreciation to the readers who co-operated.



B.U.P.
"COVERS THE WORLD"
**BRITISH
UNITED PRESS
SCORES AGAIN!**

On Wednesday, July 26th
this story was carried

OTTAWA, July 26—(BUP)—An extended strike of more than 4,000 employees of Montreal Tramway appeared inevitable following receipt of the supplementary report of the board of conciliation.

On July 27th
other sources carried from Montreal

"Strike rumours spread by irresponsible sources should be discounted . . ."

On August 3rd

One Million Montrealers were obliged to walk to their jobs or be driven by emergency conveyances because

THE STRIKE WAS ON!

Phil Lalonde, CKAC, Montreal, states:—

"Thanks to **BUP** the Public was forewarned and if today (August 3rd) war industries are functioning it is because we and others immediately went on the air with the **BUP** item.

"Last time when tramway employees struck as a surprise move Montrealers were caught unawares. D.I.L. and other industries put more than 300 announcements on the first day instructing their stranded workers how to get to their jobs.

"This time, thanks to the public having been warned emergency arrangements could be made. A public service has been performed by those who used the **BUP** item."

J. A. Shaw, CFCF, Montreal, says:—

"Thanks to advance warning, emergency well in hand."

Marcel Lefebvre, CHLP, Montreal, says:—

"Our station by using the **BUP** item was able to perform a public service."

This is Another Example how with
BRITISH UNITED PRESS
The Public is Served with
Speed and Accuracy

Head Office: 231 St. James St., West, Montreal, P.O.

The CANADIAN BROADCASTER

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R For Publicity

1. DIAGNOSIS

"Silence is the most perfect expression of scorn" wrote Bernard Shaw, whose department of "internal" publicity has kept his acrid utterances on front pages the world over to the great age of 88.

The attention given the plight and the pleas of private radio by the recently adjourned House Committee on Broadcasting seems to indicate that the feelings of the members of that committee, measured in terms of this Shavian outburst, are just about as completely scornful as they can be. For not only did the Committee fail to recommend the granting of one single request made in the CAB presentation — with the sole exception of the power increases which were already provided for in the international Havana Agreement. Worse than that, the CAB's beef supreme, the demand for the right to establish a private network, was not summarily refused because it would have been out of line with public interest. That pill would have been bitter enough. But the House Committee went further. It did not even mention in its report, by so much as a solitary sentence, favorable or otherwise, the request of the free enterprise part of Canadian radio for nothing more than business parity with its government owned competitor.

Surely by now the diagnosis must be complete; publicity or rather the



"We've dipped our slips in Foam-a-Belle; That's why we smell the way we smell."

lack of it at the right time and in the right place.

For nearly three years the CAB Committee of Public Relations has functioned — presumably — to furnish the association with ammunition to use against the combined forces of bureaucracy and socialism. But nothing has been achieved, because the CAB has completely failed to appoint a public relations committee competent to fulfil its mission.

It may be argued that this is no reflection on these men who have worked in vain; that it is first and foremost a discredit to the CAB membership, which appoints and reappoints this committee, year after year, to co-ordinate the information it supplies, and then refuses to supply the information for it to co-ordinate.

Be this as it may, we submit that the past three years' work of the CAB Committee on Public Relations is certainly no testimonial to its ability as a body of publicists, and either its activities should be dropped as ineffectual, or the committee should be replaced with a group of men who are willing and able to make it function.

Next Issue Sept. 9th

Fame Down Under

Fame of Horace Brown, Toronto script writer has gone far afield. Written for the Fourth Victory Loan Campaign featuring Charles Boyer, his play "The Torch" has attracted attention "down under", for he has been approached by the New Zealand War Finance Publicity Committee who want to use it on a forthcoming drive.

OPEN for SPONSORSHIP

Mrs. MacTaggart's

WOMEN'S PROGRAM of BABY ADVICE and TOPICAL SUBJECTS

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CFRB

Tuesdays and Thursdays
10.15 a.m.

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134 Farnham Ave—Toronto
RAndolph 1725
or Station CFRB

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CANADA'S
STANDARD
OF QUALITY

Duophonic Recordings

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CHML

MEANS BUSINESS

MIDWAY MOLLS



Photo by T. R. Melville Ness

Work took on a new glamor for Jim Kent at the 1944 Provincial Exhibition in Regina last month when, pictured above, he interviewed four of the Midway "Pin-up Girls" for a CKCK broadcast. This annual "Fair" is one of the largest agricultural exhibitions in the world, and CKCK has given its listeners complete coverage of the event each year.

International Union

Washington (BUP)—The United States is preparing to propose a modified international telecommunications union which would have the power to reject a nation's application for use of a radio frequency if it failed to conform to international regulations.

Research Committee

Pursuing the function for which it was created, the Commercial Radio Research Committee representing the ACA, the CAAA, the CBC, the CAB and the Radio Station Representatives, has sent out a questionnaire to privately owned radio stations in Canada in an effort to learn which types of commercial announcements are most acceptable to Canadian listeners.

The questionnaire asks for details of listener comments received from listeners on commercial announcements, and six other pertinent questions pertaining to the problem.

After the co-operation of the industry has been received, we understand that the committee proposes to investigate further afield, approaching listeners, announcers and everyone who has an interest in radio — in other words everyone.

WAB Appoints Board

At the Western Association of Broadcasters Meeting at Banff, Alta, August 7 and 8, G. R. A. "Dick" Rice was re-elected president. Other directors who will automatically serve on the CAB board are Gerry Gaetz, CKRC, Winnipeg; F. H. "Tiny" Elphicke, CKWX, Vancouver; A. A. Murphy, CFQC, Saskatoon.

Titbit of the Week

Mimeographed under an arrestingly drawn heading "News from CJCA", that would attract any editor's eye, interesting news items have been reaching this paper called "Titbit of the Week" with increasing regularity. The items have been most welcome here, and we think Tom Shandro, CJCA's promotion man, is to be congratulated on the beginnings of a good job.

Did you know?

CJIC

SAULT STE. MARIE, ONT.

*The Hub
Of the Great Lakes*

Is the only Canadian Station heard in this part of Ontario, also that 85% of the buying power of the district of Algoma is within 7 miles of CJIC's transmitter.

Don't overlook this important market.

National Representatives

J. L. ALEXANDER

Toronto • Montreal

IS THERE NEWS

at CHNC?

Yes—big news too!

Can now offer World Transcription service.

Have just received our new Diesel Electric Set.

Never handled so much commercial business at this time of year.

Coming—5 Kilowatts

—These headlines have a story which can be summed up as follows:—

CHNC is a new subscriber to WORLD TRANSCRIPTION SERVICE. The recent acquisition of two additional turntables featuring 9-a Western Electric reproducers gives our control room four turntables fully equipped for vertical and lateral reproduction. World Transcription Service is available for sponsorship.

CHNC had some annoyances due to voltage variations. The difficulty has been overcome by the installation of a new Caterpillar 15 kw Diesel Electric Set now in operation.

CHNC has now a well established reputation and its GRAND market is the rendez-vous of more and more progressive national advertisers.

CHNC will—before long—put a 5KW signal in its antennas. Speedy measures are being taken to achieve this new IMPORTANT move in the history of its continued progress.

FOR THE FULL STORY

Ask the All-Canada Man

1000
Watts

CHNC

610
Kcs.

New Carlisle, Que.

The MEN represented by

NBS*



Hal Cooke
Manager of
CHEX Peterborough

Harold Edgar Cooke, manager of CHEX, has made 'Community Service' the keynote at the Peterborough Broadcasting Company's station. Hal Cooke sets a hot pace. His staff of trained radio men and women respond readily to his demand for super service to the public and to the advertisers. Appointed as manager of CHEX in March 1942, he had worked as salesman and production man in four stations in Ontario and Quebec.

Hal realized that his was the job of providing top radio fare for Peterborough ranks high among the progressive industrial centres of Canada. Now, in wartime, Peterborough's thousands of workers are redoubling their efforts, manning the production lines at C.G.E., Outboard Marine and a dozen other important plants, while district farmers work sun-up to sundown producing food for overseas.

Now 30, Hal Cooke's service to his station's audience has resulted in fine programs. The Home Folk's Hour — daily favourite of farm listeners in five counties; the annual remote coverage of the Lindsay Fair; the promotion of War Savings Stamps by the novel plan of recording the talents of rural school children, have all contributed to the popularity of CHEX.

Hal combines station know-how with a pleasing personality. Away from the station he becomes the amateur gardener with an eye to the progress of his crops and an ear to the smooth operation of CHEX.

* NATIONAL BROADCAST SALES

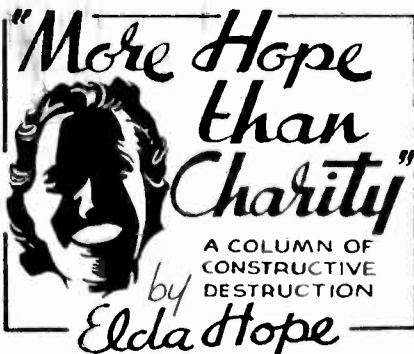


Radio Station Representatives
Bank of Commerce Bldg.,
Toronto, EL. 1165

University Tower Bldg.,
Montreal, HA 3051

REPRESENTING	
CKWS Kingston, Ont.	CFCH North Bay, Ont.
CHEX Peterborough, Ont.	CKRN Rouyn, Que.
CKGB Timmins, Ont.	CKVD Val D'or, Que.
CJKL Kirkland Lake, Ont.	CHAD Amos, Que.

And now CFPA Port Arthur and CKCL Toronto.



Holidays are past tense now. They were perfect but (and its a big but) I did miss my radio. If this time off served no other purpose, it has made me appreciative of the programs I now can hear once again. No, I don't dislike any less the things that get me down, but I do value the information brought by radio now that I can get it again.

To be without news at this stage of the War was a major fatality. I couldn't help wondering who had invaded where, and what the results might be. I am now a full-fledged fan of newscasters, well, some of them anyway. Among my favorites are Jack Dennett, Wrigley's newscaster over CFRB; Earl Cameron, from CBC and Lorne Green CHML's reporter. They have none of the tricks of the story-teller or the hesitations and speed gears of the actor. There are no crescendos, diminuendos, allegros or pizzicatos marked in on their scripts. I'd bet there's no more writing in them than actually meets the ear.

Even a time signal would have been a welcome note. We were never certain of the correct time and repeatedly I'd think "If I could only hear a time signal or even a station break". Oh well, that's all water under the bridge now and I've come back to this sphere of motor cars and radios, feeling rather cosmopolitan—almost a woman of the world—to listen.

Planned listening seems a good idea to me. We plan our wardrobes, our to-morrows, our reading. Why not our listening? Believe me when I say listening is no halfway business, but alive and active. It's a mistake to listen unless you really want to hear. Real music is created three times—once in the composer's mind, once by the musicians, once in listeners' minds. Listening half-heartedly spoils it as much as apathetic playing.

Don't feel, either, that you must do your listening to a great wash of sentiment. You don't enjoy a greekian statue less if you're aware of the beautiful relationship of its proportions, or music less if you follow the inter-weaving counterpoint. Listening is and should be a partnership between emotional response and intellectual understanding.

If you don't know much about music, read books, or ask your musical friends for advice. Don't, however, get caught by a "conscientious culture seeker" who'd rather be musically fashionable than enjoy music, or who get a "wide" library knowledge by reading canned condensations.

If you do know something about music, learn more. Know the leaders—Bach, Haydn, Mozart, Beethoven, Wagner, Brahms, Tchaikowsky, Debussy, Sibelius—their best compositions, their style of composing. Then, go on to the modern composers. Know the facts, the difference between band and orchestra, sonata and concerto. Study the construction, the laws, the architecture of great music. Read musical theory and criticism.

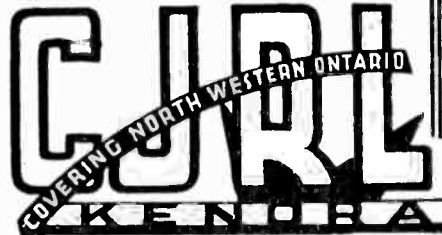
Then, both specialize and expand. Listen to one man's music, study it and become an amateur expert on his work. Be adventurous. If your taste is classical, explore the moderns. If you dislike a piece that has been recommended, listen to it three or four times honestly, without mental reservations. And whatever you listen to, whether its for pleasure, for snobbishness, or for education, listen with your mind, your ears, and most of all, with your heart.

Good listening.

ELDA.

IT'S BIGGER THAN YOU THINK

This isolated Western Ontario market where 28,000 prosperous homes depend on



Make inquiries about this "hot spot" in Canada's radio set-up. Find out about the exclusive coverage, showmanship, and local prestige of CJRL.

A DOMINION NETWORK STATION

Representatives
STOVIN & WRIGHT

Television Ahead

Armed with a new long-term radio contract that has every prospect of carrying the comedian's show into the television era, Fibber McGee and Molly announced on their return to the West Coast from Chicago that their future motion picture work would be carried out with the idea of preparing for eventual video programs. The radio team had been east to discuss their forthcoming fall program with the sponsor, S. C. Johnson & Son, Inc.



Howard B. Chase, recently appointed chairman of the CBC has been described as a labor executive whose heart still rides the locomotives.

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 for every day in the month of September.

September

1. 1939—German invasion of Poland.
2. 1789—U.S. Treasury Department established.
3. 1939—British-French declaration of war on Germany.
4. 1927—Isadora Duncan died at Nice, France.
5. 1928—Robert H. Ingersoll, watch manufacturer, died.
6. 1940—Rommel stopped at El Alamein.
7. 1822—Brazil declared independence from Portugal.
8. 1760—Surrender of Montreal left all of then Canada in British hands.
9. 1920—Transcontinental air mail established, Long Island to San Francisco.
10. 1939—Canada declared war on Germany.
11. 1907—Riotous demonstration vs. Japs at Vancouver.
12. 1908—Canadian Civil Service Commission established.
13. 1759—Wolfe and Montcalm both mortally wounded on Plains of Abraham near Quebec City.
14. 1812—Napoleon found Moscow burnt to ground; soon started retreat.
15. 1940—Germans lost 185 planes in attack on London.
16. 1919—American Legion incorporated.
17. 1930—Work begun on 165 million dollar Boulder Dam, Nevada.
18. 1930—"America" cup races; Harold S. Vanderbilt (*Enterprise*)—4, Sir Thomas Lipton (*Shamrock V*)—3.
19. 1891—St. Clair tunnel, connecting Canadian railroads with U.S. lines to Chicago opened.
20. 1917—Completion of Quebec bridge over St. Lawrence.
21. 1921—Bureau of Aeronautics established in U.S. Navy Dept.
22. 1926—Gene Tunney defeated Jack Dempsey at Philadelphia.
23. 1846—Planet *Neptune* first observed by Dr. Galle.
24. 1914—First Canadian contingent of 33,000 sailed for England.
25. 1660—Samuel Pepys recorded his first "cup of tea" in his famous diary.
26. 1907—New Zealand became Dominion.
27. 1821—Mexico became independent of Spain.
28. 1895—Louis Pasteur, French scientist, died.
29. 1927—Tornado swept St. Louis, killed 90, injured 1500, damage 50 million dollars.
30. 1938—Munich agreement signed by Chamberlain, Daladier, Mussolini, Hitler.



TRY US!

There's no cost to you, and we'll do *anything* to achieve incomparable production.

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JOHN ADASKIN PRODUCTIONS

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OFFICE ELGIN 9296
NIGHTS KENWOOD 4346

MONTREAL TRUST BLDG
67 YONGE ST.
TORONTO

CANADA'S KEY RADIO COMMUNITY

In Winnipeg, more people listen more often to more local programs than in any other city in Canada. (See your Elliott-Haynes)

THE KEY TO THIS RADIO COMMUNITY IS THE ALL-CANADA STATION WITH THE DOMINION REPUTATION.



ASK THE *All-Canada* MAN

NAB Convention

The executive War Conference of the National Association of Broadcasters, Washington, D.C., is being held in Chicago, August 28 to 31. "There is every indication," according to Harold Ryan, NAB President, "that our conference will contribute constructively to ironing out some of our current industry problems and laying the foundation for more helpful co-ordination of radio's part in the war effort and in the period to follow."

Stork Market

Bernie Braden, formerly of Vancouver, now Toronto radio actor became the father of a baby girl August 3. Mother and child are reported to be doing well.

Recording Tax

As from September 1st, recording fees, including cost of talent used in the manufacture of recordings, will be subject to 8% sales tax on the total charge. This includes the cost of pressings and other types of duplicates as well as original recordings.

Under the new regulation, sales tax licenses will have to be taken out by recording and transcription companies, as well as those who manufacture or have manufactured their order recordings and transcriptions, such as advertising agencies, independent producers, radio stations who do recording work, sponsors who produce their own spots or programs.

This information has been received from Ottawa by Hal Williams, of Dominion Broadcasting Company.

Announcing
"TREASURE TRAIL"
and
Emceeing
"SPIN-TO-WIN"

were a lot of fun this summer —
Still are.

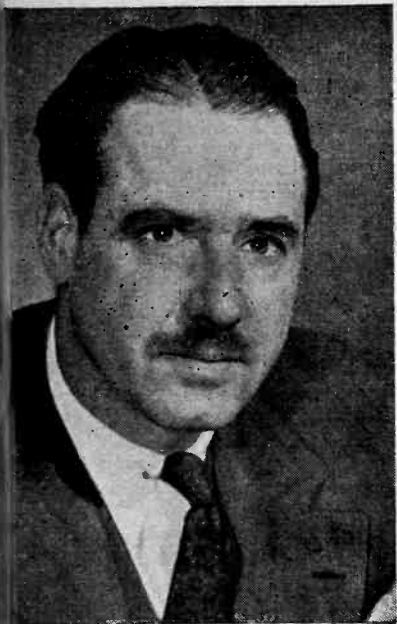
WHAT CAN I DO FOR YOU THIS FALL?

Just
Leave your number
at mine

HUDSON 3780



STU KENNEY



Harry E. "Red" Foster, president of Foster Agencies Ltd., Toronto, is still looking for "excitement" in the shape of out-dated equipment and gadgets for his Canadian Museum of Radio Research. "Red", who has recently secured a CDNA franchise to his B agency, is busy expanding his studio-office suite in the King Edward Hotel, Toronto, to take care of both branches of his business.

Visitors' Book

A tour of Canadian stations has recently been made by Pete McWork, who takes care of the United States representation of a wide list of stations for Weed & Co., Radio Representatives, New York office.

B U S I N E S S

ROE FARM MILLING CO.: renewing on CKNX 15 minutes 5 a week featuring *Carson Robison*, also renewing *In His Steps* on CKNX and CJCS. Ronalds Advertising Agency Ltd., Toronto.

BORDEN COMPANY LTD.: has renewed *Canadian Cavalcade* from CJBC Toronto to 23 Dominion network stations commencing Sept. 7. Young & Rubicam, Ltd., Toronto.

LOUIS K. LIGGETT CO. LTD.: presenting in September *Doctors Courageous*, a 15 minute transcribed feature on 8 western stations. Ronalds Advertising Agency Ltd., Toronto.

LEHN & FINK: 30 minutes 1 a week, *Blind Date*, over the Dominion Network starting Sept. 11th. Spitzer & Mills, Limited, Toronto.

COLGATE - PALMOLIVE - PEET CO., LTD.: resume *The Happy Gang* on Sept. 4th, from CJBC to the Dominion Network, 30 minutes 5 a week. Spitzer & Mills, Limited, Toronto.

FEENAMINT: renewing on August 21st spots 3 a week over 13 Canadian stations. Baker Advertising Agency Ltd., Toronto.

POND'S EXTRACT CO. CANADA LTD.: "*John & Judy*" returns to Trans-Canada Network, Sept. 19. 30 minutes 1 a week, Tuesday 9 p.m. (E). J. Walter Thompson Co. Ltd., Toronto.

GENERAL FOODS LTD.: 44 weeks beginning Aug. 31st will bring in the *Frank Morgan Show* (Maxwell House Coffee) from CJBC to the Dominion Network. Thursdays 8 p.m. Also the *Aldrich Family* (Postum) starting Sept. 15—Dominion Network. Baker Advertising Agency Ltd., Toronto.

ONT. DEPT. OF AGRICULTURE: appeal for cannery help being made over 13 Ontario stations with spots 3-4 a day, for 12 days starting August 10. Jas. Fisher & Co., Ltd., Toronto.

QUAKER CO., Peterborough: 15 minutes 5 a week transcribed "*Terry & the Pirates*" returns Sept. 4 to a wide list of Canadian stations. Spitzer & Mills, Ltd., Toronto.

LOEWS INC. New York: "*Inside MGM*" 5 minutes, 5 a week, 52 weeks from Aug. 7, on CFRB, Toronto, through Donahue & Co., New York.

CURTIS PUBLISHING Co.: "*The Listening Post*." 15 minutes 4 a week

FOR SALE

MARCONI B — 100 PLATE MODULATOR TYPE 88617
This modulator is capable of providing a high-quality audio output in excess of 250 Watts. Nearly new—in excellent condition.

Apply to

Radio Station

CFGP

Grande Prairie, Alberta

All National Accounts
Used First in The Maritimes

CHNS

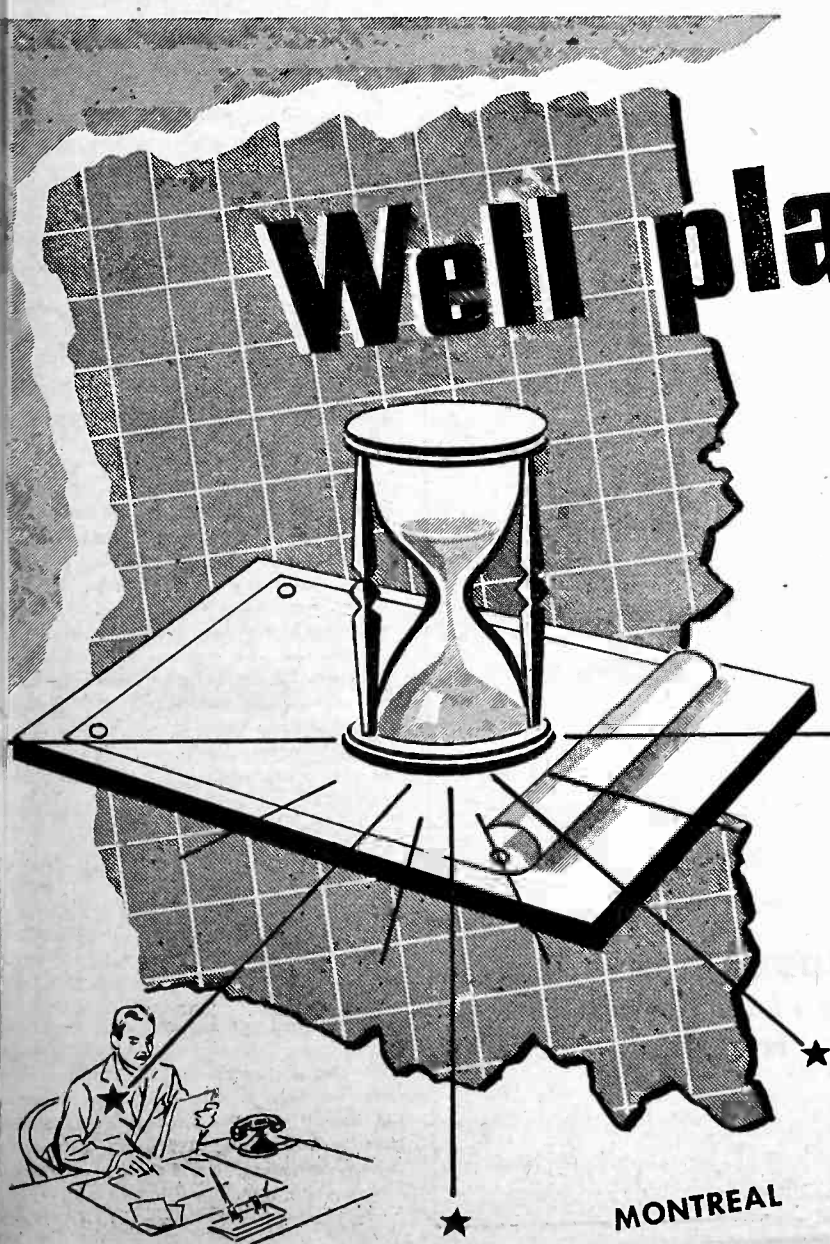
The "Voice of Halifax"

For Eighteen Years

**A FINE STATION
IN
A FINE MARKET**

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

(10.45 to 11 a.m.), drama of current topics from Saturday Evening Post. Placed direct by Curtis Publishing Co.



Well planned time

TIME is [an important factor in Radio. There are two things to consider when planning your programs.

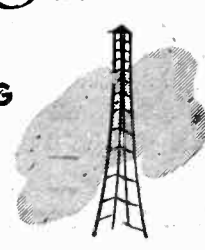
First the amount of time you should use to deliver a message—a half or quarter hour, a one-minute spot or a 20-second flash.

The second consideration is when your message should be given to reach the largest audience in your particular market.

As representatives of 21 Independent Radio Stations across Canada, we have a vast experience in Radio Timing. This experience is assisting our clients in getting the greatest value from their radio expenditures.

Our time is your time when Radio Plans are being prepared.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
TORONTO WINNIPEG



CKNW To Open On September 1st

A new station for New Westminster, B.C., is scheduled to open September 1st.

CKNW will be owned and operated by William Rea Junior.

CKNW's Northern Electric 200-watt transmitter will be heard at 1230 on the dial.

Staff appointments to date include Ross McIntyre, formerly at CKWX, Vancouver, as chief engineer; David M. Armstrong from CKBI, Prince Albert, commercial manager; Bill Fox from CKOV, Kelowna, Program Director.

Services contracted for by the new station are World Broadcasting System library service and British United Press wire service.

CHLT to Boost Power

Announcement has been made by Mr. Alphonse Gauthier, manager of CHLT, Sherbrooke, Quebec that station power is about to be increased from 250 to 1,000 watts. It is anticipated that the new transmitter will be in operation by the first of the year according to a statement given by Mr. Gauthier to the *Coaticook Observer*.

How They Stand

Elliott-Haynes August night time ratings will appear in our next issue along with the daytime figures for the same month.

Provincial Radio System

Maurice Duplessis, whose Union Nationale Party was returned to power in Quebec last week, made the following pre-election statement. "The Union Nationale Party when returned to power August 8th, will establish a provincial radio broadcasting system.

"We are going to have our own provincial system", he stated, "where we will be able to speak in our own language as long as we wish."

These statements are reported to have been discounted by the CBC on both constitutional and technical grounds.

By decision of the Supreme Court of Canada in 1931, on a reference made by the Dominion Government the request of the Province of Quebec, it was decided that the control of radio rests entirely with the Dominion Government and not with the provinces. This point is brought out by the OTTAWA EVENING CITIZEN, which goes on to say that this ruling was confirmed by the Judicial Committee of the Privy Council in 1932, the basis of the decision being that the airwaves could not be stopped at the provincial boundaries, and, further, "because radio was quite unknown when the BNA Act was passed in 1867, and residual powers thereunder specifically lie with Parliament and not the provinces."

"quotes"

Our own views about Socialism is that if the country makes up its mind that it wants to have it, it will have to have it but we don't want to see it sneaked in by instalments by parties which were elected to keep it out.

—:Toronto Saturday Night

"30"

The CBC has presented a sorry spectacle for some time past. It has had no chairman nor even a general manager. Dr. Augustin Frigon, assistant general manager, has carried on the chief executive function in the interim. Such a state of affairs was bound to affect the orderly operation of the CBC.

The functions of chairman and general manager should involve no overlapping of authority. The chairman should be the liaison officer between the board and the administration of board policies. The general manager should be responsible for the actual execution of policies.

—:Winnipeg Tribune

"30"

National control of radio as it exists at present is what this country has to escape from. There can be control by a single, national and independent commission without any threat to the nationally owned radio network. The existence or continuance of that system has never been in question. But if that system, fed on public subsidies, cannot compete with privately owned broadcasting under rules and regulations which are applied equally to all, then there can be little argument for its continuance.

—:Toronto Globe & Mail

"30"

Above everything else the CBC bears the mark of immature and egocentric mind. Nasty-nice young men, with fantastic ideas and a contempt for everything that is not "progressive", are in control of the situation. Juvenility runs rampant.

What they require is one boss who knows his business. Splitting control of the organization under two heads will not secure that badly needed result.

—:Winnipeg Bulletin

"30"

The radio committee's report rejects the proposal that the CBC should no longer be left in control of private broadcasting. It agrees that the CBC should be at once judge, policeman and competitor of the private stations.

This is the most unsound feature of the whole radio system in Canada, for unless the private stations are prevented from competing with the public system. It is what the CBC wants. It wants no competition, and its programs, lacking it, are not up to the standard which would be enforced upon them if they had to survive against private programs, now curtailed by the refusal of the CBC to allow private networks.

—:Vancouver

"30"

With all these trained experts ready to help and explore FM and television seems too bad that those who govern Canadian Radio, do not see fit to give an incentive and possibly capital to work with if necessary. It is too bad that Canada can do nothing about FM and Television until at least a year after the cessation of hostilities. The United States already has both FM and Television stations in actual operation — and their war effort is doing quite well.

—:CHAB, "B"

When planning your Fall Campaign

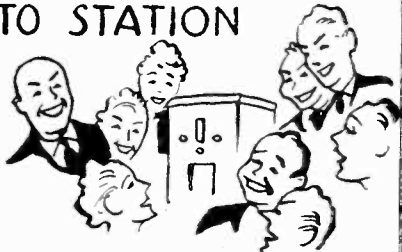


Remember CHAB



MOOSE JAW

IS THE MOST LISTENED TO STATION



IN SOUTHERN SASKATCHEWAN



ACCORDING TO ELLIOTT-HAYNES SURVEYS

CHAB

800 KC. 1000 WATTS



AN ALL-CANADA STATION of Course

DURING the past seven short years, Rai Purdy Productions has been creating and writing, producing and presenting, literally hundreds of successful commercial programs, replete with "Showmanship that Sells", for advertising agencies and their clients from coast to coast.

RAI PURDY PRODUCTIONS
37 Bloor Street West
T O R O N T O

TALENT TAKES THE STAND

This article is a reply to several editorials we have run recently on the talent problem, and has been prepared by the executive committee of the Association of Canadian Radio Artists, formerly the Radio Artists of Toronto Society.

The two recent articles, "What's wrong with Canadian Talent?" and "Talent is a Closed Shop" seem to call for some sort of statement on the part of organized artists in Canada.

First, let it be freely admitted that radio is a co-operative undertaking. Every actor and musician in the field of radio entertainment depends on producer, sound man, control room and transmitter. As you so aptly pointed out . . . "Experts at the microphone are completely useless without their co-experts." . . . But the fact remains that entertainment, actual performance, is the key link between radio and the public. It is the commodity that sells the sponsor's product. Radio did not bring it into being, nor has it a monopoly. And it is not true that artists are useless in radio without their co-experts, so that there is a network of transmitters leading dead air.

You suggest that in return for better working conditions, talent should undertake to make its services of greater value. For the individual you point out the advisability of taking an interest in the product that puts him on the air, the rating of his shows, the problems attached to the sale and business of these shows. Unfortunately not one artist in a hundred insists on the proceeds of a single show or sponsor. He has a commodity for sale, his talent. It is purchased, on a strictly cash basis, by sponsors or a sponsor, who also has a commodity for sale. The theory is that the first commodity may assist in the sale of the other. If the artist's talent is defective, it is to be supposed that the program being sold will automatically suffer. Obviously the contract will be severed. If the talent lives up to

expectations the rating is satisfactory, the product sells, and there follows that happy renewal. . . . But the purchase of talent surely doesn't carry with it the demand that every artist enthuse over, or even use the products of every sponsor he works for. Most sponsors realize that this is a personal matter between the artist and his taste. If a performer prefers another brand of coffee to that his sponsor advertises, is it courteous or hypocritical for him to change? The point is at least debatable. And what about the poor man who appears on two programmes sponsored by rival brands of the same product? Did the Tuckett Tobacco Company consider Alan Young less salesworthy as a comedian because he was a non-smoker? This is not to say that performers should ignore opportunities to further sponsor interests, but rather that what the sponsor pays for, is talent, not endorsement of his product by that talent. From his own point of view, the artist can best serve radio by perfecting his work, preserving his integrity and doing the best job possible when he is called upon to perform . . .

For artists collectively, you pose a bit of a problem. On the one hand, you suggest that organized performers should open their doors only to those who come up to a specified standard in their particular craft. On the other you accuse us of operating a closed shop. How better can we add fuel to that accusation than by following your first suggestion? . . . You maintain that a closed shop exists in Canadian radio, that cliques of actors and musicians dominate the scene to the exclusion of many other talented performers, that the way is barred for newcomers. But is or-

ganized talent responsible for this condition, if it exists? Anyone is eligible for membership in these organizations. In the case of the musicians, conductors have a free hand in orchestral personnel. The onus for introducing new talent, for breaking up cliques rests then, not on organized talent, but on producers and conductors. No performer or group of performers can dictate to a producer or conductor what talent he will hire. Since no would-be performer is barred from membership there can be no question of discrimination . . .

Artists unions do not exist for the purpose of providing work for their members. They exist to provide proper working conditions for those members producers see fit to hire. Whether an artist works or not is up to him and his ability to convince prospective employers of his worth. For those who desire experience before appearing on network programmes there are local stations in every radio centre. Most of the so-called favored artists on Canadian networks today served an apprenticeship in this manner. If the way was open for them, it is open for others.

Appoints Reps

CKCL, Toronto, announces the appointment of National Broadcast Sales as its Canadian Representatives and Weed and Company to act in the same capacity in the United States.



Michael FitzGerald

can be caught announcing

"WESTON'S COMMUNITY HOUR"

C F R B

Sundays 8.30—9.00 p.m.

CAN BE CONTACTED AT ANY TIME

at KINGSDALE 7924

or 1175 Bay St. Toronto

AS EDMONTON GROWS SO GROWS CJCA

Year	Growth of Edmonton	Growth of CJCA
1922	58,821	CJCA's first broadcast, May 22.
1924	63,784	Power increased from 100 to 500 watts
1925	65,378	First commercial message sent.
1930	77,557	Change from 580 to 630 KC.
1934	79,773	Station operation taken over by Taylor Pearson Ltd.
1935	82,604	Power increased from 500 to 1000 W.
1942	95,725	Vertical radiator installed.
1943	105,536	Short Wave Equipment ordered.
1944	108,416	Short Wave VE9AI installed.

AND OUT OF EDMONTON

CJCA covers other booming fields . . . Richly agricultural Northern Alberta by Standard Wave . . . Alaska Highway area . . . Northwest Territories . . . The Arctic Regions . . . by Short Wave.

Yes We Have No Bonanzas!

Sudden strikes of gold . . . silver . . . oil . . . they go as fast as they come.

KITCHENER is different . . . come boom days or gloom days, it keeps on producing.

KITCHENER is a "must market" in any advertising campaign.

KITCHENER'S CKCR is the "must medium" to reach this "must market".

OTHER SIGNALS MAY REACH KITCHENER, BUT — KITCHENER LISTENS TO —



REPRESENTATIVES STOVIN & WRIGHT

Magistrate Injured Intercepting Speeding Truck

The above headline is from the Toronto Daily Star of August 3rd and it hasn't any connection with the radio business except that it points out a moral.

"A magistrate, according to the dictionary, is a public official with judicial authority . . ."

In other words he should have tried the truck driver, in court, after a policeman had arrested him—instead he tried to do both jobs and look what happened to him . . .

When you, Mr. Sponsor, are planning a radio campaign don't be like our friend the magistrate—leave the dirty work to the experts. Let them create the demand for your products—you take care of supplying it.

By the way, we are experts in building and producing selling radio campaigns.

JACK MURRAY LIMITED
10 KING ST. EAST—TORONTO—ELgin 5600

CBC Oversteps Intention

"I have no brief for newspapers or other advertising mediums" Senator John T. Haig (P.C. Manitoba) said at the Upper Chamber reading of the bill to provide a full-time chairman for the CBC August 7, "but the CBC has certainly gone a long way beyond the original intentions. If it collects so much in advertising, it doesn't need to collect \$2.50 from every radio owner.

"The CBC controlling both private and public stations will certainly make a success of public stations and let private stations go hang", he said.

Gordon Graydon and M. J. Coldwell respectively Progressive Conservative and CCF leaders in the House of Commons, said they did not report the bill because they feared it would lead to a division of authority in the CBC. General LaFleche, Minister of National War Services, said the bill was to do away with divided authority.

The bill was passed in the face of Progressive Conservative and CCF opposition.

VOX POP from Kitchener

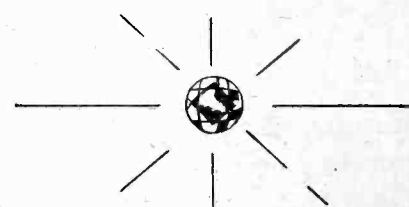
Monday, August 14th Bromo-Seltzer's "Vox-Pop" originated in the CWAC Drill Hall in Kitchener, with an audience of girls from all three services. Station CKCR, Kitchener was added to the list of stations for this program.

CFJC Inaugurates New Transmitter

Municipal and community leaders participated in the ceremony and program when CFJC inaugurated the use of the new 1000 watt transmitter and equipment for the Kamloops broadcasting station on Tuesday evening August 8. His Worship Mayor George H. Williams signed off from the old equipment after the national news summary at seven o'clock. Engineers then placed the new transmitter and equipment on the air and Mayor Williams spoke the first words to go over the new transmitter and welcomed the new station plant to the community. R. W. Bourns, president of the Board of Trade, and Keith McAllister, president of the Kamloops Rotary Club, also spoke congratulating the management on its progress. Ian Clark, CFJC manager, spoke briefly in response to the messages and introduced a dramatized program "The Story of CFJC" prepared by Jack Garbutt, program director.

The new CFJC equipment, manufactured by Northern Electric, is complete from microphone to antenna. The studio speech console was designed for Frequency Modulation that is expected to be general after the war.

"THE VOICE
OF
MANITOBA"



CKY

WINNIPEG
15,000 WATTS

EXCLUSIVE REPRESENTATIVE - H. N. STOVIN

TORONTO

WINNIPEG

MONTREAL

BABS HITCHMAN



Photo by Jean Gainfort Merrill

Unique in Canadian radio is this famous daughter of a famous actor, Santa Claus Hitchman. Versatile Babs has made her name playing adolescent (boy or girl), ingenue, and character roles, but her latest and best achievement for our money is her sympathetic characterization and genuine true-life believability she imparts into her Pond's "John & Judy" scripts. Her popular all-Canadian show returns to the Trans-Canada network Sept. 19.

Petrillo on the Carpet

J. C. Petrillo, musicians' union chief, has been cited before the U.S. War Labor Board to show why he defied the Board's order in refusing to call off the strike against station WJTP, St. Paul.

William S. Davis, chairman of the Board, denounced the strike which, he said, violated the normal processes of handling labour disputes.

Addressing Joseph Padway who, as general counsel for the AF of M, represented Petrillo before the Board, the chairman said "I expect you to let the proposition be settled by the War Labor Board."

New Station

A new 250 watt station is under construction at Fort Francis, Ont., according to the Dept. of Transport. The owner is John M. Reid.

REHABILITATION SERVICE

Free Employment Service For Overseas Veterans

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having served overseas, and having been honorably discharged, wish to enter or re-enter the broadcasting or allied industries. This department is being run with the full knowledge and co-operation of National Selective Service. Advertising copy, which should be as brief as possible, should be written clearly—typewritten preferred—on one side of the paper only. Include your regimental number and date of discharge, and please bear in mind that this free service is available only to men and women who have served overseas. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay Street, Toronto 1, Ontario.

Visiting New York

Early next week, Dick Lewis, publisher of the CANADIAN BROADCASTER, will be in New York for a few days on business.

In Navy

Jack Dunlop, commercial representative of the CBC, Toronto, has joined the Canadian Navy and is now taking an officers' training course.



* **INCREASED POWER (EFFECTIVE SEPTEMBER 1ST. 5000 WATTS):** Increased signal strength and coverage will give an additional 100,000 radio homes in Canada's largest and wealthiest buying area.

* **LISTENER PROMOTION:** Effective station promotion in Toronto and district . . . newspaper ads, street car cards, signs . . . mike promotion . . . attracting attention to finer block programming and creating more regular CJBC listeners.

* **DOMINION NETWORK:** The KEY STATION offering you the facilities of numerous studios, originating the majority of programmes heard on the Dominion Network throughout Canada.

* **BLUE NETWORK:** "The Best From the Blue" both sponsored and sustaining — America's aggressive network leaders.

* **NEWS:** Prompt, accurate and impartial from the CBC newsroom . . . CP and BUP plus our overseas units. Also news and features from BBC and U.S. network reporters.

* **NBC FEATURES:** Including such programmes as Bob Hope, Information Please, the Ronald Colman Show, Frank Morgan, Serenade to America and many others.

* **PROGRAMME PLANNING:** Hear an audition of a well-planned package show or consult the expert producers of CJBC if planning your own.

* **RATE INCREASE:** Call the Commercial Department of CJBC for complete information on how to protect your own or your client's broadcast advertising before the increased rates become effective. Spots and flashes not accepted. Phone AD. 5771 or KE. 9411.



ANOTHER Damned WESTERNER!

Ready to ride herd on news, narrations, quiz, M.C. or commercials.

BARRY WOOD

Call me at
RADIO ARTISTS' REGISTRY
Waverley
1191

C
K
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The Voice of

MID-WESTERN ONTARIO

9
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C
S

MARKS THE SPOT WHERE SPONSORS ARE FINDING RESULTS!

Representative

J. L. ALEXANDER

TORONTO & MONTREAL

An Independently Operated Station

CKNB CAMPBELLTON N.B.

August 16, 1944

Dear Mr. Time-Buyer:-

We've been enjoying(!) an election here in New Brunswick, and the CKNB bulletin board is literally plastered with the pretty orange-coloured cards which indicate transient programmes.

Another three or four days, however, and all that is a thing of the past. Meanwhile, we haven't lost sight of the main issue.... which is finding good, high-listener periods for the Fall programmes of National advertisers.

I suppose you've heard about CKNB's unique position geographically. We have an audience thoroughly conditioned to the CKNB spot on the dial. But don't take my word for it. You can get the horrible details from the All-Canada man, who simply DOTES on the lurid particulars of our selling power.

Best regards.

Yours very truly,

Stau Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION



ELLIS McLINTOCK
and his **TRUMPET**

by Lucio Agostini

Although hundreds of years have passed since the advent of what is now known as the trumpet, each decade brings forth a new crop of better 'Tooters', The Beiderbeckes, the James' and the Armstrongs of not so long ago are being reincarnated by the Londons, the Reynolds' and the McLintocks of today. Toronto has the best virtuoso of the trumpet in Canada. Both individually and as a section, these musicians can sit, without fear of inferiority under the best conductors and with the best orchestras of America. Worthy of an article by this obscure writer are all the above and many others. However, this edition's hero is Ellis McLintock.

amongst hundreds of talented young Canadian musicians. With that band he toured the British Empire and gave many recitals at the BBC in London. He was, then, 14 years old. Upon his return, he immediately became a member of the Promenade Concerts under Reginald Stewart. Two years later, he graduated as first trumpeter and also joined the Toronto Symphony under Sir Ernest MacMillan. To top it all, that year, at the age of seventeen he was appointed to the Faculty of the Toronto Conservatory of Music where he still teaches the trumpet.

Ellis Jr., son of Ellis Sr. (tooter and tutor)—pardon—is 23 years old. At that young age he has played in the Toronto Symphony Orchestra, has many radio programs to his credit and now conducts and plays in his own orchestra at the Casa Loma. He likes having his own orchestra, in fact it's been his ambition since his early cradle days. But we doubt whether he would consider dropping his trumpet entirely in favor of a lone lean baton. His first attempt at fronting an orchestra is very successful. His arrangements are very tasteful, and, together with the McLintock trumpet versions, they make for a very enjoyable listening evening.

In 1941, he auditioned with Stokowski and became a member of the All-American Youth Orchestra with which he toured the United States and Canada. He was, then, the youngest member of the orchestra, being only 19.

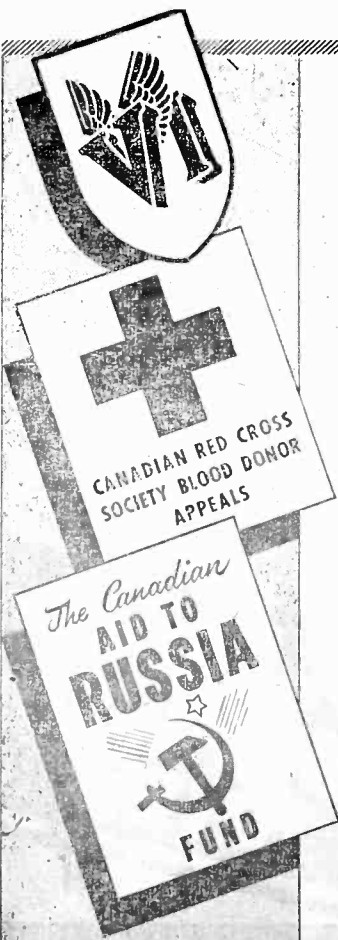
Because of Stokowski's likes for effects, Ellis had to play six different types of trumpet in that orchestra — B flat Trumpet — C Trumpet — D Trumpet — B flat Cornet — Flugelhorn and Post Horn. He was really a one-man trumpet band.

Later he joined the R.C.A.F., where, outside of his training, he played in the band. After having served for one year and a half he was discharged on medical grounds.

Ellis was fated to be a trumpeter even before he was born. The paper had made up his mind that, come
(Continued on next page)

Back in 1936, Ellis auditioned and was chosen for the British Empire Band. He won first prize

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
AD. 3691



MONTREAL:
Lacasse Street
WE. 3671

Thanks!

To our Reps for all their help during our organization period.

I'm sure they can solve problems quite as effectively for spot broadcasters.

CALL IN
NATIONAL BROADCAST SALES IN THE EAST
ALL-CANADA RADIO FACILITIES IN THE WEST

CFPA - Port Arthur

Continued from previous page)

may, boy or girl, it was going to be a trumpet; and to doubly insure it he bought the instrument before the baby arrived. Luckily, it was a boy, or else this article would most probably have been about a certain Miss Elisia Spitalny, famous girl trumpeter of Spitalny's great orchestra. Mr. Spitalny, Jr., is a great horse-back rider. We know. We had to follow his horse once on our first ride. Gad . . . it's certainly wonderful to be able to sit again. As a hobby, Ellis likes to take a part in arranging for his own orchestra at the Casa Loma, although he very modestly does not refer to himself as an arranger.

He had one very embarrassing incident in his life. It was in Ottawa where he was conducting and playing in his own orchestra for a big contest. The contestants, as we say in jive talk, *going mad*, and poor Ellis was completely oblivious to what was going on around him, being so busy trying to reach those High C's. Suddenly the man contestant tried to kiss his partner around his shoulder and the girl wound up around the trumpet—Ellis and the girl wound up around the bass drum. Ellis, the girl and the bass wound up around the fronting of the piano. P.S. Ellis won the contest!

That's all for now. We enjoyed writing this little article on a good fellow. We think he's an ace. So we'll mention the other trumpet players to you now. This means quite a compliment to Ellis. When a man in your own trade thinks you're one of the tops.

News Bureau Change

Frank Segee, who has been in charge of the CBC News Bureau in Halifax has been transferred to the CBC in Montreal where he will edit a CBC Staff Magazine. The new publication will make its first appearance in October. Eddie Dix, of Montreal, who has been filling in at the CBC news room, will take Segee's place in the Halifax news room until a permanent replacement is found.

ACA Award Jury

Athol McQuarrie, managing director of the Association of Canadian Advertisers, states that invitations are going out this week to executives of the various media associations requesting them to name their representatives to the 1944 ACA Awards Jury.

As secretary of the jury, Mr. McQuarrie says he will welcome nominations, together with supporting information to be placed in the hands of the jury, for the awards which will be presented at the Annual General Meeting of the ACA, November 8-10. Nominations must be forwarded before Sept. 15.

The ACA awards are given for outstanding contributions to advertising—a gold medal for the most distinguished service, and a silver medal to an agency and a median executive and also to an advertising manager.

Music In Wartime

Canadian music in wartime is to be introduced to listeners throughout North America in a summer program series, provided by the Canadian Broadcasting Corporation as its contribution to the NBC Inter-American University of the Air. The eight broadcasts are being presented from Montreal as part of the "Music of the New World" series. Jean Beudet, supervisor of music for the CBC, will direct the programs, which are to include symphonic and concert works written during the war years by prominent Canadian composers of all ages.

Artists Telephone Service

Toronto radio artists can now go to the show, take in a ball-game or even go away on a fishing trip without getting out of telephone reach of the agencies and producers by the simple expedient of subscribing to the Radio Artists Registry.

This unique institution has an arrangement whereby telephone calls are automatically transferred to the registry's switch-board if the subscriber is away from the phone. Messages are taken and delivered by a competent staff of operators, and considerable time is saved by both telephoners and telephonees.

CKCH is the voice of authority in the French homes of the Ottawa Valley. Continuing surveys prove it to be the favourite station of this prosperous market. Ensure your sales story of preferred hearing by using CKCH. It produces results.

CKCH

85 Champlain Ave., HULL, Quebec
Promotion - D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market
RADIO REPRESENTATIVES LIMITED
Montreal Toronto
HOWARD H. WILSON COMPANY
New York, Chicago, Etc.

COOPERATING WITH LE DROIT

The Ottawa Valley Market is over 40% FRENCH

PROSPECTS IN SOUTHERN SASKATCHEWAN PROMISE

A RECORD CROP

GET ON THE GRAIN BELT STATION NOW AND TAKE YOUR PLACE IN THE FALL HARVEST

Saskatchewan's Predominant Broadcasting Station

Owned and operated by the Regina Leader-Post



Representatives: — Canada, All-Canada Radio Facilities; United States—Weed and Co.



Sales Shoot up for CKCW Advertisers

If you are aiming at sales in the Moncton Area, take a tip from successful advertisers and use CKCW—the station that sells results—not time.

Folks in this part of the country are busier than ever before with 51 industries going strong. CKCW offers you the means of covering 153,273 of them in its primary area alone. This, plus the fact that Moncton is the fastest growing city in New Brunswick, is proof that you should add CKCW.

A telephone call or letter will bring you all the facts by return mail—and it will pay you to get them NOW.

WE DON'T SELL TIME; WE SELL RESULTS



STOVIN and WRIGHT
Representatives
TORONTO and MONTREAL

Some ABC's about E

"E" means exclusive and exclusive in broadcasting means only one thing:—Exclusive Radio Features.

"A"ssistance unexcelled in all phases of radio advertising to agencies and their clients.

"B"rilliant quality in recorded reproduction with new and modern equipment.

"C"onstruction of your program, live or transcribed, including ideas, planning, writing and producing.

For the complete alphabet on successful shows, on shows that sell—write or phone

EXCLUSIVE RADIO FEATURES LIMITED

14 McCaul St., Toronto 2
ADelaide 5112

Post War FM

H. A. Crossland, manager of sales for General Electric's U.S. receiver division, told the National Association of Music Merchants convention at Chicago that five million FM receivers, to retail in the vicinity of \$60.00, will be on the market within 18 months after the war. He said that commercial color television is five or ten years away and maintained that a good television receiver will cost about \$200.00.

"Our plans call for FM receivers in all but the lower priced brackets", he told the convention. He explained that between 60 and 70 per cent of pre-war sets were small five-and-six tube receivers. Omitting these small inexpensive sets from the picture, we expect our post-war line to consist of FM sets to the extent of 80 to 90 per cent. of all remaining types", Mr. Crossland said.

"This does not mean that FM will be confined to the higher priced sets", he continued. "We believe that it is possible to produce AM-FM receivers with excellent performance at the present time that would retail at \$60.00 based on pre-war prices. To reduce prices below this figure and at the same time maintain high levels of performance which FM receivers must have is not going to be an easy job. We think however, that it can and will be done."

Newsreel Anniversary

In spite of bombs and blitzes, doodle-bombs and desecration, Radio Newsreel has gone out from the BBC transmitters to Canada and the United States, to the Pacific and African Services as well as most other parts of the world, regularly, night after night since July 7, 1940, and, some time this month, quietly celebrates its 1,500th broadcast.

Canada and Canadian radio should have a special interest in this program, for Stanley Maxted, whose history in Canadian radio goes way back to early days, played a big part in getting the program going and is still actively connected with it. Also Kent Stevenson, of Vancouver, recently reported missing over Germany, and Stewart MacPherson of Winnipeg, have been frequent contributors.

Toronto Actor's Union Reports

The Radio Artists of Toronto Society, originally a craft guild for radio actors and announcers, has expanded its scope and now includes singers. Simultaneously the Society which will in future be known as the Association of Canadian Radio Artists effects its long discussed affiliation with the American Federation of Labor.

Joins CFCH

Joe Druker, of Montreal, has joined the announcing staff of station CFCH, North Bay.



SYNONYM

The change of name of Radio Artists of Toronto Society (RATS) to the Association of Canadian Radio Artists (ACRA) inspires irresistible suggestion that rose by any other name would smell as sweet.

SUGGESTION BOX

Maurice "Bod" Bodington latest recruit to the list of Toronto free-lances, might start his new career with program of his own making called "Boddities."

ESSENTIAL INDUSTRY

One wonders at times how the radio industry can possibly continue to function while those important young executives who carry the weight of the world on their shoulders all year can tear themselves away for a two weeks vacation.

READERSHIP SURVEY

May we acknowledge the forty-seven letters we received since the last issue, from advertising agency account executives, who took the aspirations we cast at them (supplying advertising copy on time) seriously and personally.

SOME STUFF

The surprise expressed by Major General L. R. L. Fleche because the CBC got along so well without having a full-time chairman to decide what policies should govern it, will probably be shared by the tax-payers who will be called upon to cough up the moola to meet the new chief's \$15,000 a year grubstake.

OHO CANADA

It almost inspires us to take heart when we learn that NBC has asked the CBC to provide a program of representative modern Canadian music for its "Music of the New World Series". This might well be taken as a suggestion to Canadian Radio to do more to develop national Canadian individuality on the air both musically and otherwise.

VICTORY LOAN

With the 7th Victory Loan Campaign just around the corner, wouldn't it be an idea to resolve here and now to ban the words "war effort" from the air, as suggestive of frustration instead of the success that is just around the corner?

THINGS WE'D LIKE TO KNOW

Is it true that Spence Campbell, well nurtured at the private enterprise bosom of CKWV, Vancouver, and for the past year manager of CBC's BC, Toronto, is about to be kicked upstairs, so that we have a somewhat less effervescent management at CJBC, Toronto station may revert to a state of proper bureaucratic inertia?



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.

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"Tips from the Tops"
 "Tips from the Tops in Programs", the new series of programs over CHAB, features news of radio shows to be heard the following day. The show takes the air each evening at 9.30 with a different staff member being heard on each show.

Miss Young & Rubicam
 Betty Murphy, former CJBC scriptwriter, who started in radio at CJBC in 1942, joined the radio department of Young & Rubicam, Toronto, this week, where she will continue her work as a radio writer.

New Promotion Manager
 CJVI, Victoria, B.C. announces the appointment of Miss Isabel Stewart as new promotion manager. Miss Stewart replaces R. C. "Bob" Willett, who has left the station to take charge of production at station CFPR, Prince Rupert.

Mygatt Mending
 Phil Mygatt, radio director of the J. Walter Thompson office, Toronto, who has been home recovering from a serious operation, is well on the way to recovery and expects to be back at his desk early in September.

Boomerang
 A motorist, rushing home for dinner, was listening intently to CJCA's A. B. C. (Always Be Careful) show. This show reviews traffic accidents taken out of files of the Edmonton Journal. Following the description, the morals of carelessness etc., are expounded. This motorist apparently became so interested in the show that he forgot to stop. There was a crash — people gathered around — the traffic cops were soon on the scene. And out of it all his radio kept blaring out words of advice as to how to drive "carefully" down a

busy thoroughfare. Needless to say, the spectators were amused, the traffic cops were annoyed and the driver?—well, was his face red !!

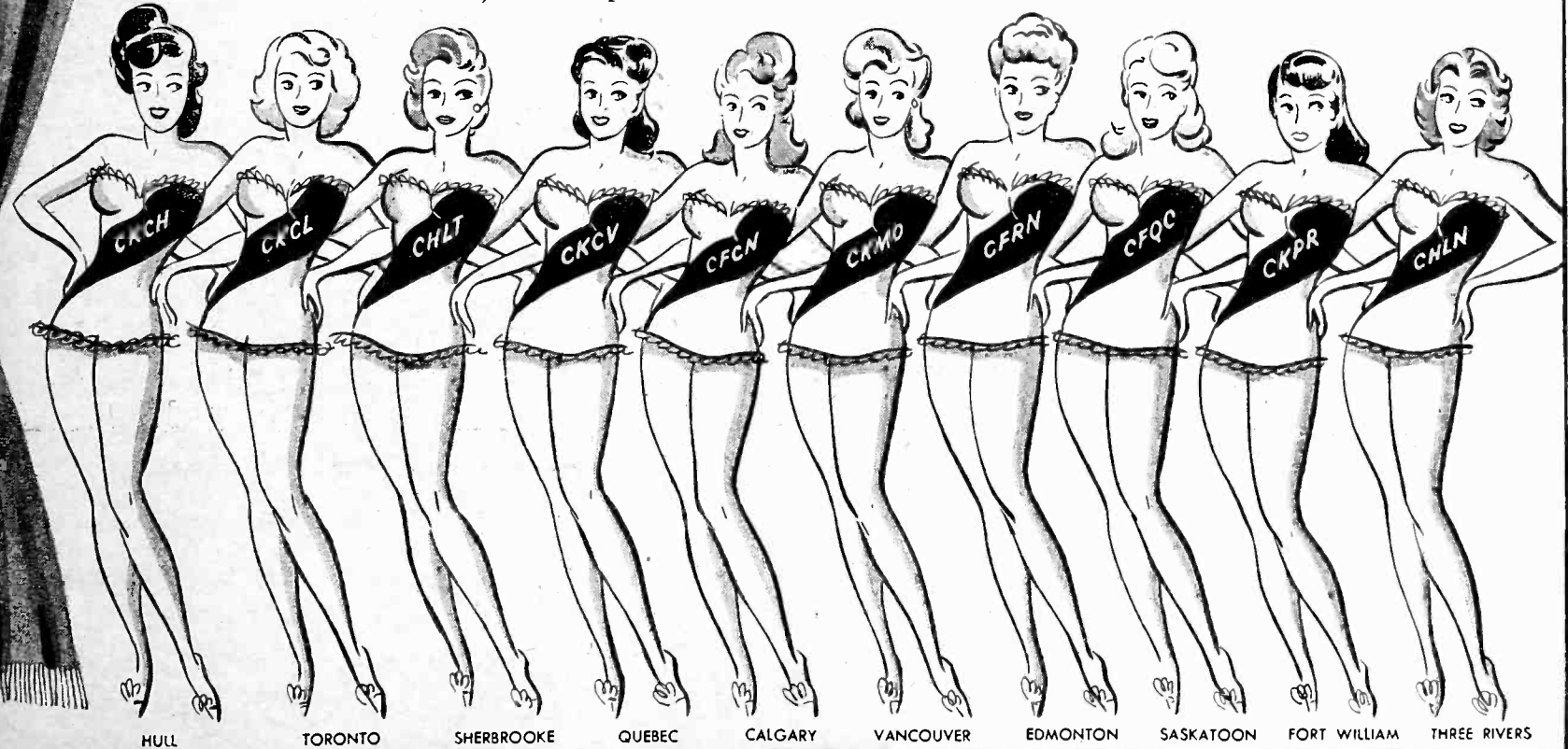
CKCK Staff Changes
 Wilf Smith, CKCK announcer, has left to join the U.S. Army Air Corps. Staff additions include Jack Matthews, Glen Hjalmarson and Bruce Goldie, all new to radio. Mrs. Marjorie Walsh has turned over her job of Traffic manager to Mrs. Audrey Counsell, and has taken on the duties of continuity writer, while Mrs. Murray McLeod, replaces Mrs. Counsell as secretary.



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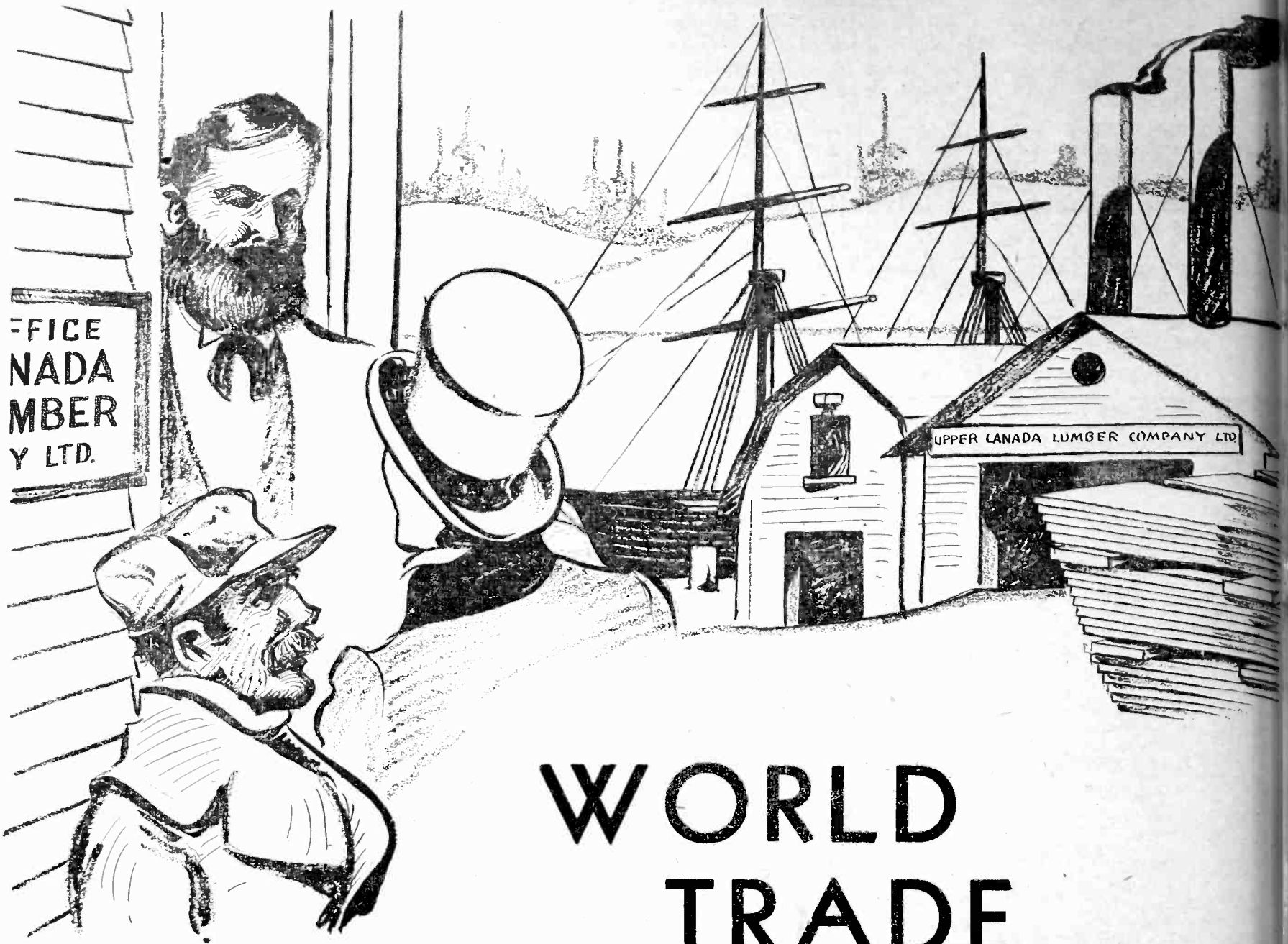
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