



left, Yvonne de Carlo, Universal Pictures Hollywood star who hails from Vancouver, and who enjoys the title of the most beautiful girl in the world, enunciates a well-rounded "O" as she does an impromptu station call at CKMO, Vancouver. At right, a view, through the harp-strings, of Morris Surdin, conducting a rehearsal of the music on Buckingham "Curtain Call", which returned to the Trans-Canada Network last week for its second season. Produced by MacLaren Advt. Co. Ltd.

CANADIAN BROADCASTER

TWICE A MONTH

4, NO. 18 \$2.00 a Year — \$5.00 for Three Years SEPTEMBER 22, 1945

RADIO TO PLAY BIG PART IN 9th V-LOAN

Canada's ninth "Double-decker" Victory Loan Campaign kicks off October 14, with a pre-loan period, and the campaign proper is scheduled to run for three weeks from October 22.

Provisional dates of Victory Star shows are: October 17, from Massey Hall, Toronto; October 21 from the C Concert Studio, Toronto; October 31 from His Majesty's Theatre, Montreal; November 7, expected to be from Montreal also.

Advance information discloses such Victory Loan favorites are scheduled to appear on these programs as Alec Templeton, Ralph Flaherty, Thomas L. Thomas, Alan Young and Percy Faith.

Program Adaptations
Five minute adaptations of fifteen well-known programs are already being heard on eighty stations. These programs include "The Bunny Home Show", "Share the Wealth", "Canadian Cavalcade", "Curtain Time", "Gordon Sinclair", "Voice of Victor", "Hot Stove League", "Liptonaires", "The Happy Gang", "Treasure Trail", "Soldier's Wife", "Mart Kenney His Western Gentlemen", "Fun Parade", "John & Judy", "Light Up and Listen".

"Sign Your Name For Victory" has been chosen as the campaign slogan. Advertising stresses the theme — the responsibilities of each, with considerable stress being laid on prevention of inflation.

PERMANENT FM'S AWAIT FREQUENCIES

by D'Arcy O'Donnell
Canadian Press Staff Writer

Permanent Frequency Modulation stations will be established in Canada just as soon as the Transport Department discloses what frequencies may be used by FM stations in the Dominion, according to Dr. Augustin Frigon, CBC General Manager.

Dr. Frigon said he did not know how soon the Transport Department — radio licensing authority for Canada — would announce what frequencies might be used by stations equipped for Frequency Modulation. From other sources, however, it was learned that an announcement will probably be forthcoming as soon as the Signal Corps of the armed forces no longer need the frequencies they are now using.

More than 60 applications for the establishment of FM stations have been received by the CBC, which passes the applications on to the Transport Department with recommendations for acceptance or rejection.

No action has been taken on the applications and none will be taken until the Transport Department discloses what frequencies may be used for FM broadcasting.

"The Board of Governors of the CBC has repeatedly gone on record as favoring the use of FM by private broadcasters", said Dr. Frigon.

"It will be the policy of the CBC to encourage the development of broadcasting in that field so as to give listeners better service capable of high-fidelity reception and also to encourage that private industry."

However the CBC will demand that any station granted an FM license play the same programs over its amplitude modulation and its frequency modulation outlets. This meant that no one would be allowed to have two stations, one using FM and the other AM.

It was likely, Dr. Frigon said, that radio sets capable of receiving both FM and AM broadcasts would be on the market by Christmas. These sets could be used now by listeners in Montreal and within a short while by those in Toronto.

The CBC has an experimental FM station in Montreal which carries all the CBC's regular programs, the Canadian Marconi Company also has an experimental station in Montreal which carries the programs of its station CFCF. In Toronto CFRB operates in like manner.

The second CBC experimental station will be built in Toronto just as soon as equipment now ordered is received. Orders have been placed by the Corporation for equipment for FM stations in other Canadian cities. In all cases the FM stations

will carry the programs of the AM stations to which they are connected.

Dr. Frigon said that the main feature of FM broadcasting was reception without static interference, and, when properly dealt with, high fidelity transmission of all programs.

Present day radio sets cannot pick up FM broadcasts. Special sets are required. However, sets can be obtained that will receive both FM and AM broadcasts. Through an FM set a listener will hear a program just as though he were right in the studio. On present day sets, for instance, many instruments of a large orchestra cannot be heard and the true tone of the music often is not carried to the listener. FM modulation brings out these.

Voice of the East

Granby, Quebec, is to have both a new radio station and also a new daily newspaper according to a recent announcement by Mayor Horace Bolvin.

The new station, which will have the call letters CHEF, and is expected to commence operations with a power of 250 watts in December. Mayor Bolvin told the Federation of Junior Chambers of Commerce of the Province of Quebec.

All-Canada Program Division Presents

THROUGH THE SPORTS GLASS

with Sam Hayes.

*NBC ace commentator and sportscaster
in thrilling dramatizations of well-
known events in the world of sport.*

A BRAND NEW SERIES
especially designed for advertisers
selling to men and boys.

Times for commercials are spotted
where they'll pack the biggest punch.

This NBC production is now
being successfully sponsored by
sporting goods and
men's furnishing stores.

**52 EPISODES
of 15 Minutes**



Whatever your problem . . . There's an All-Canada syndicated package,
tailored by master craftsmen to fit any advertising budget.

Come and Get It—156 episodes, 15 minutes • Time Out—65 episodes, 15 minutes
Five-Minute Mysteries—260 episodes • Happy the Humbug—54 episodes, 15 minutes
Modern Romances—156 episodes, 15 minutes • Betty and Bob—390 episodes, 15 minutes.

For an audition program or any information

ASK THE ALL-CANADA PROGRAM MAN



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Leaders in syndicated programs . . . bigger audiences . . . better service



Sounding Board

RADIO NEWS

Station CKTB, St. Catharines, Ontario. Being a "miss nothing" lover of your very informative paper, we caught the front page article of your September 8th issue entitled "Trend To Better Press For Radio". The press has mainly "seen the light", so to speak, and has come to realize that it can capitalize on their chief competitor's trade, by merely publishing information about the radio news interest definitely has soared during the past year and we were very glad to see the trend aired in print.

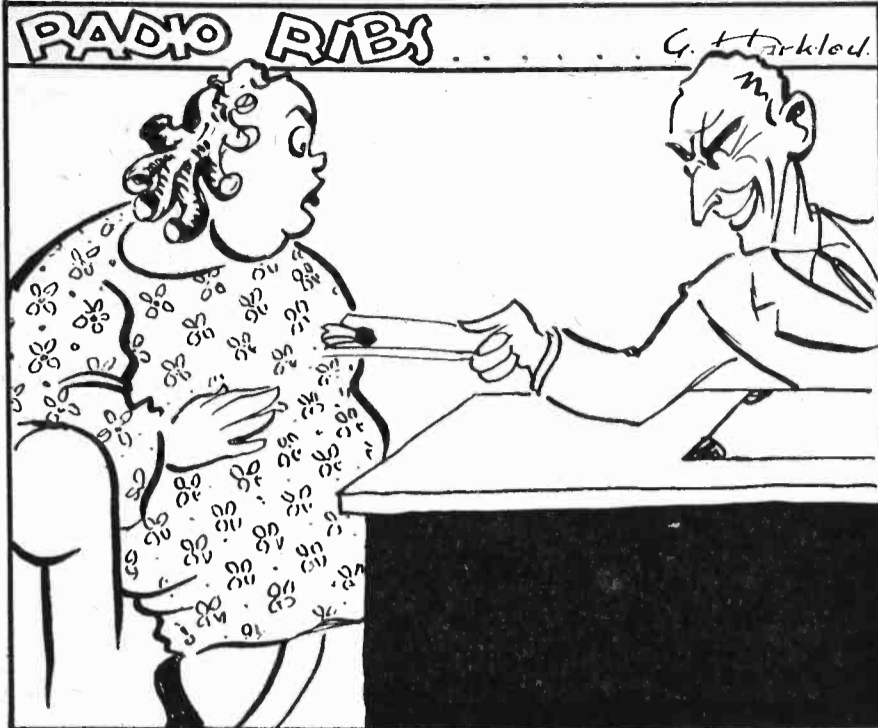
However, we would like to point out that you overlooked one prominent Ontario newspaper when you listed some of those that were supplying radio news as a sure. I refer to The St. Catharines Standard. Since May last, this same Paper of the Niagara District has published weekly (Saturdays) a radio column called "RADIO RINGSIDE", the author of which will pen his name at the bottom of this letter. Said column includes for the most part all radio news, but adds a touch of international programming from time to time where merited.

—CHARLIE WALLS.

ATTACKS MONOPOLY

Ernest Thurtle has for many years been particularly interested in seeing your reference to Ernest Thurtle M. P.'s book, "The Winged Chariot" in your issue of September 8th, and that in this book, this British M.P. attacks the monopoly for influencing public opinion on controversial issues by allowing presentation of one side of an issue only.

Ernest Thurtle has for many years been actively associated with organizations that have endeavored to stimulate public interest in progressive and realistic thinking in the United Kingdom, and the time has always been refused to the BBC if the views to be presented were not strictly in line with so-called "orthodox" official bias. The danger of this sort of thing has been apparent to many of the British Isles — the alleged freedom of thought and progress — and perhaps was a factor in the sentiment expressed in the recent elections, for it is a direct violation of "freedom of thought and speech" which Britons are supposed to enjoy.



"Remember, sister, when television comes, you're out."

The world is now licking its wounds and surveying the wreckage of six years of carnage brought about by people who forced their views, right or wrong, upon their people, who were forbidden to discuss them or present any opposing ideas. Penalties upon the expression of an opinion must surely be abolished and the right of free discussion established. Disaster will only lie ahead again if it is not, and that is what is realized by people like Ernest Thurtle, M.P. That is why he says in his book: "There ought never to be an absolute monopoly of an instrument for influencing opinion on controversial issues unless it is, beyond peradventure, impartial."

The CBC might well take note.

—G. HARRY WILLIAMS.

Gets Gestapo Card

H. V. Kaltenborn, NBC commentator, has just received from Berlin the original Gestapo card on which his anti-Nazi orientation is carefully documented.

The Gestapo card shows that the German Propaganda Ministry followed Kaltenborn's career with particular interest after he was expelled from Germany during the opening days of World War II. It calls him a "notorious German-hater."

New Frequency For Yorkton

Les Garside, Managing Director, has announced that authority has been received to change the frequency of station CJGX Yorkton from 1460 kcs. to 940 kcs. It is hoped the change will be effected very shortly. The station will continue to operate on a power of 1,000 watts.

EXCLUSIVE IS THE WORD

for



The only station serving the 28,000 permanent radio homes in the booming market of Kenora and district.

Make inquiries about this "hot-spot" in Canada's radio set-up.

A DOMINION NETWORK STATION

Representatives

HORACE N. STOVIN & CO.

The New World

IS TO BE BUILT ON INTEGRITY

Dominion Duophonic Transcriptions have for many years been built on that foundation.

You get the truth with *Duophonic Recordings*



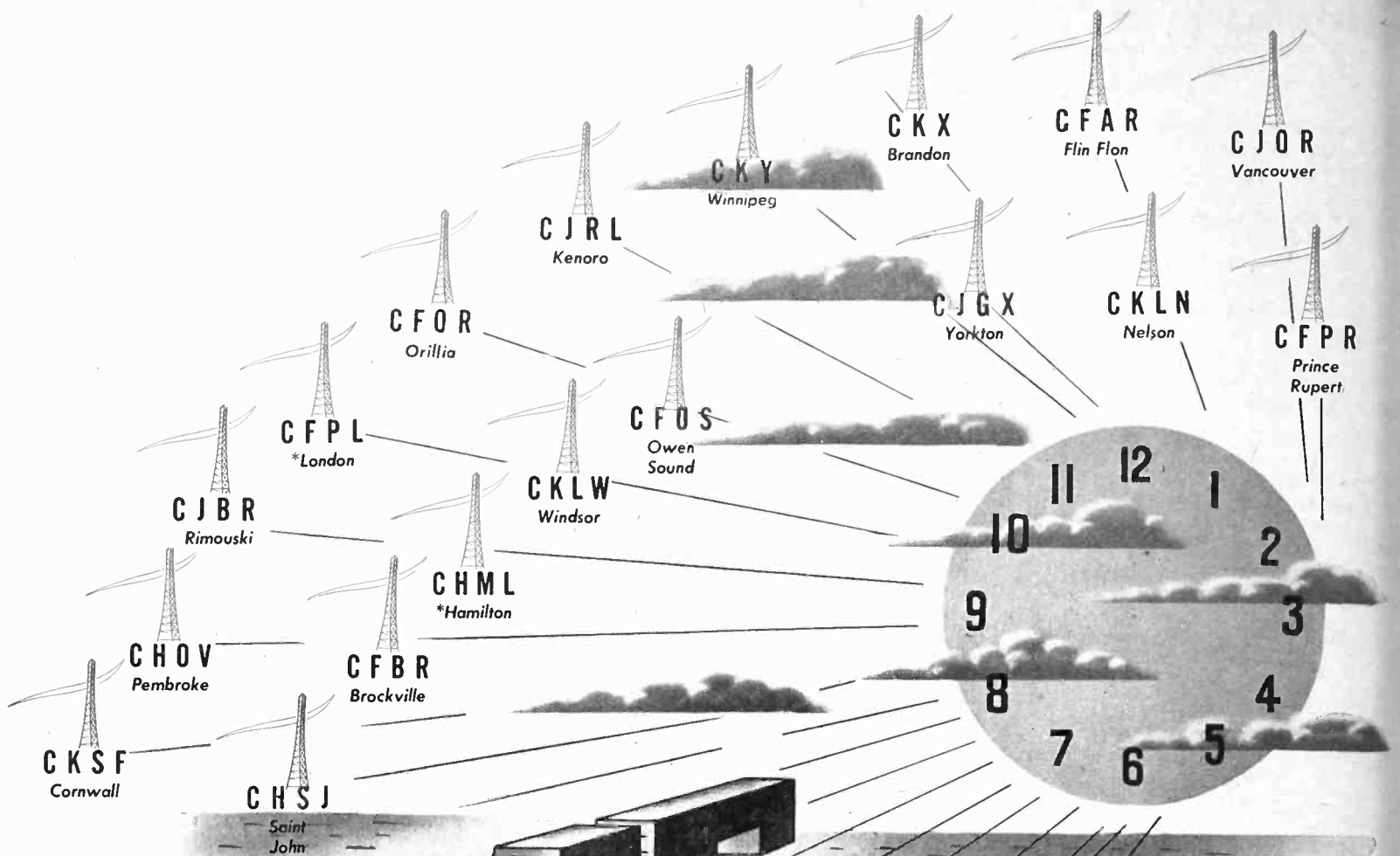
DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CHML

CFRB COLUMBIA WBEN N.B.C.

860 900 930

HAMILTON

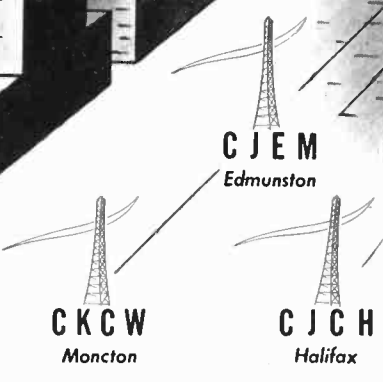


TIME

FOR SALE

For Available Time on all, or any, of these live, independent radio stations — for up-to-date Market Data — for Program Information and Intelligent Service — write or telephone any of our 3 offices.

RADIO GETS YOUR MESSAGE HOME



*in Montreal Only

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

VOLUME 4, NUMBER 18 SEPTEMBER 22, 1945

(Entered as Second Class matter at the Post Office Dept., Ottawa)

Published by R. G. LEWIS & COMPANY, 371 BAY STREET, TORONTO, 1, CANADA

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

People Need to be Sold

People who say that under current business conditions advertising is unnecessary, are putting up a case for the continuation of the restrictions on advertising expenditures because they feel that, with the fetters removed, they would eat into the revenue derived by the government through corporation taxation.

While there is good reason to believe that advertising is less essential in a sellers' market than in a buyers', there is one fundamental fact they are omitting or refusing to see. It is this: advertising cannot be turned on and off like a tap in a bathtub, and there is no pre-determining when this current sellers' market is going to go into reverse. For confirmation on this point, ask any stock broker.

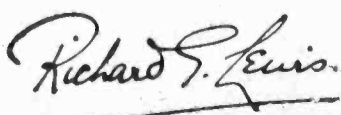
Granted that the eyes of the country are glued on business, confident that industry can absorb the current deluge of released service men and war workers into their plants and offices, it is a matter of simple arithmetic that industry will have to embark on a wider scale of operations if this aim is to be achieved.

The fact that the present sellers' market will transform itself swiftly into the opposite is obvious. As an example, if trade reports indicate that Nylon hose will be in short supply until after Christmas, and that then it will be easily obtainable, the wise manufacturer in this field is concentrating all his efforts now to insure that there will be a demand for his product when the stocks are replenished. Throughout the war the government has felt it necessary to implement the large volume of donated advertising, which industry has been happy to dedicate to the Victory Loan campaigns, with an enormous amount of paid publicity in all media. Thus, in the prosecution of its own aims, the government has shown great business acumen in its advertising policies; but when it comes to permitting industry to apply the same economic principles to the operation of its own affairs, Ottawa seems to go into a completely contradictory process of reasoning, and continues to restrict both advertising and profits to the figures of the uncertain year of 1941.

People are expressing their desire to purchase all manner of merchandise as soon as it becomes available. They want radios, tires, cars, refrigerators; and research has come up with all kinds of figures which translate themselves into the most unprecedented era of business the country has known. Yet what thought has been given to the brand make of article they are going to buy? An exhaustive survey would, we are prepared to wager, disclose that they haven't the slightest idea. Furthermore there is a new thought growing in the public mind, namely that it may be economically sound to pass up the first models, because they will be too high in price . . . made from inferior materials . . . inexperienced workmen . . . let's give them a taste of their own medicine and keep them waiting.

Only the immediate turnover of a tremendous volume of goods can enable industry to absorb those who are and will be seeking employment. Only the individual advertising of branded lines, be they automobiles or cans of salmon, can break down the sales resistance which is bound to come with the buyers' market. Individual enterprises must be given the materials from which to manufacture domestic merchandise, but they must also be allowed to advertise this merchandise after they have made it, if peak employment is to be provided.

Unless Ottawa is prepared to remove the shackles which are preventing industry from doing what is expected of it, rather than force the government into taking the employment question into its own hands, Mr. King might just as well forget his wishful thinking, and get crackin'.



Editor.

UNDERSTANDING IS THE PATTERN FOR PEACE

Easily the greatest tragedy in Canadian business is the restricted vision of many of its alleged champions, who steadfastly decline to let their eyes penetrate further than the length of their own noses, or the sales areas of the commodities they manufacture. Whether it is an automobile or a mousetrap, a newspaper or a radio station, Mr. Average Businessman's entire orbit seems isolated into the spectrum of his own operations, and, so obsessed is he with the idea that his eye-wash is the most important thing in the world, that he loses sight of the fact that, to the great majority of his fellow-Canadians, it is only so much eye-wash. Captivated though he may be with the importance of his industry, we respectfully suggest that he might well take a little time out to consider the general conditions which prevail in his country, if only to make sure that its inhabitants are working under sufficiently favorable conditions to enable them to indulge in the luxury of his product.

Ever since we had the temerity to sound forth in these columns, in an editorial called "Pattern for Peace," on the lack of unity across the Dominion of Canada, we have been finding in the mail a growing number of new adjectives, all of them applied to us but by no means all of them born in kindness.

It is gratifying to find that we have written something which has stirred the steel soul of business into any emotion at all, and the goodly number of slurs we have received indicates a greater interest than we had dared hope existed.

But from among it all, there is one dissonant chord of discouragement — of hopelessness even — and that is the discomfiting indictment that, in voicing a plea for a United Canada, this paper has been guilty of prying into the affairs of others, and of failing to mind its own business. If it is presumptuous for this paper or any paper, or any radio station, or any individual, to think of the good of its or his country, then the hope that that country will continue to develop into one of the great nations of the world is a forlorn one indeed.

In the article under discussion we pointed out that there is a lack of understanding, with a resultant lack of unity, in the five wide geographical divisions of Canada. "The great power of words", we wrote, "that has kept public interest concentrated on the world-wide issue (of war) . . . can now turn its energies to the far more constructive problems of peace."

In spite of the fact that we were obviously referring in the phrase "great power of words" to the power of radio and press, we were informed by several of our readers that a United Canada was

no affair of a radio paper, and were asked, by others, why we did not stick to the kind of editorial policy on which our advertisers had predicated their purchases of space, namely the subject of broadcasting!

It has been our wont, in the past, to bring to light, to the best of our ability, the iniquities of a "Broadcasting Act" which gives dictatorial powers to the Dominion Government, for use when as and if it may feel disposed. We have claimed, and we still claim, that private business in general and private radio in particular are better equipped to render "community service" in the areas they serve than is a department of government. If our critics, those of them, that is, who believe that it is beyond the duty of anyone to work towards the unity of the country, represented the train of thinking of the Dominion, then it would be time that Ottawa bureaucrats did walk in and take over, everywhere. For then we should have reached a stage where business' sole interest lay in increasing the use of its pills, its potions and its polishes, even to the detriment of the country.

Fortunately there are those who see, with us, that the good of any business is wrapped up with the good of all business, and that the essence of Canadian unity and prosperity lies in trans-Canadian trade; who see that the radio and the press, which have helped to unify Canada to the end that its enemies may be destroyed, can, if employed with the same dexterity, build a bridge of neighborliness from coast to coast, welding our nine provinces into a nation which would rate a flag of its own.

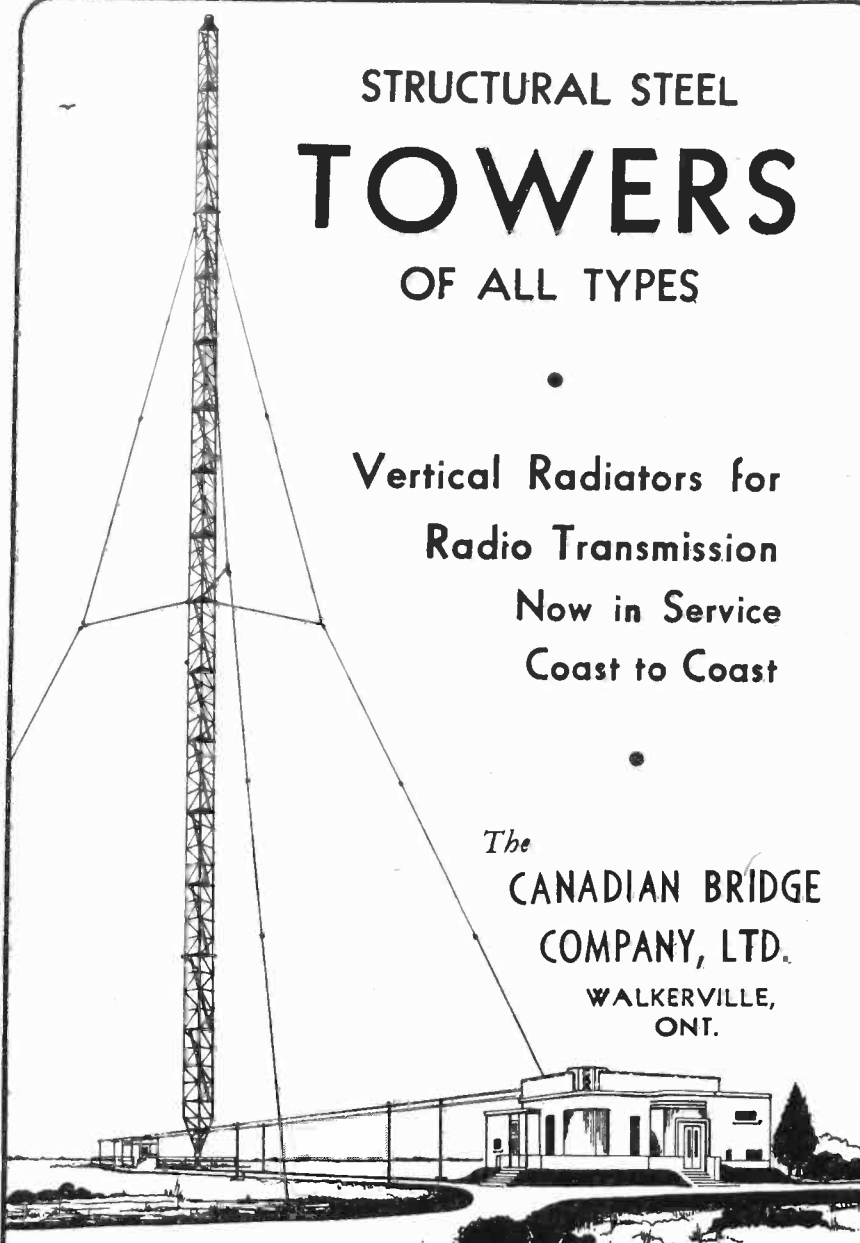
Neither a privately-owned press nor a government-owned radio have succeeded in drawing the country together. Private radio and its friends in private business do not seem to have tried.

Hospital Program

A program from the auditorium of the General Mewburn Hospital in Edmonton, and gifts for the boys, is station CJAC's latest vocal effort. The program consisting of "music-hall" entertainment, sandwiched between a barbershop trio and a personality guest artist is received enthusiastically by the audience of convalescent veterans.

During the show, one of the lady members of CJAC's staff presents each of the boys with a surprise package. One week they all get a deck of cards; next week games; or smokes; or candy.

The gifts are provided by the staff and management of CJCA, bought from their Welfare Fund, accumulated through monthly payroll deductions.




**STRUCTURAL STEEL
TOWERS
OF ALL TYPES**

**Vertical Radiators for
Radio Transmission
Now in Service
Coast to Coast**

The
**CANADIAN BRIDGE
COMPANY, LTD.**
WALKERVILLE,
ONT.

WHAT A SPOT TO BE IN!



16

WHAT A SPOT TO BE IN!

HERE'S a real buy — right in the choicest time on our schedule — and open to any steady advertiser. At 12.30 noon, Monday through Saturday, and preceded by CFAR News and Midday Sports Review, is place for a 1-Minute Spot Announcement. This is the richest community in Canada's great North-West—and the third largest in Manitoba.

CFAR FLIN FLON

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

SCANNING THE SURVEYS

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 EH rating; the second is the change from the previous month.

EVENING		
<i>English</i>		
Lux Radio Theatre	22.6	resuming
Charlie McCarthy	21.2	+1.6
Victor Borge Show	15.2	+4.5
Kraft Music Hall	15.0	+3.1
Treasure Trail	14.2	+1.4
Radio Readers Digest	14.0	
Album of Familiar Music	13.9	+1.8
Waltz Time	13.8	+1.0
Green Hornet	11.9	+2.4
Big Town	11.2	+1.6
<i>French</i>		
Dr. Morhanges	18.5	+5.0
Course au Trésor	17.5	+3.8
Nazaire et Barnabé	16.3	resuming
Ceux qu'on aime	13.7	resuming
Métropole	11.4	+ .6
Vie de Famille	10.1	- .6

Listening has entered its seasonal bull market period across the board with an average all-over increase in rating of 1.8 for English programs, and 4.4 for French. In spite of the fairly wide-spread September heat-wave, listening has taken the upwards jump which invariably follows Labor Day, and this seems to

indicate that the return of the winter programs brings back the listeners whatever the weather, the partly answering the question raised in this column last is: "What is the chicken and the egg?"

Sponsor Identification Ratings have followed the high listening trend with a 4% average jump. Sets in use have gone up 3.6%. More people are listening to programs and more of those people are able to identify sponsors.

Lux Radio Theatre which returned one week before Charlie McCarthy is holding top position which is unusual, with a lead of 1.1 over the Chase & Sanborn offering.

Still on the subject of summer layoffs, it is interesting to note that this month's figures for "Green Hornet" a lead of 4.3 over "Share the Wealth", "Green Hornet" has remained on throughout the summer, while this is the first survey since the return of "Share the Wealth", which habitually stands higher than "The Hornet", all other circumstances being equal.

Only one French program failed to respond to the seasonal upward surge. This was the Pond's program, "Ceux qu'on Aime", which was switched from CKAC, Montreal to CBM, and slipped back 1.6 from the July figure. The program is off the air during August.

Changes Repts

M. A. Gauthier, manager of station CHLT, Sherbrooke, Quebec, has announced the appointment of Joseph A. Hardy Ltd., as representatives of his station.

Radio Gangbusting

At a salary reputed to be \$25,000 a year, New York Police Commissioner Lewis Joseph Valentine has resigned from the Police Force to become "Chief Investigator Commentator for the radio program "Gang Busters", heard 9-9:30 p.m. EWT, Saturdays over ABC.

Valentine joined "New York's Finest" in 1903, at the age of 14, and is said to have earned his appointment as Commissioner of New York's 18,000 strong force in 1947 because through his ten years of pounding the beat, and other law jobs, he pursued a stubbornly honest path.

His new job will net him \$25,000 a year, double his income as commissioner.

Commenting on the surprising change of jobs, Mayor Fiorella Guardia said: "Busting gangs on the microphone, Lew, is going to be real easy. Give them the work

**• • N W
GIVES YOU
THE MOST
ON THE
COAST!
(SEE E-H)**

BUY NEW WESTMINSTER
& GET VANCOUVER FREE

BUY NEW WESTMINSTER
& GET VANCOUVER FREE

BUY NEW WESTMINSTER
& GET VANCOUVER FREE

BUY NEW WESTMINSTER
& GET VANCOUVER FREE

**ACCENTUATE
the NEGATIVE**
— by R. O. L.

Wishart Campbell told us last week that, after crossing the Dominion seven times, organizing entertainment by and for the R.C.A.F., he had come to the conclusion that there was no single person who had not something to offer in the way of showmanship, whether it was singing or other physical endeavor, acting, writing, directing or perhaps scene painting.

The new musical director at CFRB said a mouthful when he made that utterance, and we are giving crucifixion by committing it to paper, because we believe that this aggressive approach to the talent question is a refreshing change from the worn out "empty vessel" theory. Not elaborate and tony extravaganzas but quietly pleasant programs like "Home on the Range" are beginning to dot CFRB schedules, as well as to prove that the talent supply is far from exhausted. They gave Wishart the MBE for his work organizing shows at the R.C.A.F. stations. Now that he is back in civvies we hope he is going to keep at the start he has made in giving listeners the benefit of his experience, generously garnished with his own vocal offerings. Also it is good to know that no less than four ex-airmen singers are helping to shekkel themselves through variety singing on his CFRB sustaining programs. We have never been so sweet for so long, so may we revert to character by saying that we still think the tempo of "Home on the Range" is too slow, and also that we like you best, Wish, when you're Wishart Campbell, and less when you're doing a Funk Munn.

* * *

Last issue's list of network offerings leaves one blank we hope will be filled. Last season, the Edds Medicine Company had a weekly thirty minute offering called "Dream Time", which we would describe as a lullaby program. Coming at the close of the evening, 10.30 in these parts, it will be missed this year, or will it?

* * *

CFRC has scored with the "Johnny Home Show". Our interest is directed especially on Frank Shuster and Johnny Wayne who are resuming their comedy writing after

a lengthy engagement with HMK. Comedy is sorely lacking from Canadian radio schedules. Perhaps this is because producers do not appreciate the little-man-who-isn't-there question. We mean the writer. We went to bat on the subject with Stan Francis last spring, with Elda Hope as referee. We believe Stan has what it takes to make people laugh. If you want the proof go and see his pre-show for "Share the Wealth". We told Stan this, and he said: "It's easy being funny for a show that is going to be repeated, but try and do it every Wednesday for a thirty-nine weeks radio engagement." We supposed he had something. So the answer is writers — gobs of them — writers with the sense of humor, and the ability to put it on paper, like those who crown men like Bergen, Allen and Benny with glory. It's work, and how, and none of the plaudits. The answer? Shuster & Wayne? Could be.

New Toronto Station

Toronto's new 1,000-watt station, CHUM, will begin broadcasting in late October or the first week in November. Al Leary, the station's managing director, has announced

The new station will be the only one in the Toronto area operating on 60 cycles and will begin broadcasting on a wave-length of 1050. It will be operated under the name of York Broadcasters, Ltd., operated by R. T. Fulford, president; J. H. Q. Part, Al. Leary and E. A. Byworth, all Toronto businessmen.

Managing director Leary is well-known throughout Canada as a sports broadcaster and for 14 years was with Radio Station CKCL. On the staff will be Sgt. Dick MacDougall, formerly of CKCL and CFRB, and Dunc Chisholm, D.F.M., formerly with the R.C.A.F., and often heard on the Air Force radio show "L for Lanky". It will be the policy of the station, Leary announced, to engage as many servicemen as possible.

Plans are being made to establish a news department in the station with an experienced reporter covering important local happenings. Mayor Saunders of Toronto will broadcast a half-hour talk on community affairs each Sunday.

No Hams Yet

Honorable C. D. Howe, Minister of Munition and Supply, has announced that it is not yet possible to allow amateur radio operators to use short wave transmitting frequencies allotted to them prior to September 1939. Under the Defence of Canada Regulations, all amateur radio stations were closed and the frequencies used by them have since been allocated to various war services. The Minister pointed out that the ban on amateur radio stations would have to remain in force until the channels become available from the services which have been using them owing to the war and the Defence of Canada Regulations have been rescinded. When the ban is lifted, amateurs will at first only be allowed to use a limited number of the frequencies which were allocated to them before the war.

As the war services relinquish the remaining frequencies, these would be made available for amateur use.

Locksley To Montreal

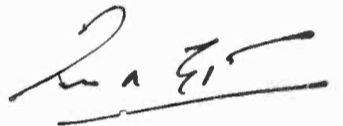
Roy Locksley, former CFRB Musical Director, and Navy Show Officer has left Winnipeg where he was directing music for the CBC. He is now located in Montreal, where he will enter the commercial music field.

**SHOW
BUSINESS**
by Geo. A. Taggart

THE one-two boxing technique of "keep punching" once you've found an opening can be easily applied to radio merchandising. The "opening" the radio advertiser is looking for, of course, is when the listener decides to lend his ear to his — the advertiser's — program. After that it's up to you to "keep punching" — with a soundly constructed program and intelligent and effective showmanship — week after week after week.

WE'VE had no ring experience but we have had plenty of experience in punching home the kind of radio showmanship that counts on the balance sheet. In fact, showmanship plus salesmanship in every branch of the entertainment field in our business.

WE'D like to discuss the fine points of our technique with you.



165 Yonge Street, Toronto
ADelaide 8784

CKAC
MONTREAL

A *Bright* STATION
TO-DAY, AS EVER
CKAC
Is the Favourite Station
of French Canada

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

THE gross agricultural revenue of the Provinces of Prince Edward Island, New Brunswick, and Nova Scotia for 1942 was \$80,918,000.00. CFCY, according to BBM has 72,086 radio homes in its primary area, which is 56.48% of all radio homes in the three Maritime Provinces.

CFCY
CHARLOTTETOWN

The MARITIME
Must STATION

ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. IN THE U.S.A.



Another
B.U.P.
PEACETIME
FEATURE

(Daily 5 min.)

"IN
YOUR
NEIGHBORHOOD"

**Brings Sidelights
of Life
in Canada
and Abroad**

Packed With
Human Interest

Human Drama

Human Experience

Real As Life

Of Interest
To Everyone

●
**Another
Favorite
For
Sponsorship**

**The World's
Best Coverage
of the World's
Biggest News**

231 St. James St.
MONTREAL

THE DIPLOMACY OF ALD. O'TOOLE

A Not Too Serious Treatise
on Canadian Unity(?)

By FRANK TUMPANE
(Reprinted from the Globe & Mail)

Ald. Mozart O'Toole, representative of Toronto's Hypothetical Ward 10, spent the entire summer touring the Dominion as this city's Ambassador of Good Will and arrived in town over the Labor Day week-end, announcing that the results had been highly satisfactory indeed.

"They loved me in Pincher Creek, Alberta," said Ald. O'Toole.

Ald. O'Toole said the prime purpose of his trip was to convey the impression that Torontonians were easy to get along with, and added: "I don't want you to get the idea, however, that I took any nonsense from anybody.

The first goodwill stop made by Ald. O'Toole was Hamilton, which he passed through without noticing.

"I turned around and went back again, though," he said.

"The first person I met in Hamilton says: 'Where are you from?' 'Toronto,' I says, and knocked him down, proceeding to Windsor."

Ends Up in Ypsilanti

Ald. O'Toole admitted that he spread little Toronto good will in Windsor due to the fact that he met a brother member of the Irish Revolutionary and Clambake Association and ended up in Ypsilanti, Mich., where he attempted to found a movement to have the United States annexed to Canada.

In Winnipeg, Ald. O'Toole delivered a speech in which he said that Ontario was the milch cow of the Dominion and reminded the citizens of Manitoba how fortunate they were to be permitted into Confederation.

The Alderman admitted that a few of the crowd became restless at that meeting. "By that, of course, I mean that they began to break tables and hurl the pieces at me," he said.

"Bunch of Agitators"

"I told them they were just a bunch of agitators and proceeded to Alberta," said Ald. O'Toole, explaining that because of the restlessness of the Winnipeg meeting he thought it wise not to pause in Saskatchewan.

"In Pincher Creek, they loved me," said the Alderman. "I told them that the western cattlemen would have to improve their breeds because the citizens of Toronto were beginning to favor beef reared in Montana, Texas and Wyoming."

"In Vancouver, I made a little joke about how I wished I was back in Toronto because it rained out there all the time," Ald. O'Toole said. "Of course, it doesn't rain there every day," he added. "It only rains seven days out of every 10."

"How's the Mayor doing with this Toronto Good Neighbor program?" asked the Alderman. "He'd be further ahead if he'd send a real live-wire like me in person throughout the country.

"When they see me in person," said Ald. O'Toole, "They love me."

CFGP

Grande Prairie
Voice of the Mighty Peace

CHANGING SHORTLY

TO

1050

Kilocycles

Greater PENETRATION

Larger AUDIENCE

More BUSINESS

THE
ALASKA HIGHWAY
STATION

To Report Only OK'D News

The National Broadcasting Company announces that hereafter will air only news flashes that been confirmed by another source or by the network's own news according to William F. Brooks, NBC director of News and Special Events. He revealed this information in a memo congratulating news staff on its coverage of war from start to end.

In the message, Brooks took of the remarkably few mistakes were made under the continuation, and said that he had been "considering what we might do to eliminate even the few that do creep in."

"Hereafter," Brooks wrote, "I will not put on any flash no matter what its origin, unless it has been confirmed by another source or one of our own news staff. This may result in our being a minute or two behind other networks on important flashes, but I believe our listeners will be glad to cooperate so that we can authenticate our news before we put in on the air. In addition, the source of the flash will be used."

"NBC never has placed emphasis on 'Scoops' of a few seconds," Brooks concluded, "but we have had plenty of exploits to talk about and will have plenty in the future without taking chances."

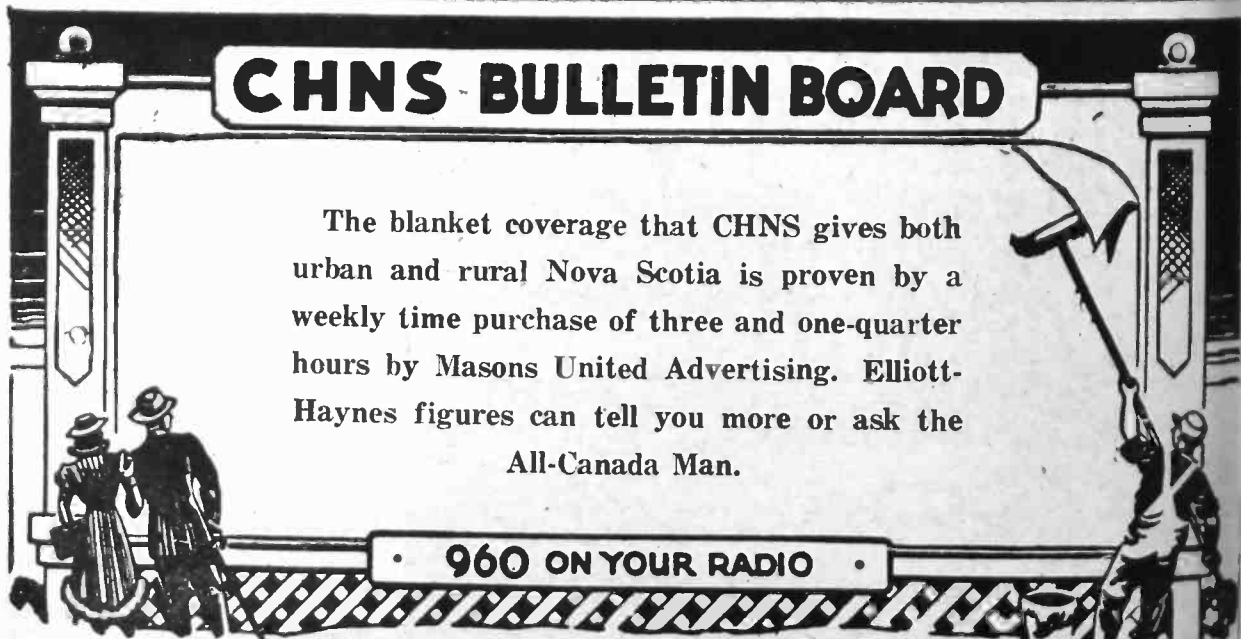
Hollywood Spots

J. J. Gibbons Limited, Vancouver, have been awarded the replacement series of musical spot announcements for Palm Dances Limited commencing September 1st. A variety of spots dealing with cream, Brick-of-the-Month, milk and cream were prepared by composers in New York, Hollywood and Vancouver. The vocalizing was done by the "Gadabouts," Hollywood radio and motion picture quintette. Mahlon Merkle, musical arranger on the Jack Benny show with Perry Bodkin, guitarist for Bing Crosby, handled the musical accompaniment. An additional radio station has been added, bringing the total to 15 in Western Canada.

CHNS BULLETIN BOARD

The blanket coverage that CHNS gives both urban and rural Nova Scotia is proven by a weekly time purchase of three and one-quarter hours by Masons United Advertising. Elliott-Haynes figures can tell you more or ask the All-Canada Man.

• 960 ON YOUR RADIO •





It's generally believed on Parliament Hill that official opposition tactics for this session include a vigorous attack on the Canadian Broadcasting Corporation. It will be impossible for an attack of this nature to be laid down without giving some minds jump to the conclusion that the private broadcasters are responsible for it, or at least linked with it. Certainly, we depend upon the "Ottawa Citizen" to write a "view-without-bias" editorial on the subject when the time comes. Almost every night, the "Citizen" sees a group of swarthy private broadcasters under the bed, knives in their teeth, waiting to play a dirty trick on the CBC. Actually, of course, any attack on government radio from the opposition is actuated solely by the suspicion that the government gets an undue good break from CBC. This may or may not be true, but even though the record be pure as driven snow, it's human for the opposition to feel suspicious.

The Speech from the Throne placed considerable emphasis upon the symbols of Canadian development and unity. At last, Canadians will be able to describe themselves as such, officially and legally. A committee under Secretary of State Paul Martin is working out the details. The speech also promised that consideration would be given to a distinctive design for a Canadian flag. Till that time, the use of the Red Ensign is officially sanctioned, and it's the Red Ensign that's flying now over the Peace Tower. The speech did not mention a Canadian national anthem; but it is interesting to note that on opening day, the carillon of the tower started off proceedings with "The Maple Leaf". Incidentally, with this growing sense of Canadian nationhood, isn't there a smart opportunity for a new and appropriate Canadian national anthem? Like a radio station, for instance. The debate on the Speech from the Throne pro-

ceeded with heartening rapidity. All three major opposition leaders spoke in one day. From their replies to the speech, it is obvious that heaviest opposition fire will be concentrated on taxation, housing, employment, and controls.

On the third day of its sittings, the House heard CCF leader M. J. Coldwell demand to be told why labor leaders and others were being stopped at the door by House Protective Police and an unusually large group of R.C.M.P. Some of the labor leaders are for a time completely denied admittance; the premier of Saskatchewan and others had a slightly difficult time getting into the Buildings. Prime Minister King joined with Mr. Coldwell in asking the Speaker to investigate. Evidence showed that R.C.M.P. came onto the Hill in strength as a result of a phone call from Dr. Arthur Beauschene, aging, querulous-voiced clerk of the House. The clerk, a paid official of the House, denied that he gave specific instructions that anyone be denied entrance to the buildings. The R.C.M.P. were withdrawn shortly after Mr. Coldwell asked his question; and no misunderstandings arose.

Your reporter attended the press preview here of 'Mulberry', the British War Office showing of how the pre-fabricated docks and ramps used after D-day were built. This is worth seeing when it comes to your town.

Ottawa contrast: The tendency for some officials in the junior executive class to arrogate unto themselves an undue amount of authority, which some of them use with little tact or courtesy. The invariable friendliness and courtesy of Cabinet Ministers and Party Leaders.

Two of the three opposition-group leaders this session are new to the House — official leader of the Opposition John Bracken; Social Credit leader Solon E. Low. Both have had considerable previous experience in provincial fields. Mush-Mush up there in Grand Prairie would have been very happy in the galleries when Solon Low made his party's reply to the Speech from the Throne. The Alberta law-maker devoted his opening paragraphs to a glowing eulogy of the Peace River country.

Already the great Metropolitan is claiming her for its own



Claire Gagnier

first discovered by Quebec's favourite radio station CKAC

What Mary Pickford was to the silent screen, Claire Gagnier is to the large and loyal radio audience of French-speaking Quebec. "Mais Oui, Monsieur, she is our little sweetheart," they will tell you. And they are proud that the great Metropolitan has recognized her talents.

Yes—the French-Canadian radio audience of Old Quebec is a music-loving one. Receptive, particularly to the songs of their own people—over their favourite radio station, CKAC. And remember—French-Canadians listen to radio in a 3 to 2 ratio as compared with English-speaking people. Remember, too, their annual spending is more than \$600,000,000.

When CKAC has them in a happy mood is the time to bring your product to the attention of this eager-to-buy French-speaking market. Write for details of CKAC's market coverage and suggestions for programme planning.

CKAC MONTREAL

affiliated with CBS

Representatives
 Canada: C. W. Wright, Victory Building, Toronto, Ontario.
 United States: Adam J. Young Jr. Inc.

Look to
RCA VICTOR

for the Best in
RADIO TRANSCRIPTIONS



RCA Victor TRANSCRIPTION STUDIOS

TORONTO - Royal York Hotel - AD 3091 - MONTREAL - Lacasse St. WE 3671

CFAC

A FAVORED STATION IN A RICH MARKET

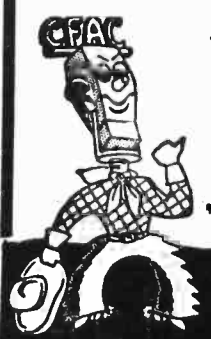
In 1944 Alberta Produced:
 304,194,000 bushels of grain
 \$200,000,000 worth of livestock
 8,700,000 barrels of oil

Take advantage of the CFAC listening habit!

1,000 watts—
soon to be 5,000

STUDIOS:
SOUTHAM BLDG.
CALGARY

REPRESENTATIVES:
CANADA: ALL-CANADA
U.S.A.: WEED & CO.




The 20 YEAR CLUB

— by —
H. V. KALTENBORN

Mr. Kaltenborn has authorized the Canadian Broadcaster to forward applications for Canadians who qualify for membership in his 20 Year Club. Here is the veteran commentator's own story on the Club, reprinted from "This Month".

This is the story of a club. It has no officers, collects no fees, formulates no constitutions, passes no by-laws and calls no meetings. All the club requires of its members, is two decades of continuous association with radio. If you've been in radio broadcasting for 20 years—prior to April 4, 1945—you're eligible. And all you'll get will be a certificate, a pin and your name in the Club's Year Book.

It all happened the evening of April 4, 1942. The National Broadcasting Company had given a dinner to celebrate my 20th year in radio. It was exactly 20 years

since I first stood before a microphone and uttered the first editorial analysis of current events. I discussed a current coal strike.

It had been an exciting 20 years, and the people who were at the dinner felt the same way about it. During those years much had happened in our world, and the growth of radio was one of the most fascinating developments.

I had been thinking about an association of radio pioneers for some time. That night, at dinner, I announced the idea. And right there the one and only Twenty Year Club in radio was born. Since broadcasting on a large scale really began in 1922, 20 years seemed the proper period. Besides, it just made it possible for me to qualify for membership!

The very next day I began to be swamped with inquiries. It took lots of correspondence to explain that this was to be a most unusual club. Not only were there to be no officers and no constitution, but also no meetings. Why? Because the legal-minded members would insist on writing by-laws, the rich members would want to pay dues, the poor members would want a pension fund, and the social-minded members would want to

reform broadcasting. So, in our meetings, we decided to have just one annual dinner to do the "good old days."

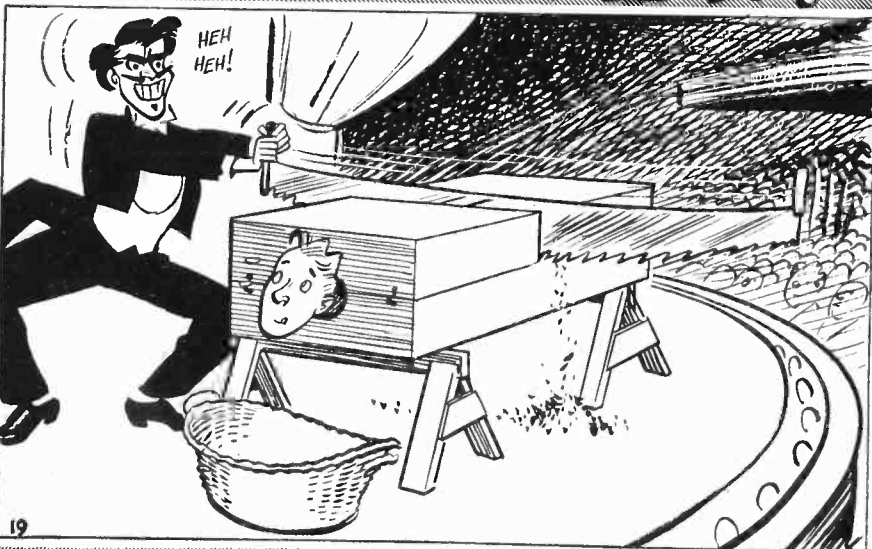
That's what we planned but wartime restrictions made it impossible to organize reunions in 1943 and 1944. Maybe in 1945.

Still, we have done one thing every year we publish the yearbook of the Twenty-Year Club. It's a book of biographies of our fellow members. Everyone whose name appears in that little book is a pioneer in radio—in the United States, and Canada, and Great Britain — though not all pioneers are included. We've tried to get in touch with everybody eligible but — some people are just too retiring for their own good.

That little book contains the history of radio. In it are the summarized stories of the men and women who did not only the broadcasting, but also the writing, editing, researching, construction, engineering, directing, transmitting, operating — in short, everything that goes to make up this miracle of the century, radio.

The names of some of our members you know and remember others you may have forgotten.
(Continued on Next Page)

WHAT A SPOT TO BE IN!



19

WHAT A SPOT TO BE IN!

Up here we saw lumber, not women! One Company alone — Fraser Pulp and Paper Mills — has an annual production of 60 million board feet, and an annual payroll of \$4½ millions. We reach into more than 20,000 radio homes, and have available for sponsorship a local newscast — once, twice, or three times a week.

CJEM EDMUNDSTON

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME



**386 SPONSORS
IN
30 TOWNS
(September, 1944)**

**CKOV
KELOWNA
B.C.**

THAT'S CKOV erage!

The VOICE OF THE OKANAGAN

See All-Canada
or Joe Weed

(continued from Previous Page)
 "Original Radio Girl" — the "original
 Girl." Graham McNamee,
 dean of radio announcers;
 and Sarnoff, president of the Ra-
 Corporation of America—these
 are three names in whose sto-
 ries you can find all the mystery
 thrills of fiction. And back
 in the 20's these and all the other
 members of the Club were laying
 the foundations of a new industry.
 Remember the days when the
 sets of receiving sets were re-
 ferred to as "radio bugs." That
 was around 1922. And in those
 days Vaughn de Leath used to
 make three flights of narrow, wind-
 stairs to a room hardly big
 enough to hold a piano. There she
 sang and told stories into an
 contraption that was the mike
 of that period. It was really little
 more than an old phonograph horn.
 The radio public of this "Ori-
 ginal Radio Girl" was only a
 handful of radio enthusiasts, own-
 ers of crystal sets and amateur
 experimenters in wireless. Her
 voice, as it came through on the
 headphones was blurred and
 muffled by "whiskers" and static.
 Her very first broadcast was
 a piano. Because the high notes of
 a piano often shattered the deli-
 cate tube in the transmitting panel
 she was before the microphone
 had been adjusted to the human
 voice—Miss de Leath sang with a
 heavy quality, modulating her
 voice to keep within the range of
 the mike. Today we call this
 "booming."
 Shortly before her death, Miss
 de Leath wrote me that she had
 among her mementos what she be-
 lieved to be the first fan letter
 ever written. "You have inaugu-
 rated," it said, "a form of enter-
 tainment which will no doubt be-
 come very popular in the future."
 We call the late Graham Mc-
 Namee the "Dean of radio an-
 nouncers." When he was putting
 on the air in 1923 from the
 American Telephone and Tele-
 graph Building on lower Broadway
 in New York, announcing was not
 a specialized job it is today. He
 had to sing, as well as to announce.
 McNamee inaugurated radio sports
 commentary, with which he made
 his debut at the Greb-Wilson fight
 in August 1923.
 McNamee, even though he
 was to be a star sports announcer
 for the rest of his life, was also re-
 sponsible for the more serious busi-
 ness of regular coverage of national
 political conventions, notification
 of funerals and inaugurations — all
 leading up to putting the people in
 touch with the political
 events at home and abroad.
 Do you know how the World
 War I of 1921 was reported over
 the air? Thomas H. Cowan, now
 a manager at WNYC, inaugu-
 rated the first planned program in
 New York area. But — be-
 cause of the prevailing techniques
 of the time — the fact that no lines could be
 used — he had to broadcast a

series of games he never saw! The
 plays were telephoned from the ball
 field to the announcer, who re-
 peated them into the mike. What
 luck that the telephone had already
 been invented!

The story of sports in radio would
 not be complete without mention
 of Judith C. Waller, Director of
 Public Service at NBC in Chicago.
 Miss Waller was responsible for
 many radio "firsts." In 1924, for
 instance, she booked the first "play
 by play" broadcast of a football
 game. However, her firsts were
 not limited to sports.

In her 10 years from 1922 to
 1932 at Station WMAQ in Chi-
 cago, she was responsible for the
 first broadcast of the Chicago Sym-
 phony Orchestra, the debut of
 Amos and Andy, the first music
 appreciation hour. In 1928, she
 arranged the first international tele-
 phone conversation between John
 Gunther, Chicago DAILY NEWS
 correspondent in London, and Hal
 O'Flaherty, then foreign news edi-
 tor. They discussed the illness of
 King George V. The broadcast cost
 \$75 in toll charges and created a
 furor in American Telephone and
 Telegraph offices because of inter-
 national rules governing broadcast-
 ing of telephone calls.

Miss Waller was one of the first
 to realize what radio can contribute
 to education. She has done as
 much as any one person to link the
 leaders in broadcasting and the
 leaders in education in a common
 enterprise. In 1940 she received
 recognition of the General Federa-
 tion of Woman's Clubs as one of 50
 outstanding women in America.
 She had also won many other dis-
 tinctions and awards.

David Sarnoff, now president of
 the Radio Corporation of America
 began his career in radio back in
 1907 as a junior telegraph oper-
 ator with the Marconi Wireless
 Telegraph Company. His career
 reads like a Horatio Alger story.
 He was a wireless operator, a radio

inspector, an assistant chief engi-
 neer, a contract manager, a traffic
 manager, a commercial manager and
 so on upwards. He made the grade
 the hard way. But that is what
 enabled him to serve his country
 so successfully as a director of war-
 time communications.

Coupled with Sarnoff's name in
 the growth of radio is that of
 Powell Crosley Jr., now president
 of the Crosley Radio Corporation.
 Mr. Crosley first became interested
 in radio on February 22, 1922,
 when he set out with his young son
 to buy a radio receiving set. Find-
 ing that the most inexpensive one
 cost \$130, an amount far in excess
 of what he intended to spend, he
 agreed to compromise with his son
 and build a home made set. That
 set cost only \$30 and in building it
 Crosley conceived the idea which
 proved to be the turning point in
 his life. He was going to manu-
 facture moderately priced radio
 receiving sets, and has done so ever
 since.

After 20 years of announcing,
 Milton J. Cross is still in love with
 his job, but it was mere chance
 that started him in radio. His
 whole background pointed towards
 music and radio was still in the
 experimental stage.

But one day a friend who had
 built a receiving set induced Milt
 to listen to the noises he was get-
 ting through the earphones. Milt
 thought they were pretty terrible
 and that he could do better. At
 any rate, he was fascinated by the
 idea of radio and wanted to try it.
 He made his debut as a tenor solo-
 ist and not as an announcer. That
 came a year later. Today he has
 won many honors and is one of the
 best known announcers on the air.

There is the story of Patrick
 Henry Baines, who in 1928 brought
 the first gangster series to radio so
 realistically that he was threatened
 by Chicago gangsters, and of
 Clyde D. Waggoner of Schenec-
 tady, who arranged the first broad-

cast from the top of Mt. Marcy,
 New York State's highest peak. All
 he had to worry about was getting
 500 pounds of equipment, includ-
 ing a 350-pound gas engine, up
 5,344 feet.

The club boasts one father and
 son combination— Dr. Ashley A.
 Smith and Robert D. Smith of Sta-
 tion WABI in Bangor, Maine. Dr.
 Smith is the first clergyman who
 has qualified for membership. He
 has been broadcasting radio ser-
 mons since 1924. His son is an
 announcer and news broadcaster.

With the entrance into the Club
 of two generations of radio pio-
 neers, radio has passed its infancy.
 For that reason, April 4, 1945, is
 now the deadline for membership.
 Anyone who had a 20-year career
 in radio broadcasting before that
 date is eligible. The Twenty-Year
 Club thus perpetuates the names of
 those who helped radio grow from
 a curiosity with headphones to one
 of the world's most potent forces
 of entertainment, education, gov-
 ernment and international good
 will.

Perhaps the feelings of all the
 members of the Twenty-Year Club
 of Radio Pioneers are best express-
 ed in a letter I received from one
 of our members:

"Dear Mr. Kaltenborn,

I have for years had an aver-
 sion and a rule against cluttering
 up my office walls with personal
 pictures, diplomas and what not.

But there this going to be one
 exception to that rule—my certifi-
 cate of membership in the Twenty-
 Year Club.

I can't explain to you why I
 should be, but I definitely am more
 proud of that and what it signifies
 than of any of the others which
 I have accumulated over the years.

Maybe it's because it took me
 more than 20 years to earn it. That
 could be the answer.

Sincerely, Stanley W. Barrett,
 Detroit, Michigan."

CKCR
KITCHENER

"New projects to be financed by the
 Provincial Government or the County Go-
 vernment . . . will cost \$2,230,000, and involve
 116,660 man-days of local labor."

*Kitchener-Waterloo
 Post-war Planning Survey*

See
WILLIAM WRIGHT
 Toronto
 Victory Bldg.
 AD. 8481

Montreal
 Medical Arts Bldg.
 FL. 2938

CKCR CKCR CKC

WE'RE PROUD OF LETTERS LIKE THIS

Quote:

"The promotion report which you sent to us is outstanding. It is, we feel sure, one of the reasons why the survey reports show such a splendid audience on CKOC not only during our show, but during the entire broadcasting period of your station."

(excerpt from a letter received from one of our network advertisers)



CKOC HAMILTON

The All-Canada Station

TIME

is generally the best doctor...
(ovid)

Yes, and time on CKCK can be the best doctor to prescribe the remedy to bolster your product sales.

Serving the Best Part of Saskatchewan's Immensely Rich Farm Area.

CKCK

REGINA, SASK.
THE STATION WITH THE DRIVE IN '45

Owned and operated by the Regina Leader-Post. Representatives: Canada, All-Canada Radio Facilities. U.S., Weed and Company.

"PROGRAMS ARE FOR PEOPLE"

Third in a Series of Excerpts from a Talk Given to the N.Y. City College Radio and Business Conference

By CLARENCE L. MENSER
NBC Vice-President in Charge of Programs

There is current in the radio industry today a great deal of discussion, particularly among advertisers, concerning the rising costs of commercial programs. It is a subject which might be discussed here, and I believe the discussion should be carried on chiefly by those who are most vitally concerned with it; namely, commercial advertisers. It's only fair to the artists involved to say that for years there has been alarm expressed over the rising cost of talent. The fact that this was true in an era when there was no justification for it is bound to take the edge off the present argument. I believe I have a fairly objective attitude toward this question.

Years ago, I found myself insisting that radio would be better off to have a ten-thousand-dollar program on a five-hundred-dollar network or station, than to have a five-hundred-dollar program on a ten-thousand-dollar network. This was not to be taken too literally, but was only to indicate that the audience hears the network program on only one station at a time. - It listens because it likes the program content. I don't know of anyone who listens to a program because it happens to have 150 stations hooked together. To the general public, the intricacies of a network operation are happily and fortunately unknown.

It wasn't many years before the competition for talent became so extreme that my \$10,000 quota for a program made me look like a piker. And the argument still continued over the rising costs of radio. Personally, I should be inclined to discount these arguments, if I thought that in all cases the client was getting what he pays for. Among other things he pays for and has a perfect right to expect is

a professional attitude on the part of all the people employed in putting together a program. Advertisers who while away valuable rehearsal time by reading the newspaper, flipping paper clips into the grand piano, when they might be performing a characterization, aren't very professional. Musicians who nibble among themselves to the point of distracting the audience or indeed the performers at the microphone aren't very professional. Producers who are satisfied to go through a reading rehearsal at a table and, having discovered that it isn't too long for a 15-minute period, proceed to put it on the air without a microphone rehearsal, aren't very professional. All these things happen. To the advertisers present, I would say they may even be happening on some of your programs. I regret to admit that they sometimes happen on some of ours. When they do happen, it is because someone has no respect whatever for his audience and very little respect for himself. Radio programming can do with a quicker glimpse of the professional attitude throughout.

I don't know the answer to the rising costs of radio programs. I would suggest that we don't become too alarmed by an unusual situation at the present time, which in many aspects may correct itself at least partially. I should concern myself at the present time with making sure that we get what we are paying for, that we stop up some of the leaks. I should also believe that we could reduce our potential costs by planning ahead far enough so that we won't be caught short and have to pay an exorbitant price in order to get the thing we want but haven't properly planned

The
Ottawa
Valley
Market
is over
40%
FRENCH

To effectively cover the Ottawa-Hull trading zone your sales message must be bilingual. 227,800 French people live in this area—and Elliott-Haynes surveys show that their favorite radio station is CKCH. Use it to reach this important French listening audience.

CKCH

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

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

COOPERATING WITH LE DROIT

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

Frank Strange at Cockfield Down reports that Campbell Sup's "Jack Carson Show" has been sorted out and returned to CRB, CKAC and the Dominion Network Wednesday past. CHML Milton has been added this year while a repeat broadcast goes to Pacific Regional at 9.00 p.m. (P).

* * *

Garry Carter at Frontenac Broadcasting Agency tells us that L. J. Applegath & Son is doing a 10 minute weekly program over CKEY, Toronto for one year. The same agency reports test campaigns for Bustin Drugs over CHML and CKEY; also Ark Furs over CKEY.

* * *

According to J. J. Gibbons the "Goodyear Show" has been renewed for 26 weeks as of October 2. Stations have been added so that the program will now go coast to coast over the Dominion Network.

* * *

Vickers & Benson's Montreal office returns "The Greatest of These" to an augmented list of 8 stations for the Canada Starch Company beginning October 4.

* * *

Harry E. Foster Agencies start Spertest's transcribed "Command Performance", week of October 15 over 16 eastern stations from Windsor to Montreal. The same agency also releases date for an 11 French Show, as yet unnamed, which goes to the three basics of the French network October 9, for Grey Foundry.

McKim's Toronto office tells us that Western Canada Flour Mills (Export) have started transcriptions "Come and Get It" over two Newfoundland stations, VONF and VOWN. The same agency also reports seventy-eight 5-minute transcribed programs featuring John Fisher which go to 37 stations coast-to-coast, October 15.

* * *

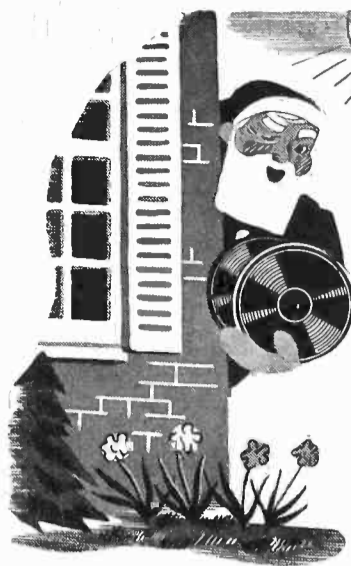
Jack Horler at Baker Advertising tells us that a 13 week test spot announcement campaign for the Beaumont Company will start October 15 over CKEY, Toronto, for their cold tablets.

* * *

James Fisher Company reports the return of "Blackstone the Magic Detective" on October 1. Sponsored by McLarens Ltd. (Food Products) the transcribed show will be heard over 32 stations coast-to-coast. The same sponsor is backing a live French program called "La Famille Jolicoeur" originating in CKAC, Montreal, and fed to CHRC, Quebec, starting October 8.

* * *

Warren K. Cook Clothing dealers across Canada plan getting into the radio picture this fall when ten 5-minute transcriptions called "Tribute to the Mounties" will be heard over 25 stations coast-to-coast. Starting in early October the format will be stories by Gordon Sinclair. Produced by Sampson Matthews Ltd., Toronto, in conjunction with Woodhouse & Hawkins.



Santa Claus

just sneaked into town

...with something advertisers want for Christmas

THE OLD BOY got so excited when he heard about two NBC Recorded Christmas Shows . . . two of the finest ever offered in the history of radio . . . that, heat or no heat, he headed for town to spread the good news . . . to give you a quickie preview of two shows that will do any advertiser proud.



"Happy the Humbug" . . . the wondrous story of that strange, appealing beastie of the Animal Kingdom named "Happy" and his adventures with his most unusual collection of animal pals . . . adventures that travel through children's familiar activities. Love of Parents! Desire for Christmas Presents! Wonders of Nature! First School Days! Learning Colors! How to Tell Time!



Happy and his Pals, The Pink Elephant, The Cock, The Bull, The Bum Steer, Hunkey the Monkey, are all brought to life by a prominent list of radio voices with Budd Hulick (of Stoopnagel and Budd fame) heading the impressive cast.



15-quarter-hour broadcasts ready to go on the air for you . . . exclusive in your city . . . on any pre-Christmas schedule you elect, carry through to New Year's Day. AND—a new post-Christmas series of 39 programs of Happy's adventures to carry on.



The Christmas Window . . . Another exciting NBC-Recorded Christmas show with a smart merchandising tie-in particularly planned for retail advertisers. It's got everything that appeals to the young sprout's imagination. Children's stories . . . both old and new. A visit from St. Nicholas and The First Christmas! Favorite fairy tales with a Christmas

setting! The Fir Tree (Anderson) and The Shoemaker and the Elves (Grimm).

These immortal classics . . . with original scripts written especially for The Christmas Window . . . are all NBC Recorded with a meticulously selected cast for each play . . . and ready to go on the air for you exclusive in your city. 25 quarter-hours.

* * *

"Happy the Humbug" and "The Christmas Window" are naturals for any advertiser with eyes on juvenile business . . . any product sold to, for, or through children . . . to build good will and contribute a more joyful Christmas season for children and grown-ups, too.

Available in Canada through
ALL-CANADA RADIO FACILITIES, LTD.
Victory Building, Toronto



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.

At your Service

CJCA

CJCA in Edmonton
Crossroads of the World!

Vancouver's
CKWX

First
IN CANADA'S
THIRD MARKET

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

ELSIE PRESENTS

A Backstage Visit to "Canadian Cavalcade"

by Pat Bayer

Most radio shows embody at least slight touches of intellectual snobbery, being slanted for one mental age group or another. But, like the atomic bomb, "Canadian Cavalcade" seems to wipe out all barriers. On this particular show, listeners are liable to meet up with anyone, from a lyric soprano from the "Met" to a tattoo artist. The only thing is performers and interviewees on the program will of necessity be Canadian, because, when they hear the weekly opening: "This is Lorne Greene speaking for Borden's", listeners know they will be meeting their fellow citizens from all walks of life, drawn from coast to coast.

"Canadian Cavalcade" opened October 17 1943 over CFRB, Toronto, and a small regional network. Through the 1944-45 season, the program went out on the then new Dominion Network. This week, the show opened its third season on twenty-eight stations of the Trans-Canada chain.

Nobody sat down and wrote

"Canadian Cavalcade". It was hand-tailored from the conglomerate ideas of the Young & Rubicam advertising agency to meet the sales problems of their client The Borden Company. Ratings have been steady rather than high, indicating loyalty of listeners. With their graduation from the infant Dominion web to the stronger Trans-Canada, Y. & R. Radio Director Bob Simpson looks for the continued loyalty of a growing audience. Exhaustive merchandising and promotional efforts, including a 45-page press book, have kept, and will continue to keep all stations carrying the show in touch with its whys and wherefores.

The inevitable "No-boys" have dubbed "Cavalcade" a take-off of "We the People". Undoubtedly the Borden program embodies some of the characteristics of that program, for it presents topical "profiles", in dramatized or interview form, of Canadian personalities, just as the U.S. offering brings to light "different" Americans. But compare it or disparage it as they will, no one can deny that "Canadian Cavalcade", ironically the offering of the Canadian subsidiary of an American firm, makes an honest attempt to attract audience for its commercials by making itself a mirror in which is reflected the Canadian scene, and, whether the effect is deliberate or coincidental, the cause of national understanding is advanced by the program, because, through it, Canadians meet their fellow Canadians from all corners of the Dominion, and in all walks of life.

"Canadian Cavalcade" has been the vehicle on which a number of embryonic entertainers have made their debuts; it has also taken its full share of war charity and other promotions. It was on "Canadian Cavalcade" that the Honorable C. D. Howe first announced the signing of the U.S.—Canadian Agreement on Air Transportation.

Back of these programs must lie a prodigious amount of work. Around forty peoples' efforts are involved in each offering. Each



Off the top, Borden Company President M. D. Warner, with R. Simpson, radio director of Young & Rubicam, Toronto. Then Horard Cable, maestro of the Cavalcade orchestra; Cy. Mack and Lorne Greene, who interview and narrate on the "Cavalcade" program.

week's five acts are culled from at least a dozen "possibles". There are "clippers" who scan Canada's 90 dailies, plus numerous weekly magazines, trade papers and other radio shows. There are talent scouts, working around Edmee Thomson. As chief researcher for the show, it is her job to do the preliminary sifting, fact digging and interviewing, before she takes her wads of material to the endless story conferences which precede each program. Edmee hunts for the most representative Canadians to meet their fellow Canadians, all

(Continued on Next Page)

CKNB **CAMPBELLTON** **N.B.**

September 22, 1945

Dear Mr. Time-Buyer:

Unsolicited, there came to my desk the other day copy of a resolution passed at a meeting of the Campbellton Town Council on August 23rd. It read:

"WHEREAS, since the inauguration of Radio Station CKNB in the Town of Campbellton, a great improvement has been noted in civic, social and community interest;

AND WHEREAS, the Town Council of the Town of Campbellton is desirous of placing on record its hearty appreciation of the good work done by CKNB and particularly and his efficient and courteous staff;

AND WHEREAS the Council further greatly appreciates the services done in the interests of the inhabitants of Campbellton and vicinity.....

THEREFORE BE IT RESOLVED"..... etc.

At the risk of being obvious, may I suggest that the station which enjoys this degree of public confidence and esteem can sell your client's goods or services?

Yours very truly,

Stau Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

"The Friendly Voice of Halifax"

Representatives: HORACE N. STOVIN & CO., CANADA
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

(Continued from Previous Page)

They cannot get to Toronto, they put in from wherever they happen to be — an important part of "national" spirit of the show. Outsiders who contribute ideas to the stations across the country — private and CBC —, all government agencies, Public Relations Departments from the three services, publicity men from business concerns across Canada, large and small, who have a story to tell which falls under the heading "Canadian".

As the story conference develops, verbal fisticuffs and mental jousting (they are all buddies in the even if their ulcers are biting) material is thrown in the laps of Ernie and Kay Edge, from Purdy Productions, veterans of hundreds of scripts. Howard Cable gets his cut to burn the midnight oil while he writes the musical arrangements. Then it is all turned over to Cliff Stewart who is "killing" the program for the first time this season.

The show with as variable a format as this has to be ready to meet an emergency. Anything can happen and often does. Many of the "big shots" have never been on the scene before. They include line foremen, cabinet ministers, private soldiers and top officers — heroes and villains — war correspondents, doctors, authors, actors, entertainers, athletes and ordinary Canadian Joes. An in-jill with a story. Some approach the mike like seasoned reporters; some are scared breathless; some are temperamental; some are amenable to any suggestion. Edna Thomson says there is no way to stick to gauge what their reaction will be. A seasoned politician may be petrified; a mousy housewife may steal the show. Once a well-known naval officer and photographer appeared on the program. He had participated in the fieriest of landings and battles. He had consistently shown courage and fearlessness in his intrepid unflinching to get pictures that made the news. Rehearsal was a breeze. He came the red light and he took in his boots. Came time for the act, and his script shook so that

no one thought he could possibly read it. Somehow he got through, and, as he sat down wiping the rolling beads of sweat from his brow, he was heard to murmur: "I'd rather go through four more invasions than face that thing again."

On the other hand, "Cavalcade" once presented a little old grandmother, well past eighty, who was noted for her prolific pen. She had dozens of relatives in the services and had just written her two thousandth letter to her boys. Scores of family women arrived to make up the studio audience, and presented her with a corsage after the show. Grandma handled her assignment as though she was the character woman on a daily soap serial.

Then there was the little lady who sailed through rehearsal with flying colors. During the show though the booth suddenly went purple as she exploded: "My God! There go my glasses!" Emcee Cy Mack has always been quick on the trigger, and he lived up to his reputation in this emergency. Don't ask us what he said. Nobody remembers, even Cy!

One of the most colorful characters ever to appear on "Canadian Cavalcade" was "Klondyke Mike" Mahoney. It took the promise of a party to get him to come to Toronto. Later it was found that Mike didn't want the party so much; rather he wanted an opportunity to recite "The Shooting of Dan McGrew" for which he provided Robert W. Service with the inspiration. Edna gave the party, and she says it eclipsed everything — including her efforts after "Cavalcade" aired this paper's first annual "Beaver Awards" last February. Mike's recitation was a "wow".

We can't write an article about "Canadian Cavalcade" without mentioning the "Press Show" May 24, 1945. The script was prepared in co-operation with Canadian Press and a number of editors. It is a tribute to Bob Simpson, who piloted the large amount of preparatory work entailed, to the Edges, who

turned in their top script. Howard Cable's musical department excelled itself, and mention must also be made of the original song which was introduced — "The Pledge of the Press", with words by John Crosbie and music by Howard Cable.

An effort is made to keep the commercials entertaining and humorous. A standard has been set, aiming at giving the sponsor's message an appeal equal to any other segment of the program.

On the first show of the current season, which will be history by the time our efforts appear in print, they presented Joseph Laderoute, from Sault Ste. Marie, finalist on last year's Metropolitan Opera auditions; Jimmie Namara, vibraphone whiz of many national programs who hailed from Hamilton, Ontario; Pauline Rennie, Toronto songstress-actress and baby imitator par excellence; Gordon Sinclair who forsook his role of world-wide reporter for radio, and talked about his new book; and Borden Company President M. D. Warner, who was cut in from Winnipeg with a timely message.

Frankly we have never listened, enraptured, throughout the full thirty minutes of a Borden's "Canadian Cavalcade" program. But we can be equally candid in saying that we have never listened to one of these shows without being supremely interested in at least one part of it.

Thanks

To everyone who has helped to make my first five years in radio good years.

Now

Heading into a bigger and better five.

Jaff Ford
C F R B
TORONTO

CKCO
OTTAWA

A *Bright* STATION

CKCO

The "Community Station of the Nation's Capital" plays a vital part in maintaining Canada's private radio.

See **WILLIAM WRIGHT**
Victory Bldg.

AD. 8481



Bigger Results...

... at a smaller cost *2*

when you use
SPOT BROADCASTING
ASK US —
in Toronto call WA. 6151
in Montreal HA. 7811



MEET THE GANG AT CKCW

Dorothy Renton

ACCOUNTING DEPARTMENT



★ When it comes to figures, here's another gal who keeps advertisers happy... Dorothy takes to less 15% and other intricacies of billing like audiences take to CKCW... and that's really something. Just ask anyone who uses this key to the Maritimes.

With this charming young lady in charge of records you can rest assured that everything will be right to the "last penny". But that's just another CKCW service... everyone from the office boy to the boss man works to the slogan "We don't sell time... we sell results."

If you'd like to know how the gang at CKCW can put across your product in the Moncton area, have a heart to heart chat with Horace N. Stovin. He's got a lot of information that may mean extra money in your pocket.

*We don't sell time
... We Sell Results*

C.K.C.W.
MONCTON N.B.

HORACE N. STOVIN
Representatives
Toronto and Montreal

Guest Book

Among recent visitors at the BROADCASTER office has been Hal Crittenden, manager of CKCK, Regina, who has been in the east on a business trip, A. L. Garside, Inland Broadcasting Service, Winnipeg, and Waldo Holden, Commercial manager of CKRC, Winnipeg, who have also been calling on eastern agencies.

Loy Owens, former CFRB and freelance announcer came in to tell us that he is now stationed in Toronto with the Public Relations Branch of the Canadian Army.

Attlee No Churchill

Prime Minister Clement Attlee will have to exercise his powers of persuasion in the House of Commons and the Cabinet and not in the broadcasting studio, according to Columbia correspondent Edward R. Murrow's analysis of the Labor Leader's microphonics.

"When Winston Churchill spoke to the world", says TIME, "his rhetoric growled and rolled like a magnificent thunderstorm. Plain Mr. Attlee could hardly hope to equal Mr. Churchill's sound effects—but last week he was told his delivery was not up to snuff".

In the NEW YORK POST Murrow wrote: "He swallowed the end of his sentences and managed to discuss the whole subject as though elucidating some obscure, unimportant passage in a Latin translation."

RADIO MUST GROW UP

U.S. Chief of F.C.C. Airs Radio Gripes in "American Magazine"

"Radio must have as much freedom of speech as magazines and newspapers" writes Paul A. Porter, chairman of the Federal Communication Commission (US) in an article entitled "Radio Must Grow Up" in the October issue of AMERICAN MAGAZINE. "But", he continues, "radio advertising and newspaper advertising are two different things. The eye of a reader can reject an advertisement with a split-second glance. Therefore printed advertising must be designed to attract and hold the interest of the reader."

"The radio listener has no such easy choice", Porter says. "When the commercial comes on the air, he can, of course, leap up and snap off the radio. Even then he does not know when to tune into the regular program again, unless he is a stop-watch expert. He is thus, to some extent, at the mercy of an unpleasant commercial, and this is the root of the public dissatisfaction."

He continues by pointing out that the analogy between radio and newspaper breaks down in another way.

"In radio", he says, "many of the large sponsors supply not only the advertising commercial, but the entire program which goes with it. Responsible newspapers and maga-

zines sell advertising space, they don't allow advertisers to ply the reading matter and the transactions. Many of radio's difficulties would be resolved, affirms, if it would reassert, and maintain the editorial responsibility which goes with its lic-

There is a significant note concluding paragraph, which "There is a saying about your own house in order, before law does it for you with a hand'. It is an old, trite saying still true, as many a proud ery from the railroads to the exchanges knows to its sorrow

Porter's article is an appeal to the American public into sharing its pleasure having special to the following two problems:

"First: What kind of limitations, if any, should be placed, at whom, on radio commercials seem to a large section of the tending public to be too long, repetitious, or offensive, still in bad taste?"

"Second, a kindred and question: Is broadcasting to become an almost exclusive medium for advertising and entertainment, will it, in addition, continue to form public service functions increasing measure?"

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

TWO good spots to be in are the Morning and Evening Editions of the CJGX Herald — a different news broadcast. Complete with Headlines, Editorials, Sports Page, Markets, Recipes, Fashion Notes, Horoscopes and other features — there's room for your advertisement and an assured audience. Ask our Representatives about it.

CJGX YORKTON

Represented by
HORACE N. STOVIN
MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

FOR SALE!

All the kids who had followed the story of "Lanky" and its crew for the past two years are eagerly awaiting its turn to the air.

These hundreds of thousands of listeners are for sale!

Don Bassett, creator and author, has done a peacetime conversion job on "Lanky". It's now a 15 minute daytime strip show for kids and follows the careers of Lanky's crew in their adventures as owners and operators of a commercial airline in the Pacific Islands... a modern counterpart of the old trading schooners.

The advertiser who sponsors the new "Lanky" show will have a ready made audience of hundreds of thousands of kids throughout Canada.

Wanta talk it over?

DON BASSETT PRODUCTION

1175 Bay St., Toronto
Kingsdale 7924

RE-EMPLOYMENT SERVICE

FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE 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 been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business. This department 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 been on active service. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay Street, Toronto 1, Ontario.

le CB 15: Former R.C.A.F. Signals/Radar officer, married, age 32, with almost five years continuous overseas service, desires a position immediately on technical staff of any Canadian radio station. Years of experience, including engineering courses, licensed radio amateur, radio service man, petrol and diesel generating plants up to 50 K. U. A., conversant with all types of test equipment and radio telephony and wireless telegraphy transmitters.

le CB 16: Recently discharged from Canadian Army after 61 months service, (56 overseas). I am anxious to get back into radio. Prior to enlisting, I had three years experience, announcing, production and continuity in mid-western U.S. stations. Canadian born, 32, single, I can go anywhere and am not adverse to joining staff of any station.

le CB 17: Leading Telegraphist (C.N.V.R.), to be discharged shortly, is fully qualified for transmitter work or equipment operation and maintenance. Has second class Radio Proficiency Certificate (Ministry of Transport). Age 27. Married. No children. Willing to go anywhere.

D. Vaughan, 142 Amelia Street, Toronto.

WRITER WANTED

Young man, preferably with continuity-room experience, capable of turning out better - than - average radio scripts.

Ability to prepare publicity brochures and merchandising campaigns an asset.

Reasonable salary to begin, plus generous share in new business secured through your efforts.

Please tell full story in first letter.

All replies completely confidential.

NSS File No. 1241

Walter A. Dales

Radioscripts

420 Medical Arts Bldg., Montreal, Que.

Convert Nazis

Eighty-five million Germans are important to the future peace of the world, General Eisenhower told a gathering of radio executives at Frankfurt, Germany, and radio can do a terrific job in a denazification program extending from 15 to 20 years. The home-front radio, can educate U.S. parents as to the need for an occupation army.

General Robert McClure, chief of the U.S. Information Control Division, told the radio men that radio's job won't be to sell America to the Germans but rather to explain it to them. He advocated the swift turning over of radio to the Germans, but under U.S. control.

Montreal Union

The first meeting of the Association of Radio Artists—Montreal has taken place this week, with Earle Grey, president of the Toronto union attending.

The union, which is in direct association with the A. F. of L. received its charter from that body and its local number, which is 23888.

George Alexander, well-known radio actor, was elected president of the Montreal ARA, with Gerald Rowan as vice-president. Other members elected to executive positions include Alex Baird, treasurer; Phyllis Carter, secretary; Kay Miller, public relations and Lamont Tilden.



PRODUCERS

you can reach

MAURICE BODINGTON

(in any dialect)

by phoning

RADIO ARTISTS REGISTRY

WA. 1191 TORONTO

**WE'RE NOT OUTSIDERS!
CFOS SELLS
THE OWEN SOUND MARKET
FROM OWEN SOUND
ASK HORACE STOVIN & CO. ABOUT US**

CKRC
630 ON THE DIAL

Winnipeg's two leading department stores—
Eaton's and the Hudson's Bay — use **CKRC** daily.

Ask the All-Canada Man

WINNIPEG
ON THE DOMINION NETWORK

IN THE WEST - it's



22 years of operation keeps
CKY's finger on the pulse of
the nation.

Another Manitoba-owned Station: **CKX BRANDON** — 1,000 watts Toronto - Winnipeg - Montreal

Exclusive Sales Rep.: **H. N. STOVIN**

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

THIS may be "old stuff" too, but it's just as true as it ever was — that CKLW is a friendly station, that it is liked and listened-to on both sides of the border, and so it's a grand spot to be in when you want to build goodwill and good sales. Because our open times are limited, please make your reservations as far in advance as possible.

CKLW WINDSOR

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Blue-Gray Quartet

Verle Allred, tenor, was humming to himself while shaving in the barracks one day at Langley Field, Virginia, when Bob Cassidy happened along and stopped to harmonize with him. Verle sang the melody and Bob took the harmony. Cecil Kincer, bass, who was standing by, threw in a few long "bongs" and it sounded so good the boys immediately started to look for a baritone to complete the quartet. Having had some experience in singing baritone, Jack Gurganus was called in.

That was the start of the "Blue-Gray Quartet" now heard over CJAC, Edmonton, Wednesday evenings at 10.45.

As two of the boys are from the South and two are from the North, they take their names from the colors of the uniforms of the North and South in the Civil War—Blue and Gray.

Ex-Pow To Freelance

Brian Hodgkinson, 6 ft. 5 1/2 inch former staff announcer at CKY, Winnipeg, has come to Toronto to invade the free lance announcing field. Brian spent nearly four years in a German Prisoner of War Camp.

Variety Sounds Warning

The U.S. public, according to VARIETY, is being victimized by racketeers of a new type who will high pressure aspiring actors, writers and even directors into taking courses for the new opportunities in television.

"Hopefuls think" reads the report, "that without inside info and pull they can get from these shysters, they cannot crack tele, and fail to realize that authorized agencies and reps don't know the stooges are alive."

The article concludes with the information that, for the most part, advertising agencies and tele stations are doing the actual casting for television with some help from legitimate theatrical and model agencies.



EASTERN WELCOME

A. L. Garside's current visit to Toronto brings to mind a deep-rooted desire to crack "What this industry needs is Les Garside. The only trouble is we aren't quite sure how to spell it."

REGULAR LISTENER

The wife of Radio Commentator Truman L. Bracy has sued for divorce, charging that in their three years of marriage he has inflicted grievous mental anguish and suffering. . . . And she can't turn him off.

—:Toronto Daily

DIAGNOSIS

Why don't the agencies and producers work WITH the writer, instead of dragging him to do something about it?

—:L. M. P.

DISTANT FIELDS

FCC Chairman Paul A. Tamm's blunt denunciation of some broadcasters (reported on page 16) indicates that even in the United States, where we believe that broadcasting is perfect, there are those who would rather create than produce good programs.

EMPLOYMENT WANTED

The large number of returning servicemen who want to be repatted into radio without experience seems to indicate an impression that you don't have to know much to be an announcer.

ACTION STATIONS

Imagine a radio demonstration of the quick action of Dr. Byles Genuine Lard Rinse, come television.

ERRATUM

We acknowledge with thanks the complaint received from our Maritime reader to the effect that in our "Mysteries from Canadian History" feature, no historical event was mentioned on October 19th, and can only assume that the Fathers' Confederation were too busy making out their Income Tax Returns.

PUBLIC SERVICE

In making a bouquet the first thing is to select a few high class flowers.

—:CBC Prairie Gard

PAN MAIL

Sir: I am afraid it is going to take more than the articles you have been writing on Canadian unity to bring down this country's sexual barriers.

—:Constant Rep

CFPA

Port Arthur - Fort William

Blue Ribbon

(Tea - Coffee)

has again selected CFPA for "Musical Telequiz" after the success of the Spring series.

ASK ALL-CANADA IN WINNIPEG

Serving The Lakehead



"More Hope THAN CHARITY"
Elda Hope

Rehabilitation is a 50-cent word in any language but, in Canada, it's a million-dollar problem. Serenaders Frank Shuster and Johnny Wayne have written scripts giving information and advice to returnees. These programs are called the "Johnny Home" shows and are broadcast on the Trans-Canada network every Friday night.

Writers Shuster and Wayne, who went with the Army show to Europe's front lines, should be capable of realizing the situations confronting returned men. Samuel Hersenhoren conducts the orchestra in appropriate music in his usual skilful manner. Sextette called 'The Swing Players' lends vocal variety. The entire show is produced by Frank Willis and is announced by Allan McEe.

The star of this show is actor-announcer-emcee Jack Fuller. Supporting artists are stars in their own right — Grace Webster plays his mother; Frank Peddie, his father and Peggi Loader, his sister. Jonny's pal (also returned) is played by Bud Knapp while other artists include John Drainie, Tommie Tweed, Bernie Braden, Al Pece and Alice Hill.

After hearing the shows in this area and seeing one of them, I'd make a goodly part of their success be credited to Jack Fuller. It has always been my contention that any person is at his best when normal, and Jack plays Jack. There is little doubt of Jack's outstanding success in a brief twenty-one years. He was winner of the 1924 Beaver Award for outstanding work in the announce field. He is the popular interrogator of Wgley's "Treasure Trail" quiz shows, packs a punch as Procter and Gamble's "Funny Money Man" as well as doing an ace job announcing Jack Dennett's CFRB broadcasts for Wrigleys. Jack played a top role in Marconi's "Lucky Lanky" shows last season and in British American's "Fighting Navy". At present he is doing a great job announcing on Goodyear's "Trade of Songs" and did an especially good job for Coca Cola on the "Music Club". These are only a few of Jack Fuller's talented

achievements so it goes without saying that he helps to make the "Johnny Home" show a success.

To be air-minded entails more than listening to programs on the ether waves. It may also mean being keen on flying. That's for me. This keeps me on my toes thinking of replies to the queries of horrified people. The common comment is "Are you wacky?" If I am, I'm happy in this condition and, besides, find I have company. Now, I don't mean he's wacky, but on his daily eye-opener "It's About Time" emcee Wib Perry is at least air-conscious. He is offering a complete civilian pilot's course to the lucky winner of a contest. This is something entirely different from the usual contest prize and I, personally, would recommend it. Apparently this flying course is taken from where I thrived to my first flights—at The Island Air Services Limited. I'll just whisper in a subtle manner that this is where Herb May, that velvet-voiced announcer of Buckingham's "Curtain Time", spends his spare moment. Shooting clouds at 4,000 feet is a thrill in itself —take it from me.


Good flying. —ELDA.

Pacific Prattle


Bill Hughes has joined the announce staff at CKWX, Vancouver after two years with CJAT, Trail. Harold Hartley former Boeing Aircrafter has been added to the sales force of the Vancouver station while Frank Eckersley is another new announcer having left CFAC, Calgary.

Air Checks
DAY
OR
NIGHT
MICHAEL FITZGERALD
RA. 2377
5 BAY ST. TORONTO

BLANKETS SOUTHERN ALBERTA



Only CJOC can effectively and economically put your selling message into every rural and urban house throughout Southern Alberta.



AN ALL CANADA STATION
1000 Watts
1060 Kc.

CJOC
LETHBRIDGE ALBERTA

There are DEFINITE REASONS Why

These National Advertisers

consistently use the facilities of

CFNB

Fredericton

- Coca-Cola Co.
- International Silver Co.
- Can. National Carbon Co.
- Dr. Jackson Food Products
- T. J. Lipton Co.
- Maple Leaf Milling Co.
- Sherwin - Williams Co.

- Imperial Oil Co.
- Lambert Pharmacal Co.
- Carter's Medicine Co.
- Kraft Phenix Co.
- Lever Bros.
- McCull-Fontenac Oil Co.
- Robin Hood Flour Mills

(just to mention a few of our national advertisers in 1944.)

They know they are assured RESULTS.

CFNB

FREDERICTON N.B.

ASK THE ALL-CANADA MAN OR WEED & CO. — U.S.A.



COMING EVENTS...

WITH FALL drawing near, CFRB announces an improved schedule of broadcasting for our listeners. A variety of top-notch programmes including many old friends and some new ones, too . . . popular shows designed to please the greatest possible number of people.

On CFRB . . . where your favourites are

THE very best in radio is broadcast on CFRB. Each day's schedules are carefully planned to supply our listeners with the kind of entertainment they prefer . . . a varied schedule arranged to meet the public demand. By actual listenership ratings, CFRB broadcasts most of the programmes to which most of the people listen.

TUNE TO **CFRB** 860 ON YOUR DIAL

FACTS AND FIGURES

Ontario represents 40% of Canada's total buying power. Of the four Toronto stations serving this rich, stable market, CFRB has the largest coverage, the widest popularity, the greatest influence. In addition to these factors, CFRB has been for years the basic Columbia outlet in this area. For past performance, check the list of advertisers who, *year after year*, depend on CFRB to deliver the goods. And for the future . . . our policy remains the same.

FIRST FOR INFORMATION! FIRST FOR ENTERTAINMENT! FIRST FOR INSPIRATION!

REPRESENTATIVES
ADAM J. YOUNG JR., INCORPORATED
 New York Chicago
ALL-CANADA RADIO FACILITIES LTD.
 Montreal