



Left, Jack Wells, special events announcer at CKRC, Winnipeg, interviews an older member of Winnipeg's Chinese colony on VJ-Day. At right, the camera plays an odd trick, in the form of a double exposure, when Bert Pearl, diminutive emcee of the Happy Gang, assumes a ghostly appearance as he fades in through Jimmie Namaro's xylophone and chimes.

CANADIAN BROADCASTER

TWICE A MONTH

4, NO. 17 \$2.00 a Year — \$5.00 for Three Years SEPTEMBER 8, 1945

OTTAWA LIFTS EQUIPMENT FREEZE

Construction Permits Still Needed

The Department of Munitions and Supply has informed the CANADIAN BROADCASTER that restrictions no longer exist on the purchase or installation of radio equipment.

Lifting of the freeze order will enable new stations to go ahead and it will also permit the large number of stations who have been authorized to increase their power, to go ahead with the necessary work.

Lifting of the freeze order, we are advised, effects purchasing and installation only, since manufacture and distribution is controlled in the United States.

Equipment houses say that small equipment, which has been available for maintenance purposes all along, will now be obtainable in greater volume, and that as far as transmitters are concerned conversion to peace-time operation and dual manufacture should enable them to make deliveries early in 1946.

Station CHUM, Toronto, has announced that it will be operating not later than early November, since its transmitter was already built when the freeze order was applied. It is also understood that station CJAD, Montreal, will be in operation quite soon.

Due to the housing situation, construction control has not been lifted and permits are still required for any construction work costing over \$500.00.

Trend To Better Press For Radio

Many Mags Will Run Radio Criticism and Features

"Canadian LIBERTY has never turned down a story because it was a radio story", Jim Harris, that publication's editor, told the CANADIAN BROADCASTER in an interview lately. "We have never taken the attitude, neither shall we, that radio is a forbidden subject, just because it is the business competitor of the publications," he said. "Radio is very much a part of every day life, and so radio personalities have a great deal of public interest. It is for this reason that we have used so many radio personalities in the weekly series of personality profiles we have been running since last November." Mr. Harris pointed out that while he has found the CBC Press and Information Department and the private stations most co-operative when information was required, unsolicited radio articles or ideas were never submitted to him.

In a recent issue of VARIETY it is pointed out that with relaxation of paper rationing in sight, several American publications plan opening their columns to radio criticism and radio features. These include the SATURDAY REVIEW OF LITERATURE, HARPER'S, THE NATION, COMMON SENSE AND AMERICAN MERCURY.

The U.S. magazine, PIC has just emerged as a monthly in new garb, and with a banner which reads

"The Magazine for America's Young Men", starts into its new sphere with a radio section several pages long, including a feature article on Alan Young.

In Canadian periodicals, besides the LIBERTY profiles, greater interest in radio has been displayed of late. MACLEAN'S MAGAZINE comes up with a radio story every once in a while; and NEW WORLD for September has restored a radio section which has been missing for a month or two. SATURDAY NIGHT continues to run a radio section (every second issue), conducted by Frank Chamberlain, and is a pioneer in the field insofar as Toronto is concerned at any rate. A newcomer in the publication field, or at any rate a publication which has undergone a renaissance of late, is TORONTO WEEKLY NEWS, in which elaborate radio schedules are the main feature. Recently the publishers of the French paper, RADIO-MONDE have embarked on a fan paper in English called RADIO WORLD, which shows signs of following in the paths of its French progenitor.

Most Canadian dailies and weeklies run radio schedules, which, though stripped to the bare essentials, provide the public with the program information they need, as long as the name of the advertiser or his product is not incorporated

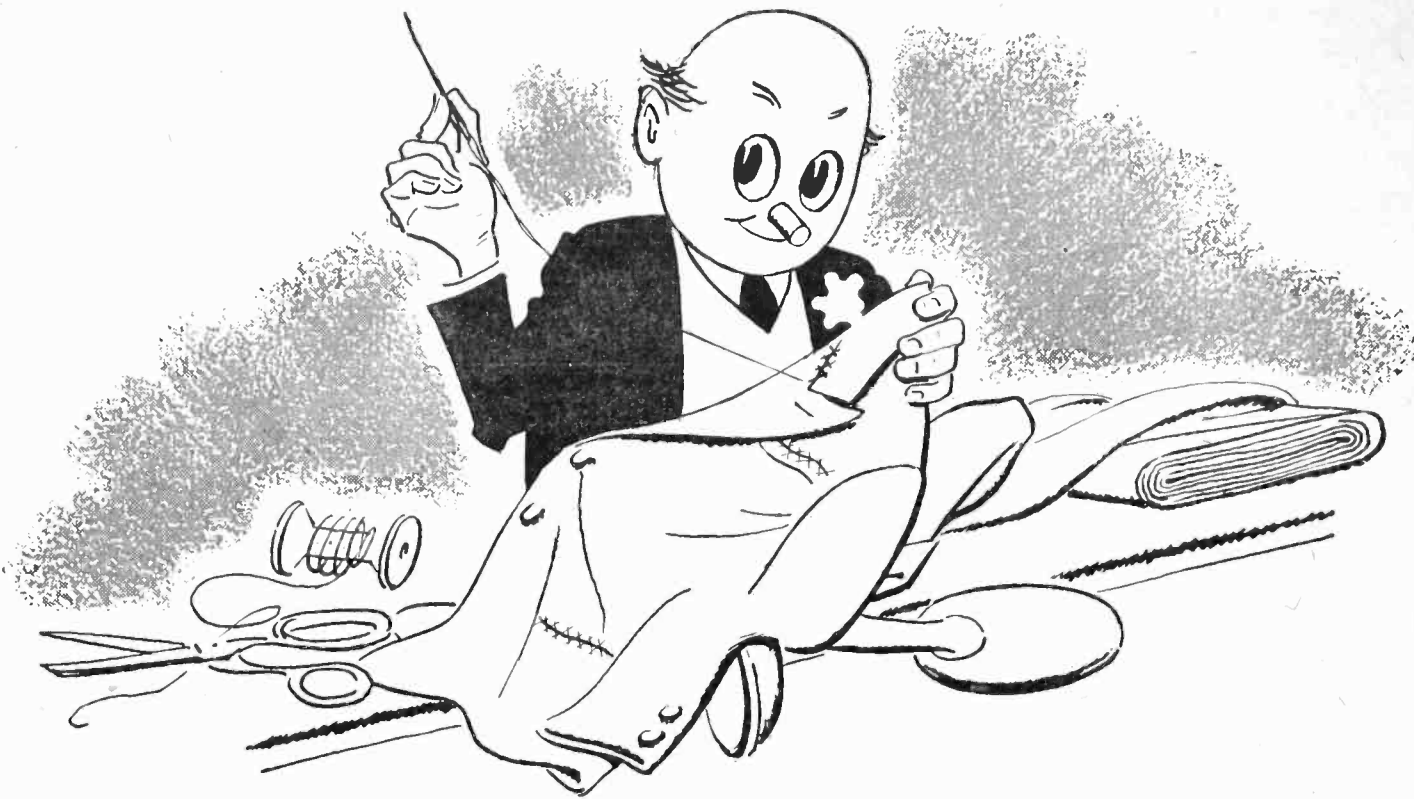
into the name of the program.

In Toronto none of the three dailies run columns, but many papers both to the east and west do so, apparently recognizing public interest in broadcasting. The Toronto situation is peculiar because, while the papers refrain from running anything more than the bare schedules, the Robert Simpson Company Ltd., has, for some time past, been employing Frank Chamberlain to write a radio column which is included in their advertisements in the Globe and Mail every other day.

Summing up the whole question of getting a press for radio, it would appear that the prime requisite is to have something to write about, and that, given the material, finding a press for it does not present the difficulties some people imagine exist.

ACA Convention

November 7-9 have been set as the dates for the 3-day Convention of the Association of Canadian Advertisers. They will meet in the Royal York Hotel, Toronto. The first day will be a closed session, and the second and third will be devoted to forums covering a wide list of subjects of timely interest to every sales and advertising executive.



Cut your coat according to your cloth!

THE All-Canada man can help you fit your advertising appropriation to your market. He can show you how to spread your message most effectively, whether your distribution is local, regional or national. He can advise on which of the All-Canada stations to spot your program . . . and there are twenty-eight of these stations, dominating key areas from coast to coast. Whatever the extent of the market you wish to reach, he can tell you how to do it *better*, through All-Canada.

All-Canada has become, for hundreds of advertisers, a completely reliable source of accurate, up-to-the-minute data on radio markets . . . an unfailing service in every sphere of spot broadcasting. Let the All-Canada man tackle your advertising problem, today.



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BRITISH COLUMBIA	ONTARIO'
Victoria.....CJVI	Sudbury.....CKSO
Vancouver....CKWX	Stratford.....CJCS
Chilliwack....CHWK	Hamilton....CKOC
Kamloops.....CFJC	Toronto.....CFRB
Kelowna.....CKOV	
Trail.....CJAT	QUEBEC
	Montreal.....CFCF
ALBERTA	New Carlisle..CHNC
Grande Prairie.CFGP	
Edmonton....CJCA	MARITIMES
Calgary.....CFAC	Campbellton...CKNB
Lethbridge....CJOC	Fredericton...CFNB
	Charlottetown..CFCY
SASKATCHEWAN	Yarmouth.....CJLS
Moose Jaw....CHAB	Halifax.....CHNS
Prince Albert..CKBI	Sydney.....CJCB
Regina.....CKCK	
Regina.....CKRM	
	NEWFOUNDLAND
MANITOBA	St. John's....VONF
Winnipeg.....CKRC	



ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

Sounding Board

Creighton University,
Omaha 2, Neb.

Sir: Though I have been silent before you so very thoughtfully by sending me the Canadian Broadcaster, I have perused every page with interest. Furthermore, I have frequently quoted from the publication by name in talks and public discussions on radio and its problems. In an article on public service which I hope to publish soon I have said:

"Unless they were supported by advertising revenue, most of our more than 900 stations in the United States would have to turn their switches. Government subsidy through a tax on individual receiving sets would be the alternative, and with it — eventually — would come government control. Such control at its worst have but too lately witnessed the totalitarian states. But even in England and in Canada, where control is less noxious, democratic voices of protest are not infrequently heard. And in Canada, at least, the government tax on receiving sets has not eliminated the commercial, as it promises to do. For to keep pace with the American competitors, the Canadian Broadcasting Corporation — a government network monopoly — has itself gone into advertising business in direct competition with the privately owned stations, which depend on the CBC for the renewal of their licenses!"

Since many of these ideas are taken from your own vigorous editorials, I am sure they will meet with your approval.

By the way, I like your forthrightness in calling socialism by its right name. Many of our own publications speak vaguely of too much government control, but they seldom say, "This is socialism," when that is obviously what they mean.

Since I have just been transferred from Rockhurst College in Kansas City to Creighton in Omaha, I should like to have the Canadian Broadcaster follow me here. I will put the information on a card for the convenience of your circulation department.

At Creighton I am director of the "Creighton University of the Air," an adult education program broadcast over a local commercial station. Just what plan we shall follow this year awaits the return

of the radio faculty from their summer vacations.

Every good wish for the continued success of your battle for the freedom of radio.

Sincerely yours,
—R. C. WILLIAMS, S.J.

CANADIAN UNITY

Considerable comment has followed our editorial in the last issue: "Pattern for Peace". Below we have printed a number of excerpts:

"... mutual understanding from within is the only basis on which Canada can prosper".

"... all that Canadians have to do is to get to know their fellow-Canadians and find out what they are like".

"You are another of these damned Englishmen who crosses this country once and then tells us how to run it."

"... your approach to the Canadian unity problem shows a keen appreciation of this country's gravest problem."

"I should like to know what business it is of a radio paper to preach about the unity of Canada."

"I am quite determined that you embarked on your trips, both to the east and to the west, with a pre-conceived idea of what you were going to find, and then went ahead and found it."

"Alarmists like you are the cause of any disunity which may exist."

COMPETITION

Sir: This may seem a trifling beef, but I think it is a legitimate one. When an advertiser employs an agency to produce a national program for him, he spends a great deal of money to prepare the show which will, in his estimation, attract the greatest possible number of listeners. Canadian stations on the networks are quick to appreciate this and many of them go to untold lengths to get behind the show and build the greatest possible audience.

While this agency (or any other agency for that matter) realizes that it is not the only ship on the sea, we do feel that spot announcements of local movie attractions, scattered through the schedules, urging "Mom and Dad to pack the youngsters in the car and take them to the show" just at the time that a super-radio-production is going on the air, are sabotaging, not only the sponsor's efforts to provide that station with a popular



"Yesterday afternoon, folks, Black moved Queen to Bishop's fourth. This morning the tension tightened, as White castled. Now the suspense grows as Black furrows his brow and contemplates the grim situation."

program but also the station's own efforts to promote the show.

I do not expect stations to refuse other business to accommodate ours, though I believe the regular practice is to accept passes in payment for theatre publicity. What I suggest is that, just as a newspaper devotes one section to entertainment, in the same way stations might consider the idea of devoting say a fifteen minute peri-

od a day to an "Entertainment Guide" as a service to listeners, and then putting on the commercial programs which pay in cash (not Annie Oakleys) without doing everything they can to send the audience out to the movies when the show is due to go on.

Yours etc.,
MAURICE ROSENFELD,
Director of Radio Programs,
MacLaren Advertising Co. Ltd.

Quality Control



Your complete program, when Transcribed, gives you the ultimate in quality control of performances and of time of presentation.

Dominion "quality controlled" recordings give you transcriptions at their finest.

Duophonic Recordings

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CHML

CFRB COLUMBIA WBEN N.B.C.

860 930

900

HAMILTON

FOR OUTSTANDING PROGRAMMING AND COMMUNITY SERVICE

Dial any of these live independent Radio Stations

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

*Represented by us in Montreal only

For information, Available Times, Rates and
Market Data on all of these stations
Telephone any of our three offices

In TORONTO - Dial A Del. 9184

In MONTREAL - Dial Plat. 8749

In WINNIPEG - Dial 92-191

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

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

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

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

VOLUME 4, NUMBER 17

SEPTEMBER 8, 1945

Regulation—Not Strangulation

For years now we have been talking about the post-war period. It is here, and what are we doing about it?

This article is not concerned with the re-employment of returning service men, not directly that is. It is rather a discussion of the trends of business in this peculiar interim period, which touches on the question of what we are going to use to pay these returning service men when we do employ them.

One thing seems reasonably certain. A high scale of taxation will have to be maintained to discharge the fabulous state of debt into which the war has driven us; and, parallel with this, it seems pretty evident that the industry will continue to be restricted in the amount of advertising that will be permitted to do. And this advertising is the weapon business must have, if it is to make the money on which the high taxes are to be levied. As has been frequently pointed out, it is all very well for the government to get up on its high horse and tell industry to get busy and get returned men back to work. There is no community in the country that needs to be goaded into this activity, no individual who does not appreciate his debt to the men who have achieved the peace. In business, enshackled with controls which dictate what it may buy, what it may sell, how much it may pay, how much it may charge, is being rendered incapable of the expansions it must have, if it is to absorb the deluge of servicemen who are seeking the employment that is their right.

Strong representations are being made to the government, by the newspaper interests to permit an increase in the percentage of profits which are allowed to go into advertising. There will be those who will condemn them as selfishly exploiting their own ends. But every advertising medium, every advertising agency, every advertiser, is being called upon to do his part in helping to take up the employment slack, and advertising is the only means to create the business that is an essential means of attainment of this end.

There are those who argue, and not without reason, that depleted stocks have created a situation where the public will swallow up goods as soon as they are manufactured. Obviously with tires falling off the cars, and similar situations with other commodities, this is quite true. When 43 people had orders in for electric washing machines, and 10 suddenly became available, it was necessary to phone 39 of them before 10 could be sold; 29 people who had ordered an imported portable typewriter had to be called before buyers could be found for the first shipment of 6. There is a certain amount of gratification in saying "Well, what I'd do for a new set of tires", when we are sure we cannot get them; but it can be a different story when it entails an immediate outlay of \$100.00. Maybe the transition from a sellers' to a buyers' market will be swifter than the transition from a wartime to a peacetime economy.

In the theatres of action, the men of war have restored decency to the world. Now these men of war are throwing the torch to us, the men of peace; and our task is to keep it decent. This we can only do through the free operation of trade. Trade regulations may be as necessary as traffic cops. But traffic cops exist to regulate traffic, not to strangle it.

Richard G. Lewis

Editor.

Commercial Radio Tactics Successful Against The Nazis

By MILTON CHICK

Manager—Sydney, Australia Radio Division, Goldberg Advertising

Reprinted from "Commercial Broadcasting"

When recalcitrant clients querulously query the efficacy of radio as a public relations, propaganda, or sales force, tell them the story of one, Robert Colwell, and how he applied tactics learned in commercial radio against the Nazis.

It appears that this wily New Yorker, an advertising man before the war, was appointed an OWI program planner for two months after Radio Luxemburg was captured by the Americans following the liberation of France. This powerful station, which blankets all Europe, was, prior to 1939, a favored advertising medium by many British concerns, who, banned from commercial broadcasts in their home country, sought its aid to sell their wares from the European Duchy. Your scribe when sojourning in England, well remembers the novelty of hearing commercials in three or more languages. This, by the way, constituted one of Radio Luxemburg's greatest attractions. It provided for free language lessons in good, idiomatic English, French and German.

But, to return to our story. The Americans quickly found that Radio Luxemburg could clearly be heard even on the Nazi "people's sets" which were designed to exclude all but German wave lengths. It did not take them long, therefore, to decide that they held as strong a psychological weapon as any under Goebbel's control. Since September 20, 1944, Radio Luxemburg, with entree to every German home, spoke consistently for the Allies. While it relayed news and features from OWI and the BBC and broadcast Army shows, its most interesting and most important programs were those beamed every day into German homes, hearts and minds.

According to Robert Colwell (as reported in "Life", April 25) one program consisted of excerpts from letters captured from the Germans before they could even be mailed or delivered. Another feature gave inside stories from German of scandal and corruption. A third broadcast recordings made by German prisoners describing how well they were treated by the Allies.

But, said Mr. Colwell, the most effective propaganda consisted of jokes and humorous anecdotes told during many of the programs. Sometimes these anecdotes illustrated a policy currently under emphasis. At other times, the jokes broadcast were new ones told by prisoners as currently popular in German. As might be imagined, one of Radio Luxemburg's greatest scoops was the airing of an original anecdote only to have it retold weeks later, from the lips of a prisoner.

The humor was both obvious and heavy-handed befitting the German temperament. Here is a typical example:

"We used to say to the Fuhrer: 'When you lead—look! we follow!'"

Now we say: 'When you lead, look what follows!'"

The manpower situation came in for some ragging, this way:

"Why did Grandpa join the Volksturm?"

"Because he's got no one to take care of him now Grandma's in the Luftwaffe."

One of the best jokes recalled by Robert Colwell exploited the rift between the regular army and the S.S. troops.

"An S.S. man gave a Wehrmacht soldier a mouldy crust and watched him greedily devour it. 'How was it?' asked the S.S. trooper."

'Perfect', replied the Wehrmacht man.

'Perfect? How do you make that out?'

'Well, if it was any better you wouldn't have given to it me and if it was any worse, I couldn't have eaten it.'

Naturally, the lines were delivered in good colloquial German, as the station's staff included professors who had taught German in U.S. colleges, well-known German men of letters, advertising men, musicians, radio actors, students formerly in German universities and stage directors.

The need for an authentic inflection was exemplified in jokes like this one:

"Our brave S.S. divisions are advancing toward Russia and France. Those in Russia are advancing to wards France and those in France are advancing towards Russia."

But, the humble soldier was just as much a butt as his leaders, as witness this gag about the V-57, a "New secret weapon." "It's the new 57-man tank," exclaimed the announcer. "One man sits inside while the other 56 get out and push."

Colwell concludes his "Life" article in true advertising-commercial fashion. The basic note underlying all broadcasts was surrender. Programs even gave English letters in which Germans were taught how to say "I am wounded". "Please give me a drink of water"; "I like cigarettes," and other useful phrases. Desertion was never alluded to as such but all the time the pleasures of being an Allied prisoner were described and emphasized.

Soldiers who voluntarily came over to the Allied lines have told interrogators that Radio Luxemburg's broadcasts were the deciding factor in their surrender.

Only one thing was lacking from the trained ad-man's viewpoint, and that was some kind of tag-line which would have more accurately assessed results. "In surrendering, please mention our program".



If he's not
At Home On The Range
phone
BARRY WOOD

thru
**RADIO
ARTISTS
REGISTRY**

WA. 1191
TORONTO

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

Cockfield Brown says that Socony's "Information Please" comes back to 26 Trans-Canada stations September 10 having added CHWK, Chilliwack and CJOR, Vancouver to take the show right through to the coast. The same agency hints that York Knitting Mills' "Singing Stars of Tomorrow" will start early in November over the Trans-Canada. Shirriff's "Fun Parade" which returned to CFRB Tuesday past, goes to CFCF September 12 and to CJOR on the 13th. Cockfield Brown also announce opening night for Marconi's new musical show which goes to the Trans-Canada September 16 from Montreal. The name of the show hasn't been released yet.

A. J. Denne advises us of the return of Mother Parker's "Musical Mysteries" September 8. The tea and coffee program originates in CHML, Hamilton and will be fed to CFRB besides taking a new time-slot of Saturdays at 7.30 p.m. (E).

According to Harry E. Foster Agencies, Lowney's "Men in Scarlet" will be released September 17 over 14 stations coast-to-coast. Starting date for Robert Simpson

Company's "Toronto Symphony Pop Concert" (Trans-Canada) will be October 26 at 8.00 p.m. (E).

Bill Byles at Spitzer & Mills tells us that RCA Victor are returning two shows this month. "Music America Loves Best" begins September 23 over CFCF, Montreal and CJBC, Toronto. "Voice of Victor" goes to the Trans-Canada on September 27 with much the same format. Colgate-Palmolive's "La Mine d'Or" (French counterpart of "Share the Wealth") returns to the French network October 2. Another S & M production, "Those Websters" goes to the Dominion for Quaker Oats on September 21.

Bob Simpson at Young & Rubicam says that Borden's "Canadian Cavalcade" is ready to go September 17 over 28 stations of the Trans-Canada with the same format but new time and night (Mondays at 8.00 p.m. E). This covers the zones from the Maritimes to Winnipeg while further west the program can be heard on a delayed broadcast to the Mountain Region at 9.00 p.m. (M) and to the Pacific Area at 8.00 p.m. (P). The same agency reports a 30-minute weekly musical quiz show for Robin Hood Flour Mills' which goes to CKEY, Toronto October 1 for 26 weeks. More details will be released shortly.

R. C. Smith & Son has resumed "Queer Quirks" over CFRB for Gilson Mfg. Company of Guelph. With Alec Phare as "The Old Philosopher" the program goes into its 14th season.

Whitehall Broadcasting brings back "Light up and Listen" September 20 to the Dominion with extension to the Atlantic Regional. Sponsored by Imperial Tobacco the show originates in Montreal and is heard at the new time of 9.30 p.m. (E).

Hugh Horler at MacLarens says that the "Adventures of Bulldog

Drummond" is again being scored in Canada by O'Cearded in from Mutual to CJBC commercials on this Monday "Whodunnit" will begin Sept

Ruthrauff & Ryan tells us Electric Auto-Lite's "Every for the Boys" is slated for tober 13 on CFRB, CKAC on Dominion network at a new Saturdays at 8.00 p.m. (E). Hope is coming back for P dent (Lever Brothers) Septe 11 over the Dominion exte the show to the Pacific with addition of CJOR and CHWI

J. J. Gibbons have a new gram, "Roy Ward Dickson's Book" starting on CFRB September 12. Sponsored by Cl Laboratories the contract is s ulated for 52 weeks.

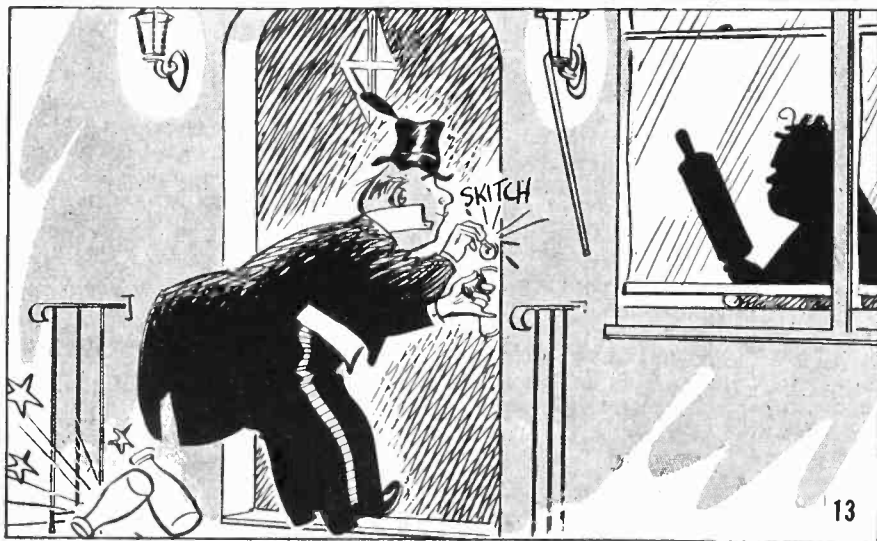
According to Ronalds Mon office, McColl - Frontenac again sponsor the "Texaco Theatre" beginning Octobe over the Dominion network cluding the Pacific Regional) the two CBS outlets CFRB CKAC.

Stewart - Lovick's Vanc office starts "Harmony Hce for Kelly Douglas Septembe over the Pacific and Prairie omion networks. The prog originates from the stage of the Orpheum Theatre, Vancouver

Personelly Speakin

Frank Schoales, chief operat CKWS has been transferred to CHEX, Peterborough. Bruce ston, new to radio, is breakin as operator at CKWS. D. I. P. Coats, public relations office ad CKY, is in Europe representin the YMCA. A number of CKY pe nel now overseas should be l ing home shortly. Among them Maurice Burchell, Wilf Davion, Dibbs Woods, Nelson Garcen, Peter Burgess and Harry Sans Dick Halhed, former chief n nouncer at CBR, Vancouver, has been moved to the CBC studi in Winnipeg where he will be a ducer in the program departm Gordon Thompson, one-time nouncer at CKCK, Regina, has en over a morning shift at CF-L. Burton Heward has been add to the sales staff at CKSF, Corn

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

HERE'S one of the few couples in our audience who won't listen to our "Rise and Shine" program from 7.00 a.m. to 8.30 a.m. Monday thru Saturday! It gives National, Local and Farm News, with time signals. Spots in this period now available.

CHSJ SAINT JOHN

Represented by
HORACE N. STOVIN
MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

CKCR
KITCHENER

A *Wright* STATION

Mr. Advertiser....
THE MOST EFFECTIVE SALES MEDIUM
IN A MAJOR CANADIAN MARKET

CKCR

see
WILLIAM WRIGHT
Victory Bldg.

AD. 8481



Probably for the first time in Canadian radio history, a station is to be passed from father to son. The first step in this transition took place September 1st when Stewart Neill handed over the management of station CFNB, Fredericton, to his son Malcolm, who has resigned as CBC assistant supervisor of station relations to return home. Neill Senior will devote his time to fishing and hunting from now on — he says. The hardware business of James Neill & Sons Ltd., was founded by Malcolm's great-grandfather

over a hundred years ago in 1838. In November 1923, the broadcasting activities of the business were started by Stewart Neill with a 10 watt transmitter in his own home. March 1925, power was stepped up to 15 watts. Commercial operation began in the late twenties, and in February 1935 they installed the first kilowatt transmitter in New Brunswick. In the immediate future the Fredericton station, outlet of the Trans-Canada network, will be operating on its newly authorized power of 5 kilowatts.

Gullibility Is Where You Find It

Incidents at the Harry E. Foster Agency have been tinged with pink when a strange young man walked into their recording studios, issued peremptory instructions to actors engaged in rehearsing a "Men in a Car" script, took charge of the proceedings and got away with it. What actually happened was, producer Gordon Forsyth was called to the phone; young Mr. X who claims to have been making an unrequested inspection of the Foster office, strode coolly into the conference room, opened the talk-back, and curtly instructed the actors to do that last scene over again."

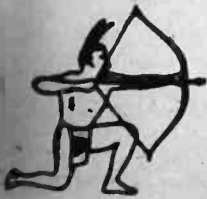
Actors Braden, Drainie, Milsom and others complied meekly, a little timorously in fact, as the invader lashed out with his — "Get it off the paper . . . make that slap more realistic . . . pick up those cues faster for godsake." Forsyth returned from the phone, looked at the young man quizzically, who, with a "So long, chum", took his casual departure. After the rehearsal, the actors wanted to know who the new despot might be. "Never saw him before in my life", said Forsyth. Neither has anyone else — before or since.

It SOUNDS Good!

In fact, we can proudly say, it sounds wonderful. For the floor-to-ceiling renovations recently completed in our main studios have made even better the sound reproduction qualities that make for better listening. CFRN's own engineers supervised the job, done with "Fibretext", famous new acoustical material. Another act, of course, to further strengthen listener preference for CFRN.

CFRN

EDMONTON-ALBERTA-1000W-1260 Kc.



Wide Membership

Speaking at the WAB's eleventh annual meeting last month, Dick Rice reported a membership of 29 western stations, including ten in B.C.; seven in Alberta; six in Saskatoon; four in Manitoba; two in Ontario. Two new member stations were represented at the meeting, Bill Rea's CKNW, New Westminster, B.C. and Jack Reid's CKFI, Fort Frances, Ontario. Only western stations which have not joined the association are CBC owned or leased stations and the two stations, CKY, Winnipeg and CKX, Brandon (owned and operated by the Manitoba Telephone System).

Radio City Under Study

A Quebec Radio City, a new building to house a powerful radio station, complete with television and frequency modulation is being planned by a group of business men and plans have been submitted to the Industrial Bureau of Quebec City. The announcement comes from Commissioner Armand Viau. A license is said to have been granted for the establishment of the new station, although confirmation is not forthcoming in Ottawa. The location of the building is now being discussed. The station would be run by a private company of business men, including big outside interests. The cost of the project is estimated at \$125,000.



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- CHUM — Toronto*
- CFCN — Calgary
- CKCH — Hull
- CJSO — Sorel
- CFQC — Saskatoon
- CFRN — Edmonton
- CKPR — Fort William
- CKNW — New Westminster

*on the air Nov. 1st.



CBC COMMERCIAL NETWORK PROGRAMS

The following is a list, supplied by the CBC, of commercial network bookings and options for the season of 1945-46. Unless otherwise stated, these are definite bookings.

Trans-Canada Network

DAYTIME

(All Times—Eastern)

Time	Program	Sponsor	Regions	Days	Dates
9.30- 9.45 a.m.	Breakfast Club	Swift Canadian	Atl.; M.E.; Pr.	Mon. thru Thurs.	Oct. 30/44-Oct. 26/45
9.30- 9.45	Breakfast Club	Swift Canadian	M.E.; Pr.	Friday	Nov. 3/44-Oct. 26/45
11.00-11.15	Road of Life	Procter & Gamble	Atl.; M.E.; Pr.	Mon. thru Fri.	July 2/45-June 28/46
11.30-11.45	Soldier's Wife	WPTB	M.E.; Pr.	Mon. thru Fri.	Aug. 13/45-Feb. 8/46
11.30-11.45	Breakfast Club	Swift Canadian	Pac	Mon. thru Fri.	Oct. 30/44-Oct. 26/45
11.45-12.00	Lucy Linton	Lever Bros.	All Regions	Mon. thru Fri.	Jan. 1/45-Dec. 28/45
12.15-12.30	Big Sister	Lever Bros.	All Regions	Mon. thru Fri.	Jan. 1/45-Dec. 28/45
12.30-12.45	Soldier's Wife	WPTB	Atl.	Mon. thru Fri.	Aug. 13/45-Feb. 8/46
1.15-1.45 pm.	Happy Gang	Colgate-Palmolive	All Regions	Mon. thru Fri.	Sept. 3/45-Dec. 31/45
1.45- 2.00	Claire Wallace	Robin Hood Flour	All Regions	Mon., Wed., Fri.	Sept. 3/45-May 31/46
2.00- 5.00	Met. Opera	McColl Frontenac	All Regions	Saturday	Dec. 1/45-Mar. 30/46
2.30- 2.45	Soldier's Wife	WPTB	Pac.	Mon. thru Fri.	Aug. 13/45-Feb. 8/46
3.00- 3.15	Woman of America	Procter & Gamble	Atl.; M.E.; Pr.	Mon thru Fri.	July 2/45-June 28/46
3.15- 3.30	Ma Perkins	Procter & Gamble	All Regions	Mon. thru Fri.	July 2/45-June 28/46
3.30- 3.45	Pepper Young	Procter & Gamble	All Regions	Mon. thru Fri.	July 2/45-June 28/46
3.45- 4.00	Right to Happiness	Procter & Gamble	Atl.; M.E.	Mon. thru Fri.	July 2/45-June 28/46

EVENING

(All Times—Eastern)

Time	Program	Sponsor	Regions	Dates
SUNDAY				
5.30- 6.00 p.m.	Singing Stars	York Knitting Mills	All Regions	Nov. 4/45-Apr. 28/46
6.00- 6.30	Ozzie & Harriet	International Silver	All Regions	Sept. 2/45-Dec. 30/45
7.30- 8.00	Serenade for Strings	Canadian Marconi	Atl.; M.E.; Pr.	Sept. 10/45-Dec. 30/45
8.00- 8.30	Charlie McCarthy	Standard Brands	All Regions	Sept. 2/45-Dec. 30/45
9.30-10.00	Album of Music	Sterling Drug	All Regions	July 15/45-July 7/46
MONDAY				
8.00- 8.30 p.m.	Canadian Cavalcade	Borden Co.	Atl.; M.E.; Wpg.	Sept. 17/45-June 10/46
8.45- 9.00	Rhythm & Romance	Hudson Bay	Pr.; Pac.	Sept. 17/45-March 4/46
9.00-10.00	Lux Radio Theatre	Lever Bros.	All Regions	Aug. 27/45-Dec. 24/46
11.00-11.30	Canadian Cavalcade	Borden Co.	M.T.; Pac.	Sept. 17/45-June 10/46
11.30-12.00	Harmony House	Kelly Douglas	Pr.; Pac.	Sept. 10/45-June 3/46
TUESDAY				
8.00- 8.30 p.m.	Big Town	Ironized Yeast	All Regions	Oct. 2/45-Sept. 24/46
9.00- 9.30	John & Judy	Lamont Corliss	All Regions	Sept. 4/45-Dec. 25/45
9.30-10.00	Fibber McGee	S. C. Johnson	All Regions	Oct. 2/45-March 26/46
WEDNESDAY				
8.00-8.30 p.m.	Maple Leaf Show	Maple Leaf Milling	All Regions	Oct. 10/45-Apr. 3/46
9.30-10.00	Curtain Time	Tuckett Ltd.	All Regions	Sept. 12/45-June 5/46
THURSDAY				
8.30- 9.00 p.m.	Voice of Victor	RCA Victor	All Regions	Sept. 27/45-Apr. 11/46
9.00- 9.30	Kraft Music Hall	Kraft Cheese	All Regions	Jan. 4/45-Dec. 27/45
9.30-10.00	Unnamed Program	B. A. Oil	All Regions	Sept. 20/45-Dec. 27/46
FRIDAY				
8.00- 9.00 p.m.	Toronto Symphony	Robert Simpson	All Regions	Oct. 26/45-Apr. 5/46
9.00- 9.30	Waltz Time	Sterling Drug	All Regions	Jan. 26/45-Jan. 18/46
SATURDAY				
7.00- 7.15 p.m.	Wes McKnight	St. Lawrence Starch	M.E.	(option) Nov. 3/45
8.00- 8.30	Share the Wealth	Colgate Palmolive	Atl.; M.E.; Pr.	Sept. 8/45-Dec. 29/45
8.30- 9.00	Cashmere House Party	Colgate Palmolive	All Regions	Oct. 6/45-Dec. 29/45
9.00-10.30	Hockey	Imperial Oil	All Regions	(option) Nov. 3/45
11.30-12.00	Share the Wealth	Colgate Palmolive	Pac.	Sept. 8/45-Dec. 29/45

Dominion Network

(All Times—Eastern)

Time	Program	Sponsor	Regions	Dates
SUNDAY				
1.30- 2.00 p.m.	Ernest Seitz	Underwood	M.E.	Option-Oct. 45
6.00- 6.30	Hall of Fame	Philco	Atl.; M.E.; Pr.	Dec. 3/44-Nov. 25/45
8.30- 9.00	Music for Canadians	Tip Top	All Regions	Oct. 7/45-March 31/46
9.00- 9.30	Radio Readers Digest	Campbell's Soups	All Regions	Sept. 9/45-Sept. 1/46
9.30-10.00	Texaco Star Theatre	McColl Frontenac	Atl.; M.E.; Pr.	Oct. 7/45-Sept. 29/46
MONDAY				
8.00- 8.30 p.m.	Northern Electric Hour	Northern Electric	All Regions	Oct. 8/45-Apr. 1/46
9.30-10.00	Information Please	Socony	All Regions	Sept. 10/45-Feb. 4/46
10.00-10.30	Contented Hour	Carnation	All Regions	Jan. 8/45-Dec. 31/45
TUESDAY				
8.00- 8.30 p.m.	Parade of Songs	Goodyear	M.E.*	May 8/45-Sept. 11/45
8.30- 9.00	Alan Young	Pristol Myers	M.E.; Pr.	July 3/45-Dec. 25/45
10.00-10.30	Bob Hope	Pepsodent	All Regions	Sept. 11/45-Dec. 25/46
10.30-11.00	Treasure Trail	Wrigley	Pr.	Aug. 7/45-July 30/46
WEDNESDAY				
7.30- 8.00 p.m.	Ellery Queen	Whitehall Pharmacal	Atl.; M.E.; Pr.	Sept. 12/45-Dec. 26/45
8.00- 8.30	Jack Carson } The Saint	Campbell's Soups	Atl.; M.E.; Pr.	Nov. 14/45-Nov. 6/46
11.30-12.00	Grand Old Songs	Union Oil	Pac.	Feb. 28/45-Feb. 20/46
12.00-12.30 a.m.	Jack Carson } The Saint	Campbell's Soups	Pac.	Nov. 14/45-Nov. 6/46
12.30- 1.00	Ellery Queen	Whitehall Pharmacal	Pac.	Sept. 12/45-Dec. 26/45
THURSDAY				
9.30-10.00 p.m.	Light Up & Listen	Imperial Tobacco	All Regions	Sept. 20/45-March 14/46
10.30-11.00	Rudy Vallee	Procter & Gamble	M.E.; Pr.; Pac.	Aug. 30/45-Nov. 1/45
FRIDAY				
9.30-10.00 p.m.	Those Websters	Quaker Oats	M.E.; Pr.; Pac.	Sept. 21/45-Dec. 28/46
10.00-10.30	Gillette Fights	Gillette	All Regions	Sept. 7/45-Aug. 30/46
SATURDAY				
8.00- 8.30 p.m.	Everything for the Boys	Autolite	Atl.; M.E.; Pr.	Oct. 13/45-Jan. 8/46
9.00- 9.30	National Barn Dance	Miles Laboratories	Atl.; M.E.; Pr.	Jan. 6/45-Dec. 29/45

*May be extended to all regions.

MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

October has been a colorful month through Canadian history . . . The Northwest Passage was finally discovered . . . a girl of 14 defended a fort against the fierce Iroquois . . . a black rain fell in Montreal . . .

October

- 1817 The Bank of Montreal issued its first notes.
- 1535 Jacques Cartier ascended St. Lawrence to reach Hochelaga . . . known today as Montreal.
- 1871 Orangemen's procession difficulties in Toronto which ended in riots.
- 1542 De Roberval and his party reached Cap Rouge, wintered there and were rescued by Caron on his fourth voyage.
- 1632 Canada and Acadia returned to France by the treaty of Germain-en-Laye.
- 1825 The great Miramichi fire ban. Five hundred lives were lost.
- 1758 First constitutional government of Nova Scotia assembled.
- 1904 Edmonton, Alberta, and Peace Albert, Sask., incorporated.
- 1913 Montreal Daily Mail started to publish.
- 1906 Interprovincial conference held at Ottawa.
- 1874 Strange phenomena were observed this day; a heavy black cloud hid the sun all day and then a black rain fell in Montreal. This occurred on the 15th and 16th of the same month and year.
- 1884 Hamilton Powder Mills blew up killing four people.
- 1776 The Americans were defeated on Lake Champlain.
- 1492 Christopher Columbus discovered America.
- 1895 A commercial treaty with France was put into effect.
- 1652 Major Closse defeated the Iroquois near Montreal.
- 1866 Fires broke out in Quebec, St. Roch and St. Sauveur suburbs, and 2,129 houses were destroyed.
- 1690 Quebec attacked by William Phips, colonial govern-

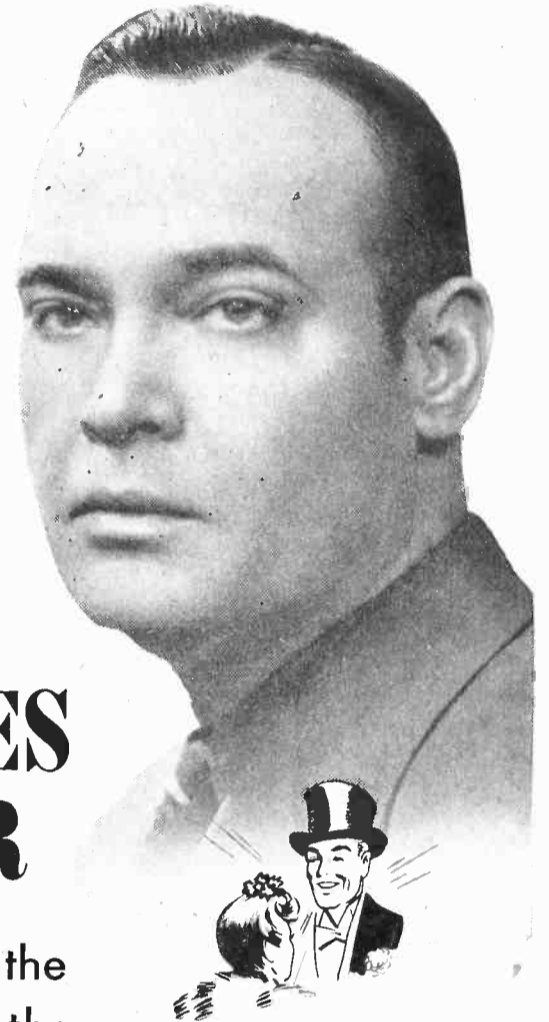
nor of Massachusetts.

- 16, 1820 Cape Breton decided to re-join Nova Scotia and an agreement was signed at Sydney, N.S.
- 17, 1907 Transatlantic communication by means of wireless telegraphy was established.
- 18, 1690 French forces defeated Phips at Beauport.
- 18, 1748 Cape Breton restored to France.
- 18, 1941 Prime Minister King announced government controls would be put on prices and basic wages.
- 20, 1865 Ottawa fixed as the Capital of Canada.
- 21, 1879 "Le Canada" first published.
- 22, 1696 The Fort of Vercheres was under a surprise attack by the Iroquois, but was defended by the heroic efforts of Madeline de Vercheres, a girl of only fourteen.
- 23, 1775 The American armies defeated Carleton at Longueuil.
- 24, 1850 The elusive Northwest Passage was finally discovered by Captain McClure on the little schooner "Investigator."
- 26, 1813 French Canadian troops, under de Salaberry were victorious at Chateauguay.
- 26, 1917 The battle of Passchendale started.
- 28, 1899 The first contingent of Canadian troops for the South African war left Quebec.
- 29, 1864 The Quebec conferences on the Confederation of British North America closed.
- 30, 1869 The "Illustrated Canadian News" began to publish in Montreal.

Leaves Radio

Lou Cohan, commercial manager of CFBR, Brockville, has resigned to return to the automobile business in which he was previously engaged.

French Canada has its own "CHARLES BOYER"



JACQUES AUGER



His voice stirs the romantic depths of a proud, self-conscious race

"Charles Boyer? . . . mais oui, a great artist, par exemple. But, then, have you not heard Jacques Auger? He is vraiment magnifique! And, of course, he is one of our own . . ."

And it isn't merely racial pride that makes French-Canadians prefer their own stars. Québec is a prolific source of high-grade radio and dramatic talent. And her artists are the product of a culture *exclusively* French-Canadian.

As the pioneer Québec radio station, CKAC has brought this fine culture to the millions who form Québec's \$600,000,000 market. To-day, as ever, CKAC is the favoured station for the *family hours*.

Get the facts on how French-Canadians listen to radio . . . 3 to 2 compared with English-speaking. Get the ratings and coverage facts of CKAC. Here is definitely your *entrée* to wealthy French Québec.

CKAC MONTREAL

affiliated with CBS

Representatives

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

United States: Adam J. Young Jr. Inc.

223

EVEREADY DEALERS

served by the
EARLY BIRDS

•
THAT'S CKOVerage!

CKOV

KELOWNA
B.C.

The VOICE OF THE OKANAGAN

See All-Canada
or Joe Weed

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
Exclusive Sales Rep.: **H. N. STOVIN**
Toronto - Winnipeg - Montreal

"PROGRAMS ARE FOR PEOPLE"

Second in a Series of Excerpts from a Talk Given to the
N.Y. City College Radio and Business Conference
By **CLARENCE L. MENSER**
NBC Vice-President in Charge of Programs

It is my belief that before radio can reach its proper stature, some fundamental thinking will have to be done on this matter of adequate preparation. I believe thoroughly in radio programs which surprise the audience. I disbelieve most violently in those which surprise their producers. Some of the difficulty arises from the fact that we too often consider a radio program in terms of the time it occupies on the air. We are likely to think that 15 minutes or half an hour isn't a very large block of time and, therefore isn't to be taken too seriously. Also, some of us may think that because there is another opportunity tomorrow or next week, we can correct our difficulties later. The idea so often expressed concerning a new series (that "after all it takes a new show some time to get going", is an entirely fallacious one. It results in new productions hitting the air under a terrific handicap; sometimes they never recover. It's slightly incredible to think that, with all the technical perfection available, we have made such little progress in the perfection of the meticulous detail by which good productions are built. The spectacle of a studio full of performers and the control room full of producers and engineers and supervisors and client representatives, all with their fingers crossed two minutes before the take-off of a new series, is not a pleasant one to contemplate. Furthermore, it is ridiculous. No one but an untried neophyte, or someone without funds, would think of bringing an important show to Broadway without sufficient tryout to get into shape for complete acceptance. If such care is to be taken with a show to be presented to a thousand people in a theatre, how much more consideration then should be given to the preparation and perfection of a program which is to play to millions.

tractive to his prospective
mers.

No one would expect him to rush in during the last few days before his opening with unconsidered plans as to what his product should be, or how he was going to market and merchandise it. Certainly he would know earlier than the day of his opening whether he had arranged the time to deal in certain products, and he wouldn't expect to be in a position at the last minute when he might have to take everything out of the window and shift it to the basement, while hurrying to get everything from the basement into his window. He would be running a million dollar business. It would represent his livelihood and he would take every precaution to make that its presentation to his audience was right. To be sure, the analogy doesn't hold in all cases. But it gives us some basis for comparison and maybe for contemplation.

In the case of radio programs, the record will show instances where the record will show instances where a hastily devised show, built on a completely inadequate script and idea, rehearsed the first time a few hours before its initial presentation, makes a bow to the audience with everyone connected with it in a deep breath because they haven't the slightest idea as to how its going to come off. The program management of stations and networks is so violently criticized for insensitivity upon avoiding the situation. In justice, both to the client, whose money we are spending, and to the audience, whose money they are spending, we should quit promising with expediency and present programs which are adequately and expertly prepared. It is as true of sustaining programs as of commercials, so I am talking about all of us.

(Continued on Next Page)

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

OUR 10 to 10.30 p.m. period (Wednesdays) is the best buy on the station. It follows three top-rating network shows, and is followed by news. A transcribed mystery drama would be especially suitable.

CJOR VANCOUVER

Represented by
HORACE N. STOVIN
MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Furthermore, the client himself has the right to ask some pertinent questions in this regard. It does not take much of a radio series on a large network to involve a million dollar annual expenditure. This amount of money is spent for what, on the schedule, looks like a mere 15 minutes or half hour of time. In effect, it represents a business; with proper handling it might become an institution. Suppose a man had a million dollars at his disposal as an annual expenditure in a business in New York. He would certainly take the precaution to see that his site was properly selected. Having made his choice, he would see that his opening was announced and planned in a way that would be especially at-

Air Checks
DAY
OR
NIGHT

MICHAEL FITZGERALD
RA. 2377
1175 BAY ST. TORONTO

BRITISH LABORITE WANTS BBC REPLACED WITH COMPETITIVE SYSTEM

A Labor member of the British Parliament for eighteen years who expressed doubt as to whether the British Broadcasting Corporation could be renewed when it expires in 1946 may not be expressing his party's official view, says a CP dispatch, but "he does represent one opinion of public opinion in a country where argument on the merits and demerits of the BBC has gone on since its formation in 1926."

In his book, "Time's Winged Victory" (Chatterton Ltd., London) Mr. Thurtle says: "It would be foolish, and indeed most unfair, for any critic of the BBC's present position as a monopoly, to contend that if that monopoly were abolished and competitive radio took its place, the result would be all gain and no loss to the listening public concerned . . . but the paramount consideration is . . . that there ought never to be an absolute monopoly of an instrument for influ-

encing opinion controversial issues unless it is, beyond peradventure, impartial.

"And", he continues, "because experience has proved that the BBC has not been, and is not, and cannot be, impartial in these matters, it is time that the monopoly came to an end."

"The alternative to a monopoly such as the BBC is a number of separate and rival broadcasting concerns which would be in competition," he says, "I am inclined to think that Parliament would be wise to decide in favor of such an alternative."

CFPA

Port Arthur - Fort William

Concentration on local programs and production makes CFPA the preferred station in the Twin Cities.

Affiliation with Dominion network gives CFPA the most popular national features.

Contact NBS

Serving The Lakehead

Programs are for People'

(continued from Previous Page)

Again let me say that I am well acquainted with the reasons and the alibis; the fact that we have gone on so long and have got by as well doesn't impress me. The audience we play to is a constantly improved audience. The very consciousness of their listening elevates both their tastes and their critical judgments. Novelties which used to be intriguing and breath-taking to them have become mere common-places by repetition. We used to build whole programs around a point involving a man in an air-line in a two-way conversation with someone in the studio. Audiences were amazed at the dexterity with which we handled these seemingly impossible situations. They aren't amazed any more. They take those things for granted. They expect us to be perfect in our execution. They are wise to their ways and they think their own thoughts about what we think they know. For some time they have been showing us through the rising indices that they think programs should be constantly improved, just as definitely as they themselves have constantly improved as listeners. They would turn a deaf ear to many of those statements which imply that the way to get spontaneity in a program is to have haphazard.

I don't for a moment mean to imply that all programs that go on the air do so without adequate preparation. But I believe it is safe to say that a great majority of them are presented with the producer thinking he had additional time for preparation because of the number of things he would correct if he had that additional time. To the extent to which this is true it isn't good. To the extent to which it would be remedied, we should remedy it.

SINGING STARS OF '45-6

With Alan Savage, Cockfield Brown, Toronto production chief, and Rex Battle, musical director, touring the west, and Les Chitty, station relations director from that agency, and Johnny Adaskin, producer, covering the east, preliminary auditions are well under way for the 1945-6 version of York Knitting Mills' "Singing Stars of Tomorrow" which opens its third year on the Trans-Canada Network Sunday, November 4th.

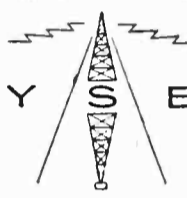
As in past years, young singers will take part in the programs which will be competitive. Scholarships will be awarded by a panel of judges across the country as follows:

The winner will receive \$1,000 to assist with the further studies of singing; the second award will be

\$500 and the third \$250. The finalists will appear on a one-hour broadcast from Massey Hall, Toronto, April 8th, which will also go to the network.

Once again the program will only be open to girls, since the sponsors feel that too many men are still in the forces to open the contest to them with fairness. It is however anticipated that young men will share this opportunity with the girls next year.

Evelyn Gould, winner of the 1944-5 series, who is now studying in New York, has been engaged to appear as star vocalist on Tip-Top Tailors "Music for Canadians", which starts on October 7th. She will fly up from New York each week to fill these engagements.



SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue
Toronto
Oxford 1244

CKRC

630

ON THE DIAL

Where else can you buy so much for so little---coverage, audience and sales?

Ask the All-Canada Man

WINNIPEG

ON THE DOMINION NETWORK



LIFE WITH THE BBC

by Jack Scott

Reprinted from the "Maple Leaf"

I see by the papers that the present Home and Forces programs of the British Broadcasting Corporation are folding up, to be replaced by two new "networks of the future." A third station according to the announcement, will cater for highbrows—"those who like opera, chamber music, symphonies and long plays."

This is OK by me, since I will be out of range in a year or so anyway, but it seems like a good opportunity while the BBC is poised on the threshold of the bright future to chronicle a few personal paragraphs about this radio service.

Up until a few months ago, when I came back from Holland, my relationship with the BBC was pretty much the same as anybody else's namely, a constant, patient and futile attempt to dial something other than opera, chamber music, symphonies and very long plays. At that time, however, my work threw me into close contact with the BBC, and it was not until recently that I finally emerged from Broadcasting House, a broken man.

The first difficulty I had was getting in to the place to do all broadcasts assigned me. The studios were heavily guarded at all times, and I was told it was absolutely necessary to have a pass. I made application for this, and while waiting for it (four months or about the length of a BBC play), I used visitor's passes. These gave the name of the visitor, and had a space which said, "Seen by," presumably to be signed by somebody in authority. It used to take me all my time to be "seen by" somebody, so one day I took a look at myself in the mirror of the gent's washroom, and signed my own name. "Visitor, —J. Scott, seen by J. Scott."

This worked so well that I tried being seen by "J. Pierpont Morgan," "Boris Karloff," and "Joe Zilch, Jr." each of which got me through the guards like magic. By the time I had finished my radio career, I had been "seen by" Dag-

wood Bumstead, John L. Sullivan, Phineas T. Barnum, Humphrey Bogart and several others, all of whom were apparently accepted as BBC authorities.

While I was serving my sentence in Broadcasting house, I was guilty myself of giving a number of 'talks' one of the reasons some people feel that radio will never replace the juke box. On one of these programs, my fellow talkers were a man speaking about toadstools (on my oath), another about motor-car racing before the war, and a third who did not talk at all, but played records for six minutes, consisting entirely of waves washing on the beach at Brighton.

The rehearsals on this program went off in fine style, but once the thing was on the air, everybody in the studio began coughing vigorously, blowing their noses and nervously clearing throats. The producer and engineer seemed to take this all as a matter of course, which calmed my nerves somewhat. I even gave a few tentative little coughs to get into the spirit of things. My own talk concerned war-time Ottawa, a subject I attempted to treat with some levity. In the rehearsals, my companions had listened to this with ill-disguised boredom, for which I couldn't blame them; but as soon as I began giving it out into live air, they all began laughing and giggling like mad. I looked around hastily, thinking that I might have just lost a button or something, but they smiled at me encouragingly and I went on. It made me feel like a heel, because I had expressed no vocal reaction to their pieces.

One of my chores was to prepare and produce a program called "Combat Diary" for the Allied Program, a job which got me up at 5 a.m. four mornings a week. Beyond getting into the studio, disguised variously as Walt Disney, Marco Polo or Arthur Brisbane, I had no trouble with the BBC.

There was, however, that morn-

ing when we borrowed a record the BBC had made of a talk by Field Marshal Montgomery. Right smack in the middle of this was a chorus of small children singing "Deutschland Uber Alles." BBC engineer, on hearing this simply said, "Oh, that's the old record," and produced a second which "Monty" spoke without interruption. I did not question the engineer about this. By this time I'd got pretty smart.

The morning the lights went out was probably the worst. They had an emergency lighting system, of course, which was said to work perfectly, except that they'd never put any bulbs in the sockets. A disaster overtook us five minutes before air time, leaving both the studio and control room in blackness.

We immediately made a number of frantic telephone calls, slightly hampered by a switchboard operator who kept saying she'd never heard of such a ridiculous thing. At a minute before we were due to go on the air, a tall, faultlessly dressed man appeared at the door clutching a lantern, and drawing in beautiful Oxford tones, "Well, I suppose you chaps will be wanting to go on the air this morning. With 30 seconds to go, this magnificent understatement so calmed everyone that even the announcer who suddenly discovered that he had eaten half his script, was able to go on by lantern-light.

I do not know how "the networks of the future" will operate, but, long plays or short, I hope they get some bulbs in that emergency lighting system.

Vets To Man New Station

License for a Winnipeg station has been applied for by J. J. Blick, returned Flying Officer, who will be staffed with returned servicemen. The report says that the station will carry no singing commercials or transcribed announcements. Call letters applied for are CIB — a job for veterans and a job for the community.



Have You Noticed
B.U.P.'s
New
Peacetime
Feature
**"BEHIND
the
HEADLINES"**

In War Time
It Gave The
Best Interpretation
Of War Moves

Today

it sums up
clearly and
lucidly, for a
Special Broad-
cast, the
important
events at
home and
abroad. It

explains not
only the domestic
scene to
listeners but
explains also
where Canada
fits into the
world picture.

**A FAVORITE
FOR SPONSORSHIP**

**The World's
Best Coverage
of the World's
Biggest News**

231 St. James St.
MONTREAL

CHNS - BULLETIN BOARD

From a Fill to a Feature — we're ready!
Our recent purchase of the complete Library of
the "United Transcribed System" makes our
disc lineup read: "Thesaurus", "Langworth",
"World", "U.T.S.", and many thousands of
"78's". Ask the All-Canada Man.

• 960 ON YOUR RADIO •




PROFILE OF CANADA'S WARTIME CENSOR

Shearer Entered Radio From Teaching

That radio has long since ceased to be an infant is evidenced by the stories of those men who embarked on it in its early days. Among such is Charlie Shearer, once a teacher who teamed up with Ernie Bushnell to give listeners Canada's important commercial, The Maple Leaf Hour, for the Maple Milling Company, and who has just terminated his wartime duties as Canada's chief radio cen-

... was in 1927 that Charlie and Ernie Bushnell formed their "Broadcasting Service", and each of them has contributed greatly to the industry, growing with it as it has grown. For Ernie Bushnell the path has

the Air", which operated under University Extension direction. In this endeavor he can probably lay claim to having pioneered in Educational Radio in Canada.

When Hector Charlesworth's Canadian Radio Commission took over CKGW, Toronto, Charlie moved in and managed the station for two years. During this period he organized the first Canadian broadcasting to Public Schools. At CRCO, in Ottawa, he concentrated on commercial promotion, and it was probably his success that led to his being brought back to Toronto to act as assistant to Austin Weir, who had just been appointed to head the newly-formed CBC commercial department.

In this capacity he is said to have turned in over \$400,000 of his own business, as a sort of outside roving salesman, and to be scored "assists" with about \$200,000 more.

Charlie assumed his duties as censor "on loan from the CBC". Now that his task is done, Canadian radio is wondering where his talents are to be employed next.

British Radio Plan

Britain's radio industry has planned a new system of wave-length allocations to bring better all round listening for every country in Europe. It is designed to kill interference as far as possible and give free and more selective listening for all. The plan is put forward in the report of the Technical Committee of the British Radio Equipment Manufacturer's Association. Experts from five of Britain's biggest radio firms worked for nearly eighteen months on the scheme, which is to be sent to all interested governments. The plan aims to clear "local" services, by replacing the present longwave band of 2,000 to 1,000 metres by one of 2,000 to 260 metres, and by using 259 to 192 metres as the medium or regional wave band. Places on the long wave band would be given to stations which have the largest areas to cover.



Photo by Karsh

... been steady in its ascent. Many of us will remember him as the effervescent manager of station CKNC, Toronto; today we know him as the CBC Director General of Programs.

With Charlie love of radio has traced out a more variegated path. From "Broadcasting Service", he went to CFRB, where his early training for the teaching profession led him to sandwich into his managerial activities at the Rogers-Battelstein station, the initiation of the University of Toronto School of



Stuart Mackay, recently appointed regional sales manager of Vancouver's CKWX, was previously program manager of the station and has now assumed his new duties as head of the sales department. He started his radio career ten years ago with CJCA, Edmonton, and came to Vancouver in 1940 from CKRC, Winnipeg.

Selling The Industry

A resolution was passed by the WAB Convention last month to recommend to the CAB the appointment of someone to spend his time selling the radio medium to advertisers institutionally. It is felt that radio's story is not told to business as completely as it might, and this post would be created to fill this void.

BUY NEW WESTMINSTER & GET VANCOUVER FREE
BUY NEW WESTMINSTER & GET VANCOUVER FREE
BUY NEW WESTMINSTER & GET VANCOUVER FREE

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

BUY NEW WESTMINSTER & GET VANCOUVER FREE
BUY NEW WESTMINSTER & GET VANCOUVER FREE
BUY NEW WESTMINSTER & GET VANCOUVER FREE

PRODUCERS!

IF you're casting and want dialects,—if you're casting and don't want dialects—my many years' experience are yours to command, and I'm living within 20 minutes of all Toronto studios.

P.S. I also speak English!

MAURICE BODINGTON

21 Lonsdale Road
Toronto

Residence
HY. 4249

Reistry
WA. 1191

The
Ottawa
Valley
Market
is over
40%
FRENCH

A quarter million French-speaking Canadians turn daily to CHCH for news and entertainment. Help yourself to a responsive audience by placing your sales message over their proven favorite radio station.

CKCH

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

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES
LIMITED
Montreal Toronto

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

COOPERATING WITH LE DROIT

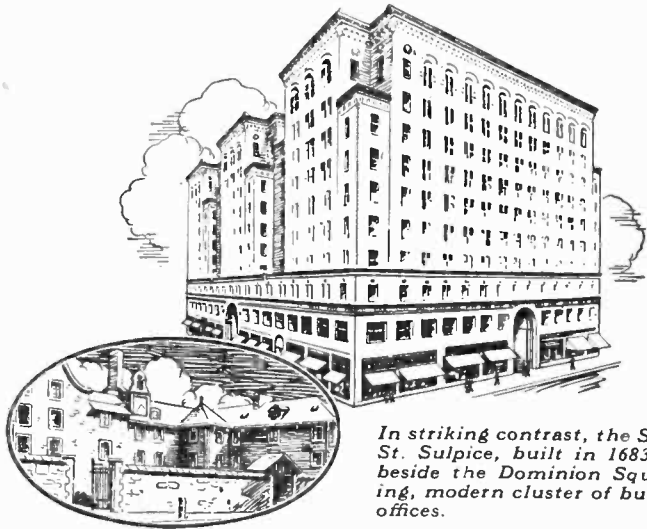
Ron Morrier Comes East

WE take pleasure in announcing the appointment of Mr. Ron J. Morrier as Program Director, effective September 1st, 1945. Since 1934 Ron has been a producer in the Canadian Broadcasting Corporation Studio in Winnipeg and now he resigns his prairie position to become a "Bluenose".

We had vitality and versatility before in our programs — but now "watch our smoke!"



Representatives: H. N. STOVIN & CO., Victory Bldg., Toronto
JOSEPH HERSHEY MCGILLVRA, New York City, U.S.A.



In striking contrast, the Seminary of St. Sulpice, built in 1683, is shown beside the Dominion Square Building, modern cluster of busy business offices.

OUR CLIENTS REPEAT

JOHN LABATT LIMITED, whose "International House Party" is heard every Monday, Wednesday and Friday evening over WBen, Buffalo; and who also have a half-hour evening program in French, "Les Amours de Ti-Jos" (both programs placed through J. Walter Thompson Co. Ltd.) **THIS CLIENT NOW IN 9th YEAR.**

POND'S COLD CREAM, with a half-hour evening program in French, "Ceux qu'on Aime", (placed through J. Walter Thompson Co. Ltd.) **THIS CLIENT NOW IN 7th YEAR.**

LEVER BROS. LTD., who present a full hour each week of the French equivalent of "Lux Radio Theatre", (placed through J. Walter Thompson Co. Ltd.) **THIS CLIENT NOW IN 6th YEAR.**

QUAKER OATS CO. LTD., featuring "Pierrot Latulipe"—a half-hour evening show (placed through Spitzer and Mills). **THIS CLIENT NOW IN 6th YEAR.**

COLGATE-PALMOLIVE PEET CO. LTD., whose "Les Joyeux Troubadours" half hour is heard Monday through Friday on a daytime French network (placed through Spitzer and Mills). **THIS CLIENT NOW IN 6th YEAR.**

IRONIZED YEAST, with their half hour evening program "Les Secrets du Docteur Morhanges", (placed through Pedlar & Ryan Inc.). **THIS CLIENT NOW IN 5th YEAR.**

KRAFT-PHOENIX CHEESE CO. The "Cafe Concert Kraft"—a 30-minute evening program (placed through J. Walter Thompson Co. Ltd.). **THIS CLIENT NOW IN 4th YEAR.**

These seven leading National advertisers average almost 6 years each of continuous use of the planning and production facilities of this specialized organization—proof that we can, and do, produce "radio with results". Let us serve YOU also.



RADIO PROGRAMME PRODUCERS
MONTREAL QUEBEC



"More Hope THAN CHARITY"
by Elda Hope

Just what prompted Pauline Rennie to invite me for a few days to her summer home at Hanlan's Point, I don't know. Whatever it was, it was a good idea from my viewpoint. Not only was this an acceptable addition to my brief holiday in the North, but in itself, it was most pleasant.

In case you've forgotten I'd better tell you who Pauline Rennie is. Rolled up in one person, she can do anything from imitations of a very young child to the straight parts of an adult, with vocalizing thrown in for good measure. For instance, I've heard her doing commercials on "Road of Life" beginning with gun-shots of a boy commando and finishing as being that boy's mother. Pauline's singing voice is very sweet. I've heard her recently on "Song Shop" aired over CFRB Tuesday nights.

We weren't the only radio people by any means who enjoyed life on the Island. Vi Webb, of Rai Purdy Productions, Lenore Reinke of Foster Agencies, Iris Alden of J. Walter Thompson's Radio Department and Hazel Blair of Baker Advertising, are enthusiastic island-dwellers — maybe they're swimmin' women. Harold Symes, CBC's Supervisor of Sound, lives there for this season. And Jack Dawson, mellow-voiced announcer from CFRB was there too. Last, but by no means least, there was Quentin McLean, that popular and able organist from Shea's Theatre.

High-g geared rides in speed boats and an anticipated flight in a plane made this holiday something to be remembered, but the highlight was seeing the boys at the Red Cross Outpost Hospital. Some of these fellows are victims of World War II and range from out-patients to bed-patients. He may have his arm in a cast, his foot and leg jacked-up and in splints or his eyesight impaired but he's still the boy who fought for Canada. These lads were a mighty cheerful bunch and

many were vitally interested in radio. I sincerely wished that I had something concrete to offer them in the way of entertainment from the industry. They deserve it.

For recreation they play lacrosse, croquet, horse shoes, ping-pong, card games but I didn't see one radio set. Now that competition is ours, we must temper any rejoicing with serious thought about the boys who went to battle, the unfortunates who were wounded as well as those who paid the supreme sacrifice.

Seeing these boys made me cautious about the entertainment offered our veterans. I singled out the "Summer Swing" program aired over Dominion Network Thursday nights. This show was presented in the Crystal Lounge Room, No. 4 Release Centre, Coliseum Building, Canadian National Exhibition Grounds in Toronto. RCAF boys and girls stationed there, — those passing through to civilian life and for special guests from service hospitals.

The program is musical, conducted by Cliff McKay and is supported by six solid senders. Morris London is slightly less terrific on his trumpet. Any remarks about the Lou Snider - Murray Ross piano duo are ambitious. And Cliff McKay is solid stuff both on his clarinet and as a showman. Gene Corday supplied the vocals, announcing by John Ray and production by Clifton Stewart.

Hundreds of boys and girls thoroughly enjoyed this air show, the pre-show and the music that followed for their dancing or listening pleasure. To quote a lad in Air Force blue, the "gen" was this was a "bang-on show" and he put Cliff McKay in the "strawberry" class. As a spectator, I say this was a good show for a good cause and was well received by an appreciative audience.

I'm strongly in favor of helping those who have so courageously helped us. Do you agree?
—ELI

Wedding Bells

Lenore Reinke has resigned from the radio staff of the Harry Foster Agencies Ltd., to marry newspaperman John Clare.

CKAC MONTREAL
A *Bright* STATION

THE MAJOR PROBLEMS OF ADVERTISING
Saying the RIGHT thing
At the RIGHT time
To the RIGHT people
are in capable hands at

CKAC MONTREAL
WILLIAM WRIGHT
Victory Bldg.
AD. 8481

Buckingham Theatre

First Canadian script-writer to get the green light on a play for this season's "Buckingham Theatre" series is Alan King, Toronto free-lance, whose adaptation of Paul Gillico's "Tightwad" will be heard on the cigarette show scheduled for September 26th.

Maurice Rosenfeld, at MacLaren Advertising, says the market is wide open, and that scripts rate a minimum of \$200 apiece, or slightly less for adaptations. "If we could get the scripts from Canadians", he says, "we'd be happy to have an all-Canadian show." Last year Canadianians made the grade—Bernard Braden and Marjorie Pur-

Requirements are for 30 minute plays, straightforward dramas of any kind except fantasy and those dealing with controversial subjects on race, religion or politics.

Promotion spots for "Buckingham Theatre" this season will be in "railer style," taking a leaf out of the movie book. Stations on the network carrying the show will be supplied with recordings containing 15 minute excerpts from the coming show, acted by the same artists as will appear in the actual performance. These will be followed by a provocative "teaser" and an invitation to catch the show Wednesday next.



—Photo by John Steele.

CLIFTON STEWART

former CBC (Toronto) Producer of such programs as "Reminiscing", "Dominion Concert Hour" and "Songs of the Volga", has joined Rai Purdy Productions and will produce Borden's "Canadian Cavalcade", "Claire Wallace" and Canadian cut-ins for "Ellery Queen" and "Ozzie & Harriet". Stewart's history in radio dates back to the early twenties when he broke in on WGY, Schenectady and WJZ, New York. John Crosbie continues at the Purdy office as managing producer.

Telephone Survey

Garfield Baker, time salesman at CKSF, Cornwall called at a store to try to sell radio time. The storekeeper claimed he would do no radio advertising because the people do not listen to the radio station. This made Garfield Baker a little upset so he invited the potential client to call five people on the telephone to ask them whether or not they were listening to CKSF. A five dollar bet was made. The sponsor selected five names from the telephone directory and, in the presence of Mr. Baker, asked each person who answered if they were listening to CKSF. All five persons had their radio tuned in to this station. The salesman left with an additional five dollars in his wallet, plus a brand new contract.

Musicians' Union Program Committee

Reporting for the Program Committee formed at the Quebec meeting of the Canadian Association of Broadcasters last February, Gerry Getz told the WAB at their convention last month that their work on the committee was impeded by the fact that its members operated in widely scattered parts of the country. On the suggestion of Bill La (CKNW, New Westminster) it was decided to experiment with the British Columbia Program Clinic to see if, by provincializing its activities, the committee could be made to work to the greater advantage of all concerned. The B.C. group will meet in the course of the next few weeks.

There are DEFINITE REASONS Why

CFNB FREDERICTON, N.B.

is the

LISTENER'S CHOICE

Here are excerpts from a few "fan letters"

- Florenceville, N.B.: "CFNB is our best station".
- Perth, N.B.: "We get good reception from your station with very little power turned on my set".
- Mars Hill, Maine: "It seems we can always get you when all other stations fail".
- Newcastle, N.B.: "... the high quality of your entertainment and the pleasing presentations of your gifted announcers make your station a very popular one in the Valley of the Miramichi".

Satisfied Listeners
Mean
Results

CFNB FREDERICTON N.B.

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

Look to
RCA VICTOR
FOR
INTELLIGENT PROGRAMMING
EXPERT RECORDING AND
EFFICIENT SERVICE

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



John STINSON

Your new Canadian Freelance Announcer

14 YEARS IN RADIO

Last Month REXALL LOWNEYS GOODYEAR

This Month



Telephones ELgin 0608 WAverley 4823 Toronto

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.

File CB 14: Young married man with one child is anxious to enter radio. Experience includes work in RCAF Public Relations Radio Branch in England, when he wrote and appeared in a number of service productions; also did parts for BBC; has just completed 6-weeks radio course at Queen's University.

HARRY M. FURNISS 900 Sherbrooke St. W., Montreal 2

Television Will Help Other Media

All advertising media, including newspapers, magazines and sound broadcasting, will be more prosperous than ever after television becomes a commonplace, predicts Philip I. Merryman, NBC director of facilities developments and research.

"It has been the history of advertising that no new form ever completely displaces the older ones," Merryman said. "On the contrary, the history is that the resulting increased volume of advertising increases the distribution of goods and services so that the overall national wealth is increased, including the older media."

Merryman pointed out that television equipment will be rolling off the production lines in the spring of 1946 and that we are now passing from an era of planning for television on a national scale into the period of actual development. He praised advertisers for the great contributions they have made to sound broadcasting and said they would be a large factor in the development of television as an advertising and selling medium.

Reiterating previous statements that television stations can be supported in towns of populations as low as 25,000, Merryman asserted that within ten years more than 400 cities in the United States will have television stations, all operating at a profit.

ACCENTUATE the NEGATIVE

This is a belated bread-and-butter letter for the Winnipeggers who welcomed us so royally on visit to that city; who drummed a capacity audience hitherto withstanding, at the Ad and S Club at which we held forth, recorded our address — "Beautiful Friendship of Press and Radio" — and gave us the thrilling experience of hearing, afterwards, in the victims' room at CKRC, just what our listeners had been subjected to.

We are tempted, for the benefit of complacent Ontarians, to point out that in Winnipeg people are born, live and die much the same as we do.

Their wide streets are an example to Toronto and Montreal for cleanliness as well as with Hospitality is a fetish with them, and this is a quality it might be worth our while to study.

And so to Waldo Holden, Tom Messner and Wilf Carpentier (pronounced Carpenter), our welcoming committee, to Peter Miller, Garside, Jack Kemp, Lyall Holt, Bert Hooper, Eddie Thompson and the guy who went to school at Paul's, to Tom Johnson, Geo Gaetz, and all the others who made our visit a memorable one, do one we hope to repeat, thank you and thanques.

Comment on last issue's editorial, "Pattern for Peace" has been much and varied. Quite a lot of it said: "You're quite right, it surely you don't have to tell everybody." Radio commercials telop endlessly to nip our disorder in the bud with the early use of r. Byles Liver Rinse. It can never be too early to apply the Elixir of Neighborliness to our niter-provial disorders. Distance is the prime reason for the state of affairs as it exists, but radio shrinks miles into fractions of a second.

In spite of the agency director who told us that radio business would either get better or worse if it didn't stay where it was, the Network Schedule on page 8 should indicate that it was never better. Reports from the network indicate that spot business is running in like manner. Delays in clearing network time through the C.C. Commercial Department have been somewhat unsettling. But let's be charitable and sav — it's the art — it's the peace — or something.

ACA Convention dates have been set (page 1, this issue). Most national advertisers in all media, including radio, are members of Athol McQuarrie's organization. This paper is endeavoring to gather material for a special edition to come out during the convention paying tribute to the people whose money furnishes the programs and the expense accounts.

How do you like the new front page format? If it is to be maintained we are going to need pictures — live and interesting ones — and no death masks please — to keep our front page interesting and give programs and people limited publicity, for which unfortunately, we cannot charge a fee.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

A "top" place for your spot announcement! Mon. thru Fri., following "The World in Sports" — a 10-min. daily summary of local and world-wide daily sports performance. Be one more of the growing number of satisfied users of this thriving market.

CKSF CORNWALL

Represented by HORACE N. STOVIN & COMPANY MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

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		
Older's Wife	14.4	+ .5
My Sister	12.1	— .7
Ma Perkins	9.2	— .4
Lucy Linton	8.7	— .1
Load of Life	8.4	— .3
Pepper Young	7.2	— .2
Woman of America	6.2	— 1.4
Light to Happiness	5.7	+ .5
Breakfast Club	5.1	+ .6
EVENING		
Leanne Dorée	18.3	— 2.2
Le de Famille	17.5	— 2.5
Nouvelles Nouvelles	17.4	— 3.3
Le Principale	15.1	— 1.3
Le Grande Soeur	14.2	+ .4
Le Métairie Rancourt	14.1	— 1.7
Le Chez l'ami Zepherin	12.1	new
Le Terre et Pierrette	11.1	— .8
Le Quart d'heure	9.6	— 1.7
Le Terre Guerin	9.0	— 3.3

A series of misunderstandings in this column to state, in the last issue, that since the end of the war, ratings have suffered a serious decline for "on-the-hour" news-casts.

While we maintain that frequent news will need new angles if tedious repetitions are to be avoided, or keen interest maintained, at the same time it is not a fact that ratings have shown any downward reaction, and consequently our statement was incorrect.

Engering summer days leave a dime Elliott-Haynes ratings with only fractional variations from last month's figures.

Ever Brothers' product switch on their English "Lucy Linton" from Sunlight to Lifebuoy has made no appreciable dent in the audience, seeing it shows a decrease of only .1%. Sponsor identification rating only dropped from 68 in June to 66.4 in August, this being the first survey made since the product change.

Kellogg's new program "Chez l'ami Zepherin" finishes its first

month in eighth position with a rating of 12.1. Heard in the 5.45 to 6 p.m. spot, 5 days a week, it replaces "Madeleine & Pierre" which went off the air with the slightly higher May rating of 12.8.

Summer listening shows an average drop from the winter peak of around 50% for evening periods, with the daytime offerings lagging from their winter high by only about 30%. The question is—and you'll have to supply the answer—is daytime listening more stable in the summer because winter programs continue to run through the hot months, or do winter daytime programs continue to run through the hot months because daytime listening is more stable in the summer. After you've solved this, you

can start in on the one about the chicken and the egg.

Myles Leckie of Elliott-Haynes points out that when gas rationing came in, listening in both Canada and the U. S. jumped up by 5%. He wonders if the relaxation of rationing will have the opposite effect. But since E-H have, as yet, devised no means of extending their surveys to moving automobiles, we are inclined to take issue on the point, until we can get new tires, and also until the equipment people develop drive-talkies so that E-H can telephone them, and include them in their surveys.

This year's summer listening trend has been .6 higher than last year, with a 1945 estimate of 15.1 against a 1944 of 14.5. Basing our predictions on previous E-H figures, next month should show a substantial seasonal upswing.



Louis E. Leprohon, former commercial manager of CKAC, Montreal, has joined the F. H. Hayhurst Co. Ltd. (Montreal office) as an account executive.



Yes, each of these new World Features is "A Show For Your Money"—each one is priced to fit even the most moderate budgets. Yet each Feature bears the unmistakable imprint of World's experience and "know-how" in creating top flight radio shows.

These Feature Programmes are business-makers just as is the World Broadcasting Library Service. You can offer to your listening audience the "cream of the talent". Would you like more information?

Distributed in Canada by



"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

Northern Electric
COMPANY LIMITED

- HALIFAX SAINT JOHN, N.B. QUEBEC TROIS RIVIERES SHERBROOKE MONTREAL OTTAWA VAL D'OR
- TORONTO HAMILTON LONDON WINDSOR KIRKLAND LAKE TIMMINS SUDBURY PORT ARTHUR
- WINNIPEG REGINA CALGARY EDMONTON VERNON VANCOUVER VICTORIA



\$690,000,000

is what Albertans plan on spending in the next two years according to a recent survey.

CFAC

CAN HELP YOU REACH THIS READY MARKET!



Take advantage of the CFAC listening habit!

1,000 watts— soon to be 5,000

STUDIOS: SOUTHAM BLDG. CALGARY

REPRESENTATIVES:

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



G. ALEC PHARE

who has been appointed to the Board of Directors of R. C. Smith & Son, Limited, Advertising Agency. Mr. Phare has been with the agency since 1932, as Account Executive and Radio Director. He has just returned to the air with his "Queer Quirks" program for the 14th consecutive season.

Joins J.W.T. New York

Phil Mygatt, who recently resigned as radio director of J. Walter Thompson Co.'s Toronto office has joined the J. W. T. radio department in New York. Part of his activities will be in connection with Canadian programs for JWT clients.

Installs School Radio System

A modern radio receiving system is being installed in St. Peter's Boys' School, Saint John, N.B., with speakers in all classrooms, the auditorium and the physical education room.

New equipment includes 12 speakers, forming a "network" to the 12 classrooms, in addition to larger speakers in the auditorium and gym.

Control will be from a switch panel in the principal's room, from where programs can be routed to the classes for which radio educational programs are being prepared.

School officials are enthusiastic about the new set-up, which will, they say, enable them to take full advantage of the Maritime School Broadcasts, produced by the Maritime School Broadcast Committee, operating under CBC supervision, and carried by every station affiliated with either of the CBC networks, as well as CBC stations CBA, Sackville and CBH, Halifax.

It is expected that the new school equipment will contribute to the teaching of current history, to senior classes, through the use of newscasts and news analyses, in addition to bringing the addresses of prominent world figures into the classrooms.

V-J-B Day

VJ-Day will be long remembered by Victor Price, CFPA, Port Arthur announcer, whose vigil at teletype and telephone ended in a draw. Teletype had just announced Jap surrender when the hospital phoned to announce the arrival of his new, and first, son. Two days' recuperation again made him a valued member of the staff.



REPARTEE

"AM BROADCAST HERE TO STAY"

—:"Canadian Broac

It sure AM, brother.

—:Tony

* * *

PAN MAIL

Sir: Enclosed please cheque covering 1 subscription to your paper. And I can do something I wanted to do for a time:— Kindly cancel subscription immediate

—:Ex

* * *

EX LIBRIS

"You see the Methodists in Toronto and the Presbyterians in the best streets of Montreal and the Catholics all over Quebec, and no one understands one damn thing except that he's better than everyone else . . . and you go down to Ottawa: you see the Prime Minister with his ear on the ground and his backside hoisted in the air. And, Captain Bligh, you say God damn

—:Athanasie Toll "Two Solitude

* * *

WHAT'S WRONG WITH THEM

"Don't worry", said the sponsor. "If the budget won't cover the cost, I'll chuck out the budget."

* * *

INGENUOUS

Tom Rafferty at CNR wonders if the anonymous listener who phoned to thank him after one of his "Tom's Cabin" children's programs was thanking him for reading the "funnies", because he'd found out that really was an Uncle Sam. There is a third possibility though — perhaps the listener was grateful because he was over.

* * *

QUICK, THE FLIT!

Sir: Doubtless you need your Beaver Awards for Canada's national annual. But did you read the article recently which said that it has been decided that the beavers are a pest?

Thanks, Helpful. We need to read it.

* * *

LEWISITE

"Your last issue conjured up a picture of Old Mother Lewis pouring the Castles of National Unity down the unwilling throats, because Mother knows best"

—:Alec

HARVEST TIME IS COMING IN N.E. SASKATCHEWAN

and crop reports tell us that crop District No. 5 of which YORKTON is the centre promises a bountiful yield.

"Good"—

"Very good"—

"The very best"—

the reports come rolling in from key points in the district.

To cover this rich territory thoroughly your fall and winter program should not fail to include

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.



First IN CANADA'S THIRD MARKET

1000 WATTS going to 5000

Mutual Network

REPRESENTED BY ALL-CANADA RADIO FACILITIES



's generally understood around wa that no application for li- es has been made by any de- ment of the Quebec Provin- government. Nor is there any to date of an attempt to trans- into action the bill passed at last session of the Quebec leg- ure, authorizing that province go into the radio business on ily large scale. Officials will of course, discuss what might en should such application for ise or other operating au- ity be made, as this would in- e questions of broad Federal ernment policy at the highest l. The pertinent decision of Privy Council places control adio in Federal hands; altho' e seem to be one or two rather cisive phrases in the judgment might leave room for argu- t as FM develops.

here still appears to be no ndation to the rumor, recently alent here, that certain amend- ts to the Broadcasting Act ld be submitted to the next ion.

he interest aroused by the bec report provided another ortunity for one of the local awa dailies to take another ous verbal kidney-punch at ra-

While the Quebec bill was er consideration, this newspa- s editorial columns seemed fa- ble to the idea. With recent elopments, it is now vigorously osed, and in a lead editorial of rust 28th, it fumed as follows: e CBC could hardly do more elp the spread of the French guage throughout Canada, or appease interests behind the guage front, than it would ap- r to be doing". Parts of the ainder of the lengthy editorial ne of several recently appear- on the same theme—are worth ting, such as these: 'Interests favor of special privileges to ate monopoly have never given —in the boring process to rob Canadian people of the nation- radio heritage — there can be doubt that Canada is soon to confronted with a new drive private interests to occupy the io realm'. This is a favorite me of the Ottawa daily in ques- 1. General satisfaction is ex- ssed hereabouts concerning re- t appointments. Dr. Gaspard teux is scheduled for House of mmons speakership; Dr. J. H. ng, of British Columbia, for the per House throne. Senator W. cLean Robertson, young and orous Maritimer, succeeds Dr. ng as Majority Leader in the ate. R. T. Graham of Saskat- ewan succeeds to the Assistant rk post in the Commons. It ems likely he will shortly suc- ed the present Clerk of the use, who is past retirement age. . King, whose keen sense of hu- r makes him a Parliament Hill vorite, is using a portable play- ck and specially made records to lish up on his French, required his new duties. M.P.'s are al- dy drifting into town for next ssion of the House. It promises unusual degree of interest.



at **BOTH ENDS**

Good radio reception depends both upon the quality of the receiving set and on the quality of the signal transmitted by the broadcasting station. You as a broadcast station engineer have no control over the former but you can safeguard the performance of your transmitter. Radio engineers have found that it pays to replace weak or defective tubes with Marconi R.V.C. Radiotrons. They have proved that these tubes give better tone, greater power and have longer life. You can obtain Marconi R.V.C. Radiotrons promptly direct from your nearest Marconi branch office.

Canadian Marconi Company

Established 1903
 Marconi Building Montreal
 Vancouver Winnipeg Toronto
 Halifax St. John's, Nfld.

MARCONI R.V.C. RADIOTRONS
 CANADA'S FINEST RADIO TUBES

For the Record . . .

CFRB SUPPLIES

THE NEWS OF THE MOMENT,

AT THE RIGHT MOMENT

Throughout the six years of war, this station has stuck to its policy of being first with the news whenever possible, but never at the expense of authenticity. Authoritative newscasts were broadcast daily at regular intervals, carefully timed to suit the greatest number of people. And our capable staff of newscasters and commentators stood ready, during the history-making last days, to interrupt any programme, whenever a flash of vital importance came through. But this was done only when the item warranted such an extreme measure and every precaution was taken to ensure against error.

False reports have no place on CFRB. We recognize the danger of haste in handling news . . . especially transcendent news at the time of world-shaking conflict. There is nothing more dangerous to a war-anxious world than a hair-trigger, scoop-conscious broadcaster. Knowing his company is averse to any public exploitation of mere speed is the best guarantee any newsman can have that integrity comes first. And CFRB would rather lose an hour of time than an ounce of integrity in handling news. Let us repeat our credo: CFRB wants to be first with the news whenever it can and as often as it can but CFRB would rather be last, or never broadcast certain material at all, than to rush on the air with news that should not have been put out.

How well this policy has served our listeners will be remembered from the furor of false talk of peace with Japan, when there was no such furor over the CFRB microphones. We pledge, in peace or in war, CFRB will never let the sweep-second hand of a pocket watch outweigh our grave responsibility to be accurate, first or last . . . but all the time!



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