Wanted
More Parliament Hills

Since April 12, 1944, forty-seven private stations have aired four hundred and twenty-seven addresses by members of parliament through the co-operatively produced recorded programs called "Report from Parliament Hill".

Programs are produced and transcribed for all stations in their own Radio Bureau in the Senate in Ottawa. With only one overhead between them, with literally no drag on over-taxed staffs, and at minimum cost, forty-seven Canadian local audiences are brought messages regularly from their elected representatives in Parliament, because private radio has seen fit to combine mental resources into one co-ordinated endeavour, to the individual advantage of each station and each listener concerned.

Obviously everyone is not interested in listening to his or her member of parliament. Undoubtedly "Report from Parliament Hill" has convinced many people for the first time that the politics of their country are very much their concern. But this same idea can and should be carried a great deal further.

Last year the Toronto office of Cockfield Brown & Company Limited produced, for York Knitting Mills Ltd., a series of programs which they aired on the CBC Network called "Singing Stars of Tomorrow". This venture brought before the public a large number of young concert and operatic singers, after a Dominion-wide search, and more than one of them bids fair to bring artistic glory to Canada in the years to come. The fact that a second series is in preparation is ample evidence of the success of the undertaking.

The point we should like to make is that this beneficial, entertaining and commercially profitable program series was conceived, not by an individual radio station, not by the Canadian Broadcasting Corporation, but by a sponsor and his agency, to whom an incalculable debt of appreciation is owed for establishing what might well be an entirely new trend in the business of broadcasting.

Now that the CBC's second network is an established fact, there is grave danger that the private stations, whose encouragement and development of local talent has been unjustly belittled in the past, will relax their efforts in this regard, and rely on the network programs, which they can bring in with a click of a switch, to carry them through their daily schedules.

Private stations have done a fine job with the production of the modest programs it is possible to produce on a single station. Immediate possibilities of operating a network of their own have, for the time being, been allowed to vanish, and the CBC networks are gathering new momentum every day. New standards of entertainment value have been set by the high quality of some of the shows the CBC is able to feed its affiliates, and it has become vitally necessary that the spot and sustaining programs that intersperse the network programs improve in the same ratio.

"Report from Parliament Hill" has established what the private stations can do when their resources are combined. "Singing Stars of Tomorrow" is just one instance of a little ingenious program thinking. There is no CBC regulation to prevent the private stations from establishing their own co-operative production centres patterned after the order of the Radio Bureau in the Senate. The normal laws of progress are screaming for a new step forward.

Editor.
THE ALL-CANADA MAN

proudly congratulates

CJAT

TRAIL, B.C.

Time buyers from top agencies have selected CJAT as winner of the First Award in a survey of Canadian Broadcasting Stations conducted by “Billboard” magazine.

We have always claimed to represent top quality stations. We are gratified when agency men select one of our stations for top honours.

All-Canada Represents Winners!

ALL-CANADA RADIO FACILITIES

Limited

Montreal • Toronto • Winnipeg • Calgary • Vancouver
3. For Publicity

3. Let's Make it Positive

If Moses had been inspired to write the seventh commandment osatively—"thou shalt be loyal to thine own"—instead of negatively—as he did it, it would have been more convincing "copy" according to twentieth century writing standards, and, if it had been nothing else, this era has advanced tremendously in the art of positive and purposeful writing.

Underlying a great deal of the publicity's copy which passes over my trade-paper editor's desk is a not very well concealed attempt to isparage the competitors of those who wish to get the piece into print. Journalistically speaking, an editor has no vested interest when it comes to brand loyalty, but even if it is a matter of taste, it would certainly react as negatively against the people who want to derive benefit from it as the words contain.

Mathematically speaking two minus makes a plus, but in publicity, advertising or the new art of "public relations," it is so very easy to negate oneself out of business.

Such fundamental selling rules as "tell what your product will do—not what it won't do," or "tell them how good it is rather than how bad is your competitor's" have definite bearing when you are writing about your activities instead of talking about them.

"Take the articles and news items which start off with the words—the finest organization of its kind in the North American continent, with a happy staff and a long list of loyal customers. This sort of thing has an implied negative quality, suggesting the futility of that concern's competitors. Conveying such an idea has to be handled subtly if it is worth handling at all. No editor is going to go out on the limb and print such a statement as the opinion of the paper. If you could induce him to print it as your own statement, it might not harm the publication, but read it for yourself. "My organization," said president John Q. Blowfeather, "is the finest organization of its kind." That would accomplish precisely nothing. But how about this—"In the past year, Blowfeathers Ltd. have paid an average income of $1,976 each to a staff of 196 factory workers, and as the year ends there is only one of the original staff no longer there. He died. Last Wednesday, the board was tendered a testimonial dinner by the staff, and this function was also attended by a group of thirty-five of the firm's important customers, all of whom have been active buyers from Blowfeathers Ltd., since they first opened their doors in 1902."

Now we've a story that would find its way into print, and one that would be worth more money to Blowfeathers Ltd. than they could possibly afford to pay.

Maybe they had to raise everyone's pay in the factory, and go out and drag in the guests by the stuff of the neck. That is not the editor's concern. The facts are there, and they are interesting, (they have to stand up incidentally); and even if printing the story does the advertising department out of a healthy contract, the story gets into print, because readers will want to know about it. The fact that the story will be of tremendous benefit to Blowfeathers' interests, the editor, not a scrap. But it would benefit Blowfeather tremendously...don't you think?
Commercial Offers $200 for Scripts

Probably the most lucrative writing plum in Canada is the offer of $200 a script for plays for the new "Curtain Time" program, produced by MacLaren Advertising Company Ltd., for Buckingham Cigarettes.

There are practically no limitations on the type of plays which will be considered except for timing which should be 26 1/2 minutes.

Scripts, which can be on any background except "extreme" war, presumably meaning the "Journey's End" type, should be written with a scene break around the half war mark, but of course other scene breaks can be used as the scripts demand. The fee of $200 is for original manuscripts. If an adaptation is being used, the sponsor will consider adding the amount needed to secure rights provided a satisfactory deal can be arranged with the copyright owners.

One other point is that writers who wish to submit outlines or synopses of proposed plays before they do the finished job are assured of a quick reading and acceptance or refusal of the idea as far as it goes, though no promises of purchase can be expected until the finished script is accepted for broadcast.

This is a top price offer, which means that the producers are determined to buy only top-price material.

Submit in professional script form to The Director of Programs, MacLaren Advertising Company Ltd., 372 Bay Street, Toronto 1, Ontario.

Television Ready For Post War

The NBC is prepared to establish a television service as soon as men and materials are available. William S. Hedges, NBC vice-president in Charge of Station Relations, told the National Association of Broadcasters meeting in Chicago last month.

"We believe that experimentation should continue with the end in view of supplying the public with constantly improved television service," Hedges asserted. "We do not believe in the principle of withholding a practical four-cylinder automobile from the public because a theoretical eight-cylinder engine is about to be developed.

"Television is not just an improvement over something else. It is a new and unique and original medium of communications. It will be a tremendous addition to the social and economic life of the nation."

A Good Station To Do Business With

CKOC HAMILTON
1150 ON YOUR DIAL

• Complete Program Promotion
• Careful Production
• Top Ratings in Hamilton
• Plus Niagara Peninsula Coverage
• The Choice of Local Businessmen
• Supplementary to Both Networks
• Licensed for 5Kw

Represented by
ALL-CANADA RADIO FACILITIES
Won't Be Stampeded Into FM

Dr. Frigon Gives Statement On Frequency Modulation

by D'Arcy O'Donnell

Canadian Press Staff Writer

Use of frequency modulation stations to improve radio broadcasting in Canada likely will not be widespread until after the war, Dr. Claude F. Frigon, general manager of the CBC, said recently.

Dr. Frigon told The Canadian Press the CBC believed frequency modulation — a new type of transmission which does away with static and interference in radio reception — should be introduced generally in Canada when conditions permit.

"However, we don't want to stampede or to be stampeded into the field," he added.

In Montreal, the CBC is preparing to build a frequency modulation station atop Mount Royal to test a suitable site for a similar station in a war-time community.

When the stations are established, in a few months, all CBC programs in the two cities will be broadcast over frequency modulation transmitters.

Listeners generally, however, will not note any difference in reception because the present day receiving sets are not fitted for frequency modulation reception. A number of special receivers will be distributed by the CBC "among a few persons qualified to pass judgment" on the operations.

Dr. Frigon said it was expected some stores would put on demonstrations to illustrate the difference between ordinary reception and frequency modulation reception but it was unlikely that any new radio sets, fitted to pick up both ordinary and frequency modulation reception, would be built before next spring.

The difference between ordinary and frequency modulation receivers was not very technical. About the only similarity between the two was the type of loud speaker used. Some engineers have stated that it would not be economical to have present-day receivers rebuilt into frequency modulation receivers.

Dr. Frigon said FM stations have been operating in the United States for a few years, first on an experimental basis and then on a commercial basis. About 45 of the stations now are in operation and the federal communications commission had before it applications for approximately another 50 stations.

The CBC has received applications for licenses for approximately 60 commercial frequency modulation stations, said Dr. Frigon. The authority for licencing the stations rested with the government, with the CBC only acting in an advisory capacity.

The CBC was being kept informed of the progress being made in the frequency modulation field in the United States. Representatives of all parties interested in matters pertaining to radio transmission, including frequency modulation, would be heard by the United States Federal Communications Commission during October.

A decision as to the proper frequency allocation for frequency modulation likely would follow, Dr. Frigon said. Then a preliminary meeting of all American countries likely would be called to review the whole matter of radio broadcasting.

When matters have settled down in the United States, the time will have come for Canada to take a stand because manufacturers in Canada will unquestionably have to follow the same standards as in the United States," said Dr. Frigon.

There never has been any frequency modulation transmitter or receiver built in Canada on a commercial scale. At the beginning of the war the CBC built in its own shops a number of both transmitters and receivers to be used in case of emergency to connect studios with transmitters. It was feared that enough enemy action were lines might be severed and it was imperative that transmitters should be kept in operation. Frequency modulation links were therefore established.

Dr. Frigon said that a radio technical planning board, composed of radio experts, was being established in Canada to go into the whole question of frequency modulation. The board would help industry to prepare for placing equipment on the market as soon as the Federal Government authorized the establishment of frequency modulation stations.

The whole Canadian Broadcasting Service, which includes approximately 90 stations, may be modified considerably through the introduction of this mode of transmission," Dr. Frigon said.

He said frequency modulation and television were two almost completely separated fields, although frequency modulation transmitters might carry sound for television. He said television probably would not be available to the public for another 15 or 20 years.

Publication Schedule

Under our new publication schedule, this paper is mailed the first and third Wednesday of each month under date of the following Saturday. Closing dates are as follows:

Advertising and photographic material: 2 weeks before publication.

Short News Items: one week before publication.

We are always interested in short articles of about 500 words, but suggest that intending contributors submit such material in idea form before writing it.

HELP WANTED

Wanted: For Metropolitan Radio Station experienced newscaster. Salary plus commercial broadcasting fees.

War workers ineligible. Apply in person or forward transcriptions to nearest CBC personnel and selective service office. Refer to file H. O. 1340.

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 Corporation 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 Broadcasting, 371 Bay Street, Toronto 1, Ontario.

Correction

In our column of "Business" in the last issue, the program, "The Thin Man" sponsored by General Foods Ltd., which opened on the Dominion Network, September 15, is not heard over CJBC, Toronto, as stated. The item should read that the program is broadcast over CFRB, Toronto, CKAC, Montreal, and the Dominion Network.

September 22nd, 1944

Dear Mr. Time-Buyer:

Most important development in the program department since my last letter, is extension to the Maritimes of the CBC's Dominion Network, bringing CKNB such listenable shows as The Aldrich Family, The Thin Man, The Frank Morgan Show, Radio Reader's Digest, and many more to come.

Not to underline the obvious, may I merely observe that your spot programmes keeping this kind of company, will be warmly received by our listeners.

And to paraphrase Vallee... our time is your time! Ask the All-Canada Man for details.

Best regards.

Yours very truly,

Stan Chapman

CSC/JN STATION MANAGER

AN ALL-CANADA STATION

CAMPBELLTON N.B.
1937—1944

There’s Only One

"HAPPY GANG"

Thanks to

OUR AUDIENCE—
Over a million Canadians and Americans

OUR SPONSORS—
Colgate-Palmolive-Peet Company Limited

OUR AGENCY—
Spitzer & Mills Ltd.

OUR NETWORK—
CBC Trans-Canada

OUR TRADE PAPERS—
For a generous press

Records
RCA
Bluebird

Personal Appearances
Ottawa Auditorium Oct. 7.

B U S I N E S S


* * *

CANADIAN INSURED YEARLY Co.: returns “Big Town” Oct. 5, 8 p.m. (E) over 26 CBC Trans-Canada stations. Peet, Ryan & Lusk, N.Y.

* * *

RCA Victor Ltd.: renews “The Voice of Victor” Sept. 21, 8 p.m. (E) over 21 Trans-Canada network stations. Spitzer & Mills Ltd., Toronto.

* * *

Maple Leaf Milling Co.: returns “Jolly Miller Time” show on Oct. 11, 8 p.m. (E) Trans-Canada network, with recent show to western stations at 11:30 p.m. (E). Cockfield Brown & Co., Toronto.

* * *


* * *

Perfect Circle Co. Ltd.: 5 minutes six a week—news (Lorne Green) on CKEY Toronto. One year from Sept. 1st. McConnell Eastman & Co., Toronto.

* * *

Shenandoah’s Ltd.: returned Sept. 5, 8:30 p.m. (E) with “Pat Parade” over subsidiary network. CFRB, Toronto: CFCF, Montreal; CKCO, Ottawa. On Sept. 14, transmitted from CKWX, Vancouver. Cockfield, Brown & Co., Toronto.

* * *


* * *

Charity’s Bread: 15 minutes 1 a week, beginning Sept. 18, 12 noon “Musical Tours” over CFRB, Toronto. Cockfield, Brown & Co., Toronto.

* * *

Canada Sourdough Wheat Co. Ltd. (Shenandoah): 5 minutes 5 a week, commencing Sept. 18, Adventure stories by Gordon Sinclair over number of Canadian stations. Cockfield, Brown & Co., Toronto.

* * *

William’s Chocolates Ltd.: extension of 1 a week 15 minutes transmitted Roly Young’s “Show Shop” to Ottawa, Regina; Calgary and Vancouver. Oct. 1, Cockfield, Brown & Co., Toronto.

* * *

Canada Steaks Co.: revive “In His Steps” on Oct. 10 over CFCF, Montreal. Victor & Benson Ltd.

* * *

People’s Credit Jewellers Ltd.: beginning Sept. 24 for 10 weeks “People’s Theatre of the Air” over CFRB, Toronto; CHML, Hamilton and CKCO, Ottawa. MacLaren Advertising Co. Ltd., Toronto.

* * *

Canada Dry Ginger Ale Ltd.: revive “Double or Nothing” in October on CKRC, Winnipeg. MacLaren Advertising Co. Ltd., Winnipeg.

* * *

Top Top Tailors Ltd.: 30 minutes 1 a week. CJCA to Dominion network and supplemental “Music for Canadians” featuring Samuel Hersenhoren and 27 piece orchestra, and Gabrielle star vocalist. 8:30 p.m. Sundays opening Oct. 1, McConnell, Eastman & Co., Ltd., Toronto.

Trouble Shooter

Many of the kinks, discrepancies and differences of opinion connected with putting words over the air, are ironed out at CJCA by the “Wordman” who has recently been appointed the “Station Critic.” Mr. Duncan Innes, an Edmonton High School teacher, who for years has had radio close to his heart is the “Wordman” on a popular local sponsored show.

The information on words, their pronunciation and meaning, origin and background, that he gives over the air are not sufficient to settle some of the arguments that crop up around the station, so the management has appointed Mr. Innes, station critic.

It is now his duty to listen critically to all that goes over the air, and to offer constructive criticism not only on the pronunciation of words, but on other presentation features as well.

In other words, Mr. Innes’ responsibility to the station is to offer any suggestion that may improve listenability. It is working out very well... gives the announcers confidence and poise, and this in turn gives the listeners less chance to write "crank" letters.

Helen Parrish
Starlet of Hollywood
helps

CJCA’s
7th VICTORY LOAN EFFORT

It seems early to plug the 7th Victory Loan but CJCA has already a series of transmissions set aside for the campaign.

HS

CJCA

EDMONTON

Operating in the Public Interest.
Let's Keep Radio Free Of Politics

by “Bill” Hawkins

Bill, who at 24, manages CFOS, Owen Sound, and is Canada's youngest station chief; believes radio should have no “Editorial Policy” expresses his views for us in this article.

Working on the hypothesis that Canadian radio could miss the boat in the immediate future, let us fairly and soundly examine the reasons for that possibility.

This industry shows a surprising lack of long term interest in its own ultimate goal. Perhaps this alarms me more than it does my elders, because I hope I shall still be part of the business a quarter of a century from now. I think this lack of concern can, for the most part, be laid at the feet of those who operate Canadian radio stations. Some twenty years ago one furrow was ploughed in the field of advertising and entertainment, the advent of radio. That furrow proved to be very fertile and there is where most of us have stayed—our vision obstructed by fertilizer. Who is interested in ploughing the rest of the field as long as the “faithful groove” keeps paying off. But what of the future? What happens when the war ends and we no longer have

must-listen-to war news, commentaries and associated materials, to assure ourselves of a maximum audience?

Canadian radio has grown up during these war years. We have come of age. Like a growing man, what are we going to choose as our purpose for living? Are we intending to set out to make as much money as we can, by hook or by crook? Or are we going to become an indispensable part of every Canadian’s daily life through our genuine interest in the communities we serve? Shall we concentrate on presenting factual information, by way of advertisements and otherwise, providing Canadians with a much greater understanding of Canadian and international problems and so earn our revenues in payment for community service rendered?

If we choose the money goal, we’ll “kill the goose that lays the golden egg”. Through the other method we’ll help our country and its people to orientate themselves to advantage in the post war world, and at the same time assure ourselves of the consistent listening so important to our standing as an advertising medium. We must be more interested in Canada if we expect Canadians to be more interested in us.

Canadian radio is on the threshold of its “opportunity period”. One opportunity of ours is to be the only national-wide medium without an editorial policy. Radio has proven its ability as a means of promoting sales — we are serving news and information as accurately as newspapers and much more quickly — we are outstanding in our ability to entertain. There may be those who will say our next local step is to influence Canadians on issues of national and international importance. But if we acquire “editorial” policies on national problems, we shall step into the same hole with the newspapers and our intrinsic ability to present facts and only facts concerning all sides of all issues will slowly but surely be dissipated. When we take sides and grind axes, Joe Canadian’s right to facts becomes lost in the maelstrom.

When we adopt editorial policies we take a leaf from the book of the CBC, which cannot help but be colored in its policies by existing government, to which it owes its continued being. If we do not, we might very well hold the important ace that will see us through to the position Canadian radio should have, only when it proves it deserves it.

"... But NO 'RITHMETIC"

BARRY WOOD

Call me at
Radio Artists’ Registry
WA 1191

On VITAL Government Appeals and Programmes of Leading Canadian Advertisers.

RCA Victor
ORTHACOUSTIC TRANSCRIPTIONS
with Higher Fidelity Reproduction

You, too, can give your broadcasts complete naturalness, and at the same time take advantage of RCA's "All-Inclusive Service"...

RCA Victor TRANSCRIPTION STUDIOS
TORONTO Royal York Hotel AD. 3091
MONTREAL Lacrosse Street WE. 2511

IT'S AN ALL-INCLUSIVE SERVICE
- Planning
- Translating
- Recording
- Processing
- Pressing
Benny As CBC Sustainer

Because the CBC feels that Jack Benny is as much an "institution" in Canada as he is in the United States, it is understood that the comedian will be heard in Canada on the CBC Trans-Canada network, if negotiations with those concerned, including Benny, go through.

The plan is to have Canadian announcements cut in over the US commercials for the sponsoring cigarette manufacturer, with government war messages.

When Benny severed with General Foods, who have been his sponsors for the past ten years, it was felt in some circles that the cause for the complaints that have been given such prominence in the press in the past, because the Benny airing (7 p.m. EWT) conflicted with the broadcasting of evening church services, would be removed. However he will be back at the same hour since he holds it under some agreement with NBC.

Negotiations are said to hinge on whether or not Benny will re-train from plugging his product in the body of the program.

Agency Staff Change

J. A. McTaggart, formerly with R. C. Smith & Son Ltd., Toronto, has joined the Toronto office of J. J. Gibbons Ltd.

Singing Stars

Just returned from a talent tour from Toronto to British Columbia and back, Alan Savage supervisor of radio production for Cockfield Brown's Toronto office, and John Adaskin, of the production firm of the same name, report on the marvellous reception they were accorded at the radio stations and everywhere else they went.

The object of the tour was to find girl concert singers qualified to enter the contest, which will return to the networks for the second season when York Knitting Mills Ltd's "Singing Stars of Tomorrow" reappears in November.

The visiting producers' enthusiasm over the warmth of the western hospitality they received made it difficult to keep them on the subject of the forthcoming series. They did disclose, however, that they have talked to singing teachers across the country, and to those who think the songstress' barrel was emptied last season they say "You ain't heard nothing yet."

Continuing the policy adopted with this series last year, the contest will be open to girl singers up to and including the age of 25. As in last season's series, the contest, which starts its prize list with a $1,000 scholarship, will not be opened to men, in fairness to those who are in the services.

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 EWT rating; the second is the change from the previous week.

<table>
<thead>
<tr>
<th>Program</th>
<th>EWT Rating</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux Radio Theatre</td>
<td>23.5</td>
<td>+10.2</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>20.1</td>
<td></td>
</tr>
<tr>
<td>Album of Familiar</td>
<td>18.4</td>
<td>+5.2</td>
</tr>
<tr>
<td>Music</td>
<td>17.1</td>
<td>+5.2</td>
</tr>
<tr>
<td>Treasure Trail</td>
<td>16.6</td>
<td>+2.2</td>
</tr>
<tr>
<td>Words at War</td>
<td>15.4</td>
<td>+2.2</td>
</tr>
<tr>
<td>Kate Music Hall</td>
<td>14.4</td>
<td>+2.2</td>
</tr>
<tr>
<td>Waltz Time</td>
<td>14.4</td>
<td>+2.2</td>
</tr>
<tr>
<td>Aldrich Family</td>
<td>13.7</td>
<td></td>
</tr>
<tr>
<td>Fighting Navy</td>
<td>12.0</td>
<td></td>
</tr>
<tr>
<td>Big Town</td>
<td>11.5</td>
<td>+1.5</td>
</tr>
<tr>
<td>Share the Wealth</td>
<td>11.2</td>
<td></td>
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</table>

French

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<tr>
<th>Program</th>
<th>EWT Rating</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture au Trévez</td>
<td>20.8</td>
<td>-10.5</td>
</tr>
<tr>
<td>Café Concert</td>
<td>22.9</td>
<td>-1.0</td>
</tr>
<tr>
<td>Dr. Machanges</td>
<td>20.7</td>
<td>-2.0</td>
</tr>
<tr>
<td>Radio Théatre Lux</td>
<td>20.0</td>
<td></td>
</tr>
<tr>
<td>L'homme de Tréze</td>
<td>17.4</td>
<td>-1.1</td>
</tr>
<tr>
<td>Matopole</td>
<td>16.5</td>
<td>+2.8</td>
</tr>
<tr>
<td>Quelles Nouvelles</td>
<td>15.2</td>
<td>-5</td>
</tr>
<tr>
<td>Vie de Famille</td>
<td>14.2</td>
<td>-1.8</td>
</tr>
<tr>
<td>Nominal et Baboni</td>
<td>13.5</td>
<td></td>
</tr>
<tr>
<td>Paraide de la Victoire</td>
<td>12.4</td>
<td>-1.5</td>
</tr>
<tr>
<td>Prietor la Tulipe</td>
<td>11.0</td>
<td></td>
</tr>
</tbody>
</table>

Fan Paper At Last

From coast to coast John Public will have an opportunity of learning the inside dope on Canadian radio artists and programs when, starting October 7, there will appear on the news stands a new weekly "Radio World".

Essentially designed for listeners, published by Radio Publications Ltd., Montreal, whose "Radio Montreal" is the radio bible of French Canadian listeners, the English version will be produced under the guidance of the same publisher, Marcel Provost, with regional editors in Montreal and Toronto. Joe McDougall and Thomas Archer will take care of this work in Montreal, and Frank Chamberlain in Toronto. Mr. Provost anticipates announcing similar appointments in Halifax, Winnipeg and Vancouver at an early date.

"Radio World" promises to fill a long felt need for a Canadian listener paper. "Canadian Broadcaster" extends its best wishes to the publishers, and hopes they will get the co-operation of Canadian radio in supplying them with the news material they must have if both the public and the industry are to get the full benefit of this new venture.

WINS INFO PLEASE PRIZE

E. W. "Ernie" Edge, script writer in the Purdy Productions office, was the fortunate winner of a set of "ENCYCLOPAEDIA BRITANNICA" and fifty-seven dollars, when the "Informative News" experts were unable to answer a question submitted by him, on the September 11 program. Among many other activities, Ernie is responsible for the "Soldier's Wife" scripts, as co-author with his wife Kay Edge.

CHAB 800 KC. 1000 WATTS

AN ALL-CANADA STATION
The Technical Department Looks At The Program Department

REED SNYDER
Technical Supervisor of Studio Operations, WHO, Des Moines.

(Reprinted from an NAB Bulletin)

The mutual cooperation of the technical and program departments very essential to the smooth operation of the studio and control room operational routine. This is equally true of these two departments than any others in the organization.

The detailed advance information expected by the technical department, and which it should receive, may be classified under several categories. However, they all lead to the same ultimate objective, which is smooth, uninterrupted operation of program service to the listener, remembering at all times that the program at hand comes first above all.

First in importance is the daily program schedule, or work sheet, which is a weekly how much information can be incorporated into this work sheet in the form of coded symbols, vari-colored ink, etc., to assist in the preparation of the program. Program schedules are then included in a daily recording schedule, studio operational, or rehearsal schedule. This plan makes it very convenient for setting up schedules, etc. In other words, at the beginning of each show we know at a glance the time commitments for broadcast, rehearsal, audition, transcription of any one of the objectives that may come up. If possible, rehearsal and transcription schedules should be adhered to as rigidly as schedules. Perhaps one of the most irritating occurrences is the unannounced audition, either recorded or live talent. Advance notice is definitely appreciated by the technical staff. The permits arranging for extra help, which in most instances necessitates to prevent jeopardy to the program being broadcast.

A system of "memo's for everything" is ideal. This way, both departments have a copy so there can be no mistakes or misunderstandings which may, and do, occur with verbal arrangements. And may we suggest here that the ideal situation is to have all other departments work through the program department. If Sales wants telephone line costs, transcription time, etc., or publicity wants rehearsal facilities, have them all work through the program department. This eliminates confusion and channelizes operational activities.

In another category we might list several essentials that go to make or break operation. One of these is a copy of each program, essential to good production, whether or not a production man is on the job. Remember, we engineers are not psychic. Continuity for all live shows prevents switching and fading errors.

One of the most important, an out of the ordinary type of program will be sold by Sales. That will require a conference of program and technical heads. Don't wait until rehearsal time to have that conference. The executive and the producer to do a good job, and who knows what some better ideas exist in the subject will have at these conferences. The technician and the engineer will be ready to do their work well. This leads right up to the number one rule, that from a technical standpoint, every program should have the same careful treatment. Proper direction and handling are needed even more when the participants are non-radio people than on these programs utilizing professional talent. Such programs, as well as commercials, deserve your best efforts. These are supposed to be good-will builders, so give the boys in the control room a hand in keeping good credit instead of de-bitting entries in the good-will ledger.

Regarding information from the program department on transcribing schedules — as stated before, all these orders should be issued through the program department. A memo for each new commercial or sustaining contract should be kept on file by each unit contract expiration.

In regard to remote pick-ups, confusion can be avoided if the technical department handles all technical details. Here again a memo with pertinent information should be made at the pick-up. Here again, advance notice is appreciated by all parties concerned.

Undoubtedly the most important demand for cooperation between the program department and technical department is made during the rehearsal and broadcast of a locally produced program. Here is an example of two newly contrasting skills; the creative and productive skill of the program man, and the technical skill of the engineer. And unless these two elements work in complete harmony, through a mutual knowledge and understanding of the problems and objectives of the other, the program at hand is bound to suffer. And furthermore, to call the cards squarely, we must also admit that there is nothing in the men who comprise the program and technical departments, two widely differing temperaments, a fact which both should recognize and compensate for. The producer or program man can be very helpful to the engineer by explaining carefully and fully exactly the effects he wants, pointing out any unusual or difficult situations. But, he should also realize that the engineer best knows how to get these effects on the air after they are created in the studio. The engineer, on the other hand, should work closely with the producer in achieving these effects and will be guided largely, as to the ultimate result, by the ear of the producer. All of this can be boiled down to a few simple words: mutual understanding and complete cooperation between the two departments.

There are many other details that come up from time to time but work themselves out as they appear. They may be peculiar to a given organization and would not hold generally, so no mention will be made of these. If a good, wholesome, friendly relation exists between program and technical departments, there will be no difficulty in working out your own problem in your own way.

If it is impossible to follow the precedures outlined, as it may well be for the understaffed station in these times, them at least, have an understanding agreeable to both, regarding program details after all, the end result of everybody's efforts is what the listener will hear through his loudspeaker. If this is not the best that you are able to deliver under any circumstances, both time and effort have been wasted. Be generous with all information that will aid every program's technical well-being.

Staff Changes

Various personnel changes in Western station staffs include the appointment of Walter Dales, manager of CJAT, Trail, to CKBI, Prince Albert; Gerry Tonkin, at present on a visit down east is leaving CKBI, Prince Albert, for the new CKFI, Fort Francis, a similar move being announced for Jerry Prest from the Prince Albert station to Fort Francis.
Before the war she studied singing at the Lycee Victor Drury in Paris. In January 1939 she crossed the Atlantic and broke into movies and radio in Hollywood. Since then she has appeared, off and on, all over the States and has sung in the Saint-Vincent de Paul in Montreal. It's blonde, hazel-eyed Gabrielle, who, starting October 1st, will be star vocalist on Tip Top Tailors "Music for Canadians", starting on the Dominion Network October 1st.

Station News
Phil Pocock, London, Ont., has joined the sales staff of CKSO, Sudbury. Ted Morrow, manager of CKGB, Timmins has joined National Broadcast Sales as a salesman. Phil Kitley has joined CBR Vancouver as school broadcasts chief. Betty Lang, continuity writer of CKWX Vancouver and Dick Williams, CKWX operator were married recently. Ted Pegg, former traffic chief at CBC Vancouver has joined the army (R. C. C. S.) and is stationed at Barrie, Ont. Ken Ardill and Judy Brainard, newcomers to radio, have joined the announcing staff of CKSO, Sudbury. Yvonne Laplante has joined CHEX, Peterborough.

New Quebec Station
A license has been issued to Henri Gendron and Arthur Prevost of Sorel, Quebec, for a 250 watt station for Sorel. The station will be nationally represented by Radio Representatives Ltd., Toronto and Montreal.

Self-Poll
A recent survey on the popularity of American announcers among their conferees placed Harry Von Zell first, Don Wilson second, Hugh James third, Ken Carpenter fourth, and Bill Goodwin and James Wallington tied for fifth place. Lowell Thomas was their favorite newscaster and Ted Hunsing was placed first among sportscasters.

CBC Man To Star In New British Film
Paul Dupuis, French speaking representative of the Canadian Broadcasting Corporation in London, will make his debut as a moving picture actor in a propaganda film being prepared by the British Film office for distribution in liberated France. British film officials conducted a search in England and United States for an actor to fill the role without success and then discovered Paul Dupuis. He came through his screen test with flying colors and was classified as a first class photogenic type. He will be co-starred in the picture, the action of which takes place in Brittany and Cornailles, with Francois Rosay, a celebrated French film artist.
IDEA-A-DAY

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

October 1. 1929—Charles Ponzi, Boston speculator, indicted on 86 counts of using mails to defraud.
2. 1922 BC—Aristotle, great Greek philosopher, died.
3. 1253—Henry III of England established the use of night-watchmen.
4. 1226—St. Francis, founder of the Franciscan Order, died.
5. 1891—Outbreak of the Crimean War.
6. 1894—C. S. Forester, Irish patriot, died.
7. 1914—German troops began the occupation of Romania.
8. 1871—Great Chicago fire.
9. 1918—Canadian troops entered Cambrai.
10. 1913—Panama Canal opened.
11. 1899—Outbreak of South African War.
12. 1884—First Chicago fire.
15. 1861—Shakespeare’s home in Stratford-on-Avon perpetuated by national purchase.
17. 1877—Trade marks given protection in Canada.
18. 1544—Good Friday; William the Conqueror victorious at Battle of Hastings.
19. 1814—First issue of La Presse, Montreal.
20. 1849—Frederick Chopin, musical composer, died.
21. 1920—Charles St. Croix, founder of the Franciscan Order.
22. 232 BC—Claudius, Roman emperor, poisoned.
23. 1881—Frederick Thompson, industrialist, died.
24. 1253—Henry III of England established the use of night-watchmen.
25. 1849—Frederick Chopin, musical composer, died.
26. 1854—Charge of the Six Hundred at Balaklava, Crimea.
27. 1899—Outbreak of the Crimean War.
28. 1853—Outbreak of the Crimean War.
29. 232 BC—Claudius, Roman emperor, poisoned.
30. 1815—Battle of Waterloo.

British Advertisers Want Radio

103 British advertisers from a total of 205 heard from said they were prepared to use radio advertising after the war, and if the BBC does not provide advertising facilities, they will make use of such European stations as Radio Normandy and Radio Luxembourg or whatever other outlets crop up similar to these pre-war English-speaking European outlets for commercial radio.

The survey was conducted by the Incorporated Society of British Advertisers, who asked 450 members what they thought of sponsored radio with the above results.

Sixty-three of the respondents had advertised over English-speaking European stations before the war; forty had never used radio.

The Charter of the BBC prohibiting sponsored programs expires in 1946.

New Freelancer

Harvey Dobbs, for the past five years announcer-writer-producer for Metropolitan Broadcasting Service Ltd., Toronto, is leaving his post as of September 18, in order to freelance. He will continue handling the Alka Seltzer “Did I Say That?” program for Metropolitan and has already signed with Vernon’s Ginger Ale for a 15 minute recorded program on CFRB, Sundays.

Well planned time

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

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

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

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

Our time is your time when Radio Plans are being prepared.
When you get into the field of engineering and equipping high power radio stations, broad practical experience and sound technical knowledge are essential. Northern Electric—leader in the electrical field—offer both in outstanding degree. With our experience of creating great modern stations—Northern Electric's staff is now prepared to place this knowledge at your service. Our Engineering and Research is a part of that service. Northern Electric Engineers will survey the ground for the preparation of the Technical Brief which must be submitted before the licence is approved. Northern Electric Research Department and Production Facilities then carry through to the equipment which includes transmitters...speech input equipment...programme amplifiers...microphones and other high quality Northern Electric products.

Let Northern Electric engineer your job from start to finish.
Samuel Hersenhoren
by Lucio Agostini

Samuel "Keep your socks up" Hersenhoren (alias Sammy Rehearsalhorn) was born in Toronto, in 1908.

He studied violin at the Hammarberg Conservatory, and, at the age of 13, went to France and Italy where he studied for three years. He came back to Toronto a more nature musician, and, in addition, with a good working knowledge of French and Italian.

And so, without further ado, we say—"Meet Sammy Hersenhoren".

Sammy is short and plump with the vitality of a young boy. He is very rarely ratted by those unfortunate incidents that can and do happen to all of us conductors (okay, it's a plug). He approaches the business of conducting with a high assurance his enemies might call cockiness. Sometimes he turns up back hair of those working under him. But Sammy swears by his native country, and truly believes, so do all, that Canadian music and its performance is above the average of the music dispensed by our friends to the south.

His first experience as a leader was at the Oakwood Theatre, Toronto, where, at the age of 16, he conducted his first job for the silent movies. As many of us well remember, the pictures were cued by the conductors, who chose, outside of the many incidental numbers, three or four themes that were repeated often throughout the picture, to denote certain characters or scenes.

The leader had four foot buttons which he would press at the proper time, and each one of those buttons would flash a light on the musicians' stands, in four different colors to indicate to the boys which scene the conductor wanted played. Poor Sammy became so excited his first night, at the multiple implications of playing the violin, conducting the orchestra, pressing the buttons, and watching the picture, that he pressed all the wrong buttons at the right times, and then, to add to his confusion, stepped on all four of them at once, with the result that the pit became illuminated like pre-war Niagara Falls with a maze of red, amber, blue and green lights, that dazzled the boys into playing a good many notes that were never written into the score.

Next January, Sammy will celebrate his twentieth anniversary in radio. By that time he will have had a busy, interesting and successful radio career—or at least the first part of it—plus a record of two of the longest radio series on the Canadian air. "Carry On Canada" ran for 101 weeks and "Commanders In Arms" is now starting its third year with prospects of plenty more to come.

Frankly, we used to wonder how any conductor who does not arrange his music can maintain such a high standard of success. We asked Sammy about it, and his answer was that if one surrounds oneself with a galaxy of star arrangers, such as Seward Cable, he can't miss. A good arrangement can become very ordinary with bad spicing, such as good musicians and an un-understanding conductor. But Sammy is understanding. He trusts his arrangers and follows the styles he has employed them to see. He shows profound horse-sense and has the foresight to understand that although he has helped to make many a good arranger, the arranger could, in turn, gun up the works with a lemon.

Sammy listens to the radio often. He raves about André Kostelanetz and reveres Fritz Reiner. He has nothing but praise for his old friend Percy Faith, and expands his already round chest when he reminds you that he was concert-master for Percy. He still has Faith's first commercial arrangement ("My Heart") which he treasures among his most prized possessions.

Every year Hersenhoren gets ready for his greatest assignment, conducting the famous Promenade concerts in Toronto. He has stepped on that high podium twice to date, and has been successful in both instances. He is also a member of the famous Parlour String Quartet, and occasionally gives a violin recital on the air.

Sammy loves poker, and is no mean hand at the national sport of African Golf. He fills his straights and rolls his naturals with the same artistry as he conducts his orchestra.

Hersenhoren will stand high on the podium before Dominion Network microphones when "Music for Canadians" opens for Tip Top Tailors, October 1st. He will wave his baton over 37 Canadian musicians, and for his star he will have the voice of Gabrielle, who is making her debut on the Canadian air in this series. Production will be in the hands of Eddie Gould, for McConnel, Eastman & Co., Ltd.

We asked the farm audience in our coverage what type of entertainment they liked to hear. They told us:

1. Old-Time Music
2. Farm Services
3. Local News
4. Local Talent

The Western Ontario Farm Audience hear what they like from CKNX

"The Western Ontario Farm Station"

The Canadian Broadcaster
Page Thirteen

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. Supplementary to both Trans-Canada and Dominion Networks. Don't overlook this important market.

National Representatives
J. L. ALEXANDER
Toronto • Montreal

PLANT NOW FOR POST-WAR FRUIT
Sow seeds now, in Saskatchewan's richest market, urban and rural, to yield tremendous profit in the post-war years. Use Saskatchewan's major station, C K C K, which blankets this market. We've dozens of success stories on file ... drop us a line for details on COVERAGE, RECEPTION, LISTENER-INTEREST and LISTENER-CONFIDENCE.

CKC
Saskatchewan's Greatest Name in Radio

CKCK
Saskatchewan's Predominant Broadcasting Station owned and operated by the Regina Leader-Post.

Representatives: Canada, All-Canada Radio Facilities; United States, Weed and Co.
Canada Hits Newfie Airlines

Through the good-will and cooperation of Newfoundland's radio stations, Canadian troops on the island are hearing their favorite shows from home. Four Newfoundland and one RCAF station carry such programs as the Imperial Oil Hockey Broadcasts, the Promenade Symphonies from Toronto, Matt Kenny's "Victory Parade".

"Singing for the Services" with Bert Nosi and "Arrangements by Cable". In addition, the Public Relations office put on the air six days each week in English and French a fifteen minute news-cast, "The Canadian Reporter". This news-cast is read in English by Capt. Fred R. "Bill" Davies of Kingston, and Sergt. "Cee" McKnight of Preston. The French is handled by Lieut. J. C. Dauost, of Ottawa and Sergt. Lucien Duchesne, of Montreal.

Capt. Davies, Chief Public Relations Officer, supervises the programs. Cpl. Joe Sullivan from Hamilton conducts an organ program and does his own show, "Alben of Poetry".

At the present time, the Public Relations Radio Department is making twelve programs for station CHNS Halifax, which has service shows on the air each week. One complete show has been broadcast and the contributions from the troops in Newfoundland on future programs will be ten minute feature spots.

Despite the hard word of Capt. Davies and his staff, the stations could hardly have been aired without the co-operation of the Newfoundland stations and he pays great credit to W. F. Galgay, J. Butler and C. Hierlihy for their courtesy and co-operation.

So We Haven't A COMEDIAN Eh?

Well, we're taking the challenge because we have a comedy show plus—a comedian with plus plus and script, music and talent plus, plus, plus!

This is the first offering of this little parcel and believe us...it's good!!

First taker with $1500 net gets it.

"Ask Adaskin"

JOHN ADASKIN PRODUCTIONS

U.S. Radio Adopts Canadian System Of Measurement

Patterned on the Canadian Association of Broadcasters' system of coverage measurement, the National Association of Broadcasters (U.S.), in convention in Chicago last month, adopted a measurement plan for the use of American broadcasters and their clients.

Last February, J. Harold Ryan, then president elect, now president of the NAB, attended the Annual Conference of the CAB in Quebec City, and witnessed the adoption of the standard coverage plan, and the creation of the Bureau of Broadcast Measurement.

Acceptance of the American research committee's plan for a "uniform yardstick of radio station circulation" was voted unanimously with almost a thousand American broadcasters on hand.

In Canada the now seven months old BBM has made considerable progress in lining up member stations, advertising agencies and advertisers, and it is to be hoped that facts and figures on coverage will be forthcoming in the very near future.

Athol McQuarrie, BBM secretary, advises that membership is up to 34 stations out of a possible 84, 34 advertising agencies and 32 national advertisers. Coverage figures will be ready for inclusion in the ACA's "Blue Book".

Mr. McQuarrie says that an issue by the Association of Canadian advertisers, of which organization he is managing director, is expected late in November.

22 Seasons on CKAC

CKAC's oldest locally produced feature program "Une Chanson Du Vieux", an amateur contest presentation, returns to the air with this fall for its twenty second season, with Bernard Goulet as master of ceremonies and Roy Malouin as announcer and accompanied by the orchestra of Alan McVoy. Bernard Goulet is also master of ceremonies for the second season of "Le Tour Bilion de la Gare", the whirlwind of gaiety—which will feature singer Muriel Millard and Montreal's popular comedienne Juliette Beaulieu. Paul Guy does the in-studio commercial announcing.

All National Accounts

Used First in The Maritimes

CHNS

"The" Voice of Halifax"

For Eighteen Years

A FINE STATION

A FINE MARKET

Studies and Offer:

BROADCASTING HOUSE

HALIFAX, NOVA SCOTIA

WILLIAM C. BORRETT, Director
Nazi Lies Licked By Allied Truthcasting

by Wm. S. Paley

How the battle of the airwaves in Europe has been won against the once-powerful German radio propaganda machine is told in the following dispatch from London by William S. Paley, Chief of Radio, Psychological Warfare Division, Supreme Headquarters Allied Expeditionary Forces, now on leave from his position as President of the Columbia Broadcasting System.

The battle of the airwaves in Europe has been won by the Allies, nds down. The German radio machine which once was a welful and aggressive instrument the advancement of the Nazi me of conquest is now discre- ed and impotent throughout Eu- pe.

In many other fields, Ger- many started out with a great su- riority in radio facilities. The axis used their radio as ruthlessly they used their tanks, planes and ns. Facts were distorted and fabricated; fanciful and fantas- arguments were order of the d. Never was there a better ample of how radio can be used evil ends. The German radio tensive played a key role in the godless conquests of Austria and echoslovakia and the armed milt at over-ran Poland, Norway, mink, Holland, Belgium, lane and the Balkans. Her lies re believed. Her boasts and tates intimidated and demoralized the sections of populations.

Nazis Kept News Out
Coincident with her radio blitz, Germany went to the greatest pains to keep true news and the ideas of her enemies from getting into the territories she controlled. Severe sities for listening to outside sta- ns, including the death penalty, re introduced by the Nazis in many of the countries occupied the Reich. At one time, more than 10,000 Germans were em- oyed in jamming the Allied radio gnal beam toward enemy and em-occupied countries. I have in jamming equipment in Italy and Sicily which was the equiva- of some of our 50,000-watt nsmitters.

However, even at the height of the jamming, Allied signals got through. The increased number of transmitters and the high power put into operation by the Allies made it impossible for the Germans to shut us out.

American Station Helped
The opening of OWI's American broadcasting station in Europe, using multiple medium and short-wave transmitters of high power, acted as an important and effective reinforcement of OWI's transmissions from America. I was sur- prised to learn during my recent trip to Normandy of the popularity of this service and of the manner in which the French were relying on it despite the fact that it has been on the air for only three months.

I would like to pay special tribute to the British Broadcasting Company's European Service. Its policy of telling the truth even during England's darkest hours has earned it the high confidence and respect of listeners throughout Europe. Her engineers performed miracles in designing and erecting new facilities in order to overcome the powerful radio forces which Germany had turned loose.

Today the German radio out- pouring is entirely discredited. Information obtained from liberated areas and from prisoners of war of all nationalities gives convincing proof of this fact. Never again will the people of Europe have confidence in Nazi-controlled information. The Allied radio, on the other hand, is now looked upon as a service which will tell the truth under all circumstances and it is to that service that the people of Euro- pe are turning for reliable informa- tion.

Now that the tide of battle has definitely turned in our favor the true reports of our superior posi- tion and the hopelessness of the German position are acting as great demoralizing influences on the people of Germany and her satellite countries.

Nazis Live in Vacuum
It is true that many Germans especially those in the armed forces, continue to live in a complete va- tion. These people are afraid to risk the penalty of listening to our transmissions and can only think in terms of what they get from their German propaganda masters.

This is particularly true in the Ger- man Army. Radio listening in the Army is supervised very carefully. Recently a German prisoner in England requested an audience with the officer in charge of the prisoner camp. When he saw the officer he demanded that be be sent to that part of England which was being occupied by the Germans.

Truth will continue to be the basis for the broadcasts of the Al- lied radio into Europe. Here is a clear case where truth has been paying increased dividends at the expense of an enemy who believed that people could be shut off from the world and made to swallow information which he manufac- tured and fed to them. As long as radio waves travel around the world carrying the truth no people who want the truth will be kept in darkness.

Sincerely

THANKS

to Wrigley's for five and a half years on "Treasure Trail.
Sorry I couldn't stay longer.

Alan Savage

Radio Production

Checkfield Brown

If Sales are Falling Off... Switch to C.K.C.W.

Sales build steadily for CKC.W. advertisers. All of them have proved that our slogan, "We don't Sell Time... We Sell Bo- okside," is true.

CKC.W. is the only network unique in the primary coverage - a potential market of some 125,000 buyers with over 1,000,000 in buying power in the key buying areas.

If sales are low in the Maritimes, CKC.W. appreciates your prob- lem. Get facts today for sales tomorrow.

C.K.C.W.
MONCTON N.B.

STOVIN and WRIGHT
Representatives
TORONTO and MONTREAL
Try These On Your V-Loan Programs

In response to our call for Victory Loan ideas which have worked in the past, Tom Shandro, CJCA's enterprising publicity man, and also radio liaison for the National War Finance for Northern Alberta has written as follows:

During the Sixth Victory Loan Campaign CJCA adopted a system of station call plugs to units. Fifteen to thirty station calls each day throughout the campaign were devoted to appeals to the various units throughout Northern Alberta. These appeals were individual and were prepared following a careful study of the progress of the campaign in the units concerned. The following is an example:

"Calling the citizens of Stickville and District: Only five days remain and you have more than half of your quota to get! Double up your pace!"

To another unit the station call may be as follows: "Calling Stickville: congratulations for passing your quota! Keep up the good work!" Northern Alberta is proud of you."

The local touch in the unit station calls was very effective and according to reports from surveys, played a big part in the success of the campaign in Northern Alberta.

The second feature is one which continues popular even though it has been used at this station for the last three campaigns, and has since been adopted by many of the stations in Western Canada. It is titled "The Victory Loan Report." It is a five minute report given daily immediately following the 8:00 a.m. newscast. The report covers the latest loan returns, human interest stories, outstanding accomplishments for individuals, firms, etc., praise to the good areas, a panning to the slow and backward districts, and other interesting items. It is a potent factor and is so well established that the listeners regard it as the official organ of the Victory Loan Committee in this area. I might say that "The Victory Loan Reporter" minces no words, the statements at times are very powerful. For example in the last campaign, the reports were compared per capita purchases in any area with approximately equal purchasing potentialities. Following the comparison, the areas lagging behind were urged to step up the pace in every way possible. Inevitably, such panning over the air resulted in decided increases in new records for those various districts.

A third idea that worked well in the last campaign was the review of Victory Loan activities of the youthful citizens of CJCA's "Kid's Program" each afternoon. With the permission of the sponsor we broke the program for a few moments to read or tell stories of the boys and girls who had done outstanding jobs in the Victory Loan Campaign; children who sold their bicycles to buy a bond; others who invested their entire savings in bonds. This feature not only kept the youthful citizens of this area throughout the campaign, but served to bring up to date, the early afternoon Victory Loan activities throughout Northern Alberta.

The 6th Victory Loan Campaign was covered daily over our station as follows:

8:00 a.m.—The National review on the national news bulletin.
8:15 a.m. — The Victory Loan Reporter.
12:30 noon—The city results and the highlights of rural results of the previous day.
5:30 p.m.—The Kiddies’ activities with the latest unit results.
8:00 p.m.—The National review through the National News Bulletin.
10:00 p.m.—The day’s results in the city.

This arrangement resulted foolproof coverage from day to day.

(One Shandro's letter is just what the doctor ordered. Stations which have been delaying sending us letter about their past loan activities, still have time to get them in time for the next issue.

ED.)

While French programs can be heard from the two large Montreal Stations, reception is spotty, and the French population of the Ottawa Valley is practically dependent on CKCH for its radio entertainment. Monthly surveys show the continued popularity of the station in the French homes and prove how ably it is filling their need.

CKCH
85 Champlain Ave., HULL, Quebec
Promotion—D. L. Bofford, III Yonge St., Toronto

Serves the Ottawa Valley French Market

COOPERATING WITH LE DROIT

JACK MURRAY LTD.
10 KING ST. EAST TORONTO
More Hope than Charity
A COLUMN OF CONSTRUCTIVE DESTRUCTION

Elda Hope

As my way of thinking, the most descriptive description of "The Man" was an (CBC) Fisher's "The Illustrious Mistral of Churchill". Fisher's report from Queen's Victory Conference ranged all the way from dawn to romance -- everything from the business at hand in a Churchill-Roosevelt conference to the room where Mrs. Churchill by her husband on his anniversary. Those broadcasts from Quebec were much more than instructive, and John Fisher lost no opportunity to make them alive with human interest.

Information Please has made its return for the H. J. Heinz Company and it is interesting as ever. An added feature is a news flash fore and aft. This certainly timely, everyone being anxious these days.

"Musical Clock" is more inclined to ring things than ringing the bell as far as I'm concerned, but maybe I'm allergic to horse-play in the early morning! The announcements and weather forecasts things we all want to know, but the comedians have to knock himself out those wee small hours! This show is one of the breakfast ordinals patterned after Clint Buehlman's over WBEN afflairs. Perhaps what I am really trying to say is: "Must all early morning newscasts around these parts be so completely Buehlmanized?" Simpson's, who sponsor "Musical Clock", are doing "Women's World" five mornings a week. This I like. It covers subjects of interest to women from dailies to glamorous gowns. It is edited and narrated by Roxana Bond.

Comedians have brought back "Happy Hour" and "Share the Wealth". There seems to be little change in these shows. While Bert Pearl and "The Gang" are making more friends, Stan Francis is getting plenty of laughs as he doles out his cash on "Share the Wealth". Just in stride through, hasn't some of your wiresketch a slightly 1945 flavor after that funny man Bob Hope has started a seventh year after a barnstorming job to entertain the boys overseas. There are laughs galore but Bob's parting words say in part: "Towards the seriousness of business of War...

Hope & Co. just did their second Canadian appearance for the Canadian boys stationed at Camp Borden last Tuesday. The first time I heard "The Martins" on CJBC's Victory Series, and I created sufficient interest for me to follow them since. "The Martins" supply comedy and drama in a manner most entertaining because it is exactly true to life. Their problems are everybody's problems... mine anyway. Too bad the importing acts do not seem as at home in their parts as Mr. and Mrs. M. Lees, Camer's "The Radio Theatre" back, and C. B. and his players made hit with me all over again. They opted with "Mobs of Men" starring Jeanette Nolan and Nelson Eddy. What more could I ask?

Buckingham Cigarettes have killed the air punch, but this time with drama instead of comedy. "Caritas Thor" is the name of the voice given the narrator. Mark May does the voice-overs and Marce Saudek holds forth on the podium. The first play was the "Elk", and I found the story a little confusing and rather ordinary... but up to the standard of the actors especially Matthew Beton. And that makes it "suitable" for me.

We deliver TIME... desirable TIME... in these important markets...

Vancouver New Westminster Calgary Edmonton
Saskatoon Fort William Hull Three Rivers
Sherbrooke Quebec Summerside

FOR... SERVICE—VALUE—RESULTS
Call WA. 6151 in Toronto and HA. 7811 in Montreal
ACA Awards
The Awards Jury of the Association of Canadian Advertisers, an organization of Canadian advertisers whose annual expenditures in national advertising total over eighty million dollars, is already considering nominations for the one gold and three silver medals which will be awarded during the association's annual meeting at the Royal York Hotel, Toronto, November 8-10.

These awards are given each year for outstanding contributions to Canadian advertising. The gold medal goes for the most outstanding contribution irrespective of the sphere of advertising in which the recipient is engaged. One of the silver medals is awarded to the representative of any of the media whose contribution is adjudged the greatest, the other two going to an advertising manager or member of an advertising department, and to the member of the staff of an advertising agency.

Victory Star Shows
Guy Herbert, recently returned from New York, reports that he has a fine array of stars ready to appear on the Victory Star Shows for the forthcoming 7th Victory Loan Campaign. There will be 1½ hour halves and 5 hours, starting Oct. 18 ready for opening of drive October 23.

CJAT Manager
One of the "Old-timers" of Western Canadian Radio, Eric C. Aylen, takes over his new duties this month as manager of CJAT, Trail, British Columbia, it was announced recently by the directors of Kootenay Broadcasting Company.

Mr. Aylen brings to his new position fourteen years' broadcasting experience, covering every phase of station operation. Originally with CKOV, Kelowna, he came to CJAT in July 1934. He is well known throughout the Kootenay district and is a lieutenant in the Rocky Mountain Rangers regiment of the Reserve Army of Canada.

Stagelets
During the weekend of September 2nd, the Prince Albert Club played host to the Stagelet Clubs of Canada at their annual convention. Prior to the convention, members of the local club were interviewed on the Sugar Bowl Program to enlighten the listeners about the convention and the work of the Stagelet Clubs. On the opening day of the convention, CKBI's microphone showed up at the meeting to catch Mayor Brock welcoming the delegates, with replies by the local members and a Vancouver representative. During the program a disc of greetings from the Toronto members, unable to attend, was played.

FREE AIR
Has the CBC given Jack Benny free network time, and top time at that, in pursuance with their alleged policy of encouraging Canadian talent and making time available to Canadian advertisers?

NOTE TO CRITICS
We have a profound respect for our critics when they have the courage to permit us to print their opinions over their signatures. For us, it will continue to be our policy to write what we think, to print what we write, and to sign what we print.

SUGGESTION BOX
"Why not a column called "Off the Record", and then go ahead and print all the juicy information you are confident?"

THEN WHAT
Supposing the agency and other producers formed a union agreeing not to produce any programs with actors' and musicians' unions members in Canada?

HUSH-HUSH
Anonymous and off-the-record communications are of benefit only to the Salvage Committee.

WHAT'S WRONG WITH THIS?
"If only we had a column of profound criticism in one of the papers", said the actor, "I find criticism of my work so constructive."

TOUCHE
"The Human Touch and the Understanding Heart" is the slogan which the Salvation Army has chosen for its forthcoming drive for funds.

ANTI-INFLATION
Since "TIDE" reproduced two of Grey Kailley's "Radio Rags" (Sept. 15) and referred to him as a "Deflator of Stuffed Shirts with a slightly barbed pen", the old rogue has sent his beet to be cleaned and pressed.

HATS OFF!
The Bureau of Broadcast Measurement's achievement in lining up 32 advertisers, members in three months, compares quite favorably with the ABC which has accomplished the same thing in 30 years.

BELIEVE IT OR NOT
The appointment of "Ernie" Bushnell to the post of Director General of Program of the CBC seems almost paradoxical when you consider that Ernie has a truly profound knowledge of the duties he will be called upon to perform.

SEASONAL GREETING
Didn't you know we in town Joe. Have you used your permit?
For many years Rogers have specialized in the making of radio tubes for broadcasting stations. As a result of this experience, Rogers Radio Tubes give unqualified performance and service. When you need new radio tubes — buy Rogers. They'll give you complete satisfaction.

### TYPE AR 300A

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

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

**A-F Power Amplifier and Modulator—**

**Class B**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
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<tbody>
<tr>
<td>D-C Plate Voltage</td>
<td>2000 volts</td>
</tr>
<tr>
<td>D-C Grid Voltage</td>
<td>195 volts</td>
</tr>
<tr>
<td>Zero-signal D-C Plate Current per tube</td>
<td>40 ma.</td>
</tr>
<tr>
<td>Max-Signal D-C Plate Current per tube</td>
<td>300 ma.</td>
</tr>
<tr>
<td>Load resistance plate-to-plate</td>
<td>8000 ohms</td>
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<tr>
<td>Power Output (2 tubes)</td>
<td>650 watts</td>
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</table>

**Plate-Modulated R-F Power Amplifier—**

**Class C Telephony**

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<th>Parameter</th>
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<tbody>
<tr>
<td>D-C Plate Voltage</td>
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<tr>
<td>D-C Plate Current</td>
<td>300 ma.</td>
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<td>D-C Grid Voltage</td>
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<td>D-C Grid Current</td>
<td>75 ma.max.</td>
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<tr>
<td>Carrier output for mod. factor of 1.0</td>
<td>300 watts</td>
</tr>
</tbody>
</table>

Makers of high-quality Transmitting and Receiving Tubes since 1926.
BIRTH of the WATERWAYS

After the War of 1812 came a great commercial expansion in Canada. To preserve the vast trade of the Upper Lakes, William Hamilton Merritt embarked on the stupendous enterprise of digging the first Welland Canal. Built by the brains and brawn of early Canadians in the late 1820’s, free enterprise for the first time perhaps, worked on government contract.

CFRB, the Voice of Free Enterprise, has gladly given the government first call on its resources in the prosecution of the present war.