

CANADIAN BROADCASTER

VOLUME 3 NUMBER 15

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NOV. 4th, 1944

"He hath no friend
who hath no foe"

ACA Stages 10th Anniversary Convention

When the Association of Canadian Advertisers celebrates its thirtieth Anniversary at its annual convention, November 8-10 at the Royal York Hotel, Toronto, delegates will be treated to talks and discussions on a wide range of subjects covering all phases of advertising, merchandising and public relations. The following meetings are open to advertising men and others interested, except the closed meeting on Thursday morning.

Wednesday, November 8

9.30 a.m.: Address of Welcome by President R. L. Sperber.

9.45 a.m.: Forum — "Defining the Work of the Advertising Department".

- (a) "Advisor to Management" Speaker to be announced.
- (b) "Management and the Advertising Agency"—speaker G. Walter Brown, Bristol-Myers Co. of Canada Ltd.
- (c) "Sales Promotion and Production" — speaker S. R. Skelton, Goodyear Tire and Rubber Co. of Canada, Ltd.

12.15 p.m.: Luncheon. Speaker Samuel G. Barton, Industrial Surveys Co. Inc., New York, "Consumer Panels in Advertising."

2.30 p.m.: Forum — "What's New?"

Discussion of Luncheon Address. Bureau of Broadcast Measurement, with a talk by Walter Elliott, Elliott-Haynes Ltd. and BBM Research Counsel.

Thursday, November 9th

Closed session all morning.

12.15 p.m.: Joint Luncheon with the Advertising & Sales Club of Toronto. Speaker: Elmer Wheeler, on "Word Magic to Get a Job, a Promotion, a Sweetheart or an Order."

2.30 p.m.: Forum. — "What's New."

- (a) "The Paper Situation" — Speakers John Atkins and Arthur Jewett.
- (b) "What's Ahead in Printing Equipment?" Speaker Walter B. Patterson, Canadian Linotype Co. Ltd.
- (c) Consumer Recall and Identification (Poster Research) — J. W. Leckie, Poster Advertising Association of Canada.

(Continued on Column Four)



ASSOCIATION OF CANADIAN ADVERTISERS AWARDS JURY

The ACA Awards Jury has completed its work of selecting the winners of its four medals, one gold and three silver, and the names will be announced and the awards presented at the Association's Annual Dinner, November 10th, at the Royal York Hotel, Toronto.

Seated around the table starting at bottom left hand corner the jurors are: George W. James, editor the "Bowmanville Statesman"; E. H. Dickinson, president E. H. Dickinson & Co.; R. E. Jones, advertising manager General Foods Ltd.; J. E. Sampson, president Sampson Matthews Ltd.; T. S. Young, president-managing director Hugh C. MacLean Publications Ltd.; H. H. Rimmer, (chairman), advertising manager, Canadian General Electric Co. Ltd.; Athol McQuarrie (secretary), managing director ACA; Charles J. Follett, (asst. secretary); R. B. Hara, advertising manager Toronto Evening Telegram; H. M. Tedman, vice-president J. J. Gibbons Ltd.; E. Lloyd Moore, manager Radio Station CFRB; J. F. Graydon, manager Canadian Facts Ltd.

Happy Birthday Dear Sponsors!

On the occasion of the 30th Anniversary Convention of the Association of Canadian Advertisers which is being held in Toronto, November 8th to 10th, we believe we are speaking for the entire radio industry when we express our congratulations, and our earnest hope that you, the leaders of industry, may continue to pilot our economic ship on the sea of competitive enterprise, both as contributors to our high standard of living and as employers of labor, for all time to come.

Just as we believe that the microphone, as a medium of advertising, is affording you a means of conveying your selling message to more people in the manner in which they like best to receive it, so is it our conviction that because it is your incessant aim to attract the maximum possible audiences to your programs, you are keeping alive the only system under which the broadcasting medium should be used, namely the broadcasting of programs which are the people's choice.

Almost as great as the war that is raging overseas for the freedom of the world, is the battle on the home front for the survival of freedom of thought and action, against those who, for reasons best known to themselves, are trying to wrest it from us.

During this war, radio has been used as a major weapon. At first it was harnessed, with diabolical effect, to the cause of evil. Undoubtedly history will show that the microphone's part is an inestimable one for the cause of good in these final stages of the struggle.

When the war ends, many of the restrictive regulations we have cheerfully suffered as emergency measures will end too. Others will remain. Whatever else may come, you, without whom Canadian radio, whether privately-owned or government operated, cannot possibly function, have it in your power to see to it that this one freedom, this freedom of words spoken over the air, shall be restored as an essential to the democracy of Canada.

Richard S. Lewis.

Editor.

Friday, November 10th

9.30 a.m.: Public Relations.

- (a) "What is the Job?". Speaker T. R. Elliott, General Motors Products of Canada Ltd.
- (b) "The Technique of the Job". Speaker Lee Trenholm, Underwood - Elliott - Fisher, Ltd.
- (c) "Tools for the Job". Speaker J. A. Cowan, Editorial Services Ltd.

11.05 a.m.: "Making Better Merchandisers out of your Retailers", by J. Harold Smyth, Dominion Rubber Co. Ltd.

12.15 p.m.: Luncheon. Speaker Morgan Eastman, McConnell Eastman & Co. Ltd., subject to be announced.

2.30 p.m.: Forum. "Planning Future Campaigns".

- (a) "Selecting the Theme". Speaker P. K. Abramson, The Borden Co., New York.
- (b) "Choosing the Media". Speaker, H. R. Conway, Cockfield Brown & Co. Ltd.
- (c) "Building the Budget". Speaker, H. S. Van Scyoc, Canada Cement Co. Ltd.

6.30 p.m.: Annual Dinner Speaker, B. K. Sandwell, editor of "Saturday Night", "So You Want to Compete with the Editorial Columns".

Presentation of one gold and three silver medals awarded each year by the ACA for contributions to advertising.

A continuous showing of various industrial films will be staged throughout the convention by Associated Screen News.

With the exception of the Thursday morning business session, all these meetings are open to the public. Reservations or further particulars can be obtained from Athol McQuarrie, managing director, the Association of Canadian Advertisers, Federal Building, Toronto. 1.

McKims Reorganize

The 55 year old advertising agency, A. McKim Ltd., has been reorganized as McKim Advertising Limited, with A. N. McIntosh assuming chairmanship of the board and James McC. Baxter the presidency from which post Charles T. Pearce has resigned.



Representing

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

TEAMWORK GETS RESULTS . . . Add S & W to your radio plans

The Radio Station Representative is a most useful link between the Advertiser and the Radio Station, and offers a valuable service to both. To overlook that service, or to use only a part of it, is to break up a useful team and perhaps jeopardize results.

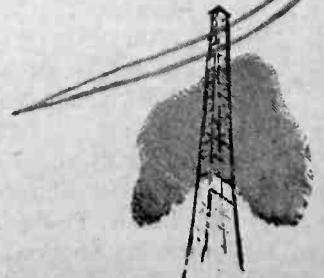
The Representative has, for the use of the Advertiser, a wealth of surveys and facts on Stations, Audiences, Markets, Coverage, and comparative data — besides having at his fingertips Time Availabilities and details of "What's Across from You".

Teamwork makes careful, thorough planning possible. For full information on 22 salesworthy markets, and the 22 live, independent radio stations which serve them, add S. & W. to your radio plans.

"It is very important to realize that fascism never comes to power except in countries that have a sick middle class. Where there is a thriving, independent, healthy middle class, democratic life expands".

From "The Rest of your Life", by Leo Cherne.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
MONTREAL TORONTO WINNIPEG



The CANADIAN BROADCASTER

Vol. 3, No. 15 Nov. 4, 1944

Published Twice a Month by
G. LEWIS & COMPANY
371 Bay St.,
Toronto 1

Entered as Second-Class Matter at the
Post Office Department, Ottawa.

Richard G. Lewis Editor
Harkley Art Editor
Arthur C. Benson Production
Printed for The Publishers by
Overseas Press, Ltd., Toronto, Ontario

For Publicity

No. 5 Live Copy

"Silence is the most perfect expression of scorn" said the reprobate George Bernard Shaw, who, at 88, still manages to command front page position in the newspapers of the English-speaking world.

Getting ourselves talked about is another question.

Obviously the best way to get one's name in the papers is to do something worth reporting. You don't have to start a world revolution, walk up Main Street without my pants on, rescue the publisher's daughter from drowning. The main ingredient in the prescription for this sort of publicity is "something different."

A political meeting was interrupted, according to the newspaper report, with loud cries from the back of the gallery — "It's a lie". Next morning, when the editor arrived at his office, he found a man waiting for him. "My name is Smith and I want to correct your report of that political meeting" said the visitor. "Oh! Were you one of the speakers?" the editor asked. "Well not exactly" was the reply. "I was the voice from the gallery. You reported me as saying 'It's a lie', and what I came in to tell you was that I really said 'You're a liar'". He got his name in the paper.

Most large American corporations and some Canadian ones, whether they are automobile manufacturers or radio stations, maintain



"But I don't want to play the piano like Ignace Jean Paderewski. I want to be president of the Musicians Union like James Caesar Petrillo."

highly paid and experienced journalists for the sole purpose of getting them into print. "If a full page display ad is worth a thousand dollars", an industrialist once said, "six inches of editorial copy is worth five thousand."

Editors are human, or reasonable facsimiles. Give a hum-dinger of a story, it has to be presented so that the editor will at least be induced to read it, and the most vibrant story will surely find a resting place in the waste-basket if it is scribbled in pencil on the back of a used envelope. Even type-written copy needs a reasonably black ribbon if it is going to be read, and, well, just try and make editorial correction on a news story that has been typed single-spaced.

Editors like names. To be truthful about it, they don't give a damn about names, but somewhere out in the front office there is a gentleman who labors under the title of circulation manager. Long experience has taught him that people will go to any extremity, even buying a subscription to a paper they neither want nor need, if they are going to see their names in type.

Whether you are trying to crash the dignified columns of the New York Times, or will be satisfied for a starter with the Undertakers' Ga-

zette, bear in mind that the man who will receive your offerings has two piles of such material on his desk. One, reaching nearly to the ceiling, is routed for the waste-basket with such notations as "junk", "puff", or just nothing at all. The other contains one or perhaps two sheets of paper, which is all the material the mail has brought in which will get into print, because it will interest, inform, amuse or anger his readers.

Did you know?

CJIC

SAULT STE. MARIE, ONT.

*The Hub
Of the Great Lakes*

is supplementary
to both
Trans-Canada
and
Dominion
Networks

Don't overlook this
important market

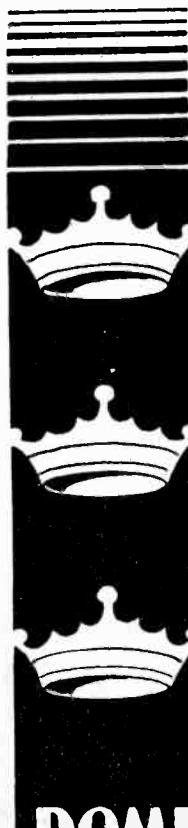
National Representatives

J. L. ALEXANDER

Toronto • Montreal

THIRTY SEVEN NEW LOCAL
ACCOUNTS HAVE SIGNED WITH
CHML SINCE SEPT. 1, 1944

Five of a Kind in Radio



♣ ACE - IDEAS

♦ ACE - CO-OPERATION

♥ ACE - PRODUCTION

♠ ACE - EQUIPMENT

WILD DEUCE - EXPERIENCE

and

Duaphonic Recordings

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



**BRITISH
UNITED PRESS**

**FIRST!
AGAIN!**

**Phillipine
Invasion
Coverage
gave
B.U.P.
CLIENTS
one of the
outstanding
news beats
of the war**

• • • 10 minutes
ahead in reporting the
first Japanese claims.

• • • 5 minutes
ahead with the official
announcement flash.

These beats were followed through with coverage of such calibre that B.U.P. stories have been spotlighted throughout the invasion.

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

British United Press
231 St. James St.
MONTREAL

BROADCASTER EDITOR A THORN IN LA FLECHE

War Services Minister Retorts to Ad Club Address

The views of the Canadian Broadcaster on the business of broadcasting, which have to date been confined to the secrecy of its own columns, were catapulted out into the daylight last week, when an address given by the editor to the Young Men's Advertising and Sales Club of Toronto inspired the Honorable L. R. LaFleche, Minister of War Services, to give the press a statement in reproof of the speaker's utterances.

Speaking on the subject "*A Free Radio Is Everybody's Business*", Lewis said: "I am not suggesting that the control the government has acquired over the broadcasting set-up in Canada is the first step in a scheme of tyrannize the Dominion. But what I do say, and I say it most emphatically is this: 'The CBC is a perfect set-up for some government which may work its way into power one of these days, and which may be possessed of dictatorial ideas, and not all benevolent ones at that. Forty-seven privately owned and operated radio stations', he continued, "are receiving CBC network programs, whatever they may be. No dangerous material is going out right now, neither is it likely to do so under present conditions. But the set-up is there, and could be operated to the country's detriment—grave detriment — just as well as it can to its benefit as it is now."

The following day, the Honorable

L. R. LaFleche, Minister of War Services, gave the following statement to British United Press.

"It is gratifying to learn that Mr. Lewis, the publisher of the Canadian Broadcaster, has expressed the opinion that the publicly-owned Canadian Broadcasting Corporation does not broadcast dangerous material.

"It is to be added that the CBC has reflected the patriotism of the Canadian people during the war by assisting in the successful prosecution of the war against our enemies.

"The radio broadcasting field in Canada is divided between eleven stations of the Canadian Broadcasting Corporation, and the seventy-nine privately-owned stations — a natural division being national broadcasting by the former and local broadcasting by the latter stations.

"So it is by the will of parliament, of the people of Canada and the Board of Governors of the CBC.

"There is no immediate danger of the publicly-owned radio system being used to further dictatorial ideas or for evil purposes.

"The people of Canada, the Prime Minister and his government hold to a democratic form of government.

"Because there is no possibility of a socialist party coming into power, there is no danger of Mr. Lewis' fears being realized."

British United Press asked Lewis for a reply, which he gave them, and the following item went out over the wires:

"At Toronto tonight (Oct. 26), Richard G. Lewis, publisher of the Canadian Broadcaster, says that General LaFleche is belittling the danger of a socialist party coming into power in Canada.

"Lewis went on—and we quote

'In my address last night I said that the CBC is a perfect set-up for some government which may work its way into power some of the days and which may be possessed with dictatorial ideas.'

"He then asked: 'Is this not the same tendency to belittle its adversaries that nearly gave the CCF majority in the Ontario House of the last Provincial Election?'

"Lewis called the control exercised by the Liberal government over the Canadian radio 'largely benevolent one', but he says that this—and again we quote—'gives no more assurance that its success will be benevolent than it does that the present government will survive forever.'

Rehabilitation Service

The assistance of the broadcasting industry and others who know overseas veterans who want to enter or re-enter the broadcasting field, is needed if our "Rehabilitation Service" is to fulfill its purpose. As this paper does not reach men who want to take advantage of our free employment offer, it is only by word of mouth that information can be conveyed to them. Particulars will be found on page 7.

Returns To CKMO

Roy Wright who has been manager of station CFAR, Flin Flon, for the past three years has turned to his old stamping ground at station CKMO, Vancouver, where he has recently been appointed general manager.

**INVEST
IN
VICTORY**

Sunday, Monday, and Always

The Ontario Farm Station

Carries your Sales Message to
the rich, farming areas of
Mid-Western Ontario

920 KC **CKPNX** 1000
WATTS
The WESTERN ONTARIO FARM STATION

Representatives J. L. ALEXANDER TORONTO & MONTREAL
AN INDEPENDENTLY OPERATED STATION

CFGP

VOICE OF THE MIGHTY PEACE

The Listener Is King

Harold M. Coulter, Audience Promotion Manager of Mutual, Talks To Toronto Radio Executives Club

"I believe that insofar as program exploitation is concerned, we will swing back more to the 'show business' of radio, and place this at last on an equal basis with straight program advertising", Harold M. Coulter, audience promotion manager of the Mutual Broadcasting System told a meeting of the Radio Executives Club of Toronto at a luncheon meeting at the King Edward Hotel, Monday, October 10th. "I mean", he continued, "the stunts and showmanship which have been Hollywood's bread and butter for all these many years.

"Few of us stop to realize the tremendous advantage with which radio began its birth years some twenty-odd years ago", said this young go-getting publicity man, who appeared to be not so many years the senior of the medium he was discussing. "There was something akin to magic in that little box, which you simply hooked up to batteries or a crystal—or plugged into a wall—and out came music, drama, famous people and world news events from hundreds and thousands of miles away. If you were in radio in the humblest sense," he continued, "you earned 'oohs' and 'ahs' of other people. Radio then had a grip of steel except of course the marginal few who couldn't bring themselves to believe the radio had come to stay. 'Today' he continued, "the glamour has partially gone. Our magic box is another piece of furniture in the living-room. The listener takes it for granted. We're in competition for his time against movies, picture boxes, newspapers and magazines, poker and bridge, and just plain silence or family conversation. We're in competition with each other. The listener is king, the world's at his finger tips, and he skips, at his own pleasure, lightly from kilocycle to kilocycle. Station A has a better show with a stronger signal than station B—sta-



A young man brings young ideas to a young business.

tion A gets the bulk of the listening audience. It's just as cold as that."

He pointed out that while the popularity of a program depends at least 75% on the show itself, and that while a program which is right and ripe for top audience appeal will win that appeal even if it takes months or years, promotion of a program or personality contributes its best service in speeding up this process of discovery by the public.

"Radio is a manufacturer of consumer goods like any other business, so, like every other industry, it's simply good business to advertise our product — radio programs. That's our conception of audience promotion in broadcasting", Coulter said.

Mutual Affiliated

CKWX, Vancouver, has completed arrangements for affiliation with the Mutual Broadcasting System it has been announced.

In Hollywood

George Halnan, president of Exclusive Radio Features Ltd., Toronto, is in Hollywood on a program and promotion hunt in connection with Exclusive Features and United Transcribed Service.

**A NEW & LEGAL TRICK
AT CHNC**

HELP OFFERED!

(Paradoxical, isn't it? Yet true after you have read this.)

Because we think ahead and because all progressive concerns do in a like manner, we think it advisable to pass these few facts along to you.

Hitler, Satellites & Company will not succeed in re-discovering Canada. Jacques Cartier landed at Gaspé 400 years ago with a constructive program.

As a sequence to the monstrous blunder conceived by our modern annihilators, the market served by Station CHNC is being left in a state of unknown prosperity. A few years ago Hitler was moving "East"; now, Canadian prosperity is moving "East".

The Gaspé Peninsula and Northern New Brunswick, through their forest domains, can supply what will be needed to re-build part of the world and supply modern industry. Agriculture is being developed on a rational basis. The fishermen reap abundantly from the sea. Markets are sound and have been organized to last. Tourists crave the pleasure of coming back to pay their annual visit to "La Belle Gaspésie".

Speaking of tourists, are you or will you be embarrassed with your products? How about sending them down on tour our way? Let us first introduce them to the folks and then you will be agreeably "disappointed" to hear that MORE and MORE of them are needed to answer the demand.

This is how we can and will help you, Mr. Client.

Facts and authority to verify and supplement our story are in the hands of the "All-Canada Man".

**The
Saskatchewan Farmer
Station
"GOES TO TOWN"**

ckrm - Regina
The Station of the Saskatchewan Farmer

Broadcasting Station
CHNC
New Carlisle, Quebec

1,000 WATTS
(Soon 5kw)

610
Kcs.



WINNIPEG

The Dominion Network Station
"630 ON YOUR DIAL"

4

Lalonde Heads Quebec Broadcasters Yesterday's Singing Star of Tomorrow

Phil Lalonde, director of station CKAC was elected president of the newly-formed "La Radio Privée du Québec Incorporée" (Quebec Private Radio Inc.) at a three day convention of Quebec Broadcasters which was held in Quebec City October 23-25.

The Association which replaces the former "L'Association des Postes Privés du Québec", comprises all privately-owned radio stations in Quebec Province.

J. N. Thivierge, manager of CHRC, Quebec City, is the new vice-president, and Marcel Lefebvre, manager of CHLP, Montreal, was elected secretary-treasurer. Other members of the executive are Paul LePage, CKCV, Quebec City; G. A. LaVoie, CJBR, Rimouski; Roland Beaudry, CHAD, Amos, CKRN, Rouyn, and CKVD, Val d'Or.

The Association expressed its readiness to continue co-operation with the Canadian Broadcasting Corporation in the best interests of radio broadcasting in Canada.

Back On The Job

Horace Stovin of Stovin & Wright, who has been confined to his bed for a couple of weeks has returned to his desk.



Photo by John Steele, Toronto

Claire Gagnier, lovely twenty-one year old French Canadian songstress, niece of the well-known Montreal musical director won last year's \$1,000 scholarship of York Knitting Mills "Singing Stars of Tomorrow", the program which returns to the Trans-Canada for the current season November 5th.

Stork Market

John Adaskin of the Toronto production office of the same name became a father Friday, October 20 on the occasion of the arrival of his first-born, a daughter —Tamar Neisha Ruth, at 9.29:40, just in time for the network break.

Gets FM Licenses

CKRC, Winnipeg, has received licenses from the Ministry of Transport for two FM transmitters. One unit will be used for a mobile pick up unit, and the other as an emergency link between the Winnipeg studios and the transmitter at Middlechurch, Man. Call letters will be respectively VD2D and CK7H. Both will be powered at 50 watts.

Engineers are in the course of installing the equipment now.

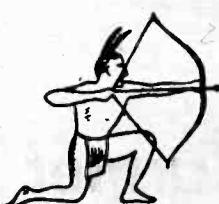
CJBC

KEY STATION OF THE DOMINION NETWORK

- An increase of power to 5000 watts gives effective coverage to 100,000 additional radio homes in Toronto and area.

- The best network affiliations, programs and promotions are creating more regular CJBC listeners.

NOW **5000** Watts
TORONTO



PLUS "6M"

The EDMONTON market alone, served by CFRN, shows a PERMANENT population increase of over six thousand able-to-buy people. That's PLUS business for your advertising dollar. PLUS business you'll be sure to gain when you tell them over Edmonton's community station, CFRN.

EDMONTON
1000w

CFRN



From time to time I've complained about some of my dislikes in radio but now I find my special patented hate is or the little man who, armed with a hammer, wrecks a tube in my radio set. Yes, the shoe is definitely on the other foot. And I don't like it.

Imagine being days without a radio! I wonder what people used to do — it's hard to visualize. The people who remedy difficulties like mine have very good reasons for delay. There is the man-power shortage. There are priorities to be considered. These reasons made me more conscious of the war than ever, which may have been a very good thing.

So, in disgust, I hied me down to Massey Hall in Toronto to be entertained musically, at least. What I saw! It was the first "Victory Star Show". There were about fifty musicians on the stage being put through their paces by a conductor who knew just what he wanted and exactly how he wanted it. That conductor was our own Percy Faith who has made musical arrangements for the entire series of Loan broadcasts, and who has probably done more than any other one artist toward making the Victory Loan broadcasts successes. Musicians work hard without doubt but their work is not comparable to that of the man in the podium. Seeing is believing and it all made me truly appreciate the finished product on the air. Yes, my radio set was finally returned when I arrived home and was I happy to be able to hear the Network show.

The broadcast itself was smooth with never a hitch. It was produced by Robert Caplan and featured several guest stars. John Sturges sang, also Josef Marais. Shirley Temple and Alexander Knox were the leads in a dramatic skit. Personally, I was partial to the work of Knox. Ernest Taylor, Toronto bass-baritone, sang "Old Man River" brilliantly with a choral background. He is headed for big-time or I miss my guess. The Master of Ceremonies was Hume Cronyn and Elwood Glover, chief announcer of CBL in Toronto, announced the program —reminding us that this united wartime appeal is beamed at Canadian pocketbooks in a twice-a-year, one-for-all campaign.

A word about Percy Faith seems in order. He is truly the man behind the man behind the music. Perc is young, ambitious and very energetic. How he finds time to shoot a seventy-eight in

golf beside making musical arrangements for and conducting his Carnation "Contented Hour" series, on top of the Victory Loan work, is a bit of a mystery. But then it was difficult to comprehend the ease with which Perc donned Andre Kostelanetz's musical shoes last Summer when he so ably replaced Mr. K. on "The Pause that Refreshes" for Coca-Cola.

Apart from admitting I'm a Faith fan, I can't resist commenting on his "It Could Happen to You". The arrangement was originally and individuality combined. The playing of this number was — well, "super" adjectives are inadequate. Fortune certainly smiled on us, however, when Percy Faith returned to Canada to give the Victory Loan Drive the benefit of his talents.

People are remarking on these broadcasts. They're talking about the invasion of Germany, the end of England's black-out after five dark years and even the approaching termination of a ruthless War. Let us take the common-sense view in evaluating a lasting Peace by buying more Bonds ourselves, besides getting behind the Victory Star Shows in every way we can.

'Bye now.
—ELDA.

REHABILITATION SERVICE

Free Employment Service For Overseas Veterans

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

News Editor Overseas

Val Clarke, news editor of station CKLW, Windsor has left for a six weeks visit to Great Britain where he will interview servicemen from Windsor and district. Clarke will cable daily reports to CKLW.

A Fruitful Market

Total Okanagan produce shipped
this season to August 15

1,481 CARLOADS*

Same period last year

834 Carloads

* Does not include LCL shipments

The Voice of the Okanagan
REPS ALL-CANADA WEED & CO.

Radio Rates High With Fliers

According to Bill Herbert, CBC correspondent, R.C.A.F. fliers in France are rabid radio fans on their days off. Herbert visited a number of airfields to find out how Canadian airmen spent their time when they weren't fighting. In a subsequent newscast Herbert said that the airmen spent most of their time listening to the radio, tuned in to their own special programs on the Allied Expeditionary Forces Network.

The most popular feature is the newscast which is broadcast every hour on the hour. The remainder of the time is devoted to the best programs on the air. The fliers hear a wide variety of the finest shows produced by the American networks, the BBC and the CBC.

The \$1,900 Question

Nineteen hundred dollars in war bonds went to Pvt. J. Connelly of the United States Army for answering one question correctly on the "Dr. I.Q." program which originated from Rochester on Oct. 23. The sum had been building up, 100 dollars at a time, on successive Monday night broadcasts because participants were not identifying the writers of familiar quotations. Pvt. Connelly recognized "With malice toward none, with charity for all, with firmness in the right as God gives us to see the right"



BROADCAST COUNSEL
165 Yonge St., Toronto Adclade 8784

Radio stars are "made" not born . . .

There is a most regrettable tendency in Canadian radio to overlook the possibilities of building talented Canadian artists into nationally-known stars.

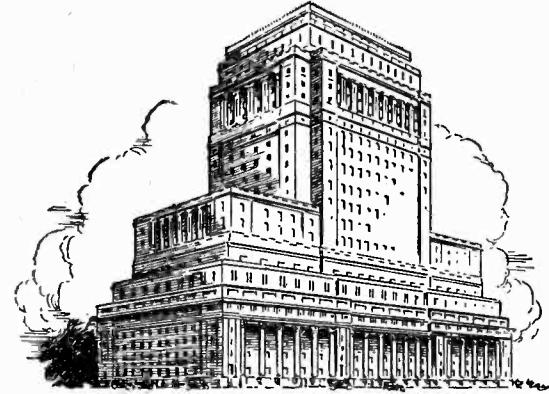
A radio star is "made" by taking a basically promising artist . . . putting him on the air and keeping him on the air until he has had a chance to register. Build him up . . . adjust the programme pattern . . . promote and publicize him. You can't just put an artist on the air for a few weeks, and because he isn't an overnight sensation, toss him off and say "he'll never make a star".

We want "names" in Canada . . . Canadian "names" . . . and it can be done. Let's eliminate the chronic Canadian radio complaint, "we haven't any stars", by going about the making of stars in a planned and constructive way, instead of lamenting the fact. If we haven't any, it's our own fault.

Geo. A. Taggart

P.S.—I'll put my money on two Canadians who are potential "star material" . . . and there are others. The two I have in mind are — bulky, friendly Johnnie Perkins and his music; and pert little Dorothy Deane, who, in my opinion, is the most promising singing personality that Canada has had in a decade.

ADVT.



The Sun Life Building in Montreal typifies the widespread business activity of Quebec Province.

RADIO WITH RESULTS CALLS FOR SPECIALIZED PLANNING

When you are planning your Radio program, may we place our long experience and specialized knowledge at your disposal? We have, for many years, planned and produced successful radio programs—in both English and French—for leading National Advertisers and their Advertising Agencies. Particularly when planning for the Province of Quebec is specialized counsel needed, for the program which brings results in other parts of Canada may produce no results at all in Quebec Province—even though Quebec offers a higher percentage of listeners than any other province. The secret lies in the specialized planning of the program to this particular market—an absolutely necessary step. That is our business—may we serve YOU?



**RADIO PROGRAMME
PRODUCERS**
MONTREAL QUEBEC



Looking for

Ruby Ramsay Rouse
Maurice Rapkin
Lorne Green
Mona O'Hearn
Barry Wood
Herbert Gott
J. Arthur Martin

YOU CAN CONTACT
THEM THRU —

**RADIO
ARTISTS
REGISTRY**

WA. 1191
— TORONTO —

**"THE VOICE
OF
MANITOBA"**

CKWY

**WINNIPEG
15,000 WATTS**

EXCLUSIVE REPRESENTATIVE - H. N. STOVIN

TORONTO

WINNIPEG

MONTREAL

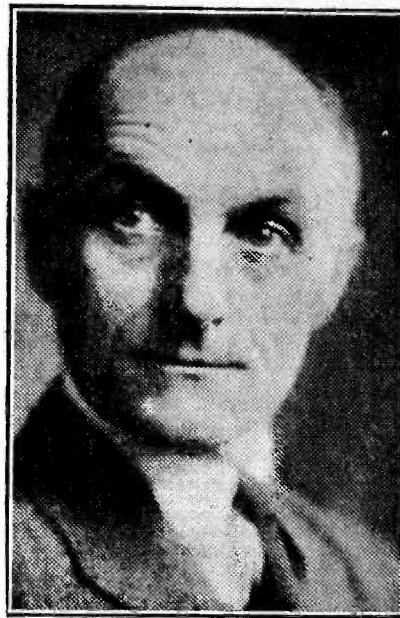
ENGLISH AS SHE OUGHT TO BE ..

Whatever the Announcer does, someone will say he's wrong. Here's an opinion, by one who knows, about the right way to pronounce foreign names and places

By W. H. "Steve" Brodie, CBC Supervisor of Broadcast Language

In tackling strange foreign names, the announcer may as well make up his mind that, whatever line he adopts, some people are going to think he is wrong. Some will say he is ignorant, others will condemn him for showing off. To find a middle way is no easy task; it calls for both knowledge and good judgment.

There are, of course, certain names about which there is no doubt — names which are household words in the English language, of which it may be said that they have come to form a part. These names are of two kinds; those which have acquired an English name different from their native name, e.g. Florence for Firenze, Leghorn for Livorno, Vienna for Wien, Copenhagen for Kjobenhavn, etc., and those which, while retaining their native spelling, have acquired a purely English pronunciation, such as Paris, Madrid, Sebastopol, Napoleon, etc. They are, and have been, in such common use in our language that



W. H. "STEVE" BRODIE

to pronounce them with any foreign sound would be an affectation.

Unfortunately the line is not an easy one to draw; logic seems to play no part in determining what is right or wrong in spoken English. Beethoven is as commonly mentioned in conversation as Napoleon, but nobody would dream of giving his name an English pronunciation — 'Beeth-oven' with the sounds of "teeth" and "oven". The only guidance is the standard, if any, prevailing in the speech of educated people, and that is not always easy to determine.

These familiar names, however, are only a small part of the main problem. News generally, but particularly news of the global war, is constantly introducing names which the ordinary listener may or may not have seen on a map, but which he has probably never heard or uttered. On the other hand there will always be many listeners who, either through acquaintance with the place or through some knowledge of the language concerned, will know roughly how it should be pronounced.

To names of this kind the announcer cannot apply the ordinary principles of English pronunciation. He cannot call Saint Michel, "Saint Mitchell", or pronounce Chalons with the "ch" as in "church" and rhyming with "gallons"; to do so would arouse a storm of protest. Similarly to pronounce the name of Croce, the Italian philosopher, so as to rhyme with "gross" would be unforgivable.

In order to deal with such problems the announcer should be thoroughly familiar with the rule for the pronunciation of the principal languages of European culture — French, German, Italian, Russian, and Spanish. It is no suggested that the announcer must be able to speak these languages all he needs to do is to make himself master of the three or four pages devoted to pronunciation at the beginning of almost any good elementary textbook of the language in question.

Having acquired this knowledge the announcer has to apply it in reasonable way. Sounds like the "gn" and "gl" in Italian, the "eu" and "au" in French, the "ei" "ie", "au" and "eu" in German and so forth, will be pronounced in accordance with the rule that applies. But the announcer should not lean over backwards in an attempt to sound like an Italian, Frenchman, or a German; he won't sound that way in any case, and he will certainly be accused of showing off. Nobody wants, for instance, a Parisian "r" to be sounded in French words, nor the meticulous pronunciation of double consonants in Italian. What he needs to do is to give the word such an approximation to the correct native pronunciation as will show that he is neither ignorant nor conceited.

(Continued on Next Page)

**For Improved Service
when you are calling**

- Association of Canadian Advertisers
- Bureau of Broadcast Measurement
- Canadian Circulations Audit Board

**NEW
PHONE
NUMBER
ADELAIDE
8047**

(Continued from Previous Page)

The better an announcer's general education, and the wider his knowledge of the world, the more likely he is to give a satisfactory performance in this respect. But whatever his background and general knowledge may be, they should be reinforced and enlarged by frequent and diligent consultation of suitable reference books.

An announcer whose job it is to read news should try to keep abreast of what is happening in the world. For instance, as the Allies approach the Rhine, he should study a good atlas and familiarize himself in advance with the names of places they are likely to reach. Such a study of maps and reference books will help him to overcome what is undoubtedly a difficulty; teletypes and tickertapes do not print diacritical marks (such as the French cedilla and accents, the Spanish tilde or the German umlaut). As these govern the pronunciation of the word, it is important for the announcer to know when and where they exist, and this he can find out by seeing the word printed properly; and he will seldom see this in a newspaper.

It would be quite wrong for an announcer in quest of popularity to give way to the clamour of the ignorant. Because a well known usage is called "Baloney" is no reason for pronouncing Bologna, the city, in the same way. By that reasoning we should call Vienna "Weener". If the general public are to hear new names, they may as well learn to know them by their proper pronunciation. Announcers have a great responsibility in guiding people to better and more educated speech standards. If they think listeners will not recognize a place on the map, they can (and should) spell it out when it first occurs, e.g. "we have captured the city of Caen — that is C-A-E-N".

One thing is certain. Owing to increased opportunities for travel, to more rational teaching of foreign languages, and to a wider spread of general knowledge, more and more people have become aware of the spoken form of foreign words, and expect an educated and informed standard of speech on the air.



"DOMINION"
OUTLET FOR
SOUTH-
WESTERN
ONTARIO

CHATHAM

Serving

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

JOHN BEARDALL
Mgr.-Owner

Hither and Yon

Norman Palmer has left CKGB, Timmins to join the announcing staff of CKLW, Windsor. Mary Davidson takes over Jerry Prest's post of Publicity Director at CKBI, Prince Albert. Jerry leaves to become Assistant Manager of CKFI, Fort Francis, Ontario. Marge Wesson formerly of Regina has joined CKWX, Vancouver as continuity writer. John Knox has been added to the announcing staff of CKGB, Timmins, having been transferred from CKRN, Rouyn. Don Ramsay has left CJIC, Sault Ste. Marie to join the announcing staff of CHEX, Peterborough. Jim Ward from Toronto has also been added to the staff of the Peterborough station.

Ken Campbell, former Special Features man at CJKL, Kirkland Lake has joined the Toronto office of National Broadcast Sales as director of Sales Promotion and Publicity.

How They Stand

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

DAYTIME

English

Soldier's Wife	17.1	— .9
Big Sister	15.5	+ .7
Happy Gang	14.7	+1.6
Road of Life	14.0	+1.2
Ma Perkins	11.8	+ .6
Right to Happiness	10.3	+ .7
Lucy Linton	10.2	+ .2
Pepper Young	10.0	+ .5
Woman of America	9.0	+ .5
Liptonaires	6.4	resuming

French

Jeunesse Dorée	30.0	+ .2
Joyeux Troubadours	25.0	+1.3
Quelles Nouvelles	24.5	-1.3
Grande Soeur, 11 am	22.1	+1.1
Métairie Rancourt	20.2	+4.0
Pierre Guérin	19.1	+2.3
Grande Soeur, 12.30	19.0	+1.8
Rue Principale	18.9	-1.5
Madeleine et Pierre	17.4	resuming
Histoire d'amour	17.3	resuming



ATHOL MCQUARRIE
who, as managing director of the Association of Canadian Advertisers, is largely responsible for the ACA 30th Anniversary Program for the Convention the Association is holding at the Royal York Hotel, Toronto, Nov. 8-10.

World's Best Stars
World's Biggest Stars
World's Brightest Stars
plus
World's Best Sound

WORLD perfected the vertical cut, wide range method of recording which reproduces superbly the truest and most delicate shadings of vocal and orchestral tone.

They now bring you "tops" in entertainment by radio's leading artists to help make more and quicker sales of station time in your market. WORLD library programmes build audiences and sponsors.

The World Broadcasting Library Service is a Money Maker for YOU.
Enquire through your nearest branch of

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Northern Electric
COMPANY LIMITED

A NATIONAL ELECTRICAL SERVICE

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EDMONTON
Vancouver
Victoria

CLEVELAND RADIO COUNCIL

A Women's Group Recommends Programs for Family Listening

This article originally appeared in "Tune In" for November, 1944, and is reprinted by kind permission of the publishers

For years, radio has depended upon professional surveys and various popular polls to discover the rating of its programs. It has scanned listener mail to catch the pulse of audience criticism. But it has only been within the last few years that voluntary organizations, known as radio councils, have begun springing up about the country. These councils represent a cross section of those who listen in their communities. Their members are just plain, everyday Mr. and Mrs. People who have suddenly discovered that broadcasting and its home influence are important enough for serious study.

If the move to organize radio councils about the country catches on, radio eventually will have a nation-wide and ready-made audience which listens to its programs critically rather than casually. This means something to the industry. It means that radio has found maturity as a recognized force at the hearth-side. It means that listeners now fully aware of its influence, want a voice in the development of radio's future program product.

An excellent example of this new radio council movement is the Radio Council of Greater Cleveland which, in its fourth year, is a healthy, going concern. Its founder is Mrs. Walter V. Magee, a brilliant club woman and organizer, now the president of the Federation of Women's Clubs of Greater Cleveland.

Back in 1938, Mrs. Magee was head of radio activities for the Olla Podrida Club, one of Cleveland's most distinguished feminine cultural groups. She was, at the same time, heading radio activities for the Federation of Women's Clubs of Greater Cleveland.

Her contacts with radio brought a full realization of the medium's tremendous home impact. If women organize clubs to study the motion picture, child problems and the day's leading literature, why shouldn't women also make a serious study of radio, the most intimate, informative medium reaching the family circle? Mrs. Magee decided to do something about it. Late in 1939 she called a meeting of the heads of 16 civic groups at the Federation of Women's Clubs' offices in the Hotel Statler. She invited them to become the founders of the Radio Council of Greater Cleveland. Thus was the organization born which was destined to hold its first official meeting early in 1940.

Mrs. Magee, as the Council's

first president, began planning its future. She realized, at once, that it would be foolhardy to attempt to build such a group into an active factor within the radio scene unless both its members and herself somehow received a broad background concerned with radio.

At her own expense, in order to prepare herself for leadership of the new Council, she made trips to New York to learn what she could, first hand, about Manhattan's great radio centers. She travelled to Washington for a similar purpose. Then she went to Chicago. Finally she journeyed to the West coast to look over the radio scene in Hollywood and San Francisco.

She returned to Cleveland firmly convinced that any outside group which desired to be a voluntary aid to the radio industry must first know its radio — and from every angle.

In the four years the Radio Council of Greater Cleveland has been active, Mrs. McGee, first as its president, and later as its program chairman, managed to round up over 90 important speakers to address the council. During that same four-year period, interest ran so high among Cleveland women in learning more about the radio industry that the council grew from its original 16 civic group representatives to include over 100 such groups embracing approximately 85,000 women in the area.

The speakers who have addressed the council now include one member of the Federal Communications Commission; representatives of all major networks out of New York and Chicago; representatives of the Canadian Broadcasting Corporation; the National Association of Manufacturers; the British Broadcasting Corporation; the National Association of Broadcasters; radio advertising agencies; market research groups; experts on children's programs; educators in radio; government agencies; the Bureau of Jewish Education; the Inter-American Affairs Committee; college and university representatives; the Ohio State Institute for Education by Radio; the managers and department heads of the Cleveland radio stations; the speakers from the Cleveland Musicians' Union.

It needs little stretch of the imagination to realize the amount of work necessary to arrange such an informative background of speakers in order that the Radio Council might begin and make progress upon solid ground.

From this intensive study, the general policies gradually grew under which the Council now functions. It was decided to remain aloof from any entanglements with radio itself. The Council concluded its major job was to evaluate critically radio's programs from the standpoint of acceptable home standards. It determined not to become a professional crusading group. It merely desired to reflect as closely as possible a community reaction to radio programs and decided it would recommend annually for home listening those broadcasts which, in its estimation, after serious study, had met reasonable standards.

Pointing towards this goal, an evaluation committee of 17 members were formed. Members of the Council were assigned to listen to various programs. They were required to hear a broadcast within a series a minimum of three times before turning in a report on the program. The Council members informed their evaluation committee of their reasons for recommending or not recommending programs.

After weeks of careful study of the individual reports, the committee began the preparation of an evaluation list. The first was in modest mimeographed form. Later, the selected programs, the times they could be heard and the stations over which they came were printed in attractive folders. But this was not all. The committee also maintained a file in which were recorded on cards the reasons why programs were NOT placed on the selected lists. Thus it kept an easily-changed running case history of all programs.

The program selections made by the Radio Council of Greater Cleveland are by no means "high brow." Selected broadcasts are classified under music, comedy, drama, news commentators, education, children's programs, etc. The one requirement in any particular classification is that the programs selected meet the standards the Council considers correct for home consumption.

Radio is really a serious business with this Council. But its members have the satisfaction of knowing they are really doing a job, the sort which might well set a basic pattern for other councils about the country. The Radio Council of Greater Cleveland avoids requesting time over radio stations. Rarely does one of its members face a microphone. The Council is not interested in at-

tempting to train actors and singers for radio or in "producing" radio shows. It believes these are direct functions of the broadcasters themselves.

The Council's one interest is the product which radio daily sends to the American family circle. Its major objective is to see that such broadcasts come into the home at acceptable standards and to solidly get behind the best in all fields radio has to offer.

Currently Mrs. Henry C. Christian, another club woman of exceptional ability and leadership, is in her second year as president of the Radio Council of Greater Cleveland. During her guidance in 1943-44, the Council practically doubled its membership.

One of the new ideas which Mrs. Christian has recently introduced into the Council's organization is a monthly bulletin. Each month, members are informed of new recommended broadcasts, dates of meetings and the coming speakers as well as informal notes concerning the progress being made by the organization.

Business meetings of the Council are held in the mornings and each civic group affiliated with the Council is entitled to send two delegates to these business meetings. The program meetings are held in the afternoons and to these all the members of the affiliated groups are invited.

In order to widen the interest in radio's programs, Mrs. Christian has inaugurated a plan in which listening committees are set up in all the Council's affiliated groups.

Another innovation this year has found Mrs. Christian creating an educational committee which reports on "in-school" programs, adult educational broadcasts and broadcasts concerned with information on postwar planning. This committee will help to keep the Council's evaluation committee informed upon radio's progress in these fields.

As a part of the Council's public relations activities, Mrs. Christian recently formed a "speaker's bureau." Its members are prepared to go out and address such groups explaining the Council's work and objectives.

With such active and continuing leadership, the Radio Council of Greater Cleveland is a healthy, going concern, an active, voluntary aid to the broadcasters of the entire nation.

BUSINESS

KELLOGG COMPANY OF CANADA: "Madeleine et Pierre" for the tenth consecutive season over KAC Montreal. J. Walter Thompson Co. Ltd., Toronto.

* * *

DR. J. O. LAMBERT LTD.: started new series of "Memoirs of Dr. J. O. Lambert" over 19 Eastern Canadian stations. J. E. Huot Ltd., Montreal.

* * *

CANADIAN SILK PRODUCTS CO.: news flashes 3 a week over CKEY, Toronto, 5 a week over CFRB Toronto, also spot announcements 3 a week over number of Canadian stations. Ronalda Advertising Agency Ltd., Montreal.

* * *

LYONS & CO.: 15 minutes 3 a week "The World at Your Table" underway over CFRB, Toronto. Terres Advertising Service, Toronto.

* * *

PEGGY SAGE LTD.: 5 minutes 3 a week over CFRB, Toronto. Stylecasts presented by Mary-Louise Robertson. J. Walter Thompson Co. Ltd., Montreal.

* * *

W. K. BUCKLEY LTD.: 15 minutes 2 a week "Songs of Yesteryear" beginning November 14 over CKLW, Windsor; 15 minutes 1 a week beginning November 4 over CJCB, Sydney, N.S. Walsh Advertising Co. Ltd., Toronto.

* * *

A. WANDER LTD. (OVALTINE): 15 minutes 6 a week for 26 weeks started Oct. 30. Newscasts over CKEY, Toronto. A. McKim Ltd., Toronto.

* * *

JUNIOR GOLD SECURITIES CORP.: 10 minutes 6 a week for 52 weeks. Newscasts under way over CKEY, Toronto. Harry E. Foster Agencies Ltd., Toronto.

DR. CHASE MEDICINE CO.: 10 minutes 3 a week "Make Believe Ballroom" started Nov. 1 for 26 weeks over CKEY, Toronto. Ardiel Advertising Agency, Hamilton.

* * *

KENNEDY MFG. CO. LTD.: transcribed announcements under way 3 a week for 8 weeks over CKEY, Toronto. Cockfield Brown & Co., Montreal.

* * *

MCLAREN'S FOODS LTD.: 15 minutes 1 a week "Blackstone the Magician" a transcription started Oct. 24 over CJBC, Toronto; CKOC, Hamilton; CFCF, Montreal and a number of Canadian stations. The James Fisher Co., Ltd., Toronto.

* * *

NATIONAL DRUG & CHEMICAL CO.: started "Today in History" over number of Canadian stations. A. McKim Ltd., Montreal.

* * *

MUSTEROLE CO.: started chain breaks on number of Canadian stations. Erwin, Wasey & Co., New York City.

* * *

B. HOUDE GROTHE LTD.: 15 minutes 3 a week, started "Le Soiree Canadienne" over number of CBC French stations. Whitehall Broadcasting Co., Montreal.

* * *

UNDERWOOD - ELLIOTT - FISHER LTD.: began "Ernest Seitz Piano Recital" over CJBC, Toronto and 10 other Ontario and Quebec stations. Sundays at 1.30 p.m. (E). J. J. Gibbons Ltd., Toronto.

* * *

SWIFT CANADIAN CO.: 15 minutes 5 a week "Breakfast Club" started October 30, over 38 CBC Trans-Canada stations. J. Walter Thompson Co. Ltd., Toronto.

* * *

SUPERTEST PETROLEUM CORP.: 30 minutes 1 a week starting Nov. 6, "Command Performance" over 24 CBC Dominion Network stations. Harry E. Foster Agencies Ltd., Toronto.

YORK KNITTING MILLS LTD.: on November 5 begins second series of "Singing Stars of To-morrow" for 26 weeks over CBC Trans-Canada network. Produced by John Adaskin Productions for Cockfield Brown & Co. Ltd., Toronto.

* * *

CHESEBOROUGH MFG. COMPANY CONSOL: for 26 weeks "Dr. Christian" piped in to CFRB, Toronto. Thursdays at 8.30 (E) Cockfield Brown & Co. Ltd., Toronto.

* * *

NUGGET POLISH CO. LTD.: 5 minutes a week "Musical Memory Test" over CFRB, Toronto. A. McKim Ltd., Montreal.

* * *

J. W. MORTELL COMPANY (MORTITE TAPE): 5 minutes 3 a week "Stars over Hollywood" CFRB, Toronto. Weston - Barnett Inc., Chicago.

* * *

ST. LAWRENCE STARCH CO. LTD.: started October 28 Wes McKnight for twelfth consecutive season in his hockey interviews over CFRB, Toronto, and a number of Canadian stations. McConnell Eastman & Co. Ltd., Toronto.



ASK THE ALL-CANADA MAN

Vancouver's

CKWX

980 Kays.

1000 WATTS

Frank H. Elphicke - Manager

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.

WANTED

Station Manager for new radio station to be opened in Eastern Ontario. War Workers not eligible. Apply nearest Employment & Selective Service Office. Refer to H.O. 1487.

Chief Engineer for new radio station to be opened in Eastern Ontario. War Workers not eligible. Apply nearest Employment & Selective Service Office. Refer to H.O. 1486.

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

DISC SALES TAX EASED

Excise Commissioner Revises Rulings

The efforts of the Canadian Association of Broadcasters, the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies to get some modification on the sales tax regulations which have been imposed on the sale and manufacture of transcriptions and recordings (C.B. Oct. 7) met with some success following a meeting of representatives of these associations with the Commissioner of Excise in Ottawa.

The present position, according to an ACA release, over the signatures of Adrian Head (CAAA), H. T. Venning (ACA) and Joseph Sedgwick (for the CAB) is as follows:

1. *"Canned programs"* — that is recordings made specifically for later broadcasting (and never broadcast "live"), will be taxable on their selling price, that is on the whole charge made to the client by the producer or agency or recorder, as already set out in the Departmental memoranda.
2. *Off-the-air recordings* made as a check on programs either for the station or the sponsor, will not be taxable unless a charge

is made for such services; if a charge is made, that charge only will be subject to tax.

3. *Audition recordings* will be treated the same as off-the-air recordings, that is where there is no charge there will be no tax, and where there is a charge the tax will be on the amount of such charge only.

4. *Sustaining programs*, that is non-commercial recordings, even though the programs is never played live, will not be taxable providing that no charge is made for the recording or for its use, either for production or otherwise. It is improbable that there would ever be cases where a charge is made in connection with sustaining programs, but if any charge is made then the whole of such charge would be taxable.

5. *Delayed broadcasts* — Exemption will be granted where a live broadcast is delayed to one or more stations by reason of a time factor, station using another program, line not being available, etc., so long as the delayed broadcast is recorded simultaneously with the live broadcast.

If a charge is made or an amount received by a radio broadcasting station for recording the live broadcast, such amount will be subject to sales tax.

6. *Accommodation Recording* — It was explained that in some cases due to vacations, illness or accidents to artists or occasional absence from the point from which the broadcast originates, it was necessary to record in advance what would otherwise be a live broadcast. The Department is prepared to provide exemption for cases where this occasionally occurs, but the exemption will not extend to those broadcasts where this is habitual. Exemption will, therefore, be granted such accommodation recording where the recorded program is broadcast from the station that normally originates it and such broadcasts do not exceed 10% of the series of which they form part.

7. *Recording for a Single Broadcast* — Where recordings for a single broadcast, over a limited number of stations, are made and a record sent to each station, the sales tax applies.

The effective date of all rulings has been postponed to November 1st.

"quotes"

Much will depend upon the view taken by the new chairman and the board of the CBC's obligations to its audience, and upon how far policy and administration can be brought into line under the new set-up. One thing is badly needed — a CBC publication which will keep the public advised of plans and programs ahead of time. When paper rationing ends, the CBC should take immediate steps to establish such a periodical. Its listeners will then be given something more substantial than the meagre program listings which are all that its jealous "competitor," the newspaper press of Canada, condescends to print.

—:The Canadian Forum.

"30"

Though, during the present war, BBC, CBC, and the large, privately owned U.S. networks, have their own observers or correspondents on many fronts, it can hardly be denied that, for news, radio leans pretty hard on the despatches of regular press correspondents; and it is in this connection that the problem of "good source" becomes all important. In Britain a stiff control of the press prevails; and in Canada, by co-operative effort among all daily newspapers the public is effectively protected against the diffusion of false rumor.

—:Saturday Night.

"30"

Why is it then that Halifax is to be permitted three radio stations while a commercial license is denied to the Alberta Government station CKUA, one of the oldest stations in Canada?

The Government of Manitoba has two commercial stations, which have met with great success.

This is the sort of discrimination which makes it difficult for the CBC to retain public confidence. Indeed, why should the public be expected to pay fees to support an organization which has not only established itself on a commercial basis, but which definitely treats different sections of the country in a decidedly different way?

—:Edmonton Bulletin.

"30"

The CBC is unquestionably right when it says that "many foreign place names have acquired a standard Anglicized pronunciation . . . and to pronounce them otherwise is an affectation." The trouble is that on the excuse that "with the increase of travel and more general knowledge of the world the standards of pronunciation of foreign names has changed," good Anglicized forms are being ruthlessly made to walk the plank by radio announcers.

—:Toronto Evening Telegram

"30"

No form of radio program offers more loyal listenership, more consistent audiences than the various forms of drama.

We have ideas on tap and many more in the making for dramatic series, live or recorded, which will win you friends and influence people to buy your goods.

HOWARD MILSOM PRODUCTIONS LTD.

Producers of Radio Drama
14 McCaul St. Toronto

Swap Show

Ladies invade the CJAT studios at Trail, B.C., to participate in that station's "Swap Show". Each brings her "swap article" to the mike in turn, describes whatever she has to dispose of, and a deal is made with another member of the studio audience. Commencing as a 15 minute airing, "Swap Show" has expanded itself into double that time, and, to date, has been instrumental in effecting exchanges of everything from cups and saucers to sheet music and candlesticks. The largest articles brought in to date were a pair of galvanized laundry tubs, which were quickly exchanged for a small pin-ball game.

Toronto Calling

CFRB's new Friday show to the Columbia network, "Toronto Calling" extends musical greetings to the CBS audience in the United States from the Queen City of Canada. The program features the male quartet, "The Four Canucks", comprising Jack Reid, Bill Morton, Ernest Taylor and Ernest Berry, and a Canadian radio artist gets a full U.S. coast-to-coast opportunity on each broadcast. Wally Armour, CFRB's musical director, conducts the orchestra.

All National Accounts
Used First in The Maritimes

CHNS

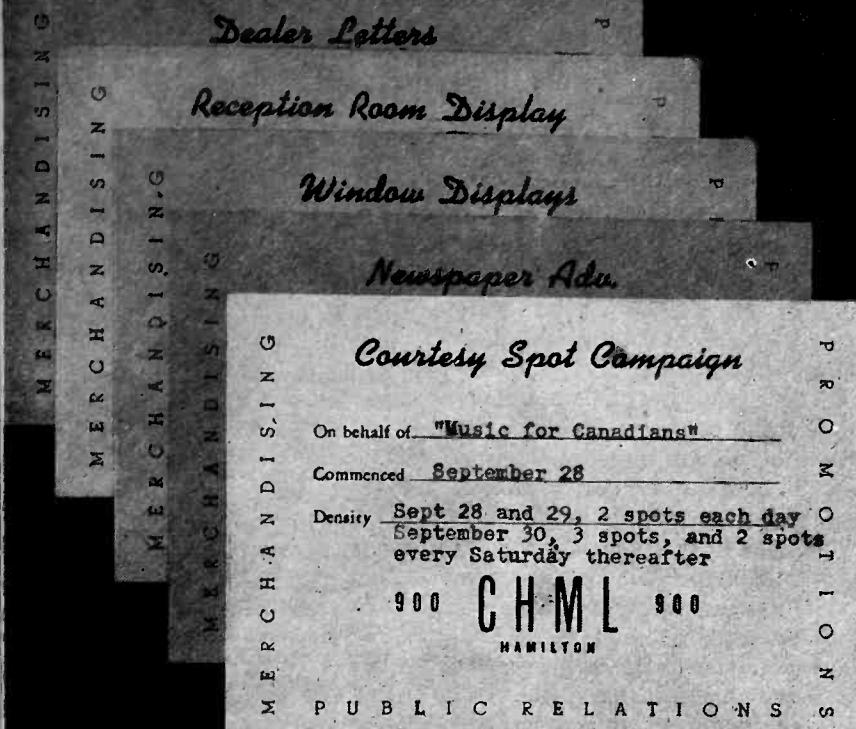
The "Voice of Halifax"

For Eighteen Years

**A FINE STATION
IN
A FINE MARKET**

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

PROMOTING THE PROMOTION



A novel idea has been developed by CHML, Hamilton, to keep agencies posted on promotion conducted by the station for their programs. Colored cards, 3½ x 5 ins. shown above, keep agencies informed on five types of promotion—Courtesy Spots, Newspaper Advertising, Window Displays, Reception Room Displays and Dealer Letters.

Quebec Network

Premier Maurice Duplessis, of Quebec, has told the press that plans for the provincial network he promised the province in a pre-election speech has not been buried but that "the establishment of a network involves many problems which will be solved in due course.

Mentioning that such problems included a site for a station, the power of such a station, finances and constitutional rights.

Assuring his interviewers that the plan will be carried through, the premier said "It must be understood that this government is facing the task of having to rebuild all that the Godbout government has done in its 5-year term.

INVEST IN VICTORY

The
**Saskatchewan Farmer
Station**
"GOES TO TOWN"

ckrm - Regina
The Station of the Saskatchewan Farmer

**NEXT ISSUE
NOVEMBER
18th**



Sound Judgment

Prompts wise Advertisers to use CJGX

- New Transmitter
- New Network Programmes
- New Farm and Community Features

—combine in giving, now, more than ever, superlative service to its listeners.

CJGX

YORKTON

"Western Canada's Farm Station"

A Dominion Network Outlet.

Represented by Stovin & Wright

Programs of Distinction

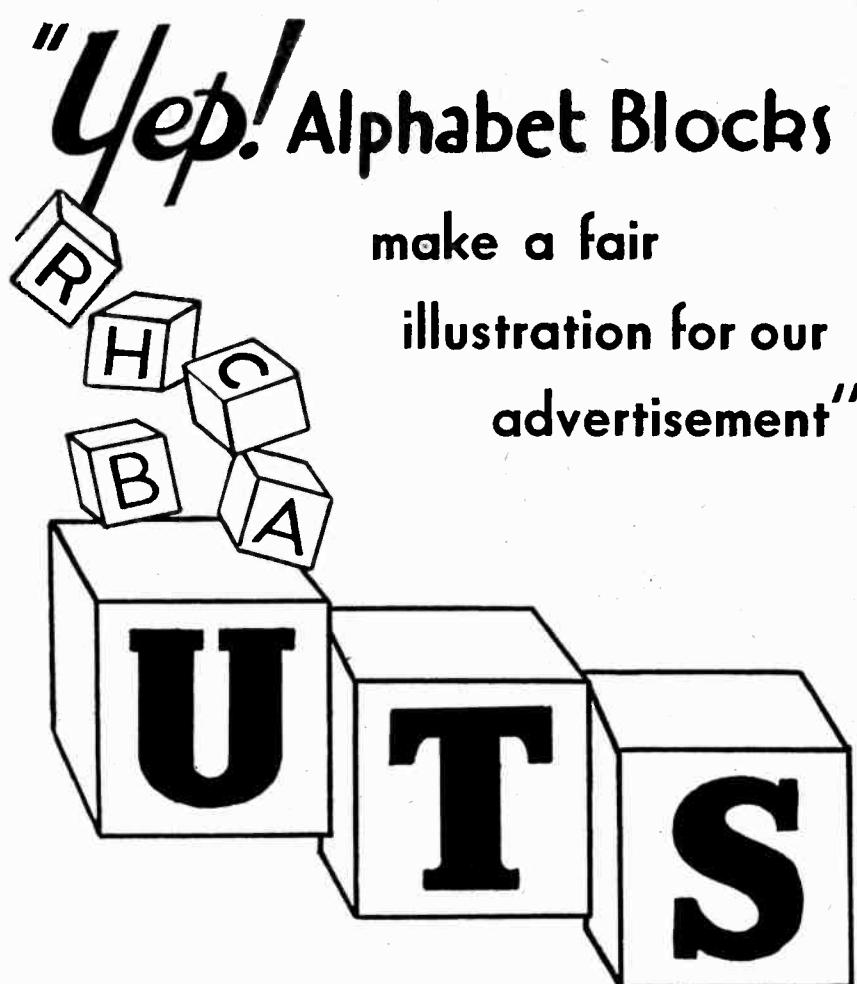
do not necessarily cost a lot of money. Whatever your budget, we can stretch your dollars into a program series you will be proud to sponsor

"Ask Adaskin"

JOHN ADASKIN PRODUCTIONS

TELEPHONES
OFFICE ELGIN 9296
NIGHTS KINGSDALE 1974

MONTRAL TRUST BLDG
67 YONGE ST.
TORONTO



IN fact, alphabet blocks serve a double purpose. First, we can make the initials U.T.S. stand out. Of course, the full name is United Transcribed System — but what the heck? Initials are the rage these days. What else do the alphabet blocks make you think of? — Building! That's it! And that's just what U.T.S. can do for any agency: Build for them a complete radio campaign. U.T.S. is equipped to look after every detail in radio advertising from the writing of scripts to the delivery of the finished job through millions of radio sets.

Let U.T.S. work with you or your radio department. No problem is too small or too large. Fast service on anything from a 20-second flash announcement to an hour programme. Give us the name of the product or service to be advertised and we'll return you a complete presentation ready for your client.

Write, 'phone or wire for particulars on five, fifteen and thirty-minute shows already transcribed and ready for use.

UNITED TRANSCRIBED SYSTEM

NEW YORK

TORONTO

HOLLYWOOD

Sales Representatives:

EXCLUSIVE RADIO FEATURES LTD.

14 McCaul St.

-:-

TORONTO

AD. 5112

Free News Exchange After The War

In response to a request from United Press president Hugh Baillie for his views on the free international interchange of news, Prime Minister, W. L. MacKenzie King of Canada expressed hope that the censorship necessary in wartime would disappear as soon as the reasons for its imposition end.

Mr. MacKenzie King's statement, cabled from Ottawa to London, said textually:

"Your telegram of Oct. 19th on freedom of the press: I believe that freedom of exchange of international news is essential for informed opinion on international affairs without which there can be no peace. I hope that the necessary limitations of wartime censorship will be lifted as soon as the reasons for their existence have disappeared and trust that in the post-war world no government will be permitted to insulate its people from the currents of thought outside of their national boundaries. I appreciate the importance of equal transmission facilities and believe this problem should be given careful consideration by all interested in the freedom of the press."

*W. L. MacKenzie King
Prime Minister of Canada."*

Prime Minister MacKenzie King's statement followed others on the same subject issued by such leaders as Prime Minister Field Marshal Jan Christian Smuts of South Africa, President Eduard Benes of Czechoslovakia, the Belgian Minister of Justice and Information, and Foreign ministers of Norway and Holland.

Editor Pinch-Hits

A combination of Mr. Morgan Eastman having been forced to cancel his luncheon address to the ACA at the Royal York Hotel, Toronto, November 10, coupled with the acute manpower shortage, has lead the ACA Program Committee to invite your editor to speak in Mr. Eastman's place. The subject of the talk has not been decided upon as yet but we have a shrewd idea that it will have some bearing on the business of broadcasting.

\$2.00

sends you the
Canadian
Broadcaster
for a year
24 issues.

CIRCULATION DEPT.

371 Bay Street Toronto



PROPHETIC, WHAT?

General LaFleche's statement that there is no possibility of a socialist party coming into power in Canada leads us to wonder if this includes the present government.

PAN MAIL

Sir: I am tired of your long-drawn out series of allegedly glamorous star-pictures, and you never ask for mine.

Hopefully,
Vera Vague.

RENAISSANCE

Last issue's plaint that the transformation of the Broadcast Sales Club of Toronto into the Radio Executives' Club had not removed the B. S. from it inspired President Bill Wright to send us his fall schedule with the notation that the B. S. has been replaced with T. N. T. (Story on page 5).

FREE ENTERPRISE

He serves best who has a competitor prodding him in the seat of the pants with a pitch-fork.

WHAT'S WRONG WITH THIS?

"My talents are limited," said the actor. "In character parts I'm just not worth a damn."

SAFETY VALVE

There's nothing wrong with a radio program that a healthy twist of the dial won't cure.

—Dunnville Chronicle

SALES TALK

There was something a little sardonic in the Victory Loan salesman's plaint that the advertising men on his list were too busy on Victory Loan work to take time out to sign their own pledges.

64 QUESTION

What will there be left for the CCF to nationalize when they have defeated the present administration?

PUBLICITY

The task of publicizing is rendered amazingly difficult by artists who persist in breaking promises to supply requested photographs.

COUNTERTHRUST

Now that Frankie Sinatra has thrown in his lot with F. D. R. in the U. S. election campaign, it is understood that the GOP is framing a dicker with Mortimer Snerd.

PAX VOBISCUM

The new pacific policy of the CAB seems to be to give CBC mandates their earnings consideration, and then do as they are bloody well told.

THOUGHT FOR TODAY

Are we worth dying for?



PERFORMANCE IS IMPROVED WITH **ROGERS RADIO TUBES**

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

TYPE AR 300A

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

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

A-F Power Amplifier and Modulator—
Class B

D-C Plate Voltage 2000 volts
D-C Grid Voltage 105 volts

Zero-signal D-C Plate Current
per tube 40 ma.

Max-Signal D-C Plate Current
per tube 300 ma.

Load resistance plate-to-plate . . . 8000 ohms

Power Output (2 tubes) 650 watts

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

D-C Plate Voltage 1500 volts

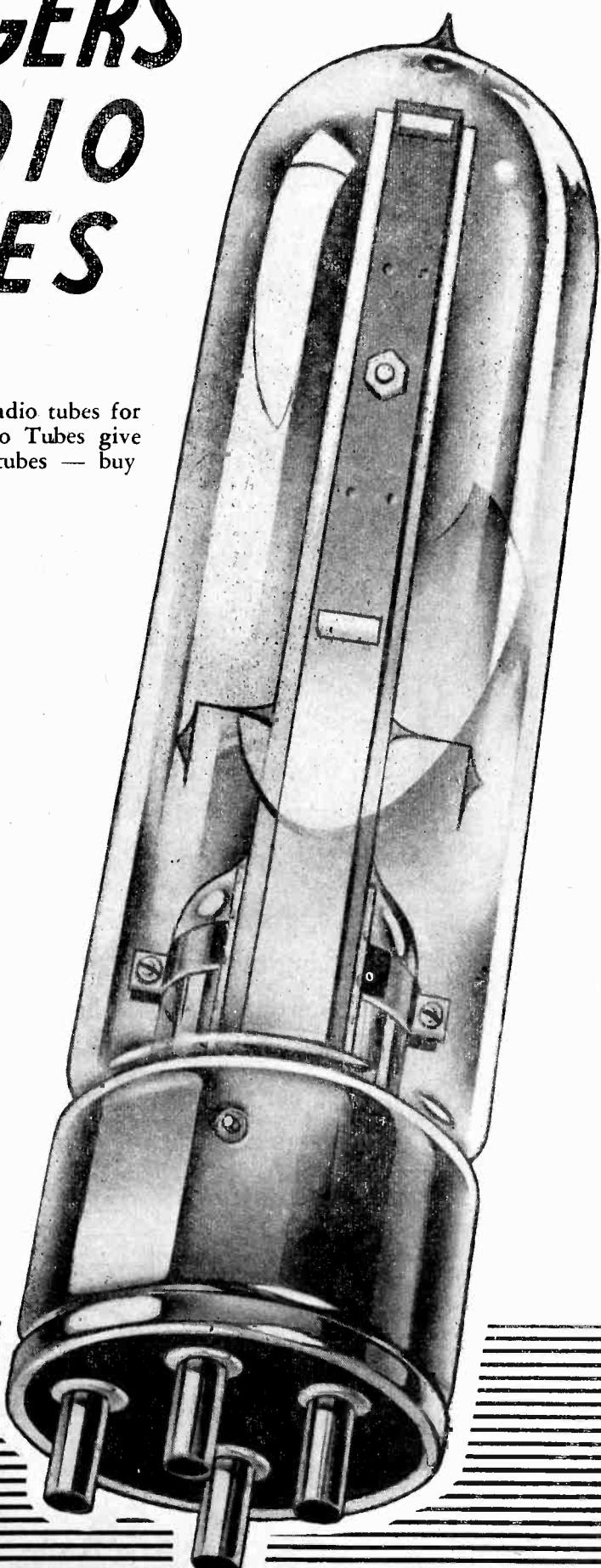
D-C Plate Current 300 ma.

D-C Grid Voltage -200 volts

D-C Grid Current 75 ma.max.

Carrier output for mod. factor
of 1.0 300 watts

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



ROGERS

ROGERS ELECTRONIC TUBES, LIMITED
TORONTO CANADA



Pardon us

**WHILE WE TALK ABOUT
OUR OPERATION**

T

HE Smiths and the Joneses who listen to CFRB just love talking about their operations, and we have a lot in common with the Smiths and the Joneses. Here is the dope on ours.

The operation of CFRB has continued for what is nearly a lifetime in the broadcasting business — seventeen years. Listening to CFRB is as much a part of the daily life of the Smiths and the Joneses as are their operations, and so, Mr. Advertiser, we presume to suggest that it will be good operating for you to consider our seventeen years of broadcasting when you want to get your message across to the most listeners at the lowest per-listener cost.



REPRESENTATIVES
JOSEPH HERSHY McGILLVRA
New York San Francisco Chicago
ALL-CANADA RADIO FACILITIES LTD.
Montreal