

# THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1. Number 7

PUBLISHED MONTHLY

JULY, 1942

## Personnelities

Jack MacRae, CKCK production man and announcer, is convalescing after an operation on his shoulder.

After attending an All-Canadian Station Managers' meeting at Calgary the first week in July, Gerry Gaetz, manager of CKCK, spent several days in his native haunts, Lethbridge.

CKCK has a new production man and announcer, Mac McKone. Mac was one of the young Air Cadets who took over CKCK on Wednesday, June 24, as a publicity stunt for the Air Cadet League of Canada.

Les Garside from CJGX, Yorkton, Sask., was in Toronto for a few days, and then in Montreal. Les reports that he has bought a flock of sheep to keep the grass cut around his new transmitter building.

Fred Heywood, CFRB announcer, has reported for training. Loy Owens has replaced Fred on CFRB's announcing staff.

Gordon Fraser has left CFRB's engineering department for the National Film Board in Ottawa.

Norman Botterill, formerly assistant manager of CKWX, Vancouver, has been appointed manager of CJOC, Lethbridge, Alta., replacing Art Balfour, who has joined the R.C.A.F. Stuart MacKay is the new production manager of CKWX, succeeding Don McKim who joined the R.C.A.F. July 15th.

## New Station for Parry Sound

CHPS, Parry Sound, Ontario, is in the course of assembly, with the objective of getting on the air in the fall.

The station will be managed by Gordon Smith, whose radio work has taken him to North Bay, Hamilton and Brantford. The company will operate as the Parry Sound Broadcasting Co. (Alex Mitchell, Pres.), and the 250 watt RCA transmitter will be heard at 1450 on the dial.

## Radio Walks the Tight-Rope

Radio is walking a tight-rope across a colossal canyon, and one faction thinks that at any moment the whole structure will go hurtling down into the "Chasm of Commercialism", while the others are just as sure that it is about to plunk into the Professorial Pit".

The CBC, founded on ideals of serving listeners an elevating diet of entertainment and enlightenment, frowns on the cupidity of the private operator, who, because his existence is not subsidized by license fees, has to use his segment of the airways for paid programs. But when the Corporation discovers that it cannot operate on license fees alone, it makes a bid—and by no means an unsuccessful one—for a share of the same scorned commercials.

We admit that there are times in the day when a little less plugging and a little more entertaining would do a lot to build listenership. "But", says the operator, "if the CBC is going to take our commercials away from us, make it impossible for us to organize private networks, we have to take what we can get — and get paid for."

And the CBC says: "We can't help it. We need commercial revenue, or we'll be out of business." And so it goes on . . . and on . . . and on.

\* \* \*

The cause of the privately-owned stations is championed by the Canadian Association of Broadcasters. This association is presided over by Glen Bannerman, who came to broadcasting after many years as a purchaser of advertising in the various media. He works with a board of directors consisting of eleven representative operators of private stations, elected annually by the membership. It is true that the CAB exists solely for the business betterment of its members, — and a mild injection of professorialism might do it no harm — but recognizing as it does the necessity of audience, its efforts are largely concerned with the improvement of broadcasting conditions, in order that advertisers' programs may enjoy the ultimate in listener acceptance. We do not suggest that the CAB's activities leave no room for improvement, but we do maintain that they work along the lines of programs designed for popular appeal, rather than what they like themselves or think the public ought to like.

\* \* \*

The CBC is headed by Major W. Gladstone Murray, who took over the reins of management after considerable radio experience with the BBC in London.

An ever increasing amount of the administrative work is however being taken care of by Dr. Augustin Frigon, as assistant general manager and comptroller of finance. Dr. Frigon's pre-radio work was engineering, and this background was doubtless a prime consideration in securing his services. But the Doctor's present activities are largely in financial management, and of his qualifications in this regard we have no knowledge.

The Board of Governors of the CBC consists of eight men and one woman, appointments being made on the recommendation of the Minister of Transport.

The chairman, Rene Morin, is General Manager of Trust General du Canada; J. W. Godfrey, K.C., E. H. Charleson and R. Rowe Holland are in the legal profession; Rev. Canon Eastland Fuller is a clergyman; Dr. James Thomson is president of the University of Saskatchewan; Adrien Pouliot is Dean of Laval University; Mrs. Nellie McClung is a writer and an educationalist.

It is significant that no one of these eight governors has the slightest background in radio; and also that each of them is drawn from a very similar stratum of society.

Continued on Next Page

## She Says "B.O."



ADELAIDE GERWIG

21-year-old articulator, demonstrating the two electrical Sonovox units with which she makes a fog-horn say "B.O.", for Lever Bros.

## Bill Wright Coaches Announcers

Something of a departure from the usual services of a radio representative was C. W. "Bill" Wright's visit last month to CHSJ, St. John, N.B.

For a number of years Bill has devoted much of his time, not spent in the activities of his firm (Stovin & Wright), as director of Effective Speaking Classes under the auspices of the Advertising and Sales Club of Toronto, and conducting similar courses with the department managers of the Robert Simpson Company.

During a week's stay at CHSJ, Bill coached announcers at the St. John station in enunciation and general microphone technique. He also had sessions with the competent CHSJ sales force.

## Army Moves in on CKCL

June 27th the army took possession of CKCL, Toronto, and operated the station for the entire evening as part of "Army Week".

Production was in the hands of Cpl. Sid Banks — until his enlistment a radio and stage actor; Pte. Jeff Hurley, former newspaper man who recently sold a script to "Columbia Workshop", wrote the programs which he also announced. Members of the Signal Corps operated the controls, the transmitter and the switchboard.

This "capture" was no gesture. In fact, so complete was it that before the evening was over, the "army of occupation" had reorganized the schedule, and engaged its choice of talent by telephone.

# The CANADIAN BROADCASTER

Vol. 1, No. 7

July, 1942

Published By

R. G. LEWIS & COMPANY  
104 Richmond Street W.  
Toronto - Ontario

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

Managing Editor Art Editor  
Richard G. Lewis Grey Harkley

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

## The Song is Over

By the time this issue reaches our readers, the Parliamentary Committee on Broadcasting will no doubt have finished its investigation.

Printed evidence has reached over 1,000 pages, with more to come, and it is to be hoped that the committee's report will do something to iron out the state of chaos which seems from the evidence to exist.

It is suggested that all is not well with the programs, and it is to be hoped that steps will be taken in this regard both by the CBC and the private stations. Such steps might well be taken along the lines of combined effort to find the remedy, rather than each faction trying to attach the blame to the other. Since the CBC owes its existence to money collected from listeners, it should set the pace in trying to establish a formula whereby the public would receive the value it wants for the money it pays. On the other hand, the private stations would do well to remember that justification for their existence lies in their rendering an ever-increasing public service. Only by so doing will they earn greater public support in listenership. And this they must have if they are to collect their revenue from their advertisers whose patronage can only be secured in this way.

It is incomprehensible to us that after nearly six years of operations under a Board of Governors, appointed by order in council, on the recommendation of the Minister of Transport, a need is suddenly found to demand details of Major Murray's accounts, long since passed by the Auditor-General.

These are not days for airing petty differences. Radio has proved itself to be one of the greatest powers, for both good and evil, that has grown out of the war. The investigation will have been a success indeed if, as a result of it, the CBC and the private stations will fuse their intelligences to the best advantage of the public that is their common master.

## Music Wanted

A letter has been received by Horace Stovin (Stovin & Wright Ltd.) from MacIntosh "Tosh" MacDonald, who is known to many of the Western radio crowd.

Part of his letter reads as follows:

"I am just now in the process of organizing an old time orchestra. We have a chap here named Harry Hall who used to broadcast with an orchestra from Calgary for Royal Crown Soap, and had a very popular program. We have seven altogether and quite nicely balanced, and after a few more rehearsals we hope to be able to get on an Overseas program to Canada, and maybe get a spot once a week on the Home or Forces Program here. If you have a n y surplus music which might be suitable for an orchestra of that nature, would you mind sending it along to us. We call it "Harry Hall and his Mechanized Cowboys", with Tosh MacDonald, "The Local Yodel."

Sincerely, Tosh MacDonald  
H. 3077 Gur. MacIntosh  
MacDonald  
Administrative Wing,  
Canadian Army  
(Overseas).

How about it ladies and gentlemen? Why not go through the cupboard now and mail "Tosh" a parcel of the kind of music he is asking for?



## A GOOD EXECUTIVE

leaves detail in the hands of capable assistants while he plans the next move.

When radio is part of the sales campaign, our services, as his assistants, help him make every radio dollar work most efficiently.

We conceive the idea . . . prepare the script . . . produce the program recorded or live.

"FROM THE IDEA TO THE AIR"

## DOMINION BROADCASTING

COMPANY

4 ALBERT ST.

--

TORONTO

## RADIO WALKS THE TIGHT-ROPE

Continued from Page 1

The ninth is N. L. Nathanson. With a backlog of years of experience in the motion picture industry, he would be a most suitable choice except for one thing. We find ourselves unable to believe that Mr. Nathanson can give his sincere efforts to the CBC when every time a listener is attracted to a program, it may be at the cost of a vacant seat in one of his theatres.

The CBC cannot raise the cultural level of Canadian listeners by just putting on programs. In a democratic state you cannot issue an edict compelling people to tune in a Brahms Concerto every Wednesday; neither will they listen to Penelope Popplethwaite's talks on "The Vitamin Content of Sour Goats' Cream" unless they want to.

You have to develop certain measures of approach to listeners, giving them a large quotient of what they want, and then you can intersperse a reasonable amount of what you want them to hear — whether commercials or culture. For example, Walt Disney's Mickey Mouse attracted people to "Fantasia", and then sent them home humming the classics.

As long as the program schedules are made up under the direction of people who take Einstein home for light reading, the commercial sponsors will have no inducement to try to excel themselves, because people will listen to them even if only as the lesser of two evils. But let the CBC introduce some radio men into their board; or let the board leave programing problems to their efficient and trusted staff. Then advertisers will be forced either to battle the CBC for entertainment supremacy, or else to give up the business benefits they are now reaping from the use of broadcast advertising.

Richard G. Lewis

Managing Editor

Postal Address

Box 1515  
Kelowna, B.C.

but . . .

# CKOV

monopolises  
listener attention  
throughout  
Southern Central  
British Columbia,  
including the  
whole of the  
prosperous  
Okanagan Valley,  
the Garden of  
Eden of the West,  
with the only  
audible signal  
during  
daylight hours

C  
K  
O  
V

# Radio's Month Before Christmas

or

## HOW I LOVE MY SPONSOR IN AUGUST

From the first of January until late in November youngsters indulge in their tantrums, disobediences, and other misbehaviours without which they would scarcely be human children.

Then they wake up one morning and realize that Christmas will soon be here, and for a whole blessed month they amaze their parents with behaviour that is so exemplary that it would cause alarm for their health if the real reason were not known. But it is known, and it is passed over with a shrug because Santa's coming, and while the youngsters may not be quite sure of his real existence, they aren't taking any chances.

In the radio game "Christmas" comes in the late summer and early fall, and there is a noticeable tendency on the part of artists to become significantly solicitous for the well-being of their sponsors, and the agencies who look after them, until options are finally renewed.

The agency production man, who has been tolerated as a necessary evil all through the season, suddenly finds himself the recipient, not just of reasonable co-operation on the part of his artists, but his slightest whim is anticipated, tender enquiries as to his health and that of his wife and children are frequent, and there is a mild surge of parties and what-not, all calculated to please him.

This is all very fine, but these postures seem to suggest a feeling in artists' souls that there is something they must make up for, some sort of atonement they must make. And this is rather foolish because if there had been no back-sliding between "Christmasses" this violent atonement period would be quite unnecessary.

The "agency guy" is quite wise about it all, and it probably makes him want to "frow up". But there is a pint which may have escaped him.

Throughout the season he has probably been subjected to lack of co-operation in sundry forms. It has riled him no end and he has muttered in his beard many times and oft "I'll get that guy come upon time." But has he pulled his weight? Has his handling of the show and the people in it contributed to their interest and enthusiasm? Has he taken time out for an occasional "Nice going Joe", just to make the hell he raises ring a little truer.

Radio artists have their "month before Christmas", and it cannot be an entirely pleasant period, wondering if they're going to eat this fall. Agency men have the same feeling towards the sponsors. Will they renew? Will they hold it against him the time that announcer fluffed the name of the product? Maybe an evening's poker . . . a bottle of his favorite Scotch.

What it all adds up to is that everyone would be a lot better off if they would work together; if the

artists would take an intelligent interest in the product — maybe even use it once in a while — instead of regarding the commercials as an unfortunate necessity . . . if the producer would realize that even artists are human, and react favorably to human treatment . . .

That'll be the sunny Sunday!

### Army Week at CKBI

As a part of "Army Week", the local militia took over CKBI for the entire day, July 3rd. A selected group announced and handled the program from 6 a.m. to 12 midnight. All station calls read, "This is CKBI, the Canadian Army Station, Prince Albert."

**CFAR**  
FLIN FLON  
*Serves*  
**NORTHERN**  
**MANITOBA**



REPRESENTATIVES  
H. N. STOVIN



OTTAWA RIVER

ST. LAWRENCE RIVER

*Beginning July*

*Canada's Newest Station*

**CHOV**

# PEMBROKE

## GIVES EFFECTIVE RADIO COVERAGE TO A MARKET OF 80,000 PEOPLE

Before July, 80,000 people in the Pembroke area were radio-starved. As from July 1 they are being served by CHOV, Pembroke, 250 watts, with well-balanced listener-attracting programs.

Practically all the area now served by CHOV has been in the radio desert. Surveys by the technical department of the CBC showed no service from any Canadian station.

★ ★ ★  
The territory covered by CHOV consists of the city of Pembroke and 34 towns and villages within a radius of 25 miles. In addition CHOV covers rich, populous farm area. The total population served with good signal strength is 80,000. That means 80,000 consumers who have never before been reached effectively by radio advertisers.

★ ★ ★  
In addition to the normal population, CHOV provides a bonus in listeners and a bonus in business by reaching Petawawa Military Camp. The Camp is eleven miles west of Pembroke, and houses thousands of army officers and men whose total purchasing power is great.

For full information about CHOV ask your Agency or Stovin & Wright, 80 Richmond St. West, Toronto—AD. 9184.

# CHOV PEMBROKE

D. A. Jones, President E. G. Archibald, Managing Director C. J. Jones, Sec.-Treas.  
Representatives in Canada: Stovin & Wright, Montreal, Toronto, Winnipeg.  
in U.S.A.: J. H. McGillvra, New York, Chicago, Los Angeles, San Francisco



Jean-Baptiste welcomes the advertiser who is introduced to him by his favorite radio station — CKAC.

French-Canadian families listen to their radios in a ratio of 3 to 2 compared with their English compatriots — listen most often to CKAC.

The purchases of Quebec's more than two and a half million French-Canadians represent an 85% slice of a retail market which amounts to \$650,000,000 annually. It will pay you to cultivate their friendship.

# CKAC

COLUMBIA BROADCASTING SYSTEM

Representatives — Canada:  
C. W. Wright, Victory Building,  
Toronto, Ont.

United States:  
Joseph H. McGillvra

## Program Briefs

JAVEX. "WIFE PRESERVERS" with Frank Shuster and Todd Russell has returned to the air, and is now heard three mornings a week on CFRB. The show is recorded and rebroadcast over CKLW, Windsor; CFRC, Kingston; and CFPL, London. The agency is MacLaren Advertising Company Ltd., Toronto.

\*\*\*\*

TUCKETT LTD. Blended Rhythm is expected to return to the air on or about Sept. 15th. The Agency is MacLaren Advertising Co. Ltd., Toronto.

### SPOTS

Langleys (Cleaners and Dyers): 13 weeks 6 a week on CKOC, Hamilton. Starting September 15th. Through A. McKim Ltd., Toronto.

General Dry Batteries: Transcribed dramatized spot campaign opens Aug 3rd on 25 Canadian stations coast to coast. 13 weeks, varying from 4 to 6 a day,

Saskatoon Exhibition, Spots on CKBI Prince Albert.

Calgary Stampede. Spots on CKBI Prince Albert.

QUAKER OATS quiz program — "A Farmer Asks a Question" has been extended. This program, broadcast from a Peterborough theatre over CHEX, is released by Lord & Thomas, Toronto.

\*\*\*\*

SHIRRIFF'S LTD. Every other week Shirriff's "Fun Parade" originates from Canadian army camps, and returns to CFRB studios for the intervening shows. Placed by Cockfield Brown, Toronto.

O'KEEFE'S BREWING CO. LTD., 6 a week, 30 minutes 11.30 p.m. to 12 on WBEN, Buffalo. Recorded dance music "It's Dance Time", through A. McKim Ltd. Toronto.

\*\*\*\*

LADY ESTHER MUSICAL ALBUM (Freddie Martin's Orchestra) started June 29th. Once a week, 30 minutes, Monday evenings, CFRB Pedlar & Ryan, N.Y.

## Gladstone Murray on CBC Policy

Major Murray said, giving evidence before the committee, and speaking of program policy: "It can be taken, of course, that fundamentally, the CBC should contribute to the maintenance and encouragement of the unity of Canada. How is this to be done? I suggest that through first-class entertainment providing diversion and bringing to Canada the best that can be created inside and brought from outside, all authentic and all worthwhile. That is the first step. We are in the show business primarily. We have to establish ourselves as good at that business. Secondly, there is the provision of useful information in palatable form for the general listener and for the specialized listener — the general talks, the farm programs and so on."

"Close your yaps; don't help the Japs" is the flash being used on a California station to discourage rumor spreading. Another is "Button your lip; or you'll sink a ship."

for instance into the same fold as the city dweller, and to bring about that mutual understanding and sympathy without which true unity cannot exist."

### Need for Planned Contrast

Major Murray stressed the importance of providing entertainment, which, he said, was not entirely separate from the serious part of broadcasting mentioned previously. He explained that the BBC enjoys an advantage over the CBC in the existence of twin-wave regional transmitters which allowed continuous and conscious planning with the purpose of trying to satisfy the two average moods of the average listener on equal signal strength at any given moment. "That is an enormous advantage over our practice" he said. "We have our one national network. Our contracts so far as we plan them must be within the confines of our one program. It is true that privately-owned stations provide an alternative in many cases, but it is not a consciously planned alternative; nor can it be, because privately-owned stations depend solely on the results of advertisements. They get no share of the license fees, and there comes a point where we cannot impose a consciously planned policy of alternatives on them. Therefore, the alternative in Canada, and indeed in the United States as well, is a hit and miss business. That is a disadvantage which I hope some day we may be able to overcome; because any substantial improvement in the degree of public satisfaction depends upon the availability of moderately well contrasted alternatives of equal signal strength and produced with equal skill at any given moment."

### 95% Want To Be Entertained

In answer to a question Major Murray told the committee that in his opinion 95% of listeners look for entertainment before anything else.

"What we try to do", he said, "is to inculcate a spirit of good Canadianism, a knowledge of and a reasonable pride in our new nationhood; our growing part in the British Commonwealth; our strategic position in the New World — possibly the only substantial guarantee against an era of continental isolationism and competition leading to World War III. "Broadcasting", he continued, "is the only medium in Canada through which a message, thought or idea may be brought to the attention of practically the whole of the people at the same time. To do the job properly two things are necessary. First the confidence of the national audience, and then, in the second place, we have to plan and create programs of such a kind as will remove, or at least modify sectional interests and racial prejudices; such programs as will serve to make the problems and outlook of one part of Canada more understandable to others, to bring the rural listener

## YOU CAN'T FOOL THE LOCAL MERCHANT!

He knows better than anyone whether a local advertising medium can produce results — and how much. Druggists, theatre managers, and department store executives are just some of the merchants who depend on repeat sales to keep their businesses thriving and their cash registers are a constant check on what their advertising is doing for them.

In an area covered by three local radio stations, druggists, theatres and department stores are but three classifications of local business depending on CKCH to carry their sales messages to the families in the Ottawa-Hull market. CKCH continues to serve more local advertisers than do the other two stations combined.

**C K C H**  
OTTAWA (1210 Kilocycles) HULL

DOMINION BROADCASTING CO. 4 Albert St., TORONTO Ad. 3383  
D. L. BOUFFORD, Promotion Dept. 112 Yonge St., TORONTO Ad. 7468  
RADIO REPRESENTATIVES LTD. Dominion Square Bldg. MONTREAL Ha. 7811



*..with the* **BIG GUNS OF INDUSTRY**

*Member*

CANADIAN BROADCASTING CORPORATION  
AND MUTUAL BROADCASTING SYSTEM

**CKLW**

5000 Watts—At your service  
22 hours daily

J. E. CAMPEAU, *Managing Director*

★ Of course we're all busy! But because the Windsor district is so heavily industrialized—and so well equipped for the job in hand—it is only natural that it should become a top war production centre, where night and day every worker is blasting away with the tools of his trade, rolling out the vital machines of war.

Here is buying power in the making! Indeed, 20,469 Windsor auto workers earn \$12.43 MORE per week than the average of \$25.26 for all of Canada! The city's retail trade has shown increases up to 200%!

These are facts that experienced advertisers can't resist. Perhaps that's why so many of them are buying CKLW, the station that is in solid with Windsor listeners . . . the one station that effectively blankets both industrial Windsor and the rich Essex-Kent area . . . a station staffed to give you real merchandising service.

We think CKLW can do a job for you. May we talk it over?

**WESTERN ONTARIO BROADCASTING CO.**  
WINDSOR LIMITED ONTARIO

**Ladies' Day at CKOC**



Over 150 of the leading Club and Church women of Hamilton were entertained by CKOC in a Radio Theatre Party, designed to acquaint them with the radio work of the Canadian Wartime Prices and Trade Board, broadcasting the Monday through Friday quarter hour "Soldier's Wife". Invitations were sent through the mail, and an interesting and instructive meeting was held. CKOC transcribed and played back one of the episodes of "Soldier's Wife" — Bill Guild, Commercial Manager, outlined radio's part in the war world of today. CKOC Women's Editor, Jean Gillard invited them to use her two daily programs—(10:00 a.m. Wo-

men in the News—4:00 p.m. Community Service) for publicizing their various club activities. With a roving microphone, Miss Gillard quizzed the ladies about "Soldier's Wife" and their work with the Wartime Prices and Trade Board. The interviews were transcribed, and played back immediately. The meeting broke up with a conducted tour of the studios. Transcribed interviews were used as "on-the-air" promotion for the show, and the visit was followed up with a "thank you" letter, inviting the leaders to acquaint their club and organization members with the radio show and its importance to the work they were doing.

THERE'S  
"Action"  
ON THE BEACHES  
THESE DAYS!



GET

**Action**

WITH YOUR NEXT CAMPAIGN!

ON

**CKOC**

HAMILTON

REPRESENTATIVES

ALL-CANADA RADIO FACILITIES  
WEED & CO. IN THE UNITED STATES

**CFCN**

CALGARY  
10,000 WATTS

Delivers  
Over Three Times  
the  
Audience  
of any  
Alberta Station

*Ask the man who  
lives there*

OR CONTACT

**RADIO  
REPRESENTATIVES**

LIMITED

Montreal - Toronto  
Winnipeg - Vancouver

**Committee Calls  
Bannerman**

Glen Bannerman, president of the CAB, told the investigating committee that the CBC's control of radio lines, which make it impossible for a private station to enter into a contract for the lines necessary for the establishment of private networks, except with the CBC itself, was unfair from two standpoints. In the first place it gives the CBC a price advantage in the sale of their own network. Secondly, it keeps the CBC, which operates commercially in competition with the private stations, informed about their negotiations with prospective advertisers.

He spoke also of news sponsorship, transcription limitations, and other restrictions imposed on the private station by the CBC, all of which give the CBC control over the private stations' operations.

When asked how much the member stations paid the CAB in fees, he declined to say, but stated that the amount was in excess of that levied by the government for transmitter licenses.

He told the committee that exclusive of CBC network features, 69 private stations had donated time to various patriotic enterprises up to Dec. 31st, 1941, amounting to \$1,007,930.28. At the request of the committee he has undertaken to file with them the exact amount of time represented by this sum.

**CBC Commercials**

Major Gladstone Murray told the committee that commercial programs accounted for 14.6% of CBC's network broadcasting time. Three years ago in 1939 the figure was 30% but the General Manager explained that part of this difference is taken up by the very considerable expansion of the total amount of broadcasting to 35 hours a day.

"The revenue derived from these commercial programs" he stated, "is a very great help in enabling us to improve our sustaining service." Speaking in rough figures he said "of a budget of 4 million we depend for a million on commercial operations."

He mentioned that for reasons of policy the lucrative spot announcement field had been abandoned by the Corporation.

Speaking of commercial programs of Canadian origin, he said that at the time of the last parliamentary committee, Canadian originations formed only 43% of such programs, the remainder coming from American networks. For the year 1941 the figures were reversed — 55% of the programs originating in Canada and only 45% coming from the States.

**Coldwell Says Press  
Has Monopoly**

After the committee had heard a list read by Dr. Frigon, Assistant General Manager of the CBC, of twenty-six stations owned by or associated with newspapers, Mr. Coldwell remarked that it seemed to him to be a very dangerous situation, because the newspapers are coming more and more into the control of a few organizations across the country and they are rapidly developing a monopoly of what might be called public opinion control, which, in his opinion, is a very unhealthy thing for a country like ours.

**Halifax Now World's  
Busiest Port**

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

**RADIO STATION  
CHNS**

HALIFAX, NOVA SCOTIA  
Rep. All Canada Radio Facilities

## Morin Summarizes CBC Operations

In his statement to the parliamentary committee, Mr. Rene Morin, chairman of the Board of Governors of the CBC, said that when the CBC started operations November 1st, 1936, the network it inherited from the Canadian Radio Commission was serving less than 50% of the population during an average of 6 hours per day.

"96.1% of the radio homes of Canada are now provided with a 16-hour per day program service by the CBC", he said.

"There are 74 privately-owned stations operating in the Dominion and 54 of these, together with ten stations owned by the CBC, are linked together by wire lines to form the full CBC national network."

### CBC Commercials

"The CBC could never provide the service it is now giving" he stated, "should its income be limited to license fees."

Radio publicity has the double advantage of bringing in important revenue to the Corporation, and, moreover, producing its own programs, thus relieving the Corporation from the obligation of building its own programs during the period devoted to commercials.

The advertiser, broadcasting for the purpose of selling merchandise, he continued, "appeals to the public at large and accordingly his programs are built to be attractive to the mass of the people. Surveys show that programs which an intellectual would consider common and vulgar are usually those which draw the greatest number of listeners. Certain commercial programs are, of course of a high character, but it cannot be doubted that competing for an audience, as it does with private stations, the national network, without proper commercials, would only retain the ear of a very small portion of the audience."

### Programs

Mr. Morin told the committee that the CBC program division has 51 employees.

"As a result of war conditions" he said, "program conditions have been considerably extended and varied. A total of 19,000 sustaining broadcasting programs in the year ending March 1939 has risen to over 40,000 programs a year."

Speaking of the necessity of avoiding sensationalism, Mr. Morin said: "Radio, it must be remembered, is an intimate medium, whose message penetrates to the fireside, and whose audience comprises the whole family."

### Station Relations

The Chairman commented on the friendly relations existing between the Corporation and the private stations, and told how close touch is maintained with the Canadian Association of Broadcasters, and with privately owned stations.

### Farm and Labor Not Represented

During the examination of Rene Morin, CBC Chairman, Mr. Gordon Graydon, M.P. said, speaking of the personnel of the Board of Governors "There are two classes or sections of our country that certainly will have no real representation on that Board of Governors. I only make this suggestion as a basis for our recommendations when the report comes from the committee. I am not making it by way of criticism at all, but I want to mention this point: there is not a farmer anywhere on the board, and nearly 45% of our population in Canada are rural dwellers.

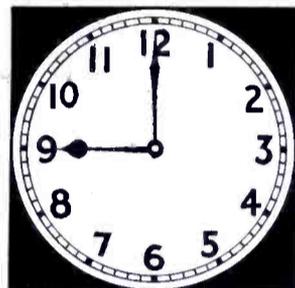
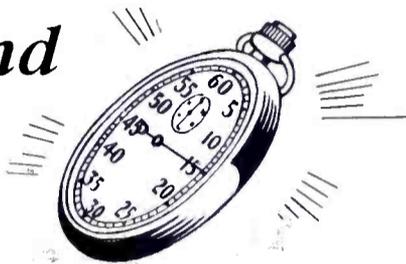
In addition to that — I feel very strongly on this point — you have not a man who can be regarded either as representing the great working classes of our country."

Mr. Coldwell said that Mr. Graydon having pointed out the lack of representation, he would point out the overwhelming representation. "You have Mr. Nathanson, as vice-chairman of the board," he said, "for many years president of the Famous Players Corporation. You have the Governor who has just been appointed, Mr. Holland from Vancouver, who was chief counsel for the Famous Players Corporation. These two gentlemen represent, to my mind at least, a competing industry, and to have a competing industry as heavily represented by the former president of the Famous Players Corporation and the counsel for this corporation on this board is to my mind not in the best interests of Canada."

### CBC Control of Private Stations

After some discussion on the situation where more than one station is operated or controlled by the same man or group of men, Mr. Hansell expressed himself as being "positively against private monopoly", and then pointed out that you can also have a government monopoly, which could be just as bad. "The CBC" he said, "makes rules and regulations that govern private broadcasting. That is not the practice with other government institutions and I do not see particularly the reason why that should be. I can understand the government itself making regulations governing broadcasting in Canada, but for a government-owned broadcasting corporation to make regulations which govern broadcasting of private stations is another thing. "As an illustration," he continued, "we have a government-owned railway; now, I can suppose that the C.N.R. and C.P.R. and perhaps some few small railroad concerns might collaborate; but I do not believe that the C.N.R. makes rules and regulations and by-laws that are imposed upon the C.P.R."

Whether  
You Are Planning a  
15 Second  
Flash



or an  
Hour Long  
Transcribed  
Show

Remember

YOU'LL GET MORE "LIFE"  
IN YOUR RECORDINGS  
WITH

RCA Victor

Orthacoustic<sup>\*</sup>  
TRANSCRIPTIONS

Orthacoustic transcriptions are a product developed by RCA Research Laboratories and made exclusively by RCA Victor. Their outstanding "Live" quality and faithful reproduction have won them recognition everywhere.

- They
- ✓ Improve your broadcasts
  - ✓ Help your program rating
  - ✓ Bring better results
  - ✓ Do a better selling job

Consult

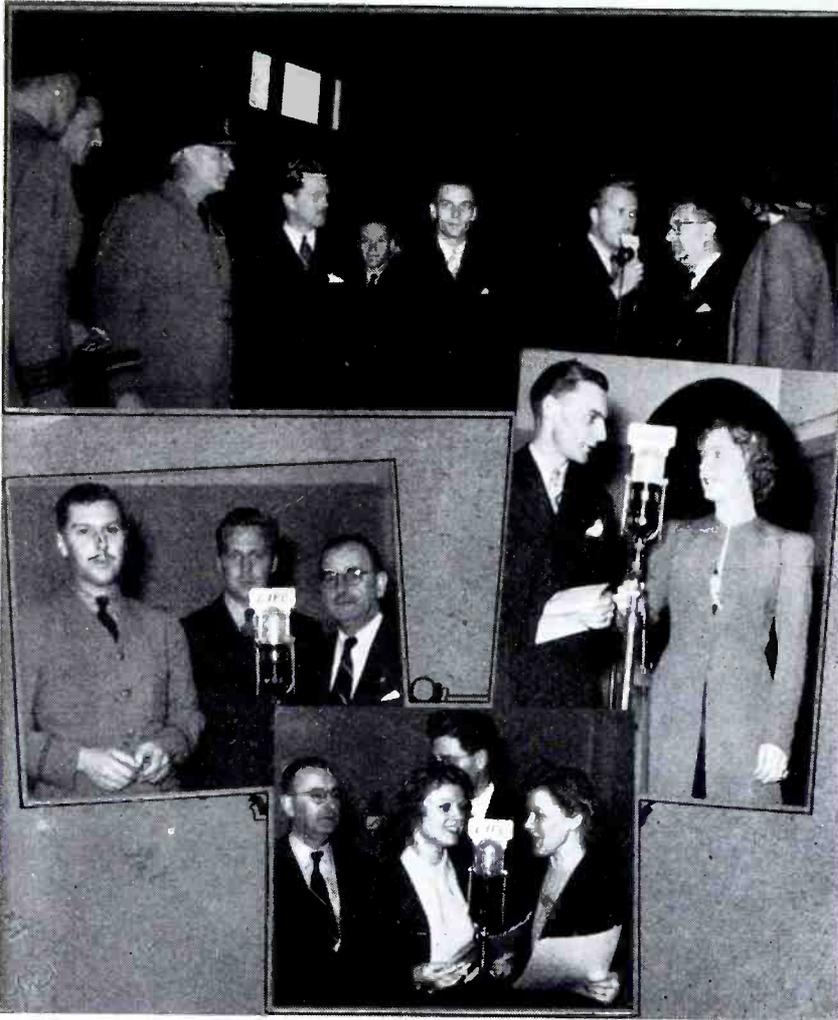
RCA VICTOR COMPANY LIMITED  
Radio-Recording Division

TORONTO STUDIOS—Top Floor, Royal York Hotel  
MONTREAL STUDIOS — 976 Lacasse Street



(\*Trade Mark Registered)

## Celebrities at CJRC, Winnipeg



HERBERT WILCOX'S "CELEBRITY PARADE" STOPS OFF IN WINNIPEG ON AIR CADET LEAGUE TOUR

TOP — Broadcasting the arrival of the "Celebrity Parade" at Winnipeg, Jack Wells invites Anna Neagle to the mike. Pictured from left to right are: Group-Capt. D.C.M. Hume, Natl. Director Air Cadet League of Canada; Mr. Gilbert Eaton, Vice-chairman, Manitoba Committee; Air Vice-Marshal A. B. Shearer, Air Officer Commanding No. 2 Training Command; Mr. Sig. Bardal, Publicity Chairman; Mr. Hugh Robson, Sec. Manitoba Committee; Don Wright and Jack Wells both of CJRC; Producer Herbert Wilcox and Miss Anna Neagle.

LEFT — CJRC's Special Events Announcer Jack Wells (centre) recovering from rapid-fire interview with Herbert Wilcox (right) and Flying Officer Bob Coote (left).

RIGHT — Helena Pickard (Lady Hardwicke) one of the Celebrity Parade stars adjusts the mike before a brief interview with CJRC's news editor, Don Wright.

LOWER — "I never imagined your country was so enormous" says Anna Neagle to CJRC air audience, during Elizabeth Holman's "Woman's Radio Digest".

### Broadcast Sales Club

At a luncheon meeting held on July 9 in the Arcadian Court of the Robert Simpson Company, an organization came into being called: "The Broadcast Sales Club of Toronto".

The objectives of the club as carried by the meeting are (a) to sell more radio to more people; (b) to discuss frankly — and in confidence — problems relating specifically to the sales of radio; (c) anything else that looks reasonable.

Membership is to be open (a) to members of any national radio sales organization, (b) to those connected with sales of programs, live or transcribed. These classifications are subject to amendment.

It was decided that the destinies of the club should be placed in the hands of a president and a secretary, to which offices Bill Wright (Stovin & Wright) and Jack Tregale (All-Canada) were unanimously elected. It was also agreed that in each instance "The sense of

duty well performed shall substitute for salary", and it was also agreed that "the secretary shall keep a permanent record of such parts of the discussions as are considered worth recording".

In general, visitors will be welcome, subject to the approval of the president or secretary, and may include agency executives and advertisers.

## CHML

900 ON YOUR DIAL

reaches, within its half millivolt contour, more radio homes per dollar spent than any other radio station in Canada

Proof of this statement will be submitted in the August issue of "The Canadian Broadcaster".

1,000 watts, Day and Night

## Spotlight on "SPOTS"

I have long felt that the practice of quoting specific times for spot announcements has reached a point where it is a definite disadvantage both to the station and the advertiser. I am of course excluding those spots which enjoy a guaranteed preferred position for which a premium is paid.

Let us first look at it from the station's point of view.

While the advertiser for whom availabilities have been asked is making up his mind, the times quoted are tied up. If any of them are sold to a faster-acting buyer, they are probably the ones that the first enquirer finally decided upon. When he is told they are no longer available, he thinks there is something wrong with the management of the station. In any event, he is disappointed, and the business is jeopardized.

Local sales constitute a complicating factor. It frequently happens that a local merchant wants to buy time for immediate use which is partially sold and partially under reservation. Pending release by the national advertiser, we have to refuse him. This sometimes results in a loss of business, and the disgruntlement of both the customer and the salesman.

Many agencies are usually in a hurry to receive availabilities. In the course of a year we send them dozens of telegrams of considerable length, and frequently we hear nothing further for a month or more. Sometimes of course we never hear. A station representative may be called upon to wire to a dozen stations an inquiry that turns out to be entirely abortive.

Then there is the situation that arises when an advertiser wants to buy a certain fifteen minute period in which another advertiser has been guaranteed time for a spot announcement. The first man is in a hurry but we have to hold him up while we communicate with the second, and somehow the second is never in the same kind of hurry to give us the desired release, and when he finally agrees, he really feels that he has done the station a favor which should not be overlooked.

So much for the nuisance factor. How about efficiency? The first concern of a station manager is to provide his audience with the best

### Commercial Manager Takes His Hair Down on a Vital Topic

available programs. This *must* be done in the interests of everybody — the public, the advertiser and the station. A station which has the privilege of carrying CBC sustaining programs is probably giving its listeners better programs than can be put on with just local talent. Knowing that such programs attract listeners to his wave-length, the manager of that station naturally wants to carry them, but he is often deterred by the presence in that period of one lone time-guaranteed spot. Yet the advertiser and his agency both seem unable to see that unless program structure is maintained at an acceptable standard, the audience drops off and the advertiser himself suffers.

Admittedly the audience of a station rises and falls throughout the course of the day or evening, and except for those advertisers who demand and pay the premium for "news spots", surely it would be fairer to everyone, and make for far greater efficiency, if spot announcements were rotated during the class of time bought, having due regard of course to the class of consumer each advertiser wants to reach.

If too much stress has been laid upon the "nuisance factor", may I be forgiven because it is on my head that the nuisance falls? But may I repeat, with all the emphasis I can, how important it is to remember that the spot relies not on itself, like a program, to attract audience, but on the programs that surround it; and if this part of the business is to continue to bring benefit both to the advertiser and the station, it seems essential that some basis along the lines I have outlined be established to preserve listenership for the stations and the spots themselves.

(The writer of the above article seems anxious for a reply. Space will be gladly given to the opposing view in our next issue.—Ed.)

### "Khaki Kilocycles"

CHEX, Peterborough, "went army" in a big way during "Army Week". With the complete co-operation of Canadian Basic Training Centre No. 32, located in Peterborough and some fifty talented "other ranks" a series of five half-hour variety shows was presented nightly during the "Army Week" Celebrations.

### Army at CHML

"You have been listening to a program of symphonic music. Your announcer is Corporal Doe." Listeners to CHML, Hamilton, were continually greeted with this soldierly tag line Monday, June 29. During the entire day of broadcasting on that date all the radio duties at CHML were carried out by men of the Canadian Active Army.



HORACE N. STOVIN



C. W. (BILL) WRIGHT

*We both wear collars!*

But we offer you a service to "Business as Unusual" that goes far beyond "white collar" knowledge. We've been through the mill in radio — know it in every phase and behind the scenes — can apply that invaluable knowledge to help you make your radio program a success. And we'll stick our necks a little out of those collars, and suggest to you that the intelligent service of a Station Representative, in planning program schedules, timing and stations, can easily make all the difference between success and failure. How? Call us in next time you want to talk radio, and let us prove it to you. And, to borrow a phrase from our equine friends, we'll both "strain at the collar" to work with you and for you.

*Representing*

- |                    |                 |                  |                                |
|--------------------|-----------------|------------------|--------------------------------|
| CJOR Vancouver     | CKY Winnipeg    | CHPS Party Sound | CJBR Rimouski                  |
| CKLN Nelson        | CKLW Windsor    | CHOV Pembroke    | CHGB Ste. Anne de la Pocatiere |
| CFPR Prince Rupert | CFOS Owen Sound | CFLC Prescott    | CHSJ Saint John                |
| CFAR Flin Flon     | CFPL London     | CKCO Ottawa      | CKCW Moncton                   |
| CKX Brandon        | CKCR Kitchener  | CKAC Montreal    |                                |

*Stovin & Wright*

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG

# Radio Stations

## AND THEIR REPRESENTATIVES

Listed Alphabetically

### British Columbia

Chilliwack	CHWK*	Canada—No Exclusive Reps.
Kamloops	CFJC*	Canada — All-Canada Radio Facilities.
Kelowna	CKOV*	Canada — All-Canada Radio Facilities.
Nelson	CKLN	Canada — Stovin & Wright.
Prince Rupert	CFPR	Canada — Stovin & Wright.
Trail	CJAT*	Canada — All-Canada Radio Facilities.
Vancouver	CBR	Canadian Broadcasting Corporation.
	CJOR*	Canada — Stovin & Wright.
	CKMO*	Canada — Radio Representatives Ltd.
	CKWX*	Canada — All-Canada Radio Facilities.
Victoria	CJVI*	Canada — All-Canada Radio Facilities.

### Alberta

Calgary	CFAC*	Canada — All-Canada Radio Facilities.
	CFCN*	<i>Montreal</i> } Radio Representatives Ltd. <i>Toronto</i> } Winnipeg-Inland Broadcasting Service
	CJCJ	Canada—No Exclusive Reps.
Edmonton	CFRN*	<i>Montreal</i> } Radio Representatives Ltd. <i>Toronto</i> } Winnipeg-Inland Broadcasting Service.
	CJCA*	Canada — All-Canada Radio Facilities.
	CKUA	Does not sell time.
Grande Prairie	CFGP*	Canada — All-Canada Radio Facilities.
Lethbridge	CJOC*	Canada — All-Canada Radio Facilities.

### Saskatchewan

Moose Jaw	CHAB*	Canada — All-Canada Radio Facilities.
Prince Albert	CKBI*	Canada — All-Canada Radio Facilities.
Regina	CJRM*	Canada — All-Canada Radio Facilities.
	CKCK*	Canada — All-Canada Radio Facilities.
Saskatoon	CFQC*	Canada—Radio Representatives Ltd.
Watrous	CBK	Canadian Broadcasting Corporation.
Yorkton	CJGX*	<i>Toronto</i> } Radio Representatives Ltd. <i>Montreal</i> } Winnipeg-Inland Broadcasting Service.

### Manitoba

Brandon	CKX*	Canada — Stovin & Wright.
Flin Flon	CFAR*	Canada — Stovin & Wright.
Winnipeg	CKY*	Canada — Stovin & Wright.
	CJRC*	Canada — All-Canada Radio Facilities.

### Ontario

Brantford	CKPC*	Canada — J. L. Alexander.
Chatham	CFCO*	No Exclusive Reps.
Fort William	CKPR*	Canada—Radio Representatives Ltd.
Hamilton	CHML*	Canada—Metropolitan Broadcasting
	CKOC*	Canada — All-Canada Radio Facilities.
Kenora	CKCA	Canada — Stovin & Wright.
Kingston	CFRC	Canada—Northern Broadcasting.
	CKWS†	Canada — All-Canada Radio Facilities.
Kirkland Lake	CJKL*	Canada — All-Canada Radio Facilities.
Kitchener	CKCR*	Canada — Stovin & Wright.
London	CFPL*	Canada — Stovin & Wright.
North Bay	CFCH*	Canada — All-Canada Radio Facilities.

Ottawa	CBO	Canadian Broadcasting Corporation.
	CKCO*	Canada — Stovin & Wright.
Owen Sound	CFOS*	Canada — Stovin & Wright.
Parry Sound	CHPS*†	Canada — Stovin & Wright.
Pembroke	CHOV	Canada — Stovin & Wright.
Peterborough	CHEX	Canada — All-Canada Radio Facilities.
Prescott	CFLC*	Canada — Stovin & Wright.
St. Catharines	CKTB*	Canada — J. L. Alexander.
Sault Ste. Marie	CJIC*	Canada — J. L. Alexander.
Stratford	CJCS*	Canada — All-Canada Radio Facilities.
Sudbury	CKSO*	Canada — All-Canada Radio Facilities.
Timmins	CKGB*	Canada — All-Canada Radio Facilities.
Toronto	CBL	Canadian Broadcasting Corporation.
	CBY	Canadian Broadcasting Corporation.
	CFRB*	Montreal—All-Canada Radio Facilities.
	CKCL*	Montreal—Radio Representatives Ltd.
	CKLW*	Canada — Stovin & Wright.
Windsor		
Wingham	CKNX	Canada — J. L. Alexander.

### Quebec

Chicoutimi	CBJ	Canadian Broadcasting Corporation.
Hull	CKCH*	Toronto—Dominion Broadcasting Co. Montreal—Radio Representatives Ltd.
Montreal	CBF	Canadian Broadcasting Corporation.
	CBM	Canadian Broadcasting Corporation.
	CFCF*	Toronto—All-Canada Radio Facilities.
	CHLP*	Toronto—J. L. Alexander.
	CKAC*	Toronto—Stovin & Wright.
New Carlisle	CHNC*	Canada — All-Canada Radio Facilities.
Quebec	CBV	Canadian Broadcasting Corporation.
	CHRC*	Canada—No Exclusive Reps.
	CKCV	Canada — All-Canada Radio Facilities.
Rimouski	CJBR*	Toronto—Stovin & Wright. Montreal—All-Canada Radio Facilities
Rouyn	CKRN*	Canada — All-Canada Radio Facilities.
Ste Anne de la Pocatiere	CHGB	Canada — Stovin & Wright.
Sherbrooke	CHLT*	Toronto—Dominion Broadcasting Co. Montreal—Radio Representatives Ltd.
Trois Rivieres	CHLN	Canada — Radio Representatives Ltd.
Val d'Or	CKVD	Canada — All-Canada Radio Facilities.

### New Brunswick

Campbellton	CKNB	Canada — All-Canada Radio Facilities.
Fredericton	CFNB*	Canada — All-Canada Radio Facilities.
Moncton	CKCW*	Canada — Stovin & Wright.
St. John Sackville	CHSJ*	Canada — Stovin & Wright.
	CBA	Canadian Broadcasting Corporation.

### Nova Scotia

Halifax	CHNS*	Canada — All-Canada Radio Facilities.
Sydney	CJCB*	Canada — All-Canada Radio Facilities.
Wolfville	CKIC	Does not sell time.
Yarmouth	CJLS	Toronto—Dominion Broadcasting Co.

### Prince Edward Island

Charlottetown	CFCY*	Canada — All-Canada Radio Facilities.
Summerside	CHGS	Canada—No Exclusive Reps.

### Newfoundland

St. John's	VOCM	No Exclusive Reps.
	VONF	Canada — All-Canada Radio Facilities.

\* indicates membership in the CAB, which has supplied the above information in respect of its member stations.  
† station under construction.

SURVEYS SHOW

# Rations Help Radio

Wartime restrictions and regulations are causing a profound change in the living habits of the people of Canada. Some of these changes, such as the curtailment of pleasure-driving, sugar, and silk products, are familiar to all of us — but one great national pleasure which has not been restricted is the use of the radio in the home. This was determined from recent Elliott-Haynes Radio Surveys. An unprecedented interest has been sustained right across Canada, even during these summer months in the entertainment afforded by the radio programs.

Elliott-Haynes' "Sets-In-Use Indices", which measure the extent of radio use month by month, show a marked increase in evening listening trends for the first six months of 1942, as compared with the year previous, but for Daytime programs, the trend is slightly lower than for 1941.

	Evening		Daytime	
	1941	1942	1941	1942
Jan.	41.8	42.1	24.4	23.1
Feb.	41.9	42.5	25.0	24.6
Mar.	41.1	41.8	25.3	23.3
Apr.	37.2	38.7	22.9	21.2
May	34.5	38.1	20.6	20.4
June	31.2	36.8	20.1	19.0

Of course, this condition is mainly the result of wartime restrictions which curtail evening and weekend driving, and longer trips, by motor or otherwise. Gasoline rationing is the greatest factor in this case, but increased taxes on theatre entertainment, bus and train fares, and public awareness of the need for economy, help to keep Canadians in their homes, getting much of their entertainment over the air waves.

Where gasoline rationing is even more severe, such as in the Maritime Provinces, radio-use in-

creases still further. Elliott-Haynes surveys in such cities as Halifax, Sydney, and Saint John, show a considerably higher "Sets-In-Use Index" in May and June of 1942, than in the previous year. Sufficient data has not yet been compiled to measure the direct ratio between increased gasoline rationing and increased radio interest.

One other factor which helps to foster sustained summer listening is having Daylight Saving Time in use the year round, rather than suddenly adopting it in April or May, as in former years. This year, with "War Time" in force since February, there was no sudden drop in "Sets-In-Use" figures across the Dominion in the spring, as was apparent on previous occasions.

Daytime listening is slightly lower, because of the away-from-home activities that are followed by the housewives — such projects as Red Cross work, salvage campaigns, and also the increased daytime employment of home women in war plants.

Many national radio advertisers have been quick to realize the situation and have planned to carry on their radio programs through the summer, when normally the audi-

ence would dwindle considerably. In this way they take advantage of the sustained audience which will continue to follow its favorite programs throughout the summer and to build up a good start for the fall campaigns. Wrigley's "Treasure Trail", Sweet Cap's "Flying for Freedom", B.A. Oil's "B.A. Bandwagon", and General Motors' new "Cheers from Camps", are examples of radio programs now being carried into July when the audience would normally be at its lowest ebb.

With the Government's recent decree that "radios are a necessary and useful wartime instrument for reaching the greatest number of people with little advance notice", it is expected that very little restriction will be placed upon broadcasting or home listening for the duration. Therefore it is predicted that radio listening will become more and more popular as shortages of gasoline, rubber and travel accommodation keep Canadians more and more confined to their homes.

## Driving Power

*Oh happy the man  
And bright his day  
Who owns a golf ball  
With which to play.*

So opened the letter which was received by Toronto advertising executives, connected with radio, immediately prior to the annual ad-men's golf game from CHML, Hamilton.

The letter accompanied a miniature cut-out display, with a real ball inserted, which read "CHML has the driving power to bring you results as thrilling as a hole in one", and concluded with a P.S. — "By the way, the Rubber Controller has given his blessing to this little gift".

This well-thought out promotion stunt was commented upon widely.

## Ad Lib

*A column devoted to words of wisdom written to the editor by his readers. Anonymous letters receive no attention, although names of the writers will not be mentioned if we are asked not to mention them.*

Montreal:—

I have in front of me the June copy of the Canadian Broadcaster, and it is with a great deal of interest that I have read your editorial in reply to Dr. J. S. Thomson's "New Policy for Radio".

May I be permitted to state that personally I am inclined to share Dr. Thomson's view point, that the public is undoubtedly becoming weary, perhaps not disgusted as yet, with radio in general due to too many "commercials". In your editorial you, of course, have picked out the best programs as a comparison, but what about the daytime broadcasts with their numerous "flashes" and "spots" jammed in? If you will go to the trouble of listening to one of these "hours" you will hear about fifteen different sponsors crammed in, one after the other. In my opinion this is the very situation which Dr. Thomson painted as alarming. He certainly did not have in mind such highly regarded programs as Jack Benny, Lux Radio Theatre, etc., which are enjoyed by everybody. These you must remember are all of "Class A". What about Classes B, C and D?

Of course I fully realize that operating a radio station is a very intricate and expensive affair, and just like an ordinary business it is all a matter of operating costs which must be looked after and paid for somehow. On the other hand would you not think that if they would only stop "jobbing out" the "hours" to individual operators, who in turn dispose of this or that particular hour, to as many sponsors as they can get, there would be a sensible improvement? These particular sponsors are, of course, anxious to have as many words over the air as they can get with the result that the major portion of the hour is highly commercialized.

D. F. MORGAN, LTD.,  
J. H. Lalonde,  
Director of Sales.

## Around The Corner

Success Awaits Your French Radio Campaign

*WE* prepare top-notch French Radio Scripts, Commercials, Straight or Dramatized Spot Announcements, Slogans, Translations, etc.

"Lab" Commercials Sell The Goods

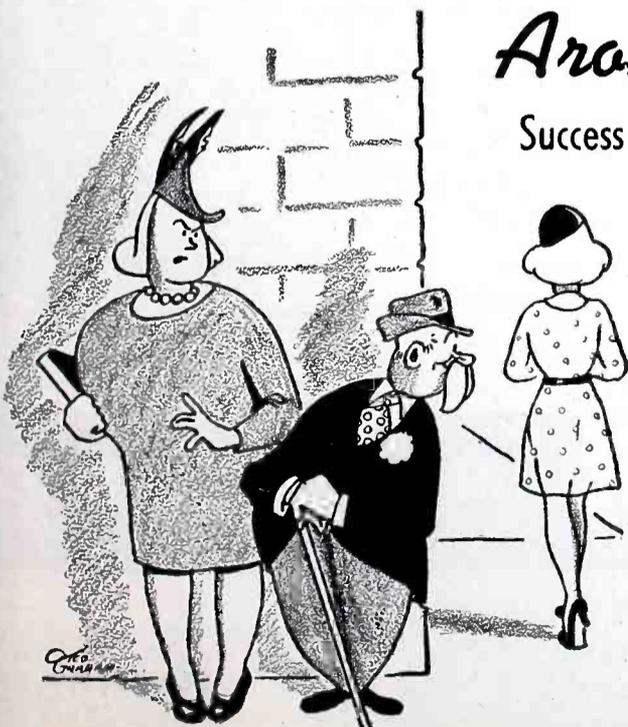
**MARCEL BAULU**

LABORATOIRE DE RÉDACTION

Room 304 Empire Life Bldg.

MONTREAL

Phone LA. 9572



EFFECTIVELY REACH  
**110,000 RESIDENTS OF**  
**GREY & BRUCE**  
COUNTIES, THROUGH  
**CFOS**  
OWEN SOUND  
STOVIN & WRIGHT  
Representatives



### *When Baby Elizabeth Grows Up*

When Baby Elizabeth grows up, the war will be over, and, in her young heart at any rate, forgotten. And industry will have forgotten these dark days when clamoring customers have had to be served with apologies . . . will have forgotten, that is, if it has left no stone unturned to keep business friendships alive . . . against the day when the "cease-fire" has sounded and the Fight for Freedom is won. There can be no better way of maintaining that goodwill than through the intimacy of the airwaves.



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

10,000 WATTS

REPRESENTATIVES  
**JOSEPH HERSHEY MCGILLVRA**  
 New York San Francisco Chicago

860 KCLS.

**ALL-CANADA RADIO FACILITIES LTD.**  
 Montreal