

The Canadian Broadcaster

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Volume 3, Number 6

June 24, 1944

See Here, Private Radio

When the House Committee on Radio Broadcasting hands its recommendations to the government, probably before this month ends, it is our belief that with the exception of the power increases already authorized, and perhaps a few well-turned polite phrases, the benefits derived by private radio will be nil, and we think we know why.

An honest appraisal of Joseph Sedgwick's presentation to the Committee last month brings the Canadian Association of Broadcasters' general counsel to light as a lawyer who might well save his client from the gallows if the client would only talk. Joe Sedgwick delivered an eloquent plea. Yet time will tell that his efforts did *not* meet with success. His presentation constituted a masterful attack on the government's broadcasting monopoly, but there it ended. Committeemen cannot but have thought to themselves, "This is fine, but how do we know the private stations could do a better job?" This is the evidence with which his clients failed to arm their advocate.

Sedgwick was able, it is true, to cite certain examples of commendable feats of "community service" rendered by certain individual stations. But when a member from the Maritimes is treated to a long diatribe on the programming perfection of a radio station in the Prairies, he can only be expected to react in one way — "What the hell? I can't hear the Prairies."

Frankly we have reason to know that the services rendered to their communities by the private stations are many—well-conceived, ably executed and most appreciated by those on whom they are bestowed. Unfortunately private radio is not endowed with a "nose for news," and has never been convinced that a good news story has a value beyond any kind of publicity money can buy. They just don't know the ingredients or the value to themselves individually or to the industry as a whole. Furthermore, their Association, the CAB, is either unable or unwilling to take on the task of gathering individual success stories into one all-over presentation. It is true that the CAB conducts each year at its annual conference a meeting of what it calls its "Public Relations Committee." But this is always an "off the record" caucus, at which would appear from the dearth of reports that no action is taken and no word spoken in order that complete secrecy may be maintained.

By a subtle policy of doing everything in its power to restrict the operation—thinking even—of private broadcasting stations to their own immediate areas, the CBC has succeeded in making it virtually impossible for the industry to make even a reasonably constructive presentation to annual Committees. The private stations themselves as well as their mentor, the CAB, have helped the CBC to accomplish this by their persistent failure to rise above the "isolationism" that has been thrust upon them.

"*Report from Parliament Hill*" has been a step in the right direction. For the first time private stations have combined their resources in a mass venture, with the result that a cross-Canada service is being rendered to local listeners. Emanating from a common headquarters in Ottawa, the series is "spotted" in each community with the effect only "spot-broadcasting" can obtain.

It is perhaps significant that the plan was conceived and put into operation by one station which turned it over to its fellow-broadcasters for general adoption, under the supervision of the stations' national representatives.

Yes, "*Report from Parliament Hill*" is a step in the right direction, because it has shown private radio what it can do by pooling its resources. But if cohesive effort is to begin and end with this venture, it is only a waste of time.

Richard S. Lewis

Managing Editor

D-DAY WAS R-DAY

Coast-to-Coast, Radio Scores Invasion Beat

by Aubry Wice

Preparedness was the keynote of D-Day coverage by radio stations across Canada.

Anticipating the invasion, CHML Hamilton started operating on a 24 hour schedule in May, so this station was all set when the word came. Script had been written and military and sacred music had been selected and kept in readiness. As soon as the news broke the staff contacted war plants, police stations, fire halls, hospitals and restaurants in their area. In Toronto, Walter Enger of Stovin and Wright, national representatives for CHML, co-operated by doing the same thing.

At CKOC they banged through with the news right off the wire and continued with an all-night schedule of happenings, both from the CBC network and their own studios. News bulletins were aired as they were received throughout D-Day, and high-spots included commentaries by Dr. E. T. Salmon, a devotional service, an address by the mayor, and so forth.

Invasion morning in Fort William found CKPR ready to open with network bulletins at 6 a.m. For the preceding hour they had been contacting telephone operators, railway yards, fire stations, and war industries, in fact every plant with a whistle or bell. They arranged a synchronized barrage of sound from these various spots to go forth at 2 minutes before six. The flood of telephone calls to the various exchanges received the terse reply "Turn on your radio, the invasion's on."

Ted Morrow, master-mind for CKGB Timmins, had invasion sound effects distributed, well in advance, to the Fire Departments of Timmins, Schumacher and South Porcupine. They were cannon shells and, from all reports, very few people slept through this nocturnal blitz-krieg. Instinctively the populace turned to their radios for an explanation. Needless to say they received it.

You'd almost think they had complete faith in Gail Egan, CFAC news editor and crystal-gazer, who six weeks previously had laid a five cent piece on the line at 100 to 1 odds, calling the invasion for June 6th.

A full staff was on hand for the opening gun. The musical fill program had been arranged in advance and everything was set to roll when the teletype belled the first flash.

'Ches' Chestnut out at CJVI in Victoria had his staff swinging into action seconds after the first allied release. His pre-conceived invasion coverage plan included airing bulletins from beside the teletype, thus saving precious time and lots of leg-work.

CFCN in Calgary reports that weeks before an open air civic service had been lined up in co-operation with the Ministerial Association. The broadcast was attended by thousands and it was also carried by the other two stations. Representative ministers, civic and military personalities, as well as an army band took part in the impressive ceremony.

Bill Hawkins of Owen Sound's CFOS had pre-arranged contacts with the station's correspondents in outlying communities to spread the word. From there in, CFOS went all out with the other stations across Canada in telling its listeners the great day had dawned.

The preparedness plan worked effectively at CKRC in Winnipeg and credit is due to Chuck Skelding and Al Loewen for keeping a constant check on the wires during their night-time shift. When the story broke, Chuck was dashing off the last newscast of their broadcast day, all the while thinking of a comfortable bed. Al Loewen handed him the D-Day signal. Poor Chuck, he went right ahead and signed the station off—after reading the bulletin of course. Naturally he signed on again, but fast, at the same time giving the lie to reports that announcers never look sun-burned.

And so it went. No stone was left unturned by the various stations, so that listeners from coast to coast could keep pace with the greatest news beat in history. What a contrast to the first great war when people had to wait for the papers to get their news.

Getting back to Radio's R-Day, CKAC in Montreal reports that their entire staff was geared for the news to break. Additional press-room reinforcements for night work carried, and will continue to carry them through the invasion months, totally prepared for any development.

Double coverage was enjoyed by listeners in the sweeping northwest. Only five days before D-Day, CJCA in Edmonton officially opened its short wave station VE9AI. As a result, the great Northwest, the Yukon, Alaska, Northwest territories, the Aleutians, Arctic Islands and the Alaska Highway territory had just as good coverage of the invasion as Main street or Piccadilly Circus. Coming into being on the eve of a world shaking event, VE9AI will long be remembered by thousands of Canadian and United States citizens as the medium which satisfied their invasion news hunger.

The world beat of Canadians in action was featured by Vancouver's CKWX. Their D-Day news program was built from a Canadian

(Continued on Page 12)



Representing

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

Having a spot of trouble?

Does backlash make you feel that "bass" is not so much a name as an abbreviation? Does "mairzy doats" bring spots before your eyes? Or are you fed up with people who ask "Don't you know there's a war on?"

We'll try to help you with even these worries, if you wish—but we're really at our best with business trouble. If you're worried, for instance, because the public has a short memory, and may forget your name and product—or if Priorities are making it harder to meet deliveries, to hold your dealer organization together—there we can help you.

Radio, wisely planned and placed, can preserve those friendly relations with customers and dealers. So, if you are "having a spot of trouble" let us discuss with you how you can keep your sales goodwill alive and thriving—at low cost, but with tremendous effect.

“It is a fact that the Fifth Freedom, the Freedom of Individual Enterprise, is the Keystone of the arch on which the other Four Freedoms depend.”

—Dr. Nicholas Murray Butler.

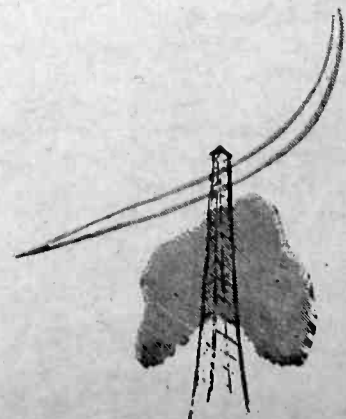
STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG



The CANADIAN BROADCASTER

Vol. 3, No. 6 June 24, 1944

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Claire Wallace

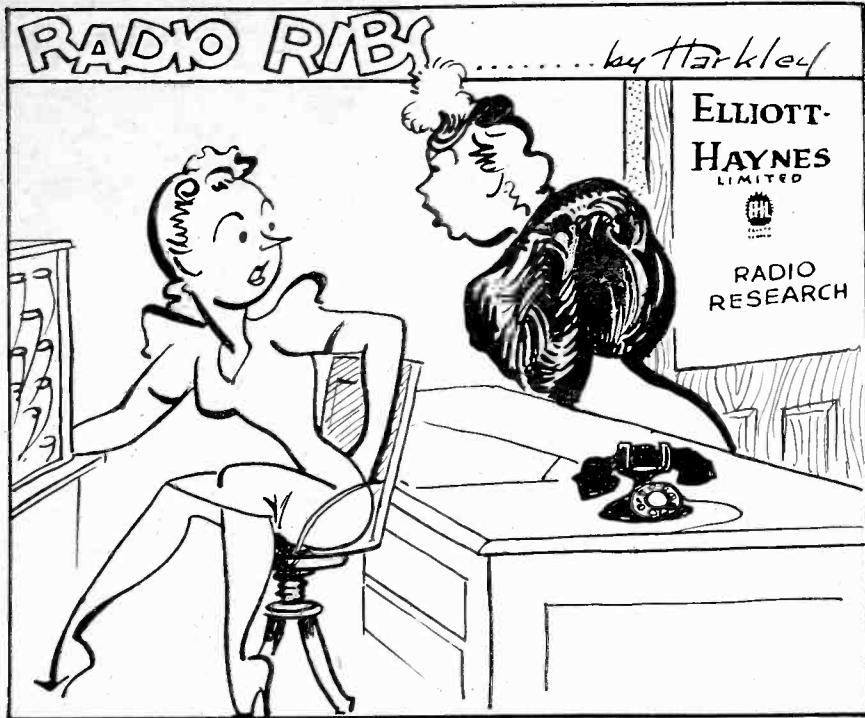
After a caustic comment in one newspaper which pyramided into a minor deluge of printer's ink, and when she fairly belched onto the floor of the House of Commons, news has been released that Claire Wallace's "They Tell Me" assignment is to end June 23, and this should make a number of unbusy people exceedingly happy.

Claire Wallace's job was to present "They Tell Me" across Canada with the prime object of familiarizing Canadian women with the need for their purchases of war savings certificates, and so help prevent inflation. From the government's standpoint Claire was an advertising medium like a newspaper or billboard, and it is a fine tribute to her efforts that "They Tell Me" has appeared consistently in the surveys among the most-listened-to daytime shows.

For her work Claire received a weekly fee of \$170, or \$34 a program, less sundry contributions to Mr. Ilsley and others. Then it was learned that her good service was to be rewarded with a raise to \$200; and then the fur flew.

It started with one caustic paragraph in the "Toronto Telegram." There is no ceiling on advertising as this publisher must know; but possibly he feels that his is the only medium the government should use to publicize its war activities.

Women's groups who have contributed their time so generously in the sale of stamps took up the cry. Obviously it had not occurred to them that "They Tell Me," like



But I must see Mr. Elliott. I've changed my mind and I now listen to the "Happy Gang."

many other forms of advertising, has helped them so tremendously in their fine work.

Finally the government felt forced to accede to what appeared to be public opinion, and cancel the services of this valuable contributor to the cause of Victory, all on account of a raise in fees she never received. We asked her for a statement which she declined to give. What could she say?

Continuity Committee

Acting on a resolution of the Canadian Association of Broadcasters at their convention in February, to study commercial continuities, a joint committee has been formed to delve into the question. The following have been appointed: (for the ACA) R. E. Jones, of General Foods (chairman); F. R. McBrien, J. C. Eno (Canada) Ltd.; (for the CAAA) E. W. Reynolds, E. W. Reynolds & Co. Ltd.; E. W. Brodie, A. McKim Ltd.; (for the CAB) Lloyd Moore, CFRB; Henry Gooderham, CKCL; (for the CBC) Charles Jennings, assistant supervisor of programs; Edgar Stone, commercial representative; (for the national representatives) John Tregale, All-Canada Radio Facilities Ltd., and Jack Slatter, Radio Representatives Ltd. Secretarial duties have been assigned to Arthur Evans, Secretary-Treasurer of the CAB.

Appointments

G. E. "Ted" Rutter has joined the Stovin & Wright organization.

G. J. "Gerry" White, formerly with Spitzer & Mills in Toronto, has joined Harold F. Stanfield Ltd.

Hume Lethbridge, previously manager of CKLN, Nelson, B.C., has gone to CKOV, Kelowna, B.C., as assistant manager.

Erland Echlin, formerly on the London (England) staff of Columbia, and also "Time" and "News Week" has joined CKNX, Wingham, as public relations director and news editor.

**A MILLION
A MONTH!**

CJIC

SAULT STE. MARIE, ONT.

*The Hub
Of the Great Lakes*

Offers advertisers a monthly payroll of over \$1,000,000. Can you afford to overlook this important market?

CJIC

SAULT STE. MARIE, ONT.

The only Canadian Station heard in this part of Ontario.

National Representatives

J. L. ALEXANDER

Toronto • Montreal

Basically Sound



That's
Our Business,
And It's
Good
Business

*Duophonic
Transcriptions*

**DOMINION BROADCASTING
COMPANY**
4 ALBERT ST. TORONTO

CHML

**MEANS
BUSINESS**

Radio Troupe on Alaska Highway



Here is the CKCR radio troupe in action and on the road. We'll identify them for you in the top picture, and leave the others to your own ingenuity. Left to right: J. Wells, Geri Kaye, Doreen Cousins, and Lieutenant Lee Sherman, (seated) Cy Cairns.

The first All-Canadian, All-Radio entertainment group to visit isolated U.S. Army camps of the Central Theatre, has just recently completed a flying tour, that has been termed "well received", and "extremely successful" by Headquarters officers of the U.S. Army, Central Theatre of operations.

The show, which was especially designed for American troops, consisted of a full two hours of songs, dancing, gags, skits, and a take-off on the "Truth or Consequence" program. It was the first "live" entertainment the boys had seen since the "Kay Francis Hollywood Troupe" visited them in February, and from reports that have seeped through to civilization, they pronounced it a solid sockeroo!! Jack Wells, CKRC Sports announcer, special events Joe, and master of ceremonies, was the man behind the show, which included in its cast, Cy Cairns, CKRC studio pi-

anist, Doreen Cousins, song and dance nifty, and lovely brunette chirper, Geri Kaye. The troupe made the trip at the invitation of Colonel Jack Hodgson, Officer Commanding U. S. Army Central Theatre, and was shepherded through the tour by Special Services Officer Lt. Lee Sherman.

New Publication Dates

In an effort to produce a more up-to-the-minute paper and so to render a greater service to the broadcasting industry and its sponsors, commencing in July, the CANADIAN BROADCASTER will appear twice a month—mailing dates the first and third Wednesdays. The co-operation of news editors, advertisers and their agencies is earnestly requested in observing our closing dates.

Public Service

is the keynote of good broadcasting, and CKCR, ever on the alert to get closer to its listeners, includes these popular public service programs on its schedules:

- | | |
|-----------------------------------|-----------------------|
| Neighbourly News | Red Cross Shows |
| Sunshine Hour (for San listeners) | Parliament Hill |
| 8 Daily News-casts | Junior Board of Trade |
| Daily Sportcasts | Salvage Broadcasts |
| Collegiate Broadcasts | Rotary Carnival |
| Amateur Show | Kiwanis Broadcasts |
| Young Men's Radio Auction | I.O.D.E. Programs |
| Canadian Navy | Polish Broadcasts |
| | The People Ask |

OTHER SIGNALS MAY REACH KITCHENER, BUT — KITCHENER LISTENS TO —

CKCR KITCHENER

REPRESENTATIVES STOVIN & WRIGHT

KAMLOOPS
CFJC

Cash in on
BRITISH COLUMBIA
Through the ALL-CANADA Western Group
offering efficient coverage. A key station
in each of B.C.'s most prosperous markets

KELOWNA
CKOV

TRAIL
CJAT

VICTORIA
CJVI

VANCOUVER
CKWX



Exclusive Representatives

ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

THE "BOY SCOUTS" SAY "THANKS"!

Provincial President of the Boy Scouts Association recently presented CFRN with the valued "Thanks" badge, for "outstanding co-operation in promoting the Boy Scout Work". Proving again that CFRN enjoys community confidence, and is indeed . . .



"The Community Station with the National Reputation"

EDMONTON **CFRN** ALBERTA



PERFORMANCE IS IMPROVED WITH ROGERS RADIO TUBES

For many years Rogers have specialized in the making of radio tubes for broadcasting stations. As a result of this experience, Rogers Radio Tubes give unqualified performance and service. When you need new radio tubes — buy Rogers. They'll give you complete satisfaction.

TYPE AR 300A

(Manufactured to Army-Navy Specification JAN-212E.)

Medium power triode for use as audio-frequency amplifier or modulator and radio-frequency oscillator or amplifier at medium frequencies.

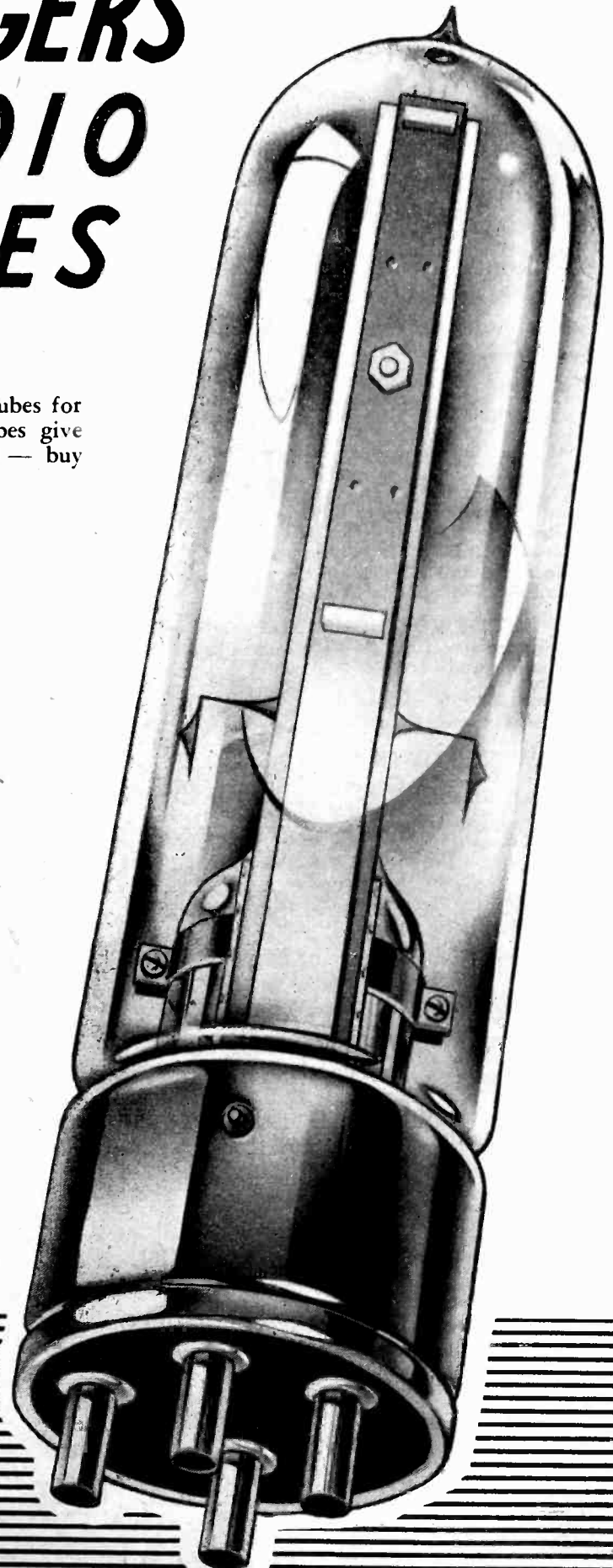
A-F Power Amplifier and Modulator—
Class B

- D-C Plate Voltage 2000 volts
- D-C Grid Voltage 105 volts
- Zero-signal D-C Plate Current
per tube 40 ma.
- Max.-Signal D-C Plate Current
per tube 300 ma.
- Load resistance plate-to-plate . . . 8000 ohms
- Power Output (2 tubes) 650 watts

Plate-Modulated R-F Power Amplifier—
Class C Telephony

- D-C Plate Voltage 1500 volts
- D-C Plate Current 300 ma.
- D-C Grid Voltage -200 volts
- D-C Grid Current 75 ma.max.
- Carrier output for mod. factor
of 1.0 300 watts

*Makers of high-quality Transmitting and
Receiving Tubes since 1926*



ROGERS

ROGERS ELECTRONIC TUBES, LIMITED
TORONTO CANADA

Singing Stars of Tomorrow

by
Frank E. Croft

The decision of the York Knitting Mills Ltd., Toronto, to give Canadian radio audiences a repetition of their program "Singing Stars of Tomorrow" during the coming winter (November 7 to April 29) has been made for two reasons.

First, the number and spirit of appreciative letters received from all over the country make it clear that the program was given a first class reception. Listeners were impressed, not only with its general excellence, but with the skill and good taste with which it was presented and directed. Also there were scores of complimentary comments on the fact that commercials were on a bare mention basis. The sponsor expressed himself most emphatically on the favorable reaction this aspect received.

Secondly, the program served to do a first class public relations job between the sponsor and his dealers. This company, like many another, is feeling the pinch of restricted amounts of labor and materials, and these restrictions have to be passed on to the dealers. "Singing Stars of Tomorrow", by avoiding high - pressure advertising yet keeping a well-known list of brand names before the public, demonstrated to dealers that the manufacturer is building and maintaining a thorough ground-work of public goodwill to provide for the day when once again the customer is permitted to voice his opinion about the goods he purchases.

The program proved two things.

It proved that there is an abundance of first class singing talent in Canada, and that radio is the best, perhaps the only vehicle to bring it to the fore. Music critics have welcomed several of the young ladies who sang on "Singing Stars" as definite operatic material. But for radio it is doubtful if all this talent could have been unearthed and its worth appraised in such a short time. Anyone with the fixed belief that we must look abroad for good entertainment, and it is an ingrained idea with most Canadians, having heard "Singing Stars of Tomorrow" and still clinging to that belief, would be an incurable pessimist indeed. Further, the programs proved that "culture" is by no means foreign to commercial sponsorship, as some are strenuously trying to make us believe these days. The program was produced and paid for by a firm that makes knitted wear — manufacturers, not impresarios—it was conceived by that firm and their agency, Cockfield Brown & Co. Ltd., and was directed by John Adaskin Productions. Incidental music was by Rex Battle's orchestra.

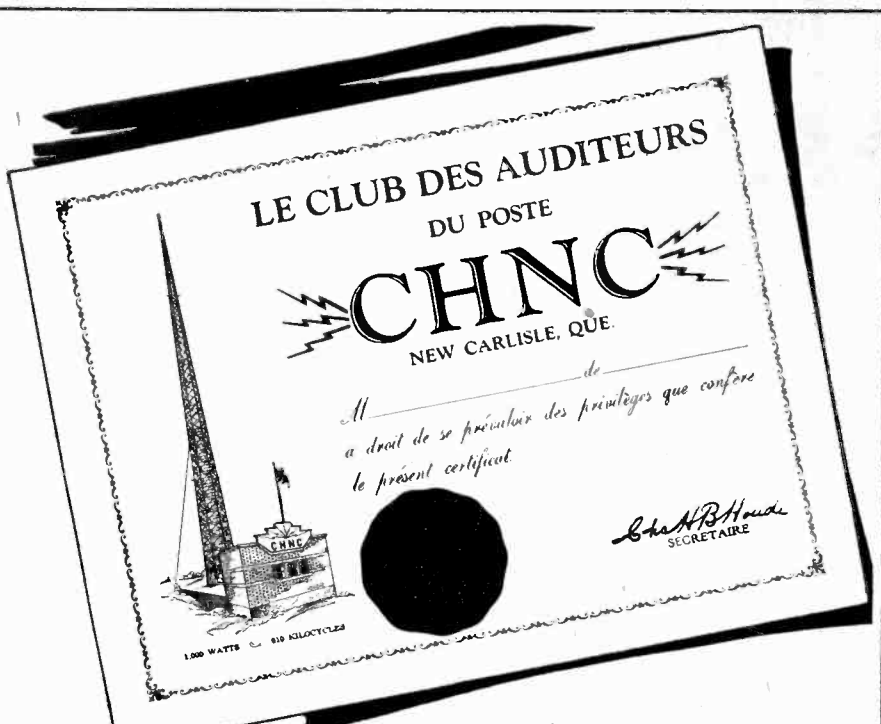


Claire Gagnier, the Winner

"Singing Stars of Tomorrow" got under way in September 1943, when singing teachers and conservatories of music throughout the country were canvassed for female voices. When the program was first thought of, the use of male voices as well was considered, but with so many men out of the country, this idea was postponed until after the war.

The age limit for the girls was set at 25. More than eight hundred candidates made application, of whom over four hundred were chosen for the pre-program auditions. The Canadian Broadcasting Corporation, over whose network facilities the program was carried, assisted with these auditions. Au

(Continued on Next Page)



22000 MEMBERS

as at March 31ST 1944

This is a fac-simile of the certificate which is being issued to CHNC's listeners upon written request.

Now in its fourth year of existence "LE CLUB DES AUDITEURS" has reached the sizeable number of 22,000 members. Each certificate has been addressed to listeners wishing to have requests played during the afternoon program "AU CAPRICE DES GOÛTS" (2:00 to 3:00). It is accompanied by a card bearing the name and address of the holder. A copy of each card is kept on file at the station.

TWENTY-TWO THOUSAND people — it's already an impressive figure — it's only a fraction of CHNC's listening audience.

These 22,000 members are found in the following Provinces and Counties:

PROVINCE OF QUEBEC

County of Bonaventure	3,521
County of Gaspé	4,842
County of Matapédia-Matane	3,453
County of Charlevoix-Saguenay	1,302
County of Rimouski	973
County of Temiscouata	628
County of Kamouraska	271
	<hr/>
	14,990

PROVINCE OF NEW BRUNSWICK

Restigouche-Madawaska	1,709
Kent	586
Northumberland	246
Westmorland	412
Gloucester	3,458
	<hr/>
	6,411

NOVA SCOTIA & P.E.I. 249

ST. PIERRE & MIQUELON & MAINE, U.S.A. 350

CHNC

NEW CARLISLE, P. Q.

Ask
The All-Canada Man

All National Accounts
Used First in The Maritimes

CHNS

The "Voice of Halifax"

For Eighteen Years

A FINE STATION
IN

A FINE MARKET

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



**FROM
COAST-TO-COAST
B.U.P. CLIENTS
REPORT
B.U.P.
BEAT
on
Real
INVASION**

EXAMPLES

Vancouver . . . 3 min. beat
Hamilton 5 min. beat
Halifax 30 min. beat

**Speed
is B. U. P.'s
Tradition
and
Accuracy
is B. U. P.'s
Pride**

**B. U. P.
CLIENTS
are
FIRST
with the
NEWS**

and are protected 24
hours a day and 7 days
a week, against

**SENSATIONAL
S C A R E S
and
C A R E L E S S
SENSATIONS**

HEAD OFFICE:
231 St. James St.
MONTREAL

Singing Stars

(Continued from previous page)

itions were held during October through February simultaneously in Vancouver, Winnipeg, Toronto, Montreal and Halifax. Adjudicators were selected from musical circles in each of these centres.

This process gave the program its forty-four vocalists with whom to carry out the twenty-six weeks' Sunday afternoon series. Two singers were heard on each of the first twenty-two broadcasts, seven sang again on the three semi-final programs, and on the final show, the three award winners were presented to the listening audience.

Throughout the series five judges, listening in various cities, kept "marks" on all the singers, and when it was all over, a twenty-year-old girl from Three Rivers, Quebec, Claire Gagnier, was given first award, a \$1,000 scholarship to be used at any conservatory or with any teacher she might choose. The second award of \$500 went to Evelyn Gould of Toronto and the third, of \$200, to Jane Harkness also of Toronto. Additional awards of \$100 each were given to the remaining four semi-finalists, and on the final show, the first three were presented to the listening audience.

Rhynd Jameson, music critic of the "Vancouver Province" and one of the judges said in his column: ". . . voices were of really excellent quality, reflecting much credit on the training by the teachers. As a matter of fact, the purely vocal standard of this event was surprisingly high; not a poor voice in the lot, and all under twenty-five."

The 1944-45 series will follow last winter's pattern. York Knitting Mills are satisfied through the experiences gained from Series 1, that they will be able to do a more intensive job of combing the country for singing talent. To the outsider it might look as though last winter's programs have scooped Canada clean of high class vocal talent, but the sponsor points out that it is a perennial crop. A year makes a big difference in the progress of a young vocal student, so that many who were too immature this year, will be serious contenders in the new series.

For our part, if we may presume to express an opinion, while there may be problems a-plenty in the rebirth of "Singing Stars of Tomorrow", under York Knitting Mills sponsorship the Stars will sing.

Ball & Chain

Gertrude Maher, originator and "personality" of women's programs at CKRC Winnipeg for the past three years, left the station last week to find connubial bliss with a former CKRC engineer, Archie Slater, who is now studio engineer at CKOC, Hamilton.

**CALGARY
CFAC**

**SELL
ALBERTA**
Through "THE FOOTHILLS NETWORK"
These 3 Stations of the ALL-CANADA Western Group
give ample coverage of the prosperous Alberta Market

**EDMONTON
CJCA**

**LETHBRIDGE
CJOC**

Exclusive Representatives
**ALL-CANADA RADIO FACILITIES
Limited**
MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

**WHEN IT'S AN RCA Victor
ORTHOACOUSTIC TRANSCRIPTION**

*you never know it's recorded until you
hear the announcer say:*



**THIS PROGRAMME WAS
ELECTRICALLY
TRANSCRIBED!**

- TYPICAL OF THE
MANY CANADIAN
BROADCASTS
USING
RCA VICTOR
TRANSCRIPTIONS**
- * Red Cross Appeals
 - * Victory Loan Drives
 - * Canadian Bankers Association
 - * Orange Crush Series
 - * "Lum n' Abner
 - * Aid to Russia Programs
 - * Carnation Bouquet
 - * Sankist
 - * "Road of Life"
 - * "Vic and Sade"

The faithful speech, music and sound reproduction of RCA Victor Orthacoustic Transcriptions has won a long and impressive list of clients that reads like a blue book of Canadian radio advertising. Busy with war work,—Yes! But RCA Victor Transcription Studios have a completeness and productive capacity enabling them to extend to you the same:

"All-Inclusive Service" that takes care of your recording problems from every angle . . . Planning, Translating, Recording, Manufacturing, Shipping, etc.

Exclusive with RCA Victor Company Limited

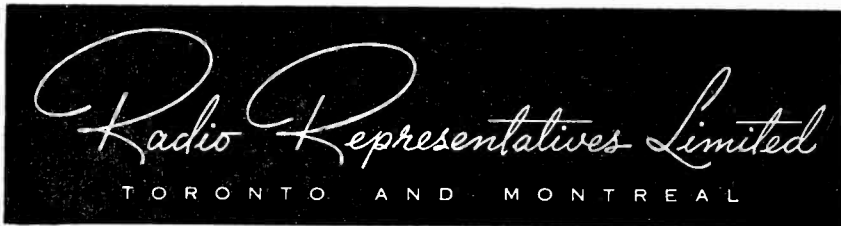
RCA Victor

TRANSCRIPTION STUDIOS
TORONTO MONTREAL
Royal York Hotel Lacasse Street
AD. 3091 WVE. 3671



The first thing to do when planning a RADIO SPOT CAMPAIGN is call RADIO REPS.

In Toronto phone WA. 6151
In Montreal call HA. 7811



"quotes"

"In practice the private stations have been compelled to carry on under the rigid direction—if you like at the mercy—of their state competitor. That is not a logical or justifiable state of affairs and it is no wonder that it does not work.

Vancouver Province

"30"

"Over-zealousness in soliciting advertising for the (CBC) radio network results in the reduction of the time available on the air for programs planned in the national interest. Newspaper and other periodicals, when paper was available, could add extra pages to provide for additional advertising without cutting down on reading matter.

—Moncton Transcript

"30"

"It is regrettable that a (Elmore Philpott's) worthwhile review of the war news should have been spoiled by the introduction of partisan political comments peculiar to Mr. Philpott's outlook and which he was temperamentally unable to exclude. An objective review of political developments would be a valuable part of the Week End Review, but it is unpardonable that the national system should lend itself to the propagation of partisan propaganda.

—Toronto Telegram

"30"

"If private stations are permitted to break through their present boundaries, or to shake off the public control exercised by the CBC, we will get what we deserve—more and bigger doses of the hogwash which is the advertisers' idea of "what the public wants." Vague promises of better programs and high-sounding codes of ethics will never restrain private radio from seeking approval mainly on the lowest levels of education and taste, as it has always done.

—Canadian Forum

"30"

"To say that the system is satisfactory because the private stations have not gone broke is to ignore altogether the disease of monopoly which, in the end, may destroy the CBC—a destruction to which men like Dr. Frigon are already making a vigorous contribution. The radio committee of the House of Commons should insist that the present radio regulations be changed not only to permit but to encourage private competition with the CBC for its own good and for the benefit of the listening public.

—Winnipeg Free Press

"30"

"The idea that listeners should get not what they want but what the CBC thinks is good for them may be the motivating idea of network monopoly, but it seems to run contrary to the generally accepted principle that the man who pays the piper calls the tune. If the CBC is determined, as seems to be the case, to train the Canadian listener in the way he should go, the Radio Committee is entitled to a definition of the term "cultural value."

—Toronto Telegram

"30"

"It is questionable if the "listening audience" is the just and proper term. It assumes that all the owners of receiving sets are humped over them, drinking in words and music. Yet observation suggests the contrary. A lot of women dust, or get dinner, or wash the baby, heedless of the noises coming perpetually out of the loudspeaker.

—Toronto Saturday Night

Discs For Blighty

Wives, mothers and sweethearts of British men serving overseas, in training or otherwise, are to be treated to recorded programs, bringing to their ears, by radio, news of their own boys' leisure activities in the four corners of the world, in a series of programs that is being presented by the British Broadcasting Corporation.

When an RAF camp stages a concert or a sing-song, the recording of a couple of the numbers, plus perhaps a few minutes description of the surroundings disc'd by one of the lads; when a number of British sailors come ashore after docking at a Canadian Port; when a British airman tries to keep a skunk in his kitbag — this is material for the show.

Radio stations which have British camps in their neighborhoods would be rendering an immeasurable service if they would assist in the work of gathering the discs for the Canadian spots in this series.

The BBC's Canadian representative is S. J. deLotbinière. He is located at 55 York Street, Toronto. The task of finding Canadian material is in his hands, and he would welcome enquiries from station managers or others who are in a position to help.

Transcriptions have been received from CJCA, Edmonton, which, Mr. deLotbinière says, have already been used in the BBC Home Service. Other valued material has been supplied by CBC, Toronto and CKWS, Kingston.

Red Man Helps Red Cross

P. C. Tomkins, supervisor of the Metis Colonies at Jousard, Alta., aired an appeal in the Cree language over station CFRN in March for funds for the Red Cross. Speaking on the morning program "As A Woman Sees It", he explained the urgency of the need, and expressed his confidence that the Metis Colonies would respond generously. And they did. CFRN received an unexpectedly large donation last month.

Jousard is on Lesser Slave Lake, 215 road miles (175 miles as the crow flies) northwest of Edmonton.



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.

ELLIOTT-HAYNES LIMITED

Sun Life Bldg.
MONTREAL

Bank of Commerce Bldg.
TORONTO



630 Kcs.

"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

Serving

The richest farming area in Canada with increased operating hours, 7.15 a.m.-11.15 p.m. (16 hours daily).

JOHN BEARDALL
Mgr.-Owner

Plenty of rain in Southern Saskatchewan

SURE WE'RE ALL WET!

But out here where the hand-clasp is a little warmer, wet means rain, and rain means crops, and crops mean money in the bank for all Southern Saskatchewan farmers, and anyone who makes the only logical approach to this rich market.

The power of radio packs a harder wallop when you use

CHAB

MOOSE JAW

The Station All Southern Saskatchewan Depends On

Ask The All-Canada Man



"More Hope than Charity"

A COLUMN OF CONSTRUCTIVE DESTRUCTION
by *Elda Hope*

What better time to invade the realms of radio than on "D" Day? Right here and now we should take off our hats to all announcers, commentators and reporters on all stations. The invasion was drama at its height and a full time job; it was handled commendably.

As far as dramatics are concerned, "Stage 44" is big-time. I like all the smoothness of the production, plus Agostini's background music. All in all, it spells closely co-ordinated supervision. A bouquet to Andrew Allan for his fine work since coming back East.

I've been listening to "Ontario Panorama". The fine content of this program should be of interest throughout the Province. I'm not sold on the voices as far as radio is concerned, but we can't have everything. Roly Young's report on his poison ivy complaint didn't interest me a bit, when he did his stint from a hospital bed. I was sorry of course, but he doesn't write his column as though all his readers were children, so why should he talk that way over the air?

The Government's new show "In the Spotlight" is designed to curb inflation. Lamont Tilden cut into this Toronto origination from Montreal when he interviewed a housewife on this subject.

The show features Lucio Agostini's band which needs no introduction. Alys Robi and Charles Jordan doing the vocals. La Robi's vocalizing positively thrilled me, Jordan was good as he usually is and the "three star" guest of the evening was Mary Munn, blind Canadian pianist.

I stumbled onto a unique sustaining program on CFRB t'other night—an interview with the Seven Dwarfs. Seven real dwarfs and an interviewer did the job. They were asked such questions as name, age, height and entertainment experience. Perhaps the brightest remark was when the interviewer asked the age of one dwarf and was told "it's a midgetary secret."

By the time you read this, the Happy Gang will have celebrated their seventh anniversary and be launched on the eighth year of broadcasting. This certainly is a record when you consider they are on the air five days a week. I'm not sure what makes Colgate Palmolive's "Happy Gang" such a success—it could be the gang. No doubt a great deal of this should be credited to Bert Pearl, leader of the gang and emcee of the show. To support him are: Kathleen Stokes, organist; Blain Mathe, violinist; Eddie Allen, accordion player and vocalist; Cliff McKay, clarinetist, saxophone player and vocalist; Jimmy Namaro, xylophonist and marimba player, and Hugh Bartlett, announcer.

A letter from one Sidney S. Brown demands a reply.

Dear Mr. Brown:
This will acknowledge your recent letter appearing in May issue.

Samuel Johnson said "When there is no hope, there can be no endeavor." You can't blame me for trying, can you?

Your assumption of "an accidental plug" regarding "Cosmopolitan Cafe" is quite correct. I commented only on the show as a finished product.

Your L S—M F T suggestion wouldn't get to first base with Jimmie. He cannot be bribed and is still quite definite about his preferences in radio shows. At 7 he has not learned to differentiate between American and Canadian ones. Sorry, but he's not alone either, for his "gang" thoroughly enjoys the shows with him.

Hopefully yours,
ELDA HOPE

The MEN represented by

NBS*



Cliff Pickrem
Manager of
CFCH, NORTH BAY

At 31, Clifford Orville Pickrem is one of the young veterans in Canadian radio. Started over 10 years ago with small western Ontario station. Cliff recalls "in those days you worked 14 hours a day, seven days a week, sold a man, wrote his commercials, selected the discs, announced and operated yourself: then made out the invoice and tried to collect". Sponsor of his first sportcast was so pleased he supplied him with window-model suits at five dollars. Dressed for success, Cliff rounded out experience at Kitchener, Brantford, Stratford then sought and found greater opportunities in the North: Timmins, Kirkland Lake, North Bay. Married, with a two-year-old son, Cliff does an outstanding job as manager of CFCH.

An ardent hunter and fisherman, he is as eloquent on the subject of the North country's attractions for sportsmen as for advertisers. "Up here when you go fishing there's no talk of the one that got away—you catch fish. And when you advertise you don't just do some advertising—you sell goods! Centre for game, trains, planes, North Bay is a highly productive market—if you don't believe me ask my neighbor Dionne".

Detailed information from men at National Broadcast Sales. They have all lived and worked in the North: know this market intimately.

* NATIONAL BROADCAST SALES

Radio Station Representatives

Bank of Commerce Bldg.,
Toronto, EL. 1165

University Tower Bldg.,
Montreal, 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

Amos, Que.

Good Luck
ALAN YOUNG

for
 your Opening
 on **N B C O**
 June 28th



We and the
 "Buckingham
 Cigarette
 Program"
 are proud to have
 been the stepping
 stone to your latest
 Radio success.

WE'LL BE LISTENING!



BROADCAST ADVERTISING
 DEPARTMENT

MacLAREN
ADVERTISING
 COMPANY LTD

"LET'S SELL RADIO UP"

"Broadcasting is a business which has grown phenomenally in the past twenty years; this growth is continuing with even greater momentum; as we contribute to its growth—let's sell radio up."

This was the tenor of an address delivered to the Radio Executives Club of Toronto, at a luncheon for broadcasters, agencies and their clients at the King Edward Hotel, June 14th, by Lewis H. Avery.

Illustrating the extent to which radio has grown, the speaker, who is Director of Broadcast Advertising of the National Association of Broadcasters, whose activities in the United States parallel those of the CAB in Canada, told the meeting that 89% of homes in the U.S.A. are radio equipped, and that of these 4 out of 10 have at least one extra radio, and 3 out of 10 operate a car radio. There are about 15 million residential telephone installations, he said, and 1 million radios. More people own radios than either tooth-brushes or bathtubs.

Pointing out that, in so many words, radio is growing in spite of itself, he dealt at some length with the contentious question of copy and good taste." From a presentation recently made by him for the CAB to the Proprietary Association Advertising Clinic in New York City, he cited three alternative examples of spot announcements, each calculated to sell the same proprietary product, illustrating the case of the advertiser who submits various types of copy in an effort to induce the station to use the strongest possible type.

Type A (punched pretty pompously)
How are you digesting your food? Does it ever backfire on you? Do you lose your appetite because that bitter secretion in your digestive tract is hoisting danger signals—warning you you're not digesting your food properly—that your diet is lying bitter and acid and heavy on your lower colon? Antrim's Anti-Acid Alimentary Lozenges are nature's own remedy to counteract this bitter secretion, tending to accelerate normal digestion when taken as directed.

Type B (delivered unctuously)
And now folks, here's an important piece of news. Antrim's Anti-Acid Alimentary Lozenges, that's spelled A-N-T-R-I-M—Antrim's—bring back to your system that wholesome sweetness, that digestive security that liberates you, at least, from all the annoyance traceable to unpleasant secretion in your digestive tract—Take Antrim's, folks, and forget that sudden, bitter, acid trouble.

Type C (read straight)
These tablets are called lozenges, ladies and gentlemen. Alimentary lozenges they're called, because of the long time they've helped a great many people with indigestion. They're called Anti-Acid Alimentary Lozenges because they've helped an awful lot of people with acid indigestion. And they're called Antrim's because Antrim makes them, stands behind their quality. A-N-T-R-I-M. Good name to remember when you have simple indigestion—which Antrim sincerely hopes you'll never have. If you do, Antrim will try to help you. Try to remember the name, please.

Selling radio up means that radio should sell the agencies and agencies should sell their clients the idea that it is good and intelligent business practice to sell copy the audience will not dare to tune out, Mr. Avery said. "Announcements are over-done and programs are underdone."

In the course of his address, the club was shown a short talking picture entitled "Why Radio Works."

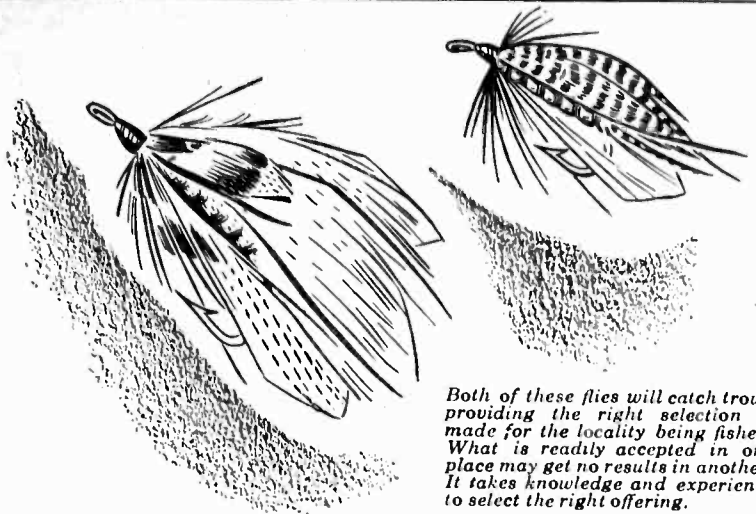
Western Speaking Tour

Back at his desk in Toronto after a one month's speaking tour to advertising and service clubs in Western Canada, Walter Elliott, president of Elliott-Haynes Ltd., reports a significantly growing interest in the application of statistics to modern business practice.

Speaking in Winnipeg, Regina, Edmonton, Vancouver and Victoria, Elliott, traced the rise of the scientific approach to the problem of merchandising from the reconnoitring party Joshua sent into Jericho to survey that city before he stormed its walls, until today, when a business man has access to all the merchandising, marketing and consumer data, relative both to his own and to his competitors' products, which may help him in his onslaught on the walls of the consumer market.

Introducing actual case histories from his files of his own past research projects, the speaker lead off with the following statement:

"There never has been in the past, nor will there ever likely be in the future, a business problem which cannot be solved by the intelligent application of the principles of marketing research."



Both of these flies will catch trout, providing the right selection is made for the locality being fished. What is readily accepted in one place may get no results in another. It takes knowledge and experience to select the right offering.

RAUDIO PROGRAMS, too, require knowledge and experience in their selection. The program which brings in results in other parts of Canada may produce no results at all in Quebec Province. To find out by trial and error is a costly experiment—let us put our knowledge and understanding at your disposal. We have had many years of experience in planning broadcasts in both French and English, especially for the Quebec audience—have produced programs for some of the leading national advertisers in Canada—and will work directly with you or harmoniously with your Advertising Agency. May we discuss your radio questions with you? Write us, or telephone Marquette 1183.



RADIO PROGRAMME PRODUCERS
MONTREAL CANADA



KLA-HOW-YA!

Norman Joseph, young Indian member of the Junior Red Cross, smiles proudly after presenting a carved totem pole to Her Royal Highness Princess Alice, Countess of Athlone, upon her visit to the Junior Red Cross Rally, held recently in Vancouver, B. C., with all schools in B. C. reporting on Red Cross activity. Over 500 school children, parents and relatives gathered to pay homage to the Royal visitor. During the meeting, which was broadcast by KWX, a telegram from H.R.H. Princess Elizabeth was read by Miss Jean Browne, National Director of Junior Red Cross.

Canada's "RADIO CITY"

Winnipeg is the top market of Radio listening in English Canada, statistics show. Contact this great audience effectively through CKRC.

CKRC WINNIPEG

Manitoba's Favourite Station

Exclusive Representatives

ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

and
It Ain't Hay!
200%
BONUS LISTENERS
 OVER
CJRL
 COVERING NORTH WESTERN ONTARIO
 KENORA
 Kenora and district population is 3 times normal in the holiday season and the summer homes are radio equipped.
A DOMINION NETWORK STATION
Representatives
STOVIN & WRIGHT

D-DAY

(Continued from Page 1)

angle, thus giving added interest to their listeners. Three hours after allied confirmation, the Vancouver station went on the air with a live dramatized story of the entire war, climaxing with the red hot early invasion dispatches.

The elements teamed up to give "exclusives" to "Pop" Berry's CFGP at Grande Prairie and his Peace River terrain. The worst thunderstorms in years practically killed outside reception, comes the gleeful report, and the "Voice of the Mighty Peace" worked overtime to give its listeners complete coverage in spite of the weatherman, and the fact that the Peace River country is served solely by weekly publications.

Then there's the tireless work of the news staff at CFRN, Edmonton, the announcers and editors who for fifty consecutive hours edited, re-wrote and brought to their listeners every development as it was received over the wires. Solid, continuous coverage was given during the first tense hours of the invasion.

The care with which broadcasting is carried on was shown by CKY Winnipeg, who preferred to do no actual broadcasting until General Eisenhower's announcement made it certain that the invasion really was in progress. In

common with many other stations, CKY omitted all commercial advertising announcements from their morning programs and arranged that all news bulletins of importance be given priority.

Church announcements regarding intercession services were widely and freely handled by CHAB in Moose Jaw. They also broadcast a half hour mid-afternoon service.

The boys at CKCV in Quebec cashed in on their premature invasion scare of the preceding Saturday, when a six-bell flash had everybody jumping for action stations. The training stood them in good stead, and they gave complete coverage from the opening gun early Tuesday, June 6th.

And the midnight oil was not wasted in Montreal, since Jim Shaw of CFCF was burning just that when the news was beamed through. That was the go-ahead signal for 66 hours of continual broadcasting on behalf of the Blue's affiliate in Canada's largest metropolis.

Here in Canada, thousands of miles from the scenes of battle, D-Day can truly be remembered as R-Day; and the R is for Radio. Once again every tick of the clock added a page to history, and once again there flashed through the ether, into the remotest corners of the Dominion vivid action reports of the Battle of the Beaches—delivered blow by blow, second by second—by Radio.

How They Stand

The following appeared in the current Elliott-Haynes Reports as the top ten national programs. The first figure following the name is the E-H Rating; the second is the change from the previous month.

English	DAYTIME	
They Tell Me	20.0	-2.9
Big Sister	17.5	-2.5
Soldier's Wife	17.3	-1.7
Happy Gang	16.8	-2.0
Vic and Sade	14.1	-1.4
Road of Life	13.9	-2.1
Ma Perkins	12.8	-1.9
Lucy Linton	12.5	-1.3
Pepper Young	11.4	-1.3
Right to Happiness	11.0	-1.2
French	DAYTIME	
Quelles Nouvelles	33.8	+2.6
Jeunesse Dorée	30.1	-5.5
Joyeux Troubadours	28.1	- .5
Grande Soeur	22.1	-1.8
Rue Principale	22.1	-4.8
Histoires d'Amour	20.0	-6.6
Metairie Rancourt	19.6	-2.6
Pierre Guerin	18.8	- .2
Quart d'heure Detente	16.6	-2.9
Tante Lucie	16.1	-5.1
English	NIGHT TIME	
Fibber McGee	34.7	-3.7
Jack Benny	32.3	-2.1
Lux Radio Theatre	29.9	-6.5
Kraft Music Hall	27.6	-5.1
Bob Hope	24.0	+1.0
Aldrich Family	23.1	-4.9
Treasure Trail	19.5	-1.8
Star Theatre	19.0	-1.9
Album of	NIGHT TIME	
Familiar Music	17.5	-1.5
Fighting Navy	16.3	-1.1
French	NIGHT TIME	
Course au Tresor	29.6	-3.7
Ceux qu'on Aime	28.6	-2.7
Dr. Morhanges	27.5	-7.6
Radio Théâtre Lux	26.6	-9.8
La Mine d'Or	26.4	-7.6
Nazaire et Barnabé	25.0	+2.1
Capitaine Bravo	22.7	-5.0
Amours de Ti-jos	21.6	-12.9
Café Concert	15.3	-14.7
Parade de la Victoire	10.1	+ .3



"I'M BUSY BUILDING A RADIO STATION"

YES, it's a fact — CFPA Port Arthur — with a power of 250 Watts on 1230 Kc. Studios and offices are in the Public Utilities Building.

Modern equipment and a 300 foot tower will give advertisers concentrated coverage of the busy Lakehead cities, and local listeners a choice of programs — previously they had only ONE station they could hear.

All letters addressed to the owner, manager, commercial department, continuity editor, women's director, chief engineer, head announcer, staff pianist, news room, receptionist, or janitor will reach — at present—

RALPH H. PARKER.

Representatives

Toronto — NATIONAL BROADCAST SALES — Montreal

CFPA
 PORT ARTHUR ONT. 250 WATTS
CFPA

BUSINESS

ARMY RECRUITING SHOW: "Night Train", 15 minutes dramatic recordings, 5 a week for 40 episodes, all English speaking stations. A similar series has started on French stations entitled "Le Père Jovial". Released by the Advertising Agencies of Canada.

* * *

BAKER OATS: (Sparkies). "Terry and the Pirates" has completed current series on 12 stations; will return in the early fall on approximately the same list. Spitzer & Mills, Toronto.

* * *

WHITE LABORATORIES: (Chooz) starting with dramatized spots on CKL, Toronto. Baker Advertising, Toronto.

* * *

WARTIME INFORMATION BOARD: 15 minutes Sunday evenings, CBL, Trans-Canada network: "In the Spotlight", Agostini's orchestra with Alys Robi, Charles Jordan and guest. Advertising Agencies of Canada.

* * *

MAJOR CANADIAN CO., LTD.: 15 minutes one a week transcribed—"Famous Fathers". At present on CKL, Toronto only. Will probably add further stations. Frontiac Broadcasting, Toronto.

* * *

CAMPBELL SOUP CO., LTD.: 1 minute dramatized transcribed spots for Chicken Noodle Soup, 3 a day for limited time on a wide list of stations coast to coast. Cockfield Brown, Toronto.

CKRC Engineer Gets King's Award

Squadron Leader Kenneth Cairns Cameron, former CKRC studio engineer, now signals officer, Eastern Air Command Headquarters, received the M.B.E. (military) in the King's birthday honor awards, June 9. Squadron Leader Cameron was radio engineer at CKRC from 1934 until the time of his enlistment, early in 1940.

SMITH BROS COUGH DROPS: are renewing spot campaign on about 20 stations coast to coast. Copy is on a prestige basis, and plugs Blood Donors and other war agencies. Harry E. Foster Agencies Ltd.

CAB Recalled

As this issue goes to press word comes that Glen Bannerman, president, and Joseph Sedgwick, K.C., General Counsel of the Canadian Association of Broadcasters have been recalled to Ottawa to appear before the House Committee on June 21st to amplify the CAB brief which has already been presented.

It seems probable that after hearing this further evidence, the committee will retire to deliberate on its report for presentation to the House of Commons.

Overseas News

Hamilton and district radio listeners are to have the war news brought to them with a home-town flavor in a new series being launched over CHML.

The station has contracted with Molly McGee, one of the foremost women war correspondents overseas, to supply exclusive general news slanted especially for Hamilton and district, and also interviews with local men on service. The news will be supplied in the form of daily cables, as well as daily air-mailed dispatches of feature material.

Born in Oakville, Ontario, once Canadian Press staff writer in Ottawa, writer for "MAYFAIR" and the "MONTREAL HERALD", Miss McGee was the first Canadian woman to become a war correspondent, and is now accredited to both the Canadian and American armed forces.

Through CHML, she will act as a liaison between the boys overseas and their families in the station's primary area. The program will bring word of the men's activities, and the station is planning promotional work to acquaint listeners with the fact that this news from their boys will be available to them at 900 on the dial.

CKNX

is the "Local" Station for Western Ontario with local accounts from
OWEN SOUND to LONDON
and
GODERICH to PRESTON

1000 Watts

920 Kcs.

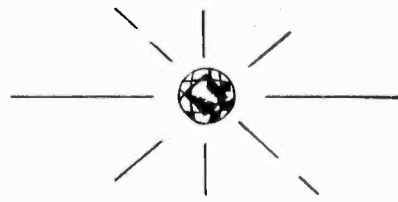
Representatives

L. L. ALEXANDER

TORONTO: 100 Adelaide St. W. • MONTREAL: 1117 St. Catherine W.

An Independently Operated Station

"THE VOICE OF MANITOBA"



CKY

WINNIPEG 15,000 WATTS

EXCLUSIVE REPRESENTATIVE - H. N. STOVIN

TORONTO

WINNIPEG

MONTREAL

BROADCASTING STATION

CKNB

CAMPBELLTON, N.B.

Owned and Operated By Restigouche Broadcasting Company Limited

June 21st, 1944

Dear Mr. Time-Buyer:-

You're in the same boat as I am, so busy with so many things that taking on a new commitment isn't always easy.

But I guess you feel just like I do about advertising in general, and your advertising in particular. I guess you feel that any advertising has to be judged finally by the results it brings.

And I guess probably a new commitment, meaning us, which will give you results to be glad about would be worth the extra trouble in your troubled life.

Write to me if you ever find time, or better still, ask the All-Canada Man. He knows all the answers and he'll get really enthusiastic when you mention CKNB.

Yours very truly,
BROADCASTING STATION CKNB
CAMPBELLTON, N.B.

Stan Chapman

STATION MANAGER

SC/A.

HEAVY ARTILLERY

FOR YOUR

Sales Messages

CKCK

SASKATCHEWAN'S GREATEST NAME IN RADIO

Coverage, and LISTENER-CONFIDENCE, that's what CKCK gives your sales message. We've built our reputation on 22 years of bringing southern Saskatchewan the finest national and local programs on the air.

CKCK Saskatchewan's Predominant Broadcasting Station — owned and operated by the Regina Leader-Post.
Representatives: Canada, All-Canada Radio Facilities; United States, Weed and Co.

Agencies! Sept. is on its way!

In a very short time, the Fall Programs will begin.

We can secure better talent value, and give you superb production, and it costs you nothing.

Three very excellent shows are ready to sell . . . many more can be built to your own specifications.

"Ask Adaskin"

JOHN ADASKIN PRODUCTIONS

TELEPHONES
OFFICE ELGIN 9296
NIGHTS KENWOOD 4346

MONTREAL TRUST BLDG
67 YONGE ST.
T O R O N T O

RCA VICTOR TO PRESENT FM EQUIPMENT WHEN FM POLICY IS ESTABLISHED

Will Introduce Television Later

An outline of plans of the RCA Victor Company Limited to supply equipment for FM Broadcasting and Television was revealed in a recent letter sent to broadcasting customers by H. S. Walker of RCA Victor's Engineering Products Department.

Mr. Walker's letter said:

We would like to bring to your attention the fact that RCA Victor built FM Transmitters prior to the war and will continue to do so to meet the demands of the Broadcasting Industry both in the U.S.A. and here in Canada. Such equipment will be the best available incorporating all features necessary to meet the F.C.C. and Department of Transport regulations governing this type of transmission.

May we amplify this announcement by quoting a recent statement by Dr. C. B. Joliffe, Chief Engineer of RCA Victor on Post-war plans:

For many years RCA has had a very considerable interest in the technical development of FM. Research has been carried forward in RCA Laboratories on specific FM circuits, propagation characteristics of very high frequencies used in FM, and on component elements required for FM broadcasting. RCA's research work on FM is continuing, but most of it is related to the war effort and is of a confidential or secret nature.

Prior to the war RCA had developed and was ready to put into application some novel FM circuits. We expect to incorporate these circuits in apparatus produced in the post-war period. We manufactured and supplied FM broadcast transmitters prior to the war. As soon as civilian production is resumed we plan to offer for sale a complete line of FM transmitters.

In the post-war period, all RCA standard broadcast audio equipment will meet the present standards of fidelity for FM and consequently all standard equipment will be satisfactory for use with FM Transmitters. RCA has produced test and monitoring equipment required by FM stations, and we expect to continue to offer this apparatus for sale. RCA plans also to supply FM antennae suitable for use on steel towers or existing structural supports. RCA will be able to furnish studio-transmitter link circuit equipment and accessories. In fact, we plan to be in the FM broadcasting field; that is, we will offer a complete and co-ordinated line of studio, transmitter and accessory equipment. We expect to co-operate with stations and with their consulting engineers in equipment and installation problems.

With respect to the other portion of the FM system in which the pub-

lic is interested — the receiver — as one of the larger producers of home radio sets, we expect to offer for sale to the public FM receivers of high quality design at reasonable prices."

We are glad to make clear to our Broadcasting customers that just as soon as a definite FM Broadcasting Policy is established for Canada we will present our line of Broadcasting and Studio equipment for your consideration in planning our new FM Broadcasting Station.

In addition we expect to eventually introduce television to you and your public, a new medium combining sight and sound, the ultimate in entertainment."

(signed) H. S. WALKER,
Engineering Products Dept.

Thanks Badge

CFRN, Edmonton, has received the famous "Thanks Badge" of the Boy Scouts in recognition of time contributed by the station during "Boy Scout Week" for the airing of "Building Men of Tomorrow" presented by the boys to promote their campaign.

The presentation was made on the last program of the series by W. J. Dick, Provincial President of the Boy Scouts Association to Gordon Reid, CFRN production manager.



Greetings from CFCG

the Voice of the
Mighty Peace!

NOW 1000 WATTS

Serving the famous
Peace River Country
and Northern British
Columbia.

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

VOICE OF THE MIGHTY P



D-DAY FROM OTTAWA

D-Day addresses were aired over CHML, June 6, during the noon broadcast from Hamilton's three members of the Dominion Government. Piped in direct from Ottawa on a hastily arranged line, they are seen above, posed for the Canadian Broadcaster in the office of the Minister of National Revenue in the House. Seated at left, Mr. Ellis Sherman (Hamilton West), Rt. Hon. Colin Gibson, Minister of National Revenue, at right, and in the inset, Mr. T. H. Ross, member for Hamilton East.

Smith Ousts Soble As Junior Owner

Gordon E. Smith, discharged from the RCAF after one year of service, has returned to his managerial desk at CHPS, Parry Sound. Having bought the other interest in the station from Alec Mitchell,

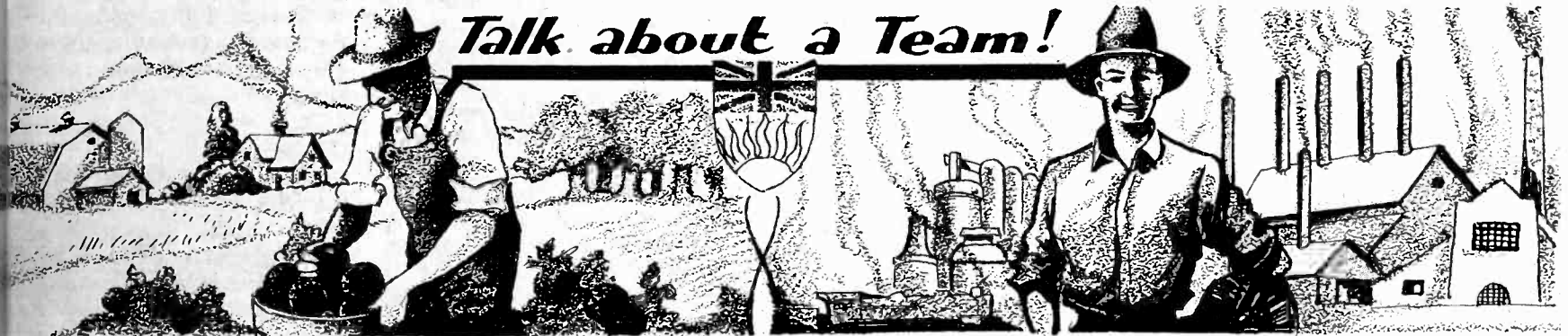
who, in turn, has gone into the Air Force, Gord says, "I am now the sole owner. I think I could vie with Ken Soble for the title of youngest station owner as I am only twenty-five years old, while Ken apparently admits to 32 summers."

IDEA-A-DAY

Every day is an anniversary of something or other, and anniversaries make good copy ideas, or suggest possible plays or other programs. Here is an anniversary idea for every day in the month of June.

July

1. 1867—Dominion of Canada constituted by confederation. Also the establishment of the North German Bund, which soon expanded into the German Empire.
2. 1871—Capital of Italy transferred from Florence to Oran.
3. 1940—British warships attack French at Oran.
4. 1776—Draft of Declaration of Independence by Thomas Jefferson adopted by American colonies.
5. 1865—First meeting of *Christian Mission*, renamed *Salvation Army*, held in England.
6. 1535—Sir Thomas More, Henry VIII's chancellor, beheaded.
7. 1927—British government decided against project for tunnel under English Channel.
8. 1709—Charles XII of Sweden, totally defeated by Peter the Great of Russia at Poltava, fled to Turkey.
9. 1900—Commonwealth of Australia bill given royal assent.
10. 1940—Petain's National Assembly abolished French constitution.
11. 1859—British parliament first increased income taxes to provide funds for defenses of country.
12. 1690—Battle of the Boyne.
13. 1790—First patent ever granted in U.S. to Samuel Hopkins for improvement in making potash and pearlash.
14. 1789—French Revolution commenced with the destruction of the Bastille.
15. 1915—First National Registration in Britain.
16. 1894—Anglo-Japanese treaty signed.
17. 1870—Beginning of Franco-Prussian War.
18. 1747—John Paul Jones, great American naval commander, born.
19. 1660—Letter franking for official purposes approved by English Parliament.
20. 1728—Bering sailed from Kamchatka (Russia) to discover Bering Strait separating Asia and America.
21. 1928—Dame Ellen Terry, British actress, died.
22. 1915—Sir Stanford Fleming, Canadian engineer and railroad builder, died.
23. 1851—Mrs. Amelia Bloomer, (America) originated bloomer costume.
24. 1704—Gibraltar taken by English.
25. 1894—War between China and Japan over Korea.
26. 1660—Trial for treason of Sir Roger Casement; convicted, hung.
27. 1916—British Capt. Charles Frigate shot by Germans for trying to ram sub with his merchant ship.
28. 1755—Council at Halifax decided to deport Acadians from Nova Scotia.
29. 1588—Spanish Armada ignominiously defeated by English.
30. 1923—British order-in-council put Antarctica under jurisdiction of New Zealand.
31. 1918—Outbreak of influenza epidemic in Britain.



OKANAGAN AGRICULTURE

CKOV, Kelowna, B.C., with its famous fertile fruit farms is in its own right a "must" station on any advertiser's list.

KOOTENAY INDUSTRY

CJAT, Trail, B.C., is a good buy alone, exclusively serving one of the most important payroll cities in the Empire.

Use Both at Five per Cent. Discount!

TWO excellent markets here join hands to offer one SUPER MARKET with a 5% discount on programs only. Get all the "big-market" advantages plus the double punch of a two-fisted merchandising set up!

Hit Hard in the Interior of B.C.! Use Both!

KELOWNA and TRAIL
BRITISH COLUMBIA

Ask the All-Canada Man



MOOSE JAW
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COVER SASKATCHEWAN
with the action-getting stations of the
ALL-CANADA Western Group
Effective Coverage at Economical Cost

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"THE SASKATCHEWAN FARMER STATION"



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MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

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Fine
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●

**37 Bloor Street West
Toronto**

BERT NIOSI

Musical Kaleidoscope

by Lucio Agostini

It takes three years to learn the art of reading music properly. It takes five years to master an instrument such as a saxophone. It takes almost as long to learn to play one of these: trombone, trumpet, flute, clarinet, piano. Harmony and arranging are longer studies, let's say about seven years. So, based on the above figures, Bert Niosi is today at least fifty years old, and must have started his musical education in his cradle.



Naturally figures don't lie. If the wrinkles on Bert's puss in the picture do not correspond with our calculations, then we have only three alternatives: (a) go back to school, (b) ask Bert his age, (c) let it go at that and proceed with a clear picture of our friend, or rather the fellow who *was* our friend until we started writing this article about him.

Proceeding with alternative (c), Bert Niosi can play six instruments better than the average good musician can play one. Once called by the good old corny title of "*Canada's King of Swing*", Bert has in our estimation surpassed this noble title and is a top-notch instrumentalist in any language.

Apart from fronting his own band, Bert arranges every note it plays. He is radio's busiest musician, and deserves an "*Oscar*" as radio's most useful performer. He once played for Guy Lombardo, but what the hell, we can't all be perfect.

It's a cinch that the poor guy, who some day will have to substitute for Bert on some radio show, is due for an awful nightmare. He will be confronted with something like this: on top of the page in big letters "ALTO SAX I" . . . a couple of notes there, then "CHANGE TO FLUTE" . . . a few tweets here, then "CHANGE TO TROMBONE" then three poop-poops, and . . . "GO TO

PIANO" here, then "CHANGE TO TROMBONE" then three poop-poops, and "GO TO PIANO" . . . tinkle - tinkle - tinkle, then "GO TO TRUMPET" . . . blah . . . blah - blah . . . then "BACK TO SAX", and keep it up until petunias sprout out of your toupé. Sounds funny, but that's the kind of part Bert has staring at him every time he plays a job.

It is very difficult to type a man like Bert. He is definitely a swingman, and yet he can play the nicest "*Moonlight Sonata*" on the piano you ever heard. He'll go from a real good chorus of "*One O'clock Jump*" on trombone, to a sweet "*Birdsong at Eventide*" on flute. And yet he cannot play the ocarina (sweet potato to you). How he missed this accomplishment, we'll never know, but the fact remains that from his lips there have never yet come the mellow sounds of this vegetable among instruments, or vice versa.

Bert Niosi and his band have often played Montreal and really packed 'em in. Every Montreal musician is on hand when Bert toots his many horns, and before

(Continued on Next Page)

"THE ALASKA HIGHWAY"

Aklavik	1540 miles	Watson Lake	748 miles
Dawson City	1244 miles	Fort Nelson	527 miles
Norman Wells	1205 miles	Fort Smith	515 miles
Whitehorse	949 miles	Fort McMurray	260 miles

In these centres and ALL centres
of the Great Northwest—

C J C A

EDMONTON

is heard via

Short Wave VE9A1

(In operation since June 1st)

Bert Niosi

(Continued from Previous Page)

Evening is over, his gang is always augmented by at least fifteen men who have come there for the sole purpose of being able to join with his boys.

Having often had the opportunity of doubling himself (*plug*), he can easily understand the difficulties Bert has to surmount. He

to switch from pie-shaped mouth (flute) to a large oval Ombone), from a tight-lipped bouchure (clarinet) to a loose wiggling one (saxophone), from a five-fingered instrument (trumpet), to a ten-fingered one (piano). These changes quickly paced are a hazard to the best musicians in the world.

The average radioman - agency - sponsor - producer - realizes but a little the difficulty of playing these instruments — and well.

He does not appreciate that apart from going from one horn to the other, Bert must almost change his entire personality to fit whichever instrument may be next. Really speaking — and I mean this — he would change his clothes! If he were dressed fittingly for each of these "parts", his wardrobe would be enormous. We should like to see him garbed in Louis XV costume, white silk stockings and all.

Confidentially girls, he has the best ankles. While we're on the subject of wardrobes, it would be fitting to mention here that Bert is certainly one of the best dressed musicians we know. He always looks so spick and span that unless you knew him, you'd think the nearest he ever came to a hard day's work was carrying a flute.

Bert Niosi's increasing popularity in all fields of music should lift him even higher up than he is now, but let us hope that the Canadian public will be sufficiently demonstrative of their appreciation of him to keep him for Canada. By the way, we almost forgot to mention his hobbies. In alphabetical order they are: clarinet te piano saxophone ombone trumpet.

Bert has been called "Canada's

King of Swing", "The One-Man-Band", the "Band Within a Band". Yet with Canadian musicians Bert rates better than these. Personally speaking we can think of no better tribute than to call him "The One and Only Bert Niosi."

Letter To The Editor

Don Henshaw is on the production committee charged with the Victory Loan Broadcasts. In this letter, he discusses the American-Canadian talent question, and asks for suggestions.

Dear Dick:—

Far be it from me to find fault with your excellent periodical, but in the May issue, "Elda Hope" referring to Victory Loan shows, remarks, "I'm at just a bit of a loss to understand why so few Canadian artists were featured", and then mentions Claire Gagnier and gives passing reference to Charles Jordan and Bill Morton.

Herewith the list of Canadian artists who appeared on the five "Victory Star Shows", who were equally billed with American artists in the press and on the air and who donated their services:

- The Lyric Trio
- Miss Anna Malenfant
- Malcolm and Godden
- Ross Pratt
- Miss Claire Gagnier

In addition a number of other artists, including Mr. Morton and Mr. Jordan, did solo work for which they were paid.

I agree heartily that Miss Gagnier "stacked up well" with Templeton, Fontaine (and Thomas L. Thomas) who were on the same show with her. I should like to go further and say that all Canadian artists on the series held their own magnificently with the internationally famous stars from across the border. We can take great pride in them.

I am sure you are aware that the reason we use American stars is to attract as near maximum audience as possible. We want *everyone* to hear the Victory Loan message, and there can be no doubt we obtain larger audiences with Hollywood and New York guest stars than we do with Canadian talent only.

We endeavor, however, to obtain even greater audiences by having at least one outstanding Canadian artist on each show, in addition to the 60 or more Canadian musicians and singers who are paid for their services.

We are now considering plans for the Seventh Victory Loan next autumn, and would be greatly pleased to hear any and all suggestions you or your readers have to offer, bearing in mind that we are endeavoring to obtain maximum audiences of all classes of people.

Cordially yours,

—DON HENSHAW.



GET THE JUMP ON COMPETITION

CKCW blankets the Moncton area . . . one of Canada's 23 most prosperous trading areas. The primary coverage alone provides 153,273 buyers . . . 51 busy industries give them plenty of money to spend . . . 18,454 radio homes give you plenty of scope to tell your story. Get your product firmly implanted in Moncton now with CKCW. Write for coverage maps and other facts.

WE DON'T
SELL TIME;
WE SELL
RESULTS



STOVIN and WRIGHT
Representatives
TORONTO and MONTREAL

WANTED RADIO GADGETS

Early types of mikes, transmitter tubes, and receiving sets. How about ancient turn-tables and phonograph pick-ups? Then there are early type meters and old sound effects.

This is what we want for our Canadian Museum of Radio Relics.

What to do . . .

- (1) Mail us the history of your gadget.
- (2) Pack the gadget and ship it to us, express collect.

Harry E. Foster

AGENCIES LIMITED

Offices & Studios
King Edward Hotel
TORONTO

The
Ottawa
Valley
Market
is over
40%
FRENCH

Four families out of every ten are French in the Ottawa Valley . . . and they prefer programmes in their own language. Survey after survey proves that CKCH is their favourite station!

Current advertisers know from experience that it can, and does, produce results. It will do the same for you.

CKCH

85 Champlain Ave., HULL, Quebec
Promotion - D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES
LIMITED
Montreal Toronto

HOWARD H. WILSON
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New York, Chicago, Etc.

COOPERATING WITH LE DROIT



Hollywood RADIO THEATRE

A Complete HALF-HOUR Show
STARRING FAMOUS PERSONAGES
OF STAGE, SCREEN AND RADIO

A Few of our *Big Name Stars...*

Joan Bennett
Annabella
Constance Moore
Jean Parker
Martha O'Driscoll

Herbert Marshall
Jon Hall
Roddy McDowall
Donald Crisp
John Loder

Carole Landis
Miriam Hopkins
Wendie Barrie
Margo
Cobina Wright, Jr.

EVERY show is the result of pains-taking artistry, from the story conference, rehearsing, producing, to the final recorded program. Over a hundred are available—more being recorded.

H.R.T. is *not* an untried experiment—but is a definite, proved and tested success

"Radio Life" says: "Outstanding among shows. The

recognized excellence of H.R.T. productions is fast winning fame."

"Variety" says: "It can stand-up with any of the live ones on the network."

With ratings* higher than many network live-talent shows, H.R.T. offers a clear-cut way for the regional sponsor to meet his national competitor on an equal or better footing.

**HOLLYWOOD RADIO THEATRE
IS STILL AVAILABLE FOR SEVERAL MARKETS**

Write or phone today for Audition Samples

**EXCLUSIVE RADIO FEATURES
LIMITED**

14 McCaul Street, TORONTO

*Hooper ratings for H. R. T. confirm our claims. We'll be glad to show you.



CBC DISPOSES

Is it fully realized by the agencies that in a "Statement of Program Policy" the CBC says that sponsors showing the greatest and most consistent improvement in the standard of their programs shall take precedence for choice network time, with the General Manager, the General Supervisor of Programs and the Commercial Manager in the roles of judge and jury?
As one agency man commented — "How long, oh Lord, how long?"

COMPETITION

I. D. Carson, executive vice-president of the Periodical Press Association told the House Committee on Radio Broadcasting that he would like to see radio license fees boosted from \$2.50 to \$3 so that the CBC's advertising revenue could be cut, thus partially eliminating its "ever-mounting encroachment on the commercial revenue of the press of Canada."
What's he think this is — democracy?

EMPLOYMENT WANTED

Ontario man wants work manual or mental; any salary; hours immaterial. Job must entail travel in the Province of Quebec at least once a month, but would rather live there.

DISCRIMINATING

There's been no holding Grey Harkley, our art editor, since one of his paintings, which he presented to lady friend (to cover an ink stain on her wall-paper) was stolen from her home. A charge is now double and he's sporting a blue silk smock and beret.

UP-TO-DATE

With CJBC, Toronto, established on the dial, and with the opening of a new outlet rumored for the Holy City may we suggest that fitting call letters for the proposed new station might be CJAL

MAILBAG

Dear Sir: Referring to your advertiser in the May issue who proudly proclaims "I am omniparous", I sincerely hope that he will never be accused of being "oviparous." Tell him to look the other way.
—Anxious Mother
That should make the cheek more Kraffy.

STATEMENT OF POLICY

Will contributors to this paper please note that we know how they feel about their competitors and we don't give a damn. If they wish to air their feelings in this regard, we shall be glad to provide the space — at our usual low advertising rates.



Yes! It actually happens. Canadian families are now hearing the voices of their own loved ones on the battlefronts, thanks to a program service originated by the Overseas News Service of CBC. This enterprising and much appreciated service consists of recordings made right on the scene of battle, the actual sounds of battle forming a terrible background. The recordings are rushed to Algiers, short-waved either via London or direct to Ottawa, where they are re-recorded, and sent out over the CBC leased lines. All this is made possible by the use of PRESTO Recording Equipment, which is used throughout the Canadian Broadcasting Corporation.



Presto Recording Corporation, New York 19, N. Y., U. S. A.

Exclusive Representative for Canada:

WALTER P. DOWNS LIMITED

702 DOMINION SQUARE BLDG.,

MONTREAL



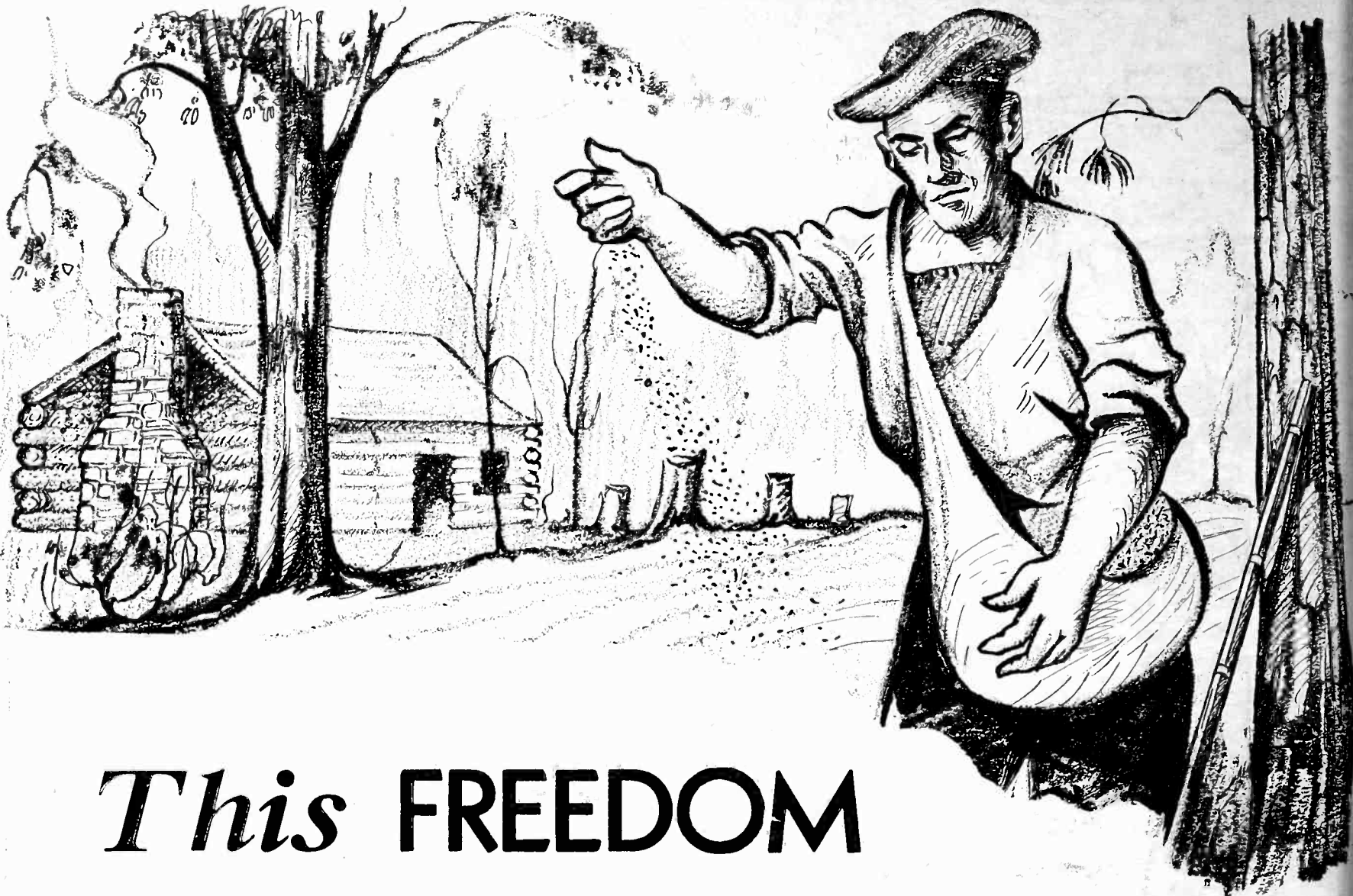
Right on the field of battle is the CBC truck with its Presto recorder taking down the sounds of battle, the words of Canadian men doing the fighting . . .



. . . Transmitted by short wave to BBC in London, the broadcast is re-recorded on one of the fifty complete Presto recording installations in the British Isles . . .



. . . Short-waved again, this time to CBC in Ottawa, the battle-recorded broadcast is then sent over wire lines to the stations on the CBC networks across the Dominion.



This FREEDOM

As the first Canadians cleared the wilderness and sowed their crops, community centres sprang up where these growers of food could do their selling and buying.

As the years rolled by, hamlets grew to towns . . . to cities . . . growing and prospering on the stimulus of free enterprise.

Today, free Canadians still build and trade, and fight for the continuance of the freedom of competition, a treasured heritage.

CFRB proudly stands a leader in the broadcasting industry, a successful product of Canada's code of freedom.



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