

The Canadian Broadcaster

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A MONTHLY MEETING PLACE FOR THE INDUSTRY AND ITS SPONSORS

Volume 3, Number 1 January, 1944

Open Letter to Private Business

Gentlemen:
This letter is being addressed to you because something is happening to one segment of private business, something which is diametrically opposed to the principals of freedom on which our economic system is based, something which should both amaze and appal you, because we have reason to believe that you are next.

In a letter to certain private stations, from E. A. Weir, commercial manager of the CBC, dated November 13th, 1943, the following sentence appeared:

"Effective September 1st, 1944, your station will broadcast in the evening hours only those programs scheduled to the Dominion Network."

The facts leading up to this letter were these:
For years there has been a great need for a second network, giving listeners a choice of Canadian programs. Established on a private-ownership basis, such a project would operate in healthy competition with the CBC set-up, and great benefit would be derived by the listener.

By no stretch of imagination can the Broadcasting Act be interpreted as abetting the establishment of a radio monopoly, either government or private. Yet the CBC is now exercising its powers, real or imaginary, to found this second network for its own operation, and is preparing to appropriate the most listenable time on 70 of Canada's 89 stations, holding before the operators' noses tempting plums in the shape of the fine American commercials it will make available to them under the plan.

Negotiations proceeded quietly, but as far back as April, 1943, this column warned those who cared to read it concerning the proposed "second government network which would only multiply the stranglehold the government has applied to the entire broadcasting industry . . ."

Preparatory work proceeded, and only when a provisional line-up of stations had been completed did the letter from which we have quoted go out to the stations, including this one sentence which, in our opinion, held an ominous significance: ". . . your station will broadcast during the evening hours only those programs scheduled to the Dominion network."

The letter explained that the CBC will serve stations with at least one and a half hours of commercial programs during the three hour evening period, yet the CBC demanded the remainder of this top-listening time for compulsory broadcast of whatever programs it might care to produce, be they symphonies or lectures, or, and here is the point, high powered propagandic material, designed to further the aims of the political party in power.

Alongside this last manoeuvre, and almost as recently, the CBC has seen fit to perpetrate two affronts against the government's political opponents. Once James S. Thomson, then CBC general manager, refused air time to the then Conservative leader, Arthur Meighan; and only lately, John Bracken received the same treatment when he was denied the network by Augustin Frigon. Now the authoritarian lash is whistling around the ears of private radio's freedom to broadcast and, regrettably, private radio is being beguiled into selling its birthright to this freedom for a "mess" of American network commercials.

Gentlemen, the day may soon dawn when you will find on your desk a letter from the government informing you that it has established its own offices in competition with yours, and that in future you will sell your bonds or your bananas, your motors or your manicure sets, your pills or your policies, in accordance with an enclosed list of regulations, or else . . .

Radio's predicament is more far reaching than just radio, for radio is the guinea-pig which nationalizers are using to try out the socialism theory before they turn on your business and yours. This gentlemen, is our reason for bringing the situation to your attention.

Yours very truly,
Richard S. Lewis
Managing Editor

Ronald Sedgwick
News was received just before Christmas of the death of Pilot Officer Ronald Sedgwick, who lost his life on active service when the plane he was piloting crashed in Northern British Columbia. He was the only son of Harry Sedgwick, and THE CANADIAN BROADCASTER joins with the radio industry in offering sincere sympathy.

Bankers' Association
A new program, "People Enjoy Facts", will be released to 77 Independent Radio Stations during the week of January 30th. In an interesting and unusual way, aided by music and a dramatic cast, little known facts about everyday things are told for every member of the family. Included in each program, presented in a straightforward way, are facts about Canada's present banking system. The program is sponsored by The Chartered Banks of Canada, whose advertising is placed jointly by Cockfield Brown & Co. Ltd., A. McKim Limited and R. C. Smith & Son Limited.



To Walter Elliott
President of Elliott-Haynes Ltd., whose activities in radio research have provided Canadian radio with its only means of continuous measurement for the past three and a half years, and to whom, whatever developments along research lines the future may hold in store, credit is due for his tireless pioneering in this highly important field.

CAB Annual Meeting Tentative Agenda

Monday, February 14:
8.30—9.30 (open)
Registration.
10 a.m.—12.30 p.m. (open)
Address by Harry Sedgwick, chairman.
Appointment of committees.
Address by Glen Bannerman, president.
Report of Joseph Sedgwick, K.C., legal counsel.
Report of joint committee on authoritative method of measuring coverage, followed by question and answer period.
12.30—2 p.m. (open)
Luncheon, Guest-speaker: Mr. Matt Campbell, research director of C. E. Hooper, Inc., New York.
2.15 p.m. (closed)
Consideration of recommendation of joint committee.
Report of Committee on Standardization of Rate Structures.
Financial Report by T. Arthur Evans, secretary-treasurer.
Report on Trust Fund and election of trustees.
Report of Public Relations committee.
Consideration of resolution establishing a standing committee on programming.

Tuesday, February 15:
9.30 a.m.—12.30 p.m. (closed)
Report on Relations with CBC.
Consideration of ways and means of increasing the effectiveness of the commercial continuity of sponsored programs.
Report on Parliamentary Committee of Enquiry into Radio Broadcasting, and recommendations for appearance before the next Parliamentary Committee.
Report of nominating committee.
Report of resolutions committee.
12.30 p.m.—2 p.m. (open)
Luncheon, for which an invitation to appear as guest speaker has been extended to Major-General the Honorable L. R. LaFleche, D.S.O., Minister of War Services.
2.15 p.m. (open)
Address by Colonel B. J. Palmer, well-known U.S. radio man who will speak on some phase of station operation, to be followed by a question and answer period.
Report on work of National Radio Committee in advising the government on the use of Broadcasting to war activities.
Report of Policy sub-committee on religious and political broadcasting.

Wednesday, February 16:
9.30 a.m.—12.30 p.m. (open)
Address on "Frequency Modulation", by Mr. Paul Chamberlain, sales manager, F.M. Division, General Electric Corporation.
Appointment of Standing Committee: Code Committee; Public Relations Committee; Program Committee; Representatives to Joint Committee on Commercial Continuity.
12.30—2 p.m. (open)
Luncheon. Guest speaker to be announced.
2.30 p.m. (closed)
Unfinished Business.

Fit **RADIO** into your 1944 plans

RADIO is **FIRST** among advertising media to be considered when you have an institutional or public relations message to deliver.

It is **FIRST** because people turn gratefully to Radio as an "out" in these frenzied, nerve-tensed days of war . . . turn to it for the entertainment and relaxation that is waiting for them . . . turn to it more and more, as we learn to stay home and conserve tires, gas and expense.

You have a name, a product, a goodwill with your public that you want remembered . . . **FIRST**. And people do remember radio, because it brings them what they want, when they want it. You can hold that goodwill, by radio. And the goodwill you hold in a wartime **TODAY** is accumulated for a post-war **TOMORROW**. Use **RADIO** into 1944.

Representing

CJOR Vancouver	CFAR Flin Flon	CKCR Kitchener	CHOV Pembroke	CKAC Montreal
CKLN Nelson	CKY Winnipeg	CHML Hamilton	CFLC Brockville	CHGB Ste. Anne de la Pocatiere
CFPR Prince Rupert	CKLW Windsor	CHPS Parry Sound	CKCO Ottawa	CJBR Rimouski
CJGX Yorkton	CFPL London	CFOS Owen Sound	CJRL Kenora	CKCW Moncton
CKX Brandon				CHSJ Saint John

Stovin & Wright

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG

The CANADIAN BROADCASTER

Vol. 3, No. 1 January, 1944

Published By R. G. LEWIS & COMPANY 371 Bay St., Toronto 1

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

Community Service On The Spot

On Wednesday, January 19, a group of western station operators, all prospective affiliates of the CBC Dominion network, met in Montreal and made certain representations to Dr. A. Frigon and Mr. E. A. Weir, respectively general manager and commercial manager of the CBC.

An effort was made by the broadcasters to save for their listeners the local and community services they now render, by placing more emphasis on local and regional requirements in the operation of the new network, and less on the national aspect, already taken care of by the old National (now Trans-Canada) network.

The new developments, it is felt, which will divert so much time from local to national, will sacrifice the pleasure of listeners who enjoy the community activities of their stations, and penalize local advertisers who derive business benefit by bringing listeners such programs. Instead all focus will be on the big national advertiser, who, under the new set-up, will crowd much that is local off the air.

Contacted in Montreal as we went to press, one western operator informed us that while no decision had been reached, the CBC was giving consideration to the plans proposed.

Convention Issue

Our next issue will go in the mail February 12, and will also be distributed to CAB members at the opening of the annual meeting in Quebec. News items for this issue should reach us no later than February 1st.



And now, tripping daintily to the microphone, comes our glamorous Lady of the Dawn. In a moment she will pour forth a little of her exotic self in sweet song—it says here.

NEW BUSINESS

Supertest: "Command Performance," 30 minutes, 1 a week, orchestra and drama; started Jan. 17. CBL, CBM, CBF, CFCO, CKCO, CKNX. Through Harry E. Foster, Toronto.

Canadian Food Products Ltd: (Honey Dew) 30 minutes recorded drama, "Honey Dew Theatre"—1 a week, 26 weeks from Jan. 5. CKCL. Through F. H. Hayhurst, Toronto.

Lyman Agencies Ltd.: "Modern Romances," 15 minutes recorded, 1 and 2 a week on CKCL, CKNX, CFPL, CFCF, CKCW, CKRC, CKWX, CFAC, CFRN. Also daily newscast, 12.30 p.m., CHML, and also "La Femme et L'Actualite," 10 minutes daily CKAC. Ronalds Advertising, Toronto.

Campbell Finance Corporation using spots in key centres across Canada varying from three to five a week. Ronalds Advertising, Toronto.

Canada Starch: 30 minutes, 1 a week, recorded drama, "In His Steps," CFCF, Montreal. Vickers & Benson.

G. E. Barber Co.: 15 minutes, 3 a week, recorded, "Sam Adams, Your Home Front Quartermaster." CHNC, CKNB, CFNB, CKCW, CHSJ, CJLS, CFCY, CJCB, CHNS, CJFX.

Thos. J. Lipton Ltd.: "Town & Country," 30 minutes variety, 1 a week, CJBC, Toronto to the Dominion Network. Also 5 a week, 15 minutes, 4.30-4.45 p.m., CBL to 30 stations of the Trans-Canada Network. Through Vickers & Benson Ltd., Toronto.

Joins Producers

Lovell Mickles Junr. has joined Radio Programme Producers, Montreal. He is located in Montreal, and is working on new business.

Word comes from Frank Dennis, formerly with Walsh Advertising, Toronto, that having been turned down flat by the U.S. armed forces, he has located in the New York office of Ruthrauff & Ryan.

THEN YOU CAN LOOK AT IT THIS WAY... that CKAC carries 9 of the 10 most popular French evening programmes is old stuff to lots of us. Likewise 24 out of the first 30. It's impressive, but what about the overall picture? TAKE PERCENTAGE OF LISTENERS in Montreal there are 3 French-language stations, yet the latest Elliott-Haynes survey shows that the average percentage of listeners figure for CKAC is 48.4. That is an average covering 54 different evening programmes. The comparative figure for the next French station is 29.1. PERCENTAGE OF WHAT? these figures represent CKAC's portion of the listeners in the radio listening capital of America, where a greater ratio of people listen to radio more of the time than in any other measured community. That's why CKAC is Canada's busiest station.

CKAC COLUMBIA BROADCASTING SYSTEM MONTREAL Representatives - Canada C. W. Wright, Victory Building, Toronto, Ont. United States Joseph H. McGillvera

CHML radio station advertisement showing frequency 900 and location HAMILTON.

DOMINION Duophonic RECORDINGS advertisement featuring a gramophone and contact information for Dominion Broadcasting Company.



**FIRST IN THE FIELD
AND
FIRST IN THE NEWS**

**Headline News
Not News After
It's Headlines**

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself**

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

HEAD OFFICE:
231 St. James St.
MONTREAL



White CKOC, Hamilton, held a small staff party during the Christmas season, three of that station's staff, who are now in the armed services, took over operation of the station to enable the staff to attend the party and to keep in touch with old listener friends. The three "Alumnae" were, reading from left to right, AC2 Lloyd Westmoreland, formerly promotion director of the station; Sub-Lieutenant Howard Caine, former program director; and Petty Officer Art Todd, of the technical department.

HOW THEY STAND

The following appeared in the current Elliott-Haynes reports as the top ten national programs:

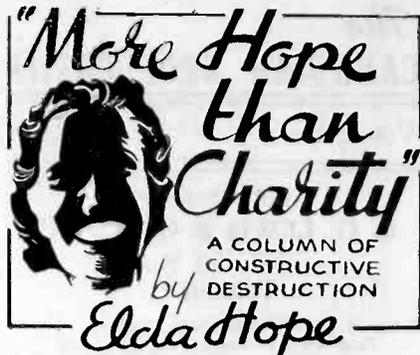
Daytime:		Evening:	
English	French	English	French
They Tell Me	Jeunesse Dorée	Charlie McCarthy	Secrets du
Big Sister	Quelles Nouvelles	Jack Benny	Dr. Morhanges
Soldier's Wife	Joyeux	Fibber McGee	Course au Trésor
Happy Gang	Troubadours	Lux Radio Theatre	Ceux qu'on Aime
Road of Life	La Rue Principale	Aldrich Family	Le Café Concert
Vic and Sade	Grande Soeur	Kraft Music Hall	Radio Théâtre Lux
Ma Perkins	Vie de Famille	Treasure Trail	Nazaire et Barnabé
Pepper Young	Pierre Guerin	Bob Hope	Les Amours
Lucy Linton	Histoires d'Amour	N.H.L. Hockey	de Ti-jos
Right to Happiness	Madeleine et Pierre	Album of Familiar Music	Le Mine d'Or
	Tante Lucie		Vie de Famille
			Lionel Parent
			Chants



RESEARCH

We offer a Complete Service, in all types of Advertising and Marketing Research. We specialize in Public Opinion Polls, Dealer and Consumer Surveys, Radio Program Rating Reports, Publication and Readership Surveys, Brand Trend Reports, Mailing Balloting and Copy Testing. We would appreciate the opportunity to discuss your Sales, Advertising or Marketing problems with you.

Sun Life Bldg. MONTREAL **ELLIOTT-HAYNES LIMITED** Bank of Commerce Bldg. TORONTO



I don't know Frank Willis personally, but I've been wishing I did ever since I heard his Sunday "Nocturne" programs on the CBC. Girls, you can have your Sinatra. Willis is the Frank for me. Armed with a few carefully chosen pieces of verse and a voice that is simply out of this world, he moves, hypothetically of course, into my living-room these Sundays and creates an atmosphere of peace, contentment and repose one seldom enjoys. He used to do this series from Halifax some years ago; then it suddenly ceased. Where have they been keeping that voice all these years?

It's no understatement to say Bill Needles gave a decided lift to the program, "John & Judy" the other night. Before joining the American Army, Bill played the part of John. While home on leave, the script-writer, Babs Hitchman, wrote him back into the show in time for Judy's wedding. It was good to hear Bill again. He's grand in the part. Incidentally there's a story about Judy's wedding. Wondering how her fans felt about getting her married, the advertising agency, J. Walter Thompson, (advt.) asked the stations on the network to conduct a private survey among their listeners. More than half of those heard from were in favor of the nuptials, so-o-o . . .

Meet Stan Francis. This picture was taken several years ago at a concert in aid of the Red Cross, called "The Horse Opera." Stan collaborated with Rai Purdy in the production and also directed and emceed it. He turned the tables on the audience by not being his usual dynamic self. Instead he went through the whole show without cracking a smile. Droll was the word for our Stanley, and "at great expense to the management," his favorite expression. It proved that he could out-Ned Mr. Sparks as well as being the poor man's Bob Hope.



Of more recent date, we hear Stan every Saturday, introduced as "your genial and jovial master of ceremonies" on "Share the Wealth." Those adjectives describe him perfectly, and for my money he has been steadily lifting "Share the Wealth" right away from the all too stereotyped run-of-the-mill quizz shows ever since he took over the reins. And speaking of reins, there's a horse of another color, or I should say four horses, because that comprises the Francis stable or vice versa. Stan is not a golf enthusiast, won't play bridge and dislikes trying to sleep on trains. But he rides his jumpers to the tune of a couple of broken shoulders. This occurred last fall. But "the show must go on," so for weeks, le Francis did a number of programs with his arm suspended in mid-air on a metal frame he called affectionately his Brooklyn Bridge.

You only need one ticket

TO DELIVER YOUR MESSAGE THROUGH THESE TEN STATIONS

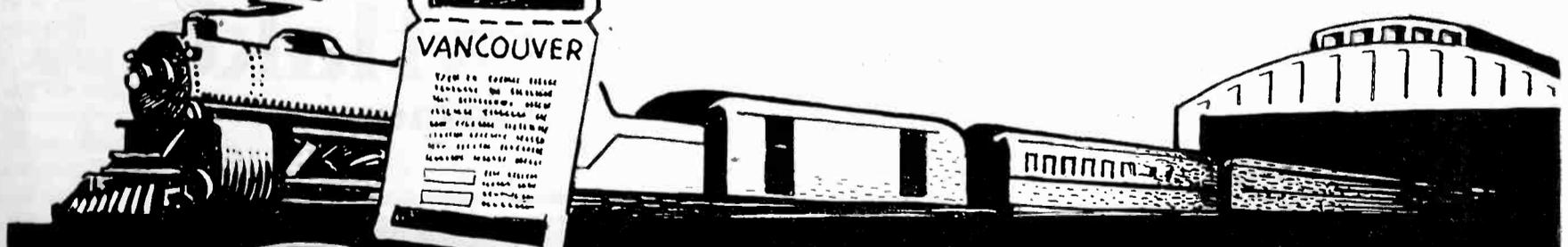


9/

YOU DON'T NEED A NETWORK to deliver your sales message to these ten areas, or any number of them you may wish to reach; yet you can book the time you want—the most suitable time on *each* station according to prevailing local conditions, with just one phone call to Radio Reps.

SPOT YOUR SPOTS OR PROGRAMS to the best local advantage, and enjoy the benefit of the thousands of listeners who have learned to look for *their own* taste in programs, broadcast over *their own* stations, just when they want to hear them.

ASK THE MAN WHO LIVES THERE



Radio Representatives Limited

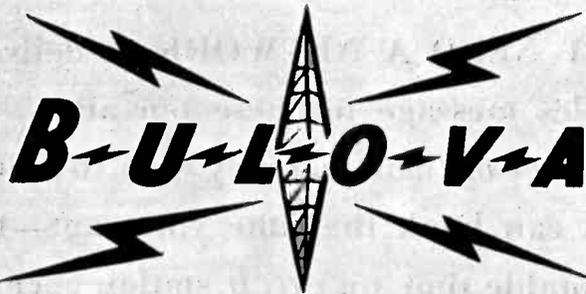
T O R O N T O A N D M O N T R E A L

ON CANADA'S AIRWAVES

We are Privileged to Serve...



ADAM HATS



"CANADA DRY"

The Champagne of Ginger Ales



HEINZ

57 VARIETIES



Javex
THE NEW JAVEL CONCENTRATE

O-Cedar

PEOPLES
CREDIT JEWELLERS

Lawrason's
Snowflake
Ammonia

Broadcast Advertising Department of

MACLAREN ADVERTISING

COMPANY LTD.

Advertising and the 1918 Bugle

What Happened to Advertising After The First War?

(Conclusion)

By MARGARET BASSETT

"After the first World War, the growth of companies with American affiliation doing business in Canada considerably accelerated Canadian advertising." This was the opinion expressed by Mr. "Bill" Trimble, of the Baker Advertising Agency, when we called on him in the course of our quest for answers to the question: "What happened to advertising after the last war?"

Owing to wartime demands, especially after the States came in, many American-owned companies built factories in Canada. At first these companies depended for their advertising upon the overflow of American magazines into this country, or merely had their plates shipped across the border to be run in Canadian publications. As business expanded, however, it became clear that separate Canadian campaigns were essential, and soon the major part of their advertising was produced by Canadian agencies. "Having to compete with the more aggressive American attitude," he said, "gave Canadian advertising a fillip. Americans expected to see their campaigns well presented. They were prepared to spend money on research and production." Competition among these alert American marketers resulted in a much more aggressive attitude towards advertising in Canada generally.

Closely tied up with the demand for more and better advertising was the vast improvement in the mechanics of printing, lithography, etc. This was the unanimous opinion of all the advertising men we saw. There was a decided swing too, towards the use of models and photography. Mr. Trimble tells of having forty dollars to spend on a photograph for an American account, and of being unable to find a photographer who would charge him more than \$2.50 for the job—which, incidentally, was all the result was worth! Photo prices now, commensurate with top quality, tell how the art of commercial photography has progressed.

Another factor materially affecting the total volume and quality of advertising was the birth of the motor car business. The automobile companies were quite frankly catering to the money that was available after the last war. For a time even, the total of car advertising overshadowed that of food advertising.

The public had money to spend and manufacturers were eager to help them spend it. Advertising was the open sesame to the public's purse. It disclosed commercial fields with which to replace incomes from lost war contracts.

One man we interviewed said: "Industrialists finally discovered that advertising was an essential

factor in business, which enabled them to decrease the cost of production as well as to lower their cost to sell. This gave them greatly increased markets, enabling them to make their products available to lower income brackets with a resulting greater profit to themselves and a general raising of the standard of living to the consumer."

The president of another large Canadian advertising agency thought that one of the most important features of advertising during and after the last war was the successful use of co-operative and institutional advertising.

It was during the last war that the government first entered the ranks of the advertisers, and undertook several large and successful campaigns. The largest and most successful were probably those concerned with the selling of bonds, which entailed a real job of education, since most Canadians were then totally unaware of the existence of this type of security. Then there was "The Apple Campaign", undertaken by the government to sell Canadian farm produce.

Another advertising venture with far-reaching effects was the "Made in Canada Campaign", undertaken and financed by the Canadian Manufacturers' Association. The aftermath of this drive was felt long after it was over.

Probably one of the first educational and propaganda campaigns undertaken commercially in Canada was that of the confectionery and cocoa industry. During the sugar shortage of the last war, candy was made from glucose, and an irrational and deep-rooted antipathy against such concoctions was prevalent throughout the country. The campaign was undertaken co-operatively, to educate the country into an acceptance of glucose. It met with remarkable success.

These successes, and the acceleration in business after the war, started advertisers thinking along institutional lines. "As a result of the good job that advertising did during and after the last war, it grew progressively and broadened its scope until now it has become a recognized and constructive force in business." So said yet another agency president. "It has also come to be regarded by the government as a force in the country's life, as is evidenced by the tremendous degree to which all media have been geared towards the great goal in the present conflict."

When we called on Mr. Harry Tandy, of the Tandy Advertising Agency, he was mainly concerned with the hope that the lessons which advertising had learned since

the last war would prevent another buyers' strike such as the North American continent witnessed around 1919 and 1920. He remembers vast amounts of direct mail being addressed to consumers in an attempt to persuade them that prices, which had gone up step by step, could not be expected to come sweeping down the bannisters. Many people, he said, took a sort of stubborn pride in not buying. By way of protest, hundreds of returned men wore their *British Warm*s long after demobilization. Retailers could not move merchandise from their shelves at anything like the prices they had paid. There was what amounted to a stalemate. Commercial radio, he felt, would

have been of immeasurable assistance in mediating the strike, but radio then was nothing but raucous squawkings in an earphone.

It was about this time that we got our dates mixed. We called on one of the younger agency presidents, Mr. "Andy" Anderson, of Cockfield-Brown, and posed our question. "Well," he said gravely, "I don't know that I can be of much help to you. You see at the time you speak of, I was really too close to the agency business to observe clearly the broader aspects of advertising." Then he laughed. "If you want the truth," he confessed, "in those days I couldn't see over the pile of mail on my desk. You see, office boys licked their own stamps then."

Radio Station CJFX at Antigonish, N.S., has subscribed to Press News service to obtain the news reports of The Canadian Press and The Associated Press.

Among the many Clients whom we have been honored in serving we are proud to list the following:

Aluminum Co. of Canada Ltd.	Groves Bromo Quinine Chas. Gurd & Co. Ltd.
D. & H. Anthracite Borden Co. Ltd.	Imperial Oil Ltd.
Bristol-Myers Co. of Canada Ltd.	Imperial Tobacco Co. of Canada Ltd.
British American Oil Co. Ltd.	Ironized Yeast
Bromo Seltzer Ltd.	The Jam Handy Organization Inc.
Canada Starch Co. Ltd.	Kraft-Phoenix Cheese Co. Ltd.
Canadian Bankers' Association.	John Labatt Ltd.
Canadian Industrial Alcohol Co. Ltd.	Lever Bros. Ltd.
Canadian Industries Limited	Lydia E. Pinkham Medicine Company
Canadian Oil Companies Ltd.	Molson's Brewery Ltd.
Canadian Women's Army Corps	Montreal Tramways Company
Chase & Sanborn Ltd.	National Breweries Ltd.
Colgate-Palmolive-Peet Co. Ltd.	Nestle's Milk Products Ltd.
Cumming Perrault Limited	Nova-Kelp
Dominion Rubber Co. Ltd.	Orient Silk
Durolave Paint Co.	The Pepsodent Co. Ltd.
T. H. Estabrooks Co. Ltd.	Planters Nut & Chocolate Co. Ltd.
Fleischmann's Co. of Canada Ltd.	Pond's Cold Cream
General Motors Products	Quaker Oats Co.
Goodyear Tire & Rubber Co. of Canada Ltd.	R.C.A. Victor Limited
	Wm. Wrigley Jr. Company Ltd.

WE HAVE PRODUCED RADIO PROGRAMS FOR ALL THE ABOVE

WE WORK WITH CLIENTS and their advertising agencies in planning and producing Radio Programs, in both English and French, that are specifically designed to appeal to a Quebec audience. This market, with traditions, language and psychology entirely different from the rest of Canada, requires understanding attention. If you contemplate radio in Quebec, may we serve you?



**RADIO PROGRAMME
PRODUCERS**
MONTREAL CANADA

B-A Oil's "Fighting Navy" Delivers The Goods

An Interview with J. H. Turnpenny, B-A Advertising Manager

By FRANK E. CROFT

Everyone will agree that "Fighting Navy" is one of the most dramatic programs on the Canadian air. It is sponsored by The British American Oil Company Ltd., and, every Thursday, at 9.30 p.m. (E) gives Canadians from coast to coast a chance to mount the bridge or enter the fo'c'sle of a Royal Canadian Navy fighting ship. Each episode is founded on an actual event, and from this program people are learning something of the breath-taking history being written by our young but lusty navy.

"Fighting Navy" is the third program which B-A Oil has sponsored since becoming a radio advertiser. The precocious "Jimmy Allen" was first, but when the war got under way, it was decided to give practical aid to war activities, so "B-A Band Wagon" came into being.

"With the 'Band Wagon' I think we were among the first advertisers to give support on a national basis to the various war projects being promoted by service clubs and similar organizations across Canada," J. H. Turnpenny, B-A's advertising manager says. "It was a variety program, which was altered in various localities to suit local needs. We were able to give the Kinsmen's Club milk fund a good boost besides a good many other such causes.

"Two years of 'Band Wagon' showed us what radio could do. I'm not making any comparisons between radio and other media," Mr. Turnpenny guardedly pointed out, "but when you're asking for something, as the people we supported were asking, you can tell pretty accurately how big your audience is by the general response—and the response to the 'Band Wagon' programs was most gratifying."

"Fighting Navy" in some respects is a graduate of "Band Wagon". It is a continuation of the goodwill "sustaining" type of advertising. It keeps the sponsor's name and services before the public



In rehearsal for "Fighting Navy", from left background to right, Ken Watts and Lloyd Bochner, actors; Jack Fuller, announcer; Iris Alden, of J. Walter Thompson Co. Ltd.; Lieutenant Commander William Strange, R.C.N. (Special Branch). Seated left centre, Stan Francis, actor; and in left foreground, Lawrence Burford, actor.

and it is a powerful weapon on the propaganda front at home. The R.C.N. was chosen for a variety of reasons. One was that compared with the constant flow of publicity which the Army and Air Force were receiving, the Navy offered a more or less novel field from which to reap program material; by the same token, morale, both in the Navy and among civilians and relatives and friends in that branch of the services would take a jump. Also, perhaps, a reason would be that in Lieutenant-Commander William Strange, R.C.N. (Special Branch) the Navy was ready to provide a program writer and producer who was tops in his line.

"There isn't much more to be said about "Fighting Navy" except that we like it," Mr. Turnpenny went on. "So do a lot of other people," he added, as he rested his hand on a gratifying pile of fan letters on his desk.

"Getting back to "Band Wagon," he continued, "I think it showed how the ingenuity of the station manager can collect dividends for station and sponsor alike. We found that where a station was on its toes, and aware of the kind of music and other entertainment that was popular in its community, the entire arranging and presentation of the programs could be left to the station. Naturally, they got lots of response for the various appeals. The station which can capitalize on its position as the *local voice* so to speak is an extremely valuable advertising medium for any man's money.

"In our *spot-broadcast* series — "Band Wagon" — returns showed best where the local announcer in charge of the program showed the greatest interest and ingenuity. With "Fighting Navy", our current network presentation, we are offering a national show, voicing a na-

tional appeal. Locally, across Canada, our dealers are giving whole-hearted support to such Navy League activities as are suggested in the programs. Many of the private stations which go to make the network helped us materially to weigh anchor at the beginning of the series with their own local promotions, and we are particularly appreciative of their continued interest.



When in Rome...

do as you do at home. Use the Rome station to reach the Rome market.

When in Kitchener...

do as the Kitchener merchants. For best results, reach 205,000 regular listeners* over Kitchener's own CKCR.

Ask Your Agency

*In the primary area only

REPRESENTATIVES
STOVIN & WRIGHT

JINGLE JANGLE JINGLE

No, that's not a ringing in your ears—it's our clients' cash registers, banging up sales at an amazing rate! No wonder, for through CKCK, our clients cover southern Saskatchewan — and what's more, get southern Saskatchewan's greatest listening audience.

CKCK
REGINA, SASK.
620 Kilocycles

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



*To All
Our Friends
Coast to
Coast*

A full measure of happiness for the New Year, and our warmest appreciation for your patronage.

Let us all make 1944 the year of supreme effort to defeat the Huns and Japs.

Our victory is inevitable, but it will come much sooner if every Canadian exerts himself just a little more. Scrap Drives, Blood Donor Groups, Victory Bonds and War Saving Certificates are only a few of the efforts whereby any civilian can shoot straight at Hitler's Head.

Good hunting, everybody, and Thumbs Up!

800 Kc.

5000 Watts

Member

CANADIAN
BROADCASTING
CORP.

MUTUAL
BROADCASTING
SYSTEM

CANADIAN
ASSOCIATION OF
BROADCASTERS

C K L W

WINDSOR

ONTARIO

Program Monitoring Gives Radio A New Thermometer

On Monday, December 27, Bert Pearl, diminutive emcee of the "Happy Gang" started the program with the statement: "Ladies and gentlemen, there are only 363 days until Christmas." Across Canada Elliott-Haynes program monitors sent in the report that an error had been made, as 1944 was a leap year, and there were really 364 days until next Christmas!

This incident illustrates one of the less publicized services conducted by these researchers for radio advertisers, agencies and stations.

Radio monitoring can be put to a variety of useful purposes. For example, an advertiser who wishes to study the sales arguments of his competitors can receive detailed commercial announcements used on any radio program he desires. Fur-

thermore, spot announcements and flashes can be checked and recorded right across the country. Radio advertisers who wish to cut into U.S. originated programs with Canadian commercials, can now check their timing and effectiveness through radio monitors.

During 1943 the size and importance of the French-Canadian market situated in Quebec becomes more and more apparent. Radio advertisers began to get away from the practice of translating successful English programs into French "facsimiles". By studying preferences of the French people, more successful French programs were built up on their own merits. Examples are Jeunesse Dorée, Nazaire et Barnabé, Pierre Guerin and many others. Some of these successful programs were built up by the

agencies, with the help of jury panels of listeners who criticize every broadcast and suggested improvements. Through this type of monitoring service, advertisers are enabled to improve their programs conforming with the accepted views of the French-Canadian people.

Besides giving the local viewpoint, selected jury panels can perform other useful functions. Where programs are broadcast nationally, advertisers can maintain a check on timing and reception.

Early in 1943 an important manufacturer of a popular household product wanted to determine just how much radio advertising his competitors were doing. Program monitors were assigned to cover every station, and to report the advertising being done by every advertiser in that field. Within a month the advertiser had a complete picture of the competition he was facing insofar as radio was concerned.

Back in 1942, when every radio advertiser in the U.S. thought it a good idea to put in a plug for some part of the war effort, broadcasts were filled with all kinds of war announcements. This grew to such proportions that the U.S. Office of War Information found that people were becoming indifferent to such types of broadcast, and that the appeals for scrap metal, conservation and other wartime efforts were beginning to fall on deaf ears. The Canadian Government, anxious to avoid a similar state of affairs in this country, had a comprehensive study on this type of broadcast made across Canada, and where they found such broadcasts fewer, they encouraged more sponsored announcements of this nature. Where they found too many such broadcasts, they endeavored to decrease the volume, so that their effectiveness would not be impaired.

Many other similar studies were made on current newscasts as a sort of specialized censorship upon the news that the Canadian public received over Canadian stations.

This monitoring service appears to be flexible enough to apply to a wide variety of problems which all interested in the broadcast medium are confronting continuously.

EDITOR'S NOTE: Besides the commercial value of the service outlined in this article, private monitoring of this type seems to offer a basis for self-censorship of radio. We believe that it offers a more desirable alternative to the prevailing system of government policing of the operation of private broadcasting stations through its competitors in the advertising field, the CBC.

Which?

MUSIC
•
SWING
•
QUIZ SHOWS
•
GAMES
•
DRAMAS
•
CONTESTS
•
NOVELTY
SHOWS
•

WHICH of these types of program will select your best audience?

The answer is that the show must be planned to fit your needs. That is why it is important to have *ideas* for sale—attention-arresting, action-compelling ideas—ideas which convert listeners into customers. Whether you are seeking a better understanding of your wartime problem—protecting future markets—or building immediate sales, radio can do your job best. And we have achieved some outstanding results with original shows.

May we tell you about them, and then get down to brass tacks on what we can do for you?

JACK MURRAY LIMITED

Radio Advertising

10 KING STREET EAST
T O R O N T O



JET-PROPULSION

(a series of short, sharp explosions...)

FOR AIRCRAFT
IN 1944??

A Series of
Smart "Spots"
for CFGR
in 1944

It's a cinch! Think of the results in both cases. WE'RE READY FOR YOU.

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

VOICE OF THE MIGHTY PEACE

The Men of
NATIONAL BROADCAST SALES



ROBT. A. "BOB" LESLIE
Toronto Manager
for
National Broadcast
Sales

Of 15 years in the advertising business, "Bob" Leslie has spent the last eight years with Northern Broadcasting and Publishing Limited. He radiates enthusiasm for everything he undertakes, including a three-quarter acre Victory garden that he personally worked last summer.

After experience as a bond salesman and in newspaper work in Toronto and Florida, "Bob" became an advertising salesman with the Timmins Press in 1936. Within a year he became advertising manager. His success there brought him a transfer, in 1939, to manage the "Val D'or Star" and "La Voix". At station CKVD, Val D'or, he began to learn about radio. He became manager of the Montreal office of Northern Broadcasting before 1939 was gone, and transferred to manager of the Toronto office in 1941.

With the organization of National Broadcast Sales, Bob Leslie becomes Toronto manager by virtue of his varied and valuable experience, and his proven abilities. His on-the-spot experience can be helpful to you.

NATIONAL BROADCAST SALES

TORONTO OFFICE:
2320 Canadian Bank of
Commerce Building
Phone EL. 1165

MONTREAL OFFICE:
310 Keefer Building
Phone HA. 3051



REPRESENTING	
CKWS Kingston, Ont.	CFCH North Bay, Ont.
CHEX Peterborough, Ont.	CKRN Rouyn, Que.
CKGB Timmins, Ont.	CKVD Val D'or, Que.
CJKL Kirkland Lake, Ont.	CHAD Amas, Que.

The Drinks Were On Elsie



At least one group of radio artists knows something of its sponsor's products, for recently the Borden Company Ltd., entertained the personnel of "Canadian Cavalcade" at one of its Toronto plants. Pictured above, producers, writers and actors inspect the plant, sample the ice-cream and get a "straight-from-the-cow" picture of what they are talking about when (below) Thursdays, at 9.30 p.m. (E), "Canadian Cavalcade" goes on the air. Starting, February 3, this program, which has been heard on a group of Ontario and Quebec stations originating at CFRB, Toronto, will be aired over the eastern region of the Dominion Network, originating from CJBC. "Canadian Cavalcade" is produced by Rai Purdy Productions for Young & Rubicam Ltd., Toronto.

CBC Names Basic Stations

The Canadian Broadcasting Corporation has released the following list of basic stations on the Trans-Canada and Dominion networks. This line-up went into effect Jan. 2.

Trans-Canada Network — CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CBA, Sackville; KKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton; CBM, Montreal; CBO, Ottawa; CKWS, Kingston; CBL, Toronto; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William; CKY, Winnipeg; CBK, Watrous; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge; CFJC, Kamloops; CKOV,

Kelowna; CJAT, Trail; CBR, Vancouver.

Dominion Network — CHLT, Sherbrooke; CFCF, Montreal; CKCO, Ottawa; CHOV, Pembroke; CFBR, Brockville; CJBC, Toronto; CHEX, Peterborough; CHML, Hamilton; CKTB, St. Catharines; CFPL, London; CFCO, Chatham; CJRL, Kenora; CKRC, Winnipeg; CKX, Brandon; CJGX, Yorkton; CKRM, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; CFCN, Calgary; CFRN, Edmonton; CHWK, Chilliwack; CKWX, Vancouver; CJVI, Victoria.

Supplementary lists were still in preparation at the time of going to press.

*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

MONTREAL TRUST BLDG
67 YONGE ST.
TORONTO

If more could be offered—it would

CKCH has the listeners' goodwill. This is proven by actual surveys which show that daytime or evening, the radios in the French homes of the Ottawa Valley are tuned in wide preference (up to 90% of the available audience) to our station.

CKCH has the advertisers' goodwill. This is also proven both by the unsolicited expressions of satisfaction from those companies using the station and, more concretely, by their renewal of advertising contracts and increased use of our facilities.

Market coverage and public acceptance are the standards by which the service of any advertising medium is judged. With a 250 watt signal capable of blanketing every radio set within a 25-mile radius of Ottawa we can offer you an entree into the homes of more than a quarter million French people who turn to CKCH daily for news and entertainment.

Make sure of complete coverage of the Ottawa Valley by enlisting CKCH to reach the French portion of this great market.

C K C H

OTTAWA — HULL

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

RADIO REPRESENTATIVES LTD.
Dominion Square Bldg.
MONTREAL H.A. 7811

HOWARD H. WILSON COMPANY
Chicago New York San Francisco Hollywood Seattle

Radio Reaches "Most People"

CBC Vice-Pres. Addresses Ad. Men

"In the annals of man's search for a universal means of rapid communication, it was a long time from Pheidippides' 20-mile run to Athens with the news of the victory at Marathon five hundred years before Christ—to KDKA's epochal broadcast of President Harding's election in nineteen hundred and twenty."

"It was a similarly long interval from then until Hitler kindled out of appeasement in 1939 the spark which became the holocaust of World War II."

"And between then and now, it has also been a long time as measured by the development and growth of radio as a weapon of psychological and technological global war."

"What radio has already achieved in behalf of world freedom; what it is doing today; what it foresees for itself in the years immediately ahead, have a direct bearing on its ultimate stature as a medium of the free distribution of a better life, which free enterprise plans for free peoples everywhere."

It was with these words that Lee Trenholm, advertising manager of Underwood Elliott Fisher Ltd., and president of the Advertising and Sales Club of Toronto, introduced the club's guest speaker at its meeting of January 11th, Paul Hollister, Vice-President in charge of advertising and sales promotion for the Columbia Broadcasting System.

Using as the title of his address: "U.S. Radio Pre-War, War And Post-War", Hollister told a packed meeting of the amazing accomplishments of the radio medium in the war.

"The average family," he said, listens to its own radio sets over four hours a day, spends more time listening to radio than it spends in any other single activity except working and sleeping.

"On an average day around the clock, something like a total of 13,500 station-hours of news, diversion, education and spiritual medicine are offered free to the 32 million radio homes in North America.

"This service," he continued,

"has been wholly implemented by private business, because in the past short twenty years, business has found in radio a less costly and more provocative method of reaching "most people" than any medium before it.

Telling of the prodigious donations in time and talent to the cause of war by business men, sponsors of radio programs, he stated that in 1943 businessmen gave Uncle Sam over 100 million dollars worth, and are currently giving around 10 million dollars worth a month.

"For the skeptic who listens to radio inattentively," Mr. Hollister told the meeting, "or the critic who says: 'There's too much on the air about war,' let me say that on the morning of September 21, 1943, at a few minutes after 8, a certain American woman went out on the CBS network in New York and asked people to buy war bonds from her. All that day and evening, until 2 the next morning, she spoke—a total of 65 times. Kate Smith's sales of war bonds totalled over \$39 millions that day, a record incidentally, matched by no other individual or network."

Radio improved the family decision-to-plant Victory gardens from 48 per cent (1942) to 59 per cent (1943), adding 2 million families; it pushed up fat and grease collection from 3 million pounds (August, 1942) to 7 million (March, 1943); radio upped application for Coast Guard reserve officers' training by 40 per cent; three weeks of radio doubled enrolments of Red Cross Nurses.

"In other democracies," he said, "—and I do not intend to point—we have seen how dull, and therefore how inefficient in the national economy, radio can be if it is sterilized by even a benevolent tyranny. From the enemy we get daily a grim demonstration of how a godsend of science can be debased to use as mouthpiece of the selfish party in power. Further normal and rapid progress can be expected so long as it helps and pleases the millions of families who depend on radio four hours a day.

HAMILTON is a - - -

"BIG TOWN"*

(Canada's fifth largest city)

... and THE CANADIAN IRONIZED YEAST CO.

know that

to cover HAMILTON you need

a HAMILTON station

and **CKOC** is that

HAMILTON station with local and National advertisers who want results in the HAMILTON market

THE ALL-CANADA STATION

*BIG TOWN — TUES. on CKOC at 8.00 p.m.



1=10

Mathematically screwy? Sure! But THIS is a fact.

CKOV covers, in its commercial area, the same prosperous Okanagan towns covered by these ten weekly newspapers:

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

Rats Vote A.F. of L. Affiliation

Ending with a poll of fifty-seven votes in favor of affiliation with the American Federation of Labor against twenty-seven who were opposed to the idea, a slightly more than fifty per cent turn-out of the RATS (Radio Artists of Toronto Society) held a lively meeting at The Royal York Hotel, Toronto, January 3.

At the outset, Wilfred A. "Bud" Knapp, president of the RATS, who conducted the meeting with considerable tact and ability, pointed out to the members that the question before the meeting was one of affiliation with the A.F. of L. If, at a later date, he explained, an affiliation with AFRA (American Federation of Radio Artists) was deemed worthy of consideration, it would be taken up then. He stated that the issue did not involve making plans to meet great abuses, but was simply to decide whether or not the artists' positions could be strengthened by making the move.

Those favoring the affiliation emphasized the point that the organization would not be irrevocably affiliated with the A.F. of L., and that the arrangement, if it were made, could be terminated at any time. The view was also expressed that if actors and announcers in other cities linked with the A.F. of L.—and a belief seemed to prevail that such plans were likely to develop—Toronto's purely local guild or society would be of no value in protecting its members alongside the powerful international scope of the A.F. of L. "Radio will expand in the future," it was said, "and then there will be a real need for protection."

This remark inspired cries of: "Protection against what?"

"You don't buy insurance hoping to cash it in," was one reply. "You would rather continue paying premiums forever."

Speaking against the motion, one member expressed the view that while such a move, if it were carried, might be of considerable bene-

No Program is Better Than Its Script.

For its last two issues, 1941 and 1942, University of Toronto Quarterly has named HORACE BROWN the outstanding radio writer in Canada.

Want to talk it over?

Horace Brown

"Voyageur's Rest" Dunbarton, Ontario
Phone Pickering 79 ring 4

fit to the 25 per cent of radio actors who made a complete living out of radio, it would be of doubtful advantage to the seventy-five per cent whose incomes from the CBC and the agencies were around the five hundred dollar mark or even lower.

This reflection inspired the suggestion that full-fledged membership should only be available to those who had proved that they could subsist in radio or theatre, provisional or honorary membership being granted, at a lower scale of fees, to beginners. No action was taken on this suggestion.

Another member expressed himself as being quite content with the treatment he was receiving from the agencies, and said that in his opinion, affiliation with the union was an affront to those from whom he derived his living.

The question was put to the vote after nearly three hours of discussion, with results as above stated.

Eighty-four votes were cast, including proxies from those who were sick or working, out of a membership of approximately one hundred and fifty.

Alan Savage, formerly with Ruthrauff & Ryan, is now in charge of radio productions with Cockfield Brown, Toronto.

Guests On U. S. Show

Signal distinction was bestowed on Alan Young, featured star and comedian of the "Buckingham Show", who appeared as guest star on Philco's Hall of Fame, Sunday, January 15th.



Guests for this Blue Network feature, heard in Canada over the Dominion Network, are selected by the critics of "VARIETY", bible of the world of entertainment.

In Vancouver



Is the dominant station Night and Day

Having as many programs With ratings of 5.0*

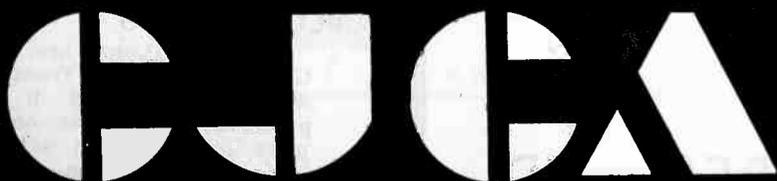
Or better than all other Vancouver stations together.

*April Elliott-Haynes Ratings.



Frank H. Elphicke, Manager

Let each of us bend now to his appointed task with sincere vigor and conscientious enthusiasm, that the New Year may crown our endeavour on the ramparts of Victory.



In Edmonton

"CROSSROADS OF THE WORLD"

Chosen for VITAL APPEALS RCA Victor TRANSCRIPTIONS!

Busy recording vital war appeals—but the exceptional capacity of RCA Victor Transcription Studios enables us to give you too the Full Benefit of our "All-Inclusive Service" . . . planning, translating, recording, processing, pressing, etc.

RCA VICTOR TRANSCRIPTION STUDIOS

TORONTO A.D. 3091
Royal York Hotel
MONTREAL: W.E. 3671
Lacasse Street

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

CAB Meeting at Historic Hotel

Scene of the recent Churchill-Roosevelt Quebec Conference, first stepping-stone of King George VI and Queen Elizabeth on the 1938 Canadian Tour, the Chateau Frontenac, famous C.P.R. Hostelry, which has been receiving travellers since it first opened its doors to the public in 1893, will be convention headquarters for the Canadian Association of Broadcasters' seventeenth annual meeting, to be held in Quebec City, February 14, 15 and 16.

In pre-war days, the Chateau was a favorite stopping place for visitors from all parts of Canada, the United States and Europe, and the



list of notable guests includes the Duke of Windsor, the late Duke of Kent, Mrs. Roosevelt and the King and Queen of Siam.

On January 14, 1926, the old wing of the Chateau was destroyed by fire, when there was lost the Habitant suite in which had been gathered together a most interesting collection of old Canadian furniture dating back to the days of the French regime in this country.

The suite was, of course, refurnished after the reconstruction of the wing, immediately following the fire.

Additions have been made from time to time but they are in keeping with the Chateau's original XVI century style. Today, exclusive of all public rooms, the Chateau is a modernly equipped 723 room hotel.



WE SEE WHAT YOU MEAN

"In other democracies, we have seen how dull, and therefore how inefficient in the national economy, radio can be if it is sterilized by even a benevolent tyranny.

—Paul Hollister, Vice-Pres., CBS
Who says they're benevolent?

* * *

INDEPENDENCE AT 60

What the CCF seems to want is to persuade you and me to sacrifice our independence today, so that we may have it at sixty, when we have no teeth left to bite them with.

* * *

PAN MAIL

"The fact that your Christmas issue contains such choice morsels as 'borne again' for 'born again', 'osteolytis' for 'osteolysis', 'boogy' for 'bogy', 'Pear's' for 'Pears', 'Ruby Foam' for 'Ruybfoam', suggests that your proof-reader, if any, is named Nelson, and that he is doggedly maintaining his namesake's 'blind eye' tradition."

—Alec Phare

Horatio to you!

* * *

THINGS WE'D LIKE TO KNOW

Does the CBC fondly imagine that by advertising its CJBC (Toronto) presentations of American sponsored programs with the catchline "CJBC presents", that it is beguiling listeners into believing that the CBC is really creating these shows?

* * *

R. I. P.

The absence of breakfast forums from the agenda of this year's CAB meeting (page 1) will spare prominent guest speakers the embarrassment of getting up in the middle of the night and talking to themselves.

* * *

WHAT'S WRONG WITH THIS?

"We mustn't let up," said the producer. "This is the fifth episode but we're going to give it the same care and attention as the first.

* * *

QUID PRO QUO

Now that actors in many production centres have organized to secure themselves adequate performing fees, wouldn't it be an idea if they repaid those who employ their talents by assuring them of adequate talent in return for said payments?

* * *

PUBLIC ENEMY NO. 1

Congratulations are due Gladstone Murray from all who are interested in the preservation of free enterprise for his great activity in the field, which has earned him such titles as "educator at so much per..." "minion of the millionaires", and fink. in the left wing periodical press.

Boom-Town — 1944 Style

THAT'S **EDMONTON**, ALBERTA

SERVED BY

Here's The Story:

Population Increase
Urban up 9.1%
Urban and Rural up 14.2%
Street Railway
Traffic up 121.8%
Telephone
Installations, up 8.0%
Building Permit Values
Second Highest in Canada!
(Montreal: \$8.00 Million; Edmonton: \$5.44 Million)

IN OTHER WORDS . . .
A Growing Market!

GFRN

1000 Watts

DOMINION
NETWORK
OUTLET

"BEYOND REASONABLE DOUBT"

Powerful

Thrilling

Romantic

Starring

ARLENE FRANCIS
NICK DAWSON

DAVID ROSS
FRANK LOVEJOY

Produced by
BILL ROBSON

The exciting story of Stephen Moore, brilliant criminal lawyer defending a beautiful woman accused of murder. All the thrills and excitement of a mystery story; all the laughter and romance of a love story are cleverly portrayed as the plot of this fascinating story unfolds.

It's The Show of Shows!

"BEYOND REASONABLE DOUBT"

78-15 minute Episodes

For Audition Samples

WRITE:

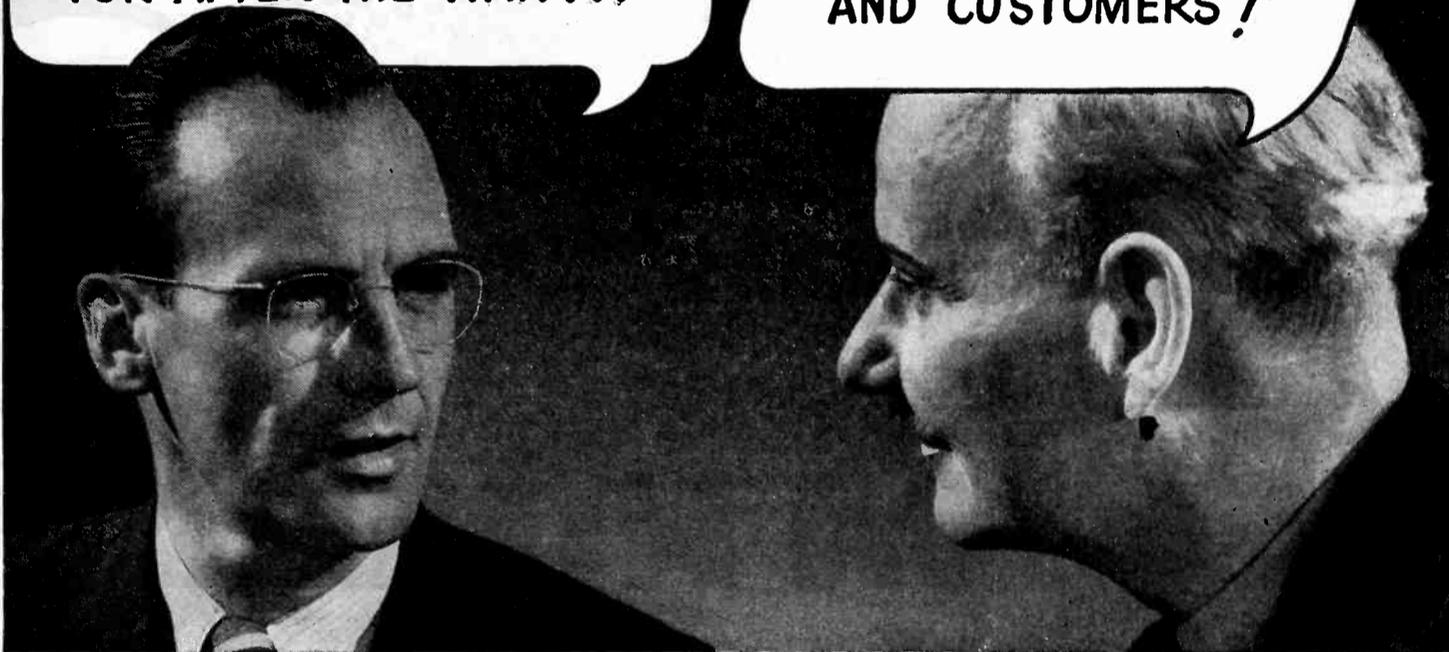
EXCLUSIVE RADIO FEATURES LTD.

14 McCAUL ST.

TORONTO

THERE'S A TOUGH SITUATION
IN PHIL'S TERRITORY...
THE TRADE HAVE US IN
THEIR "LITTLE BLACK BOOK"
FOR AFTER THE WAR...

WHY NOT SPOT A RADIO
PROGRAMME THERE AND
GET OVER THE FACTS
BOTH TO DEALERS
AND CUSTOMERS!



DON'T ASSUME there won't be any kick-backs after the war from griefs the trade are putting up with now... but don't assume there's nothing *you* can do about it now!

True, you can't expect retailers who are being run ragged by customers to stop and tell your story... So *you* tell it!

Thousands of keen manufacturers are using their radio programme to explain the reasons for shortages and delays—thus sweetening things for the trade now—and for themselves after the war!

Talk to the All-Canada man. He'll show how you can spot your programme effectively and inexpensively where *you need it*, over the All-Canada stations. He'll help select the right type of programme, either live, or from All-Canada's up-to-date transcription library. Get a recommendation from your advertising agency now.

**TELL YOUR STORY OVER THE
27 ALL-CANADA STATIONS**

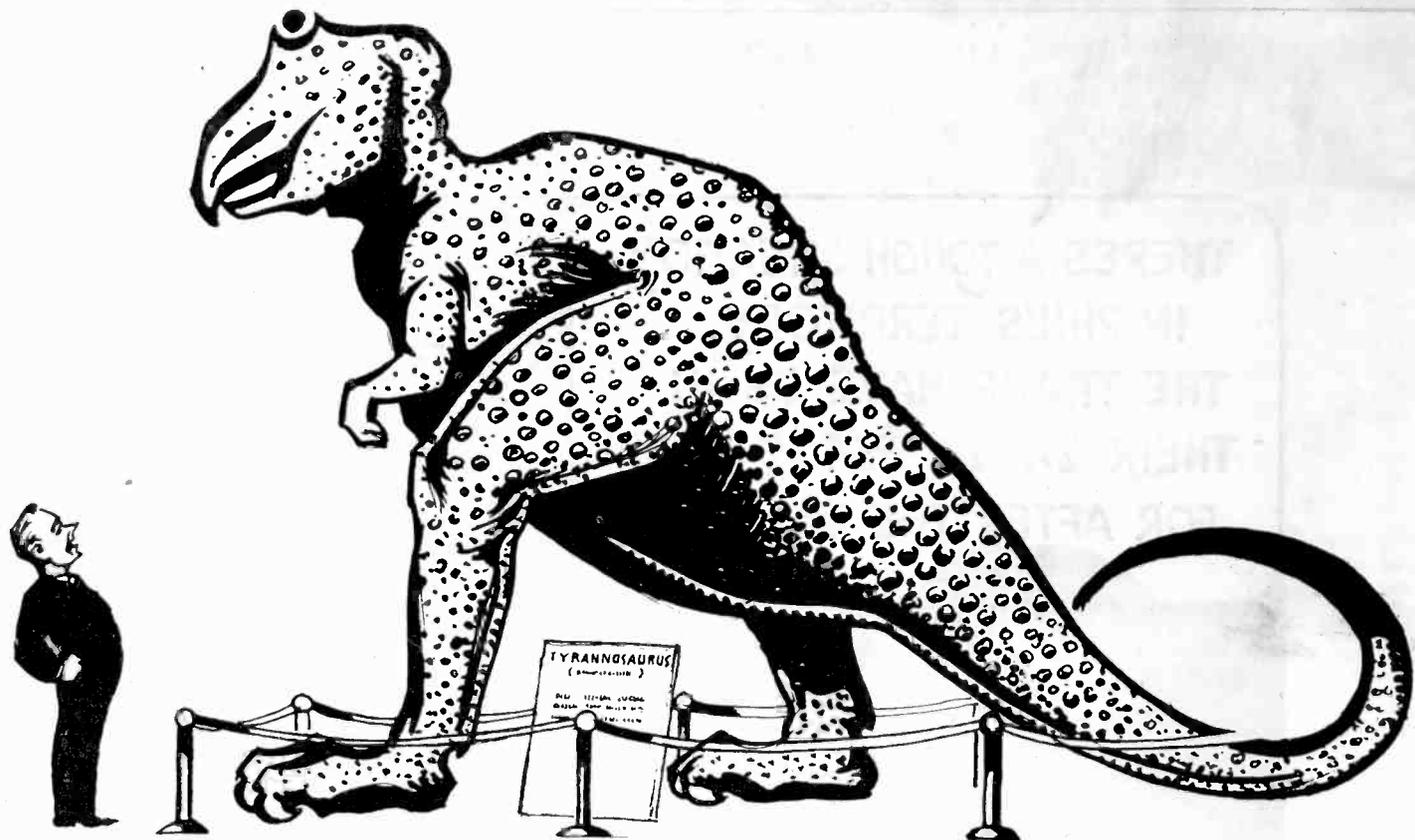
BRITISH COLUMBIA		QUEBEC	
Kamloops	CFJC	Montreal	CFCF
Kelowna	CKOV	New Carlisle	CHNC
Trail	CJAT	MARITIMES	
Vancouver	CKWX	Campbellton	CKNB
Victoria	CJVI	Charlottetown	CFCY
ALBERTA		Fredericton	CFNB
Calgary	CFAC	Halifax	CHNS
Edmonton	CJCA	Sydney	CJCB
Grande Prairie	CFGP	Yarmouth	CJLS
Lethbridge	CJOC	NEWFOUNDLAND	
SASKATCHEWAN		St. John's	VONF
Moose Jaw	CHAB		
Prince Albert	CKBI		
Regina	CKCK		
Regina	CKRM		
MANITOBA			
Winnipeg	CKRC		
ONTARIO			
Hamilton	CKOC		
Stratford	CJCS		
Sudbury	CKSO		
Toronto	CFRB		

Call the **ALL-CANADA MAN**



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



The Tyrannosaurus was a big shot
IN HIS DAY

It's a fact, but you never see him now! he's nothing but a memory — a museum piece for people to gawk at for 25 cents (free on Sundays).

Maybe your product is almost a museum piece today, but don't let it be forgotten. Unlike the big brute in the picture, it's not extinct. It's coming back! And there is a way to keep it's name fresh in the public mind against that day.

**RADIO BROADCASTING
 WILL KEEP THEM
 REMEMBERING.**

INDEPENDENTLY OPERATED FOR THE GOOD OF THE LISTENER



**10,000 WATTS
 860 KCLS.**

REPRESENTATIVES
 JOSEPH HERSHEY McGILLVRA
 New York San Francisco Chicago
 ALL-CANADA RADIO FACILITIES LTD.
 Montreal