

# CANADIAN BROADCASTER

VOLUME 3 NUMBER 9

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AUGUST 5, 1944

DEDICATED TO  
THE  
WAB

## Agenda

10th Annual Convention  
WESTERN ASSOCIATION OF  
BROADCASTERS  
Banff, Alberta — Aug. 7 & 8 1944  
Monday, August 7th — Morning  
Session — (Open Meeting)  
9:45 a.m.—REGISTRATION  
10 a.m. Opening of meeting—election  
of Secretary.  
President's Report.  
Adoption of minutes of pre-  
vious meeting.  
Financial Report.  
Appointment of Committees.  
Discussion lead by Mr. A. W.  
Cairns, WAB Director for Al-  
berta. Subject: "Election of  
WAB Executives".  
"Analyzing the Havana Trea-  
ty" by Mr. Keith MacKinnon,  
member of the Canadian Dele-  
gation to Havana conference,  
and head of CBC Transmis-  
sion and Development Dept.  
Afternoon Session — (Closed meet-  
ing for member stations).  
10 p.m. Talk and discussion lead by  
Mr. Glen Bannerman, Presi-  
dent and General Manager of  
the Canadian Association of  
Broadcasters.  
Subjects: Review of Canadian  
Broadcasting — CAB devel-  
opments—Parliamentary Com-  
mittee — Local Community  
Services — Public Relations —  
Selling the Broadcasting Me-  
dium—Co-operation with CBC  
in consideration of the Par-  
liamentary Report — How  
can CAB head office better  
serve member stations.  
11:00 p.m. Dr. A. Frigon.  
11:30 p.m. Annual Dinner of the Western  
Association of Broadcasters  
for wives, visitors and mem-  
bers.  
Guest Speaker: Captain Paul  
Hammond, Chief of Special  
Services for the Northwest  
Service Command, United  
States Armed Forces. Cap-  
tain Hammond has appeared  
on NBC, CBS, and Mutual  
programs, has written, pro-  
duced and performed in the  
legitimate theatre in New  
York, and has worked in pic-  
tures in Hollywood.  
12:00 p.m. "SWIMMING PARTY"  
Tuesday, August 8th — Morning  
Session — (Closed meeting for  
Member stations).  
10:00 a.m. Talk by L. Garside, Yorkton,  
on suggested formation of a  
Program and Sales Division  
of the WAB.  
Discussion lead by Mr. B.  
Cairns of Calgary on the sub-  
ject: "Purchase of time by  
National Advertisers through  
local representatives at local  
rates."  
11:30 a.m. Reports of Committees — and  
Election of Officers.  
Afternoon Session — (Open Meet-  
ing).  
1:00 p.m. Round Table discussion on the  
subject of delayed broadcasts  
for Western Zone Stations.  
Unfinished business.

## Paging Mr. Lochinvar

Almost as this issue appears, the Western Association of Broadcasters will be gathering around the conference table for their association's tenth annual meeting.

Much radio history has been written since last the WAB gathered together in the Rocky Mountain retreat of Banff. Most of this history can be summed up in six words, namely—"Government encroaches farther into radio's freedom."

These conferences of the trade, whether they represent the industry as a whole or some segment of it, can accomplish much or nothing according to the initiative and courage of the conferees.

For too long, broadcasters have assembled at their various conventions, discussed the menaces of the moment, solemnly determined that something must be done, and then returned to their respective bailliwicks to pick things up exactly where they left them. This year it is hoped that a new precedent will be set by the westerners; that they formulate a policy, concentrating on the welfare of the industry in its broadest sense even though it may entail certain sacrifices on the part of some individual stations; that having determined upon this policy they will set machinery in motion to get it in operation at once; that the West, which has always boasted of its progressive spirit, will pioneer in a swift campaign to remove, once and for all, the many obstacles which have been set up to impede the progress of this industry, which has grown up in twenty odd years from a squawk in the ether to the miracle in modern communications it has become.

In the two and a half years of life of this paper, matters of prime import to the business of broadcasting have come up for consideration at various association meetings. They have been thoroughly discussed, decisions have been reached, but then what?

In the 30 odd months it has taken private radio to set up something approaching a stabilization of rate structures, and a Bureau of Broadcast Measurement, the Canadian Broadcasting Corporation has established several new stations, and has not only talked about but has put into operation a second government network with the full co-operation of a group of private stations. And this step is one of the most flagrant violations of these private stations' freedom of all time.

It is our opinion that Canadian broadcasters, from east to west, are astute business men who have caused their stations to develop into thriving businesses because they have understood the principle of "value received for services rendered", which is the keynote of the competitive system. Yet when they allow themselves to be beguiled into selling their birth-right in freedom for the privilege of carrying a bunch of commercial programs at half their card rates, they seem shorn of their business acumen, and appear as simple would-be philosophers, determined to make the best of their ill-fortune, but to maintain peace at any price.

Canadian radio needs a network of its own; it needs to use its own voice to tell the public its own story by way of its own facilities; it needs courageous and fast thinking leaders who can translate decision into action; it needs a Lochinvar come out of the West.

*Richard S. Lewis.*

Managing Editor.

BANFF, ALBERTA

Photo by C.P.R.



## Like Hell He's Through



"Like Hell I'm through" was the comment of Maurice "Bod" Bodington, when we asked him about his recent resignation as staff announcer at CFRB, Toronto.

The occasion was a presentation made to the veteran announcer by Harry Sedgwick and the staff of CFRB, but it was by no means a gesture of farewell, for this fall "Bod" joins the ranks of Toronto's Radio free-lances because, as he put it, he has a lot of ideas that radio is going to need.

Starting in radio more than twenty years ago—he never was any good at dates, he told us—"Bod's" first radio berth was CKGW, of blessed memory, then operating from the King Edward Hotel.

Grown men and women will remember, as children, listening to his Captain Jimmy, Major Walpole, Little Wong Foo, and then there was the "Bookhouse for Children."

Thirteen years ago "Bod" transferred his affections to CFRB, where he has held forth at the announcer's mike consistently and unceasingly. Designed to aid the various war Services, "Red, White and Blue" has been his pet assignment since early in the war. Through this program, and "Bod's" enthusiastic handling of it, war needs of every kind have been the richer by thousands of dollars.

August 1st he left for a short holiday, during which time he proposes to oil up the type-writer and get some of his ideas on paper, ready to present his brain children and his voice to the agencies in the fall.

## Back Numbers Please

An unaccountable run on our issue of June 24 has left us without file copies. We are in urgent need of six copies to keep the record complete. Can any one oblige?



- 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

# Gunning for Fall

**I**T'S not too soon to think about oiling up the old musket and getting ready to bring home another pair of antlers for the den.

Time to oil up the business gun, too . . . to plan for the Fall campaign that will also bring home results.

Radio is one of the most valuable weapons you can use . . . to find new business . . . to keep customers feeling friendly even though you have nothing to sell just now.

You will **need** the 22 live, independent stations represented by Stovin & Wright, PLUS Stovin & Wright's constructive planning in timing your radio advertising so that it will be ready and waiting when business once again breaks cover.

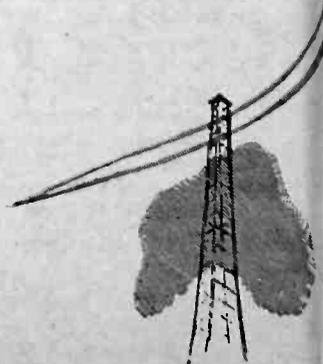
# STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG



# The CANADIAN BROADCASTER

Vol. 3—No. 9 August 5th, 1944

Published Twice a Month by  
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371 Bay St.,  
Toronto 1

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Richard G. Lewis Grey Harkley

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## Talent is a Closed Shop

Comment continues to arrive on two recent editorials: "The Case for Canadian Talent" and its sequel "What's Wrong with Canadian Talent?" Unfortunately all that the comment adds up to is this: other-talent says "You're damn right talent is a pain!" And talent replies "Everyone is a dirty stinker except us."

If radio would only face the facts it would come up with the decision that all its conflicting elements need each other. Radio "business" needs "talent" to supply it with the goods to sell; "talent" needs "business" to sell to its sponsors. Each depends entirely on the other for its life, except that, insofar as Canada is concerned, "business" does, to a large extent, subsist on discs imported from the United States, if "talent" cannot deliver the goods it needs, on the hoof.

Unfortunately each element's complaint about the other has some foundation in fact, and this is a serious indictment against the whole business of broadcasting.

Considerable criticism has reached us for our suggestion that the various craft guilds might well reciprocate for the "protection" they have secured for themselves in the form of higher performing fees, by establishing professional standards without attaining which talent could not offer itself with its guild's endorsement. Various objections have been presented, but underlying them all there seems to



Why didn't you tell me Professor Ciccone was nuts about spaghetti?

be one thought. It is a sort of fear that any such development, entailing coaching of amateurs until they attained some standard of professional efficiency, would weaken the "closed shop" that talent has built around itself, thereby decreasing the potential revenue of the present cliques of performers—and in many cases cliques is the right word—by the introduction of more competition. This policy is short-sighted indeed—as short-sighted as is that of the agencies and the producers who have stood by while the "closed shop" has come into being. Certainly the fees earned by twice as many performers would shrink on a per capita basis, if only the same amount of work was available. But is it not pretty obvious, especially in present war-boom days, that the production of radio programs is only limited by the amount of program material available? Good material that is.

Talent will stand up and solemnly affirm that the barrel is empty, that radio is already using all the Canadian talent there is, but this is absurd.

In music or drama new ability is coming to light every day. Neither the "closed shop" policy, nor the desire of those within it to keep it so, can stifle ability. But if the present system is allowed to continue it will be the business of broadcasting which will be stifled,

for young talent will seek new pastures or new media as outlets for expression, and the "closed shops" will collapse on their occupants' heads.

The future is in talent's hands. If talent will not act, then it will be incumbent on our nationalized broadcasting system, which controls every other channel of radio thought and action, under whose aegis the "closed shop" policy has come into being, to do something about it—something drastic.

*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, also that 85% of the buying power of the district of Algoma is within 7 miles of CJIC's transmitter.

Don't overlook this important market.

*National Representatives*

J. L. ALEXANDER

Toronto • Montreal

# Help Yourself



TO A  
SUCCESSFUL  
ADVERTISING  
CAMPAIGN

*Duophonic  
Recordings*

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

# CHML

**MEANS  
BUSINESS**



**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**

**Radio Costs Less**

Radio advertising has had a tremendous growth in the United States, while magazine and newspaper advertising has failed to keep pace, because radio has demonstrated its ability to give to a large number of advertisers more sales per dollar of expenditures, Neil H. McElroy, vice-president in charge of advertising and promotion of Procter & Gamble Company, recently told the Newspaper Advertising Representatives Association of New York.

In a study of expenditures of 1,499 American advertisers in newspaper, magazines, farm publications and network radio in 1943, recently issued by the Bureau of Advertising, American Newspaper Publishers' Association, P & G was listed as the largest investor in newspapers and in the four media combined.

"Radio advertising", Mr. McElroy declared, "doubtless will continue to increase until the economics of the medium change, either because of increased costs of time and talent or because the increase in number of radio networks reduces the attainable coverage of any individual program."

However, he emphasized, "we are just as anxious to find a way of using newspaper advertising to lift the level of our business as we are to get the same results from radio."

**WATCH OUT TELEVISION!**



Photo by Pasquale d'Angelo

Gail Meredith, Canadian Radio's Pin-up Gal, songstress supreme, is scheduled to leave Canada this month to fulfil a recording contract in New York, committing her voice and her charm onto wax for Kellogg's Corn-Flakes. Longer ago than she cares to remember, says Gail, she sang with a dance orchestra over CFQC, Saskatoon. She broke into radio "seriously" over the CBC in Vancouver, overflowing onto Mutual's airwaves on exchange programs way back in the fall of '37. She sang daily with Barry Phillips in "The Boy and Girl Friend"; with the late Luigi Romanelli at the King Edward Hotel in Toronto, and also under the same maestro's baton when he appeared on the Fitch Band-wagon on NBC. Last fall she was heard on the Tip-Top Show "Riches to Rhythm"—CBC's "Arrangements by Cable"—and currently, Tuesday nights to be precise, on CJBC's "Swing Fever".

**Junior Service at CJCA**

A three-point service is being rendered in CJCA, Edmonton's listening area, helping to relieve the labor shortage by locating students on vacation in jobs that appeal to them; encouraging such students to put aside part of their earnings in war savings, and keeping juvenile delinquency at a minimum by helping Young Edmonton to keep gainfully and happily employed during the summer vacations.

Supervised by the Junior Cham-

ber of Commerce, the Junior Service Bureau came into being last summer, and met with sufficient success to justify its revival this year.

CJCA, originators of the plan, report that registration has been in full swing since July 15, when the schools closed, and the demand for helpers, ranging from the lawyer who wants his books dusted to mothers who want their children cared for while they go to a war plant, approximately balances the requests for jobs.

**LOCAL MEN**

**KNOW**

**THE MARKET!**

132 Local Accounts bought CKRC consistently during the first six months of 1944—70% exclusively CKRC.

They know they get more sales impressions per dollar—from the corner grocery store or neighbourhood druggist with a daily spot to the T. Eaton Company or Hudson's Bay Company with their daily programs.

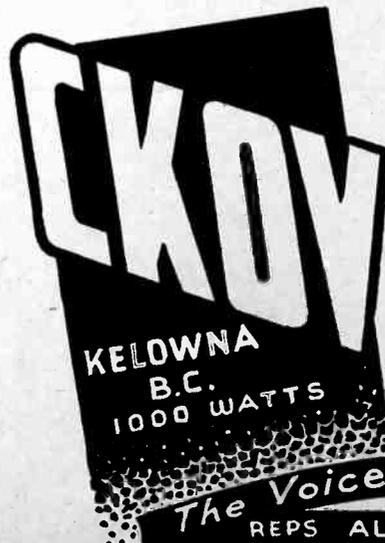
The Local Men buy CKRC because they get better results. Ask your dealers or distributors in Manitoba.



WINNIPEG

MANITOBA

**"The All-Canada Station with the Dominion Reputation"**



**ONLY SINGLE**

advertising medium

**COVERING**

the whole of the prosperous

**OKANAGAN VALLEY**

—one of the richest areas in Canada's richest province.

# The PARADE of the STARS

(NOTE: Dick Lewis just phoned: "Gotta go to press immediately". That leaves us no time for fancy copy—"with pictures". Here's a factual statement, sans glamor, re Lang-Worth.)

- **WHAT DOES A SUBSCRIBER** get in Lang-Worth Service NOW? Basic library of over 3,000 tunes plus continuity script, storage cabinets and index cards.
  - **WHAT ABOUT THE FUTURE?** Sixty new tunes a month for 24 months plus continuous flow of continuity script.
  - **WHO ARE THE PRINCIPAL** artists you guarantee?
- **NAME DANCE BANDS**  
Charlie Barnet, Count Basie, Neil Bondshu, Frankie Carle, Larry Clinton, Del Courtney, Tommy Dorsey, Sonny Dunham, Jan Garber, Ray Herbeck, Dean Hudson, John Kirby, Johnny Long, Vaughn Munroe, Russ Morgan, Tony Pastor, Teddy Powell, Foyd Raeburn, Joe Reichman, Bobby Sherwood, Al Trace, Tommy Tucker.
  - **SMALL DANCE BANDS**  
Merle Pitt, Wohls' Sophisticates, Bob Hamilton, Blue Blazers, The Brass Hats, The Rhythm Five, Evalyn Tyner.
  - **INSTRUMENTAL NOVELTIES**  
Charles Magnante (accordion), The Polka Dots (harmonica quartette), Joe Green's Marimba Group, Vee and Vi (double piano), Lang-Worth Novelty Group, The 4 Aces, Harp and piano interludes.
  - **CONCERT MUSIC**  
(Classical and semi-classical) Howard Barlow's Concert Orchestra, Erno Rapee's Symphony Orchestra, Lang-Worth Concert Orchestra, The Silver Strings, The Strings of Melody, Bernhard Levitow's Salon Orchestra, Lang-Worth Salon Orchestra, Harry Horlick's Orchestra, Al and Lee Reiser.
  - **CONCERT (POPULAR)**  
Szath - Myri's "Symphonic Swing" Concert Orchestra.
  - **BRASS BAND**  
Erno Rapee and The Lang-Worth Military Band.
  - **PIPE ORGAN**  
Lew White in solos and assisted by violin and harp.
  - **NATIVE MUSIC**  
Gleb Yellin's Nomads (Gypsy), Johnny Pineapple (Hawaiian), Hawaiian Serenaders, Harry Horlick and Guillermo Gale (Latin American), Bee Gee Tavern Band (Polkas and Waltzes).
  - **VOCAL CHORUS**  
Emile Cote Glee Club, The Russian Cathedral Choir, and Lang-Worth Choristers.
  - **SMALL VOCAL GROUPS**  
Deep River Boys, LeAhan Sisters, Eton Boys, Lanny & Ginger, Four Belles, Quintones.
  - **SONG STYLISTS**  
Joan Brooks, Dick Brown, Gertrude Neisen, Cliff Edwards, Jean Collins.
  - **HILL-BILLY & WESTERN**  
Dickson's Melody Mustangs, Denver Darling, Elton Britt, American Folk Singers.
  - **CHURCH MUSIC**  
Lew White (pipe organ), Cote Choristers, Leonard Stokes, Lang-Worth Mixed Quartette, Lang-Worth Carolers.
  - **SPECIAL MOOD MUSIC**  
Over 250 original compositions embracing fanfares, openings, closings, agitados, neutrals and other types of mood music necessary to good radio programming recorded by concert orchestras.

Since January 1st, 1944, Lang-Worth has nearly doubled its subscriber membership in Canada. There are still a few spots open. Why not drop us a line today? You TOO may be lucky!

**LANG-WORTH FEATURE PROGRAMS INC.**  
113 West Fifty-Seventh Street  
New York, N.Y.

## The Program Manager's Obligation To Management and Audience

by Irvin G. Abeloff  
Program Manager of W R V A  
(Condensed from an NAB Bulletin)

**D**URING the past seven short years, Rai Purdy Productions has been creating and writing, producing and presenting, literally hundreds of successful commercial programs, replete with "Showmanship that Sells", for advertising agencies and their clients from coast to coast.

**RAI PURDY PRODUCTIONS**  
37 Bloor Street West  
T O R O N T O

The Program Manager must be a jack-of-all-trades . . . and *master of most.*

He must be a musician, copy-writer, copyright authority, announcer, traffic authority, production man, public relations expert, salesman and true diplomat. On the extent of his proficiency in these various classifications depends his rating as a skilled, mediocre or poor Program Manager.

It goes without saying that the Program Manager does owe an obligation to both Management and Audience. Where he can reconcile the two he is fortunate. Where his obligation to Management is forced to overshadow his obligation to Audience, the Program Manager suffers. Where the Program Manager feels esthetically called upon to allow his obligation to Audience greatly to overshadow his obligation to Management, Management suffers . . . but will not continue to do so for long.

To Management, the Program Manager owes the duty of being a realist. Time must be sold. Money must be earned. Enough money must be earned to show enough profit to allow for non-revenue producing shows of a public service or "class" type. Even these programs must be scheduled in such a way that, if they draw a select but comparatively small audience, they do not too adversely affect the station's competitive survey ratings. The Program Manager cannot be reminded too often that his station "must be in the black" if it is to be a well-rounded, well-operated outfit. He must devote much, perhaps most of his energies and initiative to the creation of saleable programs. However he must also make himself sensitive to audience reaction so that he can advise Management regarding the acceptance or refusal of certain types of business. He must be equipped to say that certain types of announcements should not be broadcast adjacent to certain types of programs and so forth.

It is fundamental but worth observing that the Program Manager must have some musical knowledge in order to direct the activities of the Music Department. Even if the station uses little or no live music, certain familiarity with music must be had.

Again, the Program Manager should have ability as a copy writer if he is to direct the work and understand the problems of staff continuity writers. Even if the station has little staff-prepared copy, the Program Manager or someone delegated by him must be capable of passing on the *local* suitability of agency prepared copy. He must be

ready and able to express himself if he finds the prepared copy in questionable taste *locally*, or if the copy is awkward and causes unnecessary announcing difficulties.

If the Program Manager is to direct the work of announcers, he must be familiar with their problems to guide them into proper channels. It is helpful if he can demonstrate, by his own example, how certain announcing should be done. It is my personal opinion that the Program Manager should schedule himself for something on the air once or twice a week. If it serves no other purpose, the Program Manager will find himself rather temperate in his remarks if he remembers that the next day, he, himself, may go on the air and commit a similar error.

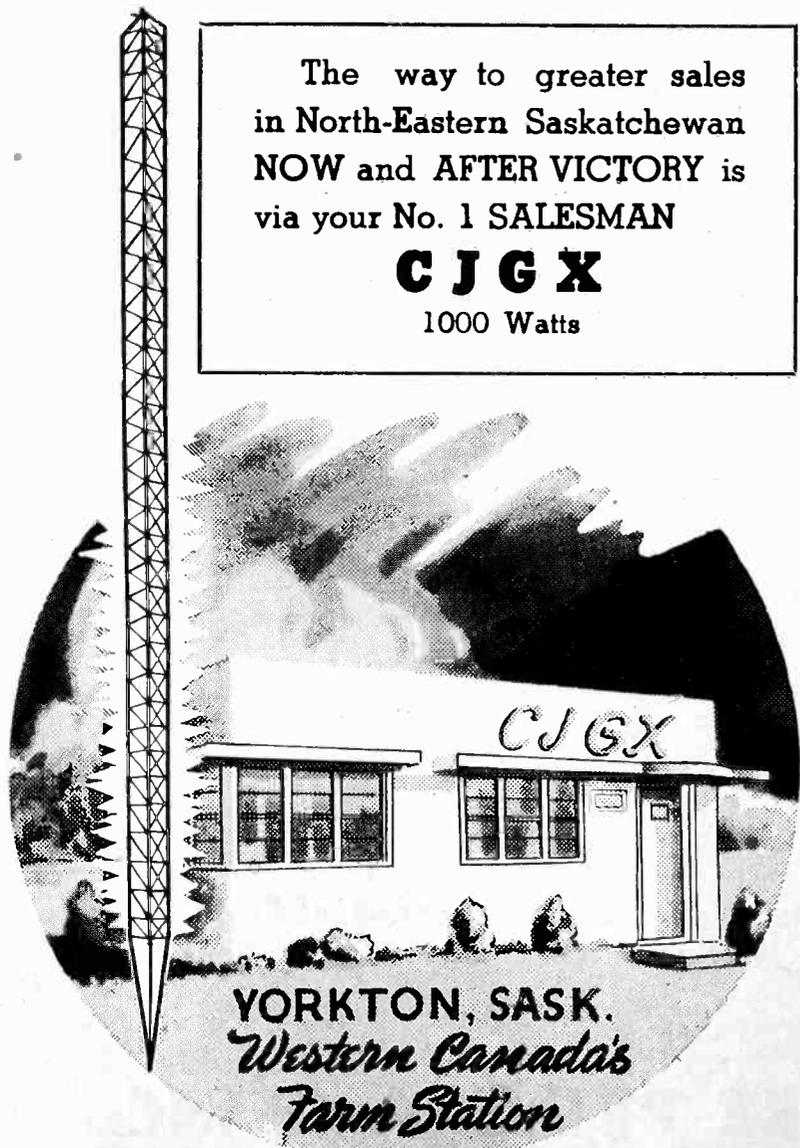
Even at those stations which have a Public Relations Director, the Program Manager owes it to Management to be *aware*, at least, of public relations. Where there is no Public Relations Director, the Program Manager must develop a skill in dealing with civic groups, religious forces, government agencies and similar groups. He must protect his Management's relations with these organizations. He must do his utmost to supply these groups with the service they request and still maintain a balanced schedule. He must not say to himself, "Aw, nuts, here's more of that dry stuff we have to put on to satisfy the 'dogooders'." He must say, rather "How can I put it on, so that the audience will listen to it."

The Program Manager who fulfills many of these points, is observing his duty to Audience as well as to Management. He will be aided in carrying out his duty if he remembers that the station's customers are the listeners as well as the advertisers. Obviously, without enough listener-customers, the station will not secure enough advertiser-customers.

To sum up:  
The Program Manager should possess, or proceed to acquire, a working acquaintance with music announcing, producing, copyrights, sales, traffic and public relations. He owes to Management the duty of putting much of his effort to providing saleable material for the Commercial Department; he must have the authority to express himself about the advisability of carrying certain types of business and the proper place of that business in the program schedule; he must deal with both advertiser—customer and listener-customers in such a way as to reflect credit on his station; he must see to it that his program schedule carries a healthy representation of public-service feature whether sustaining or commercial.

The way to greater sales  
in North-Eastern Saskatchewan  
NOW and AFTER VICTORY is  
via your No. 1 SALESMAN

**C J G X**  
1000 Watts



YORKTON, SASK.  
*Western Canada's  
Farm Station*

SEE STOVIN AND WRIGHT



# WESTERN BROADCASTERS

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## BRITISH UNITED PRESS

### As The Pioneer

Western Teletype News Facility has fought with you for your rights to broadcast news, has worked with you establishing the technical facilities to transmit news to you

*Now*

### BRITISH UNITED PRESS

greet you at your Tenth Annual Convention.

We're proud of your success and of our association with you.

●

## BRITISH UNITED PRESS with UNITED PRESS

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

Head Office: 231 St. James St., West, Montreal, P.O.



## RESEARCH

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

Sun Life Bldg.  
MONTREAL

**ELLIOTT-HAYNES**  
LIMITED

Bank of Commerce Bldg.  
TORONTO

## Trail's CJAT

renews its pledge to operate a radio station for the good of its listeners, and to the credit of the Western Association of Broadcasters and the radio industry.

We shall also continue our policy of doing an aggressive follow-thru job of merchandising and promotion on all our commercials.



Ask the All-Canada Man

### 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

Soldier's Wife	13.8	-2.9
Big Sister	13.2	-3.4
Road of Life	12.1	-1.6
Ma Perkins	11.6	-.9
Vic & Sade	11.5	-1.6
Pepper Young	9.5	-.9
Lucy Linton	9.4	-1.6
Right to Happiness	9.4	-.6
Women of America	7.9	-2.2

#### French

Jeunesse Dorée	20.1	-9.5
Vie de Famille	19.8	+5.5
Quelles Nouvelles	19.1	-12.6
Grande Soeur (11 a.m.)	15.2	-6.2
La Rue Principale (1.00)	15.0	-8.8
La Rue Principale (5.30)	14.4	-2.7
Métairie Rancourt	14.1	-4.9
Grande Soeur (12.30 pm)	12.5	-7.6
Pierre & Pierrette	12.3	-3.9
Quart d'heure Detente	11.6	-6.9

### Enfranchised Agencies

Announcement is made by the Canadian Association of Broadcasters that the following advertising agencies have fulfilled the requirements of the CAB Policy Committee, and are financially and technically equipped to place business on the Association's 63 member stations.

Ardiel Advertising Agency Ltd.  
Associated Broadcasting Co.  
Atherton & Currier Limited  
Baker Advertising Agency Ltd.  
Canadian Advertising Agencies Ltd.

Cockfield Brown & Co., Ltd.  
D'Arcy Advertising Agency  
A. J. Denne & Co., Limited  
Dominion Broadcasting Co.  
Ellis Advertising Co.  
James Fisher Co., Ltd.  
Harry E. Foster Agencies Ltd.  
Frontenac Broadcasting Co.  
General Broadcasting Co.  
J. J. Gibbons Ltd.  
R. F. Griffiths  
F. H. Hayhurst Co., Ltd.  
L. J. Heagerty & Associates Ltd.

Publicite J. E. Huot Ltd.  
Russell T. Kelley, Limited  
Locke, Johnson & Co., Ltd.  
MacLaren Advertising Co., Ltd.  
Masons United Advertisers Agency Ltd.

McConnell Eastman & Co., Ltd.  
A. McKim Ltd.  
Metropolitan Broadcasting Co.  
Jack Murray Limited  
Alford R. Poyntz & Co.  
Thornton Purkis Ltd.  
E. W. Reynolds & Co.  
Ronalds Advertising Agency Ltd.

Ruthrauff & Ryan, Limited  
Harold E. Stanfield, Ltd.  
R. C. Smith & Son, Ltd.  
Spitzer & Mills, Ltd.  
Stevenson Scott Ltd.  
Stewart Lovick, Ltd.  
Tandy Advertising Agency Ltd.  
J. Walter Thompson Co., Ltd.  
Vickers & Benson Ltd.  
Wallace Advertising Agency  
Walsh Advertising Co., Ltd.  
Whitehall Broadcasting Ltd.  
Young & Rubicam Ltd.

### 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.

FILE CB-1 Enlisted August 1939  
—discharged October 1943,  
R.C.A.F.

I am desirous of getting into radio, and believe I am best suited for sales work, or publicity. I am 25, married, senior matriculation. I am prepared to start for a minimum living salary and will go anywhere, though I should rather remain in Ontario. Please write File CB-1, Mr. Gordon Anderson, National Selective Service, 174 Spadina Avenue, Toronto.

#### Billboard Citation

CKLW, Windsor, has been the recipient of a "BILLBOARD" award for "Prime Promotion on Both Sides of the Border."

"CKLW did a typical Canadian job in Canada" says the paper which also cited CJAT for its work entirely in Canada (CANADIAN BROADCASTER, JULY 22). In addition, the Windsor-Detroit station worked with Italian Americans to help bring about a turn of events in Italy, it held post-war planning sessions for women.

#### Good News

Jack Radford tells us that Jack Junior is hale and hearty, though a prisoner in Stalagluft 3, near Dresden, Germany. Young Jack, who was in his first year in chemical engineering at the University of Toronto when he enlisted, is availing himself of the opportunity of further pursuing his studies under the supervision of International Red Cross. Sports and dramatic activities help to lighten the monotony of prison camp routine.

#### New Radio Agency

An addition to the CAB list of enfranchised agencies is R. F. Griffiths & Co., Royal Bank Building, Winnipeg.

Mr. Griffiths has been active in radio advertising for years and has recently expanded into the national field.

## COMMITTEE TABLES REPORT

Tabling its recommendations in the House of Commons, Thursday, July 27, the House Committee on Radio Broadcasting in Canada, through its chairman, Dr. J. J. McEann, turned down the CAB plea for a commission, separate from the CBC Board, to control Canadian broadcasting both government and privately owned. The report advocated a full-time chairman for the CBC Board, pointing out that this would entail an amendment to the Broadcasting Act, and recommending Dr. A. Frigon, who has been acting general manager since the resignation of Dr. James S. Thomson. It also commended the CBC newscasts unsurpassed by any other country, adding that the news given "with accuracy and fairness."

### Independent Commission

Turning down the CAB request for an impartial body, separate from the CBC Board of Governors, to exercise control over privately owned and publicly-owned broadcasting stations in Canada, the report, tabled in the House, stated that regulations governing control of privately-owned stations "have been exercised with wisdom, and we recommend a continuation of that policy".

Referring to the CAB proposals, the report said that the Canadian Association of Broadcasters appeared to be "fearful of their future and anxious to safeguard their position".

"Your committee is of the opinion," the report continued, "that nothing would be gained for the public, by having an overall controlling commission". But it continued, the Board of Governors might be specifically charged with the duty of making it clear to all that they are prepared to encourage cooperation and concerted action in the national interest, following formal hearings of private broadcasters."

### Full-time Chairman.

The committee pointed out in its report that provision for a full-time varied chairman of the Board would require an amendment to the Canadian Broadcasting Act, and recommended that such action be taken.

At the same time the report stated that there could be "no doubt that he (Dr. Augustin Frigon, present acting general manager) possesses the qualifications to manage the affairs of the corporation."

On the question of merging the two posts of chairmanship and general managership, the report stated that the activities of the chief executive of the Corporation "embrace two fields which are very disparate", and that their activi-

ties "demand widely differential qualities and qualifications".

The report paid tribute to René Morin, recently resigned chairman, and wished success to Howard B. Chase, Canadian Railway Labor Leader, who has been appointed in Mr. Morin's place.

The position of general manager of the CBC has been vacant since the resignation of Dr. James S. Thomson, Dr. A. Frigon, former assistant general manager and comptroller having filled the general manager's desk in acting capacity. The report points out that the maintenance of the two executive posts of general manager and chairman would not involve a dual authority as each would have his own field of action. Should any conflict arise, the authority of the chairman must be predominant, or such matters might be referred to the Board, the report added.

### Heat Homes with Radio

Heating by radio is a possibility of the post-war according to an announcement from Columbia University, New York, which has just established a new centre for research in high frequency electricity.

You would simply turn a dial knob and get heat, the announcement suggested. The stove would consist of an alloy which would pick up short-length radio waves of the same type as are used in industry to heat plywood and resins.

The problem is to find an inexpensive wave-length which would heat nothing except home stoves.

### 84% Want FM Receivers

News about FM has reached a third of all the radio set owners queried in a survey of "Women's Home Companion" readers completed recently by the Crowell-Collier Publishing Company. Eighty-four per cent of these consider FM a "must" in the next radio set they will buy. Sixty-five per cent of the readers queried, plan to buy a new radio as soon as they can and no less than fifty-seven per cent of these expect to purchase combinations.

### May Investigate Private Radio Too

In its report tabled in the House last week, the Radio Committee stated that it "discussed the advisability or necessity of broadening of the terms of reference for future committees on radio broadcasting so that the affairs of the private broadcasters might be investigated as well as those of the Canadian Broadcasting Corporation.

The results of the "discussion" are not disclosed in the report.

# At Banff, Alberta

## CANADIAN RADIO IS MAKING HISTORY AT THE W.A.B. ANNUAL MEETING

As the Western Association of Broadcasters assembles for its Tenth Annual Meeting at Banff, Alberta, August 7 and 8, another page will be written into the fast-moving history of Canadian Radio.

Down here in Toronto we are establishing a permanent record of Canadian Radio achievement in "Foster's Museum of Radio Relics."

Any pieces of out-dated equipment you may have will contribute greatly to our efforts to build this museum into a monument of radio progress, which will multiply in interest as our industry continues to expand its scope through the years.

Don't put it off. Pack up that useless hunk of junk *to-day*. In your cellar or attic it just gathers dust. In the Museum, duly labelled with your call letters, it will testify to the part you have played in the early days of Canadian radio.

Just ship it express collect to—

*Harry E. Foster*

AGENCIES LIMITED

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

**"More Hope than Charity"**  
A COLUMN OF CONSTRUCTIVE DESTRUCTION  
by **Elda Hope**

ELDA WRITES THE ED.

Dear "R. G.":—Cease the search for a column from me this month. There just isn't going to be one.

There are three reasons for this absence, good ones, believe me. First I have managed to sneak away on a vacation. Next I've been so thoroughly taken aback about my last article I'm wondering if perhaps I should give the readers a rest. And last, radio can't be heard up here where I am, because as far as I can discover there just aren't any radios hereabouts.

Without doubt the last reason hurts the most. Imagine life without a radio. You don't realize it until it happens. You can't. You should be able to see eye to eye with me on the vacation idea, R.G., because that's the kind of holiday you used to take yourself before you got mixed up in this crazy business of broadcasting.

Great has been the comment about my dislikes in radio, voiced in the last issue. Do people really infer that a listener should like everything? Is the Jack Spratt fable not true to life after all? If so, I must be a bitter disappointment, 'cause there's heaps 'n' heaps of things I hate. (I bet that gets blue-pencilled out). Between you and me though I got that business of peevies and hates off my chest just in time, for right now I'd give a lot to be able to tune in my radio.

Oh yes, I was going to tell you about the radio man who said I was bitter towards "the industry." He explained that people in radio are doing their best, and that I should appreciate that. I certainly do appreciate it, but there's no law against wanting them to do better is there? It just so happens that I look on some of their efforts with a raised eye-brow. Radio is a jittery industry as best and has come close to nervous hysteria before today. Is it a fear of the unknown? Could broadcasters of this country be under a compulsion that is invisible? Sometimes I think radio has been scared out of its wits, and sometimes I'm sure of it. But right now, I would be completely happy to hear just one show. Any show.

And if I had to choose just one show for my listening pleasure, what would it be? —That's a big order for I'm accustomed to plenty of choice all over the dial. For musical entertainment, I would gladly settle for Russ Gerow's "Reminiscing". This conductor-pianist makes mighty smooth arrangements featuring every instrument in his orchestra, and Joan Green does a good job on the vocals. Or maybe I would flip a coin and hope that Lucio Agostini won the toss, doing his "In the Spotlight" series. His arrangements are remarkably clever and besides I'm very partial to Alys Robi's vocal numbers. They're not only lively — they're fiery. On the last program, I heard Charles Jordan sing "Wagon Wheels" like I've never before heard it sung. Calgary-born Kathleen Parlow showed unusual talent in her violin playing too, by the way.

Maybe I'm going out on a limb again, but I do miss "Road of Life" and miss it plenty — five days a week. Soap shows are rather a sore subject apparently, but they make jolly good listening to me.

It is always my intention to keep abreast of world events — but here there's no news, no nothin'. That is a major hurt.

Apart from all these "beefs", I'm enjoying my holiday and seeing how the sun shines in the northern wilds. I'll be back soon and tell you about the big ones that got away.

Sincerely,

—ELDA.

**Murray Expands**

Jack Murray Ltd., has moved to larger quarters, having taken over the whole second floor at 10 King Street East, the building in which they established their original office in June 1943. Additions to the staff include Miss Patricia Boyer in charge of continuity, and Miss Efanie Astone in charge of traffic.

Miss Bayer is a graduate of the University of Syracuse where she specialized in radio writing, and Miss Astone was formerly with Imperial Oil. Mrs. Murray continues as office manager.

**Western Meetings**

Prior to the annual meeting of the Western Association of Broadcasters at Banff, Alta., August 7 and 8th, a meeting will be held in Calgary of manager of the All Canada organization, August 2nd and 3rd.

On August 4, Dr. Frigon, acting general manager of the CBC is meeting western radio men in Calgary to discuss matters connected with Western radio, according to an unconfirmed report. It has also been announced that Dr. Frigon will address the WAB meeting at 4 p.m. August 7th.

**Engaged**

The engagement has been announced of Dick Gluns, chief producer at CJBC, Toronto, on loan to the Coca-Cola program for the summer, to Diana Stevens, secretary to Spence Caldwell, CJBC manager. The date has not been divulged.

**WOO-WOO**



On July 1st, Flin Flon, Manitoba, and its radio station go all out. "Amongst other things" writes Gerry Quinney, manager of CFAR, "is a local bathing beauty contest. Miss CFAR was one of the winners. Isn't she a peach? The old Roue in the background," he continues, "is yours truly. I think the expression suggests 'woo-woo'."

**Canadian Stars Heard Overseas**

Canadian troops in France have the opportunity of hearing three Dominion network features within a week of their original airings through the medium of recordings which are taken off the air and then flown to London. Alys Robi, Clary Settell and Cliff Stewart are among artists whose voices are being carried overseas in this way.

**CBR Production Head**

Ira Dilworth, CBC's BC Regional Representative, has announced the appointment of Roy Dunlop, veteran radio and stage producer, member of the CBC Vancouver Production staff, to the post of CBR production manager.

Another CBC Vancouver appointment is that of Kenneth Caple, former director of school broadcasts, to the position of Vancouver program director.

**Singers' Opportunity**

George Taggart, Toronto, producer of *Cashmere Bouquet* and *Eveready Early Birds*, is tearing out what hair he has in a hunt for girls with voices and looks for commercial programs scheduled for opening in the fall. Anyone who thinks Canada lacks talent, says George, should drop up to my offices when I'm auditioning for amateur and professional *singers-plus*, and see the crowds.

George Taggart is offering a real opportunity to Canadian talent and a service will be rendered to radio if this undertaking is given all possible encouragement.

**HELP WANTED**

Chief engineer for a new 1,000 watt station in the vicinity of Toronto. Engineer must be able to superintend construction of transmitter and studios, be familiar with operation and maintenance and hold Government license. Excellent salary. Those employed in war work need not apply. Apply Employment and Selective Service, 174 Spadina Avenue, Toronto. Refer to file K-134-M.

**CFGP**  
1000 WATTS GOING TO A 1000  
GRANDE PRAIRIE ALBERTA

The ONLY STATION that is CONSISTENTLY LISTENED TO in the PEACE RIVER COUNTRY and NORTHERN BRITISH COLUMBIA IS

**CFGP**  
1000 WATTS broadcasting 17 HOURS DAILY

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

**VOICE OF THE MIGHTY PEACE**

**THREE REASONS** for the POPULARITY of **CKNX** 920 Kcs  
1000 Watt

*'The Voice of the Western Ontario Farmer'*

- LOCAL NEWS COVERAGE
- COMMUNITY SERVICES
- PROGRAMS of the LISTENER'S CHOICE

Representative,  
J. L. ALEXANDER TORONTO & MONTREAL

An Independently Operated Station

# RADIO ALOFT

by Albert Shea

Electronics, in response to the urgent demands of this scientific war, is advancing with Ten League paces. Our Navy, Army and Air Force are developing men and techniques that will make their contribution to the post-war progress of radio in Canada when their services are no longer required in the prosecution of the war.

This sketch of Air Force radio activities is by a former contributor, now a Wireless Mechanic with the R.C.A.F.

"Come and visit us this week-end at Bobcaygeon. It's in the Kawartha Lakes district."

Gas permitting, you set the radiator of your car in that direction with scarcely a second thought. Signs, highway numbers, a road map—these and questions asked along the way will get you to Bobcaygeon, Ont. or Kelowna, B.C. As you leave the ground, putting your faith in a whirling propeller and a pair of wings, instead of in your thread-bare tires, it's not quite so easy. Up in the clouds there are no signposts and no street-corner loiterers to give you directions.

Radio has found one of its most important roles with the R.C.A.F. as an aid to Avigation, as aerial navigation is termed. From the dithers of Morse code, and more commonly by straight R/Talk, the pilot receives information on his position, course, weather conditions and time.

It has also been discovered that radio stations can serve also as guide-posts. The radio compass, by indicating the direction which the radio waves travel from radio transmitter to the plane, gives the pilot his location and direction of travel. The ultimate is the Automatic Radio Compass, which performs all the steps in the process electronically at the touch of a button, eliminating the possibility of human error.

The job of locating the enemy in the sky, and tracking him down, is also the busy electron's responsibility. The mysterious Radar equipment probes its searching rays into distant skies, sending back reports on the number, size and speed of the enemy formations. The newest Radar comes close to television, its rumour whispers, revealing the outline of the buzzard flight on a screen. The other half of the task is directing friendly aircraft to a rendezvous with the enemy. This is handled by an elaborate system which combines a telephone network with ground-to-fighter communication on the ultra-high radio frequencies, enabling a Regional Commander to plan the entire operation on a map and direct his Spitfires to where the Nazi JU-88's can be intercepted and cut down.

Flying "on the beam", an indispensable aid to commercial air routes, is a radio system which has military application as well. A refinement of beam flying is beam

landing, an ingenious radio installation enabling aircraft to land in fog or snow, when visibility is poor or zero.

Necessity has caused the Air Force to rely more heavily on radio, than the Army or Navy. Even so humble a thing as intercommunication between members of a bomber crew depends on electronic equipment. Without the I/C system the close team-work of a bomber crew would be impossible, as anyone who has listened to "L for Lanky" would know. Radio is the voice and ears of the Air Force. The men who install, maintain and operate the multitude of radio devices employed by the R.C.A.F. have no mean responsibility in their hands.

When the slim supply of trained radio men had been drawn on to the full, the Air Force drew from the ranks of the amateur radio enthusiasts, the "hams", and radio servicemen. When these resources were drained, young men just out of high school and others with some knowledge of physics and electricity were recruited. All these men were given intensive radio training by the Air Force. The emphasis was upon a thorough grounding in theory, so that the wireless man could understand the "why" of any type of electronic equipment he might encounter.

Many of these young men trained by the Air Force plan to continue their radio training after the war. They look to FM, television, aeronautical radio and industrial electronics as fields where study, research and hard work may win them recognition and a satisfactory livelihood in this newest branch of science.



**"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO**

**CHATHAM** *Serving*

The richest farming area in Canada with increased operating hours, 9.15 a.m.-11.15 p.m. (16 hours daily).

**JOHN BEARDALL**  
Mgr.-Owner

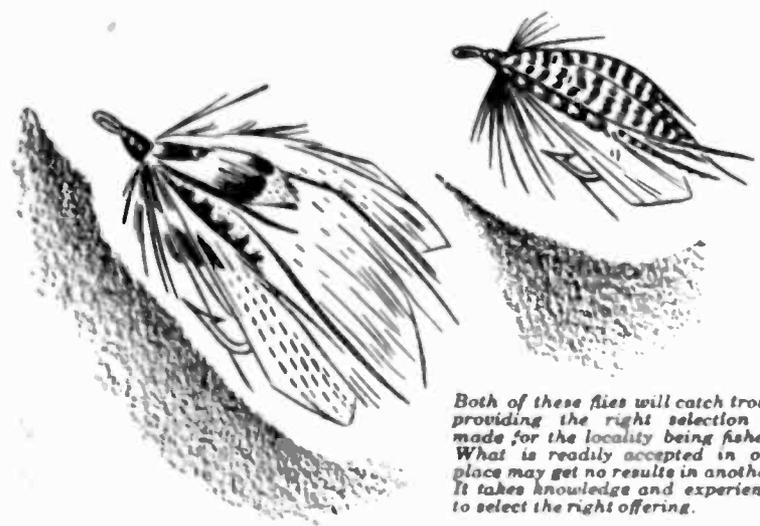
**"THE VOICE OF MANITOBA"**



**CKY**

**WINNIPEG**  
**15,000 WATTS**

**EXCLUSIVE REPRESENTATIVE - H. N. STOVIN**  
TORONTO      WINNIPEG      MONTREAL



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.

**R**AUDIO 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

# "quotes"

People wonder, for instance, why they should be required to pay a yearly radio license fee while the system is going all out on a commercial basis. They find it irritatingly paradoxical to discover that public money — out of their individual pockets — is being paid out to subsidize an advertising organization that is in direct competition with other publicity mediums which are not subsidized.

—:Edmonton Bulletin

"30"

The Canadian Broadcasting Corporation endeavors to maintain high propriety of speech, which is admirable. But now and then it overdoes a good thing, and the ensuing affectation becomes prudish and silly. A case in point was heard the other evening when a spokesman announced that somebody didn't give "a tinker's hoot" about something.

The script-writer or the C.B.C. censors thus "pulled a honer," as the saying goes, and made the C.B.C. ridiculous. Evidently "tinker's hoot" was substituted for "tinker's dam", the original expression, and whoever ordered the "polite" change obviously thought the tinker's dam was spelt with a terminal "n".

—:Brantford Expositor

"30"

We do not know how the King Government happened to hear of Mr. Howard B. Chase, of Montreal, who has just been appointed to the Chairmanship of the Canadian Broadcasting Corporation, following the resignation of Mr. Rene Morin from that post. Certainly the general public has never heard of him until now. Neither do we know what qualifications this gentleman possesses that commend him to the King Government as the best man for the job. All that has been said in this connection is that he is a "prominent unionist"—which does not necessarily mean that he is more fit to be Chairman of the Canadian Broadcasting Corporation than is the Editor of this newspaper.

—:Quebec Chronicle-Telegraph

"30"

Mr. Chase is one of the senior officials of the railwaymen's union and has been associated with Canada's war supply boards for several years where he has built a splendid reputation as an administrator. His appointment to the chairmanship is sure to be popular with organized labor generally. He will bring an undoubted capacity for organization to his new post. The change in chairmanships is probably the beginning of the process of reorganization of the corporation. At hearings of the committee, it has been strongly urged that a full-time chairman should be secured for the board in addition to a general manager. As matters stand, the corporation has been operating with an acting general manager as its head for more than two years, a situation which cannot make for aggressive management.

—:Saskatoon Star Phoenix

"30"

The new chairman of the Canadian Broadcasting Corporation, Howard B. Chase, should be assured of the loyal support of the CBC's shareholders, the licensed listeners and of the Canadian people in general. He has enlisted in a great work in the interests of Canadian listeners and the national interests of Canada.

—:Ottawa Citizen

## BUSINESS

ALDERSHOT DISTRIBUTING CO-OPERATIVE CO., LTD.: 26 spots during August on 10 Canadian stations. Metropolitan Broadcasting Service Ltd., Toronto.

\* \* \*

FARM LABOR SUPPLY: used spot announcements July 25 and 27 on every independent station, English and French, across Canada. R. C. Smith & Son Ltd., Toronto.

\* \* \*

KELLOGG COMPANY OF CANADA: 26 spots on a wide list of Canadian stations through August. J. Walter Thompson Co., Ltd., Toronto.

\* \* \*

SALADA TEA CO. OF CANADA: has started quarter-hour Sunday newscasts on CJKL Kirkland Lake, CKGB Timmins and CFCH North Bay. Thornton Purkis Ltd., Toronto.

\* \* \*

DEPT. OF LABOR: 15 minutes appeal, read by Hon. Humphrey Mitchell, for farm help on 75 stations. One-shot only. Placed by Gordon Anderson, public relations officer, Department of Labor, Toronto.

### Fags for the Forces

CKBI, Prince Albert, reports a revival of interest in "Sugarbowl" and that part of the program which solicits contributions for the overseas cigarette fund.

Over a quarter of a million cigarettes have been sent to the boys in the forces thus far. Displays now appear in merchants' stores with giant sugarbowls filled with contributions. Mary Jones is the Skipperette on the show.

### Singing Spots

"Singing Station Breaks" is the latest innovation at CHML, Hamilton. Now listeners are reminded that they are tuned to "900 on the dial" with tuneful outbursts of harmony instead of the usual spoken announcements.

### Agencies Appointments

Ronalds Advertising Agency has announced the appointment to its Toronto office of S. K. Arnott, in the capacity of account executive. Until recently Mr. Arnott was head of his own public and industrial relations business, S. K. Arnott and Associates, in Kitchener.

A new account executive at Spitzer & Mills' Toronto office is Gordon Wallace. Mr. Wallace assumes his new duties after fourteen years with MacLaren Advertising Co., Ltd., Toronto.

## Book Review

"RADIO RESEARCH 1942-43" edited by Paul Lazarsfeld and Frank Stanton. William Collins Sons & Co. (Canada) Ltd. —\$6.00.

(Reviewed by J. M. Leckie, Research Director, Elliott-Haynes, Ltd.)

Just off the press is a sequel to "Radio Research—1941", filled with interesting and highly significant studies in the field of radio research. As in their original book, Dr. Lazarsfeld of Columbia University and Dr. Stanton of the Columbia Broadcasting System have selected and edited scholastic reports on projects that have been carried out during the past two wartime years. Not just superficial studies on "Who listens to the radio?", but deeper enquiries into "Why do they listen?", "How much?", "What are their reactions to a broadcast?", etc.

The first section of the book (109 pages) is devoted to a study of the type of people who listen to the daytime serials and the production of a serial story that would interest them. According to their findings, the main listener interest is built around the fact that the people in the story live a life that appeals to the listeners. Their home, their travels, their problems must be realistic, and slightly above the standards of the housewives that tune in. Upon reading this particular section, it occurred to me that the Canadian viewpoint was sadly neglected, since nearly every daytime serial in Canada is of American source and is produced with the American way of living as a background.

Propaganda, in its true sense, has become one of the strongest forces during the present war to help maintain morale and keep the home front at a high production pitch. The field of radio broadcasting has been utilized as never before to spread this propaganda.

In the second section of the book, several chapters are devoted to an explanation of the efforts and results of propaganda broadcasts in the United States, Great Britain and Germany.

Radio audience research in Britain gives an enlightening series of stories on how the BBC keeps in constant touch with its radio audience in a land where non-commercial radio discourages radio research organizations such as there are in the U.S. and Canada. German propaganda efforts are described and explained. As usual, the German experts have designed this tool with a high degree of effectiveness. For home consumption they plan one type of news broadcast and for foreign listeners they design another line of thought and implication. The first is designed to unite and glorify the German people: the second to undermine the unity and confidence of the Allies.

By far the most interesting section of the book is the one entitled "Radio in Operation". This section of the book describes the new program research instrument called the "program analyzer". This machine, by means of a moving tape, synchronized with a recorded broadcast, allows listeners to record their individual likes and dislikes by pressing green and red but-

tons which they hold during the audition. A "program profile", which is a graphic illustration of the group's reactions, then portrays listener response to each minute detail. By further questioning, the causes of serious dislikes can be determined and the broadcast can be rearranged to eliminate the offending details. The program analyzer lends itself to a variety of other uses including listener reaction to the commercial, the setting of the play, the voices of the actors, etc. The program analyzer is a clinical instrument, but would be practical, even in Canada, and would help to build up a Canadian pattern of audience data that would be of great and lasting value to the whole industry.

Another section of the book deals with popular musical programs, their effectiveness, the composition of their audiences, the listening trends among age groups, sexes, urban-rural and geographic regions. Anyone presently broadcasting a purely musical program, or planning such entertainment would do well to read these chapters.

The whole book is filled with detailed reports on up-to-date technical studies that would cost a private broadcaster thousands of dollars to complete for himself. For that reason, "Radio Research 1942-1943" is a real contribution to the improvement of present day broadcasting and is commended to all who strive onward and upward in the field of commercial radio.

## Sales Promotion

Grant H. Adams, until recently medium department manager of Spitzer & Mills Ltd., has been appointed sales promotion manager of Canadian Johns-Manville Co., Ltd., and commenced his new duties August 1st. Grant was with Spitzer & Mills and their predecessors, Lord & Thomas since 1931.

## Back to the Remington

Back from Montreal and "other eastern points" is CKWX continuity writer, newly-wed Isobel Frost Midmore. Husband Joe remains in the east in the RCAF, while Isobel returns to the Vancouver station.

## While Canada Sleeps

An announcement has been made in the United States by the FCC that it intends to "carefully consider" the U.S. Office of Education's state-wide coverage plans in connection with applications for non-commercial FM stations. The plans involved, according to the Office of Education, would ultimately provide an FM signal for 75% of the U.S. population residing in 28 states.

Starting  
In the Fall?

SO ARE WE

Opening September 3rd

**CFPA**

Port Arthur

See

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

# I RAN A RADIO STATION

## The Purely Personal Views of Bob Giles

Views are voiced on the rights and the wrongs of broadcasting by almost everyone except the lads at the stations—the announcers and the engineers, the producers and the promotion men, who first chose radio as a career because they saw in it a new industry to grow up with, and, having entered the business, now eat, drink, sleep and live broadcasting at least as much as the men who employ them. What we hope will prove to be a series of articles begins with the "Purely Personal Views of Bob Giles". Bob describes his activities in the article, and we cordially invite others among the ranks of the "people who do things", to follow along the trail he is blazing. Take it away Bob. It's all yours.

What Price perfection? Can there be such a thing in radio? I got into the radio business, because I wanted to be either a radio-fellow or a newspaper columnist—I tried both first because they say the pay is better, and the work is less. My job is Production Manager of CHL, Moose Jaw—"one of those all western stations".

Radio, is without a doubt, a great business—it has done some hard and wonderful things in the past. Along with these "weird and wonderfuls", there are some very foolish things done in radio today: some of which are getting worse and worse. We all know the good side of the broadcasting business—let's face the bad side and see what can be done about it.

One of the first things I noticed when I got into radio was the fact that it seems dogged by the idea that it should not talk about the good things it does. I feel that in radio we have the greatest advertising medium ever devised. We advertise everything from Vitamin pills to ladies' ready-to-wear. Sure—we have enough confidence in the medium, to advertise our programs — our sponsors' programs, and radio in general.

The next thing I think is happening in radio is over commercialization—a long word which means

simply that many station-managers are saying "let the programs go to pot—as long we get the shekels"—this is especially true of many of the larger centres, where the only good programs seem to be those which are paid for. If we take a squint across the border, we find a good percentage of their top shows are sustaining things, which they keep on the air year after year, whether they are sold or not. This evil radio bug, which thinks about money first, last and foremost, bids fare to smell up the air-ways permanently in Canada, if we don't spank it soundly now.

Canadian Radio lacks Canadian Talent—true or false? True—and why? Because Canadian Radio offers a small and restricted outlet for Canadian talent, and small local stations cannot afford to pay living wages to entertainers for sustaining shows. Canadians have had, and have now, as much talent, per capita, as any other country in the world: but as soon as the talent is trained it so often goes to the United States or other countries, where the boys who pay the bills aren't so niggardly with their folding-stuff, and are willing to pay for good talent, even if they carry it on sustaining time. When will the people who pay the piper, learn to pay the piper who can play what the people want, and not what others think they should have.

Canadian Radio—that is big time Canadian Radio—has not yet learned to do things on its own hook. So much of what it does is copied from some other station or from American Network shows. Surely the actual program men of the Canadian networks have enough originality to be a little different once in a pink moon — or have they? If they haven't, why are they at the top?

Canadian Radio will never make a name for itself, by introducing "a new, original interesting radio program"—which smells suspiciously like the one you heard yesterday from the United States.

This is growing a little long-winded, so let's close with this one final thought. Local radio is *not local enough*. In every city, town or hamlet of over 2 people, there are interesting things going on every day, these things are shamefully neglected by most of the independent stations. We find great appeal in human-interest stories from all over the world, but never hear of the one's that happen in our next door neighbor's cellar. Public events are publicized in radio by spot campaigns—and then the events are left to the imagination of the public, when they should be described for the public's information. There are reasons for this neglect of local material: but the reasons do not justify the neglect. There is at least one local station in

Canada which has *no news editor* or news service except its teletype —no service of any kind. C'est la guerre? I don't think so entirely.

If this is read, some will say I'm a crank—others will say I have a large imagination: but of all these faults, I say *Beware*—lest they overpower the good of radio, and leave only the bad.

### Victory Loan Ideas

The date for the Seventh Victory Loan Campaign is believed to have been set for October 23rd.

Station promotion men, news editors and others charged with the creation and production of loan ideas in past campaigns can help materially with the successful promotion of the coming drive, by sharing ideas which have rung the bell with other stations.

It is our hope to feature successful ideas in past campaigns in our issue of September 9th. We want a brief outline of the idea that was such a help to your committee when you used it. Also we can use a limited number of pictures.

Copy for this "special" should reach us as soon as possible in order that it may appear in the paper to the best advantage. This is an opportunity for local stations to contribute materially to the coming drive, by making their ideas available to stations across the country.

TELEPHONES  
 OFFICE ELGIN 9296  
 NIGHTS KENWOOD 4346  
 MONTREAL TRUST BLDG  
 67 YONGE ST.  
 TORONTO

## JOHN ADASKIN PRODUCTIONS

"Ask Adaskin"

IT is just a sample of the length we will go to attain incomparable production. We'll turn everything upside down for a perfect production.

THIS IS NOT A  
 PRINTER'S ERROR

**SORRY!**



## NEW HORIZONS

The steady, sustained growth of Edmonton, "Gateway to the North", is opening up "new horizons" for advertisers who are looking to the future. The 1944 population figure shown at the left comprises a responsive market, a GROWING market, a market, whose favorite station is CFRN!

1920	- -	61,045
1930	- -	77,557
1940	- -	91,723
1944	-	108,416

# CFRN

1,000 WATTS  
 EDMONTON - ALBERTA

# "More Hope than Charity"

A COLUMN OF CONSTRUCTIVE DESTRUCTION  
by Elda Hope

ELDA WRITES THE ED.  
Dear "R. G."—Cease the search for a column from me this month. There just isn't going to be one.

There are three reasons for this absence, good ones, believe me. First I have managed to sneak away on a vacation. Next I've been so thoroughly taken aback about my last article I'm wondering if perhaps I should give the readers a rest. And last, radio can't be heard up here where I am, because as far as I can discover there just aren't any radios hereabouts.

Without doubt the last reason hurts the most. Imagine life without a radio. You don't realize it until it happens. You can't. You should be able to see eye to eye with me on the vacation idea, R.G., because that's the kind of holiday you used to take yourself before you got mixed up in this crazy business of broadcasting.

Great has been the comment about my dislikes in radio, voiced in the last issue. Do people really infer that a listener should like everything? Is the Jack Spratt fable not true to life after all? If so, I must be a bitter disappointment, 'cause there's heaps 'n' heaps of things I hate. (I bet that gets blue-pencilled out). Between you and me though I got that business of peevish and hates off my chest just in time, for right now I'd give a lot to be able to tune in my radio.

Oh yes, I was going to tell you about the radio man who said I was bitter towards "the industry." He explained that people in radio are doing their best, and that I should appreciate that. I certainly do appreciate it, but there's no law against wanting them to do better is there? It just so happens that I look on some of their efforts with a raised eye-brow. Radio is a jittery industry as best and has come close to nervous hysteria before today. Is it a fear of the unknown? Could broadcasters of this country be under a compulsion that is invisible? Sometimes I think radio has been scared out of its wits, and sometimes I'm sure of it. But right now, I would be completely happy to hear just one show. Any show.

And if I had to choose just one show for my listening pleasure, what would it be? —That's a big order for I'm accustomed to plenty of choice all over the dial. For musical entertainment, I would gladly settle for Russ Gerow's "Reminiscing". This conductor-pianist makes mighty smooth arrangements featuring every instrument in his orchestra, and Joan Green does a good job on the vocals. Or maybe I would flip a coin and hope that Lucio Agostini won the toss, doing his "In the Spotlight" series. His arrangements are remarkably clever and besides I'm very partial to Alys Robi's vocal numbers. They're not only lively — they're fiery. On the last program, I heard Charles Jordan sing "Wagon Wheels" like I've never before heard it sung. Calgary-born Kathleen Parlow showed unusual talent in her violin playing too, by the way.

Maybe I'm going out on a limb again, but I do miss "Road of Life" and miss it plenty — five days a week. Soap shows are rather a sore subject apparently, but they make jolly good listening to me.

It is always my intention to keep abreast of world events — but here there's no news, no nothin'. That is a major hurt.

Apart from all these "beefs", I'm enjoying my holiday and seeing how the sun shines in the northern wilds. I'll be back soon and tell you about the big ones that got away.

Sincerely,

—ELDA.

## Murray Expands

Jack Murray Ltd., has moved to larger quarters, having taken over the whole second floor at 10 King Street East, the building in which they established their original office in June 1943. Additions to the staff include Miss Patricia Boyer in charge of continuity, and Miss Effanie Astone in charge of traffic.

Miss Bayer is a graduate of the University of Syracuse where she specialized in radio writing, and Miss Astone was formerly with Imperial Oil. Mrs. Murray continues as office manager.

## Western Meetings

Prior to the annual meeting of the Western Association of Broadcasters at Banff, Alta., August 7 and 8th, a meeting will be held in Calgary of manager of the All Canada organization, August 2nd and 3rd.

On August 4, Dr. Frigon, acting general manager of the CBC is meeting western radio men in Calgary to discuss matters connected with Western radio, according to an unconfirmed report. It has also been announced that Dr. Frigon will address the WAB meeting at 4 p.m. August 7th.

## Engaged

The engagement has been announced of Dick Gluns, chief producer at CJBC, Toronto, on loan to the Coca-Cola program for the summer, to Diana Stevens, secretary to Spence Caldwell, CJBC manager. The date has not been divulged.

## WOO-WOO



On July 1st, Flin Flon, Manitoba, and its radio station go all out. "Amongst other things" writes Gerry Quinney, manager of CFAR, "is a local bathing beauty contest. Miss CFAR was one of the winners. Isn't she a peach? The old Roue in the background", he continues, "is yours truly. I think the expression suggests 'woo-woo'."

## Canadian Stars Heard Overseas

Canadian troops in France have the opportunity of hearing three Dominion network features within a week of their original airings through the medium of recordings which are taken off the air and then flown to London. Alys Robi, Clary Settell and Cliff Stewart are among artists whose voices are being carried overseas in this way.

## CBR Production Head

Ira Dilworth, CBC's BC Regional Representative, has announced the appointment of Roy Dunlop, veteran radio and stage producer, member of the CBC Vancouver Production staff, to the post of CBR production manager.

Another CBC Vancouver appointment is that of Kenneth Caple, former director of school broadcasts, to the position of Vancouver program director.

## Singers' Opportunity

George Taggart, Toronto, producer of *Cashmere Bouquet* and *Eveready Early Birds*, is tearing out what hair he has in a hunt for girls with voices and looks for commercial programs scheduled for opening in the fall. Anyone who thinks Canada lacks talent, says George, should drop up to my offices when I'm auditioning for amateur and professional *singers-plus*, and see the crowds.

George Taggart is offering a real opportunity to Canadian talent and a service will be rendered to radio if this undertaking is given all possible encouragement.

## HELP WANTED

Chief engineer for a new 1,000 watt station in the vicinity of Toronto. Engineer must be able to superintend construction of transmitter and studios, be familiar with operation and maintenance and hold Government license. Excellent salary. Those employed in war work need not apply. Apply Employment and Selective Service, 174 Spadina Avenue, Toronto. Refer to file K-134-M.

# CFGP

1000 WATTS GOING TO A 1000

GRANDE PRAIRIE ALBERTA

The ONLY STATION that is CONSISTENTLY LISTENED TO in the PEACE RIVER COUNTRY and NORTHERN BRITISH COLUMBIA IS

**CFGP**  
1000 WATTS broadcasting 17 HOURS DAILY

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

VOICE OF THE MIGHTY PEACE

## THREE REASONS for the POPULARITY of

# CKNX

1000 Watt 920 Kcs

*'The Voice of the Western Ontario Farmer'*

- LOCAL NEWS COVERAGE
- COMMUNITY SERVICES
- PROGRAMS of the LISTENER'S CHOICE

Representative.

J. L. ALEXANDER TORONTO & MONTREAL

An Independently Operated Station

# RADIO ALOFT

by Albert Shea

Electronics, in response to the urgent demands of this scientific war, is advancing with Ten League paces. Our Navy, Army and Air Force are developing men and techniques that will make their contribution to the post-war progress of radio in Canada when their services are no longer required in the prosecution of the war.

This sketch of Air Force radio activities is by a former contributor, now a Wireless Mechanic with the R.C.A.F.

"Come and visit us this weekend at Bobcaygeon. It's in the Kawartha Lakes district."

Gas permitting, you set the radiator of your car in that direction with scarcely a second thought. Signs, highway numbers, a road map—these and questions asked along the way will get you to Bobcaygeon, Ont. or Kelowna, B.C. Once you leave the ground, putting your faith in a whirling propeller and a pair of wings, instead of in your thread-bare tires, it's not quite so easy. Up in the clouds there are no signposts and no street-corner loiterers to give you directions.

Radio has found one of its most important roles with the R.C.A.F. as an aid to Avigation, as aerial navigation is termed. From the dithers of Morse code, and more commonly by straight R/Talk, the pilot receives information on his position, course, weather conditions and time.

It has also been discovered that radio stations can serve also as guide-posts. The radio compass, indicating the direction which the radio waves travel from radio transmitter to the plane, gives the pilot his location and direction of travel. The ultimate is the Automatic Radio Compass, which performs all the steps in the process electronically at the touch of a button, eliminating the possibility of human error.

The job of locating the enemy in the sky, and tracking him down, is also the busy electron's responsibility. The mysterious Radar equipment probes its searching rays into distant skies, sending back reports on the number, size and speed of the enemy formations. The newest Radar comes close to television, as rumour whispers, revealing the outline of the buzzard flight on a screen. The other half of the task is directing friendly aircraft to a rendezvous with the enemy. This is handled by an elaborate system which combines a telephone network with ground-to-fighter communication on the ultra-high radio frequencies, enabling a Regional Commander to plan the entire operation on a map and direct his Spitfires to where the Nazi JU-88's can be intercepted and cut down.

Flying "on the beam", an indispensable aid to commercial air routes, is a radio system which has military application as well. A refinement of beam flying is beam

landing, an ingenious radio installation enabling aircraft to land in fog or snow, when visibility is poor or zero.

Necessity has caused the Air Force to rely more heavily on radio, than the Army or Navy. Even so humble a thing as intercommunication between members of a bomber crew depends on electronic equipment. Without the I/C system the close team-work of a bomber crew would be impossible, as anyone who has listened to "L for Lanky" would know. Radio is the voice and ears of the Air Force. The men who install, maintain and operate the multitude of radio devices employed by the R.C.A.F. have no mean responsibility in their hands.

When the slim supply of trained radio men had been drawn on to the full, the Air Force drew from the ranks of the amateur radio enthusiasts, the "hams", and radio servicemen. When these resources were drained, young men just out of high school and others with some knowledge of physics and electricity were recruited. All these men were given intensive radio training by the Air Force. The emphasis was upon a thorough grounding in theory, so that the wireless man could understand the "why" of any type of electronic equipment he might encounter.

Many of these young men trained by the Air Force plan to continue their radio training after the war. They look to FM, television, aeronautical radio and industrial electronics as fields where study, research and hard work may win them recognition and a satisfactory livelihood in this newest branch of science.



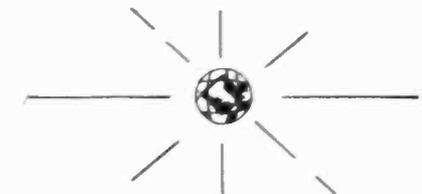
**"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO**

CHATHAM *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

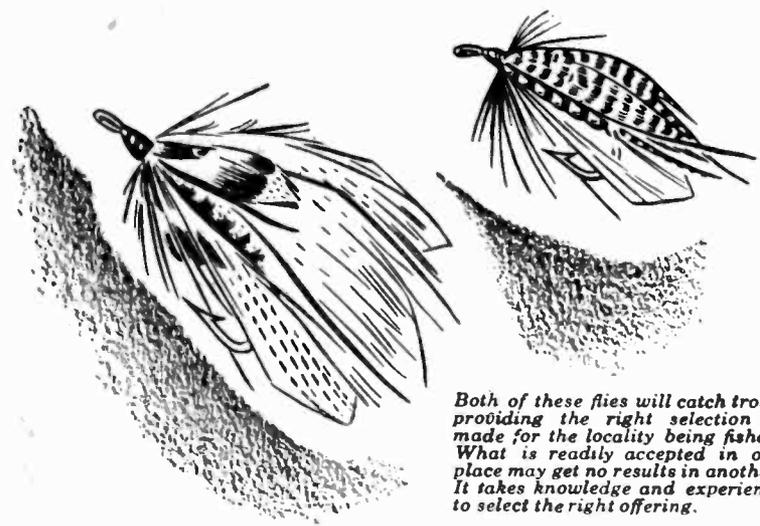
## "THE VOICE OF MANITOBA"



# CKY

### WINNIPEG 15,000 WATTS

**EXCLUSIVE REPRESENTATIVE - H. N. STOVIN**  
TORONTO      WINNIPEG      MONTREAL



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.

**RADIO 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

# "quotes"

People wonder, for instance, why they should be required to pay a yearly radio license fee while the system is going all out on a commercial basis. They find it irritatingly paradoxical to discover that public money — out of their individual pockets — is being paid out to subsidize an advertising organization that is in direct competition with other publicity mediums which are not subsidized.

—:Edmonton Bulletin

"30"

The Canadian Broadcasting Corporation endeavors to maintain high propriety of speech, which is admirable. But now and then it overdoes a good thing, and the ensuing affectation becomes prudish and silly. A case in point was heard the other evening when a spokesman announced that somebody didn't give "a tinker's hoot" about something.

The script-writer or the C.B.C. censors thus "pulled a boner," as the saying goes, and made the C.B.C. ridiculous. Evidently "tinker's hoot" was substituted for "tinker's dam", the original expression, and whoever ordered the "polite" change obviously thought the tinker's dam was spelt with a terminal "n".

—:Brantford Expositor

"30"

We do not know how the King Government happened to hear of Mr. Howard B. Chase, of Montreal, who has just been appointed to the Chairmanship of the Canadian Broadcasting Corporation, following the resignation of Mr. Rene Morin from that post. Certainly the general public has never heard of him until now. Neither do we know what qualifications this gentleman possesses that commend him to the King Government as the best man for the job. All that has been said in this connection is that he is a "prominent unionist"—which does not necessarily mean that he is more fit to be Chairman of the Canadian Broadcasting Corporation than is the Editor of this newspaper.

—:Quebec Chronicle-Telegraph

"30"

Mr. Chase is one of the senior officials of the railwaymen's union and has been associated with Canada's war supply boards for several years where he has built a splendid reputation as an administrator. His appointment to the chairmanship is sure to be popular with organized labor generally. He will bring an undoubted capacity for organization to his new post. The change in chairmanships is probably the beginning of the process of reorganization of the corporation. At hearings of the committee, it has been strongly urged that a full-time chairman should be secured for the board in addition to a general manager. As matters stand, the corporation has been operating with an acting general manager as its head for more than two years, a situation which cannot make for aggressive management.

—:Saskatoon Star Phoenix

"30"

The new chairman of the Canadian Broadcasting Corporation, Howard B. Chase, should be assured of the loyal support of the CBC's shareholders, the licensed listeners and of the Canadian people in general. He has enlisted in a great work in the interests of Canadian listeners and the national interests of Canada.

—:Ottawa Citizen

## BUSINESS

**ALDERSHOT DISTRIBUTING CO-OPERATIVE CO., LTD.:** 26 spots during August on 10 Canadian stations. Metropolitan Broadcasting Service Ltd., Toronto.

\* \* \*

**FARM LABOR SUPPLY:** used spot announcements July 25 and 27 on every independent station, English and French, across Canada. R. C. Smith & Son Ltd., Toronto.

\* \* \*

**KELLOGG COMPANY OF CANADA:** 26 spots on a wide list of Canadian stations through August. J. Walter Thompson Co., Ltd., Toronto.

\* \* \*

**SALADA TEA CO. OF CANADA:** has started quarter-hour Sunday newscasts on CJKL Kirkland Lake, CK GB Timmins and CFCH North Bay. Thornton Purkis Ltd., Toronto.

\* \* \*

**DEPT. OF LABOR:** 15 minutes appeal, read by Hon. Humphrey Mitchell, for farm help on 75 stations. One-shot only. Placed by Gordon Anderson, public relations officer, Department of Labor, Toronto.

### Fags for the Forces

CKBI, Prince Albert, reports a revival of interest in "Sugarbow" and that part of the program which solicits contributions for the overseas cigarette fund.

Over a quarter of a million cigarettes have been sent to the boys in the forces thus far. Displays now appear in merchants' stores with giant sugarbowls filled with contributions. Mary Jones is the Skipperette on the show.

### Singing Spots

"Singing Station Breaks" is the latest innovation at CHML, Hamilton. Now listeners are reminded that they are tuned to "900 on the dial" with tuneful outbursts of harmony instead of the usual spoken announcements.

### Agencies Appointments

Ronalds Advertising Agency has announced the appointment to its Toronto office of S. K. Arnott, in the capacity of account executive. Until recently Mr. Arnott was head of his own public and industrial relations business, S. K. Arnott and Associates, in Kitchener.

A new account executive at Spitzer & Mills' Toronto office is Gordon Wallace. Mr. Wallace assumes his new duties after fourteen years with MacLaren Advertising Co., Ltd., Toronto.

## Book Review

"**RADIO RESEARCH 1942-43**" edited by Paul Lazarsfeld and Frank Stanton. William Collins Sons & Co. (Canada) Ltd. —\$6.00.

(Reviewed by J. M. Leckie, Research Director, Elliott-Haymes, Ltd.)

Just off the press is a sequel to "Radio Research—1941", filled with interesting and highly significant studies in the field of radio research. As in their original book, Dr. Lazarsfeld of Columbia University and Dr. Stanton of the Columbia Broadcasting System have selected and edited scholastic reports on projects that have been carried out during the past two wartime years. Not just superficial studies on "Who listens to the radio?", but deeper enquiries into "Why do they listen?", "How much?", "What are their reactions to a broadcast?", etc.

The first section of the book (109 pages) is devoted to a study of the type of people who listen to the daytime serials and the production of a serial story that would interest them. According to their findings, the main listener interest is built around the fact that the people in the story live a life that appeals to the listeners. Their home, their travels, their problems must be realistic, and slightly above the standards of the housewives that tune in. Upon reading this particular section, it occurred to me that the Canadian viewpoint was sadly neglected, since nearly every daytime serial in Canada is of American source and is produced with the American way of living as a background.

Propaganda, in its true sense, has become one of the strongest forces during the present war to help maintain morale and keep the home front at a high production pitch. The field of radio broadcasting has been utilized as never before to spread this propaganda.

In the second section of the book, several chapters are devoted to an explanation of the efforts and results of propaganda broadcasts in the United States, Great Britain and Germany.

Radio audience research in Britain gives an enlightening series of stories on how the BBC keeps in constant touch with its radio audience in a land where non-commercial radio discourages radio research organizations such as there are in the U.S. and Canada. German propaganda efforts are described and explained. As usual, the German experts have designed this tool with a high degree of effectiveness. For home consumption they plan one type of news broadcast and for foreign listeners they design another line of thought and implication. The first is designed to unite and glorify the German people; the second to undermine the unity and confidence of the Allies.

By far the most interesting section of the book is the one entitled "Radio in Operation". This section of the book describes the new program research instrument called the "program analyzer". This machine, by means of a moving tape, synchronized with a recorded broadcast, allows listeners to record their individual likes and dislikes by pressing green and red but-

tons which they hold during the audition. A "program profile", which is a graphic illustration of the group's reactions, then portrays listener response to each minute detail. By further questioning, the causes of serious dislikes can be determined and the broadcast can be rearranged to eliminate the offending details. The program analyzer lends itself to a variety of other uses including listener reaction to the commercial, the setting of the play, the voices of the actors, etc. The program analyzer is a clinical instrument, but would be practical, even in Canada, and would help to build up a Canadian pattern of audience data that would be of great and lasting value to the whole industry.

Another section of the book deals with popular musical programs, their effectiveness, the composition of their audiences, the listening trends among age groups, sexes, urban-rural and geographic regions. Anyone presently broadcasting a purely musical program, or planning such entertainment would do well to read these chapters.

The whole book is filled with detailed reports on up-to-date technical studies that would cost a private broadcaster thousands of dollars to complete for himself. For that reason, "Radio Research 1942-1943" is a real contribution to the improvement of present day broadcasting and is commended to all who strive onward and upward in the field of commercial radio.

### Sales Promotion

Grant H. Adams, until recently medium department manager of Spitzer & Mills Ltd., has been appointed sales promotion manager of Canadian Johns-Manville Co., Ltd., and commenced his new duties August 1st. Grant was with Spitzer & Mills and their predecessors, Lord & Thomas since 1931.

### Back to the Remington

Back from Montreal and "other eastern points" is CKWX continuity writer, newly-wed Isobel Frost Midmore. Husband Joe remains in the east in the RCAF, while Isobel returns to the Vancouver station.

### While Canada Sleeps

An announcement has been made in the United States by the FCC that it intends to "carefully consider" the U.S. Office of Education's state-wide coverage plans in connection with applications for non-commercial FM stations. The plan involved, according to the Office of Education, would ultimately provide an FM signal for 75% of the U.S. population residing in 28 states.

Starting  
In the Fall?

SO ARE WE

Opening September 3rd

**CFPA**

Port Arthur

See

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

# IF I RAN A RADIO STATION

The Purely Personal Views  
of Bob Giles

Views are voiced on the rights and the wrongs of broadcasting by almost everyone except the lads at the stations—the announcers and the engineers, the producers and the promotion men, who first chose radio as a career because they saw in it a new industry to grow up with, and, having entered the business, now eat, drink, sleep and live broadcasting at least as much as the men who employ them. What we hope will prove to be a series of articles begins with the "Purely Personal Views of Bob Giles". Bob describes his activities in the article, and we cordially invite others among the ranks of the "people who do things", to follow along the trail he is blazing. Take it away Bob. It's all yours.

What Price perfection? Can there be such a thing in radio? I went into the radio business, because I wanted to be either a radio-fellow or a newspaper columnist—I tried to do both first because they say the pay is better, and the work is less. My position is Production Manager of CHLW Moose Jaw—"one of those all western stations".

Radio, is without a doubt, a great business—it has done some great and wonderful things in the past. Along with these "weird and wonderful", there are some very foolish things done in radio today: some of which are getting worse and worse. We all know the good side of the broadcasting business—let's face the bad side and see what can be done about it.

One of the first things I noticed when I got into radio was the fact that it seems dogged by the idea that it should not talk about the good things it does. I feel that in radio we have the greatest advertising medium ever devised. We advertise everything from Vitamin pills to ladies' ready-to-wear. Sure, we have enough confidence in the medium, to advertise our programs — our sponsors' programs, and radio in general.

The next thing I think is happening in radio is over commercialization—a long word which means

simply that many station-managers are saying "let the programs go to pot—as long we get the shekels"—this is especially true of many of the larger centres, where the only good programs seem to be those which are paid for. If we take a squint across the border, we find a good percentage of their top shows are sustaining things, which they keep on the air year after year, whether they are sold or not. This evil radio bug, which thinks about money first, last and foremost, bids fare to smell up the air-waves permanently in Canada, if we don't spank it soundly now.

Canadian Radio lacks Canadian Talent—true or false? True—and why? Because Canadian Radio offers a small and restricted outlet for Canadian talent, and small local stations cannot afford to pay living wages to entertainers for sustaining shows. Canadians have had, and have now, as much talent, per capita, as any other country in the world: but as soon as the talent is trained it so often goes to the United States or other countries, where the boys who pay the bills aren't so niggardly with their folding-stuff, and are willing to pay for good talent, even if they carry it on sustaining time. When will the people who pay the piper, learn to pay the piper who can play what the people want, and not what others think they should have.

Canadian Radio—that is big time Canadian Radio—has not yet learned to do things on its own hook. So much of what it does is copied from some other station or from American Network shows. Surely the actual program men of the Canadian networks have enough originality to be a little different once in a pink moon — or have they? If they haven't, why are they at the top?

Canadian Radio will never make a name for itself, by introducing "a new, original interesting radio program"—which smells suspiciously like the one you heard yesterday from the United States.

This is growing a little long-winded, so let's close with this one final thought. Local radio is *not local enough*. In every city, town or hamlet of over 2 people, there are interesting things going on every day, these things are shamefully neglected by most of the independent stations. We find great appeal in human-interest stories from all over the world, but never hear of the one's that happen in our next door neighbor's cellar. Public events are publicized in radio by spot campaigns—and then the events are left to the imagination of the public, when they should be described for the public's information. There are reasons for this neglect of local material: but the reasons do not justify the neglect. There is at least one local station in

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If this is read, some will say I'm a crank—others will say I have a large imagination: but of all these faults, I say *Beware*—lest they overpower the good of radio, and leave only the bad.

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PRINTERS ERROR  
THIS IS NOT A

SORRY!



## NEW HORIZONS

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# CFRN

1,000 WATTS  
EDMONTON - ALBERTA



# Hollywood RADIO THEATRE

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

**A DEFINITE, PROVED and TESTED SUCCESS**

and

*Here's Proof!*

## ELLIOTT-HAYNES RATINGS

<b>CFQC</b> - 33.8	<b>CHSJ</b> - 27.3
<b>CJCA</b> - 19.5	<b>CKCK</b> - 19.2
<b>CJOC</b> - 20.0	<b>CFAC</b> - 13.5

The finest transcribed show ever made, Hollywood Radio Theatre is still available for several markets

*Write, Wire or phone for  
Audition Samples*

## EXCLUSIVE RADIO FEATURES

LIMITED

14 McCaul Street, Toronto

ADel. 5112



### ADVICE TO KNITTERS

Remember! Purl Harder!  
GKBI, Prince Albert

\* \* \*

### DON'T DO AS WE DO

We share in the indignation expressed by a Toronto newspaper over the "objectionable" advertising being used by the Government to cover up its zombie policy. But wouldn't it have been more impressive had the newspaper declined to print the ads itself?

\* \* \*

### PAN MAIL

Dear Sir: Your attack on talent in your article "What's Wrong with Canadian Talent?" suggests that you haven't the slightest idea what you are talking about. I am prepared to bet you have never been near a microphone yourself.

—:Actor

Then you lose your bet.

\* \* \*

### BLAH!

If you laid all the evidence presented to the House Committee on Radio Broadcasting end to end, and then added their recommendations to Parliament, what would you have except a lot of words and phrases?

\* \* \*

### SWEET FIFTEEN

Hats off to the agency who has just discovered that it doesn't take a second longer to get out his copy to meet a deadline than ten days later.

\* \* \*

### HOLY SMOKE!

The proposal of the House committee to expand its scope "so that the affairs of the private broadcasters might be investigated in future years as well as those of the CBC, makes you wonder what 'n hell they're doing half their time now.

\* \* \*

### CIRCULATION DEPT.

Commenting on our new subscription rate for 24 issues a year, A. J. "Tony" Messner writes: "I thought there was a ceiling price on waste paper".

Thanks for the two bucks Tony.

\* \* \*

### FLATTERY

Asked why he turned to the radio publication field from his previous activities in the shoe business, A. C. "Ar" Benson, who has joined the paper as production manager with full responsibility for typographical mistakes from here in, said he wanted start with a clean sheet.

Who said this was a "clean sheet"?

\* \* \*

### THOUGHT OF THE MONTH

Gone fishing.

GREAT NEWS  
ON THE RADIO  
THIS MORNING,  
MR. WILLIS...

YES, WE SHOULD HAVE  
A PROGRAMME RIGHT NOW  
TO WARM UP OUR  
PEACE-TIME BUSINESS!



## Don't wait till Surrender Day... start talking to your customers NOW!

**RIGHT NOW**, while factories are furiously turning out the war materials needed to bring victory, publicity programmes should be paving the way for successful resumption of peacetime business.

For peacetime industry must run in full gear if private enterprise is to cope with the gigantic process of demobilizing armed forces and war work. And peace industry means the requirements of Mr. Watts the retailer and Mr. and Mrs. Jones the consumer.

Don't wait till Surrender Day to rush out to them with your merchandizing plans. Avoid the rush. *Start talking to them now!*

Keep them thinking about your name—your products. Talk about your plans, your improvements, your part in peace as

well as in war. But *talk* to them—NOW!

Tell them through the medium of a friendly, human voice—through radio. Through the facilities of 27 "All-Canada" stations from coast to coast you can pick your territory, your time, your type of programme. A key station in any market you wish to reach.

Check with your nearest "All-Canada" office. Your "All-Canada" man can give competent advice on any problem affecting radio: He can help plan your programme or help you select from the most complete transcription library in Canada. Ask your agency for a recommendation.



# Call the **ALL-CANADA MAN**



**ALL-CANADA RADIO FACILITIES**  
*Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



# TOILERS *of the* DEEP

Down to the sea in ships go the Grand Banks fishermen as they have been going these centuries past, to haul from the depths food for themselves, their families and their country.

Hardy descendants of men who fished the waters of the old world, they have developed a Canadian enterprise that has carried the name of the Dominion to the four corners of the globe.

The right to trade freely is the heritage to which CFRB, the Voice of Free Enterprise, has pledged itself.



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