

# CANADIAN BROADCASTER

Vol. 4, No. 12

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

JUNE 23, 1945

\$2.00 for 1 year  
\$5.00 for 3 years

## Foster Heads Radio Execs

## Hang-over To Socialism

## Maritime Association



At the annual meeting of the Radio Executives Club of Toronto on June 8th, Harry E. "Red" Foster (Foster Agencies) was elected president, succeeding C. W. Wright, who founded the club and occupied the chair since its inception as the Broadcast Sales Club of Toronto two years ago, and who remains on the board as immediate president.

Other members elected to the executive were Walter Elliott (Elliott Haynes Ltd), vice president; Benson (Canadian Broadcasting), secretary; Walter Enger (McGraw Advertising Ltd.), treasurer.

The following were asked by the president to act as committees-of-charge in various club activities. Jim Stovin (H. N. Stovin & Co.), membership; Hal Williams (Dominion Broadcasting Company), speakers; Lancaster (Radio Representatives Ltd.), publicity.

## Comedy Team

Art McGregor and Frank Deane (Woodhouse & Hawkins) will present a summer comedy show June 1st, Mondays at 8.30 p.m. on CFRB and an Ontario network. The new show will replace "Spin 'n' Win" for the summer.

In Toronto since 1941, Art and Frank have devoted most of their energies to production. Previously they established a reputation in the West, first in Calgary and latterly in Winnipeg, as a popular comedy team which had its beginning in 1931.

This month, first the Province of Ontario, and then the Dominion wrote "finis" to the current campaigning of the socialist party in Canada. For the time being at least the terrifying monster has gone — gone by the overwhelming will of the people — but has he taken his stench with him?

The answer to this question is a very definite "no".

At its peak, so strong did the CCF become that the Liberal Party found it necessary or at any rate expedient, to set a thief to catch a thief.

They stole planks out of the CCF platform by creating, as what they call a "public corporation", our national airlines (TCA), and voting themselves a monopoly on all long-distance flying.

As another example, it was only a year ago that our chartered banks came very close to falling under the socialistic axe, when the Banking Act came up for revision. It was CCF pressure, applied to the government, which brought the bankers up on the carpet, but it was a parliamentary committee, comprised chiefly of Liberals, which so nearly took them over.

Step by step, this Liberal Government has encroached further and further into the preserves of radio broadcasting, to cite another instance, until today, the private stations of Canada are as completely hornswoggled as they can be by the Canadian Broadcasting Corporation, which is at one and same time their competitor in business and their master in the eyes of the law. And the Fourth Freedom, Freedom of Speech, has become a mockery.

Blame for this state of affairs cannot be laid solely at the door of the Liberal party, for, had John Bracken been elected, he certainly would not have made the CPR a present of Trans-Canada Airlines, neither would he have given their rights to broadcast back to the Indians—the Indians who own the stations.

Yes, socialism, as a political party, is dead, but in viewing the remains of the dear departed, do we see a corpse which is about to be buried and then forgotten? Or are we attending the funeral rites of a "body" which has not died until it has first completed its task, the task of spreading its own virus, so that it will live on in everyone who has come in contact with it.

The expulsion of socialism from the political scene is a tremendous forward step, yet private business is far from being out of the woods. If a free business, purged of all that was stinking and rotten, is to emerge from the pandemonium of the past years, there is no single individual who stands for our competitive system, who hasn't a particular part to play in re-establishing business in the respect and esteem of the public.

We are all wont to pay little or no attention to things like socialism until they strike us forcibly, where it hurts, in the bank account. But socialism is not made by socialists. Rather it is the direct result of business' abuse of its own privileges, and that means your business and every business which is an employer. Socialism is a drastic dose of castor-oil, designed to cure an equally drastic belly-ache, brought on by prolonged orgies of self-indulgence at the expense of others.

At a meeting of maritime station operators in Moncton, N.B., June 14, it was decided to form an association to be known as the Maritime Association of Broadcasters, the aim of which will be to further the interests of private radio stations in the three eastern provinces.

An executive was elected as follows.

Keith Rogers, CFCY, Charlottetown, P.E.I., president; William C. Borrett, CHNS, Halifax, vice-president; Fred Lynds, secretary-treasurer. Others attending the meeting were L. A. McDonald, CFCY; Jim Humphreys, CJCH, Halifax; Laurie Smith, CJLS, Yarmouth, N.S.; N. Nathanson, CJC, Sydney; C. S. Chapman, CKNB, Campbellton; and J. Clyde Nunn and T. C. Robertson from CJFX, Antigonish.

Among business discussed was a proposal to undertake some market promotion directed to other parts of Canada in order to familiarize advertisers with maritime characteristics from a merchandising standpoint. Steps are also to be taken to encourage the more extensive use of the medium by Maritime industries.

It is proposed to approach the CBC for permission to run a weekly sustaining program over a network of MAB member stations. The plan is to have the stations each produce a program in turn, as a means towards the encouragement of local talent.



Included in the birthday honors announced last week is Flight Lieutenant Wishart Campbell, musical director of station CFRB, Toronto, who has been given an M. B. E. in recognition of his work organizing R.C.A.F. entertainment.

*Richard S. Lewis.*

Editor.

MAKING TRANSCRIPTION HISTORY

A BRILLIANT NEW MUSICAL SHOW!

# "Pleasure Parade"



★ **KAY LORRAINE**  
OF "HI PARADE" FAME, BEAUTEOUS BALLAD SINGER



★ **BOB KENNEDY**  
ROMANTIC SINGING STAR FROM THE ORIGINAL CAST OF "OKLAHOMA"



★ **JIMMY WALLINGTON AND MILTON CROSS**  
CO-EM CEES OF PLEASURE PARADE



★ **THE MODERNAIRES AND PAULA KELLY**  
TOP FLIGHT SINGERS OF HIT SONGS



★ **BRILLIANT ARRANGEMENTS**  
FEATURED BY IRVING MILLER AND HIS GREAT RECORDING ORCHESTRA

MOST BRILLIANT MUSICAL SHOW EVER PACKAGED NOW READY FOR SPONSORSHIP

It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

PRODUCED BY

Frederic W. **ZIV** Company

DISTRIBUTED BY

ALL-CANADA PROGRAM DIVISION

# ALL-CANADA RADIO FACILITIES Limited

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

### Sounding Board

#### INFORMATION PLEASE

Because of current circumstances, I would like to save an article by Miss Tedman on Quebec French radio which appeared in your April 7th issue. It is a very good article and at the pre-time quite useful to us.

I do not know how often you are called for information such as I would like to have but if there is any way in which you can supply it or tell us where it can be obtained, I will appreciate your reply very much.

There were several programs mentioned in your article of April 7th and it was also stated that "there isn't such a thing as a translated show as far as French Canada is concerned." Did the writer mean that French Canada was not interested in such shows or that to the writer's knowledge there were none? The answer to this question is of particular interest because two of our radio programs, "Time" and "The Album of Family Music" are broadcast over the entire Canada network. This means that on the French stations, the listeners hear programming in English with French announcements and commercials.

Other of our programs "Big Town" is used on the French network. In it is an entirely French show "Les Mors du Dr. Morhanges". It also is a variety show but not with the same type background as "Big Town".

We know that it consistently rates high among the French radio shows but would be interested in knowing how men and women feel about the program.

In other words is it the type of program that does appeal to the French speaking people of Quebec and is it done in a way as to hold their interest?

There are any other articles which have run on the subject of Quebec. I would be interested in having sheets or being advised of the issues which they appeared.

Yours very truly,

STERLING PRODUCTS LIMITED  
E. T. Gater, Advt. Manager.

#### INTERNATIONAL SLIP

We greatly enjoyed Mr. Howard's article, "Slips That Pass in the Mike", which were not only amusing by the new material, but astounded that Canadians claim as their own the famous story of the children's program announcer on the open mike.

The paragraph about Phil Baker and "Take It or Leave It" was of great interest to us inasmuch as we produce this program. If we may say so without appearing to be captious, "Take It or Leave It" is heard over the Columbia Broadcasting System and not the Blue Network.

It is not to detract from the rare humor involved in your entire article, but I intended as a guide for any future use you may make of this particular material (even if it only be before a stage on some time).

Best neighborly regards,

Stanley H. Pulver,  
THE BLOW COMPANY, INC.



"Take Uncle Rosy's Raspberry Remedy and you too can develop a robust healthy body which will make you the envy of all your friends."

### CAB Board Meeting

A lengthy agenda has been prepared by President Glenn Bannerman to be presented to the CAB Board of Directors when they meet in Toronto June 25 and 26.

Among topics on which reports will be presented and discussions held will be an attempt to devise means whereby independent stations will be enabled and encouraged to do a more informative public relations job both in trade circles and to the public.

Mr. Bannerman will report on operation of the Ottawa Radio Bureau which produces such programs as "Report from Parliament Hill", and which also did the recording of the recent San Francisco talks. "This may be a basis", the CANADIAN BROADCASTER has been informed for further co-operative production ventures, in which member stations will be asked to join.

Henry S. Dawson, recently appointed CAB engineer will present his first report to the board. Other matters for consideration include Bannerman's report on his recent visit to the National Association of Broadcasters' Board meeting in Omaha, and also the question of CAB-CBC relations in matters concerning the Broadcasting Act.

June 26, the second day of the meeting, the board will meet jointly with BBM directors and officials.

### Mikemen's Union

The Provincial Department of Labor has granted certification to the Radio Stations Employees Union, Local 23757, as sole bargaining agent between management and employees of four B.C. stations in the Vancouver district.

The stations are CJOR, CKWX, CKMO, CKNW.

Union president Don Wilson explains that the organization, an AFL affiliate, was formed a year ago and includes all station personnel except clerical workers.



Looking for

- Ruby Ramsay Rouse
- Maurice Rapkin
- Lorne Greene
- Mona O'Hearn
- Barry Wood
- Maurice Bodington
- Grace Matthews
- Jean Cruchet
- George Robertson

YOU CAN CONTACT THEM THRU —

## RADIO ARTISTS REGISTRY

WA. 1191  
TORONTO

# Recording—

—exclusively!

DOMINION technicians give you twelve years of exclusive recording experience to every recording job... Recording is Dominion's FULL TIME work—not an occasional interlude in other more important business.

Duophonic Recordings



DOMINION BROADCASTING COMPANY  
4 ALBERT ST. TORONTO

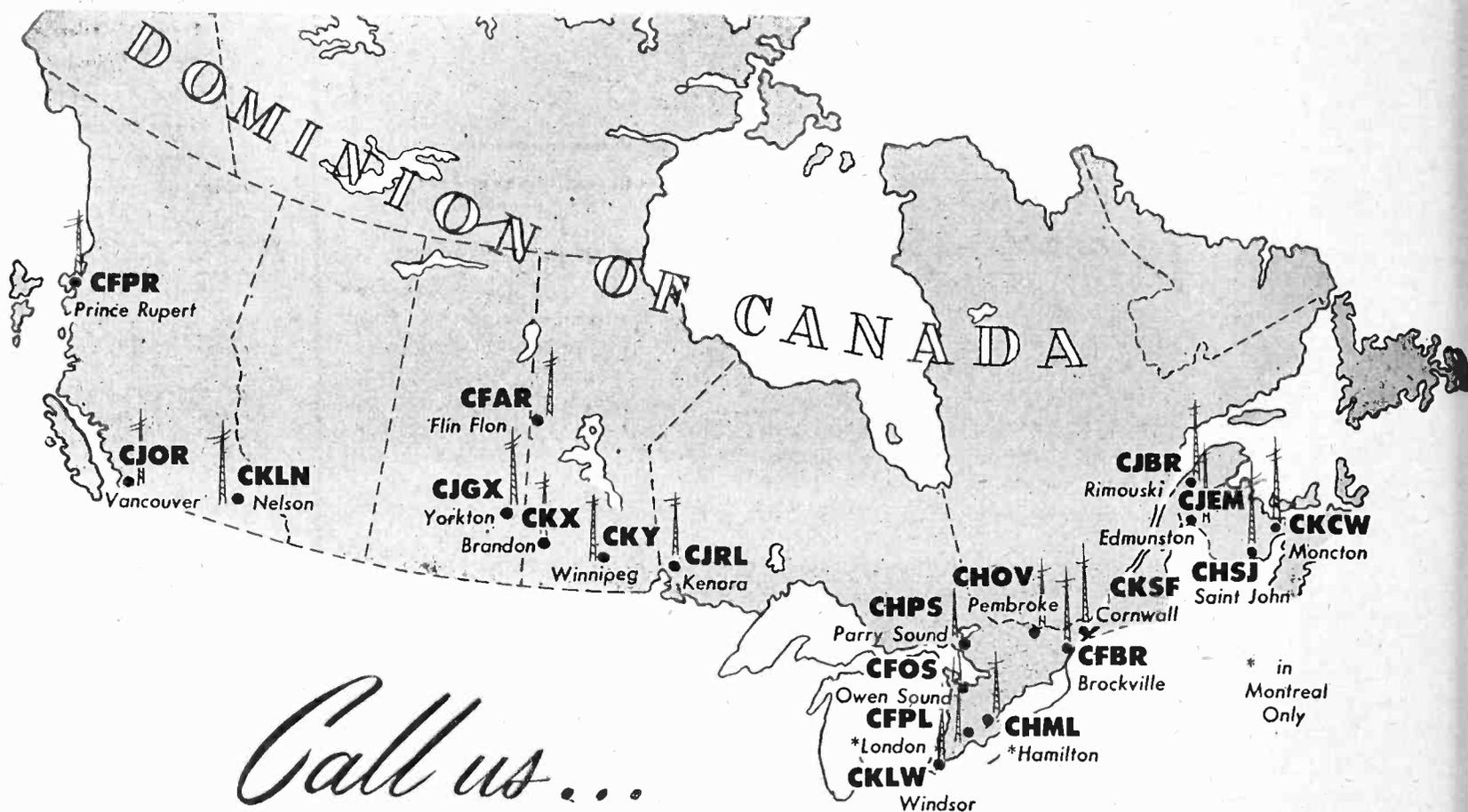
**CHML**

CFRB COLUMBIA      WBEN N.B.C.

860      900      930

**HAMILTON**

# When Radio-advertising IN



*Call us...*

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

# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

MONTREAL

TORONTO

WINNIPEG

# CANADIAN BROADCASTER

VOLUME 4, NUMBER 12

JUNE 23, 1945

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

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

## DO REGULAR LISTENERS BUY?

By AUBREY C. GREEN

When radio was still in diapers, and that's not so long ago, it was regarded nervously as an advertising medium. At first the agencies and the sponsors felt all the information needed was a record of the number of radio sets in a given area. Then, if an area seemed well supplied with these "new contraptions", some advertiser would be persuaded to beam a few remarks out the product into that area. As far as market research was concerned, finding out the number of radio sets in a district was comparatively easy, and nobody thought of delving further.

But as radio advertising gained length, sponsors and agencies demanded more information. Advertising via the air was becoming a science. So about ten years ago advertisers became curious about the number of people listening to their shows. Research workers were able to determine this by the use of the telephone. They hired people with pleasant voices to ask — "Would you please tell us what station you are now listening to?" Some people were flattered by this attention and interest; other were annoyed. But the research offices, ending diplomacy and tact, were still able to determine program ratings by this method. As the public grew to understand the reason for this type of research they co-operated and few rude answers are now received.

This method, known professionally as the "coincidental telephone service" was accurate not only in finding out how many radio sets were open but how many were tuned to a specific program.

To-day there are other methods used for gathering the same information. In the United States some research companies install a little mechanism in radio sets which records the hours the radio is used and the programs heard. It is a complicated little piece of machinery but it involves no discomfort to the radio owner. As a matter of fact the people who permit this recorder, called the Nielsen Audiometer, to be installed receive free radio repairs from the company in appreciation of their trouble. This method is not used in Canada. Actually the telephone has been found to be an accurate and economical way to get the information. Next advertisers wanted to know

not only how many people listened to their shows but how many men, women, and children listened. This is known as "composition of audience" and is very important. A lingerie manufacturer may be sponsoring a great show, but if research men find the show attracts men and children the sponsor will soon demand a new program.

Market researchers cannot contact every radio listener now that radio sets are more common than bath tubs, but they interview a representative cross-section of the listening public, and draw highly accurate conclusions. It is in many ways similar to the Gallup Poll, and, as the election results have shown, extremely accurate.

Now that the sponsor has his rating and the composition of his audience, he wants the sixty-four dollar question answered: "Do the people who listen to his show buy his product?" That, obviously, is the important question. If a program, good as it may be, fails in this test, it will suddenly and mysteriously disappear from the air or have a new sponsor.

There are exceptions to this rigid rule. Some large concerns are interested in goodwill. Thus they will carry a show, perhaps a quality show like a symphony concert, just to give the listeners a good program and build up pleasant associations with the firm's name.

Describing the method used to determine if listeners use radio advertised products, Walter Elliott, of Elliott-Haynes Limited market researchers, said modestly that the method used is "ridiculously simple." (Following a brief interview with Mr. E., that phrase became the height of understatement!)

To find this out the telephone is not used; instead a personal canvasser is made; no, none of the foot-in-the-door, or try-and-get-me-out type of canvassing either. This job calls for an expert, a diplomat with charm who can be both persuasive and efficient. As the job usually concerns household goods and appliances, and the person interviewed is usually a woman, the canvassers are women.

The canvasser takes a list of the houses to be canvassed and then presents each housewife with a list of popular and current radio programs. The listener then indicates

on this list the ones to which she listens, by marking opposite such program "regularly", "occasionally", "seldom" or "never".

After this list has been completed, the canvasser asks if she may look at the food pantry and the medicine chest to see the various articles used in the house. Some housewives may object to this intrusion, but to prevent any serious objection the canvasser presents her with a complimentary hamper containing a variety of advertised food and drugs. It is a rare housewife indeed who will resist this treat, even if her pantry is in a mess and her medicine chest needs cleaning, as whose doesn't?

Now the canvasser can check the soap used in the house, the coffee, the cereals and so forth. And so she has the programs listened to (listed according to frequency of listening), and she has a list of the products used (witnessed by her own eyes). With these two sets of figures, it is quite easy to correlate the two and come up with what we've been looking for: "Do people who listen regularly to a radio show use the products advertised?"

Investigators and research workers, much to the relief of agencies and advertisers, have found and are finding a definite and impressive correlation. Mr. Elliott would not reveal the definite figures for any specific program, but he did give a sample report. The following figures are hypothetical only. Say a program called "Morning Recess" is popular and is sponsored by

Acme cereals. Canvassers might report that Acme was present in 60% of the "regular" listener homes, in 40% of "occasionals", 30% of the "seldoms" and only 20% in the homes of non-listeners. From these figures the agency and the advertiser can conclude that since the more they listen the more they buy, that the program must be doing its job well.

This information is of vital importance to the advertising agency. For example, if the program (that is the listening) rating is high, yet the correlation between listeners and buyers low, the advertiser can be sure he is giving a good show, but to the wrong public. That is the audience is enjoying the show, but it is not comprised of people who use the product. This happens, and sometimes shows that are quite widely popular disappear from the air. Also, with this correlation the agency can determine the amount of business the program produces within a given area. This information enables the sponsor to determine the overhead cost of his radio advertising to each unit of his product.

Mr. Elliott explained that this type of survey works best with heavy turnover products such as household goods of every description. The figures of course vary from one extreme to the other, but they are conclusive and accurate enough to assure the sponsor and the agency that if the show is good, if it is constructed to please the right listening audience, it will sell the product.

**FIRST** IN THE RICH  
OWEN SOUND MARKET

**49% ★**



**CFOS**

**\*ALL DAY ALL WEEK 49%**  
**PEAK PERIODS 65%**

— ELLIOTT-HAYNES

**15%**



**2nd. Stn.**

**11%**



**3rd. Stn.**

Radio Station **CFOS** OWEN SOUND, ONT.  
HORACE N. STOVIN & CO. — National Representatives

STRUCTURAL STEEL  
**TOWERS**  
OF ALL TYPES

Vertical Radiators for  
Radio Transmission  
Now in Service  
Coast to Coast

The  
**CANADIAN BRIDGE  
COMPANY, LTD.**  
WALKERVILLE,  
ONT.

## Private Stations Air Health League Broadcasts

During the week of June, 4, 24 independent stations began broadcasts on a weekly basis of a series of 15-minute recordings entitled "Let's Talk About Health." Other outlets have promised to carry the series later.

Participated in by many prominent Canadians including Hon. Brooke Claxton, minister of national health and welfare, the series of 13 health discussions or dramatizations was produced for the Health League of Canada, sponsors of the broadcasts, by Rai Purdy Productions of Toronto.

Three of the series tell, in dramatic format of the dangers of diphtheria, whooping cough and smallpox and suggest means of prevention. The other 10 are roundtable discussions on topics including nutrition, industrial health, social security, national health, public health, pasteurization and venereal diseases.

Principals, besides Mr. Claxton, include Major Brock Chisholm, deputy minister of national health and welfare; Mr. B. K. Sandwell, editor of Toronto "SATURDAY NIGHT"; Dr. L. P. Ereaux, professor of dermatology, McGill University; Rev. Dr. W. J. Gallagher, secretary of the Christian Social Council of Canada; Dr. L. B. Pett, director of nutritional services, Department of National Health and Welfare; Dr. C. P. Blackler, formerly with the Industrial Health Division, Department of National Health and Welfare; Dr. Donald T. Fraser, professor of hygiene, University of Toronto; Dr. Gordon Bates, general director Health League of Canada; Dr. Alan Brown, physician-in-chief, Toronto Hospital for Sick Children; Dr. J. Z. Gillies, former president of the Toronto Academy of Medicine; Mrs. N. C. Stephens, president of the Toronto Local Council of Women; Mr. Walter D. Jones, a director of the Health League and a prominent Canadian business man; Dr. F. D. Cruickshank, chairman of the Preventive Medicine Section, Toronto Academy of Medicine.

Stations at present handling series are CFCY Charlottetown, CHNS Halifax, CJCJ Sydney, CFNB Fredericton, CKRN Regina, CKCO Ottawa, CFRB Toronto, CKCO Hamilton, CJCS Stratford, CFCO Chatham, CKLW Windsor, CKGB Timmins, CFAR Flin Flon, CKRC Winnipeg, CJGX Yorkton, CFQC Saskatoon, CKRM Regina, CKBI Prince Albert, CFAC Calgary, CFRN - Edmonton, CFCO Grande Prairie, CFJC Kamloops, CJOR Vancouver, CJVI Victoria.

### Accent On Youth

No less than eleven programs a week at CJCA, Edmonton, feature teen age participation.

"The Good Deed Club" broadcast from the stage of a theatre lays emphasis on "good deed" activities as well as vocal and instrumental talent. Latest plans call for participation of a thirty-piece band from Killam Central High School located 120 miles from Edmonton. "The Kiddies' Program", broadcast Monday through Saturday, features talent participation every Saturday. At this time of the year, the Friday programs are dedicated to schools with students from around combining their annual talent show with participation in the program.

"On Stage, Canadians", broadcast Sunday afternoons, brings forth teen age artists who won prizes at the various musical festivals.

"The Little Red School House" is the scene of quizzical activities with high school or other organizations pitted against each other.

Saturday afternoons, "Main Swing" brings forth the "Beavers" and jive kids with minutes of dancing at The... This is broadcast while Waring Stamps are sold as admission and membership. A music among those attending adds in to the show.

Five times weekly carefully selected youthful artists appear in "The Woodland Show".

**WHAT A SPOT TO BE IN!**

**WHAT A SPOT TO BE IN!**

Now available for sponsorship is an established, live Barn Dance Program — every Friday from 8 to 8.30 p.m. Show has top rating with urban and rural listeners in Southern New Brunswick, Annapolis Valley and Western Nova Scotia.

**CHSJ SAINT JOHN**

Represented by  
**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**

**The  
Ottawa  
Valley  
Market  
is over  
40%  
FRENCH**

Make sure of complete Ottawa Valley coverage with the help of CKCH — still, by test, the favorite station of the quarter million French-speaking Canadians around Ottawa.

**CKCH**

85 Champlain Ave., HULL, Quebec  
Promotion — D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES LIMITED Montreal Toronto	HOWARD H. WILSON COMPANY New York, Chicago, I
---	--

**COOPERATING WITH LE DROIT**

# Treasure Trail Visits "Sick Kids"



Photo by Jean Gainfort Merrill

The 336th consecutive performance of Wrigley's "Treasure Trail" took place June 13 in the Nurses' Residence of the Hospital for Sick Children in Toronto. "Treasure Trail" was dedicated to the success of the hospital's \$6,000,000 Building Fund appeal now in progress. Pictured above, off the top, are an 11-year-old patient, Jean McQueen, thrilled to earn a silver dollar by telling the travelling mike-man the balance of the poem, "Jack be Nimble". In the centre, the T. T. boys take their turn off the pretty nurses long enough to look at the birdie. Left to right are Jack Murray, producer; Stu Kenney, travelling mike-man; Hugh Bartlett, commercial announcer; C. B. Kenney, advertising manager for Wrigleys; Bob Morgan, who carries the pot of silver; Jack Miller, master of ceremonies; leaning on the Wrigley mail-box (with Ralph Garette) is Bill Baker, CFRB engineer. In the lower picture, Ralph Garette has a little trouble when he is given two apples and one is taken away from him. He finally figured out how many he had left and won two bucks! The hospital, where one out of every three patients comes from outside Toronto has a constant waiting list of 200 children. To take care of this surplus, the people are being asked for \$3,000,000 for a new building.

## United Churchmen Score French Radio

Closing session of the recent Toronto Conference of the United Church was warned of a "very serious matter" when Rev. J. R. Mutchmor told the organization of two French-language radio stations in Western Canada. Soon, he said, similar stations may be in operation in the French-speaking sections of Ontario and New Brunswick.

"Only vigilance from the pulpit," Mr. Mutchmor continued, will stop "those who want this country to become bilingual from coast to coast." Mr. Mutchmor was thanked for his warning, which was greeted with applause.

### STATION MANAGER AVAILABLE IMMEDIATELY

Seven years' experience with large station, thorough knowledge of operation, can handle publicity and promotion, has excellent contacts with agencies in Canada and United States. Best references. Apply to your nearest Employment and Selective Service office. Refer H. O. 2220.

# SHOW BUSINESS

by Geo. A. Taggart

## "PACING" A SHOW

RADIO shows to be effective must put the audience in the right mood. They must orally project the people hearing them into the place of the performers . . . doing the things they do . . . feeling the emotions created by the show.

EXPERIENCED producers clearly understand this all-important fact . . . the value of "pace" in making an audience live with the movement of the show during every minute.

THAT'S one of the reasons why our radio shows are doing their job so well. We take fine performers and by means of careful preparation and direction, give the overall program real life . . . and interest . . . and humanness.

OUR 19 years experience in radio has taught us the value of "pace" in attracting more listeners and selling more merchandise.

166 Yonge Street, Toronto  
ADelaide 8784

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

# RADIO STATIONS AND THEIR MANAGERS AND COMMERCIAL MANAGERS

		Manager	Comm'l. Manager			Manager	Comm'l. Manager
<b>● BRITISH COLUMBIA</b>				Parry Sound	CHPS*	G. E. Smith	
Chilliwack	CHWK*	Jack Pilling	W. G. Teetzel	Pembroke	CHOV*	E. G. Archibald	
Kamloops	CFJC*	Ralph White	Ian Clark	Peterborough	CHEX	Hal. Cooke	E. L. Jones
Kelowna	CKOV*	J. W. B. Browne	Cecil Elphicke	Port Arthur	CFPA	R. H. Parker	
Nelson	CKLN	John B. Stark		St. Catharines	CKTB*	Miss M. Hallett	
New Westm'ster	CKNW*	Wm. Rea, Junr.	D. M. Armstrong	Sault Ste. Marie	CJIC*	J. G. Hyland	
Prince Rupert	CFPR	C. H. Insulander	S. J. Anderson	Stratford	CJCS*	S. E. Tapley	
Trail	CJAT*	E. E. Ayles	N. Harrod	Sudbury	CKSO	W. E. Mason	Don McGill
Vancouver	CBR	Ira Dilworth		Timmins	CKGB*	H. C. Freeman	Al Huggins
	CJOR*	G. C. Chandler	D. E. Laws	Toronto	CBL	D. Claringbull	E. A. Weir
	CKMO*	Dan Sheridan			CJBC	D. Claringbull	E. A. Weir
	CKWX*	F. H. Elphicke	R. I. Crotty		CFRB*	E. L. Moore	
Victoria	CJVI*	M. V. Chestnut		Windsor	CKEY*	Jack Cooke	Dan Carr
				Wingham	CHUM*†	A. E. Leary	
					CKLW*	J. E. Campeau	
					CKNX*	W. T. Cruickshank	F. N. Johnson
<b>● ALBERTA</b>				<b>● QUEBEC</b>			
Calgary	CFAC*	A. M. Cairns	F. R. Shaw	Amos	CHAD	<i>Operated from Rouyn</i>	
	CFCN*	H. G. Love	E. H. McGuire	Chicoutimi	CBJ	Vilmont Fortin	
	CJCJ	G. M. Bell	D. H. Mackay	Hull	CKCH*	R. Benoit	
Edmonton	CFRN*	G. R. A. Rice	A. J. Hopps	Montreal	CBF	O. Renaud	
	CJCA*	Gordon Henry	Rolfe Barnes		CBM	O. Renaud	
	CKUA	Walker Blake			CFCF*	J. A. Shaw	P. E. Hiltz
Grande Prairie	CFGP*	C. L. Berry			CHLP*	M. Lefebvre	
Lethbridge	CJOC*	N. Botterill	J. L. Sayers		CKAC*	Phil Lalonde	
					CJAD†	J. A. Dupont	
				New Carlisle	CHNC*	Dr. Chas. Houde	V. Bernard
				Quebec	CBV	M. Valiquette	
					CHRC*	J. N. Thivierge	
					CKCV*	Paul LePage	L. Bernier
				Rimouski	CJBR*	G. A. LaVoie	
				Rouyn	CKRN*	J. Legault	L. Rogerson
				Ste Anne de la			
				Pocatiere	CHGB	G. T. Desjardins	
				Sherbrooke	CHLT*	A. Gauthier	
				Trois Rivieres	CHLN*	Leon Trepanier	
				Val d'Or	CKVD	<i>Operated from Rouyn</i>	
<b>● SASKATCHEWAN</b>				<b>● NEW BRUNSWICK</b>			
Moose Jaw	CHAB*	H. C. Buchanan		Campbellton	CKNB	C. S. Chapman	
Prince Albert	CKBI*	Lloyd Moffatt	G. Prest	Edmundston	CJEM	N. Gendreau (actg.)	
Regina	CKRM*	W. A. Speers	Bruce Pirie	Fredericton	CFNB*	J. S. Neill	
	CKCK*	H. Crittenden	R. J. Buss	Moncton	CKCW*	F. A. Lynds	
Saskatoon	CFQC*	A. A. Murphy	V. Dallin	Saint John	CHSJ*	L. C. Rudolf	G. A. Cromwell
Watrous	CBK	Jas. Finlay		Sackville	CBA	G. R. Young	
Yorkton	CJGX*	A. L. Garside	R. J. Priestly				
<b>● MANITOBA</b>				<b>● NOVA SCOTIA</b>			
Brandon	CKX*	W. F. Seller	W. Grigg	Antigonish	CJFX	J. C. Nunn	
Flin Flon	CFAR*	G. B. Quinney		Halifax	CHNS*	Gerald Redmond	Harry Stephen
Winnipeg	CKY*	W. H. Backhouse	A. J. Messner		CJCH*	M. J. Humphreys	
	CKRC*	Gerry Gaetz	Waldo Holden		CBH	G. R. Young	
				Sydney	CJCB*	N. Nathanson	
				Yarmouth	CJLS	L. L. Smith	
<b>● ONTARIO</b>				<b>● PRINCE EDWARD ISLAND</b>			
Brantford	CKPC	Mrs. J. D. Buchanan		Charlottetown	CFCY*	Gerald Redmond	L. A. McDonald
Brockville	CFBR*	J. C. Whitby	L. B. Cohen	Summerside	CHGS	R. L. Mollison	
Chatham	CFCO*	J. Beardall	P. A. Kirkey				
Cornwall	CKSF	H. H. Flint					
Fort Francis	CKFI*	J. M. Reid					
Fort William	CKPR*	Hector Dougall	Basil Scully				
Hamilton	CHML*	Ken Soble					
	CKOC*	W. T. Cranston	W. M. Guild				
Kenora	CJRL*	H. G. Clark					
Kingston	CKWS*	Roy Hoff	Harry Edgar				
Kirkland Lake	CJKL*	Clair Chambers					
Kitchener	CKCR*	W. C. Mitchell	C. Liddle				
London	CFPL*	M. Brown (actg.)					
North Bay	CFCH*	C. Pickrem	P. Clayton				
Ottawa	CBO	Chas. P. Wright					
	CKCO	Dr. G. M. Geldert					
Owen Sound	CFOS*	W. E. N. Hawkins					

\* indicates membership in the Canadian Association of Broadcasters  
 † Under Construction.

# TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by  
ART BENSON

## National

CROSSE AND BLACKWELL LTD.: the year's renewal of spot announcements over CKWX, Vancouver. McKim Advertising Ltd., Montreal.

NATIONAL DRUG & CHEMICAL CO. OF CANADA: 3 spots a week for 6 months over CKWX. McKim Advertising Ltd., Montreal.

BLUE RIBBON CORP.: spot announcements under way over number of eastern stations. Cockfield Brown & Co. Ltd., Toronto.

CHAMP LABORATORIES CORP.: 15 minute Saturday night barn dance under way over CKNX, Birmingham. J. J. Gibbons, Ltd., Toronto.

SUPERTEST PETROLEUM CORP.: 15 minute transcriptions 1 a week over 14 Ontario stations and in Quebec starting October 3 through March 27, 1946. Also flash announcements 2 a week over the same stations beginning July 1 through June 27, 1946. Harry E. Foster Agencies Ltd., Toronto.

SMITH BROS. COUGH DROPS: series of 1 minute dramatized spots over wide list of coast to coast stations beginning in October 1945. Harry E. Foster Agencies Ltd., Toronto.

KELLOGG CO. OF CANADA LTD.: (BRAN FLAKES): 26 recorded spots started June 18 over a number of Ontario and Western Canada stations. J. Walter Thompson Co. Ltd., Toronto.

CAMPBELL SOUP COMPANY: started June 20 "The Saint" replacing "The Jack Carson Show" piped in from CBS to CFRB, Toronto and the Dominion network. Wednesdays at 8.00 (E) with repeat from Seattle to the British Columbia Region at 9.00 (P). Cockfield Brown & Co. Ltd., Toronto.

SOCONY-VACUUM OIL CO. LTD. (SUNOCO): beginning June 25 the "Risé Stevens Show" summer replacement for "Information Please" piped in from NBC to Dominion network stations between Toronto and Edmonton. Cockfield Brown & Co. Ltd., Toronto.

GENERAL FOODS LTD.: start September 20 for 41 weeks the "Burns & Allen Show" piped in from NBC to CJBC and the Dominion network. Baker Advertising Agency Ltd., Toronto.

WHITEHALL PHARMACAL (CANADA) LTD.: resume "Ellery Queen" over CFRB, Toronto and CKAC, Montreal on August 15 and over the Dominion network on September 5. Piped in from CBS. Young & Rubicam Ltd., Toronto.

INTERNATIONAL SILVER CO. LTD.: return "Ozzie & Harriet" to CFRB and CKAC and the Trans-Canada network on August 12 to the end of the year. Piped in from CBS. Young & Rubicam Ltd., Toronto.

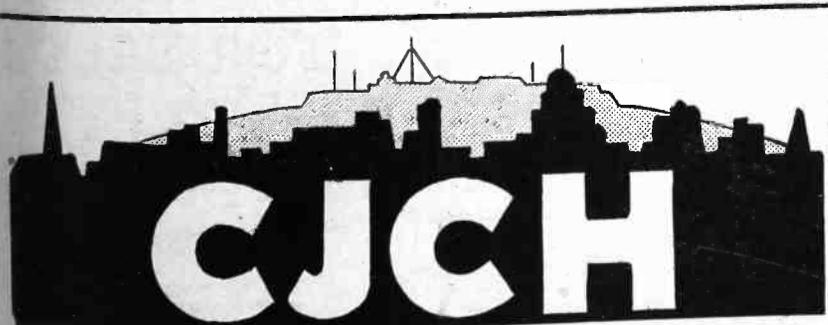
## Local

PROUT MOTORS LTD.: have started noon newscasts as well as a series of flash announcements over CFOS, Owen Sound.

BEACON TIRE: 30 minutes 1 a week transcribed "Hit Parade" under way for 1 year over CHML, Hamilton.

DUNLOP HARDWARE: 10 minutes 6 a week newscast under way for one year over CFCH, North Bay.

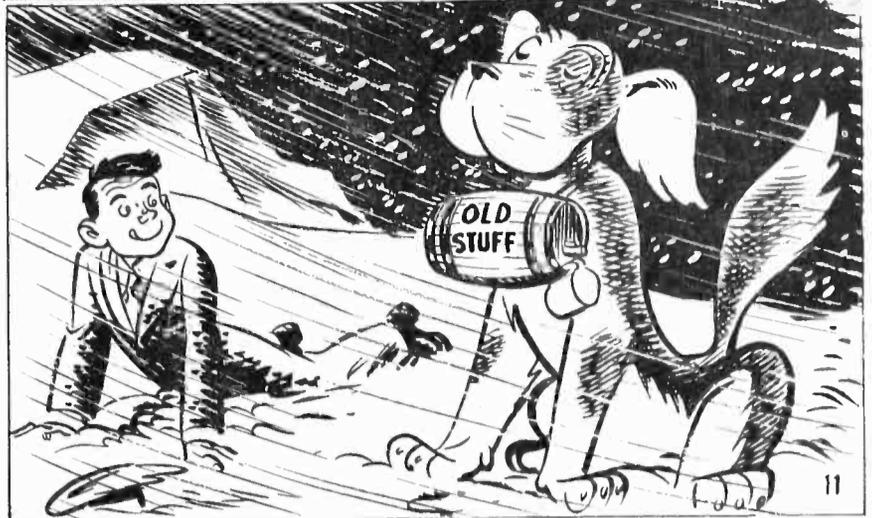
PROCTOR OPTICAL COMPANY: 312 flash announcements under way until May 26, 1946 over CKEY, Toronto.



"The Friendly Voice of Halifax"

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

## WHAT A SPOT TO BE IN!



## WHAT A SPOT TO BE IN!

FLIN FLON, richest community in the Canadian North-West, with a MONTHLY Payroll of \$500,000.00. It's natural to market through CFAR — Flin Flon's Community Station in Northern Manitoba — for almost exclusive radio coverage of this "spot".

### CFAR FLIN FLON

Represented by  
**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

## SPOT BROADCASTING

IS ONE OF YOUR MOST PROFITABLE

## ADVERTISING INVESTMENTS

To-day's Best Buys

CKMO

CKNW

CFCN

CFRN

CFQC

CHGS

CKCV

CHLT

CHLN

CKCH

CKPR



# SO YOU WANT TO GO TO TORONTO

or

## What Do They Do For Their Fifteen & Two?

by Ross MacRae

Until lately program director of CKCK, Regina, Ross hands out a little candid and (believe us) gratuitous advice to that large percentage of western radio men who are just living for the day when they can make the down payment on a one-way ticket to Toronto. The following extensive insults prelude this western radio man's campaign to enter the Toronto radio field as a free-lance writer-announcer. The opinions expressed are those of the writer, but we are inclined to agree with him.

Out west we think Toronto is a dizzy burg. We are wrong. Toronto is quite a normal city — a little over-grown for its hat perhaps, but otherwise quite ordinary. The funny part is the people, most of whom are westerners who have come east to make their fortunes in the radio broadcasting business.

During my first fifteen minutes in town I met Barry Wood, now a full-fledged blimp, Jack Dennett and Earl Cameron rehearsing a newscast duet outside the King Eddy, Lyman Potts over from Hamilton for the day to smell the smoke: interrupted a tête-à-tête between Guy Herbert and Yvonne de Carlo, had a golf lesson from Horace Stovin, lunched with George Arnot, had a coke (straight) on Spence Caldwell and Fred Cannon, and listened to Bernie Braden delivering Hamlet's Soliloquy, to a tree in Queen's Park.

Speaking generally, Toronto is filled with "characters". This is a Toronto expression meaning anyone who changes his shirt every other day. Some Torontonians, during the summer, change them every day; a remarkable achievement due mostly to a place advertised as "Good Old Dufferin", where the horses not only eat hay,



HOME ON THE RANGE

Day in and day out over a hot mike the author labors untiringly at the Home Station, CKCK, Regina, to transmit his virile personality, overflowing with energy and effervescence, to the remotest corners of Saskatchewan.

but are liable to top off the meal with your favorite "Sanforized Shrunk".

It takes very little time to run into some of Toronto's characters. There are plenty of them in the radio business. This particular species reminds me somewhat of the Missouri Mule. It takes its dis-

mal lot in an amazingly cheery and stoic manner.

For instance, one hears that Toronto there is a certain amount of time spent in the gentle art of knife-throwing. At first I thought this was simply a figure of speech. But I asked Barry Wood if he had ever been a victim, and he said, "Oh Hell, yes. Once I went around with a knife in my back for three days after I'd won out in an auction to do a whistling commercial."

Picturing Barry rolling around for three days looking like an overgrown hors d'oeuvre at a cocktail party, I questioned him further.

Said I: "Look! Didn't that knife in your back for three days bother you? Didn't it hurt?"

He looked at me scornfully and said: "Nah — only when I laughed."

So you see, Toronto characters must be tough, especially if they are in radio.

Perhaps you've heard that Torontonians are cool and reserved.

This is a lie.

Actually they are warm-hearted, friendly people, who playfully trample you to death in a race on a street car or in the line-up at a liquor store, all in a spirit of good clean fun. This carries you along like a bubble, or, more accurately like a medicine ball at the senior men's class of the YMCA back home.

Another thing I have discovered about Toronto is that ad-age

(Continued on Next Page)

Double Everything!!

on

CKNW

New Westminster, B.C.

Double the News!

CKNW now brings you Canadian Press news plus the United Press Service.

Double the Music!

CKNW has just added another complete transcription service.

Double the Value!

CKNW gives you DOMINANCE of the New Westminster district (125,000) plus a coverage of Vancouver (340,000) equal to that of Vancouver radio stations.

Double the Audience

Night and Day, measured by E-H, CKNW in New Westminster has TWICE as many listeners as any other station!

**CKNW**  
NEW WESTMINSTER, B. C.

**CKCR**  
KITCHENER

**GROWTH**

According to the Kitchener-Waterloo survey made by the Canadian Chamber of Commerce a canvass of all business enterprises in the Twin Cities places the estimated post war total of annual pay rolls at \$25,345,000 or an increase of over 65% of the 1939 figure.

**CKCR COVERS THIS "MUST" MARKET**

Toronto  
Victory Bldg.  
AD. 8481

See  
**WILLIAM WRIGHT**

Montreal  
Medical Arts Bldg.  
Fl. 2938

CKCR

CKCR CKCR CKC

**FOR SALE**

2

**PRESTO TURN-TABLE**

25 CYCLE

10-A CHASSIS

Good Shape

BOX 900

CANADIAN BROADCASTER

(Continued from Previous Page)

people are as elusive as ghosts. Vis McQuillin agrees, and says the witchboard girl doubles as ghoul-keeper.

Of course, the summer season is slack time for agency people. Some of the girls in the ad-factories are at their best in the slack season. Others "shoulda stood" in skirts. Jack Horler, at Bakers, says, "If they wear their slacks, I'll wear my shirts."

Advertising agencies, in most instances, give forth a chilling aura, somewhere between a cathedral, a swimming pool and the men's ash-room at the Saskatchewan hotel.

This effect is planned to impress sitting firemen.

This effect is planned to impress an walked into one reception yer, and his first thought was: "How can they do it on fifteen per cent?" They tell me the book-keepers and accountants (they call themselves comptrollers) wonder so.

Probably the original broadcasters in Toronto are the newspaper street-salesmen who set up stands in busy corners, and trip you as you go by. You stop, look up, and then you — go buy (Ouch!)

You can buy almost any kind of printed matter at these stands, except a book on sun-bathing for health, which no radio people ever read, although some of them like the pictures.

I asked one news-boy (he must have been 68) which were the most popular magazines. He handed me a publication that looks something like a railway time-table. It's called the "Racing Form".

I asked if he had many calls for the CANADIAN BROADCASTER. "Nah", he sneered. "It'll never sell. No sex! Nothing but politics."

Impressed by his insight into public taste, I hustled up to the broadcaster offices and had words with Dick Lewis, who runs the

sheet over an unbelievable pile of papers, ash-trays and cast-off clothing, under which is his desk — he says. I told him he could increase his circulation, raise his advertising rates, even move into new offices, simply by taking that friendly news-boy's suggestion to heart.

Dick said I was an interfering western so-and-so, but that it was a "hell of a good idea". Then he reached into the debris and came up with a picture of Mae West, just like he'd known it was there all the time.

He called in the artist.

"Run this in the next issue", he requested.

Distinguished-looking gray-haired Grey Harkley shook his head.

"If we run this, the Broadcaster'll be a complete bust", he said.

I left Dick brewing a new batch of Lewisite.

\* \* \* \* \*

Actually Toronto is a very nice place. Even the name "Toronto" is a pleasure to pronounce. Natives call it "Tranna". But me, I like to say it right. Try it yourself. Say it over and over again: "Toronto — Toronto — Toronto". Let the liquid syllables slip off your tongue: "Toronto — Toronto — Toronto."

After a while, you'll find this gets tiresome. Then you drop in at the Broadcaster office.

Dick Lewis will buy you a beer.

### WANTED

Experienced radio executive wanted for radio division of general advertising agency. Should know how to plan radio campaigns for local and national advertisers, choose programmes, supervise costs and contact clients. Must have ability to make good presentations to clients. Reply by letter to your nearest Employment and Selective Service office. Refer H. O. 2218.

DRAMATIZING JAMES FENIMORE COOPER'S FAMED CLASSICS—THE LEATHER STOCKING TALES

# DESTINY TRAILS

Across our continent—through forests, over valleys and mountains—the indomitable spirit of adventure, the heroic courage in the lives of the early settlers has moved ever forward along DESTINY TRAILS.

From the bookshelf of great novels to radio, come stories of the struggles, the excitement and adventure of the early days of the pioneers—authentic adaptations of James Fenimore Cooper's writings. This NBC-Recorded Program dramatizes a complete Cooper novel in units of 39 programs.

### Portrayed by a Star Bright Cast



JACKSON BECK  
Narrator



STACY HARRIS  
Deerslayer



FRANK LOVEJOY  
Hurry Harry



LESLEY WOODS  
Judith



JERRY MACY  
Tom Hutter



KAY LORING  
Betty

An imposing cast and superb production make DESTINY TRAILS a high-adventure radio show for teen-agers and grown-ups, too. 156 fifteen-minute programs arranged for 3-a-week broadcast. Complete promotion kit supplied.

Available in Canada through ALL-CANADA RADIO FACILITIES, LTD. Victory Building, Toronto

1945—RADIO'S 25th ANNIVERSARY—PLEGED TO VICTORY!



# NBC

## RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill. Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

**223**  
EVEREADY DEALERS  
served by the  
EARLY BIRDS

**CKOV**  
KELOWNA  
B.C.

THAT'S CKOV erage!  
The VOICE OF THE OKANAGAN

See All-Canada  
or Joe Weed

# TOO HOT TO HANDLE

### "Ask Boss Before Broadcasting" Is BUP Warning on Report of Editor's Speech

Both news services gave generous treatment to your editor's recent talk, "See Here Private Enterprise" to the downtown Kinsmen's Club of Toronto. Later, British United Press sent out a bulletin advising newscasters to check with station managers before using the material!

In his talk, Richard G. Lewis said the CBC is a government broadcasting machine. "The CBC says I am wrong", he added; "that it belongs to the people of Canada. Frankly I don't see the difference.

"Because it has the say", he continued, "over what may go out on the networks and what may not go out, we have a state of affairs which is totalitarian. You can't tell how dangerous it is until it is abused any more than any one of us could tell how Germany could be deluded — as it was — until someone tried it out. But the machinery is there", he went on, "and although this government, and the next, and the next and the next, may be as benevolent as all get-out, the day may well come when a Hitler or a Mussolini may sweep into power, and there is the Canadian Broadcasting Corporation, all ready for him to treat us as those tyrants

treated their people.

"The CBC general manager is an appointee of the Board of Governors", Lewis said, "but his appointment has to be ratified by Order in Council. The Governors are also appointed by the Cabinet. Can you tell me then that the administration of the CBC, directed by a group of government, or rather Cabinet appointees, is not the servant of its Ottawa masters, the prevailing government?"

Referring to the press, Lewis referred to the editorial support given the Radio League of Canada in the late twenties when that organization was formed to remove advertising from the air.

"There were some of us in radio at the time", he pointed out, "who saw the hand-writing on the wall, and tried to do our share of bleating into the microphone, but all this was long before a paper hanger named A. Schicklegruber had used government controlled radio to perpetrate a five and half year long hoax on a nation of eighty million people, with most of the rest of the continent of Europe thrown in for good measure.

"Our pleas fell on deaf ears", the speaker continued, "The newspapers were still in that delightful period — 'It-was-good-enough-for-father - and - it's - good - enough - for - me'", when thinking of the sanctity of their own business. They were clamoring for a nationalized

radio, just as they had been accustomed to clamor for a new fire or a new city dump. People thought: 'Oh well, this radio thing is only a passing fancy. Maybe this government broadcasting system would do some good'. That was what they thought, if they bothered to think at all. And soon, not because it was the express wish of the people, but because they didn't give a damn, the Radio League of Canada, and the newspaper publishers won their point. It was a fair fight, with no hand barred, and radio lost out.

Speaking of the CBC having "reserve time" on the private stations affiliated with the government networks, Lewis pointed out that this system parallels the practice of the American networks, that there is a tremendous difference.

"If an American private station links up with NBC or Columbia with Mutual or the Blue Network", he said, "it is doing business with an organization operating as a private concern. On the other hand, when a Canadian station comes a basic station of one of the other of the CBC chains, it is operating in association with the government. If the manager of station WBEN, Buffalo, dislikes the treatment he receives from the boys at NBC, there is nothing to prevent him from refraining from renewing his contract. If a Canadian station wants to break away from the CBC it can do so too. But there is no alternative network for it to align with, and you try and operate a local station in Canada, and compete for listeners against the network programs. You'll find that in small places there isn't the talent available, and, in larger centres, you simply haven't the revenue to hire performers for station broadcasts, and pay them the same fees as are offered by the network with forty or fifty out-

"In fostering the CBC, the  
(Continued on Next Page)

**BLANKETS SOUTHERN ALBERTA**



• The Blue Ribbon Tea and Coffee Program, half hour weekly, pulled **11,349** letters in sixteen weeks

**CJOC**  
LETHBRIDGE ALBERTA

AN ALL CANADA STATION  
1000 Watts  
1060 Kc.

**WHAT A SPOT TO BE IN!**



16

**WHAT A SPOT TO BE IN!**

The ONE station that can offer sponsors complete coverage of the rich agricultural and industrial areas in the St. Lawrence Valley of Eastern Ontario, by using

**CKSF CORNWALL**

Represented by  
**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**

Vancouver's  
**CHWX**

**First**  
IN CANADA'S  
THIRD MARKET

**1000 WATTS**  
going to  
**5000**

Mutual Network

REPRESENTED BY  
**ALL-CANADA RADIO FACILITIES**

**WANTED**

Competent script writer wanted, for agency producing radio shows. Should have successful record in the work. This position is with a rapidly growing general advertising agency and offers unlimited scope for an energetic and imaginative person. In replying, state experience, and submit samples of work. Reply by letter to your nearest Employment and Selective Service office. Refer H. 2217.

Continued from Previous Page)

acted as midwife at the birth of a tougher competitor than it could ever have had if it had been permitted to live and let its upcoming competitor live too. Because the press-created competitor happens to be the government of Canada, it can operate at a loss if it so desires, forever, secure in the knowledge that if it ever had to cover a shortage, it could always carve itself a slice of the money it collects — from the press among others — in taxes.

"This is the press' own funeral, for the press has also helped foster a form of curb on information which one day might well be turned on itself, for, as far as the radio is concerned, they have given the government complete control of the works.

Although the publishers must be cognizant as I am of the volcano around which we are sitting, they regard all radio, both public and private, as their enemy. Although many newspapers own radio stations, it is the general policy of the press to mention radio in their columns only when it is absolutely necessary. If this is their idea of competition, let them go to it. They have no CBC to censor their copy — as yet. But do the gentlemen of the third estate not appreciate this fact? The government retained its control of radio largely through the fact that the public was completely uninformed on the subject. When it has acquired a complete stranglehold on this medium is only human nature for it to make the press, in order to compete its propaganda machine. There is no reason why, any day now, Ottawa won't start publishing a national daily newspaper, or institute a controlled news service to regulate the two existing ones, both to dispense the news and also to decide what its competitors, The Canadian Press and British United Press may dispense. Fantastic? Yes. But that, gentleman, is an exact parallel to what is happening in radio.

"The danger to enterprise, in

whatever field, is in the air, not in party politics.

Obviously, if we want free enterprise to survive, we must get the problem across to the people, facing the undeniable fact that a tremendous percentage of them are not as sure about it as we are. They have to be informed that, as Friedrich Hayek says in his great book "The Road to Serfdom", today's trend towards planned security and planned everything else is identical to the first signs of fascism as they appeared in Germany and Italy.

"There are only two media that can do this, and they can only do it, working in harmony against the common enemy.

The people of Canada are completely uninformed on the undemocratic state of affairs that exists in the radio set-up; they do not know that it is a state of affairs which can, and, if they only knew, already has had a tremendous effect on their lives.

We know, and the press knows, that the freedom for which Canada, along with the other decent nations of the world, has been fighting for nearly six years, cannot be restored while a totalitarian control is exercised by any government, representing any political party, over what may be said and what may not be said over the national networks.

*If* everything is right except the script, try this new service

•

**Walter A. Dales**  
*Radioscripts*  
 420 Medical Arts Bldg.,  
 Montreal, Que.

● WHEN IT'S ALL OVER...

ALBERTA HOMES WILL REQUIRE  
**252 MILLION DOLLARS**  
 worth of building, cars, clothing, household appliances and farm equipment.

● THE RIGHT KEY...

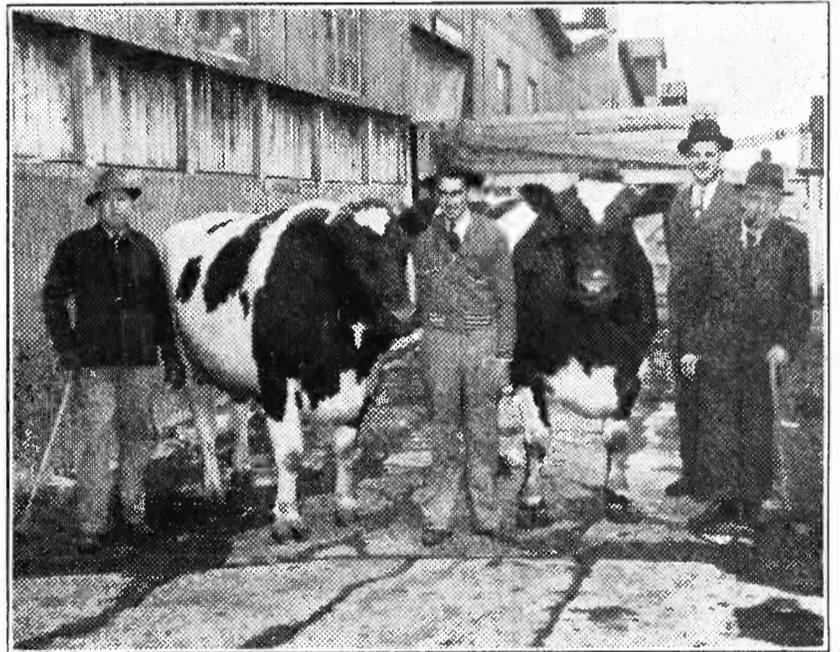
**C J C A**

EDMONTON

... Will unlock the door to this Market ....

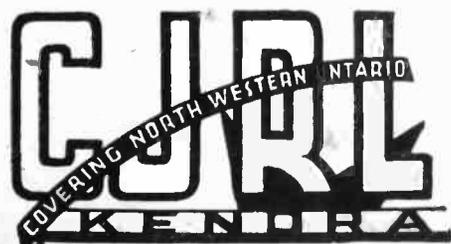
Who said

"Nothing but rocks and water"?



These two hefty Holstein steers tipped the scales at 4,220 pounds and are among the biggest seen in the Union stockyards in the past twenty years. They were

BORN and BRED  
in the rich productive area  
COVERED EXCLUSIVELY  
By



A DOMINION NETWORK STATION  
Representatives HORACE N. STOVIN

**CKAC**  
 MONTREAL

A *Wright* STATION

HERE'S ONE FOR THE BOOK!

Now available

**CKAC**

Highly rated late evening  
 NEWSCAST

See  
**WILLIAM WRIGHT**  
 Victory Bldg.

AD. 8481

# YIP-E-E-E!

This unique variety show, replete with headline talent, will win friends for your spot on the dial and influence more people to buy!

YOUR BRAND WILL BE "RIDIN' HIGH" WITH

**The Alberta RANCH BOYS**

A FRIENDLY INFLUENTIAL PROGRAM DEDICATED TO THE PROMOTION OF GOODWILL AUDIENCES SALES

## RE-EMPLOYMENT SERVICE

### FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS

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

**FILE CB 10**  
 Ex-Sergeant (Canadian Army) 24, married, one child, wants to enter radio as announcer. Education includes 5 years at Ridley College, 1 year in Business College. Working experience, 5½ years in the army (5 years and 2 months overseas). Has been studying at home with own mike and amplifier. Some writing ability and can type. Audition disc available. Has open permit. Box CB 10, Canadian Broadcaster, 371 Bay Street, Toronto.

## Northern Stations Have Overseas Reporter

Several interviews with Northern Ontario boys overseas are arriving each week at CKGB Timmins, CJKL, Kirkland Lake and CFCH, North Bay Miss Betty Munro, sister of Canadian Press Ross Munro, is travelling through Great Britain, France and other countries obtaining personal interviews for Northern stations and Thomson Dailies.



Born in Ottawa, 26 years ago, Miss Munro was educated in Toronto. She has already had an interesting career as a reporter, editor of a women's magazine and special advertising assignments.

### New Station

Prince George, B.C., is going to have its own radio station.

A 250-watt broadcasting station will be erected in the central B.C. city as soon as the Government freeze on transmitters and equipment will permit.

License to operate the Prince George Station, ( has been granted to F. H. "Tiny" Elphicke, manager of CKWX, Vancouver; and his brother, Cecil Elphicke, of Vernon.

## ACCENTUATE the NEGATIVE

The European part of the war is over. The homeward trickle of returning vice men is beginning to develop in steady flow, and while bureaucracy general does its well known impersonal of the "Mills of the Gods", with its mitees and their deliberations, it falls the lot of private business to take a practical view of the question and come with immediate jobs for these men, instead of keeping them kicking around while somebody thinks it over.

Returning men with radio station advertising agency experience are so finding little difficulty in re-establishing themselves, whether they return to old firms, or, as seems to be quite frequent, find employment with other companies. But there is another class man, who though he merits equally much attention, presents those who will steer him with a more complex problem.

The man to whom we refer is probably around twenty-five. As likely not he finished high school in the days of the war, and proceeded immediately into one of the three services. He was then nineteen, had no experience business, and now, at twenty-five, has still of 19-year-old value to a prospective employer.

War may stop a lot of things, but does not arrest the transition from adolescence to manhood of a red-blooded boy in all probability the John Doe we are using as an example has acquired a wife and possibly a child, along the road.

All through his high-school days, John has worked with an ambition. In everything he has done, his one aim has been to become a radio announcer. It was perhaps improvident of him to get married without insuring his future, but perhaps he has been getting married improvidently since time immemorial, and, anyhow, John didn't ask to be sent to war, during the years he should have spent learning a business. He just happened to be born at the wrong time, or perhaps he would rather put it — the right time.

There is still work for all who war, so John's alternatives appear to be that first, he may stick around until some one turns up who will kick in with the money; a month he must have to support his family, in the business it has been his aim to enter ever since he wormed his way through fifth form High. Alternatively he can get a job in a factory, where he will pay him the money he needs, but he eats his heart out for the work he has lived to get into.

Almost every going concern could find on one of these lads as a gesture of appreciation for services rendered "there", but it is not quite so simple. John is a proud sort of person. As a killer of Germans he was able to earn his living and support his family. He believed he was facing the horrors of war to make the world a better place in which people like him might raise their kids. Fortunately he had no experience when he joined up, but that did not stop him from giving him a rifle and a bayonet.

So what John wants is an opportunity to prove himself at his chosen career. He wants to be paid a bare adequacy when he strikes his pace; and he wants payment to be made for services rendered; he wants to be useful to the extent of his salary and past it, but he can do so without the salary to meet his expenses, and he'd rather do so in the business of his own choosing.

This paper is convinced that the radio industry is only waiting to be provided suggestions of the manner in which it can be of use. It is endeavoring to establish itself as a clearing house for men who believe fit to enter the business; it solicits the co-operation of those who have jobs to offer — jobs for men who have proved themselves men through the days of war, and who now want to have their share of the peace and prosperity they have fought to preserve, and they mean "earn".

**CKRC**  
**630**  
**ON THE DIAL**

Manitoba's population is concentrated in the South and CKRC delivers this area at far less cost.

Ask the All-Canada Man

**WINNIPEG**  
**ON THE**  
**DOMINION NETWORK**



Overseas in the early spring to attend the 1945 Commonwealth Broadcasting Conference, Ernest L. Bushnell, director-general of programs of the Canadian Broadcasting Corporation paid a visit to the Western Front, just prior to Germany's surrender. He is shown here (centre) with Roy G. Cahoon (left), CBC senior engineer in charge of technical operations, CBC International Service, who accompanied him, and O Don Fairbairn, R.C.A.F., former Ontario Farm Broadcasts commentator, who indicates a point of interest on a field of a Canadian anti-aircraft wing, somewhere in Belgium.

## Radio Encourages Community Spirit

Rekindled community spirit in Fredericton, N.B., has found a champion in radio. Leadership in the move to make Fredericton more community conscious and pointed towards the general welfare of the community at large is being given by the capital city's radio station—CHNS.

Steps to centralize and concentrate community activities through co-ordinated efforts of the leading patriotic and service groups of Fredericton have been taken already. As a result of the initiative taken by station CFNB, a meeting led by representatives of nine interested bodies or associations was held when the entire local situation was studied with a view to bringing about much needed improvement. A central committee has been formed and the offer of the station to make available its facilities and time for promotion of the community generally was accepted. Programs are now featured regularly.

J. Stewart Neil, manager of CFNB, made an unlimited offer of co-operation, and the prospects for a reawakening of a keener community spirit in Fredericton was considered by all present as very bright as a result of this gesture.

The groups represented in the movement are the IODE, Red Cross Society, Rotary Club, Kiwanis Club, Y's Men's Club, Kinsmen Club, Canadian Legion, City Playgrounds and Board of School Trustees. The City Council was represented also, in the presence of deputy mayor A. R. Brewer. All nine groups are non-sectarian, non-political and do not employ paid personnel. Their members are citizens with motives of public service and civic consciousness.

They have been told by the station management that time will be made available to them as long as there is the need and as frequently as they desire, with, of course, a well planned, carefully directed schedule.

## Radio News Announced By English Town Crier

Reprinted from BBC London Letter

One of the earliest forms of publicizing news was recently used to make known a coming radio event. For the first time a BBC program was announced in the street by a town crier forerunner of the announcer. Mr. Sydney Bushnell, town crier in Hungerford, England for 22 years proclaimed to the citizens that in the BBC's Forces Program next day they would hear the broadcast of an ancient local ceremony—Hocktide. Other overseas services of the BBC also carried the program.

## NETWORK PROGRAMS

from

## CALGARY

originate at

# CFAC



... another reason for the CFAC listening habit ...

Take advantage of it!

STUDIOS:  
SOUTHAM BLDG.  
CALGARY

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



B. U. P.

## Does It Again!

National Elections take the same sort of intelligent organization to handle as to furnish audience - building news-casts throughout the year.

## AT HOME

as well as

## ABROAD

THE WORLD'S BEST COVERAGE

of the

WORLD'S

BIGGEST NEWS

### Typical Comments

FROM COAST TO COAST

NOVA SCOTIA: "BUP did a fine job on election coverage."

—Major Wm. Coates Borrett, CHNS, Halifax

NEW BRUNSWICK: "Thanks for election coverage. Far ahead of others."

—Fred Lynds, CKCW, Moncton.

QUEBEC: "BUP election service was excellent."

—Narcisse Thivierge, CHRC, Quebec.

BRITISH COLUMBIA: "Thank you for your election coverage."

—Wm. Rea, CKNW, New Westminster

## BRITISH UNITED PRESS

HEAD OFFICE

231 St. James St.  
MONTREAL

## CHNS - BULLETIN BOARD

Finest Broadcasting Facilities in Eastern Canada

BROADCASTING HOUSE

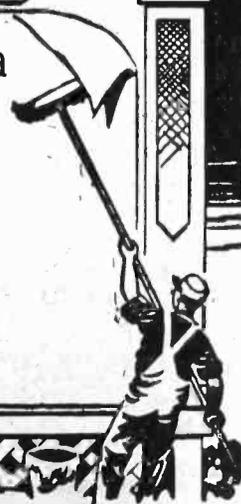
HALIFAX

THE HOME OF CHNS AND CHNX

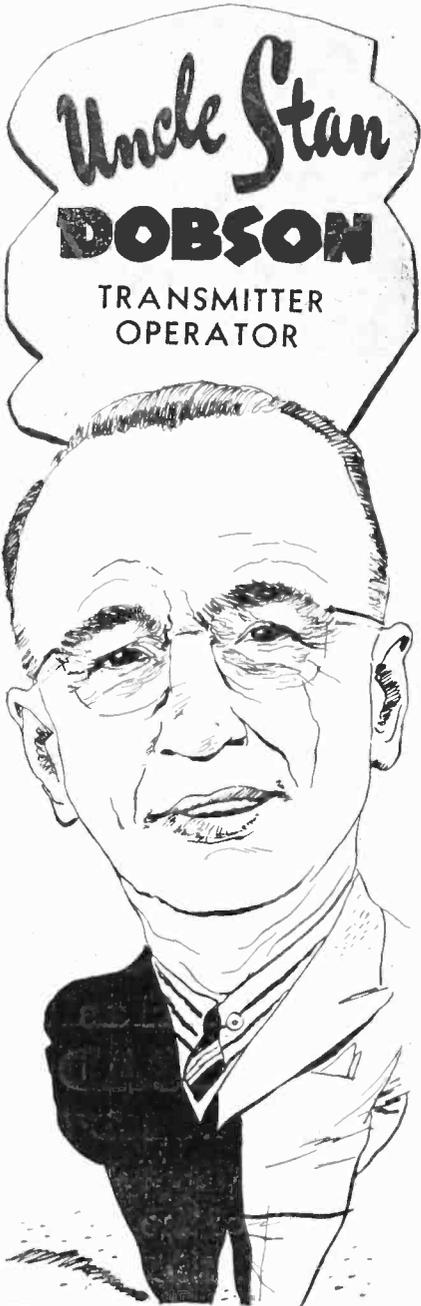
Ask All-Canada Radio Facilities

MONTREAL OR TORONTO

• 960 ON YOUR RADIO •



MEET THE GANG AT CKCW



★ Although this personality is known as "Uncle" Stan... he's really CKCW's sand-man... he has put our transmitter to bed... and awakened it in the morning since it was born 10 years ago. But that's not all. His friendly voice is instantly recognized and enjoyed by all who listen to our wake-up program where he is featured.

Uncle Stan, like all other CKCW boys and girls, has become a part of our station... he puts everything he's got into his services. Little wonder we do not sell time... but results

If you would like to hear "Uncle" Stan's friendly voice, just drop us a line and you'll get it in a few days... free. Coverage maps and other information telling why CKCW is a "must" in the Maritimes is also free... Horace N. Stovin is the man to see.

*We don't sell time  
... We Sell Results*

**C.K.C.W.**  
**MONCTON N.B.**

**HORACE N. STOVIN**  
Representatives  
Toronto and Montreal

# Private Stations Have Many Just Kicks But Lewis Overdoes It

by Frank Chamberlain

Reprinted from Saturday Night

I cannot get quite as excited as my friend, Richard G. Lewis, editor and publisher of the CANADIAN BROADCASTER, who strongly protests, both orally and in writing, against what he describes as the "totalitarian control" exercised by the CBC. Mr. Lewis claims that the people of Canada are completely uninformed of the undemocratic conditions which exist in Canadian broadcasting. What he is mainly objecting to is the fact that the CBC has now entered a strong and, according to Lewis, unhealthy competition in commercial broadcasting which, heretofore, the private radio stations pretty well controlled themselves.

There are many good arguments in Mr. Lewis's protests. He claims for example, that the private stations are forbidden to establish network broadcasts. He claims that the wires which link station to station are controlled by the Canadian Broadcasting Corporation. He argues that the setting up of a second Canadian network (the Dominion network) was designed to enable the CBC to carry an even greater number of commercial broadcasts.

It must be kept in mind that Mr. Lewis' journal had its support, in the beginning, from many of

the private radio stations.

The CANADIAN BROADCASTER is an independent journal, but it consistently voices the "party line" of the private broadcasters of Canada, who, in all justice, have many reasons for complaint.

The interesting new development of the CANADIAN BROADCASTER is its featuring of Friedrich A. Hayek's book 'The Road to Serfdom'. This is the book which "Readers Digest" and most of the advocates of free enterprise are promoting. I think I will stop right there. But I am wondering what significance can be placed in this strange alliance.

## Stork Market

Art McGregor (Woodhouse of the Woodhouse & Hawkins comedy team and for still further identification the half-pint of the duet) qualified for the baby bonus June 15th, when his wife presented him with a daughter Lorraine Avon.

John Drainie, Toronto actor, has increased the population by one—a daughter also, who landed on this planet June 8 in time to hear Pop finish off his multitudinous and variegated election engagements. The name please — Bronwin Deborah Ann.

**\$503,300,000.00**  
**THE LARGEST INCOME INCREASE IN**  
**ALL CANADA**

Saskatchewan's CASH INCOME FROM THE SALE OF FARM PRODUCTS, in 1944, totalled the amazing figure listed above. This is even more amazing when it represents, as it does, MORE THAN ONE-THIRD OF CANADA'S CASH INCOME FROM THE SALE OF FARM PRODUCTS FOR THE SAME PERIOD.

This figure takes on even more significance when we realize the income was received by a group of people who are anxious to spend it on land and home improvements, on clothing, food, all the necessities which have so long been off the market, BUT WHICH IN THE NEAR FUTURE WILL BE PUT INTO PRODUCTION.

CKCK, Regina, serves the greater part of Saskatchewan's rich farm area. CKCK, through superior programming, and a long-term public service policy, carries your message into this huge income area with authority, listener-interest and prestige. Hitch your product to "the Station with the drive in '45".

**CKCK**

REGINA, SASK.

THE STATION WITH THE DRIVE IN '45

Owned and operated by the Regina Leader-Post.  
Representatives: Canada, All-Canada Radio Facilities.  
U.S.: Weed and Company.

# FAN - FARE

By JOHN ADASKIN

A lot of things have been happen Canadian Radio that leaves us breathless. First of all we've spoken much about our opportunities here — what happens! A side-man became very successful leader — a very Singing Star gets a swell break — and LaFleche Awards follow on the of International Awards and we cry about Canada. Shame on us! Wherefore we know it we've arrived!

Lou Snider is the side-man mentioned above and his Sunday night, is a gem. Alexandra Belugin got a on the Goodyear show... and "Awards" have already been duly eized. Congratulations all around.

Congratulations are also in order. Hersenhoren his agency and sponsor a renewal of "Music for Canadians" street hears that it's just a quest formal announcement now. That's news to anyone, especially for the or so members of Local 149.

Twenty years ago the writer member of the Toronto Symphony Orchestra under Luigi Van Kunits who CNR sponsored them in a series of day broadcasts coast-to-coast. After commercial lay-off for sixteen or ten years we hear gleefully that again astute business is willing to c the minority. An as yet unnamed sor we hear, is going to bank-ro TSO every Friday for twenty-two That should please a lot of people ing still more paid-up members of

The saddest news has come to us the famed Hart House Quartet.—In most recent publicity, they are an ing the termination of their career organized quartet. The Hart crowd of four have toured the wo their twenty-one years of associatio Boris Hambourg, 'cellist, is the on ginal remaining member. The foundation should receive an awa helping Canadian musical culture s siderably because the Quartet has tuch a thrill to countless thousands of children and suburbanites who never again have the opportunity o ea ing such ensemble playing as displa the Quartet in the height of their It's a pity that 21 years couldn't merely the reaching of adulthood. of Milton Blackstone's friends ( viola-player of the Hart House Qu will be happy to know that he ha his insurance debate and will be looked after for the rest of his life.

We're told that Geoffrey Wadding doing a nice job of Music Directo Calgary way and one can see hi hand behind an advertisement ap in the International Musician — a for a Heckel Bassoon by a Calgary cian. Can it be that Le Wadding organizing a radio symphony in the metropolis? Hm?. Hope so. Good Geoff!

**\$5.00**

Sends  
you  
this  
paper  
for

**3 YEARS**

# HER MASTER'S VOICE VIA MARCONI



Corey Thomson, well known Montreal broadcaster, whose noon time newscast has been presented over CFCF for over 10 years under the sponsorship of The Elmhurst Dairy, has at least one faithful listener. "Girl" — Corey's English setter — regularly sits near the loudspeaker in the studio control room with eyes fixed on her master throughout the newscast, and only leaves this position when she hears the closing theme music.

## 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.

EVENING			
English:			
Fibber McGee & Mollie	27.9	-2.8	
Lux Radio Theatre	27.4	-4.0	
Frances Langford Show*	22.0		
Bob Hope	17.5	-1.0	
Album of Familiar Music	17.3	-3.3	
Treasure Trail	15.8	+2.6	
Kraft Music Hall*	16.6	-6.3	
Aldrich Family	16.4	-1.0	
Green Hornet	15.2	+1.2	
Waltz Time	14.7	-1.4	
French:			
Ceux qu'Aime	28.2	-2.2	
Course au Trésor	26.8	-5.0	
Métropole	25.4	-2.7	
Le Ralliement du Rire	24.7	-6.8	
La Mine d'Or	24.7	-2.9	
Nazaire et Barnabe	21.0	-5.7	
Dr. Morhanges	24.0	-3.1	
Café Concert	23.4	- .3	
Les Amours de Ti-jos	22.1	- .8	
Vie de Famille	21.0	+3.1	
*Summer replacements			

## Internees Hear CBC Short-Wave

A Czech woman living in New York states that an American soldier, recently repatriated, brought a letter from her mother who had been imprisoned in the German concentration camp of Terezin in Bohemia. Attached to the letter was a note, apparently from a local Prague committee in charge of persons released from German prison camps, which stated that if she wished to send a personal message to her mother, the CBC International-Service would broadcast it. Evidently the broadcasts were being picked up in Czechoslovakia.

These are part of a service recently instituted by the CBC International Service in cooperation with the Canadian Red Cross Society. Those in Canada desirous of sending personal messages to either Czechoslovakia and the Netherlands should get in touch with their local Red Cross Society.

# CKNB CAMPBELLTON N.B.

June 23, 1945

Dear Mr. Time-Buyer:

What with my hangover from the whirl of the election campaign my disappointment over Dick Lewis failure to find a landing field in our part of the maritimes and time out for a most enjoyable short term visit to Moncton where I attended the birth of the Maritime Association of Broadcasters, I have barely time to catch the deadline with a word of greeting to each of you and the ever timely reminder that the All-Canada Man has our story on tap for you.

Yours very truly,

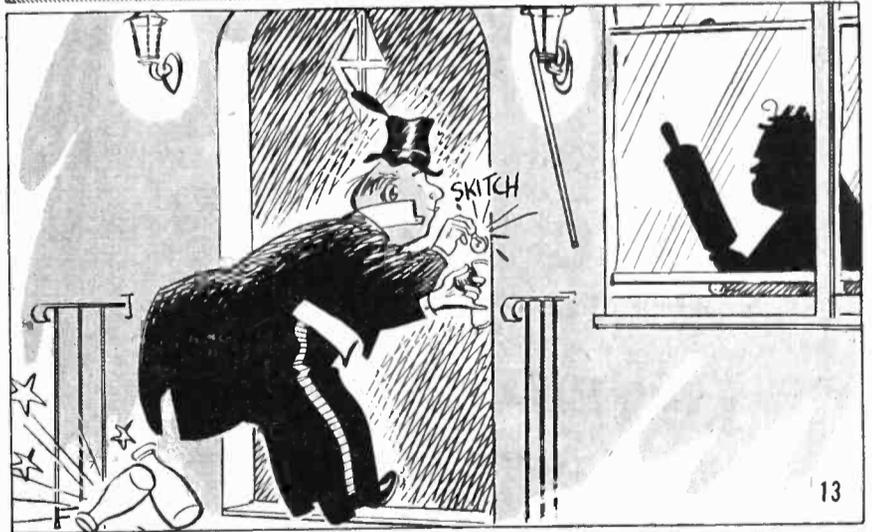
*Steu Chapman*

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

## WHAT A SPOT TO BE IN!



13

## WHAT A SPOT TO BE IN!

HERE'S a better-than Eighty Million Dollar market — for in 1944 the revenue from Agricultural products alone amounted to Seventy-Eight Million Dollars. In this prosperous area — tributary to Yorkton, Sask. — sponsors can profitably USE

CJGX YORKTON

Represented by  
**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Look to  
**RCA VICTOR**  
FOR FRENCH and ENGLISH  
PROGRAMS

ADAPTATION, PRODUCTION and RECORDING



**RCA Victor** TRANSCRIPTION STUDIOS

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

# Maurice Surdin

Arranger  
Conductor  
Composer

R.C.A. Victor's "Voice of Victor"  
Buckingham's "Curtain Time"

## CKCR Airs Local Talent Contest

*Farm Program brings mail from Long List of Post Offices*

Dedicated to various communities in their listening area, CKCR, Kitchener, airs a weekly program "Sunset Valley", which is a participating show featuring amateur talent, and dedicated to various communities in their area.

Amateurs are auditioned on the strength of recommendations of the advertisers participating in the shows, and, if they are found suitable, are heard in the program.

Another CKCR program, "Farm Folk", enjoys a wide listening audience in the station's listening area, as is indicated by the fact that in a six months period recently concluded, letters arrived from thirty-eight towns, cities and villages with 387 rural routes. In one two-week period over six thousand letters were received from 361 mailing centres.



### CIRCUMSTANTIAL EVIDENCE

Since burglars broke Bill Byles' house and seven pairs of Bill's pants, the police are understood to have been shadowing gnats and Bert Pearl.

### ALL IS NOT GOLD

The radio stations of Canada should be commended for their cause, during the past election campaign, none of which has ever aired more than a political speaker at the time.

### WOTTA LIFE

Jack Fuller is now floundering around a letter from a younger man who says he has found a program he hates more than "Treasure Trail". It is called "Funny Money M..."

### THE SOUND & THE FURY

It is understood that CBC is appointing a Vigilance Committee for next Sunday night (8.30) when the topic for discussion on "The Sound of Democracy" will be "Pragmatism versus Government Responsibility" with Glen Bannerman and Dick Lewis for the private side and Hector Charlesworth for the government side, though it is believed that the CBC is a dark horse to enter at the last moment.

### TCK-TCK!

Some day somebody is going to get the peculiar idea that democracy consists in everybody being allowed to yell at his political opponent "TCK" on the radio.

### PRINCE

Then there's the big one who told the returning serviceman seeking re-employment that he'd have to be a member he'd wasted ten years of his life.

### ONE FOR HIS NOBS

We've been trying to catch Carpet-bagger Stovin between trips hither and yon to thank him for his gift of a cribbage board. Now all we need is an opponent worthy of the name and a deck to beat him.

### SLICKER SLICKED

Syd Kennedy, national executive member of the Halifax staff, thinking to take advantage of "a good chance to pick up a few dollars cheap, contacted a sturdy Lunenburg fisherman and asked how much, thinking in terms of 10c a pound. The fisherman looked him over. "Wa-al", he said, "about 40c a pound. That's what the CBC Farm Broadcast said today."

## Air Checks



MICHAEL FITZGERALD  
RA. 2377  
1175 BAY ST. TORONTO

### Items of Interest from Voice of the Mighty Peace

1. CFGP joins the BBM. (How's that for penetration?)
2. Requests for time on CFGP should reach MUSH MUSH as soon as possible as he is going to be up the Alaska Highway in July, Fishing — and listening to CFGP.

(Wish you could come too)

## CFGP

Grande Prairie  
1000 watts

There are **DEFINITE REASONS** Why

**CFNB**  
Fredericton, N.B.

is the **LISTENER'S CHOICE**

Excerpts from a few "fan letters"

- Florenceville, N.B.: "CFNB is our best station".
- Perth, N.B.: "We get good reception from your station with very little power turned on my set".
- Mars Hill, Maine: "It seems we can always get you when all other stations fail".

**SATISFIED LISTENERS MEAN RESULTS!**

**CFNB**  
FREDERICTON N.B.

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

# More Hope than Charity

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

...It's because I live in Ontario election talks and announcements seemed to monopolize the air. I thought they were pretty thick — and so, too. Most shows hit the air as scheduled, but there were many interruptions from the listener's viewpoint. Part of that reason (and somewhat out of sympathy) I decided to see some shows in live state as they were aired.

One of these was Buckingham's "Current Time". I found the place alive with radio-actors, studio engineers, sound technicians and agency men. Maurice Penfold and Hugh Horler kept watch on a client's point of view. Cueing a large cast kept Howard Milson, producer, very busy. Morris Surdin acted the orchestra in clever background music, and his swiftly changing facial expressions, varying from deepest air to untold ecstasy give me an idea what television is going to be like.

The script was a good one — the kind that could really get your teeth into. It was "Heaven is my Destination" from Thornton Wilder's novel. Jules Upton starred in this presentation and he gave a top performance. (Since then he has become a very young and clever actor, has a scene and that, in itself intrigued Tommy Tweed did a terrific job as Love Interest ran high, played by Roxana Bond and Patricia Knapp as well as, of course, the star of the show. Other members of the cast were stars in their own right including Grace Webster (an all-time all-timer), Jane Mallett, ever-winner Alex McKee, Bud Knapp, a Master and Al Pearce. Narrations were done by Lorne Greene, commercials by Herb May, Allan McFee and Pauline ... What a cast? What a show?

...I do know a good show when I hear and see one. I've listened to many of Colgate's "Share the Luck" broadcasts and had the feeling ranked mighty high in the quiz field. ...seeing the show there is no doubt my mind. This is one of the smoothest and most entertaining shows I could imagine.

...before the program hits the air the Director of Ceremonies, Stan Francis, and announcer, Cy Mack, appear on the air to "warm up" the audience. Almost immediately, Stan Francis has a studio of people eating right out of his hand. There is no orchestra, no fun — the success of the show depends entirely upon the emcee with the contestants — and it is a success.

...of sudden we're on the air. Cy Mack introduces Stan Francis and calls for the first contestant. We're away but not without a great deal of work by two young ladies behind desks on the stage. They write names and addresses of contestants, open listeners' letters and eventually pay out money, when, as and if, I never say anyone work with such speed and aplomb as Francis. He packs more than half-hour show and people love that. That's what counts — the people.

...of a show could be built around his show, we'd have a star comedian making in the Canadian firmament.

...While listening to the People's Credit ... "Community Sing Song" from ... inside Band Shell, I thought again ... the reactions of people. There they ... in our peculiar January-in-June weather, listening to Jack Evan's orchestra ... didn't raise the mercury in my ... Poor accompaniment mar-

red the community singing as well as the girls' trio and guest-artist Jack Reid. An old-fashioned sing-song is splendid and Todd Russell does a good job as leader. Commercials are done by Al FitzGerald.

Production by Maurice Rapkin.  
Perhaps this program is the spot to introduce a "Who Cares About the Weather?" number.  
'Bye now.  
ELDA

### Date Changes

To enable your editor to attend the Western Association of Broadcasters annual meeting in Calgary August 6 and 7, the issue of this paper which would normally appear under date of August 18, will appear August 25th.

### On The Loose

We had a visit from Philip Morris to tell us he had resigned from the management of CFPL, London, at which station he has held forth for the past 14 years, and is now on the loose.

Asked if he intended to stay in radio, Mr. Morris replied with an emphatic "yes", and said he was currently engaged in commuting between his home in London, and Toronto and Montreal, surveying the territory with an eye to finding a new stamping ground, with a station or advertising agency.

**CKCO**  
OTTAWA

A *Wright* STATION

HERE'S ONE FOR THE BOOK!!

Now available on  
**CKCO**

The popular 11:00 to 11:15 p.m.  
**NEWSCAST**  
Monday through Friday

See  
**WILLIAM WRIGHT**  
Victory Bldg.  
AD. 8481

IF IT'S A  
**WORLD  
FEATURE**  
IT'S A SHOW FOR  
YOUR MONEY

**NOW!**

AN EXTRAORDINARY  
SERIES OF TOP-NOTCH  
FEATURE PROGRAMS



Yes, each of these new World Features is "A Show For Your Money"—each one is priced to fit even the most moderate budgets. Yet each Feature bears the unmistakable imprint of World's experience and "know-how" in creating top flight radio shows.

These Feature Programmes are business-makers just as is the World Broadcasting Library Service. You can offer to your listening audience the "cream of the talent". Would you like more information?

Distributed in Canada by

**Northern Electric**  
COMPANY LIMITED

HALIFAX SAINT JOHN, N.B. QUEBEC TROIS RIVIERES SHERBROOKE MONTREAL OTTAWA VAL D'OR  
TORONTO HAMILTON LONDON WINDSOR KIRKLAND LAKE TIMMINS SUDBURY PORT ARTHUR  
WINNIPEG REGINA CALGARY EDMONTON VERNON VANCOUVER VICTORIA

**Northern Electric**  
COMPANY LIMITED  
A NATIONAL ELECTRICAL SERVICE

