The lifting of the advertising restric-
tions in Hon. J. L. Ilsley’s first
year budget is being welcomed
business across the country, and
ubs about immediate conversion
domestic business are beginning
disappear. Advertisers are how-
er concerned over the fact that
cess Profits Taxation has not en-
completely removed.

The relaxation of the restrictions
advertising comes into effect
uary 1st, 1946 simultaneously
the reduction of Excess Profits
tes.

The original advertising restric-
tion was applied along with the
cess excess profit tax in order
industries might not be
formed by inflated domestic buy-
g. Since the cessation of hostili-
as alarm has been felt in busi-
ces because this particular re-
ton was not removed imme-
ately. The re-employment of reti-
sing service men was turned
to private business, and it was
nerally felt that with sales expan-
ion only muddled by this particular re-
ton, possibilities of perform-
the prodigious task of absorb-
g members of the forces was a
ual impossibility.

Agency and media men are na-
ially loudest in their acclaim of
forward step, while some ad-
ners feel that the battle is only
over.

E. P. Phenner, president of
Canadian Cellucotton Products Co.
Ltd., senior Vice-President of the
Association of Canadian Advertis-
ers and President of the Bureau of
Broadcast Measurement, points out
that business cannot be pursued to a
state of affairs which can be de-
scribed as completely sound and ef-
cient until all excess profits tax-
ation is removed, as well as the ad-
vertising restrictions. “As long as
one firm is paying more money in
cess profits taxes than its compe-
titors”, he said, “a truly competitive
state of business cannot be said to
exist, for the firms whose profits
are highest, will be in a position
to increase their advertising above
what might be termed normal, at
less net cost than their competitors.
In other words the Excess Profits
Tax will until it is entirely removed
subsidize to a considerable extent
some of their advertising expendi-
tures.

Mr. Phenner emphasized that in
his opinion all excess profits taxa-
tion must be removed before the
industries of this country can go
ahead, both for their own benefit
and for the benefit of the Domin-
on, on a healthy competitive basis.
“Canada needs export trade”, he
said, “but it should be possible for
every Canadian business house to
bear the cost of entering the export
field, not just those companies
which are high up in the excess
profits class.”

At left, Johnny Wayne and Frank Shuster, the Canadian
mies who have just returned from their clowning in the
army aircraft. Shuster is seen at left, and Wayne is astride
e propeller. At right, Jane Harkness, winner of the second
scholarship in last season’s “Singing Stars of Tomorrow”
which returns to Trans-Canada November 4th, is seen signing
autographs for some of her fans after the final broadcast of
the 1944-45 season at Massey Hall, Toronto, when nearly three
thousand music lovers turned out to see and hear the program.

HOLLYWOOD BOUND
Young Lands Movie Contract

Alan Young, Canadian comedian
currently appearing on the ABC
network in his own show for Bris-
tol-Myers, has signed a contract to
make two pictures a year in Holly-
wood for Twentieth Century Fox.

Still operating under the man-
gement of Frank Cooper, who took
Young under his wing in New
York, July 1945, the 25-year old
English-born Canadian comic is re-
turning to Canada to star on a Vic-
tory Loan show to be broadcast to
the networks from Toronto, Octo-
ber 21st.

The movie contract calls for two
pictures a year at least, and the
first must be started on or before
February 16, 1946. Twentieth
Century is said to be bearing the
cost of moving the radio show to
Hollywood.

Young says that the deal with
Twentieth Century is a “per-pict-
u” deal, guarantees that he
will play only in “A” pictures and
adds that his first picture will be
opposite Jeanne Crain, a young star-
et whom Twentieth is slating for
a big build-up. The script will be
done by Ruth McKinney, who
authored “My Sister Eileen”.

Alan Young broke into radio on
CJOH, Vancouver. His next move
was to top billing in the CBC “Reg
Party”. From there he came east
to star in the “Buckingham Show”.
Finally he went to New York for
Bristol Myers in July 1945.

Radio Execs Meet
Plans are being completed as this
issue goes to press for the first
meeting of the season of the Radio
Executives Club of Toronto at the
King Edward Hotel, 12:30 p.m.
Thursday, October 18th, featuring
Alec Templeton, internationally-
known pianist and humorist.
An ACE high show makes E-A-S-Y sales

13 years of sensational network success!

The humorous adventures of Goodman and Jane Ace now available for regional sponsorship in Canada!

FACTS WORTH ACTING ON

"Easy Aces" has been on the air 13 years... nine years for the same sponsor, who reports 900% sales increase!

"Easy Aces" has been voted, year after year, among the first five comedy teams.

"Easy Aces" produced by Ziv, is offered as a quarter-hour syndicated show in 156 episodes.

So, Mr. Agency Man, hurry if you want "Easy Aces" to make easy sales for your client—

For an audition program or any information call...

ALL-CANADA PROGRAM DIVISION

ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

LEADERS IN SYNDICATED PROGRAMS... BIGGER AUDIENCES, BETTER SERVICE
Sounding Board

Canadian Forces Radio Service.
G/C/O B.B.C.

We are interested in obtaining a ten and fifteen minute narrative or dramatic scripts of oddities, mysteries or comedies. You know the type I mean—good program filler material which has been very commercial for some time now on local stations in Canada. Can you put us in touch with an agency or any person who would be willing to supply us with a type of material? We will simply appreciate anything you do for us along this line.

Here is a story which will, I think, give you an idea of what I mean:

At noon today I received a call from Lt.-Col. Piercem, O.C. 'C' Wing, No. 4 Repat, Depot, Jasper Camp, Whitley. It seems the Flyers de Montreal, one of the units stationed in this camp, was scheduled to do a regimental march-past at 13:30 hours. No band was available, the camp turn-table had broken down, so music was not available for the march-past. The O.C. was quite concerned because the photographers from the Army Film and Radio Unit were scheduled to record and film the procedure for posterity. He called and asked if I might play at 13:30 hours twenty minutes of uninterrupted band music which they would relay over their camp P.A. system, and use for the purpose of the march-past.

This struck us as being such an unusual request that we replied, "Why not?" before even getting a secondary breath. After some scurrying around we managed to dig up twenty minutes of band recordings and despatch them to our studio which is approximately eleven miles from our record library. The records were included in Cpl. Jack Whetten's all request program 'I've Got Your Number'! from 13:30 to 13:50 hours, and, according to all reports were very satisfactory.

We believe this is the first time the Radio Service has been called upon to supply music for a regimental march-past and thought you might be interested in the story.

Yours etc.,
S. C. RITCHIE, Major

Singing Stars Of To-Morrow

All of the nine provinces will have contributed singing talent to Canadian radio listeners this season when York Knitting Mills' 'Singing Stars of Tomorrow' has completed its third run which opens on Trans-Canada Sunday, November 4. The three young song birds singled out as winners at the close of the series by a board of judges spread across Canada will be the recipients of scholarships of $1,000, $500 and $250.

Recently returned from an audition tour in the Eastern provinces are Les Chitty, Cockfield Brown & Co. Ltd., and John Adaskin of John Adaskin Productions, while a similar tour of the west has just been completed by Alan Savage, Cockfield Brown and Rex Battle, orchestra leader.

All four agree that Canada is far from lacking in talented singers of the fair sex though in some cases, they say promising voices remain untrained because distance precludes bringing singers and teachers together.

Prints of last year's 'Singing Stars of Tomorrow' film made by the National Film Board at the final program were shown across the country by the 'auditioners', with the result that considerable interest was stirred up among both teachers and students from coast to coast.

Last year, the sponsors of this program, York Knitting Mills Co. Ltd., were awarded the CANADIAN BROADCASTER'S Beaver Award for Distinguished Service to Canadian Radio in the field of sponsorship.

Why Duophonic Recordings?

The Duophonic principle of recording permits unlimited frequency selection over the critical ranges, 20-100 cycles, and 4,000-10,000 cycles.

This compensates for brilliance-loss at the slow 33 1/3 R.P.M. of transcription discs, and for response deficiencies of pick-up and receiver, by boosting the higher frequencies from 4,000 to 10,000 cycles, without loss of bass.

This "QUALITY - CONTROL" is your safeguard for complete fidelity of reproduction over the whole audible range.
For Available Time on all, or any, of these live, independent radio stations — for up-to-date Market Data — for Program Information and Intelligent Service — write or telephone any of our 3 offices.

RADIO GIVES YOUR MESSAGE HOME

HORACE N. STOVIN
& COMPANY
Radio Station Representatives
MONTREAL TORONTO WINNIPEG
The Market's the Thing

Disinterest in the other provinces displayed by Ontario in general and Toronto in particular, may indicate a sad state of complacency on the Ontario mind, but we are inclined to wonder what the other provinces are doing about it besides grumbling.

If a man went into a store and asked for a bottle of some well-known soft drink, Coca-Cola, and the clerk said he had never heard of it, the first inclination might be to turn him to the stand where no knowledge is business. On second thought however we might wonder, and not without reason, just how the Coca-Cola Company had slipped up in not taking good care that this clerk was better informed on their product.

Translating the thought from Coca-Cola to inter-provincial business, Ontario's ignorance of the way of life of the other provinces is explicable indeed. But these same other provinces have done nothing to remedy the situation, and, until they do, the situation must inevitably remain unchanged.

In the field of advertising, complaints are not infrequently voiced, but copy, whether for radio or publications, while it may hit right home in some places, is as out of place in others as would it if it were translated literally and word for word from another language. If a man came out from selling their individual media, and put on an intensive cooperative drive to acquaint their potential advertisers and the agencies with their markets, business would be created on a sound basis of knowledge of the people to whom advertising is addressed.

On another page of this issue there appears an article on the Manitoba market. A careful study of the facts it contains will disclose circumstances which are peculiar to this province. One such fact is the information that a far higher percentage of retail business is conducted through Manitoba department stores than in any other province.

In his article, the writer explains that this changes the tenor of advertising. Is this not information that should be pounded incessantly into the advertisers' minds, for the good of the advertiser and the ultimate good of the media themselves?

It is a peculiar fact that Canada maintains a Trade Commissioner in the British Isles. This Province has its Ontario House on the Strand in London. Other provinces no doubt maintain similar offices. These offices are intended to promote export business for Canada. Yet, while you will find similar offices from other countries in Toronto, none will be found where information of any kind can be obtained for the furtherance of interprovincial business, with the possible exception of the travel agencies.

Imagine yourself to be an Ontario manufacturer, desirous of invading the Maritime market. As far as we have been able to discover, there is not one single Maritime to be found in a Toronto advertising agency, and only one in Montreal. Yet Maritimers complain that Ontario steals all their men!

A recent development in radio is the formation of a Maritime Association of Broadcasters. Together with the Western and Quebec Associations, the country is split up into three out-of-Ontario segments. If these organizations are going to perform the most useful possible purpose, they will have to devote considerable time to the preparation of informative material about the part of the country which each serves, and see to it that each reaches the right people. Then, if Toronto persists in a continuation of her haughty attitude towards the rest of Canada, the complaints of the eight other provinces will be at least partially justified.

Richard Lewis

Editor.
MANITOBA—A FIFTY-FIFTY MARKET

By HUGH NEWTON
Former Winnipeg Radio Man
Now Feature Writer for the Toronto Globe & Mail

The Province of Manitoba presents rather a peculiar and specialized market due both to its geographical structure and its odd distribution of population.

Geographically, Manitoba is the centre of Canada, and Winnipeg, its trading and governmental seat, is the exact centre of the whole North American Continent. Manitoba—better than 250,000 square miles in area — about the same size as each of the other two Prairie Provinces of Alberta and Saskatchewan — has some 731,000 people living in it, fewer than there are in Greater Toronto.

Politics
Politically Manitobans seem to lean towards Premier Stuart Garson’s safe, sane and down-the-middle-with-Stuart Coalition party, though there is evidence that the CF is slowly gaining ground.

Language
Manitoba is a heterogeneous state to say the least, and its so-called “foreign element”, as we are wont in this country to call anyone not British born into the third or fourth generation, constitutes a sizeable minority against its Anglo-Saxon descended element. The following figures speak for themselves:

- 647,000 speak English only
- 6,000 speak French only
- 65,000 speak both languages
- 28,000 speak neither

Urban vs. Rural
Approximately 90% of the population lives in cities and towns, whereas the population of the other two Prairie Provinces is largely rural. 310,000 (over 42%) lives in Greater Winnipeg.

The Dominion Bureau of Statistics, basing its figures on the last (1941) census tells us that there are 92,000 rural homes and 84,000 urban homes. It also discloses that Manitoba has the third largest per capita income in the country, being third to Ontario and British Columbia, and is only slightly below the Dominion average. Male wage earners in Manitoba, including both rural and urban, then averaged $988 per annum, $10 under the Canadian mean.

Mixed Farming
Agriculturally Manitoba is a mixed farming area, and does not depend even largely on wheat, despite what you may hear. Its cattle, hogs and milk products rise to a healthy chunk. The Province is now Canada’s largest native sugar producer, having grown 30,000,000 pounds of sugar beets last year. In the south, there is a wide development of vegetable oil processing and other agricultural by-product manufacturing, which is beginning to pay off.

Last year, agricultural production touched close to $220,000,000 of which $137,000,000 came from crops, including wheat, and the rest from mixed farming.

Average income per farm in 1944 was nearly $4,000.00. It is encouraging to note here that Manitoba farmers are reducing their mortgages to the point where they are now half of what they were aggregated in 1937; and repayments are now exceeding new loans at the prevailing rate of four per cent. After a period of quite a somewhat tight-credit administration, Manitoba has the lowest capital debt of any Province.

Post War Potentials
Since 1937, agricultural production, under the impetus of war, has been raised 15%.

Manitoba is going to offer a large potential market to electrical goods manufacturers within the next decade, as the government implements former Premier John Bracken’s promise to electrify 58,000 farms, a project which is already under way. Fifty-eight thousand farms is a lot of vacuum cleaners, Mr. Hoover!

Besides farming, Manitoba rings up $7,000,000 a year in timber and pulp products, and $20,000,000 in mining (mostly base metals). It has three inland lakes producing 40,000,000 pounds of fish per annum, representing 46% of the nation’s total inland catch.

Urban Centres
The Province has, besides Greater Winnipeg, which includes largely the French and Belgian-Dutch city of St. Boniface and two satellite municipalities, only the communities with populations over 5,000. These are Brandon, a prosperous and picturesque trading city of close to 20,000; Flin Flon, a booming mining town in the north, with about 12,000 of a cracking good payroll; and Portage la Prairie, flat, dusty and friendly and in the middle of a wheat area, containing close 8,000.

(Continued on Next Page)
Winnipeg

Winnipeg, possibly through a Main Street complex suffered by most U.S. and Canadian Prairie cities, has a somewhat out-of-joint mixture in retail sales. There is tremendous concentration of sales through two large stores, The Hudson’s Bay Company and the Toronto.

Both stores are much larger than they ordinarily would be for a city of this size. But, of course, came into the city, and both with the wealth to put up a tremendous front. The city virtually grew up around “The Bay and Eaton” – “The Bay” was here before Winnipeg for that matter – and this phenome non entirely fortunate, is illustrated graphically in both the physical buying habits and the abstract data in sales.

Portage Avenue, in our opinion, is finest shopping street in Canada, has, for example, both big stores on the same (south) side. Pedestrian traffic on that side of the street is twice that on the other, and rents and sales follow proportionately.

Unlike most Canadian cities, Winnipeg has most of its shopping area concentrated downtown. The retail in Toronto, Montreal, Vancouver, Hamilton and others is to decentralize it and build up the residential shopping area. Not so in Winnipeg, where every main street car and bus route passes either through the Portage and Main tunnel, or ends up within a block or two of it.

Manufacturers and distributors have long been exasperated with the peculiarities of the Winnipeg market. The fault has been in concentrating a product exclusively through one major outlet, and leaving advertising to that outlet on a local basis. In other cities the rule is generally to spread a product around and let the retail outlets compete with each other in putting over the product. But in Winnipeg, because you market through a chain or a single large outlet in order to maintain that market, you must advertise from the source – on a national basis.

Buying Power

Winnipeg has a per capita buying power well above the average for Canada. The Royal Commission on Price Spreads during the 30’s showed that Winnipeg spent as much as or more than any Canadian city in its department stores on gross buying, ting with Montreal and, of course, 3,500,000 more than Vancouver. A pre-war consum er survey showed that 27.5% of Winnipeg’s groceries were bought through department stores, against an average of 14.5% for all Canada. Other figures show that Winnipeg has but 8 retail outlets per 1,000 of population, as against 13 per 1,000 for Toronto and Hamilton, and 12 for Ottawa. The city has the hold that department stores have on Winnipeg’s buying habits for a lot of the latitude that has been apparent in Winnipeg’s economy.

Winnipeg is a good market and an important market. It is Canada’s greatest rail centre, with close to 18,000 railway employees; it has the largest stockyard in the British Empire; it is a huge meat packing centre and the air centre of the Dominion.

Manufacturing has shot up since 1928, and, since the city was overlooked to a great extent by new war industries, its re-conversion problems are simpler, seeming that its manufacturing boom has been largely in the domestic fields.

Manitoba’s industrial activity doubled from 1938 to 1943, and, in that latter year, produced $250,000,000 in factory products, most of them in Winnipeg, which has an annual industrial payroll of $50,000,000. Winnipeg is also a great electrical goods market, having the lowest rates and the greatest per capita consumption of power in the world.

In 1943, Manitoba’s gross income from all fields was $400,000,000.

Newspapers

Manitoba has 4 daily newspapers, and, over-all, is not a heavy circulation area. Vancouver, for example, with about 65,000 more residents than Winnipeg has 230,000 readers for its three daily, while Winnipeg has about 135,000 for its two English dailies.

Radio

Presently Winnipeg has two radio stations, CKN and CKR. It will shortly have two more – CJOB, designed for the local market, on which we have little information, and a projected French language station across the river in St. Boniface. There are two other stations in the Province – CKX, Brandon, and CFAR, in the rich Flin Flon area.

Manitoba has the third largest per capita number of radios in the country. Highest is British Columbia with 18.3 per hundred people; next, Ontario with 16.9; Manitoba follows with 14.9, which is 0.1% off the Canadian average.

The province has in 131,000 radio homes, 6.9% of the Canadian total.

Advertisers on the Winnipeg stations get most of the city’s trading area, representing about 75% of buying power of the province.

Brandon covers the western part of the province and a wealthy mixed farming district. Flin Flon serves its own prosperous area with virtually no outside competition.
I believe in experiment. I don't believe in a great deal of experiment on the air. With the tremendous facilities we have for record-
ing, instant play-backs and all the other gadgets at our disposal, we should be able to do our experiment-
ing and 'wood-sheathing' before we go on the air. This may not apply to certain smaller sta-
tions which can make something of a point of having series which are purely experimental. But, so far as general network operations are con-
cerned, I believe it is our business to stick to things which are tried and true, and for which our audi-
ence will thank us.

Along with experimentation goes the matter of talent development. We have fallen somewhat short in developing talent. If you will look over the top-ranking programs at the moment, you may decide, with a flutter in your heart, what would happen if ten or fifteen of the top personalities in radio were suddenly to fall dead. We haven't been very efficient in planning the pro-
cesses by which talent for radio is developed. We might well give some consideration to these plans. As a matter of fact, I think the indus-
try as a whole should be spending some of its time on projects to develop those things which are the life blood of the radio business because they have to do with pro-
grams.

A few years before I entered the radio industry, the word "radio" itself was a tremendously exciting word. All the excitement that at-
tached to it, plus a great deal more, has been added to this very electrifi-
ying word "television." People are talking about it, wondering about it, planning for it, hoping for great things. I happen to be a believer in television. It is neces-
sary for all of us to get ready for it and to plan, during the transition period, for the most effective way to move gradually from our sound broadcasting position, as we now know it in radio, to the position we will want to occupy when sight has been made available to us.

I don't happen to be one who believes that television is going to be judged solely by standards set up by the motion pictures. The effectiveness of it in your own home will make it a thing apart from motion pictures. While everyone admits that he sees expert handling in photography and light-
ing in a motion picture for which he pays seventy-five cents or a dol-
lar, he will not only be content with that but will be greatly interested in the picture he sees in his own home. How will involve the presenta-
tion of some of the personalities he has heard so often on the air. So I would suggest planning for television start which involves the use of radio talent.

As to the ultimate development there is a great deal of talk about television displacing radio. What sight-and-sound displac-

matics is the most widely used, and it is not by mere coincidence that we are talking about television. But, it is because of my fairly long radio experience, it seems to me that there are certain elements of the broadcasting business which are sound and will always remain sound. Maybe you will insist upon seeing all of the orchestras which you hear play. Maybe you want some visual aid to your appre-
ciation of symphony. I don't think there will always be the same desire for aspects of sound broadcasting, even when television has been perfected (as I am sure it will be perfected). I will compliment your requirements in the sight-and-sound field - cer-
tain elements you will still enjoy by hearing alone and not added in sight.

**"PROGRAMS ARE FOR PEOPLE"**

Fifth in a Series of Excerpts from a Talk Given to the N.Y. City College Radio and Business Conference

By CLARENCE L. MENSEN
NBC Vice-President in Charge of Programs

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**Vancouver's CHWX**

**First IN CANADA'S THIRD MARKET**

**1000 WATTS going to 5000 Mutual Network**

**REPRESENTED BY ALL-CANADA RADIO FACILITIES**

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**CHNS BULLETIN BOARD**

Despite the heavy influx of Autumn programmes, we still have a few desirable availabilities for products of merit... Write or wire direct, or ask the All-Canada Man,
TRADE WINDS
A COLUMN OF COMMERCIAL NEWS
Edited by
ART BENSON

J. Gibbons, Toronto office tells that I.D.A. Drug Stores have expanded their radio schedule by using a daily 15 minute newscast 15 p.m. (EST.) over CFRB, Toronto, beginning October 14, running for 26 weeks.

McKim Advertising Ltd., report at L. E. Waterman Co. Ltd. (ests.) are sponsoring "Gangbusters" piped in from ABC to CKX, Toronto, every Saturday at 9.00 a.m. (EST).

Bill Byles at Spitzer & Mills tells us that Quaker Oats (Feed Division) is testing a quiz and two shows over CKSF, Cornwall, called the "Full-O-Pep Quiz". The campaign began October 12 and a sponsor's "Loone Ranger" (Flux Flakes), erroneously reporting in our last issue commencing October 6, is not due to go to CFRB until November 5.

Harold F. Stanfield Ltd., reports a new program for Dusky Dip getting under way late October. Called "Parents Magazine on the Air" (All-Canada Program Division) the show goes CKRC, Winnipeg; CFRB, Toronto and CHNS, Halifax with the possibility of extension first of the year.

J. Walter Thompson announces taber 28 as starting date for "superman" sponsored by Kelco (All Wheat) which goes to 10:00 p.m. (EST) over CKAC, Montreal and CRC, Quebec.

J. Walter Thompson's Montreal office reports that Swift Canadian resuming "Courier Confinements" over the three CBC basics of the French network beginning November 5.

The "Woody Herman Show" is being piped in from ABC for Wildroot Hair Tonic, and started over CJBC, Toronto, October 13.

Eddie Gould at McConnell Eastman tells us that National Dry Products (Wishing Well) are resuming their half hour transcribed shows October 26 for another year over CFRB, Toronto.

McConnell Eastman's Montreal office reports that client T. H. Estabrooks (Tea) have resumed "Le Theatre de Chez Nous" over the three basics of the French network plus CFCF, Hull, beginning October 18.

Bob Simpson at Young & Rubicam says that "Dinah Shore's Open House", sponsored by Birdseye Proust Foods is being piped in from NBC beginning October 16 as a delayed broadcast over CBL, Toronto and CRM, Montreal. The same agency reports that "Counterspy" for Pharma-Craft (Fresh), for some time past piped in to CFCC from APC, is now heard over CKEY, Toronto, Wednesdays at 10:00 p.m. (EST). Y & R has enlarged the radio shams of Robin Hood Flour Mills by adding two more shows under way this month. "The Haunting Hour" started a 26 week run over CCFX, Vancouver, October 15 and CDFX, Victoria, October 16. A live French show called "Les Talents de Chez Nous" has started over the three basics of the French network plus five supplementary stations. Whitehall Pharmaceutical Laboratories started a 12 week flash campaign over CKSO, Sudbury; CFCH, North Bay and CKGB, Timmins.

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TELEGRAPHS
WORLD WIDE SERVICE

EDMONTON ALTA.

TO OUR CUSTOMERS (PRESENT AND FUTURE):

IN THE PAST 3 YEARS CJCA HAS WON FOUR NATIONWIDE RADIO AWARDS FOR FOUR RESOURCES, ORIGINALITY AND EFFECTIVENESS STOP YOU ARE IN TOP COMPANY STOP

(SIGNED) RADIO STATION CJCA

---

Come and Get it!

Come and Get it!

... new NBC Recorded audience-participation food quiz

- There's no question about the popularity of audience-participation quiz programs — no question of their high effectiveness. And radio's newest recorded audience-participation quiz, COME AND GET IT, is headed for an enviable place in the list of top favorites, especially among women ... and quite obviously among food advertisers who want the ears of Canada's housewives.

Here's why: COME AND GET IT is a feast of fact and fun on the timeless subject of food! Its participants are selected from studio audiences to give interesting geographical distribution. Its "Board of Experts" is known to millions. Its Master of Ceremony's showmanship has what it takes.

Format: Bob Russell, M.C., questions contestants, then tosses subject to "Board of Experts". Alma Kittelwell well known for her Woman's Exchange programs and Gaynor Maddox for his syndicated food articles. Experts uncover unusual facts about food in questions and suggest tasty ways the food can be used.

COME AND GET IT is like a network program in every respect except that the show is recorded for local sponsorship and available at a surprisingly low cost. 136-15 minute programs. Scores of publicity tie-ins.

Available in Canada through

ALL-CANADA RADIO FACILITIES LIMITED
Victory Building, Toronto

NRC RADIO-RECORDING DIVISION
A MEMBER OF THE NBC FAMILY OF RECORDED PROGRAMS

RCA ABL, Radio City, New York, N. Y. Member National Broadcasters Association

RCA ABL, Washington, D. C. Member Broadcasters Association of America

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JOHNNY GET YOUR PICK
Canadian Comics Do Repat Propaganda Show

"The Johnny Home Show", a program with a purpose, aspires to tell returning service men how to fit back into the pattern of civilian life, and also to tell civilians how their heroes should, and more especially should not be handled. It strives to achieve this end by replacing endless speeches aimed at almost non-existent audiences with human and humorous sketches which give "Johnny" the gen on Curvy Street, but give it to him with a chuckle.

Production is in the hands of CJK's Frank Willis. Music is under the baton of Sammy Hershenhorn, and his band is implemented by Jack Allison's vocal sextet. A cast of actors includes Jack Fuller, Grace Webster, Bernice Braden, Frank Peddie, Tommy Tread and Peggy Loader. Scripts are the work of Johnny Wayne and Frank Shuster, the team of Canadian comics who got into radio from the (Toronto) University College Follies were once gag merchants on Maurice Rosenfeld's "Buckingham Show", and did some daytime rib-tickling as the Javex "Wife Prevent!" for the same impresario, and then joined the Army Show, and carried their antics from the Normandy break-through to the Nijenery salient in Holland, with the Canadian combat troops.

Shuster and Wayne told us quite a bit about themselves and their aims, over lunch one day last week.

"We'd just sat down, when an artillery officer ambled over to our table and said to Johnny: 'Haven't I seen you before?'"

Wayne looked at the captain as only a ex-staff sergeant can look at three pigs, while Shuster still in uniform, instinctively shifted his right shoe on his left pant leg under the table.

Johnny saw the 3rd Division patch below the officer's shoulder and said: "I guess you were there when we played for the boys in Normandy just after D-Day."

"Sir", added Shuster, glaring at Wayne. Wayne smiled like a dishevelled Sphinx.

The captain said: "That was helluva good show. I saw it twice times. 'We wanted to believe it was the whole thing wasn't a plant."

We tried to get back to the past we had reached before the Captain came in, and found out that Normandy-Holland adventures taken place when the boys were featured comedians with an Army Show unit of eighteen companies. Sergeant-Major Jimmie Singe.

We tried the information for them that they were occasionally subjected, among other inconveniences, to a spot of shell-shock and German artillery, strafing by Jerry Jet-planes. "Box office receipts may have been lousy", Johnny, but the audience was terrific". And Frank interjected: "Why not? There was an alternate network for them to listen to."

They hadn't changed much, outwardly anyhow. We did the idea though that the war may have replaced the old Costello quality with something a trifle more vital.

Peace time Propaganda
Speaking of their current activities, we gathered that outside the "Johnny Home Show" they are marking time until Frank puts Johnny into curvies. Their aim then be to build a big-time Canadian comedy show. "So big", promised Frank, "that some Canadians may even listen to it. Or thing, he added. "We'll have an audience from our fraternity physies. Listening to us is going to be part of their penance. We have got that fixed.

As to Johnny Home, the boys devised it in response to a win's request to the CBC for a more humorous radio treatment of the "Rehab Problem."

"Framed on a believable set (Continued on Next Page)"

IN THE WEST - it's

22 years of operation keeps CKY's finger on the pulse of the nation.

Another Manitoba-owned Station: Exclusive Sales Rep.: CKX BRANDON - 1,000 watts H. N. STOVIN Toronto - Winnipeg - Montreal

SURE way to reach a large...

AUDIENCE and be sure of...

LISTENER response at low cost from the...

SALE EFFECTIVE use of Spot Broadcasting

SPECIFY

CKMO - CKNW - CKCI - CFRN - CFQC - CKPR - CHUM - CFCN - CJSO - CHGS

Radio Representatives Limited
TORONTO AND MONTREAL

October 20th, 1944

JOHNNY GET YOUR PICK
Canadian Comics Do Repat Propaganda Show

"The Johnny Home Show", a program with a purpose, aspires to tell returning service men how to fit back into the pattern of civilian life, and also to tell civilians how their heroes should, and more especially should not be handled. It strives to achieve this end by replacing endless speeches aimed at almost non-existent audiences with human and humorous sketches which give "Johnny" the gen on Curvy Street, but give it to him with a chuckle.

Production is in the hands of CJK's Frank Willis. Music is under the baton of Sammy Hershenhorn, and his band is implemented by Jack Allison's vocal sextet. A cast of actors includes Jack Fuller, Grace Webster, Bernice Braden, Frank Peddie, Tommy Tread and Peggy Loader. Scripts are the work of Johnny Wayne and Frank Shuster, the team of Canadian comics who got into radio from the (Toronto) University College Follies were once gag merchants on Maurice Rosenfeld's "Buckingham Show", and did some daytime rib-tickling as the Javex "Wife Prevent!" for the same impresario, and then joined the Army Show, and carried their antics from the Normandy break-through to the Nijenery salient in Holland, with the Canadian combat troops.

Shuster and Wayne told us quite a bit about themselves and their aims, over lunch one day last week.

"We'd just sat down, when an artillery officer ambled over to our table and said to Johnny: 'Haven't I seen you before?"

Wayne looked at the captain as only a ex-staff sergeant can look at three pigs, while Shuster still in uniform, instinctively shifted his right shoe on his left pant leg under the table.

Johnny saw the 3rd Division patch below the officer's shoulder and said: "I guess you were there when we played for the boys in Normandy just after D-Day."

"Sir", added Shuster, glaring at Wayne. Wayne smiled like a dishevelled Sphinx.

The captain said: "That was helluva good show. I saw it twice times. 'We wanted to believe it was the whole thing wasn't a plant."

We tried to get back to the past we had reached before the Captain came in, and found out that Normandy-Holland adventures taken place when the boys were featured comedians with an Army Show unit of eighteen companies. Sergeant-Major Jimmie Singe.

We tried the information for them that they were occasionally subjected, among other inconveniences, to a spot of shell-shock and German artillery, strafing by Jerry Jet-planes. "Box office receipts may have been lousy", Johnny, but the audience was terrific". And Frank interjected: "Why not? There was an alternate network for them to listen to."

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"Framed on a believable set (Continued on Next Page)"
October 20th, 1945

(Continued from Previous Page)

He’s the TED HUSING of Quebec Sportsdom

Michel Normandin keeps his enthusiastic French-speaking audience tuned regularly to CKAC

• Veteran of the “mike”, completely bilingual, Michel Normandin is at once city alderman and one of the most popular figures in Montreal sport circles—a man you would naturally expect to find on the CKAC rostrum. Apart from his daily sports round-up over CKAC he is official announcer for the Montreal Athletic Commission and sports-caster for the Imperial Oil National Hockey League.

Just as “Mike” Normandin is a fellow to reckon with when it comes to sports news, so is his large French-speaking family audience when it comes to increasing your sales. By survey, the annual family spending of Quebec is $600,000,000—French-speaking Canadians listen to radio in a ratio of 3 to 2 as compared with their English-speaking neighbours—their favourite radio station is CKAC.

“C’est un fait accompli” when you present your product to French Canada over CKAC. Full details on request.

B.C.’s GOLD PRODUCTION

$8,000,000

THE OKANAGAN’S AGRICULTURAL PRODUCTION

$16,500,000

The Voice of The Okanagan

See All-Canada or Joe Weed

CKOV KELOWNA B.C.

Canadian Broadcaster

Page Eleven
Y
OU know the answer: the "Strad" gives him confidence; he knows that a violin made by Stradivarius will do full justice to his art.

Your station staff and your radio artists, too, will need confidence in the station equipment you provide.

Radio stars, as well as radio engineers, have learned to know that RCA Victor Broadcast Equipment puts programs on the air at their best.

By far the greatest part of all broadcast equipment used in Canada today is RCA Victor equipment.

AM—Now — FM—Tomorrow — RCA Victor will make both!

It seemed to me that programs last Summer were rather better than the usual run of Summer shows. One that has commanded my listening is "The Martins". It ran before, during and after the summer months. Part of its success may be attributed to the scripts of Donna Conway King; stories are every-day and true-to-life. Each is truly a "situation" show and is really something that could very easily happen and is not exaggerated.

John and Mary Martin are coy about disclosing their real names. Can you beat it? Their dramatic ability, though probably is another reason for "The Martins" reaching a peak, for their voices and conversations are most natural. These programs run Tuesday and Friday nights, produced by Harley McViear. Up to now they have been aired for CJBC listeners only; although they seem like excellent network material.

Trophies have been awarded for almost everything, in this business, but one thing was overlooked. The other night at a surprise party following the "Johnny Home Show", Grace Webster was pre

sented by the Toronto Actors with a silver cup for being the best loved actress in radio.

Grace is an able actress and lovely lady, without doubt. She plays Mrs. Craig on "The Craigs", Carrie on Fond's "John and Judy" and Mrs. Home on the "Johnny Home Show" as well as parts in numerous other programs.

I've heard every "Johnny Home Show" but one. I've seen two of them and I'll argue with anyone who questions the scripts of Robert and Wayne being funny. I've also said on the fact that Jack Fuller who plays Johnny is a natural talent that Samuel Herman has been a capable conductor that and Frank Wills knows his production (His mother says me). But there's one man who might be called an unsung hero, and I mean Allan McKay, the announcer. To me, McKay has a lot on the ball, a voice, that's rich and vibrant with an excellent delivery and just the right amount of punch.

The sponsor's slogan "If it Borden's its got to be good" quite as applicable to their programs as to their products. "Canada Cavalcade" has begun its fifth season and may be heard Monday nights on Trans-Canada Network.

On the opening show Proctor Clift Stewart was thrown a curry when the preceding program ran some forty seconds overtime. How over, he paced it well and the show finished on the nose. Th series so far has carried excellent material — variety aplenty.

To prove this variety angle, guests were Jimmie Narama, a known marimba player, Gordo Sinclair, traveller and author. Pauline Ronnie, vocalist and dramatist, doing her convincing in personations of a baby; and Jospe Luderoute, Metropolitan tenor. Music is supplied by Howas Cable, conductor and arrange whose youthfulness surprised me the first time I saw him.

The regulars on this show are Cy Mack and Lorne Greene, interviewer and narrator. Commercials are tastefully and clever handled by Doug Master, Art King, and Barry Wood. Altogether this was a show worth hearing.

At the end of the show there was an hour's entertainment for the studio audience. Thanks to Bob Simpson, Radio Director. Young & Rubicam, I was am among those present. I could listen to Luderoute's singing, Name always amazes me, Pauline Renn sang, is sweet and numbers and CI McKay of the orchestra gave 6 with solid vocal stuff.

When the Jules Uptons tour Canada, I wonder about some dramatic shows. Gabrielle Upt was Wendy on "John and Judy". At present that part is being done — and exceptionally well — Reta McLeod. Reta is probably best known for her parts on huber Merer's "Man With a Story" where she is excellent, but her role as a teen-ager is equally good. Clever people like McLeods.

D'ye now.

ELDA.
MUSIC WHILE YOU WORK

Throughout the war, plant news as well as plant music was a common factor in industries from coast to coast. Whether this use of news and music will continue to be used as a booster of “employee morale,” only time will tell.

One of three alternative methods was used by the factories to dispense entertainment. They either produced the music themselves by means of recordings and a P.A. system, subscribed to Muzak, or let the piped-in music from the local radio station. In the latter case, they were able to give workers the news as well as musical entertainment, while they were at their benches and machines.

Management has been unanimous in its agreement that this type of “employee relations” tends to relieve nervous fatigue, and to boost morale.

In many industrial areas of Canada, loud-speakers, stationed in the plants, were forever playing marches, tango's and swing, while hundreds of men and women turned out vital equipment for war, or while they rested or ate in plant recreation rooms and cafeterias. And now comes the swing-over to peace.

Band music used to greet the workers in one Canadian plant as they assembled for the first shift at 7 a.m. This would continue for 15 minutes. Five other half-hour periods of music were scheduled during the eight-hour shift one at lunchtime and the rest timed to coincide with periods of “let-down” or fatigue among workers. Music during the fatigue periods acted, it was felt, as a stimulant to the employees. Band selections were again played at the end of the first shift to welcome the relief shift.

Swing-loving war-workers across the country were smashing production records with the aid of Tommy Dorsey’s “Boogie-Woogie” and Abe Lyman’s “Amen.” These incidentally were two of the favorite recordings among the girl workers.

“Music While You Work” is not a new idea, but it only really took hold during the war years.

On the farms served by this station another rich crop is now being harvested. Wheat yield in this section will be double the average of the Province as a whole, exceeding 25 bushels to the acre in many parts.

Concentrate on this prosperous territory. Write us, or call the nearest office of our representative — at Toronto, Montreal, or Winnipeg.

IN NORTH-EAST SASKATCHEWAN
Folks Turn First to
CJGX YORKTON!!

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

WHAT A SPOT TO BE IN!

When 1785 people take the time to send us birthday cards on our 3rd anniversary. . . When 105 local business men buy a total of 151 extra programs to mark our third birthday, surely it indicates that CHOV is indeed the Voice of the Ottawa Valley in Pembroke, for your message to our people. You can truly say “What a Spot to be in”.

CHOV PEMBROKE
Represented by HORACE N. STOVIN
MONTREAL TORONTO WINNIPEG
WHAT A RECORD!
OVER ONE MILLION LETTERS
WHAT A RECORD!
THE HALLS ARE PACKED

Sponsor Identification: 86%
Average Rating: 22

BUY THE NAME FAMOUS ALL OVER NORTH AMERICA
"Double or Nothing"
A QUESTION-AND-ANSWER SHOW THAT GIVES UNQUESTIONABLE RESULTS

ASK YOUR AGENCY

RAI PURDY PRODUCTIONS

Head Office: TORONTO
Western Rep. WINNIPEG

OTTAWA Letter
by JIM ALLARD

Continuing interest in radio is made evident by members of the Commons. Solen Low, Social Credit leader asked for names and civil occupations of Board of Governors of CBC; and amongst other information, desired to know names, terms of employment, rules governing the preparation and presentation of the script of all regular news commentators on CBC. The answer read, "Commentators are engaged on a per occasion basis and are not regular employees of the staff of the corporation". One or two Social Credit Members have indicated dissatisfaction in the House and elsewhere with network commentators. Fresh efforts have been made to secure a commercial license for CKUA, formerly operated by University of Alberta and now in charge of Alberta Government Telephones. Efforts are unsuccessful to date. John Diefenbaker, Progressive Conservative member for Lake Centre, Saskatchewan, is asking the government how many applications have been made and granted for the issuance of radio licenses in the four Western provinces in the last two years who made application, and in what cases decisions thereon are being held in abeyance, and why. M. J. Coldwell, C.C.F. leader, asks "Has the Minister of Justice referred the Radio Act of the Legislature of the Province of Quebec to his law officers for any opinion regarding the advisability of exercising his powers of disallowance?" This subject is the subject of considerable conversation in Ottawa; but because of all the implications involved, nobody has so far committed himself.

The news that Australia will follow New Zealand's lead and broadcast Parliamentary proceedings caused a ripple of comment here. Majority sentiment seems to be against the idea. News reports that CHMI, Hamilton will broadcast City Council proceedings were played up considerably; the reaction was generally favorable. Radio has a dignity of its own; one place in departmental estimates. Provision is made therein for a certain sum of money. "Advertising — and radi publicity". "Canada Gazette" carried an announcement that Rene Moe has been reappointed vice-chairman of the CBC Board of Governors for another 3-year term. Same issue announces reappraisals of Howard B. Chase an Mrs. T. W. Sutherland for further three-year terms.

The industry generally is prohibitively noting with approval the provision in Finance Minister Hales' budget for removal of restrictions on advertising as from the New Year.

At current writing, Radio C'Tooler Walter A. Rush is confined to local hospital; telephone calls would indicate he is on the mend.

Interesting to note the increase in reliance placed on radio addresses during election campaigns by people in public life. Transcriptions have enabled party big-guns to speak in support of their parties during Manitoba, British Columbia and Nova Scotia elections, while still remaining in Ottawa to carry on with their business. Budget-night's biggest Parliamentary show of the season, left two impressions on your reporter's mind: On the way to the House at 7 o'clock, we saw a soldier comfortably pitching woe with his girl friend from entrance steps to the East Block. It was raining, and cold; but the were still there at 10.30 when we re-passed. What with this and the 16% cut, the future seems brighter. And at a highlight point of his speech, the Finance Minister shifted deftly to one side, permitting passage of a flustered page-boy who had come up the wrong aisle. His side-stepping technique (physical) is as good as the general run of accomplishment by the Finance Minister. Incidently, after working all day Saturday, Mr. Halsby dashed up to make a Victor Loan recording; thence to complete arrangements for his plane journey West.
One new program to lift the aires this season is "Harry F. Foster Agencies' Northern Electric Hour," heard on Dominion, Mondays at 8 o'clock EST.

In at least one sense the program is fast moving, for the Northern Electric Hour runs just 10 minutes.

Basis of the program is Paul Scherman's 40-piece orchestra which, if the standard set in the first broadcast is maintained, will be a source of delight to music lovers everywhere. Claire Gagnier, winner of the first "Singing Stars of Tomorrow" contest in 1943-4, made a guest appearance on the program we heard, was in our humble estimation, incomparable.

An interesting experiment is being made on this program, in the form of narrowing the Dominion by highlighting one city on each show. The idea of introducing a guest artist-hailing from the city being honored, was, we thought, a delicate touch.

The show ended with a sort of "sub-program" not too closely unit to the main structure, called "Forward with Canada".

This takes the form of a "tribute" paid to each week's honored city, informing listeners about its main points of interest. As this paper has often stated, Canadians are not sufficiently acquainted with their neighboring Canadians, and fostering this thought (pun not intended) we doff our hats. With its execution, however, we are not quite so completely in accord.

The "tribute" is delivered via the superb voice of John Drainie, but we would have been more impressed with a not quite so impressive (?) delivery, which was reminiscent of something between High Mass and the "Carry On Canada" programs in the early days of the war. The fault we are inclined to think lay more in the words Drainie was given to read, for they seemed to inspire this accomplished narrator to deliver them in a pontifical tone which detracted from their interest.

May we repeat that we are more than enthusiastic about the idea underlying this program; we are embarrassingly enthusiastic about the music and its delivery; but we are unable to see anything pontifical in Montreal's St. Lawrence Market.

This column is interested in reviewing programs, and invites stations which are out of ear-shot to send in air-check discs of shows which they think have enough "different" qualities to make them interesting. We cannot undertake to review all programs so submitted, but we can promise that all our comments will not be favorable. Where it is not practical to send discs, we are interested in seeing scripts for possible review.

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CJOR ASSISTS VETERANS

Veterans who apply for announcing jobs at CJOR, Vancouver, are given auditions by Dave Hill. If they seem to have no talent for the game, they are told very frankly that their chances at CJOR or any other station are slim. On the other hand, if the applicant shows some promise, he is given a chance to take a second audition—and this time a transcription of his voice is made. This arms him with some valuable ammunition when he applies to other stations. The transcription is free of charge, and with it goes any advice about radio that CJOR staff members can give.

Production boss Dick Diespecker chats with the men who feel writing or acting are their forte, while Maestro Wallie Peters interviews those veterans who are musically inclined.

There seem to be fewer men looking for sales positions, but the Vancouver station tries to help here too when possible. One man has been employed with the view of giving him some sales background before he proceeds to a job he has already landed with an eastern station.

This man an RCAF veteran with little radio experience, will get a quick overall picture of radio sales problems before he strikes out on his own in a smaller centre.

It will be impossible for radio to absorb every veteran wanting to enter the business says CJOR manager George Chandler, but it will be better for radio, Mr. Chandler feels if every man wanting a job gets a fair chance to investigate the field and show his own abilities.

FALLOW PROTESTS CBC DECISION

From Edmonton comes word that Public Works Minister W. A. Fallow has written to Transport Minister James J. McCann, bitterly attacking the attitude of the CBC board of governors in refusing a commercial license to Station CKUA in Edmonton. At the same time the Minister made application for a 50,000-watt station to be located at Red Deer in Central Alberta.

Mr. Fallow referred to a letter from G. C. Browne, Assistant Controller of Radio, who wrote Dr. Robert Newton, president of the University of Alberta, telling of the refusal of the CBC Board of Governors to grant the license to CKUA, government operated station.

BERT PEARL AND THE HAPPY GANG SIGN WITH CARTER!

Back ing their confidence in Canadian talent, Garry Carter, on behalf of Frontenac Broadcasting Agency, has placed his name on the dotted line along with Bert Pearl who signed for "The Happy Gang."

The contract covers world rights, exclusive of Canada, to transcribed shows of Bert and His Gang for purposes of syndication.

If your post war plans include United States, England, Australia or New Zealand, here is the show to sell your products — this famous group of happy-go-lucky entertainers has enjoyed top rating in Canada for 9 years.

Get the facts from Frontenac, Canada’s most progressive Radio Advertising Agency.

FRONTENAC BROADCASTING AGENCY
TORONTO ONTARIO
This column is interested neither in bolstering nor in condemning any method of research employed for the betterment of radio or any other medium. It was designed to expand the cold figures of the surveys, and this it will continue to do.

Since some CBC Dominion Network programs are now heard in Toronto on both CJBC and CKBY, it will be possible in about a month to analyze the ratings of these programs setting up a comparison between the ratings when they were aired on CJBC alone, and those of the combined stations. It is our hope that in our issue of November 21st we shall be able to determine just what does happen to a program when duplication of stations is permitted.

Outstanding in this month's night listening ratings is an upward surge averaging 13.0% across the board for French national programs, which seems to date from Labor Day. Highest of these listener jumps is registered for "Les Secrets du Docteur Morhanges" (which recently switched sponsors from "Frozen Yeast to Aspirin"), heard Tuesday nights at 8 p.m. and showing an increased sets-in-use figure of 20.8 over September. Inclement weather may have been a factor contributing to this far greater seasonal boost than usually greets the return of the network programs.

To Hang Shingle

Larry Rogers, Toronto Bureau Manager of British United Press, leaves that position as of October 27, to open his own office in the publicity field under the name and style of Media Associates.

Prior to joining BUP in 1942, Rogers worked on "News", "The Financial Times" and other publications. In his new activity he will be interested in publicity in all media.

Yes, and time on CKCK can be the best doctor to prescribe the remedy to bolster your product sales.

Serving the Best Part of Saskatchewan's Immensely Rich Farm Area.

CKCK
REGINA, SASK.
THE STATION WITH THE DRIVE IN '45

Fly your trial balloons over CFCY. Charlottetown, which according to the BBM Report, has 72,086 radio homes in its primary area, representing 56.48% of all radio equipped homes in the three Maritime Provinces—Prince Edward Island, New Brunswick and Nova Scotia.
CAMPBELLTON N.B. October 20, 1945

Dear Mr. Time-Buyer:

Bright shines the sun on Restigouche, as Indian Summer holds sway across the hills and valleys, the rivers, lakes and mountains of Northern New Brunswick!

Motoring up from the Gaspe Coast last night, and missing the Cross Point—Campbellton ferry by the proverbial hair, I took the long way home...up along the road that winds o'er hill and daile for mile after glorious mile...with moonlight glinting on the river at the left, and the ageless hills of Notre Dame fading back into distance on the right. There's beauty for you!

Through the friendly village of Matapeedia, sleeping under a blanket of October stars, across the long bridge leading into New Brunswick, and we are headed homeward again...with the continuing glory of the river on our left now, and the hunger for coffee upon us.

We also sell radio time to people interested in reaching our markets...but I WISH you could see our hills, with their Autumn dresses on!

Yours very truly,

Stan Chapman
STATION MANAGER
AN ALL-CANADA STATION

Joins CHUM

Returned to civil life from duty with the Canadian Army in 1944, to do special duty with the Radio Branch of the Department of Transport, Dick Dickinson has joined the staff of station CHUM, Toronto.

Dick Dickinson broke into radio at CHNC, New Carlisle, was transferred from technical staff to CKNB Campbellton as chief announcer and studio engineer. At CHUM he will be on the announce staff.

Re-employment Service

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster c/o CHUM has a wanted 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.

File CB 19: Returned R.C.A.F. Transport Flyer, age 28, married, one child, whose sole desire is to write good copy (and eat) wants to locate in the copy department of an advertising agency or advertising department elsewhere. Experience includes writing and editing. Club Magazine. Knows shorthand and typing. Likes work.

Eddie (Link) Traynor, Box CB 19, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 20: Writer, ex air force officer with newspaper, publishing and prison camp experiences has sold five articles in first six weeks since returning from overseas. Wants editorial or writing job—publicity, scripts or public relations. Will go anywhere in Canada. Box CB 20, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 21: Recently discharged from the Canadian Army — two years overseas — single — 32 — desires a position with an advertising agency. Five years experience in continuity writing, announcing and producing, in Canadian and U.S. stations. Original radio scripts a writing specialty. Box CB 21, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 22: I want a job on your announce staff, and have a disc to prove that although I am relatively a greenhorn I have what it takes to be an asset to your station. I have done both announcing and script writing in connection with my work with the R.C.A.F. Public Relations Branch Overseas, and am most anxious to locate in a civilian job now that I have been discharged. Box CB 22, Canadian Broadcaster, 371 Bay Street, Toronto.

Stop Thief

CBC effrontery reaches fresh high when they laune their new series entitled "Panorama" on the Trash. Canada network October 21 in spite of the fact that Wiard's "Ontario Panorama" has just started its third year on an Ontario network. Or maybe they don't listen to the radio.

Help Wanted Male

Writer wanted capable of turning out vital copy suitable for use in space previously occupied announcing the forthcoming opening of station CHUM.

Propatria

We have been wondering how many of those who have been supporting us so staunchly in our plea for Canadian nationalism are singing the first verse of "Canada" without la-la-ing.

Bird Talk

As one sparrow was over heard saying to another sparrow the other day: "In the age of mechanization, with all the horses driven off the streets, it's a damn good thing we have the CBC Talk Department, or we cd sparrow would starve death."

— (The Ne

Simple Equation

VE+VI equals V—IX
As almost everyone knows, CKEY broadcasts one of the heaviest news schedules in Canada. In order to produce these 24 hours-a-day news broadcasts, CKEY employs a news staff of six men and uses two news services.

"At our regular weekly news meetings, bouquets are frequently tossed at Press News. You should know that we feel that Press News is a "must" service. Every one of our newscasters—Lorne Greene, Larry Martin, Allan Millar and Jules Ross—depends on Press News as an essential part of their newscasts. Our news editor, Dr. E. H. Macdonald, says that he would be lost without it.

"Now that the war is over and events in Europe and Asia decline in importance to the events within our own borders, we look to Press News more than ever for its thorough-going coverage of national, regional and local news.

"Keep up the good work."

JACK K. COOKE  
President  
Radio Station CKEY, Toronto
SAY, MR. ADVERTISER...
Ask yourselves these QUESTIONS!

Do you know about Ontario?

... That this province represents over 40% of Canada’s total buying power... a huge slice of such a rich, potential market. And now, with so many wartime restrictions being lifted, is the time to review the facilities available for reaching this growing market.

About Coverage?

... That CFRB has the largest primary coverage of any station in Ontario, operating on 10,000 watts day and night. And reports from the Bureau of Broadcast Measurement show this coverage as being concentrated, for the most part, in the south-western counties, where the people and the money are.

About Influence?

... That CFRB is Ontario’s most influential station. As the station with the greatest coverage and the basic Columbia outlet, CFRB influences more people ... more sales. It is known as the station where the favourite programmes are ... most of the shows by ratings, most of the people want to hear.

And with the answers to these questions before you, ask yourself this; ... Are you planning your radio advertising in the best possible way ... carrying it on the best possible station?

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

FIRST FOR INFORMATION! FIRST FOR ENTERTAINMENT! FIRST FOR INSPIRATION!

CFRB 860 kc. Toronto
10,000 WATTS OF SELLING POWER