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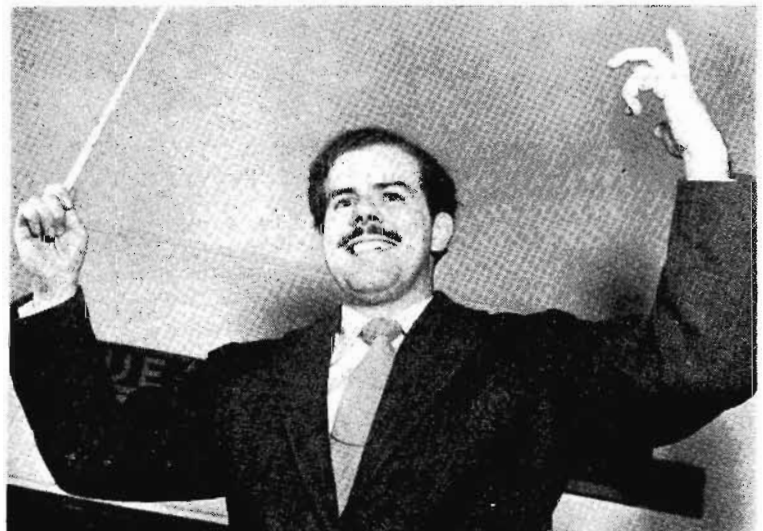
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THE SPOKEN WORD

By R. W. KEYSERLINGK,

Managing Director, British United Press.

The story of radio news is one of the most fascinating episodes in man's long journey along the road of scientific discovery. While the first use Marconi could find for his epoch-making invention of wireless transmission was to send out information, news on the air is a comparative newcomer to the wave-lengths. Today it has established itself, according to all surveys, research statistics and analyses, as the greatest, steadiest and most consistent listening program in peace as in war.

While every other form of programming has a natural limit to its ability to sustain interest, news appeals to man's oldest and deepest instinct—curiosity in his surroundings, in himself and in his world. There are more listeners to radio news—day in and day out, year in and year out—than any type of radio program.

Since, in the economic society in which we live, every latecomer to a new field not only has to overcome certain physical obstacles, but also economic rivalries of the "earlier birds," radio news can look back to a stormy infancy. While freedom of the press took a long time to establish itself, so radio news was at first also made into the coveted object of regulatory interference. It was only after bitter struggles and because of persistent and often courageous championing by the far-sighted that radio news in Canada, the United States and very few other countries has become economically feasible and hence free and independent in its own right.

Unless the public through economic support expresses its approval of a service or of a commodity, it either disappears or has to become the willing handmaiden of a governmental authority or special pleader. Just as with a newspaper, which builds its popularity with a public through circulation and then rightly obtains economic support through advertising, so also radio news supports its freedom and independence through commercial sponsorship. It is noteworthy that neither free newspapers nor free newscasts exist where the public is not permitted through its "economic approval" to support its own sources of information, but rather is subjected to the tutelage of the almighty state, reaching out for the mind through control of all news dissemination.

Thus radio news is merely a part, and a most important part, of that invaluable privilege commonly known as freedom of the press—more accurately described as freedom of news.

It still has an interesting road of further development to follow. Interests shift and interests vary. They shift geographically from battlefield to home, from continent to continent; they shift by subjects from war to peace, from work to play or from sorrows to joy. How to catch the public interest and not misjudge it is radio's constant problem.

Today, as always, radio news is making adjustments. News of wars has been replaced by the reports of violent diplomatic combats and economic and social problems. Beyond this, local news is becoming more and more a matter of individual reporting by the station's own news staffs. Great developments have occurred in building up news staffs by stations, and it is being realized that just as a newspaper has to safeguard its own individuality by its own reporters, so do stations rely for their world and national news on agencies—developing an increasing amount of local coverage themselves.

But it is important for stations to realize that radio news in the final analysis is "front-page news." While a newspaper has not only its front page to hold its readers, it has its comics, features, editorials and a large variety of other material. The ideal newscast requires that every item interests every listener. Otherwise, he might turn his dial and never come back. But not every column in a newspaper need interest every reader. He chooses his columns; in radio he chooses his station.

That is why radio will never be able to sink itself into a provincialism or even too much local news. It need not compete with its nearest weekly or even parish publication. It is still "front page" news which will maintain the greatest audience, and radio news has shown—much to the surprise of many post-war Cassandras—an astounding and growing popularity for live, fresh and important items clearly presented, because news is the ancient art of telling the story of men to men who are always curious about themselves and the other fellow.



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 Herman D. Kenin, 359 S.W. Morrison Street, Portland (4), Oregon, U.S.A.
 Walter M. Murdoch, 402 Metropolitan Bldg., Toronto (9).
Honorary President and General Advisor: Joseph N. Weber—621 Alta Drive., Beverly Hills, Calif., U.S.A.

BRANDON, MAN.—Local 475

Title: Musicians Protective Union.
Chartered: September 25th, 1939.
President: William Neil, 337 Louise Avenue, Brandon.
Secretary: A. E. Williams, 606 Twelfth Street, Brandon.
Jurisdiction Claimed: That part of Province of Manitoba, lying West of a line running North and South an equal distance from Local Number 190, Winnipeg, and lying South of Highway Number 4.

BRANTFORD, ONT.—Local 467

Title: Musicians Protective Association.
Chartered: November 21st, 1907.
President: W. J. Sweatman, 30 Strathcona Avenue, Brantford.
Secretary: T. W. Sharpe, 281 Chatham Street, Brantford.
Jurisdiction Claimed: All of Brantford County, all of Norfolk County, except Tillsonburg.

BROCKVILLE, ONT.—Local 384

Title: Musicians Protective Union.
Chartered: April 5th, 1921.
President: R. L. Johnston, 5 Court Terrace, Brockville.
Secretary: C. H. Bell, 36 Pearl Street West, Brockville.
Jurisdiction Claimed: All of the following Counties: Leeds, Grenville, Dundas, Stormont, Glengarry, Perth, Smiths Falls, and Carleton Place in Lanark County.

CALGARY, ALTA.—Local 547

Title: Calgary Musicians Protective Association.
Chartered: January 3rd, 1938.
President: James J. Doherty, 411 Eighth Avenue West, Calgary.
Secretary: William Morris, Room 22, Elks Building, Calgary.
Jurisdiction Claimed: That part of Alberta lying South of a line running East and West an equal distance between this Local and Local 390, Edmonton.

EDMONTON, ALTA.—Local 390

Title: Musicians Protective Union.
Chartered: February 2nd, 1907.
President: Cliff Wright, Dominion Block, Edmonton.
Secretary: Herbert G. Turner, 303 Alexandria Block, Edmonton.
Jurisdiction Claimed: That part of Alberta lying North of a line running East and West an equal distance between this Local and Local 547, Calgary.

HALIFAX, N.S.—Local 571

Title: Musicians Protective Association.
Chartered: April 5th, 1938.
President: Don Low, 32 Merkel Place, Halifax.
Secretary: Julius Silverman, 7 Owen Sound Street, Halifax.
Jurisdiction Claimed: Province of Nova Scotia.

HAMILTON, ONT.—Local 293

Local Number 293—Hamilton, Ont.
Title: Musicians Protective Association.
Chartered: April 11th, 1903.
President: Fred Brant, Dundas, Ont.
Secretary: John H. Addison, 127 Gladstone Avenue, Hamilton.
Jurisdiction Claimed: All of the following Counties: Haldimand, Wentworth, Halton, Grimsby, Beamsville and Grimsby Beach in Lincoln County.

HUNTSVILLE, ONT.—Local 682

Title: Huntsville Musicians Association.
Chartered: August 23rd, 1918.
President: George C. Mosbough, Post Office Box Number 479, Huntsville.
Secretary: Raymond L. Stanton, Post Office Box Number 484, Huntsville.
Jurisdiction Claimed: Fifteen miles and to include the village of Dorset.

KINGSTON, ONT.—Local 518

Title: Musicians Protective Union.
Chartered: November 19th, 1937.
President: Charles H. Smith, 277 Alfred Street, Kingston.
Secretary: Alan J. Saunders, 470 Frontenac Street, Kingston.
Jurisdiction Claimed: All of the following Counties: Hastings, Lennox, Addington, Frontenac, Prince Edward.

KITCHENER, ONT.—Local 226

Title: Musicians Protective Union.
Chartered: December 16th, 1905.
President: Oscar Lanber, 134 Louise Street, Kitchener, Ont.
Secretary: F. A. Mathews, 105 Cedar Street South, Kitchener, Ont.
Jurisdiction Claimed: All of the following Counties: Oxford, Wellington, Dufferin, Grey and Waterloo (except that portion which is in the jurisdiction of Local 544—Waterloo, Ont.).

LONDON, ONT.—Local 279

Title: Musicians Union.
Chartered: February 10th, 1903.
President: E. W. Horner, 764 Quebec Street, London.
Secretary: A. G. Lemery, 113 Elmwood Avenue, London.
Jurisdiction Claimed: All of Middlesex County. That portion of Huron County lying West of Highway Number 4 and South of and including Bayfield.

MONTREAL, QUE.—Local 406

Title: Musicians Guild of Montreal.
Chartered: April 29th, 1905.
President: Andy Tipaldi, Apartment 7, 1451 Mackay Street, Montreal.
Secretary: E. Charette, Rooms 601, 602, 1410 Stanley Street, Montreal.
Jurisdiction Claimed: Western portion of Quebec Province extending to the Eastern borderline of the following Counties: Abitibi, St. Maurice, Yamaska, Drummond, Richmond, Sherbrooke and Stanstead.

NIAGARA FALLS, ONT.—Local 298

Title: Musicians Protective Union.
Chartered: September 29th, 1933.
President: William Hicks, Chippawa, Ont.
Secretary: Don Lane, 774 Simcoe Street, Niagara Falls.
Jurisdiction Claimed: That part of Welland County lying East of a line running North and South from the Eastern City limits of Allanburg, excepting Crystal Beach, which is in the jurisdiction of local number 43, Buffalo, New York.

(Cont. Next Page)

AMERICAN FEDERATION OF MUSICIANS (cont.)

OTTAWA, ONT.—Local 180

Title: Ottawa Federation of Musicians.
Chartered: February 8th, 1902.
President: H. Cossage, 39 Granville Ave., Ottawa.
Secretary: D. J. Lynn, 185 Somerset Street West, Ottawa.
Jurisdiction Claimed: All of Carleton, Russell, Prescott, Renfrew, Lanark County (except Carleton Place, Smiths Falls and Perth—all the above in Ontario).

PETERBORO, ONT.—Local 191

Title: Musicians Protective Union.
Chartered: April 11th, 1902.
President: Harold MacFarlane, Apartment 3, 264 Hunter Street West, Peterboro.
Secretary: Joseph M. Watson, 425 Chambers Street, Peterboro.
Jurisdiction Claimed: Counties of Peterboro, Northumberland and those portions of Victoria and Durham that lie East of Highway 35, with the exception of the town of Lindsay, which shall be in Territory of Local 149.

PORT ARTHUR-FORT WILLIAM, ONT.—Local 591

Title: Musicians Protective Union.
Chartered: May 20th, 1938.
President: F. E. Goodsell, 306 Heron Street, Fort William.
Secretary: Fred E. Moore, 224 East Mary Street, Fort William.
Jurisdiction Claimed: All of the following Counties: Patricia, Lenox, Thunder Bay and all of Rainy River except Fort Frances.

QUEBEC CITY, QUE.—Local 119

Title: Quebec Musicians Association.
Chartered: December 19th, 1917.
President: J. Raymond Fortin, 73 St. Augustin Street, Quebec.
Secretary: Lionel G. Vachon, Apartment 3, 39 Moncton Avenue, Quebec.
Jurisdiction Claimed: Easterly portion of Quebec Province from the Eastern borderline of the following counties: Abitibi, St. Maurice, Yamaska, Drummond, Richmond, Sherbrooke and Stanstead.

REGINA, SASK.—Local 446

Title: Musicians Mutual Protective Union.
Chartered: February 12th, 1912.
President: George Fairfield, Regina Trading Company Building, Regina, Sask.
Secretary: Henry Rosson, 2859 Robinson Street, Regina, Sask.
Jurisdiction Claimed: That part of Province of Saskatchewan lying South of a line running East and West an equal distance between this local and Local 553—Saskatoon.

SAINT JOHN, N.B.—Local 728

Title: Musicians Protective Union.
Chartered: July 15th, 1919.
President: A. E. Jones, 203 Charlotte Street, Saint John.
Secretary: B. N. Goldstein, 79 Summer Street, Saint John.
Jurisdiction Claimed: Province of New Brunswick and Prince Edward Island.

SARNIA, ONT.—Local 628

Title: Musicians Protective Union.
Chartered: November 29th, 1912.
President: Kenneth B. Williamson, 168 Cobden Street, Sarnia.
Secretary: Douglas J. Elliot, 173 South Christina Street, Sarnia.
Jurisdiction Claimed: All of Lambton County.

SASKATOON, SASK.—Local 553

Title: Saskatoon Musicians Association.
Chartered: October 31st, 1910.
President: P. Horridge, 709 Lansdowne Avenue, Saskatoon.
Secretary: E. M. Knapp, 816-15th Street, Saskatoon.
Jurisdiction Claimed: That part of Province of Saskatchewan lying South of line running East and West and equal distance between this Local and Local 446—Regina.

SAULT STE. MARIE, ONT.—Local 276

Title: Musicians Protective Union.
Chartered: January 1st, 1918.
President: H. L. Sargeant, 1068 Queen Street East, Sault Ste. Marie.
Secretary: H. Hoodless, 929 Wellington Street, Sault Ste. Marie.
Jurisdiction Claimed: All of the following Counties: Algoma, Timiskaming, Sudbury, St. Joseph Island, Manitoulin Island.

ST. CATHARINES, ONT.—Local 299

Title: Musicians Protective Union.
Chartered: June 4th, 1903.
President: C. Baer, 395 St. Paul Street, St. Catharines.
Secretary: Joseph C. Phelan, 24 Welland Ave., St. Catharines.
Jurisdiction Claimed: All of Lincoln County except Grimsby, Grimsby Beach and that part of Welland County lying West of a line running North and South from the Eastern city limits of Allanburg.

ST. THOMAS, ONT.—Local 633

Title: Federation of Musicians.
Chartered: January 1st, 1913.
President: Alex J. Demcie, 535 Talbot Street, St. Thomas.
Secretary: Milton Oxford, 7 Leila Street, St. Thomas.
Jurisdiction Claimed: All of Elgin County and Tillsburg in Norfolk County.

STRATFORD, ONT.—Local 418

Title: Musicians Protective Union.
Chartered: February 21st, 1920.
President: S. Blatchford, 51 Young Street, Stratford.
Secretary: Albert Warren, 7 Moderwell Street, Stratford.
Jurisdiction Claimed: Bruce and Perth Counties and all of Huron County except that portion lying West of Highway Number 4 and South of and including Bayfield.

TORONTO, ONT.—Local 149

Title: Musicians Protective Union.
Chartered: June 3rd, 1901.
President: Walter M. Murdoch, 22 Royal York Road North, Toronto.
Secretary: Arthur Dowell, Room 402, Metropolitan Building, Toronto.
Jurisdiction Claimed: All of the following Counties: York, Peel, Ontario, Simcoe, Haliburton, Nipissing, Parry Sound, and those portions of Victoria and Durham Counties lying West of Highway 35, including entire town of Lindsay and all Muskoka County except that portion that belongs to Local 682—Huntsville.

VANCOUVER, B.C.—Local 145

Title: Musicians Mutual Protective Union.
Chartered: June 3rd, 1901.
President: William Pilling, 2425 West Second Avenue, Vancouver.
Secretary: Edward A. Jamieson, Suite 81, 553 Granville Street, Vancouver.
Jurisdiction Claimed: All of Province of British Columbia except Vancouver Island, but including Nanaimo, V.I.

VICTORIA, B.C.—Local 247

Title: Musicians Protective Union.
Chartered: November 1st, 1902.
President: Chas. W. Hunt, 2655 Cedar Hill Road, Victoria.
Secretary: William F. Tickle, 628 Harbinger Avenue, Victoria.
Jurisdiction Claimed: All of Vancouver Island except Nanaimo.

WATERLOO, ONT.—Local 544

Title: Musical Society.
Chartered: April 17th, 1913.
President: H. S. Pflug, 86 Glasgow Street, Kitchener.
Secretary: F. C. Moogk, 150 Albert Street, Waterloo.
Jurisdiction Claimed: That part of Waterloo County lying North of and including City of Waterloo.

WINDSOR, ONT.—Local 566

Title: Musicians Union.
Chartered: June 23rd, 1911.
President: Thomas Crowley, 387 Partington Avenue, Windsor.
Secretary: W. Arthur Puckin, 1088 Dougal Avenue, Windsor.
Jurisdiction Claimed: All of Kent and Essex Counties.

WINNIPEG, MAN.—Local 190

Title: Musicians Mutual Protective Union.
Chartered: March 21st, 1902.
President: Oliver M. Day, 23 Brunswick Apartments, Winnipeg.
Secretary: L. Martin, 10 Imperial Avenue, St. Vital, Winnipeg.
Jurisdiction Claimed: That part of Province of Manitoba lying East of a line running North and South an equal distance from Brandon, Manitoba, and lying south of Highway Number 4.



COMPOSER ARRANGER



Musical Director of the Associated Screen News in Montreal.

Composed and conducted most of the documentary shorts produced by the National Film Board in Ottawa.

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Dream Time.

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COMMERCIAL PROGRAMS CARRIED ON CBC NETWORKS BETWEEN JANUARY 1, 1945, AND APRIL 30, 1946

ALAN YOUNG

SPONSOR: Bristol Myers Co. of Canada, Ltd., Montreal.
 PRODUCT: Sal Hepatica, Vitalis, Trushy.
 TIME: Tues. 8:30-9:00 p.m., EST; 11:30-12:00 Mid.; Fri. 9:00-9:30 p.m. EST; 12:00-12:30 a.m.
 NUMBER OF STATIONS: Tues., 27; Fri., 32.
 DURATION OF CONTRACTS: Tues., Jan. 1-Jan. 29/46; Fri., Feb. 8-Dec. 27/46.
 AGENCY AND CITY: Ronalds Advertising Agency, Montreal.

ALBUM OF FAMILIAR MUSIC

SPONSOR: Sterling Drug Inc., Windsor.
 PRODUCT: Bayer Aspirin.
 TIME: Sun. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACT: July 15/45-July 7/46.
 AGENCY AND CITY: Dancer-Fitzgerald-Sample, N.Y.

ALDRICH FAMILY

SPONSOR: General Foods Ltd., Toronto.
 PRODUCT: Post Bran Flakes, Postum.
 TIME: Fri. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 31.
 DURATION OF CONTRACT: Sept. 1/44-June 29/45.
 AGENCY AND CITY: Baker Advertising Agency, Toronto.

BIG SISTER

SPONSOR: Lever Brothers Ltd., Toronto.
 PRODUCT: Rinso.
 TIME: Mon.-Fri. 12:15-12:30 p.m.
 NUMBER OF STATIONS: 27.
 DURATION OF CONTRACT: Dec. 31/45-Dec. 27/46.
 AGENCY AND CITY: Ruthrauff & Ryan Inc., N.Y.

BIG TOWN

SPONSOR: Canadian Ironized Yeast Co. (1939) Ltd., Windsor.
 PRODUCT: Ironized Yeast.
 TIME: Tues. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 23.
 DURATION OF CONTRACT: Oct. 2/45-Sept. 25/46.
 AGENCY AND CITY: Pedlar, Ryan & Lusk, N.Y.

BLIND DATE

SPONSOR: Lehn & Fink.
 PRODUCT: Hinds Honey and Almond Cream.
 TIME: Mon. 8:30-9:00 p.m.
 NUMBER OF STATIONS: 20.
 DURATION OF CONTRACT: Sept. 11/44-April 2/45.
 AGENCY AND CITY: Spitzer & Mills Ltd., Toronto.

BOB HOPE

SPONSOR: Pepsodent Co., Toronto.
 PRODUCT: Toothpaste.
 TIME: Tues., 10:00-10:30 p.m.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACT: Jan. 1-Dec. 24/46.
 AGENCY AND CITY: Ruthrauff & Ryan Inc., N.Y.

BREAKFAST CLUB

SPONSOR: Swift Canadian Co. Ltd., Toronto.
 PRODUCT: Meat.
 TIME: Mon.-Fri. 9:30-9:45 a.m.; 11:30-11:45 a.m.
 NUMBER OF STATIONS: 37.
 DURATION OF CONTRACT: Oct. 29/45-Oct. 24/46.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

CANADIAN CAVALCADE

SPONSOR: Borden Co. Ltd., Toronto.
 PRODUCT: Milk, Ice Cream.
 TIME: Thurs. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 28.
 DURATION OF CONTRACT: Jan. 14-June 25/45.
 AGENCY AND CITY: Young & Rubicam Ltd., Toronto.

CARNATION CONTENTED HOUR

SPONSOR: Carnation Milk Co. Ltd., Toronto.
 PRODUCT: Carnation Milk.
 TIME: Mon. 10:00-10:30 p.m.
 NUMBER OF STATIONS: 30.
 DURATION OF CONTRACT: Jan. 7-Dec. 30/46.
 AGENCY AND CITY: Baker Advertising Agency, Toronto.

CASHMERE BOUQUET HOUSE PARTY

SPONSOR: Colgate-Palmolive-Pect Co., Toronto.
 PRODUCT: Cashmere Bouquet Products.
 TIME: Sat. 8:30-9:00 p.m.
 NUMBER OF STATIONS: 26.
 DURATION OF CONTRACTS: Jan. 5-June 29/46; Oct. 5-Dec. 28/46.
 AGENCY AND CITY: Spitzer & Mills Ltd., Toronto.

CASHMERE BOUQUET SINGING SWEETHEARTS

SPONSOR: Colgate-Palmolive-Pect Co. Ltd., Toronto.
 PRODUCT: Cashmere Bouquet Products.
 TIME: Tues. 8:55-9:00 p.m.
 NUMBER OF STATIONS: 24.
 DURATION OF CONTRACTS: Feb. 5-June 25/46; Oct. 1-Dec. 31/46.
 AGENCY AND CITY: Spitzer & Mills, Toronto.

CEUX QU'ON AIME

SPONSOR: Lamont Corliss & Co. Ltd., Toronto.
 PRODUCT: Ponds Cream.
 TIME: Wed. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 7.
 DURATION OF CONTRACT: Jan. 2-June 19/46; Sept. 4-Dec. 25/46.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

CHAMPIONSHIP FIGHTS

SPONSOR: Gillette Safety Razor Co. of Canada Ltd., Montreal.
 PRODUCT: Blue Blades — Razors.
 TIME: Fri. 10:00 p.m. to end.
 NUMBER OF STATIONS: 36.
 DURATION OF CONTRACTS: Sept. 8/44-Aug. 31/45; Sept. 7/45-Aug. 30/46.
 AGENCY AND CITY: Maxon Inc., N.Y.

CHARLIE McCARTHY SHOW

SPONSOR: Standard Brands Ltd., Montreal.
 PRODUCT: Chase & Sanborn.
 TIME: Sun. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 28.
 DURATION OF CONTRACT: Jan. 6-Dec. 29/46.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

CHRISTMAS CAROLS

SPONSOR: Robert Simpson Co. Ltd., Toronto.
 PRODUCT: Institutional.
 TIME: 9:10-9:30 a.m.—Mon. through Sat.
 NUMBER OF STATIONS: 8.
 DURATION OF CONTRACT: Dec. 18-24/45.
 AGENCY AND CITY: Locke, Johnson & Co., Toronto.

CHRISTMAS CAROLS

SPONSOR: Robert Simpson Co. Ltd., Halifax.
 PRODUCT: Institutional.
 TIME: 8:00-8:15 a.m.—Mon. through Sat.
 NUMBER OF STATIONS: 5.
 DURATION OF CONTRACT: Dec. 15-24/45.
 AGENCY AND CITY: No Agency.

COCA-COLA MUSIC CLUB

SPONSOR: Coca-Cola Co. of Canada Ltd., Toronto.
 PRODUCT: Coca-Cola.
 TIME: Mon. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 27.
 DURATION OF CONTRACT: Jan. 1-May 28/45.
 AGENCY AND CITY: D'Arcy Advertising Agency, Toronto.

COLETTE ET ROLAND

SPONSOR: Maple Leaf Milling Company, Toronto.
 PRODUCT: Cereal and Flour.
 TIME: Tues. and Thurs. 2:00-2:15 p.m.
 NUMBER OF STATIONS: 4.
 DURATION OF CONTRACT: Oct. 10/44-Apr. 5/45.
 AGENCY AND CITY: Cockfield, Brown & Co. Ltd., Toronto.

COMMAND PERFORMANCE

SPONSOR: Supertest Petroleum Corp. Ltd., Toronto.
 PRODUCT: Institutional.
 TIME: Mon. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 15.
 DURATION OF CONTRACT: Nov. 6/44-Apr. 9/45.
 AGENCY AND CITY: Harry E. Foster Agencies Ltd., Toronto.
 (Cont. on Page 234)

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COMMERCIAL PROGRAMS (cont.)

COURRIER CONFIDENCES

SPONSOR: Swift Canadian Co. Ltd., Toronto.
 PRODUCT: Meat.
 TIME: Mon., Wed. and Fri. 10:15-10:30 a.m.
 NUMBER OF STATIONS: 3.
 DURATION OF CONTRACT: Nov. 5/45-Aug. 2/46.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

CURTAIN TIME

SPONSOR: Tuckett Limited, Hamilton.
 PRODUCT: Cigarettes.
 TIME: Wed. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 30.
 DURATION OF CONTRACTS: Sept. 13/44-June 6/45; Sept. 12/45-June 5/46.
 AGENCY AND CITY: MacLaren Advertising Co. Ltd., Toronto.

DICK HAYMES SHOW

SPONSOR: Electric Auto-Lite, Toronto.
 PRODUCT: Institutional.
 TIME: Sat. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 28.
 DURATION OF CONTRACT: Jan. 18/46-Jan. 4/47.
 AGENCY AND CITY: Ruthrauff & Ryan Inc., New York.

DREAM TIME

SPONSOR: Dodds Medicine Co., Toronto.
 PRODUCT: Drugs.
 TIME: Tues. 10:30-11:00 p.m.
 NUMBER OF STATIONS: 17.
 DURATION OF CONTRACT: Jan. 30-Apr. 24/45.
 AGENCY AND CITY: A. J. Denne & Co., Toronto.

ELLERY QUEEN

SPONSOR: Whitehall Pharmacal (Canada) Ltd., Windsor.
 PRODUCT: Anacin & Kolynos.
 TIME: Wed. 7:30-8:00 p.m.; 12:30-1:00 a.m.
 NUMBER OF STATIONS: 27.
 DURATION OF CONTRACTS: Jan. 24-July 4/45; Sept. 12-Dec. 26/45; Jan. 2-Dec. 25/46.
 AGENCY AND CITY: Young & Rubican, Ltd., Toronto.

ERNEST SEITZ MUSICALE

SPONSOR: Underwood Limited, Toronto.
 PRODUCT: Typewriters.
 TIME: Sun. 1:30-2:30 p.m.
 NUMBER OF STATIONS: 11.
 DURATION OF CONTRACT: Oct. 15/44-Apr. 8/45.
 AGENCY AND CITY: J. J. Gibbons Ltd., Toronto.

FANTAISIES MUSICALES

SPONSOR: Viau Limitee, Montreal.
 PRODUCT: Viau Biscuits.
 TIME: Tues. and Thurs. 7:45-8:00 p.m.
 NUMBER OF STATIONS: 3.
 DURATION OF CONTRACT: Nov. 14/44-May 10/45.
 AGENCY AND CITY: Canadian Advertising Agency Ltd., Montreal.

FIBBER McGEE AND MOLLY

SPONSOR: S. C. Johnson & Son Limited, Brantford.
 PRODUCT: Johnson's Wax and Car-Nu.
 TIME: Tues. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 27.
 DURATION OF CONTRACT: April 2/46-March 25/47.
 AGENCY AND CITY: Needham, Louis & Brophy, Chicago.

FIGHTING NAVY

SPONSOR: British American Oil Co. Ltd., Toronto.
 PRODUCT: B.A. Products.
 TIME: Thurs. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 27.
 DURATION OF CONTRACT: Jan. 4-June 21/45.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

FRANK MORGAN

SPONSOR: General Foods Ltd., Toronto.
 PRODUCT: Maxwell House Coffee.
 TIME: Thurs. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACT: Feb. 28/45-Feb. 20/46.
 AGENCY AND CITY: Baker Advertising Agency, Toronto.

GRAND OLD SONGS

SPONSOR: Union Oil Limited, Vancouver.
 PRODUCT: Petroleum Products.
 TIME: Wed. 11:30-12:00 mid.
 NUMBER OF STATIONS: 5.
 DURATION OF CONTRACT: Feb. 28/45-Feb. 20/46.
 AGENCY AND CITY: Stewart, Lovick Ltd., Vancouver.

GRANDE SOEUR

SPONSOR: Lever Brothers Ltd., Toronto.
 PRODUCT: Rinso.
 TIME: Mon.-Fri. 11:00-11:15 a.m.
 NUMBER OF STATIONS: 9.
 DURATION OF CONTRACT: Jan. 1-Dec. 31/46.
 AGENCY AND CITY: Ruthrauff & Ryan Inc., N.Y.

HAPPY GANG

SPONSOR: Colgate-Palmolive-Peet Co., Toronto.
 PRODUCT: Princess Soap Flakes.
 TIME: Mon.-Fri. 1:15-1:45 p.m.
 NUMBER OF STATIONS: 25.
 DURATION OF CONTRACTS: Jan. 1-June 28/46; Sept. 2-Dec. 31/46.
 AGENCY AND CITY: Spitzer & Mills Ltd., Toronto.

HARMONY HOUSE

SPONSOR: Kelly Douglas & Company Ltd., Vancouver.
 PRODUCT: Nabob Coffee.
 TIME: Mon. 11:30-12:00 Mid.
 NUMBER OF STATIONS: 12.
 DURATION OF CONTRACTS: Sept. 11/44-June 25/45; Sept. 10/45-June 3/46.
 AGENCY AND CITY: Stewart-Lovick Ltd., Vancouver.

INFORMATION PLEASE

SPONSOR: Socony Vacuum Oil of Canada, New York.
 PRODUCT: Socony Product.
 TIME: Mon. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 28.
 DURATION OF CONTRACT: Feb. 11/46-Feb. 3/47.
 AGENCY AND CITY: Cockfield, Brown & Co. Ltd., Toronto.

JACK CARSON

SPONSOR: Campbell Soup Co. Ltd., New Toronto.
 PRODUCT: Campbell Soups.
 TIME: Wed. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACTS: May 30-June 13/45; Sept. 26/45-Nov. 6/46.
 AGENCY AND CITY: Ward, Wheelock Co., Philadelphia.

JEUNESSE DOREE

SPONSOR: Campbell Soup Co. Ltd., New Toronto.
 PRODUCT: Campbell Soups.
 TIME: Mon.-Fri. 12:00-12:15 p.m.
 NUMBER OF STATIONS: 3.
 DURATION OF CONTRACT: Jan. 1-Dec. 31/46.
 AGENCY AND CITY: Cockfield, Brown & Co. Ltd., Toronto.

JOE BADELOQUE

SPONSOR: McColl-Frontenac Oil Co. Ltd., Montreal.
 PRODUCT: McColl-Frontenac Products.
 TIME: Fri. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 10.
 DURATION OF CONTRACT: Jan. 5-July 8/45.
 AGENCY AND CITY: Ronalds Advertising Agency, Montreal.

JOHN AND JUDY

SPONSOR: Lamont Corliss & Co. Ltd., Toronto.
 PRODUCT: Ponds Creams.
 TIME: Tues. 9:00-9:30 p.m.
 NUMBER OF STATIONS: 26.
 DURATION OF CONTRACT: Jan. 1-June 18/46.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

JOLLY MILLER TIME

SPONSOR: Maple Leaf Milling Company, Toronto.
 PRODUCT: Red River Cereal.
 TIME: Wed. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 28.
 DURATION OF CONTRACTS: Oct. 11/44-Apr. 4/45; Oct. 10/45-Apr. 3/46.
 AGENCY AND CITY: Cockfield, Brown & Co. Ltd., Toronto.

KENTUCKY DERBY

SPONSOR: Gillette Safety Razor Co. of Canada Ltd., Montreal.
 PRODUCT: Blue Blades, Razors.
 TIME: Sat. 6:00-6:30 p.m.
 NUMBER OF STATIONS: 36.
 DURATION OF CONTRACT: June 9/45 only.
 AGENCY AND CITY: Maxon Inc., N.Y.

KRAFT MUSIC HALL

SPONSOR: Kraft Cheese Co., Toronto.
 PRODUCT: Kraft Cheese, Salad Dressing.
 TIME: Thurs. 9:00-9:30 p.m.
 NUMBER OF STATIONS: 31.
 DURATION OF CONTRACT: Jan. 3-Dec. 26/46.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

L FOR LANKY

SPONSOR: Canadian Marconi Co., Montreal.
 PRODUCT: Institutional.
 TIME: Sun. 7:30-8:00 p.m.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACT: Jan. 7-May 27/45.
 AGENCY AND CITY: Cockfield, Brown & Co., Montreal.

LA MINE D'OR

SPONSOR: Colgate-Palmolive-Peel Co., Toronto.
 PRODUCT: Cashmere Bouquet Products.
 TIME: Tues. 8:30-9:00 p.m.
 NUMBER OF STATIONS: 4.
 DURATION OF CONTRACTS: Jan. 1-June 25/46; Oct. 8-Dec 31/46.
 AGENCY AND CITY: Spitzer & Mills Ltd., Toronto.

LA RUE PRINCIPALE

SPONSOR: Procter & Gamble Co., Toronto.
 PRODUCT: Oxydol.
 TIME: Mon.-Fri. 1:00-1:15 p.m.
 NUMBER OF STATIONS: 4.
 DURATION OF CONTRACTS: July 3/44-June 29/45; July 2/45-June 28/46.
 AGENCY AND CITY: Dancer-Fitzgerald-Sample, Chicago.

LE METAIRIE RANCOURT

SPONSOR: Wartime Prices and Trade Board, Ottawa.
 TIME: Mon.-Fri. 11:15-11:30 a.m.
 NUMBER OF STATIONS: 14.
 DURATION OF CONTRACT: June 21/45-June 19/46.
 AGENCY AND CITY: Canadian Advertising Agency Ltd., Montreal.

LE MOULIN DE LA CHANSON

SPONSOR: Radiomonde, Montreal.
 PRODUCT: Radio World.
 TIME: Wed. and Fri. 2-2:15 p.m.
 NUMBER OF STATIONS: 3.
 DURATION OF CONTRACT: Jan. 2-Sept. 25/46.
 AGENCY AND CITY: No Agency.

LE QUART D'HEURE DE DENTENTS

SPONSOR: Carnation Milk Co. Ltd., Toronto.
 PRODUCT: Carnation Milk.
 TIME: Tues. and Thurs. 10:45-11:00 a.m.
 NUMBER OF STATIONS: 4.
 DURATION OF CONTRACT: Jan. 1-Dec. 31/46.
 AGENCY AND CITY: Baker Advertising Agency, Toronto.

LES ALOUETTES EVEREDY

SPONSOR: Canadian National Carbon Co., Toronto.
 PRODUCT: Batteries.
 TIME: Sat. 1:00-1:15 p.m.
 NUMBER OF STATIONS: 10.
 DURATION OF CONTRACTS: Jan. 6-Apr. 21/45; Sept. 8-Dec. 29/45.
 AGENCY AND CITY: Locke, Johnson & Co. Ltd., Toronto.

LES GARS DE LA MARINE

SPONSOR: British American Oil Co. Ltd., Toronto.
 PRODUCT: B.A. Products.
 TIME: Sun. 7:30-8:00 p.m.
 NUMBER OF STATIONS: 4.
 DURATION OF CONTRACT: Jan. 7-Sept. 23/45.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

LES JOYEUX TROUBADOURS

SPONSOR: Colgate-Palmolive-Peel Co., Toronto.
 PRODUCT: Palmolive Soap, Colgate Toothpaste, Halo Shampoo.
 TIME: Mon.-Fri. 11:30-12:00 noon.
 NUMBER OF STATIONS: 5.
 DURATION OF CONTRACTS: Jan. 1-June 28/46; Sept. 9-Dec. 31/46.
 AGENCY AND CITY: Spitzer & Mills Ltd., Toronto.

LES LIPTONAIRES

SPONSOR: Thos. J. Lipton Ltd., Toronto.
 PRODUCT: Tea and Soup.
 TIME: Mon.-Fri. 1:45-2:00 p.m.
 NUMBER OF STATIONS: 10.
 DURATION OF CONTRACT: Oct. 2/44-Apr. 27/45.
 AGENCY AND CITY: Vickers & Benson Ltd., Toronto.

LES SECRETS DU DR. MORHANGES

SPONSOR: Sterling Drug Inc., Windsor.
 PRODUCT: Bayer Aspirin.
 TIME: Tues. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 5.
 DURATION OF CONTRACT: Jan. 1-Dec. 24/46.
 AGENCY AND CITY: Pedlar, Ryan & Lusk Inc. N.Y.

LES SOIREEES CANADIENNES

SPONSOR: B. Houde-Grothe, Ltd., Montreal.
 PRODUCT: Cigarettes and Tobacco.
 TIME: Mon., Wed., Fri., 7:30-7:45 p.m.
 NUMBER OF STATIONS: 10.
 DURATION OF CONTRACTS: Oct. 16/44-Apr. 27/45; Oct. 15/45-Jan. 11/46.
 AGENCY AND CITY: Whitehall Broadcasting Ltd., Montreal.

LES TALENTS DE CHEZ-NOUS

SPONSOR: Robin Hood Flour Mills Ltd., Toronto.
 PRODUCT: Flour.
 TIME: Thurs. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 8.
 DURATION OF CONTRACT: Oct. 4-45-Mar. 28/46.
 AGENCY AND CITY: Young & Rubicam Ltd., Montreal.

LE THEATRE DE CHEZ-NOUS

SPONSOR: T. H. Estabrook Co. Limited, Saint John, N.B.
 PRODUCT: Tea and Coffee.
 TIME: Thurs. 7:30-8:00 p.m.
 NUMBER OF STATIONS: 4.
 DURATION OF CONTRACT: Oct. 18/45-Apr. 11/46.
 AGENCY AND CITY: McConnell, Eastman & Co. Ltd., Toronto.

L'HEURE DE LA VICTOIRE

SPONSOR: Dominion Government Department of Finance.
 PRODUCT: Victory Bonds and Stamps.
 TIME: Sun.-Thurs. 8:00-9:00 p.m.
 NUMBER OF STATIONS: 15.
 DURATION OF CONTRACTS: April 19, 22, 26, May 3, 10/45; Oct. 8-Nov. 5/45.
 AGENCY AND CITY: Agence Canadienne et Publicitee Ltee, Montreal.

LIGHT UP AND LISTEN

SPONSOR: Imperial Tobacco Co., Montreal.
 PRODUCT: Cigarettes.
 TIME: Thurs. 10:00-10:30 p.m.
 NUMBER OF STATIONS: 26.
 DURATION OF CONTRACT: Jan. 4-May 31/45.
 AGENCY AND CITY: Whitehall Broadcasting Ltd., Montreal.

LIGHT UP AND LISTEN

SPONSOR: Imperial Tobacco Co., Montreal.
 PRODUCT: Cigarettes.
 TIME: Thurs. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 33.
 DURATION OF CONTRACT: Sept. 20/45-Mar. 14/46.
 AGENCY AND CITY: Whitehall Broadcasting Ltd., Montreal.

LIPTONAIRES

SPONSOR: Thos. J. Lipton Ltd., Toronto.
 PRODUCT: Tea and Soup.
 TIME: Mon.-Fri. 4:00-4:15 p.m.
 NUMBER OF STATIONS: 36.
 DURATION OF CONTRACT: Oct. 2/44-Apr. 27/45.
 AGENCY AND CITY: Vickers & Benson, Ltd., Toronto.

LUCY LINTON'S STORIES FROM LIFE

SPONSOR: Lever Brothers Ltd., Toronto.
 PRODUCT: Sunlight Soap.
 TIME: Mon.-Fri. 11:45-12:00 noon; 12:30-12:45 p.m.
 NUMBER OF STATIONS: 38.
 DURATION OF CONTRACT: Dec. 31/45-Dec. 27/46.
 AGENCY AND CITY: Ruthrauff & Ryan Inc., N.Y.

LUX RADIO THEATRE

SPONSOR: Lever Brothers Ltd., Toronto.
 PRODUCT: Lux Soap.
 TIME: Mon. 9:00-10:00 p.m.
 NUMBER OF STATIONS: 25.
 DURATION OF CONTRACT: Dec. 31/45-Dec. 23/46.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

MACDONALD BRIER

SPONSOR: Macdonald Tobacco Co., Montreal.
 PRODUCT: Tobaccos.
 TIME: Mon.-Thurs. 12:15-12:30 a.m.
 NUMBER OF STATIONS: 12.
 DURATION OF CONTRACT: March 4, 5, 6, 7, 1946.
 AGENCY AND CITY: Harold F. Stanfield, Ltd., Montreal.

MA PERKINS

SPONSOR: Procter & Gamble Co., Toronto.
 PRODUCT: Oxydol.
 TIME: Mon.-Fri. 3:15-3:30 p.m.
 NUMBER OF STATIONS: 28.
 DURATION OF CONTRACT: July 2/45-June 28/46.
 AGENCY AND CITY: Dancer-Fitzgerald-Sample, Chicago.
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COMMERCIAL PROGRAMS (cont.)

METROPOLE

SPONSOR: Procter & Gamble Co., Toronto.
 PRODUCT: Ivory Bar.
 TIME: Mon.-Fri. 7:15-7:30 p.m.
 NUMBER OF STATIONS: 3.
 DURATION OF CONTRACT: July 2/45-June 28/46.
 AGENCY AND CITY: Compton Advertising Inc., N.Y.

METROPOLITAN OPERA

SPONSOR: McColl-Frontenac Oil Co., Ltd., Montreal.
 PRODUCT: McColl-Frontenac Products.
 TIME: Sat. 2:00-5:00 p.m.
 NUMBER OF STATIONS: 35.
 DURATION OF CONTRACT: Dec. 1/45-March 30/46.
 AGENCY AND CITY: Ronalds Advertising Agency, Montreal.

MICHAEL NORMANDIN

SPONSOR: St. Lawrence Starch Co. Ltd., Port Credit.
 PRODUCT: Beehive Syrup.
 TIME: Sat. 7:30-7:45 p.m.
 NUMBER OF STATIONS: 3.
 DURATION OF CONTRACT: Oct. 27/45-Apr. 13/46.
 AGENCY AND CITY: McConnell, Eastman & Co., Ltd., Toronto.

MOSAIQUE MUSICALE

SPONSOR: McColl-Frontenac Oil Co., Montreal.
 PRODUCT: McColl-Frontenac Products.
 TIME: Wed. 8:30-9:00 p.m.
 NUMBER OF STATIONS: 10.
 DURATION OF CONTRACT: March 6-May 29/46.
 AGENCY AND CITY: Ronalds Advertising, Toronto.

MUSICAL MAIL BOX

SPONSOR: Colgate-Palmolive-Pet Co., Toronto.
 PRODUCT: Cashmere Bouquet Products.
 TIME: Fri. 8:30-9:00 p.m.
 NUMBER OF STATIONS: 25.
 DURATION OF CONTRACT: Jan. 5-June 29/45.
 AGENCY AND CITY: Spitzer & Mills, Ltd., Toronto.

MUSICAL PROGRAMME

SPONSOR: Gurney Foundry Company, Montreal.
 PRODUCT: Stoves.
 TIME: Tues. and Thurs. 6:45-7:00 p.m.
 NUMBER OF STATIONS: 3.
 DURATION OF CONTRACT: Oct. 9/45-April 4/46.
 AGENCY AND CITY: Harry E. Foster Agencies Ltd., Montreal.

NATIONAL BARN DANCE

SPONSOR: Miles Laboratories Ltd., Toronto.
 PRODUCT: Alka Seltzer & Vitamins.
 TIME: Sat. 9:00-9:30 p.m.
 NUMBER OF STATIONS: 26.
 DURATION OF CONTRACT: Jan. 5-Dec. 28/46.
 AGENCY AND CITY: Cockfield, Brown & Co. Ltd., Toronto.

NATIONAL HOCKEY LEAGUE

SPONSOR: Imperial Oil Ltd., Toronto.
 PRODUCT: Imperial Oil Products.
 TIME: Sat. 9:05-10:30 p.m.
 NUMBER OF STATIONS: 42-43.
 DURATION OF CONTRACTS: Oct. 28/44-Apr. 21/45; Oct. 27/45-Mar. 16/46.
 AGENCY AND CITY: MacLaren Advertising Co. Ltd., Toronto.

NORTHERN ELECTRIC HOUR

SPONSOR: Northern Electric Company, Montreal.
 PRODUCT: Institutional.
 TIME: Mon. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 33.
 DURATION OF CONTRACT: Oct. 8/45-Apr. 1/46.
 AGENCY AND CITY: Harry E. Foster Agencies, Toronto.

NOW IT CAN BE TOLD

SPONSOR: British Columbia Electric Co., Vancouver.
 PRODUCT: Institutional.
 TIME: Thurs. 11:30-12:00 Mid.
 NUMBER OF STATIONS: 3.
 DURATION OF CONTRACT: Sept. 28/44-May 31/45.
 AGENCY AND CITY: Stewart-Lovick Ltd., Vancouver.

OPERETTA TIME

SPONSOR: McGavin Bakeries, Vancouver.
 PRODUCT: Bread.
 TIME: Fri. 11:30-12:00 Mid.
 NUMBER OF STATIONS: 11.
 DURATION OF CONTRACT: Sept. 22/44-Jan. 26/45.
 AGENCY AND CITY: Cockfield, Brown & Co. Ltd., Vancouver.

OZZIE AND HARRIET

SPONSOR: International Silver Company, Hamilton.
 PRODUCT: Silverware.
 TIME: Sun. 6:00-6:30 p.m.
 NUMBER OF STATIONS: 26.
 DURATION OF CONTRACTS: Oct. 8/44-May 27/45;
 Sept. 2/45-Mar. 31/46.
 AGENCY AND CITY: Young & Rubicam Ltd., Toronto.

PARADE OF SONGS

SPONSOR: Goodyear Tire and Rubber Co., New Toronto, Ont.
 PRODUCT: Institutional.
 TIME: Tues. 8:00-8:30 p.m., 12:00-12:30 p.m.; Tues. 8:00-8:30 p.m.; 12:00-12:30 a.m.
 NUMBER OF STATIONS: 15-39.
 DURATION OF CONTRACTS: May 15-Oct. 2/45; Oct. 2/45-Mar. 26/46.
 AGENCY AND CITY: J. J. Gibbons Ltd., Toronto.

PEERLESS PARADE

SPONSOR: British American Oil Co. Ltd., Toronto.
 PRODUCT: B.A. Products.
 TIME: Thurs. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 28.
 DURATION OF CONTRACT: Sept. 27/45-Feb. 7/46 only.
 AGENCY AND CITY: Spitzer & Mills Ltd., Toronto.

PEPPER YOUNG'S FAMILY

SPONSOR: Procter & Gamble Co., Toronto.
 PRODUCT: Camay and Chipso.
 TIME: Mon.-Fri. 3:30-3:45 p.m.
 NUMBER OF STATIONS: 27.
 DURATION OF CONTRACT: July 2/45-June 28/46.
 AGENCY AND CITY: Pedlar, Ryan & Lusk Inc., N.Y.

PHILCO RADIO HALL OF FAME

SPONSOR: Philco Corp. of Canada Ltd., Toronto.
 PRODUCT: Radio.
 TIME: Sun. 6:00-6:30 p.m.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACT: Dec. 2/45-Nov. 24/46.
 AGENCY AND CITY: Hutchins Advertising Co. of Canada Ltd., Toronto.

PHILCO SUMMER HOUR

SPONSOR: Philco Corp. of Canada Ltd., Toronto.
 PRODUCT: Radio.
 TIME: Sun. 6:00-6:30 p.m.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACT: May 6-Sept. 30/45.

PIERRE GUERIN

SPONSOR: S. C. Johnson & Son Ltd., Brantford.
 PRODUCT: Johnson's Wax and Car-Nu.
 TIME: Mon., Wed., Fri. 10:45-11:00 a.m.
 NUMBER OF STATIONS: 4.
 DURATION OF CONTRACT: Jan. 1-Dec. 28/45.
 AGENCY AND CITY: Vickers & Benson Ltd., Montreal.

QUELLES NOUVELLES

SPONSOR: Procter & Gamble Co., Toronto.
 PRODUCT: Barsalou.
 TIME: Mon.-Fri. 12:15-12:30 p.m.
 NUMBER OF STATIONS: 3.
 DURATION OF CONTRACTS: July 3/44-June 29/45; July 2/45-June 28/46.
 AGENCY AND CITY: Compton Advertising Inc., N.Y.

QUI SUIS-JI

SPONSOR: S. C. Johnson & Son, Brantford.
 PRODUCT: Wax, Polish, etc.
 TIME: Mon. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 6.
 DURATION OF CONTRACT: Jan. 7-July 1/46.
 AGENCY AND CITY: Vickers & Benson Ltd., Montreal.

RED RIVER BARN DANCE

SPONSOR: Hudson's Bay Co., Winnipeg.
 PRODUCT: Raw Fur Buying.
 TIME: Sat. 11:00-11:30 p.m.
 NUMBER OF STATIONS: 7.
 DURATION OF CONTRACTS: Oct. 28/44-Feb. 10/45; Nov. 3/45-Jan. 26/46.
 AGENCY AND CITY: Cockfield, Brown & Co. Ltd., Winnipeg.

REQUEST PERFORMANCE—Radio Reader's Digest

SPONSOR: Campbell Soup Co. Ltd., New Toronto.
 PRODUCT: Campbell Soups.
 TIME: Sun. 9:00-9:30 p.m.
 NUMBER OF STATIONS: 30.
 DURATION OF CONTRACTS: Oct. 7/45-Sept. 1/46 and Sept. 10/44-Sept. 2/45.
 AGENCY AND CITY: Ward, Wheelock Co., Philadelphia.

RHYTHM AND ROMANCE

SPONSOR: Hudson's Bay Co., Winnipeg.
 PRODUCT: Tea and Coffee.
 TIME: Mon. 8:45-9:00 p.m.
 NUMBER OF STATIONS: 9.
 DURATION OF CONTRACTS: Mar. 12-July 30/45; Sept. 17/45-Mar. 11/46.
 AGENCY AND CITY: Cockfield, Brown & Co. Ltd., Winnipeg.

RIGHT TO HAPPINESS

SPONSOR: Procter & Gamble Co., Toronto.
 PRODUCT: Ivory Bar.
 TIME: Mon.-Fri., 3:45-4:00 p.m.
 NUMBER OF STATIONS: 15.
 DURATION OF CONTRACT: July 2/45-June 28/46.
 AGENCY AND CITY: Compton Advertising Inc., N.Y.

ROAD OF LIFE

SPONSOR: Procter & Gamble Co., Toronto.
 PRODUCT: Ivory Bar and Oxydol.
 TIME: Mon.-Fri., 11:00-11:15 a.m.
 NUMBER OF STATIONS: 21.
 DURATION OF CONTRACT: July 2/45-June 28/46.
 AGENCY AND CITY: Compton Advertising Inc., N.Y.

RUDY VALLEE

SPONSOR: Procter & Gamble Co., Toronto.
 PRODUCT: Drene Shampoo.
 TIME: Thurs., 10:30-11:00 p.m.
 NUMBER OF STATIONS: 22.
 DURATION OF CONTRACTS: Feb. 15-June 28/45; Aug. 30/45-June 27/46.
 AGENCY AND CITY: Kastor & Sons, Chicago.

SHARE THE WEALTH

SPONSOR: Colgate-Palmolive-Peet Co., Toronto.
 PRODUCT: Palm Shave Cream and Cue Dentifrice.
 TIME: Sat., 8:00-8:30 p.m.; 11:30-12:00 mid.
 NUMBER OF STATIONS: 27.
 DURATION OF CONTRACTS: Jan. 5-June 29/46; Sept. 7-Dec. 28/46.
 AGENCY AND CITY: Spitzer & Mills Ltd., Toronto

SINGING STARS OF TOMORROW

SPONSOR: York Knitting Mills Ltd., Toronto.
 PRODUCT: Institutional.
 TIME: Sun., 5:30-6:00 p.m.
 NUMBER OF STATIONS: 26.
 DURATION OF CONTRACTS: Nov. 5-14-Apr. 29/45; Apr. 29/45 only; Nov. 4/45-Apr. 25/46; Apr. 28/45 only.
 AGENCY AND CITY: Cockfield, Brown & Co. Ltd., Toronto.

SOLDIER'S WIFE

SPONSOR: Wartime Prices & Trade Board, Ottawa.
 TIME: Mon.-Fri. 11:30-11:45 a.m., 12:30-12:45, and 2:30-2:45 p.m.
 NUMBER OF STATIONS: 33.
 DURATION OF CONTRACT: Aug. 13/45-Feb. 8/46.
 AGENCY AND CITY: MacLaren Advertising Co. Ltd., Toronto.

STARDUST SERENADE

SPONSOR: Canadian Marconi Co., Montreal.
 PRODUCT: Institutional.
 TIME: Sun., 7:30-8:00 p.m.
 NUMBER OF STATIONS: 37.
 DURATION OF CONTRACT: Sept. 16-Dec. 30/45.
 AGENCY AND CITY: Cockfield, Brown & Co., Montreal.

STARS TO BE

SPONSOR: Whitehall Pharmaceutical (Canada) Ltd., Windsor.
 PRODUCT: Anacin and Kolynos.
 TIME: Tues. and Thurs., 1:45-2:00 p.m.
 NUMBER OF STATIONS: 24.
 DURATION OF CONTRACTS: Feb. 5-Aug. 1/46; Oct. 1-Dec. 26/46.
 AGENCY AND CITY: Young & Rubicam Ltd., Toronto.

STORIES THAT ARE DIFFERENT

SPONSOR: General Foods Ltd., Toronto.
 PRODUCT: Post Bran Flakes, Grape Nuts.
 TIME: Fri., 8:55-9:00 p.m.
 NUMBER OF STATIONS: 30.
 DURATION OF CONTRACT: Sept. 15/44-June 29/45.
 AGENCY AND CITY: Baker Advertising Agency, Toronto.

TAXI 13

SPONSOR: British American Oil Co. Ltd., Toronto.
 PRODUCT: B.A. Products.
 TIME: Thurs., 8:30-9:00 p.m.
 NUMBER OF STATIONS: 5.
 DURATION OF CONTRACT: Sept. 27/45-June 20/46.
 AGENCY AND CITY: Spitzer & Mills, Toronto.

TEXACO STAR THEATRE

SPONSOR: McColl-Frontenac Oil Co. Ltd., Montreal.
 PRODUCT: McColl-Frontenac Products.
 TIME: Sun., 9:30-10 p.m.
 NUMBER OF STATIONS: 33.
 DURATION OF CONTRACTS: Oct. 1/44-June 24/46; Oct. 7/45-Sept. 29/46.
 AGENCY AND CITY: Ronalds Advertising Agency, Montreal.

THAT BREWSTER BOY—Those Websters

SPONSOR: Quaker Oats Co. Ltd., Toronto.
 PRODUCT: Quaker Oats.
 TIME: Fri., 9:30-10:00 p.m.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACTS: Jan. 5-Mar. 2/45; Mar. 9-Apr. 13/45.
 AGENCY AND CITY: Spitzer & Mills Ltd., Toronto.

THEATRE OF ROMANCE

SPONSOR: Colgate-Palmolive-Peet Co. Ltd., Toronto.
 PRODUCT: Colgate Tooth Powder and Halo Shampoo.
 TIME: Tues., 8:30-8:55 p.m.
 NUMBER OF STATIONS: 25.
 DURATION OF CONTRACTS: Feb. 5-June 25/46; Oct. 1-Dec. 31/46.
 AGENCY AND CITY: Spitzer & Mills, Toronto.

THE SHADOW

SPONSOR: Delaware, Lackawanna & Western Coal Co., New York.
 PRODUCT: Blue Coal.
 TIME: Sun., 5:30-6:00 p.m.
 NUMBER OF STATIONS: 17.
 DURATION OF CONTRACT: Sept. 24/41-April 15/45.
 AGENCY AND CITY: Vickers & Benson, Toronto.

THEY TELL ME

SPONSOR: Robin Hood Flour Mills Ltd., Toronto.
 PRODUCT: Flour.
 TIME: Mon., Wed. and Fri., 1:45-2:00 p.m.
 NUMBER OF STATIONS: 26.
 DURATION OF CONTRACTS: Oct. 1/44-July 2/45; Sept. 3/45-May 31/46.
 AGENCY AND CITY: Young & Rubicam Ltd., Montreal.

THIN MAN

SPONSOR: General Foods Ltd., Toronto.
 PRODUCT: Post Bran Flakes, Grape Nuts.
 TIME: Fri. 8:30-8:55 p.m.
 NUMBER OF STATIONS: 31.
 DURATION OF CONTRACT: Sept. 15/44-June 29/45.
 AGENCY AND CITY: Baker Advertising Agency, Toronto.

THIS IS OUR CANADA

SPONSOR: Purity Flour Mills Ltd., Toronto.
 PRODUCT: Purity Flour.
 TIME: Fri. 8:00-8:30 p.m.
 NUMBER OF STATIONS: 27.
 DURATION OF CONTRACT: Jan. 26-May 18/45.
 AGENCY AND CITY: McKim Advertising Ltd., Toronto.

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COMMERCIAL PROGRAMS (cont.)

TOMMY DUCHESNE

SPONSOR: Robin Hood Flour Mills Ltd., Toronto.
 PRODUCT: Flour.
 TIME: Tues. and Thurs. 7:30-7:45 p.m.
 NUMBER OF STATIONS: 8.
 DURATION OF CONTRACT: Nov. 21/44-May 17/45.
 AGENCY AND CITY: Young & Rubicam Ltd., Montreal.

TORONTO SYMPHONY ORCHESTRA

SPONSOR: Robert Simpson Co. Ltd., Toronto.
 PRODUCT: Institutional.
 TIME: Fri. 8:00-9:00 p.m.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACT: Oct. 26/45-Apr. 5/46.
 AGENCY AND CITY: Harry E. Foster Agencies Ltd., Toronto.

TREASURE TRAIL

SPONSOR: Wm. Wrigley Jr. Co. Ltd., Toronto.
 PRODUCT: Gum.
 TIME: Tues. 10:30-11:30 p.m.
 NO. OF STATIONS: 10.
 DURATION OF CONTRACTS: Aug. 15/44-Aug. 7/45; Aug. 7/45-July 30/46.
 AGENCY AND CITY: Jack Murray Ltd., Toronto.

UN HOMME ET SON PECHE

SPONSOR: Pepsodent Co., Toronto.
 PRODUCT: Toothpaste.
 TIME: Mon.-Fri. 7:00-7:15 p.m.
 NO. OF STATIONS: 11.
 DURATION OF CONTRACTS: Sept. 24/45-July 1/46; Sept. 16-Aug. 30/46.
 AGENCY AND CITY: Ruthrauff & Ryan Inc., N.Y.

VERS LE SOLEIL AVEC TANTE LUCIE

SPONSOR: Lever Brothers Ltd., Toronto.
 PRODUCT: Sunlight Soap.
 TIME: Mon.-Fri. 1:30-1:45 p.m.
 NUMBER OF STATIONS: 9.
 DURATION OF CONTRACT: Jan. 1-Dec. 31/45.
 AGENCY AND CITY: J. Walter Thompson Co. Ltd., Toronto.

VIE DE FAMILLE

SPONSOR: Procter & Gamble., Toronto.
 PRODUCT: Chipso.
 TIME: Mon.-Fri. 10:30-10:45 a.m.
 NUMBER OF STATIONS: 4.
 DURATION OF CONTRACTS: Sept. 11/44-June 29/45;
 July 2/45-June 28/46.
 AGENCY AND CITY: Pedlar & Ryan Inc., N.Y.

VICTOR BORGE SHOW

SPONSOR: S. C. Johnson Ltd., Brantford.
 PRODUCT: Johnson's Wax and Car-Nu.
 TIME: Tues. 9:30-10:00 p.m.
 NUMBER OF STATIONS: 27.
 DURATION OF CONTRACT: July 3-Sept. 25/45.
 AGENCY AND CITY: Needham, Louis & Brorby, Chicago.

VICTORY LOAN BROADCAST

SPONSOR: Dominion Government Department of Finance.
 PRODUCT: Victory Bonds and Stamps.
 TIME: 8:30-9:00 p.m.
 NUMBER OF STATIONS: 80.
 DURATION OF CONTRACT: April 22/45.
 AGENCY AND CITY: MacLaren Advertising Co. Ltd., Toronto.

VICTORY LOAN BROADCAST

SPONSOR: Dominion Government Department of Finance.
 PRODUCT: Victory Bonds and Stamps.
 TIME: Wed. 8:30-9:30 p.m.; 10:30-11:30 p.m.
 NUMBER OF STATIONS: 80.
 DURATION OF CONTRACT: April 18-May 9/45.
 AGENCY AND CITY: MacLaren Advertising Co. Ltd., Toronto.

VICTORY LOAN BROADCAST

SPONSOR: Dominion Government Department of Finance.
 PRODUCT: Victory Bonds and Stamps.
 TIME: Tues. 8:30-9:00 p.m.; 11:00-11:30 p.m.
 NUMBER OF STATIONS: 39.
 DURATION OF CONTRACT: April 24-May 8/45.
 AGENCY AND CITY: MacLaren Advertising Co. Ltd., Toronto.

VICTORY LOAN BROADCAST

SPONSOR: Dominion Government Department of Finance.
 PRODUCT: Victory Bonds and Stamps.
 TIME: Fri. 9:30-10:00 p.m.; 11:30-12:00 Mid.
 NUMBER OF STATIONS: 42.
 DURATION OF CONTRACT: April 20-May 4/45.
 AGENCY AND CITY: MacLaren Advertising Co. Ltd., Toronto.

VICTORY LOAN BROADCAST—"Horizon '45"

SPONSOR: Dominion Government Department of Finance.
 PRODUCT: Victory Bonds and Stamps.
 TIME: Mon. 9:00-9:30 p.m.
 NUMBER OF STATIONS: 15.
 DURATION OF CONTRACT: April 16-May 7/45.
 AGENCY AND CITY: Canadian Advertising Agency, Montreal.

VICTORY LOAN HOUR

SPONSOR: Dominion Government Department of Finance.
 PRODUCT: Victory Bonds.
 TIME: Wed. 8:30-9:30 p.m.; 10:30-11:30 p.m.
 NUMBER OF STATIONS: 80.
 DURATION OF CONTRACT: Oct. 17, 24, 31, Nov. 7/45.
 AGENCY AND CITY: MacLaren Advertising Co. Ltd., Toronto.

VICTORY LOAN HOUR

SPONSOR: Dominion Government Department of Finance.
 PRODUCT: Victory Bonds.
 TIME: Sun. 8:30-9:30 p.m.
 NUMBER OF STATIONS: 80.
 DURATION OF CONTRACT: Oct. 21/45.
 AGENCY AND CITY: MacLaren Advertising Co. Ltd., Toronto.

VOICE OF VICTOR

SPONSOR: RCA Victor Co., Montreal.
 PRODUCT: Institutional.
 TIME: Thurs. 8:30-9:00 p.m.
 NUMBER OF STATIONS: 25.
 DURATION OF CONTRACT: Sept. 27/45-Apr. 25/46.
 AGENCY AND CITY: Spitzer & Mills Ltd., Toronto.

WALTZ TIME

SPONSOR: Sterling Drug Inc., Windsor.
 PRODUCT: Phillips Milk of Magnesia.
 TIME: Fri. 9:00-9:30 p.m.; 9:30-10:00 p.m.-Oct. 5/45.
 NUMBER OF STATIONS: 29.
 DURATION OF CONTRACT: Jan. 25/46-Jan. 17/47.

WES McKNIGHT

SPONSOR: St. Lawrence Starch Co. Ltd., Port Credit.
 PRODUCT: Beehive Syrup.
 TIME: Sat. 7:00-7:15 p.m.
 NUMBER OF STATIONS: 23.
 DURATION OF CONTRACTS: Oct. 28/44-Apr. 21/45; Oct. 27/45-Apr. 13/46.
 AGENCY AND CITY: McConnell, Eastman & Co. Ltd., Toronto.

WOMAN OF AMERICA

SPONSOR: Procter & Gamble Co., Toronto.
 PRODUCT: Ivory Snow, Crisco.
 TIME: Mon.-Fri. 3:00-3:15 p.m.
 NUMBER OF STATIONS: 20.
 DURATION OF CONTRACT: July 2/45-June 28/46.
 AGENCY AND CITY: Benton & Bowles Inc., N.Y.

WORLD SERIES — BASEBALL

SPONSOR: Gillette Safety Razor Co. of Canada Ltd., Montreal.
 PRODUCT: Blue Blades, Razors.
 TIME: 1:15-conclusion.
 NUMBER OF STATIONS: 60.
 DURATION OF CONTRACT: Oct. 3-Oct. 10/45.
 AGENCY AND CITY: Maxon Inc., N.Y.

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A

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 Adventures of the Falcon
 Adventures in Science
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 Jack Kirkwood Show
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 Jane Cowl
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 Johnny Thompson and Ilene Woods
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 Le Trio Glory Pleasant
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 Let's Talk it Over
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 L'heure de l'Operas
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 Organ Styling
 Orgue Populaire
 Orpheus Girls' Choir
 Oscar Peterson
 O.T. Program
 Our Special Speaker
 Out of Space
 Out of the Deep
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 Oxo Program
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P

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 Penley's Dancing Academy
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T

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Y

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