



At left, Johnny Wayne and Frank Shuster, the Canadian comics who have just returned from their clowning in the Army Show (story on page 10) are pictured with a crashed Army aircraft. Shuster is seen at left, and Wayne is astride the 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.

# CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 4, NUMBER 20

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

OCTOBER 20, 1945

## ADVERTISING GETS GREEN LIGHT

### Excess Profits Reduced But Not Removed

The lifting of the advertising restrictions in Hon. J. L. Ilsley's first post-war budget is being welcomed throughout the country, and doubts about immediate conversion of domestic business are beginning to disappear. Advertisers are however concerned over the fact that Excess Profits Taxation has not been completely removed.

The relaxation of the restrictions on advertising comes into effect on January 1st, 1946 simultaneously with the reduction of Excess Profits Taxes.

The original advertising restriction was applied along with the 70% excess profit tax in order that war industries might not be harmed by inflated domestic buying. Since the cessation of hostilities, alarm has been felt in business circles because this particular restriction was not removed immediately. The re-employment of returning service men was turned over to private business, and it was generally felt that with sales expansion muzzled by this particular restriction, possibilities of performing the prodigious task of absorbing members of the forces was a virtual impossibility.

Agency and media men are naturally loudest in their acclaim of this forward step, while some advertisers feel that the battle is only half over.

L. E. Phenner, president of

Canadian Cellucotton Products Co. Ltd., senior Vice-President of the Association of Canadian Advertisers and President of the Bureau of Broadcast Measurement, points out that business cannot return to a state of affairs which can be described as completely sound and efficient until all excess profits taxation is removed, as well as the advertising restrictions. "As long as one firm is paying more money in excess profits taxes than its competitor", 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 expenditures."

Mr. Phenner emphasized that in his opinion all excess profits taxation must be removed before the industries of this country can go ahead, both for their own benefit and for the benefit of the Dominion, 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."

## HOLLYWOOD BOUND

### Young Lands Movie Contract



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

Still operating under the management of Frank Cooper, who took Young under his wing in New York, July 1945, the 25-year old English-born Canadian comic, is returning to Canada to star on a Victory Loan show to be broadcast to the networks from Toronto, October 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-picture" deal, it guarantees that he will play only in "A" pictures and adds that his first picture will be opposite Jeanne Crain, a young starlet 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 CJOR, Vancouver. His next move was to top billing in the CBC "Stag 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!**



**EASY**

**ACES**



**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,  
C/O B.B.C.  
London, England.

We are interested in obtaining five, 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 years now on local stations in Canada. Can you put us in touch with any agency or any person who would be willing to supply us with this type of material? We will sincerely appreciate anything you can do for us along this line.

Here is a story which will, I think, give you an idea of what radio means to us over here.

At noon today I received a call from Lt.-Col. Piercem, O.C. "C" Camp, No. 4 Repat. Depot, Jasper Camp, Whitley. It seems the Fusiliers de Montreal, one of the units stationed in this camp, was scheduled to do a regimental march-past at 1330 hours. No band was available, the camp turn-table broken down, so music was not available for the march-past. The C.O. was quite concerned because photographers from the Army Film and Radio Unit were scheduled to appear and film the procedure for posterity. He called and asked if he might play at 1330 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 "yes", before even getting a second 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. Jackannon's all request program "I've Got Your Number" from 1330 to 1350 hours, and, according to all reports were very satisfactory.

We believe this is the first time any 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  
C/O Can. Forces Radio Service.



"In keeping with the Corporation's spirit of democratic Freedom of Speech, this Board has been scheduled to appear on the Citizens' Forum to debate on the subject of Private Broadcasting."

**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.

**HUB  
of a  
BOOMING  
MARKET!**

Ontario's newest mining boom territory is covered exclusively by



Not ONE  
Not TWO  
but THREE

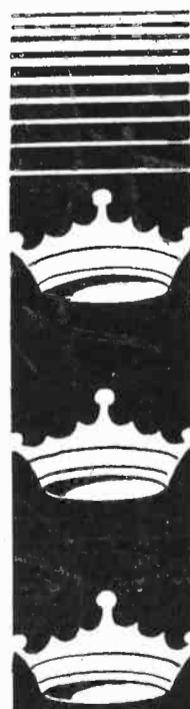
times normal population in Kenora and district during the holiday season — and summer homes are radio equipped.

A DOMINION  
NETWORK STATION

*Representatives*

**HORACE N. STOVIN & CO.**

*Why "D. D." 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.

*Duophonic  
Recordings*

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

**CHML**

CFRB  
COLUMBIA

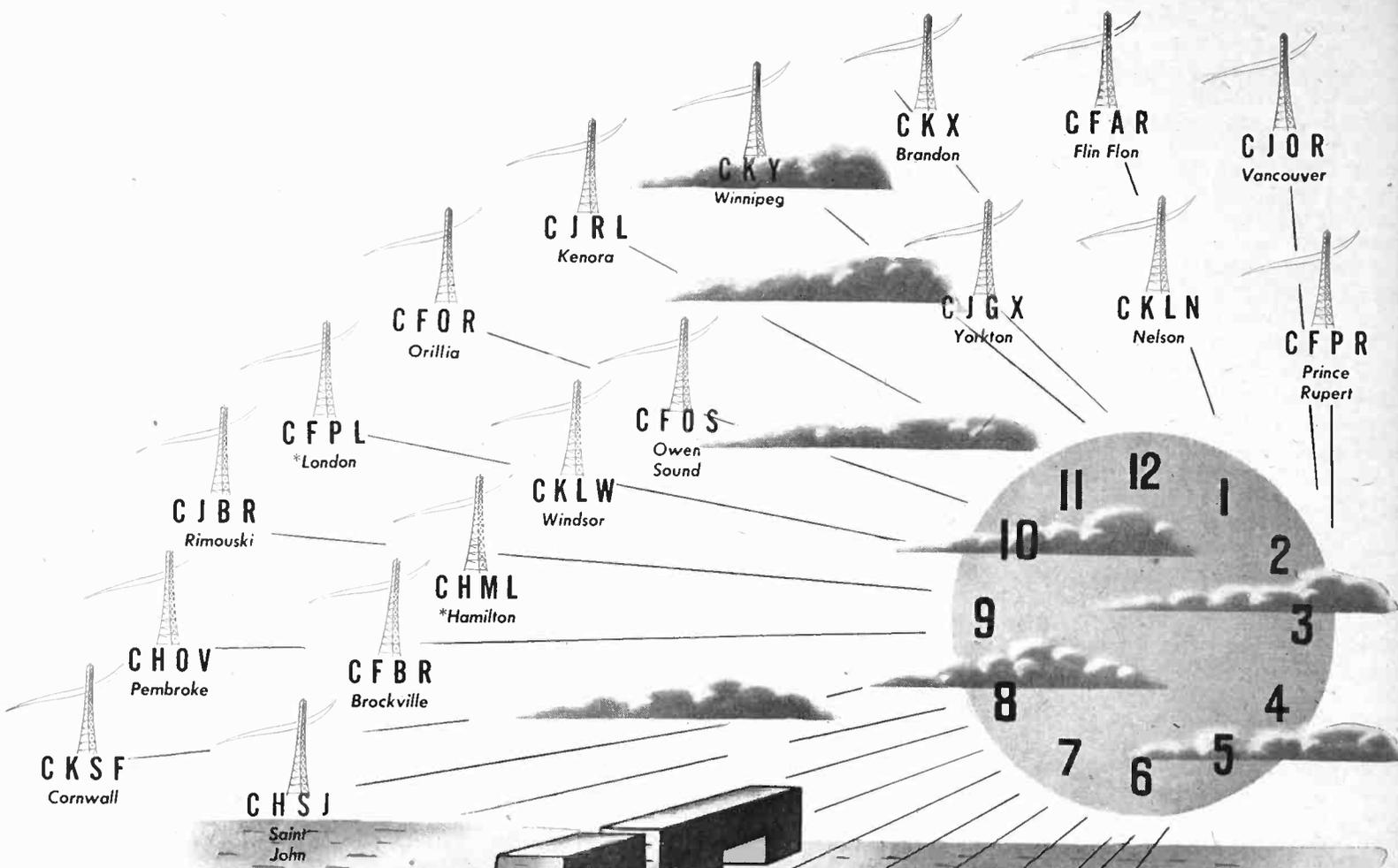
WBEN  
N.B.C.

860

930

**900**

**HAMILTON**



# TIME

# FOR SALE

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 GETS YOUR MESSAGE HOME**

\*in Montreal Only

CKCW  
Moncton

CJCH  
Halifax

CJEM  
Edmunston

# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

MONTREAL

TORONTO

WINNIPEG

# CANADIAN BROADCASTER

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

VOL. 4, NO. 20

OCTOBER 20, 1945

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

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

## The 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 in 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 product like Coca-Cola, and the clerk said he had never heard of it, the first inclination might be to dub that clerk as not knowing his 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 deplorable 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, that copy, whether for radio or publications, while it may hit right home in some places, is as out of place in others as it would be if it were translated literally and word for word from another language. If the advertising media to the east and to the west could take a little time out from selling their individual media, and put on an intensive co-operative 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 Maritimer to be found in a Toronto advertising agency, and only one in Montreal. Yet Maritimers complain that Ontario steals all their best 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 associations are going to perform the most useful possible purpose, they will 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 apathetic attitude towards the rest of Canada, the complaints of the eight other provinces will be at least partially justified.

*Richard G. Lewis.*

Editor.

## PERCY FAITH

### An Appreciation

By PHIL GLANZER

When the management of Carnegie Hall invited Paul Whiteman to give a concert of "symphonic Jazz" the dyed-in-the-wool symphony lovers raised their hands in horror. Jazz in Carnegie Hall! A desecration! But Paul Whiteman's concert was a big success.

Soon after, when Toronto's Massey Hall invited Percy Faith in, it was fully as great a distinction for the thirty-four-year-old maestro of the "Music by Faith" radio programs. Walter Winchell probably claims the credit. He had said in his column: "Don't miss Percy Faith's orchestra from Toronto on the air Wednesday evenings. Full of strings and melody — best since Paul Whiteman's vogue . . ."

Faith's work has earned him a place among top-rank music arrangers on this continent. Not long ago, "Variety" made listings of attention-getters. Under the heading "Radio — Standard Musical," they listed (1) Toscanini, (2) "The Hour of Charm", (3) Mark Warnow's "Hit Parade", (4) Percy Faith, (5) Andre Kostelanetz.

Percy Faith has dared to tamper with the classics. His amazing, exciting streamlining of Beethoven, Debussy, and Liszt has not hurt the reputation of the masters, but it has placed them on good terms with that important part of the radio audience which likes its music paced. He abandoned long since any hesitation in linking Mozart with Cole Porter. Gershwin and Massenet keep company on a Faith Program—even the highbrows love it. What Grofe was to Paul Whiteman for fourteen years, Faith became to Canadian radio conductors. He took stock scores and turned them into joyous, decorative, modern pictures-in-music.

Percy Faith likes to display copies of the sheet music of "Darn That Dream", one published in Canada and the other published in the United States. The U.S. copy bears his photograph on its cover, and the credit line: "As featured by Percy Faith". The Canadian copy carries a photograph of a comparatively small-time American dance-band leader. Faith is featured on sheet music regularly — in the United States.

When Faith was in New York, musicians were amazed to learn that he turned out a whole radio program by himself. A program of similar type in the United States would have not only a separate conductor and arranger, but in all probability several arrangers. Faith works at amazing speed and the uniformity of his work always turned out under pressure, has

earned him glowing praise in the American music world.

Faith decided to become a musician at the age when most children found it hard enough to concentrate on mastering the alphabet. He made his professional debut in the thin pit of a neighborhood movie, providing startling atmosphere for the adventures of the serial heroine. This coincided with his first year in high school. Super-time found him more interested in clipping the water tumblers to test his sense of pitch than in meeting the demands of a healthy appetite.

When the talkies came along, Faith went over to playing piano in hotel and restaurant orchestras, keeping up his lessons the while at the Toronto Conservatory of Music. Then he entered radio, and has been there ever since, slowly rising from the thankless task of being accompanist to radio tenors, to his present exalted position on the U.S. Networks.

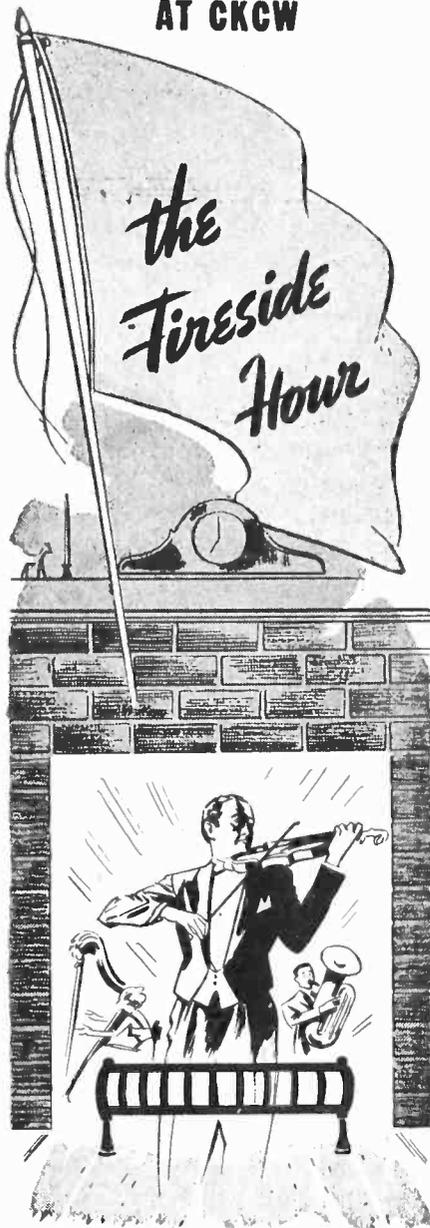
He makes instruments and musicians play passages which leave them slightly bewildered. He uses combinations of instruments which are not in the books. He flirts casually with the regular melody and brings out unsuspected shades of charm.

His happiest recollection is that of his first conducting assignment, "Gaiety and Romance", over a national network. The best compliment he ever received was the applause of his own orchestra boys at the end of another network broadcast. He still battles self-consciousness when there are visitors in the studio, skids about like a thunder cloud just before a broadcast, goes on a party when it is over. He likes spaghetti, Frank Black, London, Hockey, and of course, his favorite tune—"Smoke Gets In Your Eyes". He collects first editions, good fishing tackle and real friends. He still thinks even more of a word of praise from Louis Waizman, who taught him to write, than he does of a bagful of fan mail.

### A.C.A. Special Edition

Our next issue, in the mail November 7th, will be dedicated to the Association of Canadian Advertisers, who are holding their Annual Convention at the Royal York Hotel, Toronto, November 7-9. Material intended for inclusion in this "special" must reach us not later than October 24th.

**THE PROGRAM PARADE  
AT CKCW**



★ Making a recorded show sound like a live program was a problem . . . until the gang at CKCW created the Fireside Hour . . . one of the most successful recorded programs ever aired by CKCW. It sold the sponsor on radio advertising . . . at least the brand with the CKCW trade mark.

Several things helped to create the live program atmosphere. A recorded orchestra played continually. The same artists, recorded variety, were used on each program. Even the announcer's introductions were timed to fit the picture perfectly.

It's things like this that make CKCW well-known for producing big results. If you want a "live" program to help sales record in the Moncton area . . . call Horace N. Stovin.

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

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

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

**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 unto the third or fourth generation, constitutes a sizeable minority against its Anglo-Saxon descended element. The fol-

lowing figures speak for themselves:

- 647,000 speak English only
- 6,000 speak French only
- 55,000 speak both languages
- 23,000 speak neither

**Urban vs. Rural**

Approximately 50% of the provinces 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, honey and milk products tot up 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 aggregated in 1937; and repayments are now exceeding new loans at the astonishing rate of four to one. After a period of care somewhat tight-wad administration, Manitoba has the lowest capita debt of any Province.

**Post War Potentials**

Since 1938, agricultural production, under the impetus of war and better prices, has been raised 150%.

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 \$18,000,000 in mining (mostly base metals). In three inland lakes produce 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 the largely French and Belgian-Canadian city of St. Boniface and twenty satellite municipalities, only the communities with populations over 5,000. These are Brandon, a prosperous and picturesque little trading city of close to 20,000; Flin Flon, a booming mining town in the north, with about 12,000 and a cracking good payroll; and finally Portage la Prairie, flat, dusty, friendly and in the middle of a wheat area, containing close to 8,000.

*(Continued on Next Page)*

Alberta's population  
is 63% rural

**CFAC  
CALGARY**

has 67 programs  
per week directed  
specifically to the  
farm audience.



... Another reason  
for the CFAC  
listening habit—  
TAKE ADVAN-  
TAGE OF IT!  
1,000 watts—  
soon to be 5,000

STUDIOS:  
SOUTHAM BLDG.  
CALGARY

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

**IT COSTS LESS TO SELL  
THE OWEN SOUND MARKET  
FROM OWEN SOUND  
USE CFOS  
ASK HORACE STOVIN & CO. ABOUT US**

(Continued from Previous Page)

**Urban Buying**

Retail sales in the Province run around \$220,000,000, through slightly more than 7,200 outlets, which shows a higher ratio of pending per outlet than in any of the other provinces. Winnipeg spends about \$140,000,000 in 2,500 stores, and Brandon, \$9,500,000 in 227 shops.

**Winnipeg**

Winnipeg, possibly through a Main Street complex suffered by most U. S. and Canadian Prairie cities, has a somewhat out-of-joint structure in retail sales. There is tremendous concentration of sales through two large stores, The Hudson's Bay Company and the T. Eaton Company. Both stores are much larger than they ordinarily would be for a city of this size. Both, of course, came into the city early, and both with the wealth to put up a tremendous front. The city virtually grew up around "The Bay" and Eaton's — "The Bay" was here before Winnipeg for that matter — and this phenomenon not entirely fortunate, is illustrated graphically in both the physical buying habits and the abstract data on sales.

Portage Avenue, in our opinion the 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 trend in Toronto, Montreal, Vancouver, Hamilton and others is to decentralize it and build up the neighbourhood shopping area. Not so in Winnipeg, where every main street car and bus route passes either through the Portage and Main funnel, 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, tying with Montreal, and \$5,000,000 more than Vancouver. A pre-war consumer survey showed that 27.3% of Winnipeg's groceries were bought through department stores, against an average of 14.9% for all of Canada. Other figures show that Winnipeg has but 8 retail outlets per 1,000 of population, as against 13 per 1,000 for Vancouver and Hamilton, and 12 for Ottawa. Researchers have blamed the hold that department stores have on Winnipeg's buying habits for a lot of the lassitude 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 stockyards 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 reconversion problems are simpler, seeing 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 \$460,000,000.

**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 dailies, while Winnipeg has about 135,000 for its two English dailies.

**Radio**

Presently Winnipeg has two radio stations, CKY and CKRC. 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 all 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.

**SHOW BUSINESS**  
by Geo. A. Taggart

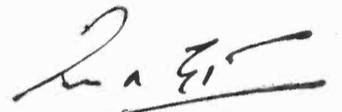
**Profile — With Liberties**

JACK "The Smile" Horler is a big hearty guy who would probably keep on grinning if someone crushed 10 of his ribs. As radio director of Baker Advertising he is the man who gave "L for Lanky" to Canada — and Wis McQuillan.

HIS shirts consist of stuff of which dreams — and nightmares are made. Most people, when they first see a Horler shirt, just stare and stare and then send out for a double eye. In his spare time Horler is a farmer out Port Credit way, where he gives the odd party.

WHEN the atomic bomb was announced, his neighbours who live two miles away, said: "So that's what Horler has been working on. We shouldn't have complained of the noise."

BUT for the sake of the record, let's add this — Horler's capacity for generosity, cheerfulness and sheer hard work that gets things done is endless. He's a good guy.



166 Yonge Street, Toronto  
ADelaide 8784

**WHAT A SPOT TO BE IN!**



**WHAT A SPOT TO BE IN!**

BROCKVILLE, besides being a golfing centre, is also the radio centre for 25 municipalities in this trading area. There are extra choice availabilities for your spot announcements. Morning: Catch the whole audience with an "Eye-Opener" spot, or appeal to the ladies after on Breakfast Club. Noon: Before the Ontario Farm Broadcast, or on our Musical Merry-go-round, which is now going over big. Other fine spots open at later hours.

**CFBR BROCKVILLE**

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



**PRESENTS  
THE NEW  
15 MINUTE  
TRANSCRIBED  
PROGRAM**

**"ONE MAN'S  
DESTINY"**

This new show, made by the same staff as made U.P.'s "Soldiers of the Press"—the most widely broadcast war show in the world—presents an unmatched combination of excitement and enlightenment.

What are they like, the men who are big news the world over — and how did they become what they are?

Where did they come from— from farm or mansion or tenement?

How do they work, what do they enjoy?

How do they dress, what do they eat?

What is most striking about them, what most commonplace?

Such questions as these "One Man's Destiny" answers — and answers in dramatic and authentic terms — in a 15-minute, ready-to-air recorded program.

Within a week stations in 31 states and five Canadian provinces were seeking reservations.

"One Man's Destiny," running fifteen minutes — including 45 seconds at start and end for station or commercial announcements — is distributed to one station only in a city.

Whether for a sustaining or sponsored or public service program, the strong and wide appeal of "One Man's Destiny" fitted many men's needs.

For audition samples, for terms, ask your nearest British United Press bureau.

**BRITISH UNITED  
PRESS LTD.**

231 St. James St.  
MONTREAL

**"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. MENSER  
NBC Vice-President in Charge of Programs

I believe in experiment. I don't believe in a great deal of experiment on the air. With the tremendous facilities we have for recordings, instant play-backs and all the other gadgets at our disposal, we should be able to do our experimenting and "wood-shedding" before we go on the air. This may not apply to certain smaller stations which can make something of a point of having series which are purely experimental. But, so far as general network operations are concerned, I believe it is our business to stick to things which are tried and true, and for which our aud-

ience 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 processes by which talent for radio is developed. We might well give some consideration to these plans. As a matter of fact, I think the industry 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 programs.

A few years before I entered the radio industry, the word "radio" itself was a tremendously exciting word. All the excitement that attached to it, plus a great deal more, has been added to this very electrifying 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 necessary 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 lighting in a motion picture for which he pays seventy-five cents or a dol-



Former Flying Officer Gabriel Anglais has just rejoined the file of Radio Programme Producer Montreal, after 33 months as Public Relations Officer with the R.C.A.F.

lar, he will not only be content with but will be greatly interested in, the picture he sees in his own home which may involve the presentation 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 — about sight-and-sound displacing sound broadcasting completely. I am inclined to question that. Maybe it is because of my fairly long radio experience, but 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 will want some visual aid to your appreciation of symphony. I doubt it. I think there will always be aspects of sound broadcasting, even when television has been perfected (as I am sure it will be perfected) to complement your requirements in the sight-and-sound field — certain elements you will still enjoy by hearing alone and not added by sight.

*Vancouver's*  
**CHWX**

**First**  
**IN CANADA'S**  
**THIRD MARKET**

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

*Mutual Network*

REPRESENTED BY  
ALL-CANADA RADIO FACILITIES

**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.

**960 ON YOUR RADIO**

# TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by  
**ART BENSON**

J. J. Gibbons Toronto office says that I.D.A. Drug Stores have expanded their radio schedule by adding a daily 15 minute newscast (7.45 p.m. E.S.T.) over CFRB, Toronto, beginning October 14 and running for 26 weeks.

McKim Advertising Ltd., report that L. E. Waterman Co. Ltd. (Trenton, N.J.) are sponsoring "Gangbuster", piped in from ABC to CKEY, 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 game show over CKSF, Cornwall. Called the "Full-O-Pep Quiz". The actual campaign began October 12. The same sponsor's "Lone Ranger" (Quaker Flakes), erroneously reported 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 Daisy Diner Dip getting under way late in October. Called "Parents Magazine on the Air" (All-Canada Program Division) the show goes over CKRC, Winnipeg; CFRB, Toronto and CHNS, Halifax with the possibility of extension first of the year.

J. Walter Thompson announces October 29 as starting date for "Superman" sponsored by Kellogg's (All Wheat) which goes to CKOC, Hamilton and CKWX, Vancouver. Four prairie stations will be added early in November. Same sponsor has resumed "Madeline et Pierre" over CKAC, Montreal and WRC, Quebec.

J. Walter Thompson's Montreal office reports that Swift Canadian has resumed "Courrier Confiden-

ces" 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 28 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 CKCH, Hull, beginning October 18.

Bob Simpson at Young & Rubicam says that "Dinah Shore's Open House", sponsored by Birdseye Frosted Foods, is being piped in from NBC beginning October 16 as a delayed broadcast over CBL, Toronto and CBM, Montreal. The same agency reports that "Counterspy" for Pharma-Craft (Fresh), for some time past piped in to CFCF from APC, is now heard over CKEY, Toronto, Wednesdays at 10.00 p.m. (EST). Y & R has enlarged the radio plans of Robin Hood Flour Mills by getting two more shows under way this month. "The Haunting Hour" started a 26 week run over CKWX, Vancouver, October 15 and CJVI, Victoria, October 19. A live French show called "Les Talents de Chez Nous" has started over the three basics of the French network plus five supplementary Quebec stations. Whitehall Pharmacal (Anacin) has started a 13 week flash campaign over CKSO, Sudbury; CFCH, North Bay and CKGB, Timmins.

# 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 Kitchell 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. 156—15 minute programs. Scores of publicity tie-ins.

Available in Canada through  
**ALL-CANADA RADIO FACILITIES LIMITED**  
Victory Building, Toronto



**NBC RADIO-RECORDING DIVISION**  
AMERICA'S NUMBER ONE 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, Cal.

TELEGRAPHS		CHECK
WORLD WIDE SERVICE		TIME FILED

EDMONTON ALTA

TO OUR CUSTOMERS (PRESENT AND FUTURE):

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

(SIGNED) RADIO STATION CJCA

# IN THE WEST - it's



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

Another Manitoba-owned Station: **CKX BRANDON** — 1,000 watts Toronto - Winnipeg - Montreal

Exclusive Sales Rep.: **H. N. STOVIN**

**S**ure way to reach a large . . .

**A**udience and be sure of . . .

**L**istener response at low cost from the . . .

**E**ffective use of Spot Broadcasting

**S**pecify

- CKMO • CKNW • CKCH • CFRN • CFQC
- CKPR • CHUM • CFCN • CJSO • CHGS

*Radio Representatives Limited*  
TORONTO AND MONTREAL

## JOHNNY GET YOUR PICK

### Canadian Comics Do Repeat 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 Civvy Street, but give it to him with a chuckle.

Production is in the hands of CBC's Frank Willis. Music is under the baton of Sammy Hersenhoren, and his band is implemented by Jack Allison's vocal sextet. A cast of actors includes Jack Fuller, Grace Webster, Bernie Braden, Frank Peddie, Tommy Tweed and Peggi 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 Preservers" for the same impresario, and then joined the Army Show, and carried their antics from the Normandy break-through to the Nijmegen 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 pips, while Shuster still in uniform, instinctively shined 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 discharged Sphinx.

The captain said: "That was helluva good show. I saw it 10 times" We wanted to believe the whole thing wasn't a plant.

We tried to get back to the point we had reached before the Captain came in, and found out that the Normandy-Holland adventures taken place when the boys went as featured comedians with the Army Show unit of eighteen un-Sergeant-Major Jimmie Shie. We pried the information from them that they were occasionally subjected, among other inconveniences, to a spot of shelling from German artillery, strafing by I-Fighters and occasional bombing by Jerry Jet-planes. "Box office receipts may have been lousy," said Johnny, but the audience was terrific". And Frank interjected aridly: "Why not? There was an alternate network for them to ten to."

They haven't changed much. Not outwardly anyhow. We did get the idea though that the war had replaced the old Costello quack with something a trifle more substantial.

### Peacetime Propaganda

Speaking of their current activities, we gathered that outside of the "Johnny Home Show" they were marking time until Frank followed Johnny into civvies. Their aim will then be to build a big-time Canadian comedy show. "So big", murmured Frank, "that some Canadians may even listen to it. (Something)", he added. "We'll have an audience from our fraternity rhythes. Listening to us is going to be part of their penance. We have got that fixed."

As to *Johnny Home*, the broadcast was devised in response to the CWB's request to the CBC for a humorous radio treatment of the "Rehab Problem."

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

**CKCO**  
OTTAWA

A *Bright* STATION

**CKCO**

The "Community Station of the Nation's Capital" plays a vital part in maintaining Canada's private radio.

See **WILLIAM WRIGHT**  
Victory Bldg.

AD. 8481

(Continued from Previous Page)

tion-comedy" pattern, the programs, each thirty minute script a complete story, deal with the problems of the hero, veteran Johnny Home, who, to quote the opening, a travesty of the "Soldier's Wife" prologue, "... having returned from overseas, bravely and cheerfully faces civilian life, and some of the silliest situations a young man has ever got into."

Built around an average Canadian family, complete with their returning hero (Jack Fuller) and his pal (Bud Knapp), his first-war-veteran father (Frank Peddie), a mother like yours and mine (Grace Webster) and an unemployed scientist uncle who lives in the cellar (Tommy Tweed), each program deals with one specific aspect of the rehabilitation problem, with accent on comedy.

To illustrate the investigate-before-you-invest-in-a-business axiom, they had a vet pal of Johnny's buy a lemon business without advice, and, to their undying shame, without a permit from the Prices Board. Johnny tries to help him and they both land in jail charged with a fantastically long list of crimes and misdemeanors. Everything ends happily when help comes in the shape of an official of the Department of Veterans' Affairs.

To lampoon the "handle-heroes-with-care" attitude adopted by some civilians, they did a show about old ladies helping Johnny across the street and deluging him with warm milk and sympathy. This piece ended with a letter from Johnny to a friend still in Holland, warning him that he'd have to treat the civilians with kid gloves when he got home, because they were all suffering from war nerves.

In another show, Johnny was disgusted because he couldn't bribe merchants to sell him things over the ceiling. "I wish I lived somewhere where there was no ceiling", he wailed. Then came a dream, and he found himself with his pockets full of cash, but with still not enough money to keep himself from starving.

Problems dealing with gratuities, training and education, farm grants, and many of the other nightmares the returned man is facing are being handled in like manner, and people seem to go for it. The program, originally a sustaining feature on the Trans-Canada network, is now heard on a number of other stations as well, most of which have asked for it, and it is also being piped in, by special arrangement to stations WBZ, WBZA and WIXAZ Boston and Springfield, Mass., which presumably found that it was seeping audience from their counter-attractions.

The "Johnny Home Show" deserves success if only because it is predicated on a sound thought. *You can put over your radio propaganda story a whole lot more effectively, if the "message" is subtly subordinated to good family entertainment.*

**C F G P**

Grande Prairie

Voice of the Mighty Peace

GOING TO

**1050**

on your dial

Penetration?

WOW!!!

THE  
ALASKA HIGHWAY  
STATION

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.

**CKAC** MONTREAL  
affiliated with CBS

Representatives  
Canada: C. W. Wright, Victory Building, Toronto, Ontario  
United States: Adam J. Young, Jr., Inc.

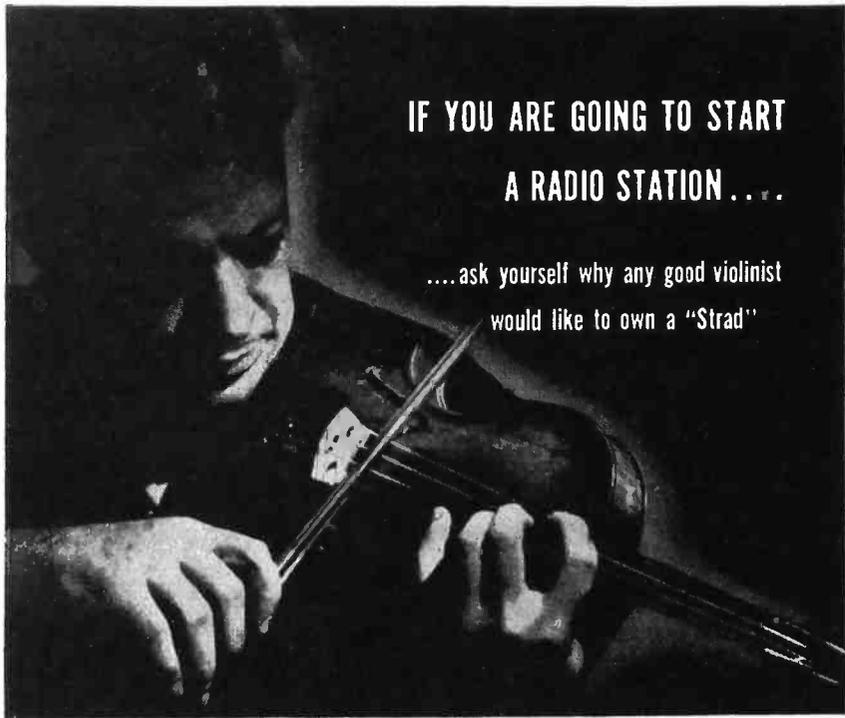
B.C.'s GOLD PRODUCTION  
**\$8,000,000**

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

**CKOV**  
KELOWNA  
B.C.

*The VOICE OF THE OKANAGAN*

See All-Canada  
or Joe Weed



IF YOU ARE GOING TO START  
A RADIO STATION . . .

....ask yourself why any good violinist  
would like to own a "Strad"

**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!



**RCA Victor**    
Symbol of Quality Since 1898

RCA VICTOR COMPANY LIMITED  
Halifax Montreal Ottawa Toronto Winnipeg  
Calgary Vancouver



*More  
Hope  
THAN CHARITY*  
*by  
Elda Hope*

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 Hartley McVicar. 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 any doubt. She plays Mrs. Craig on "The Craigs", Carrie on Pond'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 Shuster and Wayne being funny. I've also sold on the fact that Jack Fuller who plays Johnny is a natural that Samuel Hershoren is a capable conductor and that Frank Willis knows his production (His mustache slays me). But there's one man who might be called an unsung hero, and I mean Allan McLee, the announcer. To me, McLee 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" is quite as applicable to their program as to their products. "Canadian Cavalcade" has begun its third season and may be heard Monday nights on Trans-Canada Network.

On the opening show Producer Clif Stewart was thrown a curve when the preceding program ran some forty seconds overtime. However, he paced it well and the show finished on the nose. The series so far has carried excellent material — variety aplenty.

To prove this variety angle, the guests were Jimmie Namaro, well known marimba player, Gordo Sinclair, traveller and author; Pauline Rennie, vocalist and dramatist, doing her convincing impersonations of a baby; and Joseph Laderoute, Metropolitan tenor. Music is supplied by Howard Cable, conductor and arranger 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 cleverly handled by Doug Master, Al King and Barry Wood. Altogether this was a show worth hearing.

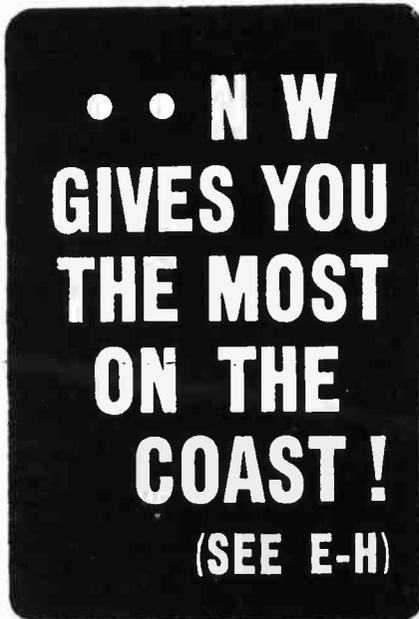
At the end of the first show there was an hour's entertainment for the studio audience. Thanks to Bob Simpson, Radio Director Young & Rubican, I was among those present. I could listen to a lot of Laderoute's singing, Namaro always amazes me, Pauline Rennie sang sweet numbers and Clif McKay (of the orchestra) gave off with solid vocal stuff.

When the Jules Uptons left Canada, I wondered about some dramatic shows. Gabrielle Upton was Wendy on "John and Judy". At present that part is being played — and exceptionally well — by Reta McLeod. Reta is probably best known for her parts on Hubert Mercer's "Man With a Story" where she is excellent, but her role as a teen-ager is equally good. Clever people these McLeods.

'Bye now.

ELDA.

BUY NEW WESTMINSTER  
& GET VANCOUVER FREE  
BUY NEW WESTMINSTER  
& GET VANCOUVER FREE  
BUY NEW WESTMINSTER  
& GET VANCOUVER FREE



BUY NEW WESTMINSTER  
& GET VANCOUVER FREE  
BUY NEW WESTMINSTER  
& GET VANCOUVER FREE  
BUY NEW WESTMINSTER  
& GET VANCOUVER FREE



A CHEX, Peterborough, booth complete with teletype mikes and all the accoutrements of a modern studio was one of the attractions at the Lindsay, Ontario Fall Fair last month. Live talent shows were broadcast right from the fair, and another part of the promotion was a series of pictures supplied by Press News, depicting the gathering of news.

## 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 were used by the factories to disperse entertainment. They either produced the music themselves by means of recordings and a P.A. system, subscribed to Muzak, or else they piped it in from the local radio station. In the latter case they were able to give workers the latest in 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, tangos 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 girlworkers.

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

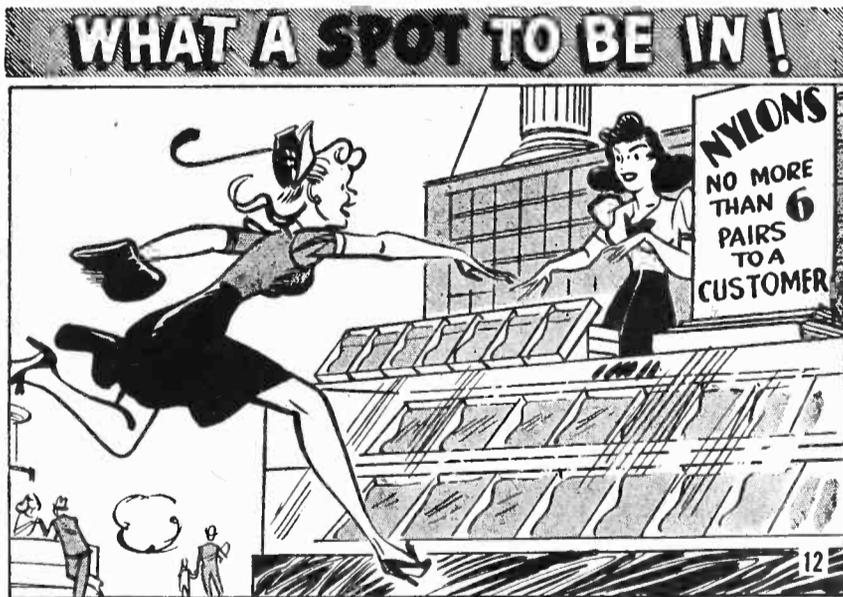
IN NORTH-EAST SASKATCHEWAN

# Folks Turn First to C J G X YORKTON!!

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.

*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 161 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**  
 & COMPANY  
 MONTREAL TORONTO WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**

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

A quarter million French-speaking Canadians turn daily to CKCH for news and entertainment. Help yourself to a responsive audience by placing your sales message over their proven favorite radio station.

**CKCH**

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

**Serves the Ottawa Valley French Market**  
 RADIO REPRESENTATIVES LIMITED | HOWARD H. WILSON COMPANY  
 Montreal Toronto | New York, Chicago, Etc.

COOPERATING WITH LE DROIT

# ready-built profits!

CANADA'S LIVELIEST  
RADIO GAME—

**“Double or Nothing”**  
IS FOR SALE

**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. Solon 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 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 power 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 CHML Hamilton will broad-

cast City Council proceedings were played up considerably; the reaction was generally favorable. Radio has a dignity of its own in one place in departmental estimates. Provision is made therefor for a certain sum of money to cover "Advertising — and radio publicity". 'Canada Gazette' carries announcement that Rene Morin has been reappointed vice-chairman of the CBC Board of Governors for another 3-year term. Same issue announces reappointments of Howard B. Chase and Mrs. T. W. Sutherland for further three-year terms.

The industry generally is probably noting with approval the provision in Finance Minister Ilsley budget for removal of restriction on advertising as from the New Year.

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

Interesting to note the increased reliance placed on radio addresses during election campaigns by men 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 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 passed a soldier comfortably pitching woo with his girl friend on front entrance steps to the East Block. It was raining and cold, but they 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 almost as good as the general run of accomplishment by the Finance Minister. Incidentally, after working all day Saturday, Mr. Ilsley dashed up to make a Victor Loane recording; thence to complete arrangements for his plane journey West.

Where else can you buy  
SO MUCH for SO LITTLE  
—coverage, audience,  
sales?  
Ask the All-Canada Man!

WINNIPEG  
ON THE  
DOMINION NETWORK

**ACCENTUATE  
the NEGATIVE**  
by R. G. L.

One new program to hit the air waves this season is Harry E. Foster's "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 30 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, who 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 high-lighting 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 knit 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.



Mona O'Hearn

can be reached  
through

**RADIO  
ARTISTS  
REGISTRY**

WA. 1191  
TORONTO

There are  
**DEFINITE  
REASONS**  
Why

**CFNB**  
FREDERICTON, N.B.

is the

**LISTENER'S  
CHOICE**

Here are 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."
- Newcastle, N.B.: "... the high quality of your entertainment and the pleasing presentations of your gifted announcers make your station a very popular one in the Valley of the Miramichi".

Satisfied Listeners  
Mean  
**Results**

**CFNB**  
FREDERICTON N.B.

ASK THE ALL-CANADA MAN  
OR WEED & CO. — U.S.A.

**CJCH**

"The Friendly Voice of Halifax"

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

## 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.



William R. "Bill" Cory, recently retired from the Royal Canadian Artillery, has joined the Harry E. Foster Agencies Ltd., Toronto office, as Account Executive and Chief of the Creative Department. Prior to enlistment he was with Lord & Thomas of Canada—now Spitzer & Mills.

### 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.

**Big Results  
are Waiting**

**IN  
SOUTHERN  
ALBERTA**

the market is big in buying power and wide in area. It can be sold effectively only through CJOC — the only advertising medium covering this market from border to border and continuously influencing the buying urges of every rural and urban home.

**AN ALL  
CANADA  
STATION**  
1000 Watts  
1060 Kc.

**CJOC**  
**LETHBRIDGE  
ALBERTA**

**CFPA**

**"Serving The Lakehead"**

Blocks Available in  
**"PARADE OF BANDS"**

- 4 hours of dance music Saturday afternoon
- Going into 2nd year

—  
**Ask N.B.S.**  
—

**Port Arthur - Fort William**



**Bert Pearl**  
**AND THE HAPPY GANG**  
*Sign with*  
**Carter!**

**BACKING** 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**

# SCANNING THE SURVEYS

## 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		
Lux Radio Theatre	31.8	+9.2
Charlie McCarthy	31.0	+9.8
Fibber McGee & Mollie	29.7	resuming
Bob Hope	19.7	resuming
Album of Fam. Music	19.0	+5.1
Treasure Trail	18.7	+4.5
Kraft Music Hall	18.6	+3.6
Radio Readers Digest	18.3	+4.3
Waltz Time	17.0	+3.2
Green Hornet	14.0	+2.1
French		
Dr. Morhanges	34.3	+15.8
Café Concert	33.0	resuming
Un homme et son peché	32.0	new
La Min d'Or	30.1	resuming
Ralliement du Rire	29.1	resuming
Métropole	26.6	+15.2
Course au Trésor	24.7	+ 7.2
Ceux qu'on aime	24.3	+10.6
Nazaire et Barnabé	24.0	+ 7.7
Vie de Famille	15.9	+ 5.8

For nearly six years Elliott-Haynes have been publishing their monthly rating reports. For the past two years they have included a page known as "Popularity Ratings" designed to differentiate between programs which are aired once, and others that are aired on two or more stations in one town simultaneously. During this two-year period no single word of complaint has been heard according to Myles Leckie, Elliott-Haynes statistician. Last issue of this paper, however, we devoted a few lines to an explanation of the two sets of figures which are published each month by the research firm, who report that they were deluged with protesting phone calls as soon as the paper reached its readers.

Research, which has entered into the business scheme of things as the latest economic science is dangerous if it is not treated thoroughly. At best, research can only diagnose from outside symptoms. These symptoms must be examined further, projected and so forth, if a true picture is to appear. It is an old adage, but none the less a good one, that a little knowledge is a dangerous thing.

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 CKEY, 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 Dr. Morhanges" (which recently switched sponsors from Ironized 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.

# TIME

is generally the best doctor...  
(ovid)

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

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

# CKAC

MONTREAL

A *Bright* STATION  
TO-DAY, AS EVER

# CKAC

Is the Favourite Station  
of French Canada

See  
WILLIAM WRIGHT  
Victory Bldg.

AD. 8481

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.

# CFCY

CHARLOTTETOWN

The MARITIME  
Must STATION

ALL-CANADA RADIO FACILITIES LTD.  
WEED & CO. IN THE U.S.A.

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 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.



RECITATIF

Then there's the switchboard gal who was so dumb that even the orchestra boys noticed it.

\* \* \*

POST WAR PLANNING

Bert Pearl of the Happy Gang

Stalin's Choice to rule Germany.

"Liberty" Cover Blue

\* \* \*

PAN MAIL

Sir: Your last issue's editorial assailing the CBC was just like old times. Keep up the good work; that's what I say; but don't say I said so.

"Private Broadcaster"

\* \* \*

STOP THIEF!

CBC effrontery reaches fresh high when they launch their new series entitled "Panorama" on the Trans Canada network October 21 in spite of the fact that Willard'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 causing the first verse of "Canada" without la-la-ing

\* \* \*

BIRD TALK

As one sparrow was overheard 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 all we city sparrows would starve to death."

—:The Ne

\* \* \*

SIMPLE EQUATION

VE+VJ equals V-IX.

CKNB 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 Gaspé 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 dale 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 Matapédia, 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,

Stau Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

CKCR KITCHENER

TWO NEW NATIONALS for CKCR

- Dr. Bell Wonder Medicine Company (12.45-1.00 p.m., Tuesday and Friday)
- The Canada Starch Company Limited (8.00-8.30 p.m., Monday)

See WILLIAM WRIGHT Montreal Medical Arts Bldg. Fl. 2938 Toronto Victory Bldg. AD. 8481

CKCR

CKCR CKCR CKC

# A BROADCASTER COMMENTS ON NEWS COVERAGE...



"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*

CANADIAN PRESS • REUTERS • ASSOCIATED PRESS

# P N FOR RADIO NEWS

# 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 war-time 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



**CFRB**

**860 kc. Toronto**

**10,000 WATTS OF  
 SELLING POWER**

FIRST FOR **INFORMATION!**

FIRST FOR **ENTERTAINMENT!**

FIRST FOR **INSPIRATION!**