

CANADIAN BROADCASTER

VOLUME 3 NUMBER 8

10c a copy — \$2.00 a year

JULY 22, 1944

WAB CONVENTION
BANFF, ALTA
August 7-8

New Chairman Favors CBC CONTROL

There is a place in Canada for both privately owned radio stations and the CBC, states Howard B. Chase, new chairman of the CBC Board of Governors. But private stations could not carry out the complete service to the community that the Canadian public require and demand, he believes.

Mr. Chase, a ranking executive of the Brotherhood of Locomotive Engineers, was a member of the pre-war Defense Purchasing Commission and later the War Supply Board. He was in on the ground floor of the initiation of the Department of Munitions and Supply in which he was director general when he resigned in 1941. He also acted for the government of Canada as controller of the National Steel Car Corporation of Hamilton.

For the CBC and radio in general in Canada Mr. Chase sees a changing and expanding function in the national life. Program policy of the CBC must be based on the wishes of the people who listen to the radio Mr. Chase thinks. While no single type of program can please everyone Mr. Chase believes that the use of advisory committees and groups working on programs will bring many features closer to the public.

To carry out its function in the community the CBC requires both license fees and advertising revenue else government sustaining grants states the new chairman.

Because large areas in Canada were too far from large urban centres for good reception, provision of government radio stations that could reach them clearly was a national responsibility Mr. Chase declared. For national unity it was important that these sections of the population be as well informed as those living in cities. They were also entitled to the entertainment and recreational features carried by radio.

Private radio stations could not be expected and would be unable to provide this sort of service, declared Mr. Chase. Private radio would also be unable to devote as much time to educational and cultural radio activities. He pointed out that in the expansion of Canada, private enterprise had not been able to put railways through pioneer areas without public subsidies. He compared radio expansion into new fields and new areas to railway construction, to illustrate the necessity of publicly owned radio.

THE MORE WE ARE TOGETHER

There is an ironic yet heartening note in the protests of the Periodical Press Association before the House Committee on Radio Broadcasting, against the unfairness of CBC competition in the field of advertising: ironic because our system of national radio was fostered by the press 14 short years ago, when radio was beginning to endanger the business interests of the publishers; heartening because it is finally coming home to roost with at least one industry outside of the broadcasting business that "A Free Radio is Everybody's Business."

Politicians express alarm at the menace of one man owning a number of radio stations, just as another operates a chain of grocery stores; and these appointees of the people talk glibly of such a situation being tantamount to a near monopoly. Meanwhile the government broadcasting machine, with an undisputed monopoly in the network field, has, with immunity from taxation, and an income of just \$3,787,886 from license fees, rolled itself up an annual business of a trifling \$2,489,224.01 (less agency commissions).

Rightly the Periodical Press Association sees the CBC as a spectre looming up on the business horizon, a spectre it can do very little about in an ordinary business way, because it enjoys the protection of the government besides the forced financial backing of the people in the license fees it levies.

The able presentation of Mr. I. D. Carson, vice-president of the Periodical Press Association, publicized this inequity to better effect than has ever been accomplished before. In eloquently voicing the resentment of the publishers against the government's unfair competition, he re-echoed the plaint of the privately operated radio station, which is not only compelled to function, as best it may, against the same competitor, but is also forced to submit to regulatory control by the same body.

Gradually the government is intruding itself farther and farther into the preserves of business. As commercial aviation waits for the post-war period, to emerge from its chrysalis, the government walks in and takes possession; the banks are hopefully anticipating a two years "stay of sentence" instead of the customary ten year renewal of the Banking Act; radio stations operate from one year to the next against almost unthinkably difficult competition. And now, after each of these industries—and a dozen more—has groaned under its private burden through the years, at long last there is some semblance of a possible fusion between two industries who suddenly realize that they stand or fall together.

Far more is at stake than a growing radio station or a thriving magazine. The forces that are at work against individual enterprise are not just endangering the businesses out of which we earn our livelihoods. What is happening is that our whole system of living is tottering, the right to think, act, live and work according to our inclinations; and it can do nothing but crash down into the chasm of socialism, unless selfish individual interests can see their way clear to ditching their private and petty squabbles, in considering their fellows' problems in conjunction with their own, and in showing a firm united front against the forces that are determined to destroy them.

There is a school of thought in the camp of free enterprise which expresses the sincere view that the policy of "offensive defence" is only furnishing our socialistic adversaries with the ammunition they need to continue their attacks.

Actually it has been on a firm foundation of the "wait-and-see" policy they advocate that the socialists have grown from a nebulous ideology to the powerful political party they have now become, to the point even of infiltrating the thinking of the present government.

Richard S. Lewis.

Managing Editor

Committee Possibilities

Four alternative plans for the regulation of Canadian radio are under consideration by the House committee.

1. The establishment of a new supervisory board analogous to the Board of Transport Commissioners to regulate both "public" and "private" radio.

2. Conversion of the CBC into a purely radio operating agency without supervisory powers over private stations.

3. Retention of the present CBC as an operating and supervisory board but with a full time chairman and a general manager, with the chairman concerning himself with matters of policy, and the general manager devoting his time to the technical and business side of the operation.

4. Abolition of the \$2.50 license fee, and a direct grant from the Federal consolidated revenue fund to supplement present CBC commercial revenue.

Conservative members of the committee, it would appear, favor the establishment of the supervisory board, leaving the CBC to its present broadcasting activities. The liberal majority on the other hand is expected to favor practically speaking a continuance of the present system with little if any change except for the creation of the post of executive chairman for which post B. K. Sandwell, editor of *Toronto Saturday Night* and a recent addition to the CBC Board, has been frequently mentioned.

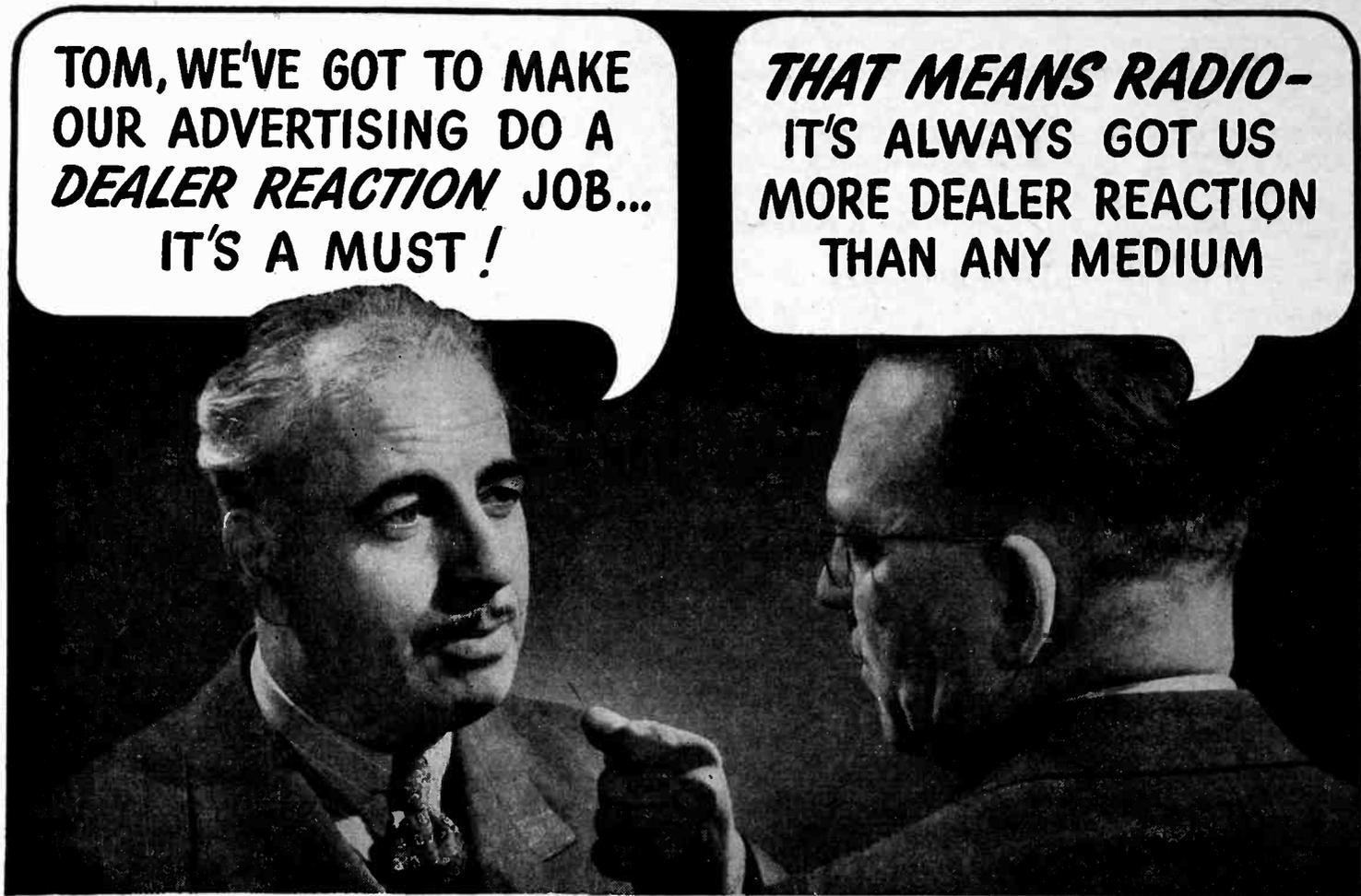
New Manager

Don McGill has been appointed executive director and station manager of station CKSO, Sudbury, Ont. effective June 30. He has been in radio work for five years, four with CFCO, Chatham, Ont., and last year with the Sudbury station.

Clair Chambers, who has been station manager since April 1943, has moved to Toronto, having left the station to seek broader fields in radio.

WAB Annual Meeting

August 7th and 8th are the dates for the Annual Meeting of the Western Association of Broadcasters, which will be held at Banff, Alta. A representative gathering of Western radio men is expected to deal with a crowded agenda of matters pertaining to radio in general and Western radio in particular.



TOM, WE'VE GOT TO MAKE OUR ADVERTISING DO A DEALER REACTION JOB... IT'S A MUST!

THAT MEANS RADIO- IT'S ALWAYS GOT US MORE DEALER REACTION THAN ANY MEDIUM

MORE manufacturers are aware that the dealer is taking it "on the chin" these days of shortage and delays. Many worry about after-war reactions. But they don't know what they can do about it.

Other far-sighted ones are using Radio to keep their brand names alive in consumers' mind and help make things easier for the retailer by stressing that war needs come first.

Radio—friendly, human, persuasive—does a grand job in consumer and dealer relations. And it is the medium *that retailers themselves put first*, as surveys plentifully show.

Any radio job in Canada can be effectively done by *spotting your programme* on as many of the 27 All-Canada key stations as you require.

Get your information from the All-Canada man. He's an expert on Canadian radio. He'll gladly cooperate with your advertising agency in building a programme and coverage in line with your budget.

TELL YOUR STORY OVER THE 27 ALL-CANADA STATIONS

BRITISH COLUMBIA	QUEBEC
Kamloops CFJC	Montreal CFCF
Kelowna CKOV	New Carlisle CHNC
Trail CJAT	
Vancouver CKWX	MARITIMES
Victoria CJVI	Campbellton CKNB
	Charlottetown CFCY
ALBERTA	Fredericton CFNB
Calgary CFAC	Halifax CHNS
Edmonton CJCA	Sydney CJCB
Grande Prairie CFGP	Yarmouth CJLS
Lethbridge CJOC	
SASKATCHEWAN	NEWFOUNDLAND
Moose Jaw CHAB	St. John's VONF
Prince Albert CKBI	
Regina CKCK	
Regina CJRM	
MANITOBA	
Winnipeg CJRC	
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 CANADIAN BROADCASTER

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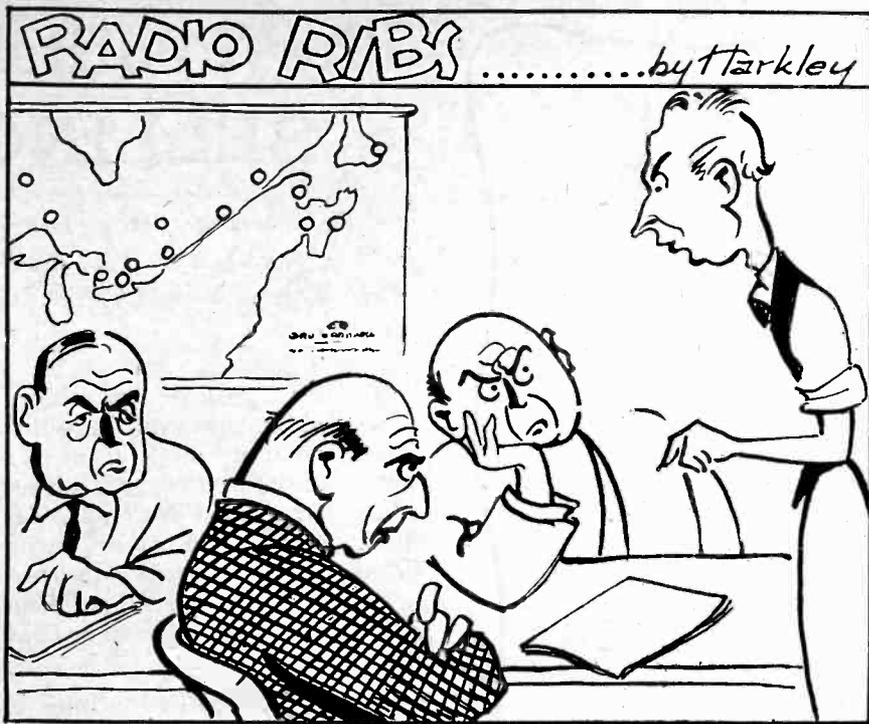
What's Wrong With Canadian Talent

Phone calls and letters from "talent", commending us for the stand we took in our editorial "The Case for Canadian Talent" (July 8) have inspired this sequel, in order that artists may not run away with the impression that we think that one of the fault is their's.

Actually, if you tabulated all the kinds of work which go to make the broadcasting industry, in order of importance, you would have artists and announcers bracketed together in bottom place, and they owe themselves to thank.

Across the continent, alleged maltreatment of talent — musical and otherwise — has resulted in the establishment of guilds, unions and associations, designed, and justly, to protect members against exploitation by stations, producers and advertising agencies. Rehearsal hours are restricted, and they should be; minimum performing fees are established, as is right and proper; fee cutting is prevented, with justification. But in return for the better working conditions they have secured, what is talent doing to make its services of greater value — greater than is in proportion to the many advantages it is now enjoying? Wouldn't it be only equitable if talent did something in return?

These unions and guilds are apparently open to anyone who has a tin whistle or a pair of reading glasses, and the necessary number of dollars. Would talent not be serving itself, as well as its members, if these organizations were



And if he thinks we aren't funny, tell him to go out and get himself a new batch of gag-writers.

open only to those who came up to a specified standard in their particular craft? Unions would be heightening their own standards and increasing their position in usefulness if they not only saw to it that their members were properly paid, but also that no member was permitted to accept employment without its endorsement. Then the endorsement would gain recognition as a hall mark of excellence, constituting a cast-iron guarantee of quality, and the union would be serving a useful function for employers.

How many artists, in the case of commercials, take an intelligent interest in the product that puts them on the air? How many give two hoots about the rating their efforts are earning for the program? How many make a study of the problems attached to the sale and the business of the show? How many have discovered that when first person singular becomes pluralized, a radio program or any other venture becomes a smooth, concerted effort instead of a disjointed conglomeration of noise? Which do you say after a program: "How did I do?" or How did we do?"

Radio is an intricate business. It is comprised of experts: experts in the agency; experts in the sponsor's sales department; experts in production; experts in the control room

and the transmitter; and last — for without their co-experts they are completely useless — experts at the microphone.

Responsibility for the success of the show is definitely divided. The glamor on the other hand belongs to talent and to talent alone. So surely it would be a good idea if talent took a little time out from basking in its own glory, to find out about these other components without which it wouldn't even be heard.

MORE

for your money

During the vacation months you get

200% BONUS

Listeners Over

CJRL

COVERING NORTH WESTERN ONTARIO
KENORA

Summertime population at Kenora — one of Canada's greatest summer resorts — is three times normal. Summer homes are radio equipped, giving you MORE listeners, MORE value for your money.

A DOMINION NETWORK STATION

Representatives
STOVIN & WRIGHT

Prestige

(N. MORAL INFLUENCE DUE TO PAST REPUTATION — Webster's New World Dictionary)



WE CAN'T SELL IT, BUT WE CAN SHARE IT.

Duophonic Transcriptions

DOMINION BROADCASTING COMPANY

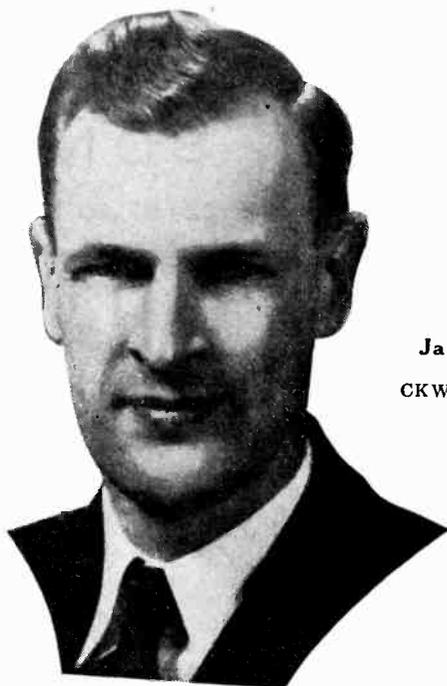
4 ALBERT ST. TORONTO

CHML

MEANS BUSINESS

The MEN
represented by

NBS*



Jack Davidson
Manager of
CKWS, KINGSTON

Doing an outstanding wartime job on the home front is John Mason Davidson, Manager of CKWS, Kingston.

Buzzing with war industries, bustling with Navy, Army and Air Force men and women, glittering with the brass of Military District No. 3 Headquarters, Kingston sure knows there's a war on, so does Jack and his staff, as they throw all their brawn, brains, energy and enterprise into the job of giving unexcelled radio service.

Patriotic announcements, talks and interviews with fighting men, live talent shows and service men's programs make up a good part of CKWS's broadcasting schedule. Jack's "remote" crew covers interesting and important camp events for the radio audience, his travelling entertainment units provide welcome diversion for the districts' service personnel.

Quiet, competent, conscientious, Jack Davidson sees that his station does an equally effective job for advertisers. He knows broadcasting thoroughly, has served in every capacity: announcer, script writer, producer, salesman and commercial manager. Earned enviable record as manager of CJKL Kirkland Lake and CHEX Peterborough before his appointment to CKWS Kingston in 1942.

Jack serves as a Lieutenant in the Sea Cadet Corps, is an active Rotarian and member of the Kingston Chamber of Commerce. A former baseball and hockey star, his active participation in sport now is confined to rough and tumble with his two children.

*** 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. |

and now **CFPA, PORT ARTHUR, Ont.**
Opening September 3rd

**The Profitable Art of
SELLING NOTHING**

Recently Walter Dales, manager of Trail's CJAT talked on the subject to a meeting of the Trail Retail Merchant's Association. Here is this enterprising radioman's speech, or rather the highlights of it, abridged for our readers.

There is a great deal of misconception about the term "advertising". Too many think of it as a picture of silk panties above a blanching reading. "Half off today 59c", or a radio blurb saying "Prices are extra-special unbelievably low on shoes, socks, red flannel underwear, garden hose and old lace."

Admittedly that is advertising. It is important and it is profitable, but that is only scratching the surface of the word.

Advertising is education . . . the dissemination of information . . . a service to consumers . . . a tool for expansion of industry. Advertising sells ideas, mental attitudes, rationing, conservation, military service, as well as, if not better than it sells pork and beans, coffee or floor wax.

Today business is faced with the problem of selling nothing.

G. F. Brayden, president of C CM, recently declared, "Advertising during war time is, in our opinion, sound judgment." Companies such as these use their advertising to say: "Sorry we can't supply you, but we want you to keep on watching for our product. We'll be looking for you when we've more bikes to sell."

Such companies will reap the harvest.

Advertising also has an important effect on the personnel of a business, from the boss to the delivery boy.

Here is an experience I had with a druggist who had a fine store, a fair stock, but lacked one thing — customers.

On my first approach I was turned away with a "No, I don't want any." I wrote some copy anyhow and went back. This time he said: "You tell me why I'm not getting the business. Then I'll buy some advertising from you."

I went back to him in several months, and told him the reason. He didn't curl, golf, belong to any club or lodge, he was a semi-recluse in the eyes of many. They called him a sour-puss.

I told him these things frankly, for he had committed himself to advertising if I came through with the answer to this question—and I wanted advertising — boy how we wanted advertising in them days.

"Okay", he said, "I'll buy. But I'm no mixer — never will be. I'm like a fish out of water in a crowd."

The druggist finally admitted he

liked to talk business. He was bursting with information about the new Vitamin Pills.

So I wrote his copy this way. I called his store a medical information bureau, told how he enjoyed chatting about new developments in the drug trade, vitamins and the new methods of reducing without dieting, how he often performed slight services on minor injuries or accidents until a doctor was available — how he enjoyed giving that service. It was all true — it was up his alley.

He's still doing business at the same stand—plenty of business. As he started warming up to customers, we started warming up our copy about him and his store. And he lived up to it, every word of it. He's a club member—still a bit shy, but people think of him as one of the amiable men in his city. Advertising did a lot for that man. He committed himself publicly to an attitude of friendliness, and lived up to it. Advertising was the oil that eased the friction between seller and buyer, and dollar and cent profit was the smallest thing that came out of that transaction.

Advertising should be a warm human proposition. If you've a fellow in your store who is a good shoe fitter, put his picture in the paper and his name on the air. Personalize him. Present him to the public as the kind of a man you think he can be, and if he doesn't live up to the reputation you give him, he just ain't human.

Boast about your friendly pleasant, eager-to-help clerks, and watch the others fall in line. You'll increase your business, but, more than that, you'll perform a service to the boys and girls who work for you that will benefit them as long as they live.

Think of advertising this way. Advertising is a means to a larger acquaintance; acquaintance leads to fellowship; fellowship begets friendship; friendship inspires confidence; and confidence is the bedrock on which the whole structure of business rests. Therefore the privileges of advertising should never be abused, and as sure as night falls, profits both concrete and abstract will come to him who advertises skilfully and with honesty, especially when motivated by a desire to be helpful to others.

If you will think of advertising that way, as many people have started to do, then you will help us

(Continued on next page)

Bushnell Refutes Leftist Charge

Charges of leftism among those control of programs and news broadcast by the CBC based on allegations in a pamphlet published by John J. Fitzgerald, of Blind River, are categorically denied by E. A. Bushnell, Chief Supervisor of programs for the CBC when he appeared before the House Committee.

The pamphlet reprinted correspondence between the author and War Services Minister L. R. Lachance, Finance Minister J. L. Ilsey and Neil M. Morrison, CBC superior of talks. The author charged S. Lambert, advisor and frequent CBC speaker with being "an arrant leftist" and claimed that the Writers and Broadcasters War Council, of which he was a chairman, had been organized by Communists.

The pamphlet further charged that Raymond Arthur Davies a member of the national executive of the Labor Progressive Party, was being utilized by the CBC as a correspondent from Russia to put propaganda into Canadian homes.

R. S. Lambert was not in charge of CBC talks, stated Mr. Bushnell, and in any case he was not a "leftist", and his chairmanship of the Writers, Writers and Broadcasters War Council was, with a number of members such as John Collingwood made, a sincere effort to help the war effort. The allegations were "dangerous and damaging" declared Mr. Bushnell.

"I am prepared to put before you sworn affidavits that there is no man of any importance in our news department who belongs to any political party" stated Mr. Bushnell.

Regarding Raymond Arthur Davies, Mr. Bushnell stated that some of the things said about Mr. Davies are true but that he was not an employee of the CBC, had not been sent to Russia by the CBC, but had gone on his own responsibility in a speculative way to contribute articles to the *Toronto Star Weekly* and

Toronto Saturday Night. The CBC accepted and used some cables from him.

"We have never felt that we should not use a Canadian, irrespective of his political views, as a correspondent. He was successful in getting into Russia and can tell us something about what is happening to an ally of ours. Why in the name of heaven should we shut him off?"

Selling Nothing

(Continued from Previous Page)

fellows in the advertising business to raise the prestige of advertising and add to its dignity. Be completely honest in your advertising, otherwise it can boomerang on you, and on us.

Simple advertising is best; straightforward, honest, enthusiastic statements.

Now for the question of rehabilitation.

Sixteen rules and regulations won't produce one single pound of butter. You can't make prosperity out of nothing. When you keep stock turning over fast you are creating something, you are creating employment, keeping factory wheels turning, keeping men at work.

Every cigarette you or I smoke means 45 seconds employment for a workman. Labor is the greatest single item in almost every item you sell. More sales, more production lead to greater employment. Advertising makes sales; advertising can help you create jobs for the millions when normal times return. Smart, aggressive merchandising does more in ten minutes to help employment than all the non-productive planners packed in government offices can achieve in years.

**NEXT ISSUE
AUGUST 5th**

\$3000 TO THE RED CROSS

by "JO-JO"

CJCA's Singing Bird,

"Trained" by Hal Yerxa, the Uncle Hal of the Kiddies Program.

Since February, JO-JO, a copyright feature, has been the star of the program . . . singing, yodelling, laughing, sulking, scolding and making love. Thousands of kiddies love him. School pupils from miles around visit him while on their industrial tours to Edmonton. Others organize social functions and contribute the net proceeds to the Red Cross through JO-JO, CJCA's Singing Bird.

**C J C A
EDMONTON**

Rehabilitation Service

Free Employment Service for Overseas Veterans

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the *Canadian Broadcaster* offers a free want-ad service for such men and women who, having served overseas, and having been honorably discharged, wish to enter or re-enter the broadcasting or allied industries. This department is being run with the full knowledge and co-operation of National Selective Service. Advertising copy, which should be as brief as possible, should be written clearly—typewritten preferred—on one side of the paper only. Include your regimental number and date of discharge, and please bear in mind that this free service is available only to men and women who have served overseas. Address copy to "Rehabilitation", *Canadian Broadcaster*, 371 Bay Street, Toronto 1, Ontario.

Visitor's Book

Visitors at the CANADIAN BROADCASTER offices in the past few days have been Bill Hawkins, CFOS, Owen Sound; George Chandler, CJOR, Vancouver; and Ralph Parker, who took time out from building his new station CFPA at Port Arthur to pay a flying visit to Toronto.



Michael Fitzgerald

can be caught announcing

"WESTON'S COMMUNITY HOUR"

C F R B

Sundays 8.30—9.00 p.m.

CAN BE CONTACTED AT ANY TIME

at KINGSDALE 7924

or 1175 Bay St. Toronto



TWO MORE BUREAUS ADDED TO B.U.P. CANADIAN NETWORK

British United Press takes pleasure in announcing the appointment of two new bureau managers to expand still further its Canadian Bureau Network.

They are **Paul Malloy,**

Manager of the Quebec City Bureau.

and

John E. Bird,

Manager of the Regina Bureau.

CONSTANT EXPANSION of service facilities brings closer contact with B.U.P. subscribers

From Atlantic to Pacific across Canada, British United Press Bureaus operate in Halifax, Moncton, Quebec City, Montreal, Ottawa, Toronto, Winnipeg, Regina and Vancouver.

HEAD OFFICE: 231 St. James St. MONTREAL

Did you know?

CJIC

SAULT STE. MARIE, ONT.

The Hub
Of the Great Lakes

Is the only Canadian Station heard in this part of Ontario, and offers advertisers a monthly payroll of over one million dollars. Can you afford to overlook this important market.

National Representatives

J. L. ALEXANDER

Toronto • Montreal

TCA Installs First Ultra-High FM

Trans-Canada Air Lines has installed the first Frequency Modulation (radio) communications system of its type, in the ultra-high frequencies. The system is in use on the firm's Vancouver-Victoria route. It links city operations and traffic offices in these two cities with airports at Sea Island and Patricia Bay, providing instantaneous communications for reservations, flight planes, loads, flight clearance and dispatch. It is a "point-to-point" system and has no contact with planes in flight. No other radio can pick up its messages.

"This is a development that can be applied to all commercial air lines after the war", says S. S. Stevens, Superintendent of communications and electronic development for the line. Stevens also pointed out that one of the most valuable characteristics of ultra-high Frequency Modulation is that it eliminates static and fading under all weather conditions.

Lady Manager

Station CKCH (Ottawa-Hull) announces the appointment of Miss Laurette Amyot to the position of Commercial Manager as from July 1st last, succeeding Geo. Bourassa, who resigned to join Harold F. Stanfield Ltd. of Montreal. Miss Amyot has been secretary of the station since 1941, and is believed to be the first lady manager in Canadian radio.

Letters to the Editor

Canadian Army Overseas

Dear Dick: I am writing you this letter firstly to send you "heartfelt greetings" (guess who) and secondly in the high hope that you will publish it in full in your swindle-sheet. The latter is in case any of your readers (?) may find it of interest and so that those who have forgotten me, will be reminded that I am still among you in this ridiculous and fabulous world. I suggest that you title it "Radio Advertising?"—but make sure that you set the title in the kind of type which will make it look like an Englishman's horrified reply to my question, "Do you believe in radio advertising?"

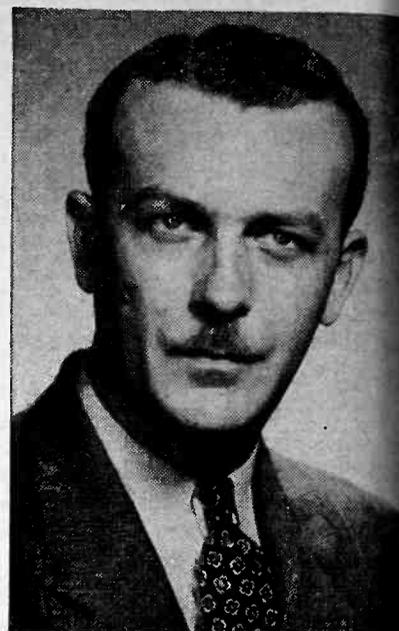
The Englishman does not like the idea of radio advertising. The thought of an aggressive young man trying to sell him soap as he listens to first class entertainment, free of charge, is nauseating to him. You can understand that, surely! If you are getting something for nothing, you naturally don't want the ecstasy of the experience to be married by a persuasive invitation to buy jelly beans, do you? If however, an Englishman pays for something—then—hell with it! He tosses all sense of reason to the winds. For instance: He may pay three shillings and sixpence to go to the flicks (movies to you). He will line up for an hour or more to see a film so old that the faded print hardly registers on the screen. But that doesn't matter, because between the feature and the news reel, he will be able to revel in five minutes of solid advertising. Most of this will be slides, with a musical background supplied from gramophone records running just a little slow. Just enough to give you goose-pimples, no more. And then suddenly—as if from nowhere—there comes on the screen, a modern talkie. Its terrific! Its stupendous!! But—its selling soap!!! Does the Englishman care? Not a bit! Why should he? He paid to come in! What has he got to lose? His temper? Besides, it's not like radio, which you can turn down if you wish, when the advertising starts. You have to sit there and take it! It's wonderful! And all for three shillings and sixpence with no air-conditioning!

When I get out of this straight-jacket, I'll write you again about an idea I have for plastering the whole of Canada with billboards (hoardings to you) about different brands of Gin and Scotch and Beer. Of course you won't be able to see any of the buildings or buses or street-cars—but so what? Radio will be free to broadcast to the world, its little messages about the love life of the Bavarian tadpole and the Chinese gnat.

So long, Dick. Have a double (censored) for me, will you?

RAI PURDY.

P.S.: How about a sample of your sheet once in a while? I don't even know who owns CHML at the moment.



GEORGES BOURASSA

who has recently been appointed Radio Director of Harold F. Stanfield Advertising Agency. Mr. Bourassa brings to his new appointment wide advertising experience in radio and publications. Prior to joining the Stanfield Agency he was director of Station CKCH, Ottawa-Hull, before that Manager of CHLN and advertising manager of "Le Nouvelliste", Three Rivers. Mr. Bourassa is a director of the Quebec Broadcasting Association and a member of the Code Committee of the Canadian Association of Broadcasters.

Goes Dominion

Starting August 15th, Wrigley's "Treasure Trail", now in its 6th year, will be heard in the Prairies on the Dominion Network. Origin point of the Prairie program switches to CKRC, Winnipeg in accordance with the change of network.

FM Sets to Include Tele

American manufacturers will extend the tuning range of FM receivers to include the television sound channel thereby stimulating the purchase of low price screen attachments known as "picture boxes", according to Leonard Cramer, vice-president of Du Mont Television. He said the proposal was "technically sound" and would "prevent postponement of radio purchases by those who otherwise would want to wait for television."

ANOTHER SWELL SHOW

goes to

CKCR

TODD
(Russell)

&

LOUISE
(Robertson)

in

"How Does the Chorus Go"

Produced and Directed by

MaLaren Advertising Co. Ltd.

Sponsored by

DALGLISH ONT. LTD.

Manufacturers of

JAVEX

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

CKCR KITCHENER

REPRESENTATIVES
STOVIN & WRIGHT

The
Ottawa
Valley
Market
is over
40%
FRENCH

CKCH is the voice of authority in the French homes of the Ottawa Valley. Continuing surveys prove it to be the favourite station of this prosperous market. Ensure your sales story of preferred hearing by using CKCH. It produces results.

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
COMPANY
New York, Chicago, Etc.

COOPERATING WITH LE DROIT

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 August.

- August
- 1794—"Whiskey Rebellion" in W. Penn. where whiskey used as medium of exchange.
 - 1921—Enrico Caruso died in Naples, Italy.
 - 1914—First two submarines acquired by Canada on Pacific coast.
 - 1914—Britain declared war against Germany.
 - 1919—W. L. Mackenzie King, elected leader of Liberal Party, succeeding Sir Wilfred Laurier.
 - 1825—Bolivia, named after Simon Bolivar (*Great Deliverer*), declared independence from Spain.
 - 1905—Alexander Melville Bell, inventor of sign language for deaf-mutes died.
 - 1942—Indian Congress Committee votes civil disobedience.
 - 1593—Izaak Walton (*The Compleat Angler*) born.
 - 1876—First telephone conversation over any distance made by A. G. Bell between Brantford and Paris, Ont.
 - 1919—Andrew Carnegie, financier and philanthropist, died.
 - 1896—Gold discovered on Bonanza Creek, Klondike region, Yukon.
 - 1905—Canadian vessel *Antiope* with food for Russia seized by Japs as carrier of contraband of war.
 - 1941—Churchill, Roosevelt, issue 8-pt. Atlantic Charter.
 - 1769—Napoleon born at Ajaccio, Corsica.
 - 1927—J. O. Armour, famous Chicago meat packer, died.
 - 1807—First voyage of Fulton's steamboat *Clermont* on Hudson.
 - 1940—Canada and U.S. agree to establish joint defence board.
 - 1942—Allied forces raid Dieppe.
 - 1921—U.S. signed relief treaty with Russia; in year 11 million Russians being fed daily.
 - 1940—Leon Trotsky assassinated in Mexico.
 - 1940—First air raid on London.
 - 1927—Sacco and Vanzetti executed in Massachusetts.
 - 1891—Thomas Edison applied for patent on motion picture camera.
 - 1940—First British air raid on Berlin.
 - 1346—Artillery first used in the Battle of Crecy, France.
 - 55B.C.—Caesar invaded Britain.
 - 1906—Esperanto Congress opened in Geneva.
 - 1906—British Parliament passed act (retroactive) legalizing marriage with a deceased wife's sister.
 - 1821—Colombia declared independence from Spain; Simon Bolivar, President.
 - 1905—Norway separated from Sweden by mutual consent.

BROADCASTING STATION

CKNB

CAMPBELLTON, N.B.

Owned and Operated By Restigouche Broadcasting Company Limited

July 19th, 1944

Dear Mr. Time-Buyer:-

I'm planning...but not promising, mind you...to visit Toronto and Montreal again early in September. I certainly hope you'll be around, or I shall feel cheated out of a good part of the enjoyment I anticipate in saying hello to you again.

Of course, your plans can't wait on my travelling whims, can they? So whatever comes up for consideration in the meantime will be promptly looked after by the All-Canada Man. He's quite properly enthusiastic about us.

Best regards.

Yours very truly,

Stan Chapman

STATION MANAGER

SC/A.

Jack Canuck Sings

Written in a slit-trench in Italy, a new song will soon be heard on Canadian stations, when Southern Music publishes "A Patch of Red" by Sgmn Brian Manley, RCCS, in Canada and England. "Southern" will be remembered for the song-writers' contest it ran in conjunction with the 1942-43 "Buckingham Show", in which Manley's composition "You" was a prize-winner.

Another forthcoming "Southern" release is the "Jean Lalonde Folio" consisting of French translations of current "Southern" hits. Jean is musical director of CKAC, Montreal, and brother of Phil Lalonde, manager of that station.

CFPA Reps

CFPA, Port Arthur, which will go on the air September 3rd, has appointed National Broadcast Sales its exclusive representatives for eastern Canada, and All-Canada Radio Facilities Ltd., west of the Lakeheads. American representation has not yet been arranged.

Commissar of Publicity

CJBC Publicity is now in the hands of "Mac" Reynolds who has returned to Canada after service with the Merchant Marine.

CKNX

LISTENERS LISTEN

Over the past three months
CKNX sponsors have pulled 6,292 letters!
We invite your enquiries

The Voice of Mid-Western Ontario

Representatives

J. L. ALEXANDER

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

An Independently Operated Station

CKCL CFCN CHLT
CKPR CKCV
CKMO CFQC
CHLN CKCH CFRN

first choice

For the First Choice and best results in any or all of these ten leading markets, call Radio Reps. In Toronto phone WA. 6151—in Montreal it's HA. 7811.

Radio Representatives Limited
TORONTO AND MONTREAL

MUSICAL SLANGUAGE

by Lucio Agostini



you've ever had, you'll be wondering whether you've been to hear a dance band or if you have just come back from some little town in Turkey, Latvia or Darkest Africa.

Every possible instrument or term of music has its own place in the language of the jive man. A *Dog-House* is a string bass; a *Suit Case* is a drum; a *Gob-Stick* or *Licorice-Stick* is a clarinet; a *Git-Box* is a guitar, and a *Slip-Horn* or *Slush-Pump* is a trombone. There are enough others to fill an extra edition of Webster's dictionary.

In the second and third decades of this twentieth century, not only did the old harmonies take a trend to the modern, but the old musical expressions and terms have followed suit. Yesterday's graceful harpist is *hep* today. Such old tempo indications as *Andante*, *Lento* or *Largo* have been replaced by more streamlined expressions, like *with a slow racking rhythm*, *Beguine tempo with much feeling*; or *Slow Boogey*, and believe me, man, if you don't understand what all this means you're an *Ickie*, you're *corny*, you *ain't got no boots*.

A performer or an arranger who does a very successful job is said to be *Hep to the Jive*. He has done a *Good Deal*. His performance was *Right down the Centre*. When he plays very well he's *In the Groove*. when he always plays *In the Groove*, he's got *Boots up to his Ears*. Of course if he can't play anything except what's written down on the paper he's a *Book-Man*. If he's a piano player he sits at *The 88* and *tickles mean ivories*. If you like him, he *Sends you*—if not he just plainly smells in any language.

There is no better way to get an idea of danceland jargon than to take an evening off when one of the famous colored bands hits your town. Words like *Peck-Horn*, *Gob-Stick*, *Book-man*, *Git-Box*, *Suit-Case* and thousands of others will be coming at you from every corner of the joint and when you get home with the worst headache

The dance-man's greatest fun is to have a private *Jive-Session* at the end of the evening. It's something of a postman's holiday, but he not only likes to feel that he *Sends you*,

he also wants to be *Sent* himself. He'll go way into the wee hours of the morning taking choruses of *Honey-Suckle Rose* himself, and then listening while the others *Give* on their instruments. He likes the trumpet player, so he says he *Plays a mean Horn*. His favorite drummer is a *Solid Stick Beater*. The *Groove* feeling is established mostly by the drummer.

This Musical Slanguage originates mostly from New York's Harlem. However, we can only guess at the reason why it exists. The Jazz Musician has never had much respect for *long-hair* (concert man). So, it is our guess that in wanting to cut himself away from the symphonic musician entirely, he is even attempting to create a language of his own.

The dance-man feels that his work is different to his rivals that it is almost a different profession. Joe Jazz feels that Joe Concert hasn't the feeling of rhythm that is necessary for the correct playing of any musical composition whether concert or dance. However Joe Concert has the impression that only classical music is good music and that Joe Jazz is nothing but a frustrated symphonic musician. In defense of the Joe Jazzes, however, we must express our opinion that Joe Concert has never really cared to extend himself very far in trying to understand what makes a guy like Joe Jazz run.

Joe Jazz is musically as good an artist as anyone else. His work is very difficult and demands real accuracy—The fact that he plays for dancing rather than for straight listening does not make him a second-rate musician. He really has thrilling fun in his work and is as serious about it as Joe Concert. He is very proud of the fact that many of his pals have attained the heights of being able to perform with the world's best symphonies, and he chuckles softly every time he thinks that very few of the great classical artists have ever been able to give a commendable performance amongst

their fellow musicians, as does Joe Jazz.

Benny Goodman and others have played at Carnegie Hall with the New York Philharmonic, but we're still waiting to hear Michael Piastro perform with Cab Calloway's *Jungle Jitter-Jivers*—probably a silly comparison, but it still can't be done.

Well, I guess this will have to be the *Coda*. I gotta get in the *Groove* for a *compo* on a new *combo*, and I gotta make it a *new deal* on the *ether* next week. Gee, I hope I can *send the sucker*; it means plenty of *mazooma* for me, so long as I keep *batting a hundred*.

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		
Lux Radio Theatre	22.1	-7.8
Gracie Fields	20.7	—
Words at War	18.0	—
Kraft Music Hall	17.7	-9.9
Treasure Trail	15.5	-4.0
Aldrich Family	14.2	-8.9
Album of Familiar Music	13.8	-3.7
Waltz Time	11.8	-3.6
Big Town	11.6	—
Victory Parade	9.4	-2.4
French		
Dr. Morhanges	25.5	-2.0
Radio Théâtre Lux	21.1	-5.5
Café Concert	19.4	+4.1
Le Capitaine Bravo	18.3	-4.4
Course au Trésor	18.2	-11.4
Metropole	18.1	-6.1
L'Amour de Ti-jos	18.0	-3.6
Quelles Nouvelles?	13.5	-6.1
Parade de la Victoire	12.9	+2.8
Vie de Famille	7.2	-8.9

Joke Backfires

Fritz Kreisler, famed violinist, who made his radio debut on the Telephone Hour, NBC, July 17, was nearly arrested when, for a joke he tried to sell his Stardivarius violin to a shop in Eurpoe. The dealer stalled while he called the police, but having recognized the famous fiddle, neither dealer nor police would believe Kreisler was Kreisler until he played for them. That did it.



**WORKING FOR CANADA...
THEY CAN DO A BIG JOB
FOR YOU TOO!**

RCA Victor

ORTHACOUSTIC TRANSCRIPTIONS

FOR absolute naturalness in your broadcasts, get RCA Victor Transcriptions as used so effectively in Government recruiting, Red Cross and Salvage drives, etc., and by leading Canadian advertisers.

An All-Inclusive Service—

- * PLANNING
- * FRENCH TRANSLATION
- * SHIPPING
- * RECORDING
- * PROCESSING
- * PRESSING, ETC.

RCA Victor

TRANSCRIPTION STUDIOS

TORONTO
Royal York Hotel
AD. 3091



MONTREAL
Lacasse Street
WE. 3871

DON'T DO A THING

without

CFPA

Port Arthur

Opening
September 3rd

See

National Broadcast Sales In The East
All-Canada Radio Facilities In The West

Arctic Hook-Up

Something like fifteen hundred miles of transmission lines link Edmonton, Alta., and Fairbanks, Alaska, in broadcasts that link the two ends of the great Northwest, and reach out to the thousands of Canadians and Americans up and down the Alaska Highway.

At the northern end of the high-frequency station KFAR, Fairbanks, Alaska. For months past CJCA, Edmonton has been exchanging its broadcasts with KFAR, broadcasts designed for American Canadian servicemen and civilian personnel.

The first broadcast in the world to be sent out of Alaska, by means of a telephone line, built last year by the 843rd Signals, U.S. Army, was a basketball game played at Fairbanks between the Laddfield Hurricanes and the visiting Edmonton Army Engineers. It was aired at 11 p.m. and heard in Edmonton two hours later, there being that time difference in the time.

CJCA reciprocated with a broadcast of the Alaska Wing Golden Gloves Boxing Tournament, held in Edmonton, featuring boxers from over the Northwest Command. In the shortest night of the year, on the 21st, the Laddfield Baseball Club and the Edmonton Yanks staged the annual midnight ball game at Fairbanks. This is the only game in the world played in broad daylight at midnight. Al Reusch, Edmonton announcer and Walker

Blake, CJCA assistant manager flew to Fairbanks with the Yanks team, and participated in the broadcast. It was heard over CJCA's standard and short wave outlets at three o'clock in the morning.

Confederation of Ad Clubs

Toronto, Ont., July 20—Formation of a national confederation of advertising and sales organizations in Canada, tentatively called The League of Canadian Advertising and Sales Clubs, has been announced by Bacon Brodie, past president of The Advertising & Sales Club of Toronto, and the League chairman and treasurer pro tem. Vice-chairman pro tem is W. Howard De Cew, chairman of the Vancouver Board of Trade's Advertising and Sales Bureau.

Permanent officers are now being elected by the board of directors. The board consists of one representative each from ten of Canada's largest advertising and sales clubs which have become charter members of the League.

These are the clubs in Hamilton, Kitchener-Waterloo, London, Montreal, Ottawa, Vancouver and the Women's Club, the Young Men's Club and the Advertisers' Guild of Toronto. Applications are pending from our four other existing clubs and are expected from other localities in which the League's establishment may cause or encourage the organization of new clubs.

The League's five-fold provisional purposes, shortly to be formalized into a constitution and by-laws by the new executive, are:

- 1—To provide an organization that can, when necessary present the united recommendations and plans of Ad clubs to governments and national associations;
- 2—To unify the efforts of the clubs so as to promote the best interests of sales and advertising in Canada;
- 3—to encourage the formation of clubs in Canadian cities which do not have one at present;
- 4—To exchange information about speakers, club activities, etc.;
- 5—To become acquainted with members of other clubs by visits, bulletins, etc.

Selective Service

"Mobilization Boards have been circularized recommending that all men employed by private stations who are eligible for call-up should be medically examined, even while on postponement, to establish their category, and, if replacements cannot be obtained for men being called up, that postponement be granted or extended until such replacements are available."

This information was contained in a letter received by Glen Bannerman, president of the Canadian Association of Broadcasters, from Mr. A. MacNamara, Deputy Minister of Labor and director of National Selective Service.

2 more newsmen...

join Vancouver's CKWX as assistants to Sam Ross

EARL SMITH

Has been a newspaper man since High School. Formerly of Toronto Globe & Mail, Telegram and Star, Earl Smith has latterly been doing publicity work for Wartime Prices & Trade Board.

J.E. "RED" GRAEME

Canadian born and educated "Red" joined the Canadian press staff in 1930 and did reporting and editing in their Vancouver bureau until joining the editorial staff of Vancouver Sun in 1943.



Frank H. Uphoff, Manager



Well planned time

TIME is an important factor in Radio. There are two things to consider when planning your programs.

First, the amount of time you should use to deliver a message—a half or quarter hour, a one-minute spot or a 20-second flash.

The second consideration is when your message should be given to reach the largest audience in your particular market.

★ As representatives of 21 Independent Radio Stations across Canada, we have a vast experience in Radio Timing. This experience is assisting our clients in getting the greatest value from their radio expenditures.

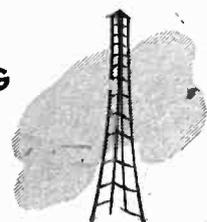
Our time is your time when Radio Plans are being prepared.

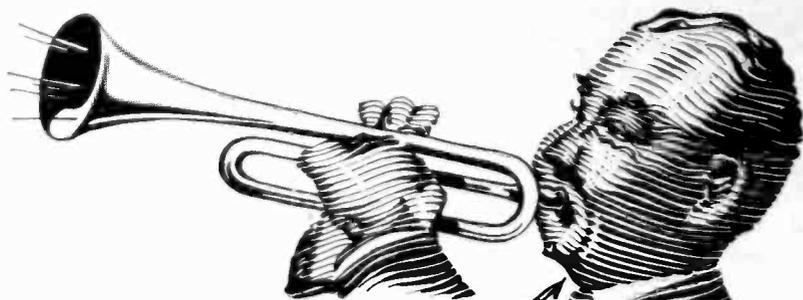
STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

TORONTO

WINNIPEG





WE CAN ALL BLOW OUR OWN HORNS
But
 FACTS SPEAK LOUDER THAN WIND

An Elliott-Haynes Mail Survey throughout Southern Saskatchewan, conducted this spring, showed the following comparative overall weekly circulation of the FOUR TOP STATIONS in answer to the question—

"What Station Do You Listen To Most?"

CHAB - -	47,956
Second Station - - -	43,489
Third Station - - -	27,622
Fourth Station - - -	9,037

CHAB
MOOSE JAW

"The Most Listened-to Station in all Southern Saskatchewan"

"Ask the All-Canada Man"

CKOC

PROUDLY

ANNOUNCES

THE ADDITION OF

**"WALTZ
 TIME"**

TO IT'S LONG LIST

of

NATIONAL

NETWORK

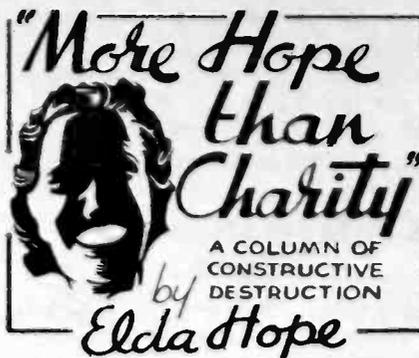
PROGRAMS

CKOC

1150 on your dial

1000 Watts

Ask the All-Canada Man



For a whole year, CANADIAN BROADCASTER has tolerated my efforts at writing (or should I reverse that, for ye editor is a fiend for blue-pencilling). Anyway, this is my anniversary, so this one's on me.

If this issue's contribution seems a little acrid blame the Ed. who said I've been unnaturally sweet lately. This time I'm me.

I've been accused of preferring Canadian artists on Canadian shows, of having a nephew who leans toward American juvies and lately of not being sufficiently critical in my comment. This time I'll let my hair down and tell you some things I really can't stand in radio.

One of my pet peeves is the announcer who has that 'mightier than thou' attitude and who talks down to his audience; or the news commentator who sounds as though he were auditioning for some leading role in a soap opera—I mean daytime serial program—instead of presenting a news bulletin; or the speaker with a sibilant (hissing to me) type of voice which usually comes out of a politician who is doing his stuff on the network.

Most lengthy commercials slay me. If more sponsors would say the same amount in half the words (York Knitting Mills take a bow), I'd be a devoted listener and s'help me I think it would pay off for them in more grocery sales. As it is, so many of them ramble on and on—and on — about the merits of their product, without any apparent effort to make it interesting.

Another hate of mine is the Master of Ceremonies who opens the proceedings by hollering the name of his show at you double forte. He sounds like a circus barker addressing a crowd instead of someone talking to me confidentially in my living-room. If a comedian begins by saying, "the funniest thing happened to me on the way to the studio. I must tell you"—well, that's enough for me.

One thing this country doesn't boast is a really good female ensemble; at least, I haven't heard one. Maybe I'm a fan of the *Dinning Sisters* or the *Irresistibles* (they really send me) but it pains me to hear each vocalist in an ensemble striving to be a soloist, forgetting all about harmonizing. Maybe they should be securely anchored the right distance from the mike. Also an ache can quickly be developed hearing a soprano soloist straining to add half a tone to her range.

I tell a story badly and admit it. But I don't approach a mike to display my shortcomings so maybe I wouldn't know, but I could choke the fellow who knocks himself out laughing at his own stories on the air. This very easily spoils an otherwise good show.

The laughing, stamping and whistling of studio audiences is another thing that gets me down. Surely there are more air listeners than studio ones. So why not cater to the majority? Or do the actors pull funny stunts to kid us listeners that the show really is side-splitting even if we don't know it.

A velvety voice announcing a concert thusly "The house lights dim, the orchestra plucks at its priceless instruments as the Maestro strides majestically to his place on the podium. He raises his baton . . ."—that has been a deep-down hate of long standing. Must we always endure a play-by-play report of these activities as a build-up to listen?

Oh yes—the dramas! Maybe it's my own fault but I seem to have a natural talent for blundering into the middle of tender love scenes. Never does my dial slip tactfully into the story as Jane Doe and Joe Blow are being normally introduced. Somehow or other I always seem to march them in the middle of a passionate climax. Must the Jane of the play always be a campus idol and her Joe, just a kid with a defect that keeps him out of the army but not off the program?

Oh, there are plenty of good radio shows too, but so often a little something seems to throw me for a loop.
 'Bye now . . .

Radio's Post-War Role

"Radio will assume its rightful role in the pattern for peace by encouraging the interchange of ideas," Joseph A. McDonald, assistant general counsel of the National Broadcasting Company, told the opening session of the third annual NBC-Northwestern Summer Radio Institute at a dinner in Chicago recently.

Radio will serve as an instrument for peace in the post-war world, McDonald said, pointing out that in Nazi and occupied countries in Europe listeners are permitted to hear only one or two of the Nazi propaganda stations.

McDonald painted a bright picture of the future for young people seeking a career in radio. He declared that the industry is about to move into broader and greener fields, and made particular mention of television.

Judith Waller, NBC director of Public Service in the Central Division and a co-director of the Institute, revealed that two scholarships will be awarded to the outstanding boy and girl student attending the 1944 Institute. Last year only one such scholarship was awarded.

No Election Eve Broadcast

Prime Minister King's radio talk scheduled for August 8 will not be heard in the Province of Quebec. This is conforming with the regulation prohibiting broadcasting on the eve of an election, the date of the Quebec Provincial election being August 9th.

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

"quotes"

To the Musicians' union any amateur performance is a threat to its professional security, and it has acted accordingly. It has prevented the bands of the armed services from playing for the public. It has obtained control of the music of the *Canadian Broadcasting Corporation*. Reaching into the Manitoba Musical Festival it has surely far overstepped the bounds of even the most liberal interpretation of job security. It is time that the government of Canada gave the Musicians' union some attention as a restraining monopoly. It is surely that, and perhaps much more.

—Winnipeg Free Press

"30"

The CBC's "national news bulletins" and other newscasts are made up from news supplied as it happens by the newspapers and those bulletins are by long odds the most important items on the CBC programs. In the circumstances "commercial managers" of the CBC might be expected to show a little more courtesy to the newspapers. The other day the general manager complained that the newspapers did not give enough free publicity to the CBC programs. Crocodile tears!

—Ottawa Journal

"30"

Since the departure of Mr. Brockington the CBC has been more or less left to drift without direction of policy or management. Private broadcasting interests are boldly proposing that the ship be ditched and broken up. The CBC provides an example of what happens when management is compromised to suit the whims of pressure groups, political machines and the propaganda hounds who are the people but the enemies of the people.

—Ottawa Citizen

"30"

The bald truth is that the CBC which was set out as a national radio to be modeled after the BBC, has gone commercial in the great big way. This, in spite of the fact that it is supported by license fees taken out of the public's pocket. The directorate of the CBC and in particular the Board of Governors, have not kept faith with Parliament or the people. They have not kept faith with their own employees and artists, since national radio was designed as an instrument of national education and the encouragement of Canadian talent. Instead it has become an outlet for recording of American soap operas and much of its best time on the air is given over to American commercial broadcasts.

—Winnipeg Tribune

"30"

The *Canadian Broadcasting Corporation* was organized as a "non-commercial" national radio system—in the public interest. To keep it "non-commercial" the public taxed, each radio owner having to pay an annual license fee of \$2.50. Six years ago the CBC got permission to sell a "limited" amount of time to advertisers in order to finance improvements and avoid increasing the tax. The "limit" was fixed at \$500,000, and Mr. C. D. Howe then told the Commons: "It is not the desire or intention of the corporation at any time to obtain a revenue of over \$500,000 from commercial sources for reasons that are obvious"—in the public interest.

Last year the CBC grossed \$2,930,000 in advertising. And last year it increased its take from the public by \$88,851 a total in license fees of \$3,787,836.

—Toronto Globe & Mail

Free Radio Explained By Radio

Radio got an all too rare boost by radio on July 4th when Richard Harkness delivered his Independence Day broadcast from WRC, Washington over NBC.

"The one basis of our freedom", he said, "is 'freedom of expression'—Freedom to speak as we please—to express our own opinions—to write as we please. This 'freedom of expression' is summed up in a 'free radio' and in a 'free press. A radio and press 'free' to bring the full truth to the American people—'free' to speak out plainly and frankly—a radio and press 'free' of government dictation. Otherwise we will soon find ourselves without our freedom. If we lose our free radio (and our free press) we will be 'fed' untruths, or worse, our freedom of thought would be twisted and warped by dangerous 'half' truths."

CBC Staff Changes

H. G. "Bud" Walker is reported to be returning from the west where he has been Prairie Representative for the CBC, to take charge of the Dominion network from National Office, Toronto. He will be replaced in Winnipeg by Jim Finlay, now manager of station CBL. Finlay's successor at the Toronto station has not been named.

Thomson Sells Quebec Group

Sale of the Northern Quebec Broadcasting System (CKRN, Rouyn; CHAD, Amos; and CKVD, Val d'Or, formerly owned by Roy H. Thomson, president of National Broadcasting & Publishing Ltd., has been reported and Hector Authier, M.P. from Amos and Roland Beaudry of Montreal are respectively president and vice-president of the new company.

Acquisition by Mr. Thomson of four Ontario papers is reported. These are the *Sarnia Canadian Observer*, *Galt Reporter*, *Woodstock-Sentinel Review* and *Welland-Port Colborne Tribune*. The papers will operate as the Thomson Publications Ltd., under the general management of Ray Barford, a director of J. J. Gibbons Ltd., Toronto.

The license for a 1-kw station recently issued to the *Sarnia Canadian Observer* will be retained by H. M. Hueston, formerly of the *Sarnia* paper, since Thomson is unable to take it up owing to the recent multiple-ownership regulations ruling in regard to radio stations.

CJBC Goes 5000 KW

By September 1st, station CJBC Toronto, will be operating on its increased power of 5,000 watts, according to a statement by Dr. A. Frigon, acting general manager of the CBC. The Toronto outlet, formerly known as CBY, was formerly a 1,000 watt station.



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

.. The .. Dreadful Uncertainty

—never knowing for sure that we're going to leave your name on the free list—can be removed from your life forever! Pin two bucks to the coupon below —pin it to your liquor permit for all we care (what else is it good for?) and mail it in.

Your \$2 sends you the next 24 issues of this paper—one year—twice a month.

Please attach address label from this issue.

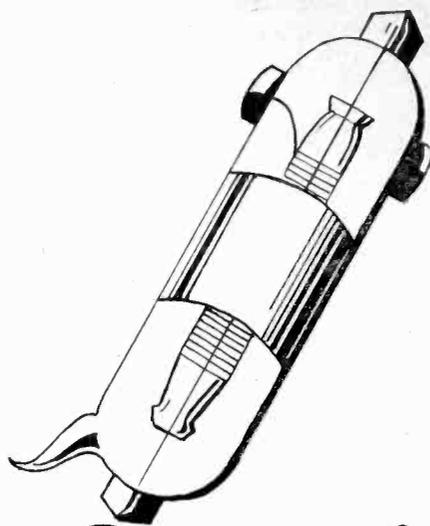
Dept. 72

Canadian Broadcaster
371 Bay Street, Toronto

Okay, I'll go for it.

Name _____

Address _____



THANKS Spence!

Our "MUSEUM OF RADIO RELICS" is indebted to Spence Caldwell, enterprising manager of CJBC, Toronto, for three Marconi Valves made in England many years ago by the Osram Valve Works. Slowly but surely our museum is growing into a permanent collection of technical stepping stones in Canadian radio's amazing history. How about YOUR "relics" from YOUR station? Labelled with YOUR call letters, they will tie you in with this historic museum. Whatever you have, send it, express collect, to:

Harry E. Foster

AGENCIES LIMITED

Offices & Studios
King Edward Hotel
T O R O N T O

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.

Frigon On Television, FM and Facsimile

"The fifty thousand dollars appropriated by the CBC for specific improvements" Dr. Frigon, CBC general manager, told the Radio Committee, "is to be used very shortly in building a frequency modulation station on an experimental basis to introduce the system in Canada."

Answering the CAB bid for a "joint-committee" to discuss technical matters, on which the private broadcasters would be represented, Frigon claimed that the duty of dealing with technical matters rightly belongs to the government "because of the intricate international agreements which must be taken into account. "When required", he continued, "private broadcasters who are interested in any particular problems are consulted, but I cannot see how representatives at large could help in solving them."

"Quite a case", the Doctor went on, "was made of the fact that the CBC will not allow private broadcasters to have television transmitters."

"Going through the Corporation's files", he said, "we find statements such as these: 'No application for television licenses should be granted for private stations until further notice'. That was in 1936. Later on the Board states that it is not opposed to the establishment and operation of private television stations for experimental purposes only, provided that licenses for such stations are restricted to those fully qualified technically and financially, and that the licenses shall be subject to such terms of expropriation as the Board may deem advisable."

"In 1938 the same stand was taken, always with the possibility of further study of the question according to circumstances."

He next referred to a statement made by Mr. Brockington before the Committee of the House as follows: 'So far as the Board of Governors of the Canadian Broadcasting Corporation is concerned, its present policy is not to alienate from the public domain any broadcasting

rights in television to privately-owned stations or other profit making concerns.'

He told the Committee that the Minister of Transport has received applications from broadcasters "who evidently do not realize the difficulties involved. If I may risk my own opinion" he went on, "I would be tempted to suggest that television in Canada might best be handled on a co-operative basis under the direction of the CBC."

Questioned later in the same meeting as to the attitude of the CBC in connection with the licensing of private stations for facsimile, television and FM, Dr. Frigon replied: "I have covered that this morning in my report."

"I see you put in here that you are not going to change your mind and allow private stations to experiment", remarked Mr. Ross (P.C., Toronto-St. Pauls).

"We never said we would not allow them", Dr. Frigon answered.

Billboard Award

As we go to press, word arrives that CJAT, Trail, has received the following telegram from BILLBOARD:

"CJAT was the only station serving Canada exclusively which rated an award in the BILLBOARD seventh annual radio station promotion survey according to the judges, Carlos Franco, of Young & Rubicam, Linnea Nelson of J. Walter Thompson and Frank Silvernail of Batten, Barton, Durstine & Osborne. It is doing a fine job serving the Trail plus area. Signed Lou Frankel, Radio Editor."

BBM Progress

Athol McQuarrie, secretary-treasurer of the Bureau of Broadcast Measurement, reports that to date nearly half the stations have applied for membership.

"Response from the Canadian Association of Advertising Agencies", Mr. McQuarrie says, "has been most gratifying there being only two agencies which have not yet applied." Twenty-six radio advertisers have also applied for membership.

Register With Us

When you come to Toronto use our office as headquarters. Use our address for your mail, our phones for your calls. We'll gladly take your messages and make ourselves as useful as possible.

CANADIAN BROADCASTER

371 Bay St., Toronto

AD. 5075-6

Canadian Song Bird



ALYS ROBI

Charming and vivacious star of "Latin-American Serenade" and "Spotlight". Alys broke into radio at the age of nine, singing for Narcisse Givierge on CHRC, Quebec City. After a few years travelling Canada and the United States in musical road shows, she returned to Montreal in 1942 to find a full time career in broadcasting. Singing over CKAC and the CBC her successes included "The Sunday Night Show", "Rhapsody Americana", "Tambour Battant" and a guest appearance with Frank Benny on his tour of the camps. Her Toronto career started on the Dominion Network in "Latin-American Serenade", and she has recently been starred with Lucio Agostini on "Spotlight" on the Trans-Canada web.

BUSINESS

NEW BRUNSWICK LIBERAL ASSOCIATION: 15 minutes transcribed, 5 a week "The Human Side of Things" on CKNB, Campbellton; CFNB, Fredericton; CHSJ, St. John; and CKCW, Moncton. Also transcribed musical program on CHNC, New Carlisle. Walsh Advertising, Toronto.

MARKER'S DYE WORKS: spots 5 a week from July 10 to end of August. CFRB, Toronto, through Walsh Advertising, Toronto.

ENGLISH COMPANY (Javex) has renewed "How Does The Chorus Sing", 15 minutes 3 a week on 8 Ontario stations. MacLaren Advertising, Toronto.

COCA-COLA CO., OF CANADA LTD.: has renewed "Victory Parade", July 10 to Aug. 25, on 11 French stations. Atcy Advertising, Toronto.

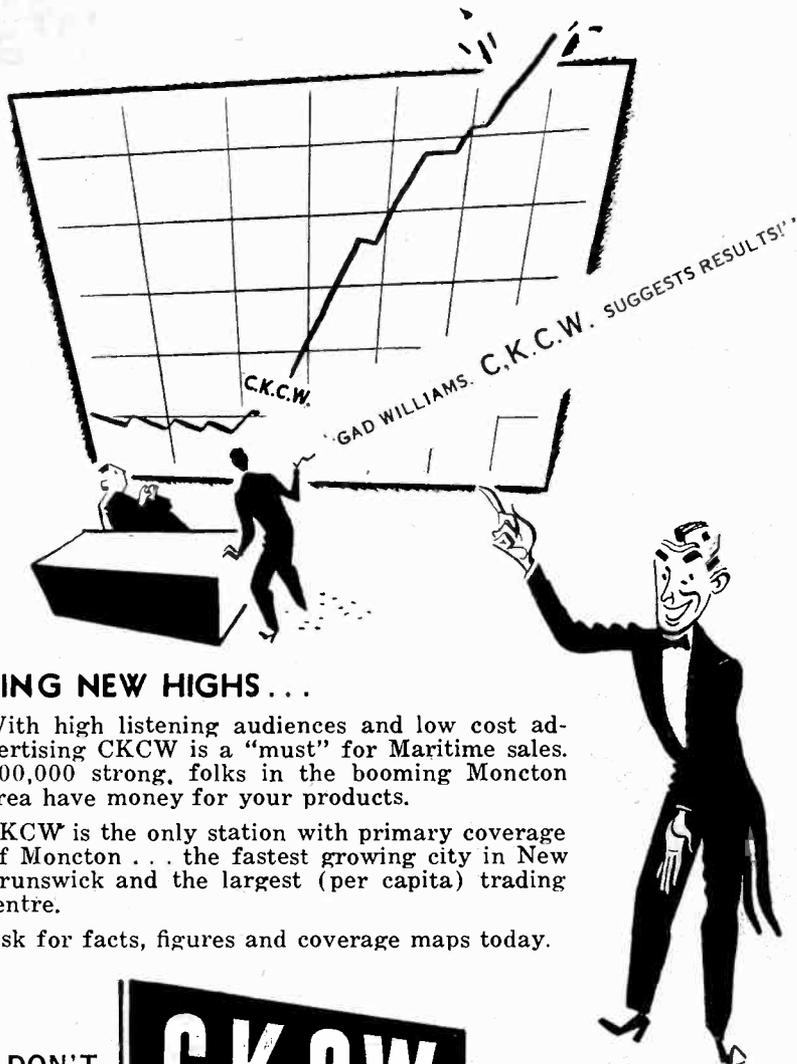
H. COMSTOCK CO. (Dr. Morris' Pills) will replace "March of the Money" with a new 30 minute program, name not yet announced, on CFRB, Toronto, starting September 7th, through Jack Murray Ltd., Toronto.

NATIONAL SELECTIVE SERVICES 14 live spots on 75 stations coast to coast, appealing to students to take farm work during their vacations. Also using 15 minutes once only with special appeal to tobacco growers and their employees on a wide list of Ontario stations. Placement through Gordon Anderson, public relations officer of the Dept. of Labor.

TUCKETT LIMITED: spots for Wings cigarettes on 13 stations west of Winnipeg. 3 a day five days a week, thirteen weeks, July 17 to October 13. MacLaren Advertising, Toronto.

Revive French "They Tell Me"

La Metairie Rancourt, French counterpart of Claire Wallace's "They Tell Me" was cancelled along with the English show. It has been revived under the same sponsorship (Wartime Prices & Trade Board) and is now heard 11.15 to 11.30 a.m. Monday through Friday on 14 Quebec stations. Contract is for 52 weeks.



HITTING NEW HIGHS...

With high listening audiences and low cost advertising CKCW is a "must" for Maritime sales. 100,000 strong, folks in the booming Moncton area have money for your products.

CKCW is the only station with primary coverage of Moncton... the fastest growing city in New Brunswick and the largest (per capita) trading centre.

Ask for facts, figures and coverage maps today.

WE DON'T
SELL TIME;
WE SELL
RESULTS



STOVIN and WRIGHT
Representatives
TORONTO and MONTREAL

Agencies! Only 40 More Shopping Days 'til S-Day*

MAYBE you're planning your own shows... maybe you're shopping around. After all you know your clients:

But...

If you're all pooped out with the heat... exhausted your repertoire... give us a call... why not?

You see, we don't deal with sponsors direct, and we don't copy or purloin your ideas. We help you develop them and they still belong to you. We gladly give you ours (for consideration) and offer superb production and keen talent buying. In fact, if it's production...

"Ask Adaskin"

*September

JOHN ADASKIN PRODUCTIONS

TELEPHONES
OFFICE ELGIN 9296
NIGHTS KENWOOD 4346

MONTREAL TRUST BLDG
67 YONGE ST.
TORONTO

LET'S VISIT



Weekly the CJBC Mobile Unit travels to points of interest in and around Toronto for the Monday evening offering "Let's Visit". To date the series has included trips to Malton Airport, a Lake Grain Boat, the Royal Ontario Museum. Recently the port of call was the Royal Alexandra Theatre during the run of "Mr. & Mrs. North", starring Madge Evans. Pictured above (1) Miss Evans is interviewed in her dressing room by CJBC's Joan Baird, (2) Property Man "Murph" Murphy gets the business from Bunny Cowan over a property trunk, (3) Joan Baird seems to enjoy her talk with Tom Rutherford, leading man, (4) the unit in action, left to right, "Murph" Murphy, Bunny Cowan and Roly Anderson at the controls.

Post War Set Usage

After the war, the radio manufacturers generally and Philco and RCA specifically can look forward to a field day according to a survey just completed by the Crowell-Collier Publishing Co., among a cross-section of "Women's Home Companion" readers. Covering such points as the number of radios in use, factors influencing their purchase, brand loyalty, the sampler's postwar buying plans, and the outlook for radio-phonographs and frequency modulation, the survey contains plenty of hints for advertisers.

Topping the existing estimates of set ownership (82% of all U.S. families in 1940), the research showed that 97% of *Companion* readers own at least one radio. Some 37% have two and 10% have three. Of their sets, more than half are table models, only 10% radio-phonograph combinations.

Purchase Plans

Sixty-five per cent. of the readers queried plan to buy a new radio as soon as they can, and no less than 57% of this group expect to purchase combinations. People with incomes over \$3,000 will buy most of these, while another 22%—with lower incomes—will content themselves with new table models. A spontaneous 3% wrote in on the

questionnaire that they would go for television.

News of frequency modulation has reached a third of all set owners, 84% of whom consider it a "must" in the next model they buy. A few correspondents commented doubtfully, however, that they wanted to see how FM developed before buying, preferred to wait until all major broadcasting stations used it.

Commando on CFRN

Lieutenant S. W. Chant of the Gordon Highlanders, one of the few Commandos to return from the raid on the Nazi-held French port of St. Nazaire in the Spring of 1942, gave Edmonton listeners a thrilling and interesting program when he was interviewed recently over CFRN by Gordon Reid.

Wounded and taken prisoner during the raid, Lieutenant Chant was recently repatriated and is now on a tour of Canada and the United States, sponsored by the War Information Board.

Several days after the broadcast the story was carried by the CBC, and an article appeared in the following issue of *Readers' Digest*.



EXPERIENCE COUNTS

The appointment of Mr. Howard Chase, locomotive engineer, to the chairmanship of the Board of Governors of the CBC, means that now radio is ruled by representatives of almost every industry unrelated to radio.

SELECTIVE SERVICE

"He told me I didn't live up to my own opinion of myself", said the actor, "and then he fired me off the show."

ORDER GENTLEMEN!

Indications are that the Western Association of Broadcasters Convention (Banff, Alta, Aug. 7-8) will, due to circumstances over which it has no control, devote considerable time to questions immediately relating to the business of broadcasting.

EN VOYAGE

We're wondering if that West Coast station manager is now cavorting in the East on business connected with the Dominion Network, or if he finds travelling less arduous than answering his mail.

PAN MAIL

Sir: It becomes increasingly obvious that all you have to do to get a free story in your paper is to buy a little advertising.

—:Station Manager

INFORMATION PLEASE

Dr. A. Frigon, CBC acting general manager, told the Radio Committee that while a promise was made some years ago that it was not the desire nor the intention of the Corporation to go beyond the figure of \$500,000 for commercial revenues, "no definition was given of what that figure should represent."

We know, Doctor. Half million bucks.

NOMINATION

Following the appointment of an executive of a Railway Union to the chairmanship of the Board of Governors of the CBC, may we nominate for the chairmanship of the Union, Miss Claire Wallace?

INTESTINAL FORTITUDE

"We have thousands of men now acting with courage. We have too few who think with courage."

—:Raymond Clapp

PROBABILITIES

With a license transfer at a new station looming over the Toronto horizon, Quebec City Radio might be said to be leary about what cooke

SABOTAGE

It actually happened as it went through the entire edition, too. The Minneapolis Sunday Tribune listing radio programs came up with this surprise feature: "TP: 7.30 p.m. One Man Fanny."

Time's A-Wastin'!

Now

is the time to get the best in Transcribed Features for your New Fall Schedule.

Hear

- "HOLLYWOOD RADIO THEATRE"
- "KORN KOBBLERS"
- "DEAREST MOTHER"
- "BEYOND REASONABLE DOUBT"
- "ROBIN HOOD"
- "IMPERIAL LEADER"
- "VOICES OF YESTERDAY"



FOR SHOWS THAT SELL

write — wire — phone

Exclusive Radio Features

LIMITED

14 McCaul Street

TORONTO 2

ADVERTISER

WISHES TO PURCHASE

Used Transmitter

and full equipment for 100-250 WATT STATION

BOX 100

CANADIAN BROADCASTER

371 Bay St.

Toronto

Born for Advertisers . . .



WHO WANT THEIR OWN SHOW ON THEIR OWN LOCAL STATION

• Advertisers who realize the value of having their own big-attraction show but think they can't stretch their advertising dollars that far . . . have good reason for cheers! An NBC syndicated show was born just for you.

It's your baby to have and to own *exclusive in your locality*. Behind it is top-rung radio talent plus the unmatched

professional production facilities of NBC. Broadcast it on any station you like for your wartime or post-war messages. Carry it on a limited budget. You can, for by syndication the expenditure is shared by many non-competing advertisers in varied markets throughout the country. (And you have a show that would be far too costly if produced for one local advertiser.)

• Just to give you some indication of the high-caliber of NBC recorded shows . . .

Betty and Bob—people like your neighbors, but they live exciting lives. (390 quarter-hour episodes for five-a-week broadcasts.)

The Lone Ranger—radio's greatest adventure character with a guaranteed audience from the start. (Half-hour broadcasts on long-term basis.)

Modern Romances—True stories of real people, dramatized from the grippingly human pages of one of today's fastest selling magazines, Modern Romances. (156 quarter-hours, each a complete story.)

The Name You Will Remember—William Lang's sparkling five-minute vignettes of today's famous people. (260 for 3- or 5-a-week broadcasts.)

These and other famous NBC Recorded Programs are now available . . . if you act right away . . . in Canada through ALL-CANADA RADIO FACILITIES, LTD., Victory Building, Toronto.

★ ★ ★

Through NBC Thesaurus . . . you can secure outstanding recorded musical shows directed by the batons of big-name band leaders . . . with bands that run the gamut from jitter-bug jive to symphonic music . . . available on any or all of 32 Canadian Stations.

National Broadcasting Co.



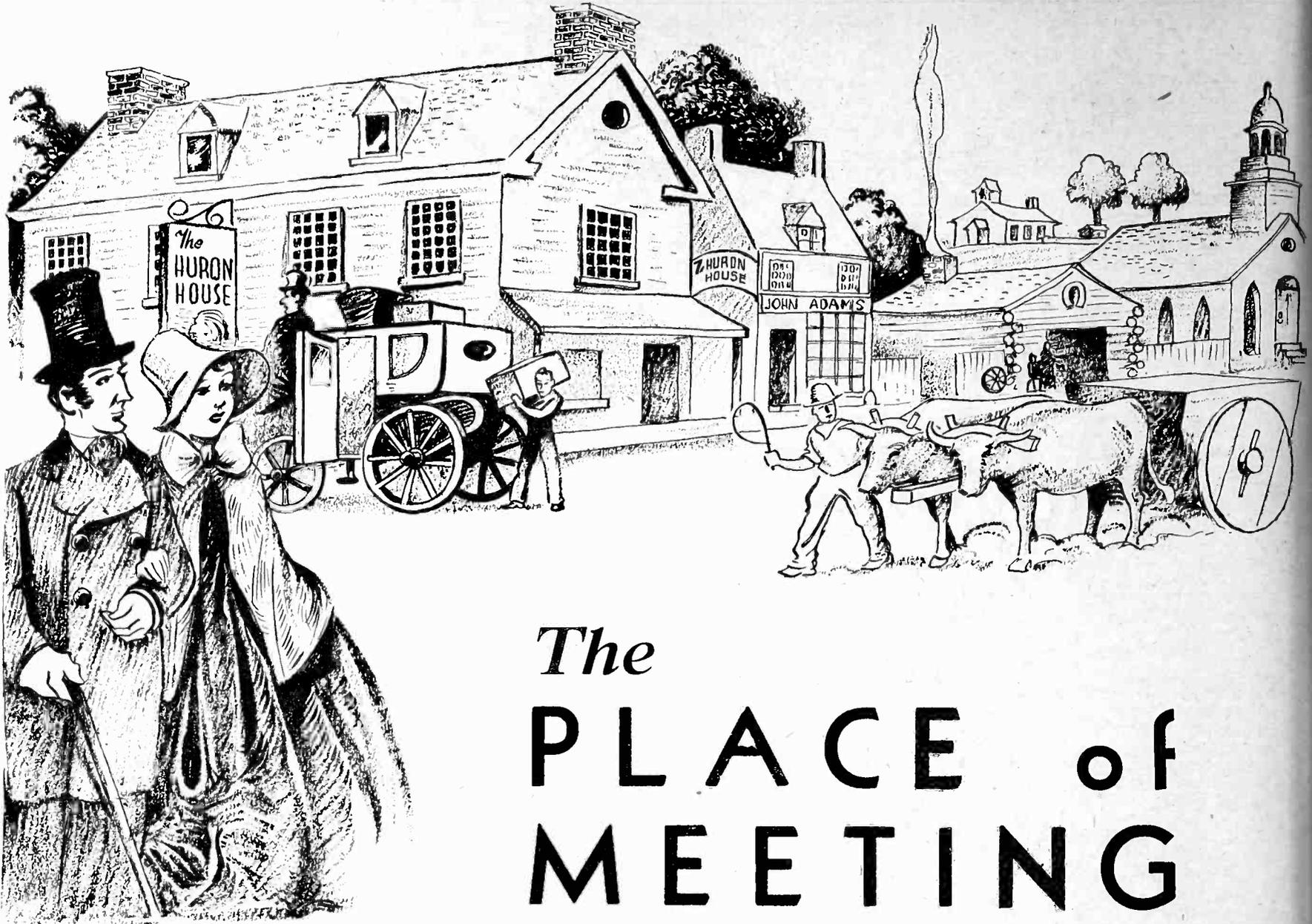
A Service of Radio Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N.Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D.C. . . . Sunset and Vine, Hollywood, Calif.



The
**PLACE of
 MEETING**

As farms and industries developed in Canada's early days, villages on which have grown our great cities dotted themselves across the landscape.

They were built around the church, the school, the blacksmith's, the general store and the hotel—built up on a sound foundation of free men living and doing business the free way.

CFRB, the Voice of Free Enterprise, believes in the freedom which is Canada.



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