

The Canadian Broadcaster

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\$1.50 in the U.S.A.

A MONTHLY MEETING PLACE
FOR THE INDUSTRY AND ITS SPONSORS

Volume 2, Number 10

October, 1943



The Party of The First Part

The little man in the neat blue serge sat so quietly I wondered how he rated his seat on the committee.

The meeting had been called to discuss plans for recruiting volunteer workers for a vital war service . . . three hundred of them . . . need immediate.

The discussion brought forth a variety of suggestions. Then the meeting adjourned for a week while the various avenues were explored.

Still silent, the little man in the neat blue serge left for home.

Next week discussions were resumed.

Each in turn, the members submitted their own pet views on ways and means of achieving the desired end. Finally they had all spoken their piece except the little man in the neat blue serge.

The chairman raised an eye-brow in his general direction; he shuffled to his feet; cleared his throat nervously and said: "I'm afraid I've let you down. I haven't had time to give the matter a thought."

The chairman fingered his papers irritably.

"I'm afraid," continued the little man, "that all I have to show for the week is this list of sixteen people who are willing to join . . ."

The committee adjourned to reconsider the suggestions.

Sixteen recruits started work the next day.

* * *

And now it's the Fifth Victory Loan.

The combined thinking and planning of the amalgamated advertising brains of the Dominion have emerged with a publicity campaign, ably planned and executed with all the skill and experience the country can muster. If it is to result, as it will, in separating less than 12 million people from more than 1 billion dollars, it has to be good.

The planning is over now; the account executives are getting caught up with their sleep; copy-writers have put the covers back on their machines; the advertising industry is sitting back for a short spell, waiting with baited breath while the fruits of its labors materialize.

One further thought . . .

Even though a cobbler seldom soles his own shoes, and reformers fail to practice what they preach, there is no law against a copy-writer reading his own "stuff".

The appeal to Canada as a whole is complete. Bond sales are being recorded to the guy across the hall, the mail-man, the corner grocer and the fellow who lives in the big house. Now for the final test. How is that copy—those selling sentences I wrote by midnight oil until it was extinguished by the sheer sweat of my brow—have those words sold Victory Bonds to me—John Doe—the party of the first part?

Managing Editor

ACA Will Honor Radio Man October 29th

On October 29th, the Association of Canadian Advertisers, in convention in Toronto, will announce the winners of their annual awards, and, for the first time in the history of the association, a radio man will be the recipient of a "Citation of Merit".

The awards consist of one gold medal, three silver medals and five citations of merit, all of which are awarded "for an outstanding contribution to Canadian advertising," with no special "classes" or distinctions between media.

Full particulars will appear in the next issue of this paper.

The Status Is Quo

Friday, October 22nd, the CBC Board met to discuss the nomination of a successor to Dr. James S. Thomson as general manager, and apparently made its recommendation to the government without announcing the name of its nominee.

We are led to believe that Dr. A. Frigon has called a meeting of heads of departments, in his capacity of acting general manager, for November 2nd, the day after the official expiration of Dr. Thomson's term of office. So it seems reasonable to assume that the new appointment will not take immediate effect, and that Dr. Frigon will continue for the time being in his "acting" capacity.

Appointment to the general management of the CBC is made by Order in Council on the recommendation of the CBC Board of Governors. Announcement of the appointment can only be made after the cabinet has considered the matter.



PROGRAM IDEA

How about a quiz program, with quiz-masters acting as quizzees?

Don't be funny.

Ho! Hum!

COURTEOUS COMMENT

Sir Thomas Beecham, bad boy of the English world of music, when recently appearing in Vancouver with that city's symphony orchestra, said in his charming way that the Canadian Broadcasting Corporation "was not only the worst (broadcasting system) in the world, but has the reputation of being the worst."

A bitter pill!

Ho! Hum!

GOLDEN AGE

Give me, kind Heaven, a private station,
A mind serene for contemplation!
Title and profit I resign;
The post of honour shall be mine.

—John Gay [18th century]

That'll be the frosty Friday.

Ho! Hum!

CLEAN DOCKET

Positively no Toronto radio men have announced this month that they will join the ranks of the free-lances.

Ho! Hum!

MEN WE WOULD LIKE TO MEET

The broadcaster who decided that most of his trouble came from wine, women and song, and has now decided to cut out singing.

Ho! Hum!

WHAT'S WRONG WITH THIS?

"I leave it all to you," said the account executive. "You are the producer, and what you say goes."

Ho! Hum!

PIN-UP BOYS

In an American Women's Army poll, first choice as a "pin-up boy" was Bob Hope. Battling for last place with one vote each were Gargantua and Frankie Sinatra.

Ho! Hum!

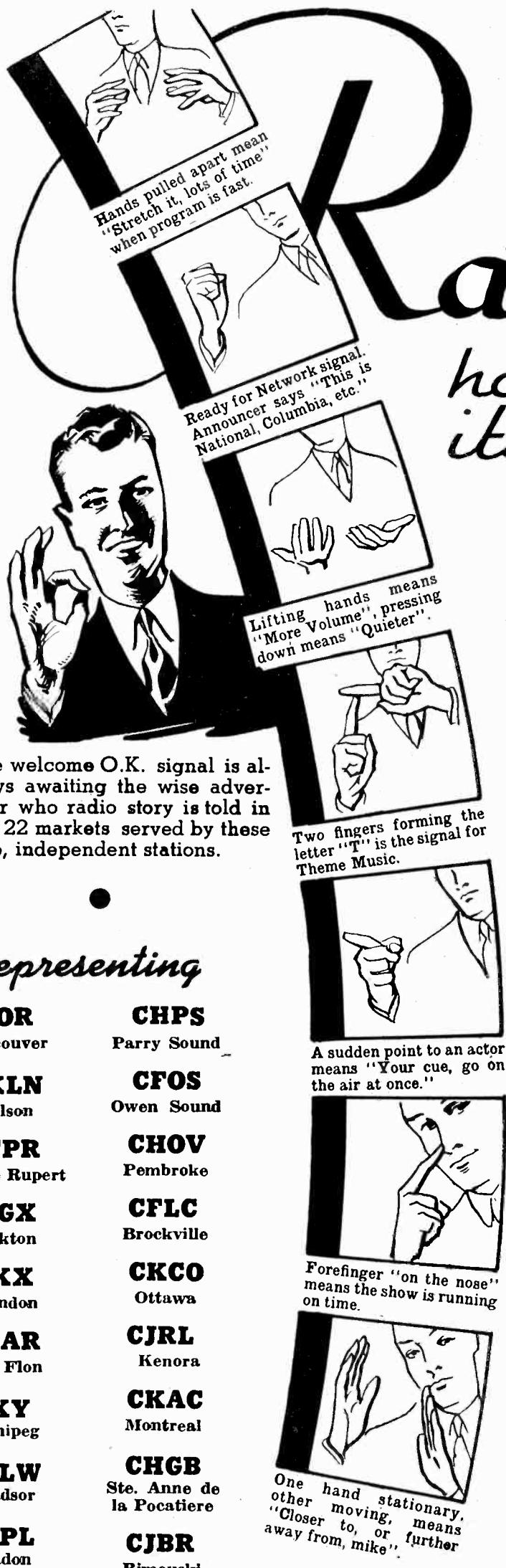
STOP-OVER

Harry Sedgwick left Toronto a year ago last October to take up his duties in New York as U.S. representative of the Wartime Information Board. "Radio Daily" has just announced his arrival.

Ho! Hum!



JOHN COLLINGWOOD READE
terminated 4 years as a commentator on CFRB, Toronto, on October 14th. He started under Globe & Mail sponsorship, continuing later under the T. Eaton Co. Ltd. banner. He is proceeding to Ottawa where he will take over duties which are understood to be of a political nature.



The welcome O.K. signal is always awaiting the wise advertiser who radio story is told in the 22 markets served by these live, independent stations.

Representing

CJOR

Vancouver

CKLN

Nelson

CFPR

Prince Rupert

CJGX

Yorkton

CKX

Brandon

CFAR

Flin Flon

CKY

Winnipeg

CKLW

Windsor

CFPL

London

CKCR

Kitchener

CHML

Hamilton

CHPS

Parry Sound

CFOS

Owen Sound

CHOV

Pembroke

CFLC

Brockville

CKCO

Ottawa

CJRL

Kenora

CKAC

Montreal

CHGB

Ste. Anne de la Pocatiere

CJBR

Rimouski

CKCW

Moncton

CHSJ

Saint John

has a language all its own

Radio goes directly into the family living-room, and speaks to father, mother, son and daughter in language that is direct and friendly. And families are listening to their radios today as never before---war bulletins, restricted transportation, the desire to save rather than spend ---all these combine to make the radio set more important than ever.

Your story, too, can be taken into the home with all the warm friendliness of the human voice. Whether you have something to sell, or only wish to explain why you cannot supply all the demand for your goods or service, radio can carry your message in a way that is appreciated and remembered.

Sure, Radio has a language all its own---use it to keep your sales goodwill alive and thriving---at low cost, but with tremendous effect.

Stavrin & Wright

RADIO STATION REPRESENTATIVES
MONTREAL TORONTO

WINNIPEG

The CANADIAN BROADCASTER

Vol. 2, No. 10 October, 1943

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

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

Managing Editor Art Editor
Richard G. Lewis **Grey Harkley**

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

R.S.U.P.

The CBC's expressed policy of airing controversial subjects by presenting both sides of every topic is an admirably democratic one, worthy of all possible encouragement. It is the principal of freedom of thought and action for which the war is being fought. It is the basis on which, when the war is over, the peace can be won.

To date the CBC has, along the lines of this policy, established its "Farm Forum" and its "Labor Forum". We are led to believe that plans for a "Citizens' Forum" are also under consideration.

Such projects as these give people an opportunity of bringing their ideas and ideals out into the daylight, and having them pass through the winnowing fan of public opinion, to the end that anything that is worthy of preservation may be preserved for the good of the people.

Along these lines, a topic which grows daily in significance is the question of the survival or disappearance of private enterprise. The answer to this question is one which will determine the shaping of the lives of us all.

Representing as it does those whose thinking favors at least the partial nationalization of radio broadcasting, and doubtless of other private enterprise as well, is it too much to ask that the CBC open its channels for regular discussions on a subject so closely tied up with its own destiny; to urge it



BASIC ENGLISH

"Tell 'em this alkaline cathartic is a simple peristaltic stimulator and has an astonishingly gentle effect on the more advanced mammals, including man, embodying the principles of osmosis, endocrine metabolism, bulk and bio-chemical processes, calculated to engender the epitome of detoxification without immoderate excretion or spasmodic intestinal action. Tell 'em that."

New Newscaster

Jack Dennett, formerly of CKRC, Winnipeg, is an addition to the announcing staff at CFRB, Toronto. Jack has just taken over the 11 p.m. news spot vacated by John Collingwood Reade, and is doing a nightly ten-minute newscast for Wm. Wrigley Junior Co. Ltd., released by Jack Murray Radio Productions Ltd.

to formulate another forum, a "Business Forum" perhaps, in order to give private enterprise an opportunity to express its views across the discussion table from those who would have Canada become a completely or partially socialized state.

Private enterprise, its enemies notwithstanding, is still the force that supplies the tools and the food and the wherewithal to carry on the war, to say nothing of the business brains that are guarding us against the spectre of inflation. Theirs is a voice that the people are entitled to hear.

Wedding Bells

Wedding bells rang recently for Muriel Ward, secretary to Johnny Baldwin of All-Canada, Vancouver office, and Ross MacIntyre, former chief operator of CKWX, now with Canadian Pacific Airlines.

When the Same Old Story is Still TERRIFIC NEWS

YEAR IN, year out, CKAC Montreal shows, with every monthly survey, such supremacy in evening, whole family, coverage that many advertisers take for granted the splendid results they are getting from Canada's busiest station.

But to the new advertiser it's all terrific news. It's exciting to watch CKAC showmanship work for you — to see your program running with the winners.

The latest Elliott-Haynes survey shows CKAC carrying 8 of the first 10 evening shows!

And how evening, whole family coverage counts in French Canada, where families are large and the hearth is the centre of social life! Where they listen to radio half again as much as in English-speaking homes! And, incidentally, where earnings are at an all-time high!

CKAC

COLUMBIA BROADCASTING SYSTEM
MONTREAL

Representatives—Canada:
 C. W. Wright, Victory Building, Toronto, Ont.
 United States:
 Joseph H. McGillivra



A DELICATE OPERATION with Expert Skill

It costs many hundreds of dollars for a surgeon to become expert in performing delicate operations.

Dominion Broadcasting Company have recently invested many more hundreds of dollars in equipping their recording studios to do still finer work.

There is nothing better anywhere today than "Duophonic" Recordings.

Announcing . . .

"DOUBLE or NOTHING"

radio's liveliest quiz program

Sponsored by

FRUITATIVES PRODUCTS, LIMITED

Saturdays—CFRB - 7.30 p.m.

Produced for
 McConnell Eastman & Co., Ltd.
 by
RAI PURDY PRODUCTIONS

DOMINION BROADCASTING
 COMPANY
 4 ALBERT ST. TORONTO

YOU WANT FACTS?

Look at these..

1. There are over 227,000 French people in the Ottawa Valley.
2. They like to be addressed in their own language.
3. CKCH is their favorite radio station.

Fact number one is vouched for by the Dominion Bureau of Statistics from tabulations of the 1941 census.

Fact number two is unquestionable. You know how you feel about this yourself.

Fact number three is supported by the latest survey of program ratings issued by Elliott-Haynes Ltd.

While French programs can be heard from the two large Montreal stations, reception is spotty and the French homes of the Valley are practically dependent on CKCH for their radio entertainment. Ratings shown in the survey range from 20.9 to 42.8 and represent between 80% to a high of 90% of all sets turned on during the daytime hours. In competition with other nationally known programs, those over CKCH at corresponding hours easily draw the greatest listening audiences.

In addressing your radio messages to the Ottawa Valley make sure of complete coverage of the French market by using CKCH.

CKCH
OTTAWA - HULL

TORONTO OFFICE:
D. L. BOUFFORD
112 Yonge St. AD. 7468

MONTREAL OFFICE:
RADIO REPRESENTATIVES Ltd.
Dominion Square Bldg. HA. 7811

UNITED STATES OFFICES:
HOWARD H. WILSON COMPANY
Chicago, New York, San Francisco
Hollywood, Seattle

"SPIN TO WIN" wins friends and sells shoes for Maher's retail shoe chain

by FRANK E. CROFT



October 20th Maher's "Spin to Win" was dedicated to the recruiting drive of the Toronto Branch of the Red Cross. The studio was packed with volunteer Red Cross workers in uniform. Quizes were drawn from these ladies, who donated their prize money amounting to over \$100 back to the Red Cross.

"We have never been off the air, summer or winter, since we first started to broadcast three years ago."

That is the answer James P. Maher, owner and manager of Maher Shoe Stores—an Ontario-wide chain—gives when asked for his opinion on the value of radio advertising for the retailer. Maher stores are found in every community of any size from Sarnia to Smith Falls and from St. Catharines and Toronto to North Bay.

The Maher show is of the quiz variety. Called "Spin to Win", the present offering reaches listeners from CFRB, Toronto, at 8.30 Monday evenings. It is produced by Woodhouse & Hawkins, emceed by Neil LeRoy, with music by Wally Armour. It is the third show Maher's have sponsored, but its two predecessors were also quiz programs.

"Although we haven't tried any other kind of program," Mr. Maher explains, "we are satisfied that the quiz sort is best for our purpose. It's sound psychology to say that people aren't after something for nothing. That is a contradiction of the usual belief I know, but the popularity of "Spin to Win" is our proof. What I mean is, people like to do something, to air their knowledge for instance, in order to earn a reward. It gives them double satisfaction. But the satisfaction of the actual participants, both from the radio and the listening audience, is a minor matter compared with the satisfaction of the average listener. Each question is a challenge to him or her, and the listener is trying just as hard to come up with the right answer as the man or woman in front of the microphone. That is the secret of the quiz program's success."

So much for the general interest of "Spin to Win". What about its pulling power as an advertising medium?

The Maher people can keep tab on how many wearers of Maher shoes are "Spin to Win" fans by the number of sales slips enclosed with the thousands of questions submitted for the compere to try out on the studio audience. The inducement to include a sales slip with questions is that the ordinary cash prize for accepted questions is considerably increased when the sales slip comes along with it.

"There is a gratifying number of sales slips each week," says Mr. Maher. They give us ample ground to believe that the program wins new customers every week, and of course" — he adds with a smile — "every new customer for Maher shoes becomes a permanent one."

"Spin to Win" is a cornucopia for any worthy cause needing help. Proceeds of the half hour program have more than once been given over to war or other deserving charities. The latest such program was one in late August, when \$102. was donated to the Red Cross. This was done by the sponsor giving the Red Cross dollar for dollar each of the awards won by the radio and listening audiences for that particular night.

And there is one more reason—rather an interesting one—why Mr. Maher goes for radio. It teaches people the pronunciation of his name. And in case you've been missing "Spin to Win", it's MA-HAR with plenty of oomph on the last syllable.

"Like a lot of Irish names, Maher is a poser for some people," he says. "When a person is unsure of a name, or afraid of it, he is apt to shy away from name and firm both—more psychology for you."

BMI Meeting

Arthur Evans, CAB secretary treasurer, has returned from New York where he attended the annual meeting of BMI, of which organization he is Canadian secretary.

All National Accounts
Used First in The Maritimes

CHNS

The "Voice of Halifax"
For Seventeen Years

A FINE STATION
IN
A FINE MARKET

Studios and Offices:
BROADCASTING HOUSE
HALIFAX - NOVA SCOTIA
WILLIAM C. BORRETT, Director

"The Canadian Legion B.E.S.L., has been able to send recorded messages for broadcasts from the dependents of our men serving overseas and also from the R.A.F. serving here to their families overseas since January, 1941. This has only been made possible by the splendid manner in which CJCA has co-operated with us. This station has given freely of the use of its facilities and services of its staff. We extend our grateful thanks."

This letter from the Canadian Legion is typical of many in CJCA's files. We are humbly proud of our service to the community—and grateful for the consistent loyalty it shows CJCA's programs.

CJCA
In Edmonton
"CROSSROADS OF THE WORLD"

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

TEN Cross Country STATIONS

CKMO
VANCOUVER

CFCN
CALGARY

CFRN
EDMONTON

CFQC
SASKATOON

CKPR
FORT WILLIAM
& PORT ARTHUR

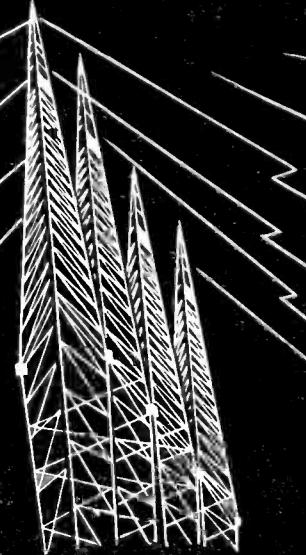
CKCL
TORONTO

CKCH
OTTAWA - HULL

CHLT
SHERBROOKE

CHLN
THREE RIVERS

CKCV
QUEBEC



VISIT THESE POST-WAR BATTLEFIELDS

It did not take a war to make these stations conscious of their obligations to the communities they serve.

After this war will come another—a fight for leadership in trade and commerce. Every community will be a battlefield.

If you have established your positions, you have the advantage.

Let these stations raise your banner in their communities.



Radio Representatives Limited

TORONTO AND MONTREAL

Decca-World A.F. of M. Pax

Petrillo Dictates Terms When Recorders Sign Contract

Up to press time nothing had developed in the transcription picture since the signing of the agreement between the American Federation of Musicians and Decca Records and World Transcriptions.

Details of the contract have however come to light, which might be condensed as follows:

The first clauses concern employment for the manufacture of records and transcriptions A. F. of M. members in good standing who are to be paid for their services "such sums as you may agree upon with them, but which in no event shall be less than scale."

Contracts between recorders and musicians are to contain a clause to the effect that nothing in the contract shall ever be construed as to interfere with any obligation which they (the musicians) owe to the A.F. of M. Provision is also made in musicians' contracts that only such recording companies as have signed an agreement with the Federation shall be allowed to employ musicians for making recordings and transcriptions.

In addition to regular artists' fees, the recording companies are to pay a sliding scale of royalties to the A.F. of M. on phonograph records varying from $\frac{1}{4}$ c for each record the retail price of which does not exceed 35c, to $2\frac{1}{2}\%$ which does not exceed 35c to $2\frac{1}{2}\%$ of the sale price of each record, the manufacturer's suggested retail price of which exceeds \$2.00.

For transcriptions "which are intended for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to 3% of the gross revenues derived by you from the sale, lease license or other disposition thereof."

"For spot announcement transcriptions commonly known as 'jingles', a like payment of 3% of the gross revenues shall be made."

The agreement also states that "for commercial electrical transcriptions manufactured for commercial broadcasting, intended for a single use and only so used, there shall be no payment (except regular artists' fees)."

The National Association of Broadcasters, Washington, issued a bulletin in which it comments on the contract. While the contract, the bulletin points out, does not call for the making of any payment by broadcasters, it does, however, include a recognition of "the principle of a continued interest which all of the members of the Federation have in the use of records containing instrumental music" and which provides for direct payment by the record and transcription companies to the Union.

"This," it continues, "is contrary to the declaration of principle in which all record and transcription companies joined in their rejection of the Union's demands, on February 23rd, 1943."

"Mr. Petrillo, in urging the other companies to sign the agreement, said that it would end the controversy in respect to records and transcriptions. He said that he did not expect any substantial revenue from the agreement during the war, but expressed the belief that the agreement might yield 3 to 4 million dollars a year to the Union after the war was over. This estimate would appear to be predicated on anticipated sale of ten times as many records as have ever before been sold in the history of the recording industry."

Canadian Guest-Star

Gail Meredith, featured vocalist with Ferde Mowry's Orchestra in Toronto, appeared October 17th on Guy Lombardo's show out of New York.

Before coming east three or four years ago, Gail was heard on many Canadian programs originating from Vancouver.

CFRB Musical Director

Wally Armour has been appointed musical director of CFRB, Toronto.

Wally is well known in musical circles, and started in radio in 1926. He replaces Roy Locksley who is with "The Navy Show".

. . . serving in its mean commercial area the territory covered by these Weekly News papers:

Armstrong Advertiser
Enderby Commoner
Kelowna Courier
Merritt Herald
Oliver Chronicle
Penticton Herald
Similkameen Star
Salmon Arm Observer
Vernon News

CKOV
KELOWNA
B.C.
1000 WATTS
The Voice of the Okanagan
REPS ALL-CANADA. WEED & CO.

Beginning

HAMILTON'S GREATEST RADIO SEASON

on

CKOC

More network programs . . .
More national programs . . .
More local programs . . .

The ALL-CANADA STATION in Canada's Richest Market

Bannerman Meets U.S. Time Buyers

At a special meeting in New York, Glen Bannerman, president of the Canadian Association of Broadcasters, discussed with U.S. time buyers the progress of the standardization of rate structures recently adopted by Canadian stations. A number of suggested improvements were proffered, and these will be presented by Bannerman to his committee on standardization for presentation to the CAB membership at that organization's annual meeting in February.

Great interest was displayed in Bannerman's presentation, indicating that the U.S. agency men appreciated the consideration their desires were receiving from Canadian radio.



CALL NEW CALL LETTERS

The call letters of CJRC Winnipeg have been changed to CKRC. Service and popularity remain as ever.

CKRC

WINNIPEG

Fastest-building
audience in Canada's
fourth market

Exclusive Representatives
ALL-CANADA RADIO FACILITIES
Limited

MONTRAL TORONTO WINNIPEG CALGARY VANCOUVER

We have been authorized to offer ENCYCLOPAEDIA BRITANNICA in the library edition at the regular price of \$210, less a special discount of 20%, making a net price of \$168, payable in 18 payments of slightly over \$9.

CASH DISCOUNT - 6%

Book Department

The
CANADIAN BROADCASTER
104 Richmond St. W.,
Toronto

What the Surveys Say:

The current reports show program standing as follows:

DAYTIME

They Tell Me
Big Sister
Soldier's Wife
Road of Life
Vic and Sade
Happy Gang
Mary Marlin
Ma Perkins
Pepper Young
Lucy Linton

EVENING

Charlie McCarthy
Lux Radio Theatre
Fibber McGee and Molly
Aldrich Family
Treasure Trail
Kraft Music Hall
Album of Familiar Music
John and Judy
Waltz Time
Fighting Navy

* * *

Return of many favorites has caused upward trends in both daytime and evening sets-in-use indices. Daytime increases are less pronounced because of fewer summer lay-offs.

* * *

A new E-H Report is concerned with audience composition throughout various periods of the day and evening. This new study discloses that the radio audience in Canadian cities (English) is made up as follows. Per 100 homes listening there are:

	FRIDAY EVENING (English)	SUNDAY EVENING (English)
Men	81	Men 97
Women	118	Women 131
Children	39	Children 50
Total	238	Total 278

	DAYTIME AVERAGE (English)	MONDAY EVENING (French)
Men	29	Men 107
Women	122	Women 163
Children	23	Children 49
Total	174	Total 319

These figures show among other things that Sunday evening not only recruits the highest "sets-in-use" throughout the week, but that it also has an above-average number of listeners per set-in-use.

Larger French Canadian families make for more listeners per set.

That stations, agencies and their clients might well vie less for those who are NOT listening and far more for those who ARE is the suggestion which emanates from the fact that of the 75% of people who are home only 30% are listening, while 45% have dead radios.

"Why are radios NOT in use?" is a question to which Elliott-Haynes have been trying to fit an answer. A preliminary perusal of answers discloses the following:

Other noisy electrical equipment, children or discussion in the home	24%
Respondents out on porch, in other rooms, away from radio	15%
Respondents just came into house. Radio not turned on yet	9%
Respondent and family not interested on programs of that evening	8%
Child, invalid, war worker asleep, at the time	7%
Radio became monotonous, tiresome on nerves	5%
Thunderstorm, poor reception, interference	4%
Miscellaneous reasons	19%
No particular reason, don't know	9%

"Bilingual" Lesson By Radio

"Those who raise the race cry in Canada are nothing more than traitors," Hon. Valmore Bienvenue Quebec minister of Game and Fisheries, told an audience of Rotarians

Making a special plea for tolerance and unity between English and French-speaking Canadians, Mr. Bienvenue pointed out that no one judges all Americans by Al Capone yet there are those who judge French Canadians by a few trouble-makers who make demagogic utterances.

"The Canadian Broadcasting Corporation could help in this endeavour," he said, speaking forcefully in favor of bi-lingualism, "by inaugurating in each province daily lessons in the alternate languages."

Radio Advertising In Denmark

In a lecture given by A. Aksel Dahlerup, head of the commentaries section of the Danish Radio, to the Danish Publicity Association, it was stated that radio advertising would be very much intensified after the war, and that such advertisements must always be artistic and in good taste in order to hold the attention of listeners. Advertising by radio is not feasible at the present time owing to the possibilities of spying.

Returns West

"Spence" Caldwell, Commercial Manager of Vancouver's CKWX, has just returned from an extended trip to the Eastern United States and Canada.



INTRODUCING

"K"



The All-Canada station in Winnipeg announces a change in call letters from CJRC to CKRC. There is no change in ownership, operation—or in the confidence-building service to its listeners, which means results for advertisers.



ASK THE All Canada MAN

MANITOBA'S

CKRC
(FORMERLY CJRC)

630 K.C.

1000 WATTS



JACK MURRAY
whose "Treasure Trail" was given its 250th consecutive weekly airing under Wrigley sponsorship, October 20th.

15 Hours

continuous broadcasting daily for an audience that listens continuously.

In the Peace River country, CFGP has a monopoly that its listeners appreciate.

THE ALASKA HIGHWAY STATION

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

VOICE OF THE MIGHTY PEACE

PLATTER-TUDES

By

FRED W. CANNON

Fred Cannon of the transcription department of All-Canada Radio Facilities Ltd. believes in radio and also in the contribution transcriptions make to those who use the medium to publicize their wares, as well as to listeners in general. "In Canadian radio," he says, "transcriptions are unnecessarily hampered." But here it is in his own words:

The regulation insisting that recorded programs be identified as transcriptions is a testimonial to this form of radio show, though sometimes rather a distasteful one.

Listening to a bang-up mystery thriller, a stirring drama or superb concert, and then, just when you were about to remark: "That's something like it," to have your chosen program denounced as a transcription, is similar to finishing the last juicy morsel of filet mignon, and then being told that the meal you have just eaten with such gusto was a piece of grilled horse-meat.

Just what is accomplished by the regulation is best known, no doubt, to its progenitors. One thing is sure though. If it is necessary to inform listeners that the program they have just heard is a transcribed one—if otherwise the audience would never have known the difference—it can't be so bad after all.

Why has the listener to be "protected" against this form of entertainment? What is the difference between a disc, and the mechanically reproduced imported "feature" that adds so much to the pages of the newspaper?

I am not trying to say that transcribed programs should be allowed to displace worthwhile live talent. What I am trying to show is that

Ambidextrous



Phil V. Savage started playing the organ professionally when he was 16. He has played in Montreal and New York theatres, and also over WHN, New York; CKAC, CFCF and CHLP, Montreal; and CJBR, Rimouski, where he is musical director. Pictured above, Phil is seen doing his one-man duet on piano and organ, a feat of which he believes he is the originator.

transcriptions give Canadian radio something it could not obtain in any other way.

Stories of the reality of the transcribed programs abound. The most recent to reach our office concerned the NBC feature, "The Lone Ranger".

After the program had been running a few weeks out west, a jalopy full of ardent farm boys appeared at the station just as the *Ranger*'s broadcast was scheduled to begin. Imagine the embarrassment of the operator, and the let-down to these loyal young fans, when it had to be revealed to them that their hero, and the faithful *Tonto* were not actually at the station, but had sent a 16-inch recording to pinch-hit for them. Finally the youngsters were convinced that a popular fellow like the *Ranger* couldn't possibly be all over the country at one time, and that if it were not for transcriptions, thousands of boys and girls would be deprived of the pleasure of hearing them. Obviously this could have happened, and probably has, in the case of network programs, but the point is if this keen group of listeners could not detect the difference, why should they have to be disillusioned?

It will be argued that transcriptions deprive talent of its livelihood.

The answers to this objection are many.

Canadian communities — large and small—provide neither enough good live talent, nor the dollars to pay for it. Both for local advertisers and for sustaining features, between live local and network shows, the fine transcribed programs released by the recording companies fill a gap in the schedules. They also give listeners the very best material the great production centres of the world can supply, and the low cost is commensurate with each station's coverage.

"Talent" receives thousands of dollars and steady employment from the disc manufacturers, just as it does from the great networks. Operators of typical stations, as well as their sponsors, are enabled by them to sprinkle schedules with top-flight entertainment, costing the broadcaster only a fraction of the original production expense.

Canadian radio needs platter programs. Disparaging them in the public mind accomplishes nothing.

SPEED the VICTORY
5TH VICTORY LOAN

I Treasure Israel & Easy Pickins both head E-H ratings. Too busy working too keep them there to spend time on ad copy this month
Jack M.

jack murray
radio productions limited
10-12 King St. East
Toronto
ELgin 5600

Prize Packages

For Fall Program Hunters

-all NBC Recorded Features

MODERN ROMANCES

True stories of today . . . straight from the grippingly human pages of one of today's fastest-selling magazines. This series of 39 quarter-hour recorded dramas, each a complete story, is already doing a bang-up job for a large baking company in five southeastern states, and can do the same for you.



STELLA UNGER'S Two Great Shows

Let's Take a Look in Your Mirror—a timely sparkling program of helpful suggestions about today's problems—for today's women.

Hollywood Headliners—intimate, interesting stories about the movie stars and their activities.

Two programs that are perfectly aimed at your feminine market...arranged for 156 broadcasts in 5-minute programs.



Time Out for Fun and Music

Fast-paced musical program spiced with sparkling quips. Two series, 26 quarter-hours each. Series I stars Allen Prescott as M.C., Felix Knight and Ted Steele's Novatones. Series II stars Ted Steele and Grace Albert. If a mixed audience is your market, cash in on "Time Out."



Betty and Bob

The story of "ordinary folk who lead extraordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty," Carl Frank as "Bob," and Milton Cross announcing, against a rich setting of full orchestral theme music by Allen Roth. Complete promotion material. Arranged for 390 quarter-hour episodes.



The Name You Will Remember



William Lang's five-minute recorded word portraits of famous notables of the day pack an unforgettable punch. Now available, 117 of these proved pullers, arranged for 3-a-week broadcasts . . . with a complete merchandising setup and a perfect tie-in for sponsor's name.

These and other NBC Recorded Features available through

ALL-CANADA RADIO FACILITIES, LTD.

Victory Building, Toronto

NBC

Radio-Recording Division

NATIONAL BROADCASTING COMPANY
RCA BUILDING - RADIO CITY - NEW YORK 20, N.Y.
CHICAGO - WASHINGTON, D.C. - HOLLYWOOD

Is Program Production your Problem?

MUSIC
ARRANGEMENTS
COPYING



SCRIPTS
CONTINUITY
ARTISTS

We can help you

JOHN ADASKIN PRODUCTIONS

TELEPHONES
OFFICE ELGIN 7062
NIGHTS KENWOOD 4346

MONTRÉAL TRUST BLDG.
67 YONGE ST.
TORONTO

BUSINESS

MAPLE LEAF MILLING—30 minutes, 1 a week, 26 weeks "Jolly Miller Time", variety with Al and Bob Harvey, on National Network (Eng.) and CFCO and CJIC. Started October 16. Cockfield Brown, Toronto.

GRUEN WATCH—15 minutes, 1 a week, 11 stations, "Gruen Movie Preview Time", being recorded "previews" of outstanding pictures, produced by Metropolitan Broadcasting, Toronto, for Cockfield Brown.

ROYAL CANADIAN TOBACCO—5 minutes, 6 a week, news commentary with Rex Frost. 11.10-11.15, CFRB, Toronto.

W. K. BUCKLEY LTD.—2 a week 26 weeks, 15 minutes over CFRB, CKCO, CKOC and CJCB, transcribed, "Wade Lane's Home Folks". Walsh Advertising.

LAMBERT PHARMACAL (Listerine) has renewed "Green Hornet" 30 minutes, 1 a week transcribed, over 29 stations, 13 having been added this year.

VICK CHEMICAL—"Getting the Most out of Life". 5 minutes transcribed, 5 a week over CJCA, CKCK, CKY, CFRB, CKCO, CKOC, CHSJ. This sponsor also using 5 minutes, 5 a week transcribed "The Name You Will Remember" over CKWX, Vancouver. Both contracts 26 weeks.

RADIO MANUFACTURERS ASSOCIATION—"Hier, Aujourd'hui et Demain", French version of "Yesterday, Today and Tomorrow", is to be heard once a week, 15 minutes on 7 stations of the French network.

DR. JACKSON'S ROMAN MEAL—3 a week, 15 minutes transcribed

"Adventures of Jimmie Dale" (Frank L. Packard). 24 stations. Harry E. Foster Agencies Ltd.

ST. LAWRENCE STARCH — Wes McKnight's Interviews recommence October 30th, 15 minutes, one a week on 43 stations of the national network. This is in addition to McKnight's regular Sportsviews, 10 minutes, Monday through Friday, on CFRB. Release is through McConnell Eastman.

GENERAL SEAFOODS LTD., Halifax—using 1 minute spots on CFRB, Toronto, implementing newspaper campaign. Directed by Alley & Richards Co., Boston, Mass.

PEOPLE'S CREDIT JEWELLERS — 30 minutes, one a week, "Precious Jewels—Gems of Thought, Gems of Music", over CFRB, CHML and CKCO. Release through MacLaren Advertising, Toronto.

BORDEN CO. LTD. — "Canadian Cavalcade", 30 minutes, 1 a week, live, from CFRB to CFCO, CHEX, CFLC, CKNX, CHML, CJRC, CFPL, CKCO, CKLW.

FELLOWS MEDICAL MFG. — "Modern Romances", 39 programs, 15 minutes, 2 a week, transcribed, CKCL, CFPL, CKNX, through Ronalds Advertising, Toronto.

PEOPLES CREDIT JEWELLERS—15 minute newscasts, 2 a day on CKCL and CHNS; 1 a day on CHML, CFPL, CKCW, CKCO and CKCH. MacLaren Advertising, Toronto.

MUTUAL BENEFIT HEALTH AND ACCIDENT — "Headliners" — 5 minutes transcribed, 3 a week over 11 stations coast-to-coast. Harry E. Foster Agencies, Toronto.

29th ACA Meeting

The 29th annual meeting of the Association of Canadian Advertisers will be held at the Royal York Hotel, Toronto, Thursday and Friday, October 28-29, (and will highlight speakers on public relations, joint labor-management activities and research.)

The speaker at Thursday's luncheon will be Edward L. Bernays, New York Public Relations Counsel; Friday's luncheon speaker will be J. C. Adams, general counsel for the Central Ontario Industrial Relations Institute.

The Banquet speaker, Friday evening, will be Arthur A. Porter, managing director of the Gallup Poll.

The forums chosen by expressed preference of the membership will cover discussions on post-war planning, public relations and employee morale on Thursday, followed on Friday with Research, Motion Pictures in Industry, The Position of the Advertising Manager in Personnel Work, and Sales Management.

NAB Presentation

More than 600 merchants, government officials, editors, advertising executives and others attended the first public showing of NAB's "Air Force and the Retailer", the U. S. radio industry's ambitious 100 minute film presentation analyzing the problems of retail selling and distribution, October 12th, in Washington.

Glen Bannerman, president of the Canadian Association of Broadcasters was among the visitors.



MASTERY OF THE AIR

Yes, over their home counties, CKCR has not just air supremacy, but complete mastery—and that means an assured audience of 205,000 regular listeners*.

Ask Your Agency

*In the primary area only

REPRESENTATIVES
STOVIN & WRIGHT

Issue of Receiving Station Licenses in Dominion of Canada

Statement showing issue for Fiscal Year 1942-43, and Fiscal Year 1943-44 up to September 30, 1943

	1942-43 FISCAL YEAR	1943-44 to 30th SEPTEMBER
Prince Edward Island	8,516	8,561
Nova Scotia	81,524	70,801
New Brunswick	52,745	46,294
Quebec	436,288	407,925
Ontario	637,116	575,925
Manitoba	108,435	92,019
Saskatchewan	127,529	108,794
Alberta	126,525	107,551
British Columbia	149,481	134,752
Yukon and North West Territories	721	255
	1,728,880	1,552,877

Announcing . . .

B O R D E N ' S "CANADIAN CAVALCADE"

a true-to-life radio presentation of Canada marching on—in time with the headlines.

Over a network of Canadian Stations

Produced for
Young & Rubicam, Ltd.

by
RAI PURDY PRODUCTIONS



JACK RADFORD

"PURE" AIR IN 1943

Jack Radford on Food and Drug

Commenting on the survey published in this paper last month under the title "*What's wrong with the radio?*" Jack Radford, CBC supervisor of station relations, prophesied the disappearance from the Canadian air, perhaps by the end of 1943, of offensive advertising at least in food and drug fields.

Claiming that the "good taste" policy instituted by Dr. J. S. Thompson last March was working well, he pointed out that the success it

had enjoyed, and was continuing to enjoy, was attributable in large measure to the support it had received from the private stations, and the Canadian Association of Broadcasters, as well as the advertising agencies and their clients.

Previous to the formulation of this new policy, food and drug advertising was cleared through the station relations department of the CBC, and submitted for the approval of Dr. J. J. Heagerty of the Department of Pensions and National Health. Now such material—some 3,000 pieces of copy each month—must also bear the approval stamp of the CBC continuity acceptance department.

The regulation affects all food and drug continuity broadcast over Canadian outlets, whether of Canadian or American origination or compilation.

Mr. Radford expressed the opinion that the operation of the new policy has been one of the most forward steps taken in commercial radio, and that its progress is being watched with the keenest possible interest by the U.S. networks.

The station relations department, he said, is charged with carrying out CBC regulations which now include the approval rather than the censorship of food and drug copy. The task is a ticklish one, he admitted, "but I cannot over-stress the co-operation we are receiving from both radio and advertising men and the consequent forward strides that are being made."

Mr. Radford is confident that the continuing result of conferences between networks, agencies, sponsors, station management, the CAB, the CBC and the Department of Pensions and National Health will restore to the air that cleanliness and freshness the poets sing about.

"The morning-to-night parade of body functions and ailments on the Canadian air," he said, "is rapidly nearing its finish."

100 WATTS
630 Kcfs.

Offering

CONTINUOUS PUBLIC SERVICE
to a
WORTHWHILE
WESTERN ONTARIO
AUDIENCE

JOHN BEARDALL
MANAGER-OWNER
STUDIOS IN THE WM PIT HOTEL

Salvation Army

"Many times the money we allowed in our budget for radio in the recent Home Front appeal was donated in free time by stations across the country and by advertisers who incorporated our messages into their programs," Colonel H. Charles Tutte, national campaign director of the Salvation Army told THE CANADIAN BROADCASTER at the conclusion of the "army's national campaign.

"This publicity," he said, "so generously donated, has been priceless in both senses of the word. It's contribution to the success of our campaign is beyond assessment in dollars and cents, yet it has cost us nothing."

Colonel Tutte paid particular tribute to the CBC for their two Salvation Army dramatizations, to Wrigley's for the dedication of "The Wrigley Air Band" to "army" work, and to the countless other contributions of similar type broadcast the length and breadth of the Dominion.

Marathon Writer

Erle Stanley Gardner, creator of Perry Mason, is making his bow in radio with "The Case of the Unwanted Wife", first of a new CBS series.

From 1933-38 this prolific writer turned out 1,100,000 words a year, the equivalent of a novel every five or six days.

NEW CHRISTMAS SHOW

Now Available on Transcriptions

"A Trip to Santaland", a complete story in 15 episodes concerning the adventures of two youngsters, Jerry and Joan and their trip to Santaland.

This superb Christmas show is a natural because it is keyed to the times and will fit right in for Department Store sponsorship.

"A Trip to Santaland" may be used for a 3 or 5 a week run and will be sold exclusively to one station in a city. Rights for entire series of 15 episodes—\$100.00.

For further information and audition samples—write, wire, phone—

Exclusive Radio Features Ltd.

141 McCaul St.

Toronto, Ont.

• plug your product
in a Major Market

- CKCK, Regina, is:
- 1. located in the largest city in Saskatchewan.
- 2. in the centre of the great southern Saskatchewan rural market.
- 3. Saskatchewan's most listened-to station... and remember, increased wheat payments, bring an ADDITIONAL \$15,000,000 to Saskatchewan this year!

CKCK
REGINA, SASK.
620 Kilocycles

REPRESENTATIVES; Canada,
All-Canada Radio Facilities.
United States, Weed and Co.



It's empty now — the room at the top of the stairs

Yes, but one of these days in the not too distant future the young Skipper will be taking it over again.

Just how soon that will be, depends upon the united efforts of all of us in this

FIFTH VICTORY LOAN CAMPAIGN

C F C N

CALGARY ALBERTA
THE VOICE OF THE PRAIRIES

ELLIOTT-HAYNES LIMITED
NATIONAL AND REGIONAL RATINGS
on
EVENING PROGRAMS

ELLIOTT-HAYNES LIMITED
NATIONAL AND REGIONAL RATINGS
on
DAYTIME PROGRAMS

RADIO RESEARCH DIVISION
ELLIOTT-HAYNES LIMITED
TORONTO ONT.

**AUTHENTIC
RELIABLE and
CONTINUOUS since 1940**

Democracy Needs New Freedom

B.U.P. Exec. Gives "Press Week" Address

Freedom in the post-war world for Canada and other countries will be possible only with an enlightened, well-informed public behind their government, Robert W. Keyserlingk, managing director of British United Press recently told a Montreal service club.

Not when hostilities have ceased, but by decisions being reached in semi-secret consultations during this present year, is the pattern for the post-war world being largely finalized, he said.

"Democratic government can function only where its citizens are informed—and they can be informed only by a free functioning of press and radio," he said at a luncheon meeting which marked Kiwanis International observation of "Press Week".

Keyserlingk warned against "monopolistic or government interference" with the unfettered gathering and distribution of news, and cited the Quebec Conference as an example. "There," he said, "we saw a free press functioning so that the peoples of free countries could be told what their children are facing, so that they in turn could prepare to play their part in the Battle of the Field and the Battle of the Minds."

He complimented the Canadian censorship for its work during the conference and said Canada is fortunate in having a censorship which is guided by wartime security alone, and not influenced by political factors.

Keyserlingk said emphasis during the Quebec Conference was put on reporting decisions affecting "the world of tomorrow", in which you and we as citizens will have to live and bring up our children."

"It is a world of tomorrow in which we all as citizens will be responsible through the exercise of our democratic prerogatives to exert our influence in order to assure that reality approaches as nearly as possible our several and various ideals for the spiritual, political and economic welfare of our country and also other countries for whom we are now sacrificing so heavily, both through the valor of our fighting men and the efforts and substance of our citizens."



R. W. KEYSERLINGK

Pronunciation

Reprinted from "The Montreal Herald"

Recently we had an editorial about the way Canadian broadcasters pronounce foreign place names, and particularly about their linguistic gyrations in attempting to give Russian, Italian and Spanish pronunciation.

We pointed out that they followed the accepted English usage in pronouncing such names as Rome, which in Italian is Roma, and Sicily, which in Italian is Sicilia, and suggested that they might follow Mr. Churchill's example, who contents himself with pronouncing foreign names in the popular English way, as for instance, when he referred to Montevideo as "Montividio" and not as "Montividayo."

The Halifax Chronicle now has an editorial along the same lines. It points out that if our broadcasters were consistent they would pronounce Mexico as "Mehico", and it gives another example from Mr. Churchill, who pronounces Nazis not as "Nahtzees" but as "Nahzees"—and, by the way, what contempt he can put into that pronunciation!

Our contemporary puts the argument well, thus:

"Canadians, and English-speaking people generally, have been brought up in school and college to the use of geography books and atlases written in English. A majority of foreign capitals and well-known cities have acquired a familiar pronunciation among us, and most of us like to hear what we understand. The difference between the average listener and the radio broadcaster is that the listener knows perfectly that his own pronunciation of those difficult names is wrong, while the broadcaster never really knows that he is right."

Incidentally, our broadcasters do not always pronounce even English words or Canadian place names in the accepted way. Thus we heard one broadcaster, evidently reading from a manuscript, pronounce "vehicle" as "vechykill" and Tadoussac as "Tadoosic."



**YOU'LL
WANT
YOUR**

Autographed copy of
**C. W. (BILL) WRIGHT'S
"HOW TO SPEAK
IN PUBLIC"**

ORDER YOUR COPY TODAY FROM
Book Dept.
THE CANADIAN BROADCASTER
104 RICHMOND STREET WEST
T O R O N T O

**PRICE
\$2.50
Post Paid**

CAMERA WANTED

Anyone having a small, fast camera with at least a 3.5 lens for sale is asked to send full particulars and price to:

DICK LEWIS
Canadian Broadcaster
104 Richmond W., Toronto



CLAIRE WALLACE

whose "They Tell Me" program is heard daily on all Canadian stations, has been devoting her week-ends to working in Canadian war plants, farms and other vital industries, to get the inside track on just what women's war work really means.

Transmitter Errograph

At CJAT in Trail, they have hit upon an effective way to minimize careless little errors in announcing and production. Transmitter engineers record each flaw on a graph. Each week this graph is posted in the studios. Since its inception there has been a steady improvement in the day to day run and on some occasions, 48 hours of broadcasting have gone by without a single error of any kind.

Rootin' Tootin' Feudin'

CKBI's "Musical Mailbag", heard daily at 4:15 p.m. on the Prince Albert station, started off a battle of "Swing versus Hillbilly". With the district predominately "hillbilly", the station had to call a halt to the war of words because the participants became too violent. All is now quiet on the musical front, with both sides receiving their share of favorites.

CFRN

Sales Power

CLICKS

The Problem!

It's hard to find any kind of shelter in Edmonton. We were "on-the-spot" when we had to find suitable living quarters quickly for a new addition to our staff and his family.

The Result!

CFRN believes in its own pulling power, so, went on the air with six short announcements and CAME UP WITH TWENTY-TWO REPLIES. Our staff member secured a nice, comfortable home.

The Moral!

In Northern Alberta, it's

CFRN ...1000watts
Edmonton.

Representatives: Radio Representatives Ltd.
TORONTO - MONTREAL

Brevity is The Soul of Broadcasting

The Broadcast Sales Club, of Toronto, scored a tenstrike when they brought Colonel B. J. Palmer and his "One-day School of Radio Salesmanship" to Toronto, on September 28th, last, following a similar function in Winnipeg.

Starting on the split-second of 9 a.m., Colonel Palmer told the audition frankly that radio is headed for the "demnition bow-wow" unless it did something about it. Then he outlined explicitly what ought to be done.

Radio copy, particularly in announcements, he said, is delivered too rapidly, contains too many words, and tries to tell the whole history of a product in one minute. By constant elimination of every unnecessary word, by using words that create mental pictures, and by voicing words so as to give them added meaning, commercials could be vastly improved. He proved his case too by playing recordings of spots refused by his stations, contrasted with the revised versions.

The president of stations WOC, Davenport, and WHO, Des Moines, Colonel Palmer puts his own theories of "ear-language" to constant use, with beneficial results.

The "One-day School" was well-attended by representatives of advertising agencies, CBC, independent stations and radio advertisers. We hate to think what Colonel Palmer would have done to this piece of copy! —GAP

Public Relations

Working on the principle that a broadcasting station with a sound public relations plan builds bigger audiences for every client, CJAT, in Trail, has undertaken a new type of advertising in the daily press. In a series of single column 8-inch reader ads they tell the story of CJAT's growth within the community. The problems of a private community station are dealt with. The relationship between the station and the Canadian Broadcasting Corporation is clearly explained. The station's contribution to the community in taxes, donations to charities and war drives, and time given in support of community projects are dealt with fully. Each advertisement winds up with an invitation to any citizen to visit the station and discuss any problems concerning broadcasting which may puzzle or annoy them. This series of newspaper advertisements is promoted by radio announcements on each publication date, and has resulted in several invitations from clubs and organizations in and around Trail to have the station manager speak to their groups on the subject of Broadcast Advertising.



B. U. P. CLIENTS Score Again!

Three firsts in three big Canadian stories within three days.

CANADIANS CAPTURED KEY TOWN

"Bill" Wilson's cable from Italy went to listeners across Canada from mikes of BUP radio clients.

U-BOAT CONVOY BATTLE

Complete stories from survivors, including their reports of new type torpedo, topped the field.

TROOPS REPLACED STRIKERS

First to tell of strike spreading to long-shoremen.

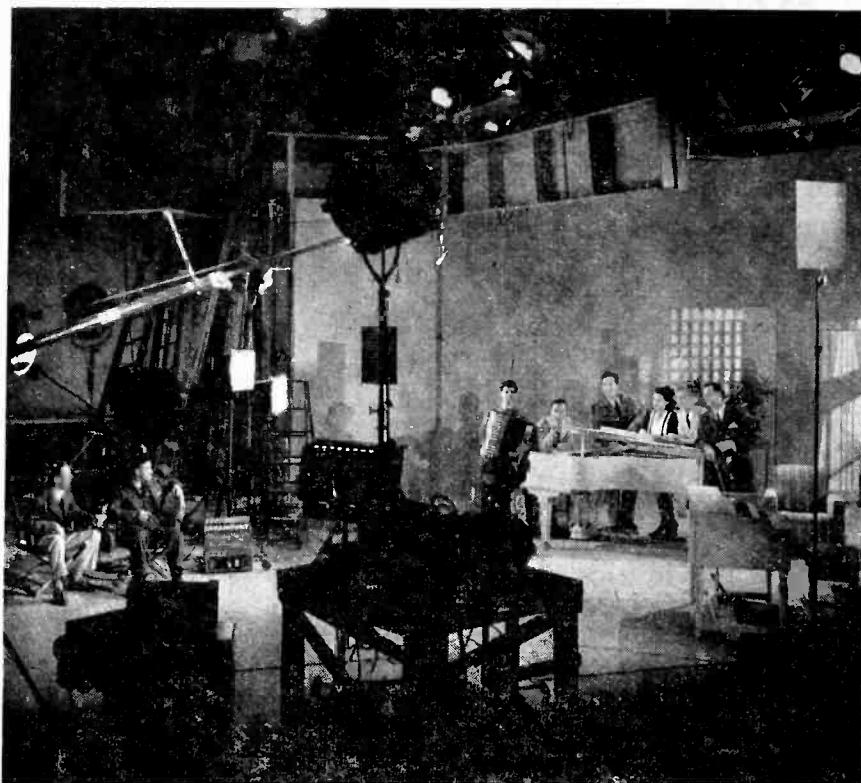
... and in the foreign field, B.U.P. was strongly ahead with Russians' first crossing of the Dnieper.

BRITISH UNITED PRESS gets the facts while they are News

HEAD OFFICE:
231 St. James St.
MONTREAL

Speed the Victory

LIGHTS! ACTION! CAMERA!



IT'S THE HAPPY GANG

on location on the Paramount set in New York City, during the making of their Victory Loan shorts.

CAB Meeting

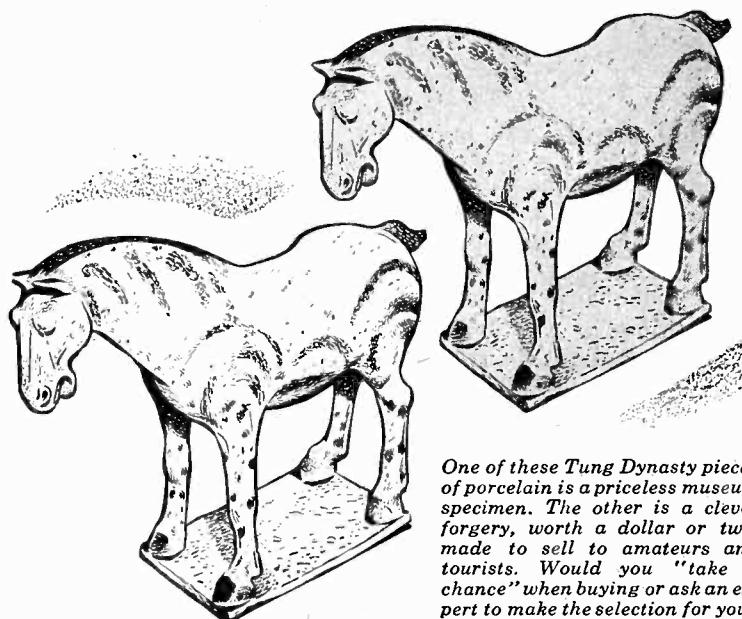
The 1944 Annual Meeting of the Canadian Association of Broadcasters will be held at the Chateau Frontenac Hotel, Quebec City, February 14-16.

Reservations are already pouring into the hotel.

Champ

Horace Stovin has won the Championship of the Uplands Golf Club, Toronto.

When interviewed, Horace said that his success was due to the fact that most able-bodied man-power has gone to war.



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

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



**RADIO PROGRAMME
PRODUCERS**
MONTREAL CANADA

MONCTON-LOWEST COST RADIO TEST MARKET

Only 23 centres in Canada offer you a compact market of 100,000 people. Moncton stands out among them. In this aerial era it is bulging with new population, new activities. 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! Call our representatives for details.

FRED A. LYNDS, Manager

Representatives—STOVIN & WRIGHT



Alan Young proves to me that Canada can raise comedians.

The "Happy Gang" began their series just as they left the air for the Summer. But they must have used up their left-over gags by now, for they're going great guns again. There's good stuff on this show. Corny? Sure. I'll take mine on the cob, straight or what have you. I sometimes wish they wouldn't knock themselves out laughing at their own gags though. To say that the "Gang's" studio audiences enjoy the broadcasts is understatement. Judging by the whistling, yelling and loud applause they must be a wow to watch.

Then we have our quota of quiz shows. "Double or Nothing" has returned but with a new sponsor—"Fruitatives". It's the same old show, with Todd Russell as the new emcee. "Share the Wealth" is back for Colgates. This show's questions do less to demote you to the days when you wore bands on your teeth than the others, except "Information Please". Quiz shows are all right for the tremendous number of people who like them.

Yes, the fall schedule of broadcasting has begun on the right foot.

My favorite Summer show was "The Passing Parade". There was something unusual about John Nesbitt and the material he used. But right now let's look over the Fall set-up.

"Yesterday, Today and Tomorrow" has come back on the same order as last year. It is a dramatization of the part radio is playing in present day life as well as reminiscences of radio in the old days. I can keep on swallowing this one as is.

Lipton's Tea Musicale has returned for another season with what sounded like about a thirty-piece orchestra (Jean Deslauriers), a soprano soloist (Muriel Birchhead) and a choir. The opening show was really big-time, my only criticism being of the soloist who seemed to be more familiar with the lower register. Collectively it was a grand program, especially if you like the old favorites. I do.

B.A. Oil have brought back their "Fighting Navy", with its half hour dramatizations of just what the title implies. They're spiced with human interest which makes me want to listen to these really thrilling adventures of the sea. Love interest grows drooly at times, but then love's like that—so I've heard.

In the Variety line, we've Alan Young and also "The Happy Gang".

New Representatives

Roy H. Thomson and Jack K. Cooke have announced the formation of National Broadcast Sales, representing in the national field radio stations CKGB, Timmins; CJKL, Kirkland Lake; CFCH, North Bay; CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos; CHEX, Peterborough; CKWS, Kingston.

Offices have been established in Toronto and Montreal.

Bob Leslie, for the past 8 years with Northern Broadcasting & Publishing Ltd., becomes Toronto manager; Cliff Wingrove leaves CKGB, Timmins, to take up his duties as promotion manager; and the Montreal operation will be under the management of Roy Hoff, formerly commercial manager of the Timmins and Kingston stations.

Other appointments will be announced shortly.



CBC OPENS TO CANADA A WINDOW ON THE WORLD

**Canadians are served today by news
that is authentic, unsensational, complete**

TO DAY, in the exciting time of war, Canadians enjoy through the CBC News Service bulletins that are dependable, authentic and presented in a clear and unambiguous style.

Here truly is a window on the world...a window that gives Canadians everywhere an accurate and impartial view of the world in action. Five CBC News Bureaux in Toronto, Halifax, Montreal, Winnipeg and Vancouver provide both national and regional services of news bulletins, based on the full newspaper wire services of The

Canadian Press (which includes the international dispatches of Associated Press) and the British United Press (which includes the foreign service of the United Press). To 95% of the whole Canadian population...four CBC news bulletins are broadcast daily in each Time Zone. In the preparation of news, accuracy and conciseness are the guiding principles. There is no sensationalism, no false emphasis, no glorification of minor successes, no belittling or overstressing of enemy victories—a balanced picture of the day's significant events.



CANADIAN BROADCASTING CORPORATION

In Vancouver



Alert to its responsibilities as a community voice of a nation at war, CKWX wears its uniform zealously and well! Time, facilities and program assistance are on call each hour of the day and night.



CHARLES JENNINGS
CBC's newly appointed supervisor of programs.

More Stations to Network

A statement was released to the press, October 9th, by Dr. A. Friborg, acting general manager of the CBC, to the effect that plans for the operation of a second network would involve the use of more private stations as outlets, but stated that the CBC did not plan to take over the stations involved.

Plans are now nearing completion, he said, and a "reshuffle" of network stations is anticipated.



Frank H. Elphick Manager

SPEED THE VICTORY

ROY H. THOMSON and JACK K. COOKE

*are pleased to announce
the formation of*

National Broadcast Sales

NATIONAL REPRESENTATIVES*
FOR RADIO STATIONS

CKGB Timmins, Ont.

CJKL Kirkland Lake, Ont.

CFCH North Bay, Ont.

CKWS Kingston, Ont.

CHEX Peterborough, Ont.

and

Northern Quebec Broadcasting System

CKRN Rouyn, Que.

CKVD Val d'Or, Que.

CHAD Amos, Que.

National Broadcast Sales

TORONTO OFFICE:
2320 Canadian Bank of Commerce Bldg.

R. A. (Bob) Leslie, Manager
C. E. (Cliff) Wingrove,
Sales Promotion

N. D. (Norm) Brown Sales
S. B. (Sonya) Barnett, Traffic

MONTREAL OFFICE:
310 Keefer Bldg.
Roy Hoff, Manager

REPRESENTATIVES U.S.A.
Weed & Company, New York,
Chicago, Detroit and San Francisco

*Exclusive Canadian Representation becomes effective Dec. 31st,



"Something new has been added," said Major Vic. George, when he dropped into his old stamping ground at CKCW, Moncton. "Vic" was one time manager of CNRA, the CNR station in Moncton, and was back with his ARMY SHOW as it finished its Dominion tour. Needless to say, "Vic" got a great hand when he made his curtain call at the end of the show. He made a personal radio appearance with Earl McCarron — CKCW Program Director, who quizzed him about the Army Show.

1939 ISOLATIONIST PLOT BARED

Gladstone Murray Discloses Eire-like Scheme

An incident occurred recently which, while it has no direct bearing on the broadcasting business, yet appears to reflect the thinking at the beginning of the war of, among others, the National Council of the C.C.F., avowed enemies of private radio.

In his address to the Empire Club, of Toronto, October 18th, Gladstone Murray referred to "those (Canadians) who, in the years between the two wars, had tried to weaken our ties with the Empire and to sabotage measures of armed defence, did their best to keep us out of the war, and, when this failed, tried to limit our contribution to the profitable sale of our natural products."

He disclosed that during the week between Britain's and Canada's declarations of war, pressure was brought to bear on him, as general manager of the CBC, to use the radio to stampede public opinion before Parliament could be assembled.

"Needless to say," he continued, "the conspiracy was detected and defeated."

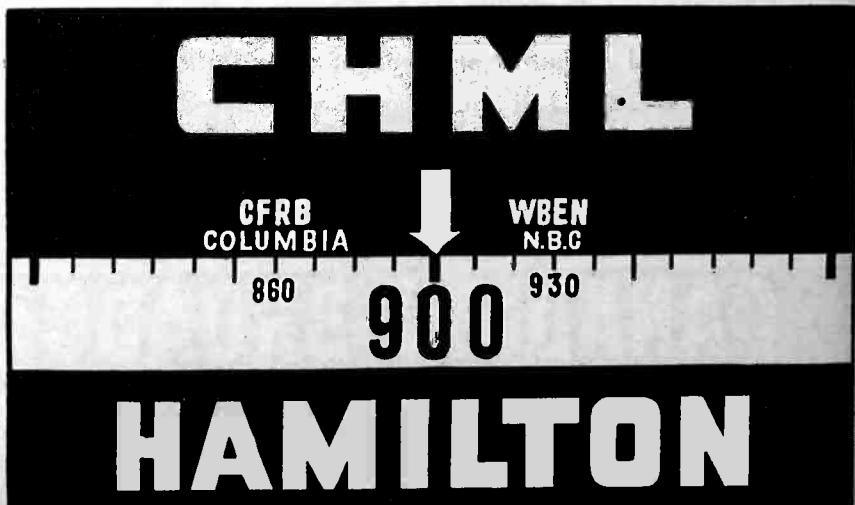
Interviewed by British United

press, Horace Stovin, associated with Murray at the time, as supervisor of station relations for the CBC, confirmed the former general manager's statement that he was subject to severe pressure, not only during the week of Sept. 3-9, 1939, but also before the war.

Commenting editorially upon the matter, the Toronto Evening Telegram points out that while Murray did not say that he had the C.C.F. in mind when he spoke of the pressure applied to the CBC by these isolationistic forces, M. J. Coldwell, C.C.F. leader, read into the records of the House of Commons on September 9th, 1939, certain statements of policy of the C.C.F., which made it pretty clear that this organization, which admitted it was lukewarm to the war, was among those Major Murray had in mind.

Part of Mr. Coldwell's statement read as follows:

"Canada should be prepared to defend her own shores, but her assistance overseas should be limited to economic aid and must not include conscription of manpower or the sending of any expeditionary force."





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CFCF
CHNC
CKRN
CKVD

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Charlottetown	CFCY
Fredericton	CFNB
Halifax	CHNS
Sydney	CJCB
Yarmouth	CJLS

SASKATCHEWAN

Moose Jaw	CHAB
Prince Albert	CKBI
Regina	CKCK
Regina	CKRM

NEWFOUNDLAND

St. John's	VONF
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MANITOBA

Winnipeg	CKRC
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ONTARIO

Hamilton	CKOC
Kingston	CKWS
Kirkland Lake	CJKL
North Bay	CFCH
Peterborough	CHEX
Stratford	CJCS
Sudbury	CKSO
Timmins	CKGB
Toronto	CFRB

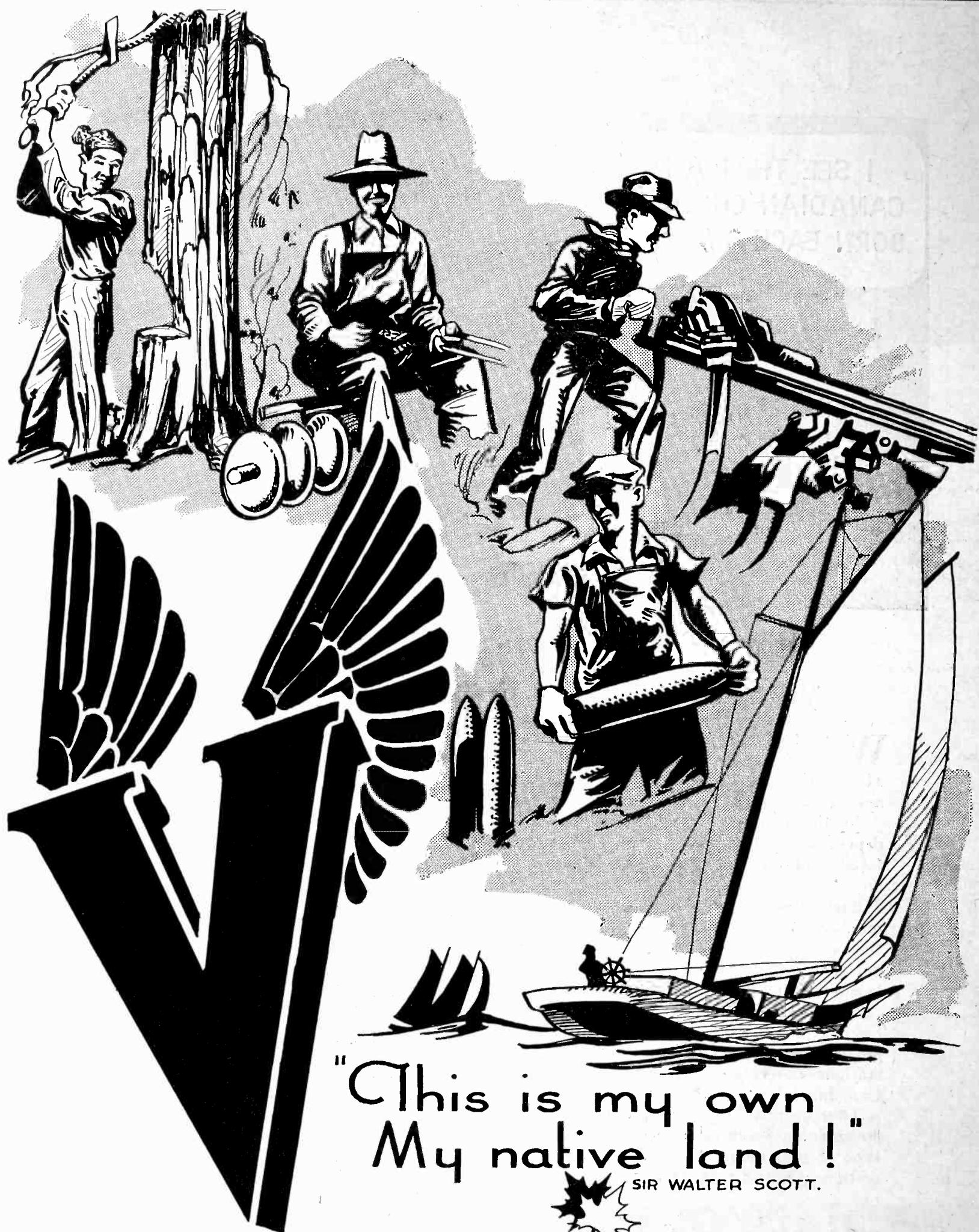


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