Nor Good Red Herring"

Whatever the CBC does, it is in direct contravention to one of its government-endowed duties, and frankly we're sorry for it.

We see in the plight of this quasi-government-quasi-autonomous abomination, the shadow compendium to the predicament of the hunter, who, singling himself hotly pursued by an angry bear, tried in a split-second to side whether to seek sanctuary in a nearby shack or by climbing a prickly tree. "What would you do?" we ask. And whatever you reply, retort will be: "What? With a bag behind?"

The CBC owes its existence to the need for a body to control the broadcasting business, for the good of the listener, to curb any tendency yet business avidity run away with responsibility to the public; and with the ideals we can find no disagreement. Nobody loves a copper, but body suggests that we could do without the law.

Next we find that the CBC, besides being charged with control of radio broadcasting, exists also to dispense radio entertainment and entertainment to the public. For this purpose receiving license fees are tied, and if these fees paid for the CBC operation, all would be well. Unfortunately the budget does not balance in this way; and the CBC feels it necessary, if it is to survive, to increase its revenue, which it does by selling network programs to advertisers both Canadian and American. Tendentiously the CBC is in a happy position as regards this part of its activities, for it is given, by act of parliament, a complete monopoly on the transmission lines used in network broadcasting, and thus can offer network advertisers and their agencies its national network facilities on a take-leave basis.

In the course of exercising its control over the private industry, it has been found advisable by the CBC to introduce various regulations which the private stations in the pursuit of their business of selling time. It refers of course to such restrictions as those imposed on the playing of recorded programs, the sponsorship of news broadcasts and commentary, the location of stations on the air. Many of these may be sound - perhaps, but the CBC must find them embarrassing because they all tend to depreciate local or "spot" broadcasting, and this cannot react in favor of the CBC's own network.

This amphibious set-up of Canada's national broadcasting system has implications which go even deeper than this.

From time to time parliament appoints a committee to investigate broadcasting in Canada. Each time one of these committees sits, some ember whose blood is infected with the nationalization germ suggests that the private stations "do not render a community service commensurate with their increased earnings, especially in connection with the encouragement of local talent."

We have made it our business to investigate the talent situation, and are convinced that the only limitations to what the private stations do is by the amount of local talent available to be found. We submit that the CBC, through its station relations department, must know that the allusions of the community are false, and we suggest that if the Corporation's real mission were to improve the lot of Canadian listeners, it would listen to enlighten such erring committees with its own knowledge of what the private stations are doing to justify their existence, and, further, could lose no opportunity of encouraging and helping private operators, perhaps offering awards and citations for the best programs produced and lent developed by the private stations.

If on the other hand the government formed the CBC (and its predecessor the CRC) as a means of gathering in some of the shekels that were beginning to flow into the private broadcasters' bank accounts, then we could understand why the CBC would, as a matter of business, do everything in its power to show up the private stations in the worst possible light.

But neither of these situations exists, and when these investigations occur, the CBC finds itself quite unable to fight for the reputation of the private stations, which are after all its self-assumed responsibility, or to help them increase in usefulness and acceptance in John Public's ear-drums, lest, by doing it, damage its own chances of selling network time to advertisers; neither does it take a firmly antagonistic stand, lest it lose the co-operation of the 25 private stations it must have if it is to offer the public its sustaining and commercial network shows.

The CBC, confounded perhaps by these amphibious qualities its creators have given it, sits quietly listening to these unfair indictments, secure in the knowledge that if it says nothing it cannot say the wrong thing.

Radio's control by the CBC, as a government commission, could be of benefit to the country, just like the Railway Commission, or, in the United States, the Federal Communications Commission. It is for such purposes that government commissions are usually appointed. But as for these commissions starting in business in opposition to and partially capitalized by the private organizations they are appointed to regulate, even an apathetic public should shiver, for under such a state of affairs, democracy becomes a myth and freedom of speech a fading memory.

Managing Editor

U. S. Radio Tops Newspapers 16.9 Per Cent

Some interesting figures have been brought to light by the National Association of Broadcasters, Washington, D.C., showing the relative national revenues of the "Big Three" advertising media in the States, newspapers, magazines and radio, over the past fifteen years.

Figures and percentages are shown for the "normal" year 1927, the "depression" year, 1933, and the latest year 1942. The "peak" year, 1929, was avoided.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Revenue</th>
<th>Newspapers</th>
<th>Magazines</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>$412,000,000</td>
<td>54.6%</td>
<td>44.2%</td>
<td>1.2%</td>
</tr>
<tr>
<td>1933</td>
<td>299,000,000</td>
<td>48.6%</td>
<td>32.2%</td>
<td>19.2%</td>
</tr>
<tr>
<td>1942</td>
<td>551,000,000</td>
<td>25.9%</td>
<td>31.3%</td>
<td>42.8%</td>
</tr>
</tbody>
</table>

It is worthy of note that the newspaper figure for 1942 includes $13,000,000 (est) carried by "This Week" and "American Weekly", and this amount might more properly be deducted from the newspaper total and added to the magazine figure, since both these publications are "Sunday Supplements" and would perhaps be better classified as magazines.

WE'RE CORNY AND THEY LIKE IT

Yes, it's Palomine's "Happy Gang", just gone on vacation after celebrating its sixth anniversary, and already booked by the same sponsor, through Spitter and Mills, for re-appearance on the National Network this fall. Nobody knows, themselves included, what makes them tick, but they've reached and held top-rating for daytime Canadian radio.

In the upper picture, residing from left to right: encores Bert Pearl; Eddie Aikins; accordions and vocals; Hugh Mathewson; guitar; and Bud Farmon (now with the "Army Show"); George Temple, producer; Blain Mathé, violinist.

Below, left to right: Kathleen Stokes, organist; Cliff McKay, instrumentalist; Jimmie Nomura, xylophonist; John Adaskin, director
Victory Bonds are meant to be held. Every time we cash a bond, for no good reason except that we want to spend the money, we do an unpatriotic action, lose a sound investment, and weaken the cushion which may save us from many a nasty post-war bump. So hold on to your Victory Bonds—they are provision for today, preparation for tomorrow. And hold on to your business and the goodwill attached to your name and product as well. There's no better way to make sure that “What we have, we'll hold,” than by keeping yourself before your public regularly, intimately, pleasingly — through RADIO.
Coldwell Sees Place For Private Radio

M. J. Coldwell, C.C.F. Leader, and a member of the House Radio Committee, said that he did not think that the 1942 committee had any desire to eliminate private broadcasting. It was generally recognized, he stated, that community stations have a definite place in Canadian broadcasting.

Concludes Investigation

Tuesday, July 13th marked the end of the public investigations of the House Committee on Broadcasting, and Dr. J. J. McCann, its chairman, announced that study would commence the next day preliminary to the preparation of a report to parliament.

New Station For Newfoundland

The Chairman and Governors of the Broadcasting Corporation of Newfoundland have announced the inaugural program of the Corporation's West Coast Station, VOWN, which is now operating at Corner Brook, Newfoundland.

Stork Market

Cigars were handed out by Walter Elliott, president of Elliott-Haynes Ltd., last month. The occasion was the birth of its first daughter, Maureen "Statistics" Elliott.

You can MAKE MONEY in this Radio Quiz!

Q. Where is the radio listening capital of America?
A. Montreal, Quebec. A greater ratio of the population listens to radio more of the time in Montreal than in any other community so far measured by recognized methods.

Q. Among what part of this unique audience is listenership highest?
A. Among the French speaking people, who make up 63% of the population (82% for the province of Quebec).

Q. What Montreal station gives added value to the phenomenally high ratings of this territory?
A. CKAC. The dominating leadership of CKAC in evening ratings gives wholly fundy coverage—more listeners per set. Eight out of the leading ten evening programs in Montreal are carried by CKAC.

This year, earnings in the Province of Quebec are at an all-time high. Your sales story on CKAC reaches more people more effectively and at a rate which means true economy.

CKAC

COLUMBIA BROADCASTING SYSTEM

DOMINION BROADCASTING COMPANY

Dominion Broadcasting

4 Albert St. Toronto
Let's

Ask The Advertisers

The Canadian Broadcaster paid a call on J. E. Mason, advertising manager of Canada Dry Ginger Ale Limited. We'd heard about his Winnipeg program, had been told about the tough competitive problem his company was facing there. We asked him if he would take down his hair for the benefit of our readers. He would, and did.

"We started 'Double or Nothing' on CJRC, Winnipeg," Canada Dry's aggressive advertising manager began, "because we wanted to get it across to the Winnipeg market that we had built a modern bottling plant in their city and should be regarded as a local manufacturing concern rather than invaders bringing in our products from the east."

"It was a tough assignment," Mr. Mason explained, "because we were up against an old established Winnipeg competitor, who had the jump on us by a good many years. It took a lot of discussion between MacLaren Advertising Co., Ltd. (our agency) and ourselves before we finally decided to start our blitz on the Western Metropolis with 'Double or Nothing.' I can tell you quite honestly that the program has done far more for us than we even hoped it might."

We asked him to elaborate.

"Well", he said, "we started on December 2nd, 1942, using the 'Double or Nothing' show, with its studio and air audience participation. To start with we used Canada Dry Sparkling Water and Ginger Ale commercials. Then, when sugar rationing became more stringent, and the ginger ale problem became one of discouraging business rather than inviting it, we started concentrating on our Sparkling Water and also using the program to build goodwill for the Canada Dry name among both consumers and dealers."

"And the response?" we asked.

He smiled, "If you want to show your readers a radio success story" he said, "just take a look at these figures. Then he handed us the story in terms of letters from listeners and label enclosures. We have tabulated them on this page."

The increase from 349 letters on the first program, up to a peak of 4,346 on the eighteenth, and then a normal summer decrease for the 30th show on June 23, — that is one side of the picture.

"But after a few programs we were a little concerned that some contestants were sending in their mail to the Canada Dry Program, but were enclosing labels from our competitor's product! We believe in loving your neighbour!" he chuckled.

We asked him what kind of promotions had been used to put the show across.

He paid special tribute to CJRC for its efforts to tell people about the program, conducting their own promotional ideas on their own initiative, and also co-operating with the sponsors and their agency in displays, dealer tie-ins and other audience-getters.

"Then there's our mailing piece" he added. Right from the start we decided to acknowledge every letter, whether the sender won or not. To begin with we used a postal card.

Canada Dry's "Double or Nothing" in full swing in the audience studio at CJRC, Winnipeg.

Top left: Sub-Lieutenant Bill O'Connor leads an audience of sailors in the R.C.N.V.R. Barracks in Winnipeg in a sing-song when they originated "Double or Nothing" from H.M.C.S. Chippawa. Top centre: The folder sent by Canada Dry Ginger Ale Ltd. to acknowledge all mail addressed to the program. Top right: J. E. Mason, sales manager of Canada Dry Ginger Ale Ltd.

But after a few programs we were a little concerned that some contestants were sending in their mail to the Canada Dry Program, but were enclosing labels from our competitor's product! We believe in loving your neighbour!" he chuckled.

Employment Wanted

We want a job in your sales department calling on 205-000' loyal listeners as often as you wish, delivering your business messages — institutional or sales — to this host of prospective customers who tune to CKCR for between-shift relaxation and enlightenment.

Ask Your Agency

* In the primary area only.

Blood Donors

To the Red Cross, invasion means more mercy work to perform.

Whether for the blood donor clinics, prisoners parcels or any of the other war work undertaken by this organization, more help will be needed, and more publicity

Radio stations, advertising agencies and their clients willing to contribute publicity will find a ready welcome at their local Canadian Red Cross headquarters, and their assistance will be gratefully received.

"We are short of B positive," he complained, "but there is a limit to things. So we dropped the post card and substituted a small folder showing the personalities involved in the show; a short product message; and a cut of a Canada D bottle with our name and trademark emphasized."

"It worked," we queried. "We're just selling Canada D now!" he replied.

<table>
<thead>
<tr>
<th>CANADA DRY'S 'DOUBLE OR NOTHING' MAIL TALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number</strong></td>
</tr>
<tr>
<td>of Program</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td>1st</td>
</tr>
<tr>
<td>5th</td>
</tr>
<tr>
<td>13th</td>
</tr>
<tr>
<td>18th</td>
</tr>
<tr>
<td>30th</td>
</tr>
</tbody>
</table>
"HOTTEST Popular Music Program Available to Local Stations ..."

BROADWAY BANDWAGON

Here's the answer to your "hit tunes" dilemma. Top tunes of Today are included in all current releases of the Broadway Bandwagon.

Hit Tunes Like:
- You'll Never Know
- Comin' In On A Wing And A Prayer
- In My Arms
- Let's Get Lost
- Taking A Chance On Love
- You Rhyme With Everything That's Beautiful
- In The Blue Of Evening
- Violins Were Playing
- I Never Mention Your Name
- No, No, No
- What's The Good Word, Mr. Bluebird
- Goodnight Little Angel
- I Heard You Cried Last Night
- It Started All Over Again

All of these outstanding "Hit Tunes", and many more, have been released by Lang-Worth.

The Broadway Bandwagon, featuring Top tunes of Today, is one of several highly commercial daily script shows furnished free to all Lang-Worth subscribers.

Why not investigate Lang-Worth? Today is not a minute too soon.
What’s Doing at the Brown’s Tonight?

No pleasure rides for the duration. Mary’s boy friend overseas. John is overseas, too. The Browns are working harder than ever—coming home more tired—using their car less—staying home more.

The Browns are listening to their radio tonight. More than ever, they’re relying on their radio for entertainment.

Now is the time to talk to the Browns through radio, the ideal sustaining medium. Talk to them today, when they’re in the mood to listen, and they’ll remember you tomorrow, when things get back to normal.

You can do this effectively, inexpensively — over their favourite “All-Canada” station. You can spot your programme at the most effective time on any of the thirty-three “All-Canada” stations in the markets you wish to reach. Let us help plan your own programme or select from our fine transcription library. Ask your advertising agency for details.

ALL-CANADA RADIO FACILITIES

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
POST-WAR PLANNING IS THE VOGUE

Planning of any kind calls for careful study, and in going over the potentialities of the Ottawa market it is vital that the 10% French population be given full consideration.

CKCH with 250 watt power gives complete coverage of the French homes of the Ottawa Valley, and enjoys a proven audience preference in this market. An instance of its constant effort to best serve the listener is the recent addition of Sunday morning broadcasts to its schedule.

For coverage of the French market plan on CKCH.

Book Review

"HOW TO SPEAK IN PUBLIC", by C. W. "Bill" Wright has reached this office in manuscript form prior to its final journey to the printers, and, having read it, we believe we understand why an American publishing house, Crown Publishing Company, New York, chose to invest in this work of a Canadian speaker-writer.

Constructed in short pithy paragraphs, reminiscent of his own speaking, Bill writes with a style combining simplicity and clarity, which make for easy reading and quick understanding. He deals with every conceivable phase of speaking, from preparation to platform; he discusses the microphone, art, radio and public address; he describes the right routines, mechanics and rituals of a meeting; he addresses a chapter to the ladies; in short he has produced a book which is a completely comprehensive text-book on the art of effective speaking in public.

Having read it fast, with dire threats hanging over our head of what would happen to us if the one and only manuscript failed to return in one piece to papya, we can unhesitatingly recommend it to those who are or may sometime be called upon to "say a few words", in fact to everyone.

Statistics

In all the world, there are 2,481 radio stations — and more than 108 million radio sets. In the Axis Nations, there are 271 radio stations and 33 million radio sets. In the United and Neutral Nations, there are 2,310 radio stations and 75 million radio sets — eight times as many as in the Axis Nations.

Thus we see that the United States alone has nearly four times as many radio stations as all Axis Nations combined — and nearly twice as many radio sets. The United States total: 924 stations, 56 million radio sets.

In radio sets per thousand population, the United and Neutral Nations have 47 per thousand; the Axis Nations — 62 per thousand, in the United States itself there are 425 sets for every thousand people. In other words, there are nearly seven times as many sets per thousand people in the United States as in the Axis Nations. The United States has 37 per cent of the world’s radio stations, 921 out of 2,481. In short, a total of 30,600,000 United States radio families depend upon the 924 stations of our country for entertainment, information and education.

—Frank E. Mullen, Vice President and General Manager, National Broadcasting Company.

Private Net A Menace

Dr. James S. Thomas, CBC General Manager told the House Committee on Radio Broadcasting that any group of private broadcasters who would establish their own radio network in Canada would become the most influential group in the country.

“I think we have to recollect”, he said, “that whoever controls any network in this country, would wield enormous power, almost incomprehensible power, far more than would be wielded by, let us say, the Canadian Press.

“It is not that I am minimizing the press”, he continued, “but the press has been very careful not to set up any unified control in this country.”

Scores Sicily Scoop

Invasion of Sicily — the opening of the second front — put radio on its toes all over the world. July 10th. A Canadian war correspondent — Ross Munro, of The Canadian Press — scored a 7½ hour world beat over 33 other war correspondents with his eyewitness story from Sicily.

Munro, whose story was broadcast by the BBC and given flash relay to Canadian stations served by Press News, gave many interesting sidelights to his communiques.

In one instance, he said, there was a batch of Canadians who had made the initial assault, and they told him that the first civilian they ran into was a Sicilian who had lived in Toronto for seven years. Munro talked with him himself later but he would not disclose his name.

This correspondent had his first news beat in the war when he was with the Canadians raiding Spitzebergen, and again in August last year, when he landed with the Canadians at Dieppe and wrote a first-hand account of the United Nations' first offensive action.

Toronto born — September 1914, Munro was on the Canadian Press staff in Toronto, Winnipeg and Ottawa until three years ago when he was appointed war correspondent.

After the raid he did a short-wave broadcast describing the action, and returned to Canada, where he gave a description of it over the CBC national network. He also visited the home cities of the units which took part, meeting many of the relatives of the men personally, and delivering radio talks when the opportunity arose.

Your radio program in the Province of Quebec also needs an expert. Whether in French or English, it must be geared to the preferences, the thinking and the understanding of its audience. It looks simple to transfer or translate an English program for Quebec Province. Yet it may be, and often is, an entire waste of money and effort. Handled, however, by experts who specialize on both French and English radio for Quebec, radio shows greater interest than in any other province. May we discuss your radio questions with you?
Getting Away from “GUESSTIMATES”

Editor’s Note
Athol McQuarrie, managing director of the Association of Canadian Advertisers, an organization with a membership responsible for the annual placement of over 25 million dollars worth of national advertising in all media, gives you his impression of what advertisers are thinking about radio. Athol is the brains behind the A.C.A. “Blue Book”, annual analysis of Canadian media, and we detect that his article is subtly infiltrated with a thought that if radio would try and furnish advertisers with data comparable to A.B.C. information, mutual benefits would result. We mentioned to the author that we thought we could detect this thought, and he replied: “Thought? Hell, man! It’s a prayer.”

I have been asked to make a few observations on the subject of ‘Guesstimating vs. Estimating’ as applied to radio promotion. Being cautioned to be brief and thus avoid unnecessary sweeps of the editor’s blue pencil, here goes:

The promotion of any business with a service to sell can only succeed when based on a study of what the business has to offer. This is a very elementary lesson which I learned many times during these 35 years in which I have been associated with advertising — from the days in which I sold special merchandising events for “The Listening Post of Pipe’s Dam,” to the more recent months when, lacking more authoritative information for “Blue Book” records, I approached Canadian radio stations for estimates (not ‘guesstimates’) as to the number of radio homes in their primary areas.

Thirty years ago, long before the birth of radio, purchasers of advertising were concerned about the value of the service which media of that day had to sell. The Association of Canadian Advertisers wrestled with this problem and, through the A.C.A. Audit Form, pioneered in providing its member companies with informative data on circulations of publications. This work paved the way for the service, now generally accepted and enjoyed, of the Audit Bureau of Circulations.

The work of the Canadian Circulations Audit Board is an example on the united efforts of national and industrial advertisers, agencies and publishers, under A.C.A. sponsorship, to take the ‘guess’ out of circulation of trade and technical publications. Eighty-five Canadian publishers use this form of audit which has been in general use for six years.

The A.C.A. “Blue Book” is the answer to the demand of national advertisers and agencies, first made over sixteen years ago, for correlated, authoritative data on publication media with an A.B.C. Audit. In later editions, information on the poster medium, supported by data from the Traffic Audit Bureau, was recorded, and trade and technical papers with an A.B.C. or C.C.A.B. Audit were listed. Information of interest to the transportation advertiser was included in the last edition, while a single page in the last two issues was devoted to radio.

The effectiveness of this presentation on radio need not be dwelt on here. It was a subject of editorial comment in the June issue of “The Canadian Broadcaster” and I commend it for reading by all who sell radio time and service. It is my sincere hope, and I believe I can speak for all advertisers and their agencies, that before the compilation of material for the 1944 issue of the “Blue Book” is begun, the data made available on radio will be more comprehensive and generally accepted as authoritative.

In discussing the future of advertising with our member companies and many other national advertisers from Montreal in the East to Windsor in the West, I have been impressed by industry’s growing demand for more accurate information as a means of determining how best to spend its advertising dollar.

Various research undertakings in the United States are attracting attention. Interest is being quickened in public opinion polls conducted periodically for the Association of National Advertisers of New York by the Psychological Corporation; “The Continuing Study of Newspaper Reading” is being more widely discussed, as also is the Daniel Starch analysis of attention value and readership of magazine advertisements and the related survey to determine copy themes most acceptable to the reading public.

And, as I discuss these new forces at work to get away from “Guesstimating”, I am frequently asked: “What research is radio doing?” My answer as yet must be confined to reference to the work of the committee of radio and agency executives, with A.C.A. members, which for over a year has studied methods of measuring the size of radio listening audiences. The formula has been agreed upon and a new tool is now available to Canadian radio to help it steer away from “guesstimates” and to aid approved methods of presenting factually their market potentials.

If I am right in my premise that the promotion of any business as a service to sell can only succeed when based on a study of what that business has to offer”, then advertisers now may look forward to the radio industry taking its place among the other forward-looking media in providing information which will furnish a better basis on which to appraise the value of broadcast advertising as “a force which makes ideas fly”.

The FAVORITE Saskatchewan Station

with both LOCAL and NATIONAL sponsors!

• There’s a reason for this preference . . . investigate it for yourself!

CKCK

REGINA, SASK.

620 Kilocycles

REPRESENTATIVES: Canada, All-Canada Radio Facilities, United States, Weed and Co.
Four, for all our programme operations. I should not wish to call it a sombre background, although it may well have its sombre aspects for many Canadian homes. It does not in any degree lessen the confident optimism with which the United Nations are now entering what they hope may be the first approaches of final victory, to realize that all victories are achieved at a cost which in the long run is reckoned in the lives and homes of individuals. It is into these homes that radio enters with a degree of intimacy that is almost frightening, at times, to those of us who are responsible for programme content. That is what is on my own mind in making this talk, and I am sure that you too, share this concern. But in the day-to-day and hour-by-hour routine of doing our jobs, it is not difficult — in fact it is entirely natural and understandable — to become so taken up with the particular job in hand, that we may forget all of its implications, and particularly the emotional impact that it may have upon listeners.

At a time when our Canadian boys will be taking great risks, risks that no one would dare minimize, it will be an obligation upon every person who is concerned in any way with what goes on the air here in Canada, to be continuously sensitive and alert for anything that under the circumstances may be in bad taste, or which might wound the feelings of listeners whose minds and hearts are overseas. That does not mean that we should strike any sombre note in our programming; people will need what solace radio can give, in the way of entertainment and good cheer, more perhaps than at any other time. The things that we must be alert for, are such matters as these: a song or piece of music or variety programme whose title or presentation, or content, amusing under ordinary circumstances, but which might sound cheap and callous at another time. Or we must guard against expressions of sympathy which, though given in all honesty of purpose, might sound a false note because of our remoteness from the lives and backgrounds of those who have suffered a loss. I do not think we should ever try to express direct sympathy in radio programmes.

It all boils down to a matter of intelligence, good taste, and sensitivity for the feelings of others.

I have made this short talk with some difference because I know that it may well be considered gratuitous. I do it simply for the sake of re-emphasis, possibly when working under pressure, which later on might seem regrettably clumsy and thoughtless.

I am not giving this closed-circuit talk because I have any confidential information at my disposal, or because I wish to shroud these remarks in an atmosphere of mystery. It is simply a handy means of having an informal chat with all of you, in different parts of Canada, share responsibility for programmes that are heard by Canadian listeners. I know that you take these responsibilities seriously in their relation to war and Canada’s share in it. I should like to discuss very briefly, an aspect of our wartime relation that has already been brought to your attention in a speech I delivered which was sent to you at the end of April, under the title “A New Challenge.” I did have at that time — not have I — any information with regard to the future plans of the Canadian overseas; in other words I knew exactly as much as any reasonably well-informed person who following the news from day to day.

It does seem pretty obvious, however, that the summer may bring events of exceptional interest and importance to Canadians.

And when those events take place, they will provide a new background, one of compelling significance, for all our programme operations. I should not wish to call it a sombre background, although it may well have its sombre aspects for many Canadian homes. It does not in any degree lessen the confident optimism with which the United Nations are now entering what they hope may be the first approaches of final victory, to realize that all victories are achieved at a cost which in the long run is reckoned in the lives and homes of individuals. It is into these homes that radio enters with a degree of intimacy that is almost frightening, at times, to those of us who are responsible for programme content. That is what is on my own mind in making this talk, and I am sure that you too, share this concern. But in the day-to-day and hour-by-hour routine of doing our jobs, it is not difficult — in fact it is entirely natural and understandable — to become so taken up with the particular job in hand, that we may forget all of its implications, and particularly the emotional impact that it may have upon listeners.

At a time when our Canadian boys will be taking great risks, risks that no one would dare minimize, it will be an obligation upon every person who is concerned in any way with what goes on the air here in Canada, to be continuously sensitive and alert for anything that under the circumstances may be in bad taste, or which might wound the feelings of listeners whose minds and hearts are overseas. That does not mean that we should strike any sombre note in our programming; people will need what solace radio can give, in the way of entertainment and good cheer, more perhaps than at any other time.

The things that we must be alert for, are such matters as these: a song or piece of music or variety programme whose title or presentation, or content, amusing under ordinary circumstances, but which might sound cheap and callous at another time. Or we must guard against expressions of sympathy which, though given in all honesty of purpose, might sound a false note because of our remoteness from the lives and backgrounds of those who have suffered a loss. I do not think we should ever try to express direct sympathy in radio programmes.

It all boils down to a matter of intelligence, good taste, and sensitivity for the feelings of others.

I have made this short talk with some difference because I know that it may well be considered gratuitous. I do it simply for the sake of re-emphasis, possibly when working under pressure, which later on might seem regrettably clumsy and thoughtless.
Coverage Data

**C F C N — 10,000 watts**
Calgary's First Radio Station

PRIMARY AREA
150 miles radius
Population - - 401,466
Radio Sets - - 80,950

**Compared to**
Calgary's Second Radio Station
(1,000 Watts)
PRIMARY AREA
75 miles radius
Population - - 195,555
Radio Sets - - 43,196

**C F C N makes available**
181,095 more Population
and 31,210 more Radio Sets
Plus
Coverage in Medicine Hat
not covered by other Calgary Stations.

**Compared to**
Calgary's second station plus the Lethbridge station
serving
Population - - 263,999
Radio Sets - - 56,527

**C F C N makes available**
137,476 more Population
24,423 more Radio Sets

In Alberta Cities — 27.7% have radio sets.
In Alberta Towns — 20% have radio sets.
In Rural Areas — 16.4% have radio sets.

Above estimates supplied by Calgary Radio Inspector

---

Twenty-one years service of them non-profitable root-grubbing and sun crop to obliterate the rest of one years of pioneering enterprise survive (with will public ownership with Hitler) with bureaucratic facilities to sympathize a cherished memory? questions as vital to Can ONLY GUARANTEE FACTIONS.

Twenty-one years serving the rich slice of CFCN...
In 1922 CFCN.... Today CFCN's market coverage, and the most productive Western Canadian listeners are enjoying a break.... ARE YOU?

In the daytime CFCN's News has 82.8% of the audience or over 200,000 listeners in its primary area.

The four top National Daily Serial Shows on CFCN average a rating of 21.23 as against 16.85 on the four similar top shows on the second Calgary Station.

CFCN shows an average of 30,000 more listeners on these daytime shows.

Night time surveys show the top ten programs on CFCN have an average rating of 26.72.

Top ten shows on other Calgary Station — 23.66.

CFCN shows an average of 34,000 more listeners on these night time programs.

Average Cost per set reached:

- On CFCN - .3024 cents
- Other Station - .5652 cents

*basic rates

69.5% of Alberta's Population is Rural.
CFCN's Greater Coverage gives you this Rural Audience.

It's CFCN Two to One
RADIO STATIONS AND THEIR REPRESENTATIVES
Listed Alphabetically by Provinces

● BRITISH COLUMBIA
Chilliwack CHWK* Canada—No Exclusive Reps.
Kamloops CFJC* Canada—All-Canada Radio Facilities
Kelowna CKOV* Canada—All-Canada Radio Facilities
Nelson CLKN Canada—Stovin & Wright
Prince Rupert CFPR Canada—Stovin & Wright
Trail CJAT* Canada—All-Canada Radio Facilities
Vancouver CBR Canadian Broadcasting Corporation
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
CFBN* Canada—All-Canada Radio Facilities
CJCN Canada—No Exclusive Reps.
Edmonton CFRN* Montreal | Radio Representatives Ltd.
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* Canada | Montreal | Stovin & Wright

● 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* Toronto—Metropolitan Broadcasting.
CKOC* Montreal—Stovin & Wright.
Canada—All-Canada Radio Facilities
Kenora CKCA Canada—Stovin & Wright
Kingston 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 Canada—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
Brockville CFLC* Canada—Stovin & Wright
St. Catharines CKTB* 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.
Windsor CKLW Canada—Stovin & Wright
Wingham CKNX Canada—J. L. Alexander.

● QUEBEC
Amos CHAD* Canada—All-Canada Radio Facilities.
Chicoutimi CJCB* Canadian Broadcasting Corporation.
Hull CKCH* Toronto—D. L. Boufford.
Montreal-CBC Montreal—Radio Representatives Ltd.
CBM Canadian Broadcasting Corporation.
CFCF* Toronto—All-Canada Radio Facilities.
CHLP* Toronto—J. L. Alexander.
CKAC* Montreal—Stovin & Wright.
New Carlisle CHNC* Canada—All-Canada Radio Facilities
Quebec CBV Canadian Broadcasting Corporation.
CHRC* Canada—No Exclusive Reps.
CKCV Canada—Radio Representatives Ltd.
Rimouski CJBR* Montreal—Stovin & Wright.
Rouyn CHNO* Canada—All-Canada Radio Facilities
Ste Anne de la Pocatiere CHGB Canada—Stovin & Wright
Sherbrooke CHLT* Canada—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 CNFB* Canada—All-Canada Radio Facilities.
Moncton CKKW Canada—Stovin & Wright.
St. John CHSJ* Canada—Stovin & Wright.
Sackville CBA Canadian Broadcasting Corporation.

● NOVA SCOTIA
Antigonish CJFX Canada—J. L. Alexander.
Halifax CHNS* Canada—All-Canada Radio Facilities.
Sydney CJCB* Canada—All-Canada Radio Facilities.
Wolfville CKIC Does not sell time.
Yarmouth CJLW Canada—All-Canada Radio Facilities.

● PRINCE EDWARD ISLAND
Charlottetown CFEC* 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 Canadian Association of Broadcasters, information in respect to its member stations.
ONE THING IN COMMON

"East is East and West is West and never the twain shall meet", wrote Rudyard Kipling. There may be differences between East and West and differences too, between the various provinces across the country . . . differences in environment, methods of speech, buying habits. But, after all, the market areas covered by the ten stations shown above consist of people who have one thing in common—radio consciousness.

You can reach these great listening audiences economically and effectively over these ten stations or you may select any station or stations to suit your requirements. We welcome your enquiries.
Amendment to Radio Regulations

An amendment has been made by Order-in-Council No. 5020 by the Minister of Munitions and Supply to Regulation Number 31 passed under Section 44 of the Broadcasting Act, 1938.

Radio Regulation 31 is hereby amended by the addition of the following:

31A. Private Commercial Broadcasting Station Licences shall be subject to the following conditions respecting ownership and operation:

(a) The issue of a licence shall be conditioned upon the licence being the owner of the station licenced; and upon the ownership or control thereof not being transferred either directly, or indirectly by transfer of shares of capital stock of the licensee, to any person without the permission of the Minister.

(b) Except with the permission of the Minister given upon the recommendation of the Canadian Broadcasting Corporation, no person shall be licenced to operate more than one station and no licence shall be issued to a company owned or controlled by a company holding a licence.

(c) The licence shall be conditional upon the station being operated in fact by the licensee in person or by bona fide employees of the licence; provided, however, that this condition may be omitted or rescinded by the Minister acting upon the recommendation of the Canadian Broadcasting Corporation.

(d) The Minister may require periodic or other returns to be made by the licensee of the revenues, profits and expenditures of the station and any other information required by the Minister for the purposes of this Regulation and to ensure that such station is operated in the national interest and for the benefit of the community in which it is located.

Gentle Commercials

Using Fibber McGee and Molly and the Great Gildersleeve as subjects of his analysis, Melvin Broby, vice-president of Needham, Louis and Broby, Inc., explained to students of the NBC Northwestern University Summer Radio Institute how the agency formulates commercial messages for the two shows, which are handled by that agency.

"In preparing commercials for our shows," Broby said, "we always try to identify the advertising message with the listeners' interest at the moment. We strive to make our commercials gentle and unobtrusive with a minimum of ideas. We believe further that the best of commercial radio writing is based on understatement.

Joseph Sedgwick, K.C., presenting the Canadian Association of Broadcasters' brief to the Parliamentary Committee on Radio Broadcasting, asked the committee that the private broadcasters be allowed to compete with the Canadian Broadcasting Corporation "on reasonable terms."

Sedgwick was spokesman for the CAB delegation which the association sent to Ottawa when its request for a hearing before the committee was granted.

The delegation consisted of Joseph Sedgwick, K.C. (CAB Counsel); Glen Bannerman (CAB president and general manager), George Chandler (CJOR, Vancouver); Narcisse Thivierge (CHRC, Quebec); Phil Lalonde (CKAC, Montreal); Jack Cooke (Northern Broadcasting & Publishing Ltd.); Harold Garner (Peterborough); B. de F. Bailey (Toronto); G. R. A. Rice (CFRN, Edmonton); A. A. Murphy (CFCQ, Saskatoon).

Private Radio's Requests

The Association's requests, as voiced by Mr. Sedgwick, were as follows:

1. That individual stations be encouraged to improve their facilities, increase their power and operate multiple station hook-ups.

2. That private broadcasting stations be given the opportunity of participating in the development and use of all new phases of broadcasting.

3. That private broadcasters be assured continuance of their licenses so long as operation of their stations was in accordance with public interest and convenience.

Nationalization Bogey Impedes Service

Speaking of the 1942 committee and its report, Mr. Sedgwick said that private broadcasters were disturbed by the weakening of the security of the private stations engendered by last year's report which supported general nationalization of radio in Canada, a feeling born not of what was said, but of some things which were hinted at.

If the committee proposed total nationalization of radio, he said, there should say so flatly. If it did not want this, radio should be freed of the constant threat of nationalization, which certainly did not create an atmosphere of encouragement to private stations in expanding the service to the public.

Nationalized radio in Europe, he pointed out, was used largely for propaganda purposes. He reiterated the situation in England, in explaining that the BBC did not have a monopoly before the war and could not have full satisfaction of the wants of the British listener because a number of competing stations broadcast exclusively to England, and that for these stations to have a larger audience than the BBC. He also expressed the view that commercial broadcasting would be permitted in England after the war.

Survey Favors Private Radio's Survival

Quoting the results of a survey made on behalf of the association, Sedgwick revealed that when questioned as to the type of radio control the public wanted, 16% favored complete government ownership; 37% were in favor of some government and some private stations; and those favoring all private stations comprised 20%. 12% wanted private stations under government supervision and 18% would express no view.

CAB Appears Before House Radio Committee

Private Radio Wants Reasonable Competition

We've barrels of Statistics
But we'd rather talk about our policy—

"LISTENERS FIRST"

Lynch Promoted

R. W. Keyserlingk, general manager of British United Press, has announced the appointment of Charles B. Lynch, Toronto Bureau Manager, to the post of Central Division Manager, with headquarters still in Toronto.
This month the United Transcribed System celebrates its First Birthday. During the past year, in providing a better library service to Canadian radio stations, U.T.S. has become the leader in its field. Thirty-four subscribers (more subscribers than to any other library service) are using U.T.S.

More than just a transcription library, U.T.S. offers outstanding talent, wide variety in musical programs, perfect broadcast quality and excellent continuity service, all of which, combined with a modest cost, makes it easy to see why more and more Canadian radio stations are using U.T.S.

**U.T.S. from Coast to Coast**

<table>
<thead>
<tr>
<th>CJOR</th>
<th>CFRN</th>
<th>CJIC</th>
<th>CKCL</th>
<th>CJCS</th>
<th>CKCH</th>
<th>CJBR</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHWK</td>
<td>CHAB</td>
<td>CKGB</td>
<td>CKCR</td>
<td>CKLW</td>
<td>CKAC</td>
<td>CKCW</td>
</tr>
<tr>
<td>CFJC</td>
<td>CJGX</td>
<td>CKKL</td>
<td>CHML</td>
<td>CBL</td>
<td>CHLN</td>
<td>CJFX</td>
</tr>
<tr>
<td>CFCN</td>
<td>CKCA</td>
<td>CFCH</td>
<td>CKTB</td>
<td>CHEX</td>
<td>CHLT</td>
<td>CJS</td>
</tr>
<tr>
<td>CFGP</td>
<td>CKPR</td>
<td>CHPS</td>
<td>CKPC</td>
<td>CKWS</td>
<td>CKLS</td>
<td>CJCB</td>
</tr>
</tbody>
</table>

WRITE TODAY FOR AVAILABILITY AND AUDITION SAMPLES

EXCLUSIVE RADIO FEATURES COMPANY LIMITED

14 McCaul Street

Toronto

Ontario

Sales Representatives for

UNITED TRANSCRIBED SYSTEM
The July Evening Report, released July 16th, shows Lux Radio Theatre leading the nets across Canada. It is now on summer vacation, and will return this fall. It was listed in the top three throughout the Fall-Winter-Spring season.

X—X—X—X

July evening sets-in-use index is up one point over the 3-year average. Table, below, shows cross-Canada listening trends over the past three years.

<table>
<thead>
<tr>
<th>Month</th>
<th>1941</th>
<th>1942</th>
<th>1943</th>
<th>Av.</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>31.19</td>
<td>31.5</td>
<td>31.6</td>
<td>31.7</td>
</tr>
<tr>
<td>June</td>
<td>28.7</td>
<td>28.0</td>
<td>28.5</td>
<td>28.7</td>
</tr>
<tr>
<td>July</td>
<td>28.4</td>
<td>23.4</td>
<td>24.9</td>
<td>23.9</td>
</tr>
</tbody>
</table>

**Lux Radio Theatre**

**Passing Parade**

**Treasure Trail**

**Album of Familiar Music**

**Kraft Music Hall**

**Waltz Time**

**The Army Show**

**FRENCH**

Les Secrét des Dr. Morhanges

Course au Trésor

French Lux Radio Theatre

Le Café Concert

La Vie Commence Demain

Naazire et Barnabé

Quelles Nouvelles

X—X—X—X—X

John Nesbitt, teller of tall tales, appears on "Passing Parade", Johnson's summer replacement for Fibber McGee and Molly, and from rating data available to date appears to be heading towards a regular spot on the winter nets.

X—X—X—X—X

With "Lux Radio" gone fishing, "Passing Parade" and "Treasure Trail" will be left alone to battle out for ether supremacy.

The July Evening Report, released July 16th, shows Lux Radio Theatre leading the nets across Canada. It is now on summer vacation, and will return this fall. It was listed in the top three throughout the Fall-Winter-Spring season.

X—X—X—X

July evening sets-in-use index is up one point over the 3-year average. Table, below, shows cross-Canada listening trends over the past three years.

<table>
<thead>
<tr>
<th>Month</th>
<th>1941</th>
<th>1942</th>
<th>1943</th>
<th>Av.</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>31.19</td>
<td>31.5</td>
<td>31.6</td>
<td>31.7</td>
</tr>
<tr>
<td>June</td>
<td>28.7</td>
<td>28.0</td>
<td>28.5</td>
<td>28.7</td>
</tr>
<tr>
<td>July</td>
<td>28.4</td>
<td>23.4</td>
<td>24.9</td>
<td>23.9</td>
</tr>
</tbody>
</table>

**Lux Radio Theatre**

**Passing Parade**

**Treasure Trail**

**Album of Familiar Music**

**Kraft Music Hall**

**Waltz Time**

**The Army Show**

**FRENCH**

Les Secrét des Dr. Morhanges

Course au Trésor

French Lux Radio Theatre

Le Café Concert

La Vie Commence Demain

Naazire et Barnabé

Quelles Nouvelles

X—X—X—X—X

John Nesbitt, teller of tall tales, appears on "Passing Parade", Johnson's summer replacement for Fibber McGee and Molly, and from rating data available to date appears to be heading towards a regular spot on the winter nets.

X—X—X—X—X

With "Lux Radio" gone fishing, "Passing Parade" and "Treasure Trail" will be left alone to battle out for ether supremacy.

The 7 top networks in Canada over the entire past season show Jack Benny leading by a slim margin of .1 over Charlie McCarthy. Here are the average ratings:

Jack Benny 37.2

Charlie McCarthy 37.1

Lux Radio Theatre 36.6

Fibber McGee and Molly 35.8

The Aldrich Family 31.4

Kraft Music Hall 29.3

Treasure Trail 27.9

X—X—X—X—X

The 8-month average for all 7 programs was 33.6 with Lux Radio Theatre showing the most consistent rating. December was their best month, with an average of 37.1 for the top 7, compared with the 8-month average of 33.6. Highest individual monthly rating went to Charlie McCarthy, with 42.9 in February. Fibber McGee and Molly paid 42.0 to place in January. "Treasure Trail" is the only program in the top 7 bracket having Canadian origination.

**Canada Losing Radio Coverage**

B. de F. Bailey, professor of Electrical Engineering, at the University of Toronto, told the parliamentary committee that many broadcast channels allocated to Canada under the Havana Agreement would be lost to the country unless they were used immediately.

John Nesbitt, teller of tall tales, appears on "Passing Parade", Johnson's summer replacement for Fibber McGee and Molly, and from rating data available to date appears to be heading towards a regular spot on the winter nets.

X—X—X—X—X

With "Lux Radio" gone fishing, "Passing Parade" and "Treasure Trail" will be left alone to battle out for ether supremacy.

**BUCKLEY LTD.**

W. K. Buckley Ltd. will resume spots in November. Program arrangements are in the hands of Walsh Advertising, Toronto.

**CITIES SERVICE OIL CO. LTD.**

15 minutes a week, recorded music on CFRB, Toronto. Also spots on selected list. Spots & Mills, Ltd., Toronto.

**NATIONAL SELECTIVE SERVICE**

In conjunction with the Toronto local council of Women, has started a campaign to recruit housewives for part-time sential work in laundries, hospitals, cleaning plants, hotels, etc. Newspaper displays and radio spots have been used, but future plans include radio. To date campaign is Toronto only, but if successful may assume national aspect. Toronto contact is Gordon Anderson, National Selective Service, Toronto.
For Real Advertising

Some 20 years ago Henry Ford pealed to his customers to buy, 'It pay for cars longer than delivery. The response was disastrous. Right now there are 98 of these problems in Canada which might be solved in large part a method suggested by that in- ventor in Ford history.

Of immediate concern to all who directly or indirectly interested advertising, is the issue of the maintenance of an independ- ent press, is that advertisers will forever continue to advertise goods for sale. And it is sug- gested that the era of impressive "stational" or goodwill adverti- ing has about run out.

In new, or renewed, kind of certifying that is feasible is ad- vertising of goods — goods to be covered after the war.

Old and reliable firms should be no great difficulty persuading homemakers to place orders now, and only pay, for goods to be manu- factured and delivered when the little of these old and reliable are no longer required for purposes.

Here is the basis of a plan in idea. The association of ad- vertising agencies should get busy, working with manufacturers and the Association, and form treated Department stores and other chart long had done a con- siderable business in gift and mer- curizing certificates. Similar cer- tificates could be accepted to the provision, pending the conclusion of the or part of the lighting of the issue of production facilities for dien use, the proceeds of the of such certificates would be in- vested in Government bonds, carr- aying them to be accepted as the of the underlying certificat- es. The idea would seem to be prac- tical. It would revive real ad- vertising. It would help draw off goods purchased in the past; and it would enable economists to mate the amount and indicate kinds of capital goods which and Mrs. Public are looking ward to buying again some day. It’s a plan which is needed, "—The Printed Word."  

Walter Enger, Stovin & Wright, left for points east on a trip in- cluding which he will call on the near stations represented by n.

Billboard Awards

The first Canadian award in "Billboard’s" 6th annual radio pub- licity exhibit has been won by C.K.C.O., Hamilton, because it "gave its special events depart- ment so that every event that would be turned to selling bonds would be spot-lighted and programed." Second honors went to CKBI, Prince Albert, and the citation reads: "... not only did CKBI take its microphone right into every facet of the (Army) Week, but one day it had the army march in and take the station. Several times when the local penitentiary and other local jails, the station broadcast the alarm and the prisoners were back behind bars within 48 hours. This type of pub- lic service means converting news stories which were page one copy. CKBI is strictly the type of station that uses public service to do a pub- licity job." CKCK, Regina, got the third nod for turning over the station for one full day to the C.W.A.C. "for an integral part of the army." Then they sold it, in a publicity way.

Special awards in the Canadian section went to CJCA, Edmonton, "for special social service pro- gramming"; to the C.F.G.P., Grand Prairie, "for contribution to community life"; to CKCK, Regina, "for effective dramatization of women’s role in the war"; and to CKAC, Montreal, "for outstanding bilingual programming."

The Canadian radio industry is indebted to the publishers of "Bill- board" for the interest they display in Canadian radio.

Tregale Goes West

Jack Tregale, of All-Canada, left Toronto, July 15th, for an extended trip eastward to B.C. He expects to visit all the eastern stations represented by All-Canada, and will be on the road about a month.

John Tregale...Reg Beattie...
ACTION REPRESENTATIVES
for an
ACTION STATION
CKOC Hamilton...
The All-Canada Station...
The Friendly Voice of the Maritimes

These National Advertisers

are some of the regular users of CFCY to deliver their sales messages to the three Maritime Provinces.

W. K. Buckley Limited
Burgess Battery Co.
Blue Ribbon Ltd.
Canada Starch Co. Ltd.
Carter Products Inc.
Coca-Cola Co. of Canada
Colgate-Palmolive-Peet Co. Ltd.
Dund Medicine Co.
Dominion Government
Dr. A. W. Chase Medicine Co.
Fruitatives Ltd.
General Dry Batteries of Canada Ltd.
General Foods Ltd.
Houde Tobacco Co. Ltd.
Imperial Tobacco Co. of Canada Ltd.
S. C. Johnson & Son Ltd.
Junket Folks Company
Kraft Cheese Ltd.
Lambert Pharmacal Co. (Canada) Ltd.
Lever Brothers Limited
Thos. J. Lipton Ltd.
W. C. Macdonald Inc.
Maple Leaf Milling Co. Ltd.
Inwards Limonit Co. Ltd.
Procter & Gamble Co. of Canada Ltd.
Quaker Oats Company
Harold F. Richie & Co. Ltd.
Robin Hood Flour Mills Ltd.
Standard Brands Ltd.
Sterling Products Ltd.
St. Lawrence Starch Company Ltd.
Templetons Limited
Tuckett Limited
United Drug Co. Ltd.
Henry K. Wampole & Co. Ltd.
Western Canada Flour Mills Co. Ltd.

Local Merchants

tune to CFCY for pleasure and information, and use CFCY to tell their own story in the home market.

SOME CURRENT PROGRAMS:

"HOUSE OF DREAMS" — Pure Milk Co., Charlottetown, P.E.I.
"MY PRAYER WAS ANSWERED" — Guild Jewelers, New Glasgow, N.S.
"IN HIS STEPS" — Goodman Co., New Glasgow, N.S.
"TIME OUT" — Smith's Hardware, New Glasgow, N.S.
"ACADEMY AWARD" — A. Pickard & Co., Charlottetown, P.E.I.
"DON MESSER AND HIS ISLANDERS" — David Neima, New Glasgow and Pictou, N.S. (also on CBC national network).

Summer or Winter, the loyalty of CFCY's local advertisers and listeners remains the same.

For years, the 35,000 radio homes in our primary area have depended on the entertainment and information facilities of this community organization.

We Sincerely Thank . . .

. . . Our consistent advertisers who realize dollar value in seeking and gaining the goodwill of their customers via the CFCY air lanes.

. . . Our loyal listeners who support our advertisers.

. . . Our friends, the agency time buyers who know now that CFCY is a "Maritime Must"

Basic Station of the CBC Network

B. U. P. News Service

Lang-Worth and Standard Library Services

CFCY ISLAND
Radio Broadcasting Co. Ltd.
"Broadcasting Centre"
85 Kent Street
Charlottetown, P.E.I.

ASK THE ALL-CANADA MAN

Weed & Co. in the United States
The Story of
A RADIO PROGRAM

After ten years of story telling on the air for which he had explored the world for interesting incidents to talk about on his "Passing Parade", John Nesbitt of "The Westinghouse Program" (NBC) decided to focus his thoughts nearer home. As a result, he came up with this interesting and informative story:

During the 3,000 times I have in a radio studio spinning yarns, never occurred to me to look a few feet past the microphone wonder if there was a story and the radio program itself. It is in the story I have over-heard for ten years.

The story of a radio program! originates very easily as you walk through the living room, dawn with a piece of the Sun- paper under your arm, and step enough to snap on the radio. Hear a splash of music, a voice that John Charles Thomas is to sing some melodies, a sim of men's voices, two or ballads sung by the star, some music and the thing is over. 

It's taken twenty nine and a half minutes. Yet during that twenty nine and a half minutes, this program alone in the United States at this cent, 254 radio technicians, two 

The C is for Caesar

Just how AF of M's J. C. Petrillo proposes to get away with his latest edict is a matter of conjecture, but then the dictators are not given to showing their hand too far ahead.

It appears, according to an item in "Newsweek" for July 5th, that word has reached the mighty monarch of the musicians that name singers like Bing Crosby, Frank Sinatra, Con­ mme Boswell, Dick Hay­ mes and Perry Como have been defying his wishes by making records with a purely vocal accompaniment. Petrillo then says this must cease.

Since the American Federation of Musicians does not issue mem­ bership cards to vocalists, it is a little difficult to understand how the mighty one proposes to make his new fiat jell.

100 Top U.S. Advertisers Prefer Radio in 1942

In 1942, for the 2nd consecutive year, the 100 leading U. S. national advertisers chose radio as their principal medium, according to a Columbia news release.

Of the three biggest, in order of advertising expenditures, Procter and Gamble led with $8,904,887 on networks, almost half of its total advertising budget. Lever Brothers spent $5,904,731 on network advertising, almost half its total. General Foods placed $75,834,668 with radio, or more than two thirds of its budget. Radio expenditures are for facilities only and do not include talent costs.

The Canadian Broadcaster
Old Janus certainly had something

Janus, God of Doorways, had the happy faculty of looking both ways.

Wise businessmen are taking a leaf out of this double-featured old gentleman’s book, and they find it helps them.

They are looking at today, to see how their business may be better geared to the job of war...

They are looking at tomorrow, to prepare for the day when business will start refilling empty shelves and facing the task of re-employing Johnny when he comes marching home...

And they are preparing for tomorrow by keeping themselves and their domestic products alive in the public memory through radio broadcasting—today!