

left to right, Harold Stephenson, president of the Association of Canadian Advertiser, 1944-45; Athol McQuarrie, ACA executive managing director; L. E. Phenner, ACA vice-president 1944-45, president elect 1945-46, and president of the Bureau of Broadcast Measurement; L. R. Greene, first president of the Association of Canadian Advertisers after its incorporation in 1917.

CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 4, NUMBER 21

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

NOVEMBER 10th, 1945

NATIONAL ADVERTISERS IN 31st ANNUAL MEET

ACA Convention Covers All Phases of Advertising

The Association of Canadian Advertisers, an association of Canadian business firms who do national advertising totalling around thirty million dollars a year, is meeting in Convention at the Royal York Hotel, Toronto, November 7, 8 and 9, and is dealing with a full agenda of talks and discussion forums on many phases of advertising in the various media.

First incorporated in 1917 under the presidency of L. R. Greene, now head of the firm of L. R. Greene Ltd., the association now numbers a membership of 124 firms who look to the ACA for help in specific problems of sales and advertising, market statistics, labelling and packaging, budgeting and public relations.

In the field of radio the ACA plays an active part in the operation of the Bureau of Broadcast Measurement which parallels its activities with the CCAB (Canadian Circulation Audit Bureau) in the periodical field. It also has strong representation on the joint Committee on Commercial Continuity Research and other comparable activities.

This year, short discussion periods on a wide range of subjects are being featured during the convention, following each other in close succession as they did last year, and the proceedings are being climaxed with the annual dinner on November 9, when presentation will be made of the ACA Gold Medal and three Silver Medals.

OTTAWA APPOINTS NEWSPAPER MAN AS FULL TIME CBC CHAIRMAN

A. Davidson Dunton, editor of the MONTREAL STANDARD who recently terminated his service as general manager of the former Wartime Information Board, has been appointed first full-time chairman of the Canadian Broadcasting Corporation it was announced recently in the House of Commons by Acting Prime Minister J. L. Ilsley. Mr. Dunton will take over his new post November 15, and it is understood that his appointment is for a period of three years.

Dunton will succeed Howard Chase, chairman of the Brotherhood of Locomotive Engineers, who retires as chairman but remains on the CBC Board. While Mr. Chase's CBC appointment was on a part time basis, Mr. Dunton's radio activities will occupy his whole time.

The appointment of a permanent full-time chairman carries out last year's recommendation of the Parliamentary Committee on Radio Broadcasting when it was recommended that the executive responsibility of the CBC be split with a full-time chairman having charge of policy at a salary of \$15,000 a year, and a general manager at a salary of \$13,000. This latter position is of course held by Dr. Augustin Frigon.

Mr. Howard Chase, who devotes

most of his time to the labor activities of the powerful Railway Brotherhood, still continues as a member of the Board of governors, his term having been recently extended for three years.

The recommendation of the 1944 Parliamentary Committee on Radio Broadcasting which brought about Mr. Dunton's appointment read, in part, as follows:

"At present the chief executive (of the CBC) is responsible to the Board of Governors for the general policies of the Corporation under the direction of the Board, and must assume the responsibility for all broadcasting respecting political, religious, economic, social, education and other controversial matters. He is also in charge of public relations as well as of the relations between the Corporation and private stations, and will soon have to supervise the operation of the Government shortwave station now under construction. Further, the Corporation owns and operates ten broadcasting stations throughout Canada, as well as two shortwave stations, and operates two networks connecting these stations with a large number of private stations; the commercial operations of the Corporation have become quite

extensive. The relations, with a large staff, involve many delicate problems, and its annual budget now amounts to 5½ million dollars involving a strict control of its finances.

"One function calls for imagination, a broad culture, a comprehensive understanding of our national problems, and an enthusiastic faith in the future of our country. Whilst for the other business experience, administrative ability and a positive mind are required . . .

"Your Committee would, therefore, recommend that there be a salaried Chairman giving all his time to the Corporation, and that the Board of Governors of the Corporation submit a recommendation so that the position of General Manager be filled as soon as possible."

This recommendation was followed by the appointment of Dr. Augustin Frigon, who had been acting general manager since the resignation of Dr. James S. Thomson in November 1943, to the general managership. Mr. Dunton's appointment to the full-time chairmanship of the Board now completes the fulfilment of the Committee's wishes.

Are You Ready To Expand?



IN these post-war days, markets everywhere are growing apace! And, along with the general increase in demand, comes a welcome decrease in the problems of supply and distribution. Now is the time to expand your advertising schedule . . . to prepare for a broader scope and wider coverage.

Through All-Canada, you can reach the limits of your market today and, at the same time, pave the way for further growth tomorrow. The twenty-eight All-Canada stations dominate key areas from coast to coast. A combination of any of these will be sure to meet your present needs. Then, as your market spreads, so can your coverage . . . with the addition of one or more of the other strategically-placed All-Canada stations. Whether your advertising is local, regional or national, it can be done more effectively through All-Canada.

But coverage is only one side of the picture. In planning a comprehensive campaign, All-Canada is at your disposal with an unflinching supply of information in every phase of broadcasting, including reliable market data. Whatever your problem, ask the All-Canada man.

The ALL-CANADA STATIONS

BRITISH COLUMBIA

- Victoria CJVI
- Vancouver CKWX
- Chilliwack CHWK
- Kamloops CFJC
- Kelowna CKOV
- Trail CJAT

ALBERTA

- Grande Prairie CFGP
- Edmonton CJCA
- Calgary CFAC
- Lethbridge CJOC

SASKATCHEWAN

- Moose Jaw CHAB
- Prince Albert CKBI
- Regina CKCK
- Regina CKRM

MANITOBA

- Winnipeg CKRC

ONTARIO

- Sudbury CKSO
- Stratford CJCS
- Hamilton CKOC
- Toronto CFRB

QUEBEC

- Montreal CFCF
- New Carlisle CHNC

MARITIMES

- Campbellton CKNB
- Fredericton CFNB
- Charlottetown CFCY
- Yarmouth CJLS
- Halifax CHNS
- Sydney CJCB

NEWFOUNDLAND

- St. John's VONF



ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Sounding Board

BUY-WAY
 Sir: You had an article entitled "Radio and the Retailer" in a recent edition of your publication, regarding mimeographed bulletins issued for the grocery trade and the drug trade by station WKBN Youngstown, Ohio.

It occurred to me that you would be interested to see the drug and grocery editions of a recent issue of "BUY-WAY" issued by WLW Cincinnati. I do not know how WLW manages to get so much coated stock, but they do not seem to have any trouble producing "BUY-WAY" in the same handsome manner now as in the past.

One feature of both editions that may be of interest to you is "WLW on Parade". WLW gets its performers out to meet the public to face from stages in theatres, at country fairs, in arenas and almost everywhere else that people congregate.

WLW also maintains a specialty sales force that covers the four state area served by this station. These salesmen cover the trade in the area in order to see that goods advertised over the station are stocked and sold by the majority of retailers.

Yours truly,
TEMPLETONS LIMITED,
 Gilbert Templeton

LOVE AND HISSES

Dear Dick: Thanks for the terrific boost on the Northern Electric Show. You say that the narration was "something between High Mass and the 'Carry On Canada' programs", delivered in a pontifical tone.

A guy comes into our Studio, has a little fun by directing the actors, and we get panned.

A guy puts on a Canadian Show with Canadian talent, and he gets panned. Woe is me!

However, I should like to say something nice about your paper and it concerns the article "Manitoba — A Fifty-Fifty Market." It would be a good idea to run a series including each of the Provinces. Lewis goes "FORWARD WITH CANADA"!

HARRY E. FOSTER.

Aren't you a little behind with your reading, Red? So far we've run articles on Ontario, "The Prairies", and Saskatchewan, as well as two on the Quebec market.



"I don't care if the sponsor does sell liver pills. The script says the kid's got yellow jaundice, so that's what the kid's got."

CORRECTION PLEASE!

Dear Dick: This time you have gone too far. In your October 20th issue, page six, is the bold misstatement "The province (Manitoba) is now Canada's largest native sugar producer, having grown 30,000,000 pounds of sugar beets last year". Since when did a paltry 15,000 tons give Manitoba the top slot? Attached herewith, is a news item from the Calgary Albertan, issue of October 27th, which gives the following production to our fair province: 355,000 tons out of a total Dominion production of 618,000 tons. This obviously puts Manitoba into the bush leagues as far as sugar production is concerned, if Mr. Newton's figure is correct.

Alberta's production of refined sugar amounted to over 100,000,000 pounds last year, and supplied the major part of sugar consumed in Alberta and Saskatchewan. The whole works is grown within 40 miles of Lethbridge, so naturally there was blood in our eye.

We have nothing but the highest esteem for the Province of Manitoba, but when one of their ex-citizens tries to steal our thunder — Well, podner, them's fightin' words.

We trust you will make a suitable apology for this slight to Alberta.

Broadcasting Station CJOC
 J. L. Sayers,
 Commercial Manager.

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Promotions have been extended to two senior officials of the Canadian Broadcasting Corporation, according to a recent announcement.

Charles Jennings, former assistant supervisor of programs, has become general supervisor of programs, and Jean Beaudet, supervisor of music, has been given the post of director of the French network.



**WELCOME
 A.C.A. DELEGATES!**

We too are preparing for the future by increasing power to

**1 0 0 0
 WATTS**
 630 Kcs.

Complete Coverage
 For South Western
 Ontario

**CFCO CHATHAM
 ONTARIO**

Thanks to you, ACA



Dominion "Duophonic" Transcriptions are known and appreciated from coast to coast.

Dominion derives 98.8% of its business from Canada's Advertisers — and in return Dominion gives you at least 98.8% of a perfect recording job.

We wish all of you success for 1946 — if you have it, we get our share, too.

*Duophonic
 Recordings*

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

CHML

CFRB COLUMBIA WBEN N.B.C.

860 900 930

HAMILTON

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860

930

900

HAMILTON

CANADIAN BROADCASTER

TWICE A MONTH

VOL. 4, NO. 21

NOVEMBER 10, 1945

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

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

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

Advertisers Set the Pace

It is not so very long since a salesman, whether handling pencils, automobiles, shoe laces or that nebulous commodity known as advertising, was regarded by all whom he encountered, as an object for pity, an emotional expression which is seldom far removed from scorn.

Today, salesmanship has risen to the status of an honored calling, and, in the various fields of advertising at any rate, buyer and seller cooperate with each other with the two-fold result that more advertising is used, and what is used is used to better purpose.

Along this line of thought, the co-operation which the broadcasting industry has received from its clients in the wide fields of national advertising has doubtless contributed as much as any other factor to the development of radio as a medium of merchandising.

The Association of Canadian Advertisers is comprised of both advertising and top management, whose firms' aggregate expenditures on national advertising total more than thirty million dollars a year.

Under the executive management of Athol McQuarrie, managing director of the ACA, co-operation between the Association and the radio medium has grown in many fields.

The operation of radio's new yardstick of station coverage, the Bureau of Broadcast Measurement, is the joint endeavor of the broadcasters, the advertising agencies and the Association of Canadian Advertisers. It is perhaps significant though that active management of the BBM is in the hands of Mr. McQuarrie who serves the Bureau as secretary, while the same organization's energetic president is Mr. Douglas Phenner, president of Canadian Cellucotton Products Co. Ltd., and vice president of the ACA.

The joint committee on Commercial Continuity Research is another bipartite endeavor, wherein broadcasters co-operate with advertisers and their agencies for the betterment of the medium, and, here again, an operation over which presides a chairman drawn from the ranks of the sponsors, Mr. R. E. Jones, advertising manager of Colgate Palmolive Peet Co. Ltd., and a past president of the ACA.

With the omnipresent threat of a well organized socialist party only awaiting the day when its unified forces may descend on the shattered ranks of private business and destroy them, Canadian advertisers in general, and the membership of the Association of Canadian Advertisers in particular, are setting the pace in the establishment of a united front which business needs so badly if it is to survive the dangerous years which lie ahead.

A business front which is both strong and united is the only bulwark of defence against the forces of nationalization. Business can only be strong if it is backed with sound, sane and honest advertising. Co-operation between the Canadian Association of Advertisers and the media, in radio and other fields, is a bright light tokening hope that dark shadows and all the perils and fears that lurk among them will one day be completely overcome.

Richard G. Lewis

Editor.

DAVIE DUNTON

An Introduction To The New CBC Chairman

by Walter Dales

To 33-year-old David Dunton, the appointment to the full-time chairmanship of the CBC Board of Governors may have been as complete a surprise as he implied. To broadcasters he was merely another dark horse pulled out of the hat. They'd have to wait and see.

Many opined that if a reputation as being a resourceful newspaper man, an expert at public relations and an all-round good guy qualifies a man to direct policy for a five - and - a - half million dollar a year Government radio business, Dunton would be as good or better than the next fellow. Some wryly declared that Dunton, having no previous knowledge of radio except as a listener, would be right at home with other members of the Board!

Publishers who have watched the Montreal Standard thrive under his hand, and reporters who worked with him back in the days when he covered police court news, had more definite opinions. Said one: "Davie's a cautious, intelligent and independent thinker. It's a good appointment. So long as CBC moguls must be chosen outside the field, Dunton is the man for the job."

Broadcasters, wondering what are the new chairman's views on the industry's controversial issues, will get nothing but a shrug of the shoulders from Dunton as yet. Whether his appointment will lead to greater freedom of speech on the air, easing of network and other restrictions, are matters of conjecture. He needs to find out what the problems are, and to study the facts. At present he cautiously side-steps such issues. "I shall look at all problems objectively", he says, "and attempt to find solutions which are in the public interest."

Dunton was born in Montreal, went to Lower Canada College,

and then to the University of Grenoble, France, to study the language and culture of that country. Then he returned to Montreal and attended McGill. After two years he went to Trinity College, Cambridge to study economics, following which he went to the Munich

University, Germany. He attended four universities in all, but never took a degree from any one of them.

Dunton returned to Montreal during the depression, and worked at a number of jobs, even as a Fuller Brush salesman.

After a time spent in Mexico he returned to Montreal once again, this time

as a reporter on the Montreal Star. In a few years he became associate editor. At the age of 26 J. W. McConnell made him editor of his newly acquired Montreal Standard where he remained until April 1941, when Charles Vining, first head of the Wartime Information Board asked him to come to Ottawa to join the WIB staff, which he did. Subsequently he replaced Vining as its head, when the latter asked for his release.

One factor which seems to have influenced Dunton to accept the radio appointment was the opportunity it would afford to contribute towards Canadian unity. He speaks French fluently and feels that radio can serve well in bringing about better understanding between English and French speaking Canadians. Any phase of the industry slanted to that objective will find him an ardent champion.

His appointment, which takes effect November 15, followed the recommendation of the Commons Radio Committee that CBC executive responsibility should be split between a full-time chairman in charge of policy at \$15,000 a year and a general manager in charge of administration at \$13,000.



ASSOCIATION of CANADIAN ADVERTISERS
31st Annual Convention
ROYAL YORK HOTEL, TORONTO
November 7, 8 and 9, 1945



Team Up Your Goods

with the interest in

SPOTLIGHT SPORTS TALK

The highlights of sports, the lowdown on the men who make them, reach the air daily in the British United Press Radio feature **SPEAKING OF SPORTS**. It's authentic stuff, straight from the feed bag, from the back of the dug-out, from the middle of the huddle — about Canadian and American games and players topping the news! Written specially for broadcasting by B.U.P. sports experts, it's a program men listen to and for. Team up the goods you have to sell with the interest **SPEAKING OF SPORTS** packs. It runs 5 minutes every day except Sunday.

Usage and Sponsorship

83.7% of clients use this feature
54.9% have it sponsored

Types of Sponsors:

- | | |
|----------------|------------------|
| CLOTHING | JEWELRY |
| AUTO DEALER | LUMBER CO. |
| AUTO SUPPLIES | HARDWARE |
| AUTO INSURANCE | DRUG STORE |
| TOBACCOS | PATENT MEDICINE |
| SOFT DRINKS | PLUMBING |
| LAUNDRY | RESTAURANT CHAIN |

OTHER B.U.P. DAILY RADIO FEATURES:

- | | |
|-------------------------|--------------------------------|
| "Behind the Headlines" | "Sports Lineup" |
| "In Movieland" | "The Sportscope" |
| "In the Women's World" | "Women in the News" |
| "In Your Neighbourhood" | "Places and Names in the News" |
| "Good Eating" | "The Farm Front" |

BRITISH UNITED PRESS

231 St. James Street

Montreal

ACA AGENDA

The following list covers open meetings only. Since the entire proceedings for the day, November 7, are closed meetings, details will not be found here for that day.

THURSDAY, NOVEMBER 8th

9.30 a.m. "PUBLIC RELATIONS FOR THE CANADA OF TOMORROW"

Chairman — Charles S. Watson, (Canadian Breweries Ltd.)

1. The Origin and Development of Public Relations.
2. The Individual Application.
3. Application of Public Relations in selling Canada to the World.

Discussion.

Speaker: Glenn Griswold, editor of "Public Relations News", "Planning for Business".

11.00 a.m. "PUBLIC RELATIONS IN INDUSTRY"

Chairman — S. R. Skelton (Goodyear Tire & Rubber Co. of Canada Ltd.)

Speaker: Allen Sikes, American Newspaper Publishers' Association.

Discussion.

1.00 p.m. LUNCHEON.

Speaker: Hon. Paul Martin, K.C.

Secretary of State of Canada.

Subject: "Canada Among the Nations".

2.30 p.m. "PACKAGING IS ADVERTISING."

Chairman: Hedleigh T. Venning (Shirriff's Ltd.)

Speaker: C. W. Browne, Editor-in-Chief "Modern Packaging".

Discussion.

4.15 p.m. "EFFECTIVE USE OF FILMS IN INDUSTRY"

Chairman: John Doherty (Imperial Oil Ltd.)

Speaker: J. A. Blay, (Hydro-Electric Power Commission of Ontario).

Discussion.

FRIDAY, NOVEMBER 9th

9.00 a.m. "GETTING THE MOST OUT OF THE ACA'S BLUE BOOK"

Chairman: H. S. Van Scoyoc (Canada Cement Company Limited).

CFPA

Port Arthur-Fort William

NEW!

... 3 New Sponsors on

"PARADE OF BANDS"

4 hours of dance music
Saturday afternoon

Ask N.B.S.

"Serving the Lakehead"

1. "The Advertiser"

(E. T. Gater, Sterling Products Co. Ltd.)

2. "The Advertising Agency"

(H. R. Conway, Cockfield Bro. & Co. Ltd.)

Discussion.

10.15 a.m. "HOW THE DOMINION BUREAU OF STATISTICS PLANS TO HELP INDUSTRY"

Chairman: Walter G. Brown (Bristol-Myers Company of Canada Limited).

Speaker: Dr. C. M. Isbister.

10.45 a.m. "MAGAZINE AUDIENCE STUDY"

Chairman: John Wall (Fine Food of Canada Limited).

Speaker: N. Roy Perry (MacLean Hunter Publishing Company Ltd.)

Discussion.

11.30 a.m. "SELLING CANADIAN ART AND TALENT TO CANADIAN ADVERTISING"

Chairman: C. H. Willis (Apple Paper Products Ltd.)

Speaker: Joseph Watt (Canadian Breweries Ltd.)

12.25 p.m. "THE SCORE CARD: CANADIAN TALENT SHOULD SETTLE WITH AMERICAN INTERNATIONAL ADVERTISERS AND VICERSA"

Chairman: C. H. Willis.

Speaker: John Adaskin (John Adaskin Productions).

1.15 p.m. LUNCHEON.

Speaker: A. W. Lehman, President Co-operative Analysis of Broadcasting, New York.

Subject: "Standardizing and Developing The Qualitative Aspect of Advertising Through Tripartite Cooperation".

2.45 p.m. "PROBLEMS IN CANADIAN RESEARCH"

Chairman: H. H. Rimmer (Canadian General Electric Company Limited).

Discussion.

3.40 p.m. "GETTING THE MOST OUT OF THE FRENCH MARKET"

Chairman: A. Usher (RCA Victor Co. Ltd.)

Speaker: Paul L'Anglais (Radio Programme Producers).

4.20 p.m. "COUNTRY LISTENING"

Chairman: J. W. Moore (Map Leaf Milling Company Limited).

Speaker: W. T. Cruickshank (CKNX, Wingham).

7.00 p.m. ANNUAL DINNER

Speaker: Albert R. Bonham, Chief Provincial Analyst, Ontario Government.

Subject: "An Analyst Analyzes Advertising".

SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue

Toronto

Oxford 1244

Steering Advertising Through Two Wars

ACA Began in 1914

Starting in an informal manner in 1914, the Association of Canadian Advertisers was founded by a small group of national advertisers who were beginning to scratch their heads frantically over the problems occasioned by the beginning of World War I.

Beginning with a roster of fifteen members, the Association devoted its time in the early days to arguing about such organizations as we know today as the Audit Bureau of Circulation, the Canadian Circulation Audit Bureau, and, more latterly, the Bureau of Broadcast Measurement.

In these days, before radio had entered the field, business was just beginning to be conscious of the good and the dross in the different advertising media that they were offered for the promotion of their businesses. It is to the advertisers rather than to the media that the credit must go for the establishment of "yardsticks" whether in the field of publications, out-door advertising or radio. Through these it is now possible to measure the degree of exposure an advertised message will receive whatever the medium he employs.

The ACA was incorporated in 1917 and since then, besides continuing its fight for these various forms of "exposure audits", its growing membership has kept a watchful eye on legislation, a case in point being when the Dominion Commissioner of Excise was influenced by the Association, co-operating with the broadcasters and the agencies, in dropping the proposed 4% sales tax on radio talent fees. The ACA faced the beginning of the Second World War with a membership of sixty-three. Throughout the difficult years it has functioned less as a pressure group to protect the interests of business, than as an interpreter of wartime regulations affecting ad-

vertising, and through these activities has saved advertisers, their agencies and the media immeasurable duplication of effort by acting as the clearing house for information on all matters pertaining to all sides of the advertising business.

Over five thousand copies of the Vint-Elliott correspondence on advertising restrictions were distributed by the ACA in 1942.

The ACA has established a library of advertising information which, while it is only available to members, is much sought after by agencies and non-member advertisers.

In the near future it is planned to undertake a monthly analysis of the editorial content of Canadian consumer periodicals which it hopes to follow with a similar continuing analysis of the trade and business papers. The fact that this step will come as a result of an indirect invitation of the publishers is evidence of the position which the ACA holds as a body qualified to do a validating job of this sort.

Today ACA membership is enjoyed by 125 Canadian companies with advertising appropriations of thirty million dollars a year, employing in their plants and offices approximately 150,000 people in their normal peacetime operations.

CFCH Homeseekers

Returned service men in North Bay desperately trying to beat the housing problem, have had their problem solved for them through a program aired by radio station CFCH.

On the first program, case histories were given of three homeless vets, and ten minutes after the program's end homes had been found for two of them. Accommodation was found for the other the following morning.

Western Tribute

Monday night, October 22, the "Northern Electric Hour" featured a special salute to the City of Winnipeg. Tying in with the program, the management of CKRC invited the Northern Electric dealers and their friends to the Royal Alexander Hotel for a buffet supper, and to hear the program.

A special five-minute introductory disc had been prepared in advance by the cast in Toronto, with Allan McFee, the announcer, greeting the Northern Electric dealers in Winnipeg and introducing to them Gordon Forsyth, the producer of the show, John Drainie, narrator on the program, and Harry "Red" Foster of the Agency. Each one addressed a few words of greeting to the audience of one hundred seated at the hotel in Winnipeg.

This first disc was played from CKRC's studios and directed to the hotel, immediately preceding the show. Then, following the program another special recording brought the broadcast to a close.

Christmas Issue

Advertisers for the Christmas issue, in the mail December 5, are requested to co-operate by sending in copy early. Forms close definitely November 21, but please do not hesitate to beat the deadline and let our printers have a happy Christmas too.

SHOW BUSINESS

by Geo. A. Taggart

SALES PROMOTION RIDES AGAIN!

WELL, the war's all over but the shouting — which is just starting, and by the shouting we mean the sales promotion efforts of Canadian industry. Through the war years, sales promotion has become a forgotten phrase and an almost forgotten technique in some quarters. Reconversion is likely to reveal the flabbiness of sales effort through disuse. To stiffen those soft muscles for competitive selling, industry has a job of conditioning to do . . . and it's mighty important for industry to swing back into effective sales promotion . . . and quickly.

THE promotion of sales for your business is our business — via radio, stage and films. We've done some good jobs in the past, in this direction, and we're doing more all the time. Care to talk it over?

IF IT'S PROMOTION THRU ENTERTAINMENT CALL THE GEORGE TAGGART ORGANIZATION

165 Yonge St. Toronto AD. 8784

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

WITH 1000 Watts Output at a frequency of 580, we have the power and the ideal spot on the dial! We are the preferred station in the Thunder Bay District! Since the return to Standard Time, we have some very desirable OPEN TIMES — both 15 and 30 minutes — between 7 p.m. and 8 p.m. Ask our Representatives.

CKPR FORT WILLIAM
(Represented by H. N. S. & Co. in Winnipeg only)

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO BITE YOUR MESSAGE HOME

The Ottawa Valley Market is over 40% FRENCH

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

CKCH

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

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES LIMITED
Montreal Toronto

HOWARD H. WILSON COMPANY
New York, Chicago, Etc.

COOPERATING WITH LE DROIT

CITY DESK

Newscasts Don't Come By Accident At Vancouver's CKWX

Two men, armed with guns, stepped into a downtown shop in Vancouver at 8.55 a.m. and got away with \$594 in cash. CKWX newsmen were on the job within three minutes to get the story, get it straight and get it first.

Behind the speed in coverage of a story that took the front pages of the newspapers during the day, here lay organization work in news coverage in CKWX's News Bureau. It taps Vancouver's biggest news breaks, extends to the capital city of Victoria, and elsewhere in the province, and keeps minute tab on news wires for spot news breaks and development by the Bureau's own staff.

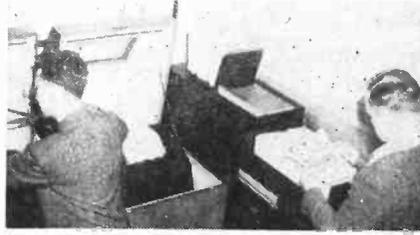
News coverage doesn't happen or come by accident. Sometimes newsmen stumble across a story, but day in and day out it is organization that produces complete coverage of the most important news of the day. It's a combination of reporters, editors, announcers, wire services and contacts.

It was in May, 1944 when F. H.

age.

The first step in organization was a compact news room where the fewest steps produced the highest efficiency. A single office was selected. On one side were placed the two teletypes of Press News Limited and British United Press. Right next to the teletypes was put the first filing cabinet — the birth of a reference library for backgrounding news and checking facts.

Opposite the teletypes was built a special copy desk. It is 36 inches high and extends nine feet along the wall. Above the desk is a shelf with reference books, current newscasts and copy paper. Beside



All the accoutrements of the newsroom of a city daily.

the shelf is a radio.

And anyone who walks into the News Bureau is more apt to find the radio tuned to a station other than CKWX. There's a reason for that. Its to check competing news-casts from American and Canadian stations a check that makes CKWX newsmen informed on how other stations are handling news, and tips them off pronto to any angles or beats that other stations may establish.

The books on the reference shelf are few. There's a Parliamentary Guide, B.C. Gazetteer, dictionary and pronunciation guides and the assignment book. When an advance story goes on the air on a convention, political meeting or any other potential news story, a notation goes into the assignment book for a check and coverage of the actual event.

A telephone is snug on one corner of the desk with enough wire

to stretch across it for quick work at either end. Scores of calls out over the phone wire do checking regional items that pop on the news wires for additional information or angles; for follow-ups on stories from Ottawa or elsewhere; for regular checks at court hall, police, hospitals, etc.

The telephone is not the only contact with news sources. Men on newsbeats — and that includes everyone on the staff — frequently are out on stories doing their own spot coverage. There are plenty of examples when the direct coverage is paid off, especially on Sundays and holidays.

Take, for instance, Vancouver's big Sunday when approximately 2,000 troops came back home passed through the city. They included the Seaforth Highlanders of Canada aboard two trains; two other special trains at 12.20 p.m. and 5.30 p.m., carrying artillery troops of the 1st Division; and shipload of Canadian and British troops docking at 4.30 p.m.

One man was assigned to each arrival purely for coverage in news-



Banging it out for the next news-cast.

casts. Within 30 seconds after the first Seaforth special arrived, the news was flashed by telephone to CKWX News Bureau and it topped the 2.30 p.m. news-cast while the

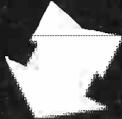
(Continued on Next Page)

CFM
CALGARY
Unquestionably
ALBERTA'S BEST
RADIO BUY

More COVERAGE

More LISTENERS

More POWER



CFM

THE VOICE OF THE PRAIRIES

10,000 WATTS

See RADIO REPRESENTATIVES LIMITED TORONTO MONTREAL



Ex-Press News Boss Sam Ross heads CKWX News Dept.

"Tiny" Elphicke, Manager of CKWX, put the station's news policy into high gear. That was just before D-Day when Canadian troops took part in the invasion of the French coast. That was the time when the policy was put on a long-term basis to finish the war and move into peace-time news cover-

CHNS BULLETIN BOARD

In the field of special events, CHNS leads the Maritimes. Special events bring listeners — listeners spend money with sponsors — and — get it ??? Write or wire the All-Canada Man.

960 ON YOUR RADIO

Continued from Previous Page)

...forth were still clambering out the train with their kit bags and baggage.

It was the same coverage for the rival of other troops and the ship- ad of Canadian and British re- its. CKWX staffers didn't get their gular holiday, but they did get e news for listeners. And they aren't just general stories of train rivals, crowds, cheers and greet- gs. They were personal stories ith names and addresses.

The men behind the news set-up tal five, but they can recruit from e rest of the staff for assistance coverage of news when needed. opping the news staff is Sam G. oss,, veteran reporter, editor and ws executive who was picked om his job as Manager of Press ws Limited to organize and im- ement the news policy.

Ross says there isn't any doubt out continued interest in news- sts even though the war is ended. e points out that the news may ange, but the interest in news ill exists the same as it always has. hat has to be done now, he re- arked, involves more work and ility than when war news right f a teletype gave stations a ready- ade newscast.

The four men who carry the unt of actual newsgathering, edit- g and announcing at CKWX are n Arrol, Frank Meade, Bill utte and Bert Cannings.

Arrol, with four years experience a news and commercial an- ouncer, has been handling news clusively for the last 18 months. eade is a newcomer to the news aff with several years experience n the air. Between them they andle most of the newscasts on e air as well as some reporting ad news development.

The heavy load of news coverage lls on the shoulders of Bill Tutte ad Bert Cannings. Tutte is an ergetic newsman who has several ajor news beats to his credit, in- uding the story of finding a taxi river slain in his cab. Cannings, product of Alberta, joined the aff after his release from theoyal Canadian Air Force and has ready injected the art of follow- ps to stories breaking elsewhere i the Dominion.

The station's noon newscast — or the VANCOUVER SUN NEWS — still presented on the air by the chief announcer, Ken Hughes. Ben

Bendrodt handles the night news- cast of the VANCOUVER DAILY- PROVINCE at 7.30 p.m., compiling, editing and announcing the news- cast himself.

With its news-trained staff as the nucleus, CKWX still plans more ex- tensive direct coverage of news in the Vancouver area and through British Columbia. But the station is not permitting its active news coverage policy to black out the coverage of international news.

The top news of the day is dealt with as the top story of the day, whether it is international, national or local news. A close check is kept against any possibility of local news running away with the newscasts, for Ross — for a short time over- seas war correspondent for the All- Canada stations — is quick to re- cognize the importance of interna- tional news just now.

He cites the atomic bomb as one example; the meeting of the big five foreign ministers and Prime Minister MacKenzie King's over- seas trip as others. People are just as interested in what goes on in reaching a final settlement of world problems today as they were when clashing armies fought for victory.

CKWX News Bureau was estab- lished along the principles of a city desk and city newsroom on a daily newspaper, but it also took pages from the telegraph editor's book to make news coverage complete from local, regional, national and international news.

**Free Radio—
A Keeper of Peace**

"Now that the war is behind us, we in radio face new problems", William S. Paley, president of the Columbia Broadcasting System told a meeting of network employees in his first statement after resuming civilian status after two years of military service abroad.

"Technical advances made in our field under pressure of war require- ments are providing us with won- derful new instruments with which to serve the American people", he said.

Speaking of the problems of peace, he pointed out that it was never more important to "furnish a people with all the facts, ideas and opinions as they emerge; to furnish them in a responsible and courageous and a fair manner."

● ● ● ● ● ●

SIX SPOTS

You cannot afford to overlook for results when planning any radio campaign.

● **CKPC**
BRANTFORD, Ontario

● **CKNX**
WINGHAM, Ontario

● **CJIC**
SAULT STE. MARIE, Ontario

● **CKFI**
FORT FRANCES, Ontario

● **CHLP**
MONTREAL, Quebec

● **CJFX**
ANTIGONISH, Nova Scotia

Represented by

JAMES L. ALEXANDER

Radio Station Advertising Representative

Drummond Building
1117 St. Catherine St. West
Montreal, Quebec
Telephone HARbour 6448

Concourse Building,
100 Adelaide Street, West,
Toronto, Ontario
Telephone ADelaide 9594

RAI PURDY

PRODUCTIONS



CREATORS OF RADIO ENTERTAINMENT

37 Bloor Street West,
Toronto 5.

John Crosbie
Managing-Producer

There are DEFINITE REASONS Why

These National Advertisers

consistently use the facilities of

CFNB

Fredericton

Coca-Cola Co.
International Silver Co.
Can. National Carbon Co.
Dr. Jackson Food Products
Maple Leaf Milling Co.
Sherwin - Williams Co.

Imperial Oil Co.
Lambert Pharmacal Co.
Carter's Medicine Co.
Kraft Phenix Co.
Lever Bros.
McCull-Frontenac Oil Co.
Robin Hood Flour Mills

(just to mention a few of our national advertisers in 1944.

They know they are assured RESULTS.)

CFNB

FREDERICTON N.B.

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

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

Dave McMillan at Grant Advertising reports that starting November 1 in the west and the 15th in the east, W. K. Buckley Ltd., will have a transcribed spot campaign under way over more than 40 station's coast to coast. In addition 6 stations will carry quarter hour transcribed music. Same agency also announces that the American subsidiary, W. K. Buckley, Inc., (Rochester, N.Y.) has contracted for five 1 minute spots a week over WLW, Cincinnati, for 26 weeks.

J. Walter Thompson reports that Swift Canadian have renewed a 15 minute portion of the "Breakfast Club" for one year over Trans-Canada. Piped in from ABC the program goes five a week.

Stevenson & Scott's Montreal office has a spot announcement campaign under way for Fairbanks-Morse (Automatic Stokers) over a group of western Canadian stations.

Cockfield Brown's Winnipeg office says that "Red River Barn Dance" returned to 6 stations of the Trans-Canada Prairie Region November 2. Sponsored by the Hudson Bay Company the show is heard Saturdays at 11.00 p.m. (EST).

Lucien Bernier at CKCV, Quebec, reports that a number of English network commercials are now being fed through CKCV. They include: "Singing Stars of Tomorrow"; "Canadian Cavalcade"; "Parade of Songs"; "Curtain Time"; "The Dick Haymes Show"; "Light Up and Listen"; "Radio Hall of Fame"; "Music for Canadians".

Cockfield Brown's Montreal office reports a year's spot announcement campaign for Benson & Hedges (Henley cigarettes) under way over a number of Ontario stations.

Garry Carter at Frontenac Broadcasting has a spot campaign in progress for Classic Publishing until the end of the year over CKEY, Toronto.

Alford R. Poyntz has a flag campaign under way until the end of the year for Red Rose Coffee over 8 Ontario stations from London to Ottawa.

MacLaren's Vancouver office has started hockey broadcasts for Home Oil Distributors Ltd. over CKMO, Vancouver. The contract calls for 27 Pacific Coast League games plus play-offs.

Cockfield Brown's Toronto office tells us that Maple Leaf Milling has started a French spot announcement campaign over 6 Quebec stations. The contract calls for 104 spots and advertise Monarch Flour.

Personally Speaking

Frank Mead has joined the CKW News Department as newscaster and editor, coming from the production managership at CJAT, Trail. Reo Thompson, back from overseas and former CJCA announcer, has been added to the announce staff at CKWX, while servicemen A Klenman and Bill Hill have returned to the Vancouver station.

At CKMO announcer Wally Gray is back after 5 years with the RCA overseas. Eileen Fox comes to CKMO from CKCK, Regina, as accountant. Gord Carpenter from CJVI and just out of the Navy has been added to the sales force while George Dewey from CJCJ, Calgary has joined the CKMO announce staff.

From the East it is reported that Keith Morrow former agriculture program director at CFCY, Charlottetown has joined the CBC agricultural staff. W. G. Brown back from overseas has returned to CFC as sportscaster.

CKCR
KITCHENER STATION

A *Bright* STATION

EXPANDING WITH OUR MARKET

CKCR will shortly announce the opening of new spacious studios.

see **WILLIAM WRIGHT**
Victory Bldg.

AD. 8481

BBM SHOWS PROGRESS AS ADVERTISER-AGENCY-MEDIUM ENDEAVOR

Since the idea of the establishment of a yardstick of station coverage measurement, conceived at the 1942 annual meeting of the Canadian Association of Broadcasters in 1942, there has grown into full operation a co-operative organization known as the Bureau of Broadcast Measurement through which advertisers and their agents as well as the stations themselves are able to set up coverage figures comparable as between stations, and also as between the other advertising media.

While this endeavor had its birth in the industry itself, so important was it felt to be that the Bureau has been set up as a co-operative endeavor between stations, agencies and advertisers. The greater part of the expense is borne by the stations, while the greater part of the work is done by the advertisers.

President of the BBM is Lou Phenner, vice president of the ACA, who for several years past has headed that organization's radio committee. Adrian Head of J. Walter Thompson Co. Ltd., is vice-president, and the secretary is Athol McQuarrie, managing director of the ACA. Walter Elliott, president of Elliott-Haynes Ltd., is listed as Research Counsel.

Three groups of directors represent the advertisers, the agencies and the industry, as follows: the advertisers—A. Usher, RCA Victor Co. Ltd., Montreal; L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto; C. R. Vint, Colgate Palmolive Peet Co. Ltd.; the agencies—Adrian Head, J. Walter Thompson Co. Ltd., Toronto; Harry M. Tedman, J. J. Gibbons Ltd., Toronto; J. A. McLaren, McLaren Advertising Co. Ltd., Toronto; the stations—E. A. Weir, Canadian Broadcasting Corporation; Horace N. Stovin, H. N. Stovin & Company; W. T. Cranston, CKOC, Hamilton.

Based on a controlled mail ballot technique, rural and urban homes are polled to determine to

which stations they are consistent listeners and to what extent. Figures are then assembled for each subscribing station, and these, together with maps broken down into counties and census divisions, give the clearest picture that has yet appeared of what you get when you buy station ABCD.

To date more than 60% of all Canadian stations including the CBC have become affiliated with the Bureau, and it is interesting to note that since the beginning of the Canadian operation an organization has been set up by the American radio industry called Broadcast Measurement Bureau (BMB) which operates on the same principles.

Besides 56 stations which have become subscribers to the Bureau, 50 advertising agencies, 47 advertisers and 7 national representatives.

Sometimes called the "Radio's Audit Bureau of Circulation", the Bureau of Broadcast Measurement offers advertisers, their agencies and the radio stations a system of coverage measurement which, in their own words aspires to

- (1) *Impartiality*. Data must be above suspicion on the part of the time-buyer.
- (2) *Standardization* to make time buyer's job easier.
- (3) *Simplicity* as an encouragement to radio users.
- (4) *Correlation* to other marketing facts relating to other media.
- (5) *Flexibility* to facilitate practical application of statistics.
- (6) *Accuracy* to the highest possible degree.

Brockville Transfer

On the agenda for the CBC Board Meeting now scheduled for November 27 is the transfer of the license for station CFBR, Brockville, to Jack Murray.

If the transfer is sanctioned Jack hopes to commence operating his station around the first of the year. He intends changing the call letters to CFJM.



Toronto's New Station

CHUM

is on the air!

Toronto's new Radio Station — CHUM — hit the airwaves on Sunday, October 28th and instantly made a host of friends in the Toronto listening area.

Here is why you should spot time on CHUM for your clients — CHUM is predestined to make and hold its audience because of the tried-and-true program policy of giving listeners the programs they want and the variety they want. CHUM will hold its advertisers because it individualizes and personalizes every show and because of the merchandising aid it offers.

Latest Western Electric equipment ensures a blanket coverage of the entire Toronto trading area.

1000 WATTS



1050 on the dial

YORK BROADCASTERS LIMITED — 21 DUNDAS SQUARE TORONTO

Representatives: Radio Representatives Limited — Montreal
Adam J. Young Jr., Inc., New York, Chicago

Look to

RCA VICTOR

FOR

OUTSTANDING STUDIO

FACILITIES



RCA Victor TRANSCRIPTION STUDIOS
TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 3671

RADIO BEHIND THE WIRE

Listening Habits in a P.O.W. Camp in Germany

By J. N. HARRIS



Pat Barry
can be reached
through

**RADIO
ARTISTS
REGISTRY**

**WA. 1191
TORONTO**

What could be more charming to radio people than the picture of thousands of men longing to listen to radio? Perhaps many have been haunted with the thought that the woods were full of refugees from the Soap Opera and the Crooning Wolf. Yet there were thousands of involuntary guests of the Third and Last Reich who for years during the late war had to exercise all sorts in ingenuity in order to listen to a few scattered programs every day.

Radio was very strictly controlled in Germany; a little mistake in turning the dial sometimes resulted in a German citizen doing a stretch in Buchenwald, and if the unfortunate man repeated what he heard from the BBC to too many people, he might do his stretch at the end of a rope. In the German prison camps (which were my home from 1942 until last May) the control was more rigid. Radios were *streng verboten*. Security guards, known as Ferrets, searched everywhere for radio parts, listened carefully for sounds of jazz, and tried to trap the unwary in conversation into revealing too current a knowledge of Allied news.

But in spite of all their precautions, we prisoners had radio; each

Watch this young Canadian writer who went to England before the war to join the R.A.F. and got knocked down over Hamburg in July 1942. He spent three years in prison camps across the Reich, and, since his return to Canada last August, has sold seven articles and stories to such publications as "Saturday Night" and "Toronto Star Weekly".

day our news service delivered the goods without fail. The nightly Flak barrage and the staccato rattle of the Night Fighters usually brought in a few wireless operators and other technicians, to increase the fund of talent and ingenuity in the camps. Quite early in the war the first radio was completed in a P.O.W. Lager. It was known as "The Canary", lest conversational references to the radio should give away the secret to an English speaking guard.

One of the advantages to the radio-builders was that man-hours were cheap; to hand-wind coils or to fashion parts, with a tableknife and a home-made mallet as the only tools served as a pleasant diversion in the unending tedium of our day. All work of this nature had to be kept secret, and sentries, or stooges were posted at the ends of the barrack in which work was going on. At the approach of a German the stooge would shout "Goon in the Block", and all work would cease. Tools and materials would be quickly hidden in the walls or roof, and the German guard would find nothing but a harmless poker game in progress. The Germans thought a long time about the word 'Goon'. It was in none of their dictionaries or works of reference, so they didn't know whether or not it was insulting. Finally an order from Berlin decided that it was, and we were told that in future when a Goon entered the block, we were to yell "German in the Block" instead.

We found that the one radio

part that could not be fashioned with the tools and materials available was a tube. Tubes, therefore were bought from corruptible German sentries with a taste for coffee and Canadian cigarettes. If a possible sponsor wishes to use the fact on a program, I shall unblushingly assert that his particular brand was most popular with the corruptible German sentrie (Write me care of this paper).

When the radio was complete only a select few were allowed to listen to it. Their qualifications were knowledge of shorthand and foreign languages. These professional listeners took down all the news broadcasts they could get, in any language at all. A translation and circulation system then distributed copies to readers in each barrack. Stooges were once more placed at the ends of the barrack and the news was read out to the prisoners, after which the copy was burned.

In December of 1942 we learned that the Germans knew the code meaning of 'Canary', and from that until the day of liberation our radio was known as Jimmy Higgins, or Jimmy, or J.H. The most important piece of news which the Germans withheld from us and from their own people, was that the German Sixth Army was surrounded at Stalingrad and was being pulverised by the Russians. With mounting excitement we listened to the daily reports, and wondered when the Germans would be forced to announce their first full-scale military disaster in the East. We had to guard our tongues very closely in those days in talking with Germans, for few of them had an idea what was happening.

If you were one of the elect, or if perhaps, as a friend of one of the elect you could get an invitation — you could watch the cloak and dagger scene as Jimmy brought in the news. As the Germans usually shut the power off just after midnight, you probably went to the barrack where Jimmy

(Continued on Next Page)



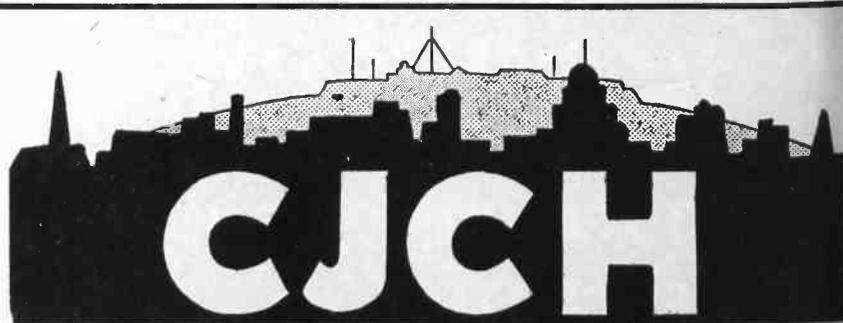
Advertisers are invited to utilize our facilities for radio coverage . . . coast to coast.

We represent a group of important stations across Canada . . . complete, accurate information supplied on request.

ASK YOUR AGENCY

TORONTO
WA. 6151

MONTREAL
HA. 7811



"The Friendly Voice of Halifax"

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

Continued from Previous Page)

was housed just before the ten o'clock lockup. You passed a couple of people lounging near the door of the barrack, obvious stooges who would have melted away before you got there, had you seen a German, and another stooge standing by the door of the radio room. He would look up as you approached, and raise his eyebrows. If you nodded, he would knock on the door of the room and then open it for you. If he just opened it without knocking, that could be the alarm signal. Inside the room you find a little group perched in the corner, with a tiny radio. One of them has the plug tucked in his ear, a pad in front of him scrawled with shorthand. That is Sydney Smith, in peacetime a correspondent of the London Daily Express, who can take the BBC European broadcasts in English or French. There is a fellow by the window, with his head next to the speaker, listening for any sound of footsteps. Others lounge about, reading, playing solitaire.

Suddenly the door opens with no knock, and the stooge comes in. "O.K. fellows", says somebody. The little group hovering over the radio quickly stands up. The radio is shoved into a cupboard in the wall, formed by removing four boards which run all the way from the floor to the ceiling, the boards replaced. It is silent, and only a matter of seconds. Then a German Unteroffizier walked into the room. He finds only students, readers, card-players. Everyone looks bored. The Unteroffizier examines the electric light and then walks out. People continue reading awhile, until another stooge comes in. "It's all clear," he says. "He's left the barrack." In fifteen seconds the radio is working again. Smith's pencil is scribbling down the news.

Of course, it was not all good news that we heard, and some of it was extremely annoying. The 'satisfactory advances', and 'strategic retirements', and 'inevitable delays' caused by the nature of the terrain were just as annoying to us as to the people at home. Probably we realized more grimly than they that euphemisms these phrases usually were for 'defeats.' But the most annoying piece of news I ever heard was a saying of Mr. Brendan Bracken at Quebec.

"... Rudolf Hess talked like an overgrown Boy Scout when he landed in Scotland."

There you had the British Minister of Information pulling a boner that no unlicked cub reporter could think of making, speaking disrespectfully of a National Institution. He predicted gloomily that Mr. Bracken would have to apologize to big Chief Brown Owl, or whoever the Chief Scout was. Sure enough the next day Jimmy announced that Mr. Bracken had sent a telegram to Lord Somers, the Chief Scout ex-

plaining etc., etc. Perhaps it was the little scouts who reached the age of 21 between then and last July who defeated Mr. Bracken in his constituency. You never know.

Last winter, when we received the order to march back from the Eastern Front, which had by then moved into our part of Silesia our radio experts were faced with many problems. Our chief expert was none other than old Lou Barry, the former British Professional Sculling champion. Lou had to supervise the distribution of our spare radio parts, to be carried by various individual prisoners. But Lou was not merely concerned with getting our equipment to the new camp; with true professional pride he wanted to get the news for us on every day of the march. He therefore carried a very small radio in his pocket, and with great cunning he managed every night to get to a power supply, plug in, and proceed with business as usual. Only during the last two days of our trip did he slip up, because for those two days we were not pedestrians, but were carried in great luxury as passengers on the railway: — in cattle trucks, of course, forty five to the truck (but with the eight horses).

That experience goaded Lou into obtaining a battery radio, and when next we were sent out to go on a train journey (last April: destination, the southern bastion in Bavaria) Lou had his battery set all ready. Unfortunately a German officer spotted the battery as we were leaving the camp, and swiped it. A few minutes later, when we were halted for a moment in the town of Luckenwalde, a few of the boys were happily stealing the battery out of a German Post Office truck, just as they got it out, somebody from up front shouted, "OK fellows, you can put it back, we've just bought a battery from a civilian." And so, for two days while we camped by the tracks, as the Germans were frantically and vainly looking for a locomotive to pull our train, Jimmy Higgins brought in the news, and even a little music.

In April the Russians arrived, and after a brief battle we were free, but we couldn't go home. We had to sit and grumble, but at last we could enjoy a few of the home comforts, including a real big genuine console model radio, which we pinched from the German Kommandant's house. Eagerly we turned it on loud. Out came the deep boom of the Westminster chimes, and the roar of Big Ben; some of us very nearly cried. And then, oh then, came the voice of one of those superior, mincing, condescending female BBC announcers than which, try as they will, no North American station can find a voice more annoying. We switched it over quickly and got Bob Hope on the "Forces Program."

**She takes her people for a ride
and they love it!**



JULIETTE BELIVEAU

Millions of Quebeckers laugh at themselves in her slightly distorted mirror

You think of French-Canadians as proud, "touchy", easily offended? *Comment donc!* Listen to the thunderous laughter as Juliette upsets the decorum of the well-ordered Québec scene!

Naturally, the ribbing has to be done by one so thoroughly *une des nôtres* — "our own" — as Juliette Beliveau. And over a station so thoroughly French-Canadian as CKAC.

Quebec's pioneer station, CKAC for over 23 years has been the voice and interpreter of French Canada. Its tremendous day and night audiences are at your command. Its experience in tailoring programs to the tastes of this highly individual market is at your service.

Let CKAC help bring you a share of Québec's enormously expanded purchasing power. Write for accurate, up-to-date facts today.

CKAC MONTREAL
affiliated with CBS

Representatives

Canada: C. W. Wright, Victory Building, Toronto, Ontario.

United States: Adam J. Young Jr. Inc.

RADIO STATIONS AND THEIR REPRESENTATIVES

City	Station	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.
● BRITISH COLUMBIA					
Chilliwack	CHWK*	Canada—All-Canada Radio Facilities	Weed & Co.	Jack Pilling	W. G. Teetzel
Kamloops	CFJC*	Canada—All-Canada Radio Facilities	Weed & Co.	Ian Clark	
Kelowna	CKOV*	Canada—All-Canada Radio Facilities	Weed & Co.	J. W. B. Browne	Cecil Elphicke
Nelson	CKLN	Canada—Horace N. Stovin & Co.		Joan Orr	
New Westm'ster	CKNW*	Canada—Radio Representatives Ltd.	Howard H. Wilson Co.	Wm. Rea. Junr.	D. M. Armstrong
Prince Rupert	CFPR	Canada—Horace N. Stovin & Co.		C. H. Insulander	S. J. Anderson
Trail	CJAT*	Canada—All-Canada Radio Facilities	Weed & Co.	E. C. Aylen	N. Harrod
Vancouver	CBR	Canadian Broadcasting Corporation		Ira Dilworth	
	CJOR*	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.	G. C. Chandler	D. E. Laws
	CKMO*	Canada—Radio Representatives Ltd.	Howard H. Wilson Co.	John Hunt	
	CKWX*	Canada—All-Canada Radio Facilities	Weed & Co.	F. H. Elphicke	R. I. P. Crotty
Victoria	CJVI*	Canada—All-Canada Radio Facilities	Weed & Co.	M. V. Chestnut	
● ALBERTA					
Calgary	CFAC*	Canada—All-Canada Radio Facilities	Weed & Co.	A. M. Cairns	F. R. Shaw
	CFCN*	Montreal } Toronto } Radio Representatives Ltd.	Howard H. Wilson Co.	H. G. Love	E. H. McGuire
		Winnipeg—Horace N. Stovin & Co.			
Edmonton	CJCJ	Canada—Radio Representatives Ltd.	J. H. McGillvra Inc.	D. H. Mackay	
	CFRN*	Montreal } Toronto } Radio Representatives Ltd.	Howard H. Wilson Co.	G. R. A. Rice	A. J. Hopps
		Winnipeg—Horace N. Stovin & Co.	J. H. McGillvra Inc.		
	CJCA*	Canada—All-Canada Radio Facilities	Weed & Co.	Gordon Henry	Rolfe Barnes
	CKUA	Does not sell time.		Walker Blake	
Grande Prairie	CFGP*	Canada—All-Canada Radio Facilities	Weed & Co.	Jack Soars (acting)	
Lethbridge	CJOC*	Canada—All-Canada Radio Facilities	Weed & Co.	N. Botterill	J. L. Sayers
● SASKATCHEWAN					
Moose Jaw	CHAB*	Canada—All-Canada Radio Facilities	Weed & Co.	H. C. Buchanan	
Prince Albert	CKBI*	Canada—All-Canada Radio Facilities	Weed & Co.	Lloyd Moffatt	G. Prest
Regina	CKRM*	Canada—All-Canada Radio Facilities	Weed & Co.	W. A. Speers	Bruce Pirie
	CKCK*	Canada—All-Canada Radio Facilities	Weed & Co.	H. Crittenden	R. J. Buss
Saskatoon	CFQC*	Canada—Radio Representatives Ltd.	Howard H. Wilson Co.	A. A. Murphy	V. Dallin
		Winnipeg—Horace N. Stovin & Co.			
Watrous	CBK	Canadian Broadcasting Corporation		Jas. Finlay	
Yorkton	CJGX*	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.	R. J. Priestly	
● MANITOBA					
Brandon	CKX*	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.	W. F. Seller	W. Grigg
Flin Flon	CFAR*	Canada—Horace N. Stovin & Co.	J. H. McGillvra Inc.	G. B. Quinney	
Winnipeg	CKY*	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.	W. A. Duffield	A. J. Messner
	CKRC*	Canada—All-Canada Radio Facilities	Weed & Co.	Gerry Gaetz	Waldo Holden
● ONTARIO					
Brantford	CKPC	Canada—J. L. Alexander.		Hugh Bremner	
Brockville	CFBR*	Canada—Horace N. Stovin & Co.	J. H. McGillvra Inc.	J. C. Whitby	
Chatham	CFCO*	No Exclusive Reprs.		J. Beardall	P. A. Kirkey
Cornwall	CKSF*	Canada—Horace N. Stovin & Co.	J. H. McGillvra Inc.	H. H. Flint	
Fort Frances	CKFI*	Canada—J. L. Alexander	Adam J. Young Jr., Inc.	J. M. Reid	R. S. Mitchner
Fort William	CKPR*	Toronto } Montreal } Radio Representatives Ltd.	Howard H. Wilson Co.	Hector Dougall	Basil Scully
		Winnipeg—Horace N. Stovin & Co.			
Hamilton	CHML*	Toronto—M'tp'n. B'casting Serv. Ltd.		Ken Soble	
		Montreal } Winnipeg } Horace N. Stovin & Co.	Adam J. Young Jr., Inc.		
	CKOC*	Canada—All-Canada Radio Facilities	Weed & Co.	W. T. Cranston	W. M. Guild
Kenora	CJRL*	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.	H. G. Clark	
Kingston	CKWS*	Canada—Natl. Broadcast Sales.	Weed & Co.	Roy Hoff	Harry Edgar
Kirkland Lake	CJKL*	Canada—Natl. Broadcast Sales	Weed & Co.	Clair Chambers	
Kitchener	CKCR*	Canada—William Wright		W. C. Mitchell	C. Liddle
London	CFPL*	Montreal } Winnipeg } Horace N. Stovin & Co.	J. H. McGillvra Inc.	M. Brown (actg.)	

MANAGERS AND COMMERCIAL MANAGERS

City	Station	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.
North Bay	CFCH*	Canada—Natl. Broadcast Sales	Weed & Co.	C. Pickrem	P. Clayton
Ottawa	CBO	Canadian Broadcasting Corporation		Chas. P. Wright	
	CKCO	Canada—William Wright	J. H. McGillvra Inc.	Dr. G. M. Geldert	
Owen Sound	CFOS*	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.	Ralph Snelgrove	
Orillia	CFOR*	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.	G. E. Smith	
Pembroke	CHOV*	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.	E. G. Archibald	
Peterborough	CHEX	Canada—Natl. Broadcast Sales	Weed & Co.	Hal. Cooke	E. L. Jones
Port Arthur	CFPA	Toronto } Montreal } Natl. Broadcast Sales.	Weed & Co.	R. H. Parker	
		Winnipeg—All-Canada Radio Facilities			
St. Catharines	CKTB*	Canada—Natl. Broadcast Sales	J. H. McGillvra Inc.	Miss M. Hallett	
Sault Ste. Marie	CJIC*	Canada—J. L. Alexander	J. H. McGillvra Inc.	J. G. Hyland	
Stratford	CJCS*	Canada—All-Canada Radio Facilities	Weed & Co.	Frank Squires	
Sudbury	CKSO	Canada—All-Canada Radio Facilities	Weed & Co.	W. E. Mason	Don McGill
Timmins	CKGB*	Canada—Natl. Broadcast Sales	Weed & Co.	H. C. Freeman	Al Huggins
Toronto	CBL	Canadian Broadcasting Corporation		D. Claringbull	E. A. Weir
	CJBC	Canadian Broadcasting Corporation		D. Claringbull	E. A. Weir
	CFRB*	Montreal—All-Canada Radio Facilities	Adam J. Young Jr., Inc.	E. L. Moore	
	CKEY*	Montreal—Natl. Broadcast Sales	Weed & Co.	Jack Cooke	George Bell
	CHUM*	Montreal—Radio Representatives Ltd.	Adam J. Young Jr., Inc.	A. E. Leary	
Windsor	CKLW*	Canada—Horace N. Stovin & Co.	"	J. E. Campeau	
Wingham	CKNX*	Canada—J. L. Alexander		W. T. Cruickshank	F. N. Johnson

QUEBEC

Amos	CHAD	Canada—Natl. Broadcast Sales			
Chicoutimi	CBJ	Canadian Broadcasting Corporation			
Dull	CKCH*	Canada—Radio Representatives Ltd.	Howard H. Wilson Co.		
Montreal	CBF	Canadian Broadcasting Corporation			
	CBM	Canadian Broadcasting Corporation			
	CFCF*	Toronto—All-Canada Radio Facilities	Weed & Co.		
	CHLP*	Toronto—J. L. Alexander	J. H. McGillvra Inc.		
	CKAC*	Toronto—William Wright	Adam J. Young Jr., Inc.		
	CJAD	Canada—Natl. Broadcast Sales	Adam J. Young Jr., Inc.		
New Carlisle	CHNC*	Canada—All-Canada Radio Facilities.	J. H. McGillvra Inc.		
Quebec	CBV	Canadian Broadcasting Corporation			
	CHRC*	Canada—Joseph A. Hardy & Co. Ltd.	Adam J. Young Jr., Inc.		
	CKCV*	Canada—Radio Representatives Ltd.	Weed & Co.		
	CJBR*	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.		
Rimouski	CKRN*	Canada—Natl. Broadcast Sales			
Rouyn					
Ste Anne de la Pocatiere	CHGB	Canada—Natl. Broadcast Sales	J. H. McGillvra Inc.		
Sherbrooke	CHLT*	Canada—Joseph A. Hardy & Co. Ltd.	Howard H. Wilson Co.		
Sorel	CJSO	Canada—Radio Representatives Ltd.			
Trois Rivieres	CHLN*	Canada—Joseph A. Hardy & Co. Ltd.	Adam J. Young Jr., Inc.		
Val d'Or	CKVD	Canada—Natl. Broadcast Sales			

Operated from Rouyn

Vilmont Fortin
R. Benoit
O. Renaud
O. Renaud
J. A. Shaw P. E. Hiltz
M. Lefebvre
Phil Lalonde
J. A. Dupont
Dr. Chas. Houde V. Bernard
M. Valiquette
J. N. Thivierge
Paul LePage L. Bernier
G. A. Lavoie
J. Legault L. Rogerson
G. T. Desjardins
A. Gauthier
Leo Charlesbois
Leon Trepanier
Operated from Rouyn

NEW BRUNSWICK

Campbellton	CKNB	Canada—All-Canada Radio Facilities	Weed & Co.	C. S. Chapman	
Edmundston	CJEM	Canada—Horace N. Stovin & Co.	Adam J. Young Jr., Inc.	Romaines Leclair	
Fredericton	CFNB*	Canada—All-Canada Radio Facilities	Weed & Co.	J. S. Neill	
Moncton	CKCW*	Canada—Horace N. Stovin & Co.	J. H. McGillvra Inc.	F. A. Lynde	
Saint John	CHSJ*	Canada—Horace N. Stovin & Co.	J. H. McGillvra Inc.	L. C. Rudolf	G. A. Cromwell
Sackville	CBA	Canadian Broadcasting Corporation		G. R. Young	

NOVA SCOTIA

Antigonish	CJFX	Canada—J. L. Alexander	Adam J. Young Jr., Inc.	J. C. Nunn	
Halifax	CHNS*	Canada—All-Canada Radio Facilities	Weed & Co.	Gerald Redmond	Harry Stephen
	CJCH*	Canada—Horace N. Stovin & Co.	J. H. McGillvra Inc.	M. J. Humphreys	
	CBH	Canadian Broadcasting Corporation		G. R. Young	
Sydney	CJCB*	Canada—All-Canada Radio Facilities	Weed & Co.	N. Nathanson	
Wolfville	CKIC	Does not sell time	Weed & Co.	L. L. Smith	
Yarmouth	CJLS	Canada—All-Canada Radio Facilities			

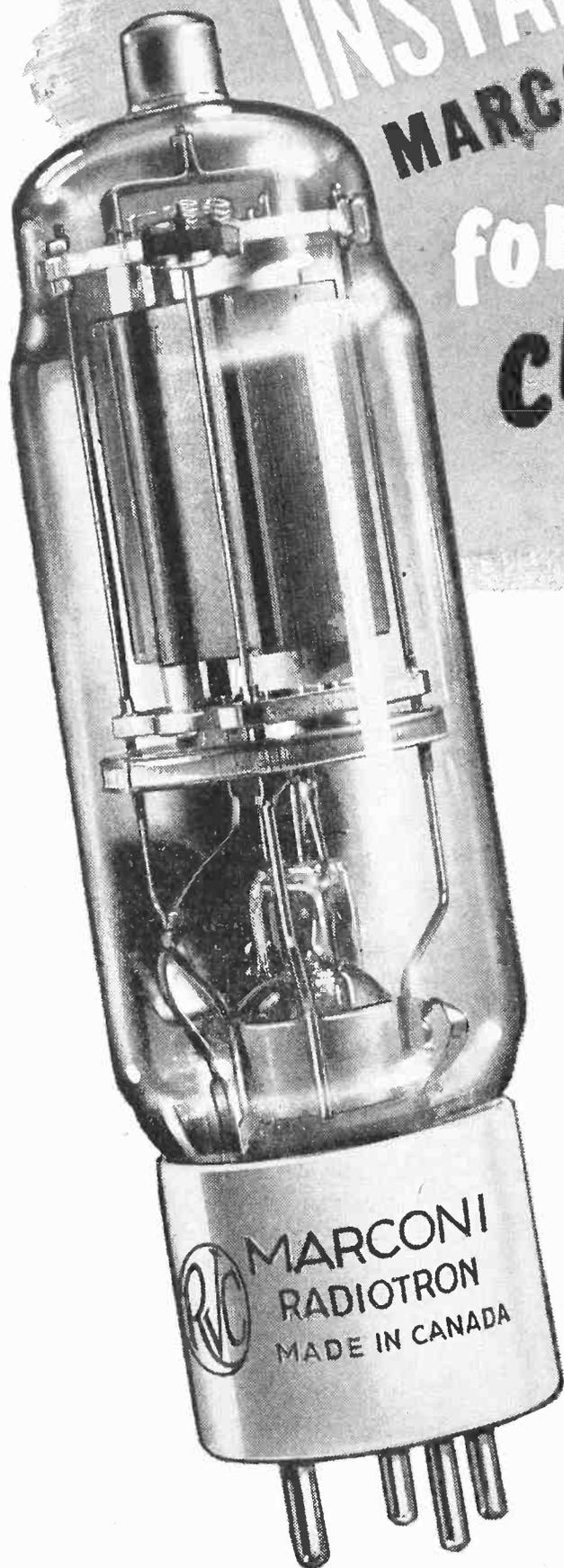
PRINCE EDWARD ISLAND

Charlottetown	CFCY*	Canada—All-Canada Radio Facilities	Weed & Co.	Col. Keith Rogers	L. A. McDonald
Summerside	CHGS	Canada—Radio Representatives Ltd.		R. L. Mollison	

NEWFOUNDLAND

St. John's	VOCM	No Exclusive Reps.		J. L. Butler	
	VONF	Canada—All-Canada Radio Facilities		W. F. Galgay	G. D. Halley
	VOWN	No Exclusive Reps.		C. Hierilthy	

*indicates membership in The Canadian Association of Broadcasters



INSTALL
MARCONI RVC RADIOTRONS
for a STRONG
CLEAR SIGNAL

● The listening public judges your station on the quality of its reception. You can insure that quality by using Marconi RVC Radiotrons. They produce a strong clear signal and deliver

BETTER TONE
GREATER POWER
and have
LONGER LIFE

Marconi RVC Radiotrons are now in good supply again and can be obtained promptly from your nearest Marconi Distributor or direct from any branch of the Canadian Marconi Company,

CANADIAN MARCONI COMPANY
ESTABLISHED 1903
MARCONI BUILDING - MONTREAL
VANCOUVER HALIFAX WINNIPEG ST. JOHN'S, Nfld. TORONTO

MARCONI RVC RADIOTRONS
CANADA'S FINEST RADIO TUBES



"More Hope THAN CHARIT"
by Elda Hope

Jeanie Gibbard of Spitzer Mills takes umbrage at my October 6th column and says she can't understand my dissatisfaction with the commercials on "The Happy Gang".

Who could?

I can't.

Commercials on "The Happy Gang" are well-written, few enough in number, short enough in length, to the point and, I trust effective.

But I do object strenuously to the overabundance of product mentions that clutter up Canada's leading daytime show like the free-sample-filled dresser-top of bobby soxer.

"Jack of all trades -- master of none" is an oldie perhaps not too obscure in its application in this case. I am in doubt whether to wash with Palmolive, use Colgate as a dentrifice or aim at beauty with Cashmere!

* * *

Much can be said in favor of being a 'first nighter' at a series of broadcasts. Somehow it gives me the feeling that I am responsible (partially, at least) for the success of that series.

I attended the opening "Northern Electric Show" and was both pleased and proud. It featured a forty-piece concert orchestra under the direction of Paul Scherman. That's a lot of musicians and, therefore, a lot of music. Each week a Canadian city is selected in a "Forward with Canada" narration by John Drainie.

* * *

Now that the 9th Victory Loan drive is on, it must have occurred to every Canadian radio listener that much has been done for us by artists from other countries. But in our enthusiasm about their work, could it be that we are likely to overlook our own talent? I've yet to hear finer musical arrangements than those done by Perc Faith. And as a conductor, as many others awarded with the applause of their own musicians Samuel Hersenhoren, too, did a fine conducting job. We'd have to go far to improve on the announcing of Elwood Glover and Captain Courtney Benson. John Fishers rates pretty high with me and on no reason is that he uses everyday language on a man-to-man basis. Evelyn Gould's singing is on a par with the very best of them. Al Young's comedy came straight from the funny-bone. It would take much searching to improve on the dramatic ability of Grace Matthews who played opposite Ralph Bellamy. John Sturgess, Adrienne White and the chorus did clever vocalizing.

And so I'd say a deep bow to producer Rupert Caplan for his choice of top-flight talent and excellent shows. Let's sign our name for Victory.

Buy now!

—ELDA

RADIO'S QUARTER CENTURY

Reprinted from The Toronto Globe & Mail

It is hard to credit the fact that the first scheduled radio broadcast took place on Nov. 2, 1920. Radio has become such an integral part of the life of these times that it is impossible to imagine a world without it. It is equally hard to believe that twenty-five years have passed since the pioneer station, WJZ, in East Pittsburgh, Pa., broadcast the results of the Presidential election in which Warren Harding was elected.

There had been experimental broadcasting for some time before that, but it was not for some months after the election that the public suddenly became radio-crazy. Articles filled the press on how to make receiving sets, which the newspaper said "any boy can do it up in an hour." Conversation was salted with references to circuits — regenerative, reflex, neu-rodynic, heterodyne and superheterodyne. Boys swapped crystals of galena, spent hours adjusting "cat's whiskers," trying to get a bit better reception.

With the arrival of chain broadcasting and sponsorship, radio came into its own. Mistakes were made, some of which are still being made. There was inevitably too much of the cheap and trivial, as there has been in every form of public entertainment, but by trial and error, and by much sincere effort to find new techniques and to explore the unknown potentialities of the medium, radio has come to the level of public service which it has reached today.

Radio has changed things more, probably, than any one can estimate. Without the radio, a man like Hitler could scarcely have gained the hypnotic control over the German people which he exerted by his oratory. At the opposite extreme, what would American history have been without the unparalleled radio voice of the late Franklin D. Roosevelt? His power depended to an inestimable degree on the spoken word, and his ability to influence by the mere sound of

his voice. What would the world have done without the radio speeches of Winston Churchill in the dark days of the war? The magnetism of leadership has been immeasurably enhanced by the advent of radio.

Radio has brought to news an immediacy and speed which the world never knew before, but it will never supersede the printed word for background and detail. The radio is much more dangerous than the press in its power to overexcite the public, and in its unconsidered broadcast of rumors from time to time. International broadcasting has had a powerful influence in developing a consciousness of the interdependence of peoples.

The potentialities of radio as an educational medium are just becoming known. There is probably a limit to what the mind can absorb through the ear, but radio, and especially with its companion development, television, can do a great deal to dramatize and make real many aspects of life which would otherwise remain outside a student's experience. Music has become a factor in the lives of millions which it never had before. That fact alone can forgive much of the banality and nonsense which comes over the air.

Radio's first quarter-century has been magnificent, but it is only a foretaste of the future. Vast advances have been made in technique, due to the war, which will become available to the public in time. New kinds of sets and new beauty of tone are inevitable. The urgent need for a corresponding improvement in the quality of the writing done for radio, in the general quality of the average program, as contrasted with the prestige program, must be recognized by radio if it is to take the place it aspires to reach. Its own efforts have educated the public to demand better programs. Let the second quarter-century be distinguished by that achievement!

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**

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

WE don't want to award ourselves a silver trophy for being the "most valuable station"! But we do want to point out that CKLW is the only station delivering full and complete coverage in this important market — and that we try to look after our programming in a way that makes every advertiser say "What a Spot to be in".

CKLW WINDSOR

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

RADIO GETS YOUR MESSAGE HOME

223
EVEREADY DEALERS
served by the
EARLY BIRDS

CKOV
KELOWNA
B.C.

THAT'S CKOVverage!

The VOICE OF THE OKANAGAN

See All-Canada
or Joe Weed

Vancouver's
CKWX

First
**IN CANADA'S
THIRD MARKET**

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

RCA VICTOR STAGES "MASS AUDITIONS"

Thirty-four aspirants for radio fame were heard October 19, by a panel of Toronto radio people, at the first of what are to be monthly Mass Auditions conducted by the RCA Victor Company Ltd., in their Royal York Hotel, Toronto Recording Studios.

The jury, which consisted of advertising agency representatives, independent producers, and representatives of the Toronto stations, kept a written record of their opinion of each auditionee. These reports were carefully tabulated so that a complete cross-section of opinion was obtained, and then each aspiring actor or announcer was "rated" according to his or her ability in the joint eyes of the jury, from "A" to "C". "A+", "A" or "A—" ratings indicated that in the opinion of the jury the "radio talents of the auditionee have been adjudged useable when opportunities for casting arise." Any of the three possible "B" ratings indicate "encouragement to you to pursue your studies wherever and whenever possible". "C" ratings means "not ready".

Of the thirty-four auditionees who appeared for the first of the "Mass Auditions" nine earned "A" ratings, indicating they are immediately useable; seventeen rated one of other of the "B" categories and were encouraged to study fur-

ther; and eight got "C" indicating that they were not useable.

Len Headley, RCA Recording Director, has sent out copies of his findings of his jury to agencies and producers, and will be glad to add names of bona fide producers to his mailing list on request.

The second Mass Audition is scheduled for November 16th.

"Town Meeting"

Two years ago a young Vancouverite, Arthur R. Helps, with an idea for discussing current affairs on the radio, approached CJOR for air time. He got the time, and the program he had in mind "Town Meeting in Canada", marked its second anniversary November 5. "Town Meeting", presented with the official permission of the American "Town Meeting of the Air" authorities is frankly modeled after the U.S. show, but it is completely Canadian in content.

Each week a question is picked for discussion, with Helps arranging for two, three or four well-known speakers to lead the audience.

During the past two years, every subject of national or local interest that has had its turn in the headlines has been debated on "Town Meeting". Wartime regulations about ad-lib programs have been covered by holding meetings Friday nights, recording, and broadcasting the next night. This has given time for editing if needed, but for the most part no change has had to be made, the recording process being merely a safety measure.

On the night of the recent Federal Election, "Town Meeting" assembled to hear the returns as given by CJOR newsmen, and then hear the victorious and defeated candidates in their election night messages. That night the audience was on its toes, giving many a winning candidate his first taste of parliamentary cross-questioning.

The program has now reached the point where Vancouver newspapers regularly cover the meetings.

Flying Newscaster



When Brian Hodgkins bailed out of a Spitfire over France, he had a tough time getting his frame out of a "greenhouse" but he made it and spent two months in a

French hospital as an overture to his experience as a German prisoner of war.

Now Brian, formerly a CKY Winnipeg announcer, is conducting an energetic campaign in Toronto's free-lance radio field. Heard on several recent Victory Loan Shows, he has now tied up with CHUM Toronto's new dawn-till-dusk giving them his exclusive service in the field of newscasting, while he continues his freelance activities as announcer-actor-emcee.

CHUM Opening

In a broadcast over station CHUM Toronto, on its opening day, October 28, Howard B. Chase, who retired from the chairmanship of the CBC Board of Governors takes effect November 15, said "the Canadian Broadcasting Corporation has always been happy to lend a helping hand to private station owners, and I think if it were necessary the private station owners would do the same thing for the Canadian Broadcasting Corporation."

Having welcomed the new Toronto station to the air lanes, Chase went on to say: "The great duty of the privately owned stations is to provide service to their own special community, and it was for this reason that station CHUM was licensed."

Another to speak on the opening day broadcasts was Mayor Robert Saunders who will do a report on the Toronto citizenry every Sunday at 1 p.m. EST.

S. R. O.

Tickets for the ACA annual dinner November 9, are sold out.

NOW-

940
ON THE DIAL

800 CHAB MOOSE JAW	900 CKBI PRINCE ALBERT	940	980 CKRM REGINA	990 CKY WINNIPEG
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IN THE CENTRE OF
GOOD LISTENING

C J G X
YORKTON

WESTERN CANADA'S FARM STATION

We admit it, we are now on the spot — one of the choicest spots on the dial. We have moved from 1460 to 940 K.C., a clearer channel giving easier dialing and improved reception to our audience; greater coverage at no extra cost to sponsors. For factual information on sales-building in Saskatchewan write us or our representatives, H. N. STOVIN & CO.

A DOMINION NETWORK OUTLET

SMOKE MEANS MONEY
Cover The Kootenays
with
CJAT Trail B.C.
1,000w 610 kc.

CJAT



November 9th will be a gala day at Kitchener's CKCR, when W. C. Mitchell and G. "Gib." Little stage the opening of their new studios for the twin-cities station in the Arcade Building. The new plant includes three modern studios, and is RCA-Victor equipped throughout. The station has been in operation nearly fifteen years

"GROUNDED"

Thoughts About Civvy Street By A Repat

In the repat depot overseas, on the ship taking us home, and all during those long tedious days awaiting discharge at the release centre, the talk was always: "how swell it's gonna be back on Civvy Street". When came the long-awaited day when they gave me my "ticket" and stepped out into the Exhibition Grounds feeling fresh and new-born, and headed for Civvy Street — or to be more precise, the D. V. A. offices.

The clerks at D. V. A. all look like corporals. Although they all wear Harris tweeds and don't smoke "Woodbines" they still look like corporals. Personally I don't like corporals, they have an exasperating habit of always being right. I got through to the line-up leading to the "corporal's" desks and felt quite at home after three years of England's queues. An LAC was telling a Squadron-Leader ahead of me where to get a double-breasted suit—"strictly between you and I, sir". The whole line-up had out pencils and notebooks, waiting for the address.

I got through my business with D. V. A. eventually and headed for selective Service, turning over in my mind whether to take an advertising manager's job or hold out for an account executive's.

At S. S. I learned that Joe Kelly was looking for a couple of good pin-boys so I took an "open permit" and went out to look for a job on my own.

That was two weeks ago. Since then I've got to know practically all the elevator operators on Bay St. by their first names, and could sketch the office lay-outs of all the big advertising agencies. I've seen enough vice-presidents to fill a "Business Who's Who," and have dropped a juke-boxful of nickles into pay-phones requesting interviews.

I haven't forgotten all about that advertising manager's job, but wonder how much a pin-boy averages — including tips.

—:File C.B. 19.



In Lower St. Lawrence pulp and paper manufacturing alone provides \$5,000,000 in wages annually. Lumbering and mill operations add some \$3,000,000 to the income of this market.

Already 250,000 buyers are spending \$40,000,000 annually.

The great Canada-wide demand for new homes, new industries and a big new world of plastics assure the continuance of high wages and living standards in Lower St. Lawrence for many years.

You can tap this great wealth at its source in the St. Lawrence Valley through the wide coverage facilities of CJBR.

1000 watts now—

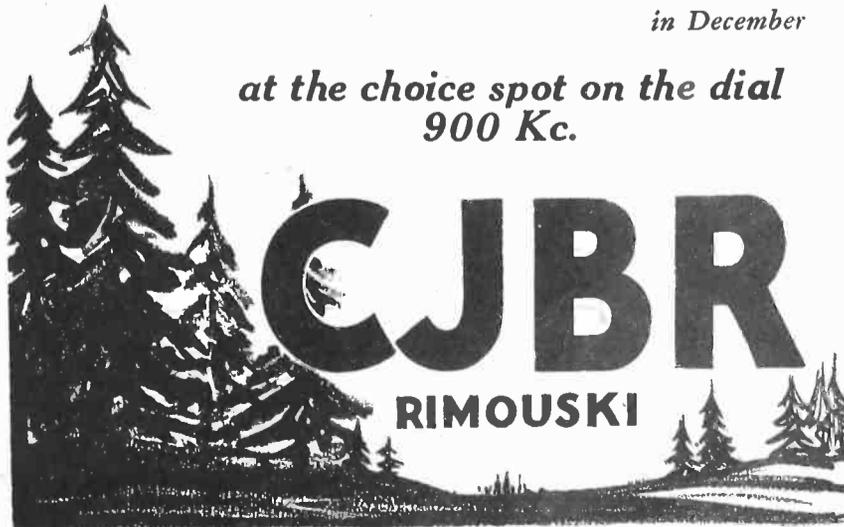
5000 WATTS

in December

at the choice spot on the dial
900 Kc.

CJBR

RIMOUSKI



OTTAWA

Letter

by
JIM ALLARD

August 4th, 1945

Canadian Broadcaster

TWENTY MILLION LETTERS IS A WAD OF MAIL

That's What The Man Said!

Only the "man" happens to be Mrs. Pat Bayer, writing some facts—not "puffs"—about Canada's Number 1 Quiz Show

Wrigley's

"TREASURE TRAIL"

- Nearly seven years under Wrigley Sponsorship.
- Consistently tops all Canadian programs in the E.H.-Ratings.
- Has had more "press" in Canadian dailies, weeklies and monthlies than any other Canadian program.
- Is originated and produced by

JACK MURRAY

Limited

10 King Street E., Toronto

An Exclusively Radio Agency

We Specialize In Radio Campaigns That Produce Results

Questions by Members of Parliament concerning radio have filled quite a bit of space in official papers these past weeks. Mr. G. Diefenbaker, Progressive - Conservative member for Lake Centre, Saskatchewan, asked about licenses for stations in the Western provinces; got an answer that took up nearly 3 pages of Hansard. This answer duly recorded the applications made for station licenses in Western Canada by Radio - St. Boniface, Inc.; Radio Prince Albert, Inc., Radio Gravelbourg, Inc.; and Radio - Edmonton, Inc. These were to establish French-language stations in the West. First was granted; according to the answer that last group of three was "recommended" by CBC for deferment for further consideration after the establishing and equipping of the station at St. Boniface, Manitoba, has been definitely assured and provided for to the satisfaction of the Board. From further information contained in this return, it is shown that stations should soon commence operations in Penticton, Dawson Creek, Port Alberni, and Powell River — all of British Columbia. All license - applications for FM tele, and facsimile operations have been "filed pending final determination of general policy". Interesting sidelights in this connection: FM application by the Winnipeg Tribune and the T. Eaton Co. of that city; by the Prince Albert Daily Herald, the Alberta Free Press (listed as of Edmonton), the Vancouver Daily Province, and the British Columbian of New Westminster. Some of these also file applications for tele and facsimile as did other applicants not familiar now in the radio industry.

Mr. D. G. Ross, Prog.-Con. for St. Paul's (Ontario) was informed by Trade & Commerce Minister James A. MacKinnon that the department he supervises does indeed utilize facilities of the CBC's Atlantic Coast short-waver; hopes to use it more extensively in future; makes no payments. Mr. Ross was further assured, this time by C. D. Howe's Parliamentary Assistant, that the total amount received last year from radio license fees was \$4,267,325; that commissions paid thereon totalled \$304,124.15 (destination of fifteen cents unstated) that total cost of collection came to \$521,472.71 and that the CBC actually got \$3795,886.51.

Report on licenses was apparently made up too soon to include two applications known to have been made. One of these is for a station at Nanaimo, British Columbia. Other is for a 50 kw commercial broadcast station at Red Deer. This was made on behalf of Alberta Government Telephone and the government of the province of Alberta. It came after application for commercial license

(Continued on Next Page)

(Continued from Previous Page)

former University of Alberta station had been turned down. Government officials have on file written assurances of one-time Varsity proxy that no commercial application would ever be made. Present application seems attempt to skirt this obstacle. Impression around Ottawa is that chances for such a license are very slim, and officials have indicated that sale of Varsity station to other interests would not assure commercial license.

Reconstruction Minister C. D. Howe made a pair of rather interesting statements in connection with his recent TCA expansion bill. As generally known, Mr. Howe retains large measure of control over both TCA and CBC. He said at one point: "It is a pity that all the great political parties take a stand for or against socialization of . . . industry. I think here is a happy medium and suggest a look into any particular industry before deciding whether it would operate better under private or public ownership . . . I think I know the strength and weaknesses of each type of operation . . . there is only one test . . . which can best serve the need of the public of Canada". At a later date, the same Minister said in effect, that he intended to make TCA so strong now, that any future government of a different political complexion could not destroy it; either by leftist or rightist principles.

Commoners are taken quite aback by attitude of Senator Garry McJeer to their proposed additional thousand dollars expense money. Probably the full picture is not yet clear; and it seems a remote chance that in the final analysis, to coin a cliché, the Senate will block the measure. Regardless of every other issue involved, the bare fact remains that even M.P.'s must at; and present four thousand a year (fully taxable) just about covers the demands made upon almost every member for donations to very worthwhile causes. Some members have stacks of raffle tickets, sent them by zealous 'good-works' constituents. Since you can't peddle such around Parliament Hill; you buy the books — and that's just a start. Don't think it's only radio suffers the affliction hereabouts — Parliament is notoriously lacking in humor as compared to British and American institutions. This in spite of the humor 'off-the-floor' — much of which is good. Maybe Canadians just can't mix humor and business.

World Premiere

World premiere of Toronto Maestro Morris Surdin's "Suite for Viola and Piano" will be played Sunday, November 11, on CKEY's "Invitation to Music" by John Dembeck and Leo Barkin. The suite will also be played at the Peabody Institute in Baltimore quite shortly.

Morris Surdin is heard on the networks on "The Voice of Victor" and the "Buckingham Theatre."

RADIO EXECS OPEN 1945-46 SEASON



Left to right, it's Alec Templeton, guest of honor, President Harry "Red" Foster and Victory Loan Speaker Frank Dowsett, snapped at the head table during last month's Radio Execs. luncheon.

The Toronto Radio Executives Club started their 1945-6 activities with a bang October 18th, when a packed King Edward Hotel Crystal Ballroom enjoyed a short and amusing interlude of music backgrounding impromptu patter from Alec Templeton, noted humorist and pianist, who was in town for a Victory Loan program.

Harry "Red" Foster, club president, presided, and the head table was graced among others by Toronto radio managers, Mayor Bob Saunders, Colonel E. A. Baker, managing director of the Canadian Institute for the Blind, Sir Ernest MacMillan and Glen Bannerman.

A powerful appeal for the current Victory Loan drive was delivered by Frank Dowsett.

Air Checks



**ACME RECORDING
KI. 1603**

126 HUNTLEY ST. TORONTO

CKAC MONTREAL
A *Colbright* STATION
TO-DAY, AS EVER
CKAC
Is the Favourite Station of French Canada
See **WILLIAM WRIGHT** Victory Bldg.
AD. 8481

We Salute...

The ACA

for their outstanding contribution through advertising . . . promoting and sustaining Canada's war effort on the home front.



Gerry Gaetz

DOMINION NETWORK

Waldo Holden

EXCLUDING VANCOUVER CKNW
HAS MORE LISTENERS THAN
ALL OTHER BRITISH COLUMBIA
STATIONS PUT TOGETHER

TO TALK ON BROADCASTING AT ACA CONVENTION



W. T. Cruickshank John Adaskin Paul L'Anglais

Radio is to be well represented at the ACA Convention, when representatives of most of the advertising media are being given the opportunity of leading discussion forums with their best friends and sternest critics, the advertisers.

Paul L'Anglais, head of the Montreal production firm of Radio Programme Producers, is scheduled to lead a discussion on the French market at 3.40 p.m. Friday, November 9. This panel will be presented under the chairmanship of A. Usher, Advertising manager of the RCA Victor Company Ltd. Mr. L'Anglais will speak for twenty minutes, following which a 15 minute period has been set aside for questions and answers.

One question Mr. L'Anglais will raise we understand is the relation-

ship of religion in his province to business. He will also deal with the psychological effect of various means generally employed to overcome the Anglo-French language barrier.

Mr. L'Anglais recently addressed the Toronto Advertising and Sales Club, and gained an enthusiastic reception for his talk which was entitled "What gives with Jean Baptiste?"

At 4.20 on the same afternoon, ACA members and their guests will participate in a discussion which the program lists as "Country Listening". Under the chairmanship of J. W. Moore, advertising manager of Maple Leaf Milling Company, W. T. "Doc" Cruickshank will lead the discussion, and present his views on how best rural Canada in general and rural Western Ontario in particular can be reached by radio—right down into their pocket books—to best advantage.

Mr. Cruickshank is the founder and manager of station CKNX, Wingham, which lives up to its reputation of being "The Ontario Farm Station" by programming exclusively for the farmers who make up its wide listening area. Besides dispensing innumerable programs slanted to the ruralites' choice, Doc has on his staff a full-time farm specialist, a graduate of the Ontario Agricultural College, who not only writes and delivers many regular farm features, edits the station's farmer-listener paper "CKNX ALMANAC" but also spends the remainder of his time getting out around the district talking to listeners, addressing their gatherings and so forth.

Mr. Cruickshank's talk will be divided into two parts—first "The Plug" and second "The Program".

A question and answer period has been arranged to follow the talk. Talent will get a voice in the proceedings, we learn as we go to press, when John Adaskin of the program production firm of the same name addresses the association on "The Score Canadian Talent Should Settle With American International Advertisers and Vice Versa".

This talk and ensuing discussion has been scheduled for the pre-luncheon forum under the chairmanship of C. H. Willis of Appleford Paper Products Ltd., which begins with a discussion "Selling Canadian Art and Talent to Canadian Advertising" led by Joseph Watt of the Canadian Breweries Ltd., and concludes with Mr. Adaskin's contribution.

John Adaskin, who started out with his 'cello as one of the "Musical Adaskin" family, forsook his original path to enter the field of commercial radio production after sowing his oats with the CBC. He is currently engaged in production and direction on such programs as the "Voice of Victor", "The Happy Gang", and "Singing Stars of Tomorrow".

Re-Employment Service

To assist in re-establishing me 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.

File CB 23: Former Copy Chief and head of creative department of Canadian agency—4½ years army service, experience in selling, production and creative work in both agency and direct mail field. Have also edited house organs. Open for copy-writing, editorial or creative selling job. **Box 23, Canadian Broadcaster, 371 Bay Street, Toronto.**

File CB 24: Age 22, single, graduate of Ontario Agricultural College Course in radio announcing (arranged in co-operation with the CAB), recently discharged from RCAF, offers his services to radio. Holds Nova Scotia Technical College diploma in advertising. Speaks with vitality—definite personality. **Disc available Box 24 Canadian Broadcaster, 371 Bay Street, Toronto.**

**• • N W
GIVES YOU
THE MOST
ON THE
COAST!
(SEE E-H)**

ACCORDING TO BBM. CKNW
HAS A PRIMARY COVERAGE OF
NEW WESTMINSTER, VANCOUVER
AND THE FRASER VALLEY.

CKNB CAMPBELLTON N.B.

November 7th, 1945

Dear Mr. Advertiser:—

Just a sentence or two this time to say hello, and wish you lots of success as you meet with your fellow advertisers in Toronto.

I hope that your thirty-first will be your best.

Yours very truly,

Steu Chapman
STATION MANAGER

CSC/JN

AN ALL-CANADA STATION

OUR MESSAGE IS TWO-FOLD—BUT SHORT

Our business is that of creating and producing radio programmes that SELL. One—we can produce top-notch shows, in English, anywhere in Canada or the United States. Two—we understand French-speaking Canada thoroughly, and produce French radio shows for many leading advertisers. May we send you a brochure of radio shows available?

Our address is: Keefer Building, Montreal, P.Q.

**RADIO PROGRAMME PRODUCERS
MONTREAL CANADA**

MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

December was an important month for radio . . . the first message was sent by wireless from Canada to Britain. One of Canada's greatest explorers, Champlain, died in this month at Quebec. A cold, but important month for Canadians.

- December 2, 1902. The first wireless message was sent from Canada to Great Britain via Cape Breton, Nova Scotia.
- 3, 1837. Insurrection in Lower Canada.
- 4, 1803. Slavery declared illegal in Lower Canada by Chief Justice Bingham.
- 5, 1837. Due to riots martial law was proclaimed for Montreal and the district.
- 5, 1866. Conference held in London, England, to discuss the Confederation bill.
- 6, 1917. Mighty explosion in Halifax. Two thousand were killed, 20,000 homeless and \$20,000,000 damage. Started when French munitions ship Mont Blanc collided with the Norwegian freighter Imo.
- 7, 1786. Fredericton made capital of New Brunswick.
- 7, 1838. Insurgents defeated at Toronto.
- 8, 1852. Laval University opened in Quebec.
- 9, 1674. The West Indies trading company charter revoked.
- 0, 1913. Tunnel built under Mount Royal by the Canadian Northern Railway company.
- 0, 1885. Evening Journal published in Ottawa.
- 2, 1837. Rebellion started in Upper Canada.
- 2, 1931. The Statute of Westminster which established complete legislative equality of the Parliament of Canada with that of the United Kingdom came into effect.
- 7, 1939. First Canadian troops landed in Britain to start the tedious "sitkrieg."
- 3, 1813. Fort Niagara taken by British troops.
- 3, 1865. Ottawa Times began publication.
- 3, 1897. Geographic Board of Canada established by Order in Council.
- 9, 1883. The Niagara railway bridge completed.
- 0, 1919. Organization of the

- Canadian National Railways by Order in Council.
- 24, 1814. The Treaty of Ghent ended war between Britain and the United States.
- 25, 1635. Champlain died in Quebec. The first college was founded at Quebec.
- 25, 1898. All letter postage in the Empire was made two cents.
- 25, 1941. British and Canadian troops in Hong Kong were cut off from water supply and surrendered to the Japs.
- 26, 1791. The Province of Quebec was divided into Upper and Lower Canada by the Constitutional Act. Each had a Lieutenant-Governor and Legislature.
- 26, 1883. Riots broke out in Conception Bay, Newfoundland, when Orangemen held a parade.
- 31, 1857. Queen Victoria chose Ottawa, known then as Bytown, as the future Capital of Canada.
- 31, 1775. Montgomery attacked Quebec . . . his armies were defeated and he was killed.
- 31, 1806. Treaty of Amity signed. Commerce and navigation agreements made with the United States.

Radio Gets New Minister

An Order-in-Council was tabled in the House transferring the CBC from the jurisdiction of the now defunct Ministry of War Services to Revenue department under the Honorable Dr. A. A. McCann, who for several years past has acted as chairman of the House Committee on Radio Broadcasting.

In his capacity of Acting Prime Minister, in the absence of Mr. King, Honourable J. L. Ilsley also announced that the National Film Board was being transferred from the War Services Department to Health Minister Claxton.

GREETINGS

to the large number of CFJC sponsors who are meeting at the ACA Convention for the betterment of all advertising.



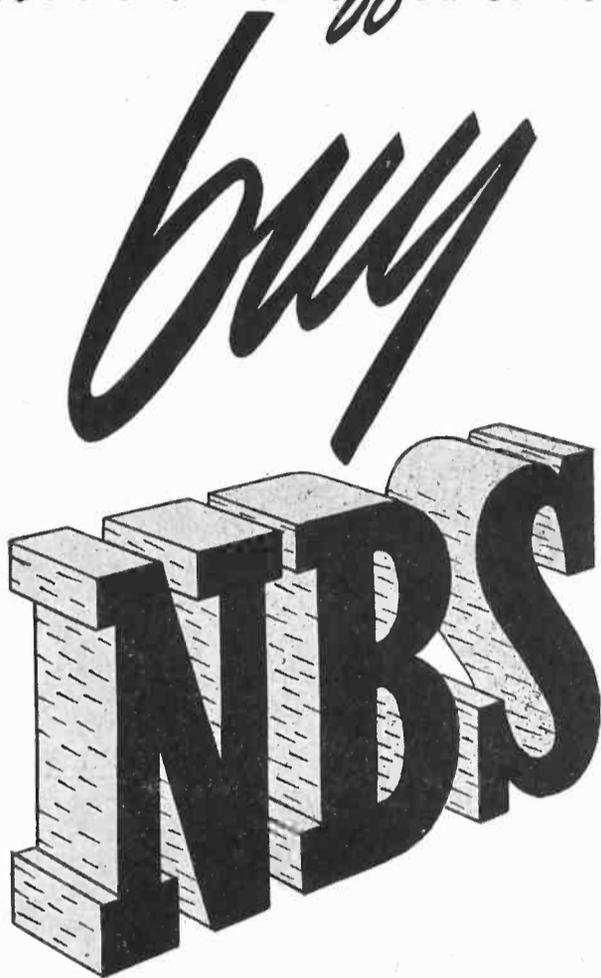
910 kc

1000 w.

KAMLOOPS

The Voice Of Central British Columbia

For best value and proven radio effectiveness

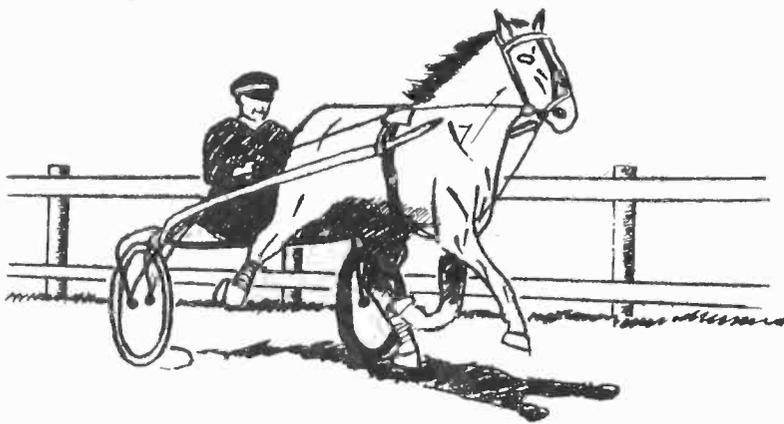


NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, EL. 1165
University Tower Bldg., MONTREAL, HA. 3051



* MONTREAL ONLY



The CKNX Colors Are Out in Front!
CKNX leads Western Ontario

in

News - Sports - Community Service

TORONTO

Representative:
J. L. ALEXANDER

MONTREAL

Toronto B.U.P. Chief

Following the resignation of Larry Rogers as Toronto Bureau manager of British United Press to open his own public relations office, Brian Tobin has been appointed to head the Toronto office of the news service.

Until recently Tobin was western division manager of BUP. He has also managed the Halifax office after joining the organization in the Vancouver bureau. During the war he made two trips overseas as a special correspondent.

Continues On Board

Mr. Howard Chase, who relinquishes the chairmanship of the CBC Board November 15th, when he will be succeeded by Mr. Davidson Dunton, will remain on the CBC Board, according to reports, and will continue to devote his time to the activities of the Brotherhood of Locomotive Engineers, of which he is the chairman.

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

Members of the Western Association of Broadcasters scored scoop and perhaps started a vogue, when short snatches of music and descriptive dialogue from each station which belongs to the Western Association were combined into a half hour recorded program which was broadcast over station CHUM, Toronto, Sunday, October 28, when that station first took to the air, and which took the form of a welcoming salute to CHUM from the western stations.

Your scribe heard this broadcast while on a week-end visit to station CKNX, Wingham, where "Doc" Cruickshank, CKNX founder-manager, who was walking over town rehearsing his speech for the ACA Convention.

On this trip, besides participating in the cordial hospitality of Frank and Jo Johnson, who incidentally ask to be remembered to their Western (Edmonton in particular) friends, we "appeared" in Doc's much vaunted "CKNX Ball Dance", and managed to kick around our end of an interview as interviews have never been kicked around before. During our stay we were made an honorary member of the CKNX staff, and imagine our delight when we were presented with a CKNX lapel pin which besides carrying the station's call letters on a miniature microphone has a diminutive beaver squatting happily along the top. CKNX, you will remember, was the station which won our 1944 Beaver Award in the field of community service last February.

And while we're on the topic of Beavers, a definite announcement as to the time and style of the 1945 presentations will be made in an early issue. A repeat of last year's performance on "Canadian Cavalcade" will bring in an entirely new crop of stations, as Bob (Y & R) Simpson's Borden offering has switched from the Dominion Network to Trans-Canada. In passing we should like to deny the allegation heard on the "street" that Cavalcade Announcer (Mack) was heard muttering to himself — "If it's Simpson's, it has to be booted." It just isn't so. (It isn't that smart.)

Beavers or no Beavers, "Canadian Cavalcade" is one of our top choice of programs, because it endeavors to accumulate a lot of different aspects of Canada in each show. However, we should like to see Edmee Thompson and her cortege of Cavalcade talents get out around the Barbwire network and rake in some of those "characters" on eastern and western stations like Clyde Nunn's Gaelic music on CJFX, Antigonish, and the "Alberta Ranch Boys" who have been playing on CFRB in recent weeks.

Our eastern and western readers will just love us for saying this. And getting Canada acquainted with Canada is such a worthwhile undertaking, which is precisely where we came in.

**THE
RADIO PICTURE
IN SASKATCHEWAN
HAS CHANGED**

Ask the
ALL-CANADA MAN
About

.... **CKRM**

Regina



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.

DAYTIME

English	Rating	Change
Soldier's Wife	18.1	+ .3
Happy Gang	15.9	+1.7
Big Sister	15.5	+ .7
Claire Wallace	12.3	+1.9
Lucy Linton	11.6	+1.3
Road of Life	10.9	+1.4
Ma Perkins	10.7	- .4
Pepper Young	9.6	+ .7
Woman of America	8.8	+ .3
Right to Happiness	7.9	+1.5

French	Rating	Change
Jeunesse Dorée	29.3	+3.8
Quelles Nouvelles	28.4	+4.2
Joyeux Troubadours	24.9	+3.1
Rue Principale	22.4	+2.7
Métairie Rancourt	21.8	+3.6
Grande Soeur	21.8	+3.1
Vie de Famille	18.6	+2.9
Le quart d'heure	18.2	+2.7
Tante Lucie	16.9	- .8
Pierre Guerin	16.2	+ .7

Listening trends seems to be leveling out for steady winter listening, as the sets in use index in this month's Elliott-Haynes ratings has risen only .8% during the month in English-speaking Canada, as compared with an increase of .3% in September. A parallel flattening curve is evidenced in the Quebec French market where an October increase is 1.4% is shown as compared with an increase in September of 5.0%.

* * * *

A check on hourly newscasts has settled a moot question — for the moment at any rate. An examination of the percentage of listeners (irrespective of sets in use) on stations in Toronto, Hamilton and Vancouver, discloses that during May, while the war was still on, an average of 22.7% of the radio lis-

teners were tuned to the hourly newscasts in these three cities. Checking identically the same newscasts for October we find that an average of 25.3% of listeners are tuning in the same programs, showing that so far interest in news has increased rather than diminished, since the end of the war.



R. J. "Bob" Buss didn't seem to be getting the best of it when he grasped the hand in friendship of the "Angel" Adonis of the wrestling mat after a recent purely verbal encounter over CKCK, Regina. Bob is the one to the right of the picture.

Sarnia Station

The Sarnia Broadcasting Company announces a 5 kilowatt radio broadcasting station is under construction there. H. M. Hueston is president and A. D. McKenzie, secretary-treasurer. Mr. Hueston is the former editor of the Sarnia Canadian Observer, while Mr. McKenzie, one-time resident of St. Thomas, was business manager of the same paper. Messrs Hueston and McKenzie some time ago sold their interest in the Sarnia, Woodstock, Galt and Welland newspapers to Thomson Publishing Co.

ACA AIDS RADIO RESEARCH

A joint committee consisting of advertisers, agency men, stations, station representatives and the CBC went into operation early in 1945 to get a cross section of public opinion towards radio commercials.

Called the Canadian Radio Research Committee, the first step was a preliminary investigation of what has been done in the United States, but it was found that while individual advertisers and their agencies had long conducted studies of specific commercials, relatively little progress of broad general interest had come to light.

At the stage which the committee has reached they express themselves as unwilling to make too exhaustive a report, feeling that various definite phases of their investigations should be completed before they come right out in the open.

It is however interesting to note that early in the preliminary investigation it was found that the great majority of Canadian listeners do not object to radio commercials in general, and, more than that, that they prefer to hear details of the goods and services offered for sale, than just the name of the sponsor.

Further investigations are being concentrated on the minorities who react unfavorably to the commercials, in an effort to diagnose their dislikes, and so forth.

The committee consists of the Graydon of Canadian Facts Ltd. has following: from the ACA, R. E. Jones, retained as Research Counsel.



R. E. JONES, Chairman

Jones, advertising manager of Colgate Palmolive Peet Company of Canada Ltd.; for the agencies: E. W. Reynolds, E. W. Reynolds & Co. Ltd. E. W. Brodie, McKim Advertising Ltd.; for the CBC: Edgar Stone and Charles Jennings; for the Radio Representatives: John Tregale, All-Canada Radio Facilities Ltd, and Jack Slatter, Radio Representatives Ltd.; for the stations: Lloyd Moore, CFRB, and Don Inslay, CKEY.

Arthur Evans of the CAB is secretary of the committee and Jack

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

WE are happy to "spill" the news that we have just added the renowned World Transcription Service to our station — in line with our policy of giving more entertainment to our listeners. If you are looking for an excellent Farm Audience in Western Ontario, use our Farm Record, featuring farm news and produce prices — 12.35 noon — Mon. thru Sat. It's good!

CFPL LONDON

(Represented by H. N. S. & Co. in Montreal only)

Represented by

HORACE N. STOVIN

MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

GREETINGS
TO THE
A.C.A.

May your convention score a
bullseye as effectively as
advertising over CFRN.

EDMONTON'S

CFRN

1260
ON YOUR
DIAL



HOW THEY STAND

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

PROGRAM	ELL	CHANGE
Daytime	17.8	+0.3
Football	14.8	
Soldier's Wife	14.2	
Big Sister	11.1	
Happy Gens	10.4	
Ma Perkins	10.3	
Clara Wallace	9.5	
Luce Linton	9.0	
Board of Life	8.9	
Pepper Young	8.4	
Woman of America		

All carried by

CFAC

Another reason for the CFAC listening habit—**TAKE ADVANTAGE OF IT!**

1,000 watts—soon to be 5,000

STUDIOS: SOUTHAM BLDG. CALGARY

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




A novel Victory Loan program was the four-in-one Quizshow aired over the five Toronto stations November 1st, when "Share the Wealth", "Spin to Win", "Treasure Trail" and a special "Service" quiz played to a packed audience in the CBC Concert Studio with literally hundreds turned away. Eight fifty dollar bonds and \$74 in cash were given away to the studio and air audiences, and the master minds posed for the photographer after the show with the above results. From left to right, standing, they are Frank "Hawkins" Deaville

("Spin to Win"); Stu Kenney ("Spin to Win" and "Treasure Trail"); Jack Murray (originator and producer of "Treasure Trail" who produced the V-Loan effort); Jack Fuller ("Treasure Trail"); Joe Chrysdale (CKEY); Stan Francis and Cy Mack ("Share the Wealth"); seated, Allan McFee (CBC); Dick MacDougall (CHUM). This program was part of Toronto Radio's contribution to the Ninth Victory Loan, and constituted the final touch to the "Toronto Radio Day" in the current campaign.



PRO PATRIA

To enable true Canadians to demonstrate their patriotic zeal at ACA Convention, we are printing the words of "Oh Canada".

Oh Canada! Our home a native land!
True patriot love in all thy sons command!
With glowing hearts we see thee rise,
The true North strong and free.
And stand on guard, O Canada,
We stand on guard for thee,
Oh Canada; glorious and free;
We stand on guard,
We stand on guard for thee.

INFORMATION PLEASE

In reply to "Enthusias Amateur" we should like point out that it is not necessary to embrace Roman Catholicism to participate in the RCA Victor Company Mass Auditions.

E PLURIBUS UNUM

The four-in-one Quiz Program aired over the five Toronto stations for the V-Loan gives rise to the thought that it might be a good idea to broadcast all the quiz shows on the same program every week.

INSTRUCTIONS TO PRINTER

Pick up standing type Aus Moran (Dominion Broadcasting) birth notice, correct to ("his fifth—a son") and run in this issue.

TOPICAL QUESTION

"What do we want this orchestra for", asked the sponsor. "I thought you said I was buying a commercial program."

PIN MONEY

Since the CBC Supervisor Programs took on the announcing job on the "Folk Concerts", a rumor has been heard repeatedly that the new chairman of the board will shortly be doing Canadian cut-ins for some of the more popular soap shows.

PAN MAIL

Sir: Further to your inspiring remarks about the C.I. Talks Department in your last issue, do you not realize that the CBC is the only Canadian organization which could help breed the Canadian Unity which you seek to enjoy talking about quite often.

They sure could, brother.

Re-Employment

Two newcomers to radio work are Bill Deegan and Bud Hall, both of Toronto, whose advertisements in our "Re-employment Column" brought them their first announcers' jobs at CKFI, Fort Frances, and CKSF, Cornwall, respectively. We should like to acknowledge the co-operation of Dominion Broadcasting Company who supply audition discs for returned men wanting to enter the business, and also to the stations for their willingness to give such boys a trial.

Stork Market

Latest to crash this exclusive column is CFRB Announcer Ed. Luther, whose wife presented him with their first-born in the wee small hours of October 30th. Sandra Joan hit the scales at 7 lbs. 14 ozs.

STATION MANAGER

Young, progressive, experienced in all phases of production, selling and administration, desires change to more congenial surroundings. Excellent references from both National and Local clients attesting to ability and character. Minimum salary \$100 per week. All replies treated confidentially.

Write Box 1001
Canadian Broadcaster
371 Bay St., Toronto



**U.*
T.
S.**

Synonymous with High Fidelity Recording

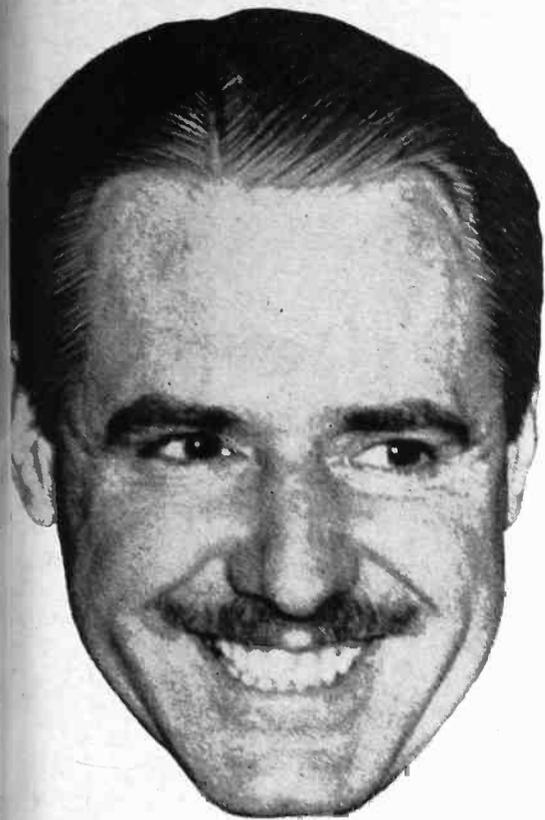
FOR suggestions and program ideas, for your next radio campaign . . . whether it be for ½ hour, ¼ hour, 5 minute, 1 minute, or flash spots, we invite you to contact us. Let us make air purchases valuable, by working with your radio department to produce, by transcription, spots or programmes that **SELL . . .**

U.T.S.* offers a complete recording and production service for custom built musical or dramatized spots and musical or dramatic shows of any length.

EXCLUSIVE RADIO FEATURES LIMITED

14 McCaul Street AD. 5112 Toronto

*United Transcribed System



... sure we're known
for radio advertising

Right now two of Canada's newest and biggest radio shows, produced by Fosters, are being acclaimed from Halifax to Vancouver ... The Northern Electric Hour featuring "Forward With Canada" and the Toronto Symphony "Pop" Concerts under the baton of Sir Ernest MacMillan and guest conductors, sponsored by the Robert Simpson Co., Ltd., the first Canadian Symphony to be broadcast coast to coast. In addition to these great shows we offer the tremendously popular children's show, Lowney's "Men In Scarlet" ... The teen-age favourite, Simpson's "What's The Answer" ... Mutual Benefit's timely "Headliners" ...

... but we're in every field



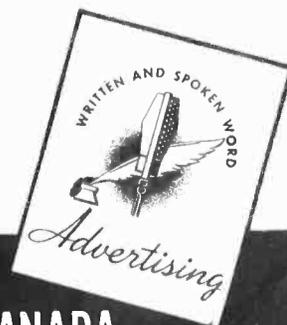
FIRST Canadian agency to receive C.D.N.A. recognition in the last 7 years ... And with a sound knowledge of the value of publication advertising in the visual presentation and sale of merchandise.

YOU'LL SEE Harry E. Foster advertising in almost every established Magazine, Business Paper, Farm Paper, Trade Paper, and Financial Paper published in Canada. You'll recognize it over the signatures of The Northern Electric Company, The Robert Simpson Company, Smith Brothers, Supertest, Lowneys, Dr. Jackson's Mother Jackson's Viobin, and a growing list of other Canadian Manufacturers.

AND HERE'S A POINT. This agency, and Canadian at that, was the only advertising agency to be chosen a Direct Mail Leader for 1945 in the Direct Mail Leader's Contest held in New York during October. A sample of the Direct Mail job we can do for you. We're young, we're keen. We've got the experienced men, the facilities for every kind of merchandising and sales promotion. Through our ability to do a big job well, we're going places.

**Why not send us a short note right now and let us tell you our complete "BOX OFFICE" story?*

HARRY E. FOSTER AGENCIES LIMITED



Complete publication, radio and display advertising
HEAD OFFICE — KING EDWARD HOTEL Phone EL. 6373 TORONTO, CANADA

TORONTO • MONTREAL • HALIFAX • VANCOUVER

CFRB makes radio history!

SEVENTEEN years ago, when Canadian radio was in its infancy, CFRB came into existence. It wasn't the **first** station in Toronto, nor was it the largest . . . THEN. But the intervening years have seen a lot of changes. While other stations have come and gone, CFRB has grown in power and prestige.

Now, let's look at the current picture!

Ontario constitutes Canada's richest market . . . over 40% of the nation's total buying power.

There are, at present, five radio stations broadcasting from Toronto. With the potential audiences thus cut five ways, CFRB still takes the lion's share.

By area—largest primary coverage of any station in Ontario.

By intensity—over half of all the homes in this coverage area listen to CFRB six to seven days...six to seven nights a week.

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

This listener loyalty has been built up through the years by a consistent policy of careful programme planning, plus the best from Columbia Broadcasting System...a combination that offers the very best available in radio entertainment.

By actual listenership, CFRB has 53% of all the top-ranking programmes broadcast over Toronto stations...56% of the most popular Canadian-produced shows.

This is the story of CFRB...an independent station which, through the years, has sold itself solid with Ontario audiences. It offers time buyers up-to-date equipment which makes possible successful studio or remote control production. It is a well-established station which can point with pride to some outstanding promotional efforts in the past and look ahead to greater achievements in the future.

CFRB

860 Kc. TORONTO

10,000 WATTS OF SELLING POWER

REPRESENTATIVES:

ADAM J. YOUNG JR., INCORPORATED
New York Chicago

ALL-CANADA RADIO FACILITIES LTD.
Montreal