Producers Overseas

The War is Not Won

Whether the end of the war with Germany comes with unconditional surrender or the exhaustion of organized resistance, the immediate aftermath, especially the conquest of Japan, is going to present stupendous problems. Many of them are problems in which radio can play an increasingly important part.

Throughout the war, radio has been the supremely important instrument of liaison between government and public. It has voiced appeals, with greater effect than any other medium could possibly attain, for everything from Victory Bonds and recruits to Salvage Drives and Red Cross Blood Banks. Through the air waves it has been possible to reach the public, in a matter of minutes when necessary, to convey to them whatever kind of information or admonition it has been deemed desirable to disseminate.

Appealing to people to back their men in the fields of battle, with the money or blood with which to save their lives has not overtaxed the ingenuity of the copy-writers, because the appeals have been made on an emotional plane to which it has been possible to build as the fury of war has increased.

It wasn’t so easy to penetrate public apathy when peoples’ souls had to be stirred against possible contingencies. But that was before they had discovered the horror of all-out war, before they could picture the bombing and threatened invasion of Great Britain, the opening of the Second Front on D-Day.

We used to call it a phony war in those days. But we were to learn in quick time that it was soon to be stripped of its inconsequentialities, as we were catapulted into a half decade of brutality and carnage beyond human conception.

Thus far the battle song has been sung on a steadily crescendo tone, and this, in a grim way, has simplified the problem of keeping the public conscious of the conflict and its obligations.

Now the volume of the music is beginning to fade, and from this point until the end of the score, radio’s task of keeping the music playing is going to be seriously intensified in difficulty.

As Canada stands on the verge of the eighth Victory Loan Campaign, the public is being electrified with almost daily rumors of impending peace.

Actually there is no certainty that an armistice will be signed with Germany at all, and it seems most probable that, while the Wehrmacht and the Luftwaffe will be blown out of picture, our armies of occupation will be chasing diehards of the German National Socialist party out of every cellar in their collapsing country for a long time to come, while much naval power will be used against piratical German submarines which will be infesting the Atlantic taking their prey of shipping. In addition to this it is obvious that the Japanese menace will not have been removed by the capitulation or subjugation of Germany.

The Canadian public, beset by the initial homeward trickle of husbands and sons from the theatres of action, is already having its attention distracted from the war by political elections.

These factors are beginning to temper public interest in the war. They are stumbling blocks which may easily impede the success of the coming Victory Loan drive. Radio — the stations and their sponsors have it in its power to cement interest on the loan if it refuses to let political campaigns in any way hinder. Radio can, as no other medium, keep hammering it home that the war is not over until every last Nazi and Jap is where he belongs, until every last Canadian soldier, sailor and airman is restored to his family, until every last civilian has pulled his weight by again digging down to the toe of his financial stocking. Radio can help indeed, if it will practice the same unification of action it will be called upon to preach.

Major Vic George (Whitehall Broadcasting Ltd., Montreal) has moved up to become officer in charge of entertainment, Canadian Overseas. An important part of his responsibility is "The Army Show," which is steadily increasing the number of its show units overseas. Major George is responsible for the planning, execution and supervision of the whole live entertainment program for the overseas army. R.A. Purdy (R.A. Purdy Productions, Toronto) who has recently received his majority, is responsible for the organization, production and discipline of all army show units.

During their absence, Wilfrid Harlan is replacing Vic George as acting manager of Whitehall and John Crosbie, late of the CBC, has been appointed managing producer of the Purdy office.

V-Loan Stars

American guests will be featured on the Victory Loan programs starting April 18th, as in previous drives, according to Guy Herbert, of the program committee.

The following is the preliminary tentative list of those who have consented to appear.

April 18th: Originating in Massey Hall, Toronto — Victor Borge, Yvonne de Carlo, Marjorie Lawrence, and probably George Murphy. Percy Faith will conduct.

April 22nd: CBC Concert Studio, Toronto — Raoul John, Beatrice Lillic, Mr. and Mrs. Frederic March (Floride Eldridge). Samuel Hershenohen will conduct.


April 26th: None of the stars are definite on this program which will originate from Vancouver.

April 29th: His Majesty’s Theatre, Montreal — Alec Templeton, Dorothy Kirsten, Claude Rains, Alan Young, Percy Faith will conduct.

Stop Press

CAB Newsmen to 'Frisco

Dick Diespecker (CJOY), John Collinson (Beede (CFRB) and Jim Allard (All-Canada Radio Facilities) have been accredited by Ottawa and Washington to cover the San Francisco Conference for CAB member stations, provided of course, that the conference takes place.
We did it for . . .

MOTHER PARKER!

We can do it for you

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- 50.9% of all retail food sales in Ontario
- 20.6% of all retail food sales in Canada
- 57.5% of all retail drug sales in Ontario
- 28.2% of all retail drug sales in Canada
Sounding Board

CFRB, Toronto

Dick:

In order to correct a misunderstanding, result of your "Lawnsite" column of March, in the Canadian Broadcaster, in connection with the Kinsmen Festival, held in Toronto at Massey Hall, on Wednesday evening, 17th, you are not doubt aware by this that a broadcast was given, presented by a large number of the winners, for benefit of the radio audience, personally attended the Wednesday evening finals, and selected the following as the winners, to round out a program for a radio broadcast:

ribbons: Twelve, vocalists: Sheliaugh Joy, pianist; Tenes Munley, violinist at Harrod and Walter Balske, vocalist, Eleanor Young, pianist; Eunice Fair and Joyce Blake, vocalists; Glenn Milner; Maria La Sota, vocalist; Del Kilby, pianist; Betty Anne Fisher, pianist; Kathleen Black Williams, announcer.

I feel sure that you will appreciate this information so that your readers may be fully acquainted with the value of Radio stations to give worthwhile young artists every encouragement. Yours very sincerely,

WISHART CAMPBELL
Director of Music

Fresh Heir Dept.

Alan Young has become a father for the second time, his wife having presented him with a son Good Friday. Horace Brown, free-lance script writer, also has a new son.

What's What and When

"CKOV Showcase" is a new program being aired daily on the CKNW, B.C. station 8.45 to 9 p.m., immediately following the Breakfast Club, to advise listeners of the programs to be presented during the day. Musical themes for various network shows heard on the station are played, the "question of the week" from different quiz shows mentioned, and 20-30 second items from forthcoming transcribed programs are used.

Choice CHOICE...

The Edmonton Retail Druggists Association wanted a radio program to tell of the service a pharmacist gives to the community. It was a job of community good-will. And CFRN, the good-will community station, was chosen for the job. Druggists know their markets, and if you too want to make the choice in the Edmonton market, tell your story over CFRN!

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Just turn your radio transcription and recording problems over to Dominion.

We can write, produce and record while you enjoy a well-deserved break.

Duophonic Transcriptions

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO
We did it for...

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28.2% of all retail drug sales in Canada
Sounding Board

CFRB, Toronto

Dick,

In order to correct a misunderstanding, a result of your “Letters” column of March 10, the Canadian Broadcasters' Convention is being held in Toronto at Massey Hall, on Wednesday evening, 7th March, and we are not aware to this effect that a broadcast was given, present a larger number of the winners, for benefit of the radio audience. Personally attended the Weds. night show, and selected the following to the winners, to round out a promise for a radio broadcast:

- Horace Kilby, pianist;
- Eleanor Young, pianist;
- Lena Rowan, soprano;
- John Maclean, pianist;
- M. I. Long, soprano;
- Shelagh Joy, vocalists; Teresa Malloy, vocalist;
- Fred Harrod and Walter Bahls, vocalists;
- Eleanor Young, pianist;
- Horace Kilby, pianist;
- Terry Malloy, vocalist;
- Kathleen Black, pianist;
- Maria La Harpe, pianist;
- Melody Smith, pianist;
- Betty Anne Fisher, pianist;
- Kathleen Black, pianist;
- Ross Rowland, pianist;
- WRSI (Ripon, Wisconsin), pianist;
- WISHART CAMPBELL, pianist.

We feel sure you will appreciate giving this information to those who may be fully acquainted with the work of Radio Stations to give worth-while young artists every encouragement.

Yours very sincerely,

WILLIAM R. CAMPBELL,
Director of Music.

Fresh Heir Dept.

Alan Young has become a fa- ther for the second time, his wife having presented him with a son, Good Friday. Horace Brown, free-lance script writer, also has a new son.

What's What and When

"CKOV Showcase" is a new program being aired daily on the Towne, B.C. station 8-45 to 9-1 immediately following the Breakfast Club!, to advise listeners of the programs to be presented during the day.

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Power Boost

Station CKMO, Vancouver, will go to a thousand watts, according to Dan Sheridan, manager. New equipment has been ordered and installation is expected to be completed by the end of the year, under the charge of Ross Whitside, chief engineer.

Sick List

Lou Trenner, president of the BBM, has been confined to his bed for the past two weeks with arthritis, but hopes to return to his desk shortly.

Jack Fuller, who has been through a siege of pneumonia at home from hospital, but won't be back on the job for some little time.

Don Copeland, who was taken ill just before Christmas, is up for an hour or two a day, and says he expects to come out with the roses.

Choice CHOICE...

The Edmonton Retail Druggists Association wanted a radio program to tell of the service a pharmacist gives to the community. It was a job of community good-will. And CFRN, the good-will community station, was chosen for the job. Druggists know their markets. And if you too want to make the choice in the Edmonton market, tell your story over CFRN.

EDMONTON 1000 W

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DOMINION BROADCASTING
COMPANY
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When Radio-advertising

Call us...

For up-to-date Market Data, Available Times, Program Information and Intelligent Service on all or any of these live Independent Stations.

"History provides little warrant for the belief that real progress, and the freedom that makes progress possible, lies in unification. For where unification has been able to establish unity of ideas it has usually ended in uniformity, paralyzing the growth of new ideas. And where the unification has merely brought about an artificial or imposed unity, its irksomeness has led through discord to disruption."

Capt. Liddell Hart

HORACE N. STOVIN
& COMPANY
Radio Station Representatives
MONTREAL TORONTO WINNIPEG
PRIVATE ENTERPRISE NEEDS SHOWMANSHIP

Public Relations is Radio's Inside Job

by James A. Cowan

President, Editorial Services Ltd.

The use of radio in crusading for or against free enterprise permits as many variations of opinion as there are hues and tones in a rainbow of sunsets. One approach to produce a group of contrasting viewpoints and then toss them up in the air. This procedure is well adapted to spokesmen for public relations or survival organizations, since they must, in order to maintain the objective viewpoint which the listener customarily demands, avoid speaking overboard on controversial issues. Both free enterprise and labor have given rise to some of the brightest and most persistent controversers.

The procedure produces opinions such as these:

1. The case of the case-hardened listener is now tangled by political developments. He normally expects to get entertainment as well as information out of broadcasts on economic issues. He licks the loud-speaker and this habit of talking back to the radio is given toward free enterprise, is however, colored by the fact that he has been bitten repeatedly. He has a need for information, and he is not likely to make up his own minds on these problems. With politics now nectarly mixed up with free enterprise arguments, and with it, if not more, elections in the offing, it is given toward free enterprise is, however, colored by the fact that he has been bitten repeatedly by questioners and questioners. He has been frequently asked whether he favors nationalization of banks, insurance companies, stockyards, milk distribution, coal-handling, horse-building. He says: "I'm no longer a horseman, I'm an economist."

2. The case of the executive in nationally-owned radio is compared to that of the listener of almost anybody else, relatively simple. He is empowered and instructed by laws and governmental decrees to reflect the goings-on and interests of the population in an educational manner provided that these are not outraged and can be mentioned in the presence of little children. It is clear that the free enterprise matter has the support of a respectable portion of the audience, and it therefore becomes his duty to mirror their views in some manner suited to radio. Because of his own employment in a government-owned enterprise, it becomes proper for him to lean over backward in his efforts to do justice to a cause with which he, personally, may disagree. His position or the fact that all controversial issues will, of course, be unhappy if he does the job well. He will be accused of being a tool of the interests and a spineless mouthpiece of big business. Similarly, in presenting the other side of the case, he will be bitterly denounced as a gentleman in a red necktie or a termite with a grubby mouth full of the servant Canadian economy. Regardless of this, his duty is set out for him. He is called upon to interpret the relationships and dispositions of all subject of national interest and concern. Some of the best sources are inarticulate and some of the most interesting material will not be commercially offered for radio but must be dug out and whipped into presentable shape. Does it not therefore become the responsibility of publicly-owned radio in order to demonstrate its own impartiality, efficiency and its success as a medium of reflecting life in the nine provinces, to do a thorough, full and accurate job on free enterprise before the question comes up for a decision?

3. The case of the executive in strictly commercial radio has a curious twist. He is the servant of his own listening audience. His competitor is the servant of the state. The punishment for violating the unwritten restrictions is severe and it is swift in the case of private radio. He loses listeners. In this particular case, he is a staunch believer in free enterprise and wants to see it extended to all radio stations. Let the government-regulate and let the private-owner-operate are his mottoes. But he is doing nothing about boosting free enterprise over the air. His argument is that if he does so, he will actually be disproving the case he is trying to prove. He will be helping to create painstakingly-cultivated following of the hog, and can be mentioned in the presence of little children. It is clear that the free enterprise matter has the support of a respectable portion of the audience, and it therefore becomes his duty to mirror their views in some manner suited to radio. Because of his own employment in a government-owned enterprise, it becomes proper for him to lean over backward in his efforts to do justice to a cause with which he, personally, may disagree. His position or the fact that all controversial issues will be, of course, unhappy if he does the job well. He will be accused of being a tool of the interests and a spineless mouthpiece of big business. Similarly, in presenting the other side of the case, he will be bitterly denounced as a gentleman in a red necktie or a termite with a grubby mouth full of the servant Canadian economy. Regardless of this, his duty is set out for him. He is called upon to interpret the relationships and dispositions of all subject of national interest and concern. Some of the best sources are inarticulate and some of the most interesting material will not be commercially offered for radio but must be dug out and whipped into presentable shape. Does it not therefore become the responsibility of publicly-owned radio in order to demonstrate its own impartiality, efficiency and its success as a medium of reflecting life in the nine provinces, to do a thorough, full and accurate job on free enterprise before the question comes up for a decision?
A HAPPY, CARE FREE 1/2 HOUR IN THE NEVER, NEVER LAND OF PETER PAN!

ALL THE BELOVED STORY-BOOK CHARACTERS FROM YOUR CHILDHOOD ENHANCED BY A SUPERLATIVE MUSICAL SCORE - THE KIND OF SHOW THAT APPEALS TO ALL FROM SIX TO SIXTY-FIVE.

MAGIC CARPET

Now In Preparation For Immediate or Fall Production

On a previous series "MAGIC CARPET" built up a tremendous listening audience — since then literally hundreds of requests have come in asking for its return to the air.

It Is Now Available For Suitable Sponsorship

John Adaskin Productions
Montreal Trust Bldg.
Telephone Louis 23667
67 Yonge St. Toronto

These things matter

1. Programmes
2. Power
3. Popularity

Programmes are first in importance to radio stations. They are the 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.
Quebec, a challenge to Canadian lio and Canadian advertisers as its own way, creates its own markets and builds up its own lio audiences with little interference and no competition on outside.

Why? Because Quebec is its mistress, and the world of lio in French Canada is as self-sufficient as the section of the skyhead was blocked and marked or French Canadians Only!

From the tip of New Brunswick through 351,780 square miles the province of Quebec and Baning Northern Ontario, the is alive with news, drama, sitcom, comedy, love, all in the French language, and for the most part emanating from Montreal. It should perhaps be mentioned at this while, and the previous note on the subject deal entirely with French-speaking Quebec, this province is a cultural and language speaking population of 665,375, or approximately 20% of the population, and that, centre largely around the City of Montreal, these citizens of Quebec speak both languages offers another market than a market. On this we are currently concerned. French Canadians are inventive listeners, and this section of the country boasts a higher listening rate throughout the day and evening than anywhere else in the North American continent.

French Canada is widely spread. Its people are scattered over area of thousands of square miles. In this area these people do not receive, per capita, the same coverage from daily papers, magazines and other published media as, for instance, neighboring Ontario. In Quebec City, for example, there are 14 daily papers including both French and English, circulatine a population of 3,351,882 while 3,787,655 Ontarians read 35 papers.

French Canadians love their radio. Radio is part of their family ways, and because they have the largest families on the continent programming is built to cater to every member from baby stage up. In English speaking Canada we are inclined to take our cue from the listening habits of the United States. We listen to their programs, and, to a large extent, attempt our own origins after their style. In French Canada, without a New York or Hollywood set the pace, the language barrier has made it essential for Jean Baptiste to build his own shows, stowing from scratch. He has his own dressing heroes, his own glorio and folk tales, just as he rests of the country, but he speaks French and thinks French.

Relatively few French Canadians would know whom you were talking about if you spoke of Fibber McGee or Oars, McCarthy, Fibber McGee and his local Fibber, are the newest brothers, and love him dearly, but his American cousin's antics would fall on deaf ears. "Nazarie et Barnabé", two old boys who sit and chew the rag, like "Lum and Abner", or "Amos n' Andy", attract a wide audience of people who like being talked to in their own language, and "Le Café Concert", fashioned in the manner of Diogenes Hall, is a completely French Canadian production, speaking to French Canadian listeners only.

There isn't such a thing as a translated show, as far as French Canada is concerned. Many English language program Imports have found Quebec, pellucil, but they are not translations. For example, Colgate-Palmolive Pect broadcasts "Les joyeux troubadours" like the popular "Happy Gang", or "Gange Sœur" is the French version of "Big Sisters", but it's a different story with a different cast of characters. Wrigley's popular quiz show "Treasure Trail" becomes "Concours à Trésor"; Colgate's "Share the Wealth" is called "La Mune d'Or." "Lex Radio Theatre" doesn't sound far removed from "Radio Théâtre Lux Française," but it offers its wide audience plays selected especially for the Quebec audience, and never does translations of the Hollywood offerings. There are all popular shows, but they are not translations. They are written in French by French Canadian writers, produced by French Canadian producers, they are aimed at the same goal as their English language counterparts, but there the resemblance ends.

The centre of French Canadian life is the home, far more than elsewhere in Canada, one of the United States for that matter. French Canadians are not attracted to the same extent by American or English movies, road shows are few, reading matter in their own language is somewhat limited. Hence the expanded importance of radio as a medium of entertainment in French Canada's daily life. Quebec is Catholic but the Church does not make use of radio as it does elsewhere. The only important religious program which seems to rate with the people at all is the "Vie du Fère Marceau" which is heard over the Quebec network 6:30 p.m. Sundays. It was quite an unprecedented event when a cloistered nun spoke over Quebec City's station. From the 400-year-old convent of the Ursuline to voice a Red Cross appeal.

French Canadians, like other Latins, are more emotional than Anglo-Saxons. Voice intonation, voice music, atmosphere, story are all elements which can be conveyed over the airways, and radio makes a direct play for the emotions.

The rest of the story of French Canadian radio is a straight matter of mathematics. If there's one person in a household, the radio has one chance of being on; if there are two people there are two chances; when there are fourteen or fifteen people in one family, as is frequently the case, the radio has little chance of being off.

CHWK Appointments

The Chilliwack Broadcasting Co. Ltd., operating station CHWK has announced the following appointments and promotions: President and Business Executive, C. Casey Wells; Managing Director, Jack Pilling; Commercial Manager, William G. Teetzl; Production Manager, Murdoch MacLachlan.

"No Pr-r-ompting, Pulleeze"

WHAT IS THE "OPEN SESAME" TO THE WEALTHY RURAL MARKET IN N. E. SASKATCHEWAN?

"Let me give you a hint—it's a Broadcasting Station."

"Ah...

"and it's right in the centre of one of the most prosperous crop districts in Saskatchewan."

"Uh...

"which reaped nearly $78,000,000.00 from grain, dairy products, poultry and livestock last year."

"Oh, I know, it's...

"Only five seconds is... R I G H T ! ! ! It's..."

C G J X

YORKTON!!

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

The following appeared in the current Elliott-Haynes  Reports as the top ten national programs. The first figures following the name in the E.H. rating; the second to the change from the previous week.

**DAILY**

**English**

- Soldier's Wife 21.2 +3
- Henry Getz 13.9 +4
- Big Sister 18.6 -4
- Mr. Perkins 14.4 +3
- Road of Life 17.9 -1.9
- Pepper Young 22.4 +6
- Lucy Linton 15.8 -2
- Chérie Wolone 11.1 -1.3
- Woman of America 11.5 +5
- Right to Happiness 10.8 -Some

**French**

- Jeunesse Divine 53.8 +1.8
- Jeunes Troubadours 50.9 +1.6
- Quelles Nouvelles 58.3 -5.4
- Grande Sœur 11 p.m. 55.8 -4.6
- Rue Principale 51.9 -1.9
- Pierre Guerin 22.2 -2.1
- Jeanne Bonjour 21.7 1.5
- Grande Sœur 12:30 21.5 -4
- Histoires d' Amour 21.4 -1.7
- Usine Lucie 21.4 -1.2

In striking contrast, the Summery of St. Sulpice, built in 1683, is shown beside the Dominion Square Building, modern cluster of busy business offices.

**OUR CLIENTS REPEAT**

JOHN LABATT LIMITED, whose "International House Party" is heard every Monday, Wednesday and Friday evening over WBEN, Buffalo; and who also have a half-hour evening program in French, "Les Amours de Ti-Jo" (both programs placed through J. Walter Thompson Co. Ltd.)

**POND'S COLD CREME**, with a half-hour evening program in French, "Ceux qu'on Aime" (placed through J. Walter Thompson Co. Ltd.)

**LEVER BROS. LTD.,** who present a full hour each week of the French equivalent of "Lux Radio Theatre", (placed through J. Walter Thompson Co. Ltd.)

**QUAKER OATS CO. LTD.,** featuring "Pierrot Lutin"—a half-hour evening show (placed through Spatter and Mills).

**COLGATE-PALMOLIVE PHTO CO. LTD.,** whose "Les Joyeux Troubadours" half hour is heard Monday through Friday evening, French (placed through Petter & Ryan Inc.).

**IRONIZED YEAST,** with their half-hour evening program "Les Secrets du Docteur Moutarde" (placed through Petter & Ryan Inc.).

**KRAFT-PHONIX CHEESE CO.** The "Cafe Concert KRAFT"—a 30-minute evening program (placed through J. Walter Thompson Co. Ltd.).

These seven leading National advertisers average almost 6 years each of continuous use of the planning and production facilities of this specialized organization—proof that we can, and do, produce "radio with results". Let us serve YOU also.

**Commonwealth Broadcasters**

(BUP) Plans for what he called a "pooling of the entire broadcasting resources of the (British) Commonwealth" were recently presented to the Canadian public by Howard B. Chase, chairman of the CBC board, recently returned from the Commonwealth Broadcasting Conference in London.

Speaking on a nation-wide network, Chase said that the purpose of the conference was to exchange staff and programs and make broadcasting facilities mutually available in Canada, Great Britain, Australia, New Zealand, South Africa and India.

Submitting that radio can play an important part in helping the various members of the Commonwealth to know each other better, he said: "We'd like to provide a steady flow of news between the United Kingdom, the Dominions, India and the colonies, so that listeners can have reliable information on the widest possible range of subjects. Canadians can learn more about Australia", he said, "and Australians more about Canada."

"The Commonwealth (radio) systems are all somewhat alike, he continued. "They all have some form of publicly-owned radio. The South African Broadcasting Corporation has 21 stations and is run by a board of seven governors. The Australian Broadcasting Corporation is under a Commission of five members. The All India Radio is actually a government department. In New Zealand the national broadcasting system controls all broadcasting."

He said that it was agreed that the various systems would offer every assistance to correspondents from other countries in the Commonwealth, and would notify one another of forthcoming events deserving of special coverage. Staff exchanges are to be engineered between the various systems, as well as programs.

"An immediate goal", Chase said, "is the creation of an international standard in broadcasting."

**Nutrition By Radio**

Problems of nutrition covering clothing, health and discipline are among the topics discussed on a program aired weekly on CFPL, London, designed to assist mothers in general, and new mothers in particular, during war days.

Back of the program is a council whose membership represents the Board of Education, University of Western Ontario, Children's Aid Society, Y.W.C.A., Family Service Bureau, Home and School Club, Council of Social Agencies, and Victorian Order of Nurses.

**Palestine Speaks**

Jewish citizens of Vancouver, B.C., have undertaken sponsorship of the disc series "Palestine Speaks". The program is aired Sundays at 9:45 p.m. over CJOR.

**Transfers To Toronto**

Doug Elmore, up-and-coming young account executive with CKWX sales staff for the past fifteen months has been transferred to the All-Canada Radio Facilities Ltd., Toronto office, where he will be in the Time Sales Department.

**Canadian Broadcasters**

April 7th, 1945

**A.C.A. 1945 Awards**

The Board of Directors of the Association of Canadian Advertisers has announced the appointment of Lee Trenholm, Director of Public Relations, Underwood Film Fisher Limited, as chairman of the 1945 A.C.A. Advertising Awards Jury. The directors have named H. H. Rommer (Canadian General Electric Co. Limited) as A.C.A. representative on this year's Jury. Mr. Rimmer was chairman of the 1944 Jury. Athol M. Querre, Managing Director of the A.C.A., will act as secretary of the Jury.

Invitations have been issued to the following organizations to appoint representatives to this year's Jury: Canadian Association of Advertising Agencies, Canadian Daily Newspapers Association, Canadian Weekly Newspapers Association, Canadian Association of Broadcasters, Periodical Press Association, and Poster Advertising Association of Canada.

A Dominion-wide appeal for nominations for this year's awards is now being made. The awards consist of a Gold Medal for the most outstanding service in advertising; Silver Medals for a distinguished contribution by an advertiser executive, a media executive, and an agency executive.

The awards for 1945 will be presented at the A.C.A. Annual Dinner at the Royal York Hotel, Toronto, on Friday evening, November 9th.

**Private Enterprise Over There**

Private enterprise has at least one champion among the armed forces in the form of a weekly paper called "THE CANADIAN OVERSEAS MAIL". Published by Overseas Publications Inc., 1007 Canada Cement Co. Bldg., Montreal, the paper, published and edited by men who have overseas experience in their credit, presents a factual story in the role of business both in the present and the future, advice men about rehabilitation and kindred problems, and provides space for letters to the editor. The subscription is $2 a year, and the public is invited to pay for one or more such subscriptions for men unable to purchase one for themselves. Banks and other business houses are, in many instances, subscribing in the names of their employees who are in the services.
After Europe comes

JAPAN

Final defeat of the Axis will be in the Pacific

B.U.P.

Ace Correspondents continue to bring news to Canada from this vast war theatre. B.U.P. correspondents already are at their battleposts. Among them:

- RUSSELL ANNABEL
- WILLIAM B. DICKINSON
- DONALD CASWELL
- MALCOLM R. JOHNSON
- LYLE SHOE MAKER
- LLOYD TUPLING
- EVANS G. VALENS
- EDWARD L. THOMAS
- FRANK TREMAINE
- WILLIAM C. WILSON
- JAMES A. MACLEAN
- FRANCIS McCARTHY
- HORACE D. QUIGG
- RICHARD G. HARRIS
- WILLIAM TYREE

As in Europe, so in the Pacific

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

BRITISH UNITED PRESS

231 St. James Street
Montreal
Youngsters eat more spinach; they get more sleep; they wear their rubber; they eat their porridge; and it's all because of Lloyd Pervical's broadcasts of the radio program "Sports College of the Air," a joint project of the YMCA and the CBC.

Parents are backing this program, and the youngsters are swallowing it 100%. In fact thirty-six programs on the Trans-Canada Network have brought in 160,000 letters. The youngsters like "Sports College of the Air" because to them it's not a health program, but rather sure-fire grown-up sports coaching, just like the big-leaguers get. They take Coach Pervical's advice, not because it will make them grow into fine men, but because it will teach them to play ball like Joe Di Maggio.

"I did what you said, coach, and it worked." This is the kind of spontaneous endorsement that comes in from some kid on the Prairies who has been doing his daily dozen so that he'll be able to pitch a faster curve. (He probably has a weak lung, and Mom's given up trying to make him do breathing exercises years ago.)

Lloyd Pervical, 32-year-old athlete, dreamed up the idea back in the twenties. Once he heard the famous coach, the late Knute Rockne say: "What a fine thing it would be if all kids could be coached — nationally — by one system."

This started Pervical thinking. He asked big-shots of the gridiron and diamond what they thought about a national coaching scheme. They all agreed he had something, but there it ended.

Unable to secure the financial help he needed, and he tried everyone from the Dominion Government and its CBC down, he decided to back his own judgment with the money he had saved to get married. He sunk all his hope and most of his cash launching the project on CKOC, Hamilton. Incidentally, he got married anyhow.

In seven months of once-a-week broadcasting, he proved that he had something, by drawing over 60,000 letters applying for membership. Then he came to the end of his resources.

A further approach to the Department of Pensions and Health brought an expression of interest — but no capital!

Finally, three years after his first broadcast, he succeeded in interesting the CBC, and his "Sports College of the Air" has been featured over the 37 stations of the Trans-Canada network in the past 36 weeks.

"Sports College of the Air" essentially isn't a "kid show." It's a nationally important plan for the betterment of national health, designed to stimulate interest in sport among youngsters, and subtly—to encourage them to build healthy bodies.

Pervical goes about his role in the coaching business in a scientific way. He believes in what he calls "tested telling" (to sabotage the immortal Elmer). He charitably to the boys at the other end of the air waves. He never

(Continued on Next Page)
write a 200-word essay on physical fitness, and answer a set of questions on the same subject. Keith Cruikshank, a hockey-playing high-school student from Calgary, and Robert Leddington, from Indian Head, Sask., were the winners, and had themselves a long week-end in Toronto from March 24th to March 28th as guests of the YMCA and the CBC. Besides appearing on the "Sports College" broadcast, the boys saw two NHL Hockey games at Maple Leaf Gardens, had the thrill of talking to the network from the sanctum sanctorum of the "Hot Stove League," and did a tour of the sights of Toronto, and ended up with a civic luncheon tendered them by Mayor Bob Saunders.

Besides his fan-mail, fame has travelled far for the Percival venture. Besides letters from Alaska, the Yukon, the North West Territory, and many States of the Union, inquiries have been received from representatives in Canada of the Soviet Union, the International Boy Scouts Association and University of South America. This month Percival and a YMCA representative are making a presentation to "Y" and government officials in New York with the thought of expansion south of the border.

"Sports College of the Air" has no apathetic listeners, you can be sure of that. The program demands something of its thousands of listeners, who not only listen but write in asking Percival for recapitations of points he has mentioned in his broadcasts weeks previously.

Produced by Reid Forsee for the CBC, through these broadcasts Percival and the people and organizations connected with the venture are performing a worthwhile and overdue function in the field of national health. But Percival and Forsee are doing something further. They are designing a pattern for the broadcasting industry, the pattern not only of a program which will attract listeners in large numbers—hundreds of programs do that—but they are developing a program with an audience that attains a new high in enthusiasm, and that's good radio in any man's language.

Personnelly Speaking

Stephen Appleby, recently discharged from the RCAF and Betty Taylor of CHSJ, Saint John have been added to the program department of CBH, Halifax. Norm Olding, from Vancouver has been transferred to the CBC studios in Montreal where he takes over operations engineer post. Aubrey Wyce formerly CHC, script writer has joined the continuity department of CKEY, Toronto. Helen M. Everett has left the commercial department of CFBR, Brockville, to join McKinn Advertising Ltd, Toronto.

A DYNAMIC STATION IN A DYNAMIC MARKET!

CFAC

CALGARY

Southern Albertans have the CFAC listening habit . . . . . .

Take advantage of it!

STUDIOS: SOUTHWEST MBLG.

REPRESENTATIVES:

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

in audio equipment

LOOK TO RCA VICTOR

For AM, FM or Television

In studio speech input equipment RCA Victor has led the field in recent years by a wide margin.

RCA Victor studio equipment predominates in the studios of all major networks and in a large proportion of the outstanding stand-in installations—large and small.

RCA Victor experience in broadcast equipment—studio and transmission—assures you of equal quality and dependable equipment.

All of the RCA Victor equipment models current at the beginning of the year are designed for the wide response and high standards of FM broadcasting. A number of commercially licensed FM stations in the United States are in 1945 RCA-equipped—from microphone to antenna.

RCA VICTOR COMPANY LIMITED

Halifax Montreal Ottawa Toronto

Winnipeg Calgary Vancouver

(U.S.A.) Master Control Heads of WFBH, Baltimore. RCA custom-built studio equipment, such as that shown here, are unsurpassed either in utility, convenience or performance. They are made to suit the requirements of the individual station exactly—and yet, because they are assembled largely from standard units, they offer cost no more than much inferior and indecipherable equipment. All RCA units are such amplifiers, microphones and control panels that are, of course, also available separately.
FOUR STAR PROGRAMS!
DEVELOPED AND PRODUCED BY CJOR

✿ As a service to our listeners.
✿ As audience-builders for Canadian advertisers.
✿ As part of our contribution to the growth of Canadian private radio.
✿ As a continuation of CJOR's policy of producing vital, new live talent shows—a healthy, progressive policy that looks to the future.

SALUTE TO INDUSTRY
Half-hour dramas written and produced by Dick Diespecker. Here is the color and romance of Canadian industrial enterprise: telling the story of industry's contribution to the growth of our nation.

WESTERN TRAILS
Starring Western Canada's most popular rural entertainers all in one big show, this feature is packing 'em into CJOR's Dominion Network Playhouse every Friday night. Dick Diespecker produces this one too—and you'll find it will be one of Vancouver's most successful radio entertainment features.

Formerly Radio Liaison Officer for Canadian Army Public Relations, Dick Diespecker has returned to his pre-war job with CJOR—where he entered radio in 1936. He is now writing, producing and doing feature newscasts.

Addressed Radio Execs

Had more than fifty-one members of the Toronto Radio Executives Club and their friends (including the speaker) turned out to the March 29th meeting to hear an address by John Collingwood Read, CFRB Overseas Correspondent, possibly the most of the informality and banter that made the meeting such a success might have been missed.

Speaking of his reception overseas as a private station representative, Read emphasized the cooperation he received from the British Broadcasting Corporation, who were generous in proffered suggestions of what to go and what to see. "I found the individual members of the CBC most helpful," he said, "but I felt that the official attitude was one of tolerant disdain." The laugh-meter hit the high spot when Gilbert Harding, one of the Canadian representatives of the BBC, suggested in the ensuing question period that possibly the BBC didn't know what private stations were.

"Members of the armed forces," Read warned, "will be found to have changed when they return. The fear of battle," he said, "will be found to have existed in the past. In the future of battle," he said, "will be found to have existed in the past."

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He pointed out that in the long the sole interest is the question of survival, the leftist and right-wing ideas simply don't exist. To know, from the parcels we send them that we're interested in the personality", he said, "but the think we're pretty apathetic that the war is such. They think a advertising in connection with the war is pompous and lacking humor."

The speaker said he was proud to have been sent out to represent private radio, and pointed out that this was his belief that the appointment by the CAB of three representatives of private radio (including himself) to attend the San Francisco Conference, would enable the public to understand that private radio recognized its responsibilities beyond just furnishing advertisers with the facilities to which they sell their merchandise.
**HONEY-ETICS**

In view of the fact that Anglo-Saxon attempts to give native pronunciation to European names and places results in sounds which are— in spite of their efforts— still Anglo-Saxon, wouldn't it be better if they reverted to their customary practice of being entirely phonetic?

**RING BONNET DEPT.**

Our hats are off to the women announcers who are pinch-hitting for the men who have gone to war, and not to those carping critics who haven't the imagination to appreciate the job they are doing.

**HAT'S WRONG WITH THIS?**

"Let's turn this program over to Victory Loan entirely", said the sponsor, "without even mentioning who pays for it."

**I'D LIKE TO KNOW**

Is CBC's new program "Spenser Fallow" presented as a soothing syrup to the Alberta Public Works Minister?

**MULTIPLE SPONSORSHIP**

The correct time by this station's Lorie watch is ten seconds behind nine o'clock—B-U-I-O-V-A—Lorie watch time.

**IAGNOSIS**

Bert Pearl, miniature emcee of the Happy Gang, remarked on his recent return to the show after a few days' sickness, "I just got sick of being so damn happy."

**AN MAIL**

Sir: Further to your report in the last issue about giving away a producer with every stop-watch, what 'n hell is a stop-watch?

A Producer

**VHODUNIT**

Public Relations is the secret service of successful business.

**RADIO PROVERB**

Don't lay all your eggs on one program.

**CREATIVE DEPT.**

Some programs have a distinct resemblance to a doughnut because their creators have taken a hole and surrounded it with a circle of dough.

---

**quotes**

This stubborn determination on the part of the CBC to maintain a commercial broadcasting monopoly in the Edmonton field is in startling contrast to the original principles upon which the CBC was founded. For it was the original intention when the CBC was established and Gladstone Murray brought the BBC in England that radio in Canada should be a government monopoly, as it is in Great Britain, absolutely free of commercialization.

However, the whole basis upon which radio broadcasting was to have been conducted in Canada has been destroyed. The present discrimination against CKUA shows how completely it has been destroyed.

_Edmonton Bulletin_

The CBC has received a full share of criticism but at least it may be said that it has restricted the use of national network for political propagandizing even in the case of the government in office. Broadcasting is not only a national but an international instrument and nations have been forced into agreement in order to avoid utter confusion on the air. They could not do otherwise.

Similarly in Canada there should be a supreme authority over both national and private stations broadcasting in order to ensure the maximum comfort and satisfaction for listeners who buy the bills.

_Calgary Herald_

There should be little news with from the provincial administration in Quebec about starting an independent radio system after Mr. Howe's statement, as the responsible minister in Ottawa, last Monday, Quebec is free at any time to engage in radio broadcasting as the province of Manitoba has done for years. The government at Quebec could presumably buy or appropriate one of the present privately owned stations within the province. Competition between the province and CBC entertainment in Quebec would be an entertaining diversification.

_Ottawa Citizen_

Mr. Duplessis will be well-advised to stop, look, and listen for a while before he goes any further with his proposed scheme for setting up a Quebec radio for the dissemination of his own programs and the broadcasting of his own political "news." This may seem an unfair way of stating it, but the Premier has been quite frank about his objectives in this matter, and that is what it really boils down to. He proposes to keep programs under his hand and is reported to have said that one of his objectives is the "control" of the air.

The idea is not a new one: Hitler and Mussolini have quite recently given the world a modern example of how that sort of thing works out.

_Montreal Standard_

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"DON'T FENCE ME IN"

Just an example of the popularity of Western song-hits. People like the rip-snortin' music of the Prairies from coast to coast. We're "Home on the Range", but that doesn't mean we're buried on the "Lone Prairie". No sir, we're ready to saddle up and ride to wherever we wanted.

Need We Say More?

Available this Fall

RADIO, RECORDS, TRANSCRIPTIONS and GUEST PERSONAL APPEARANCES

Lou Gonzy

THE ALBERTA RANCH BOYS

CJCA, EDMONTON — CJOC, LETHBRIDGE

---

**CHNS BULLETIN BOARD**

The Down-Easterner is known as a man who, most of the time, is cautious with a dollar. We've been doing business with him for 19 years, and know what he likes. What are you selling? We'll tell him about it! The All-Canada Man can tell you all about us.
When the 'experts' meet around the CKEY mike Sunday evenings for the discussion program "This is Democracy," they don't have any scripts, but just go to it and let the fly by where it may.

Patterned something after the order of the University of Chicago's "Round Table of the Air," the program has given public airing to such topics as "The Red Menace - Real or Imaginary," "What Do Socialism and Free Enterprise mean to me?" "Should Religion be Taught in the Public Schools?" "Should Canada be the Forty-Ninth State in the American Union?" "Should the Voting Age be reduced to 18?"

Moderator of "This is Democracy" is G. Fay Davies, general manager of the National Life Assurance Company and chairman of the Toronto Reconstitution Council. Each week a board or forum is chosen to debate the topic from people who have a thorough knowledge of the subject.

Topics are submitted by listeners and we have been asked to extend an invitation to readers of this paper to supply suggestions.

April 8th the subject for discussion will be "What Should We do with Germany After the War?" and the forum will include Gilbert Harding of the BBC and A. G. Watson, secretary of the Fellowship of Reconciliation.

J O I N S C K E Y

George Bell, formerly with Harry E. Foster Agencies Ltd., has joined the staff of CKEY, Toronto, where he will be in the commercial department.

"D O M I N I O N "
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
Vern Dallin, Commercial Manager of CFQC, Saskatoon, who recently celebrated the completion of his tenth year in the broadcasting business.

This system must have worked, for Lou made his debut at the tender age of ten, playing no less than Liut's "Fre- perian Rhapsody No. 2." When questioned about his ability as composer, he simply said "You wait for an idea to hit you, then jot it down. It's just one of those things".

After being released from the RAF, Lou is in job. He performed a successful series of "Pop Sessions" on Dominion Network which proved both his aptitude and com- munity which he arrived long ago and has done well.

"John and Judy", an active service, the centre of attention, has been described as the "center" of attention. Richie has arrived in the mid direction of my face, but the "center" is too- too- too.

John and Judy, in a short time I have marvelled at the growth of the Gang did a good job on him, I was glad to hear him back, program just isn't the same minus music setting, background music and effects joined forces to bring one of the finest shows of the Red Cross.

"There Will Be Two Later" was an idea to be heard from Nor- ton who has been characterized as a script-writer to a car. To me, he's a showman. The part was brilliantly played by John ie. Monie was directed by Samuel Maurice announced Alan McKay. BB's acquisition to its staff of Wax- Campbell should pay dividends. Not has he an obvious musical back- ground but he has added to the experience of producing and entertainment for the RAF. short eredit is not intended to de- sign his activity to duties as Director Radio as I heard him singing on sony's "Buenos Nightingale"-norton's Charles Jordan, baritone, ed on Borden's "Canadian Cana- dian" on O/C's "Toroana Calyp- sity. These performances made ple- asure.

one time I played piano—or thought I did. Now, after hearing and watching one of the truly outstanding pianists on television I just played at it. I asked how he had attained his pre- success. Lou Smiley only said, if you had watched any one play on that well-known ladder, must have been pr limited was my rule, and only teacher. There were no choirs, no organist—just hours of practice." (He plays piano too. Frank)

These National Advertisers
consistently use the facilities of

CFNB
Fredericton

Coca-Cola Co.
International Silver Co.
Carnation National Carbon Co.
Dr. Jackson Food Products
T. J. Lipton Co.
Maple Leaf Milling Co.
Sherwin-Williams Co.

Imperial Oil Co.
Lambert Pharmacal Co.
Carter's Medicine Co.
Kraft Phenix Co.
Lever Bros.
McCull-Frontenac Oil Co.
Robin Hood Flour Mills

(just to mention a few of our national advertisers in 1944.)

They know they are assured RESULTS.
Look Who's Listening

She's the President's sec,
But by gosh and by heck
They live in a different key.

Yet lands sakes alive,
They both like their jive,
And they get it from CFRB.

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

REPRESENTATIVES
ADAM J. YOUNG JR., INCORPORATED
New York Chicago
ALL - CANADA RADIO FACILITIES LTD.
Montreal