Farewell To Freedom

The success of the C.C.F. Party in the recent Ontario elections has significance which should be obvious to every democratic-minded person who has been privileged to live in a country where the competitive spirit prevails.

This paper has taken upon itself the task of urging private enterprise in general, and private radio in particular, to give up their reins do something about it. While the C.C.F. has secured but a few of the ninety seats in the Ontario House, this or else tooms as a very real threat. For if this province of Ontario, mecca of all it is competitive, in politics and out of them, falls short by only a two or two returning a socialist government, is there any question what will happen when the Dominion goes to the people, and a federal government comes from coast to coast?

Mr. Coldwell, C.C.F. leader, has been losing no opportunity to urge piping the wings of private radio at every possible opportunity; he is doing everything to effect as soon as possible the nationalization of the aluminum Company of Canada; furthermore he has said that the first party will take when it assumes power is to take over the financial institutions, and control of mass communication should also, according to his lights, be vested in government.

There are at least two strikes at the C.C.F. has on the other parties. The first place, while we scarcely realize it, their campaign was one of eggs rather than offense, and consequently easier to handle.

While private enterprise has been scrapping within the confines of own premises, while Steel Company A has been vying with Steel Company B for government contracts, while industry has been striving purchase its labor for a little less, and to step up its production a little, while financial institutions have been concentrating on clipping or coupons, while private radio and private press have been drifting others' gullits in the pursuit of the advertising dollar, while all old-school politicians have been preening themselves, quite carried away by their own eloquence, there has come about, accelerated by war, new pattern of life.

It has not come overnight like a strike or an earthquake, but as an accommodation, as the snow before the winter is slowly awakening itself, in the middle of life.

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The second "strike" is the old, old story.

Followers of the C.C.F. ideal are enthusiastic crusaders who would not suffer from mass voting. The other side of the fence however is the opposite. The people are living in fear of a return to the old, old story.

The past few weeks have witnessed the demise of one Benito Mussolini. It might be well to remember that Il Duce first gained power with some kind of enthusiasm, spreading its influence. It found itself weakened to find itself almost completely engulfed. Obviously ad its beginnings with the nationalization of the Grand Trunk Rail; it expressed with the coming into being of the Alcan and the provincial liquor; it saw the entrance of government, both provincial and national, into insurance and banking; and finally the creation of the Canadian Broadcasting Corporation, which is slowly wresting private enterprise its radio broadcasting business.

Now, as a war measure, all the nationalization's dreams are materializing in the form of the War Time Prices and Trade Board, a body of the dire needs of war, but which the C.C.F. has only to defend render permanent to achieve its aims.

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Now, as a war measure, all the nationalization's dreams are materializing in the form of the War Time Prices and Trade Board, a body of the dire needs of war, but which the C.C.F. has only to defend render permanent to achieve its aims.
We've almost forgotten that we used to have a CANADIAN NATIONAL EXHIBITION

Public memory is so short. The "Ex"—an annual landmark before the war—is now almost forgotten by the general public, like many a trade-name and product that also was popular in times of peace.

Will YOUR product or service, YOUR name and goodwill, be forgotten by your dealers and customers when you once more do "business as usual"? Through Radio you can be remembered—and you can do it pleasingly, in good taste, and effectively.

We'd like to chat over "Retention Advertising" with you. In 21 important markets, served by 21 live Independent Radio Stations, whose keynote is service—your sales goodwill can be kept alive at low cost, but with tremendous effect.

Stovin & Wright
RADIO STATION REPRESENTATIVES
MONTREAL • TORONTO • WINNIPEG
HOUSE COMMITTEE REPORTS

Recommendations Include Power Increases and Fairness

Concluding its report, tabled in the House of Commons, Thursday, July 22nd, the Special Committee on Radio Broadcasting had this to say about the private stations:

"The Canadian Association of Broadcasters gave lengthy evidence outlining the position of the private stations in relation to the whole structure of broadcasting in Canada and summarize their representations in the following excerpts from their brief submitted before the committee:

1. That existing licensees of independent stations be assured continued tenure of their licenses so long as they operate with due regard to public interest, convenience and necessity.

2. That the independent stations be encouraged to improve their facilities and that they be permitted to increase their power and to arrange for multiple station hook-ups, and generally do anything that makes for better broadcasting in the public interest.

3. That the independent stations should have the opportunity of participating in the development and use of all new phases of broadcasting as such development becomes feasible.

Your committee is glad to note the existence of good relations between the corporation and the privately-owned broadcasting stations and recognizes that private stations serve a useful function.

We recommend that control over private stations by the C.B.S. should be exercised with fairness and we have no doubt that the new regulations respecting control of private stations, published in Canada Gazette of July 3, 1943, will be administered in that spirit.

Last year your committee recommended that "any increase in power considered necessary and desirable to occupy the channels allowed under the Havana Agreement should be made in stations owned or taken over by the corporation." Evidence was presented to the effect that there may be danger of losing the full use of channels now assigned to Canada by the Havana Agreement. We believe that the Corporation should safeguard these channels, and, if necessary, consider increasing the power of all stations to the limit of the agreement.

Golden Silence

Edmonton merchants declared a 15-minute "holiday" at 3 p.m. Friday, July 30th, closing a campaign to sell War Savings Stamps. The idea was that each employee would have 15 minutes in which to buy his or her own stamps.

Tying in with the campaign, CJCA emphasized the idea by going off the air for the same fifteen minutes, while its staff too pulled its weight in this campaign to stamp out Hitler.

Stork Market

Leon Trepanier, manager of CHLN, Three Rivers, became the father of a seven-pound girl on July 26th.

Victory Loan Quiz

As in the last campaign, The Canadian Broadcaster will publish in the next issue a number of questions bearing on the 5th Victory Loan, suitable for inclusion in quiz programs, or for use as a special program.

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 at any other community in Canada or in any other country in Europe.

Q. Among what part of the American audience is listnerhip highest?
A. Among the French-speaking people, who make up 63% of the population (82% of 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 whole family 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
MONTREAL

Let DOMINION GIVE YOUR BUSINESS "The Needle."

The Hon. C. D. Howe stated that more goods will be available for civilian use now on. You may want your markets back in a hurry!

Dominion "Duophonic" recorded spots and programs have helped pep up the sales curve in scores of businesses. We can do the same for yours.

DOMINION
Transcribed Musical Shows are still available.
A Lotta Lettuce
James C. Petriello's recent visit to President Roosevelt, and the decision of the AF of M to send symphony orchestras across the States giving free concerts, has been well publicized. Newweek for August 9th gives what it claims to be Petriello's own version of his interview with the chief executive. It goes like this:

"It happened this way. The President sent for me. What the hell, I figures, he's going to try me off them music cans. He don't even mention it. Instead he tells me about them countries in Europe, how the people are poor and can't get to the big cities to hear music, so the orchestras go to the little towns. He says it's too bad we don't do more of that here. He don't exactly tell me to do anything but he kinda says: 'Jimmy, I wish you'd think it over and see if you can't come up with something.' So I says: 'Mr. President, I think the union could do something about it.' Sure enough the executive committee puts up 250,000 bucks, which is a lotta lettuce for little guys like us."

Ha! Ha!
"Write to this station for a complete map of the world showing the locations of all battle fronts and of the six friendly furniture stores who sponsor this program." - Esquire

In Vancouver

Service by direct Press News wire, the Vancouver Daily Province and Daily Sun, CKWX is today the dominating news station of the rich Pacific Coast area. Surveys prove listener preference.

GOOD MORNING, NEIGHBOUR

Recently they held "Open House" for the Women's Division, R.C.A.F., at Moosebank, Sask. Pearl Powell, announcer and commentator at CKRM, Regina, seen third from left, is interviewing one of the girls as she services an aircraft. Pearl gave an account of the visit on "Good Morning, Neighbour", a daily CKRM feature.

RCA Chief Drowned

E. C. Grimley, president of the RCA Victor Company Ltd., lost his life August 3rd, while sailing on Lake Memphamacon, Quebec.

Mr. Grimley was president of the company since 1935 and was also a past-president of the Radio Manufacturers Association. He was 52.

The prodigious expansion of the RCA Montreal operation which has taken place during the past few years was engineered by him, and is regarded as a monument to his memory.

Radio Woos Retailers

Three hundred American stations have subscribed to a fund of $125,000 to establish the radio medium as the most effective for the promotion of retail stores, particularly department stores.

Silence Is Sabotage

Silence may be golden, but keeping quiet about an idea that sold Victory Bonds in the last campaign is only thinly plated. Share bond selling ideas with the industry and its sponsors through THE CANADIAN BROADCASTER.

CJCA SCORES!

- in "Billboard’s" 6th annual Radio Publicity Survey... with third place in the Canadian Division, and a SPECIAL AWARD for exceptional social service programming.

- CJCA also scores with its regular day to day merchandising activities, aggressively conducted on behalf of Merchandising Director Jim Allard, who prepared the "Billboard" award-winning brief submitted on behalf of CJCA and supervises much of the public relations activity outlined therein.
Montreal likes Szath-Myri!

"Beyond a doubt Szath-Myri is one of the most sensational orchestras we have ever broadcast.

As you know, the bi-lingual population of the great CKAC market has our constant attention in our broad Public Service programs. Szath-Myri's colorful style appeals to all ages—whether French or English. The long list of well chosen selections has been a decided boon to our programming.

Lang-Worth has found a place at CKAC which would be mighty hard to replace. We feel that the splendid work you are doing is of benefit to all concerned and must contribute greatly in our Industry's effort to increase public morale."

Szath-Myri and his Symphonic Swing Orchestra is an integral part of Lang-Worth Service. Over 100 individual selections are available—together with specially-written scripts utilizing the music of this sensational orchestra.
Don't Wait Till You Need Them
To Call On The Joneses

YOU don't wait till you want to
borrow his lawnmower to call
on neighbour Jones.

The war won't last forever—raw
materials won't always be hard to
get—your product won't always be
easy to sell. When the world gets
back to normal, the Joneses, and all
their neighbours, will remember
the people who remembered them
when business was not as usual.

Talk to the Joneses—now—
through radio, the ideal sustaining
medium. Enter their home regularly
—entertain and instruct them—tell
them about your contribution to
Canada's war effort—why supplies
are restricted and selection reduced
—keep the name of your product
familiar to them.

Radio is the ideal medium for this
purpose. You can tell your story—
effectively, inexpensively—over any
or all the thirty-three "All-Canada"
stations covering all major Canadian
markets. Through the "All-Canada"
stations, you can "spot" your pro-
gramme where you
want it, when you want
it, as you want it. Let
us help plan your own
programme or select
from our fine trans-
cription library. Ask
your advertising agency
for recommendations.

ALL-CANADA RADIO FACILITIES
Limited

MONTEREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
CKCK Commented

An unusual item appeared recently in a bulletin issued by the Information Branch (Radio Section) of the War Times Prices and Trade Board, in connection with the distribution of a war map which is being undertaken by CKCK, Regina, listeners being invited to send in 10 cents to cover handling and mailing. The item was as follows:

HATS OFF TO CKCK, REGINA
Station CKCK opened a letter recently to find four valid tea or coffee ration coupons. In returning the coupons to the sender, CKCK explained emphatically that they could not accept the coupons. What is more, the station pointed out, "coupons must not be torn off the ration books except in the presence of the retailer." CKCK sent the map, but made it plain the coupons had nothing to do with it, and the station is now out the ten cents.

Voluntary co-operation such as this is one of the reasons price control is working in Canada.

CKCA Takes PN
CKCA, Kenora, Ontario, is the latest station to install teletypes of the Press News radio news circuit.

Murray Specializes in Custom-Built Radio Shows, designed to get the limit for every dollar spent. Ask our clients . . . we know their answer . . . We'd like you to hear it from them.

QUESTION:
Do all radio programs sell goods?

ANSWER:
Yes. Radio is such a powerful advertising medium, any program will sell SOME goods.

QUESTION:
Will a custom-built program sell MORE goods?

ANSWER:
YES . . . a custom-built program, specially designed, properly planned and capably produced will sell to the limit.
Ten Cross Country Stations

According to Your Needs

Ten distinct marketing areas are covered by these stations. They may differ with regard to environment and buying preferences but the people who live in those areas are thoroughly radio conscious. That has been proven by many successful campaigns conducted over these stations.

Time on all stations is available for national coverage. We shall welcome the opportunity of discussing the matter with you in detail.
For Over Five Years...

"A Rai Purdy Production"

has meant to over 50 sponsors and their agencies, in more than 100 program series, the utmost in ideas, scripts and production; the ultimate in agency-client producer co-operation.

Rai Purdy Productions
37 Bloor Street - - West Toronto

APOLS TO GICA
In last months’ report of BILLBOARD’S Radio Publicity Exhibit; we omitted to give GICA, Edmonton, credit for winning third place in the sixth annual contest staged by the U. S. journal. We should also have stated that the same radio station received a special award “for exceptional social service programming.” This latter citation was in connection with the station’s work in connection with the juvenile delinquency problem.

Thomson on Trends
Speaking before the Parliamentary Committee on Radio last month in Ottawa, Dr. Jas. S. Thomson tabled a report which said that during the past four years there had been a gradual swing from musical to spoken word programs. The last year 55% of the programs were musical and 46% spoken. In the year ended March 31st, 1940, 68% were musical and 25% spoken.

The general manager also reported that 78% of CBC sustaining programs were originated by the BC; U. S. networks contributed 16% and 6% came from the BBC.

The largest originating point for CBC programs was Montreal, where 29% of the sustainers were produced including both French and English; Toronto came next with 14%; then Vancouver with 9%; Halifax with 8%; and Winnipeg with 7%.

Thomson on Trends

Promotion Man in Air Force
Lloyd Westmoreland, whose CKOC news and photographs have appeared in these columns from time to time, went into the R.C.A.F. the end of July. Lloyd will start his aeronautical career as a wireless mechanic. His contributions to this paper will be missed.

Staff Change at CFCF
M. J. (Jim) Humphreys, for many years Commercial Director at CFCF, has been transferred to the Canadian Marconi Company’s Expediting Department. His new duties are in an important branch of the Company’s war production. Perley E. Hiltz, who has been with CFCF since 1931, and who has been acting as Night Supervisor, succeeds to the position.

It’s Apple Time...
in the Okanagan

World markets are opening as usual right now for the famous Okanagan apples, but this fertile valley is a year-round market for everything thriving Canadians buy, which can be reached over CKOV, covering the same area as seven local newspapers.

August, 1943
The Canadian Broadcaster
Page Nine
"Betty and Bob"
do a first class job for
BRYCE BAKERIES LIMITED

The life story of "Betty and Bob" is of "ordinary folks" who lead "extraordinary lives." Their sales story is equally extraordinary!

FOR EXAMPLE:

Mr. R. H. Bryce, president of Bryce Bakeries Ltd., recently sent this letter to All-Canada Radio Facilities Ltd. about the program's success over station CJRC, Winnipeg:

As a means of publicising Bryce's Bread and other quality products, we found an investment in the programme "Betty and Bob" quite profitable.

It may interest you to know that after the programme had been on the air under our sponsorship for approximately three months, CBC tested it for listening audience by offering a small cash prize to the winner of a contest involving the answer to a simple question. The offer was made on one morning show. No publicity whatsoever was given to it, and yet as a result of this single announcement more than five hundred letters were received. This, we believe, is convincing evidence of the programme's large listening audience.

Thanking you for making the programme available to us in this territory, we remain,

Yours very truly,

BRYCE BAKERIES LIMITED.

"Betty and Bob", with Arlene Francis and Carl Frank, is one of the most successful radio serial programs ever developed. It has been doing extraordinary sales jobs for canned foods, soaps, baked goods, coffee, drugs, clothing, furniture, and dozens of other products. It can do a first class job for you in your territory. For audition records, rates, and availability in Canada, get in touch today with All-Canada Radio Facilities Ltd., Victory Bldg., Toronto, Ontario.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
RCA Bldg., Radio City, New York - Merchandise Mart, Chicago


FEENAMINT has renewed spots on a wide list of stations—13 weeks preliminary fall campaign. Release through Baker Advertising of Toronto.

MILES LABORATORIES (Alka-Seltzer)—15 minutes, 5 a week on CKAC—"Mois j'ai dit ça," French quiz, equivalent of "Did I Say That?" Produced by Metropolitan Broadcasting for Cockfield Brown, Toronto.

SHREDDIES resumed "Today's Adventure" featuring Gordon Sinclair, Sept. 20th. 5 minutes transcribed, 5 a week on a selected list; released by Cockfield Brown, Toronto.

FLY-TOX—1 minute dramatized spots, 3 a week on a list of 17 stations, contracts being for 13 spots in some cases and 26 in others. Release is through Ronalds, Toronto.

CONSUMERS ELECTRIC APPLIANCES CPN.—30 minutes, 2 a week commencing August 25th—transcribed weekly.

R.A.T.S. Organize

Printed rules have been issued by the Radio Artists of Toronto, newly-formed radio actors' guild.

Section one of the regulations deals with minimum fees for acting services; section two covers announcements; and section three is devoted to a variety of miscellaneous regulations covering such contingencies as lateness for rehearsals, split rehearsals, cancellations and amateurs.

Fees for actors vary according to the length of each program, and include a minimum rehearsal time providing for additional payment for longer rehearsal periods. These fees vary from $10 for 6 to 15 minute programs, with 2 hours rehearsal time included ($7.50 in series of three or more a week) to $25 for programs of 46 to 60 minutes, including 6 hours rehearsal time. Lower rates are listed for supernumeraries, dramatized commercials, cut-ins and so forth.

The secretary is Roxana Bond, 79 Chatsworth Drive, Toronto, and the committee consists of Bud Knapp, Alan King, Frank Pelcic and Roxana Bond.

Dominion Broadcasting Co., Toronto, is offering a new program for sale. That's nothing; it's their business. But what is unusual we believe is the studio audience angle —admission by Blood Donor's Button, or willingness to sign up as a donor.

Last Victory Loan Campaign Wrigley's sent "Treasure Trail" to do a show in Midland, Ontario. Jack Fuller is seen "popping the question" in the audience.

CANADA STARCH—Will resume "Crown Brand Sports Club" 1 minute, 2 a week on August 31st and also "Secret Service Scouts," 1 minute, 2 a week on October 1st. Release is through Vickers & Benson, Toronto.

BLUE COAL—Will resume "Thunderbolt," 30 minutes, one a week on a tentative list of 9 Canadian stations early in October. Release is through Vickers & Benson, Toronto.

Telephone Tip-Off

Each week CJAT, Trail, scans the program schedule for lecture speeches or broadcasts of any kind and a list of local authorities likely to be most interested in such broadcasts is compiled. On the day of the broadcast the secretaries are phoned and asked to leave a note on their employer's desk advising him of the program.

Talks on the fuel shortage mean a notification to all fuel dealers, so labor problems a notice to all we plant executives and union officials by-election bulletins call for a notice to all political leaders.
Edward Thomas Sandell

In his 74th year, E. T. "Ed" Sandell died at his home in St. Catharines on Sunday, August 15th.

Mr. Sandell was born at Niagara-on-the-Lake, and was buried there in August 17th.

With a career which included 18 years, from 1889, as a member of the Toronto Police Force, he purchased the Taylor & Bate Brewery in St. Catharines, in March, 1927, and as the head of the company became owner of CKTB, the "Silver Spire" radio station, the operation of which was his main activity until his death. He was a director of the Canadian Association of Broadcasters in the years 1941 and 1942.

All his life, Mr. Sandell's prime interest was in sport. During his later years, while operating CKTB, he concentrated with tremendous success on the furthering of almost every philanthropic work undertaken on the Niagara Peninsula. Pursuing his policy he conducted an annual Christmas campaign, as a result of which the needy received over $25,000 in a period of 8 years in the shape of Christmas cheer. He operated indefatigably with the St. Catharines Chamber of Commerce in publicizing the city, and since the war, he has earned the warm appreciation of the authorities in connection with campaigns for the Victory Loans, War Savings, Red Cross and every worthwhile enterprise, conceived to spread comfort and speed victory.

These two young Vancouverites were inducted into the R.C.A.F. on the CBC program, "Air Force Review". They are Alex Matheson and Audrey Belle Strong, and were sworn in by Squadron Leader W. Paul Graham, Officer Commanding the Vancouver R.C.A.F. Recruiting Centre in the CBB, Vancouver studios during the program. The event was arranged by R.C.A.F. officials, in co-operation with the CBC.

The People Ask

The people are asking questions about the legion of problems emanating from the frequent new rules and regulations made by National Selective Service, and Unemployment Insurance, and, in Toronto, they are getting their questions answered by radio in the weekly program "The People Ask".

Gordon Anderson, now public relations officer for the Ontario region of Selective Service, has inaugurated this series of programs, which is heard Sundays, over CBR, Toronto.

Mr. Anderson tells us that he has been instructed to experiment with this program with the thought that if it meets with success in the department's view, plans will be laid to spot it across the country.

So far release has been through Gordon Anderson, department of National Selective Service, Toronto.

Jack Treacy, Treasurer representative of NBC's Radio Recording Division has been in Canada making a trip through Western Canada, concluding with a visit to Banff, Alta., for the WAB meeting, August 23rd and 24th.

Imitation . . .

THE SINCEREST FORM OF FLATTERY

We, at CFGP, Grande Prairie, the Voice of the Mighty Peace, THE Alaska Highway Station, feel flattered to think that the big boys copy us, but we are still THE Alaska Highway Station, and going to 1000 watts too!

"It is to Smile"

Business is good, thank you. Our listeners and sponsors all satisfied. You are invited to join us.
What the Surveys Say

The August evening report, just out, shows a low sets-in-use trend, as shows like Lux Radio Theatre drop off for summer. The following tables show the 3-month trend for the past 3 years:

3-Yr. Avg. 1941 1942 1943 Av.
June 25.7 25.9 25.5 25.7
July 23.4 23.4 24.9 23.9
August 24.6 22.5 23.4 23.5

Top seven networks, English and French, evening, are listed in order of National Rating:

ENGLISH
Treasure Trail
Passing Parade
Waltz Time
Album of Familiar Music
Music Hall
Canadian Theatre of the Air
Easy Acres

FRENCH
Course au Trésor
La Vie Commence Demain
Secrets du Dr. Morhangen
Le Café Concert
Nazaire et Borneaux
Vie de Famille
Quelles Nouvelles

Last month this column predicted a blanket finish for Treasure Trail and Passing Parade. In the Aug. report, Treasure Trail ran first with a 16.2 rating, with Passing Parade second at 15.8.

Throughout the evening of Aug. 4th, programs were interrupted by periodic bulletins giving the Ontario election returns. Highest interest was recorded in Ottawa, where "Sets-In-Use" soared to 94. Windsor, London, North Bay and Kingston averaged over 50. In the larger centres such as Hamilton and Toronto, interest was considerably less. Outside Ontario, in Maritime and Saskatchewan centres, listening was definitely above normal, but throughout the rest of Canada it was only slightly above average.

Elliot-Haynes newly-released report "Audience Availability and Recruiting Efficiency" defines Audience Availability as the proportion of the people who are at home and own a radio, whether it is in use or not. Recruiting Efficiency is the relationship between the available audience and the Sets-In-Use at that time. This index represents the combined efficiencies of all concurrent programs to induce radio owners who are at home to tune in their radio sets and listen to some program. The report seems to indicate that the average "Recruiting Efficiency" for day-time programs in Toronto is 22.1, and, in the evening, 32.8. In other words the Toronto stations, combined, induce one quarter of Toronto radio owners to turn on their sets in the daytime, and one third in the evening.

The Cross of Honor of the United States Flag Association has been awarded to the Radio Broadcasting stations of America, "in recognition of distinguished public service by this agency of public information, education and entertainment.

U.T.S.
Canada's Leading Transcription Library
IS TUNED TO THE TIMES!
MUSIC OF TODAY
Stylish for listeners of tomorrow

Yes, U.T.S. transcriptions are tuned to the times—tomorrow's entertainment today.

Music for the listeners of today with styling as new as tomorrow.

Thirty-four stations in leading Canadian markets can supply U.T.S. with local sponsorship. In these markets you can sponsor such listener's favourites as:

Lud Gluskin and His Concert Orchestra (heard over CBS)
Lee Sweetland and the Swing 14 (the new band for the Bob Hope show).
Ivan Ditmarsh (playing CBS organ).
Mahlon Merrick and his Orchestra.
Novelty Instrumental groups, Hillybilly acts and many others.

The U.T.S. Library Service offers superb musical productions with budgeted cost.

For further particulars write the stations direct, or Exclusive Radio Features.

These thirty-four Canadian stations will gladly audition U.T.S. transcribed programs.

Vancouver, B.C. - CJOR
Chilliwack, B.C. - CKWX
Kamloops, B.C. - CJJC
Calgary, Alta. - CFCN
Edmonton, Alta. - CFRN
Grosilette, Prince, Alta. - CCFV
Mayo, Sask. - CJFX
Yorkton, Sask. - CKCA
Fort William, Ont. - CKPH
Sault Ste. Marie, Ont. - CJIC
Windsor, Ont. - CKLW
Timmins, Ont. - CKGB
Toronto, Ont. - CBL
Kirkland Lake, Ont. - CJFL
North Bay, Ont. - CFCR
Ritchener, Ont. - CKCR
Toronto, Ont. - CKN

These thirty-four Canadian stations will gladly audition U.T.S. transcribed programs.

Trenton, Ont. - CKCL
Stratford, Ont. - CJSN
Brantford, Ont. - CKPC
Hamilton, Ont. - CKML
Parry Sound, Ont. - CKPS
Rigbyton, Ont. - CKWS
Hall, Que. - CKCH
Montreal, Que. - CKAC
Three Rivers, Que. - CBHT
Sherbrooke, Que. - CBLR
Rimouski, Que. - CKBR
Mackinac, N.B. - CKCM
Yarmouth, N.S. - CJLS
Antigonish, N.S. - CFFX
Sydney, N.S. - CJCB

EXCLUSIVE RADIO FEATURES CO., Ltd.
14 McCaul Street
Toronto

Sales Representatives for
UNITED TRANSCRIBED SYSTEM
RADIO MOURNS T. O. WIKLUND

After a long illness, T. O. (Wik) Wiklund died at his home in Toronto, on July 25th. Wik was Supervisor of Actuality Broadcasts for the CBC, and was previously connected with Hamilton and St. Catharines Radio stations. He was only thirty-four when he died.

“Wik” is seen above in the Dionne quintuplets’ nursery at Callander, Ontario, on the occasion of a broadcast of the children and the late Dr. Dafoe. It will be remembered that it was “Wik” who taught the quint’s to sing “There’ll Always Be An England”.

REPORT TO THE NATION

Bob Bowman pays tribute to “Wik” on broadcast from ship-yards.

“This is a broadcast about shipbuilding, and it is dedicated to shipbuilders all over Canada, some seventy-five thousand of them. At the same time I’d like to make an additional dedication to-night; to my late colleague, T. O. Wiklund, who died last Sunday. Wik, as he was known to all of us, lost a long, painful battle which had gone on for many months, gone on for months after he was supposed by all laws of medical science to have packed up. The end came last Sunday, and now Wik is at rest. But only his body lost the battle. His spirit was unconquerable, and he will be remembered by all of us.

I think you knew him well; that you will remember his natural, friendly way of speaking on the air. Do you remember when children from Britain were evacuated to Canada after the fall of France, and each month they spoke to their parents at home by radio? It was Wik who organized this; and it was Wik who brought them to the microphone one by one, and in a few words put them at their ease. This task was a natural for him. But there were many times you heard him, particularly when things were going smoothly; golf, tennis, football, opening of great public works, such as the Alaska Highway. Perhaps above all he may be remembered for the great part he played in the organization and broadcasting of the Royal Visit. Wik’s kindliness and loyalty were an example to all; so was his gallantry in his fight for life. So this is hail and farewell to my colleague, T. O. Wiklund. I feel sure the shipworkers of Canada will allow me this privilege of dedicating this broadcast to his memory; because Wik would have liked to have been in this great shipyard tonight, broadcasting about men and women who are doing things . . . working for victory.”

A COMMUNITY STATION

OPERATED IN THE INTERESTS OF THE COMMUNITY BY PEOPLE WHO LIVE IN THE COMMUNITY

CKCL, Toronto, one of Canada’s oldest commercial broadcasting stations, has always held as its first principle of operation that it must serve the community in which it is located—.

that community problems were the station’s problems and any worthwhile community effort should be assured of free support.

This policy has resulted in CKCL carrying a larger percentage of local business than any other Toronto station; in its winning a Variety award in 1942 and, in April, 1943, a citation from the United States Treasury Department for distinguished service to the United States War Saving plan.

We are proud of CKCL and the part it plays in the life of Toronto.

H. S. GOODERHAM, President

Why MONCTON is one of Canada’s Top Markets Today...

Only 23 centres in Canada offer you a compact market of 100,000 people. Moncton stands out among them because it is a boom town. In the past, C.N.R. and Eaton’s picked it out as a focal point. Now in this aerial era it is fast growing into one of the vital traffic centres of trans-Atlantic travel. Bulging with new population, new buildings, new activities. But note this: THE BUSY, PROSPEROUS MONCTON AREA OFFERS DOMINANT RADIO COVERAGE AT A LOWER COST, DAY OR EVENING TIME THAN ANY COMPARABLE MARKET IN THE DOMINION. Get all the facts! Put CKCW to the test!

FIRST Canadian Station with “Variety”

(“Variety” Award for “Outstanding Wartime Service”)

FIRST Canadian Station with “Billboard”

(“Billboard” Award for “Radio Publicity”)

FIRST Station with Hamilton Listeners

(Elliott-Haynes Surveys)

FIRST Station with Hamilton’s Local Advertisers

FIRST Station with a Growing List of National Advertisers.

CKOC THE ALL-CANADA STATION AT Hamilton

CKCW DELIVERS YOU MAXIMUM AUDIENCE Morning Noon or Night
looking towards the world of tomorrow

an inspiring challenge to the imagination is this ever-expanding science of electronics.

from the laboratories of rogers radio tubes limited in toronto, canada, in 1924, came the first a.c. tube for domestic radios.

war-time censorship postpones the announcement of our new developments in radio tube design. meanwhile, rogers radio tubes are today wholly devoted to serving the armed forces of the united nations.

rogers power tubes
rogers radio tubes limited • toronto, canada
The Target Is
Talent
by H. N. STOVIN

There is room at the top and room at the bottom in Canadian broadcasting. Particularly is this true of talent, writers, producers and idea-men. Canada needs more Canadian shows. We cannot have these shows without talent, writers and producers. Further, there is a need for the opportunity to develop them through Canadian broadcasting facilities, and active incentive to attract high-type personnel into the business, and, having attracted it, practical encouragement to keep it there.

Plans to develop Canadian talent and Canadian programs are invariably stymied by a variety of excuse and apology. Here are some of the more familiar alibis.

"There's no local talent."

How many of us can recognize embryo talent? Oh yes, we've held auditions, tried talent hunts and broadcast amateur hours. But the effort failed in entertainment value — or would it be more honest to say: "when it failed to attract a sponsor" — whose fault was it? The talent's or ours? "We lack writing and producers." True. But do we offer genuine opportunities for men and women in the writing and production fields?

"We have no big names."

So what? All big names were no names once. Why spend money, time and effort on talent, development and promotion only to have it stolen from us to decide to move on? Why not. It clears the air for new and greater discoveries. Given proper promotion, people would clamor to step into its shoes.

How can we compete with the millions spent on U.S. programs? By what authority is quality, entertainment value and general service measured by the dollar? How can there be top-flight talent if it has no home for birth?

"We haven't the money."

A valid objection. Do we do what we can to meet it?

Part of the cost of a sponsored period should be the cost of the sustaining programs that surround it, just as in a publication advertising rates must cover not only the cost of printing the advertisement, but gathering and producing the reading matter as well.

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Too long we have been depreciating our own abilities and capacities; too long convinced there were no frontiers to conquer. In surveys, have we not been studying the wrong column? Should we not direct more attention to the "Set-in-Use Index", than the percentage of those sets that are tuned to one specific program? Are idle sets silent in protest? If they are, let us diagnose for cause and apply remedy.

The day has gone when the station operator could say: "Here's a quarter-hour, a studio, a microphone and an audience." Today the time, the studio, and the money spent to keep it all there, but the audience, with a dialful of programs to choose from, depends on the offering. Even if it's a "must" presentation of Susie Glutz, daughter of our best spon- sor, radio's obligation to itself, to the station, to the audience, yes, and to Susie and her fond parent too, is to make an attractive production, not a "thank God-that's over" flop.

Talent needs to know it will find a welcome and a chance for advancement — to learn that fame is seldom reached through ability, unsupported by diligent application. When the effort fails in entertainment value — or would it be more honest to say: "when it failed to attract a sponsor" — whose fault was it? The talent's or ours? "We lack writing and producers." True. But do we offer genuine opportunities for men and women in the writing and production fields?

Ask Your Agency

Radio programs, too, require understanding selection. Imagine translating a French program, just because it was a success in Quebec Province, and broadcasting it in Ontario! Humor, psychology, and dramatic values would all be out of place. But how frequently even clever advertisers transfer or translate an English program for Quebec, rather than planning a special program exclusively for this market, with an understanding of its audience. Only an expert who has his finger on the pulse of this Province can select the program for you that is worth the money. We specialize in both English and French radio programs for Quebec, and we would like to discuss your radio questions with you.
Today, advertisers are trying to persuade their customers to make what they buy go farther.

Though pocket books are fatter, supplies are shorter . . . it requires considerable tact to tell 'em no and keep 'em smiling.

The best way to tell 'em nicely would be to send your star salesman out on foot to explain the situation to every consumer personally . . .

The best possible way is to give your customers, in the intimacy of their homes, with the persuasiveness of the human voice, that same explanation . . . via radio.

When you're looking for orders tomorrow, you'll be glad you used radio today . . . and kept your customers' goodwill.