

CANADIAN BROADCASTER

VOLUME 3 NUMBER 11

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SEPT. 9TH, 1944

Covering
RADIO, AGENCIES
AND SPONSORS

Wide Radio Plans For United Church

Advance plans for the General Council of The United Church of Canada, meeting in London, Ontario on September 6th, call for a mission of "an extensive program of radio broadcasting for the church which ultimately might cost \$15,000 a year." The recommendation comes in a report of a Commission on Radio and the Church, of which Dr. James S. Thomson, former general manager of the CBC, was chairman. The General Council will be asked to consider the spending of \$15,000 on radio broadcasting in the next

year. The appointment of "radio pastors" in specified areas of Canada is another recommendation of the Commission which is to come before the General Council for discussion. Suitable transcriptions for broadcasting in local areas are also recommended, the report states. Setting up of a central office for supervising and direction of "an aggressive program of evangelization and education through broadcasting" is recommended.

Ministers who broadcast should receive instruction on microphone technique, the Commission states in its report. A weekly newscast on "World Religion in the News" is suggested. The Commission asks that the viewpoint of the church might be presented in national network broadcasts, such as "Things to Come". The Commission is also recommending that the Board of Governors of the CBC provide the National Religious Advisory Council with sufficient funds to appoint a permanent secretary acceptable to the churches.

In its report the Commission pays tribute to the CBC and the private stations of Canada "for the service now given to religious broadcasting in their programs. Joint conference of all the churches will be sought with a view to recommending that the CBC appoint a religious spokesman or some other qualified person acceptable to the churches as director of religious broadcasting, as the BBC has done.

CKNW Reps

CKNW, New Westminster, B.C., which went on the air September 1st, has announced the appointment of Radio Representatives, as its national sales representatives.

The Fault, Dear Brutus . . .

*"The fault, dear Brutus, is not in our stars,
But in ourselves that we are underlings"*
—Shakespeare.

These two lines which were written into Caesar's mouth by Shakespeare and were later to inspire Sir James Barrie to write his play "Dear Brutus", come right home to roost, as we see it, in the present predicament of the radio industry in Canada.

Our recent article "Alas, Poor Lochinvar!" expressed our dejection that spokesmen of both the Canadian and Western Associations of Broadcasters had reversed the decision made at Quebec last February to fight for a private network to the death.

Comment on this article has been forthcoming, comment which has varied from such phrases as "good show!" and "hear! hear!" to "untactful", "ridiculous" and "what the hell?"

Curiously perhaps, we are distressed, not at the taunts of those who believe us wrong—they have our profound respect—but at the attitude of certain of those who saw fit to praise us with their agreement.

The particular form of praise we find disturbing to a degree is phrased something like this: "You're perfectly right; the CAB isn't worth a damn; we're going to resign."

Words to this effect have reached us, directly and otherwise, from more than one CAB member, and we should like to suggest to these men that abandoning the Canadian Association of Broadcasters in its present state of indecision may well be the first peal of the death knell of private radio's only bulwark of defence against the government and its CBC. This is a time when the association and the industry it represents need all the cohesive strength they can muster. The appeasement germ is very much in evidence just now, but before we give the body an overdose of morphia and chuck it into the lime-pit, wouldn't it be better to see if a cure cannot be effected even if the amputation of a gangrenous member is needed?

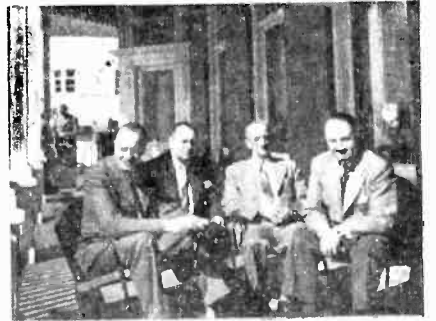
The Canadian Association of Broadcasters is a co-operative caucus. It belongs entirely to its member stations; it exists for the welfare of its member stations; it is controlled and directed by a board which is elected each year by its member stations. If there are members who are dissatisfied with the operation of their association, instead of railing and threatening to resign, would they not be better advised to direct their criticism where it belongs, at themselves; to give the problems earnest thought, as they would in the case of any other business in which they had an interest; to be ready to come up with intelligent suggestions for its strengthening at the next annual meeting, instead of sitting back somewhat listlessly, and just flowing along with the tide, with a comfortable "let George do it!" attitude.

This article is not intended as an attack against the directors or the management of the CAB; neither are we rising in their defence. We are simply suggesting that there are signs—dangerous signs—that the association is becoming undermined with this feeling of apathy, with a desire of some of its members to escape at all costs from the morass of their own making. That is why we headed our article: "The fault, dear Brutus . . . is in ourselves that we are underlings."

Richard S. Lewis

Publisher.

Echoes of the WAB



Photos by "Doc" South

Off the top, the new directors of the WAB elected at the Convention in Banff, Alta. Left to right G. R. A. "Dick" Rice, re-elected president; Gerry Gaetz, CKRC, Winnipeg; A. A. Murphy, CFOC, Saskatoon; F. H. "Tiny" Elphicke, CKWX, Vancouver. Next, Dick Rice and Dr. A. Frigon, CBC acting general manager, compare notes. Then, a group caught at a meeting. Left to right, Lloyd Moffat, CKBI, Prince Albert; Dick Rice; Glen Bannerman, CAB president; Dr. Frigon; Roy Wright, Tiny Elphicke; and Bert Cairns, CFAC, Calgary. Next, Jack Slatyer assists Sergeant Herman of the U.S. Army with a spot of prestidigitation. Finally—happy to meet, sorry to part.



Representing

- CJOR
Vancouver
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Winnipeg
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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

... the cart before the horse.

If you are a buyer of radio time, the help and service of the Station Representative come **before** you decide to buy, not after. He can offer invaluable advice on station selection in regard to your market . . . can tell you what times are available and report fully on their comparative value to your product . . . can discuss **types** of broadcasting and fit them to your budget.

True, the Station Representative has **plenty** of work to do **after** you make your decision, work which smooths and expedites your program, work which you never see. But, to get the full value of the service which he will gladly give you, talk to him **first**. Don't put the cart before the horse by calling him in merely to pick up a contract!

May we have the pleasure of a chat with you about your Fall and Winter plans?

" BOTH MANAGEMENT AND LABOUR must recognize that there can be no power without duties, no privileges without obligations; that neither can be healthy and prosperous unless the community as a whole is healthy and prosperous. The advantages of wholesome competition can be safeguarded only if we learn to find the point at which competition must give way to co-operation."—Eric A. Johnston, president, Chamber of Commerce of the United States.

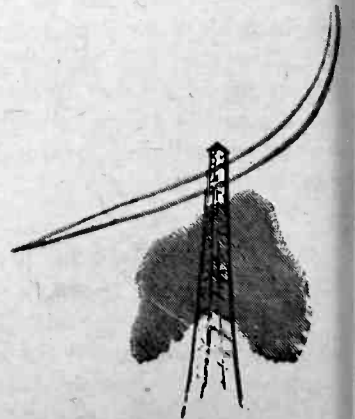
STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG



The CANADIAN BROADCASTER

Vol. 3, No. 11 September 9, 1944

Published Twice a Month by
R. G. LEWIS & COMPANY

371 Bay St.,
Toronto 1

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Post Office Department, Ottawa.

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Ray Harkley Art Editor
Arthur C. Benson Production

Printed for The Publishers by
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For Publicity

2. PACKAGING THE PLUGS

Ballyhoo is never good publicity. Too many "releases" designed to get a "plug" into print kill themselves with the first sentence when they say "In keeping with this company's policy of rendering a community service . . ." No editor would read farther than this, because the way the material is written makes it quite apparent that whatever is to follow should be wrapped up in a box and inserted in the paper, only on payment of special space rates.

If the community service is not made apparent from a plain recital of the facts, it's a straight case of "no soap", and the best thing to do is forget the whole thing and go out and do something which is worth reciting.

By the same token, when an announcer introduces Miss Rosalie Snowdrop with a reference to her gorgeous voice, it's a bit of an insult to the listener, implying—and quite probably correctly—that the audience wouldn't know how gorgeous her voice was unless they were told about it. It is a fact—true but true—that if Rosalie is incapable of convincing Joe Listener that her voice is gorgeous, she might just as well change her name back to Rosey Smith, and see if she can get her old job in the laundry, for she isn't worth a damn in the radio business.

Extravagant and unbelievable statements in commercial announcements are doing themselves to



I want you to fire this gun so that the audience will realize that Renwick doesn't mean to hit Grace — just teach her a lesson so that she'll stay home nights.

death day by day in exactly the same manner, for long strings of superlatives imply a sort of inferiority and are as welcome in the public ear-drum as the fellow who has to keep on telling you what a good guy he is in case you hadn't noticed.

It is quite necessary that the public be told how good a thing is before they will believe it, but whether we are selling Rosalie, a radio station, rat poison or Dr. Byle's Genuine Liver Rinse, the public likes us to sell 'em subtly rather than by the all too prevalent technique of socking 'em in the puss with a skinned rabbit.

The reasons for radio's failure to get into print are evident from all quarters, because, as we have tried to show, it has not learned the gentle art of adroitly "packaging the plugs."

If this paper, which is invariably on the hunt for editorial material with reader appeal for advertisers and time buyers, finds difficulty in unearthing the kind of material it wants, for lack of proper presentation, what earthly chance does radio stand of forcing itself into the columns of a hostile press?

PRODUCTION MEN
How about
V-LOAN IDEAS?

7th Victory Loan

First of the "Victory Star Shows" which will be broadcast in connection with the 7th Victory Loan Campaign (Oct. 23) will be heard across Canada October 18, according to present plans. The committee is not yet ready to disclose the complete set-up but promises full details in time for our next issue.



Michael FitzGerald

this month
COMPLETES
TWO
SUCCESSFUL
YEARS AS
A FREE-LANCE
ANNOUNCER

and
M. C.

"Thanks", Sponsors!

Let's do it all over
again

Call

Kingsdale
7924 or 5223

A Great Record

IS
MADE
BY
DOMINION

Duophonic
Recordings



DOMINION BROADCASTING
COMPANY
4 ALBERT ST. TORONTO

CHML

**MEANS
BUSINESS**



**ESSO REPORTER
IN
CANADA**

●
NOW

On 40 Stations in Latin America.

On 36 Stations in the United States.

●
As News Suppliers
of The

ESSO REPORTER

We are glad to announce that this well-known news program commenced in Canada with

**BRITISH
UNITED
PRESS**

on

B.U.P.

CLIENT STATIONS
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Winnipeg, Man.

●
*Another
Recognition of*

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UNITED PRESS**

Speed and Accuracy

●
HEAD OFFICE:

231 St. James St.
MONTREAL

**Toronto Department Store
Goes Radio All Out**

The Robert Simpson Co. Ltd., who have recently launched morning programs across the board on both CFRB and CKEY, Toronto, have introduced a regular radio column into their advertisements in the GLOBE AND MAIL.

Written by Frank Chamberlain, whose radio feature appears regularly in TORONTO SATURDAY NIGHT, the column appears in the full page display advertisements of the department store Tuesdays, Thursday and Saturdays.

Jack Porter, advertising manager for Simpson's, is to be congratulated for his efforts to fill a long-felt need in the Toronto area. The value of these columns will be greatly enhanced in the minds of readers, we believe, when material grows up from a series of somewhat disconnected paragraphs to the kind of constructive criticism of programs Frank Chamberlain is well qualified to write, but which he never has a chance to deliver.

There are many reasons why the press and other publications have made it a policy not to furnish their readers with the radio critiques they would appreciate so much. While we believe that the attitude of publishers in this regard is an error in judgment, this new project of the Robert Simpson Company, which organization has no axe to grind in the Battle of Ink and Air, will, if allowed to develop, make a major contribution to listening pleasure, and, coincidentally, to broadcasting in general.

New Freelance

Gordon Howard who has been associated with Vickers and Benson in their Toronto radio department, is now freelancing as actor-announcer-writer, in the Toronto field.

With a background in sport which he might well harness to radio, last year he wrote and appeared in Red Foster's *Crown Brand Sports Club*, announced the "Lone Ranger" and "Secret Service Scouts", and worked on the scripts for the condensed overseas version of the Imperial Oil Hockey Broadcasts. For the forthcoming season he is booked to announce "Lone Ranger" and "Secret Service Scouts".

**Double Barrelled
Promotion**

Associated Independent Drug-gists are running newspaper ads in Victoria and Vancouver headed "A Quiz for all you Radio Fans". Ads list 22 products advertised by radio, and leave a blank for readers to fill in names of programs. A good promotion for the programs, and equally so for the products which are, of course, sold in these drug stores.

**Retail Business
Increases**

Country general stores have improved their sales by approximately 15% over 1939 according to a release of the Wartime Prices and Trade Board. Sales volume for 1943 compared with 1942 shows these changes:

Department Stores and Mail Order Houses	1.0%
Chain Stores	2.3%
Independents (excluding Country General Stores) ..	5.8%
Country General Stores	9.5%

Retail sales show the largest increases in the provinces which have relatively more country stores than others, the Maritimes reporting a rise of 9.3% for 1943 over 1942, and the Prairie provinces an increase of 8.6%.

Frigon Urges Co-Operation

Following conferences with CBC officials and private station operators on the West Coast, Dr. Augustin Frigon has called on private broadcasters "to support and strengthen the system now in force in Canada."

As acting general manager of the CBC, Dr. Frigon has been in British Columbia on an inspection trip.

Dr. Frigon was quoted as saying that "our Canadian system of combining public and private broadcasting has been fully endorsed by all parliaments, all parliamentary committees, and all parties since 1928.

"A combination of the CBC and privately-owned stations in friendly competition whenever possible, will give the Canadian public a fully satisfactory broadcasting service. This must be well understood and firmly supported."

Dr. Frigon's statement explained that at Banff he had urged members of the Western Association of Broadcasters in convention there to establish the closest possible co-operation with the CBC so as to give to the Canadian public "the best possible broadcasting making use of all facilities."

Mygatt Recovers

Phil. Mygatt, radio director for J. Walter Thompson, Toronto is recuperating from a thyroid operation and will be back on the job toward the middle of September.

Victory Loan Ideas

It is our hope to feature in the next issue program ideas that have helped sell Victory bonds in past campaigns. This "swap-shop" can only be successful if stations will contribute their ideas in exchange for the ones they will receive in return. Write right now.

Returns To Civvies

Just discharged from the Auxiliary Services of the Canadian Army (RCAMC) is Judson Bernard, whose history in radio dates back to 1929 when he was a commercial announcer with NBC, New York. Later with Columbia he wrote and produced "Wayside Neighbour", coast-to-coast commercial for Johnson's Wax. Bernard has established residence in Toronto and hopes to re-enter the radio field somewhere in Canada.

NAB Conference

Canadian Radio men who attended the NAB (Washington) War Conference in Chicago last week, are Glen Bannerman and Arthur Evans from the CAB; Spence Caldwell, CJBC, Toronto; Ted Campeau, CKLW, Windsor; Dick Claringbull, CBC, Toronto; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto; Phil Lalonde, CKAC, Montreal; Jack Part and George Halnan, Exclusive Radio Features Ltd., Toronto; Charles Shearer, Chief Canadian Radio Censor.

South-Paw

A mysterious letter recently received by J. E. "Ted" Campeau from overseas. The missive, from Bud Lynch, former CKLW sportscaster read: "How would you like to hire a south-paw announcer?"

It was learned later that Bud, who has been overseas with the Canadian forces, had lost his right arm in France.

The answer to the letter was "Yes."



**LUCKY
PEACE RIVER
COUNTRY
and
NORTHERN
BRITISH
COLUMBIA**

They Have—

1. Vast Timberlands
2. World Championship Grain
3. Famous Alaska Highway

AND

**RADIO STATION
CFCG**

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

VOICE OF THE MIGHTY PEACE



A NEW STATION . . . and a New Opportunity to Sell Canada's Richest Market

August 28th inaugurated a new deal for radio listeners in the Toronto area. On that day CKEY began operating on an entirely new type of program schedule, conceived after 24 months of intensive research in both United States and Canada. Everything is new from mikes to management, with a capable staff that is second to none in Canada.

Operating on a frequency of 580 kc's (Toronto's top frequency) CKEY's 1000 watts, (soon to be 5000) will transmit a strong signal 24 hours a day to over 2,000,000* radio listeners in the richest market in Canada.

Present bookings indicate the enthusiasm with which advertisers are responding to CKEY's program plans but there are still a few choice opportunities. For full details contact National Broadcast Sales, Toronto or Montreal. Weed & Co., New York and Chicago.

*Estimate based on survey methods as adopted by the Bureau of Broadcast Measurement.

This is CKEY's Guarantee to the Advertiser:

1. Each quarter hour period will be 14:40 seconds in length.
2. No spot announcements will be allowed between programs.
3. Chain breaks or flash announcements ONLY will be permitted between programs.
4. Special programs under the direction of their exclusive master of ceremonies will afford a vehicle for a maximum of THREE spot announcements per quarter hour.
5. Each special feature will have its own master of ceremonies. This M.C. will not be heard on any other program on CKEY or any other radio station while in the employ of CKEY.

DIAL 580

J. K. COOKE,
President and General Manager

CKEY

TORONTO

JACK COOKE OPENS CKEY

Negotiations have been completed after months of delay, and August 21st at 5 a.m. radio station CKEY, Toronto, owned and operated by the Toronto Broadcasting Company formally took over the CKCL plant.

Jack Cooke, president and general manager says he is going to operate on a new basis. Spot announcements are out, except for flashes at station break time. Investigation has disclosed, he claims, that listeners like longer programs, and this will be the basis of the system under which he will operate.

24-hour a day broadcasting with news on the hour every hour will be features of the operation. A staff of 45 has been employed, and the following are among the appointments which have been announced in the production field, according to information supplied by Sonya Barnett, Mr. Cooke's secretary.

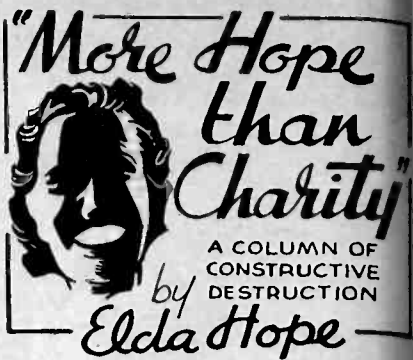
Don Insley, continuity; Hal Stubbs, farm programs; John Stinson, production and news; Lorne Green, newscaster; Mickey Lester, "Musical Clock" emcee; Larry Kent, "Make Believe Ball Room" emcee; Jack Thompson, announcer; Ron Dunn, announcer; Ann Abbott, women's news; Joe Crysdale, "Club 580" emcee and sports announcer; Phil Sandy, announcer; Eddie Guest, production and traffic;



Michael FitzGerald, newscaster; Bruce Tremeer, librarian. CKEY has also retained the former office and engineering staff of CKCL, with "Ernie" Swan retaining his position as chief engineer.

Staff Changes

Clair Chambers, until recently at CKSO, Sudbury, and previously at CKCW, Moncton, has been appointed manager of CJKL, Kirkland Lake. Clair replaces Dan Carr, who has been transferred to the Toronto office of National Broadcast Sales where he handles sales promotion and sales research for NBS stations.



O CANADA!

This country's National song, "O Canada," is in the limelight recently on newscasts and in the press even to the extent of being a subject of discussion in the House of Commons. Both the words and music have been translated and re-written several times, but perhaps no version has gained the popularity of Hon. Stanley Weir's lines. In the first World War his words were sung by Canadian troops awaiting their chance at Germany. Now, in World War 2, they are sung again by a new generation speeding their way toward a finishing blow at the same enemy. "O Canada" is played nightly as a sign-off for radio stations. Let's hope to hear discs that aren't quite so needle-weary.

EIGHT BALL

It's a funny world. After a recent issue, I met a Toronto producer-actor-announcer who greeted me with "If you can't say something good about a fellow, why bother saying anything?" Within an hour the editor called, saying, "Don't you think, Elda, that you've become unusually sweet in your comments of late?" Now I ask you. Which way am I going? It is a funny world.

Quite probably both these men have something in their arguments, although I don't believe I am cynical nor that I go over backwards to be "sweet." If I like a program, I really like it and listen intently. On the other hand, I still don't like everything. I'll bet if this triple-threat man will admit it, he doesn't hear all good programs in his listening either.

TOMORROW'S ADULTS

The series "Crossroads of Youth," written by Roy Darby of Winnipeg and produced by Esse Ljungh warrants honorable mention. To-day Canada is waging two wars, one against the brutality of Germany and Japan, the other for peace within her own boundaries. Juvenile problems are the issues on the Home Front, partially due to War and absence of parents. These same parents are largely responsible for mistakes of our youth, even though some doting mother may think her Jamie, or even her Janie, wouldn't become involved in present day delinquency. Scripts for this show deal graphically with these questions. They are well written and some of the actors play their parts particularly well.

VICTORY LOAN

If I recall correctly I was berated about my comments on the Victory Loan programs. I still think Canadian artists can do the job equally well and at less cost. Surely this is no time for us, who are lucky enough to be reasonably safe in Canada, to quibble about expensive entertainment in order to invest in Freedom. It was Lorne Green's words that sold my first bond—not an American singer or actor. To substantiate my argument we have in our home, a small book verse about the Battle of Britain which in my humble opinion, would make excellent material for a broadcast in the series. With orchestral background and with vocal and orchestral bridges, reading of this verse by the right voice—perhaps Frank Willis—would be as moving as anything we've ever heard. The verse is based on Winston Churchill's words: "Never in the field of human conflict was so much owed by so many to so few." "Bye now. ELDA

CJBC

Going Up

↑ UP IN POWER from 1,000 to 5,000 watts increasing the range of your program to include 100,000 additional Radio homes in Canada's largest and wealthiest market.

↑ UP IN SIGNAL STRENGTH giving Toronto area listeners an effective power equivalent to 10 kws due to the concentration of our directional array.

↑ UP WITH THE BEST programs from the Blue . . . NBC . . . and BBC as well as originating the majority of programs for the C B C Dominion Network in Canada.



Consult CJBC Commercial Dept.

55 York Street
AD 5771 KE 9411

Toronto Affiliate of the Blue Network

CJBC

Key Station of the Dominion Network
T O R O N T O

DIAL
1010

WINNIPEG

38.1

MONTREAL (English) 29.3

TORONTO 32.9

VANCOUVER 25.9

These are the yearly average figures for sets-in-use in Canada's four basic cities, as compiled by Elliott-Haynes.

No wonder National Advertisers get better results in Canada's Key Radio Community! And the key to a successful radio campaign in this area is the Dominion Network Station.



ASK THE All Canada MAN

A Program Manager Looks At The Technical Department

BOB DE HAVEN

Program Director, WTCN, Minneapolis, Minn.

(Reprinted from an NAB Bulletin)

As I look at the technical department I can see its various members from the Chief Engineer down to the kid from the Vocational School coming back with an air of defiance, and I can hear them saying: "Well, whaddyuh want now?"

Relax, boys, this will take only a few minutes. Have a cigar. There is a natural and healthy difference between mechanical men and program men. When the conductor was a kid, he was doing something useful such as fixing the doorbell, replacing a fuse, wiring in WQJ, Chicago, on a metal set and getting good grades in school. When the program guy was a kid, he was learning to dance, acting in plays, making speeches, writing sonnets for girls and generally showing off every chance he got. The young operator was not impressed—he still isn't.

Now a man, the operator is convinced that he is doing something more useful than the man behind the mike. And he may be right. (Ask your local draft board). But the performer steps forward for the bows and the boys behind the nobs are never mentioned. There's no justice. But we program men didn't plan it that way. We must get along and produce until a better system comes along.

Perfect co-ordination and cooperation between these departments is the ideal in every station, and the program and engineering bosses can put their hard and petty heads together to bring about a happy state.

These things the Program Manager can do to help get the most out of both departments for the good of the station.

1. Bring your engineer in on your program plans and objectives. Make him part of the endeavor from the beginning, not only with instructions as to what you want but with an outline of the idea of the adventure, the obstacles and the desired result.

2. Ask your engineer's advice and follow it. He is more impersonal in his judgments and will keep you within the realm of possibility when planning a pickup, a setup or an effect. If you don't agree, go right to the mat; sell him or make him sell you. When he finds out you are trying to achieve a good program and not just make work for him, your audience will be delighted with the result.

3. Don't rush your engineers and demand the impossible. An operator enjoys having his work laid out carefully. He rides again on this program until eleven, then telephones his wife, then gets a drink, then throws his switch, then calls the A, T. & T. board and then does the crossword puzzle. If you have an audition or a cutting or a playback, advise him in advance so he can fit your job into the picture. Your Chief Engineer has a budget, only 40 hours a week and a man-power shortage, too. The Station Manager is no more amused at the Chief's expenses running high than he is when yours go over the top.

4. Write out instructions and be specific. Keep a carbon so you can see who's wrong when the battle begins.

5. Give your mechanical boys credit. Introduce them to visitors and sponsors. It's awful when an operator finds a sponsor in a studio and says in hearing of sponsor,

"Who is this guy?" It's awful when a sponsor throws a party to celebrate five years on the air—and forgets to invite the engineer.

6. Retain your authority over the program but with common sense and reasonableness.

And now I can't go further—I see one of my announcers giving an engineer a hot foot with a magnesium time bomb.

(Next issue—"The Technical Department Looks at the Program Department").

IDA Books Musical

Independent Druggists' Association, Toronto, for some years past sponsors of "Public Opinion", has switched agencies and programs and will air a new musicale starting October 11 called "Musical Myriorama", simultaneously forsaking McKims for the J. J. Gibbons office. The program will originate at CFRB, Toronto, and go out to CKCO, Ottawa and CHML, Hamilton.

Entertainment will consist of the IDA Friendly Quartet, with Stanley St. John's Orchestra. The quartet consisting of Jean Pengelly, Eleanor Evans, Heber Mulock and Norman Cherrie, was first heard by the sponsor at a Toronto Ad and Sales Club Lunch. Don Bassett Productions were called in to develop and produce the program. Scripts are by Bud Pike of the Bassett office.

Going Places

ASK THE ALL-CANADA MAN

Vancouver's

CKWX

980 Kcps.

1000 WATTS

Frank H. Elphicke - Manager

Maurice
"Bod"
Bodington

The Man with
12 Voices!

Dialect Specialist

Children's Programs



REMEMBER WONG FOO?

He's Coming Back from China October 1st.

LORNE PARK, ONT.

Telephone Clarkson 139W



"THE
FARMER'S
IN THE
~~DELL~~ MONEY!"

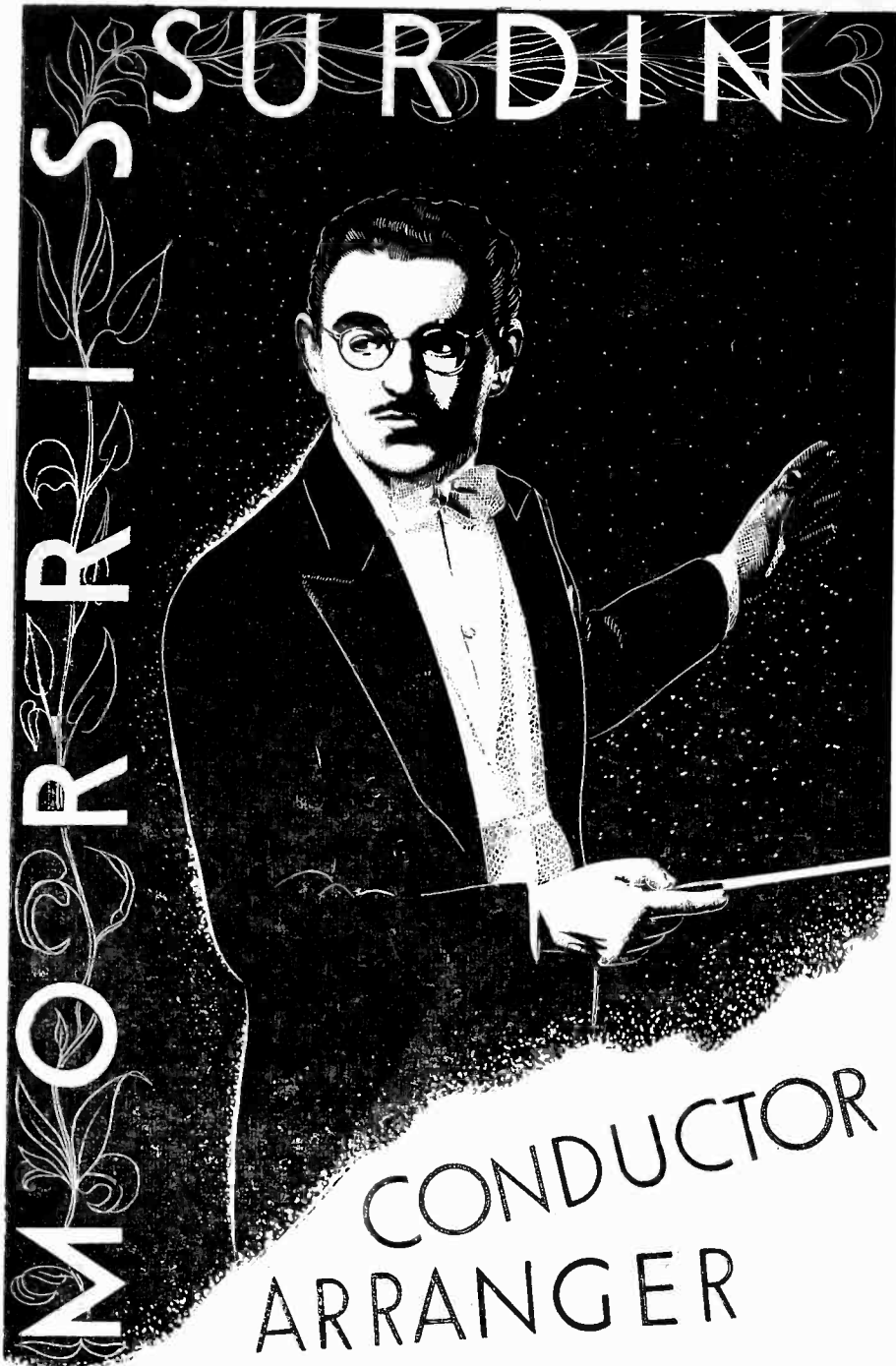
MR. ADVERTISER —
REAP YOUR HARVEST!

C. J. G. X.
YORKTON

"WESTERN CANADA'S FARM STATION"
A DOMINION NETWORK OUTLET

Representatives

STOVIN & WRIGHT



CONDUCTOR
ARRANGER
COMPOSER

PHILADELPHIA COMMENT:

"Truly a fine arranger and composer . . . you certainly have the radio technique."

Louis Gesensway, Creator of "Color Harmony",
1st Violinist, Philadelphia Symphony Orch.

PROVEN ABILITY:

- "Carry On Canada" "Yesterday, Today and Tomorrow"
 - "The Ontario Show" "The Voice of Victor"
 - "The Good Luck Show" "Town and Country"
- AND many others.

The arranging ability of Morris Surdin encompasses the full range from popular current tempos to the finest symphonic scores.

Two of the recent outstanding examples of his conducting ability were the "Voice of Victor" and "Town and Country".

In his flare for composition, Morris Surdin has shown his creative ability as a successful composer of radio programme themes and transition music. His brilliant musical scores have been a feature in many a dramatic production.

TOWNLEY & ASSOCIATES

1175 Bay Street, Toronto :: :: Kl. 7924

How They Stand

The following appeared in the current Elliott-Haynes Reports as the top ten national programs. The first figure following the name is the E-H Rating; the second is the change from the previous month.

DAYTIME		
<i>English</i>		
Soldier's Wife	13.5	-.3
Big Sister	12.4	-.8
Road of Life	11.5	-.6
Ma Perkins	11.1	-.5
Vic & Sade	9.6	-1.9
Pepper Young	9.4	-.1
Lucy Linton	8.9	-.5
Right to Happiness	8.6	-.8
Woman of America	7.6	-.3
<i>French</i>		
Jeunesse Dorée	22.5	+2.4
Vie de Famille	19.5	-.3
Quelles Nouvelles	19.1	same
Pierre Guérin	16.9	new
Rue Principale	16.4	+1.4
Grande Soeur	15.8	+ .6
Métairie Rancourt	14.5	+ .4
Tante Lucie	13.5	+2.5
Pierre & Pierrette	13.2	+ .9
Grand Soeur	13.1	+ .6
EVENING		
<i>English</i>		
Gracie Fields	17.2	-3.5
Words at War	14.4	-3.6
Kraft Music Hall	13.2	-4.5
Album of Familiar Music	13.2	-.6
Treasure Trail	11.9	-3.6
Waltz Time	11.4	-.4
Big Town	10.0	-1.6
Lum & Abner	8.4	-.5
Victory Parade	7.9	-1.5
That Brewster Boy	7.9	-.1
Vacation Serenade	7.6	new
<i>French</i>		
Café Concert	24.0	+4.6
Dr. Morhanges	23.6	-1.9
L'amour de Ti-jos	18.5	+ .5
Capitaine Bravo	18.4	+ .1
Cours au Trésor	16.6	-1.6
Quelles Nouvelles	15.7	+2.2
Métropole	13.7	-4.4
Vie de Famille	12.4	+5.2
Parade de la Victoire	10.9	-2.0

Where the same program appears more than once it means the show is re-broadcast, further listings being for other broadcast hours.

Overseas Mail

The fact that Christmas parcels for men overseas must be mailed between September 15th and October 15th, according to their destination, is information worth broadcasting to make sure the boys get their parcels in time. Further particulars can be obtained from local post offices.

CFPA Staff

Recently signed onto the staff of CFPA, Port Arthur, are Margaret MacGregor as book-keeper and Edmund McKenzie in the control room. Ed was previously a studio engineer at CKAC and CKY.



"DOMINION"
OUTLET FOR
SOUTH-
WESTERN
ONTARIO

CHATHAM

Serving

The richest farming area in Canada with increased operating hours, 7.15 a.m.-11.15 p.m. (16 hours daily).

JOHN BEARDALL
Mgr.-Owner

"quotes"

Addressing a convention of the Western Association of Broadcasters at Banff, Alberta, Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corporation, told the meeting that co-operation can end any difficulties between private radio and the CBC. Nothing truer. But so many forget that the old saying, "Molasses will catch more flies than vinegar," is as true today when it was first propounded. They seem to imagine that everyone in any sense a competitor is an enemy.

—Owen Sound Sun-Times

"30"

What is wrong with radio in Canada is no fault of the independents. The main shortcomings lie with the CBC which has and has not effective public ownership and control, and no working compromise between the two. So far as the public is concerned generally there will be some considerable leaning to private stations while the autocrats of the CBC carry on as they do. Then the private stations are competitors with the CBC as commercial organizations.

—Brandon Star

"30"

The glaring weakness of the (CBC) organization is that it has been without a directing head invested with clearly defined authority. It is at least highly doubtful that the situation is improved by the setting-up of a board chairman who will take precedence of the general manager who will still presumably be charged with the responsibility for the practical direction of CBC's affairs. But the essential trouble with Canadian radio is even more far-reaching than the internal anomalies of CBC management. The truth is that we have not yet found the way to work radio in Canada according to the original prescription, which was to have been an over-riding public monopoly with a badly-defined sufferance of the private radio station.

—Vancouver Province

"30"

The public knows that the CBC has fallen into the hands of young pariahs who not only endeavor to propagandize racial fantasies but are enmeshed in delusions of exhibitionist sophistication. The public knows that the CBC is deliberately chiseling on every Canadian when it sells its time to commercial programs and at the same time exacts an annual fee from every radio owner for the doubtful privilege of listening to the maunderings of the sub-intelligentsia and advertising blurbs.

—Edmonton Bulletin

"30"

Great strides have been made in the field of electronics during the war. The benefits of recent discoveries in radio engineering will be made available in due course for peace time uses. The experience of men at present on active service will surely be drawn upon. Prime Minister King should intervene before it is too late to prevent Canada from being loaded up with obsolete shortwave equipment . . . and an unwarranted annual expenditure to operate it.

—Ottawa Citizen

"30"

There seems good reason for saying that there is at least as much wrong with the direction and control of CBC as there is with that of the private stations. The record of CBC is very far from fulfilling the promise with which it was begun in Canada, and the reason for it, whatever it is, is certainly not the fault of the private stations. As it is, we have in Canada a radio set-up which is neither effective public ownership and control nor free competition, nor a good working compromise between the two.

—Vancouver Province

TO THE RADIO INDUSTRY

After twenty years in the broadcasting industry, with consent of the Minister of Transport, I have transferred Radio Station CKCL, Toronto, to new owners, Mr. J. K. Cooke and his associates.

Looking back over my many years in the business, I appreciate the fact that I have had very loyal support and consideration from the radio industry.

On passing the ownership of CKCL to Mr. Cooke and his associates I feel that I am transferring my responsibility to a group of men who will continue to operate the franchise in the best interest of the radio audience. They are a keen group of business men who are bringing new and fresh ideas which I feel sure will be to everyone's benefit. My sincere thanks to you for your kindness in the past, and my request you pass your co-operation to the new owners of the radio station.

HENRY S. GOODERHAM,

President

CKCL

TORONTO

Mutual Broadcasting System

Television To Stem Crime

Television in post-war years, functioning in combination with fleets of airplanes and other electronic devices, will be one of the nation's most potent aids in crime prevention and law enforcement, Frank J. Wilson, chief of the U.S. Secret Service, said recently in an NBC broadcast from the 51st Annual Conference of the International Association of Chiefs of Police in Cleveland.

"Just as the Secret Service used motion pictures to show potential victims of counterfeiters and forgers what to look out for," said Wilson, "we'll flash photos of fugitives and dangerous criminals on television sets into millions of homes at the same instant. Up-to-date methods of crime detection and prevention can be televised so that businessmen can sit in front of the fireplace and see how effectively police use the taxpayers' money.

"Suppose a confidence man is operating in your town," Wilson pointed out to the conference. "Television may show to potential victims his tricks—and put them on guard."

Television, he said, will find another invaluable use in controlling juvenile delinquency.

"When youths are hanging around street corners in bad com-

pany television may show folks just what the kids are doing and why we need more playgrounds and clubs to keep youngsters out of trouble."

In conclusion, the Secret Service head assured the audience that his ideas were not fantastic. "Television," he said, "is now a reality, its extended use is not far off."

Radio Leads U.S. Media

1943 was the third consecutive year, according to a recent Columbia Broadcasting System press release, during which the 100 leading American national advertisers placed more advertising in network radio than any other medium. For the tenth straight year, the release continues, the Columbia Broadcasting System was the network favored by the greater number of these advertisers.

Proctor & Gamble lead the field last year with \$10,825,222, more than half its budget, going into network time; General Foods Ltd., spent \$8,507,765 on radio out of a total appropriation of \$12,087,980; Lever Brothers, radio activities accounted for \$5,794,570 out of \$10,451,607. These figures, it should be noted, are for facilities—station time and line charges—only, and do not include talent costs.

Post-War Radio To Walk First

"While post-war radio will undoubtedly bring many new developments, the bulk of sales by the radio for some considerable time to come will consist merely of improved versions of standard radio equipment," according to R. A. Hackbusch, vice-president and general manager of Stromberg-Carlson, Ltd.

"Such developments as Television and perfected Frequency Modulation in Canada still belong to the future," Mr. Hackbusch claims, "and while Stromberg-Carlson, in common with other radio manufacturers, are designing and planning with these and other new developments in mind, the public should not be over-sold at this time with promises and prophecies on visionary developments in immediate post-war radio."



R. A. HACKBUSCH

NBC Solves "Hitch-Hike" Problems

A solution of the "hitch-hike" announcement problem seems to have been reached by the mutual agreement of advertisers and their agencies to comply with the NBC's request that these secondary announcements at the beginning and end of program periods be brought within the framework of the programs themselves, or else be set off

by music or entertainment.

These spots, which have been widely used by sponsors to advertise products other than those mentioned on the program proper, in such a way that they sounded as though they had no connection with the program, have been a topic of contentious consideration for the past eight months.



STEP OUT ON THE AIR THIS FALL

WITH YOUR OWN STAR-BRIGHT SHOW ON YOUR OWN LOCAL STATION

Join the happy throng of smart advertisers who have been quick to sense the big selling opportunity offered by NBC Recorded Syndicated Shows—network caliber shows that would be far beyond their budget if they had to produce them themselves. Reason: Through syndication the cost is split by many non-competing advertisers in varied markets throughout the country.

An NBC Recorded Program is something you can't afford to overlook in making your fall advertising plans . . . it's got what it takes to do a great sales job for you . . . exclusive in your locality on any station you select . . . yours to run economically on this share-the-cost syndication basis. NBC's Syndicated Program list contains a wealth of outstanding programs from which to choose. For example . . .

Modern Romances—true-to-life love stories from the pages of one of America's most popular magazines . . . expertly dramatized . . . excitingly acted . . . skillfully produced. 156 quarter hours.

Betty and Bob—the great human story of "ordinary folk who live extraordinary lives" with a cast that includes a galaxy of famous stage and radio names. 390 quarter-hour episodes for five-a-week broadcasts.

The Lone Ranger—radio's greatest adventure character with a guaranteed audience from the start. No one is too young or too old to go for The Lone Ranger. Half-hour broadcasts on long-term basis.

The Name You Will Remember—William Lang's five-minute word sketches of today's famous notables—all pack an unforgettable punch. 260 three- or five-a-week broadcasts.

These and many other star NBC Recorded Programs are now available in Canada through ALL-CANADA RADIO FACILITIES, LTD., Victory Building, Toronto.

★ ★ ★

Through NBC THESAURUS . . . you can secure big-name musical programs . . . anything in music . . . anything from big-name dance bands to pipe organ music . . . available on any or all of 32 Canadian Stations.



NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Cal.

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

Old Doc. Radio

Radio plays a vital role in human welfare. As a result there is occasional opportunity for human interest experience.

Some weeks ago five-year-old Darcy Roseski's illness corralled the interest of Western Canada listeners and medical men, government and armed service officials in Canada and the United States.

As she lay at the jaws of death in a small-town hospital at Hardisty, Alberta, the victim of anthrax, penicillin was brought to her bedside by Armed Services officials from points as far as New York.

Station CJCA played its role in this saga of medical accomplishment. Progress of her recovery was followed with interest and relayed to anxious listeners. As a result the distraught parents were offered assistance from all sides.

The other day, Darcy and her parents called at the station and later in the afternoon she appeared on Uncle Hal's "Kidare's Program" and told her story, the text of which ranged from "the good doctors who 'welled' her," to the "bad little doll that wet her pants", while she held it at the "Mike". She assured Uncle Hal however, that her big dolly at home "knows better".

MONA O'HEARN



Photo by McCullagh Studio

Born in Toronto and admits it, Mona O'Hearn — right name Mona O'Hearn — left her advertising agency job with Spitzer & Mills in 1942 to take the ingenue lead in CBC's "Newbridge". She has appeared in many network programs such as "Voice of Victor", "Stage 44", and finally "Soldier's Wife", on which she loves hysterically each morning at 11.30 as Nadine Hughes. Between shows Mona is in great demand — and small wonder — as a model. Vivacious, enterprising, and determined to take her work seriously — but herself as a huge joke — she seldom misses a wrestling match (as a spectator), and loves swimming and a guy named Jamie.

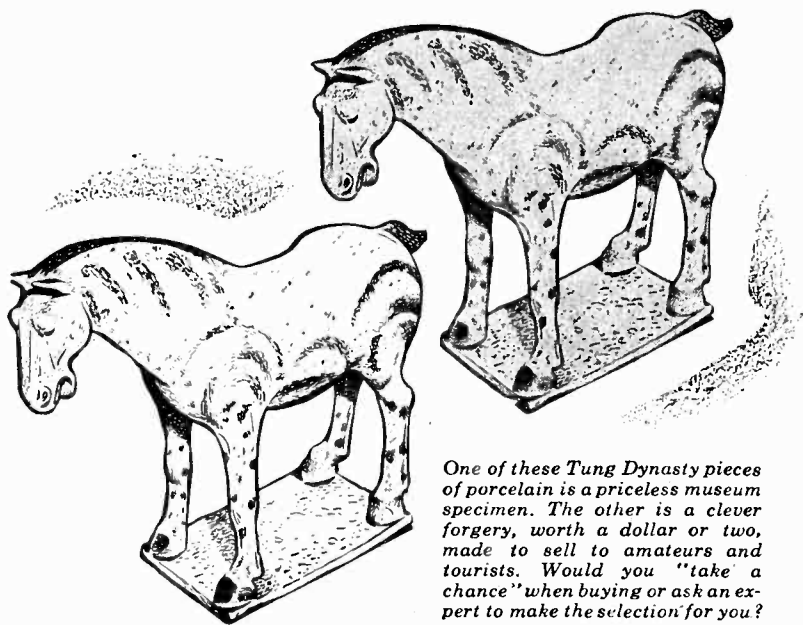
Toronto Weekly Features Radio

Toronto and district radio listeners can now find their favorite programs together with full particulars, even including the name of sponsor, handily tabulated in the TORONTO WEEKLY NEWS "Dick Holbrook's Radio Guide".

This paper, which claims distri-

bution of 55,000 copies, is making a feature of its radio section, which leads off on the front page with half a dozen paragraphs of Canadian radio news. Mention of U.S. originations is only made in cases where the shows are piped in to Canada.

The TORONTO WEEKLY NEWS is published by J. W. Walker.



One of these Tung Dynasty pieces of porcelain is a priceless museum specimen. The other is a clever forgery, worth a dollar or two, made to sell to amateurs and tourists. Would you "take a chance" when buying or ask an expert to make the selection for you?

CHOOSING any radio program is a matter for careful consideration, especially if it must bring in results from the Province of Quebec. Even though the program you have in mind may have been entirely successful in Ontario, it may not be worth even a dollar in Quebec! Yet when programs are selected by experts who understand the Quebec audience, radio shows greater listener interest than in any other province. We specialize in both English and French radio programs that bring results from Quebec listeners. May we discuss your radio questions with you?



RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

According to Macaulay

LARS PORSENA, in "HORATIUS"

"... bade his messengers ride forth, East and West and South and North to summon his array."

Today

HE WOULD USE RADIO AND FOR WESTERN ONTARIO

CKNX

"The Ontario Farm Station"
WOULD CARRY HIS MESSAGE

Representative.

J. L. ALEXANDER

TORONTO & MONTREAL

An Independently Operated Station

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 Elective Service. Advertising copy, which should be as brief as possible, should be written clearly—typewritten preferred—on one side of the paper only. Include our 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.

File CB-2, Enlisted June 1942, Discharged May 1944 R.C.A.F.—(Radar)

Looking for opportunities as actor-announcer in forthcoming fall shows in Toronto as freelance. Has worked on the "Family Man," "Lowney's Young Canada Club," "Circle K," "Out of the Night". Currently appearing on "Soldier's Wife". Age 20; plays juveniles. Contact direct—Ron Grant, 500 Brunswick Avenue., Toronto. Midway 4410.

Welcome Home

A new series of programs is under way in which troop trains are met at Exhibition Park and returning servicemen welcomed home. Jo Keenan handles the announcing and gives a running commentary of the proceedings. Every train from here in will be met, interviews and comments being recorded and then re-broadcast from station CKEY. The 15 minute shows will be disc'd by the CBC and flown to London where they will be beamed to England, Italy and France as an exchange broadcast from the BBC.

This new series of broadcasts is sponsored by the Association of Toronto Hotel Proprietors through Walsh Advertising Co. Ltd., Toronto.

Talent Bureau

Townley & Associates have opened a radio talent bureau at 1175 Bay street, Toronto.

CFPA

1230 Kc.

"1-2-3 ON THE DIAL" in the busy Lakehead Cities of PORT ARTHUR and FORT WILLIAM.

Our "reps." have some good availabilities and all coverage data.

SEE —

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

NEXT ISSUE SEPTEMBER 23



WBS

WORLD BROADCASTING SYSTEM

LIBRARY SERVICE

World's Best Stars
World's Biggest Stars
World's Brightest Stars
plus
World's Best Sound

WORLD perfected the vertical cut, wide range method of recording which reproduces superbly the truest and most delicate shadings of vocal and orchestral tone.

They now bring you "tops" in entertainment by radio's leading artists to help make more and quicker sales of station time in your market. WORLD library programmes build audiences and sponsors.

The World Broadcasting Library Service is a Money Maker for YOU.

Enquire through your nearest branch of

40-4411

Northern Electric

COMPANY LIMITED

A NATIONAL ELECTRICAL SERVICE

HALIFAX	SAINT JOHN, N.B.	QUEBEC	SHERBROOKE	MONTREAL	OTTAWA	TORONTO	LONDON	KIRKLAND LAKE	SUDBURY	WINNIPEG	CALGARY	EDMONTON
TRIS RIVIERES					VAL D'OR	HAMILTON	NOSOR	TIMMINS	PORT ARTHUR	REGINA	VICTORIA	VANCOUVER

The ONLY WAY

to deliver your message to this potential audience of over 16,000 radio homes in this area is through the facilities of station CHPS, which, due to geological reasons, enjoys a monopoly in this market.

CHPS

Serving the PARRY SOUND and MUSKOKA DISTRICTS

SEE STOVIN & WRIGHT



**TRY AND
CATCH ME!**

Now on
"TOP OF THE MORNING"
6:00 a.m. CFRB

Soon On
"BLIND DATE"
Mondays—Dominion
Network

**BARRY
WOOD**

• Call me at
Radio Artists' Registry
WA 1191

Storm Isolated Town Reached by Radio

CJGX, Yorkton made the headlines early last month when it was able to get word and help through to the town of Kamsack, Saskatchewan, 35 air miles distant, which had been completely cut off from outside when it was hit by a cyclone August 9th.

The storm which struck with cyclonic violence completely swept away all means of communication, but it so happened that CJGX was the first to learn of the disaster the following morning.

Bob Priestly, CJGX manager, immediately put announcements on the air asking people near Yorkton to contact CJGX informing the station as to the assistance that could be given from Yorkton, and then with the help of the Yorkton Board of Trade, had doctors and medical supplies in readiness to proceed to the scene of the mishap. He then asked No. 11 S.F.T.S. of the R.C.A.F. to send a plane over and drop a message asking whoever picked it up to telephone CJGX and let them know what was needed. Next he arranged with the authorities at the town of Canora to send nurses to the stricken area.

The R.C.A.F. reported that it had been able to land its plane in

a wheat field, and had learned from the chief of police that the prime need was bandages and other surgical supplies which the pilot procured and flew back to Kamsack.

The Yorkton Selective Service office had CJGX put out an appeal for carpenters, electricians and laborers, and pretty soon the task of repairing the 400 Kamsack dwellings and practically every store which had felt the force of the storm was in progress.

All tragic happenings have their humorous side. Father D'Allaire, a local priest, said he didn't mind so much having his house twisted and his furniture destroyed—it was an act of God—but what he did take exception to was that the next morning, when he was trying to straighten things up, he found a pair of pink silk panties in what had been his bedroom.

Radio stations from all around the storm-stricken town helped bring relief in various ways. News reports have reached us from CKBI, Prince Albert, and CKCK, Regina, but unfortunately these were too late for this issue.

Esso Reporter Comes To Canada

Something after the order of a major test campaign seems to be indicated in the recently concluded agreement between Imperial Oil Company and British United Press for the airing of the *Esso Reporter*, long established news feature in the United States and Latin America, for the first time in Canada over stations CKY and CKRC, both in Winnipeg. News is being supplied by British United Press with United Press, and the program has been running since September 1st.

A unique feature of the "*Esso Reporter*" is that, while international in scope, it is nowhere produced as a network or national feature, but in each case (36 U.S. stations and 40 in Latin America besides the 2 Canadian outlets) is in-

HUMAN BLOCK-BUSTER



They tried and tried to get "The Blimp", quarter ton bearded wrestler to the CKCW microphone, and finally Berk Breen, sportscaster at the Moncton station, assisted by Flight-Lieutenant Alf Parkes, hauling at the man mountain's tie, made the grade. Berk says: "We give our fans the biggest and the best, and the 'Blimp' carries a lot of weight."

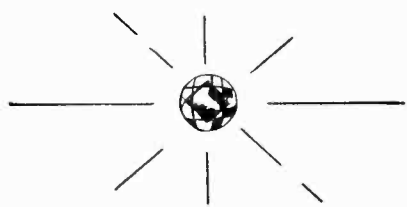
Hunter Gets CHML Newscast

Commencing September 18th, Jim Hunter, well-known as talking reporter of the Toronto Evening Telegram, will be delivering a daily noon newscast over CHML. These newscasts, Ken Soble says, will be prepared with a special rural slant, and it is hoped that they will provide a good contrast to Lorne Green's daily 7.45 a.m. reports which have been heard on the same station, under Tuckett sponsorship since May.

dividually produced for the station concerned, and comprises world national and local news.

The agreement with respect to the Winnipeg stations was concluded in Winnipeg by George Mills advertising manager for Imperial Oil, C. M. Pasmore for MacLare Advertising Agency and R. W. Keyserlingk for British United Press.

"THE VOICE
OF
MANITOBA"



CKY

**WINNIPEG
15,000 WATTS**

EXCLUSIVE REPRESENTATIVE - H. N. STOVIN
TORONTO WINNIPEG MONTREAL

**Congratulations
CJAT
TRAIL, B.C.**

**Winners of "Billboard
Award" Among Canadian
Stations**

**STATIONS CJCA
and Short Wave VE9AI
EDMONTON**

BUSINESS

CORRECTION

Last issue in this column, we erroneously reported the return of the "Happy Gang", sponsored by Colgate-Palmolive-Peet, as a Dominion Network origination. "Happy Gang" is still a Trans-Canada feature, and we wish to record our regrets to anyone who may have been inconvenienced by the error.

GENERAL FOODS LTD.: 25 minutes a week, starting September 15, "THE THIN MAN" for Post's Bran flakes. Fridays at 8.30 p.m. (E). This is in addition to the FRANK ORGAN SHOW and THE ALDRICH FAMILY. CJBC to the Dominion network. Baker Advertising, Toronto.

AL PRODUCTS LTD.: resume spots on 39 stations. Also pre-empting on CFRB the "NYAL KE-A-CHANCE" show. September 11 at 8.30 p.m. (E). A. J. Denne Co. Ltd., Toronto.

EVER BROS. CO.: return LUX RADIO THEATRE on September 4, 9 p.m. (E) for eleventh consecutive season. CFRB, CKAC and 25 C stations. J. Walter Thompson Co. Ltd., Toronto.

MAN AGENCIES LTD. (Pacquin's and Cream) have completed new schedules of 15 minutes transcribed musicals: "HIT PARADE" on CKRC,

Winnipeg; CHNS, Halifax; CKCO, Ottawa; "SYMPHONY OF MELODY" on CFPL, London; CFCA, Calgary; CFCF, Montreal; CJOR, Vancouver; "SMOOTH RHYTHM" on CKWX, Vancouver. Ronalds Advertising, Toronto.

KELLOGG CO. OF CANADA LTD.: 15 minutes 5 a week. "LAST NIGHT IN THE ROSE ROOM" from station CKWX, Vancouver. Renewing same show on station CHNS, Halifax, October 1. J. Walter Thompson Co. Ltd., Toronto.

LAWRASON CO. LTD.: 15 minutes 1 a week resuming "NAME IT" show. Started September 1 for 39 weeks from CFRB to a network. MacLaren Advertising Co. Ltd., Toronto.

TINTEX: spots on women's participating programs, 3 and 5 a week on 23 stations coast to coast. Various starting dates. Ronalds Advertising, Toronto.

TUCKETT LTD.: return with "CURTAIN TIME" September 13 from CBL to the Trans-Canada Network. MacLaren Advertising Co. Ltd., Toronto.

BRITISH AMERICAN OIL CO. LTD.: return "FIGHTING NAVY" to the Trans-Canada Network on September 7, 9.30 (E). J. Walter Thompson Co. Ltd., Toronto.

H. J. HEINZ CO. OF CANADA LTD.: resume "INFORMATION PLEASE" September 11, 9.30 p.m. (E) over CJBC and the Dominion Network. MacLaren Advertising Co. Ltd., Toronto.

PROCTER & GAMBLE CO. OF CANADA LTD.: starting September 9, 8 p.m. (E) "DRENE SHOW" with RUDY VALLEE over CJBC from the NBC.

ROBIN HOOD MILLS LTD.: 15 minutes, 3 a week, "THEY TELL ME" on 45 stations, opening September 15th. Agency is Young and Rubicam, Montreal.

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

MONTH AFTER MONTH -- since '39



The GAINS in Edmonton have been steadily upward in Population . . . Payrolls . . . Retail Sales . . . Building . . . Bank Deposits . . . and Purchasing Power. For To-morrow, CFRN offers a profitable contact with this Rich Responsive Market.

EDMONTON CFRN ALBERTA
 "The Community Station with the National Reputation"
 1260 Kes. 1000 Watts

We Are Grateful

... TO BILLBOARD for conferring on us its PROMOTIONAL AWARD

We bow with thanks to this great publication for according such signal honors to CKLW. BILLBOARD'S tangible evidence of appreciation is indeed heartening. It confirms our opinion that our policy of publicizing CKLW so as to benefit both the listener and the advertiser has been a sound one.

We're proud to be known as "Prime Promoters at the Border" in this area.

J. E. Campeau, Managing Director

5000 watts
800 Kc.

22 Hours Daily

Representatives—STOVIN & WRIGHT



CANADIAN BROADCASTING CORPORATION
 MUTUAL BROADCASTING SYSTEM
 MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

U.S.A. GROWS CANADA-CONSCIOUS

Canadian Radio Man Heads Government Bureau Promoting Canada South of the Border



CJVI is pleased to congratulate TRAIL on winning the seventh annual BILLBOARD promotion survey.

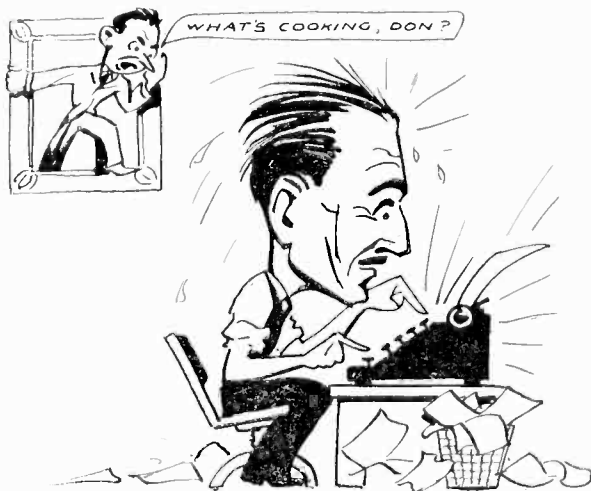
We were proud to note the judges selected a British Columbia station and an All-Canada station for this honor.

CJVI
VICTORIA
B.C.

An All-Canada Station



An interesting montage of New York front pages each displaying Canadian stories in their headlines. While these papers are all New York publications, the New York Office of the Wartime Information Board is responsible for a fine job from coast to coast. (Inset—Harry Sedgwick, Director of the W I B office, New York).



We've been busy this summer cooking up some more shows.

You got program troubles? Try us. We may have what you're looking for.

Don Bassett Productions

1175 BAY STREET, TORONTO • KINGSDALE 7924

Daily the USA grows more Canada-conscious. A little over two years ago Ottawa made a survey and learned that about 400 American daily papers gave Canada an average of one mention every forty-five days, and that by no means all of them were favorable. To-day the New York office of Canada's Wartime Information Board has given up the idea of a press clipping service, for sheer lack of storage space.

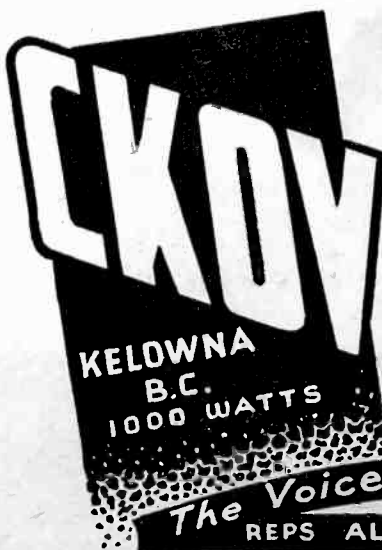
Two years ago this month, Harry Sedgwick, prominent Canadian radio man, forsook his managerial desk at CFRB Toronto, to lend his services to the Dominion Government. He organized this American branch of the WIB almost as

a one-man job. Since then he has been quietly directing its activities with a small but capable staff.

Over the desk in his unpretentious office at 620 Fifth Avenue Harry gave your reporter a brief synopsis of what he and his staff are doing to deliver to the American public the story of the part played in the war by Canada and Canadians.

In one room Beatrice Thomas concerns herself with seeing to it that radio stations, newscasters and commentators are supplied with Canadian facts with which to inform America's millions of radio listeners. The news desk, under

(Continued on Next Page)



A Fruitful Market

Total Okanagan produce shipped this season to August 15

1,481 CARLOADS*

Same period last year

834 Carloads

* Does not include LCL shipments

The Voice of the Okanagan
REPS ALL-CANADA. WEED & CO.

Canada Conscious

(Continued from Previous Page)
 Iney Freifeld, supplies syndicated news services, as well as daily and weekly newspapers, with Canadian news copy for American readers. This department is equipped with teletype from a Canadian news office, a constant check being maintained to see to it that Canadian news with American interest is through to the American pub-

Harold Sutherland's Graphic Department is concerned with getting pictures into print, while the Educational Department, under Professor T. F. Newton, sees to it that teachers, professors and others engaged in instructional work are supplied with the information they need and the information they may need. Professor Newton also represents Canada on the United Nations Information Board. Office management is in the capable hands of Cecily Vaison.

When the "Information Please" program originated in Canada during the last Victory Loan Campaign, it was felt that a good job was done. But what may not be so generally known to our side of the border is that, on his return to the United States, John Kieran devoted his NEW YORK SUN column (syndicated to 35 other important dailies) to various phases of his visit to Canada. This story reached the eager readership represented by two and a half million subscribers. When Quentin Reynolds delivered his D-Day talk over the combined American networks, he paid glowing tribute to the Canadians who died at Dieppe, in order that allied commands might have the knowledge they would need for the show. "It was gratifying to learn that this tribute to our country was heard by an estimated forty million American listeners", Sedgwick said.

"Right now it is a wartime emergency job," he continued, adding ever-modestly we are inclined to believe—that getting news of Canada and Canadians onto the American air and into the American press is just so much duck soup, while Canada is making history. "But",

he went on, "this is far more than a wartime propaganda proposition.

"Canada is the world's largest producer of nickel, to the tune of 85% of all that is mined; second only to South Africa's is the Dominion's production of gold; 75% of all newsprint used in the United States is manufactured from Canadian-grown timber; we are the fourth trading nation in the world, and the United States' number one domestic customer.

"These figures will still be facts after the war," he said. "And if Canada is to occupy her rightful place at the peace conference table, if she is to carry the weight she should at all the post-war deliberations, the USA must be kept informed on the great part we are equipped and entitled to play in the future world. Canada has more to offer than the Banff Springs Hotel and a couple of Montreal night spots, but consistent publicity is a prime essential if we are going to prosper internationally.

"American tourist trade has been always a big item in Canada's national revenue", he continued. "In normal times it brought us as much as three hundred million dollars a year. After the war, given proper and consistent publicity, harnessing radio and press with all their inestimable power, it may well double or even treble that sum. The publicity work this office is doing as an emergency measure, should be reclothed with a peacetime name and a permanent director. It should continue to operate as an international show window, where a hundred and forty million Americans can gaze on all the wonders the Dominion has to offer. Then, when peace is restored, Canada will hold high her place in the roster of nations, the place for which she has worked so hard and paid so dearly."

Does Your Station Do This?

CJBC, Toronto, carries a note in its schedules and also in mailing pieces to radio dealers and service men in which new stickers, with the station's call letter imprinted, are made available free on request.

COMEDIENNE



It's Anne Russell — Annabelle to her radio followers — who starred on Canadian air last season in Maple Leaf Milling Company's "Jolly Miller Time". She has just come back from a visit to the Prince Albert Exhibition. During her flight from Saskatoon to Prince Albert, she was interviewed by Jack Coalston, CKBI production manager, in the plane. The interview was recorded and later used on a CKBI program on which the British comedienne was featured.

Good Going Trail!



As one All-Canada station to another, we feel you did a grand job in winning first award in the BILLBOARD promotion survey.

As a promotion-minded station ourselves, we hasten to say—

"Good Going CJAT!"



CJOC
LETHBRIDGE
ALBERTA



AGENCIES!

We Like You To See Us Last!

MAYBE a bad way to start an ad, but have you searched the field? Are you dissatisfied with what you've found to date? Don't be discouraged, because we're taking your challenge. We have what you want in three fields:

MUSIC COMEDY DRAMA

"You pays your money and you takes your choice."

"Ask Adaskin"

JOHN ADASKIN PRODUCTIONS

TELEPHONES
 OFFICE ELGIN 9296
 NIGHTS KENWOOD 4346

MONTREAL TRUST BLDG
 67 YONGE ST.
 T O R O N T O

I HOPE YOU LISTEN

to my new show

"THE BEST OF THE WEEK"

CFRB

Thursdays 9 p.m.

Yes I still emcee "Spin-to-Win" and "Treasure Trail", but I'd sure like to do something for YOUR agency.

The number is still
 Hudson 3780



STU KENNEY



Yes . . .

The U.T.S. Library is shipped to 31 Canadian Stations F.O.B. Toronto...No duty...No customs brokers...No EXTRAS.

NEW subscribers receive the U.T.S. Basic Library of over 2,000 tunes immediately upon signing the contract. There's **NO** delay in shipment, **NO** immediate cash outlay, and the regular monthly release of 60 new tunes, plus the Continuity Script Service, is included in the first delivery.

A combination of an absolute minimum cost — wide variety of outstanding talent — brilliant recording quality — varied musical programs — excellent script service — no troublesome extras — all this makes it easy to see why more and more Canadian stations are using the U.T.S. Library.

There are some centres still available. Write today for full particulars.

EXCLUSIVE RADIO FEATURES LIMITED

14 McCaul Street, Toronto, Ont.

Sales Representatives for

UNITED TRANSCRIBED SERVICE



WOULD SMELL AS SWEET

"The well merited 'plug' for your free want-ad service for returned men which appeared in TIDE for August 15th, describes you as the only publisher on the continent who can call all his advertisers and correspondents by their first names. I should like to suggest — respectfully of course — that this is nothing compared with what they call you."

* * *

PLATITUDE

First person singular is the downfall of private enterprise.

* * *

WE'D LIKE TO MEET

The Winnipeg producer who told the sound effects man to give him the sound of spreading butter on bread. Toast would not do.

* * *

SWOON-SONG

And now they're airing Mr. Frank Sinatra right opposite Alan Young, on another network. Make mine Ipana.

* * *

HOW COME DEPARTMENT

How come the Globe and Mail hates radio to the point of minimum editorial mention, but not enough to turn down Simpson's ads, containing Frank Chamberlain's Radio Column?

* * *

NO BULL

We appreciate the efforts of Mr. Karl Giesen of the American Association of Advertising Agencies to find us a New York Advertising Representative, and learn with regret that he has not been able to "get a good steer." We appreciate the suggested alternative, but we still think we'd like a rep.

* * *

POLITICAL BROADCASTS

The Canadian Bar Association will discuss a proposal for elimination of the distinction between libel and slander in criminal law. "The proposal," comments the London Free Press, "was said here to have arisen through the use of radio and a contention by some provinces that statements made on the radio were libel rather than slander."

* * *

WOO-WOO

During the recent sickness of Phil Mygatt, radio director of J. Walter Thompson Toronto, it is understood that a great time was had by Alden.

* * *

SOME DELIVERY

Thanks to The Stork Shop CJVI will bring you Mackenzie King tonight at 5.30 "Fairy Tales" will follow the news at 6.15 p.m. Dominion Network. 1480 on your dial

* * *

BLOOD DONOR APPEAL

"If you can't fill his boot fill his veins."

—CFBR, Brockville

A TESTED FORMULA

VICTORIES are won only by Battles.

BATTLES are won only by soldiers and sailors with Food and Equipment.

FOOD AND EQUIPMENT are produced only by men and women civilians with a common understanding of the fact that neither Victories nor Battles can be won without Food and Equipment for the soldiers and sailors, and a fixed common loyalty to those men.

COMMON LOYALTY is made up wholly of individuals who accept and pursue Ideas.

IDEAS are most swiftly, widely and penetratingly dispensed by Radio (or lightning from heaven.)

Remember, Post War Future is Being Made Today



Don't overlook these action stations when you plan your radio campaign

CKPC, Brantford, Ontario

CJIC, Sault Ste Marie, Ontario

CKTB, St. Catharines, Ontario

CHLP, Montreal, Quebec

CKNX, Wingham, Ontario

CJFX, Antigonish, Nova Scotia

Stations that assure A-1 results to both listeners and sponsors by:-

- (1) Programming in the interest of their listeners.
- (2) Giving value for the advertising dollar of their sponsors.
- (3) Rendering service at all times to both Listeners and Advertisers.

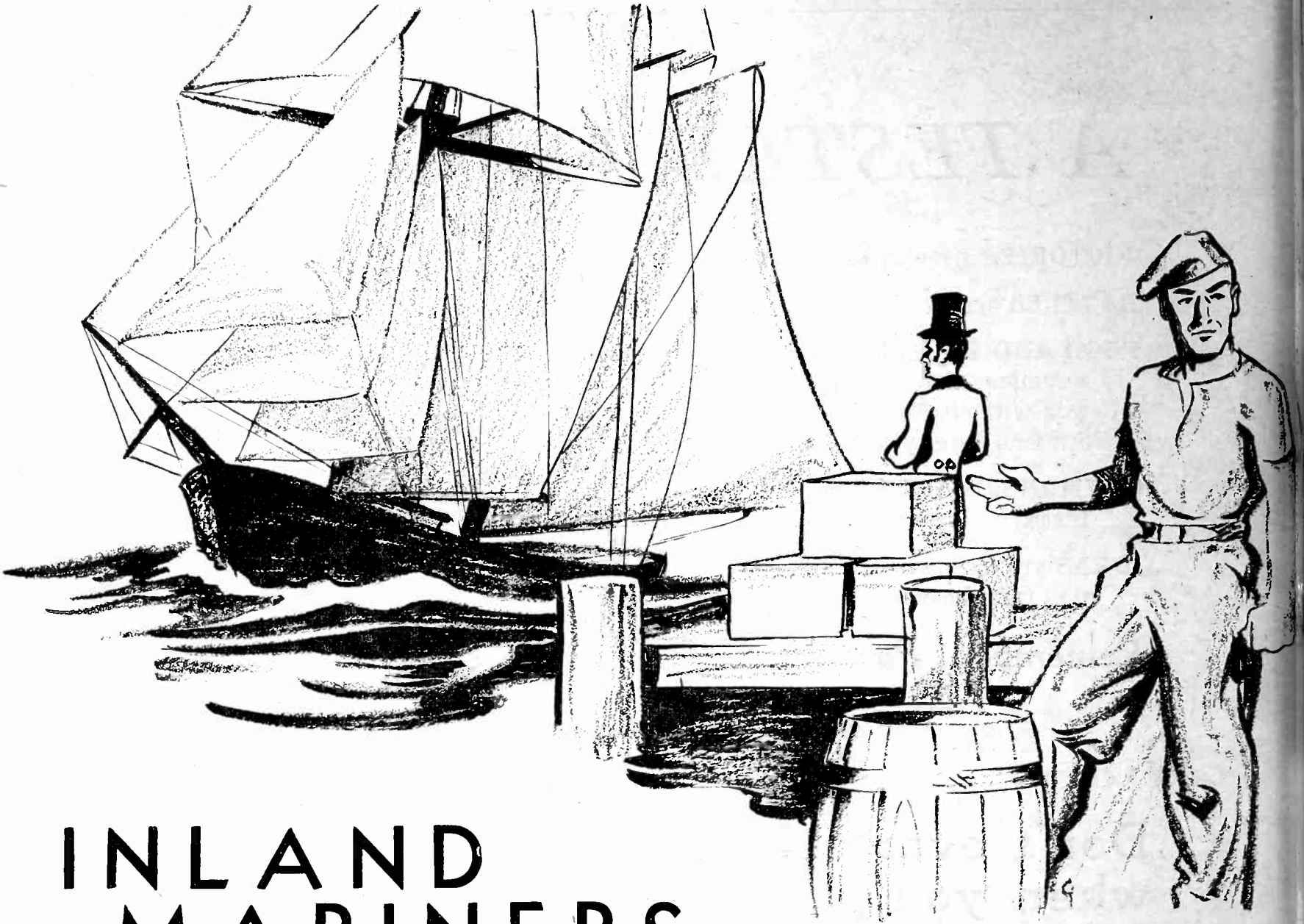
Represented by

JAMES L. ALEXANDER

Radio Station Advertising Representative

Concourse Building
100 Adelaide St. West
Toronto, Ontario
Telephone ADelaide 9594

Drummond Building
1117 St. Catherine St. West
Montreal, Quebec
Telephone HARbour 6448



INLAND MARINERS

Before the roads came, Canadian towns and villages were built on a great chain of inland waterways.

Sturdy schooners—package carriers they called them—individually owned and operated—made highways of waterways. Carriers of merchandise in peaceful days, then as now they were transformed in time of war to carriers of men and material.

CFRB, the Voice of Free Enterprise, is proud to share in the record for public service which private business has gained in the present conflict.

CFRB
TORONTO
 10,000 WATTS
 860 KCLS

REPRESENTATIVES
 JOSEPH HERSHEY MCGILLVRA
 New York San Francisco Chicago

ALL-CANADA RADIO FACILITIES LTD
 Montreal