

# The Canadian Broadcaster

Volume 2. Number 4

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\$1.50 in the U.S.A.

APRIL, 1943

## COMMERCIAL RADIO COMES OF AGE

May 1st, 1922 — May 1st, 1943



### FROM THESE BEGINNINGS

Early pictures of Canadian commercial radio stations taken in 1922 or shortly after. It was on May 1st, 1922, that the first commercial license was issued to station CJCG, Winnipeg. Pictured above are: (1) Jack Dempsey talks into a (then) modern microphone over CFCF, Montreal. (2) Paging Petrillo! Major Wm. C. "Bill" Borrett and his CHNS staff broadcast onto a dictaphone cylinder. Taken in 1926. (3) The combination studio, office and control room at CKAC, Montreal. Note the

60-lb. microphone. (4) The original transmitter at CKOC, Hamilton. (5) It's "Lights! Action! Camera!" and "Watch the birdie" at CKAC, Calgary. Reproduced from a newspaper proof. (6) The original Joe Jackson of Pantages and world fame, broadcasting in the early twenties over CKCK, Regina. (7) "Clear as a bell" logs W. W. Grant, noted radio engineer of the first war, who built CFCN, Calgary. These and other pioneers laid the foundations for Radio—1943.



# *What we have we'll hold*

## *Representing*

- |   |                           |
|---|---------------------------|
| <b>CJOR</b><br>Vancouver                    | <b>CFAR</b><br>Flin Flon  |
| <b>CKLN</b><br>Nelson                       | <b>CKX</b><br>Brandon     |
| <b>CFPR</b><br>Prince Rupert                | <b>CKY</b><br>Winnipeg    |
| <b>CJGX</b><br>Yorkton                      | <b>CKLW</b><br>Windsor    |
| <b>CFOS</b><br>Owen Sound                   | <b>CHOV</b><br>Pembroke   |
| <b>CFPL</b><br>London                       | <b>CFLC</b><br>Brockville |
| <b>CKCR</b><br>Kitchener                    | <b>CKCO</b><br>Ottawa     |
| <b>CHPS</b><br>Parry Sound                  | <b>CKAC</b><br>Montreal   |
| <b>CJBR</b><br>Rimouski                     | <b>CHSJ</b><br>Saint John |
| <b>CHGB</b><br>Ste. Anne de<br>la Pocatiere | <b>CKCW</b><br>Moncton    |

● Victory Bonds are MEANT to be held. Every time we cash a bond, for no good reason except that we want to spend the money, we do an unpatriotic action, lose a sound investment, and weaken the cushion which may save us from a nasty post-war bump. So hold on to your Victory Bonds — they are provision for TODAY, preparation for TOMORROW. And hold on to your business and the goodwill attached to your name and product as well. There's no better way to make sure that "What we HAVE, we'll HOLD," than by keeping yourself before your public regularly, intimately, pleasingly — through RADIO.

# *Stovin & Wright*

RADIO STATION REPRESENTATIVES

MONTREAL • TORONTO • WINNIPEG

# The Canadian Broadcaster

Vol. 2, No. 4

April, 1943

R. G. LEWIS & COMPANY

104 Richmond Street W., Toronto, Ontario

Entered as Second-Class Matter at the Post Office Department, Ottawa.

Managing Editor, *Richard G. Lewis*

Art Editor, *Grey Harkley*

## Thomson's Second Front

So Canada celebrates commercial radio's 21st birthday on May 1st. Not that Canada knows a darn thing about it, but then some people are sensitive about birthdays.

Canada has a unique broadcasting system which brings listeners the pick of the network programs from NBC, from Blue, from Columbia, from Mutual, from BBC and from home.

To the CBC goes great credit for the way it has developed, but if Edison had not thought up electric light, there would be no Neon lighting today, and nothing like the CBC could exist now, had it not been for the radio pioneers who for the past two decades — way back in the 'teens in fact — have been working on "the new fad" that has grown into the world's foremost means of communication. To these men, the industry, the CBC and everyone who owns a radio owe a debt that can never be paid.

And now we hear — as a birthday present for private broadcasting perhaps — that Dr. James S. Thomson, general manager of the CBC for the past five months, has decided that there must be a grand climax to the long story of the achievement of private enterprise on which the Canadian Radio Broadcasting Commission and then the Canadian Broadcasting Corporation have in about ten years been able to build their structure.

"An alternative network," says Dr. Thomson. "That's what we need." And to give added weight to his statement he explains that often of a Saturday night angry hockey fans use naughty words because they have to listen to symphonies all evening, while equally irate music lovers complain because they have no choice but the voice of Foster Hewitt as he broadcasts the hockey games.

Of course listeners holler for a choice of programs, as who wouldn't. But there is an easy way to satisfy them all — the simple expedient of utilizing the CBC's ten stations to supply the need for good music — a need it is most competent to fill —, and giving back the popular commercials to the private stations whose birthright they are.

Certainly Canada needs an alternative network. But the transmission lines alone cost \$800,000 a year for the present set-up, and Dr. Thomson states that this is the prime stumbling block in his plans for the future. Is the public then to be asked to foot this new bill (less any advertising revenue the new network might bring in), when there are private stations not on the CBC National network, which would jump at the opportunity to establish the sorely needed chain, to be operated on a private enterprise basis in the same way as the great networks in the U.S.A.?

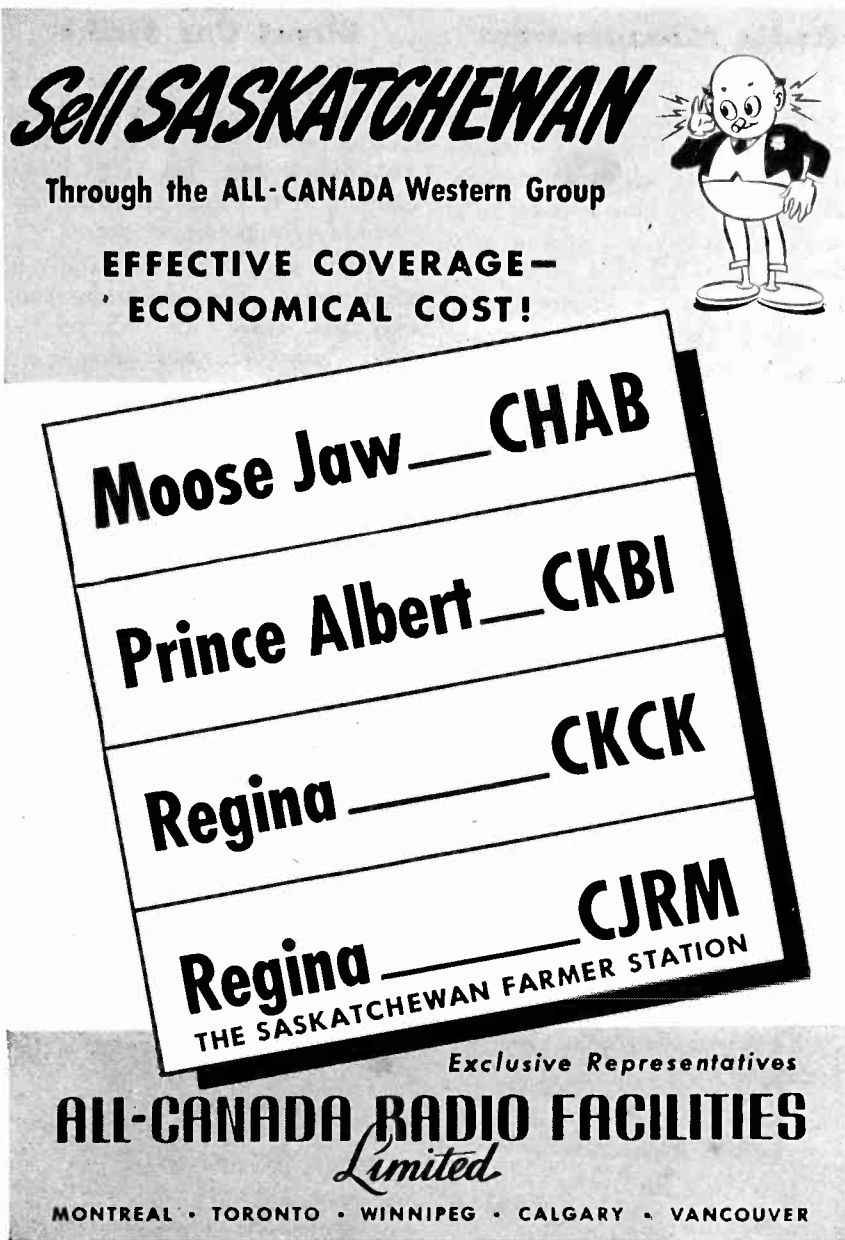
Surely the public, whose servant the CBC is supposed to be, could not countenance, if they knew the circumstances, a second government network which would only multiply the strangle-hold the government has already applied to the entire broadcasting industry in this fair democracy of ours.

Government radio came about, not because of the ardently expressed wish of the people, but because they just didn't give a damn. Now the public is in danger of having foisted upon it a second government network which, while it is urgently needed, does NOT need to be set up or maintained from the tax-payers' pockets, because it is already available, curbed only by governmental leash, at no expense to the public at all.

This new threat is going to materialize into fact over night, if at all, and government regulations set harder than concrete after they are imposed. This is worth fighting for, and NOW is the time to fight.

*Richard G. Lewis.*

Managing Editor



**Sell SASKATCHEWAN**

Through the ALL-CANADA Western Group

**EFFECTIVE COVERAGE —  
ECONOMICAL COST!**

Moose Jaw — **CHAB**

Prince Albert — **CKBI**

Regina — **CKCK**

Regina — **CJRM**  
THE SASKATCHEWAN FARMER STATION

Exclusive Representatives  
**ALL-CANADA RADIO FACILITIES**  
*Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



*We Salute*

**Canadian Radio's  
Coming-of-Age!**

... and we are proud of the part Dominion has played, for 14 years, in helping Canadian Radio reach its majority.

We pledge ourselves to continue in the best interests of the industry.

●

*Service from Script to Station*

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

**Radio Measurement**

In February the Canadian Association of Broadcasters decided to adopt the Broadcast measurement system by mail-ballots at present used by the Columbia Broadcasting System. This recommendation was made to the CAB by a joint committee on research consisting of members of the Canadian Association of Broadcasters, the Association of Canadian Advertisers, and the Canadian Association of Advertising Agencies.

A sub-committee has now been formed to submit proposals to the joint committee for the operation, policies and aims of a "Bureau of Broadcast Measurement", which is to be formed as a result of the studies that have been made, from which point it is expected that the system will be set to work.

The sub-committee referred to above consists of Jack Cooke, Adrian Head, and Ray Barford, representing respectively the CAB, the CAAA and the ACA.

**Street Car Strike**

The Street Railway strike which paralyzed transportation in Montreal from the early hours of Monday, March 29th, has given Radio Stations in this area an added opportunity for public service.

The Strike broke at comparatively short notice around midnight Sunday, thus giving little time for the many war industries located in Greater Montreal to make transportation arrangements for thousands of employees.

Radio Stations generally were called upon to fill in the breach and throughout Monday and Tuesday instructions were broadcast to staffs of all Defense Industries, advising where and when transportation facilities would be available.

In addition to about fifty such announcements throughout the day, CFCF arranged for a special broadcast at 10.45 p.m. Monday, during the course of which all last minute instructions were grouped together. Attention was drawn to this special program throughout the evening schedule.

**The First Commercial Stations**

The following is a list of early commercial broadcasting station licenses issued in Canada. The information is taken from "Canadian Radio Data Book" 1941-42, with the kind permission of Wrigley Publications Limited, who obtained it from the Department of Transport, through the courtesy of Walter A. Rush, Controller of Radio.

May 1st 1922 — CJCG (Free Press) Winnipeg, closed 1923.

Balance of May —

- \*CFAC (Herald), Calgary, now a Taylor, Pearson & Carson station.
- CFCA (Star), Toronto, closed 1933.
- \*CKCK (Leader), Regina.
- CJCE (Spratt-Shaw), Vancouver, closed 1925.
- CKFC (Province), Vancouver, closed 1940.
- CJCD (T. Eaton), Toronto, closed 1926.
- CHCB (Marconi), Toronto, closed 1923.
- \*CFCF (Marconi), Montreal.
- CFCE (Marconi), Halifax, closed 1923.
- CFCB (Marconi), Vancouver, closed 1923.
- CJNC (Tribune), Winnipeg, closed 1923.
- CKZC (Salton), Winnipeg, closed 1923.
- \*CJCA (Journal), Edmonton.
- CJBC (Dupuis Frères), Montreal, closed 1923.
- CJBC (McLean Holt), Saint John, closed 1924.
- CHXC (J. R. Booth), Ottawa, closed 1927.
- CHCQ (Western Radio), Calgary, closed 1924.
- CFYC (Y. W. Oldum), Vancouver, closed 1928.
- \*CKAC (La Presse), Montreal.

*\*still in operation.*

During the balance of 1922, 13 additional licenses were issued, those still operating being:

- CKOC (Wentworth Radio), Hamilton.
- CFCH (Abitibi), Iroquois Falls (Now North Bay).
- CFCN, Calgary.
- CFPL (Free Press), London.

Twelve licenses were issued in 1923, the survivors being:

- CKY (Manitoba Telephone), Winnipeg.
- CFQC (A. A. Murphy), Saskatoon.

Thirteen licenses were issued in 1924, those continuing being:

- CKCO, Ottawa.
- CNRO (now CRO)
- CJVI (the ...)

Nine licenses were issued in 1925, including the following survivors:

- CKCL (Dominion Battery), Toronto.
- CBR (then CNRV), Vancouver.
- CFCY, Charlottetown.

Twenty-three licenses were issued in 1926, including the following survivors:

- CFRB, Toronto.
- CHGS, Summerside, P.E.I.
- CJOC, Lethbridge.
- CHNS, Halifax.
- CFJC, Kamloops.
- CJRM, Moose Jaw (now Regina).
- CKCV, Quebec.

**RAI PURDY PRODUCTIONS**  
37 BLOOR STREET WEST

**MEMO**

Date April 20th, 1943.

To Captain Rai Purdy, c/o "The Army Show." Copies to:  
The Canadian Broadcaster.

From Bob Simpson, Production Dept.

Subject "Crosstown Service"

Dear Rai:-

We caught "The Army Show" on the air again Sunday night, and we still think it's tops!

Ernie Edge and I just want to say things are humming like a rivetting machine at the office. We wish you were here to share with us in the fun of launching "CROSTOWN SERVICE", Imperial Tobacco's new comedy program for Vogue Cigarette Tobacco, which RCA Victor is transcribing for an early May opening.

Oh and you might hand on the dope about this to Vic George, because Whitehall Broadcasting placed this business. Tell him I'll be seeing Wilf Charland next week-end at the Whitehall office.

Keep up the good work and don't worry about us - - till you see the expense account!

Yours,  
*Bob*

RLS/W

P. S. Ernie and Key Edge, and Woodhouse and Hawkins are working like troupers on the "CROSTOWN" scripts. I think they're the best they've done.

... and for the next 21 years we shall continue to devote all our efforts to our one idea—

- to listeners
- to agencies
- to advertisers

**BETTER SERVICE**

**CKOV**  
KELOWNA  
B.C.  
1000 WATTS  
The Voice of the Okanagan  
REPS ALL-CANADA. WEED & CO.

# Showmanship



an easy way to  
"pe"

**LANG-WORTH**  
 TRANSCRIBED MUSIC SERVICE  
 PRODUCED BY  
 LANG-WORTH FEATURE PROGRAMS INC.

Like any other medium of expression, Radio measures Power in terms of audience acceptance and influence --- and **SHOWMANSHIP** is a primary ingredient of any formula to "gain friends and influence people." Lang-Worth leads the transcription field in bringing **SHOWMANSHIP** to radio broadcasting. Serve your advertisers idea programs with big league ratings--- performed by stars with national acceptance.

**LANG-WORTH FEATURE PROGRAMS INC.**  
 420 Madison Avenue New York



With **OVER 350 YEARS ON THE AIR**

**British Columbia**

- CFJC, Kamloops
- CKOV, Kelowna
- CJAT, Trail
- CKWX, Vancouver
- CJVI, Victoria

**Alberta**

- CFAC, Calgary
- CJGA, Edmonton
- CFGP, Grande Prairie
- CJOC, Lethbridge

**Saskatchewan**

- CHAB, Moose Jaw
- CKBI, Prince Albert
- CJRM, Regina
- CKCK, Regina

**Manitoba**

- CJRC, Winnipeg

**Ontario**

- CKOC, Hamilton
- CKWS, Kingston
- CJKL, Kirkland Lake
- CFCH, North Bay
- CHEN, Peterborough
- CJCS, Stratford
- CKSO, Sudbury
- CKGB, Timmins
- CFRB, Toronto

**Quebec**

- CHAD, Amos
- CFCF, Montreal
- CHNC, New Carlisle
- CKRN, Rouyn
- CKVD, Val d'Or

**Maritimes**

- CKNB, Campbellton
- CFCY, Charlottetown
- CFNB, Fredericton
- CJCB, Halifax
- CHNS, Sydney

**Newfoundland**

- VONF, St. John's

Advertisers and their agencies who want what they want when they want it, realize that only spot broadcasting gives them complete control over their programmes — both what is said, and where and when it is heard.

Whether they use the whole All-Canada list of thirty-four stations,\* or just select those that serve the areas they want to reach, they are assured of individual attention at each outlet, and they are in a position to have adjustments made to take care of time variance, dealer tie-ins, peculiar local conditions, and they can exercise the general control over the campaign that only spot broadcasting permits.



*\*Increased to 35 with the recent addition of CJLS, Yarmouth, N.S.*



**ALL-CANADA RADIO FACILITIES**  
*Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

# PROGRESS

*Ten Years Ago . . .*

the only way you could check your program was to ask your wife, your secretary or the boys at the Club.

*For Five Years . . .*

Elliott-Haynes surveys have been doing it all for you, by telling you:

1. How many sets are in use at any given time.
2. How many of these sets are tuned to your program.
3. How many listeners know what your program sells.

*Right Now . . .*

**WE CAN DETERMINE HOW MANY OF YOUR LISTENERS USE YOUR PRODUCT**

## ELLIOTT-HAYNES LIMITED

Sun Life Building  
Montreal



Bank of Commerce Bldg  
Toronto

## Veteran NBC Commentator Greet Canadian Radio



H. V. KALTENBORN, photographed on the 21st Anniversary of his first broadcast, April 6th, 1922

I salute the men and women of Canada, whose field lies in the work of radio. As one who has just completed twenty-one years of radio broadcasting, I am most happy to send this friendly greeting to our good neighbors and allies on the occasion when commercial radio in Canada is about to come of age.

Twenty-one years is a short time in human history, but in the field of radio a thousand triumphs of invention and enterprise have combined to transform this modern miracle into the greatest means of mass communication of all time.

As a news analyst I am naturally most interested in radio's contribution to the dissemination of news. I have called radio the fifth estate. For like the fourth estate it has become an indispensable interpreter of the democratic process. It both creates and reflects public opinion.

I wish for Canadian radio a continuance of the magnificent service it has rendered to the people of Canada through peace and war. And I congratulate the men and women of Canadian radio on their great contributions to an indispensable public service.

—: H. V. Kaltenborn

A DISTINGUISHED RADIO ADDRESS

**300**  
CARLTON STREET

21 years ago the first commercial radio broadcast in Canada sparked out from the Free Press Building, 300 Carlton Street, Winnipeg. Today Canada's most modern commercial broadcasting station operates from the same building.

So 21 years of broadcasting is symbolized in this one building. And we're proud of that.

But we're prouder still of the way we do a 1943, up-to-the-minute job for our community . . . and our advertisers.



ASK THE *All-Canada* MAN

MANITOBA'S **CJRC**

630 K.C. 1000 WATTS

### Sports Broadcaster

In his "Circle Bar Fourth Column" in the Globe and Mail J. V. McAree pays a great tribute to Clary Settell, who is heard in his "Old Observer" Sport Broadcasts five times a week on CBY, Toronto.

He mentions Clary's 40 years as a sports observer and participant in Canada and later in California. "As an expert for the Hearst papers" the article reads, "his accounts were read by hundreds of thousands. Even wider audiences listened to him on the radio."

J. V. McAree writes the "Circle Bar Fourth Column" as an advertisement for Circle Bar Hosiery.

### Interviews Armed Forces

Members of the armed forces home on leave at Trail B.C. are interviewed over CJAT in a program called "Service Diary", to get their reactions on their return home. The program is sponsored by the company store of Consolidated Mining and Smelting Company.

### ACTORS ORGANIZE

Toronto radio actors are reported to be in the process of organizing into an association.

*First* IN HAMILTON

MAY 20th 1922

*First* IN HAMILTON

APRIL 1943

**CKOC**

.. *The All-Canada Station* ..

# The Greatest Name In Radio

By E. H. "Ernie" SMITH

### EDITOR'S NOTE

To the Canadian Marconi Company, Montreal, goes the distinction of establishing the first Canadian Radio Broadcasting Station in Canada — Station XWA. While this issue of "The Canadian Broadcaster" is commemorating the 21st anniversary of May 1st, 1922, on which date the first commercial license in Canada was issued, and while, as far as our investigations have been able to discover, CFCF, successor to XWA was among the first although not actually the first to be licensed commercially, credit for the first station goes rightly to The Canadian Marconi Company.

To the Canadian Marconi Company goes the honor of establishing station XWA, Canada's first broadcasting station, in their then new factory on William Street, Montreal. This was in September 1918, just before the end of the first World War. However it was not until the following year that anything ap-

proaching regular program schedules was established for what seems, according to present calculations, a mere handful of radio listeners.

Perhaps one of the biggest advances was reserved for 1920, when, on May 20th, a concert broadcast over XWA was heard a

hundred miles away in Ottawa, the first city in the world to hear the human voice broadcast at so great a distance. This concert was officially reported in the "Ottawa Citizen" of May 20th, 1920, and in the "Montreal Star" the next day.

Among the audience gathered in the Hall of Assembly in the Chateau Laurier, Ottawa, was the Duke of Devonshire, then Governor General, who saw fit to make what was then considered rather a facetious remark about wireless telephony, when he pictured the Finance Minister's position if, for instance, his Budget Speech in the House could actually have been heard throughout Canada.

In 1922, the Canadian Marconi Company equipped the first broad-



CFCF Celebrates 21st Birthday May 1st, 1940

casting studio in Canada, in the Canada Cement Building, Phillips Square, Montreal, and it was there that the Dominion Government first assigned to it the call letters CFCF, which are in use to this day.

The public was quick to embrace this new medium of mass communication, accepting it as the greatest agency for publicity since the invention of the printing press. Statesmen and politicians were now enabled to speak intimately with multitudes scattered across a continent.

Enthusiasm mounted rapidly. Estimated receiving sets totalling 60,000 in both the United States and Canada for 1922 soared to 1,510,000 in 1923. Five years later, in 1927, 7 million sets were in use.

The passage of the U.S. Radio Act in 1927 gave sanction to the American system of private ownership, and in addition set up the machinery for the orderly regulation of broadcasting in special relation to frequency allocations.

In the latter part of this same year, CFCF found it necessary to move into more commodious quarters in the Mount Royal Hotel.

In January 1931, CFCF became an affiliated station of the National Broadcasting Company. Still more commodious quarters were found necessary, and in 1932, studios in the King's Hall Building, previously used intermittently by the Radio Branch of the Canadian National Railways, were taken over.

On May 1st 1940, CFCF celebrated its coming of age and also the official opening of still larger facilities in the King's Hall Building. Under the chairmanship of Mr. R. M. Brophy, General Manager of the Canadian Marconi Company, a committee arranged a special program commemorating the event. This feature was heard throughout Canada over the National network of the CBC and in the United States through the Blue Network. Prior to the broadcast, Mr. J. A. Shaw, station manager, was host to 150 advertising executives and representatives at a reception in the Mount Royal Hotel.

**"I'm Rita. I cheated the Man I love to help the Man I despise!"**

Follow radio's newest thrill story!

**"Dearest Mother"**

**THRILLING ROMANCE YOU WILL LONG REMEMBER**

**Sold!** — LEVER BROTHERS for  
NEWFOUNDLAND (Ruthrauff & Ryan)

**Sold!** — BRYCE BAKERIES LTD.  
WINNIPEG (A. McKim Ltd.)

**Sold?** — . . . . .

*Put your client's name next on the list to use this exciting transcribed show. All markets open but the two above.*

## EXCLUSIVE RADIO FEATURES

LIMITED

14 McCAUL STREET

TORONTO



# I Am A Policy Counsel

By GLADSTONE MURRAY

Gladstone Murray has been in radio for twenty years. From 1923 to 1936 he was successively in charge of public relations, publications, programs, and administration for the BBC. From 1936 to last month he was with the CBC, first as General Manager and then as Director General of Programs for Canada. Throughout twenty years he was the point of impact of pressure-groups of all kinds. He was in an admirable position to study the play of ideas and the tendencies of democratic thought. He has now resigned from the CBC to become a policy counsel,—“a Faison”, as he describes it, “between capital and labor.” As the profession is new to Canada, there has been much curiosity expressed on what it is all about. Gladstone Murray has accepted our invitation to explain, as he does in the following article, what he is setting forth to do.

In the abundance of writing about the post-war world, there are two extreme views, with many intermediate shadings. The extreme individualist view is that if Government and Government agencies will keep their hands off things, and permit the play of private enterprise to its fullest extent, all will be well. The other extreme view is that all that is needed to bring the millenium is to abolish private enterprise, the profit motive and capitalism.

Both extremes are dangerous; both contain revolutionary possibilities. The impact of the “isms” — Communism, Fascism, Nazism, Corporateism, Collectivism — has added confusion and bewilderment. It is high time to define the fundamentals.

It is true that the conditions of the post-war world are bound to be different from those of the pre-war world. They will either be better or worse; but not the same.

To attain international security there must be enforced order and justice internationally. This will entail a surrender of sovereignty and a recognition of remote obligations such as never before undertaken.

What is known as social security is inevitable. Just as in the past everyone was entitled at least to the free use of air, sunlight and drinking water (when available), so now there are to be guarantees of minimum sustenance, medical care, education and old age pensions. The extent of these guarantees varies from a low to a fairly generous basis. They are to be paid for from taxes and from the contributions of beneficiaries and of business.

The prospect of the elimination of the basic fear of penury should be welcomed. The dignity of citizenship should carry adequate guarantees.

There can be no quarrel with the universal yearning. What is craves is overdue in civilization.

But let us be sure that we know how this is to be attained.

A dangerous illusion is that Government, by some magic, can

create the means of doing things. Government depends entirely on the result of the productive work of the individual citizen. When, as in war, Government spends beyond its income, it mortgages the future. If this process goes too far, then there is inflation, with general collapse and penury, and all the guaranteed social security in the world will be a scrap of paper. If, on the other hand, Government is enlightened and prudent, and encourages consistent prosperity, there is enough and to spare to redeem the promise of security.

It is hardly necessary to controvert those who would turn us into an authoritarian state, communist, fascist or collectivist. Slavery does not flourish on the soil of the British Empire or of this continent.

What is necessary is to keep attention on the importance of free enterprise and initiative to the whole structure we are trying to raise.

If we are to be sure to avoid the pitfalls of revolution, paralysis and disintegration, we must nourish vigorous and robust democracy.

Just as the post war world will be different, so it should be approached with new attitudes.

While it is true that free enterprise and free initiative are indispensable to the attainment of our new order, so the social conscience of finance, business and industry becomes an obligation of enlightened citizenship. Likewise, on the side of organized labor, pride in emancipation must be tempered by a sense of responsibility worthy of adult partnership. These attitudes are necessary parts of the new citizenship — a reinsurance against the danger of collapse and revolution.

To secure the common-sense solution of basic problems within the orbit of our democratic society is not a party-political task; it is primarily a task of co-ordinating and rendering expressive all the elements of goodwill in the community. Those who work at it in Britain and the United States have come to be known as policy counsels.

## SPECIAL

### Press Riles as Radio Recruiting Stunt Stirs Citizens

Toronto newspapers made great capital of an incident which occurred at CFRB on the evening of April 12th, when an enthusiastically written dramatized spot, donated by Maher Shoe Stores, for the Reserve Army recruiting drive, gave many listeners to the “Spin to Win” program the impression that the Japanese were landing on the west coast.

What actually happened was that the writers of this program, anxious to do all in their power to put a hypo into the recruiting drive, introduced the following dialogue:

**ANNOUNCER:** Sinclair Lewis wrote a book called “It Can't Happen Here”. But a great many things that seemed fantastic four years ago are now actualities. Supposing you were sitting at home with a friend listening to the radio when . . .

**SOUND: DANCE MUSIC UP. THEN CUT.**

**ANNOUNCER:** We interrupt this program to bring you a special bulletin. Japanese troops have landed in force on the coast of British Columbia. For further details keep tuned to this station.

**VOICE 1:** Did you hear that Jim?

**VOICE 2:** Did I hear it? Wow! So it's happened, eh? Well I'll be seeing you.

**VOICE 1:** Hey! Where are you going?

**VOICE 2:** Going to report to my Reserve Army unit. They'll be wanting me right away.

And then apparently the fun began. The phones began to ring, with citizens reacting in various ways from bad attacks of the jitters to a fine spirit of “Let's up and at 'em.”

The next day the Toronto Star gave the story front page prominence under the title “HOAX BROADCAST OF JAP INVASION UNDER PROBE”, and quotes a listener as having said: “(it) raised the hair on the back of my neck”.

Dr. J. S. Thomson, CBC General Manager, is, according to the same report, quoted as saying: “We're starting a full investigation. Broadcasting of false news is a breach of regulations.”

To the Star we would reply that perhaps a little hair-raising on the backs of necks might be a very good thing.

As for Dr. Thomson, we are surprised that he did not wait until he had interviewed the station and examined the script before speaking as he did. Incidentally, Doctor, how about “Nazi Eyes on Canada”? It did a grand job.

To everyone who is reviling radio over “the incident”, we would point out a report in the Globe and Mail, April 13th, the issue in which “the incident” is reported, to the effect that only eight hundred recruits had responded to the call (prior to “the incident”), and another report, in the Star that evening, which said that the recruiting drive “passed the thousand mark at noon today”.

To Radio Station CFRB, to Maher Shoe Stores, and to the writers and producers of “Maher's Spin to Win”, we would say:

“Gentlemen, you stand indicted on four crimes: over-enthusiasm in your efforts to gingerate a recruiting campaign; attracting a large number of recruits to the Reserve Army; startling people into an awareness of the possibility — likelihood even — of an attempt being made by the Japanese to invade the West Coast. On these, the first three counts, we find you guilty, and it is the sentence of this court that you maintain and continue to display this same ardor and enthusiasm until the day of Victory. But on the fourth charge, that of providing the press with material they can distort into ammunition to use against radio, with the sole purpose of regaining some of the strength their medium has lost to radio, in both readership and advertising, for this you must answer to the people of Canada, whose first choice as a medium of communication and entertainment you have become.”

**CKCW DELIVERS YOU  
MAXIMUM AUDIENCE  
Morning Noon or Night**

**IT'S  
SHOWMANSHIP  
THAT DOES IT!**

**CKCW  
MONCTON**

**Representatives:  
STOVIN & WRIGHT**

# Canada's 1st Broadcasting Station

salutes  
the coming of age  
of  
Commercial Radio

## CFCF

(Originally "XWA" — Established Sept. 1918)

Owned and operated by  
Canadian Marconi Company

# MARCONI

The Greatest Name in Radio

## 'tain't necessarily so, MR. KIPLING . . .

. . . about the East  
and the West--they  
do meet. Yes sir!  
Right here in our  
offices.

They're different,  
alright. They like  
different things---  
they have different  
habits---they have  
different points of  
view . . .

*but*  
They  
both listen  
to the radio!

- CKPR**  
Fort William
- CFQC**  
Saskatoon
- CFRN**  
Edmonton
- CFCN**  
Calgary
- CKMO**  
Vancouver

- CKCL**  
Toronto
- CHLN**  
Three Rivers
- CHLT**  
Sherbrooke
- CKCH**  
Ottawa - Hull
- CKCV**  
Quebec

# Victory Loan Quiz

The following is a list of 20 questions and answers, all relating to the Victory Loan drive. We have printed them with the thought that they might well be used in the various quiz programs on the air. Help yourselves, gentlemen:

- Questions:
- George Washington is reputed to have thrown a silver dollar across the Rappahannock River in the year 1776 or thereabouts. Assuming this date to be correct, if he had invested the dollar in War Savings stamps at that time, it would now buy Victory Bonds to what value?
  - Would you say that a hundred dollar Victory Bond would keep a Browning machine gun firing for 5 seconds, 5 minutes or 5 hours?
  - This is called the 4th Victory Loan. How many loans has Canada had since the start of the war?
  - The \$1,100,000,000 minimum objective of the fourth Victory Loan could be achieved if every Canadian pledged 25 cents . . . \$2.50 . . . or \$25.00 a day for the next year?
  - The 4th Victory loan slogan is "BACK THE ATTACK"; the 3rd was "NOTHING MATTERS NOW BUT VICTORY". Can you tell us which of the following was the slogan for the 2nd Victory Loan drive: "GIVE US THE TOOLS" . . . HELP FINISH THE JOB . . . or BLOOD, SWEAT AND TEARS"?
  - Exclusive of the 4th Victory Loan, Canadians have since the beginning of the war bought Victory Bonds to a per capita value of \$64 . . . \$277 . . . or \$543.
  - A \$100 Victory Bond will buy 5,000 buttons for the girls of the C.W.A.C. These buttons bear the helmeted head of . . . Athene . . . Diana . . . or Carrie Nation?
  - A Nylon parachute can be purchased by an investment of \$225 in Victory Bonds. Such a parachute contains the equivalent of 250 pairs of silk hose. How many miles of yarn is this . . . 5 . . . 50 . . . or 500?
  - A Victory Bond lasts until maturity, but paper bills have an average life of 7 days, 7 weeks or 7 months?
  - How many subscribers does Finance Minister J. L. Ilsley want

- for the 4th Victory Loan? 5,000,000 . . . 3,000,000 . . . or 1,000,000?
- You probably won't be buying enough Victory Bonds yourself to pay for a \$950,000 corvette, but you will be paying for some of its equipment. Which if any of these statements is correct? A corvette requires 14 tons of anchor chain, 1,500 brass valves, 10 miles of piping.
- How many persons would you say are selling or working to make the Fourth Victory Loan campaign a success? 300,000, 30,000 or 3,000?
- Why is it best to convert War Savings Stamps into certificates as soon as possible? Because certificates save paper, are impervious to mildew, earn interest or release the stamps for resale?
- Your \$100 Victory Bond will pay for about nine army uniforms. Would you say that they can be manufactured at the rate of one every eight seconds, eight minutes or eight hours?
- One reason for buying Victory Bonds is to BACK THE ATTACK with plenty of ammunition. Knowing this, would you say that after Dunkirk Britain had enough ammunition to keep all her forces firing for one minute, one week or one year?
- One War Savings stamp will buy a pair of socks for a fighting Canadian. It takes the wool of how many sheep to clothe him completely. 5, 10, 15 or 25?
- A giant anti-aircraft searchlight, like those guarding Canada, costs \$18,000 in Victory Bonds. Would you say that its light intensity is equal to 8,000,000, 80,000,000 or 800,000,000 candle-power?
- Victory Bonds aid in clothing soldiers. Would you say that, in action, a Canadian soldier has to be completely re-equipped every seven days . . . every seven weeks . . . or every 77 days?
- How much would you have to invest in Victory Bonds to provide personal kit for one soldier, including clothing, rifle and bayonet, anti-gas equipment, etc.? \$50, \$150, \$200 or \$500?
- In what denominations are Victory bonds issued?

(Answers found on page 17)



May 1st, 1922  
Edmonton's First Station

May 1st, 1943  
Still Leading



1000 WATTS • MEMBER OF THE FOOTHILLS NETWORK  
ASK THE ALL-CANADA MAN  
WEED & CO. IN THE U.S.A.

*Radio Representatives Limited*  
TORONTO AND MONTREAL

# CJCG Was First Canadian Radio Station

By NORMAN R. CHAMBERLIN  
Promotion Director, Station CJRC

*"The Dominion Government has granted a license to the (Winnipeg) Free Press to install a wireless telephone or radiophone station and to operate a public commercial station . . ."*

With these words the Winnipeg (then Manitoba) Free Press of March 23, 1922, announced that within a few days they would "be in a position to convey to the hundreds of amateur wireless enthusiasts throughout the province, by the aerial route, concerts, lectures, sermons and programs which will permit hearers the finest of information and amusement and right at home." In other words station CJCG, Canada's first commercial station, owned and operated by the Free Press, would shortly be on the air.

The writer drew a golden picture of the wide field of entertainment that was soon to burst upon the long-waiting public, in fact more than once he was practically carried away by his own enthusiasm. As witness, this sentence, "Prominent lecturers, great singers will cast their voices through blue space to an audience miles away".

It was also announced that plans were near completion to place receivers in northern mining and lumber camps so that "after a hard day the workers (may) loll in their bunk houses and listen to the humorous words of a great speaker or the playing of a famous band." (He wasn't "carried away" — he was plain knocked out.)

In following articles it was stated that "numerous inquiries indicate interest in radio telephone." This rising tide of enthusiasm, apparent after the appearance of the initial article, was compared to that seen in the United States where it had been called "a craze unequalled in a quarter of a century." Radio manufacturing plants were working day and night shifts to try and take care of the flood of orders from all parts of the country.

By March 27, it was announced that a group of radio engineers and public utility representatives were to meet to consider the technical details of installation of the many receiving sets anticipated in Winnipeg. A committee appointed from this meeting was headed by F. A. Cambridge, the City Electrician and comprised L. V. Salton, federal wireless inspector and consulting radio engineer for the Free Press, J. M. F. Wilson, of Kelvin Technical High School (Winnipeg), and J. Veitch, of the Western Canada Underwriters. It was also announced that permits would be issued certifying the safety of aerial construction, following inspection by a representative of the city.

The first official test program of

station CJCG seems to have taken place on the evening of Sunday, April 2, 1922. Broadcast from 10.00 to 11.00 p.m., the program consisted of talks by Dr. George F. Salton, J. R. Irwin, manager of the Free Press radiophone department and L. V. Salton, Free Press consulting engineer. It was also stated that "most enjoyable vocal and instrumental numbers were interspersed."

In another article the procedure adopted when the station took the air was described. It went this way: "Hello! Hello! Hello! Radiophone broadcasting station 4 A. H., Free Press broadcast . . ." the space being filled in by the program number. Brief letters and telephone comments on the reception were also published. They followed the line of most comments of that day and age. "Clear as a bell", "everything fine," "using one detector, no amplification, heard your program just fine".

But the big formal opening of CJCG had to wait until July 28 of the same year. By that time everything was in proper working order, the two 75-foot towers, which were later to become veritable Winnipeg landmarks, were in operation, as were the studios, located on the roof of the Free Press building on Carlton Street.

Artists participating in this formal introduction included the band of the Princess Patricia's Canadian Light Infantry, under Captain T. W. James; Miss Martha Schunk, soprano; Miss Flora Matheson, violinist; Miss Anne Nowell, pianist; Miss Ruth Matheson, contralto; E. H. Jenkyns, bass; James Isherwood, baritone; Jack Van der Straeten, tenor; Sergeant R. W. Everson, cornetist of the band and Ken Heise, pop singer. The reviewer went into raptures to describe the program, the artists and just about everything else, including the many phone calls that flooded the studio switchboard following the show.

Only two more articles are to be found in the files referring to this, the first commercial station in the Dominion. One tells how the illumination of the antenna towers on the roof of the building have been greatly admired by one and all. The second article is headed "CJCG Broadcasting Station of the Free Press is Signing Off — for good." This is dated March 8, 1923, and so the career of CJCG only lasted one short, but hectic year.

After asking readers not to be "downhearted . . . and put (their) receiving sets in cold storage," the article stated that the following week would see broadcasting taken over by the Manitoba Telephone System. Thus CKY, Winnipeg, made its appearance.



**"HIS MASTER'S VOICE"**

# VICTOR

Symbol of the finest in recording science for over 40 years!

Now equally famous, in the realm of wartime radio communications equipment, speeding victory on land, at sea, and in the air.

RCA Victor is fighting on the home front, too, making superb recordings of vital war messages.

For quality recording work it pays to remember the time-honoured name of

*RCA Victor*

## TRANSCRIPTION STUDIOS

**TORONTO**  
Royal York Hotel  
AD 3091

**MONTREAL**  
976 Lacasse St.  
W.E. 3671



## 9 RB Testing

This story has been abridged and adapted from a broadcast in the series "CFRB ANSWERS YOU", which was written and produced by Rex Frost, and broadcast on CFRB on Friday, March 26th as the third in their new "personal relations" series.

These programs, under the emceeship of the station's Mr. P. R. (Personal Relations), invite listeners to send in their comments of the CFRB operation, and the comments are then discussed on the next program. Although only in its early stages, Lloyd Moore, station manager, reports that mail response is showing a very encouraging beginning. This particular program was inspired by a request from a listener who wanted to know the story of the development of the Batteryless Radio and of the world's first Batteryless Radio Broadcasting Station.

"The Canadian Broadcaster" invites other stations, which have told the story of their beginnings over the radio, to submit scripts for similar adaptation.

"This is 9 R B — testing!"

Do you recall that phrase coming over the air, January 29th, 1927?

"This is 9 R B — testing. 16 minutes after midnight, eastern standard time, January 29th, 1927."

Hold it a moment. I'm CFRB's P.R.—short for Personal Relations, and I have a story for you. Let's go back to a date we all remember. August 4th, 1914.

It's a peaceful summer evening in a Georgian Bay summer cottage. A young boy is sitting before a conglomeration of wires and gadgets, with a peculiar contraption over his ears. An older man enters the room, watches a moment and then says:

"Come on, son. Better put those headphones down. Supper's ready."

"Shucks! This is exciting, Dad. There's been so much on the air all day. Sounds as though there's going to be a war between Britain and Germany."

"There's not going to be any war. Come on and get your supper."

"Gee whiz, dad, if there is going to be one, I'd like to get on a ship as a wireless operator."

"But there's isn't going to be a war, and, anyway, you're too young. They don't want boys of 14 in the navy."

"Dad! Wait! Darn it, I wish I could hear better. My A battery's so weak, I — —"

"Oh look here now!"

"Dad! I've got it! Britain declared war on Germany at 11 o'clock London time this morning!"

"I didn't think it would really come."

"Say dad!"

"Hub?"

"Could I get a couple of bucks?"

"What for?"

"I've simply got to get a new A battery."

And so a 14 year old boy, with a home-built set, was one of the first Canadians to learn of the declaration of war on August 4th, 1914.

The progress of medical and surgical science was one of the miracles of the first world conflict. It was also an era of invention in aircraft and tanks . . . the submarine locator . . . the under water telephone. But of particular interest

to our young Canadian hobbyist was the wartime expansion of the science of wireless telegraphy, and its adaptation to the needs of communication between the fighting forces.

November 11th, 1918! Armistice! Victory!

October 31st, 1922! Science on the move!

Let us swing for a moment to a home in Toronto — the home of that same father and his son, now a young man. The two of them are at breakfast.

"Let's see the headline, son! Hm! Revolution in Italy. Benito Mussolini has taken over the government in Rome. I guess you read about the Fascist march on Rome in last night's paper."

"No, Dad, I didn't have a chance last night. I was working on the A. C. tube with Fred McCullough. Who's this Mussolini anyway? I'll bet the revolution he's started doesn't rate one, two, three with the revolution that Marconi started in wireless."

"But Marconi isn't a politician."

"Just look what Marconi has done to link the world by wireless. It's the most tremendous international influence that's come into the world in the 20th century."

"By the way, how's the new tube coming along? Getting anywhere?"

"All right. I think I've found an insulating material now. That's been the problem. It looks okay. Now to work out a way of getting rid of the A. C. hum. I think I can bring the A. C. in at the top of the tube . . ."

"Well, Ted, I'd like to see you make a success of it. Lot of tough work ahead."

"The toughest proposition I'm up against, Dad, is everybody telling me I'm wasting my time. 'You know 'It can't be done . . . Oh Ted! He's a screw-ball!' Dad! I'm going to get this thing going, and when I do, I'm going to celebrate by paying you back the two bucks you gave me that night at the cottage, the day war was declared, when I nearly lost the scoop of a lifetime because my A batteries were practically dead. If I can get this new tube working, batteries won't be necessary . . . you'll just

be able to plug in, then tune in.

October 1922! In Italy, world revolution! In Canada, a radio revolution! And then came a third revolution — November 9th, 1923.

"Ted!"

"Yes, Dad."

"I've just had a call from Sam. They've got the preliminary negotiations through all right. We thought we were going to have a lot more trouble with the big fellows than we did, but your cousin Sam knows his law business. They've agreed to quite extensive rights for the incorporation of your present patents with the new A.C. tube. But I think you'll get a laugh out of this when I tell you. The reason why they were so easy to handle was that they don't take your A. C. tube very seriously."

"Still think it won't work on alternating current, eh? Oh well! They'll learn. By the way, did you hear the latest? Just got it over the set . . . came in clear as a bell from Paris . . . there's a revolution in Germany . . . fellow by the name of Adolf Hitler tried to grab control of the government in Bavaria . . ."

April 1st, 1924, Hitler was hustled away to the prison fortress of Landsberg, where he wrote "Mien Kampf", the future text book of German National Socialism. While Hitler was planning the totalitarian monopoly that would muzzle the press and radio, and enslave the peoples of Europe and stifle freedom of thought, in Toronto and at a summer cottage on Georgian Bay, a young man was seeking to perfect an invention by which the air could become a great new medium of education and entertainment — a medium of friendly intercourse between nations, to bring about a world revolution in the narrowing of distance. His name — Edward Samuel Rogers — better known as Ted Rogers. They told him you couldn't operate a radio on the alternating current of a light socket . . . that the only satisfactory power is direct current, through batteries. Ted Rogers proved that it could be done. The first Rogers Batteryless Radio was developed by May, 1925, and shown at the Canadian National Exhibition that same year.

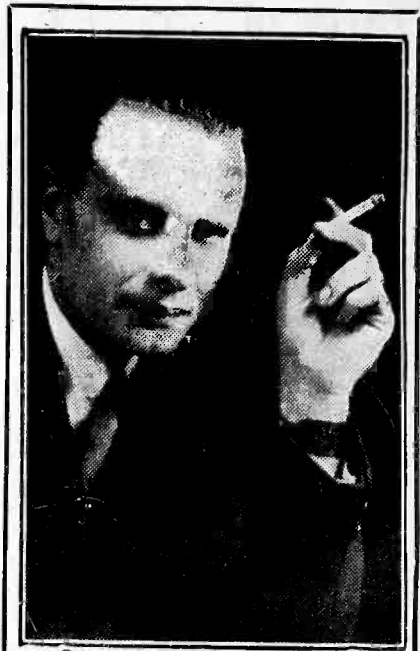
"This is 9 R B — testing! This is 9 R B — testing!"

"What is 9 RB? Who is 9 RB?"

Gradually it leaked out that the Canadian engineer who had designed and supervised the building of the mysterious station was the same Ted Rogers who had amazed the world with his batteryless radio — the first radio that could be "just plugged in, and then tuned in." And so at nine o'clock on the evening of February 19th, 1927, the mystery of "9 R B — testing" was solved. Crystal clear it came over the 291.1 meter wave band . . .

"This is CFRB, the Rogers Batteryless Radio Station in Toronto, Canada."

As Ted Rogers designed the first batteryless radio receiving set, so



G. R. A. "Dick" Rice, manager of CFRN, Edmonton, and President of the Western Association of Broadcasters, who was the first manager of station CJCA, Edmonton, established 1922.

did he construct the world's first batteryless radio broadcasting station.

May 6th, 1939. The talent of Ted Rogers was stilled. Before his great genius could be applied to the growing international scope of radio occasioned by the second world war, the man who was the first Canadian amateur to broadcast a trans-Atlantic radio signal, died.

But the inspiration of Ted Rogers carries on.

On February 19th, 1927, a short conversation took place between Ted and his father.

"Oh Dad."

"Yes, Ted."

"Here's the two dollars I owe you."

"Two dollars you owe me? What for?"

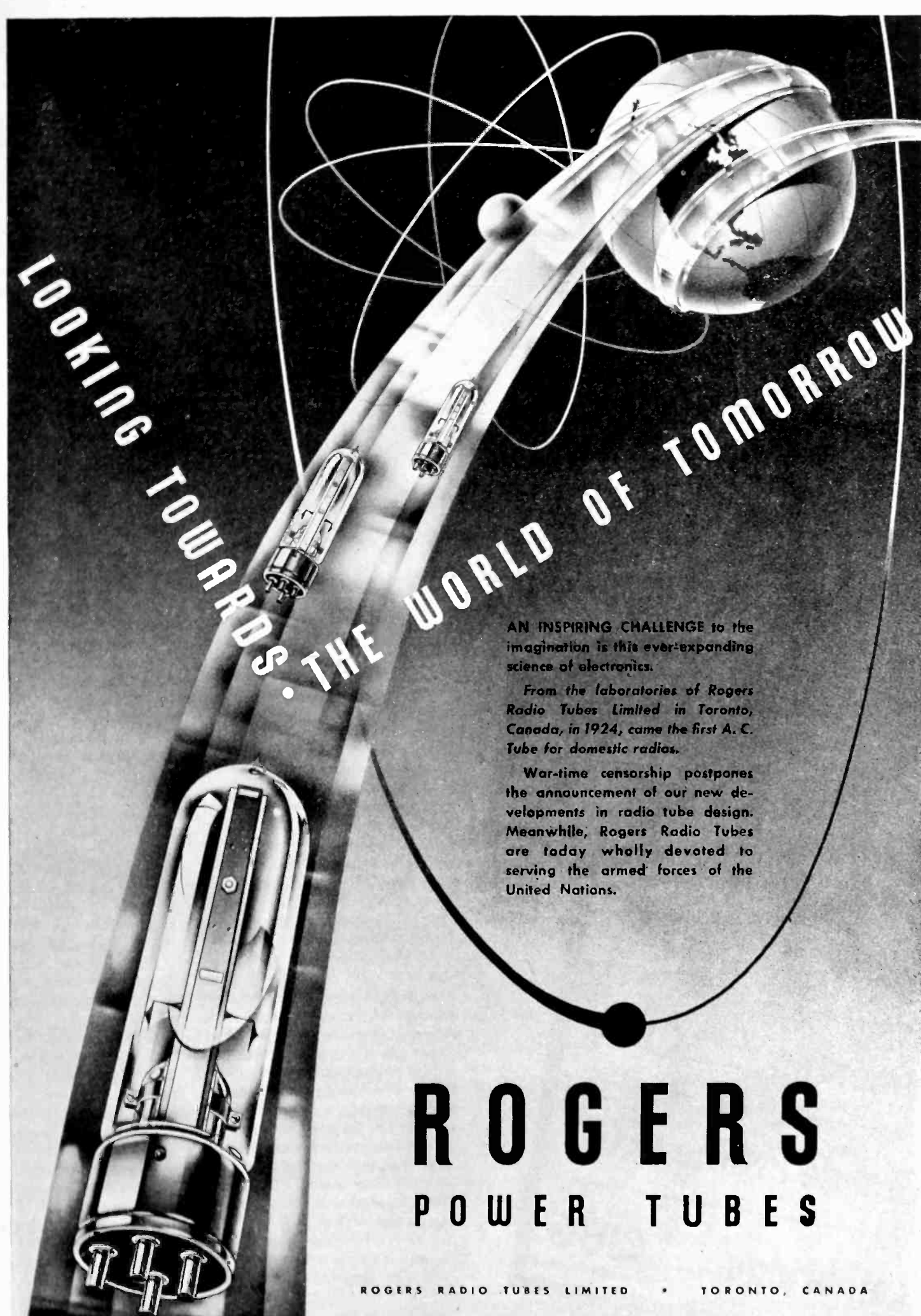
"Remember the night of August 4th, 1914? The day war was declared? You gave me two dollars that night to buy some new A batteries because my old ones were getting low. I'd like to pay back those two dollars, dad."

Two dollars for a world revolution . . . two dollars to buy radio batteries in a Georgian Bay village, returned without interest thirteen years later . . . two dollars, the price of a failing set of A batteries that proved the inspiration of a revolution that was to carry its repercussions to the four corners of the earth, as it solved the mystery of—

"This is 9 R B — testing. This is 9 R B — testing."

### CJFX OPENS

Premier A. S. MacMillan of Nova Scotia opened the new co-operatively owned station CJFX at Antigonish, Nova Scotia on March 25th. The new 1,000 watt station operates under the management of Mr. Clyde Nunn, and will be represented nationally by J. L. Alexander, Toronto and Montreal.



LOOKING TOWARDS THE WORLD OF TOMORROW

AN INSPIRING CHALLENGE to the imagination is this ever-expanding science of electronics.

*From the laboratories of Rogers Radio Tubes Limited in Toronto, Canada, in 1924, came the first A. C. Tube for domestic radios.*

War-time censorship postpones the announcement of our new developments in radio tube design. Meanwhile, Rogers Radio Tubes are today wholly devoted to serving the armed forces of the United Nations.

# ROGERS

## POWER TUBES

ROGERS RADIO TUBES LIMITED • TORONTO, CANADA

# Radio's Children

This is the story of John Smith, who distinguished himself, quite accidentally, by being born on May 1st, 1922.

It was just at this time that people were in the course of being startled — and in no small measure amused — by the new fad of wireless telephony, which had sprung up in a world which was trying to at-tune itself, after four and a half years of war, to the hum-drum mon-otony of peace.

This is historical fact, and much of it has been gathered and recorded on other pages of this paper. But what of John Smith?

John is a young man today. He will be celebrating his twenty-first birthday on active service — in England perhaps, waiting for the word to go, or is it Tunisia? Possibly he is flying bombers night after night over Germany and occupied Europe. Or again, he may be on the deck of a destroyer, with icicles jingling in his hair. But what of the years during which he has grown to manhood, the years since May 1st, 1922?

One day — it would have been in 1926, during Johnny's fourth winter — a conversation took place between Mrs. Smith and a neighbor.

"Mrs. Briggs", she said, "this radio has changed my husband. You

know what a one he used to be for his card games. Well, now you can't persuade him to go out at night ever. He rushes home from work, has his supper, and then sits down at the radio, puts on those headphones and he's there till bed-time.

"I don't mind telling you, it wasn't much fun for me at first. He'd just sit there listening, and it wouldn't be any use talking to him, because he wouldn't hear a word you said, and if he could have heard, if I'd dared interrupt him, I'd have my head blown off for fair.

"Then I got an idea. I was down-town one afternoon, and I saw a new radio set in the window at Sattersby's department store. It wasn't so very different from ours, except that instead of one head-  
phone, it had three. When I got home, I got thinking things over. It was nearly Christmas and I had that bond Aunt Emily had left me. It might be the start of a row over extravagance, but it would blow over. Before I'd been a card game widow. Now my husband had started staying home nights, but I had become a radio widow instead. Besides, little Johnny was growing up, and I wanted him to find out what was going on around here. Eddie — that's my husband — was always

saying that what's wrong with the world was that nobody cared what was going on, and I didn't want our Johnny to grow up like that."

So Mrs. Smith sold Aunt Emily's bond and bought the radio with the three headphones, and once Eddie had got the sermon on thrift out of his system life was a lot more interesting at the Smiths. And of course it wasn't long before they cast the phones aside for a loud-speaker — one of the new dynamic ones — that had the neighbours up and down the street simply bursting with jealousy until they could get their own installed.

Johnny grew up, like most of his generation, with a knowledge of music, of drama, of affairs — international and local — that his parents had never been able to acquire, and the radio played quite a part in the building of his habits — his character even.

At the age of about five, Johnny's prime worry was the necessity of going to bed.

This going to bed business, so very vital in the health of a child, presented quite a problem to the Smiths; until one night, when Johnny was going through his usual routine of "just one teeny minute more, mamma", there suddenly came on the air the voice of "The Story Lady". She started in to tell the gripping story of "The Three Bears", and from that precise moment Johnny fell ardently and hopelessly in love!

He looked at his mother with pleading in his eyes, and she succumbed. "All right," she said, "but as soon as the story's over — off you go."

From that time on, Johnny always had to wait up for his "Story Lady". It meant fifteen minutes later than his former bedtime, but Johnny knew that if he didn't go right up as soon as she signed off, tomorrow night he'd be packed off without hearing her. So radio, through "The Story Lady" took an early step in moulding Johnny's character by sending him to bed at the right time each night.

As Johnny grew older, he passed through the various normal stages: antipathy towards soap and water, dodging brushing his teeth, wanting to skip his breakfast cereal, and so forth. Here again radio, coupled with an intelligent mother, kept impressing on Johnny that his pores needed constant cleansing with Lather-O Soap, that he must clean his teeth twice a day with Spark-O Tooth Paste, that he would become a great big strong man and get a free Yo-Yo top thrown in for good measure if he ate his Crunch-O for breakfast every morning. Johnny may not have been very brand-conscious at the age of five; the advertisers who paid for the programs didn't get much business from Johnny direct; but they undoubtedly contributed to Johnny's early up-bringing, and if some soap tycoon or breakfast baron could have seen him sitting on the floor

talking back to the radio announcer, they'd have gone home and awarded themselves solid silver medallions as public benefactors par excellence. And then there was the day he was overheard telling the little girl next door: "The wadio man'll get you if you don't cwean your teeth."

Johnny grew up with a keen interest in sport born of listening to games broadcast over the radio, and it was a proud day for John Smith Senior when his pocket edition came home from school with the news that he had a place on the team.

Johnny was familiar of course with the "jazz" and "swing" that are the birth-right of his generation. It was probably his hero-worship of Benny Goodman that gave him the "hypo" he needed to become second sax with the High School Swingaroos; and no doubt it was his early adoration of Walter Damrosch that inspired his interest in and love for the more serious music of the opera and the symphonies. This knowledge of "good" music was not the forcefully fed knowledge so much of which children are made to acquire in the name of education, but a gradually acquired understanding and love that had slowly seeped into his system, because it had come to him cleverly disguised to entice his attention, by expert producers whose jobs depended on their ability to get listeners — and more listeners — for their programs.

At 16, Johnny had a greater knowledge of world affairs, he was more familiar with all types of music and drama from Schubert to soap serials, he had a healthier interest in sport, and was more conscious of the requisites of healthy living, than were his parents at twice his age.

In the early twenties, people were prone to deplore the fact that the disappearance of the open-fireplace had stifled family life.

Since the advent of radio, family life has increased to a level far higher than it ever reached round the old-fashioned log fire.

On May 1st, John Smith will, concurrently with commercial radio in Canada, celebrate his 21st birthday.

In his camp or his billet, in the cockpit of his Spitfire or on the deck of his destroyer, John Smith the man will conjure up picture after picture of Johnnie the boy, in his home, with his home folks. And always, somewhere around the middle of that picture is the family radio, a sort of oasis where, as long as he can remember, and through all the happier years that are to come, his clan has met, and will continue to meet, for relaxation . . . for entertainment . . . for information . . . for enlightenment . . . for companionship.

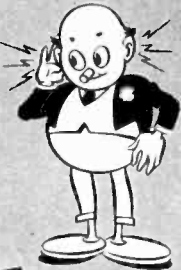
## Appoints All-Canada

Station CJLS, Yarmouth, N.S., announces the appointment of All-Canada Radio Facilities Ltd. as their exclusive representatives.

# Call ALBERTA

Via the ALL-CANADA Western Group  
for Maximum Coverage and Listener Interest choose

## "THE FOOTHILLS NETWORK"



Calgary	CFAC
Edmonton	CJCA
Grande Prairie	CFGP
Lethbridge	CJOC (Now 1000 watts)

Exclusive Representatives

### ALL-CANADA RADIO FACILITIES

Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

SP-01 - 5591

# The PIED PIPER was a PIKER



Compared with modern radio the power of the Pied Piper was insignificant.

The influence of CKLW in the rich industrial district of Windsor and wealthy agricultural area of Western Ontario — 22 hours daily — has increased even further because of the added coverage at 800 KC.

In the midst of all-out war production CKLW blankets a consumer market of ever-increasing buying power.

In the Windsor territory retail sales have already shown increases up to more than 200%. A steady influx of new war workers is raising this figure still higher. Population of metropolitan Windsor has gone up to 140,658, with employment at an all-time high of 49,238 persons.

Since the war began Windsor has over-subscribed every patriotic appeal. The latest of these was the March Red Cross drive in which \$325,000 was realized — although the original quota had been only \$275,000.

*The average weekly wage in Windsor is \$40.81. The average in Canada's other seven top industrial cities is \$29.48.*

## HERE'S WHY CKLW IS DOING A JOB IN SOUTHWESTERN ONTARIO . . .

Total Population . . . . .	503,985
Total Rural Population . . . . .	171,551
Total Urban Population . . . . .	332,434
Occupied Farms . . . . .	28,431
Fruit and Vegetable Farms . . . . .	5,583
Total Radio Homes . . . . .	127,857

Member  
CANADIAN BROADCASTING CORPORATION  
MUTUAL BROADCASTING SYSTEM

# CKLW

800 KC.  
5000 Watts—At your service 22 hours daily

**WESTERN ONTARIO BROADCASTING CO.**  
WINDSOR LIMITED ONTARIO

# CFCO

CHATHAM, ONT.

formerly

## 10-BT

the first station in South-western Ontario, has been serving its loyal and growing audience since 1926.

### Today

CFCO is modernly equipped with B.U.P. News Service, complete recording equipment, and wire facilities to 30 different local buildings.

C B C  
Network

Shortwave Mobile Unit  
VD2A

Studios in the

WM. PITT HOTEL  
Chatham - Ontario

## . . Business . .

**WILSON'S FLY PADS** — 52 "1-minute programs" (transcribed), on a list of around 20 stations. Three a day, every second week. Scheduled to start June 15th. A. McKim Ltd., Toronto.

**LORIE LTD.** — (Lorie Watches and Forget-me-not Diamond Rings), transcribed spots leading into time signals. Will be carried on all stations currently carrying Lorie Time Signals. A. McKim Ltd., Toronto.

**INTERNATIONAL VARNISH CO. LTD.** — 21-40 spots on CFCH, North Bay; CFGP, Grande Prairie; CHEX, Peterborough; CFAR, Flin Flon. 5 minute programs on CKWS, Kingston. 30 minutes (Tuesdays 8:30-9 p.m.) "Radio Théâtre Elastica", CHRC, Québec. Released by A. McKim Ltd., Toronto.

**IMPERIAL TOBACCO CO. LTD.** — 15-minute comedy scripts, 2 a week, for Vogue Cigarette Tobacco starting April 20 on 14 Ontario stations. Produced by Rai Purdy Productions, recorded by RCA Victor and released through Whitehall Broadcasting, Montreal.

**NEW WORLD ILLUSTRATED** — 5 5-minute programs on CFRB, promoting their one-shot publication "The Battle of Egypt", and also plugging "New World Illustrated". Scripts, descriptive of "The Battle of Egypt" narrated by John Colingwood Reade. Through A. McKim Ltd., Toronto.

**INDEPENDENT DRUGGISTS' ALLIANCE** has renewed on CKNX Barn Dance for a further 26 weeks. New contract commenced April 10th. Sponsor reports recent "Mail-Quiz" Contest brought in considerable mail with high proof-of-purchase percentage.

### Wake Up America

The programme "Wake Up, America", a Blue Network feature on Sunday afternoon between 3.15 and 4 o'clock, is to be broadcast from Montreal on Sunday, May 16th. For the first time the American Economic Foundation, sponsors of this programme, will move its broadcast from New York and its speakers will join with those appointed by the Association of Canadian Advertisers to compare notes on questions relating to post war planning on both sides of the international boundary.

While the programme is a regular Sunday feature of CFCF Montreal, it is hoped to extend the broadcast for this occasion to a wide list of Canadian stations.

### The King Can Do No Wrong

"A conspiracy in restraint of trade", so reads section 496 of the Criminal Code of Canada, "is an agreement between two or more persons to do or procure to be done any unlawful act in restraint of trade."

According to section 498, "Everyone is guilty of an indictable offence . . . who conspires, agrees or arranges with any other person to . . . unduly prevent or lessen competition in the production, manufacture, purchase, barter, sale, transportation or supply of any such article or commodity." Such article or commodity is defined as "any article or commodity which may be a subject of trade or commerce."

The situation where the Canadian Broadcasting Corporation, and the Canadian Broadcasting Corporation alone, may purchase or lease the transmission lines which are necessary for the business of network broadcasting, and where, by so doing this quasi-autonomous body prevents its competitors, the private broadcasters, from carrying on the business of network broadcasting, though it is condoned by Act of Parliament, is, in these lay nostrils, a combine of the smelliest order.

It is true that the creation of the CBC was effected by the representatives in the House of Commons of the electors of Canada; it is true that according to the basis of our law "the King can do no wrong", but does this mean that His Majesty can, on the advice of his ministers, open up let us say an automobile factory and then, to insure the success of his venture, declare that all his competitors are out of order and must close up shop? We don't think so.

## 1922 - 1942

Radio is a young business, and most of the men in it are young. But Captain Lewis H. Grover entered the radio field at the age of 56, as "The Farmer", a character from the kiddies page of the Edmonton Journal — and continued with his program, in format almost unchanged, from 1922 until his retirement in 1942. "The Farmer's Show" became more than a program — it became a legend and an institution throughout Central and Northern Alberta from CJCA, Edmonton.

Thousands of kiddies listened nightly for his voice — often for the announcement of their birthday and the place where their present was hidden. Some adults were regular listeners, too — as many of them had been from childhood! "Farmer" was unique — his kindly sincerity, his genuine interest in his listeners, found their hearts.

His broadcasting studio was always crowded with visitors — his mail reached incredible proportions. "The Farmer's Show" was a mixture of inspirational poetry, kiddies' stories, guest artists. The program brought letters of commendation from the Ministerial Association, youth organizations, and service groups. It is certain that no other character in Canadian radio has won a wider group of friends, influenced more lives, won more universal respect, and friendship, than "The Farmer" — Captain Lewis H. Grover.

### Bassett Hangs Shingle

Don Bassett with radio experience of nine years in stations and agencies, has resigned from his position as Radio Director of A. McKim Ltd., as of May 1st, and will establish himself as a producer and writer of radio programs and dramatized spots for the advertising agencies.

Mrs. Bassett, formerly Margaret Burris who was a staff writer on "New World Illustrated", will be associated with her husband in this venture. They will be located at 891 Bay Street, Toronto.

# The HUB CITY STATION

Wheat

Milling

Hogs

## CFQC

Poultry

Cattle

Fisheries Timber

Mines

YOUR MOST DIVERSIFIED WESTERN MARKET

600 KC SASKATOON 1000 Watts

CONTACT

Radio Representatives Ltd.

Toronto :: Montreal

You are invited to attend

An Exhibition

of

Oil Paintings

by

Bernice Fenwick Martin

at

EATON'S COLLEGE ST.

Toronto

April 24th to May 7th

1943



# CONGRATULATIONS!

To our friends and customers in Canada on the completion of 21 years of healthy and vigorous growth.

We have had the privilege of serving many of Canada's finest stations with

**STANDARD PROGRAM LIBRARY**  
and  
**STANDARD SUPER SOUND EFFECTS**

And we hope we may go on doing so for many years to come.

*Standard Radio*

CHICAGO  
360 N. Michigan Ave.

HOLLYWOOD  
6404 Hollywood Blvd.

## Noted Engineer Pioneered CFCN



Early in May 1919, W. W. Grant, recently returned from the First Great War, in which he was decorated for his radio accomplishments, constructed a small station in Halifax, N.S. over which voice and music were broadcast in probably the first scheduled programs in Canada.

In 1920 Mr. Grant erected at Morley, Alberta, a few miles west of Calgary, station CYAA for the Dominion Government, in connection with the Canadian Air Force Forestry Patrol. In 1921, he constructed the station at High River, Alberta, over which the people of Western Canada heard their first broadcast concerts. Early in 1922, he moved the High River station to Calgary, from which point it has been broadcasting ever since under its present call letters, CFCN, which enjoys the distinction of being the first station in Canada to receive compensation for commercial broadcasting.

In 1928, CFCN was purchased by H. G. Love, using the corporate name of Western Broadcasting

Company Limited, and in 1931, upon obtaining an increase in power to 10,000 watts, it was taken over by the present corporation, The Voice of the Prairies Limited.

Mr. Grant re-entered the company in 1931 as vice-president and chief engineer. In 1936, his interest was taken over by Mr. Love, and shortly after that he joined the Canadian Broadcasting Corporation at CBK, Watrous, Sask. He is now with the R.C.A.F.

### Nixes Navy Band

While musicians of the Royal Canadian Navy's Pacific Coast Band were on their way to Vancouver by boat from their Esquimalt barracks to play over the CBC Western Network March 27th, a last minute ruling by the executive for Canada of the American Federation of Musicians caused the broadcast to be cancelled.

The reason given for the reversal of a previous agreement was that it was all right for this band to play over the Vancouver station, but not on the network.

### Traffic

Wilf Smith, announcer, has transferred his affections from CKCK, Regina to CKBI, Prince Albert. . . . Walter Dallis, assistant manager of CJCA, Edmonton, has gone to CJAT, Trail as manager. . . . Lenore Reinke has left RCA Victor and has joined the Harry E. Foster Agencies Ltd., Toronto.

### Answers To Victory Loan Quizz

1. One dollar, because Savings Stamps do not bear interest, until converted into War Savings Certificates. At War Savings Certificate interest, (\$4 becomes \$5 in 7½ years), Washington's dollar would buy approximately 2-\$100 Victory Bonds.
2. For 5 minutes. One round costs 3¼ cents, and this gun fires 600 rounds a minute.
3. Six counting this one. Loans in January and September 1940 called the 1st and 2nd War Loans (not Victory Loans) raised a total of \$645,000,000.
4. Twenty-five cents a day from 11,500,000 would do it.
5. "HELP FINISH THE JOB!"
6. About \$277 apiece. Outstanding bonds total \$3,182,000,000.
7. Athene, Greek Goddess of War and Wisdom.
8. 500 miles.
9. Seven months.
10. He wants at least 3,000,000.
11. All three are correct.
12. About 30,000 salesmen and trained workers.
13. They earn interest at the rate of \$1 every 7½ years for every \$4 invested.
14. They come off the production lines at the rate of one every 8 seconds.
15. One minute (If Hitler had only known).
16. Ten sheep.
17. 800,000,000 candle-power.
18. 7 days. Even 10 days of manoeuvres completely wear out the stoutest boots.
19. \$200.
20. \$50, \$100, \$500, \$1,000 and up.

**Contact**

# BRITISH COLUMBIA

Through the ALL-CANADA Western Group

**EFFICIENT COVERAGE OF B.C.'s BUSIEST MARKETS**

Kamloops \_\_\_\_\_ **CFJC**

Kelowna \_\_\_\_\_ **CKOV**

Trail \_\_\_\_\_ **CJAT**

Vancouver \_\_\_\_\_ **CKWX**

Victoria \_\_\_\_\_ **CJVI**

*Exclusive Representatives*

## ALL-CANADA RADIO FACILITIES

*Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



**YOU CAN'T PHONE US, but we can read!**

Gosh but business is lousy out here on the Alaska Highway.

Only 2,000 new accounts this month and 5,000 renewals.

Hell! If we're just peanuts, you should listen to some of the other stations! Our audience isn't so lucky! They're stuck with us; just ain't no other station.

All-Canada in Canada  
Weed & Co. in U.S.A.

VOICE OF THE MIGHTY PEACE

# When Radio Rode the Rails

By ALBERT SHEA

Speaking of radio records, the first commercial network program broadcast anywhere was heard in Canada on Christmas day 1923. Also, a Canadian railway was the first in the world to equip its trains with radio receiving sets as part of its regular service to its passengers.

Credit for both these records goes to the late Sir Henry Thornton, who, looking for some way of popularizing the newly-formed Canadian National Railway, decided that this recently discovered business of broadcasting looked like a good bet for winning friends and influencing radio ticket buyers.

It all began with a stunt figured out by some bright young person in the C.N.R. publicity department.

In the early summer of 1923, a party of influential Americans was travelling across Canada on a goodwill tour arranged by the *Brooklyn Daily Eagle*. As a novelty, to surprise and delight these advance agents of America's "good neighbour" policy, the observation car of their train was fitted with a radio receiving set. As the "special" pulled out of Montreal, the astonished Americans were rendered a cordial wireless welcome, broadcast from a station in the Quebec metropolis.

That was the beginning of a full grown broadcasting and receiving system operated by the C.N.R., which, by 1930, had eighty cars equipped with radio, and was broadcasting coast-to-coast programs over a network of 14 stations, to its own trains and to listeners in many parts of Canada.

The famous Christmas day broadcast of 1923, according to all records, was the first commercially sponsored network broadcast in the world. For this special event, the Northern Electric Company's station CHCY, Montreal, was linked with the Ottawa Radio Association's experimental station, OA, Ottawa. Sponsored by Canadian National Railways, the program featured a talk by the president of the line, Sir Henry Thornton, during which he announced the establishment of a radio department by the C.N.R.

From a modest two-station network, the C.N.R. expanded rapidly. By the end of 1927, it covered Eastern Canada, linking Moncton, Montreal, Quebec, Ottawa and Toronto. During the winter of 1928-9 stations were added in Halifax, Winnipeg, Regina, Saskatoon, Calgary, Edmonton and Vancouver, making it a truly coast-to-coast network. While it is true that the Department of Marine had arranged the first Canadian coast-to-coast broadcast on the occasion of the Confederation Diamond Jubilee Celebration, July 1st 1927, the C.N.R. was the first regular national

network, broadcasting scheduled programs each week.

The great advantage enjoyed by the railway was that through its ownership of telegraph lines across Canada, it had wires available for linking radio stations into this network. This fortunate co-incidence—the C.N.R.'s quest for publicity, combined with the possession of a ready made system of transmission lines—made Canadian network broadcasts available long before they would otherwise have been possible.

It was only in 1926 that the National Broadcasting Company was established, and it was not until several years later that Pacific coast stations were hooked up, and NBC became a truly national American network.

Attracting passengers to the C.N.R. was the idea of equipping their cars with radio sets, and no doubt many people did switch their tickets and were favorably impressed with this up-to-the-minute service. Hundreds of Canadians heard their first broadcasts while speeding over the rails. Business men would often go out of their way to travel the "radio line" in order to hear an important prize fight. One Sunday morning, when a radio-equipped car was rolling across the prairies, the passengers were so impressed with a sermon delivered by a Western minister that they gathered a collection and sent it to him.

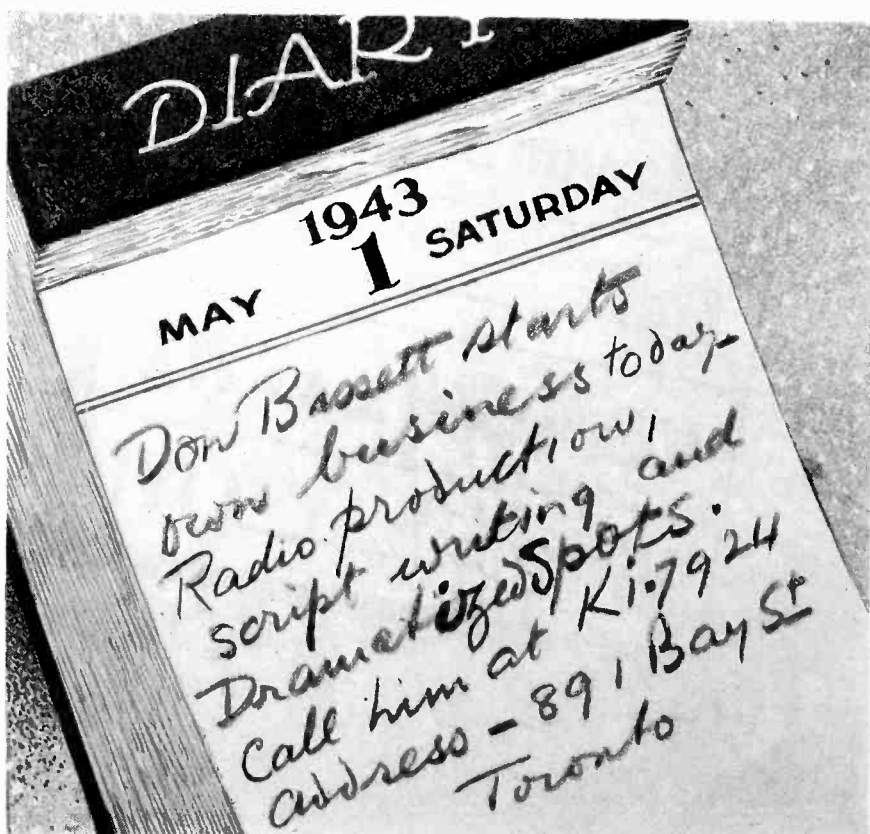
C.N.R. Radio cars were equipped with comfortable chairs, beside each of which hung a pair of ear-phones. A trained, uniformed Radio Operator looked after the radio set, and all the passengers had to do was sit back and listen to the music and entertainment whispered into their

ears by these mechanized ear-muffs.

Private station facilities were leased by the C.N.R. to carry its programs, and during the time they were being used by the railway, they operated under "ghost" call letters, all of which began with CNR. In 1929, the C.N.R. Radio Department, under the direction of E. A. Weir, began its first series of all-Canadian programs, featuring the Toronto Symphony Orchestra with Canadian guest artists. The following year, a leading British Radio Dramatic producer, Tyrone Guthrie, was brought over, and with Merrill Dennison contributing the scripts, The "Romance of Canada" series was presented.

Unfortunately the whole undertaking was short lived. With the coming of the depression, bad crops out West, and a change in government, railway revenues hit the skids. C.N.R. Radio activities were criticized as frivolous extravagance; the radio sets were taken out of the trains; the smart uniforms of the operators were converted to other uses; and the three stations, owned and operated by the C.N.R., were taken over by the Canadian Radio Broadcasting Commission. The Commission also absorbed many of the employees of the C.N.R. Radio Department, among them E. A. Weir, who today occupies the position of Commercial Manager of the Canadian Broadcasting Corporation.

The C.N.R. "ghost stations" are no more. There is no longer music to entertain the traveller on his long rail journey. But every radio man in Canada should doff his hat to the memory of that energetic and visionary railway man who saw the magic possibilities of commercial radio—Sir Henry Thornton.



Ottawa - Hull

## A UNIQUE MARKET

Do you know that the area centering around Ottawa is one of the most prosperous in Canada with a higher income and better standard of living than average? Do you know that over 40% of the population of this market is of French extraction? Do you know that this large able-to-buy French market is not served, practically speaking, by any of the rather distant Quebec media, but depends on media originating in the Ottawa Valley for its information and entertainment?

With a definite audience preference established by survey, CKCH offers complete coverage of the French homes in this prosperous area. Local advertisers continue to show their appreciation of this fact by using more time over CKCH than on the other two local stations combined. What better guidance is there than that of the man on the spot?

**CKCH**  
OTTAWA - HULL

TORONTO OFFICE:  
D. L. BOUFFORD  
112 Yonge St. AD. 7468

MONTREAL OFFICE:  
RADIO REPRESENTATIVES Ltd.  
Dominion Square Bldg. HA. 7811

UNITED STATES OFFICES:  
HOWARD H. WILSON COMPANY  
Chicago, New York, San Francisco  
Hollywood, Seattle

# ★ Two Famous NBC Recorded Programs ★

available in many Canadian markets through ALL-CANADA RADIO FACILITIES, Ltd.

The most successful advertisers frequently find that a tried and tested program is the one that gets the best results most quickly—one that's accepted by listeners,

rated a favorite, known for the sales job it has done for others. Here are two tested shows still available in many Canadian markets:



**The Lone Ranger** "Westerns" are still the real "box-office" in the movies. In the magazine and book fields, the output of this type of yarn is manna to millions of readers. And in broadcasting, "Lone Ranger" is just as *live* today as when the silver-shod hooves of the great white horse first clattered across the radio stage. Testimony to "Lone Ranger's" popularity and sales power is found in its sponsorship by General Mills for Cheerio-oats on 67 U. S. stations and its rating—the highest rated program of its type.

Writes Tucker Wayne, head of the advertising agency for American Bakeries, sponsors of the transcribed "Lone Ranger" on 28 stations in Southeast U.S.A. for over four years:

"The show is doing a grand job for Merita (bread) and is proving more effective and popular today than ever before in its long history . . . It has not only done a grand job from the standpoint of sales but it is cementing Merita's position with both its organization and its dealers."

## Betty and Bob

The further adventures of the most famous couple in daytime radio, for eight years the leading network program for General Mills and now transcribed with all new material, **BETTY AND BOB** is a great human story of "ordinary folks who lead extraordinary lives," with an all-star cast headed by Arlene Francis and Carl Frank, with Milton Cross as announcer and narrator. Five quarter-hours a week, broadcast in U. S. A. for regional and national advertisers such as Union Biscuit Company; A. E. Staley Mfg. Co. (starch); Kirkman's Soap; Manhattan Soap Co.; Stokeley Bros. & Co. (canned foods); Royal Baking Powder; and for local advertisers of baked goods, coffee, drugs, clothing, furniture and others.



Arlene Francis (Betty) and Carl Frank (Bob)

### Other NBC Recorded Programs available through All-Canada

- TIME OUT for Fun and Music**  
(2 series of 26 quarter-hours each)
- Series I with Allen Prescott as M.C.  
Felix Knight, tenor  
Ted Steele's Novatones
- Series II with Ted Steele and Grace Albert
- GETTING THE MOST OUT OF LIFE TODAY** (117 five-minute programs)
- ROMANCE AND MELODY**  
(25 quarter-hours)
- LET'S TAKE A LOOK IN YOUR MIRROR** (156 five-minute programs)
- HOLLYWOOD HEADLINERS**  
(156 five-minute programs)
- THE NAME YOU WILL REMEMBER**  
(78 five-minute programs)
- WHO'S NEWS**  
(39 five-minute interviews)
- THE WHIZZER**  
(156 ten-minute children's shows)

**NBC THESAURUS . . . A Treasure House of Recorded Programs . . .** Provides the finest in musical programs—from symphony to swing—featuring such famous organizations as The Goldman Band, Allen Roth's orchestra, Sammy Kaye's orchestra, Norman Cloutier and His Memorable Music, Osario Bourdon Symphony, Xavier Cugat, Thomas L. Thomas, baritone; and scores of other THESAURUS Programs for sponsorship on these 30 Canadian Stations:

- CKX Brandon, Manitoba
- CFAC Calgary, Alberta
- CJCA Edmonton, Alberta
- CKPR Fort William, Ontario
- CFNB Fredericton, N. B.
- CHNS Halifax, N. S.
- CKOC Hamilton, Ontario
- CKOV Kelowna, B. C.
- CKWS Kingston, Ontario
- CJKL Kirkland Lake, Ontario

- CJOC Lethbridge, Alberta
- CFPL London, Ontario
- CFCF Montreal, Quebec
- CFCH North Bay, Ontario
- CHOV Pembroke, Ontario
- CHEX Peterborough, Ontario
- CKCK Regina, Saskatchewan
- CKRN Rouyn, Quebec
- CFQC Saskatoon, Saskatchewan
- CJIC Sault Ste. Marie, Ontario
- Also—VOCM St. John's, N. F.

- CHLT Sherbrooke, Quebec
- CKSO Sudbury, Ontario
- CJCB Sydney, N. S.
- CKGB Timmins, Ontario
- CFRB Toronto, Ontario
- CJAT Trail, B. C.
- CJOR Vancouver, B. C.
- CJVI Victoria, B. C.
- CKY Winnipeg, Manitoba
- CKLW Windsor, Ontario

**NBC**  
*Radio Recording Division*  
**NATIONAL BROADCASTING COMPANY**  
A RADIO CORPORATION OF AMERICA SERVICE

RCA BUILDING, RADIO CITY, NEW YORK • MERCHANDISE MART, CHICAGO  
TRANS-LUX BUILDING, WASHINGTON, D. C. • SUNSET & VINE, HOLLYWOOD

## Ici Radio 1912

It seems that during the period while radio was being born, Horace Stovin was performing the time worn function of walking up and down outside the maternity ward.

Stovin's introduction into radio was in 1912, in Moose Jaw, with frequent disruption of regular home electrical services, to the particular embarrassment of his mother on social occasions.

Successful transmission of signals was usually checked by banging out brief messages, followed by a running visit to a neighbourhood pal to enquire if transmission had been received.

Amateur experiments were stopped during the first war and taken up again in 1921 with the building of broadcast receivers, then a c.w. transmitter to which a modulation unit was added for phone. First operating an amateur station in Unity, Sask., under call letters of 4-AA in Canada's fourth district, an amateur radio broadcasting club was organized in 1923 with trans-

mitter in the attic and studio in the parlor. Call letters were 10-AT.

It was in the early 20's that 10-AT gained questionable fame during international tests. 10-AT not having been officially requested to remain silent in certain hours, when listeners on this continent strained ears for European broadcasts, through silent periods, Stovin innocently carried on with music and the frequent announcement of "10-AT". Numerals before letters being almost invariably accepted as European identification, "Ten-AT", the Unity, Sask. ten-watter, enjoying the North American broadcast band in practical exclusivity for the time, many a distant listener thrilled to the success of pulling in a "European". Checking the station call lists brought frequent disillusionment — and 10-AT's heaviest DX fan mail!

In 1924 a private commercial broadcasting license was secured with the call letters CHSC.

The years 1924-7 were devoted to gaining experience in the operation of CHSC, and after a further period of research and planning

with the objective of establishing a station in Western Canada under Saskatchewan Wheat Pool ownership and operation, a project that was abandoned due to the depression, he became manager of CKCK Regina in 1929.

In October 1933 he joined the Canadian Radio Broadcasting Commission as Western Regional Program Director, he organized and headed the station relations' department of the CBC when that organization succeeded the CRBC, and resigned in 1940 to open his own radio station representation organization. This operation was expanded in 1941, when he joined with C. W. Wright to form the present partnership of Stovin & Wright. He is a member of H. V. Kaltenborn's 20-year club.

All National Accounts  
Used First in The Maritimes

# CHNS

"The Voice of Halifax"

For Seventeen Years

A FINE STATION  
IN  
A FINE MARKET

Studios and Offices:

BROADCASTING HOUSE  
HALIFAX - NOVA SCOTIA  
WILLIAM C. BORRETT, Director

## YOU SHOULD READ...

A monthly digest of articles on radio that have appeared in other than strictly trade periodicals.

Conducted by

JOE SEDGWICK

### "SO NOBODY LISTENS TO RADIO"

Article by Frank Chamberlain

well-known as radio columnist of "Saturday Night". Argues that programs of Canadian origination have, and deserve, listener audience. Based on Elliott-Haynes surveys and well worth reading. In "Food for Thought" — organ of The Canadian Association for Adult Education — February issue.

### "TWO RADIO NETWORKS"

Article by Elmore Philpott

in his "Viewing the News" (syndicated) appearing in number of Canadian dailies 3/4/43. He says, truly,

"The numerous privately owned Canadian radio stations should be not only allowed but encouraged to join themselves into the second national radio network in Canada. This should be done on the co-operative principle.

The existence of a second national network in Canada would not only be a fine thing for the radio stations and the general public. It would, above all, be an advantage to the CBC. The CBC would escape many of its present problems of regulation by government, and relationship to the government, simply by friendly rivalry with an alternate system."

All those who feel that competition is the life of the entertainment business will agree.

### "THE EARLY MORNING FROLIC"

The Joe Gentile - Ralph Binge program daily over CKLW, Windsor, is well known to all within the sta-

tion's coverage. It achieved wider notice recently, as "TIME" in its issue of March 22nd devoted most of its radio page to this program, the first time a Canadian origination has been so honored.

### "UNEMBARRASSED LISTENERS"

Dr. J. S. Thomson's statement as to a canon of taste for radio is criticized editorially in the socialistic monthly "The Canadian Forum" for March. The writer says in part:

"Bad as the "commercial plugs" are, we believe that they are less of a moral menace to the average listener, child or adult, than the spiritual and aesthetic obtuseness fostered by the sponsored programs themselves. But the advertiser, we fear, is only concerned with giving listeners "what they want" — or at least will accept. Canons of taste do not bother him".

### PROFESSOR ON THE AIR

(Atlantic Monthly, April 1943)  
Excellent study of what is wrong with educational broadcasts. Says this writer: The educationalists are at fault if nobody or hardly anybody, listens to them:

"The cardinal reason is that the professor has not generally waked up to the fact that radio, whatever else it may be, is a medium of vocal communication to the brain by way of the human ear. To reach the brain, the sounds that issue from his mouth into the microphone should not be hard to hear. The harder they are to hear, the sooner more and more people will say (subconsciously) "Ouch" — and stop listening, or turn to an easier sound."

## We Come of Age

CKCK pioneered in Saskatchewan broadcasting with its opening program on July 29, 1922. Ever since then the fundamental policy of this station has been centered on developing and perfecting radio broadcasting.

During our 21 years on the air, many new vistas have opened to CKCK. The fields of community service, education and entertainment have been covered so thoroughly that CKCK has long been not only the favored station of civic, educational and religious elements in the community, but has consistently led all Saskatchewan stations in surveys of general listener preference, as well.

Every advance in radio has been employed to the fullest at CKCK. CKCK is proud to be part of the Canadian system of broadcasting — and ever mindful of its duty to the people.

**CKCK**  
SASKATCHEWAN'S  
PIONEER RADIO  
STATION

**620**

KILO  
CYCLES

# Radio IS EVERYBODY'S BABY

Whether you are an advertiser, an advertising agency, a producer or a station operator, your choice of radio programs and the timing of them is helped materially by the work of the Market Researcher.

The Canadian Broadcaster has ghost-written this article for you.

It is slanted at listeners rather than "the trade" and is printed in these columns as a suggestion of the type of material that might well be included in house organs, or better still might be coaxed into the editorial columns of publications enjoying general readership.

We believe that its distribution would bring benefit to everyone, — stations, sponsors and listeners alike, by breeding understanding of the researchers' sometimes aggravating calls.

What do you do when, at the most awkward possible moment, you are called to the phone and asked, in the sweetest tones, "What program are you listening to?"

Wait a moment! Maybe you'd better not answer that question. Maybe it would only teach the parrot some new words to trot out next time the minister comes to tea.

The point is that if you only knew it, those phone calls really deserve your utmost co-operation, because they come from one of the organizations which, with a staff of probably several hundred statisticians and "caller-uppers" exist solely to see that you are supplied with the radio programs you enjoy hearing, broadcast at times when it is convenient for you to listen, and it is only through your tolerance and co-operation that this public service, maintained at the expense of the commercial radio stations, the advertising agencies and the sponsors, can help them to build programs which will bring the greatest pleasure to the greatest number throughout the broadcast day.

Of course we are not going to pretend that the only object of these radio surveys is to bring you pleasure, because, as you well know, commercial programs are produced, at terrific expense, by business people who use radio entertainment which you want to hear, in order that their brief commercial messages may reach the greatest possible number of potential customers or their goods.

The operation of radio on this basis makes it similar to a democratically governed country, where

the will of the people is the yardstick used by the governing body in their law-making, and where it is often found that people who carry a perpetual "agin-the-government" chip on their shoulders, are usually themselves to blame, because they neither take the trouble to go out and vote at election time, nor have they ever expressed their views in letters to their local members.

It is in precisely this way that commercial radio functions in Canada, and if it is going to improve along the lines of public desire, it is only in this way, and with your help, that it can continue to get better. So come on, now. You have your radio peeves, who hasn't? But it's no use taking them out on the missus, because there's absolutely nothing she can do about it.

There are hundreds of examples of how programming has been improved by the surveys. Take for example the case of "The Aldrich Family".

When this series first went on the air, it was heard only on American stations. Canadian surveys at this time showed that an enormous percentage of Canadian listeners were getting this program from U.S. stations. And what was the result? The sponsor and his advertising agency decided that in future Canada should be included in the Aldrich schedules, and today, Thursday evenings all over Canada, this popular program has an enthusiastic Canadian audience on Canadian stations of 78.2% of all the sets in Canada that are turned on at that time.

That is what is happening when you are called on the phone to ask what program you are tuned to. That is why, by co-operating with these surveyors, you can do your share towards remedying your own radio peeve.

So when you're enjoying a luxurious soak in the bathtub, and the telephone rings; when you slip into your kimono without even bothering to dry yourself; when you rush downstairs and nearly break your neck on the bottom step, then lift the receiver and a honeyed voice says "What program are you listening to?" won't you hold everything, count ten, and then give her all the information she wants.



## MONTREAL Radio Listening Capital of America

"In Montreal a greater ratio of the population listens to radio more of the time than in any other community so far measured by recognized methods." — *Montreal Gazette*

This recent statement by Mr. C. E. Hooper of C. E. Hooper Inc., as quoted by the *Montreal Gazette*, February 11, 1943, tells the story—a story that applies equally well to all of French Canada.

In the Province of Québec for Whole Family Coverage

## CKAC

Is Away Out Ahead!

Here in French Canada—where the family unit is the core of national life—whole family coverage is essential. The station which enjoys an average evening rating almost twice as large as its nearest competitor is

## CKAC

COLUMBIA BROADCASTING SYSTEM MONTREAL

Representatives—Canada: C. W. Wright, Victory Building, Toronto, Ont.

United States: Joseph H. McGillvra



We're Out of Short Pants Too!

- 1929 — 50 watts
- 1932 — 100 watts
- 1942 — 250 watts

Still growing and still serving over 206,000 prosperous Western Ontario listeners\*, owning 46,000 radios.

\*In the primary area only.

REPRESENTATIVES STOVIN & WRIGHT

# MANITOBA'S FRIENDLY STATION



# CJRC WINNIPEG

High spot on the dial in this important Canadian market centre

Exclusive Representatives

ALL-CANADA RADIO FACILITIES Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

**B.U.P.**  
"COVERS THE WORLD"  
**BRITISH UNITED PRESS**  
231 ST. JAMES STREET  
MONTREAL

# Lewisite

## THE BEST THINGS IN LIFE

Free enterprise cannot be enterprising, unless it is free, or free unless it is enterprising.

h-m-m-m-m-m

## WHAT'S WRONG WITH THIS?

I won't take a cent more than fifty dollars for this script. It just isn't my best work.

h-m-m-m-m-m

## WANTED — NEW ALIBI

Before the U.S. entered the war, it was decided that U.S. commentators should not be allowed on Canadian ether, because they were neutrals. Since U.S. "joined up", this regulation still stands. Isn't it time CBC found a new reason for keeping them out?

h-m-m-m-m-m

## CAN YOU TIE THIS?

Guy — name of Bitterman — goes on KLX, Oakland, to promote Victory Gardens. Offers 6 New Zealand spinach seeds to writer-inners. Expects few letters: gets 500. Spends ten bucks and weary hours counting and mailing seeds.

h-m-m-m-m-m

## FAWNCY THAT!

In the U.S., they made NBC sell Blue Net to spike even partial monopoly. Now CBC plans second government net in Canada to amplify government's strangle-hold on network broadcasting.

h-m-m-m-m-m

## TO THE WOMEN OF BRITAIN

The radio has undoubtedly helped to keep your husband and boys away from the club and kept them at home where they thus experience the benefits of your gentle charm and influence, but you must now go one step further, and make your home comfy and cheerful by having Hailglass Shades and Globes on your lights.

—Ad in BBC Handbook —1928.

h-m-m-m-m-m

## Fill CBC Board

The two vacancies on the Board of Governors of the CBC have been filled, according to a recent announcement by the Prime Minister, by Mrs. Mary Sutherland of Revelstoke, B.C., succeeding Mrs. Nellie McClung, who resigned, and Howard Chase, of Montreal, who takes over the seat left vacant by Dr. James S. Thomson who retired from the Board to become General Manager of the Corporation.

Mrs. Sutherland is the wife of a physician, and the mother of three children.

Mr. Chase, vice-grand chief of the Brotherhood of Locomotive Engineers, has been chosen to speak for labor.

Each of the new Governors has been appointed for a term of three years as from November 1st, 1942, the date on which Dr. Thomson assumed general managership.



Donald Manson, chief executive assistant of the CBC, whose history in radio work dates back to the earliest wireless days.

## "Grime Does Not Pay"

Convinced that an industrial city such as Trail can be as spic and span as less active centres, station CJAT has undertaken to lead a community clean-up, paint-up program. A dozen local merchants, vendors of paints, floor-coverings and porch furniture, have endorsed the idea and purchased time on the air in conjunction with it. Daily half hour programs and a barrage of station breaks are driving home to Trail and District citizens the fact that "Grime does not Pay!" Merchants display colorful window cards and clean-up needs in store windows to tie in with the drive.

## Canada 1943

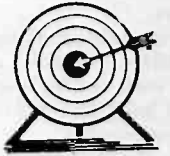
The publication is announced of the 1943 edition of the official handbook — "Canada", obtainable on application to the King's Printer, Ottawa, Ontario, at 25 cents per copy, which charge covers merely the cost of paper and press work. Postage stamps are not accepted, and applications must be accompanied by postal note or coin.

The introduction reviews Canada's war program, and the chapter material reviews in detail economic conditions under the following headings: Population; Survey of Production; Agriculture; Forest Resources; Fur Production; Fisheries Production; Mines and Minerals; Water Powers; Manufacturers; Transportation and Communications; Labour; Employment and Unemployment; Construction; External Trade; Internal Trade; Prices, Cost of Living; Public Finance; Currency; Banking; Insurance; Education.

## Production of Radio Sets in Canada

Year	No. of Sets
1926	42,430
1927	47,500
1928	81,032
1929	150,050
1930	170,082
1931	291,711
1932	121,468
1933	112,272
1934	188,710
1935	191,293
1936	253,896
1937	289,247
1938	242,721
1939	348,507
1940	492,655
1941	354,449

# WE'RE IN THE CENTRE OF THINGS



## CENTRE OF

- The Province
- The Prairies
- Rich Mixed Farming Area
- The Radio Dial—900 kcs.
- Radio Entertainment — Basic CBC Network

# CKBI PRINCE ALBERT

1000 WATTS

YOU DON'T GET A PRESENT, BUT YOU DO GET—

*Many Happy Returns*

*from*

*Radio Representatives Limited*  
TORONTO AND MONTREAL



OFFERING THE FINEST IN SERVICE AND ENTERTAINMENT COVERING THE FASTEST GROWING DISTRICT IN CANADA

# EDMONTON

*"The City With A Future"*

AT THE START OF THE NEW NORTHWEST PASSAGE TO ALASKA!

# OUR MASTERS..



## ... the listeners

**T**HIS year marks the 21st birthday of Canadian Commercial Broadcasting — the coming of age of a great Canadian institution.

This is the time to review the past and plan for the future, to reassert our beliefs and guiding principles. This is a fitting time to express appreciation to the people who have made our progress possible—OUR LISTENERS.

Our listeners are our Masters. We of the Association have always believed this.

We work for them. They choose our programs. They determine our policy.

—And rightly so, because we live in a free country — a country where the preconceived ideas of a group or groups as to what listeners ought to hear has never been able to dominate.

We believe that the best service Canadian Radio can render advertisers is to adequately serve the public, and thereby to establish regular listening audiences.

On foreign battlefields our soldiers are fight-

ing for the day when they will return to a peaceful, prosperous Canada.

They are fighting for the freedom that allows them to choose a job to their liking; a paper, magazine or book uncensored — a radio programme to their own particular taste and enjoyment.

We of the Association dedicate ourselves to freedom too. We have placed ourselves squarely behind every war activity. We have donated countless hours and will continue to give still more in the interests of Victory.

On this, the birthday, of our industry, we salute the inventors and tireless technicians who pioneered and perfected our present broadcasting equipment,—the station managers who invested their time and energy in the uncertain, early days—the advertisers and the advertising agencies who co-operated with us from the start—the employees who assisted in the development of this great industry.

Sincerely and respectfully we salute our Masters—THE LISTENERS, whom we serve.



## CANADIAN ASSOCIATION OF BROADCASTERS

VICTORY BUILDING, TORONTO, ONTARIO



Then there's the one about  
**THE IRISHMAN!**

**He trained his horse to go without eating.  
 It was a huge success.  
 Except that the horse died.**

Today, when businessmen have little to sell, the temptation is to let advertising go by the board. But advertising, like eating, is a life-sustaining function. Advertising, in these times, must turn from **merchandising** to **reminding**. Keen executives are turning more and more to **radio** to keep their names and their products alive in the minds of the public . . . against the day when the business they must refuse now will again become the business they must have.

**BROADCAST ADVERTISING IS THE TOP MEDIUM FOR KEEPING YOURSELF ON THE BUSINESS MAP.**

*It's Effective • It's Inexpensive • It's Flexible*

**IN THE HEART OF ONTARIO**

**CFRB**  
 T O R O N T O

**THE LISTENERS' CHOICE**

10,000 WATTS

REPRESENTATIVES  
 JOSEPH HERSHEY MCGILLVRA  
 New York San Francisco Chicago

860 KCLS.

ALL-CANADA RADIO FACILITIES LTD.  
 Montreal