

The Canadian Broadcaster

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\$1.50 in the U.S.A.

A MONTHLY MEETING PLACE
FOR THE INDUSTRY AND ITS SPONSORS

Volume 2, Number 8

August, 1943

Farewell To Freedom

The success of the C.C.F. Party in the recent Ontario elections has significance which should be obvious to every democratic-minded person who has been privileged to live in a country where the competitive system prevails.

This paper has taken upon itself the task of urging private enterprise in general, and private radio in particular, to gird up their loins and do something about it,—or else. Now that the C.C.F. has secured forty-four of the ninety seats in the Ontario House, this "or else" looms as a very real threat. For if this province of Ontario, mecca of all that is conservative, in politics and out of them, falls short by only one or two of returning a socialist government, is there any question of what will happen when the Dominion goes to the people, and a federal government takes office, based on Canada's choice from coast to coast?

Mr. Coldwell, C.C.F. leader, has been losing no opportunity to urge clipping the wings of private radio at every possible opportunity; he is doing everything he can to effect some kind of nationalization of the Aluminum Company of Canada; furthermore he has said that the first step his party will take when it assumes power is to take over the financial institutions, and control of means of communication should also, according to his lights, be vested in government.

There are at least two strikes the C.C.F. has on the other parties. In the first place, while we scarcely realize it, their campaign was one of offence rather than offence, and consequently easier to handle.

While private enterprise has been scrapping within the confines of town precincts, while Steel Company A has been vieing with Steel Company B for government contracts, while industry has been striving to purchase its labor for a little less, and to step up its production a little more, while financial institutions have been concentrating on clipping their coupons, while private radio and private press have been slitting the others' gullets in the pursuit of the advertising dollar, and while all old-school politicians have been preening themselves, quite carried away by their own eloquence, there has come about, accelerated by war, a new pattern of life.

It has not come overnight like a strike or an earthquake, but as an insidious spectre, slowly spreading its black shadow before it, until we have wakened to find ourselves almost completely engulfed. Obviously it had its beginnings with the nationalization of the Grand Trunk Railway; it progressed without a doubt with the "provincialization" of the electric power business; it spread with the coming into being of the various Provincial Liquor Commissions; the entrance of government, both federal and provincial, into insurance and banking; and finally the creation of the Canadian Broadcasting Corporation, which is slowly wresting from private enterprise its radio broadcasting business.

Now, as a war measure, all the nationalizationists' dreams are materializing in the form of the War Time Prices and Trade Board, a body born of the dire needs of war, but which the C.C.F. has only to defend and render permanent to achieve its aims.

The second "strike" is the old, old story.

Followers of the C.C.F. ideal are enthusiastic crusaders who would rather suffer than miss voting. The other side of the fence however is the nothing-can-hurt-us-so-let's-carry-on-as-though-nothing-were-opening persuasion, and it is this apathetic perspective which is slowly and surely ringing the death knell of Canadian freedom and all that goes with it.

The past few weeks have witnessed the demise of one Benito Mussolini. It might be well to remember that Il Duce first gained power with the same kind of triumph as this recent victory of the C.C.F.—not, we admit, through the ardent support of his followers, but because of the passionate don't-give-a-damnishness of his opponents.

His first step was to gain control of press and radio, and so to curb free thinking. When finally his light was extinguished, it became clear that he had not been ruling by the will of the majority. Furthermore, though the Italian people were found to be militantly in favor of a return to democracy, it was so easy to substitute a new, and perhaps more brutal dictatorship. Years of mental sterility, years in which blind obedience have replaced thought and initiative, have stripped this people of the will to restore the freedom that is dead, dead everywhere, except impenetrably deep down in its own heart.

Richard T. Lewis

Managing Editor

WAB Meeting

This year's meeting of the Western Association of Broadcasters is being held at the Mount Royal Hotel, Banff, Alta., August 23-24.

The first day agenda includes, besides routine business, a discussion of power increases under the terms of the Havana Treaty as recommended by the Parliamentary Committee. This discussion is to be led by George Chandler, CJOR, Vancouver. At the annual banquet scheduled for 6 the same evening, the membership and their guests will hear an address on "The Trail of '43", to be delivered by Captain Freeman C. Bishop, Chief of United States Public Relations Section, Northwest Service Command. Captain Freeman is to be introduced by Cecil Berry, CFP, Grande Prairie.

The agenda for the second and closing day includes the election of officers, a discussion to be led by R. H. Wright, CFAR, Flin Flon, on "Public Relations", reports on transcriptions by Alex Sherwood (Standard Radio) and John C. Treacy (NBC Radio Recording Division).

Leary To MBS Committee

Mutual Broadcasting System has announced the appointment of A. E. (Al) Leary, commercial manager of CKCL, Toronto, to one of the committees which have been formed to act as liaisons between the stations of the network.

While Leary has been selected to serve on a program committee, other groups will confer on problems connected with sales and merchandising service, and also station service.

Farm Commando



The stalwart farmer pictured above is Malcolm Neill, assistant supervisor of station relations in the CBC national office, Toronto, who, with a number of other CBC officers, spent some days bringing in the sheaves on the farm of commercial manager E. A. Weir, at Milliken, Ontario.



WE'D LIKE TO KNOW

What has happened to that Victory Loan Package Show idea, conceived by the Broadcast Sales Club, of Toronto, to give the National War Finance Committee the benefit of 1,340 half-hour programs on the private stations, for the 5th Victory Loan, at no expense to the country. Is this another victim of official procrastination, or . . . ?

Hm! Hm! Hm! Hm!

MAILBAG

"After reading your paper, I have reached the conclusion that the private stations, ably assisted by the armed forces, are courageously leading the United Nations to victory."

—G.R.H.

And how are Mrs. H. and the children?

Hm! Hm! Hm! Hm!

GRAPEVINE STUFF

Dr. James S. Thomson's contract as general manager of the CBC expires November 1st. Will he continue? We think not. Frankly though, we're wondering if they're going to beat about the bush or keep frigging around.

Hm! Hm! Hm! Hm!

\$64 QUESTION

Now that private enterprise has seen the result of the Ontario Elections, and gasped at the phenomenal success of the C.C.F., will it at last heave its pants and plan to face the Federal election, when it comes, with a platform that will meet socialism half way, and so save for the country the system of competitive business which is the keynote of our way of life? We imagine not.

Hm! Hm! Hm! Hm!

BLOW ME DOWN!

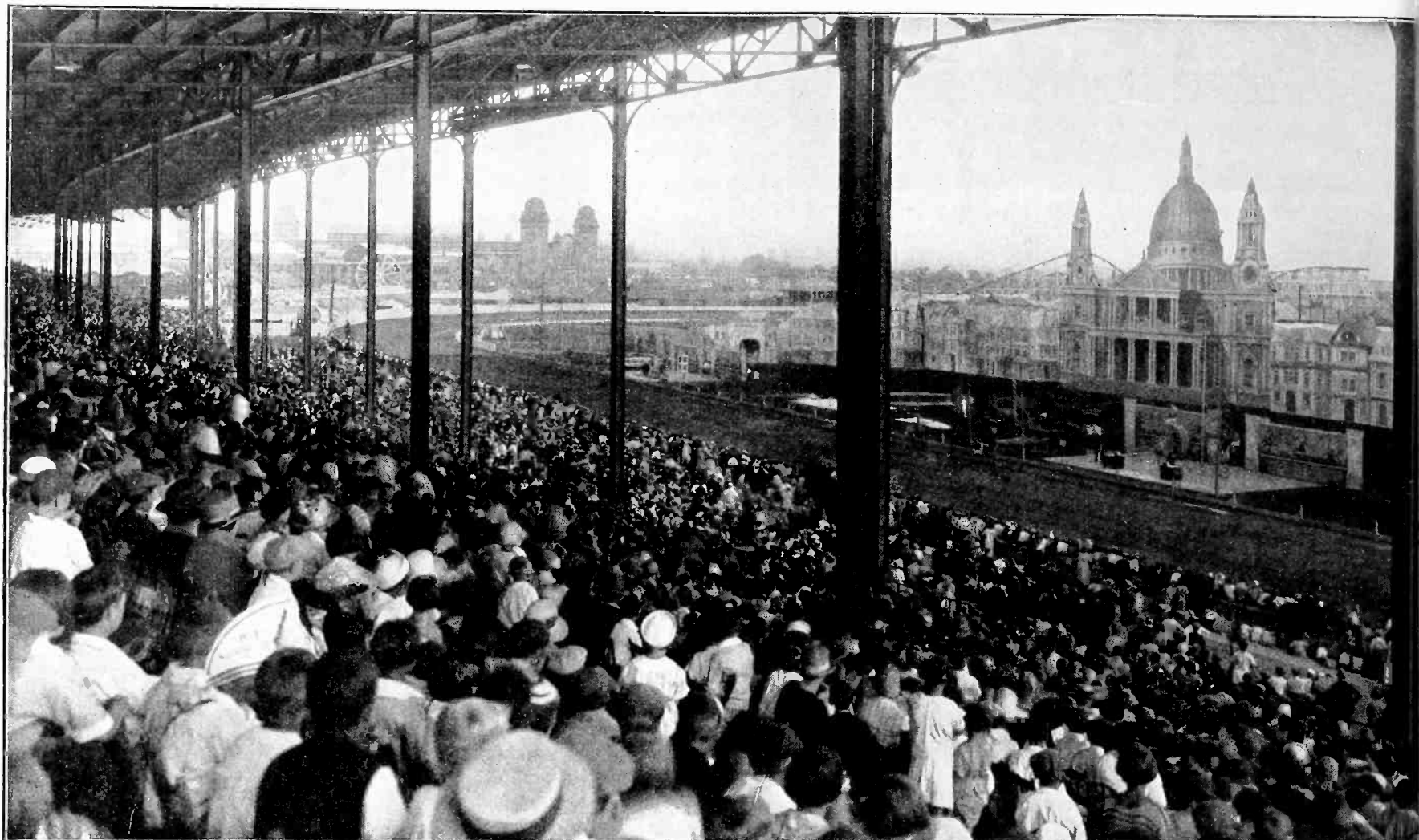
The house committee on Radio Broadcasting has recommended in its report that members of the Board of Governors of the CBC be chosen "because of outstanding ability and general interest." Carry on Canada!

Hm! Hm! Hm! Hm!

SUCCESS SUCCEEDS

Certain newspapers, which poured editorial scorn on the C.C.F. platform prior to the elections, are now appearing with editorials of the "let's give 'em a chance" order, now that the party is up at the head of the class. Can it be that they fear for survival and want to put in their cheer for the winner?

Hm! Hm! Hm! Hm!



We've almost forgotten that we used to have a CANADIAN NATIONAL EXHIBITION

Representing

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

Public memory is so short. The "Ex" — an annual landmark before the war — is now almost forgotten by the general public, like many a trade-name and product that also was popular in times of peace.

Will YOUR product or service, YOUR name and goodwill, be forgotten by your dealers and customers when you once more do "business as usual"? Through Radio you can be remembered — and you can do it pleasingly, in good taste, and effectively.

We'd like to chat over "Retention Advertising" with you. In 21 important markets, served by 21 live Independent Radio Stations, whose keynote is service — your sales goodwill can be kept alive at low cost, but with tremendous effect.

Stovin & Wright

RADIO STATION REPRESENTATIVES

MONTREAL • TORONTO • WINNIPEG

The CANADIAN BROADCASTER

Vol. 2, No. 8 August, 1943

Published By
R. G. LEWIS & COMPANY
104 Richmond Street W.
Toronto - Ontario

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

Managing Editor Art Editor
Richard G. Lewis Grey Harkley

Printed for The Publishers by
The Dominion Press, Ltd., Toronto, Ontario

First Person Plural

*It's the game, not the players
of the game that count,
And the ship is more than the
crew.*

—Kipling

One marked difference between news dispatches of the first war and the present conflict is that whereas in the 1914-18 reports, various operations and actions were credited individually to the Canadians, the Imperials, the French, the Americans or the Australians, today's headlines tend to refer to successes and reverses with the use of the collective term "United Nations". This, according to our opinion, is an estimable policy, and we believe that the unity tokened in the name is to a large measure responsible for the success we are enjoying at the present time.

Every form of private enterprise allied today against the forces of socialism. No one will gainsay this. The "enemy" is surging forward with a completely unified front, and his advance is tremendously facilitated by the fact that though every segment of business has dug in fully determined to fight to the ditch, united effort is lacking, the emerging of individual problems to a unified attempt to meet the great problem does not exist. Private radio is prepared to fight tooth and nail for business; but will the press combine forces to combat the new menace, to save freedom of speech, thought and action for the country they serve? Not by a jugful.

HOUSE COMMITTEE REPORTS

Recommendations Include Power Increases and Fairness

Concluding its report, tabled in the House of Commons, Thursday, July 22nd, the Special Committee on Radio Broadcasting had this to say about the private stations.

"The Canadian Association of Broadcasters gave lengthy evidence outlining the position of the private stations in relation to the whole structure of broadcasting in Canada and summarize their representations in the following excerpts from their brief submitted before the committee:-

1. That existing licensees of independent stations be assured continuance of their licenses so long as they operate with due regard to public interest, convenience and necessity.

2. That the independent stations be encouraged to improve their facilities and that they be permitted to increase their power and to arrange for multiple station hook-ups, and generally do anything that makes for better broadcasting in the public interest.

3. That the independent stations should have the opportunity of participating in the development and use of all new phases of broadcasting as such development becomes feasible.

Your committee is glad to note the existence of good relations between the corporation and the privately-owned broadcasting stations and recognizes that private stations serve a useful function.

We recommend that control over private stations by the CBC should be exercised with fairness and we have no doubt that the new regulations respecting control of private stations, published in *Canada Gazette* of July 3, 1943, will be administered in that spirit.

Last year your committee recommended that "any increase in power considered necessary and desirable to occupy the channels allowed under the Havana Agreement should be made in stations owned or taken over by the corporation." Evidence was presented to the effect that there may be danger of losing the full use of channels now assigned to Canada by the Havana

Agreement. We believe that the Corporation should safeguard these channels, and, if necessary, consider increasing the power of all stations to the limit of the agreement.

Golden Silence

Edmonton merchants declared a 15-minute "holiday" at 3 p.m., Friday, July 30th, closing a campaign to sell War Savings Stamps. The idea was that each employee would have 15 minutes in which to buy his or her own stamps.

Tying in with the campaign, CJCA emphasized the idea by going off the air for the same fifteen minutes, while its staff too pulled its weight in this campaign to stamp out Hitler.

Stork Market

Leon Trepanier, manager of CHLN, Three Rivers, became the father of a seven-pound girl on July 26th.

Victory Loan Quiz

As in the last campaign, THE CANADIAN BROADCASTER will publish in the next issue a number of questions bearing on the 5th Victory Loan, suitable for inclusion in quiz programs, or for use as a special program.

**You can
MAKE
MONEY
in this
Radio Quiz!**

- Q. Where is the radio listening capital of America?
- A. Montreal, Québec. A greater ratio of the population listens to radio more of the time in Montreal than in any other community so far measured by recognized methods.
- Q. Among what part of this unique audience is listenership highest?
- A. Among the French speaking people, who make up 63% of the population (82% for the province of Québec).
- Q. What Montreal station gives added value to the phenomenally high ratings of this territory?
- A. CKAC. The dominating leadership of CKAC in evening ratings gives whole family coverage—more listeners per set. Eight out of the leading ten evening programs in Montreal are carried by CKAC.

This year, earnings in the Province of Québec are at an all time high. Your sales story on CKAC reaches more people more effectively—and at a rate which means true economy.

CKAC

COLUMBIA BROADCASTING SYSTEM
MONTREAL
Representatives—Canada
C. W. Wright, Victory Building, Toronto, Ont.
United States:
Joseph H. McGillyra



Let DOMINION

**GIVE YOUR
BUSINESS**

"The Needle!"

The Hon. C. D. Howe stated that more goods will be available for civilian use from now on. You may want your markets back in a hurry!

Dominion "Duophonic" recorded spots and programs have helped pep up the sales curve in scores of businesses. We can do the same for yours.

**DOMINION
Transcribed Musical Shows
are still available.**

CHML

CFRB COLUMBIA WBEN N.B.C.

860 900 930

HAMILTON

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

DON'T FORGET

that more than 40% of the people in the Ottawa Valley are French, and that in their homes (as shown by survey) the top radio station is CKCH.

This popularity is confirmed by the unsolicited expressions of satisfaction from local and national advertisers using the station. In actual point of volume CKCH carries more local advertisers than do both other stations combined.

Plan wisely when considering the Ottawa Valley market and follow the lead of the man on the spot. For best results among the quarter million French people in this area, include CKCH.

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

A Lotta Lettuce

James C. Petrillo's recent visit to President Roosevelt, and the decision of the AF of M to send symphony orchestras across the States giving free concerts, has been well publicized.

NEWSWEEK for August 9th gives what it claims to be Petrillo's own version of his interview with the chief executive. It goes like this:

"It happened this way. The President sends for me. What the hell, I figures, he's going to pry me off them music cans. He don't even mention it. Instead he tells me about them countries in Europe, how the people are poor and can't get to the big cities to hear music, so the orchestras go to the little towns. He says it's too bad we don't do more of that here. He don't exactly tell me to do anything but he kinda says: 'Jimmy, I wish you'd think it over and see if you can't come up with something.' So I says: 'Mr. President, I think the union could do something about it.' Sure enough the executive committee puts up 250,000 bucks, which is a lotta lettuce for little guys like us."

Ha! Ha!

"Write to this station for a complete map of the world showing the locations of all battle fronts and of the six friendly furniture stores who sponsor this program."

—:Esquire

In Vancouver



Served by a direct Press News wire, the Vancouver Daily Province and Daily Sun, CKWX is today the dominating news station of the rich Pacific Coast area. Surveys prove listener preference.



Frank H. Gluski Manager

GOOD MORNING, NEIGHBOUR



Recently they held "Open House" for the Women's Division, R.C.A.F., at Messbank, Sask. Pearl Powell, announcer and commentator at CJRM, Regina, seen third from left, is interviewing one of the girls as she services an aircraft. Pearl gave an account of the visit on "Good Morning, Neighbour", a daily CJRM feature.

RCA Chief Drowned



E. C. Grimley, president of the RCA Victor Company Ltd., lost his life August 3rd, while sailing on Lake Memphagog, Quebec.

Mr. Grimley was president of the company since 1935 and was also a past-president of the Radio Manufacturers Association. He was 52.

The prodigious expansion of the RCA Montreal operation which has taken place during the past few years was engineered by him, and is regarded as a monument to his memory.

Radio Woos Retailers

Three hundred American stations have subscribed to a fund of \$125,000 to establish the radio medium as the most effective for the promotion of retail stores, particularly department stores.

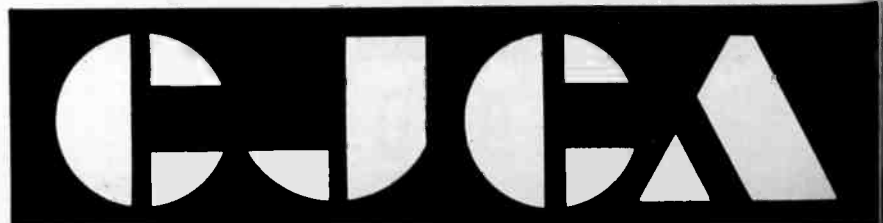
Silence Is Sabotage

Silence may be golden, but keeping quiet about an idea that sold Victory Bonds in the last campaign is only thinly plated. Share bond-selling ideas with the industry and its sponsors through THE CANADIAN BROADCASTER.

CJCA SCORES!

● in "Billboard's" 6th annual Radio Publicity Survey . . . with third place in the Canadian Division, and a SPECIAL AWARD for exceptional social service programing.

● CJCA also scores with its regular day to day merchandising activities, aggressively conducted on behalf of its accounts by Merchandising Director Jim Allard, who prepared the "Billboard" award-winning brief submitted on behalf of CJCA and supervises much of the public relations activity outlined therein.



In Edmonton

"CROSSROADS OF THE WORLD"

PHIL LALONDE CKAC · MONTREAL

says

Montreal likes Szath-Myri!

“Beyond a doubt Szath-Myri is one of the most sensational orchestras we have ever broadcast.

As you know, the bi-lingual population of the great CKAC market has our constant attention in our broad Public Service programs. Szath-Myri's colorful style appeals to all ages—whether French or English. The long list of well chosen selections has been a decided boon to our programming.

Lang-Worth has found a place at CKAC which would be mighty hard to replace. We feel that the splendid work you are doing is of benefit to all concerned and must contribute greatly in our Industry's effort to increase public morale.”



Szath-Myri and his Symphonic Swing Orchestra is an integral part of Lang-Worth Service. Over 100 individual selections are available—together with specially-written scripts utilizing the music of this sensational orchestra.

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



Don't Wait Till You Need Them To Call On The Joneses

YOU don't wait till you want to borrow his lawnmower to call on neighbour Jones.

The war won't last forever—raw materials won't always be hard to get—your product won't always be easy to sell. When the world gets back to normal, the Joneses, and all their neighbours, will remember the people who remembered them when business was *not* as usual.

Talk to the Joneses — now — through radio, the ideal sustaining medium. Enter their home regularly — entertain and instruct them — tell them about your contribution to Canada's war effort — why supplies are restricted and selection reduced

—keep the name of your product familiar to them.

Radio is the ideal medium for this purpose. You can tell your story—effectively, inexpensively—over any or all the thirty-three "All-Canada" stations covering *all* major Canadian markets. Through the "All-Canada" stations, you can *spot* your programme where you want it, when you want it, as you want it. Let us help plan your own programme or select from our fine transcription library. Ask your advertising agency for recommendations.



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

"More Hope than Charity"
 A COLUMN OF CONSTRUCTIVE DESTRUCTION
 by **Elda Hope**

"Soap Operas" were on the carpet the day Sally invited seven of us girls to lunch, and you know how girls are when they begin talking.

Then, I hadn't had much chance to hear these programs, so I was forced to play the part of listener. Since then I have become a fan, and right now I am concentrating on sticking to the job on hand, though my heart is with Stella Dallas.

I know radio men resent the term "soap opera", and prefer the name "daytime dramatic serial". Sorry, but they're "soap operas" to me, and I say it who loves them all. Call them what you will—and a grape-fruit by another name would still squirt in your eye—these programs have an audience of millions of housewives.

Radio offerings designed to attract women listeners have come and gone. Educational programs, symphony music, astrologers, book reviews and even kitchen suggestions, attract a limited audience, but millions of women prefer Big Sister to Shakespeare. Soap operas aren't all melodrama and heart-throb, though I can't see anything wrong with either.

Snow Village presents an amusing dialogue with clever characterizations; Lucy Linton brings stories from life; Vic and Sade give their audience comedy; Mother O'Neil and Ma Perkins are problem straighteners; Mrs. Berg, of the Goldbergs has a flair for seeing the homey details of every day life.

Today the soap opera is solidly entrenched in radio — probably never before has any art form appealed to so vast an audience so continuously. There is no air of make-believe about these serials. The actors remain anonymous, engrossed in the part being played. In fact to me they aren't actors at all, but very real people.

The elements of a serial are varied and many.

There must be a heroine who suffers. For example, Carolyn Kramer in "The Right to Happiness", has to date fallen in love with a man, married him, divorced him, married another who was killed in an accident, has been acquitted of a murder, fallen in love with one of the jurors and has aroused the jealousy of the wife of her employer to the tune of possible divorce.

Besides the heroine there is usually a matron who gives everybody advice. Sometimes this woman is herself involved in suffering too—as in the case of Mrs. Goldberg who is invariably paying the penalty for getting into other peoples' business.

Often heroines must face several reverses at the same time. For instance, Stella Dallas has lately been upset because her only daughter has run away, and, at the same time, the unfortunate woman has been accused of the theft of a ring.

In the average serial the male is not so vividly portrayed. Often he

CKCK Commended

An unusual item appeared recently in a bulletin issued by the Information Branch (Radio Section) of the War Time Prices and Trade Board, in connection with the distribution of a war map which is being undertaken by CKCK, Regina, listeners being invited to send in 10 cents to cover handling and mailing. The item was as follows:

HATS OFF TO CKCK, REGINA

Station CKCK opened a letter recently to find four valid tea or coffee ration coupons. In returning the coupons to the sender, CKCK explained emphatically that they could not accept the coupons. What is more, the station pointed out, "coupons must not be torn off the ration books except in the presence of the retailer." CKCK sent the map, but made it plain the coupons had nothing to do with it, and the station is now out the ten cents.

Voluntary co-operation such as this is one of the reasons price control is working in Canada.

CKCA Takes PN

CKCA, Kenora, Ontario, is the latest station to install teletypes of the Press News radio news circuit.

is putty in the hands of some designing woman.

If there is any formula for soap operas, it is simply that they dramatize the success stories of unsuccessful people.

The fact that these programs are sometimes called "Soap Derbies" may be laid at the doorstep of the commercials. They ARE confusing, and it is often difficult to decide which soap to buy for the whitest wash or the smoothest complexion.

Yes, I am a soap opera fan . . . and that reminds me . . . I've got to fly, because I simply have to find out if Dr. Brent arrives safely back with his wife and family after being forced away by a ruthless gangster.

* * *

I should like to express appreciation to Mr. Gladstone Murray for his interesting letter regarding my last month's discussion on women announcers. Let us hope that when peace returns again, the field of television will, as Mr. Murray suggests, permanently establish women in announcing work.

QUESTION:

Do all radio programs sell goods?

ANSWER:

Yes. Radio is such a powerful advertising medium, any program will sell SOME goods.

QUESTION:

Will a custom-built program sell MORE goods?

ANSWER:

YES . . . a custom-built program, specially designed, properly planned and capably produced will sell to the limit.

Murray Specializes in Custom-Built Radio Shows, designed to get the limit for every dollar spent. Ask our clients . . . we know know their answer . . . We'd like you to hear it from them.

All National Accounts
 Used First in The Maritimes

CHNS

"The Voice of Halifax"

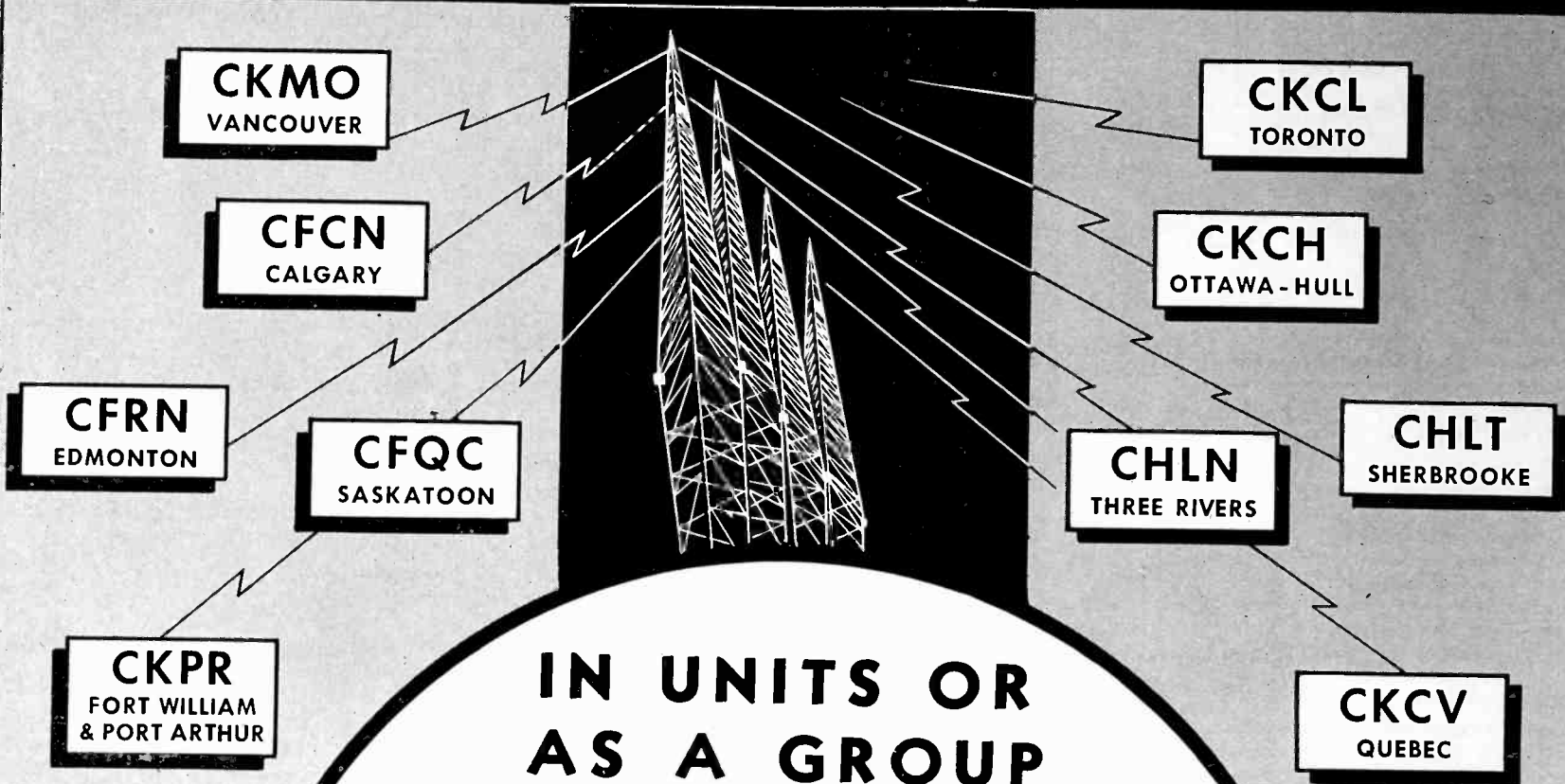
For Seventeen Years

A FINE STATION
 IN
 A FINE MARKET

Studios and Offices:
 BROADCASTING HOUSE
 HALIFAX - NOVA SCOTIA
 WILLIAM C. BORPETT, Director

jack murray
 radio productions
 10-12 King St. East
 Toronto
 ELgin 5600

TEN *Cross Country* STATIONS



**IN UNITS OR
AS A GROUP**

According to Your Needs

Ten distinct marketing areas are covered by these stations. They may differ with regard to environment and buying preferences but the people who live in those areas are thoroughly radio conscious. That has been proven by many successful campaigns conducted over these stations.

Time on all stations is available for national coverage. We shall welcome the opportunity of discussing the matter with you in detail.

Radio Representatives Limited

T O R O N T O A N D M O N T R E A L



Shortly before he landed with the Canadian assault troops on the beaches of Sicily, Peter Stursberg (left) CBC war correspondent, interviews a Canadian ace.

Reginald Charles Gaisford

R. C. Gaisford, director and general manager of Vickers & Benson Ltd., Montreal, died suddenly at his home on August 13th.

Well known in radio circles, he will also be remembered as a football player some years ago with the Ottawa Rough Riders. He served with distinction in the last war.

Thomson on Trends

Speaking before the Parliamentary Committee on Radio last month in Ottawa, Dr. Jas. S. Thomson tabled a report which said that during the past four years there had been a gradual swing from musical to spoken word programs. In the last year 53% of the programs were musical and 46% spoken. In the year ended March 31st, 1940, 68% were musical and 32% spoken.

The general manager also reported that 78% of CBC sustaining programs were originated by the CBC; U. S. networks contributed about 16%; and 6% came from the BBC.

The largest originating point for CBC programs was Montreal, where 29% of the sustainers were produced including both French and English; Toronto came next with 14%; then Vancouver with 10%; Halifax with 8%; and Winnipeg with 7%.

APOLS TO CJCA

In last months' report of BILLBOARD'S Radio Publicity Exhibit; we omitted to give CJCA, Edmonton, credit for winning third place in the sixth annual contest staged by the U. S. journal. We should also have stated that the same radio station received a special award "for exceptional social service programming." This latter citation was in connection with the station's work in connection with the juvenile delinquency problem.

Promotion Man in Air Force

Lloyd Westmoreland, whose CKOC news and photographs have appeared in these columns from time to time, went into the R.C.A.F. at the end of July. Lloyd will start his aeronautical career as a wireless mechanic. His contributions to this paper will be missed.

Staff Change at CFCF

M. J. (Jim) Humphreys, for many years Commercial Director at CFCF, has been transferred to the Canadian Marconi Company's Expediting Department. His new duties are in an important branch of the Company's war production. Percy E. Hiltz, who has been with CFCF since 1931, and who has been acting as Night Supervisor, succeeds to the position.

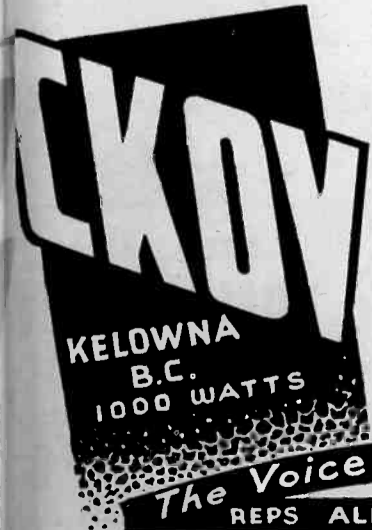
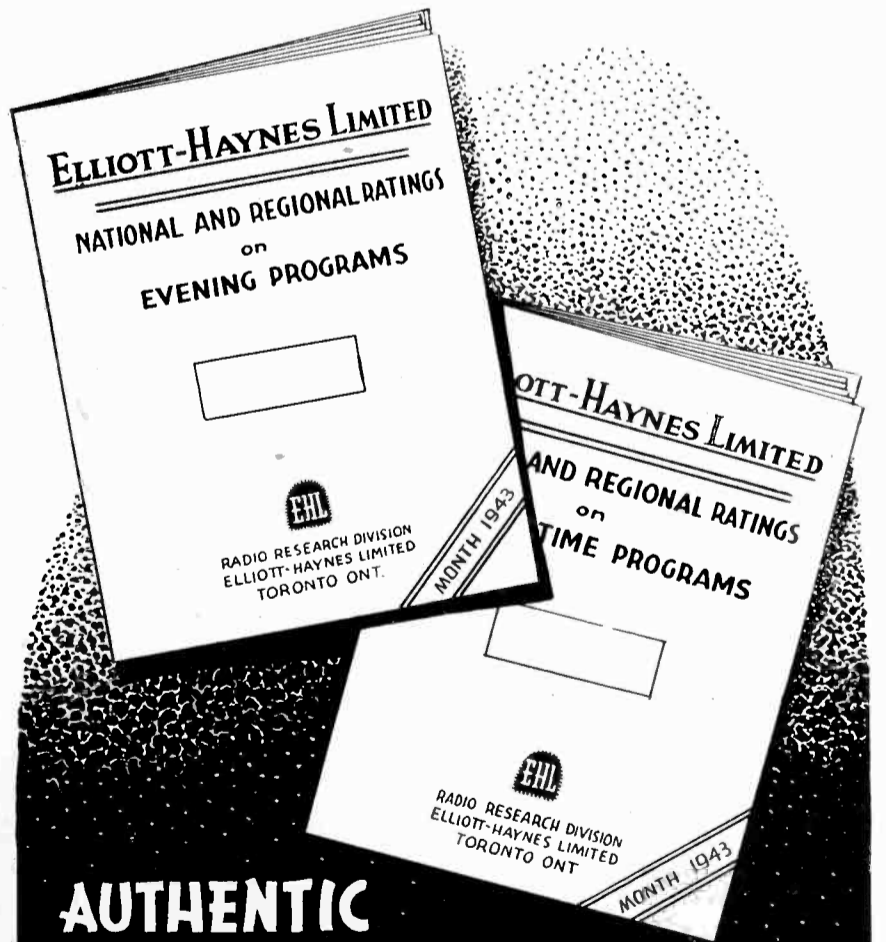
For Over Five Years...

"A Rai Purdy Production"

has meant to over 50 sponsors and their agencies, in more than 100 program series, the utmost in ideas, scripts and production; the ultimate in agency-client-producer co-operation.

Rai Purdy Productions

37 Bloor Street - - West Toronto



It's Apple Time... in the Okanagan

World markets are opening as usual right now for the famous Okanagan apples, but this fertile valley is a year-round market for everything thriving Canadians buy, which can be reached over CKOV, covering the same area as seven local newspapers.

**AUTHENTIC
RELIABLE and
CONTINUOUS since 1940**

BUSINESS



"Betty and Bob"

do a first class job for

BRYCE BAKERIES LIMITED

The life story of "Betty and Bob" is of "ordinary folks" who lead "extraordinary lives." Their sales story is equally extraordinary!

FOR EXAMPLE:

Mr. R. H. Bryce, president of Bryce Bakeries Ltd., recently sent this letter to All-Canada Radio Facilities Ltd. about the program's success over station CJRC, Winnipeg:

As a means of publicising Bryce's Bread and other quality products, we found our investment in the programme "Betty and Bob" quite profitable.

It may interest you to know that after the programme had been on the air under our sponsorship for approximately three months, CJRC tested it for listening audience by offering a small cash prize to the winner of a contest involving the answer to a simple question. The offer was made on one morning only. No prepublicity whatsoever was given to it, and yet as a result of this single announcement more than five hundred letters were received. This, we believe, is convincing evidence of the programme's large listening audience.

Thanking you for making the programme available to us in this territory, we remain,

Yours very truly,

BRYCE BAKERIES LIMITED.

R. H. Bryce

"Betty and Bob", with Arlene Francis and Carl Frank, is one of the most successful radio serial programs ever developed. It has been doing extraordinary sales jobs for canned foods, soaps, baked goods, coffee, drugs, clothing, furniture,

and dozens of other products. It can do a first class job for you in your territory. For audition records, rates, and availability in Canada, get in touch today with All-Canada Radio Facilities Ltd., Victory Bldg., Toronto, Ontario.

NBC Radio-Recording Division
 NATIONAL BROADCASTING COMPANY
 RCA Bldg., Radio City, New York • Merchandise Mart, Chicago
 Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood, Cal.

R.C.A.F.—Half hour recorded dramas on at least 57 stations for air crew recruiting, and half hour R.C.A.F. Quiz on 45 stations. Release is by Advertising Agencies of Canada through Baker, Toronto.

FEENAMINT has renewed spots on a wide list of stations—13 weeks preliminary fall campaign. Release through Baker Advertising, of Toronto.

MILES LABORATORIES (Alka-Seltzer)—15 minutes, 5 a week on CKAC—"Mois j'ai dit ça," French quiz, equivalent of "Did I Say That?" Produced by Metropolitan Broadcasting for Cockfield Brown, Toronto.

SHREDDIES resumed "Today's Adventure" featuring Gordon Sinclair, Sept. 20th. 5 minutes transcribed, 5 a week on a selected list; released by Cockfield Brown, Toronto.

FLY-TOX—1 minute dramatized spots, 3 a week on a list of 17 stations, contracts being for 13 spots in some cases and 26 in others. Release is through Ronalds, Toronto.

CONSUMERS ELECTRIC APPLIANCES CPN.—30 minutes, 2 a week commencing August 25th—transcribed.

R.A.T.S. Organize

Printed rules have been issued by the Radio Artists of Toronto, newly-formed radio actors' guild.

Section one of the regulations deals with minimum fees for artists' services; section two covers announcers; and section three is devoted to a variety of miscellaneous regulations covering such contingencies as lateness for rehearsals, split rehearsals, cancellations and amateurs.

Fees for actors vary according to the length of each program, and include a minimum rehearsal time providing for additional payment for longer rehearsal periods. These fees vary from \$10 for 6 to 15 minute programs, with 2 hours rehearsal time included (\$7.50 in series of three or more a week) to \$25 for programs of 46 to 60 minutes, including 6 hours rehearsal time. Lower rates are listed for supernumeraries, dramatized commercials, cut-ins and so forth.

The secretary is Roxana Bond, 79 Chatsworth Drive, Toronto, and the committee consists of Bud Knap, Alan King, Frank Peddie and Roxana Bond.

Dominion Broadcasting Co., Toronto, is offering a new program for sale. That's nothing; it's their business. But what is unusual we believe is the studio audience angle—admission by Blood Donor's Button, or willingness to sign up as a donor.



Last Victory Loan Campaign Wrigley's sent "Treasure Trail" to do a show in Midland, Ontario. Jack Fuller is seen "popping the question" in the audience.

scribed—"The Imperial Leader" life of Winston Churchill. CKCI Toronto. Release through Frontenac Broadcasting Co., Toronto.

CANADA STARCH—Will resume "Crown Brand Sports Club" 1 minutes, 2 a week on August 31st and also "Secret Service Scouts" 1 minutes, 2 a week on October 1st. Release is through Vickers & Benson, Toronto.

BLUE COAL—Will resume "The Shadow", 30 minutes, one a week on a tentative list of 9 Canadian stations early in October. Release is through Vickers & Benson, Toronto.

Telephone Tip-Off

Each week CJAT, Trail, scans the program schedule for lectures, speeches or broadcasts of any kind and a list of local authorities likely to be most interested in such broadcasts is compiled. On the day of the broadcast the secretaries are phoned and asked to leave a note on their employer's desk advising him of the program.

Talks on the fuel shortage mean a notification to all fuel dealers; on labor problems a notice to all plant executives and union officials; by-election bulletins call for a notice to all political leaders.



1000 watts —
IN EDMONTON
 ALBERTA
THE FASTEST
GROWING AREA
 IN THE
DOMINION!

B.U.P.

"COVERS THE WORLD"
BRITISH UNITED PRESS
 231 ST. JAMES ST., MONTREAL

Edward Thomas Sandell

In his 74th year, E. T. "Ed" Sandell died at his home in St. Catharines on Sunday, August 15th.

Mr. Sandell was born at Niagara-on-the-Lake, and was buried there on August 17th.

With a career which included 18 years, from 1889, as a member of the Toronto Police Force, he purchased the Taylor & Bate Brewery in St. Catharines, in March, 1927, and as the head of the company became owner of CKTB, the "Silver Spire" radio station, the operation of which was his main activity until his death. He was a director of the Canadian Association of Broadcasters in the years 1941 and 1942.

All his life, Mr. Sandell's prime interest was in sport. During his later years, while operating CKTB, he concentrated with tremendous success on the furthering of almost every philanthropic work undertaken on the Niagara Peninsula. Pursuing his policy he conducted an annual Christmas campaign, as a result of which the needy received over \$25,000 in a period of 8 years in the shape of Christmas cheer. He co-operated indefatigably with the St. Catharines Chamber of Commerce in publicizing the city, and since the war, he has earned the warm appreciation of the authorities in connection with campaigns for the Victory Loans, War Savings, Red Cross and every worthwhile enterprise, conceived to spread comfort and speed victory.

"... And I Hereby Engage To Serve"



These two young Vancouverites were inducted into the R.C.A.F. on the CBC program, "Air Force Review". They are Alex Matheson and Audrey Belle Strong, and were sworn in by Squadron Leader W. Paul Graham, Officer Commanding the Vancouver R.C.A.F. Recruiting Centre in the CBR, Vancouver studios during the program. The event was arranged by R.C.A.F. officials, in co-operation with the CBC.

The People Ask

The people are asking questions about the legion of problems emanating from the frequent new rules and regulations made by National Selective Service, and Unemployment Insurance, and, in Toronto, they are getting their questions answered by radio in the weekly program "The People Ask".

Gordon Anderson, not too long ago manager of CKOC, Hamilton, now public relations officer for the Ontario region of Selective Service, has inaugurated this series of programs, which is heard Sundays, over CBL, Toronto.

Mr. Anderson tells us that he has been instructed to experiment with this program with the thought that if it meets with success in the department's view, plans will be laid to spot it across the country.

So far release has been through Gordon Anderson, department of National Selective Service, Toronto.

Jack Treacy, Theasurus representative of NBC's Radio Recording Division has been in Canada making a trip through Western Canada, concluding with a visit to Banff, Alta., for the WAB meeting, August 23rd and 24th.



100 WATTS
630 Kels.

Offering

CONTINUOUS PUBLIC SERVICE to a WORTHWHILE WESTERN ONTARIO AUDIENCE

JOHN BEARDALL
MANAGER-OWNER
STUDIOS IN THE WM PITT HOTEL

The ideas you used in the last Victory Loan Campaign are worth sharing with the industry and its sponsors. They can best be spread across the country in the pages of THE CANADIAN BROADCASTER.

CFGP

Grand Prairie

Imitation . . .

THE SINCEREST FORM OF FLATTERY

We, at CFGP, Grande Prairie, the Voice of the Mighty Peace, THE Alaska Highway Station, feel flattered to think that the big boys copy us, but we are still THE Alaska Highway Station, and going to 1000 watts too!

"It is to Smile"

Business is good, thank you. Our listeners and sponsors all satisfied. You are invited to join us.

GR-R-R-R-R!

That's us, making like a lion. Because we deliver the lion's share of the southern Saskatchewan audience. Sounds good? It is good, and we can prove it!

CKCK
REGINA, SASK.
620 Kilocycles

REPRESENTATIVES; Canada, All-Canada Radio Facilities. United States, Weed and Co.

What the Surveys Say

Facts and Figures from Elliott-Haynes Surveys

The August evening report, just out, shows a low sets-in-use trend, as shows like Lux Radio Theatre drop off for summer. The following tables show the 3-month trend for the past 3 years:

	1941	1942	1943	3-Yr. Av.
June	28.7	29.0	28.5	28.7
July	23.4	23.4	24.9	23.9
August	24.6	22.5	23.4	23.5
3-month av.	25.6	25.0	25.6	25.4

Top seven networks, English and French, evenings, are listed in order of National Rating:

ENGLISH

- Treasure Trail
- Passing Parade
- Waltz Time
- Album of Familiar Music
- Music Hall
- Canadian Theatre of the Air
- Easy Aces

FRENCH

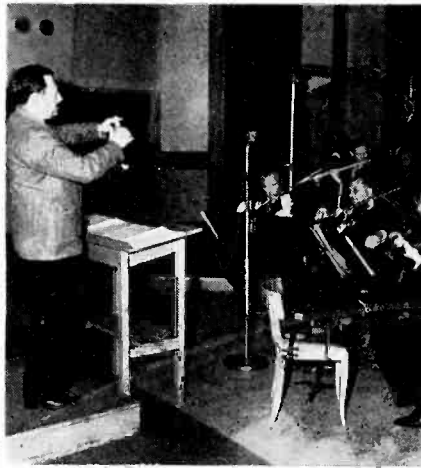
- Course au Trésor
- La Vie Commence Demain
- Secrets du Dr. Morhanges
- Le Café Concert
- Nazaire et Barnabé
- Vie de Famille
- Quelles Nouvelles

Last month this column predicted a blanket finish for Treasure Trail and Passing Parade. In the August report, Treasure Trail ran first with a 16.2 rating, with Passing Parade second at 15.8.

Throughout the evening of August 4th, programs were interrupted by periodic bulletins giving the Ontario election returns. Highest interest was recorded in Ottawa, where "Sets-In-Use" soared to 84. Windsor, London, North Bay and Kingston averaged over 50. In the larger centres such as Hamilton and Toronto, interest was considerably less. Outside Ontario, in Maritime and Saskatchewan cities, listening was definitely above normal, but throughout the rest of Canada it was only slightly above average.

Elliott-Haynes newly-released report "Audience Availability and Recruiting Efficiency" defines Audience Availability as the proportion of the people who are at home and own a radio, whether it is in use or not. Recruiting Efficiency is the relationship between the available audience and the Sets-In-Use at that time. This index represents the combined efficiency of all concurrent programs to induce radio owners who are at home to turn on their radio sets and listen to some program. The report seems to indicate that the average "Recruiting Efficiency" for day-time programs in Toronto is 22.1, and, in the evening, 35.8. In other words the Toronto stations, combined, induce one quarter of Toronto radio owners to turn on their sets in the day-time, and one third in the evening.

The Cross of Honor of the United States Flag Association has been awarded to the Radio Broadcasting stations of America, "in recognition of distinguished public service by this agency of public information, education and entertainment."



Mahlon Merrick and his Orchestra, Concert Master of the Jack Benny show — exclusive U.T.S. artist.



Lee Sweetland, America's favourite young baritone—exclusive U.T.S. artist.



Stanley Kenton and his Orchestra, today's outstanding swing band sensation—exclusive U.T.S. artist.

U.T.S.

Canada's Leading Transcription Library
IS TUNED TO THE TIMES!
MUSIC OF TODAY

Styled for listeners of tomorrow

Yes, U.T.S. transcriptions are tuned to the times—tomorrow's entertainment today.
Music for the listeners of today with styling as new as tomorrow

Thirty-four stations in leading Canadian markets can supply U.T.S. with local sponsorship. In these markets you can sponsor such listener's favourites as:

- Lud Gluskin and His Concert Orchestra (heard over CBS)
- Stanley Kenton and the Swing 14 (the new band for the Bob Hope show).
- Lee Sweetland (America's favourite young baritone).
- Ivan Ditmars (playing CBS organ).
- Mahlon Merrick and his Orchestra.
- Novelty Instrumental groups, Hillbilly acts and many others.

The U.T.S. Library Service offers superb musical productions with budgeted cost.

For further particulars write the stations direct, or Exclusive Radio Features.

These thirty-four Canadian stations will gladly audition U.T.S. transcribed programs.

Vancouver, B.C.	— CJOR	Toronto, Ont.	— CKCL
Chilliwack, B.C.	— CHWF	Stratford, Ont.	— CJCS
Kamloops, B.C.	— CFJC	St. Catharines, Ont.	— CKTB
Calgary, Alta.	— CFCN	Brantford, Ont.	— CKPC
Edmonton, Alta.	— CFRN	Hamilton, Ont.	— CHML
Grande Prairie, Alta.	— CFGP	Parry Sound, Ont.	— CHPS
Moose Jaw, Sask.	— CHAB	Peterboro, Ont.	— CHEX
Yorkton, Sask.	— CJGX	Kingston, Ont.	— CKWS
Kenora, Ont.	— CKCA	Hull, Que.	— CKCH
Fort William, Ont.	— CKPR	Montreal, Que.	— CKAC
Sault Ste. Marie, Ont.	— CJIC	Three Rivers, Que.	— CHLN
Windsor, Ont.	— CKLW	Sherbrooke, Que.	— CHLT
Timmins, Ont.	— CKGB	Rimouski, Que.	— CJBR
Toronto, Ont.	— CBL	Moncton, N.S.	— CKCW
Kirkland Lake, Ont.	— CJKL	Yarmouth, N.S.	— CJLS
North Bay, Ont.	— CFCH	Antigonish, N.S.	— CJFX
Kitchener, Ont.	— CKCR	Sydney, N.S.	— CJCB

EXCLUSIVE RADIO FEATURES CO., Ltd.
14 McCaul Street Toronto

Sales Representatives for

UNITED TRANSCRIBED SYSTEM

RADIO MOURNS T. O. WIKLUND

After a long illness, T. O. (Wik) Wiklund died at his home in Toronto, on July 25th. Wik was Supervisor of Actuality Broadcasts for the CBC, and was previously connected with Hamilton and St. Catharines Radio stations. He was only thirty-four when he died.



Copyright 1943 King Features Syndicate.
 "Wik" is seen above in the Dionne quintuplets' nursery at Callander, Ontario, on the occasion of a broadcast of the children and the late Dr. Daffoe. It will be remembered that it was "Wik" who taught the quints to sing "There'll Always Be An England".

"REPORT TO THE NATION"

Bob Bowman pays tribute to "Wik" on broadcast from ship-yards.

"This is a broadcast about shipbuilding, and it is dedicated to shipbuilders all over Canada, some seventy-five thousand of them. At the same time I'd like to make an additional dedication to-night; to my late colleague, T. O. Wiklund, who died last Sunday. Wik, as he was known to all of us, lost a long, painful battle which had gone on for many months, gone on for months after he was supposed by all laws of medical science to have packed up. The end came last Sunday, and now Wik is at rest. But only his body lost the battle. His spirit was unconquerable, and he will be remembered by all of us.

I think you knew him well; that you will remember his natural, friendly way of speaking on the air. Do you remember when children from Britain were evacuated to Canada after the fall of France, and each month they spoke to their parents at home by radio? It was Wik

who organized this; and it was Wik who brought them to the microphone one by one, and in a few words put them at their ease. This task was a natural for him. But there were many times you heard him, particularly when things were taking place: golf, tennis, football, opening of great public works, such as the Alaska Highway. Perhaps above all he may be remembered for the great part he played in the organization and broadcasting of the Royal Visit. Wik's kindness and loyalty were an example to all; so was his gallantry in his fight for life. So this is hail and farewell to my colleague, T. O. Wiklund. I feel sure the shipworkers of Canada will allow me this privilege of dedicating this broadcast to his memory; because Wik would have liked to have been in this great shipyard tonight, broadcasting about men and women who are doing things . . . working for victory."

FIRST Canadian Station with "Variety"

("Variety" Award for "Outstanding Wartime Service")

FIRST Canadian Station with "Billboard"

("Billboard" Award for "Radio Publicity")

FIRST Station with Hamilton Listeners

(Elliott-Haynes Surveys)

FIRST Station with Hamilton's Local Advertisers

FIRST Station with a Growing List of National Advertisers.

CKOC THE ALL-CANADA STATION - AT **HAMILTON**

A COMMUNITY STATION

OPERATED IN THE INTERESTS OF THE COMMUNITY BY PEOPLE WHO LIVE IN THE COMMUNITY



CKCL, Toronto, one of Canada's oldest commercial broadcasting stations, has always held as its first principle of operation that it must serve the community in which it is located . . . that community problems were the station's problems and any worthwhile community effort should be assured of free support.

This policy has resulted in CKCL carrying a larger percentage of local business than any other Toronto station; in its winning a Variety award in 1942 and, in April, 1943, a citation from the United States Treasury Department for distinguished service to the United States War Saving plan.

We are proud of CKCL and the part it plays in the life of Toronto.

H. S. GOODERHAM, President

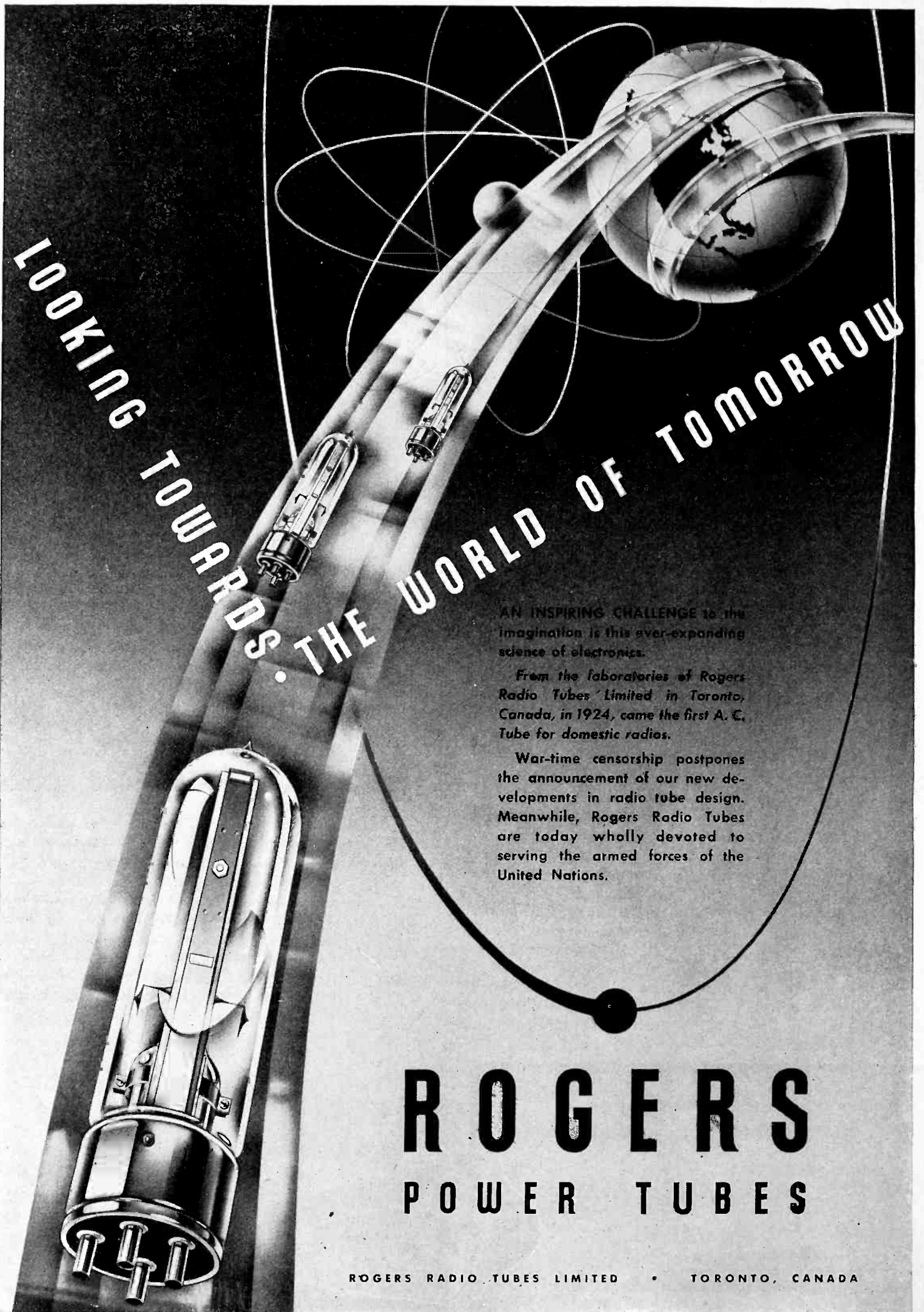
CKCL - - TORONTO

Mutual Broadcasting System

Montreal .. Radio Representatives .. U.S.A. Joseph Hershey, McGillivra, Inc.

Why MONCTON is one of Canada's Top Markets Today . . .

Only 23 centres in Canada offer you a compact market of 100,000 people. Moncton stands out among them because it is a boom town. In the past, C.N.R. and Eaton's picked it out as a focal point. Now in this aerial era it is fast growing into one of the vital traffic centres of trans-Atlantic travel. Bulging with new population, new buildings, new activities. But note this: THE BUSY, PROSPEROUS MONCTON AREA OFFERS DOMINANT RADIO COVERAGE AT A LOWER COST, DAY OR EVENING TIME THAN ANY COMPARABLE MARKET IN THE DOMINION. Get all the facts! Put CKCW to the test!



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

The Target Is Talent

by H. N. STOVIN

There is room at the top and room at the bottom in Canadian broadcasting. Particularly is this true of talent, writers, producers and idea-men.

Canada needs more Canadian shows. We cannot have these shows without talent, writers and producers. Further, there is a need for the opportunity to develop them through Canadian broadcasting facilities, and active incentive to attract high-type personnel into the business, and, having attracted it, practical encouragement to keep it there.

Plans to develop Canadian talent and Canadian programs are invariably stymied by a variety of excuse and apology. Here are some of the more familiar alibis.

"There's no local talent."

How many of us can recognize embryo talent? Oh yes, we've held auditions, tried talent hunts and broadcast amateur hours. When the effort failed in entertainment value—or would it be more honest to say: "when it failed to attract a sponsor?"—whose fault was it? The talent's or our's?

"We lack writers and producers."

True. But do we offer genuine opportunities for men and women in the writing and production fields?

"We have no big names."

So what? All big names were no names once.

"Why spend money, time and effort on talent, development and promotion, only to have it stolen from us or decide to move on?"

Why not. It clears the air for new and greater discoveries. Given proper promotion, people would clamor to step into its shoes.

"How can we compete with the millions spent on U.S. programs?"

By what authority is quality, entertainment value and general service measured by the dollar? How can there be top-flight talent if it has no home for birth?

"We haven't the money."

A valid objection. Do we do what we can to meet it?

Part of the cost of a sponsored period should be the cost of the sustaining programs that surround it, just as in a publication advertising rates must cover not only the cost of printing the advertisement, but gathering and producing the reading matter as well.

*** **

Too long we have been deprecating our own abilities and capacities; too long convinced there were no frontiers to conquer.

In surveys, have we not been studying the wrong column? Should we not direct more attention to the

"Sets-in-Use Index", than the percentage of those sets that are tuned to one specific program? Are idle sets silent in protest? If they are, let us diagnose for cause and apply remedy.

The day has gone when the station operator could say: "Here's a quarter-hour, a studio, a microphone and an audience." Today the time, the studio and the mike are still there, but the audience, with a dialful of programs to choose from, depends on the offering. Even if it's a "must" presentation of Susie Glutz, daughter of our best sponsor, radio's obligation to itself, to the station, to the audience, yes, and to Susie and her fond parent too, is to make an attractive production, not a "thank-God-that's-over" flop.

Talent needs to know it will find a welcome and a chance for advancement—to learn that fame is seldom reached through ability, unsupported by diligent application to study and work, with a modicum of luck thrown in for good measure.

Broadcasting live talent as a station feature is not a simple matter of arranging a series of musical numbers and providing the time, nor is it choosing a radio play and selecting a cast to read the lines, nor seating a speaker with instructions to start talking immediately he has been introduced. Smoothly-running showman-like productions are most necessary. By all means let us hitch our wagon to a star, but let us keep our feet firmly implanted on the ground.

There are eighty-nine stations in this Dominion, and the ultimate in operation and programming is an obligation even to the smallest. The measure of Canadian broadcasting is set by what the public hears. Loud-speakers in listeners' homes are our show-windows. Can we improve the display, or does it measure favorably with advancing standards? Let's make it better, and let's make it Canadian, from inspiration to final production.

"Why should we develop talent and strive to produce programs when quality features can be purchased at lower cost?"

There are those who say that without the CBC and restrictions imposed, Canadian radio would be a mere supplement to the U.S. networks. Undoubtedly that is important to Canadians, but there is no such danger if we refute the charge by developing Canadian artists, writers, producers and programs.

Canada has become the arsenal of democracy. With positive action in the private stations, this country can also become a reservoir of talent and program services which

would not only supply the home market, but would enable us to export the commodity all over the English-speaking world. The tremendous industrial plant expansion in the war forecasts a new destiny for Canada in world markets and affairs. Radio broadcasting will be used, with other media, to develop these markets. If private radio stations do not prepare now, the commercial program productions will originate elsewhere.

Radio is a medium of artistic expression. It must be opened to Canadian talent. Each broadcasting license is held in trust. It is bestowed on the holder by his neighbors and fellow citizens. By the nature and limitations of the broadcasting spectrum, each licensee possesses a virtual monopoly. He therefore must fulfil all obligations, and this includes the promotion of radio as a vehicle of artistic expression.

Every station, every advertiser and every advertising agency has an obligation to the industry as a whole. New talent, new ideas, new programs are necessary for expanding services and sponsorship, for developing industry by the sale of goods. There must be a basic training ground. It is the private radio station.

The development of talent and programs in the private station will enhance its position in the community it serves.

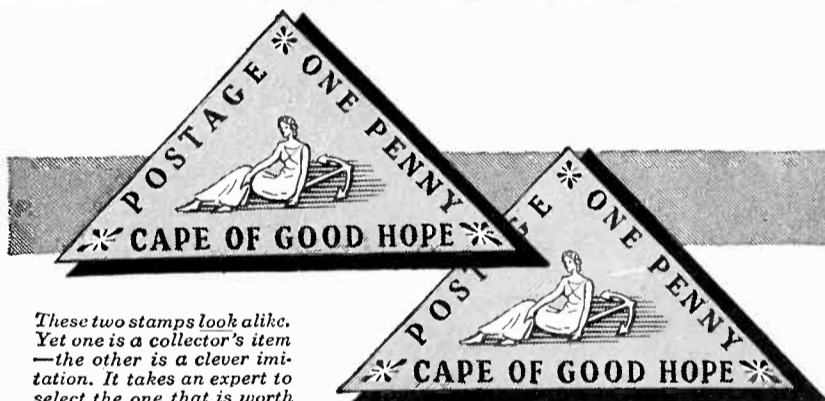


Our Time Is Your Time

and the right time to reach our 205,000 regular listeners in the primary area.

• Ask Your Agency •

REPRESENTATIVES STOVIN & WRIGHT



These two stamps look alike. Yet one is a collector's item—the other is a clever imitation. It takes an expert to select the one that is worth the money!

RAUDIO PROGRAMS, too, require understanding selection. Imagine translating a French program, just because it was a success in Quebec Province, and broadcasting it in Ontario! Humor, psychology, and dramatic values would all be out of place. But how frequently even clever advertisers transfer or translate an English program for Quebec, rather than planning a special program exclusively for this market, with an understanding of its audience. Only an expert who has his finger on the pulse of this Province can select the program for you that is worth the money. We specialize in both English and French radio programs for Quebec, and we would like to discuss your radio questions with you.



RADIO PROGRAMME PRODUCERS
MONTREAL CANADA



Will you have one lump—
OR NONE ?

Today, advertisers are trying to persuade their customers to make what they buy go farther.

Though pocket books are fatter, supplies are shorter . . . it requires considerable tact to tell 'em no and keep 'em smiling.

The best way to tell 'em nicely would be to send your star salesman out on foot to explain the situation to every consumer personally . . .

The best possible way is to give your customers, in the intimacy of their homes, with the persuasiveness of the human voice, that same explanation . . . via radio.

When you're looking for orders tomorrow, you'll be glad you used radio today . . . and kept your customers' goodwill.



INDEPENDENTLY OPERATED FOR THE GOOD OF THE LISTENER

REPRESENTATIVES
 JOSEPH HERSHEY MCGILLVRA
 New York San Francisco Chicago
 ALL-CANADA RADIO FACILITIES LTD.
 Montreal