

# CANADIAN BROADCASTER

VOLUME 4 NUMBER 5

\$2.00 a Year — \$5.00 for Three Years

MARCH 10th, 1945

Red Cross Needs  
All Our Help

## REVISED POLICY FOR NBC

Opinions of Canadian radio men on the revision of network policy announced by Niles Trammell, president of NBC, extol the various lengths to which this privately operated network will go to better its product, even at the possible cost of lost business.

On August 30, 1943, NBC announced that time periods becoming available would be filled by programs "which we consider most likely to meet the needs and wishes of the radio audience, regardless of seniority of date of application or time by the sponsor."

In implementing this move, it has been announced that "when an advertiser discontinues a program and wishes to replace it with another in the same period, the new program shall be subject to the approval of NBC", and there follows a proviso that "in the absence of such approval, we will continue to reserve the right to make the period available for a more acceptable program submitted by another advertiser."

Other amendments to the network policy, contained in a letter and brochure sent by Trammell to advertisers, agencies and affiliated stations, state that no artist or com-

(Continued on Col. 4)

## Let's Share The Ammunition

Recently John Collingwood Reade, CFRB's exclusive war correspondent, returned to Toronto, after a five months tour of the battle fronts; Val Clare is still in Europe, in a similar capacity for CKLW, Windsor; any day now news will arrive that Sam Ross has arrived in England as news representative for the All-Canada group of stations; and Betty Munro is going over for a group of "Northern" stations and newspapers.

That it is a tremendous step in the right direction for these four privately owned broadcasting organizations to implement the news they are buying, at not inconsiderable cost, from the news services, no one will attempt to deny. Through this step, these concerns are showing private enterprise working at its best, to earn listeners for their stations by the simple expedient of bringing them programs of supreme interest in spite of what must be enormous expense.

While these projects have provided the radio industry with an unparalleled precedent in community service, two things are regrettable. In the first place it was not seen practical or desirable to go into it before the war with Germany had reached its last phase, and secondly, it was not handled as a unified project, by the whole private industry, each station bearing its share of the cost, according to its power, coverage and so forth.

Private radio's only answer to the strength of the CBC networks, is to continue to devise program ideas where promotion charges can be shared between the stations, like "Report from Parliament Hill", a variety of Canadian programs transcribed for use across the country, and the general sharing of program plans by the stations with each other. Only in this way can programs be produced which will compete in interest with network shows.

It is a well-known tenet of private business that competition is the life-blood of trade, but right now tendencies towards nationalization, which have spread from radio to many other fields, should compel each industry to let what might be termed internal competition go by the board, while it unifies all its brain and brawn to get itself operating on as equitable a basis as possible against the co-ordinated strength of unfair government competition. Then, when this iniquitous handicap has been overcome, it will be time enough to revert to the system of internal competition to which we have referred.

Year after year the CAB appears before the Parliamentary Committee on Radio Broadcasting; year after year their counsel is armed only with complaints against the inequities of CBC operation; year after year there is a general comment on the negative character of his brief; and year after year he returns to Ottawa without properly co-ordinated evidence of what a fine job private radio is doing across Canada, in spite of the government's opposition.

When Joe Sedgwick appears before the 1945 committee, he will at least have the ammunition provided by the enterprise of the four private broadcasters who have finally decided to furnish their listeners with exclusive news from the battle fronts. He will have the story of private radio's share in the improvement of commercial continuities as developed by the investigations of the joint committee on radio research headed by Bob Jones. He will have the story of the series known as "Reports from Parliament Hill". He will have his inevitable list of complaints against the Canadian Broadcasting Corporation. As yet though he seems to lack evidence of unified effort on the part of all stations to serve their communities. And this he must have, for it is impossible to stir interest in the heart of a member from the Prairies in the swell job being done by an east coast station, neither will an Ottawa member be able to delight his electors with the fine programming in British Columbia.

(Continued from Col. 1)

mercial program representative will in future be given special privileges or control over a particular program time.

The letter also serves notice that, with the exception of suitable identification of guest artists with the sponsors of their regular programs on other networks, "no reference shall be made on any NBC network program to a program broadcast over another network."

In a more detailed account of NBC's procedure covering "Replacement Programs and their Acceptability", the NBC president says "we will not enter into any more so-called automatic renewal facilities contracts, and have terminated all existing agreements (of which there were 31) of that type."

"No program can afford to coast on its past reputation", he submits "Neither can it successfully maintain a mediocre frame-work and depend on the prestige of the network and neighboring programs to deliver a large, unearned audience. By fulfilling the public demand for creative entertainment of the highest quality, each program will do its share to maintain and increase the over-all listening to the network, and enhance the network's value to all listeners and consequently to all advertisers".

## Puppies and Diapers

During the month of January, CJCA's 1,989 appeals for various Community activities included an appeal for blood for use in an emergency operation which brought in two hundred volunteer donors in one afternoon.

Four new-born puppies lost their mother, and an air-appeal found them a foster-mother a few minutes after one appeal had been broadcast.

And here's the pay-off.

A WREN was a little mortified, when she arrived home on a forty-eight, and started to unpack before she dressed for an evening on the dance floor, to find she had a bagful of diapers, milk bottles, nipples and other accoutrements of a layette. A call to CJCA, a hasty announcement, and a worried mother traded a bagful of creams and powders for the diapers and safety pins she needed.



Photo by Rapid Grip & Batten Ltd.

L. "Bob" Simpson, who has been in charge of production for the Rai Purdy office for the past three years is going to the Toronto office of Young & Rubicam Ltd., March 26th, where he will assume the position of radio director.

Richard S. Lewis

Editor.

# "SONGS IN THE NIGHT"



## REMEMBER THE KIDS IN STALAG "X"

They're a bunch of kids who've been missing from our street for two or three years, but one day soon they're going to be home again.

It's taken a lot of guts to sit through the months, counting the days — the minutes even. But they've had one contact with home — Red Cross.

Prisoners' parcels, repatriates tell us, besides helping to keep body and soul together, have reminded "the kids" that we haven't forgotten them, and prisoners' parcels is only one phase of Red Cross activity.

They're singing the same songs, the kids in Stalag "X", as we are using on our radio programs. But *they* aren't singing to sell merchandise.

Station Managers! Agencies! Sponsors!  
HELP GET THE MESSAGE ACROSS TO  
YOUR LISTENERS



Contributed to the 1945 Red Cross  
Campaign by the Canadian  
Broadcaster.

# SOUNDING BOARD

## WILL FIGHT, BUT WHEN?

Dear Mr. Editor: It is your right and privilege to say what you may concerning broadcasting in the editorial column of your excellent publication. That right must always be upheld but now I am going to exercise my right and disagree completely with the editorial "Help Wanted Male" in your issue of February 24th.

I don't like your editorial because it seems to suggest that our guests from the Canadian Broadcasting Corporation had a sinister motive in their activities during the Annual Meeting. May it be made clear to the record that the gentlemen from the CBC were the welcome guests of the membership of the Canadian Association of Broadcasters, that with the full approval of the Board of Directors Dr. Benson was invited by the Canadian Association of Broadcasters to introduce Mr. Peter Stursberg.

While we may disagree wholeheartedly with our friends in the CBC on some of the present policies which underlie the broadcasting system in Canada, I am satisfied that the outlook of our members is broad enough to pay tribute to a good job well done, even if it is accomplished by fellow Canadians with whom we have some differences of opinion. There has been a lot of commendation and no criticism so far as one can tell, of the overseas service rendered to Canada by the CBC during this war. Many of our members carry the service and for this reason it was most appropriate to invite Mr. Peter Stursberg to tell us something of what goes on in securing news of battle for Canada through the CBC overseas service.

Surely, Mr. Editor, just because we may have differences of opinion with them, you are not suggesting that we should adopt a scornful attitude towards our fellow Canadians in the Canadian Broadcasting Corporation.

Yes, I reiterated the belief that the regulatory functions should be separated from the operating functions of the governing body for broadcasting in Canada. I am likely to continue to do so until that view is proved to be wrong. It is my firm conviction that if this view is correct, and I believe it is, ultimately it will be adopted. Don't forget that every year for six years the Canadian Association of Broadcasters presented fact and argument for the increase of power. Finally, it has been authorized.

May it be pointed out to you that the Canadian Association of Broadcasters is a voluntary, democratically run organization, and the "gentle moguls", as you call them, are at all time guided by the expressed views of the majority of our membership. While we are profoundly grateful to the Honourable Paul Beaulieu for his most excellent address and while

we could readily agree with what he said, the Canadian Association of Broadcasters is not the Government of Quebec and doesn't necessarily take action in the same manner.

Has it ever occurred to you that it is the man who is scared who usually fights at the drop of the hat? People who are not scared and who are confident in the rightness of their position are the ones who can take their time and build their policy of action on a sound and broad foundation.

May I suggest to you, Mr. Editor, that your editorial completely forgot the one master that the private broadcasters recognize, namely, the "listening public". Of course, the CBC is dependent upon the co-operation of the privately owned stations, not for its own success, but in order to serve the people of Canada. Do you suggest that the private stations withhold that co-operation without thought for the listening public whom they are trying to serve? That may be the way of some organizations but I believe that the private stations have a greater sense of their responsibility to the people of Canada than to adopt any such attitude.

So far as the Dominion network is concerned, the Canadian Association of Broadcasters has not changed its view that if one network is operated by the CBC, the other should be operated mutually by the private stations not affiliated with the basic CBC network. We will continue to urge this point of view because we believe that the competition in service, programmes, and talent will spur both networks on to provide Canadian listeners with the best in radio broadcasting.

Don't allow yourself to be fooled, Mr. Editor. The private broadcasting stations in Canada will fight for what they believe is right, just and fair, but they will fight their own way and in their own good time and on a basis that appeals as sound, notwithstanding any advice they may receive from outside voices.

For your information, I am attaching hereto a resolution passed unanimously at the recent Annual Meeting of the Canadian Association of Broadcasters. This resolution sets forth the fundamental policy of our member stations.

While I most certainly do not concur in the views expressed in your editorial, I hope you will continue unfettered to express your views. They will probably help our members to recognize the mistakes which they should avoid making if they hope to build an industry that will provide increasingly better service to the people of Canada.

Yours sincerely,  
**GLEN BANNERMAN,**  
President and General Manager,  
CANADIAN ASSOCIATION OF BROADCASTERS.

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## TCK! TCK! TCK!

Sir: Why can't you keep your uneducated fingers out of things?

In my article of last month on "Eager Beaver Awards", which you turned into a letter, you changed my spelling of "indispensable" to "indispensible". Then in the following letter in the column, the same word was used, and you stuck to your guns and spelled it "indispensible".

Why don't you invest in a dictionary, or are all the words you know the same as the ones you use in your usual polite conversation?

Horace Brown

P.S. to Art Benson: That ought to teach him! If he'd only known we'd looked up the word in the dictionary to be sure of its spelling, he wouldn't have changed it, would he? Or maybe he was seeing an "I" for an "A" after that convention.

Editor's Note: Further communications from this correspondent will be charged for at our usual advertising rates.

## Radio Execs

Bill Wright, president of the Radio Executives Club of Toronto says he is discussing with the board the idea of inviting a representative group of radio artists to join the Execs. at a meeting "in the not too distant future".

This paper feels that such a meeting would be extremely worth while, and hopes that the plan will materialize in the early spring.

## NETWORK CALIBRE SHOWS

under direction of

## GEOFFREY WADDINGTON

are being produced over

# CFAC CALGARY



... another proof of the CFAC listening habit ...

Take advantage of it!

STUDIOS: SOUTHAM BLDG. CALGARY

REPRESENTATIVES:

CANADA: ALL-CANADA U.S.A.: WEED & CO.

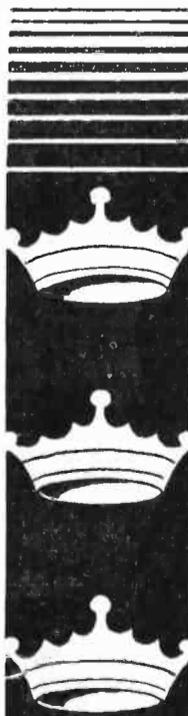
# Say it Clearly

Most people know the story of the message from the army commander—"We are going to advance; send re-inforcements"

When received at the other end, the order sounded like this—"We are going to a dance; send three and four-pence"

CLARITY IS ASSURED BY USING

Duophonic Transcriptions



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

# CHML

CFRB COLUMBIA

WBEN N.B.C.

860

930

# 900

# HAMILTON



## MR. TIMEBUYER—

MEET AN \*IMPORTANT MEMBER  
OF OUR ORGANIZATION

**G. E. (Ted) RUTTER**

\*(Important to YOU too!)

Ted Rutter is our Research Director. You'll like him, firstly because he's a "nice guy" and secondly because he can be very useful to you. He helps us to take the guesswork out of radio—he can help you do the same thing.

He is well-trained and experienced in the compiling, appraising and presenting of statistics. He heads up a department that is at the service of clients and stations alike.

Market Statistics—Information on Programs—Understanding Analyses of Stations and how they serve their communities—or Surveys of any given area that tell you about listeners and their habits—these are among the many kinds of facts and figures that are at your disposal, through any of our three offices. Write or telephone us TODAY.

### *List of Stations*

CHSJ Saint John  
CKCW Moncton  
CJEM Edmundston  
CJBR Rimouski  
CFBR Brockville  
CKSF Cornwall  
CHOV Pembroke  
CHML Hamilton  
CFOS Owen Sound  
CHPS Parry Sound  
CFPL London  
CKLW Windsor  
CJRL Kenora  
CKY Winnipeg  
CKX Brandon  
CFAR Flin Flon  
CJGX Yorkton  
CKLN Nelson  
CFPR Prince Rupert  
CJOR Vancouver

*"What our generation has forgotten, is that the system of private property is the most important guarantee of freedom not only for those who own property, but scarcely less for those who do not. It is only because the control of the means of production is divided among many people acting independently that nobody has complete power over us, that we as individuals can decide what to do with ourselves. If all the means of production were vested in a single hand, whether it be nominally that of 'society' as a whole, or that of a dictator, whoever exercises this control has complete power over us."*

*Professor Hayek*

# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

MONTREAL

TORONTO

WINNIPEG

# They Sent Their Love To Mother



He went to see the nation's troops.

between the army and the taxpayer. They know the value of what has come to be called propaganda. They've learned it from the Germans.

"Do you know", he asked, "that the German Broadcasting System spent its whole time on the Arnhem station broadcasting in English, to our troops. They monitor in the BBC, then fade in their own propaganda stuff so cleverly you can't tell the difference. They play the latest United States dance records, switch into especially nostalgic versions of such tear-jerkers as 'Home Sweet Home', and the effect is subtler than you might

but we aren't sure what." They have seen countries, he points out, which had no resources or national wealth to speak of even in peace days. They have seen these countries living well-organized and comfortable lives under or in the shadow of the oppressor's yoke, and they wonder what was the matter with Canada, which had so much but did so little. They know that we are interested in them as individual persons, our letters and our parcels tell them that. But they doubt if we are actively concerned about the war, as such. Some of

them mention the jobs they left behind; most of them are determined to return to better ones; all of them talk about a fireside and the girl they left behind them.

"Politically they speak of no party, just voicing a quiet determination that things must be different.

"I found myself warmly welcomed by the troops, who made no bones about saying they were glad to see someone from home, some they weren't completely absorbed one who would give them the idea in the war machine—even me."

This short preliminary interview barely scratches the surface of John Collingwood Reade's experiences during his five months overseas as CFRB's exclusive war correspondent. He went to gather not hot news, but rather the behind-the-scenes information that motivates the unending succession of events that are daily being welded into the most fantastic true story ever written.

Now he is telling what he saw, the coloring what has developed since, with material collected on the various fields of action. One day he will be able to describe, with breath-taking realism, the death rattle of the Nazi monster.

"I don't know when the war is going to end, and I haven't a hot tip for your paper. Whatever you call me I am not a military expert", John Collingwood Reade said the CANADIAN BROADCASTER on his return from a five months tour of observation on the battle fronts. His tour took him to Rome and Naples to London and Edinburgh, to France, Belgium and Holland, to delve into the news behind the news, the politics behind the battle and the diplomacy behind the air raids, and then to return and broadcast it for the information and edification of CFRB listeners.

"You can say, if you wish", he continued, "that I have found the contradiction to the often heard statement that, come the armistice, the war commentators will have nothing left to do but climb back into the wood-work.

"The politics behind the war, the diplomatic manoeuvrings that are going on incessantly behind the smoke-screen of battle, have far-reaching effect, hard though it may be to conceive, than the shots that are being fired, especially now that the only uncertainty about victory is the day and the hour."

Reade's travels took him out with the night patrols when they split from Elst after German prisoners; he flew in Air Observation Lines during the battle which led to the crossing of the Lamone. "You don't have to apologize for being a war correspondent in this war", he said. "They give you a rank of honorary captain, and wherever you want to go, they give you permission and send along an accompanying officer' to keep you company. They are educated men", he explained, "to the idea that you are an ex-officio liaison

expert. They tell about the happy times being had by United Nations prisoners in the camps, read messages from them to their parents in Britain.

"The British Liberation Armies put in three mobile stations to siphon off the audience from the Jerries, and inspired the indignant question: What's the matter with our service, and what's all this about propaganda? Since when was giving both sides of the question called propaganda?"

"My job was to go out and see the nation's troops", he resumed. "I saw them, and I brought home thousands of messages. My assignment was to go out and see how they were faring, and find out what we can do for them. They sent their love to mothers and sweethearts.

"It is one privilege of a news correspondent to live as a soldier, with soldiers. When you go to sea in a destroyer and learn the dread thrill of waiting for an invisible submarine to belch a torpedo into the belly of your ship, when you go up in a plane and find out that flak is something more than a recent addition to the language, when you're up in the front line sharing rations with Johnny Canuck, you earn a certain appreciation from these men of war who are doing the work, and I choose the word 'earn' advisedly, because you have gone somewhere you didn't have to go simply to say 'Hello, how goes it' "

Everyone wants to know what the men are thinking between engagements, and Reade puts it this way.

"What serious post-war thinking there is" he says, "—and there isn't a lot of it — is along the lines of something will have to be done

## VITAL STATISTICS

Just how familiar the public is with the true state of control in Canada has always been a questionable matter. In order to get some idea of public opinion on this point, Jack Graydon of Canadian Facts Ltd. has made a test survey in Toronto, which, through five "true-or-false" questions, seems to give a fair picture of the situation in this one area.

	Total	Men	Women
(a) True or False? The government has nothing to do with radio programs now.			
True	23.3%	25.4%	20.8%
False	68.6%	71.1%	65.6%
No opinion	8.1%	3.5%	13.5%
(b) True or False? The Canadian Broadcasting Corporation is a company entirely owned and controlled by the government.			
True	60.0%	77.2%	39.6%
False	26.2%	17.5%	36.5%
No opinion	13.8%	5.3%	24.0%
(c) True or False? All programs and all radio advertising have to be approved by the government.			
True	68.1%	67.5%	68.8%
False	21.0%	25.4%	15.6%
No opinion	11.0%	7.0%	15.6%
(d) True or False? The government has its own radio stations in different parts of the country and sells time to advertisers just like independent stations.			
True	55.2%	68.4%	39.6%
False	21.4%	19.3%	24.0%
No opinion	23.3%	12.3%	36.5%
(e) True or False? All advertisers who want to advertise right across Canada on a network of stations have to buy time from the government.			
True	41.9%	46.3%	36.5%
False	40.0%	45.6%	33.3%
No opinion	18.1%	7.9%	30.2%

## CKNW DOMINATES

with 38% coverage—

between 8 a.m. — 6 p.m.

(E. H. Survey Figures)

CKNW—New Westminster	38%
Station "A" Vancouver	5%
Station "B" Vancouver	19%
Station "C" Vancouver	14%

International Broadcasting Co.

NEW WESTMINSTER, B. C.

*French Canadian Radio  
like French Canada  
is a world of its own*



**Huguette OLIGNY**

*means to 3,000,000 French Canadians  
what Joan Fontaine means to you!*

QUEBEC *fillettes* dream of stardom too. But their dark eyes follow *their own* stars—like Huguette Oligny... child actress on CKAC at 7 years... *jeune première* on the stage... sought by Hollywood.

Since CKAC first pioneered Radio in Quebec, it has become the national entertainment of 3,000,000 French Canadians—the centre of family life.

To reach the French-Canadian *family unit*, tell your message over CKAC, the station that dominates the family hours. Latest coverage and market information, program suggestions, etc., without obligation.

**CKAC**

**MONTREAL**  
affiliated with CBS

Representatives

Canada: C. W. Wright, Victory Building, Toronto, Ontario.

United States: Adam J. Young Jr. Inc.

## The Towers Are Talking

from a Broadcast by  
GERALD NOXON

"... the towers beside the river Tantramar are talking and the sound of Canada's new voice is strong in the lands of Europe." So spoke Gerald Noxon over the CBC Trans-Canada network on the occasion of the opening of the CBC's new short-wave transmitter near Sackville, N.B.

"Why," Mr. Noxon asked in his broadcast, "has this great transmitter been constructed? Why have these enormous towers and wire curtains suddenly appeared on the marshes near Sackville? There are many reasons, but here are the principal ones, the ones that matter most at this moment.

"First, Canada wants to be able to speak quickly and directly to Canadian men and women who are fighting overseas. We want to give them all that modern radio science point of view before different friendly peoples of Europe, to let them know about developments here which may be of interest to them. Third, we want to tell the people in Germany the facts of the war situation, to make them realize that they have lost this war and that the best thing they can do is to stop fighting now."

Beyond these three immediate objectives, Noxon stated there were other and broader reasons why Canada must have this great voice—a voice that will reach almost every country in the world with outstanding power. "The rapid development of international radio under the stress of war," he qualified, "has opened up a new field of possibilities in the realm of international relations. We must have a stab in that field because Canada has now achieved a new importance in the world. We have our own responsibilities to bear in international affairs, our own purposes to further in the organization of world peace and world prosperity."

He told of the two years of dreaming and planning that lay behind the erection of Canada's

new voice. He credited work of CBC engineers, who, entrusted with the physical design of the project, from latches on the studio doors to the last insulator of the antenna arrays—a mighty big job made harder by difficulties of war time, nevertheless fulfilled their assignment.

One of the great difficulties that faced the engineers was planning a transmitter that would be capable of meeting Canada's particular requirements and one that could be constructed to suit our geography and climate.

The marshland near Sackville met the main requirements of proper location and local ground conditions. More, it was particularly suitable because the CBC already had a medium wave transmitter there and experienced personnel were already living in Sackville. "It was clear" said Mr. Noxon, "that considerable economies in operating costs could be achieved by merging the new transmitter unit with the old one."

To give the listener a vivid picture of how the Sackville transmitter covers the globe, he asked them to imagine that the short wave set-up was located at the exact centre of a pie and that it is represented by a single electric bulb. This bulb has a mirror attached to it which can be moved all round it.

"Now think of that pie being cut into six pieces all roughly the same size.

"As the mirror is moved round behind the bulb, a beam of light will be sent out which will at certain positions, coincide in size and shape with the individual slices of pie," he said. He stated that each slice represented the area of the globe covered by one of the Sackville beams. "Number one beam covers Britain, Western Europe and an important part of the Soviet Union. That is the only beam which is at present in operation at

(Continued on Next Page)

**CJCH**

**"The Friendly Voice of Halifax"**

Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL  
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

(Continued from Previous Page)

Sackville. Number two beam will cover South America, number three Africa. By reversing those three beams and using the same antennae, Mexico, Central America, New Zealand will be covered on the "opposite side" of number one beam; Eastern Asia by number two's reverse side and Australia by the opposite of number three beam.

"From these towers at Sackville a new voice is going to speak to the world," Mr. Noxon stated. "It's going to be the voice of Canada and it's going to speak for all of us. Here in brief is what is being done on the program side at the present time

"The greatest effort is being made to provide an efficient service for Canadians overseas as quickly as possible. This involves not only the production of suitable programs in the studios in Montreal and their transmission from Sackville, but also the organization of reception facilities overseas in collaboration with the armed forces. At the moment an experimental schedule is being operated from the Montreal studios. The programs consist of news, swing music and short feature stories.

He stated that fan mail is already starting to come in and one thing he added is certain — the boys are truly glad to hear the voice of Canada. "They want it to be loud and familiar and they want to hear it often."

In the face of this need for the right programs for the troops, services to other European lands have had to take second place, Mr. Noxon said. At present only very brief experimental broadcasts are being made to France, Czecho-Slovakia and Germany and "it will probably be a good many months before these services can be fully established."

"In the meantime," he concluded "the towers beside the river Tanramar are talking and the sound of Canada's new voice is strong in the lands of Europe."



Primo Tema: When Stage 45 takes a well-deserved rest this summer, the CBC may make French adaptations and air some of its best successes to the "peuple Canadien".

Secondo Tema: Jean Marie Beaudet, CBC musical director, recently started a new series from Montreal, glamorizing all fields of Canadian art and music.

Intermezzo: John Duncan, Toronto harpist, owns 9 harps. He has one in each of the studios he plays in... Juliette Drouin, Montreal's only harpist, wishes she had nine harps too; then she could accept more work... The "Light Up and Listen" show (Imperial Tobacco) now sports a new singing ensemble, a sextet. We'll try and have more on them next issue... Henry Matthews, vocal arranger for this new singing group also writes three other major shows in Montreal. Henry has been the leading sax-player in Montreal for many years and his orchestral arrangements are of the finest quality... Wally Armour, CFRB, musical director, has left for the free-lance field. Wishart Campbell is the station's new maestro. Wally will retain many of the programs he originated there including "Toronto Calling", "Slumber Time", and Maher's "Double or Nothing". He is also doing quartet arrangements for "Old Songs" on the CBC. Radio agencies would do well to take note of this before brother Wally becomes too busy. His "Toronto Calling" which goes into the U.S. via the CBS, has a wide following... Norman Corwin, famous CBS producer and playwright, was scheduled to produce one of the Red Cross shows from Toronto, but will be unable to fulfil his engagement due to ill health.

Scherzo: Maurice Isenbaum, trumpeter, is the funny man of Toronto's brass sections. He has a pseudonym for every conductor he has worked under. His descriptions of humorous events he has experienced, and there are many, make us strongly suspect he has been taking a correspondence course from Bert Lahr.

Recitativo: Ozzie Williams, bafon-wielder and arranger at the Kingsway, Toronto, is now in Miami, doing a month stretch of arranging for the great Tommy Tucker. Ozzie, who was in the midst of his fifth season at the Kingsway, has been politely ignored by Canadian radio except for a 15 minute pick-up on CJBC once a week. What is wrong with all this we cannot say, but we wonder how many more of our "undiscoveries" are planning to go south.

Fanfare: Ellis McLintock, famous because he's Ellis McLintock, heard wedding bells at close quarters since our last literary effort.

Herald: Lou Applebaum, now in Holly-

wood for his second film, will have to answer to reveille unless it is decided that his services are more usefully employed at the NFB than in the UWF.

Tempo di Bragadoccio: Yours truly (LA) has recently become immoral (?) by discing six new ones for RCA Victor. All the boys dressed for the occasion, and Alys Robi sang. We should also mention that we were accompanying Alys.

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165 Yonge Street, Toronto  
ADelaide 8784

**CKCR**  
KITCHENER STATION

A *Wright* STATION

The local sales record interests  
The National Advertiser

In Kitchener CKCR records show  
5 local accounts — 8 years each  
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The local advertiser KNOWS!

**WILLIAM WRIGHT**  
Victory Bldg.  
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LOOK TO  
**RCA VICTOR**  
for the Best in  
**RADIO TRANSCRIPTIONS**

**RCA Victor**  
**TRANSCRIPTION STUDIOS**  
TORONTO — Royal York Hotel — AD. 3091  
MONTREAL — Lacasse Street — WE. 3671

*French Canadian Radio  
like French Canada  
is a world of its own*



**Huguette OLIGNY**

*means to 3,000,000 French Canadians  
what Joan Fontaine means to you!*

QUEBEC *fillettes* dream of stardom too. But their dark eyes follow *their own* stars—like Huguette Oligny... child actress on CKAC at 7 years... *jeune première* on the stage... sought by Hollywood.

Since CKAC first pioneered Radio in Quebec, it has become the national entertainment of 3,000,000 French Canadians—the centre of family life.

To reach the French-Canadian *family unit*, tell your message over CKAC, the station that dominates the family hours. Latest coverage and market information, program suggestions, etc., without obligation.

**CKAC** MONTREAL  
affiliated with CBS

Representatives

Canada: C. W. Wright, Victory Building, Toronto, Ontario.

United States: Adam J. Young Jr. Inc.

## The Towers Are Talking

from a Broadcast by  
GERALD NOXON

"... the towers beside the river Tantramar are talking and the sound of Canada's new voice is strong in the lands of Europe." So spoke Gerald Noxon over the CBC Trans-Canada network on the occasion of the opening of the CBC's new short-wave transmitter near Sackville, N.B.

"Why," Mr. Noxon asked in his broadcast, "has this great transmitter been constructed? Why have these enormous towers and wire curtains suddenly appeared on the marshes near Sackville? There are many reasons, but here are the principal ones, the ones that matter most at this moment.

"First, Canada wants to be able to speak quickly and directly to Canadian men and women who are fighting overseas. We want to give them all that modern radio science point of view before different friendly peoples of Europe, to let them know about developments here which may be of interest to them. Third, we want to tell the people in Germany the facts of the war situation, to make them realize that they have lost this war and that the best thing they can do is to stop fighting now."

Beyond these three immediate objectives, Noxon stated there were other and broader reasons why Canada must have this great voice—a voice that will reach almost every country in the world with outstanding power. "The rapid development of international radio under the stress of war," he qualified, "has opened up a new field of possibilities in the realm of international relations. We must have a stab in that field because Canada has now achieved a new importance in the world. We have our own responsibilities to bear in international affairs, our own purposes to further in the organization of world peace and world prosperity."

He told of the two years of dreaming and planning that lay behind the erection of Canada's

new voice. He credited work of CBC engineers, who, entrusted with the physical design of the project, from latches on the studio doors to the last insulator of the antenna arrays—a mighty big job made harder by difficulties of war time, nevertheless fulfilled their assignment.

One of the great difficulties that faced the engineers was planning a transmitter that would be capable of meeting Canada's particular requirements and one that could be constructed to suit our geography and climate.

The marshland near Sackville met the main requirements of proper location and local ground conditions. More, it was particularly suitable because the CBC already had a medium wave transmitter there and experienced personnel were already living in Sackville. "It was clear" said Mr. Noxon, "that considerable economies in operating costs could be achieved by merging the new transmitter unit with the old one."

To give the listener a vivid picture of how the Sackville transmitter covers the globe, he asked them to imagine that the short wave set-up was located at the exact centre of a pie and that it is represented by a single electric bulb. This bulb has a mirror attached to it which can be moved all round it.

"Now think of that pie being cut into six pieces all roughly the same size.

"As the mirror is moved round behind the bulb, a beam of light will be sent out which will at certain positions, coincide in size and shape with the individual slices of pie," he said. He stated that each slice represented the area of the globe covered by one of the Sackville beams. "Number one beam covers Britain, Western Europe and an important part of the Soviet Union. That is the only beam which is at present in operation at

(Continued on Next Page)

**CJCH**

*"The Friendly Voice of Halifax"*

Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL  
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

(Continued from Previous Page)  
 Sackville. Number two beam will cover South America, number three Africa. By reversing those three beams and using the same antenna, Mexico, Central America, New Zealand will be covered on the "opposite side" of number one beam; Eastern Asia by number two's reverse side and Australia by the opposite of number three beam.

"From these towers at Sackville a new voice is going to speak to the world," Mr. Noxon stated. "It's going to be the voice of Canada and it's going to speak for all of us. Here in brief is what is being done on the program side at the present time

"The greatest effort is being made to provide an efficient service for Canadians overseas as quickly as possible. This involves not only the production of suitable programs in the studios in Montreal and their transmission from Sackville, but also the organization of reception facilities overseas in collaboration with the armed forces. At the moment an experimental schedule is being operated from the Montreal studios. The programs consist of news, swing music and short feature stories.

He stated that fan mail is already starting to come in and one thing he added is certain — the boys are truly glad to hear the voice of Canada. "They want it to be loud and familiar and they want to hear it often."

In the face of this need for the right programs for the troops, services to other European lands have had to take second place, Mr. Noxon said. At present only very brief experimental broadcasts are being made to France, Czecho-Slovakia and Germany and "it will probably be a good many months before these services can be fully established."

"In the meantime," he concluded "the towers beside the river Tanramar are talking and the sound of Canada's new voice is strong in the lands of Europe."



**Primo Tema:** When Stage 45 takes a well-deserved rest this summer, the CBC may make French adaptations and air some of its best successes to the "people Canadian".

**Secundo Tema:** Jean Marie Beaudet, CBC musical director, recently started a new series from Montreal, glamorizing all fields of Canadian art and music.

**Intermezzo:** John Duncan, Toronto harpist, owns 9 harps. He has one in each of the studios he plays in . . . Juliette Drouin, Montreal's only harpist, wishes she had nine harps too; then she could accept more work . . . The "Light Up and Listen" show (Imperial Tobacco) now sports a new singing ensemble, a sextet. We'll try and have more on them next issue . . . Henry Matthews, vocal arranger for this new singing group also writes three other major shows in Montreal. Henry has been the leading sax-player in Montreal for many years and his orchestral arrangements are of the finest quality . . . Wally Armour, CFRB, musical director, has left for the free-lance field. Wihart Campbell is the station's new maestro. Wally will retain many of the programs he originated there including "Toronto Calling", "Slumber Time", and Maher's "Double or Nothing". He is also doing quartet arrangements for "Old Songs" on the CBC. Radio agencies would do well to take note of this before brother Wally becomes too busy. His "Toronto Calling" which goes into the U.S. via the CBS, has a wide following . . . Norman Corwin, famous CBS producer and playwright, was scheduled to produce one of the Red Cross shows from Toronto, but will be unable to fulfil his engagement due to ill health.

**Scherzo:** Maurice Isenbaum, trumpeter, is the funny man of Toronto's brass sections. He has a pseudonym for every conductor he has worked under. His descriptions of humorous events he has experienced, and there are many, make us strongly suspect he has been taking a correspondence course from Bert Lahr.

**Recitativo:** Ozzie Williams, baton-wielder and arranger at the Kingsway, Toronto, is now in Miami, doing a month stretch of arranging for the great Tommy Tucker. Ozzie, who was in the midst of his fifth season at the Kingsway, has been politely ignored by Canadian radio except for a 15 minute pick-up on CJBC once a week. What is wrong with all this we cannot say, but we wonder how many more of our "undiscoveries" are planning to go south.

**Fanfare:** Ellis McLintock, famous because he's Ellis McLintock, heard wedding bells at close quarters since our last literary effort.

**Herald:** Lou Applebaum, now in Holly-

wood for his second film, will have to answer to reveille unless it is decided that his services are more usefully employed at the NFB than in the UWF.

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 TORONTO — Royal York Hotel — AD. 3091  
 MONTREAL — Lacasse Street — WE. 3671



This traditional "Victoria", outside the Mount Royal Hotel, is an interesting link between Quebec Province's storied past and busy, progressive present.

### 3 1/2 MILLION RADIO LISTENERS FORM A SPECIALIZED MARKET

Radio listenership in the Province of Quebec is higher than in any other portion of Canada. You can tell the story of your goods or services to this large audience—but you can only do so successfully if you use the right approach. Quebec has its own long-standing preferences—it is not enough to adapt or translate a program successful elsewhere. It must be a program designed especially for this market, with an understanding of its audience.

We specialize in designing and producing radio programs, in either English or French. Our long list of leading advertisers for whom we have provided "radio with results" is evidence that we can assist you.



**RADIO PROGRAMME PRODUCERS**  
MONTREAL QUEBEC

## Reach the "MONEY BELT" of Saskatchewan

—that prosperous belt of territory, known as Crop District No. 5, of which Yorkton is the centre, through its own friendly, intimate station

In 1944, Crop District No. 5	
Produced in money value—	
From Grain .....	\$49,990,512
Dairy Products ....	5,591,692
Poultry Products ..	2,235,253
Livestock and Products (est.) ....	20,000,000
	<b>\$77,817,457</b>

Write us or our representative for the complete picture

# YORKTON!!

Western Canada's Farm Station  
IT'S **1460** ON YOUR DIAL  
A DOMINION NETWORK OUTLET  
Represented by **H. N. STOVIN & CO.**



"You mean to tell me this isn't television?"

## CFRB Appoints New Maestro



Definitely he'll sing.

In appointing Wishart Campbell its musical director, station CFRB has taken into its fold a man whose history in radio goes back to the days when he was featured singer on such programs of blessed memory as the Neilson Hour, Buckingham Boosters and other well-remembered programs.

Recently placed on reserve by the RCAF, in which he has spent the past 2 1/2 years in the entertainment and morale branches, Wishart Campbell says that it will be part

of his province to bring to light new talent, with the stress on the word new, "The talent is here," he said, "and we're going to find it, but I'm looking not just for new faces, but new and more original arrangements, new orchestral combinations, singers with new styles."

In reply to the question, "Will you be singing yourself", the director-baritone said, "Definitely I'll sing."

### Personnelly Speaking

Jack Matthews has joined the staff of CKEY, Toronto as Publicity Director after service with the RCAF. Walter Peterson and Kenneth McKenzie have been added to the engineering staff of CJOR, Vancouver. Gordon Thompson, former control operator at CKY, Winnipeg is now a gunner with the RCAF coastal command. Wilfred Davidson, former announcer at CKY, Winnipeg is overseas with the Canadian Army Broadcasting Unit in England. Sid Richards and Jack Anthony have joined the announcing staff at CKWX, Vancouver.

The Okanagan harvested the biggest crops in history in 1944 — and sold to more markets than ever before.

Ask the All-Canada Man for facts

CKOV spells C(K)OVERage in one of B.C.'s best markets.

**CKOV**  
KELOWNA  
B.C.

The VOICE OF THE OKANAGAN

Did you know?

**CJIC**

SAULT STE. MARIE, ONT.

The Hub  
Of the Great Lakes  
carries

Frank Morgan  
Betty & Bob  
Carnation Hour  
Jimmy Dale  
Chase & Sanborn  
Ma Perkins  
Ozzie & Harriet  
Jimmy Allen  
NHL Hockey  
Uncle Jimmy  
Fibber McGee & Molly  
Beyond Reasonable Doubt  
Big Sister  
Lucy Linton  
and many more top listening  
shows.

Don't overlook this  
important market

National Representatives  
J. L. ALEXANDER

Toronto • Montreal

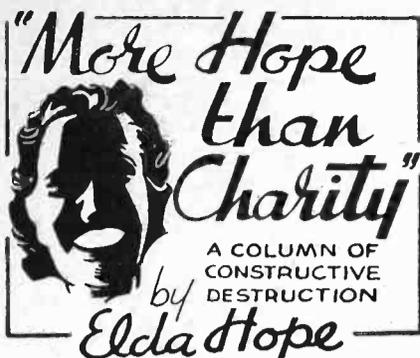
You

can still leave  
a message at  
HUdson 3780  
if you can't  
reach me at my  
new number  
which is

**HUdson  
2253**

WILL BE GLAD  
TO HEAR  
FROM YOU

Stu Kenney



"Jeepers! Did you read this Jimmie? It says here our shows might come off the air! That's the remark I overheard from a gun totin' ten year old and he obviously didn't like the idea. Jimmie's reply was "So what? There are lots of good shows besides them." Had this remark been directed to me, I probably would have answered "Horror broadcasts, maybe; but soap operas, never".

Some of the programs for children may truly be called "horror broadcasts", but it is doubtful if they give the kids any fixed idea about following suit in later years. Skulls or skeletons, gats or guns, the connection between these programs and juvenile delinquency seems remote. I'd be more inclined to blame the parents for the latter.

Canada Starch's "Secret Service Scouts" may raise an eyebrow for an adult, but listen to them. They aren't creepy and they describe the good work done by scouts with the help of adults. "Sonny & Susie" for Robert Simpson Company, tells interesting everyday experiences and escapades of two quite natural children. Another program of interest in our house to all ages is "Just Mary". These stories are written and told by Mary Grannon who, in my opinion, must be a wonderful girl. Her yarns are the order of fairy tales, and fill a gap in the imaginative field.

Just as "Singing Stars of To-morrow" for York Knitting Mills has opened a door for vocalists, so has "To-morrow's Concert Stars" given a huge opportunity to junior instrumentalists. This program, produced by Clifton Stewart, features artists from 13 years up, who are not professional.

Another ambitious youth is Wallace Goulding, eighteen, featured on "High School Highlights", the program of "Canadian High News" heard on CJBC. Wallace is in his fourth year at Malvern Collegiate and he cleverly reports the sports and social activities of several High Schools which is of interest to those in the 'High' world. His aim is to major in journalism but he also has a bright view toward radio, stating "it brings out the best characteristics in a fellow".

Juniors are not the only ones to "go out on a limb about dramas". I did just that. On Thursday nights there is a half-hour drama on Trans-Canada Network from Montreal produced by Rupert Caplan. I have heard a few with excellent scripts, good production and clever acting. So when a drama about radio was announced I suggested to a Toronto producer that he listen. Was I sorry? The script was poor and the players very act-y. The story was far removed from anything I've seen in radio stations or studios and it seemed the actors would never unbend. They didn't, and that seems a great trouble with too many of our dramatic artists. I think you're at your best if you can be natural.

On the other hand I heard an ace performance—rather, two of them by Fletcher Markle and Roxana Bond. This was on Andrew Allan's production of "Merrill's Madness" in the series "This Is Our Canada" for Purity Flour Mills. These dramas are well written, produced well and acted well. Brilliant mood music is conducted by Lucio Agostini.

Dray-mas or dray-mahs. I must dash.

ELDA

There are  
**DEFINITE  
REASONS**  
Why

**CFNB**

Fredericton

is a

**MUST BUY**

in the

**MARITIMES**

- 1. 122 National Advertisers in 1944.
- 2. A potential radio audience of 250,000.
- 3. Consistent programming and sales promotion.
- 4. RESULTS.

**CFNB**  
FREDERICTON N.B.

ASK THE ALL-CANADA MAN  
OR WEED & CO. — U.S.A.



**FIRST IN THE FIELD  
AND  
FIRST IN THE NEWS**

**Headline News  
Not News After  
It's Headlines**

**News With  
Largest  
Commercial  
Sponsorship**

**Sponsors Prefer  
B.U.P. News  
Because It Has  
Proved Itself**

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

HEAD OFFICE.  
231 St. James St.  
MONTREAL

**Winnipeg Recording Studios**

Winnipeg is to have a transcription and production office in the near future, according to Les Garside, who advises that as soon as the necessary installations have been made, the doors will be open for business, as a new activity of Inland Broadcasting Service.

Besides offering stations, agencies and their clients recording and production facilities, this new operation will provide Winnipeg studios for station CJGX, Yorkton. Plans are under way, Garside says, to feed the Yorkton station speakers and programs of particular interest to Yorkton's farm audiences which would otherwise be unavailable to the station.

**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 EH rating; the second is the change from the previous month.

**DAYTIME**

English:		
Soldier's Wife	21.5	+2.2
Big Sister	19.0	+1.9
Happy Gang	18.3	+ .7
Road of Life	15.9	same
Ma Perkins	13.6	-.5
Claire Wallace	13.0	+1.2
Lucy Linton	12.0	-.5
Pepper Young	11.8	+ .4
Woman of America	11.0	+ .8
Right to Happiness	10.8	-.2
French:		
Jeunesse Dorée	34.0	+ .4
Quelles Nouvelles	30.7	+1.2
Joyeux Troubadours	29.4	+ .4
Grande Soeur 11 am	24.0	+2.6
Métairie Rancourt	23.2	-.1
Histoires d'Amour	23.1	+ .3
Rue Principale	23.0	-.5
Tante Lucie	22.6	-.2
Grande Soeur 12.30	21.9	-.2
Madeleine et Pierre	20.4	+2.0

**To Run Own Station**

J. M. Reid, owner of station CKFI, Fort Frances, Ont., has taken over management of his station, replacing Gerry Tonkin, who has resigned management to go into business in Fort Frances for himself.

**Joan Green Sings**



Photo by Ronnie Jacques

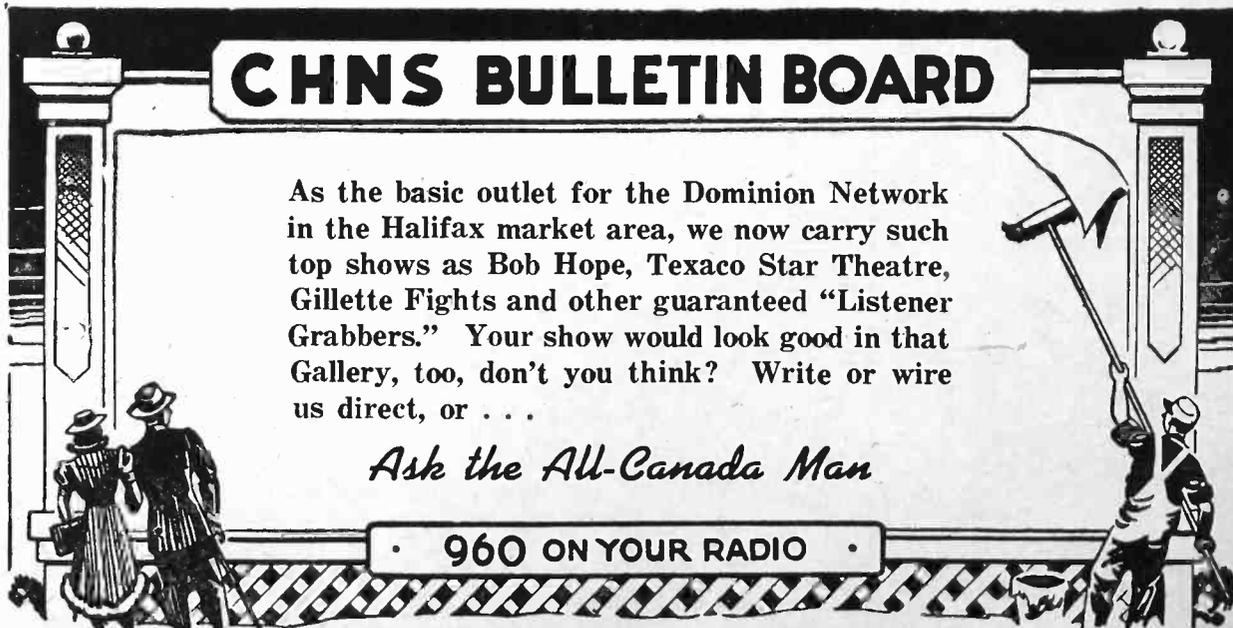
CBC Press and Information Department says she was born in Kingville, Ontario, but Joan Green insists it was Toronto. She started singing into a CFRB microphone three years ago on that station's "Audition Program". Next she appeared on a regular CKCL sustainer called "Joan Green Sings". Then, for two years she deserted the studios to travel the camps with the "Merry-go-round" troupe, which gave its services to entertain members of the forces under the auspices of the Citizens' Committee for Troops in Training. Currently Joan delights CJBC listeners on Russ Gerow's "Reminiscing". When she isn't singing, Joan is chief dietician at the Strollers Club, and in her hobbies she includes aquatics and target shooting.

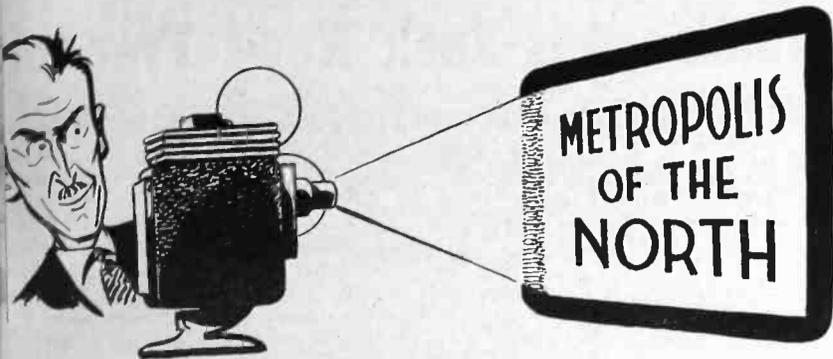
**CHNS BULLETIN BOARD**

As the basic outlet for the Dominion Network in the Halifax market area, we now carry such top shows as Bob Hope, Texaco Star Theatre, Gillette Fights and other guaranteed "Listener Grabbers." Your show would look good in that Gallery, too, don't you think? Write or wire us direct, or . . .

*Ask the All-Canada Man*

**960 ON YOUR RADIO**





Maybe agencies and their clients know how many people live in distant areas like Flin Flon, Man., and how many of them own radios, but, as one time-buyer reflects, "I never realized before that they look just like we do." It must have been with this thought in mind that Gerry Quinney, six-foot-six manager of station CFAR brought his color film of Flin Flon and surrounding district on his trip east. On his return from Quebec to

sort, built by the great Hudson Bay Mining and Smelting Company, to provide Mr. and Mrs. Flin Flon with a place to get their summer tan. Last year at the Annual Bathing Beauty Contest Miss CFAR carried off the booty.

CFAR, Quinney told us, makes it a policy to interest itself in such community ventures, and also offers various trophies and prizes for curling, baseball and the annual music festival.

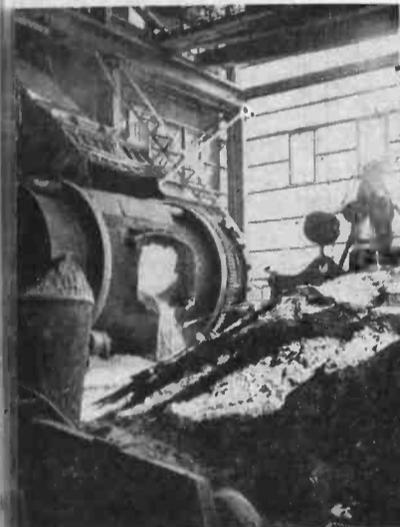
We left the beach and suddenly found ourselves downtown.

We saw a number of typical Flin Flon homes, and were impressed with their appearance. We were shown a Flin Flon wash-day, and were ingenuously informed that these hundreds of clothes lines served double duty as aerials. We travelled with the camera up the main drag, and suddenly there was the familiar sign of a T. Eaton Company store; next a flaming red F. W. Woolworth front; then a Hudson's Bay Company window and many other familiar businesses.

These were followed with a close-up of a window display of furs, and coming still closer, we saw price tags on finely tailored coats like \$1,275 for sheared Beaver and \$795 for a Hudson Seal.

By means of his film he did a selling job, not for the station he managed, but, believing that he sinks or swims with the community he serves, he presented the time buying fraternity with a birdseye picture of life in Flin Flon. They turned to each other with their "would-you-believe-its", and made a point of thanking him for an entertaining presentation.

From where we sat, we saw a new method of selling a market.



The Flin Flon Mine is a source of income for many of the townsmen.

Toronto, he and his representatives, Horace N. Stovin & Co., staged a little reception for time buyers and others at which he showed his film — photographed by himself incidentally — and gave the gathering an interesting description of the distant country where he lives and broadcasts.

After showing some magnificent scenic sequences, fishermen's paradises and so forth, the film trailed to Phantom Lake, the attractive re-

*These things matter*

- 1 Programmes
- 2 Power
- 3 Popularity



Programmes are first in importance at CKY. They are most essential to good broadcasting service. With Trans-Canada network connection, Thesaurus and other fine transcription facilities, and with local features developed by a staff of experts, CKY's programmes

rate high in all surveys. 15,000 watts of power put CKY far above competing stations in this area. Intimate contact with the audience throughout 22 years of operation keeps CKY's finger on the pulse of popular opinion.



Another Manitoba-owned Station:  
CKX BRANDON—1,000 watts

Exclusive Sales Rep.:  
H. N. STOVIN  
Toronto - Winnipeg - Montreal

**CKAC**  
MONTREAL

A *Wright* STATION

Elliott-Haynes — February Evening Report Shows Montreal French

Average percentage sets in use—45.5

Highest evening sets in use figure for any regularly surveyed market.

FOR THE FRENCH MARKET, USE CKAC

WILLIAM WRIGHT  
Victory Bldg.

AD. 8481

*"...in good company"*

Advertiser:  
SHIRRIFF'S LIMITED

Program:  
"FUN PARADE"

Air Time:  
THURSDAYS: 9 p.m.

Vancouver's  
**CKWX**  
980 KC. 1000 WATTS

*Frank H. Elphicke*  
MANAGER

This . . . . . is MUTUAL

# "PN"

is pleased to welcome two newcomers to its Canada-wide network now serving 42 stations. They are:



and we've as happy to greet them as they are to join the growing PN chorus.

Here is the record of Press News growth since its start in mid-1941:

1942 - 24 stations

1943 - 31 stations

1944 - 35 stations

**Now - 42—and more coming:**

Obviously there's a reason for PN's success—three reasons in fact: the exclusive services of

**THE CANADIAN PRESS  
THE ASSOCIATED PRESS  
REUTERS**

# PRESS NEWS

Metropolitan Building

Toronto

## Broadcasters Seek News Freedom CAB Tables Resolution At Quebec

The following resolution was unanimously adopted by the membership of the Canadian Association of Broadcasters at their Quebec Convention last month.

BE IT RESOLVED THAT this Annual Meeting of the Canadian Association of Broadcasters approves and adopts the submission made to the Board of Governors in January, 1944, by the Western Stations as follows:

"The Citizens of Canada are entitled to such use and development of Radio in Canada as shall best serve the citizens; that is, as shall give to the citizens the utmost satisfaction. Canadian citizens have many interests (education, entertainment, politics, religious exercises, charitable and community activities, etc.) and have different preference (symphony to Hill Billy music, religious to thriller plays, etc.). All these interests and tastes are entitled to be gratified to the utmost practical extent.

Every proposal concerning radio should be judged (adopted or rejected) upon the criterion as to whether or not it is likely to result in greater or less radio satisfaction to the Canadian people.

The existing National Network does and must of necessity principally serve the interests and tastes which tend to exist across the whole country. This leaves for service by other radio activities those interests and tastes which by comparison tend to have a regional or local character. Any further development should leave to the stations concerned reasonable opportunities for local and regional service in all their aspects.

Programs of local or regional interest or importance should take precedence over network programs when in the opinion of the station management it is in the public interest to do so. Where special regional interests and tastes exist, special programs for regional distribution should be developed.

Owing to the fact that legitimate Radio users, both commercial and non-commercial, include not only "National Net-

work" users (the big people but local station users (the little people), there should be reserved to the individual broadcasting stations the right to undertake reasonable obligations with local (non-network) sponsors with the assurance that after all arrangements have been completed good faith and preparations including promotional work do the broadcast will not be cancelled on demand from network authorities.

In the matter of news, broadcast service to the citizens of Canada requires the utmost freedom and diversity in the development of sources of news and the selection of items to be broadcast. The National News Summary provides an excellent national service. Additional news broadcasts should develop sources, selection, and presentation with greater emphasis upon the special interests of localities served. This can best be accomplished by individual broadcasting station management."

BE IT FURTHER RESOLVED THAT the Canadian Broadcasting Corporation be urged to adopt a policy of compelling member stations of the two networks to carry only such programmes as the commercial commitments of the networks require, and that, apart from such commercial commitments time for political broadcasting during an election, and commitment for special programmes of outstanding national importance, the stations should be permitted to broadcast their time as in the opinion is in the best interests of the community they serve.

### Stories Of Free Enterprise

"Salute to Industry," a series of dramas written and produced by Dick Diespecker will commence shortly on CJOR in Vancouver dramatizing the color and history of a number of Canada's leading industries.

Scripts will trace the growth of the businesses and stress the part that free enterprise has played in building the nation.

## 256 BUSINESS HEADS CAN'T BE WRONG!

No one knows a market as well as the man who's on the spot. And it's significant to note that 256 local merchants are currently using CFRN to tell them, to sell them, in the prosperous Edmonton area. Let the men who are on the spot, be your guide to the most effective medium in this market.



1000W

# CFRN

EDMONTON

# PRESS-TIGE!



e're feeling a little cocky, just like our Beaver in the corner, because our recent "Beaver Awards" venture got a press for radio in all the above publications, besides getting coast-to-coast coverage on PN and UP news services. On the networks, reports of this activity were heard on Borden's Canadian Cavalcade, The Happy Gang, Share the Wealth, the Hockey Broadcast, the French Lux Radio Theatre, Singing Stars of Tomorrow, the Coca Cola Music Club and others.

\$2.00 a Year  
 \$5.00 for Three Years  
 Sends You the Canadian Broadcaster  
 twice a month.

## Trade Winds

MILES LABORATORIES (ALKA SELTZER) 15 minutes 3 a week "Moi, j'ai dit ca" add CHRC, Quebec City to list of stations. Cockfield Brown & Co. Ltd., Toronto.

\* \* \*

BEST YEAST: 5 minutes 4 a week "5 Minute Mysteries" under way over 9 Maritime stations. Wallace Advertising Ltd., Halifax.

\* \* \*

LEVER BROS., LTD.: add VONF and VOWN, Newfoundland to "Green Hornet" transcribed series. Placed direct.

\* \* \*

MACDONALD TOBACCO Co.: 5 minute transcribed sport program under way over number of Canadian stations. Harold F. Stanfield Ltd., Montreal.

\* \* \*

BROWN'S BREAD LTD.: began series of transcribed spots on March 5 for one year over CKEY, Toronto. McConnell Eastman & Co., Ltd., Toronto.

\* \* \*

SIBERRY'S LTD.: started series of flash announcements (weather reports) for one year over CKEY, Toronto. Frontenac Broadcasting Agency, Toronto.

\* \* \*

EX-LAX LTD.: started transcribed spots for one year, 10 per week over CKEY, Toronto. Cockfield Brown & Co. Ltd., Montreal.

*Having Trouble*

## Contacting Your Casts?

Tell Them The  
**RADIO ARTISTS' REGISTRY**  
 gives them  
 day and  
 night phone  
 service for  
 \$5 a month  
 and your  
 troubles will  
 be over.

## RADIO ARTISTS' REGISTRY

TORONTO  
 WA. 1191

# in HIGH FIDELITY recording equipment

RCA VICTOR produces the finest and most complete line of de luxe recording equipment. Included are units or assemblies for every need... complete "packaged" equipment for field use, a high-quality recording attachment for mounting on standard RCA Victor turntables, a de luxe recording "lathz" for professional-type installations.

All three are outstanding because they are built to provide quality and durability rather than meet a price; they are designed specifically for the unique requirements of broadcast use; they are the result of many years experience.

Reserve your postwar recorders now. For information write to Dept. CB-B RCA Victor Company Limited 1001 Lenoir Street, Montreal, 30, Quebec.



Symbol of Quality  
 Since 1898

# RCA Victor

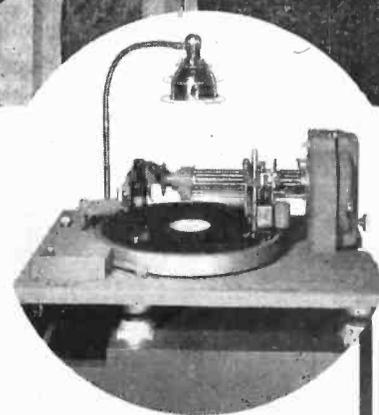
### RCA VICTOR COMPANY LIMITED

Halifax Montreal Ottawa Toronto  
 Winnipeg Calgary Vancouver



Above is a typical recording lathe bank, used in making transcriptions of news and entertainment programs for overseas broadcasting.

Right, close-up view of an RCA Victor recording model. Professional type unit, this 73-AX Recorder provides highest-quality, instantaneous recordings for broadcasting purposes. 30 to 10,000 cycle frequency response. Records at 33 1/3 or 78 r.p.m., outside-in or inside-out at 96, 112, 120, 136 or 154 lines per inch.





Advertisers are invited to utilize our facilities for radio coverage . . . coast to coast.

We represent a group of important stations across Canada . . . complete, accurate information supplied on request.

ASK YOUR AGENCY



**630**  
ON THE DIAL

**MORE PEOPLE LISTEN**

**MORE PEOPLE BUY**

**CKRC**  
WINNIPEG  
"THE DOMINION NETWORK"

**REHABILITATION SERVICE**

**FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE 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 been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business. 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 been on active service. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay street, Toronto 1, Ontario.

**"DOMINION" OUTLET FOR SOUTHWESTERN 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



This column is dedicated to current campaign of the Canadian Red Cross Society. Use it as see fit.

**S.O.S.**  
We've saved his life v blood; now let's nurse J back to health with dolla

**HONI SOIT**  
Men died because we cha ed our minds about the ex donation we were going give Red Cross.

**WIDOW'S MITE**  
Did you send just one of 13 million prisoners' par which have gone overs from Canada since 1939?

**NO CONSCRIPTION**  
Those who believe our effort should be contribu on an entirely volunt basis cannot pass up Cross, can they?

**R.I.P.**  
Men die that we may giv voluntarily.

**INTEREST FREE**  
We don't get a cent of in est for Red Cross donati except the privilege of m ing a token repayment the men who are giving tl lives for us.

**GREATER LOVE**  
Men live today because Cross was on hand to suc them.

**INTERNATIONAL MOTHER**  
Red Cross will have pris ers to feed, bodies to clo and wounded to care for til the last shot is fired long after.

**V-DAY**  
Through Red Cross t live to win.

**QUOTA**  
The most we can give is least we can do.

**FOR SALE**  
One prisoner-of-war pa — contents guaranteed boost morale. Price \$2 delivered anywhere in world. Apply to your Cross Canvasser.

**PARODY**  
"Oh wad some power giftie gie us To gie oursels as others us!"

**CHURCHILLISM**  
Never was so much o to so many by so many.

**SPRING FASHIONS**  
\$2.75 — a new shirt o prisoner's parcel.

**SAY IT WITH CASH**  
The Red Cross needs theme song, but some your do-re-mi would help

**CODICIL**  
The whole question is— we worth dying for?

*Radio's Funniest Show!* **HORN KOBBLERS**  
*the band of a thousand gadgets and a million gags!*

*a riot of fun*

**Newest Musical Fun Parade!**

130-15 minute programs, featuring that King of Fun, Allan Courtney, comedy players, and guest vocalists, in a screaming riot of robust entertainment.

For availability, costs and audition discs write or phone

**EXCLUSIVE RADIO FEATURES COMPANY LIMITED**

14 McCaul Street Toronto AD. 5112

# quotes

## 'Write Right' Campaign

"Sponsors have responded magnificently", according to James R. Johnston, executive secretary of the Toronto Citizens' Committee, "to appeals from Citizens' Committees across Canada to use their programs to encourage listeners to write the right kind of letters to men overseas." Programs like the Imperial Oil Hockey Broadcasts, Borden's "Canadian Cavalcade" Wrigley's "Treasure Trail" and many other national and local shows have incorporated the slogan "Write cheerfully . . . write often . . . write air-mail", he said, with gratifyingly increasing results. "Post Office statistics show", he pointed out, that the voluntary effort of advertisers has resulted in millions more letters — of the right kind — reaching the men on the fighting fronts."

**Next Issue March 24**

## First Radio Attache

London, Eng. (BUP) — The United Kingdom Embassy in Paris has probably the first Radio Attache in any diplomatic corps.

This is a consequence of the enormous importance that the British radio had in the life of German-occupied Europe. The French Service of the BBC gave the news straight, untainted with Nazi distortions, and was the medium that carried the voices of the Free French leaders in Britain. It was also an instrument of resistance, used to disseminate instructions and information to the underground.

The French radio is itself now speaking for France, but the BBC still has a great audience and great prestige as an accurate and truthful news source, often cited by French newspapers to to emphasize the authenticity of a report.

*New address*  
1175 Bay St.  
Toronto

*New phone no.*  
KI. 4864

*but*

**THE NAME'S  
THE SAME**

**WOODHOUSE**

and

**HAWKINS**

Program Counsel  
Scripts - Production

*Can We Help You?*

Art McGregor—

—Frank Deaville

A gap in Canada's national equipment is being filled by the inauguration of an international radio service which will be operated from the CBC's powerful short wave station at Sackville, N.B. . . . But vigilance must be exercised against any improper use of this valuable instrument. . . . It would be grossly unfair, and strenuous protests would undoubtedly follow, if it were discovered that the station at Sackville was being employed as a sounding board for giving roseate accounts to our troops overseas of the wonderful virtues of our ruling Government and the flawless success of its policies.

—: Toronto Globe & Mail

"30"

Of course the answer to horror radio shows is in the hands of parents. If they are persuaded that these performances have the effect upon youngsters that medical and educational authorities have said they have, they can settle the matter by preventing the children from hearing them. That means that they will have to stop listening themselves. There seems to be little doubt that the sum total of their effect is not good for children. The plea of the CBC that it is impossible to tell any particular sponsor that his stuff is distasteful may be correct, but isn't very convincing.

—: Ottawa Citizen

"30"

These weaknesses, it was suggested, spring largely from the fact that the CBC is a monopoly and therefore is denied the stimulus to independence and the stimulation which derives from competition. The CBC is a monopoly because it controls directly and in minute detail every broadcasting outlet in the country. If the CBC were broken into an operating unit and its present powers of regulation and control over all broadcasting were placed with an independent regulatory body, such as the Transport Board, the way would be open for a degree of competition between the CBC and the privately owned stations which would be highly beneficial to both.

—: Winnipeg Free Press

"30"

Actually the efficiency of CBC cannot be judged by any one program or any one day's programs, or any one series. The service is there, on tap, for some 16 hours a day, a medley of music, speeches, drama, instruction, entertainment, mixed with a large quantity of advertising, and the average listener takes what pleases him and lets the rest go. If it has what he wants when he wants it he will not think too badly of his servants the CBC governors and officials.

—: Ottawa Journal

"30"

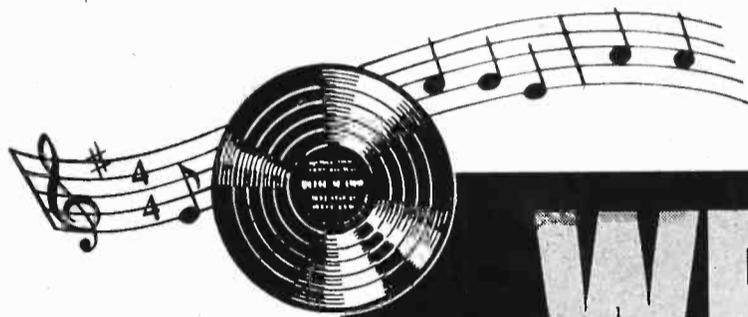
It is therefore inevitable that the Government radio will feel the effect of policies. Indeed, it should do so. It should be impossible for a Government-owned institution, to run its business in any other way than that which suits the views of the majority of the Members of Parliament.

—: Quebec Chronicle Telegraph

"30"

Deciding what is "suitable" for children in the way of radio entertainment is just about as difficult as picking out "suitable" books. As experience has shown, time and again, the average youngster is much older, mentally, than his elders give him credit for. Similarly the youngster's ability to cope with wild and weird plays and dramatizations, on the screen or over the radio, is greater than some fond parents seem to suspect. . . . Aside from that, let those who are apprehensive, or those who are just well meaning but inept busybodies, present facts instead of vague arguments based on prejudice. Perhaps then the CBC would have something to work on.

—: Brantford Expositor



## W.B.S. Stars include:

Glen Gray

Charlie Spivak

Woody Herman

Dick Haymes

Jimmy Dorsey

Johnny Long

Harry Horlick

David Rose

Charlie Barnet

Kenny Baker

40-4412

# WBS

## WORLD BROADCASTING SYSTEM LIBRARY SERVICE

### Build Local Programme Sales

WORLD BROADCASTING SYSTEM has set a new standard of quality for transcribed Programme Services . . . assembled for your use the leading talent in the entertainment field . . . recording these artists with a fidelity only made possible by the vertical cut, wide range method of recording.

WORLD transcriptions are building audiences for stations everywhere — and through the WORLD LIBRARY a service is offered which greatly helps to solve production problems for sponsors — a service which is a sales builder with a real dollar and cents value to stations.

*Distributed in Canada by*

# Northern Electric

COMPANY LIMITED

A NATIONAL ELECTRICAL SERVICE

HALIFAX  
SAINT JOHN, N.B.  
QUEBEC  
TROIIS RIVIERES

SHERBROOKE  
MONTREAL

OTTAWA  
VAL D'OR

TORONTO  
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KIRKLAND LAKE  
TIMMINS

SUDBURY  
PORT ARTHUR

WINNIPEG  
REGINA

EDMONTON  
VERNON  
VANCOUVER  
VICTORIA



If Dad came in he'd raise a row.  
 He'd warm their little seats, and how!  
 They'll take the chance and hear  
 the game--  
 Their old man's doing just the same.

It's "Hockey Night", and far and  
 wide,  
 In city, town and countryside,  
 Both young and old, as you can see,  
 Are tuned in to CFRB.

860 KC **CFRB** TORONTO  
**10,000 WATTS OF SELLING POWER!**

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