

CANADIAN BROADCASTER

VOL. 4, No. 15

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

AUGUST 4, 1945

IT'S

Over to You—
Lochinvar!

Radio Is More Than A Movie

Private broadcasters owe it to their sponsors to match the competing media — especially press — in building themselves in public acceptance by means of sound publicity campaigns, bolstering their worthwhile activities. They owe it to their listeners, and they owe it to themselves, as well. It is their failure to do this — failure to get a *positive* story across to the public — that has resulted in the layman's inability to credit private broadcasting with the importance it deserves, that has relegated it to a secondary role comparable to that of the local movie, and finally, that has deprived it of the privilege of running its own networks.

Radio is more than a corner movie.

Radio is a means of developing higher standards of citizenry, in terms of thinking. Radio has been proved to be a medium, in time of stress, among other things for reconciling the public to making sacrifices, for making people *want* to make them even. Radio brings people news while it's still happening, and is ready to entertain and inform at any given minute. *Private* radio is all this and more besides. It is the medium without which no network broadcast can be heard across the country, and, unlike the network, it is an intrinsic part of the community it serves, giving the same life and facing the same problems, and so can serve that community as only a local station can serve it.

A few years ago, member stations of the Canadian Association of Broadcasters decided to use station-calls and chain-breaks that would inform listeners that they were tuned to an "*Independent station, geared to the listener's choice*". It was felt that too many people believed that all stations belonged to the CBC. These "*independent*" station-calls were designed to correct this fallacious idea. Yet it is questionable whether anything was done to make Joe Listener care whether station CLAM belonged to Sam Zilch or the Wartime Prices and Trade Board. All Joe is interested in is the news, or the hockey game, or some favorite program. He should have been *taught* that the *right* station to listen to is an *independent*; he should feel that the letters CAB, proudly proclaimed on the hour, are a hall-mark of broadcasting perfection.

Incidentally, the reading of testimonial letters over the air will not accomplish this, especially when they are not interspersed with insulting ones, by way of comedy relief.

Besides its sponsors and listeners, private radio, as an organization, has an obligation to talent. Because stations are using all the talent they can find does not mean that the barrel is empty. We'd like to see the broadcasting associations make an organized hunt for undiscovered virtuosos; we'd like to see scholarships awarded in all fields along the lines of CKCK's recent scholarships for amateur talent. We'd like to see festivals at all local stations each year like York Knitting Mills "*Singing Stars of Tomorrow*", followed by grand finale in the form of a "*Cavalcade of Talent*" at each CAB Convention; we'd like to see the winners, or their recorded voices, sent from one end of the country to the other, wherever private stations operate; we'd like to see the private stations "*discover*" their own band, singer, actor, writer; we'd like to see the private stations perform a public service which would, *per se*, focus public attention, *first*, on the still latent talent which must abound in this vast country, and then, but *quite incidentally* on the part played in uncovering it by those private stations.

We'd like to see . . .

Richard S. Lewis.

Editor.

NEW GOVERNMENT STATIONS

Special to the Canadian Broadcaster

By NORMAN M. MacLEOD

Ottawa—Decision of the government to spend from \$6,000,000 to \$8,000,000 upon the establishment of four new high-power broadcasting stations is reported as imminent by usually well-informed quarters.

The four stations will be distributed over the four areas into which the Dominion is roughly divided. Exact locations have not been decided upon definitely, but it is likely that two will be West of the Great Lakes, that another will serve the Ontario and Quebec area, and that the fourth will be located somewhere in the Maritimes.

While it is unlikely that actual construction will commence before building conditions ease from the strain to which the current housing shortage is subjecting them, the decision and the commitments to erect the new stations are expected to be taken in the near future. If they are not taken, the virtual certainty exists that Canada will lose the right to build them.

The situation is that as a result of the Havana meeting and agreements following from it, Canada has been assigned four more major wave bands than the Canadian Broadcasting Corporation has ever occupied. On September 3rd next the North, South, and Central American radio authorities will confer at Rio de Janeiro. If Canada attends this conference without

having made any move to occupy the four major wave bands still being held for her, the strong probability — amounting virtually to a certainty — is that these four wave bands would be assigned to some other American nation prepared to utilize them.

The understanding in government circles in recent weeks is definitely that Canada doesn't propose to allow this to happen. And to forestall it announcement will be made, either before the Canadian delegation leaves for Rio or during the conference's proceedings, that the Dominion intends to occupy the four wave bands as soon as conditions are favorable for starting construction.

Canadian delegates to the Rio de Janeiro conference will be Dr. Augustin Frigon, General Manager of the Canadian Broadcasting Corporation, and Assistant General Manager Donald Manson. The conference is expected to be of unusual breadth. Not only will it review the entire field of radio from the standpoint of the American continent, but it is also expected that it will deal with the communications field generally, including some problems of telecommunication. Although the agenda is thus certain to be comprehensive, the belief in government circles here is that the meeting will not be unduly long.



All-Canada Program Division

presents . . .

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By NBC

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New delayed solution production technique, 78 five-minute episodes

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A BIG LEAGUE TEAM straight from the National Broadcasting Company, ready to go to bat for Canadian advertisers!

All-Canada's Program Division has selected these nine leading shows . . . among the best in syndicate broadcasting . . . expertly cast, written and produced, each with that professional NBC touch.

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For advertisers seeking network calibre shows at modest cost . . . for sponsors demanding quality, value and flexibility in their radio promotion . . . All-Canada offers "All-Star-Nine by NBC". Have you received your brochure? If not, write to-day!



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TORONTO

WINNIPEG

CALGARY

VANCOUVER

Leaders in syndicated programs . . . bigger audiences . . . better service.



Having had a conference with Canadian Mayors on housing, the Dominion Government is now preparing to receive the provincial premiers. Discussion this time will be 'reconstruction' — and it will well bring up constitutional issues. Official hope is either that won't, or that these may be resolved by agreement. When the provincial heads assemble here next week in August, the Dominion will present its reconstruction plans. Conference will then, as presently planned, adjourn, while the provinces study these proposals. Purpose of such study is to enable integration of provincial plans for reconstruction with the Dominion scheme, and to permit weight of public opinion to be made itself felt. Probably the Dominion-Provincial conference will re-convene when reconstruction has been thoroughly aired in the forthcoming session of Parliament. The Dominion reconstruction plan lays emphasis on what officials now call "a high and stable level of employment". This is interpreted as meaning jobs for anyone willing and able to work. The major parts of the Federal scheme calls for development of Dominion's resources with an eye to expansion, and for a broad social security plan. The plan puts the prime responsibility for the first two objectives on the shoulders of private enterprise. Present official thinking would seem to be something along these lines "Private enterprise must take most of the burden of providing jobs and creating expanded opportunities. We shall help private enterprise in various ways to meet this obligation. At the same time, we shall complement its efforts with public enterprise—that is, 'public works' in the broad sense. We shall also organize means of stepping in to take up the slack wherever and whenever private enterprise fails." This summation throws a challenge to the lap of private enterprise to take over, or move over. Certain parts of the Federal reconstruction scheme are already in operation. Under the head of aid to private enterprise comes the Industrial Development Bank and the Export Insurance Credits Act. A broad plan of public works in the better than formative stage. Social Security measures include such legislation as the Unemployment Insurance Act; the Family Allowances measure. The wind is an act to set up some form of medical insurance. Draft proposals were discussed by Parliament during its last term;

and officials are working on these in the light of criticisms then expressed. It's in this Social Security field that constitutional issues may enter the Dominion-Provincial Conference. The Dominion government feels it should retain its present control over the income-tax, rather than revert to the pre '39 system of taxes on income by both Federal and Provincial Governments. Since income-tax is constitutionally a provincial prerogative, some discussion may ensue.

Dominion plans do not specifically mention continuation of wartime controls into the future, but this subject might very easily be discussed at the Conference. It's safe to assume that of war-born controls at least national registration and modified form of selective service (government employment bureau) will continue with us. Wartime Prices and Trade Board or slightly modified form of it, is highly probable for fairish time yet. Necessity for this is clearly indicated by increase recently of black market activities; and of such incidents as public sale in Montreal of potatoes at nearly two dollars a bushel over ceiling price.

When the 20th Parliament assembles August 23rd, it will have a most important agenda. Rehabilitation, reconstruction, housing will be chief issues. More than probably, the House will be asked to ratify the San Francisco charter and the Bretton Woods agreement. British officials had hoped for ratification of this latter by all nations concerned by the end of this year. In the Canadian Parliament at least, it will get a very rough ride, being unacceptable to the Social Credit members. These can be counted on to make sure Bretton Woods doesn't get through without the most searching scrutiny. Interesting sidelight on the 20th Parliament is that great majority of the West's 71 members will be sitting in opposition (13 Social Credit, probably 26 or more CCF; and 6 Progressive-Conservative, subject to final official tally). Official leader of the Opposition will also be a Western representative, altho' majority of his party is from Eastern ridings!

Move To Orillia

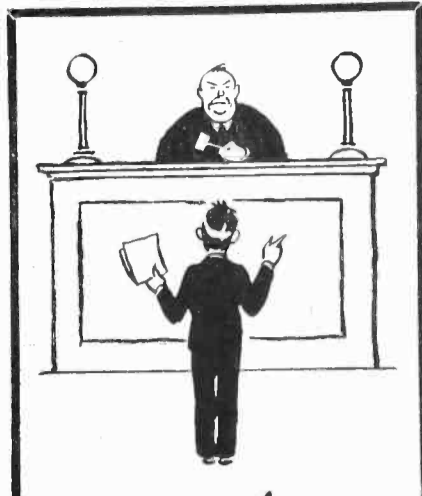
Gordon Smith, owner and operator of CHPS, Parry Sound, has announced that he is moving his "plant" and staff to Orillia, Ontario, where he expects to resume operations, under the call-letters, CFOR, on August 22nd. The station will continue operating with a power of 250 watts, but hopes are entertained for a boost to 1,000 watts in the reasonably near future.



Alan Young climbs another rung on the success ladder with the renewal of his contract for his weekly program on ABC for Bristol Myers. Official announcement does not appear to have been made, but an early transfer to the west coast, and an invasion of the movie field seems likely, when a suitable vehicle can be found.

Transfers To Army

Ft.-Lt. Dick Fonger, D.F.C., former producer with Rai Purdy Productions, Toronto, has been transferred to the army with the rank of Major, and expects to return overseas this summer to the No. 1 Canadian Broadcasting Units headquarters in North-western Germany as second in command under Lt.-Col. Victor George, Whitehall Broadcasting Ltd., Montreal. The unit was recently organized to provide entertainment for the Canadian occupational troops.



Our Evidence

- RUBY RAMSAY ROUSE
- MAURICE RAPKIN
- LORNE GREENE
- MONA O'HEARN
- BARRY WOOD
- MAURICE BODINGTON
- GRACE MATTHEWS
- JEAN CRUCHET
- GEORGE ROBERTSON

You Can Contact Them Thru

RADIO ARTISTS REGISTRY
WA. 1191
TORONTO

OK-go fishing!

That's what we're doing ---and we have some good stuff on the hook for fall--

See us then!

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4 ALBERT ST. TORONTO

CHML

CFRB COLUMBIA WBEN N.B.C.

860 900 930

HAMILTON

GREETINGS
to the
WESTERN ASSOCIATION
OF BROADCASTERS
at their
1945 CONVENTION in CALGARY

On behalf of our entire organization, and of the live group of independent stations whom we represent, we wish you a constructive and hard-working Convention—where conviviality is governed but the true Western spirit of friendliness abounds—in which, in the long-honored phrase—*a good time is had by all.*

CJCH Halifax	CHOV Pembroke	CKY Winnipeg
CHSJ Saint John	*CHML Hamilton	CKX Brandon
CKCW Moncton	CFOS Owen Sound	CFAR Flin Flon
CJEM Edmundston	CFOR Orillia	CJGX Yorkton
CJBR Rimouski	*CFPL London	CKLN Nelson
CFBR Brockville	CKLW Windsor	CFPR Prince Rupert
CKSF Cornwall	CJRL Kenora	CJOR Vancouver

* In Montreal only



HORACE N. STOVIN
& COMPANY
Radio Station Representatives
MONTREAL TORONTO WINNIPEG

CANADIAN BROADCASTER

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Production Manager: ARTHUR C. BENSON

ONLY RADIO CAN SELL SASKATCHEWAN

By ROSS MACRAE

The people of Saskatchewan the first time since 1929, have money burning holes in their pockets, but this time there is nothing to spend it on. Through the "Forties" the Saskatchewan farmer has lifted the mortgage and is now waiting for "opening time" post war distribution, when he will start on the biggest spending spree of his life. Radio is going to do the selling job. In fact only radio can effectively sell Saskatchewan.

Here is why:

A Rural Market

Saskatchewan is the third largest province in Canada by population, and, incidentally, would like to be known as "Saskatchewan" instead of "one of the Prairie Provinces". Like any of the other Western provinces, there is no great concentration of population. Saskatchewan has no Winnipeg, Edmonton, Calgary, Vancouver — all cities with great masses living in one place. Saskatchewan's population is spread over an area of 200,000 square miles. Of the 850,000 odd people who live in the province, there are only about 150,000 who dwell in the province's eight cities. In other words, 700,000 Saskatchewanites live on farms or in hamlets or villages, and own nearly one-third of a square mile of land apiece. According to 1941 census figures, 48,399 of the Province's 109,999 farmers farm farms of over 10 acres, so merchandisers can safely regard Saskatchewan as a completely rural market. To these people radio is more than a music box or talking machine. Radio is their newspaper, their school, their church. It is as important to their lives as rain, hail-insurance, or the weather out back.

Farmers Are People

Even if he elected a Socialist government, the Saskatchewan farmer is pretty much like any one else. He uses kidney pills, Ex-Lax, and sometimes offends, even in January. He wears the same kind of clothes as his cousins in the effective east and never, ever a ten gallon hat.

Saskatchewanites need what the advertiser has to sell — they're eager to buy it.

Take a look at the market.

Prior to the war, Saskatchewan was Canada's poor relation. The farmer needed equipment, furniture, luxuries. He had no money. Years of crop failures, plus plushy trips to Florida and California in

the palmy days prior to 1929, had left him without a sou. But in 1944 more than \$500,000,000 went into the pockets of the Saskatchewan farmer, and there is nothing on the market on which to spend this fabulous wealth.

Every farmer in Saskatchewan is itching to buy a new combine, tractor, car. His wife wants a fur coat, electricity in the home and plumbing in the bathroom. They have the price and they will buy these items the minute they are available.

Vital Statistics

In 1941 the Saskatchewan farmer's income, according to Ottawa figures, was \$167,861,000, or an average of \$1,815.00 for each of the province's 92,000 farmers. In 1943 the same source discloses an income of \$311,000,000, or an average of about \$3,380.00. The estimated figures for 1944 are \$503,300,000 or an average of \$5,588.00

No great journals, such as are published in other Western provinces, are spewed from printing presses in Saskatchewan's eight cities. In the whole Province there are only four daily newspapers. These are situated hundreds of miles apart and have small circulations. The largest, the REGINA LEADER-POST, has a daily circulation of 35,000. Compare this with one Saskatchewan station—CHAB Moose Jaw—which, according to the latest Bureau of Broadcast Measurement Report, has 90,505 radio homes (families,—not people) in the ten Census Divisions which it serves in its primary area, of which 65,584 admit listening to the station at least once a week (B.B.M. daytime figure).

There are seven radio stations in the province and the geological structure of the country allows each station to cover an amazingly large territory. Each shows a district in which the population is remarkably evenly distributed and in which right now there is money — mattress loads of it — to be spent.

In Saskatchewan people turn on the radio at 6.30 a.m. and leave it on until they go to bed. Elliott-Haynes Continuing Study of Listening Habits discloses some interesting comparative figures for the peak listening months of February and March.

This year's figures for those two months show the following "Sets-in-use" figures, which tell their own story.

	Daytime	Evening
Montreal (Eng'h)	20.4%	36.8%
Toronto	20.9%	40.4%
Yorkton, Sask.	27.2%	45.2%
Regina, Sask.	30.6%	45.7%

Saskatchewan not only has the radio on, but listeners are really listening.

Here is the proof.

The Complete Listener

The Honorable T. C. Douglas, CCF premier of Saskatchewan, took to the air and sold Saskatchewan socialism, and if that can be sold, anything can be sold. Incidentally, all Saskatchewan's four dailies and most of the weeklies preached against socialism, but see what happened.

Maybe Saskatchewanites don't appear in public wearing halos but they are remarkable law keepers. The black market in gasoline, for instance, has never been a vital problem in Saskatchewan. The car-owner sees the Oil Controller, gets his AA book and drives until the gas is used up, then he puts his car up on blocks and starts to walk.

Home Sweet Home

Actually in Saskatchewan cities an AA book is almost sufficient for year-around driving. In Regina, the distance from one side of town to the other is no more than 3 1/2 miles. It takes less than ten minutes even on the street-car to get from the outskirts of town to the business district.

That brings up this point. Business men in Saskatchewan cities don't dash out at lunch time, gulp down a ham-on-rye and a cuppa cawffee and then get back to the grind. Lunch is a solemn ritual and most of them go home for it. Lunch hour is the time when Saskatchewan Radio stations cram in the commercials to catch the ears of these business men in the cities and the farmer who likes to go home for his "dinner" too. Dur-

ing that time you hear commercials for automotive service, piston rings, soap, men's wear stores, all intended for masculine consumption.

So when the fighting's over, and they start beating the swords into electric appliances and farm machinery; when alcohol becomes available to give a guy a lift in the world, instead of a lift out of it; when wool now going into uniforms is used to make suits, coats and dresses again and when nylon in parachutes is turned to more eye-appealing use, the wise advertiser will be selling his products in Saskatchewan by radio.



First
IN CANADA'S
THIRD MARKET

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

"The Friendly Voice of Halifax"

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



Her South American interpretations appeal to the "Latin" in every French-Canadian!

You think that nobody north of the Rio Grande could lilt Spanish songs like Carmen Miranda? You're wrong—Muriel Millard, the French-Canadian songstress, has captivated *South American* as well as North American audiences!

If Spanish America is "another world" for the English speaking, so is French Canada. This compact market of three million people—spending over \$600,000,000 annually—must be reached in its own language, through its own media.

For over twenty years CKAC, the pioneer French-Canadian station, has commanded the vast *family audience* of populous, vital French Québec. Investigate Québec *now* for your post-war plans.

CKAC MONTREAL
affiliated with CBS

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

SCANNING THE SURVEYS

HOW THEY STAND

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

DAYTIME		
<i>English:</i>		
Soldier's Wife	13.9	-3.4
Big Sister	12.8	-2.9
Ma Perkins	9.6	-2.5
Lucy Linton	8.8	-1.8
Road of Life	8.7	-2.1
Woman of America	7.6	-2.5
Pepper Young	7.4	-2.7
Right to Happiness	5.2	-3.9
Breakfast Club	4.5	-1.9
<i>French:</i>		
Quelles Nouvelles	20.7	-7.7
Jeunesse Dorée	20.5	-8.1
Vie de Famille	20.0	+4.8
Rue Principale	16.4	-7.7
Grande Soeur	16.3	-5.8
Métairie Rancourt	15.8	-3.2
Pierre Guerin	12.3	-3.9
Pierre et Pierrette	11.9	-2.2
Le quart d'heure	11.3	-4.0
Courrier Confiance	8.9	-4.3

The summer listening slump is amply reflected in the current ratings and yet none of the declines seem to compare with the percentage of drop in sets-in-use figures. This seems to exonerate the programs themselves.

Among the English-speaking daytime programs the slump has played no favorites, although up until its summer vacation "The Happy Gang" had the best record of sustained listenership.

Looking over the French-language programs it appears that Quebec listeners are showing a keen interest in "Quelles Nouvelles" which takes top place this month with a margin of .2% over "Jeunesse Dorée". This latter program has topped the French list for the past few months but its seasonal decline has been more pronounced than "Quelles Nouvelles" which, while it did enjoy May leadership, has been for the most part in the second and third slot. It

continues to top Sponsor Ideation rating,—with 79.7% July.

Most significant change in ratings is credited to the CBS sponsored "Vie de Famille" which has vaulted into third place a rating of 20.0, a gain of 4.8 June, and the only daytime program to show an increased listenership this month. Previously it was at 10.30 a.m. Monday to Friday. "Vie de Famille" moved up to 11.45 a.m. this being part of its former time of "Joyeux Troubadours" (11.30 — 12.00) which would seem, in some measure, to account for the rapid uptrend.

Lifebuoy's "Lucy Linton" showed the smallest decline in rating with a lapse of 1.8.

Don McNeill and the "By Your Side" moved into the second circle for the first time with a respectable national rating of 10.6, having in mind that the program has only two Canadian outlets and is heard at a time when the in-use figure dips to 10.6.

Three of the consistent leaders—"The Happy Gang", "They Say Me" and "Joyeux Troubadours"—the French edition of "The Happy Gang" are on summer vacation with no replacements.

CFPA

Port Arthur - Fort William

That CFPA is preferred by local listeners is evident by the number of Twin City merchants using CFPA facilities for programs.

Contact NBS

Serving The Lakehead

Look to

RCA VICTOR

FOR

EXPERIENCED PROGRAMMING

RCA Victor

TRANSCRIPTION STUDIO

TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 3671



The scene is the Calgary Stampede, and Dave Abrahams (left) is holding the CFAC Trophy which has just been presented to him by Viscount Bennett. Centre is Jack Dillon, Arena manager for the Stampede. The trophy was made of the actual mike used in the broadcast, mounted on polished wooden base and suitably engraved.

How the Channel Islanders Listened to the BBC

Condensed from "London Calling"

cores of wives on the Channel islands who hope to have babies next year are saying: "If it's a girl, we're going to call her "Crystal". And the Miss Crystals will grow up as living tributes to the voice of the BBC, which, throughout the years of the German occupation kept these Britishers in touch with the world.

No wonder the word "Crystal" is a magic word there. For in June 1942 the Germans banned all radio sets. Houses were searched regularly and the people were told that to possess a radio or to listen in to the BBC would mean death or imprisonment.

For a few days the Islanders were without news. And then the rescue of all came Mr. Louis Roche of St. Helier, an electrician. He taught the Islanders all about crystal sets.

The Louis Roche crystal sets were in hundreds of shapes and sizes and disguises. On the mantelpiece of the home of Mr. B.

Davies of St. Helier was a red alarm clock that was always wrong.

"The clock is broken", he always told the Germans when they asked about it. Actually it was a two-valve (two tubes) set. By attaching wires to the two winding screws, twiddling the screw which moves the hands and listening through a small headphone from a telephone receiver, he received, faint but clear, the Voice of London.

Another two-valve set was built inside a two inch tin. Some were built in match boxes. The smallest of all was an intricate job inside a gramophone needle box.

The German Command was given, almost daily, a clue which might have led to the secret, but they never realized it. Every day there were complaints of ear-pieces being missed from telephones. These were the ear-pieces which, after a minor adjustment, were attached to the crystal sets so that every Islander could daily listen in and hear "This is London Calling".

We Salute

The Western Association of Broadcasters' 11th Annual Meeting
Palliser Hotel—Calgary, Alberta—
August 6th and 7th, 1945



CFRN

EDMONTON-ALBERTA-1000W-1260 Kc.



RE-EMPLOYMENT SERVICE

FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business. This department is being run with the full knowledge and co-operation of National Selective Service. Advertising copy, which should be as brief as possible, should be written clearly—typewritten preferred—on one side of the paper only. Include your regimental number and date of discharge, and please bear in mind that this free service is available only to men and women who have been on active service. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay Street, Toronto 1, Ontario.

File CB 12. Wants to break into radio as announcer. Will start at small salary at station where training will be given. Age 22, single. 2½ years in the RCAF as a Wireless Air Gunner, 1½ years overseas. High school education, and willing to work to learn the business. Has open permit. Disc available. Box CB 12, Canadian Broadcaster, 371 Bay Street, Toronto.

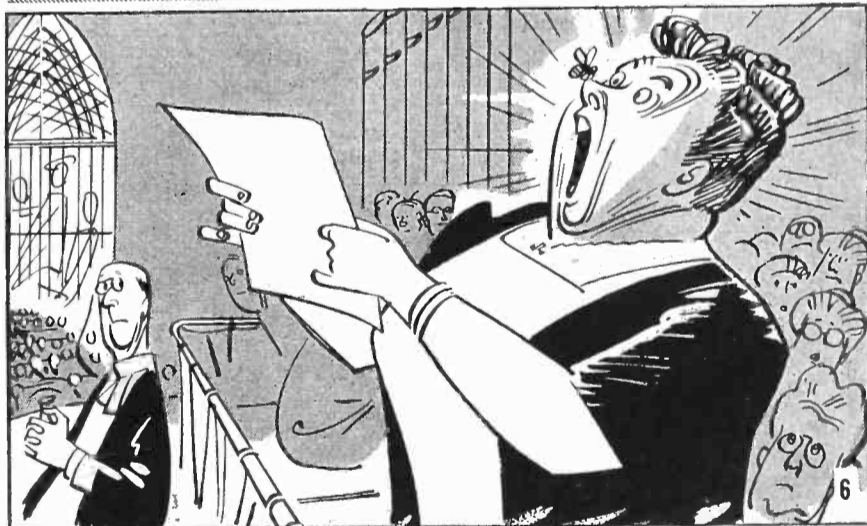
SHOW BUSINESS

by Geo. A. Taggart

Still Fishing!

166 Yonge Street, Toronto
ADelaide 8784

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

THIS is not a picture of Evelyn White, but honestly, her Woman's World program from 2 to 2.30 every afternoon is a honey. (see bee in picture). Kenora has a 300% increase in population during the summer and there is no outside reception for them to listen to... just us! W. W. is participating—and it is our very best day-time spot to be in.

CJRL KENORA

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Welcome
 To All W.A.B. Convention
 Delegates!

We invite you to
 call in and visit

**CALGARY'S
 Community
 STATION**

NEW STUDIOS
 They'll be open for
 your inspection

LOCATION
 Just west of the
 Palliser Hotel

CJ CJ "The Friendly Voice
 of the Prairies"

IN THE WEST - it's



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

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

Exclusive Sales Rep.:
H. N. STOVIN

Needs Of Independent Radio

Lloyd Moore Addresses "Institute"

Aspiring radio men and women attending the Radio Institute being conducted this summer at Queen's University, Kingston, heard a talk on "The Independent Station and its Needs" by Lloyd Moore station manager of CFRB, Toronto, July 25th, as part of the course.

Among the "needs" Mr. Moore listed were "A more sympathetic

ally, and the Board of Governors of the CBC, seem to look in vain, and endeavour to find nigger in the wood-pile where a recommendation is made by private radio."

He expressed the belief that true pattern of radio's future development in Canada in the interest of all listeners has not yet been established, and, he added, "I do not believe that a monopoly of radio, whether in the hands of a government sponsored body or the hands of private operators, will always be dangerous, and will be in the best interests of the people of this country." He then expressed the hope that in the not too distant future the Canadian Association of Broadcasters and the Canadian Broadcasting Corporation can sit around the table together and lay out jointly a plan for the sound development of radio broadcasting for this country, which they can unanimously recommend to the future Parliamentary Committees and Governments.



Radio Needs Mouthpiece

appreciation by both the CBC and the private stations of each other's needs," and also "the support of the citizens and a clearer understanding by them of the part the independent station plays in its community.

He pointed out that broadcasting is business, and that it is also art and a profession. "The independent station of Canada is its voice", he continued, "there being 86 privately-owned stations to eleven operated by the CBC."

He told the students that the CBC should be broad-minded enough to give the private stations full credit for operating, under a strict censorship of its own, in the interests of the listener.

"It is unfortunate", he said, "that the Parliamentary Committee, appointed to investigate radio periodi-

While the independent stations are banded together in the Canadian Association of Broadcasters, he said, "this association cannot speak for the individual station. This association has to its credit many improvements for the benefit of the listeners but unfortunately the public is not aware that it is the private broadcasters who are responsible for these benefits. Mr. Moore concluded his address with a recital of the CAB Code of Ethics.

Fresh Hair Department

Exclusive Radio Features will shortly be offering a new series of baby sound effect records which George Halnan's first child, a baby gets his lungs functioning properly. July 24th was cigar day and everyone is reported to be progressing favorably.

CKAC
 MONTREAL

A Bright STATION

"TIPS TO TIME BUYERS"
 An outstanding availability
 6:15 to 6:30 p.m. (Monday through Friday)

CKAC

Latest ratings: Programme rating % of Listeners
 6:15 to 6:30 p.m. 18.3% 52.5%
 6:00 to 6:15 p.m. Preceding and following programmes: 21.0% 60.8%
 6:30 to 6:45 p.m. 22.7% 63.2%

SEE **WILLIAM WRIGHT** Victory Bldg.
 AD. 8481



More Hope THAN CHARITY

by Elda Hope

to be a successful script writer of day-down-to-earth stories is one thing. Being a charming hostess is quite another. Combined, that is Babs Hitchman. This ambitious girl quite probably has numerous other commendable qualities I've heard and seen evidence of these

If you don't believe me when I say that producer Babs Hitchman is amazing, ask either of her 'teen-age sons. They'll tell you, in unison — "Mom's our Number One Gal".

Script for a modern half-hour show necessarily means work. To write scripts five years with success is a rare achievement, and Babs' "John and Judy" program, sponsored by Pond's, must set a new kind of record in that the leading characters are the same as five years

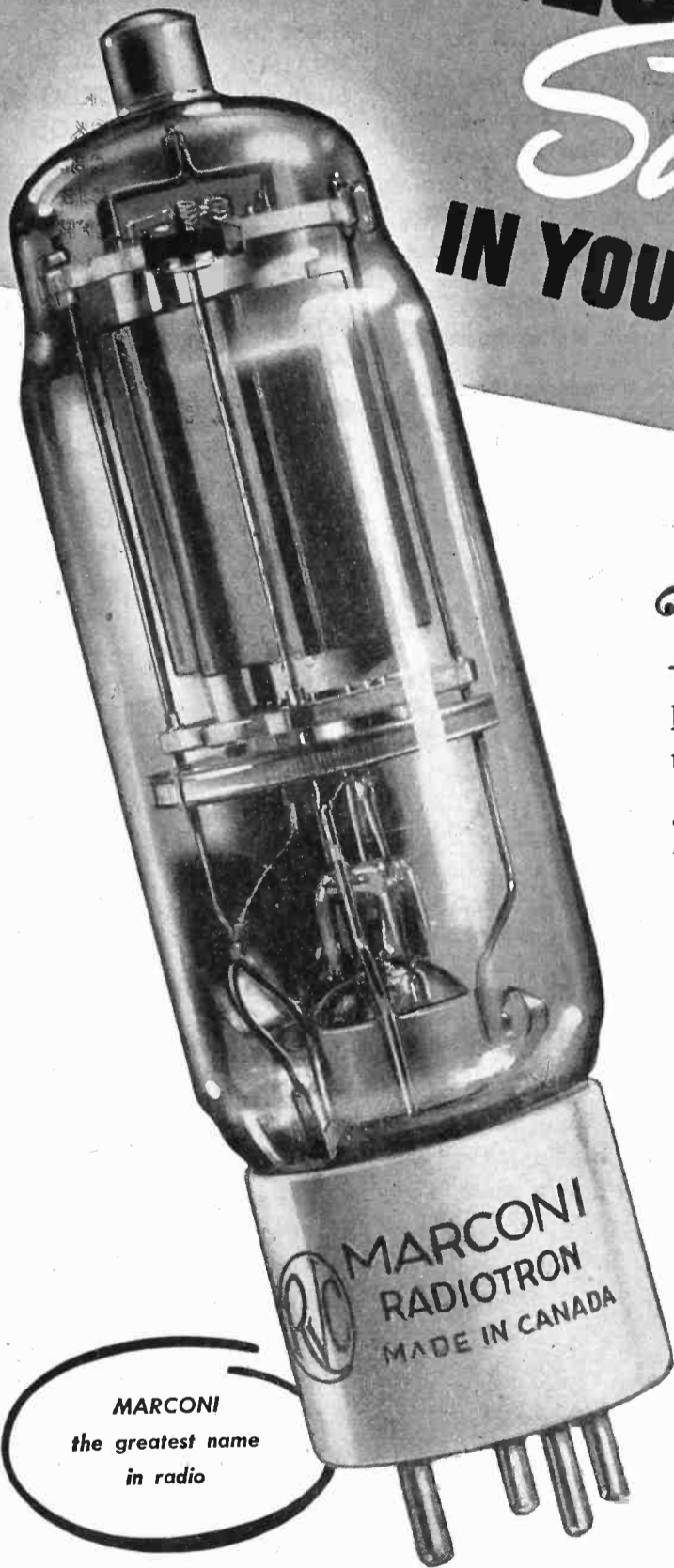
Babs' hostess-ing is remarkable too. The occasion was a get-together of the 1944 "John and Judy" cast. Guests were members of the cast — and friends. Don't overlook me, 'cause I'm hoping for my "do" when the series recommences (in the Fall.) The food was plentiful and good like more, and you couldn't miss the entertainment value.

Among those who signed in were the Bernard Bradens, the Ramsay Lees, the Wood Glovers, the Bill McClintocks. And there were such outstanding artists as Grace Webster, Jane Mallett, Grace Matthews, Ruth Springford and Roxana Anderson. Doris Veale, who supplied music for the show, was there. She has composed the hit-song "The Mood I'm In". Then there was Frank Perry who has been playing an important part as 'Butch' lately and Vince Tovell subbing for Bill Needles 'John' during Bill's absence overseas. So at the party was Iris Alden, representing the agency.

No matter who played the part, there would never be another 'Judy' just as capable as the portrayal given by Roxana Anderson. I'd like to rename her husband actor "There's My Boy" MacLean. Bud Hupp who plays Judy's father was undoubtedly absent. Her aunt, played by Jane Mallett, recited a couple of numbers during the evening which were truly clever. Housekeeper in the Kendall home played by Grace Webster who can probably be best described as a popular and beloved actress. Grace is reputed to have left the stage in order to make life a little quieter. I can well imagine her wishing to appear inconspicuous, but her radio life certainly can't be a quiet one. Less frequent characters are certainly not less competent. For instance there is Grace Matthews, winner of both the Caver Award and the LaFleche Trophy. Call her Mrs. Courtenay Benson as in private life, Anne as in this show or Carrie Murdoch as in "Soldier's Wife", her performance is still top quality. When her son, Kenny, appears, the part is played by Pauline Rennie who can cry lustily and interpret a child's happiness, besides doing her charming self off mike. Bernard Braden, who has written a dramatic series called "Hometown", rounds out this 'comfortable' show. The fashion expert and beauty advisor is actually Ruth Springford. Sound effects are by Bill McClintock. Announcer on the show is Elwood Glover who, when I asked him how he liked it at the new CBC studios, gave me a typical Glover answer. He told me they ceased broadcasting in the old studios at mid-night and began at seven next morning in the new headquarters — an engineering feat — he terms it. The moral to that is — never ask Elwood about the moral — he won't talk.

Neither will I — not this issue anyhow. — ELDA.

'Bye now.



MARCONI
the greatest name
in radio

To safeguard the quality and power of the signal transmitted by their station, radio engineers have found that it pays to replace weak or burned out tubes with Marconi RVC Radiotrons. These tubes have won this recognition because they deliver:

LONGER LIFE

GREATER POWER

BETTER TONE

You can obtain Marconi RVC Radiotrons promptly from your nearest Marconi Distributor or by ordering direct from any branch office of the Canadian Marconi Company.

CANADIAN MARCONI COMPANY

Established 1903

Marconi Building Montreal

VANCOUVER • WINNIPEG • TORONTO
HALIFAX • ST. JOHN'S, Nfld.

MARCONI RVC RADIOTRONS

CANADA'S FINEST RADIO TUBES



RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

● BRITISH COLUMBIA

Chilliwack	CHWK*	Canada—All-Canada Radio Facilities
Kamloops	CFJC*	Canada—All-Canada Radio Facilities
Kelowna	CKOV*	Canada—All-Canada Radio Facilities
Nelson	CKLN	Canada—Horace N. Stovin & Co.
New Westm'ster	CKNW*	Canada—Radio Representatives Ltd.
Prince Rupert	CFPR	Canada—Horace N. Stovin & Co.
Trail	CJAT*	Canada—All-Canada Radio Facilities
Vancouver	CBR	Canadian Broadcasting Corporation
	CJOR*	Canada—Horace N. Stovin & Co.
	CKMO*	Canada—Radio Representatives Ltd.
	CKWX*	Canada—All-Canada Radio Facilities
Victoria	CJVI*	Canada—All-Canada Radio Facilities

● ALBERTA

Calgary	CFAC*	Canada—All-Canada Radio Facilities
	CFCN*	Montreal } Radio Representatives Ltd. Toronto }
		Winnipeg—Horace N. Stovin & Co.
	CJCJ	Canada—Radio Representatives Ltd.
Edmonton	CFRN*	Montreal } Radio Representatives Ltd. Toronto }
		Winnipeg—Horace N. Stovin & Co.
	CJCA*	Canada—All-Canada Radio Facilities
	CKUA	Does not sell time.
Grande Prairie	CFGP*	Canada—All-Canada Radio Facilities
Lethbridge	CJOC*	Canada—All-Canada Radio Facilities

● SASKATCHEWAN

Moose Jaw	CHAB*	Canada—All-Canada Radio Facilities
Prince Albert	CKBI*	Canada—All-Canada Radio Facilities
Regina	CKRM*	Canada—All-Canada Radio Facilities
	CKCK*	Canada—All-Canada Radio Facilities
Saskatoon	CFQC*	Canada—Radio Representatives Ltd. Winnipeg—Horace N. Stovin & Co.
Watrous	CBK	Canadian Broadcasting Corporation
Yorkton	CJGX*	Canada—Horace N. Stovin & Co.

● MANITOBA

Brandon	CKX*	Canada—Horace N. Stovin & Co.
Flin Flon	CFAR*	Canada—Horace N. Stovin & Co.
Winnipeg	CKY*	Canada—Horace N. Stovin & Co.
	CKRC*	Canada—All-Canada Radio Facilities

● ONTARIO

Brantford	CKPC	Canada—J. L. Alexander.
Brockville	CFBR*	Canada—Horace N. Stovin & Co.
Chatham	CFCO*	No Exclusive Reps.
Cornwall	CKSF*	Canada—Horace N. Stovin & Co.
Fort Francis	CKFI*	Canada—J. L. Alexander
Fort William	CKPR*	Toronto } Radio Representatives Ltd. Montreal }
		Winnipeg—Horace N. Stovin & Co.
Hamilton	CHML*	Toronto—J. Reg. Beattie Montreal } Horace N. Stovin & Co. Winnipeg }
	CKOC*	Canada—All-Canada Radio Facilities
Kenora	CJRL*	Canada—Horace N. Stovin & Co.
Kingston	CKWS*	Canada—Natl. Broadcast Sales.
Kirkland Lake	CJKL*	Canada—Natl. Broadcast Sales
Kitchener	CKCR*	Canada—William Wright
London	CFPL*	Montreal } Horace N. Stovin & Co. Winnipeg }
North Bay	CFCH*	Canada—Natl. Broadcast Sales
Ottawa	CBO	Canadian Broadcasting Corporation
	CKCO	Canada—William Wright
Owen Sound	CFOS*	Canada—Horace N. Stovin & Co.

Orillia	CFOR*	Canada—Horace N. Stovin & Co.
Pembroke	CHOV*	Canada—Horace N. Stovin & Co.
Peterborough	CHEX	Canada—Natl. Broadcast Sales
Port Arthur	CFPA	Toronto } Natl. Broadcast Sales. Montreal }
		Winnipeg—All-Canada Radio Facilities
St. Catharines	CKTB*	Canada—Natl. Broadcast Sales
Sault Ste. Marie	CJIC*	Canada—J. L. Alexander
Stratford	CJCS*	Canada—All-Canada Radio Facilities
Sudbury	CKSO	Canada—All-Canada Radio Facilities
Timmins	CKGB*	Canada—Natl. Broadcast Sales
Toronto	CBL	Canadian Broadcasting Corporation
	CJBC	Canadian Broadcasting Corporation
	CFRB*	Montreal—All-Canada Radio Facilities
	CKEY*	Montreal—Natl. Broadcast Sales
	CHUM*†	Montreal—Radio Representatives Ltd.
Windsor	CKLW*	Canada—Horace N. Stovin & Co.
Wingham	CKNX*	Canada—J. L. Alexander

● QUEBEC

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

● NEW BRUNSWICK

Campbellton	CKNB	Canada—All-Canada Radio Facilities
Edmundston	CJEM	Canada—Horace N. Stovin & Co.
Fredericton	CFNB*	Canada—All-Canada Radio Facilities
Moncton	CKCW*	Canada—Horace N. Stovin & Co.
Saint John	CHSJ*	Canada—Horace N. Stovin & Co.
Sackville	CBA	Canadian Broadcasting Corporation

● NOVA SCOTIA

Antigonish	CJFX	Canada—J. L. Alexander
Halifax	CHNS*	Canada—All-Canada Radio Facilities
	CJCH*	Canada—Horace N. Stovin & Co.
	CBH	Canadian Broadcasting Corporation
Sydney	CJCB*	Canada—All-Canada Radio Facilities
Wolfville	CKIC	Does not sell time
Yarmouth	CJLS	Canada—All-Canada Radio Facilities

● PRINCE EDWARD ISLAND

Charlottetown	CFCY*	Canada—All-Canada Radio Facilities
Summerside	CHGS	Canada—Radio Representatives Ltd.

● NEWFOUNDLAND

St. John's	VOCM	No Exclusive Reps.
	VONF	Canada—All-Canada Radio Facilities
	VOWN	No Exclusive Reps.

* indicates membership in the Canadian Association of Broadcasters which has supplied the above information in respect to its member stations.

† Under Construction

NBC Thesaurus presents:

..re-discovered music of early vaudeville days

Music Hall Varieties

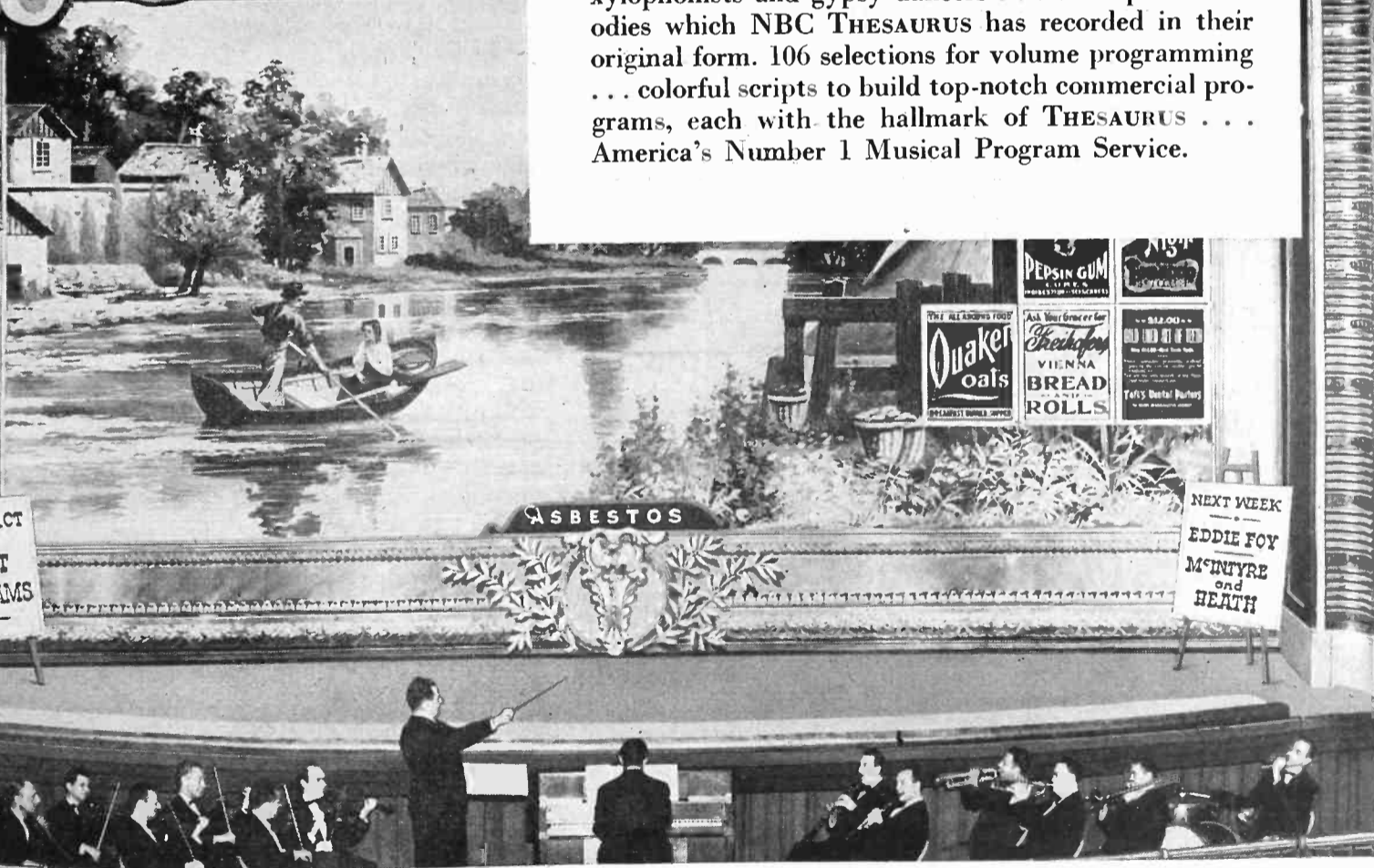
MUSIC HALL VARIETIES . . . newest of the new series of NBC THESAURUS program organizations . . . colorfully records the authentic music (every precious note) of the heyday of early vaudeville. Music as it was played during the unforgettable era of 1905-1920 by pit orchestras of those days.

MUSIC HALL VARIETIES: truly a wealth of re-discovered music, inherited exclusively by NBC THESAURUS subscribers. Here is how it came to be:

Norman Cloutier combed NBC's music files, rummaged through attic trunks in musicians' homes and came up with armfuls of hard-to-find, original scores. Fourteen of radio's best musicians were selected and put under the leadership of "Professor" Patrick Ciricillo, who gave the downbeat.

Out came the nostalgic melodies of the early 1900's. Basso Profundo John Barton, the Knickerbocker Four, and Betsy White added further spice to this entrancing music.

THIS IS THE SPIRIT OF MUSIC HALL VARIETIES: music that carries you back to plush seats, acrobats, xylophonists and gypsy dancers . . . descriptive melodies which NBC THESAURUS has recorded in their original form. 106 selections for volume programming . . . colorful scripts to build top-notch commercial programs, each with the hallmark of THESAURUS . . . America's Number 1 Musical Program Service.



★ See Bob Morrison at the WAB Convention in Calgary, August 6 to 7. He will fill you in on further advantages of being a subscriber to America's Number 1 Program Service . . . THESAURUS.



NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

OPEN LETTER TO W.A.B.

Dear friends:

We thought surely one of us would be with you, to participate in the lively sessions and renew old friendships. But since we can't make it in this year of stress and strain, we send our warm greetings to you all, and our sincere wishes for a successful and profitable meeting.

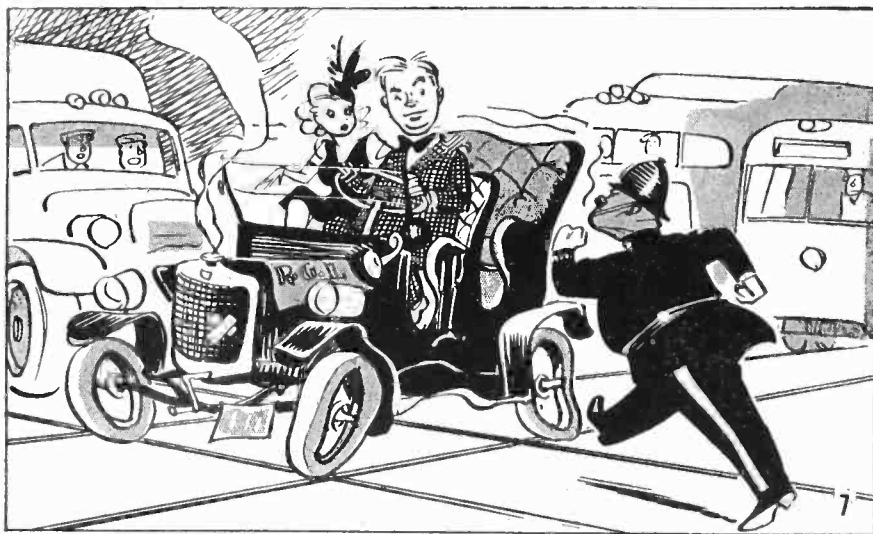
Jerry, Milt and Alex

P.S.—Are your transcriptions up to Standard?

Standard Radio

HOLLYWOOD—6404 Hollywood Blvd.
CHICAGO—360 N. Michigan Ave.
NEW YORK—One East 54th Street

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

THE initials on the jalopy above probably don't stand for "Real Good Listening" — but that's what any sponsor will get who snaps up our 3.59 mid-afternoon spot announcement. Just before our 4 o'clock News, which Elliott-Haynes say has 62% listenership in primary zone. Who'll be the first to say "I want it"?

CFOS OWEN SOUND

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Closed Shop In Open House ACRA Wants To Tighten Agency Relations

By AUBREY C. GREEN

Advertising agencies are pretty certain, according to all indications, to put up a stiff fight if the Toronto talent union (Association of Canadian Artists) goes through with its plans to establish a closed shop. Agency officials interviewed feel they are more than playing ball; talent says it wants to standardize artists fees and working conditions and then changes the subject.

ACRA, the former RATS (Radio Artists of Toronto Society) has become affiliated with the American Federation of Labor (A F of L)—it is now Local 23502, —and it has obtained recognition from the Ontario Wartime Labor Board as the official bargaining agent for radio artists. With this recognition the union recently expanded to include singers and sound effects men as well as actors and announcers.

The ACRA president, Earle Grey, estimated that about 300 radio artists are now in the union which he said constitutes 98% of the available professional talent, other than musicians, in Toronto. He also revealed that plans are being made to organize similar unions in Montreal, as well as other radio centres in Canada. The Toronto organization has been approached for particulars.

"The union," Mr. Grey said, "will stabilize the entire industry. As a matter of fact when the agencies sign the new agreement, it will really be a legalization of the gentlemen's agreement now in use. It will prevent any cut-throat practices, both parties will know where they stand, and it will eliminate as many points of friction as possible." Asked in what respects the present arrangement has shortcomings, he declined to make specific comment as negotiations had been opened with some agencies.

"With definite minimum rates of pay set," Mr. Grey continued "agencies will be able to inform



Earle Grey, A.C.R.A. president, clients as to the exact cost of labor." He emphasized the fact that in the past, the agencies and unions have co-operated cordially and that little friction was evident. "Our new organization," he said, "should improve the dignity and the importance of the industry."

What does the union do for the agency? Does it see to the good conduct of its members, regular attendance at rehearsals, etc?

To these questions Mr. Grey said that the union will provide a standardization of wages and conditions. It cannot, as yet, guarantee better talent because the union does not want to become restrictive in any way. However, if a newcomer arrived in Toronto bursting with enthusiasm for the airwaves, he would obtain a working permit from the union (apparently for the asking) and when he had completed a professional job he could thereupon become a registered member. The union would receive 10% of the money this tyro earned in his first six jobs and this sum would become part of his union fees when he finally joined. "To establish any other standard would in-

(Continued on Next Page)

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

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

CKCH

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

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES LIMITED
Montreal Toronto
HOWARD H. WILSON COMPANY
New York, Chicago, Ed.

COOPERATING WITH LE PQUIT

ately make the union restrictive," Mr. Grey said, "and we cannot do it. At all times the union recognizes the individuality of the artist . . . and it is this individuality that the unions want to perpetuate."

The announcer's representative in Drainie, stated that the union started to negotiate with some agencies and that the agreement is for a closed shop. This case, closed shop was mentioned by all union officials and agency men, in cautious tones. It was stated with reverence and respect. All union officials frequently stated that though a closed shop brought, ACRA always has and always will welcome duly qualified artists to the profession.

Mr. Drainie revealed that negotiations have been opened with Cockfield Brown and Co., Ltd., and J. Walter Thompson Co. Ltd., that everything is "proceeding very satisfactorily."

"The union will be able to supply the agencies with talent lists which contain records of members' experience, press reports and other information. But that is all it could do," he said. "It cannot tell an agency whom to use, nor can it set a standard outside of the six professional engagements required before joining." He said that ACRA was a part of the same basic organization as the musician's union but that there is no working agreement in existence.

Turning from the union officials to radiomen, specific statements were difficult to obtain. However, Mr. Horler, Radio Director for Baker Advertising Agency Ltd., is willing to talk. He said he has not heard anything about a closed shop agreement, but that the idea of a closed shop struck him as a pretty negative and restrictive approach for a group of artists. "It probably will tend to benefit those at the top," he remarked, "but what about the lesser fry and the newcomer?"

"If the union wants everything written on paper," Mr. Horler continued, "the agencies can follow it closely for the members' comfort. Don't let them forget that

more often than not we pay more than the minimum set by the union for radio talent."

Maurice Rosenfeld, Director of Programs for MacLaren Advertising Co. Ltd., said he knew nothing about an agreement with the union. C. M. Pasmore, producer for the same agency, who also attended the interview, said he too was not aware of the pending union action.

Iris G. Alden, who is in charge of the radio department of the J. Walter Thompson Co. Ltd., said that the company had received the new agreement but only one preliminary meeting was held with union officials. She emphasized the fact that nothing was settled at this meeting. And the closed shop? "Well" Miss Alden said, "at present the union suggestions are in the hands of our legal department. You see our agency has always maintained that we are not employers. We are agents for our clients. Thus we are not sure that we can sign such an agreement." (A re-check with Mr. Horler revealed that the Baker Advertising Agency considers itself employers).

Miss Alden suggested that the union should take a more effective attitude about conduct of its members and she disagreed with the suggestion made by the union that three hours rehearsal time was all that was necessary for a half-hour show.

The radio director of Cockfield Brown and Co. Ltd., Wis McQuillan, was on holiday, but Alan Savage, radio department executive, said that they have had one meeting with the union, and that the union suggestions were now in the hands of the company lawyers. Mr. Savage expressed doubt about an agency's right to act as an employer. He said that he personally was in a peculiar position, for, as an actor producer, he was a member of the union. He agrees, and also disagrees with the union on several points, he said.

Following these interviews it was learned that the Canadian Association of Advertising Agencies may consider it necessary to hold a meeting and discuss the pros and cons of the union with the sensitive, trigger question . . . closed shop . . . taking top billing.

OPPORTUNITY FOR BUSINESS!

In New Westminster—CKNW

Calgary—CFCN

Edmonton—CFRN

Saskatoon—CFQC

Fort William—CKPR

Hull—CKCH

Sorel—CJSO

Good Spot Times Available.

Excellent opportunity to put your Product in the Spotlight.

ASK US



In Toronto Phone WA 6151 In Montreal HA 7811

Greetings!

TO THE

WESTERN ASSOCIATION of BROADCASTERS

1945 Convention, Calgary, Aug. 6-7

AN INVITATION

Ken Chisholm, RCA Victor Sales Engineer will be at The Pailiser Hotel during the Convention and he will be glad to discuss with broadcasters the very latest developments in Station Equipment.

RCA Victor

RCA VICTOR COMPANY LIMITED

Halifax Montreal Ottawa Toronto Winnipeg Calgary Vancouver

Best Wishes For A Successful

WAB CONVENTION



910 kc

1000 w.

The Voice Of Central British Columbia

TWENTY MILLION LETTERS IS A WAD OF MAIL

By PAT BAYER

Introductory

"*Treasure Trail*" may not be on your list of preferred radio entertainment, but twenty million letters can't be wrong.

This unpredictable evening program, originated and produced by Jack Murray, has long since ceased to be "just another show", for it has become a household institution for an estimated audience of one fifth of the population of the Dominion, though it is not piped into the Maritimes.

Since the birth of the Elliott-Haynes ratings, this Wrigley-sponsored quiz program has consistently rated tops for Canadian evening productions, except for one month this spring when it changed time to accommodate the Victory Loan shows. This year, for the first time in its 6½ year run, the boys were holidaying the month of July.

T.T. is an all-Canadian show. It operates in four units. Vancouver covers British Columbia; the Winnipeg show, over the CBC Prairie network covers the prairie provinces; Toronto and an Ontario network also reaches the English-speaking people of Quebec; and a French language version, "*Course au Trésor*", stems from Montreal. Surveys show that the weekly au-

dience if all four shows were put together, it would fill Toronto's Maple Leaf Gardens (comfortable capacity 18,000) ninety-eight times.

Mail Pull

The Postal Department may shudder at the mention of T. T. and the 20,000,000 letters sent in by eager listeners since 1939. But even the postal department adds to the mail. The postmaster of a well-known city was once a studio contestant. He had the luck to draw a snap-question—"Who is the Postmaster General of Canada?" The brilliant civil servant missed it, and the boys at his post office are still laughing.

Not only is the program pulling an unheard of amount of mail—a Canadian magazine recently reported that in one year, "*Treasure Trail*" received more mail by 25% than the National Broadcasting Company received in the same period from their entire network—but 90% of the letters received enclose an outside Wrigley wrapper.

Wants to Find Something Wrong

J. Allan Ross, president of the William Wrigley Junior Company Ltd., and sponsor since the show's inception, says he would like to

find something wrong with it. Says Mr. Ross: "I've been fed up with "*Treasure Trail*" for about three years. He has called in leading advertising men, from Canada and the United States, to prove that his good-luck piece has worn out. Sadly he admits that they can't do it.

Mr. Ross probably hits the nail on the head with this theory. "*Treasure Trail*" is the poor-man's lottery", he says. "Somehow it seems to appeal to everyone."

We know an elevator man in a downtown Toronto office building who has sent in one or more letters every week since the show started. He hasn't won the "*Pot of Silver*"

Solidly Copyright

Jack gave birth to his brainchild one night after listening to Professor Quiz. He and his wife discussed the possibilities of bringing the public into the broadcast and making them part of the show by giving them a slap-stick stunt to perform. The telephone gave the outside audience their first chance at the big money prize in the studio. The format, says Jack, has been widely imitated, but the unique phone question was solidly copyrighted in the early days by means of a "*Treasure Trail Booklet*", that included 14 programs complete with stunts and phone questions. Fifty thousand copies were gone in two weeks, at a cost of ten cents each to cover mailing.

Treasure Trail Clubs

Reports have come in of many groups who meet regularly, buy their own kitty, and try to beat the studio contestant to the correct answer. Perhaps the oldest of these "clubs" is in a small community in Western Canada. The farmers drive in to the General store from miles around. Each puts two bits in the pot and gets a number. As a studio number is called, the local emcee picks one out of the hat and the battle is on. If the farmer wins, he gets ten cents for a dollar question or twenty cents for a two dollar one. Whoever beats the gun on the telephone question gets what is left at the end. If it's missed, the pot carries over to the next week.

Once Upon a Time

Anyone who has ever been connected with T. T. has a fund of anecdotes—some too "good" to be printed.

The most controversial question ever to be aired was—"What was wrong with this question?—"*The room was hot and the two men transpired freely.*" Look it up in your dictionary if you don't believe that the sentence is perfectly correct.

(Continued on Next Page)



JACK MURRAY

yet, but he's still hoping. Members of one of Toronto's most exclusive clubs hate to have anything interfere with their Wednesday night quiz show.

"*Treasure Trail's*" pappy, enthusiastic Jack Murray, is a storehouse of information. Unlike his sponsor, Jack isn't fed up yet. "I still get a kick out of every show", says he. "All the boys do". Many a sceptic has taken his dignity to the studio and ended up holding his sides.

PLEGGED TO COMMUNITY SERVICE

"One of the Family"

In North Eastern Saskatchewan, Station CJGX is an integral part of the daily life of the home. It starts the children off to school on time; brings mother the latest recipes; keeps father abreast of the grain produce and livestock markets. These and many other community services, together with World News almost hour by hour, and top-notch network shows, are what make CJGX the "stand-by" station in thousands of homes.

You can't cover North Eastern Saskatchewan without

C J G X YORKTON!!

Western Canada's Farm Station

IT'S 1460 ON YOUR DIAL

A DOMINION NETWORK OUTLET

Represented by H.N. STOVIN & CO.

Ask All-Canada or Joe Weed to tell you
THE STORY OF THE LAUNDRYMAN
or we'll mail it to you, on request

CKOV
KELOWNA
B.C.

The VOICE OF THE OKANAGAN

(Continued from Previous Page)

This one drew a storm of protest. "Are cows' ears ahead or behind the horns?" Look at the next you see. We didn't know either. Unfortunately the girl who had the script, transposed the letters. Over a thousand letters, a hundred telegrams, and countless phone calls, from farmers, lawyers, all walks of life, poured into the studio to set Jack right on his public lore. Since then, whenever C. B. Kenney, Wrigley's advertising manager, are out driving people think they are crazy. They stop at every cow they pass to look at its ears!

"Treasure Trail" has never had serious kicks, because every question is checked and double-checked. A recent controversy vexed the air audience when a contestant was asked: "What is the largest island in the world?" He answered — "Australia", and was quickly informed that "Greenland" was the correct reply. The phone was as crazy as people informed to Jack that the Ontario School Geography calls Australia the largest island. The disappointed contestant was paid the following week. Jack wrote the chief editor of Encyclopaedia Britannica claiming that his publication had cited Australia in one place and Greenland in another. Soon an apologetic letter came back from said editor. Britannica was wrong and Greenland was right. Australia is a continent and cannot be classed as an island.

The question is still kicking around. At the recent show at the Hospital for Sick Children in Toronto, a pretty young nurse was asked if anything could be wider than it was long. "Length is the greatest dimension", says Webster. "It try and convince these Toronto women that they can't buy a yard of material which is 54 inches wide", says Jack! Sometimes the "Pot of Silver" is where it is most needed. There were two phone calls on the Monty show one night. The first was rejected, and the second one just got under the wire and won a substantial chunk for the listener. It was Christmas night, and the winner had gone to his mother's home

for dinner, because he and his wife and three children couldn't afford one themselves. He was crippled, had been out of work four months, and only received \$6 a week compensation. There was no phone in his mother's house, so he ran on crutches over icy streets for a quarter of a mile to win the money.

There was the time the "Pot" was delivered to a family in Toronto just as the bailiff had come to evict them.

A young girl wrote in that she had won \$200 the first time she sent in a letter. She had just come east. Her husband was in the navy. She thought "Treasure Trail" might be interested to know that she had used the money to pay Dr. Stork.

Did you happen to be listening the night they asked the lady: "Who wrote Brahms' Fourth Symphony — Brahms, Beethoven or Mickey Mouse?" To everyone's amazed enjoyment she answered "Mickey Mouse!"

Public Service

"Treasure Trail" has raised thousands of dollars for war services and charities. All expenses are paid by Wrigley's when the show hits the road for a benefit. A show in Lindsay, Ontario, in mid-winter, jammed 3,300 people into an auditorium supposed to hold 1,900. Many brought lunches and sat it out through the afternoon. A show in London, Guy Lombardo's home town, brought in several hundred more people than he had ever drawn. They had to call out the police reserves, and the local sales manager for Wrigley's never did get in.

The program was taken to Ottawa to help finance the first Air

Cadet Squadron in Canada. The late Ben Bernie and his band were brought in from Chicago as a headline attraction. Ten thousand jammed in and Bernie made his first appearance before broadcast time. After "Treasure Trail" he refused to come out again. "Put that show back on", he said. "They can get more laughs and bigger ones than I've ever heard."

Wrigley's have never run a program without some war service announcement. 80% of all commercials have been dropped entirely to get across a message of national interest. During the record week, thirty-one organizations asked for one-minute spots on this half hour show!

The four T. T. units have played hundreds of military camps, hospitals, rest-homes and canteens. Once they went to Stoney Mountain Penitentiary to play for an audience that had never seen a quiz program. It would be hard to find a camp in Canada that has not written in for scripts from which to put on their own versions. Scripts have been sent to Canadian units in Ireland, Newfoundland, Iceland, Burma, the U.S.A.A.F. in Africa, and some of the great battleships of the British Navy.

Even the government can't run without "Treasure Trail". Prior to a provincial election in Western Canada, nobody came to a scheduled political meeting. Investigation showed it was trying to compete with "Treasure Trail". So the astute party bought time following the program, put loudspeakers in the halls, advertised extensively, and gave their political speeches to capacity audiences. No one ever told us if they won the election.

SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue
Toronto
Oxford 1244



WELCOME
to
WESTERN
ASSOCIATION
of
BROADCASTERS
from
BRITISH
UNITED PRESS
NEWS
SERVICE

which first
put teletype
facilities at
Radio's disposal in
Canada
and is still
leading

The World's
Best Coverage
of the World's
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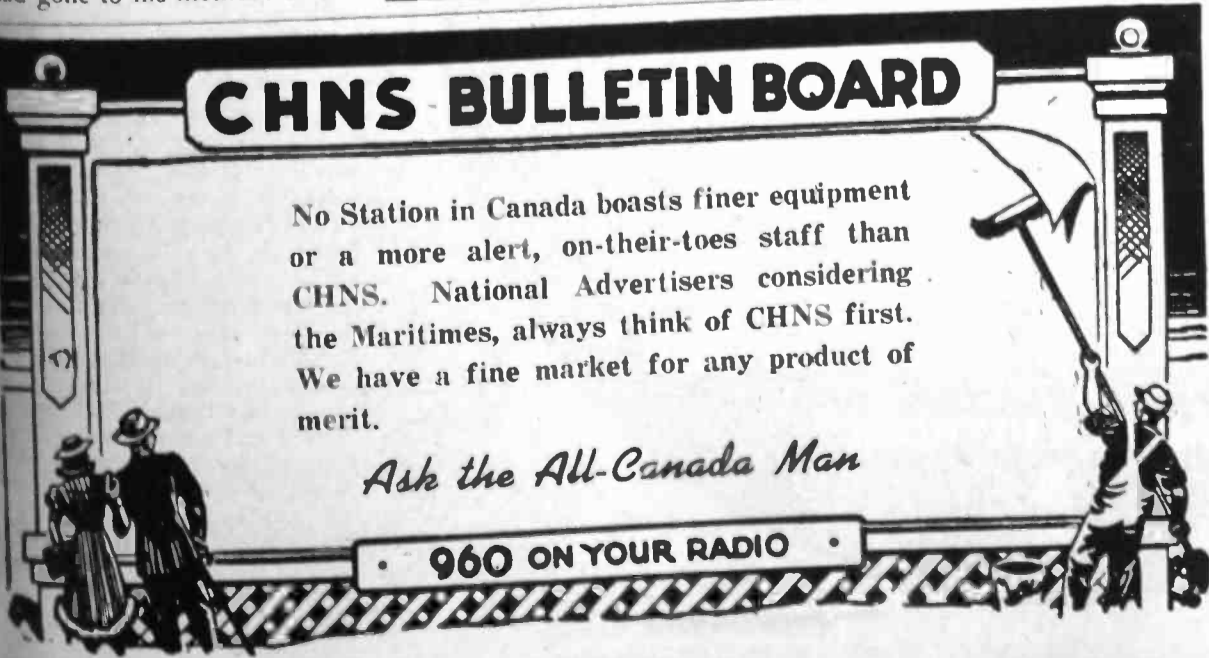
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231 St. James St.
MONTREAL

CHNS BULLETIN BOARD

No Station in Canada boasts finer equipment or a more alert, on-their-toes staff than CHNS. National Advertisers considering the Maritimes, always think of CHNS first. We have a fine market for any product of merit.

Ask the All-Canada Man

960 ON YOUR RADIO





"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM

Serving

The richest farming area in Canada with increased operating hours, 7.15 a.m.-11.15 p.m. (16 hours daily).

JOHN BEARDALL Mgr.-Owner

McMillan Resigns

Dave McMillan has resigned as director and vice-president in charge of Erwin Wasey of Canada Ltd., because a "conflicting account" situation has arisen which would interfere with his Buckley account which he has handled for so long. Dave, with true Scotch stubbornness, will neither affirm nor deny current rumors to the effect that he has something up his sleeve besides his arm, but indications are that he will not be claiming on his unemployment insurance. His resignation from Erwin Wasey was effective July 31st.

NEW DIRECTOR



Wilfrid Gagnon, well-known Montreal industrialist, newly-appointed to the Board of Directors of the RCA Victor Company Limited.



Why must radio people work the idea that you should never use a five syllable word when a two will do? Also, when is something going to be done to save listeners from being afflicted with minutes of drama padded out into thirty minute programs. Also, every drama produced by the radio must have to be along fantasy lines.

A correspondent has sent what seem to him to be the musts for one of these dramas.

(1) It must not have a plot, a plot is basic element of entertainment.

(2) The dialogue must come out of nowhere and lead to the same place.

(3) The more characters there are, the greater the confusion.

(4) The title must have absolutely no connection with the plot.

(5) When music is used, it must be exercised that it is completely drowned out the dialogue.

(6) If the script runs short, read the last speeches over and over again. The show must finish on the nose.

There's how our correspondent puts it, and he leaves very little for this column to add.

* * *

On the question of the words, Professor Fowler, in "Modern English Usage" should be at the side of every one of us who ever dares set words on paper. He has an essay on what he calls "genteelisms". He says, in part: "By genteelism is here to be understood the substituting, for an ordinary natural word that suggests itself to the mind, a synonym that is thought to be soiled by the lips of the common herd, less familiar, less plebeian, less vulgar, less improper, less polite to come unhandsoemly betwixt wind and our nobility. The genteel invite one to 'step', not to 'come' this way; never 'help' assist each other to potatoes; ep stomachs and domestics instead of bellies and servants; and quite forgotten that they have been guilty of 'toothpowder', 'napkins' and 'underclothing' 'before' and 'except' and 'at' where nothing now will do them but 'dentifrice', 'serviette', 'lingerie', 'ere', 'save', and 'ent'."

* * *

This "day and age" may be giving us a lot of conveniences, just as the car has bred physical laziness, so has the news service and the radio network revived virile writers with indolent boys. It is a lot easier to wire news stories straight to the linotype or microphone, the news services have capitalized on this fact to build their prosperous businesses. It might be interesting though if radio editors and newscasters quit going on the news-wire nipple, using the material they receive this way as a basis, compiled their own newscasts, in their own language, so that their own peculiarities would be reflected in words delivered over the air.

CKCR KITCHENER A Wright STATION Ontario's Most Popular Farm Programme "THE FARM FOLKS HOUR" CKCR KITCHENER AVAILABLE—1:15 to 1:30 p.m. (Mon. through Fri.) see WILLIAM WRIGHT Victory Bldg. AD. 8481

CKRC 630 ON THE DIAL DOLLAR FOR DOLLAR CANADA'S BEST RADIO BUY! Ask Burt Hall, John Tregale, or Joe Weed An All-Canada Station WINNIPEG ON THE DOMINION NETWORK



MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

September is quite a month in Canadian History.

General Wolfe defeated Montcalm on the Plains of Abraham . . . The British took Montreal . . . Alberta and Saskatchewan were created . . . war declared on Germany.

- September:
- 1864 Confederation Conference of British North America at Charlottetown.
- 1905 Provinces of Alberta and Saskatchewan created.
- 1944 Canadian Second Division captured Dieppe. Fall of Dun, Arras and Vimy Ridge.
- 1858 Victoria became capital of British Columbia.
- 1876 Huge fire at St. Hyacinthe, Que. — 500 houses destroyed.
- 1783 Treaty of Versailles signed between England and U.S. Boundary between Canada and U.S. fixed, and fishing rights determined.
- 1825 The Halifax Banking Company opened.
- 1812 Fort Garry was made capital of Assiniboia.
- 1858 Gold discovered in Nova Scotia.
- 1910 North Atlantic coast fisheries established by the Hague Tribunal.
- 1819 Montreal Savings Bank opened.
- 1760 Montreal fell to the British.
- 1813 Commodore Perry destroyed a British flotilla on Lake Erie.
- 1861 First Provincial Synod of the Church of England held in Montreal.
- 1939 War declared on Germany.
- 1861 Yonge Street Railway opened in Toronto.
- 1847 Great hurricane off Newfoundland. Hundreds of lives lost.
- 1814 British defeated at Plattsburg.
- 1886 C.P.R. line opened.
- 1759 General Wolfe defeated Montcalm on the Plains of Abraham. General Wolfe died on same day.
- 1759 Montcalm died.
- 1535 Stadacona, now known as Quebec, founded by Jacques Cartier.
- 1870 Historic boat race at

- Lachine; Tyne versus Paris crews.
- 16th, 1893 Calgary, Alberta, incorporated.
- 17th, 1859 Victoria Railway Bridge at Montreal opened.
- 17th, 1762 St. John's Newfoundland, retaken by Lord Colville.
- 18th, 1759 Quebec surrenders to the British.
- 19th, 1889 A huge landslide from Citadel Rock in Quebec killed 45 people.
- 20th, 1788 The vessel "North West America", a 40-ton ship was the first to be launched on Canada's Pacific coast.
- 20th, 1697 The Treaty of Ryswick was signed and all places taken by the French or British restored to original owners.
- 21st, 1812 Gananoque raided by the Americans in a surprise attack.
- 22nd, 1851 Quebec became the capital of Canada. Responsible government granted to Prince Edward Island.
- 23rd, 1623 First group of British settlers reached Nova Scotia.
- 24th, 1870 Military expedition reaches Fort Garry to handle uprisings among Red River settlers.
- 25th, 1759 The ship "Tilbury" sunk off St. Esprit, Cape Breton, with the loss of 200 lives.
- 26th, 1871 Riot broke out in Toronto as a procession of Orangemen were stopped.
- 26th, 1897 The Niagara Arch Bridge was opened.
- 27th, 1813 British Armies defeated by the Americans at York Bay.
- 28th, 1892 Treaty signed at London to establish the North Eastern boundaries between Canada and the United States.
- 29th, 1892 The Legislative Council of New Brunswick abolished to make way for a Legislative Assembly.
- 30th, 1827 Treaty signed in London to fix boundary lines between Canada and the United States.

GOOD LUCK TO W.A.B. from NW!

CKNW Dominates in the "old home town" with 38% Coverage between 8 a.m.—6 p.m. (according to E.H.)

CKNW "Holds Its Own" with Vancouver Stations in Vancouver with 17% Coverage between 9 a.m.—5 p.m. (according to E.H.)

International Broadcasting Co

NEW WESTMINSTER, B. C.

WRITTEN AND SPOKEN WORD



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HARRY E. FOSTER AGENCIES LIMITED

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TORONTO - MONTREAL - HALIFAX - VANCOUVER

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

BRAND new station—new, interested audience—busy vacation centre — lots of extra publicity—who wouldn't say CFOR is a swell spot to be in? Let our representatives give you the story—you'll find it an interesting one.

CFOR ORILLIA

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME



This massive building was erected about 1705 by Claude de Ramezay, Governor of Montreal. Here were drafted the first laws for Canada.

PLANNING A RADIO PROGRAMME calls for Experience and Understanding

A high or a low E-H rating on your radio program is no mystery. In plain English, it simply means that listeners either like, or dislike, your program!

The work of planning a radio program into a smooth "listenable" production that brings goodwill and increased sales, is the work of radio specialists. That is our business, and our long record with leading National advertisers and their advertising agencies proves that we can and do plan "radio with results."

Whether your market and audience is English or French, whether your sales effort is to be in Quebec Province or elsewhere in Canada or the United States, our specialized experience and facilities will be of value to you when planning your radio advertising.



RADIO PROGRAMME PRODUCERS
MONTREAL QUEBEC

There are **DEFINITE REASONS** Why **122 National Advertisers***

used the facilities of

CFNB

Fredericton

during

1944

RESULTS

*Detailed List with our National Representatives

CFNB
FREDERICTON N.B.

ASK THE ALL-CANADA MAN OR WEED & CO. USA.

Roses and Butter

A policy reminiscent of the old adage about catching flies with sugar seems to be the underlying theme behind the current campaign of the newly constituted Composers' Authors' and Publishers' Association of Canada, designed to get it across to the public that their's is a non-profit organization which exists to collect royalties for Canadian composers and others.

Successor to the Canadian Performing Right Society, and the Canadian equivalent of ASCAP with which it is affiliated, CAPAC has recently appointed ten Canadians to its board of twelve directors. These are Sir Ernest MacMillan, Mart Kenney, John Murray Gibbon, Professor Claude Champagne, Allister Grosart, Henry T. Jamieson, Harry Jarman, William S. Low, Holmes Maddock and Gordon V. Thompson. The remaining two are Ralph Hawkes, London, England, and John G. Paine, New York.

CAPAC has announced the continuation of the old CPRS policy of awards and scholarships to junior and senior Canadian composers of serious music. They are also planning to make sponsorable musical scripts of general interest available to stations without charge. A full announcement of this project will be made shortly.

As a part of this goodwill campaign, editorials are being supplied to a number of newspapers in which comparisons are drawn between the lot of the 1945 Canadian composer and his less fortunate predecessor of a few decades ago.

Freelance

John Stinson, for the past year chief news announcer at CKEY Toronto, has resigned to enter the freelance field as an announcer.

Before returning to Canada from the United States, Stinson was at WLW, Cincinnati, where he did the Sohio reporter for Standard Oil.

Bereavement

The sympathy of the industry goes out to F. H. Elphicke of CKWX, Vancouver and Cecil Elphicke of CKOV, Kelowna, whose mother died in Kelowna, July 30.

Air Checks



MICHAEL FITZGERALD
RA. 2377
1175 BAY ST. TORONTO



WHO'S GONNA DO WHAT

Now maybe some broadcasters we know are going to find out what they will do out of their associations when.

BACKS TO WALL

Labor's triumph in Great Britain should (but undoubtedly won't) show "enterprise" that it still has a defensive war to fight for survival.

PRESS AGENCY

"English music will sweep the world after the war, a correspondent. Is it much to expect that an Italian tenor will have no success in Rome unless he is himself Smith?"

HELP WANTED

Wanted a man who can throw in a jack, turn a switch, put on a play, make up his log and work at the line company, or aggressive network station.

DIAGNOSIS

"Hometown" was bad acting, futile acting, poor acting, weak producing.

Otherwise it was okay.

GREELEY, WHERE ART THOU?

Could anybody lend me a book telling us all the things we musn't say to Vancouverites, Victorians, Westminsteronians, Californites and Winnipegians, or use on our Western expedition.

PAN MAIL

Sir: I suppose you think me busy by running the picture of the CKWXers Blood Donor Night in your last issue and you're kidding your readers that radio men have blood in their veins.

With 26 ozs. a month, what else is there?

STRONGARM STUFF

As a last resort we bid down all the TCA's stinancy to giving us a season the plane by assuring them that we were going to the coast even if we had to fly.

GRAPEVINE STUFF

We'd like confirmation of the story that five West station operators have been seen practising genuflecting in preparation for the arrival of the CBC representatives at the WAB meeting.

JUST STUFF

And then there's the story about the community station which was so beloved by listeners that they took collection and sent around a piano tuner.



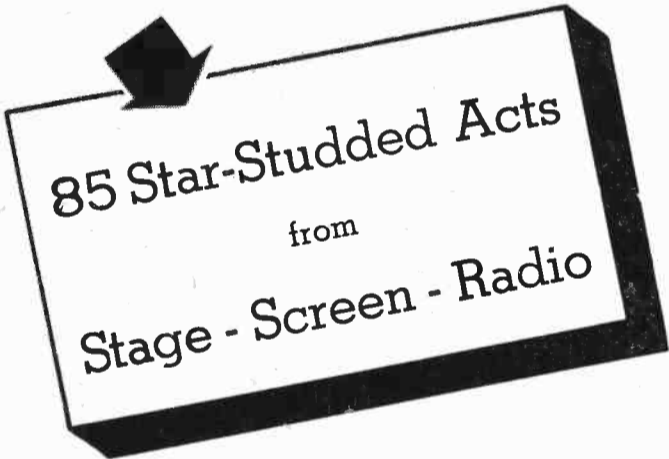
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P R E S E N T S

"Parade Of Stars"

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- Miguelito Valdes
- King Cole Trio
- Nilo Menendez
- Red Nichols
- Larry Stewart
- Ray Eberle
- Martha Tilton
- Henry King
- Larry Stevens
- Mahlon Merrick
- Ida James
- Dick McIntyre
- The Okies
- Wesley Tuttle
- Peggy Lee
- Fred Lowery
- Buddy Cole
- Danny Stewart
- Swing Sextette
- Ray Kinney
- Bob Mohr
- Dave Mathews
- John Duffy
- The Mellow-Aires
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Toronto

Ontario



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Every hour of every day, CFRB provides a *variety* of entertainment... most of the programmes most of the people want to hear... top-ranking shows, as indicated by actual listenership ratings.

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10,000 WATTS OF SELLING POWER!

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