Taking Down the "Verboten" Sign
A Plea For Positive Thinking In Advertising

(Written originally for "Ad-Sales Events")

Men and women who have been responsible for the negative thinking that has infiltrated wartime advertising and propaganda are engaged in the manufacture of weapons of destruction in exactly the same way as the makers of munitions. War's desecration and destruction make it essentially a negative process, so perhaps it is logical in this era of hate, during which countries have been subjugated over the telephone and then kept under the yoke by means of a controlled radio and press, that the weapons of words should have assumed the negativity that is the quintessence of all wars.

Since about ninety per cent of professional writing has had something to do with these days with advertising or propaganda, unless a major operation is performed on advertising minds, this kind of inhibitive thinking cannot but live on after the blight has blazed, to desecrate the peace.

Not long ago, the German system of negative regeneration of the public bade fair to succeed, and had it done so, this article could never have been written. Today though, as Hitler's "Verboten signs" are being peeled off the walls, the case for the positive approach gains strength.

Possibly when the Red Cross needs more blood donors, the correct approach is to say "Men DIE, because you delayed making your blood donation". It is an emotional appeal, calculated to stir people into immediate action, and if a doctor, with a hypodermic syringe in one hand and an empty bottle in the other could be standing by as we hear or read the message, the results would in all probability be terrific. Surely though the appeal would penetrate deeper and last longer if it were phrased: "Men LIVE because your blood was on hand when it was needed".

It is a positive fact that blood banks have reduced fatal casualties by at least 50%, so isn't a positive message the best one to proclaim we need all kindness?

The insurance people attacked their prospects before the war with vivid pictures of a rosy future, Junior going to college though Pop is pushing daisies, and Aunt Fanny retiring from school-teaching to take that long anticipated trip to Europe. After the war though, if present advertising tendencies are maintained, we shall have grim pictures of the weeping widow hanging a "Rooms for Rent" sign in the front window, while Junior carries out the garbage for the neighbors.

The prime example of negativity is the failure of the churches to attract more people to religion. Basing their teachings on the ten commandments, nine of which are of the "shalt not" order, it must surely be admitted that however good the "product" may be, the "attack" has failed miserably to "sell" a simple prescription for happiness. If it were otherwise there could be no wars.

Instead of forbidding a child from going out of doors don't we get splendid results by suggesting that he play cops and robbers down in the basement? Now look at the highway signs which forbid us to drive more than forty miles an hour. What sort of results do they get?

All the thousands of purposeful and propagandic words that are committed to paper every day have an incalculable effect on their readers. The fruition of all our Utopian aims in the post-war period depends on the public's ability to swerve from war-thinking to peace-thinking. It is up to the writers-who-are-read, the writers of publicity, just how long it will be before the "Verboten signs" come down for keeps.
ALL-CANADA announces New Appointments to its PROGRAM DIVISION

Across Canada

Consult these experienced people regarding our new shows and plans:

S. W. (SPENCE) CALDWELL, Manager. Eight years travelling Canada as Sales Engineer for the Canadian Marconi Co., specializing in Broadcasting Station equipment. Commercial Manager of CKWX, Vancouver. Manager of CJBC Toronto for the CBC. Spence knows Canada and the broadcasting business. He has had experience technically—in sales—publicity—advertising—and programming. He is at your service.

F. W. (FRED) CANNON, Sales Manager. Joined the All-Canada organization April, 1937, at Calgary, where he was in charge of sales of transcribed programs for Western Canada. Came to Toronto in December, 1938, has since supervised promotion and distribution of programs for all Stations in Canada and Newfoundland. Fred's wealth of experience and knowledge of all types of recorded features will prove most helpful to Agencies, Clients and Stations across the country.


ALL-CANADA RADIO FACILITIES Limited

MONTERAL TORONTO WINNIPEG CALGARY VANCOUVER
NOTE!
Effective
MAY 1, 1945
RADIO STATION
CJIC
SAULT STE. MARIE
ONTARIO
becomes a
BASIC STATION
of the
TRANS-CANADA
NETWORK

Don't overlook this important market

National Representatives
JAMES L. ALEXANDER
Toronto • Montreal

Invest in the Best

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

HAMILTON

NOTE!

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DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

HAMILTON
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.

Twin Freedoms

“Freedom of Enterprise guarantees political freedom. Political freedom and economic freedom are twin growths. History abundantly proves that they appeared together, that they flourished together and that they must die together.”

Walter P. Zeller.
Here's a

OME FOR YOUR PRODUCT ON THE RANGE

by Hugh Horler

MacLaren Advertising Co. Ltd., Toronto

Kamsack is certainly dependent on the farmer's ability to pay, and so, though perhaps not quite as directly, is the merchant in the big western city. For agriculture is the industry of the west.

Like all big businesses, agriculture has its problems. For the farmer it's the problem faced by all economic groups, how to sell high, and buy low. But the farmer's problem has a few special quirks. Of all groups in Canada, he perhaps best understands who butters his bread, by which we mean the export market in general, and, specifically, the world's largest importer, Great Britain. As a seller, he wants his staples to flow in that horizontal line that runs through Canada to the Empire markets. As a buyer, he seeks for the vertical line of merchandising, that would bring cheaper goods from the United States, right into his home and onto his farm. This is nothing new perhaps—having been a regular topic of all those prairie hot stove leagues. But peace is going to make this dream of enjoying the benefits of two economies even more of a dream that has been. In the past, Great Britain settled for the wheat crop every year in New York. Now, Great Britain will need all the U.S. dollars she can get to pay for the essential materials that she has to buy from the States. Those dollars will have to come in hard earned trade alone, all Britain's assets in the States having gone in the Holocaust of war. As a result, it might just work out that Canada, in a post-war world, is going to be long on British pounds, and short on American dollars. So, it might mean more British goods moving into Canada, and possibly more British or Canadian manufactured goods moving to the west. Whether the Gordian knot can be cut by Ontario and Quebec buying less from the United States, and by allowing the West to use our smaller stock of United States dollars to buy goods and equipment across the line, is a question only the political economists can answer. The comparatively recent move of abolishing the tariffs on farm equipment entering Canada from the States may be one of the signs of compromise of this sort!

The politics of the prairies show us just what lengths the farmer has gone to try and solve his own problems. Rather than being conservative and leaving grantside socialistic schemes to his urban neighbor, the western farmer has proved himself to be a decided radical. The farmer vote controls the government, and the farmer has been more than willing to go along with any party that promises to turn it's energies to the problems of the farmer. We've seen just how far the farmer has traveled along this line with the election of the Social Credit Party in Alberta, and the recent rise to power of the Socialistic CCF in Saskatchewan. The prairie farmer has also turned his radical wrath against economics, as well as politics. Suffering from the unavoidable high cost of distribution of goods, he has fostered a cooperative movement that has made such substantial strides that a government inquiry is now being conducted to determine whether they should not start taxing the co-ops on profits.

At the present time, the prairie farmer—and consequently, the west—is doing very well, thank you. His cash income last year was over a billion dollars—more than the cash income of all farmers in Canada for the year 1929. Then, he's not cropping his brow over any of the reconversion problems that are afflicting the industrial east with complicated post-war plans founded on unknown bases. In Ontario and other manufacturing provinces, thousands of men and women in the war plants will find themselves out of jobs when the war is over. In these three agricultural provinces, however, the trend during the war years has been on exodus rather than an influx of labor, and it seems likely that, in the immediate post-war period at any rate, unemployment will be practically non-existent. Perhaps Mr. Prairie Farmer also feels that his present high-riding income will continue—and the means will surely be found to finance the flow of his products to a war-starved world.
A RADIO UNIVERSITY
CHANGED THE TIDE OF WAR

As condensed from the "American Scholar" by "Magazine Digest"

If the Battle of Waterloo was won on the playing fields of England's oldest school, a sizeable share of credit for helping win World War II must go to America's university.

It is a seat of learning without campus or classrooms, and its students — numbered in the tens of thousands — are scattered throughout the globe. Its name is the World Radio University. And this is how it came to play a leading role in two major turning points of the war.

Station WRUL in Boston, seat of the world university, is devoted exclusively to educational programs, and to creating understanding between nations. It was just getting into its stride when war broke out in 1939. The imaginative and philanthropic directorate of the college long before America was actually a participant in the war, placed its organization at the service of liberty.

Thus, the transatlantic air waves were turned into a potent weapon of morale. As the little countries went under one by one, the university devoted itself to broadcasting messages of hope and encouragement. Harvard University assigned practically its entire staff of modern language professors to WRUL to increase the scope of these messages. Broadcasts in no fewer than 21 languages kept alive the spark of resistance in overrun countries.

Highest tribute of all was the de-nunciation of Goebbels, who named WRUL "this American meddler in the Führer's New Order."

Then suddenly an opportunity came to strike a specific and stunning blow at the Nazis' war plans. When Hitler invaded Norway, his greatest loot was to have been the Norwegian merchant fleet, fourth largest in the world, of nearly 1,000 ships. The Germans remembered how Britain was all but defeated in 1917 by the shortage of shipping caused by the U-boat campaign.

They calculated that in the second world war, with its much greater dependence on gasoline and oil, Britain would have a hard time finding sufficient vessels to handle her necessary fuel, munitions and food imports. So the invading Nazis forced Norwegians shipowners to make recordings in their own voices, ordering the masters of their ships, scattered throughout the world, to return to Norway.

These recordings were broadcast from the powerful German short-wave station outside Berlin, and were beginning to take effect. But Walter S. Lemmon, founder of the World Radio University, hurriedly conferred with the Norwegian Ambassador in Washington. They decided to try to counteract the Nazi orders.

Before the war, WRUL had broadcast Norwegian programs to which the crews of these ships had been accustomed to listen. So, starting immediately — and continuing without pause — the station filled the ether with messages directed at the Norwegian ships. WRUL told them the truth about what was happening to their homeland, and urged them in the name of the Free Norwegian Government to make for the nearest Allied port. Every single vessel of the huge Norwegian fleet which carried more than half of the gasoline shipped to England during the Battle of Britain — turned over to the Allies.

The second turning-point stop by the World University of the Air came when the German's sweeping over the Balkans to secure their flank for the push into Russia. Yugoslavia about to fall to the Germans was a struggle; Hitler had all by completed a deal with the Prince Regent Paul. But the negotiations were reaching a peak, WRUL beamed a series of broadcasts, several times a day, urging the people to resist betrayal.

In that country, crowds gathered around street loud-speakers, and is on record in the State Department that the broadcasts so aroused the patriotic fervor of the people that they overthrew their government and took up arms against the Nazi invaders.

Ultimately, Yugoslavia was overrun. But the heroic resistance proved to have thrown Hitler's program fatally out of gear. The attack on Russia was delayed weeks, at a time when every moment counted. Later, when German armies almost reached Moscow and stood before the gates of Leningrad, they were too late. Bad weather halted active operations, and by the following spring Russia was able to reinforce her man power and supplies on a sufficient scale to meet the attack.

All through its service as a "Freedom Station," bringing reassurance from America to darkened Europe, the university reserved a small portion of its time to continue its work of universal education.
About the Leslie Bell Singers

PIC T U R E . . . if you will, a female ver sion of Wagner's "Parsifal"—a medley of beautiful, young Cana dian girls attractively goumed in a medley of golden voices.

A DD to this a perfec tion of singing that has caused critics to acclaim them as unique on this continent and an attraction that would be a sensation in New York or Paris.

H E R R E R what leading critics have to say about The Leslie Bell Singers—no instruments could make lower music than these sweet voices did Mr. Leslie Bell has the first essentials of true greatness—capacity to feel, to interpret, to express in the ecstasy of the moment—music as nearly perfect as human singers could imagine—to the keenest ear of his listener was added an equal beauty of picture they were so good to look at as they were to hear.

IT IS an exaggeration to say that The Leslie Bell Singers are one of the most desirable radio properties that Canada has developed in the past 15 years.

C B C Golf

May 18th the CBC will hold its annual Spring Golf Tournament (stag) at the Cedar Brae Golf Club in Scarborough. Tickets are $2.50. Tee off is at 1 p.m., dinner at 7:30, etc., etc.
Sport Makes Big-League-Radio

by L. R. Rogers
Central Division Manager, British United Press.

When V-J Day succeeds V-E Day, there'll be boom-times in store for quite a variety of businesses. One business that's a certainty to boom is the business of spectator sport in all its phases — hockey, horse-racing, baseball, boxing, football and virtually every other form of play-for-pay that can draw a crowd.

Remember the sports boom of the Torrid Twenties after World War One — when the names of men like Babe Ruth, Jack Dempsey, Bill Triden and Bobby Jones had front-page priority over wars, revolutions and the deaths of dynasties?

Men who know the sports business best, predict that the boom coming up when Germany and Japan are counted out will make the fabulous era of the Twenties fade into insignificance. And these men are already investing good hard cash in completing their plans to reap this golden harvest.

Canada's radio industry showed the way for the rest of the world in the field of sports broadcasting although few outside the industry realize this fact. The NHL Hockey broadcasts for example — as inaugurated back in 1931 by General Motors and later taken over, enlarged and improved, by Imperial Oil — were the first national broadcasts in the world to commercialize successfully the seasonal coverage of any big-time sport. U.S. radio's Ford World Series Broadcasts and Gillette boxing shows are Johnny-come-latties in this field — when compared with the Saturday night airings of Foster Hewitt & Co. And in the realm of sports commentary, CFRB's Wes McNight is recognized to be the first to launch a successful day-by-day sports column of the air. When Wes aired his first edition of "Sportsviews" back in 1939, there was just one other daily sports columnist in radio anywhere on the North American continent — and this rival soon fell by the wayside.

When McNight, CFRB Program Manager who recently conducted his eight hundredth interview on "Beehive Sportviews."

With this background, you might think that Canadian radio would be all set for the coming sports boom — but, from where this observer is sitting — such is far from the case. Ever since Canadian radio came of age and came big business — around 1940 — the average listener found it increasingly hard to pull up sport broadcasts from Canadian stations. And it is not because tubes are getting weaker. There just aren't as many so-called "broadcasts" as there used to be.

The reason isn't hard to grasp. More standard commercial spots clutter network, transcribed or recorded, mean fewer live local boosts. Almost any station manager finds it easier to sell and handle a disc or network show than to stage a live sport broadcast. Year the sponsors of NHL Hoc Broadcasts find it harder to get stations they want and the they want for their networks— particularly for play-off games, though public interest in hockey then at its peak.

To say that Canada's huge sent-day industry is built on a foundation of sport broadcast is hardly too broad a statement as yet all too many men in both vate and "public" radio seem have either forgotten or never have learned this fundamental. They dismiss Imperial Oil's million-faithful Saturday nighters as a broadcasting "freak" and continue their search for programs with Canada-wide interest through the weary gamut of soap operas, give-away programs or tributes to Latin Amer.

Yet Canada's daily newspapers traditionally conservative in their methods, and regarded by most do men as hopelessly behind times, are far ahead of radio in their attitude towards sport, and their appraisal of public interest in this form of human activity. Even the smallest of Canada's newspapers has a full-time sports editor — a man who is an expert in his field with a full knowledge of his subject. I know of at

(Continued on Next Page)
Canadian Broadcaster

Page Nine

Canadian newspaper with a
man staff — made up of an
ior writer, a city editor, one
er and a sports editor.

A Canadian radio on the other
all, too many stations still
dle sport as a kind of special-
activity, to which commercial
nents can be assigned if its
coverage is unavoidably

This is not by any
of weakness of only the small
ite stations — since many of
smaller stations can show the
ty their metropolitan rivals

OKNX at Wingham,
rio, is a good example of a
ering station — where station-
er T. W. T. Doc Cruikshank
ow how a radio station can
ize sports activity in a whole

(CB March 24, 1945)
Cruikshank and OKNX took
the Wingham Sports Arena,
our hockey in his section.
ernont Ontario has staged a re-
that sets the pace for the rest
he industry.

The far-flung and wealthy Cana-
Broadcasting Corporation, on
ther hand, does not have a stake
al that of sports editor
 throughout its lengthy
ors.

It is true that Toronto lis-
cans can tune in Clary "Old 
" Settelle's daily sport com-
naries on CBC and that his
Clary's Gazette" on
he work reminisces about sport of
year, but even if he does few
y other programs, he operates
ly a free lance and not as a staff
ert.

In the football season ex-
play-by-plays" are deliv-
ered over the same station by Roy
worth, whose broadcasts are a
In to his profession of teach-

Certainly there are other CBC
ports broadcasters but there are
y few who pretend to have any-
but an amateurish knowledge
the sports field or whose pro-
n are aired other than locally,
the CBC, sports coverage falls
where between the depart-
ts of news and special features.

When it's decided to do a CBC
verage of a major sports event
a public service basis — an
ence of increasing rarely
al events broadcaster is gen-
erally assigned to the job, the
hing determined apparently by
ho is on duty when the event
kes place.

Contrast all this with the sports
approach of the British Broadcast-
ing Corporation and the big US
etworks. The BBC employs full-
time sports experts on its program
staff even in wartime, and hires the
best people available, in addition to
do broadcasts and commentaries on each specialized
sports field. Each of the top four
American nets employs a highly
paid sports chief like Bill Stern
or Ted Husing to direct sports
policy — and prides itself on out-
bidding its rivals for the services
of sportscasters like Clem McCar-
thy, Bryan Field, Red Barber, Bob
Brown or Don Dunstew.

World radio in this regard has
long since caught up and passed
Canada — the country which pion-
ered in sportcasting as in so many
other phases of broadcasting. To
illustrate how little this fact is ap-
preciated in high CBC circles, here
is what a top CBC executive said
to me when I asked why junior
hockey finals were not be-
ing broadcast this year — and I
quote — "We decided to drop these broadcasts this year — as
they play the devil with our network
schedules. Here would seem to be
an opportunity for an use of the
CBC alternative network, an opportunity
however which was missed, in this

Obviously there is more than a
good chance that Canadian radio
will miss the sports band-wagon
when it starts in Western Canada
less the CBC and most station
owners get back to studying what
the public actually wants to hear.

Competition from new media like
television and FM will be particu-
larly keen in the sports field,
judging by present indications, and
if U.S. stations get the jump in
these new media, we may soon
find ourselves dominated by
their southern neighbors in sport
just as they are now in literature
and the arts.

Such a development would be
doubly unfortunate since sport
seems to offer the best post-war
pathway to national unity that this
country can choose. Economic, ra-
cial and religious differences act to
split east from west, to pit Ontario
against Quebec, the Maritimes
against Upper Canada and British
Columbia against the "Rest" to use
the cricketer's phrase.

Yet every section of this Domi-
nion has one great common deno-
inator — an enthusiasm for all
sporting activities that's equalled
by few countries in the world. A

high-scoring hockey team is admir-
ed equally by Ontario Orangemen,
Quebec habitants, Nova Scotian
fishermen and Prairie wheat farm-
ers. The present war which has
scattered amateur and professional
hockey stars into every corner of
the land has proved that capacity
downs will turn out to watch good
hockey wherever it is played. In-
terest in baseball, football and
horse-racing is less universally
shared — but each sport is widen-
ing its hold very rapidly every year.

From personal observation, I
know that sectional animositys
prejudices which stand between
Canada and her true National
greatness, can be wiped out in no
way more easily than through the
exchange of goodwill and hospi-
tality fostered by national sporting
competition. Young prairie hock-
ey or football players, who have
been "shown the town" by their
eastern hosts are better embassa-
dors of national goodwill on
their return home than half a dozen
books by L. W. Brockington or
Bruce Hutchinson or half a hun-
dred bi-lingual radio programs
— in the opinion of the writer.

The Dominion government,
through its National Physical
Fitness program has already indicated
its awareness of the importance of
sport to the nation's well — being
"Public" and private radio can per-
form an important service to Can-
adians if the twin obstacles of in-
ertia and ignorance can be over-
come. Private stations can help by
following the Wingham pattern
where possible, and by sponsoring
and aiding organized athletic ac-
tivities for teen-aged girls and boys.

The CBC can do its part in one
respect by helping private stations
obtain transmission facilities at low
cost to handle out-of-town broad-
casts when the home team moves
down the play-off trail. Another
important step would be the ap-
pointment of a CBC national sports
editor who could modernize the
Corporation's attitude towards
sport and convince the men who
rule our radio desires of its im-
portance in our way of life.

"DOMINION" OUTLET FOR
SOUTH-WESTERN ONTARIO

A CHATAM Servicing

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

JOHN BEARDALL
Mar.-Owner

3/4 MILLION RADIO LISTENERS FORM
A SPECIALIZED MARKET

Radio listenship in the Province of Quebec
is higher than in any other portion of Canada.
You can tel 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 preference
for home farm and local 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.

SYDNEY BROWN

PRODUCTION IDEAS SCRIPTS

54 tossa Avenue
Toronto
Oxford 1944

3/4 MILLION RADIO LISTENERS FORM
A SPECIALIZED MARKET

Radio listenship in the Province of Quebec
is higher than in any other portion of Canada.
You can tel 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 preference
for home farm and local program successful
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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.

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

RADIO PROGRAMME PRODUCERS
MONTREAL QUEBEC
Sick List

Jack Fuller, who started a five-day sojourn in hospital immediately receiving this paper’s “Best Award” February 1st, is back at the job. He is better now.

Bill Speers, manager of CFBK Regina, has returned home from hospital following the removal of his appendix, and expects to be back on the job within three days.

Jack Sharpe, chief studio engineer at CFRB, who has been in hospital with pleurisy and pneumonia for more than a month, is putting in a few days at the studio, and expects to be back in full health right away.

Les Beveridge of CCHS, St. John, expected back on the job after following the style and having his appendix removed.

Mary Morgan of CKLW is passing favorably after the same operation.

Voyageurs

Fred Cannon, sales manager of the program division of All-Canada Radio Facilities Ltd., and Jim Knox, sales manager of Horace N. Stovall Co., are on a trip to the east coast.

The Case Of The PURLOINED HOPE

It wasn’t an art gallery. It was a drug store. And it wasn’t a famous painting. It was a well-used photograph.

But it was purloined, nevertheless. The publicity and merchandising department of CFRB had taken a lot of trouble to place the purloined still of Bob Hope in prominent Edmonton drug store windows. One photograph showed Hope all mixed up in a battery of phonographs. Several times, a customer asked the drug store manager if he could have the picture. And each time, he was politely refused. The manager was aware, you see, that the CFRB publicity was helping him sell “Fug’s resident. One day though, the manager turned his back too long. He turned around just long enough to see the treasured photograph appearing down the street.

MORAL: CFRB’s publicity has taking ways. It creates desire, just as CFRB programs create desire for your product.

BUY NEW WESTMINSTER AND GET BIG SLICE OF VANCOUVER FREE!

Just concluded is “Toronto Calling.” CFRB produced musical program which has been fed to the Columbia network during the past season as a sustaining program. With music under the direction of Wally Armour, a 23-piece orchestra, the “Four Gentlemen” quartet, and a long list of guest singers, the program did a smooth 26 weeks run. Pictured above, top, are the “Four Gentlemen”, left to right, Jack Reid, Bill Morton, Ernest Barry and John Harcourt. Below part of the orchestra, and, in inset, Wally Armour.

Toronto Branch

Stewart Lovick have located their Toronto office at 165 Spadina Avenue.
CHNS BULLETIN BOARD

How They Stand

Daytime

H.E. Ottawa

It is singularly interesting to note that the system of broadcasting from the Dominion the previous year was to be continued this year. The system has been operating for some time now at the Canadian Broadcasting Corporation, and it is well known among the people who follow the work of this organization that the system is capable of giving a service of some value to the people of Canada and of the Dominion as a whole. The system is maintained with the help of the Canadian Broadcasting Corporation, and the Quebec, in addition, is operating on the same basis as the Dominion and for the same purpose.

H.E. Ottawa

In order to maintain the system in its present state, it is necessary to have a system of provincial broadcasting, which will be in operation in each province, and which will be operated by the provincial broadcasting companies that have been formed in each province. The system will be operated for the purpose of providing news and information to the people of the province, and of giving them the opportunity to hear the voices of the provincial officials in their own homes.

H.E. Ottawa

The system of provincial broadcasting will be continued this year, and it is expected to be of great value to the people of the province. The system will be operated by the provincial broadcasting companies, and will be maintained for the purpose of providing news and information to the people of the province, and of giving them the opportunity to hear the voices of the provincial officials in their own homes.
Join the

DRAMA WORKSHOP

To develop new Canadian talent, we are planning a summer program of training for non-professional radio actors, announcers and writers, to be held during July.

We will be happy to supply details to those interested. Agencies are especially invited to draw this project to the attention of their staffs.

RAI PURDY PRODUCTIONS

37 Bloor Street W. — MI. 7375 — Toronto 5

There are
DEFINITE
REASONS

Why

122 National Advertisers*

used the facilities of

CFNB
Fredericton

during

1944

RESULTS

* Detailed list with our National Representatives

CFNB
FREDERICTON N.B.

ASK THE ALL-CANADA MAN
OR WEED & CO. USA.

TRADE WINDS
A COLUMN OF COMMERCIAL NEWS
Edited by
ART BENSON

Network

National Spot
BORDEN COMPANY LTD.: spot announcements under way daily for 3 months over CFPR, Prince Rupert. Young & Rubican Ltd., Toronto.

DODDS MEDICINE CO. LTD. (SCOOT) : 30 flash announcements from May 21 until August 29 over CKEY, Toronto. A. J. Denne & Co. Ltd., Toronto.

PANTHER RUBBER CO. LTD.: transcribed spot announcement campaign over a number of Eastern Canadian stations beginning June 18 through October 31. Stevenson & Scott Ltd., Montreal.

NYAL DRUG COMPANY: spot announcement campaign under way over a number of Canadian stations. A. J. Denne & Co. Ltd., Toronto.

Pepsi-Cola co. of CANADA LTD.: spot announcement campaign under way for 10 weeks over a number of Canadian stations. J. Walter Thompson Co. Ltd., Montreal.

National War Finance Committee (9th Victory Loan): 26 five minute transcriptions under way over 79 Canadian stations until May 11. E. W. Reynolds & Co. Ltd., Toronto.


W. H. Comstock Co. (Dr. M. S. Pills): renew for one year m. nightscasts 2 a week on CFRB, Toronto. Jack Muski Ltd., Toronto.

Local

THOMPSON ELECTRIC CO.: spot announcements for 6 mon over CFAR, Flin Flon. Placed direct.

BELGUM HOSIERY SHOP: campaign under way over CHAN, Hamilton until June 13. Placed direct.

TAYLOR'S SERVICE STORES: 13 announcement campaign from May 3 for one year, over CKEY, Toronto. Frontenac Broadcast Company, Toronto.

GIDDINGS (TORONTO) LTD: flash announcements under way until June 7 over CKEY, Toronto. Placed direct.

Shaw Baking Company: renewed "The Sunday Players" for 10 weeks over CFPA, Port Arthur; 3 months test. Placed direct.


People's Credit Jewellers Ltd.: start "Community Song Song" June 3 until August 26 on CFRB, Toronto. MacLaren Advertising Co. Ltd., Toronto.

Payments for the Okanagan apple crops are rolling in! Your client can sell this market through one single medium

CKOV

CKOV spells Coverage in one of B.C.'s best markets.
Public Relations To The Right People

A Review of CJOR's "Salute To Industry"

Words which might well be ingrained in the soul of everyone charged with getting a message across correctly appeared in a recent issue of "Fortune." They said:

"The day is coming when a smart public relations man will discontinue using adjectives that are equivocally laudatory to his organization. For he knows that the good in a published item will always be represented by a little but not so good." Then, believe, lies the key to public relations success, for the "puff" type of story, which is all too familiar to every editor, simply leads people to leaf through the pages of the publication in which it appears, to see just how big an advertisement they had to buy in order to get it.

Harnessing radio to dispel fallacious ideas about the alleged misdeeds of private enterprise is a logical step, but carrying it out on a forlorn plain sailing. Unquestionably radio has a power beyond any other medium to get the true "business" story across, but we must make certain the quality of the issue at the outset. The strength is not in real radio, but rather the human voice, through which we are most accustomed to assimilate the medium of dis- semblance, and just standing in front of a microphone and saying, with beautiful enunciation that private business is a very good thing, accomplishes precisely nothing.

Radio gives people an opportunity to talk to the people about the things they want to know and the things they do not want to know. It is the most direct way to get a message through.

To establish the sincerity of purpose behind the program. They stand in good contrast to the name of the series, "Salute to Industry," which might be interpreted as one segment of private enterprise, giving the whole business structure a sort of an "oh-how-good-boys-are," or put on the back burner which would accomplish no purpose except to flatten the "big boys" whose need of being told how good they are is not very great.

It is a fair question. It should be, if Industry is going to survive.

The Elliott-Haynes Calgary Rating for the Colgate-Palmolive-Peet Program "MUSICAL MAILBOX"

MUSICAL MAILBOX

CALGARY

132%

HIGHER than its National Rating

STUDIOS SOUTHAM, E.D.G.
CALGARY

REPRESENTATIVES:
CANADA - ALL CANADA
U.S.A. & W. CO.
GOING UP!

JOHNNY PERKINS

and his

Radio Orchestra

OPENING MAY 2nd at

CASA LOMA

Toronto

* 

Listen....

For his weekly appearances on

**MUSICAL MAILBOX**

**PAY PARADE**

**EVEREADY EARLY BIRDS**

*And Many Other Top Flight Shows*

* 

Management

GEO. A. TAGGART

165 Yonge Street, Toronto

Telephone: Midland 4304

SITTING ON HISTORY'S DOORSTEP

Covering the San Francisco conference, CAB newsmen, left to right, Dorwin Baird (CJOR), Jim Allard (All-Canada) and John Collingwood Reade (CFRB), are writing three hundred word daily reports to the stations for relay to listeners, and are also recording interviews with prominent figures attending the conference.

TO ADDRESS TORONTO ADRENS

F. Walker Blake, former assistant manager of CJCA, Edmonton, has left after over seven years with the company to become manager of station CKUA, the Edmonton station operated by the University of Alberta. He is succeeded at CJCA by Rolfe Barnes, who rises to the position of assistant manager from CJCA’s sales department.

Sponsored Newscasts

Application to the CBC for a revision of the regulations to permit the broadcasting of 5-minute sponsored newscasts has been declined according to the CBC.

TO MANAGE CKUA

FILE CB 8

Retired RCAF Pilot Officer, with several successful years newspaper advertising selling experience desires to get into radio advertising selling. Will go anywhere. Best references. Age 29, married, 1 child. Reasonable salary. Write File CB 8 National Selective Service, 174 Spadina Avenue, Toronto.

FILE CB 9

Having been discharged from “Signals”, I am looking for an opening which will enable me to learn advertising or kindred business. Three years experience as cashier, adjuster, collection man, etc., in retail business. Am 25 years old, single, and eager to start at beginner’s salary. Can type. Please write File CB 9, National Selective Service, 174 Spadina Avenue, Toronto.

VOTE FOR CJGX

The People’s Choice in N.E. Saskatchewan

There is an “Eighty Million Dollar Market in the prosperous area tributary to Yorkton, and served by this station, which merits close investigation when planning your next campaign. Write us or call the nearest office of our representatives — at Toronto, Montreal, or Winnipeg.

YORKTON!!

Western Canada's Farm Station

IT'S 1460 ON YOUR DIAL

A DOMINION NETWORK OUTLET

Represented by H. N. STOVIN & CO.
Kitty Kallen — Capitol
Les Paul Trio — Capitol
Red Nichols' Famous Pennies — Brunswick
Miguelito Valdes — Decca
Henry King — Monogram
King Cole Trio — Capitol
Ray Eberle — Universal
Sonny Dunham — Hit
Lud Gluskin — CBS
Martha Tilton — Capitol
Stan Kenton — Capitol
Nilo Menendez — Victor
Don Thomas — NBC
Texas Jim Lewis — Decca
Pat Kay — Exclusive
Loumell Morgan Trio — Universal
Harry Owens — Universal
Peggy Lee — Capitol
Curley Fox and Texas Ruby — NBC
Chuck Foster — Columbia
Anita Boyer — CBS

NAME STARS!
Tops in
RECORDED
QUALITY!
LATEST
RELEASES!

UNITED TRANSCRIBED SYSTEM
4 McCaul Street
Toronto
When a felon's not employed
in his employment,
A policeman's lot is dull as it
can be.
But this traffic cop finds pleasure
and enjoyment
When his radio is tuned in to
"R.B."
His interest in sports is quite
terrific
Whether baseball, hockey, foot-
ball or a fight.
His knowledge of these things is
quite prolific
For he listens in to "Sportviews"
by McKnight.

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LISTEN
THIS YEAR THE LEAFS

When a felon's not employed
in his employment,
A policeman's lot is dull as it
can be.
But this traffic cop finds pleasure
and enjoyment
When his radio is tuned in to
"R.B."
His interest in sports is quite
terrific
Whether baseball, hockey, foot-
ball or a fight.
His knowledge of these things is
quite prolific
For he listens in to "Sportviews"
by McKnight.

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

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