**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 further 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 conferences.

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 bailiwicks 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 bundle of commercial programs at half their card rates, they seem shorn of their business acumen, and appear as simple would-be philanthropists, 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.

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**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.

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**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?
It'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
Talent is a Closed Shop

Comment continues to arrive on so recent editorials: "The Case of 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 saws to sell; talent needs "business" to sell to its sponsors. Each depends entirely on the other in its life, except that, insofar as Canada is concerned, "business" to a large extent, subsists on acts 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 re- pare 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 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

CHML

MEANS BUSINESS

DOMINION BROADCASTING COMPANY
4 ALBERT 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 advertiser 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."

Gail Meredith, Canadian Radio's Pin-up Gal, songstress supreme, is scheduled to leave Canada this month to fulfill 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, overflying 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 Pitch Bandwagon 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 Chamber 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 watertight plant, approximately balances the requests for jobs.

WATCH OUT TELEVISION!

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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.)

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**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**

- **SMALL DANCE BANDS**

- **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 Leviton's Salon Orchestra, Lang-Worth Salon Orchestra, Harry Horlick's Orchestra, Al and Lee Rei
er.

- **CONCERT (POPULAR)**
  - Srath - Myrl's "Symphonic Swine" 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**
  - Gibel Yellin's Nomads (Gypsy), Johnny Pineapple (Hawaiian), Hawaiian Serenaders, Harry Horlick and Guilt
erme Gale (Latin American), Bee Gee Tavern Band (Polkas and Waltzes).

- **VOCAL CHOIRS**

- **SMALL VOCAL GROUPS**
  - Deep River Boys, LeAhon 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 Troupers.

- **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, agitatos, 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. Abellow
Program Manager of W R V A

DURING 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
TORONTO

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

The Canadian Broadcaster
August 5, 1944

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.

Against 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 in 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 every two or three times a week. If he 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 Manager's relationships with these organizations and do utmost to supply these groups with the service they request and still maintain a balanced schedule. He must not say to himself, "Aw, nut, here's more of that dry stuff that have to put on to satisfy the do-gooders." He must say, rather, "How can I put it on so that the audience will listen to it."

The Program Manager who fills 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 working acquaintance with music announcing, producing, copyright sales, traffic and public relations. He owes to Management the duty of putting much of his effort to widening saleable material for the Commercial Department; he must have the authority to express himself about the advisability of carrying certain types of business and in proper place of that business in the program schedule; he must deal with both advertiser—customer an 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 features whether sustaining or commercial.
WESTERN BROADCASTERS

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
greets 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.Q.
How They Stand

The following appeared in the current Elliott-Haynes Reports on 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.

Radio

Saddles Wife 13.1 -2.9
Big Sister 12.7 -1.6
Brave Life 12.1 -1.4
Mm Perkins 11.4 -1.9
Vie & Sude 11.5 -1.0
Peep Young 9.5 -1.5
Lucy Linton 9.4 -1.6
Reach to Happiness 9.4 -1.6
Women of America 7.9 -2.2

French

Jeunesse Dako 20.2 -9.5
Vie de Famille 19.8 +4.5
Quilles Nouvelles 19.1 -15.4
Grande Soeur (11 a.m.) 15.2 -6.2
La Rue Présicule (1:00) 15.9 -8.8
La Rue Présicule (5:30) 14.4 -2.7
La Soeur du Soeur 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 -4.9

Enfranchised Agencies

An 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 65 member stations.

Ariel 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
Alfred R. Poyntz & Co.
Thorton 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.

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.

ELLIOIIT-HAYNES LIMITED

Book 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

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 Broadcasting offers a free want-ad service for such men and women who have served overseas, and who are 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 Broadcasting, 971 Bay Street, Toronto, Ontario.

FILE CB-1 Enlisted August 1919—discharged October 1919, 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 (CAB 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 half 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 available himself of the opportunity of further pursuing his studies under the supervision of the 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

Taking its recommendations in toto, the House Committee on Radio Broadcasting in Canada, through its chairman, Dr. J. J. McC. Man, turned down the CAB pleas for a commission, separate from the BC Board, to control Canadian broadcasting both government and privately owned. The report advised a full-time chairman for the BC 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. Thompson, as the new centre of operations. It also commended the CBC newscasts unsurpassed by any news in the world, adding that the report was given "with accuracy and fairness."

The report tabled by the House, turned through the hands of the committee pointed out that regulations governing the control of privately-owned stations "have been exercised with impartiality, and we recommend a continuation of that policy".

Referring to the CAB proposals, the report stated that the Canadian Broadcasting Societies agreed to be "fearful of their future and anxious to safeguard their position".

"Your committee is of the opinion that the report continued, "that business would be gained for the public, by having an overall control commission." But it concluded, "the Board of Governors must be specifically charged with the duty of making it clear to all that they are prepared to encourage operation and concerted action in national interest, following for hearings of private broadcasters.

11-time Chairman

The committee pointed out in its report that provision for a full-time

11-time 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 about the (Dr. Augustin Frigon, present acting general manager) possesses the qualifications to manage the affairs of the corporation."

On the question of merging the posts of chairmanship and

general managership, the report added that the activities of the chief executive of the Corporation "embrace two fields which are vary different, and that their activities "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 Labour 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 controller 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 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 reams.

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 those 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 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
TORONTO
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. Additional staff include Miss Patricia Boyer in charge of continuation, and Miss Eleanore 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 4th, 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

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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.

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 Roxy in the background”, he continued, “is yours truly... I think the expression suggests ‘woowoo’.”

CBR Production Head

Ice Dilworth, CBR’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 broadcast, to the position of Vancouver program director.

HELP WANTED

Chief engineer for a new 1,000 watt station in the vicinity of Toronto. Engineer must be able to superintendent construction of transmitter and studio. 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, 179 Spadina Avenue, Toronto. Refer to file K-134-M.

THREE REASONS for the POPULARITY of CKNX 920 Kcs

‘The Voice of the Western Ontario Farmer’

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

Sincerely,

ELDA
RADIO ALOFT
by Albert Shea

Electronics, in response to the urgent demands of this scientific war, is advancing with two 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 Bobcaygen. It's in the far north Lake district." was the sign on the door of our hotel.

Gas permitting, you set the radio of your car in that direction and squarely a second thought. You adjust your course for the road. The air is that perfect mixture of coldness and air pressure that will get you to Bobcaygen, Ont. or Kelowna, B.C. In the latter case, you leave the ground, putting your faith in a whirling propeller of a pair of wings, instead of in a trusty threadbare tires, it's not quite that easy. Up in the clouds there are no signposts and no street-cornereer listeners to give you directions.

Radio has found one of its most important roles with the R.C.A.F. as aid to Aviation, as aural navigation term. From the dials in Morse and ink box, and more commonly by straight R/Talk, the operator receives information on his position, course, weather conditions and time.

It has also been discovered that radios can serve as aids to pilots. The radio compass, indicating the direction which radio waves travel from a transmitter to the plane, gives the pilot the 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's aeroplanes, we have found, tracking him down, is the busy electronic's responsibility. The mysterious Radar equipment signals a searching ray into the vast atmosphere, sending back reports on the number, size and speed of the enemy formations. The newest Radar comes close to television. Images are formed which are in essence a real-time television. The picture is overlaid with a strip of the most urgent information relating to the situation...a map, the location of the enemy or the enemy's formations, a weather report...all in real-time television.

The job of the electronic is to detect and identify the enemy, the job of the aeroplane is to take him out of the equation. The electronic's job is to keep the aeroplane informed of the enemy's move. The electronic's disposition toward the aeroplane is one of support, love and admiration...love of the aeroplane, admiration of the aeroplane's capability to perform.

This is the result of the R.C.A.F.'s efforts in Radio during the war. The results are now being applied to the needs of peace. The R.C.A.F. is now engaged in peace-time training and training personnel to move into the field of Peace-time. This training is being conducted at the various stations throughout Canada under the direction of the R.C.A.F. The training includes the use of the various types of radio equipment, the interpretation of signals, and the development of radio techniques.

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 harmonously with your Advertising agency. May we discuss your radio questions with you? Write us, or telephone Marquette 1183.
**BUSINESS**

**ALDESHOT 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 as 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 shows on CJKL Kirkland Lake, CK GB Timmins and CFCF North Bay. Thornton Parks 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.

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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 sugarbucks filled with contributions. Mary Jones is the sagabori 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 outbreaks of harmony instead of the usual spoken announcements.

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A new account executive at Spizter & Mills today goes to Gordon Wallace. Mr. Wallace assumes his new duties after fourteen years with MacLaren Advertising Co., Ltd., Toronto.

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**Book Review**


(Reviewed by J. M. Leitch, Research Director, Binet 

Itd., Toronto.)

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

The first section of the book (100 pages) is devoted to a study of the type of listener who listens 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 householders that tune in. In reading this particular section, it serves as a reminder that the serial listener viewpoint was sadly neglected, since nearly every daytime serial in Canada is of American origin and is produced with the American way of living as a background.

Propaganda, in its true sense, has become an important aspect of the scapenet forces during the present war to help maintain morale and keep the home front at a high pro- portion. The field of radio broadcasting has been utilized as never before to help the war effort.

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

Radio audio research in Britain gives an enlightening series of stories on how the BBC keeps in constant touch with its radio audiences in a land where non-commercial radio discourages radio research organizations such as those in the U.S. and Canada. German propaganda efforts are described and explained. As usual, the German propaganda seeks to reach and influence the masses with a high degree of efficiency. For home consumption they plan one type of newscast broad and for foreign listeners they design another line of thought and implication. The first is directed to comic and glorify the German people, the second to undermine the unity and confidence of the Allies.

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

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**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.

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**Back to the Remington**

Back from Montreal and "eastern points" is CKWX's century writer, newly-wed Isobel Fruit Midmore. Husband Joe remains in the cast in the CRCAL, while Is-obel returns to the Vancouver station.

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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 one national program of applications for federal 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.

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**Starting in the Fall? SO ARE WE**

Opening September 3rd

CFTA

Port Arthur

See National Broadcaster Sales in East The All-Canada Radio Facilities In The West
F I RAN A RADIO STATION

The Purely Personal Views of Bob Giles

What Price perfection? Can we be such a thing in radio? I am in the radio business, because I want to be either a radio-fellow a newspaper columnist—I tried that first because they say the pay is better, and the work is less. My Production Manager of CHJ Moose Jaw—"one of those all western stations"—radio, is without a doubt, a business—it has done some good and wonderful things in the world. Along with these "weird and wondrous" there are some very light things done in radio today: we of which are getting worse and worse. We all know the good of the broadcasting business should—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 it seems dogged by the idea it should not talk about the old things it does. I feel that in so we have the greatest advertisers medium ever devised. We advertise everything from Vitamin to ladies' ready-to-wear. Sure, we have enough confidence in our medium, to advertise our programs on our sponsors' programs, and to advertise in general.

The next thing I think is hanging 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 as we get the sheeckles"—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 square 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 fate to smell up the air-waves permanently in Canada, if we don't spank it loudly 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 wind-somed, 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 cellor. 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.

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!
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. Additional to the staff include Miss Patricia Boyer in charge of continuity, and Miss E. Fannie 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 unofficial report. It has also been announced that Dr. Frigon will address the WAB meeting at 4 p.m. August 7th.

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Three Reasons for the Popularity of CKNX 920 Kca

The Voice of the Western Ontario Farmer

- Local News Coverage
- Community Services
- Programs of the Listener’s Choice

J. L. Alexander

An Independently Operated Station

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, 179 Spadina Avenue, Toronto. Refer to file K-134-M.
RADIO ALOFT
by Albert Shea

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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 radio or your car in that direction and scarcely a second thought is given to the highway numbers, a road map, or any directions asked of you. 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 the threadbare tires, it's not quite easy. Up in the clouds there are no signposts and no street-corners to give you directions.

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

"Flying on the beam", an inexpressible 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 teamwork 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 extent, 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

"THE VOICE
OF
MANITOBA"

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 one part 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 and producing programs 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.
**BUSINESS**

**ALBERS DISTRIBUTION CO-OPERATIVE LTD.: 26 spots during August on 10 Canadian metropolitan Broadcasting Services Ltd., Toronto.**

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

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**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 & Miller Toronto office is Gordon Wallace. Mr. Wallace assumes his new duties after fourteen years with MacLaren Advertising Co., Ltd., Toronto.

**Book Review**

"RADIO RESEARCH 1942-1943" edited by Paul Laurefield and Frank Statton, William Collins Sons & Co. (Canada) Ltd. 84.50.

(Reviewed by J. M. Lethbridge, Research Director, CBC, Toronto.)

Just off the press is a sequel to "Radio Research—1941," filled with interesting and timely significant studies in the field of radio research. As in their original book, Mr. L. Laurefield of Columbia University and Mr. Statton of the Canadian Broadcasting System have selected and edited scholarly reports on projects that have been current during the past two wartime years. Not just superficial studies of "Who listens to the radio?", but deeper enquiries into "Why do they listen?", "How much?," "What are their reactions?"

The first section of the book (100 pages) is devoted to a study of the type of people who listen to the radio, 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 homes, 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, as so often neglected, the nearly every daytime serial in Canada is of American, 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 level. All this radio broadcasting has been utilized as never before to spread propaganda. As the second section of the book, several chapters are devoted to an explanation of the efforts and programs of the Canadian broadcasters in the United States, Great Britain and Germany.

Radio and television research in Britain gives an enlightening series of stories on how the BBC keeps in constant touch with its radio audience. This is a field where non-commercial radio disseminates radio research organizations such as there are in the U.S. and Canada. German propaganda efforts are described and explained. As usual, the German viewpoint has been described with a high degree of effectiveness. For home consumption they plan one type of broadcast for Relatives and one for foreign listeners they design another line of thought and implication. The first is designed to underline the German-Finnish understanding and the second to undermine the unity and confidence of the Allies.

By far the most interesting section of the book is the one entitled "Radios in Operation." This section of the book describes the new program research instrument called the "program analyser." This machine, by means of a moving tape, and when chronized 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 auditions. A "program profile", which is a graph illustration of the group's reactions, the portraits listener response to each minute detail. By further questioning, the result of serious disorders can be determined and the broadcast can be rearranged to electrify the following details. The general listener tends to a variety of studies (including listener reaction to commercials, the setting of the play, the value of the actors, etc). The program analytical research material, but would be practical, even in Canada, and would help to build up a Canadian pattern of studies. This would be of great interest and value to the whole industry.

Another section of the book deals with educational and musical programs, their effects, the composition of their audiences, the listening trends among age groups, sex, urban and rural geographic regions. Anyone presently broadcasting a series or program, planning some entertainment would do well to read these chapters.

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

**Sales Promotion**

Grant H. Adams, until recent medium department manager of Spitzer & Mills Ltd., has been appointed sales promotion manager of Canadian John-Mac, 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 "eastern points," is CKWK's continuity writer, newly-wed Isabel Ford Midmore. Husband Joe remains in the east in the RCA, while Isabell returns to the Van Ouver 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 state-wide coverage plans in non-commercial stations 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?" is a publication, sent to group's members, indicating the group's reaction to the "program analyser" being developed by BBC. This information is available in Canada as well, and in addition, the group's reaction to the "program analyser" will be published in the "Radio Research" issue of the "Canadian Broadcaster.

**See**

National Broadcast Sales in The East All-Canadian Radio Facilities In The West

**Howar's Bulletin**

"30"

The Canadian Broadcasting Corporation endeavors to maintain high quality of programming; it is aware that a network news service is not perfect and that it does not attend to the audiences need for news. The quality of a news service is dependent upon the quality of its personnel who work for the service. The news service is a part of the service of the Canadian Broadcasting Corporation and is supervised by the Editor of the news service.

"Quebec Chronicle-Telegraph"

"30"

Mr. Chas is one of the senior officials of the railwaymen's union and has been associated with Canada's war supply board for several years where he has built up a network of contacts with officials. His appointment to the chairmanship is sure to be popular with the union as he is a man of integrity. He will bring an unbiased capacity for organization to his new post. The change in chairmanship is probably the beginning of the process of reorganisation of the corporation. At two general meetings, the corporation has been operating with an acting general manager as its head for less than two years, a situation which can only make for effective management.

"Saltsatea, Star Phoenix"

"30"

The new chairman of the Canadian Broadcasting Corporation, Howard B. Chas, should be assured of the loyal support of the unionist members of the group and the loyalty to the unionist interests. The new chairman and his associates should be able to establish a network of contacts with officials who are associated with the railwaymen's union and the national interests of Canada.

**OPENING SEPT. 3RD**

The Canadian Broadcaster August 5, 1944

"quotes"
F 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't be such a thing in radio? I into the radio business, because wanted to be either a radio-fellow newspaper columnist—I tried to first because they say the pay better, and the work is less. My is Production Manager of CH Moose Jaw—one of those all western stations'.

radio, is without a doubt, a business—it has done some wonderful things in the. Along with these 'wild and wondrous' there are some very interesting things done in radio today: a great program of their top shows are sustaining things, which 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 spark 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, 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 or over of 2 people, there are interesting things going on every day, these things are shamefully neglected by most of the in the stations. We find great appeal in human-interest stories from all over the world, but never hear of the ones 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—they over-power 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 a 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.

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!
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

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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 ad 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.

Then you lose your bet.

BLAH!
If you laid all the evidence presented to the House Committee on Radio Broadcasting end to end, and 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 in 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. "Bunny" Benson, who has joined the paper as production manager with full responsibility for typographical mistakes from here in, said he wanted to 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.