

CANADIAN BROADCASTER

VOL. 4, No. 11

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

JUNE 9, 1945

ONTARIO REPUDIATES
SOCIALISM

Attention went to Parliament

One of the first tasks of the twentieth parliament of Canada would be an investigation of the Broadcasting Act, and the application of it by the Canadian Broadcasting Corporation. In its present form it completely sabotages Fourth Freedom, Freedom of Speech, which represents at least a quarter of the object of the Act.

The Canadian Broadcasting Corporation has been granted a complete monopoly in the field of network broadcasting. It and it alone buy the transmission lines necessary for network broadcasting, and it alone can supply lines to private stations for commercial broadcasting. This it does, on occasion, but only for local provincial networks. Besides this monopoly which enables it to operate in fair competition with private paying radio stations, it also makes the rules under which these stations must operate.

Leaving aside the unfair competition angle, which only affects one industry, there is another, and far sver situation.

It is known that while the networks are comprised principally of private stations, control over them is completely vested in the CBC. This means that the Corporation is not only responsible for what goes out on the air, but also for what does not go out on the air.

This paper has no quarrel with network broadcasting, but it is appalled by the state of affairs where government-owned broadcasting system has this phenomenal power.

It is a power under which a government which did not subscribe to the democratic principle could utilize the ninety odd Canadian stations much as Hitler utilized radio as a potent weapon in the subjugation of Europe.

It is argued that the CBC does not belong to the government, but rather to the people of Canada. In actual fact, the CBC is presided over by a general manager who is appointed by a Board of Governors, and this board is appointed by order in council. However you define it, the CBC is a direct emanation of the Crown, and it is beyond belief that the governors

(Continued on Column 4)

Night Plane To Maritimes

There is hidden treasure out there on the Barb-wire networks of the Maritime Provinces in the shape of programs fashioned around the local communities — a part of those communities in fact — and after an all too short tour of the eastern terrain, it is our suggestion that sponsors and their agencies are missing opportunities of tying onto some of the time-tested local programs for which listeners turn to their local stations much as they perform any of the other routine functions of their daily lives. The reason, no doubt, is that stations do not inform their national representatives of these community activities, and consequently the reps are deprived of this sort of ammunition to peddle around the agency belt-line, so the agencies trot out the old alibi — "ain't no local talent" — and dust off the thirty-minutes-of-teashop-tune routine, rename it, and pump it out onto the networks.

It takes a periodical tour of the back concessions for a Torontonians to keep himself reminded that this Holy City is not the beloved Mecca of all the rest of Canada, and that there are hundreds of thousands of Canadians who don't live in Toronto because they would rather die. Actually we believe that the maritimers waste a terrible amount of time hating the trillium flowers and all that it stands for. But to our way of thinking that hatred, while it serves no useful purpose, is not without some reason.

For years they have watched the cream of their young manhood forsake their native heath for the smoke of the big city; for years they have done business with firms which label their goods "manufactured in Toronto and Montreal". There are those of them who definitely believe that Ontario and Quebec have contrived to supply industry with cheap power for the sole purpose of sabotaging maritime manufacturing.

We only covered about half the places we had intended to visit, because, in spite of the fact that we came from Toronto, we found a spirit of welcome we have never experienced in this province, which came out into daylight when our hosts discovered that the sole purpose of our visit was to find out what makes them tick.

In days gone by, Great Britain made the mistake of trying to sell Canada goods which were manufactured, presented and promoted for the British Isles. She was unable or unwilling to see that the complicated process of living is not the same both sides of the Atlantic, and by this failure she lost, not only in goodwill but also in actual sales. Ontario business has the same lesson to learn insofar as her treatment of the Maritimes is concerned, and if she does not do so, the loss will not only be in business, but also in national unity.

Though the commercial and sustaining offerings of the two radio networks enrich the Maritime airways, to a far greater extent than in Toronto even, care must be exercised lest they supplant local programs, which depict far more individuality than do ours in the more densely populated areas. Naturally talent only exists in ratio to population, yet easily the most popular programs in the east are musical shows which range from hill-billy to folk music. "Don Messer and his Islanders" are now on sustaining on the network, but Don has been wielding his baton since he started in Saint John in 1930. He has been playing from CFCY Charlottetown since 1939.

What sort of a reception do you imagine does CJFX, Antigonish, rate for its bid for listeners with the programs in Gaelic which it aims at a large settlement of Cape Breton Scots, and which Decca thinks enough of to record?

And so forth.

We liked the Maritimers, and we hope they'll ask us back again sometime.

Richard S. Lewis

Editor.

(Continued from Column 1)

would not be virtually compelled to respond to any pressure applied by their masters in the Parliament Buildings.

The people of Canada are completely uninformed on this undemocratic state of affairs, but they have paid a tremendous price for the survival of freedom. This freedom cannot exist while a totalitarian control is exercised by any government over what may or may not be broadcast on the networks.

Beavers of 1945

Last February this paper named its "Beaver Awards for Distinguished Service to Canadian Radio.

Seventeen awards were made to individual radio people, radio stations, sponsors and advertising agencies.

Early in February 1946, it will be our privilege to announce the winners and make the presentations of our awards for 1945.

The giving of the first awards created reasonable interest and showed a small beginning in the achievement of gaining a greater recognition for Canadian talent, and it was generally felt that press reaction was favorable.

When we first announced the award project, we received several briefs nominating possible recipients, which we found both constructive and informative. While we in no way obligate ourselves to act upon them, such suggestions will again be more than welcome, from any source whatsoever. To serve their purpose to best effect, such submissions should be entirely factual, and should contain all the information required to facilitate further investigation.

While each award will be made in the field in which the winner's signal service has been rendered, we neither limit such fields in which awards will be made, neither do we undertake to select winners from any specific fields.

As in the past, our aim in making our "BEAVER AWARDS" is to give recognition to those who, in the opinion of this paper, are, in their respective lines of endeavor, furthering broadcasting as a Canadian craft.

ALL-CANADA RADIO FACILITIES LIMITED



VICTORY BUILDING.
TORONTO, CANADA

June 9, 1945

Dear Joe:-

At last I can properly answer all those letters you have been writing about needing new and better programs.

Our friends at NBC have embarked on an unusually wide production schedule of new up-to-the-minute features. They tell me nothing like it has ever been attempted before, and from the auditions I have heard, they are correct.

There will be programs of every conceivable type - five minutes, quarter hours and half hours - with appeals to women, men and children - whether they live in the city or country - East or West, and, of course, we are their exclusive agents for these syndicated shows.

I will be sending you more information soon on the ones being released to all Stations. Some will be held for national and regional accounts.

Best regards,

ALL-CANADA RADIO FACILITIES LIMITED

A handwritten signature in dark ink, appearing to read 'Fred W. Cannon'.

Fred W. Cannon
Sales Mgr. Program Division

FWC:JMCK

ALL-CANADA RADIO
AT POINT OF

BY AIR
PAR A

PERSONAL

Sounding Board

May 11, 1945

ear *Sounding Board*: The following
ht appear under the Department of
lification and Correction.

our issue of May 5th contains a story
ed "Co-Ordination Plus", relative to
ale of War Savings Stamps by the
mercial Travellers of Northern Alberta
o-operation with CJCA and CFRN.

n the same night, at the same time,
station alone in Calgary, with the
stance of the Commercial Travellers
the Telephone Company, sold \$35,000.
h of War Savings Stamps—as op-
d to the Edmonton's two stations total
21,000.

ing an old Edmontonian myself, and
wanting to make things too tough for
old home town, we decided not to re-
our story to the trade press. How-
since Edmonton has apparently been
erently motivated. I feel we should
e the facts known.

Cordially yours,
Broadcasting Station CFAC.

A. M. Cairns, *Manager*

War Secrets Described

The war's biggest stories, the
s that couldn't be told, are
erging daily from under the cen-
ship ban, as security controls
hdraw into the past. CBC's
respondents overseas are to
ng these stories direct to Cana-
n listeners at home, in the new
ekly series, "The Secret is Out."

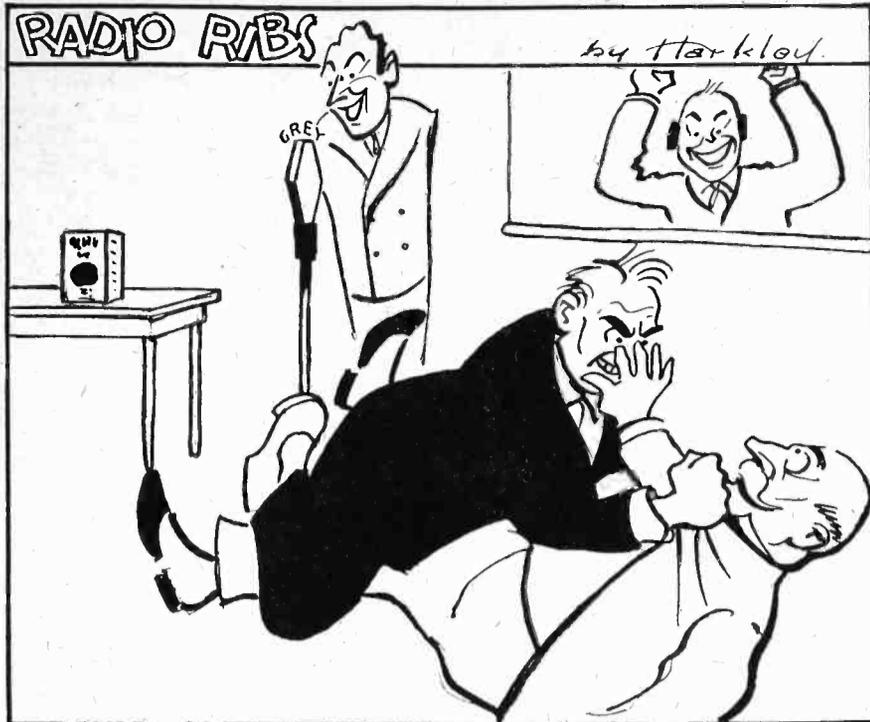
The broadcasts will be presented
r the CBC Dominion network,
omencing Wednesday, June 13,
10.15 p.m. EDT. Each pro-
m will be concerned with secrets
t helped in the defeat of Ger-
ny.

Bill Herbert comes to the mic-
phone first to tell of the exploits
the legendary Popsky's Army in
orth Africa. He speaks from
gland.

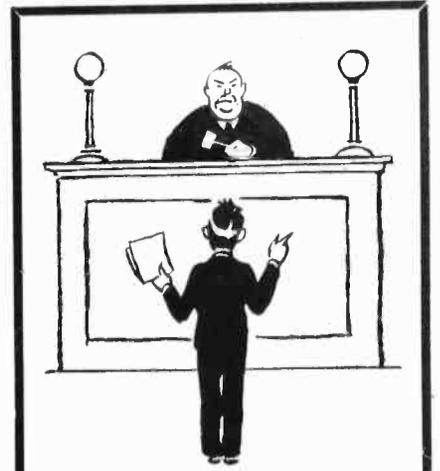
On the same date Don Fairbairn
ll give a full account of "Chan-
l Pipe Line," and the part it
yed in the invasion of the
ench coast. A farm commenta-
with the CBC before going
erseas early in the war, Fairbairn
s been attached to RCAF public
ations.

Stork Market

Cigars this issue are on Hal
ittenden whose wife presented
m with a new son.



"There will be a slight pause while the agency producer convinces the sponsor that a 15 minute drama needs at least two pages of story."



Our Evidence

- RUBY RAMSAY ROUSE
- MAURICE RAPKIN
- LORNE GREENE
- MONA O'HEARN
- BARRY WOOD
- MAURICE BODINGTON
- GRACE MATTHEWS

*You Can Contact
Them Thru*

**RADIO
ARTISTS
REGISTRY**

WA. 1191

TORONTO

Reaching North

Sergeant Joe Louis was the centre
of interest in a recent CJCA-KFAR
exchange broadcast. Joe refereed
the Alaskan Wing Golden Gloves
Boxing Tournament held May 24
and 25 at the Edmonton Arena.

He presented the champion high
school boxer of Edmonton with the
Michaels trophy. He had a brief
chat over the air with Dalt Elton,
CJCA's Production Manager. He
had a message to the lads posted
between Edmonton and Nome,
Alaska.

The entire program was relayed
to KFAR, Fairbanks and simultane-
ously CJCA's technical department
recorded portions of special inter-
est to local sportsfans, which were
broadcast over this station.

This is the sixth sports event
that has been broadcast under the
CJCA-KFAR inter-station arrange-
ment.

Board Meeting

The CAB board of Directors is
meeting in Toronto, June 25th and
26th for the discussion of regular
routine matters. The board will
also meet jointly with a committee
of the Bureau of Broadcast Mea-
surement.

Paul L'Anglais Talk

Paul L'Anglais, Montreal radio
producer who was scheduled to
address the Advertising and Sales
Club of Toronto on V-E Day is to
be heard at that club's luncheon
meeting on Tuesday, June 26th at
the Royal York Hotel, Toronto.
The subject of his talk will be
"What Gives with Jean Baptiste".

Success Story!

"SECRET SERVICE SCOUTS"

in its third season
on 35 stations

A copyright 'teen age story
which is produced and record-
ed for Vickers and Benson for
their client The Canada Starch
Company.

*Duophonic
Recordings*



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

CHML

CFRB
COLUMBIA

WBEN
N.B.C.

860

930

900

HAMILTON

WHAT A SPOT TO BE IN!

We are happy to be in it! The group of live, independent stations whom we are proud to represent recognized a good idea when they saw it, and are acting on it. If you will turn to Pages 6, 9, 11 and 14, you will see four **new** advertisements, all headed "What a Spot To Be In", all telling of some desirable Time Spot now open for sponsorship on an H.N.S. Station. We are proud to be associated with initiative of this constructive kind. Watch for these advertisements in every issue, and—if you act on the suggestions they contain—you, too, will gladly say "What a Spot To Be In".



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

(Entered as Second Class matter at the Post Office Dept., Ottawa)

VOLUME 4, NUMBER 11

JUNE 9, 1945

Published by R. G. LEWIS & COMPANY, 371 BAY STREET, TORONTO, 1, CANADA

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

THE ROAD TO SERFDOM"

Review of Friedrich A. Hayek's Significant Book, from the Syndicated Radio Program, "Books of All Years".

Professor Friedrich A. Hayek's book "The Road to Serfdom" is bound to startle many, especially those of us who have a yen to see full employment, social security and freedom from want established throughout the world. Hayek, I gather, wants to see the world go forward too, wants constant improvement, thinks we can correct a good many things about our financial and social setup. He cherishes the same ideals as we do, but he is worried about the way we seem determined to go about getting these improvements.

He says we're trying to get security and prosperity and a hand-out for the underdog by following most exactly the plan followed in Germany and Italy. He says we watched the process in those countries. After all, he is a native of Austria and was a lecturer in the University of Vienna during the years when Hitler was building up his power.

The phrases we are using now — "full employment", "planning," "social security," "freedom from want," were on the tongues of everyone in Germany and Italy those days. Many folks in England, Canada and the States were fooled. They talked about the wonderful systems Hitler and Mussolini were building, jobs for everyone, security for everyone, how good it was for those countries, how we needed something like it here. I wouldn't be surprised, from his writing to learn that Hayek once thought pretty highly of that style of thinking himself, until he saw what it eventually led to in those countries.

He now appears convinced that though we are fine, high-minded people, trying to achieve good ends, we are using, or tending toward using, the same methods which brought such tragic results before. He is convinced that no matter how fine our ideals and aims, these methods can only lead to totalitarianism; that when, by conscious planning, a government sets out to design a completely controlled state, Canada or England or the United States can reach almost the same nightmare as Germany and Italy achieved. He agrees he'd rather live in a totalitarian England or Canada or United States than in a totalitarian Germany, but thinks one would be nearly as bad

as the other. He does not agree with the idea that the German system would be all right if it were run by decent people. He claims that in totalitarian countries eventually and inevitably the worst people get on top. Only the unscrupulous and uninhibited can wield the arbitrary power necessary for complete planning.

I used to think socialists were all in one party. Hayek insists that is not so. Hundreds and thousands of us are thinking as socialists and not realizing it. Tories and Liberals and all parties are tending toward socialistic or collectivistic thinking, like the way of Germany.

The reason is obvious. We all know of improvements we want made. We know of errors existing, that must be corrected. We want more freedom. We would like to be free from fear, free from want. Hayek says that by trying to achieve this through conscious government direction in all walks of life, we shall lose exactly what we are trying to gain.

He thinks some of us figure it is worth a gamble — that we'd never go back any further than feudal days anyhow — and that though the peasants were very poor they were secure. He is wrong. We would slide back further, according to Hayek, for this reason: we now depend more upon one another, our life is more complex, and consequently planning would have to be more detailed — so detailed that we could make virtually no decisions of our own free will. Hayek anticipates some of us saying, "Well, we don't have a whale of a lot of freedom now. If you are short of cash, you've precious little freedom." His answer seems to be, "Well . . . you have some freedom, no matter how poor you are, and you always know there's a chance of gaining more." He quotes the famous communist, Max Eastman, as having eventually realized this. Max Eastman said:

"It seems obvious to me now, though I have been slow, I must say, in coming to the conclusion, that the institution of private property is one of the main things that have given man that limited amount of free and equalness that Marx hoped to render infinite by abolishing this institution. Strangely enough, Marx was the first to see this. He is the one who informed

us, looking backwards, that the evolution of private capitalism with its free market had been a precondition for the evolution of all our democratic freedoms. It never occurred to him, looking forward, that if this was so, these other freedoms might disappear with the abolition of the free market."

Hayek points out that we can take suffering much better if the same suffering or poverty may hit anyone. We'd find it harder to take if assigned to us by some central authority, who could say to us, "This is what you are worth, and all of you are worth." When no avenue of wealth or honor exists except through the government, we'd be unhappy. Hayek says, unless we credited that government with divinity. Hitler had eventually to set himself up as a sort of God. John Stuart Mill expressed similar thoughts when he said:

"A fixed rule, like that of equality, might be acquiesced in, and so might chance, or external necessity; but that a handful of human beings should weigh everybody in the balance, and give more to one and less to another at their sole pleasure and judgment, would not be borne unless from persons believed to be more than men, and backed by supernatural terrors."

Hayek, in the main, argues for limitation of government authority, but believes there are many places where government might well step in. He argues against giving up too many freedoms in order to have complete security, and yet he believes our system should allow at

least security against fear of starvation or a home for our family. He only urges us to be sure that in providing for those who cannot provide for themselves in a competitive world, we do not regiment ourselves and "plan" ourselves into serfdom; that we make arrangements to support those who cannot support themselves, but make those arrangements outside and separate from the free market. In other words, he believes that a free play of economic and competitive forces should continue. He believes in creating conditions favorable to progress, rather than trying to make progress a law of the land.

Hayek's book "Road to Serfdom" is not an attack on any party, at least it does not seem to be. He is an idealist himself — thinks all of us are, and never accuses any of us of simply climbing on band-wagons. He credits us with the highest of aspirations. But he watched Germany and Italy plan their economy and he's afraid England and the United States and Canada are moving in the same direction, and he sounds his warning. Then he offers counter proposals, methods of achieving our aims without travelling the same road as Germany and Italy followed. That is all.

In spite of his care to avoid discrediting the motives of anyone, his book will create a million arguments. He is an economist, and as the saying goes, when you get two economists together you arrive at three different opinions. At any rate, England has read his book and is still talking about it; now Canadians and Americans are arguing about it. If you wish to read it for yourself, the title again is "The Road to Serfdom", and the author, Friedrich A. Hayek.

Look to

RCA VICTOR

FOR

ALL-INCLUSIVE SERVICE

PLANNING · TRANSLATING · RECORDING

MANUFACTURING · SHIPPING

RCA Victor

TRANSCRIPTION STUDIOS

TORONTO · Royal York Hotel · AD 3091 · MONTREAL · Lacasse St. WE 3671

stands
HIGH in all surveys



**22 YEARS OF OPERATION KEEPS
CKY'S FINGER ON THE PULSE
OF POPULAR OPINION**

Trans-Canada network basic station.
The best transcription facilities.
Local features developed by experts.

IN MANITOBA CKY IS A MUST!

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

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

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

You bet we were in a spot — it looked for a while as if we were going to be really stymied by the manpower shortage. It even seemed possible we'd have to operate on a curtailed broadcast schedule. That's all history now — gone, but not forgotten. We still remember that the Moncton Kinsmen's Club was willing to supply a volunteer staff just to keep us on the air. We're mighty proud of this evidence of our value to our community.

CKCW MONCTON

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

**Addresses Service Club
On CAB Code Of Ethics**

"Children's programs are probably the most controversial branch of radio", Fred Lynds, manager of CKCW, Moncton, told a meeting of the Moncton Y's Men in the course of an address he recently gave to that organization on the CAB Code of Ethics.



"You will remember that a great to-do was raised recently across the country about the children's programs heard on Canadian stations", he said. "The CBC had complaint after complaint on the subject", he continued, "but the government broadcasting body insisted that they carried no programs that were not in accordance with good taste in this respect and inferred that the blame must lie with the private stations".

Asked by the private stations for specific instances of programs carried by them which could be described as harmful to children he pointed out that Dr. Frigon was quoted by the press as saying that it was such shows as detective dramas and other "thrillers" that were causing offence.

"The CBC has for a considerable time been carrying sponsored broadcasts of the "Shadow" series", Lynds pointed out amid laughter, "and "Big Town" is another well-known program brought into Canada from the United States over a CBC network.

"I do not for a moment suggest that such programs do really constitute the menace to youth that some reformers would suggest", he went on. "Psychologists do not think so either, because Home and School Organizations and Law Enforcement Agencies cite programs each year for their work in pointing up the "crime does not pay"

moral, and so help curb juvenile delinquency.

"The trouble with a lot of people", he pointed out, "is that they say: 'I never listen to the radio because there's nothing good on the air'. But how do they know if they don't listen?"

100% Coverage

The Maritime School Broadcasts produced by the Maritime School Broadcast Committee, operating under CBC supervision, are carried on every station served by either the CBC networks as well as the two CBC maritime stations, CBH and CBH.

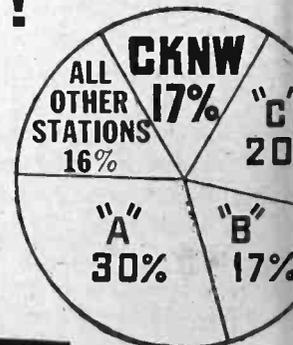
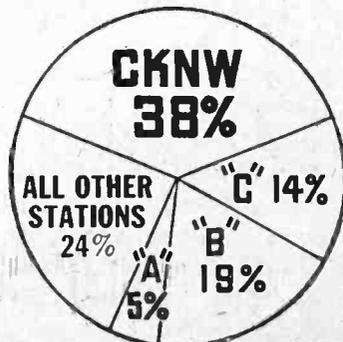
Programs are produced under the direction of Douglas L. MacDonald, CBC supervisor of educational broadcasts, some of them originating from the private stations. They average two fifteen minute broadcasts a day throughout the school year.

Translated into money the contributions of the private stations to this education work amount to over \$1,000.00 a week.

Personnally Speaking

Robt. Hart, formerly of CIBC and CJKL has been appointed program director at CKGB Timmins. Claude Irvin has been added to the commercial staff of the Timmins station. Gordon Jones former at the Northern Broadcasting Engineering Toronto office has transferred to CKWS, Kingston. George Walton formerly of CIBC has been added to the production department at CKOV, Kelowna. William Cruikshank has joined the announce staff of CBR, Vancouver after overseas service with the Canadian Army. Patsy Smetek has been appointed traffic chief at CKNW. Jack Bingham former CKWX has joined the announce staff of CBR, Vancouver.

**BUY NEW WESTMINSTER
AND GET A BIG SLICE OF
VANCOUVER
FREE!**



New Westminister
(E. H. Ratings
8 a.m. - 6 p.m.)

CKNW
NEW WESTMINSTER, B. C.

Vancouver
(E. H. Ratings
9 a.m. - 5 p.m.)

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

National Spot

PURITY BAKING CO.: renew "quashshooters" 15 minutes 5 a week over CKWX, Vancouver. Kim Advertising Ltd., Vancouver.

STRAND CYCLE OF CANADA: started daily flash announcements for one year over CHML, Hamilton. Placed direct.

BARKER'S BAKERIES LTD., (BISBITS): morning newscasts 6 a week under way for one year over CKEY, Toronto. Jack Murray Ltd. Toronto.

LEVER BROS. LTD.: 15 minute inscriptions "Adventures of Jane den" under way for eight months over VONF, Newfoundland. Placed direct.

THE KNOX COMPANY (CYS-X): renew spot announcements over CKWX, Vancouver. Weed and Company, Hollywood.

CARTER PRODUCTS INC. (ARRID): minutes 3 a week participating "Make Believe Ballroom" until May 11, 1946 over CKEY, Toronto. Small & Seiffer Inc., New York.

CANADIAN INSECTICIDE AND CHEMICAL CO.: 26 spot announcements over 19 stations across Canada until August 17. Locke, Johnson & Company, Toronto.

CAMPBELL FINANCE CORP.: 5 minutes 1 a week musical program under way for one year over CKEY, Toronto. Also series of newscasts over 5 other Ontario stations. Ronalds Advertising Agency Ltd., Toronto.

CATS PAW RUBBER CO.: 104 inscribed spots for one year over number of Canadian stations. S. Levyne Co., Baltimore.

UNION STEAMSHIPS: daily spot announcements under way over CJOR, Vancouver. Stewart-Lovick Ltd., Vancouver.

BAR DOL OIL CO.: 15 minutes 1 a week "Future Unlimited" over CJOR. McConnell Eastman Co. Ltd., Vancouver.

C. E. FULFORD LTD. (ZAMBUK): daily spot announcements under way until May 31, 1946 over CHML, Hamilton. Metropolitan Broadcasting Service, Toronto.

GRAFTON & Co. LTD.: 52 spot announcements under way over CHML. Placed direct.

Local

WHITNEY'S HOUSE FURNISHINGS: 30 minutes 1 a week for 26 weeks "In His Steps" under way over CKWS, Kingston.

GILLESPIE MOTORS: 30 minutes 1 a week for one year under way over CHEX, Peterborough.

INLAID FLOOR COMPANY: flash announcements 3 a week for 6 months over CKWX, Vancouver.

WATKINS WINRAM LTD.: 15 minutes 1 a week "Morning Serenade" under way for 6 months over CKWX, Vancouver.

REID'S PHARMACY: renews for one year "Doctors Courageous" over CJOR, Vancouver.

DAYTON'S LADIES' WEAR: 15 minutes 1 a week for one year, musical program over CJOR, Vancouver.

B. C. ELECTRIC RAILWAY Co.: renew spot announcements over CKWX, Vancouver. O'Brien Gourlay Ltd., Vancouver.

BIG ROCK FARM: daily spot announcements over CKSF, Cornwall.

JOBS FOR VETS

FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS

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

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.



Speaking of Experience

OVER 10,000 radio programs of every type and size, covering drama, talks, comedy, farm features, concert programs, variety shows, women's programs, etc., have passed through my hands during my 19 years in Canadian radio.

I figure that's a lot of programs... and a lot of experience... and a vital statistic for your files that can be of real practical value to you when you are arranging for the production of your fall radio programs.

166 Yonge Street, Toronto
ADelaide 8784

There are
DEFINITE REASONS why

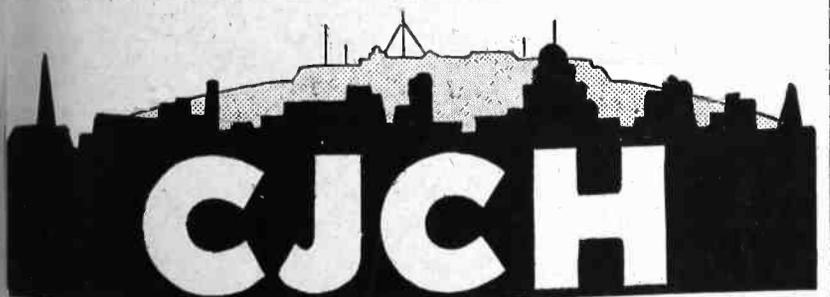
CFNB
Fredericton

IS A
MUST BUY
IN THE
MARITIMES

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

CFNB
FREDERICTON N.B.

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



"The Friendly Voice of Halifax"

Representatives: HORACE N. STOVIN & CO., CANADA
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.



Murray Ross, Toronto pianist and arranger, is having one of his scores recorded for the NBC The-saurus series, "Memorable Music". It will be conducted by Norman Clouthier, musical director for the NBC Recording Division. Murray is heard currently in such programs as Cashmere Bouquet's "Musical Mailbox", "Man with the Story" and "Fighting Navy".

Dairy Series

14 Canadian stations between Vancouver and Sudbury are carrying a new singing jingle series for Palm Dairies Limited, makers of Palm Ice Cream. Campaign, with mixed, modern quartette and 15-piece orchestra, plus teen-age boy and girl team, who alternate on lead-in lines, features mainly, the company's Ice Cream. Placed by Stewart Lovick Ltd., Vancouver.

AGENCIES

COMPTON ADVERTISING INC., New York City, have appointed Sydney S. Brown casting representative in Canada.

J. WALTER THOMPSON CO., LTD., Toronto. Phil Mygatt, radio director, has resigned to join Geyer-Cornell & Newell in New York. In the meantime Iris Alden is carrying on in charge of the radio department.

DANCER - FITZGERALD - SAMPLE (CANADA) LTD., have opened their first Canadian office in the Royal Bank Bldg., Toronto, under Gilbert Nunns, whose title is Vice-President and General Manager. Miss Catherine Coats has been appointed secretary to Mr. Nunns. Both were formerly with Locke, Johnson & Co. Ltd., Toronto.

JIM MATTHEWS has left CKEY, Toronto, to join the Toronto office of J. J. Gibbons.

REG. GEARY of Harold F. Stanfield Ltd., Montreal, is on a trip through the west.

12

**Newscasts
Daily**

keep thousands of radios tuned continuously to "1460". In a huge triangle of prosperous territory in Northeastern Saskatchewan, within which no daily newspapers are published*, the majority of well-to-do families rely on CJGX for up-to-the-minute news.

This great audience awaits YOUR message. Write us, or call the nearest office of our representative.

*Nearest dailies—
Winnipeg, Saskatoon, Regina.

**CJGX
YORKTON!!**

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

Never A Dull Moment

*I'm just a little plugger.
(Note: That's spelled with a "p-l")
I switch the little switches.
(Note the "s-w" as well).
I've gotta know the temperature,
I've gotta know the time,
I've gotta know whose face is on
A Czechoslovak dime.
I've gotta know my history,
Geography, and worse
I've gotta know diplomacy
When people phone and curse,
The speaker, or soap opera
The music or the news.
I must confess the public has
The most ridiculous views.
But still it's fun, tho' so insane
It leaves you in a daze,
It's still the tops, and that's for sure
In oh so many ways
So now you know the inside score
Cause you're a listener too,
And I betcha that you'd like to be
A crazy plugger, too.*

PEGGY MILLER,
CJCA Receptionist.

**"Radio World" Awards
LaFleche Trophies**

"LaFleche Trophies" have been awarded by RADIO WORLD to the following Canadian radio artists:

- Dramatic Artist:* (male) John Drainie, (female) Grace Matthews.
- Popular Singer:* Alys Robis
- Producer:* Andrew Allan
- Sustaining Program:* "Stage 45".
- Orchestra Leader:* Lucio Agostini and Samuel Hersenhoren.

Heading their categories in other groups for which no "LaFleche Trophies" were given, were:

- Comedian:* Alan Young.
- Comedienne:* Louise Robertson
- Classical Singer:* Evelyn Gould
- Announcer:* Earl Cameron
- Commercial Programs:* (equal votes) "Canadian Cavalcade", "Happy Gang", "Music for Canadians", "Singing Stars of Tomorrow".

Other Categories: Matthew 11-ton.

Awards were made on the basis of ballots received from 52 provinces, 5 from the Maritimes, from Quebec, 18 from Ontario, from Manitoba, 1 from Saskatchewan, 6 from Alberta and 6 from British Columbia.

Program Head

Toronto—John M. Kannawin, formerly head of the CBC overseas unit, has been appointed program director of station CJBC, Toronto.

Kannawin's new appointment follows two eventful years as director of the CBC overseas unit covering the activities of the Canadian troops in Italy, France, Belgium, Holland and Germany.

CKCR
KITCHENER
A *Wright* STATION

Mr. Advertiser....
THE MOST EFFECTIVE SALES MEDIUM
IN A MAJOR CANADIAN MARKET

CKCR
see
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

FAN - FARE

By JOHN ADASKIN

It's difficult to understand why sponsors constantly overlook a simple formula for musical shows and insist on patchwork. The simple formula is still the best, but either their collective conscience bothers them or they think a "razy Quilt" attracts more listeners. By "conscience" I mean the "reason" for putting a show on the air. They're always looking for excuses such as service shows or nameless give-aways.

A glance down the list of the most listened-to radio programs puts as simple formula as "Waltz Time" away up on top. And there's an idea that simply adds up at the thought of Patchwork. They've picked their audience and what's more, they hold it!

The thought that a little bit of everything will please more people is, in my opinion, very wrong. Of course this pertains to straight musical shows. Variety programs are entirely different and can be handled in a thousand different ways. Let's see what happens to musical shows. The concert listener (who is infinitely in the minority crowd) gets slightly irked when his favorite "Tone poem" is cut to three and half minutes. Then, like adding insult to injury he must listen to some jive and saucy ballads. The formula swings around to another variety tidbit. The bobby-soxers feel exactly the same way. Just as they swing to the give-out groove, what happens? They've got to wait until Diva Nightingale warbles about with a song describing a Brown bird singing. Are they eased with the variety? No! They're furious and twist the dial to find even livelier group that features a pair of gum-sticks whaling the hide out of a g-skin.

Naturally, no one person can be an oracle but I would live to see our Canadian programs show a little sense. By all means give us variety, but give it to us in sensible proportions. Don't build shows on an "idea" only; build them with our good Canadian personalities. Pitch up to your choice and let him develop a style and stick to it. As soon as a musical show becomes cluttered it's doomed to an early cancellation, and no one wants that, except the listeners!

"Waltz Time" is an example of a simple formula show. So is the "Album of Familiar Music". And there's lots of variety and audience for both, and, from a rating standpoint, very successful!

How nice it would be to present a straight popular show with a few good personalities — good arrangements, smoothly produced and pretty much in a steady groove. It might take a little longer to build up a listening audience, but I am sure that once a listener came across that program, it wouldn't matter whether he missed the opening, the middle or any portion of it. He would sense the "style" of the show, and, if he liked it, he would come again and again. Then on the other hand another sponsor who feels that his product deals with Mr. and Mrs. Average Public could perhaps put on a program of standard music. The same thing would hold true there. Each program would have character of its own and it could definitely be said that a large listening audience could be built up for the "long pull". There are dozens of names one could think of — people who would give their proverbial eye teeth for the pleasure of directing a straight show. There's Jack Arthur of theatre fame, Horace Lapp with a fine hotel reputation or Norman Harris or Russ Gerow, Ernest Dainty and a host of others. All of these men have at one time or another handled big and little programs. How nice it would be to capitalize on their past experience — allow them to develop a style of their own and "give them their heads". It is certain we could produce shows in Canada that would equal or excel the simple formula programs that are brought to us from across the line.

CBC Scores "First"

Once again CBC has been singled out for honors by the Institute for Education by Radio held at the Ohio State University. Once again Canadian private stations have apparently let opportunity pass them by, by making no submissions to the Institute's Annual Exhibition of Radio Programs.

In cultural programs "first" went to the CBC for Lister Sinclair's "A Play on Words", produced on "Stage 45", "Mulrooney's New Year's Party", a Len Peterson script produced by J. Frank Willis, and Mac Shoub's "O Day of Joy and Gladness" produced by Rupert Caplan. The citation for these awards read, in part, "... they were by far the finest programs submitted in the opinion of the judges."

Another first award was given for "Nature's Revenge", one of the national school broadcasts on "Conserving Canada". Script was by Tommy Tweed, production by Kay Stevenson.

Platter Sales

Alf Lewis, formerly of CHML, Hamilton, and CJC, Sydney, has joined Exclusive Radio Features Ltd., and will handle transcription sales.

By Popular Request

CFNB's 2 hour Saturday afternoon program "By Popular Request" indicates an interest in request programs most people thought had gone out with the T-model.

Started on a Saturday afternoon when the network broke down during a storm, and the station was forced to operate on its auxiliary power supply, Austin Moore played 41 requested numbers in a two hour ad-lib period, and had no less than 123 selections left over, many of which had been asked for by several listeners.

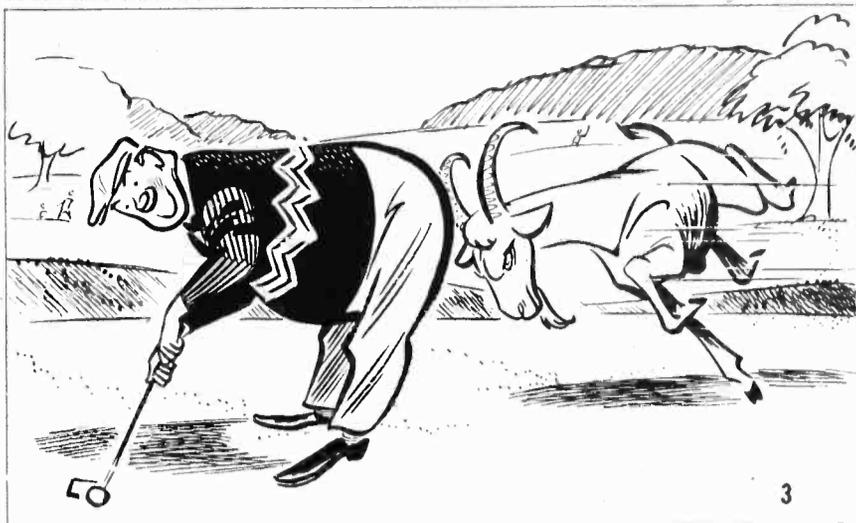
"By Popular Request" is now a regular Saturday afternoon feature on the Fredericton station.

Succumbs To Accident

Following a traffic accident while in charge of a CBC mobile unit, Captain C. W. (Cliff) Speer, of the CBC, died in London, England, May 11th.

With the CBC, Cliff Speers was CBC "Mobile Recording Engineer", and, as such, supervised the broadcast of the opening of the Alaska Highway, and other actuality projects of the CBC Features Dept., he participated in the Royal Visit broadcasts, and travelled 18,000 miles for the "Our Canada" series. Before going overseas he was supervising operator at the CIBC (Toronto) transmitter at Dixie, Ontario.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

WE'VE never actually been in this spot, although we've been the goat many a time! We believe we have a spot almost as striking in the sponsorship of our nightly National News Summary, 15 minutes of up-to-the-minute news at 10.00 p.m., ADT, now available. A full hour ahead of other news broadcasts in this area, and a golden opportunity for an alert time-buyer.

CJCH Halifax

Represented by

HORACE N. STOVIN

& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

CKEY'S "Musical Clock"

is still a commercial to me, though it is "on sustaining" as far as CKEY is concerned, and also to the wide listening audience which Elliott-Haynes averages at 41.2%.

Thanks Jack Cooke

STU KENNEY

CANADA'S APPROACH TO FM

Immense Possibilities Await Set Manufacture

by Phil Glanzer

Frequency Modulation broadcasting, or "FM" as it is popularly known, is an improved broadcasting service which was introduced to the public on a limited scale just about the time the war began. It supplements the older service known as "standard broadcasting," which operates in a band of medium frequencies and uses amplitude modulation, or "AM". Standard broadcasting was developed and established when the higher radio frequencies had not yet been made available for practical use. It is subject to limitations and handicaps imposed mainly by the use of the medium frequencies, but it also possesses certain inherent advantages.

Experimenting in Toronto and Montreal

Use of frequency modulation stations to improve radio broadcasting in Canada will probably not become widespread until after the war, but experiments and public demonstrations are now in progress in Montreal and Toronto.

Dr. Augustin Frigon, General Manager of the CBC, recently in-

dicated that frequency modulation should be introduced generally in Canada when conditions permit—meaning, of course, when equipment is again available.

While the CBC does not operate a transmitter from Mount Royal in Montreal, as yet, it is preparing to build a frequency modulation station there as soon as equipment is available. The only FM transmissions in Montreal at the present time originate at the CBC Engineering Headquarters in the Keefer Building, where a low-powered FM transmitter (25 watts) is employed daily, carrying FM programs. This service is given in order that CBC engineers and local radio manufacturers may have available at all times FM transmissions for testing receivers.

Tests, however, were conducted on Mount Royal last fall to determine the suitability of this site for FM and television installations, and, at the same time, to demonstrate to the Executive Committee of the Montreal City Council the Frequency Modulation reception from Mount Washington, 170-air-

line miles away, in New Hampshire.

Following the tests on Mount Royal which provided highly satisfactory results, permission given by the City of Montreal the CBC to erect a station. CBC have already ordered a 3 K FM transmitter, and are preparing plans for a suitable building, initially to contain the FM transmitter, but eventually it is expected to be expanded to contain a television transmitter as well. A suitable site for a similar station is being sought in Toronto. Meanwhile the Queen City has been experimenting on its own. Station CFRB has been operating an experimental station for a number of years on an experimental basis only—assist some of the radio manufacturers in overcoming their problems in connection with frequency modulation manufacture.

FM Sets for Qualified Persons

Just about time war broke out the Stromberg-Carlson company manufactured about 100 combination AM—FM radio sets for sale commercially. These are now located mainly in Toronto and Montreal. It is expected that a number of special receivers will soon be manufactured and distributed by the CBC and Canadian manufacturers amongst a few persons qualified to pass judgment on the operations, but listeners generally will not note any difference in reception because the present-day receiving sets are not fitted for frequency modulation reception.

High Frequencies Reduce Static

FM broadcasting differs from standard broadcasting mainly because it operates in the very high frequency portions of the radio spectrum, which research and development opened to practical use after the establishment of standard broadcasting. In the band of very high frequencies which has been allocated to sound broadcasting either amplitude or frequency modulation may be used, but for technical reasons frequency modulation has been adopted.

Accordingly, broadcasting in these frequencies has become known as FM. One of the principal advantages derived from the use of these frequencies is that they are practically free from disturbance by natural static, with either amplitude or frequency modulation, whereas considerable static is

(Continued on Next Page)

THANKS!

OUR recent announcements to the effect that our growing list of subscribers is forcing us to suspend our free list has brought forth a gratifying response.

Those who have been receiving this publication free for the past three years, but have not yet accepted our invitation to subscribe, will have received a "gentle reminder". For your convenience we have printed it in the form of a combined subscription blank and invoice.

Thanks Again!

Subscription Rates	
1 Year	\$2.00
3 Years	\$5.00
No Extra Charge for U.S.A. Subscribers	

The
CANADIAN BROADCASTER

371 Bay Street Toronto

JUST A MINUTE!

**YOUR SELLING TALK
CAN BE TOLD IN A MINUTE
WITH**

SPOT BROADCASTING



Continued from Previous Page)

entered in the standard band. The combined use of these higher frequencies and frequency modulation give FM broadcasting benefits and advantages not available in standard broadcasting.

A need is clearly indicated for coordinating the development of FM broadcasting with standard broadcasting. Each has its peculiar advantages over the other, and each complements the other. Their combination should eventually provide the best and most flexible over-all standard broadcasting system.

No FM Sets This Year

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

May Broadcast FM and AM

In the development of such a system, FM stations would be installed in the populated areas where they can provide improved service over that rendered by present standard stations. They may gradually eventually supersede and displace local and regional standard stations. In that system clear channel high power stations would serve rural and other remote areas. These stations should eventually have as much as 500 Kw output.

Perhaps the most effective stimulus to the rapid post-war development of FM broadcasting would occur if the programs of the present networks of standard stations could be broadcast also by FM stations. This would retain or engage the radio audience irrespective of the type of receiver installed in homes; it would give broadcast listeners a direct comparison of the effectiveness and the relative merits of the standard and the FM systems; it would also assure FM

listeners good program service from the highly developed standard network sources; and enable standard network operators to engage in the development of FM services. It would also increase the effectiveness to radio advertisers, because a single program would be broadcast by both kinds of stations at the same time.

Educational Possibilities

FM has great possibilities in the field of education, since it makes feasible the operation at low cost, by educational institutions, of their own stations catering to their particular localities. The Federal Communications Commission in the United States have assigned certain ultra-high frequencies for the exclusive use of schools and colleges. Already the boards of education of Cleveland and Chicago have installed FM transmitters and are operating stations supplying full programs to all their schools.

FM Radio Station WBEZ, of Chicago has built its transmitter on the roof of a leading hotel. Nearby are ten studios and control rooms, a library and directors' offices. WBEZ is on the air five week-days from 9.15 a.m. to 3.30 p.m. Programs are planned by the Chicago School Radio Council, with the aid of a board of specialist consultants; they aim to provide background material and stimulus to work. Most scripts are written by specially assigned teachers, and all acting is done by high school students, trained in WBEZ Central Radio Workshop, which holds a weekly three-hour audition for volunteers. The chief engineer is a technical teacher, and the operator a seventeen-year-old technical student.

All Chicago schools are equipped with FM receivers or adapters. Listening is voluntary, but each school has a radio chairman, appointed by the Principal, to watch over classroom use of radio. The Council provides a full supply of visual and supplementary aids to study.

U.S.A. Leads The Field

NBC station W2XWG, which began operation on January 11, 1940, was the first FM station established in New York by any network broadcaster. The call letters were cancelled on November 1, 1944, when NBC was granted an FM commercial license for New York with call letters WEAJ-FM. There are, however, 53 FM stations in the United States, licensed commercially; 5 licensed non-commercially; two with developmental licenses; and two licensed experimentally; these are situated in many of the principle cities of the United States. About a score of FM applications are now pending with the Department of Transport in Ottawa, whereas in the United States broadcasters have begun to realize the importance of FM and as a result, there are 40 applications pending before the Federal Communications Commission for commercial construction of FM stations; 344 applications for construction permits; and 17 applications for construction permit reinstatement.

According to Washington sources, permanent post-war employment for 300,000 persons will be provided by FM broadcasting in the United States, with a commensurate number in Canada. One large American manufacturer discovered in a recent nation-wide survey, that the public wants 91,

000,000 FM sets in the United States and Canada, after the war of course!

Canada Is Awakening

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

Dr. Frigon says that a Canadian Radio Technical Planning Board has been formed, composed of radio experts, who will go into the whole question of frequency modulation. Under the chairmanship of R. M. Brophy the board will help industry to prepare for placing equipment on the market as soon as the Federal Government authorizes the establishment of frequency modulation stations in Canada.

The whole Canadian Broadcasting service, which includes approximately 30 stations, may be modified "considerably through the introduction of this mode of transmission."



WHAT A SPOT TO BE IN!

ALAS, alack, no jolt could be as great as when you're hit with three cherubs from the nowhere come to make your residence a hum — and keep it humming as you grow to love the rascals, hi de ho. Squalls by night and then by day, but somehow Nature finds a way to ease in chuckles, gurgles, glee — to make you pr-r-oud of your family tree.

We're proud of the girls and boys who have made CKLW one of the liveliest spots in Canadian radio. We're proud of our connections with the CBC and Mutual networks. We'll be proud to serve you, to build your sales, in the Windsor area and in Essex, Kent, Elgin, Lambton, Middlesex and Huron Counties. You'll find CKLW a gr-r-and spot to be in.

CKLW
Windsor

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

B.C.'s GOLD PRODUCTION
\$8,000,000

THE OKANAGAN'S AGRICULTURAL PRODUCTION
\$16,500,000

CKOV
KELOWNA
B.C.

The VOICE OF THE OKANAGAN

See All-Canada
or Joe Weed



**Covers
The World**

**UNITED PRESS
presents
"ONE MAN'S
DESTINY"**

The story of front page personalities against their historic background in accurate detail. An excellent opportunity for sponsors looking for high class family markets.

**The Audition
Disc Deals
With the life of
Winston
Churchill**

For rate and further details of this new and thrilling series of 15 minute Radio Shows write to

**BRITISH
UNITED PRESS**

HEAD OFFICE
231 St. James St.
MONTREAL

Entertainment In The Mop-Up Period

By Sam Ross

Overseas Correspondent for All-Canada Radio Facilities

The fighting war in Europe is over but the entertainment job of the Allied Expeditionary Forces program still is a big one. The result is, the AEF program will continue indefinitely although changes will be effected to meet changing conditions.

Gerry Willmott is the Canadian representative on the AEF program board and it is a BBC project for the entertainment of all the troops. It's known at times as the "million dollar network" for it gets the pick of the shows from everywhere.

Thirty-five shows a week are Canadian, including recorded shows from CBC in Canada. Individual Canadian stations also contribute 15-minute shows of home-town flavor but general in appeal for they must provide entertainment for troops from all parts of the world.

In addition, the AEF draws programs from the armed services to give it closer touch with the men on the fighting fronts. They are all special jobs, written and produced for the entertainment of the men who do the fighting.

Canadian contributions to the AEF program are among the most popular for they are generally acceptable to all troops whether from Canada, the United Kingdom, the United States or other countries. There is co-operation too between the Canadian armed services in the shows and their production by the radio divisions of the services.

The RCAF radio set-up includes eighty network broadcasts a month and it ships fifty recordings monthly to individual stations back in Canada. It also does 15 programs monthly for the AEF network. The radio division of the Army contributes fifty hours of entertainment monthly to the AEF and in addition does about twelve

shows a month for the BBC North American service.

The RCAF set-up includes Squadron Leader Andy McDermott as radio liaison officer and formerly of Regina, Toronto and Montreal. In the field are Flight Lieutenant Charles Hutchings, formerly with Cockfield, Brown in Toronto; Flight Lieutenant Scott Reid, formerly chief engineer at CKNX, Wingham; Flying Officer Warren Wilkes, formerly with Tandy Agency, Toronto; and Pilot Officer Don Fairbairn, formerly CBC farm commentator.

In addition, the RCAF set-up has Flying Officer Steve LeSueur of Windsor, Ont., and Washington, who was known as Steve Douglas over CKLW; Sergeant Art Boulden, formerly of CKCL, Toronto, and ACI Joe Midmore, the latest to join the radio staff from CKWX, Vancouver. Midmore has just been transferred from a bomber station to the radio job.

Two others doing a big job are Flight Lieutenant Bernie Yuffy, formerly of CKLW, Windsor, and Pilot Officer Ted Hockridge, formerly of Vancouver. Programs by Yuffy go to seventy stations all over the world where service men are located. Although not widely known in Canada, Hockridge has built a reputation on stage, screen and radio as a baritone and he's reported to have some good post-war contracts in his pocket.

The Army radio set-up is headed by Major Brian Meredith of Ottawa who was on the BBC staff prior to the outbreak of war and took over the army radio job after joining the Canadian forces.

Four of the men on the Army staff are Captain Cam Ritchie, formerly of CKLW, Windsor; Lieutenant Douglas Marshall, formerly of CBC, Vancouver; Lieutenant Jack Scott, of Vancouver and Staff

Sergeant Wilf Davidson of Winnipeg. They handle most of the shows monthly used on the and also produce other series shows for a total of about hundred a month between. Captain Ritchie is the senior producer of Canadian shows on AEF.

Captain Bob Farnham of Toronto is the musical director for Canadian Army programs. Farnham has played a top role as Yuffy in a string group that has been doing a top job in entertainment.

The Army radio set-up also includes Sergeant Wilf Carpenter, Toronto; Corporal Joe Duff, formerly of CBC, Toronto; Lieutenant Corporal Dick Misener, formerly of CKMO, Vancouver; and Troop Sergeant L. deB Holley, formerly of CBC Toronto.

The radio personnel overseas also includes three girls who are doing a topnotch job. The Wren Georgina Murray, formerly of Lillooet, B.C., and Toronto, is doing the major radio work for the Royal Canadian Navy. One of the continuity announcers is Lieutenant Charmian Sansom of the Canadian Women's Army Corps. A civilian member is Ilene P. of Winnipeg who writes the program Ranch House—a 15-hour show weekly.

Trans-Atlantic

Roy Thomson, of North Broadcasting and Publishing, expects to leave for England at the latter end of June on business connected with his radio stations and newspapers. He also expects to avail himself of permission he has received to go into Germany.

Service With A Smile

"Could you tell me the time please?" asked a female voice when the CHSJ, Saint John switchboard girl answered the phone. "Nine minutes past eleven", came the reply. "Thank you", said the listener. "Will you please call me back at noon that I know when to take the roast off." 'Twas done.

CHNS BULLETIN BOARD

AT BROADCASTING HOUSE IN HALIFAX
the Home of CHNS and CHNX

Live Talent Shows with Studio Audience of
100 people are a specialty.

Ask All-Canada Radio Facilities
MONTREAL OR TORONTO

• **960 ON YOUR RADIO** •

BOYS WILL BE BOYS!



When Alan Young visited the soldiers' ward at Royal Victoria Hospital, Montreal, during the eighth Victory Loan Campaign, he dropped in on Burt Hall, of All-Canada Radio Facilities Ltd., who has been spending three months in the Ross Pavilion. "Dr." Young tried to persuade Burt not to gag the picture, but really had to hold him down to prevent it. At any rate, Burt has now recovered and is back at his desk in the All-Canada Montreal office.

News In French

Press News inaugurated June 4th a radio news service in French to French language radio stations in Quebec and Ontario. PN is sending approximately 11,000 words daily on a schedule designed to catch the regular newscasts of par-

ticipating stations. The service is based on regular PN English service and is translated and transmitted from Montreal bureau of The Canadian Press. Participating stations include CHLP, Montreal; CKCV, Quebec; CHLN, Three Rivers; CKCH, Hull; CKSF, Cornwall.

LEWISITE

LOVE ONE ANOTHER

A recent trip through the Maritimes gives rise to the reflection that there are those in the east who might accomplish a great deal more if they did not spend seventy-five per cent. of their time hating Toronto.

STERNER REACTION

Asked by Premier T. C. Douglas (C.C.F., Saskatchewan) what he thought of the C.C.F., a French-Canadian replied "Good station. I listen to it from Montreal every night."

OUR GRAPES

Radio seems to be largely divided between out-of-towners who have come to the Holy City and made the grade, and those who couldn't make the grade.

REHABILITATION

Discharged servicemen are not looking for hand-out jobs, but an opportunity to be useful.

DOMERANG

Private enterprisers who are short-sighted enough to employ known socialists to deliver their publicity messages are the rightful prey of said socialists.

AILBAG

Sir: I see where a group of CBC men have been admitted to H. V. Kaltenborn's 20 year club. I'll bet you a two-sided transcription that every one of those guys is over 21.

—Earlscourt

FREE FREEDOM

One of democracy's greatest rights is the privilege of voting against it.

YOU'LL BE SORRY

The significance of Ontario's deliverance from a socialist hierarchy is pointed up by the spontaneous utterance of the defeated C. C. F. leader who said: "This is a very bad result . . . and one for which the people of Ontario will pay heavily during the next year or so."

MANPOWER SHORTAGE

Rev. W. E. Fuller of Saskatoon says that soap operas are popular because they often provide women with the romance their husbands fail to supply.

DOG-GONE

The right to vote is like a man's tail. When he forgot to exercise it, he lost it.

R. I. P.

In respect to the memory of the dear departed Ontario Socialist party, alias the C.C.F., it is understood that the word "Jollification" is to be removed from the vocabulary, to be replaced with "Drewification".

Reserved for
Michael FitzGerald

to inform the trade
of a
NEW AIR CHECK SERVICE

for
**Agencies, Artists
and
Announcers**

*Air checks of your Radio Show at
any hour of the day or night at
moderate fees.*

call

Kingsdale 5223

Read and Weep

Our Latest Compiled Bunk STATION CFBR

LOCATION: Brockville, Ont., near 1000 Islands, between Toronto and Ottawa (also Sydney and Victoria).

POWER: 100 watts, going up.

POPULATION: Rural ?

Urban ?

Total 60,000*

WEALTH: \$0.00 to \$1,000,000 (includes fellows who own networks. It's a life-saver).

PROGRAMS: Music, talk or both. (no charge for sound effects).

EQUIPMENT: Appetite, license, clock, transmitter and turn-tables. (Enough for luxuries like a boss, a janitor and postage on promotions).

AUDIENCE: (Estimated I guess):

2.00 a.m. 0000 (off the air).

8.00 a.m. Some people get up then.

12.00 noon. Must be. (Medicine people want this time).

3.00 p.m. We wonder.

6.00 p.m. Met 3 people today who raised Cain about grammatical error.

7.30 p.m. If none, then 60,000 people are missing good Dominion Network Shows.

INDUSTRIES: Hats (like Brickee's), Telephone Stuff for Blind Date and Information Please Pills. If you see spots, take Pink Pills and see them in technicolor. Hardware, assorted, except Knockers, Milk (in cans—not Camels), Whoopee by U.S. and Canadian tourists. Officers and heroes at the Officers' Training Centre (ask one). Motor Boat Engines, Fishing Tackle, Fire Extinguishers. (We're hot stuff).

H. N. STOVIN & CO.,
our representatives, have a lot more dope on CFBR than we have ourselves.

CFBR

BROCKVILLE

**Changes daily (both way for shopping)*

Slips That Pass In The Mike

by

Gordon E. Howard

The Elliott-Haynes Calgary
Rating for the
B-A Oil Program
"FIGHTING NAVY"
OVER

CFAC

CALGARY

IS

117%
HIGHER

Than its National Rating...
in competition with another
network show



... another
proof of the
CFAC listen-
ing habit ...

Take advan-
tage of it!

STUDIOS:
SOUTHAM BLDG.
CALGARY

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

Three hundred years ago the Earl of Roscommon made the very sage observation: "Words once spoken can never be recalled". Certainly the poetic Earl wasn't thinking of radio, but his words were indeed prophetic. For instance, a few weeks ago Jack Dawson, one of CFRB's top-notch announcers, gave his listeners quite a chuckle with a few words he would have liked to recall. Here they are: "It is now fifteen seconds before 9.00 p.m. L-o-r-i-e, Bulova watch time." But that was far from the first time an announcer or radio artist had made a slip in the mike. It did however recall many other boners which Ramsay Lees aptly terms "Slips that Pass in the Mike", and prompted me to gather a few of them together. The same Ramsay Lees volunteered the first one and unblushingly admitted it was a faux pas committed by none other than Ramsay Lees.

Ramsay was on duty at the time Edward VIII made his famous abdication speech and his duties as combination announcer and engineer apparently got him slightly flustered. Edward's speech was

short, and a fill was necessary, so Ramsay selected a record at random to supply the music. To his amazement and the undoubted amusement of his listeners a vocalist started crooning 'Crazy with Love'. Would you leave the record on or quickly change it to something more appropriate? Ramsay left it on, and why not, says me.

Before recounting more of these faux pas, it would seem appropriate to nail one popular canard to the mast. I am referring to the announcer on a children's program who completed the plug and presuming the engineer had cut the mike, proceeded to say "That ought to hold the little so-and-so's". And, by the way dear reader, to which announcer have you heard that one ascribed?

I have talked to quite a number of people who give the palm to Maurice Bodington, whose history in radio dates back to CKGW and for my money one of the most human announcers in many a year. It rather taxed my credulity, so I decided to give it a verbal toss over my shoulder and wait and see. It didn't take long. My next informant on the subject didn't know about Bod having made the history-making blunder, but he recalled with definite assurance that Norman Brokenshire of the NBC fame had pulled it on one of the many programs he announced in the earlier days of radio. In fact this chap said he was listening at the time, so I didn't need to worry about the authenticity. So there, I was just about to rebuke Uncle Bod for plagiarism, when I bumped into a radio man from the West Coast, Vancouver to be exact, who definitely added to my confusion. When I told him that I managed to keep the wolf off my front step with radio activities, including a few announcing chores, he asked me if I ever pulled any boners on the air. This query was also given a discreet verbal toss over my shoulder. Then without any solici-

tation on my part he proffered a dandy that he'd heard on a coveur station and once again was all ears. Yes, you guess. He would never forget the that George Taggart, then in coveur, signed off a children's gram with the afterthought—ought to hold, etc., etc." A which seems to prove nothing leaves me firmly convinced either many announcers lack oality or the listening audienc occasionally suffers hallucination choose to believe the latter.

And now for some of those

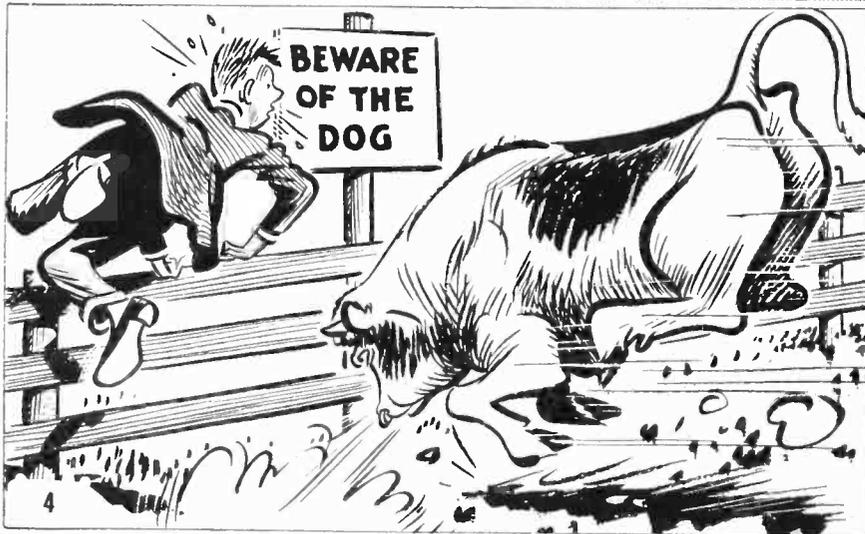
It would seem that the tra sition of vowels and syl rather than mental lapses, lea field in funny situations, and first one that comes to mind back a long way.

Pop Howells was the man c hour on the hour for this one v came from old CKCL, Tor to Pop was station Manager n volunteered to fill in for an nouncer off duty. He was ng fine until it came time for th the-hour time signal. That w undoing, for instead of sayin the word LORIE it will be exy nine o'clock" he calmly tol audience "When you hear the rd worry it will be nine o'clock."

Lowell Thomas, NBC com mator was guilty of another t s position with amusing results en he spoke of the British diplom as Sir Stifford Crapps. Alan Saige usually a model of top-fligh nouncing, confesses to speakin on the merits of a certain bran of tobacco, addressing his remar to men who "smike a pope". I ve heard too, but without verific on of the Calgary announcer spee for a local department store, ing some trouble with the and draperies department" an let you transpose that one wi comment. And just in case ou think my education hasn't rea complete, I have also heard

(Continued on Next Page)

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

HERE'S our very best spot-buy for any live time-buyer—Dick Diespecker doing the News at 12.30 to 12.45 noon daily Monday through Saturday. CP and BUP news wires, plus Diespecker's personal treatment of the news, make this period a real buy—besides which, it has the highest present rating for daytime news in the Vancouver area.

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Continued from Previous Page)

the announcer on a breakfast food program asking the very pertinent question—"ladies, do your husbands wake in the morning dull and lustless?" This latter one by the way has been credited to several announcers — who's your minee?

Thanks to Russ Gerow for this one from his fine program "Reminiscing". Announcer Ted Rust, introducing the vocalist Joan Green, sang this way: "And now our armstrong young singer of songs—Joan—uh-uh—Groan Jean, beg your pardon, Jean Groan". His confusion was lost in a hurried waltz beat by the Maestro and Miss Green was on the air amidst very audible snickers.

Bill Kemp, former CFRB announcer, overseas for the past few years, will no doubt long remember his classic slip at the expense of a sponsor. The program was the "Quiz of Two Cities" for Noxema, and this evening the show is running late, so much so that the final commercial should never have been attempted. But Bill, then fairly new to radio, wasn't for giving his sponsor out, and started a fairly long plug just about the time he should have been signing off. Doc Lindsay, M.C. and producer, was circling a frantic finger, clenching his throat and generally behaving like a man with the nerves. But Bill continued undisputed. However, Lindsay's discomfiture finally had the desired effect on Kemp and he closed his commercial with these rapid-fire words: "So remember ladies there'll be a thrill awaiting you—put Noxema on your face before bedtime—night and watch the skin come off in the morning". Was the sponsor listening? Indeed he was, a fact company representatives were right in the studio. Their comments deponent knoweth not. Deponent sayeth not.

Quiz programs and all others where dialogue is ad lib provide many illustrations of the unusual and "Treasure Trail" has many happy (?) memories of embarrassing moments, perhaps none more vivid than a lady contestant's description of the Scottish sporran. If you never heard, ask someone who knows to take you off in a quiet corner. The merriment caused on "Take It or Leave It" a short while back left the entire cast in such a paroxysm of laughter as to stop the show. It all happened when M.C. Phil Baker was quizzing a soldier contestant on a category covering slang names for army food. Red lead had been identified as catsup, battery acid was recognized as coffee and then came the payoff on the eight dollar question. "What food is known as noise?" asked Phil, smilingly anticipating the answer celery. But the contestant had other ideas and his startling reply was BEANS! There

was a silence you could almost hear, for a fraction of a second; but the ensuing laughter was lusty and prolonged. Under the belly laughs Phil Baker was assuring the contestant that he had won \$64.00 and on this happy note, and with no let-up in the laughter, they went on to the final or jackpot question. However nothing was understandable for that last long minute, and its doubtful if the Blue Network was ever signed off so hilariously.

Phraseology can often put strange interpretations into an announcer's mouth and for that reason I am constrained to recall a startling announcement made by the late Graham MacNamee, or at least frequently credited to him. I refer to his eulogy of the Gruen watch and his sincere advice to give your wife one for Christmas. So far so good, but the script writer's choice of adjectives had surprising results. Oh yes, that adjective was 'gorgeous'. I'll leave it to you to apply it!

I am reminded of an eventful incident on Hamilton's CHML a few years ago. Frank Burke, now at CKLW Windsor, threw a monkey wrench into the decibels and megacycles with a surprising announcement just as the station began its daily schedule. Burke arrived at the studio one Monday morning, yawned a typical 7 o'clock yawn, opened the key, and

delivered to his great unseen audience this momentous announcement. "Good morning ladies and gentlemen. This is CHML at Hamilton, Ontario. We now leave the air to return at the same time tomorrow." It is said that this was the incident which led the then proprietor of the station to march angrily into the station and, in keeping with his ardently prohibitionist views, smash the recording of "Cocktails for Two."

In my search for material for this article I have been regaled with many other humorous stories about the fifth estate, but, as your editor has pointed out, there is a limit to just how far a paper will go, even the CANADIAN BROADCASTER.

If there's a moral, I haven't found it, but the many incidents lend conviction to the words spoken nearly one hundred years ago by Will Carleton in his poem "The First Settler's Story".

"Thoughts unexpressed may sometimes fall back dead; But God himself can't kill them when they're said".

New Frequency

CJVI, Victoria, left its old frequency last month with a special program, "Farewell to 1480". Since then, writes "Ches" Chestnut, we have been broadcasting on our newly assigned wave-length of 900.

Joins Agency



R. W. "Bill" Harwood, formerly with the Public Relations Division, Royal Canadian Navy, has joined Cockfield Brown, Montreal, as manager of the radio department. Before he joined the navy Bill was a partner in the production firm of Baudry-Harwood.

Eastern Trip

David Armstrong, national advertising manager of CKNW, New Westminster, B.C., is at present in Eastern Canada visiting National advertisers in Toronto and Montreal. Mr. Armstrong expects to be in the East until the end of June.

CKRC
630
ON THE DIAL

**DOLLAR FOR DOLLAR
CANADA'S BEST
RADIO BUY!**

Ask Burt Hall, John Tregale,
or Joe Weed.
An All-Canada Station

WINNIPEG
ON THE
DOMINION NETWORK

How They Stand

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

DAYTIME			EVENING		
<i>English:</i>			<i>English:</i>		
Happy Gang	18.2	-1.2	Charlie McCarthy	31.5	-1.2
Soldier's Wife	17.6	-1.9	Lux Radio Theatre	31.4	-7.8
Big Sister	16.9	-.9	Fibber McGee & Molly	30.7	-3.9
Ma Perkins	13.9	-.2	Kraft Music Hall	22.9	-4.6
Road of Life	11.8	-.2	Album of Familiar Music	20.6	-.5
Claire Wallace	11.1	-1.7	Bob Hope	18.5	-4.0
Lucy Linton	11.1	-.2	Aldrich Family	17.4	-1.5
Pepper Young	11.1	-.5	Waltz Time	16.1	-2.6
Woman of America	10.5	-.9	John & Judy	14.9	-.5
Right to Happiness	9.8	-.6	Thin Man	14.5	-.6
<i>French:</i>			<i>French:</i>		
Quelles Nouvelles	31.7	+1.4	Course au Tresor	31.8	-1.6
Jeunesse Dorée	29.9	-5.5	Le Ralliement du Rire	31.5	-4.2
Histoires d'Amour	24.6	-.4	Ceux qu'on Aime	30.4	-2.4
La Rue Principale	24.3	same	Nazaire et Barnabe	29.7	-2.3
Joyeux Troubadours	22.3	-5.7	Metropole	28.1	-3.3
Tante Lucie	22.0	+ .8	La Mine d'Or	27.6	-1.2
Grande Soeur 12.30	21.9	-3.7	Dr. Morhanges	27.1	-7.5
Grande Soeur 11 a.m.	19.6	-3.1	Cafe Concert	23.7	-3.7
Métairie Rancourt	18.8	-.8	Amours de Ti-Jos	22.9	-3.3
Via de Famille	16.5	-1.9	Quelles Nouvelles	21.9	-1.6



Montreal's impressive Bell Telephone Building typifies big business in Canada's metropolis.

WE SALUTE THESE ADVERTISERS

... now on the air with R.P.P. Produced Programs

- Monday, Wednesday and Friday—WBEN Buffalo—"International House Party"—John Labatt Limited—J. Walter Thompson Co. Ltd.
- Sunday—CBF and French CBC network—"Les Gars de la Marine"—British American Oil Co. Ltd.—J. Walter Thompson Co. Ltd.
- Monday—CKAC-CHRC—"Cafe Concert Kraft"—Kraft Cheese Ltd.—J. Walter Thompson Co. Ltd.
- Monday—CKAC-CHLT-CHLN-CKCH—"Les Amours de Ti-Jos"—John Labatt Limited—J. Walter Thompson Co. Ltd.
- Tuesday—CBF and French CBC network and CKAC—"Les Secrets du Docteur Morhanges"—Ironized Yeast Co. Ltd.—Pedlar & Ryan, Inc.
- Tuesday—CBF and French CBC network—"La Mine d'Or"—Cashmere Bouquet—Spitzer & Mills.
- Wednesday—CKAC-CHRC—"Ceux qu'on Aime"—Pond's—J. Walter Thompson Co. Ltd.
- Wednesday—CKAC-CHRC-CKCH-CBV—"Le Theatre de Chez-Nous"—Red Rose Tea & Coffee—McConnell Eastman.
- Thursday—CKAC-CHRC-CHNC-CJBR—"Radio-Theatre Lux Francais"—Lever Bros.—J. Walter Thompson Co. Ltd.
- Friday—CKAC-CHRC—"Pierrot Latulipe"—Quaker Oats—Spitzer & Mills.
- Monday through Friday—CBF and French CBC network—"Les Joyeux Troubadours"—Colgate-Palmolive Peet Co.—Spitzer & Mills.
- Monday through Friday—CBF and French CBC network—"Les Liptonnaires"—Thos. J. Lipton Limited—Vickers & Benson.



RADIO PROGRAMME PRODUCERS
MONTREAL QUEBEC

THIS is the CBC

Two Editorials Reprinted from the Winnipeg Free Press

No Hits, Three Errors

The CBC has now made three attempts to broadcast speeches of Canadian political leaders and has struck mud on each occasion. In baseball parlance, its batting average is .000.

It fell down completely in its first effort to get Mr. Coldwell on the air from San Francisco. The second attempt here got inexcusably involved with a speech by Mr. George Drew, Ontario Conservative leader. When Mr. King went on the air Wednesday night something went wrong with the recording machine for the delayed broadcast. At least a dozen noticeable flaws appeared as the broadcast proceeded.

Mr. David Lewis, national secretary of the C.C.F., exonerated the CBC for mangling Mr. Coldwell's broadcast and blamed the C.P.R. communications. The insinuation was that the failure was deliberately contrived by the C.P.R. No one who heard the Prime Minister's speech will take Mr. Lewis seriously. The plain truth is that the CBC has bungled three broadcasts out of three. The public of Canada is entitled to better service than this, and so are the leaders of the political parties who have made the broadcasts.

Wife Ahoy!

A sailor from an Eastern port agreed to meet his wife in Cornwall on a certain date. His wife came from Vancouver. Something happened and the sailor wasn't able to leave his post at the appointed time and he had no way of contacting his wife who was enroute from the West. He arrived in Cornwall three days late only to learn that his wife had left the hotel where he was to meet her. An announcement was made over CKSF and within three minutes the stations telephone rang. It was his wife.

Lament For Youth

Mr. Coldwell says that when he got to San Francisco a few weeks ago he discovered something that delighted him. At the Colun Broadcasting station, where he went to make a radio address, he found three-quarters of the technicians were Canadians. Delighted, he thought that they could not proceed at home. Under the child a free enterprise system in Canada says Mr. Coldwell the gates of opportunity were closed to young men. So they fled to the United States and there they succeeded.

Succeeded in what? In a free enterprise system and in a privately owned radio chain. If they stayed in Canada these young men would have been unable to secure employment in any national radio organization except the government-owned CBC. They evidently saw no satisfactory opportunity which, in the light of recent events, is not surprising. So they eagerly sought jobs and promotion in a private radio system where, according to Mr. Coldwell, they succeeded very well.

And from this set of facts a remarkable paradox of reason Mr. Coldwell concludes that private enterprise closes the gates of opportunity, and young men can only get along under socialism.

Rehabilitation

This paper's rehabilitation service for returned service men has been implemented with a plan under which audition discs will be made of the voices of men applying for announcing and kindred jobs. These discs will be kept on file at the CANADIAN BROADCASTING office and will be available to station managers and others.

Discs are being made by the Dominion Broadcasting Co., who have volunteered to donate them to assist in this rehabilitation work.

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MONTREAL

A *Wright* STATION

THE MAJOR PROBLEMS OF ADVERTISING

Saying the RIGHT thing
At the RIGHT time
To the RIGHT people
are in capable hands at

CKAC
MONTREAL
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

Mission Accomplished

Report from the CAB Newsmen who attended the San Francisco Conference

"Report from San Francisco" was a triple play carried through by a three-man team representing the cooperative strength of the Canadian Association of Broadcasters.

Objective number one was of news reporting from individual angles. Second goal was feature reporting by the CAB correspondents and official delegates. The third target was demonstration of the fact that community radio has a definite, useful place in the Canadian scheme.

Delegates to the United Nations Conference on International Organization were impressed by private radio's vision, — its recognition of the importance of the Conference. They were impressed, also, by the working arrangements provided, — an attempt to overcome some of the handicaps under which community radio works in Canada, and find a method of providing Conference service. But about all, they were impressed by the willingness of community radio to provide a public service feature, — one which by its very nature could not be primarily profit-making, but purely an attempt to provide a special service for Canadian listeners.

"Report from San Francisco" was a mission that served notice of private radio's maturity, and aggressive development into a useful enterprise. Most of the delegates were already very familiar with the *Report from Parliament Hill* enterprise, and it was obvious that they coupled the two projects in their minds to find impressive weight in the total.

Recorded interviews were secured at San Francisco with Gordon Graydon, Leader of the Progressive Conservatives, with M. J. Coldwell, Leader of the C.C.F.; with Senate Majority Leader J. H. King, and Mrs. Cora T. Casselman. Only

events brought about by the combination of elections, V-E day, and his duties on the Conference Executive Committee, prevented the Prime Minister from making a recording in this series. We had been assured of his intention to do so, and his staff indicated their pleasure at the arrangements suggested by CAB representatives.

Technically, a great deal was learned at San Francisco that will be of invaluable assistance in future projects of this kind. This experience should help community radio in its constant endeavor to provide better and more complete entertainment and educational service.

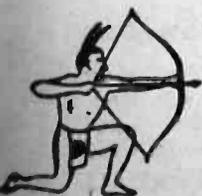
It may shake us a little to admit it, but some of the official representatives were at first a little surprised to find private radio represented at the Conference, — even a little skeptical. Increasingly, they became aware during the Conference, of the existence of the community broadcasting station, and its value, possibilities and problems. "Report from San Francisco" showed private radio itself that we can handle feature jobs and big ones, — that we have more to gain than any of us thought from co-operative enterprises of this sort. With practical vision and aggressive co-operation, community radio can demonstrate that it has a unique and essential position in the Canadian pattern of life.

Natal Calculus

A recent estimate of Canada's present population (1945) stands at 11,983,000. This figure was increased by .0008345% on May 18, according to J. Myles Leckie, chief statistician of Elliott-Haynes Ltd. Myles ought to know. It was his first child — a daughter — Linda Ann. Everyone well.

It's the TALK of the TOWN!

An Alaskan-Division army-sergeant who published a book of cartoons; an Edmonton violinist returned from a concert tour; an historic church being preserved as an Edmonton landmark; these are typical of the subjects on CFRN's talked-about community service program, "Talk of the Town." Such wide-awake presentation of subjects interesting to this particular market has given CFRN the well-earned title "The Community Station With the National Reputation".



1000W 1260 Kc.
EDMONTON, Alberta

CFRN

ISLAND MUSIC



Heard three times a week on the Trans-Canada network, originated and produced at CFCY, Charlottetown, P.E.I., "Don Messer and his Islanders" dispense folk music to listeners across Canada. At the microphone is L. A. "Art" McDonald who produces and announces the program; Don Messer with his violin; Cecil Santry at the bull fiddle; Warren MacRae who drums; Rae Summers (clarinet); Charles Chamberlain (guitar and vocals); Jackie Doyle at the piano. On the air at various maritime stations since 1930, Don Messer's arrangements have been published both in album and sheet and he records for Decca. Last summer he chalked up a record for the Maritimes when he packed 2,800 dancers into the Forum at Glace Bay, Nova Scotia.

Red Cross Uses Short Wave

In collaboration with the CBC, the Canadian Red Cross Society has started a short-wave service between Canada and Europe to assist Canadians to locate friends and relatives. Thus far the service is con-

finied to Holland and Czecho-Slovakia. Personal messages of not more than fifty words are accepted free of charge at Red Cross Branches, and are broadcast in English and the language of the country in which the relative or friend lives.

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CKWX
980 KC. 1000 WATTS
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This is MUTUAL

"More Hope than Charity"



A COLUMN OF CONSTRUCTIVE DESTRUCTION
by **Elda Hope**

"I've always found it difficult to understand why excuses should be made for a "first" show not being up to standard. Goodyear's "Parade of Songs" needed no excuses. It is a well-executed show. Since seeing it, I've heard it on the air and it still makes a bull's eye on the radio target.

The twenty-five piece orchestra includes such men as Blain Mathe and Morris London so its naturally a good aggregation conducted by Stanley St. John. Maybe it's because I've watched conductors like Faith and Hersenhoren at work, but this directing seemed a direct contrast. The featured vocalist is Alexandra, a new singing discovery, who presents popular ballads in a sweet and sincere manner. Still another vocal feature is the male quartette whom we know as The Four Gentlemen—Bill Morton, Jack Reid, Ernest Berry and John Harcourt. Gordon Sinclair adds adventure with his short stories. The Master of Ceremonies is Michael FitzGerald, the announcer Jack Fuller, the producer Don Bassett.

It is natural to suppose that, for every show leaving the air, a replacement is made. That doesn't alter the fact that I've become justly fond of certain programmes and that I miss them. Such a show was Dodd's "Dream Time". It probably carried the least strident commercials of all big-time broadcasts. The talent was top-ranking—Lucio Agostini's brilliant orchestra, charming chanteuse Alys Robi, song stylist Eddie Allen, narrator Mercer McLeod and announcer Elwood Glover. These clever artists comprised an excellent show but I can't overlook the man behind the glass partition—producer John Adaskin. Every baseball team has its coach but, without an umpire, the game would probably get quite out of hand. Similarly any program requires an ace producer. I always thought "Dream Time" must have just that.

Some teas are stuffy affairs while others are as dull as dishwater. This was neither—it was gay, and to me, educational. The day was bright, the groceries good and the guests talented, indeed, radio talent-ed.

One of the most vivacious and sparkling among these was Ruth Springford. Never having met Ruth and her vivacious personality before, I now readily understand her popularity as an artist on such dramatic shows as "Stage 45" and "The Martins". Have you heard her Scottish dialect?

Cosy Lee was there too, and I hadn't seen Cosy for too many years—not, in fact, since the days of "Vi 'n Tony". She is a vivid character actress and has done clever work on a variety of shows including "Curtain Time" and "Here's Your Health". She also does Marionette work as well as making herself the whackiest hats.

It's a mystery how a petite girl can master such instruments as the pipe organ and novachord, but those are Doris Veale's accomplishments. And she plays piano and celeste as well as doing a bit of composing. One of her compositions that merits mention is "The Mood I'm In". She seems to spend her time riding from studio to studio in her little Chev. Coupé.

A very likeable and accomplished actress is Kathleen Kidd. She has played many dramatic roles on the air and has had much experience in the theatre. Her son Keith, in the army, looks more like her brother.

It may be bad taste to use this phrase, but I think Babs Hitchman is an all-

around swell gal. Babs writes homey, true-to-life scripts for Pe "John & Judy" shows. She acts as playing the character of 'Jeanie' in "Penny's Diary". It would be radio's if Babs' interests were in another field. 'Judy' of "John & Judy" is played Roxana Boyd. She is a born actress to act seems very natural to her. She has been female star on many excellent shows I've heard including Andrew Len's production "This Is Our Canada". And, too, she is editor of that five-a-week show, "Woman's World".

Versatility is the word most descriptive of Pauline Rennie. She not only imitates a baby of any age to twenty-seven, ack-ack guns like any commando, plays straight roles as well. Pauline made an outstanding character of 'S. Swivelspatz' whistling on every 'S' show. Added to that she sings her way through commercials, as on Buckingham's "Tain Time".

So I reiterate it was all an education to me. This was no clique, there was professional jealousy—just a group of girls who do their best for radio entertainment, dishing a lot of dirt over a cup of tea.

Religious Broadcasting

As an aid to religious broadcasters in using the great potentialities of radio, E. Jerry Walker, consultant on radio for the International Council of Religious Education, has written a guide book form for those who prepare and present religious programs. This manual, entitled "Religious Broadcasting," has been published by the National Association of Broadcasters, Washington.

"On the whole," says Mr. Walker in offering this booklet to the using radio for religious purposes, "the radio industry is only too happy to give its services with compensation for religious broadcasts. Such program time is counted as a public service to the listener. It is for the religious broadcaster to match this gift with the very best in carefully prepared and presented religious programs."

A perusal of this pamphlet gives evidence of careful and conscientious attention paid to a delicate subject by the writer who has compiled a comprehensive knowledge of techniques in broadcasting and problems of those engaged in religious endeavor who would use powerful means of reaching people.

The pamphlet carefully covers all phases of religious programs from planning to presentation.



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

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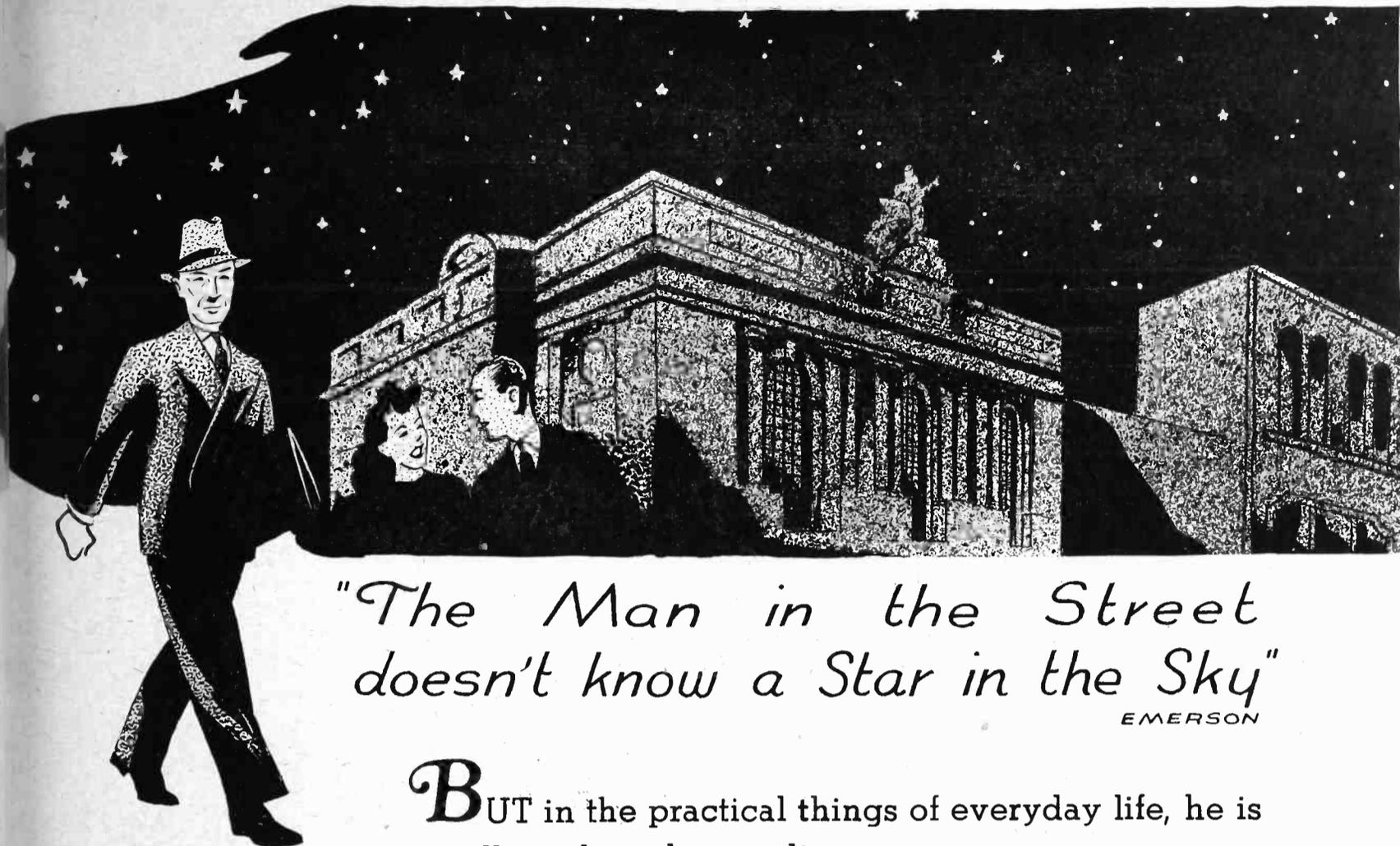
LIFE STORY OF
WINSTON CHURCHILL

Limited Time Offering
\$3.00 AN EPISODE
(Ontario Stations Excluded)
52—15 minute Transcriptions

Write or Wire

EXCLUSIVE RADIO FEATURES LIMITED

14 McCaul Street Toronto 2



*"The Man in the Street
doesn't know a Star in the Sky"*

EMERSON

BUT in the practical things of everyday life, he is usually right in his verdicts.

This agency has just celebrated its second birthday. We have grown steadily and have done a sales job for our clients because we believe the most important man in Canada is "the man in the street."

We have custom built shows for each client, but each show has been slanted to "the man in the street." The results of this special show designing have been satisfactory to our clients because these shows have paid off in no uncertain way. They paid off because they appealed to our friend "the-man-in-the-street" and we know they appealed because surveys show that week-in-and-week-out "Murray Custom Built" programmes consistently draw Canada's largest radio audiences.

Plan right now to use radio to get the greatest results from every advertising dollar. Make those results even bigger by letting us build you a "Murray Custom built" show to suit your requirements and at the same time appeal to the mass market—"the man in the street."

JACK MURRAY LTD.

TORONTO

10 KING ST. EAST

ELgin 5600

Here's a brand new CFRB feature . . . "Songs for the Boys"! It's another outstanding example of our successful combining of public service and radio entertainment.

A troupe of top-notch performers is travelling around to military hospitals, bearing our musical greetings to convalescent servicemen. Then, in order that our radio audience may enjoy the music these boys are hearing, there are weekly studio presentations of the shows, each Saturday night.

★ **"Songs for the Boys"**
SATURDAY NIGHT AT NINE
on **CFRB**

Where most of the favourites are!

Throughout the whole week . . . and every week . . . CFRB offers a variety of programmes . . . information and enjoyment to suit every taste.

Each programme broadcast over CFRB is designed to round out a definite, carefully-planned pattern of the kind of radio entertainment which will please the greatest number of people. Time after time, research has proved that CFRB has most of the programmes most of the people want to hear . . . the highest percentage of top-rate shows, as indicated by actual listenership.

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

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

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!