

The Canadian Broadcaster

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Volume 3, Number 4

April, 1944

Report From Parliament Hill

A few minutes conversation in Ottawa sold a number of Cabinet Ministers the idea that private radio rates equal recognition with the press. Yet it has taken this lusty young industry the twenty odd years of its existence to make the approach.

When Ken Soble (CHML, Hamilton) suggested to the recent CAB Convention in Quebec that private stations should afford members of parliament in their own communities—as he has himself been doing for some time past in Hamilton—an opportunity to make regular reports to their constituents over the air, there opened before the delegates' eyes vistas of a development in community service which had never been approached before. Quick to appreciate the significance of the proposal, private radio started laying plans immediately.

The CAB Public Relations Committee met as soon as the convention adjourned. It was decided that the organization and mechanical detail should be entrusted to the sales representatives. The representatives met and sent a committee to Ottawa, where they were granted cordial interviews with Hon. Colin Gibson, Minister of National Revenue, himself already a frequent speaker over CHML; Hon. Humphrey Mitchell, Minister of Labor; Hon. J. G. Gardiner, Minister of Agriculture; Hon. L. R. LaFlèche, Minister of National War Services, and Messrs. Gordon Graydon and M. F. Coldwell, House leaders of the Progressive-Conservative and C.C.F. parties, respectively.

All agreed that radio was entitled to recognition in parity with the press.

Provisional arrangements for special radio quarters in the House were made, and any time now, members will be recording messages to their constituents, on equipment installed by the broadcasters. Discs will be shipped to home stations, and the Canadian public will be treated, thanks to private radio, to regular reports, right from the lips of members of parliament, unslanted, unbiased and unabridged by partisan publishers, direct to their electors.

Unlimited credit is due Ken Soble, whose experimental programs, "Inside Ottawa", aired on CHML two years ago (CANADIAN BROADCASTER, June '42, p. 4), for his willingness to share his project with the industry. Further, the fact that he has been running a "Parliament Hill" series regularly since last December enabled him to offer a basic format, on which the same project is being adapted for use nationally.

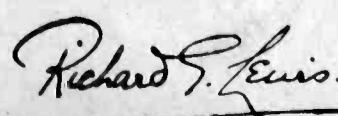
Of still greater importance is the unprecedented cohesion of all the components of the broadcasting industry into one unit, working together across the country, confident that individual reward for a service well rendered will be the inevitable outcome of this co-ordinated effort for the weal of all.

Private radio has scored a triumph, quick and decisive—a triumph over no less an enemy than its own hesitancy to take the initiative.

It now remains for those few stations which have not already climbed onto the band-wagon to tie onto this greatest idea since the peanut tube.

No program project, however phenomenal, can succeed without audience. "Report from Parliament Hill" can, as it already has, attract tremendous audience—audience of worthwhile people who believe that Canada's destiny, as it is mapped out in the House of Commons, is very much their business.

These programs are as well worth promoting as the most profitable commercial show, and it is to be hoped that private stations will get behind them, both individually and collectively, with all the audience attracting devices they know. Listeners will appreciate having these programs brought to their attention.



Managing Editor

CAB Before House Committee

In his brief for his April 26th appearance before the House Committee on Radio Broadcasting, Joseph Sedgwick, K.C., CAB general counsel, has included for presentation to the committee for their consideration material and evidence covering a number of the grievances of the private broadcasters.

He voices objection to various phases of the regulations, such as the mechanical reproduction and recording restrictions, the ban on price mention, the cost of line charges, the restrictions imposed by the CBC in the form of reserved time.

He protests against private radio being prevented from sharing in such developments in broadcasting as FM and Television, and urges once again that the second network should be made up of private stations, operating the network on a co-operative ownership basis.

Considerable emphasis is placed, in his brief, on the power increase recommendations of the 1943 committee, and a strong plea is made that the private stations be permitted full use of the channels and facilities granted them by international treaty, before they are lost to Canada forever.

Gordon Graydon Addresses Radio Men

The inaugural meeting of the Radio Executives Club of Toronto took the form of a luncheon at the King Edward Hotel, Thursday, April 6th. Guest speaker was Mr. Gordon Graydon, House leader of the Progressive-Conservative party, and he delivered his address to a representative gathering of Toronto radio and advertising men.

Discussing the relationship of the private stations and the Canadian Broadcasting Corporation, he pointed out that it is the aim of his party to have both segments of the broadcasting industry operating side by side for the benefit of the people of Canada.

Speaking of an independent tribunal to preside over the destinies of both public and private broadcasting, he referred favorably to the system under which the CPR and the CNR operate, under the direction of an independent commission, suggesting that a parallel system should improve the radio situation.

Radford's Son Safe

News has been received by Jack Radford, CBC Supervisor of Station Relations, that his son, Flying Officer J. A. Radford, recently reported missing after a raid over Germany, is a prisoner of war.

New CBC Governor

The appointment of Mr. B. K. Sandwell, editor of "Saturday Night" to the Board of Governors of the CBC has been announced, and shortly after the announcement The "Globe & Mail" printed an article prophesying that Mr. Sandwell would probably fill the post of executive chairman of the board, a new post which has been under consideration for some time past.

Questioned by the "Canadian Broadcaster" on this rumor, Mr. Sandwell said he was unable to make any statement. Since this further appointment could not be made without an amendment being passed to the existing Broadcasting Act, his attitude is understandable.

It will be recalled that when Mr. Hector Charlesworth took over the chairmanship of the original Canadian Radio Broadcasting Commission, he was occupying the same editorial chair as the one now occupied by Mr. Sandwell.

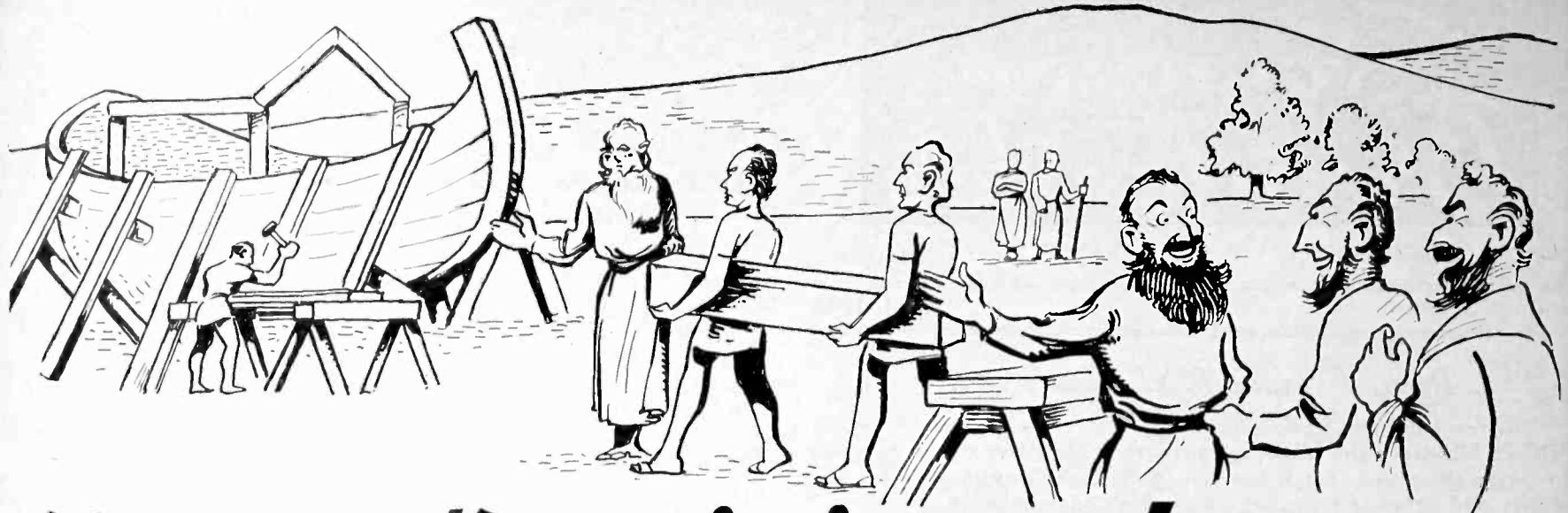
We are unable to express an opinion of the new governor's knowledge of the radio craft, but his is one of the few Canadian publications that has consistently devoted space to the world of radio, with his regular radio news section, written by Frank Chamberlain.



G. Wells Ritchie

who has brought a wide experience in the publicity field to the CBC, where, as Press and Information Representative, (Eastern Region) in the National office, he is responsible for the release of news of CBC activities, for press and other purposes.

Besides being every kind of a "right guy", it has been our experience that if information is procurable, Ritchie will deliver.



It wasn't raining when Noah built the Ark

Representing

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Nelson
CJGX
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Brandon
CFAR

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CKY
Winnipeg

CJRL
Kenora
CKLW
Windsor

CFPL
London
CKCR

Kitchener
CHML
Hamilton

CHPS
Parry Sound
CFOS

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CHOV

Pembroke
CFBR

Brockville
CKCO

Ottawa
CKAC

Montreal
CHGB

Ste. Anne de la Pocatiere

CJBR
Rimouski
CKCW

Moncton
CHSJ

Saint John

IF Noah himself were writing this message, he would probably begin it, "They laughed when I sat down at the planer today." Of course they did—nobody even knew what a rainy day **was!** They learned later, at a time when Noah was prepared, and they were not.

The war is not yet over by any means, but already markets are being allowed to expand. Less rationing, wider uses of priority materials, more manufacture of restricted items—all these are signs of a coming flood of business.

Are you **ready** for more business? Is your name, your product, your service, still favorably remembered? How is consumer goodwill toward what you have to sell?

Plan for tomorrow **before** it starts to rain! Build for tomorrow **now**, by letting Radio carry your message directly into the homes of your prospects, sincerely and **soon**.

"We can solve our post-war problems, provide jobs for those who return, continue the progress of the past century in **only one** possible way — by hard work, reward for enterprise, respect and applause for those who succeed."

—Ralph W. Carney.

P.S. A good way to **start** is to talk things over with Stovin & Wright.

STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES
TORONTO

MONTREAL

WINNIPEG

The CANADIAN BROADCASTER

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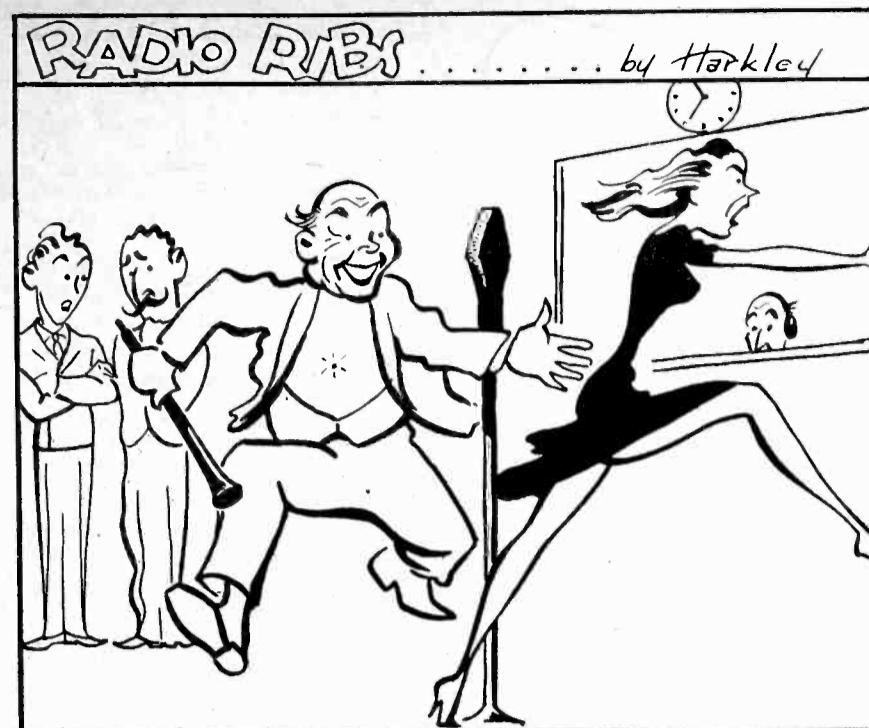
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Canada's Radio Czar

The appalling state of totalitarianism under which the Canadian broadcasting Corporation operates as proved beyond all question by Mr. Rene Morin, chairman of the CBC Board of Governors, when he addressed the House Committee on Radio Broadcasting as follows:

"If there was an independent tribunal or commission dealing with broadcasting in Canada over and above the head of the CBC, it would mean that the national broadcasting system would fall upon the same regulations as the private stations; and the result of this would be that the national system would enter into competition with the private stations in respect of the means to obtain the audience which it needs. I believe that the result of this competition would lead it to appeal to the masses of the people with programs of a more popular character than it wishes to do, and therefore that the interests of the Canadian public would not receive better service in that way than they do at the present time."

Quoted verbatim from the King's Printer's report of the committee's deliberations, this simple statement made by the first member of the CBC Board of Governors needs no explanation or elaboration. Mr. Morin solemnly affirms his belief that it would be against the interests of the Canadian public for the CBC to serve them with the types of programs that are their overwhelming choice.



That damn oboe-player's been at the sponsor's product again.

And who is this man Morin, this self-appointed oracle who has the affrontry to declare that Canadians shall have no say in the programming of Canada's own broadcasting system?

While it has always been our opinion that the CBC's cultural efforts fell far short of perfection, we have in the past been deluded into believing that the CBC was at least sincere in its opinion that this was the sort of thing they honestly believed the people wanted to hear.

But now our respect for the long-hairs of the CBC has been dissolved with one speech, if he, Monsieur Morin, is representative of CBC thinking.

Rene Morin stands indicted, by his own clear words; indicted of betraying the trust that has been placed in him—of steering the operation of the CBC for the good of Canada; and we, for one, would like to know what Canada proposes doing about it.

**Put
Victory
First**

E-H Do Day-Night Survey

Elliott-Haynes have issued their periodical report on early morning and late evening listening trends, covering the periods of 7.30 to 9 a.m. and 10.30 p.m. to 12 midnight, in five major markets across Canada. To avoid calling people to the telephone at inconvenient times, the survey was conducted the following mornings, using the recall technique. At present this survey is only made once a year, in March.

What is...**...a Family Station?**

Well, what is a family? In Quebec it's the real unit of the Province's way of life. Here, the family is the center where decisions are made. *To sell Quebec you must sell the family.*

That's where CKAC comes in. In the evenings, when the family is together, CKAC has always been a real French-Canadian institution—far, far ahead of its nearest competitor.

Let us show you what years of pioneering showmanship can mean for you on Canada's Busiest Station.

CKAC

COLUMBIA BROADCASTING SYSTEM
MONTREAL
Representatives—Canada:
C. W. Wright, Victory Building, Toronto, Ont.
United States:
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**Can't be measured
in cash!**



You buy thousands
of hours of experi-
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reasonable prices
for

**"DUOPHONIC
TRANSCRIPTIONS"**
Radio's Standard
of Quality

CHML

CFRB
COLUMBIA

860

900

WBEN
N.B.C

930

HAMILTON

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

The MEN of

N B S

NORM BROWN
Sales Executive of
National Broadcast
Sales at Toronto

If there was ever a square peg in a square hole it is Norman David Brown. The assignment of assisting advertising men in the advantageous buying of radio time is made to order for Norm, and Norm's fourteen years in advertising have made him the man for the job.

As ad salesman for the *Globe*, and the *Globe and Mail*, advertising manager of the Timmins Daily Press, commercial manager of radio station CHEX, Peterborough, Norm at 38 has rolled up a lot of valuable experience which has broadened his knowledge, developed his initiative, and seasoned his judgment.

Norm Brown has been notably successful in everything he has undertaken with one exception—the finding of a house in Toronto for his wife and three-year-old son. Despite this he is immensely happy to be back in his native city, the indifference of landlords being far outweighed by the friendly reception he has received from the advertising fraternity.

Norm is active in the Lions Club and Radio Executives Club. Other hobbies are sailing, hunting and fishing, just now mostly hunting—house hunting.

National Broadcast Sales is mighty pleased to place a man of Norm Brown's calibre at the service of advertising buyers.

*NATIONAL BROADCAST SALES

RADIO STATION REPRESENTATIVES:
Radio Station Representatives:
Bank of Commerce Bldg.,
Toronto, E.L. 1165
University Tower Bldg.,
Montreal, H.A. 3051



REPRESENTING

CKWS Kingston, Ont.	CFCH North Bay, Ont.
CHEX Peterborough, Ont.	CKRN Rouyn, Que.
CKGB Timmins, Ont.	CKVD Val D'or, Que.
CJKL Kirkland Lake, Ont.	CHAD Amos, Que.

Does the BBC Deserve a Rival?

by George Stagg

Reprinted from the "Scottish Daily Express" in only slightly abridged form, this article makes an honest comparison between what the writer calls the "BBC Monopoly" and the "sponsored American system" of broadcasting. Situated as it is astride the antenna, Canadian broadcasting can profit by the picture of a socialized radio Mr. Stagg so ably paints.

It has always been taken for granted that broadcasting in Great Britain should be a one organization concern, and that anybody suggesting an alternative system is something of a cad.

Commercial radio in Britain? The idea is shocking and unclean, like shooting foxes. It isn't done.

Well why should the BBC be a monopoly? Perhaps, you say, because it is an educational force. But education is not a State monopoly. Anybody can start a school. Or perhaps the BBC is an instrument of religion. So is the Church of England, but it still is not a monopoly.

The BBC has a monopoly of radio entertainment. This is even more peculiar. For not only is the British theatre a healthily competitive concern, but people have been trying for a generation and more to get the State to subsidize one single theatre. And so far the State won't play.

Take anything else broadcast by the BBC—music, news, political discussion—nobody can get a note or a word in edgeways except through the courtesy of a Board of Governors, appointed by the Government, but not represented in Parliament.

In wartime, the Minister of Information accepts limited responsibility for the wartime policy of the BBC.

In peacetime, it was the Postmaster-General who used evasive tactics. Neither can ever be properly cornered by the people who pay their ten shillings to help keep the BBC going.

Mention of the Postmaster-General brings the defence to their feet at once. "Broadcasting can only happen with the co-operation of the Post Office. That is why it is a monopoly; telephone lines belong to the Government."

But the Post Office does not dictate to us what we shall write on

our postcards. It is our servant; not our master.

These are some of the arguments against monopoly.

At Broadcasting House they have ambitious schemes to demonopolize our radio, introduce genteel forms of competition within an uncompetitive framework.

There would still be a Board of Governors, of course, and the regions would have "home rule" (whatever that might lead to). But principally they aim to be independent of the Treasury.

All of which will be very exciting and novel for the BBC but is not going to make a scrap of difference to the listener. It will still be the BBC—so long as programs are produced by second-rate brains for third-rate fees, and all administered by decent chaps who know nothing of the outside world except that a gentleman doesn't shoot foxes.

What is the alternative? A rival radio organization. What form? Until somebody thinks up a better one—"commercial" radio.

The average Briton is prejudiced against sponsored radio. He considers it vulgar; too much advertising and that sort of thing. Even ministers pray publicly that this fortress was built by nature for herself against the infection and the hand of commercial broadcasting.

Let us compare the two systems: The BBC monopoly and the sponsored American system.

There are as many bad American programs as there are good ones broadcast by the BBC, but in the United States, the listener pays nothing and has a choice. Over here you pay your *ten bob* and have none.

The BBC can rise to imperial occasions (as it does for a couple of hours at Christmas) in a way no other radio organization can pos-

(Continued on Page 5)

"SAM ADAMS"

"Your Home Front Quartermaster"

(Transcribed)

BUILDS GOOD WILL

A Harry Jacobs Production

DISTRIBUTED BY
ALL-CANADA RADIO FACILITIES LTD.

BBC (continued from p. 4)

sibly do. But for the remaining 8,758 hours in the year it is a question of take it or leave it. The land that gave us Magna Charta denies a Bill of Radio Rights to the listener. In our democracy we have to accept a radio dictatorship.

Oh, of course the BBC does not mean it that way. But (they keep telling you) surely our system is preferable, etc.

All right. Don't let's bother with bad commercial programs; let's take the good ones.

The three great radio companies in America sell time on the air. One of them sells it to a motor manufacturer from Detroit.

He is an astute fellow, this big business man. He hires Stokowski and the Philadelphia Orchestra; he hires Menuhin and Heifetz, Lily Pons and half Hollywood. He buys an hour on the air and doesn't worry his listeners with any more advertising than fills ten seconds of opening and closing announcements.

Such sponsored programs in themselves appeal to a huge public. The networks make a lot of money, some of which they have to spend on Federal communication facilities. But what is left over is given back to the public—over the air.

By spending the profits on "sustaining" programs, the big networks keep up their prestige. They hire Toscanini and give him an orchestra all to himself, they experiment with new forms of radio production.

Occasionally they persist with a small idea which becomes so popular that they have to sell it to the highest bidder. So more money comes into the kitty again for more experiments. And so it goes on.

Naturally there's an awful lot of junk comes out of sponsored radio. But there's an awful lot of junk comes out of the BBC. This is not due to anything but lack of ideas, and on the whole the American system tends to encourage new radio ideas.

Why? Because you and the man next door may take a script to the BBC and if they don't like it you might just as well make paper chains out of it.

Under the American system you

can offer it to somebody else.

Radio in the United States can be a career for artists and writers; it is an industry and not a hobby. That is the secret.

There are scores of young men at present working for the BBC whose hearts are in radio.

They do not ask for sponsored radio; they do not care who pays their salary. But they love broadcasting enough to want to make it a life's work, and they see no future worth bothering about in a system that neither encourages financially nor stimulates artistically, and is chock full of decent chaps who would even rather shoot a fox than miss a chance of writing a memo.



WE'RE STILL SINGING THE SAME SONG ...

CKOV covers, in its commercial area, the same prosperous Okanagan towns covered by these ten weekly newspapers:

Armstrong Advertiser	Penticton Herald
Enderby Commoner	Revelstoke Review
Kelowna Courier	Similkameen Star
Merritt Herald	Salmon Arm Observer
Oliver Chronicle	Vernon News

The Voice of the Okanagan
REPS ALL-CANADA.WEED & CO.

TOMMY DORSEY

Signs with

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100 WATTS
630 Kcfs.

Offering

CONTINUOUS PUBLIC SERVICE
to a
WORTHWHILE
WESTERN ONTARIO
AUDIENCE

JOHN BEARDALL
MANAGER-OWNER
STUDIOS IN THE WM PITTS HOTEL

Tommy Dorsey — "That Sentimental Gentleman of Swing" — has agreed to provide a continuous flow of library transcriptions for the exclusive use of Lang-Worth subscribers . . . Featured with Tommy Dorsey and his 27 piece recording orchestra will be Bob Allen and Betty Brewer vocalists, "The Four Clark Sisters" and Gene Krupa . . . first recording immediately.

LANG-WORTH, INC.

420 Madison Ave., N.Y.C.



PERFORMANCE IS IMPROVED WITH ROGERS RADIO TUBES

For many years Rogers have specialized in the making of radio tubes for broadcasting stations. As a result of this experience, Rogers Radio Tubes give unqualified performance and service. When you need new radio tubes — buy Rogers. They'll give you complete satisfaction.

TYPE AR 300A

(Manufactured to Army-Navy Specification
JAN-212E.)

Medium power triode for use as audio-frequency amplifier or modulator and radio-frequency oscillator or amplifier at medium frequencies.

A-F Power Amplifier and Modulator—
Class B

D-C Plate Voltage 2000 volts

D-C Grid Voltage -105 volts

Zero-signal D-C Plate Current
per tube 40 ma.

Max.-signal D-C Plate Current
per tube 300 ma.

Load resistance plate-to-plate 8000 ohms

Power Output (2 tubes) 650 watts

Plate-Modulated R-F Power Amplifier—
Class C Telephony

D-C Plate Voltage 1500 volts

D-C Plate Current 300 ma.

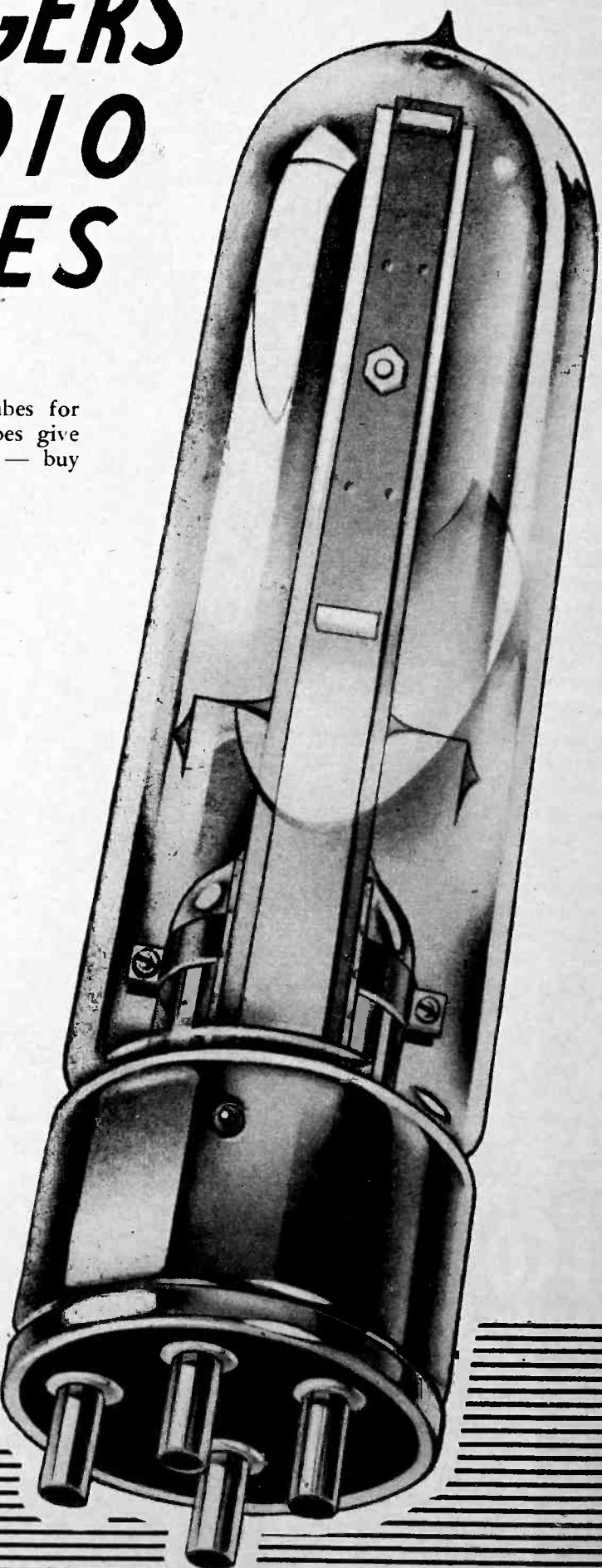
D-C Grid Voltage -200 volts

D-C Grid Current 75 ma. max.

Carrier output for mod. factor

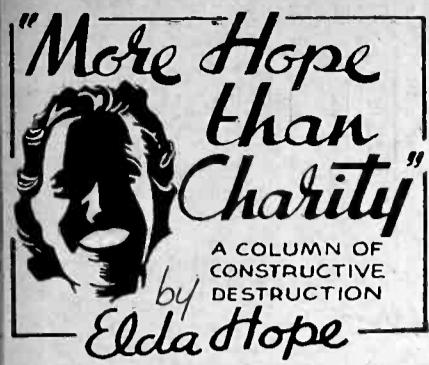
of 1.0 300 watts

*Makers of high-quality Transmitting and
Receiving Tubes since 1926.*



ROGERS

ROGERS RADIO TUBES LIMITED
TORONTO • CANADA



A COLUMN OF
CONSTRUCTIVE
DESTRUCTION

by
Elda Hope

Suddenly, it's Spring — Well, anyway, that's what the song says. And right on the heels of Spring we have Summer, and that usually means fewer shows. And why? Why isn't music just as enjoyable when the windows are open? In London the music season always has taken place in the Summer. Here, so many fine orchestras go off the air.

The other night I spent a full hour with the Boston Symphony via my radio. This is the orchestra, proud and patrician and sure of itself, with a string tone as deep and beautiful as the colours of an old painting. "Pop" concerts under Arthur Fielder will be presented this Summer. This is a step in the right direction.

Easter holidays are just over and that meant that our house fairly vibrated with children's programs. Now I've heard everything! Five nights a week on one station there is a solid hour of these efforts to peddle breakfast food. Perhaps I'm getting old, or maybe it's because they've been a bit thick, but honestly, it amazes me what some sponsors think will please the children. Jimmie listened to them all and is very definite about his favourites — "The Lone Ranger", "Hop Harrigan" and "Superman." He wouldn't trade any of them for a whole series of "Peter Pan", which he scornfully describes as a girls' show. Personally I find it a relief from the blood and thunder! "Terry and the Pirates" he dubs sissy too.

Sports-loving fans will enjoy spending a half hour near their radio Saturday nights to hear "Clary's Gazette." This show is done by Clary Settell, the Old Observer. Listeners may review and re-live sporting events of "Casey at the Bat" vintage; also male quartettes and soloists of the "Gay Nineties." If you enjoy this type of entertainment, it is, at least, something different. Frankly, Mr. Settell, I don't. (It's O.K., Clary. I do. Ed.)

"The Liptonaires," a musical quarter hour Monday through Friday, has a recent addition — Louise Robertson. Louise does character parts and sings. It should be interesting to note if Stan Francis, producer and announcer, attempts to use the characters Louise portrays on his biography stunt. He gave a daily thumb-nail biography of each member of his cast — now let's see what he can do with Louise. . . . I mean her characters.

Percy faith did it again! He conducted the opening Victory Loan Show, making all musical arrangements for the entire series. I've heard "Holiday for Strings" many times, but never as played in the Faith manner. These shows might profit by a change in routine — it's the same old grind for each Victory Loan. On the opening broadcast an exceptional job was turned out by Charles Jordan. This accomplished Toronto baritone sang a selection from "Great Day" with a choral background in a manner which puts him right at the top of the ladder.

Whoever devised the program policy for "Cosmopolitan Cafe" certainly pulled a new one out of the hat. It is a musical show with Scherman's orchestra and a vocalist. The narrator carries on a conversation with patrons of the cafe as well as with a mythical dancer. The entertainment value of the show is excellent. Were it not for the lack of response from the patrons one could readily imagine being a guest in the cafe.

Montreal has played an ace in radio entertainment. The new Sweet Caporal commercial, "Light Up and Listen," features Lucio Agostini who conducts and makes the musical arrangements. Gene Paul is featured soloist with a chorus and is very good providing he omits pop tunes. The piano team seems superfluous although it, too, is good. For my money Quentin Reynolds is "tops" and I could take a lot more of his commentaries.

'Bye now.

Woodill Overseas

Wilf Woodill, Toronto manager CKSO, Sudbury, has been accepted for overseas service with the United States Office of War Information. He reported in New York April 24th, and after a period of instruction, expects to proceed overseas to assume special radio duties with the U.S. armed forces in theatres of operation.

He is uncertain just what his actual duties will be, but expects they will be connected with the installation of transmitters, etc., probably in allied occupied territory. He is on loan to the U.S. government for the duration from CKSO.

His duties in Toronto will be taken over by Florence Riley, who will continue to hold forth at 80 King Street West.

Reps Celebrate New Account



Tuesday, March 28th, Stovin & Wright announced their appointment as exclusive Canadian Representatives for CHML, Hamilton, with a dinner tendered to Ken Soble, new owner of the station, key members of his staff and the advertising agencies, in the Royal York Hotel, Toronto. The Roof Garden was filled with over 150 local and national merchandise displays, each being a product advertised currently over CHML. Pictured above, from left to right, are Horace Stovin, Ken Soble and C. W. "Bill" Wright.

ELGIN 5600

Not just a phone number . . . It's your easy

way of reaching

US . . .

and automatically putting your radio advertising in the hands of an agency that gives you that extra service that brings real results.

JACK MURRAY LTD.
10 KING ST. E.
TORONTO

MURRAY KNOWS RADIO



IT'S NBC THESAURUS . . . for summer audiences!

• Could you use a big-time, big-name musical show for summer listening? You can count on NBC Thesaurus—the treasure house of recorded programs. It's radio's best and largest selection of recorded musical shows!

NBC Thesaurus shows are ready-made—ready to go—and ready to take good products places! Each is thoroughly tested to win and hold friends for sponsors. All have the brilliance, color and "draw" of "live" broadcasts. Wide selections in

length, frequency and cost. All you have to do is pick your show and add local commercials.

And don't forget it's an accepted fact that in the good old summertime the favorite cool-off entertainment of millions is *music*. It's a dead-sure means of attracting summer audiences.

• • •
Contact any of the stations listed at right for auditions or for list of available shows. Do it now—get the pick of the lot.



NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Building, Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Building, Washington, D. C. . . Sunset and Vine, Hollywood, Calif.

IDEA-A-DAY

Every day is an anniversary of something or other, and anniversaries make good copy ideas, or suggest possible plays or other programs. Here is an anniversary idea a day for the month of May

May

- 1, 1707 — Union of England and Scotland under name of Great Britain.
- 2, 1923 — First non-stop transcontinental flight, U.S. Lieuts. Kelly and Macready, N.Y.-San Diego.
- 3, 1802 — Washington, D.C., new capital of U.S.A., incorporated as city.
- 4, 1814 — Napoleon arrived at Elba.
- 5, 1915 — Lusitania sunk by German submarine.
- 6, 1941 — Stalin became Premier of Soviet Union.
- 7, 1924 — Victor Herbert, musical composer, died.
- 8, 1792 — U.S. universal militia law enrolled all fit white citizens 18-45.
- 9, 1915 — First Canadian Division in action at Festubert.
- 10, 1940 — Chamberlain resigned, Churchill became Prime Minister.
- 1940 — German armies invaded Holland, Belgium, Luxembourg.
- 1941 — Rudolf Hess landed by parachute in Scotland.
- 11, 1941 — Allies occupied Netherlands West Indies.
- 12, 1789 — Tammany Society formed as patriotic association.
- 13, 1884 — Cyrus McCormick, U.S. inventor of the reaping machine, died.
- 14, 1906 — Ontario Hydro Electric Power Commission created.
- 15, 1885 — Louis Riel, leader of the N.W. Rebellion, captured.
- 16, 1921 — Malta granted self-government by Britain.
- 17, 1916 — Daylight-saving time introduced in Britain.
- 18, 1794 — Britain declared war against Napoleon.
- 19, 1588 — Spanish Armada sailed for England.
- 20, 1902 — Cuban Republic inaugurated.
- 21, 1927 — Lindbergh landed after first non-stop New York to Paris flight.
- 22, 1885 — Victor Hugo, French poet, dramatist, novelist, died.
- 23, 1940 — Sir Oswald Mosley and associates arrested.
- 24, 1883 — Brooklyn Bridge opened.
- 25, 1618 — First Book of Sports published in England.
- 26, 1819 — Savannah, first steamboat to cross Atlantic, left Savannah, Georgia, on 25-day trip to Liverpool.
- 27, 1941 — Bismarck sunk by British air and naval forces.
- 28, 1905 — Russian Baltic fleet destroyed by Japanese.
- 29, 1914 — 900 lives lost in ramming of *Empress of Ireland* in the St. Lawrence.
- 30, 1942 — First British 1000-plane raid — on Cologne.
- 31, 1889 — Great Johnstown, Pa., flood, 5000 killed.

Letter to the Editor

April 12, 1944.

Dear Dick:

I have noticed from time to time that many people write about radio and refer to ratings without knowing much about them. The radio artists tend to poopoo them, as do quite a few, I am sorry to report, radio executives.

Actually the radio ratings are important from the viewpoint that they are the only means anyone who is interested in a program has of judging the efficiency of one program against another. True, these ratings are not perfect, but they are the best thing anyone has been able to evolve as yet.

However, the point I want to make is this: Most articles which have dealt with or refer to ratings take the total rating as an indication of popularity. This is not necessarily true. Elliott-Haynes give two reports — one is a report of *total audience reached* by programs — the other is the *popularity rating*. In the former, they combine the rating for the *original network broadcast* with the ratings received on *repeat* and/or *concurrent* broadcasts. For instance, let us take the program "Big Sister." On the original network broadcast, it goes over CBL at 12.15. Its rating is 14.5. It is re-broadcast over CFRB at 4.15 and it gets a rating of 8.6. Therefore, its combined Toronto rating is 23.1.

There are several programs which are being repeated or broadcast concurrently, in various cities, thus getting the benefit of two, and sometimes three, broadcasts in those cities, the combined ratings of which show up on the national rating. Among these are: "Big Sister," "They Tell Me" (which is being broadcast over practically every station in Canada), "Lucy Linton," "Soldier's Wife," "Road of Life," etc.

Mind you, these repeat broadcasts are good business when the cost is not too high. However, and now I come to the essence of my point — the *popularity of*

a show is not indicated by the *total audience reached*, but by taking the rating of a show on the *original broadcast only* and comparing it to other programs on the basis of their *original network broadcast*.

In this way all programs are reduced to a common denominator, and it is there that the popularity of a program shows up. For instance, let us take the February Elliott-Haynes ratings — "They Tell Me" has a total audience *reached* rating of 24.6, but on the basis of the *original network broadcast*, its rating comes down to 14.3. Thus 14.3 becomes the actual *popularity rating*. "Soldier's Wife," which has a total audience *reached* rating of 21, comes down to a popularity rating of 11.5, when taken on the basis of the *original network broadcast*. The "Happy Gang," which is and has been for several years the most popular daytime program in Canada—but which cannot be rebroadcast owing to Union rules against transcriptions, and which cannot be broadcast concurrently owing to CBC rulings (*which ruling Canadian Government shows do not follow*)—has a *popularity rating*, which is also its *total audience reached rating*, of 19, which, I believe, is an all-time record, original network rating for daytime programs.

I am writing at length on this subject, because so many times I have seen rating reports which indicate to the uninitiated, that the "Happy Gang" is not the most popular daytime program, and I feel that reports such as these do a disservice to the kids on the "Gang" who really work their hearts out to bring happiness and entertainment to their wide audience.

Many amazing statements can be made about this particular program, but I think I can sum them all up by saying that Canadian radio and the Canadian people can well be proud of the service the "Happy Gang" is doing, and I can say flatly that it is the most popular daytime program Canada has ever had. Just go knocking on doors and ask the folks. They'll tell you.

JACK SPITZER
(Spitzer & Mills Ltd.)

NBC Thesaurus programs available for sponsorship on:

CKX Brandon, Man.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CKPR Fort William, Ont.
CFNB Fredericton, N. B.
CHNS Halifax, N. S.
CKOC Hamilton, Ont.
CKOV Kelowna, B. C.
CKWS Kingston, Ont.
CJL Kirkland Lake, Ont.
CJOC Lethbridge, Alta.
CFPL London, Ont.
CFCF Montreal, Que.
CFCH North Bay, Ont.
CHOV Pembroke, Ont.
CHEX Peterborough, Ont.
CKBI Prince Albert, Sask.
CKCK Regina, Sask.
CKRN Rouyn, Que.
CFQC Saskatoon, Sask.
CJIC Sault Ste. Marie, Ont.
CHLT Sherbrooke, Que.
CKSO Sudbury, Ont.
CJCB Sydney, N. S.
CKGB Timmins, Ont.
CFRB Toronto, Ont.
CJAT Trail, B. C.
CJOR Vancouver, B. C.
CJVI Victoria, B. C.
CKLW Windsor, Ont.
CKY Winnipeg, Man.

Also—VOCM
St. John's, Newfoundland

U.S. Stars Spur Sixth Loan



Left to right, Percy Faith, Helen Hayes and Adolph Menjou.

An inkling of just what is entailed by the American stars who, each Victory Loan campaign, come to Canada to help bring it home to us that the money we lend is our contribution to Victory, was disclosed to the CANADIAN BROADCASTER in a recent interview with Guy Herbert, chairman of the Guest Talent Committee.

On the first show of the current campaign, April 12th, Canada enjoyed the appearance on the airways of Helen Hayes. What Canada perhaps did not know was that because of ill-health and need of a rest, Helen Hayes recently closed her Broadway hit "Harriet," while it was still playing to SRO audiences. Yet she expressed herself delighted with the opportunity to help Canada with the Sixth Victory Loan.

In spite of having just completed a strenuous tour, entertaining the

troops in North Africa and Italy, Adolph Menjou readily agreed to come all the way from Hollywood for the April 12th English broadcast in Toronto, the French show from Montreal the following night, and several appearances at Ottawa munitions plants on April 15th.

Percy Faith, permanently preoccupied with his *Carnation Program*, just taking over Andre Kostelanetz Coca-Cola show, and with still more time taken up with his new Decca Records contract, actually worked himself into an illness because he wanted to help his native Canada by making musical arrangements for all five shows, as well as conducting the first, third and fifth programs himself. In addition, he found time to compose "Put Victory First," musical theme for the campaign.

Canadian radio, as well as Canada's coffers, is enriched by the generosity of these stars.



BROADCASTING
STATION
HAMILTON - ONTARIO

March 22, 1944

Mr. Larry Rogers, Manager,
British United Press,
244 Bay St.,
Toronto, Ontario

Dear Larry:

May I express our sincere appreciation for the coverage which British United Press provided on the Haldimand-Norfolk By-Election, which was held Monday, Mar. 20.

Your first bulletin, issued at 7:36, and broadcast by us at 7:40, was a full thirty minutes ahead.

On subsequent bulletins we were usually from ten to twenty polls ahead.

Again, Larry, our very sincere thanks to you and your capable staff.

Yours sincerely,

J. Lyman Potts,
Production Manager



Wedding Bells

April 29th, Reg Beattie of CHML, Hamilton, is marrying Mary Royle of CKOV, Kelowna.

The ceremony will take place in Hamilton where they will live. Your correspondent regrets his inability to procure a photograph

of the bride, but his request for such a picture met with an eager response from the groom with his own "mug".



BOOK REVIEW

"THE MUSIC OF LANGUAGE" by J. Campbell-McInnes. Frederick Harris Co. \$1.00.

The broadcasting industry is built on the good usage of words and music, therefore it is natural that a book bearing the title "The Music of Language" should stimulate more than casual interest. It opens like a dry discourse on etymology. Actually it is a discourse and the subject is etymology, but the aridity is quickly dispersed, by the application of the music principle. There are clever demonstrations of that principle to make even the critical and exhaustive reader appreciate more this beautiful English language of ours. The author is J. Campbell-McInnes. The Music of Language should be of particular interest to broadcasters because it gives special recognition to the importance of our language.

W. E.

Fruitful Soil

TO CULTIVATE!



SASKATCHEWAN'S CASH INCOME

from the sale of farm products in the past four years according to the Dominion Bureau of Statistics was as follows:

(Figures shown are in thousands of dollars)

	1940	1941	1942	1943
Total Cash Income Saskatchewan	149,429	161,955	195,467	311,437
Total Cash Income Canada	753,529	914,039	1,114,894	13,965,559
Saskatchewan's percentage of Canada	19.8%	17.7%	17.6%	22.3%
% of increase over previous year		8.4%	20.7%	51.0%

Saskatchewan Is Predominantly A Rural Province
CHAB Is Predominantly A Rural Station

We Suggest

the wisdom of doing your spade work for post-war prosperity

over

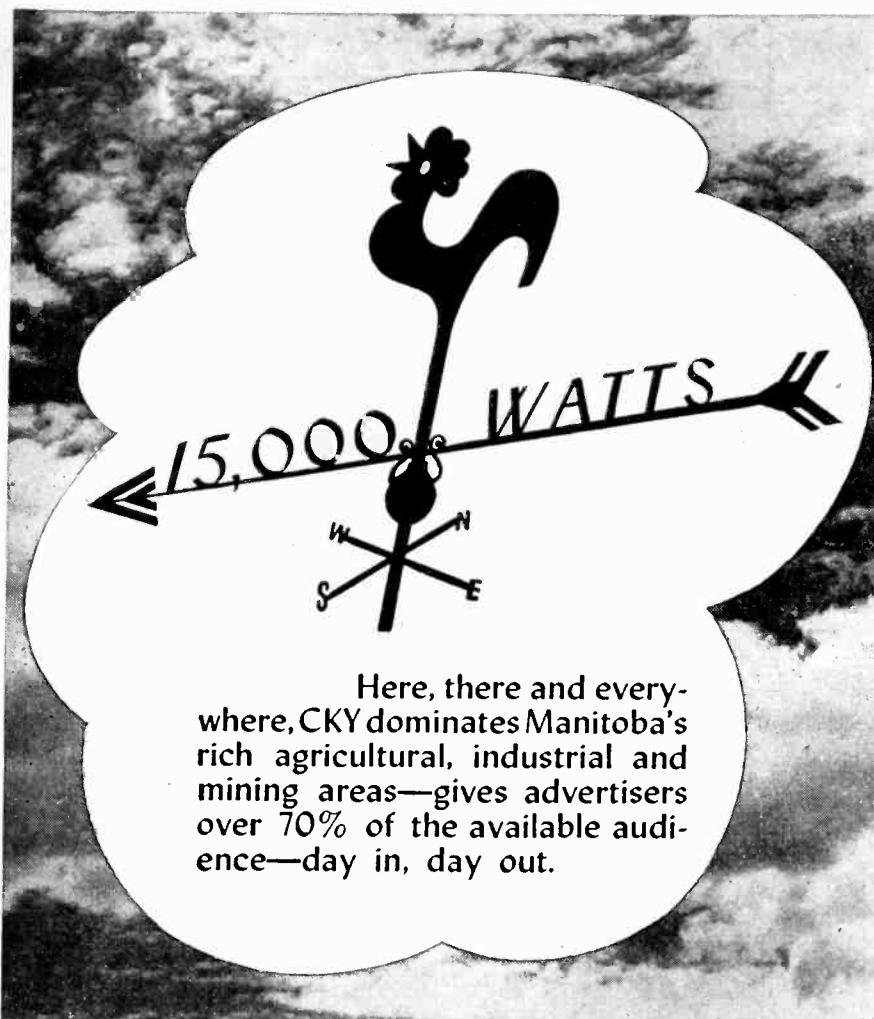
CHAB

MOOSE JAW

with Transmitter in the very centre of Southern Saskatchewan.

"Saskatchewan's Rural Station with a Programme Policy suited to the needs and preferences of its listeners"

AN ALL CANADA
STATION of COURSE



CKY-Winnipeg

EXCLUSIVE REPRESENTATIVE - H. N. STOVIN
TORONTO • WINNIPEG • MONTREAL

BROADCASTING STATION

CKNB

CAMPBELLTON, N.B.

Owned and Operated By Restigouche Broadcasting Company Limited

April 20, 1944

Dear Mr. Time-Buyer:-

Look at the map of New Brunswick, and you'll see why CKNB is is.

Notice that CKNB dominates its territory. Notice that CKNB stands alone in its area.

I give you my personal word that CKNB alone in this area provides radio listeners with consistent every-day-in-the-week, day-light and darkness reception.

And who is the CKNB listening audience? The facts and figures are at the finger-tips of our representative, the All-Canada Man. Ask him about CKNB, and watch his face light up with enthusiasm!

Thanks a lot for your interest.

Yours very truly,
BROADCASTING RADIO CKNB
CAMPBELLTON, N.B.

Stan Chapman

STATION MANAGER

SC/A.

VICTORY LOAN QUIZZ

Suggested Questions and Answers for Use on Quizz Programs During the Victory Loan Campaign

- Q. 1. Interest is paid on Victory Bonds how often—every month, every six months, or every year?
 A. Interest on all Victory Bonds is payable every six months. "Bearer" bonds and bonds registered as to principal both carry interest coupons which show the date of maturity on their face.
- Q. 2. Where does one cash Victory Bond interest coupons? At the nearest pawnshop, through a customs broker, or at the nearest bank?
 A. Any branch of any chartered bank in Canada will cash Victory Bond interest coupons without any charge to you for this service. On each interest date, you simply cut off the coupon and take it to your own bank or the nearest.
- Q. 3. If because of illness or any other sudden emergency, you had to sell a Victory Bond, how long would you have to wait to collect your money? One month, six months, or a year?
 A. You have to wait only a few moments for your money. All you have to do is to take your bond to any investment dealer, bank, stock broker or trust company and the current sales value of the bond will be given to you while you wait.
- Q. 4. One of the following denominations is incorrect. Which one is it? Victory Bonds are sold in denominations of \$50, \$100, \$150, \$500 and \$1,000.
 A. Victory Loan Bonds are not sold in units of \$150. The others are correct.
- Q. 5. The best place to keep your Victory Loan Bonds is—under the mattress? In your stocking? Buried in an empty can in the back yard? Or in the bank?
 A. The best place to keep your bonds is in a safe deposit box at the bank. If you haven't a box of this kind, any bank will keep your bonds for you in safe keeping for a nominal charge.
- Q. 6. The amount of money spent in advertising and publicizing a Victory Loan campaign amounts roughly to how much? One cent for each \$10 of bonds sold? Ten cents for each \$10 of bonds sold? Or one dollar on each \$10?
 A. Expenditures on advertising and publicity amount to only about one cent for each \$10 of bonds sold. In these war days, most of us are so busy or so intent on our own jobs that we do not pay much attention to the wartime financial problems facing our country. Large-scale advertising is necessary during Victory Loan drives in order to bring these important financial problems forcefully before the public eye. If there were nothing else competing for our attention, this could be done easily. But, with the crowding pressure of world-wide war developments, it takes a lot of persistent publicity to get people to realize that a Victory Loan campaign is on, and that everybody must get behind it to make it a success. Some people are reached best through newspapers, others through radio, others through speeches, and so on. There is no simple way of getting everybody's attention. Every means of publicity must be used—and used aggressively—to make sure the Victory Loan message reaches and impresses every citizen.
- Q. 7. How many different ways can Victory Loan Bonds be bought during the period of the campaign?
 A. There are four main ways to buy Victory Loan Bonds. First, you can give your order to the Victory Loan salesman who calls at your home or place of business. Second, you can send your order by mail to your local Victory Loan headquarters. Third, you can place your order with any neighborhood bank or with any trust or loan company. And, fourth, you can authorize your employer to start a Payroll Savings Plan for you.
- Q. 8. In how many different ways can one pay for their Victory Loan Bonds?
 A. First, you can pay for the bonds in full by enclosing a money order or bank cheque with your application form. Second, you can pay for your bonds in full, either with cash or by bank cheque when you take delivery of your bonds at the bank, trust or loan company which you select. Thirdly, you can make arrangements with your bank to buy the bonds on an instalment plan. And finally, you can buy bonds under the Payroll Savings Plan through your employer. The bonds you buy this way will be paid for by deductions from your pay over future months.
- Q. 9. What is the slogan for the VIth Victory Loan campaign?
 A. "PUT VICTORY FIRST."
- Q. 10. Including the campaign now going on, how many Loans of this type to sell bonds have we had in Canada since the war began?
 A. Eight. The first two were War Loans (January and September, 1940) and six Victory Loans since.
- Q. 11. Nylon—that stuff we used to get for stockings—has been very scarce for a long time because of its wartime use. What is that use? For covering airplane wings? For lining steel helmets? Or for making parachutes?
 A. For making parachutes. And, incidentally, it takes two \$100 Victory Bonds to provide one parachute. Think of all the lads flying to-day in the R.C.A.F. and you will get a rough idea of what it takes to provide them with parachutes alone. Hence one reason why we should buy.

(Continued on Next Page)

Will Canada Miss the FM Boat?

While the Canadian government is sterilizing the phenomenal advance in radio's new development—Frequency Modulation, by preventing private business from doing the kind of post-war promotion work which is being done in the United States, amazing progress is being made south of the border. How FM, which it is expected will eventually supplant most of the present stations, improves broadcast coverage, has been explained by Zenith Radio Corporation in a recent issue of its house organ to dealers.

By providing "a constant broadcast radius for day and night coverage" FM affords the broadcaster flexibility and economy not present in AM operation. The latter may have wider day range, but its night

area of reception is restricted. Actually then FM coverage is superior to AM coverage in the guaranteed area which the broadcaster can sell. The following are some of the points covered in the article dealing with the status of FM.

There are 40 FM stations in the U.S.A. operating on a commercial program basis and more than 10 experimental and educational stations. More than 50,000,000 people reside in the areas now served by FM stations.

About 78 applications for construction permits or reinstatement are now on file with the FCC; 144 companies plan to open FM stations as soon as possible after the war, and at least 250 organizations have already planned a service area, selected a frequency and started to stake out a claim in the new FM band.

VICTORY LOAN QUIZZ (continued from p. 10)

12. If you were assured that Hitler himself was in a submarine off the coast of Canada—and a Canadian corvette was right over that sub—what denomination of Victory Bond would you have to buy to provide a depth charge to drop on Hitler's "noggin"? A \$50 bond? A \$100 bond? \$500? Or \$1,000?

A. A \$100 Victory Bond would pay for one depth charge (\$90) and provide enough change to purchase five hand grenades at \$2.00 each to throw at the sub when it surfaced.

13. If you were driving a tank under heavy fire, you would be able to see where you were going by looking through—the fluoroscope—the periscope or the stethoscope?

A. The periscope, which incidentally, costs \$150, or three \$50 Victory Bonds. Cost of a complete Ram tank is \$70,000—another reason why more and more Victory Bonds must be purchased.

14. What is the symbol for Canada's VIth Victory Loan?

A. The winged "V" and the figure 1—which, incidentally, stands for Victory before self or "Put Victory First."

Browns Bread Ltd.: concentrated series of spots to introduce "Silver Star" Loaf, twice daily for 3 weeks on CKOC and CHML, Hamilton, McConnell Eastman, Toronto.

Thor Canadian Co. Ltd.: in conjunction with Canadian Fairbanks Morse (Maritime distributors) and N. B. Radio Company (St. John dealers), started a test campaign April 2nd with 15 minutes Sundays—"My Prayer Was Answered". Test campaign to run 13 weeks. James Fisher, Toronto.

Dalglish (Ontario) Co. Ltd.: (Javex) will replace "Javex Wife Savers" May 1st with 15 minutes 3 a week, morning, "How Does The Chorus Go", informal musical game with Todd Russell and Louise Robertson. Network of Ontario stations. McLaren Advertising, Toronto.

BUSINESS

Wilson Fly Pad Co.: Singing spots "Hank the Yodelling Ranger," 9 a week June 19 to Sept. 6 on 21 stations, from Alberta to the Maritimes. A. McKim Ltd., Toronto.

Libby McNeil & Libby, Canada, Ltd.: have renewed "Pierre & Pierrette", 15 mins. 4 a week on CKAC and CHRC, for sixth year. McConnell Eastman, Toronto.

R. L. Mulveney's Remedies Ltd.: 15 minutes 1 a week transcribed "Carson Robinson", 52 weeks over CHML; may add other stations. Tandy Advertising, Toronto.

Canadian Industries Ltd.: (Paints) Transcribed spots, 3 a week on 10 Northern Ontario and Maritime stations. 13 weeks from end of March. Ronalds Advertising, Toronto.

Comstock Co.: "March of Money", 30 minutes 1 a week, Mondays 7.30-8. New quiz game direct from Active Service Canteen, Toronto, with Maurice Rapkin and Hugh Bartlett emcees, on CKCL, CFCO, CKNX, CKCR and CKWS. More stations will be added as time becomes available. 13 weeks from April 17th. Jack Murray Ltd., Toronto.

General Dry Batteries Ltd.: "Foster Hewitt Hockey Stories" 1 minute programettes, 19 English stations coast to coast, 4 a week. Also flashes on a few French stations. Starts Aug. 21 to Dec. 2nd. A. McKim Ltd., Toronto.

All National Accounts
Used First in The Maritimes

CHNS

The "Voice of Halifax"

For Seventeen Years

A FINE STATION

IN

A FINE MARKET

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



Easy does it!

• You can stew and sweat and worry and fret about your programs for summer listening OR (CAPITAL OR) you can solve the whole problem the easy way—with one of NBC's top-flight package shows. Yes, if ever there was a way that "easy does it," this is it.

NBC has a wealth of first-rate recorded shows . . . mystery, adventure, music, great names, variety, romance . . . all set to go to work for you on your local station. To name a few:

The Lone Ranger—radio's greatest adventure character with a guaranteed audience from the start. (Half-hour broadcasts available on long-term basis.)

Betty and Bob—people like your neighbors, but they live exciting lives. (300 quarter-hour episodes, five-a-week broadcasts.)

Stella Unger—Two programs, "Let's Take a Look in Your Mirror," hints to active women, and "Hollywood Headliners," stories of the Screen's Great. (Both arranged for 156 broadcasts of 5 minutes.)

This summer, with so many people staying home there'll be a better summer audience than ever. All the more reason to ask *All-Canada* about the many shows available—to put your chips on shows produced with the NBC expertise that assures popularity and audience response.

EASY DOES IT! All you have to do is to run up a few commercials . . . pick your favorite show . . . and select the time and station. If the shows listed here are not exactly what you have in mind . . . there are many more from which to choose. But don't delay!

These and other NBC Recorded Shows available through

ALL-CANADA RADIO FACILITIES, LTD., Victory Bldg., Toronto



NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Building, Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Building, Washington, D. C. . . Sunset and Vine, Hollywood, Calif.

"quotes"

“An impartial board, above and entirely independent of both the CBC and private operators, is required if justice is to be done to all. Such a board should be able to remove a good deal of the existing confusion in Canadian radio. It should find it no more difficult to adjudicate in its particular field than has the old Board of Railway Commissioners and the present Board of Transport Commissioners in the railway transportation industry.

—Edmonton Journal.

“Radio presents a great medium through which freedom of speech can be exercised. We are not suggesting uncontrolled use of the air by powerful parties with strong financial backing but we are suggesting that the limiting of political broadcasts to six hours a year deprives Canadians of an important method of hearing the various angles of the political situation and in helping them decide what will be the future of this nation.

—Trail Times.

“The private radio stations have something in their complaint that CBC not only competes with them, but has the power to control them. Even the warmest believers in the CNR have never agreed that it ought to have control of the operations of the CPR. So far not even the wildest socialists have agreed that TCA ought to have the power to refuse licenses to the Canadian Pacific Air Lines.

—Alameda Dispatch.

“There are regular radio performances over North American networks where the advertising is a comical anti-climax. A tenor singer will pour forth a pathetic ballad about ‘When you are lonely think of me.’ The singer has no sooner concluded than an announcer will proceed to tell the audience that, in cases of acid stomach, a magic cure can be performed by the sponsor’s popular drug.

—Ottawa Citizen.

“The Canadian air is flooded with soap serials and such. Yet when it comes to major political leaders discussing the issues of the day, the principal parties are allowed ten minutes a month. The allotment is fantastically small. The government’s proposal can hardly be taken seriously as far as actual time is concerned. It does however admit the principle of the necessity for political broadcasting. As such it is the very thin edge of a very useful wedge.

—Winnipeg Tribune.

“It cannot be too often clearly affirmed that the private stations are only temporarily licensed to operate in the Canadian radio broadcasting field. They enjoy this monopoly of certain radio frequencies only as a special privilege.

—Ottawa Citizen.

“The appointment of Mr. B. K. Sandwell, editor of ‘Saturday Night’ to the Board of Governors of the CBC, is to the good. The CBC’s chief failure up to the present has been in lack of understanding of public psychology, plus loss of memory by those directing it, of what radio was intended to be about.

—Ottawa Journal.

“In the main, the CBC has been doing a good job of broadcasting, but so long as it is a public utility, the taxpayer and politician of opposite stripe of the government in power will consider it their privilege to lambaste it whenever they feel like it, particularly when opinions sharply differ as to policy or application of policy.

—Estevan Mercury.

“By ruling that only political parties possessing genuine national status, the Corporation (CBC) has assuredly stimulated any intention of establishing a Dominion organization that the Social Creditors may previously have had. And it is to be presumed that they will soon be, if they are not already eligible for recognition by the very exclusive CBC.

—Quebec Chronicle-Telegraph.

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 E-H Rating; the second is the change from the previous month.

DAYTIME

	English	French	Daytime
They Tell Me	22.6	Jeunesse Dorée	32.1
Big Sister	20.9	Joyeux Troubadours	30.8
Soldier's Wife	19.9	Quelles Nouvelles	29.1
Happy Gang	18.7	Grande Soeur	27.6
Road of Life	17.3	Rue Principale	27.4
Vic and Sade	15.5	Histoires d'Amour	23.9
Ma Perkins	15.0	Pierre Guérin	22.1
Lucy Linton	14.5	1/4 heure de Détente	22.1
Pepper Young	13.5	Métaire Rancourt	19.7
Right to Happiness	12.2	Madeleine et Pierre	18.7

NIGHTS

	English	French	Nights
Charlie McCarthy	41.5	Course au Trésor	43.2
Fibber McGee	39.4	Ceux qu'on Aime	37.5
Lux Radio Theatre	39.4	Dr Morhanges	35.1
Jack Benny	37.4	Café Concert	34.8
Kraft Music Hall	32.6	Radio Théâtre Lux	33.5
Aldrich Family	31.4	Amours de Ti-Jos	32.2
Treasure Trail	24.9	Mine d'Or	31.4
Bob Hope	24.6	Lionel Parent	28.8
L for Lanky	23.3	Metropole	26.6
Waltz Time	21.2	Vie de Famille	24.3

22,000 MEMBERS

as at March 31st 1944

This is a fac-simile of the certificate which is being issued to CHNC's listeners upon written request.

Now in its fourth year of existence "LE CLUB DES AUDITEURS" has reached the sizeable number of 22,000 members. Each certificate has been addressed to listeners wishing to have requests played during the afternoon program "AU CAPRICE DES GOUTS" (2:00 to 3:00). It is accompanied by a card bearing the name and address of the holder. A copy of each card is kept on file at the station.

TWENTY-TWO THOUSAND people — it's already an impressive figure — it's only a fraction of CHNC's listening audience.

These 22,000 members are found in the following Provinces and Counties:

PROVINCE OF QUEBEC

County of Bonaventure	3,521
County of Gaspe	4,842
County of Matapedia-Matane	3,453
County of Charlevoix-	
Saguenay	1,302
County of Rimouski	973
County of Temiscouata	628
County of Kamouraska	271
	14,990

PROVINCE OF NEW BRUNSWICK

Restigouche-Madawaska	1,709
Kent	586
Northumberland	246
Westmorland	412
Gloucester	3,458
	6,411

NOVA SCOTIA & P.E.I.

249

ST. PIERRE & MIQUELON & MAINE, U.S.A.

350

CHNC
NEW CARLISLE, P.Q.

Ask
The All Canadian Man

28,000 PROSPEROUS but isolated Radio Homes DEPEND ON AND RESPOND TO



Mineralization prevents clear reception from all outside stations throughout CJRL's area.

A DOMINION NETWORK STATION

Representatives
STOVIN & WRIGHT

MART KENNY

By Lucio Agostini

Mart Kenny and his Western Gentlemen can well be termed Canada's contribution to America's star-studded galaxy of outstanding popular dance bands.

The fact that Mart Kenny has reached the top is due to a keen knowledge of what the public likes to hear and a great belief that John Q. likes his dance music as smooth as possible.

At the end of this year the band will have done over 50,000 spotlight miles for the Coca-Cola Company of Canada. They will have entertained every soldier, airmen and war worker in Canada. For the third time in a few years they will have travelled from Halifax to Victoria.

The amazing thing about this man Kenny is that he is capable of handling all the financial problems of his band with the help of only two secretaries. When you begin to think of all that is needed to keep those spotlight miles rolling, you realize that it is no easy task. There are hotel reservations, travel accommodations, the care of instruments, the weekly pay-roll arrangements, future bookings, plus all the problems that only a man with the executive ability of Kenny can handle.

Kenny has the integrity which makes a big business man. He is calm, unaffected by his tremendous success, and has been able to delegate a certain responsibility to every member of his aggregation and make each of them feel that their job is as important as his. That is certainly a definite factor for the success of any such organization.

Kenny was born in Toronto. He grew up in Vancouver. He is naturally in Toronto. During his long hops across the continent his family remains in Toronto. He has two sons of whom he is very proud and you can't get two words out of him without a mention of one of his sons. He likes



golf and has no time for hobbies, unless you want to call leading a band a hobby. (It isn't.)

Mart has no ambition to go to the States with his band. He likes Canada and thinks that it is the best country for his sons to grow up in. Canada has been fair to him and he wants to remain here now that he has arrived.

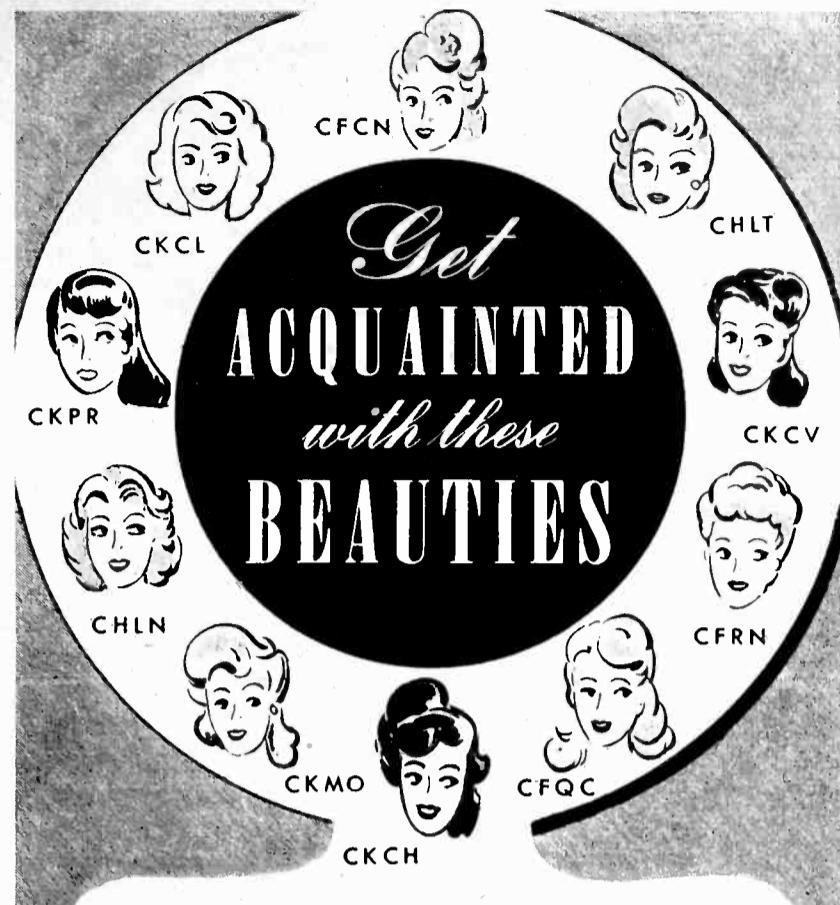
Had he begun his climb across the line, the money would have been bigger and his success would have been greater, but he would never have had the fortune of seeing the beautiful Canadian Rockies, Banff Springs, Lake Louise, St. Andrews-by-the-Sea, and every beautiful little corner that makes Canada the best spot in the world.

Canada is proud of Kenny and Kenny has written a song "We're Proud of Canada," and he means it.

**Put
Victory
First**

- **NETWORK STARS:**
- **TRANSCRIPTION HIGHLIGHTS:**
- **TOP LOCAL TALENT:**

build large, keen audiences
for your sales message on



Each offers you as profitable a package of listeners as your radio dollar can buy. Make a date with one or all—in Toronto call WA. 6151—in Montreal it's HA. 7811.



**WHEN MESSAGES ARE IMPORTANT
THE CHOICE IS**

RCA Victor TRANSCRIPTIONS!

Complete naturalness of your broadcasts is retained when you use RCA Victor Orthacoustic Transcriptions. Important Government appeals and the programmes of leading Canadian advertisers are proof of the high fidelity reproduction of RCA Victor transcriptions. All-inclusive service covers planning, translation, recording, processing, pressing and shipping.

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ADVERTISING & MARKETING

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We offer a Complete Service in all types of Advertising and Marketing Research. We specialize in Public Opinion Polls, Dealer and Consumer Surveys, Radio Program Rating Reports, Publication and Readership Surveys, Brand Trend Reports, Mailing Balloting and Copy Testing. We would appreciate the opportunity to discuss your Sales, Advertising or Marketing problems with you.

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MONTREAL

Bank of Commerce Bldg.
TORONTO

NATIONS ARE NEIGHBORS THROUGH RADIO NEWS

This article has been condensed from an address, prepared by Harold M. Coulter, audience promotion manager of Mutual Broadcasting System, as part of a formidable promotion plan with which the network is supplying its affiliated stations, in an effort to assist them to attract audience for their Mutual newscasts. The "promotion" includes a variety of such material as newspaper readers and display advertising, action photographs, window displays and even a plan for a "side-walk" studio, where passers-by may see teletypes and news personnel at work. The address is suggested for use by station executives in speaking before school and church groups, civic organizations and similar gatherings. We have sought and secured Mr. Coulter's permission to hand it along to our readers, not only as a most worth while piece of audience promotion, but also because it contains a message which we believe should be delivered to every individual who lives within listening range of a radio antenna, in that it shows the contribution radio broadcasting can make — is making — towards the crystallization of the dreams of a lasting world peace that fill all our hearts today.

Nations are neighbors through radio news.

In many memorable broadcasts, radio has brought history into the home. The scratch of a pen as it signs the treaty for peace . . . the defiant raving of a dictator as he sets out on the road to conquest . . . the voice of the plain people and their reactions to the events of the hour . . . the overwhelming sound of bombs and shells as a stronghold is blasted. Through documentary news reporting such as this, every adult and every school child can now and for the first time be present at the exact moment when news and history are made. Even after the news is past, the voices and sounds live along with pictures and archives in the permanent, living records of the world we live in.

In the months to come — until the conclusion of the war and after — you may expect to see documentary, scene-of-action broadcasting grow and finally predominate as radio's major service in the dissemination of news.

Today, special broadcasts bring every important home news event to the listening public. In like manner, scores of skilled and accredited radio war correspondents overseas report daily on eye-witness news direct from the battlefront or the diplomatic news capital. They may be attached to a GHQ, or a raiding task force. They jump with invading paratroops like Mutual's John Thompson; or they may stay at their posts until captured, like Mutual's Royal Arch Gunnison; but wherever they are, their job is the same.

Yes, radio is turning definitely and surely to the pattern of broadcasting news-in-the-making itself, rather than the report of this news. Today the British Broadcasting Corporation, the Office of War Information, and all branches of the armed forces are engaged in this activity. Recent broadcasts heard on Mutual from Kwajalein and the bombing of Cassino, both prepared by the United States Army, are excellent examples of the strides which are being made

in the development of these new radio news techniques.

Radio also serves today in what is, in reality, "Lease-lending" of American news . . . the short-wave news broadcasts from this country to every other nation on the globe, in scores of languages and dialects. It may seem strange that this is largely a page torn from the Nazi book, for it was Dr. Goebells and his propaganda ministry who first showed the world the tremendous power of radio news as a means of making reality out of words and ideas. It is a matter of historical record that in the early days of the war, the poisonous words sown by the German radio proved as valuable as a hundred Nazi divisions in inspiring Quislings and instilling confusion and defeat among the people of the victim nations. Today, by the sheer weight of kilowatts and the inevitable impact of truth versus lies, the tide of this battle of the airwaves has long since been turned. Powerful transmitters of all the United Nations pour out news to all the peoples of Europe. They pound home the truth that shall eventually make them free. They give the hope that keeps body and soul going, the encouragement that is bread to beaten peoples. They carry the words of exiled leaders, instructions to the underground patriots, and the direct threats of death for listening have not kept these words from being heard. Printing presses could be smashed, books burned, but for all the conquered people of the world, radio has been the light that could not fail. Nor are German ears immune as Victory will surely prove.

I have pictured, and you have known, radio news in its most familiar aspects in these days of war. Yet few doubt that the real role of radio news lies in its contribution to lasting peace. Already we know strange islands and rivers, formerly unpronounceable names in countries from pole to pole, from hearing them in the news. As average listeners we already know far more about the

(Continued on Page 15)

THIS IS A FACT!

10 Kitchener
Merchants
Have a Total
of 114 Years
Broadcasting
Over CKCR

OTHER SIGNALS MAY REACH KITCHENER, BUT
KITCHENER LISTENS TO —

CKCR
KITCHENER

REPRESENTATIVES
STOVIN & WRIGHT

CFGPMAKES MOO-LA FOR MERCHANTS



Waiting outside the Capitol Theatre, Grand Prairie, for CFGP's Children's Theatre Party.

The staff of CFGP, and Cecil L. "Pop" Berry, recently acted as hosts and nursemaids to nearly a thousand youngsters at two showings of "Bambi" in Grande Prairie. Children came from as far as a hundred miles away, and some of them had never seen a picture show before!

After the show, every child was given the opportunity of speaking over the microphone in the theatre to his or her parents.

From the point of view of business for the local merchants, Mr. Berry reports that the children arrived with their parents, and while the show was on, their elders put in the time shopping to the great delight of Grande Prairie merchants, who reported that nothing had ever happened in Grande Prairie before to equal it.

Children's Theatre day, we learn, is now going to be one of CFGP's annual "musts."

Nations are Neighbors

(Continued from Page 4)

people of China, Britain and Russia than before—and because we know them, we respect them, which is the first rule for friendship among nations. We now understand the products which other nations must market, the crops they must grow, the trade they must carry on to live—all because we have heard it in the news. And because we understand these things, we are more likely to approve a pattern of world living that meets the needs of many—not a few. By radio, we know the other nations and will know them better in the years to come. By the very speed of radio and its far reaching waves, nations are neighbors today. And by the good which radio and the news it brings can accomplish, nations the world over can be the good neighbors who will keep a lasting peace.

REP NEWS

CKCH, Hull, announces the appointment of Radio Representatives as their exclusive representatives for Toronto. This firm has been taking care of national sales for this station in Montreal, and the Toronto arrangement now extends the connection. D. L. Boufford continues in Toronto as promotion manager.

Announcer Switch

Stu Kenny has replaced Wes McKnight as commercial announcer on "Treasure Trail" the latter having been forced to relinquish the spot he held for the five year life of the program, due to the heavy duties of his position as program manager at CFRB.

Yes we can still supply that "Encyclopaedia Britannica" you've been putting off buying so long.

CASH from \$147.39
TERMS from \$ 8.75

Book Department

CANADIAN BROADCASTER
371 Bay Street, Toronto

OUR MAIN JOB

. . . is to relieve advertisers and their agencies of the multiplicity of seemingly minor problems which can, none the less, make or break a program.

Script supervision, casting, selection of music and musicians, trade union relations, rehearsals, recording where required, musical arrangements, timing — these are among the details that are sent to try you. This office exists to relieve you of all these worries and give you besides—

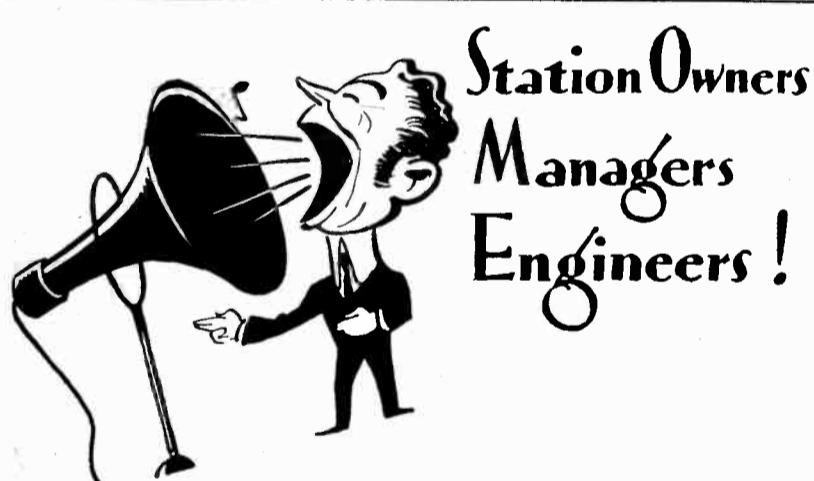
INCOMPARABLE PRODUCTION

We operate
through your agency

JOHN ADASKIN PRODUCTIONS

TELEPHONES
OFFICE ELGIN 9296
NIGHTS KENWOOD 4346

MONTREAL TRUST BLDG
67 YONGE ST.
T O R O N T O



THIS relic was a modern mike in the early twenties!

Canadian radio is a big boy now. With twenty odd years of life behind it, we believe that there is a tradition of radio well worth talking about.

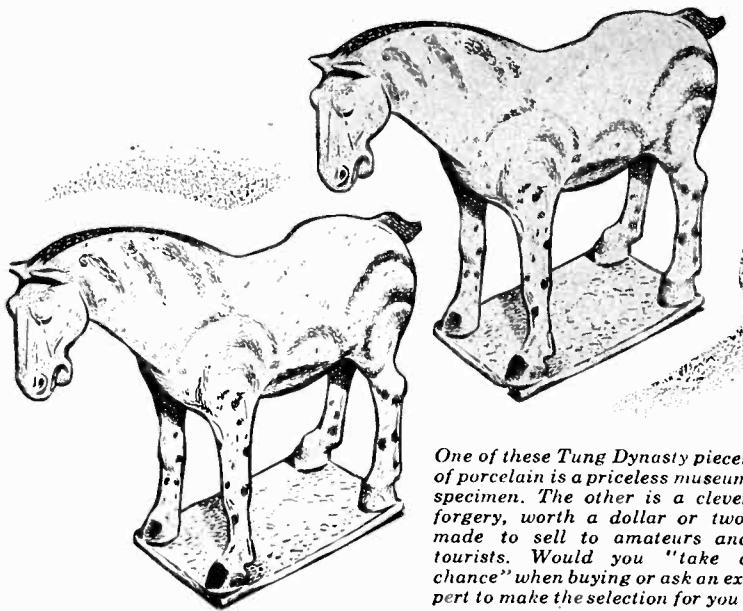
In an effort to establish a permanent museum of "Radio Relics," the Harry E. Foster Agencies Ltd., King Edward Hotel, Toronto, invite station-owners, managers and engineers to supply some of those forgotten antiques, probably gathering dust in a forgotten corner. We, in the radio industry, are proud of the tradition of our craft. Let's get together and tell the world that Canadian Radio has come to stay!

Check with

Harry E. Foster

AGENCIES LIMITED

Offices & Studios
King Edward Hotel
T O R O N T O



One of these Tung Dynasty pieces of porcelain is a priceless museum specimen. The other is a clever forgery, worth a dollar or two, made to sell to amateurs and tourists. Would you "take a chance" when buying or ask an expert to make the selection for you?

CHOOSING any radio program is a matter for careful consideration, especially if it must bring in results from the Province of Quebec. Even though the program you have in mind may have been entirely successful in Ontario, it may not be worth even a dollar in Quebec! Yet when programs are selected by experts who understand the Quebec audience, radio shows greater listener interest than in any other province. We specialize in both English and French radio programs that bring results from Quebec listeners. May we discuss your radio questions with you?

RADIO PROGRAMME
PRODUCERS
MONTREAL CANADA

PUT VICTORY FIRST!

YOU'VE BOUGHT BONDS
... BUT HAVE YOU
BOUGHT ENOUGH?

CK CK

Saskatchewan's Predominant Broad-casting Station---owned by the Leader-Post, Regina

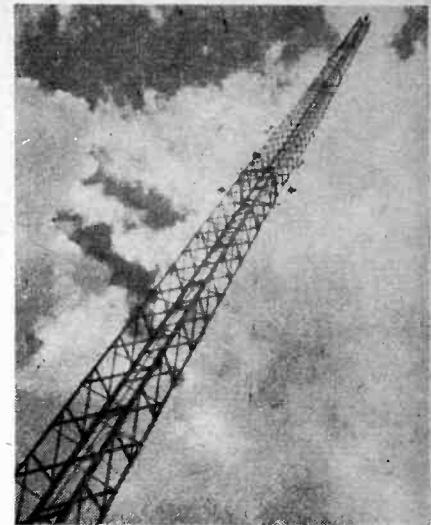
An Open Letter To Canadian Talent

Seeing a movie, "Follow the Boys", and remembering such shows as "Stage Door Canteen", all based on the accomplishments of American talent in providing entertainment for their men and women in uniform, aren't we falling down on this highly important job in Canada? Having been recently discharged from the RCAF after 3½ years service, I feel qualified to speak for my friends who are still in there punching.

Amateurs are doing a great job; the "Y", the "K.C.'s" and other groups are doing their best; some Canadian business men have sent concert parties around the camps, which have been eagerly welcomed, as a change from those 25-year-old movies. Some radio advertisers have designed programs for origination in camps and canteens. These the boys and girls eat up too. But the blunt question I would like to ask is directed to professional artists, entertainers, musicians. Are you too busy to give — and I do mean give — of your not inconsiderable talent to the cause of building morale. Time is at a premium. I know that? But the armed forces are busy too, winning the war for you and me. They need diversion for their leisure hours, diversion which you could, if you would, supply.

Haven't you ever noticed two or three soldiers on a street corner, wondering how to kill an evening? A dance? No such luck. What few there are are always overflowing. Movies? About ten bucks a week won't pay for many.

Camps and schools have some facilities, but in the surrounding cities and towns this problem, believe me, is serious. Many training centres are located far from the larger cities. Into towns of 1,000 to 5,000 population may come as many as 3,000 men on a single evening. Hardly any can find the opportunity for wholesome recreation and entertainment. I know. It happened to me.



NEW CFNB MAST

After suffering the misfortunes of the complete loss of their 300 foot tower during a gale in February, CFNB, Fredericton, has completed the erection of a new mast. Though the antenna was completely destroyed, service was scarcely interrupted.

In the States, the government supplies transportation to fly volunteer talent wherever the war is being fought. They really "Follow the Boys". Besides the shows sponsored by the services themselves, and the various groups and enterprises mentioned above, the boys have to find their own fun, if they can. I know the government has not provided the necessary facilities, but has any body of entertainers — the musicians' unions or the various actors' affiliations ever put it up to them?

You have the talent and the brains. Brother, can't you spare some time?

—Ex-R53358, R.C.A.F.

Editor's Note: This letter inspires the thought that whether or not the situation is as bleak everywhere as it is painted by our correspondent, whose identity is known to us, all over the country, as it has been where he was posted, more could be done to provide fun for the forces than is being done, because there is no limit to the need. Readers who are actively engaged in giving some of their time for such purposes are invited to send their story to this paper, in order that by reading of it, others may be inspired to follow suit.

AND RIGHT IN THE MIDDLE

Highest Building-
Permit Values
in the Dominion!
(\$6.7 million for
year 1943)

10% increase in
Country General
Store Business!



EDMONTON
1000 Watts

Income Tax
Collections — Up
230.8% — Biggest
Increase in Canada!

Second Highest
Average Weekly
Earnings in Canada!
(\$32.66)

Fast - Increasing
Population!

(FACTS AND FIGURES BY SANFORD-EVANS)

WHAT PRICE STARDOM?

Frank Cooper, radio talent manager, who handles Alan Young, discloses how stars are made.

We asked Frank Cooper, who once made Jimmie Shields the most sponsored tenor in American radio, or a photograph of himself to illustrate this interview.

He grinned.

"Nobody ever asks a manager for a picture," said this aggressive young impresario, through whose initiative Alan Young, star of the Buckingham Show, takes the first step to radio glory on July 6th, when he opens a series of thirteen weekly airings for Ipana on the BC network.

"You think Alan has what it takes?" we asked.

"You can't play sentiment in this business," he replied. "I asked Alan to let me represent him, just as I did with Jane Cowle, Dinah Shore, Bea Wain and the others, because I believe I can help myself by helping him. Alan has what it takes, but there's a lot to do before he really rings the bell, and I don't mean just programs."

"Publicity?" we queried.

"Brother, you can say that again."

We asked him to expound.

"I've got a theory," he began, and it works in practice. When you've got someone new, the first thing to do is get him talked about in the trade. It's the way I know, to get the first contract signed. After that, it's up to the artist. But artists no one ever heard about can be Edgar Bergen and Toscanini under one toupe. If curiosity hasn't

been stirred up about them in the trade, they might just as well go back to the steel works.

"About six years ago, Dinah Shore was singing on a number of programs here in New York. I caught her one day—quite by accident—on a record she'd made with Xavier Cugat.

"To cut a long story short, her intimate warm style intrigued me, and she decided to accept my suggestion that I represent her.

"I went to work on just this same plan. It worked for her, and I'm confident it's going to ring the bell for Alan, too. In three short months Dinah was recognized as a potential star, and she was already signed to an RCA contract. I wanted to get her a spot where her talents would be exposed to the largest possible listening audience, and I succeeded in selling her to the Ben Bernie program, then at its height. Unfortunately George Washington Hill fired her after only five weeks of singing at which time he said: 'Didn't like her style.' Six months later, Hill wanted to pay her exactly ten times as much!"

The rest is history. Frank sold her to Eddie Cantor; then to her own show. Motion picture contracts followed as a matter of course. "It was the 'whispering campaign' that did it," Frank emphasized. "If you can get the trade talking, the trade will do the rest. And it is this technique that has given Alan his first break.

"I heard him first by accident," he continued. "My dial skipped from 'Duffy's Tavern' to some unfamiliar show I'd never heard. I had to hang on to the program until, at the end, I learned that the youthful voice with its vitality and charm, that caught my fancy, belonged to a boy named Alan Young, star of the 'Buckingham Show.'

"Once again I've adopted the 'whispering technique.' The agencies, the radio crowd, are asking themselves: 'Who is Alan Young?' And when the trade papers take up the cry, you know you've got things rolling.

"It may sound boastful, but the excitement must be tremendous when, several months before his first show down here, I have begun turning down offers for his services.

"Three studios have already offered screen tests for him, but I've pushed them off. It hurt but it's the right line to take. Another studio has offered him a contract. It breaks your heart but you've got to stick to your guns.

"For the present, Alan and I agree that the concentration should be for a complete radio success. He's got his spot for the summer. The trade is talking about him, and the word will get out to the listeners. I've said it before, and I'll say it again: 'Five years from now, Alan Young will be one of this continent's most successful entertainers.'

Appointments

Sam G. Ross, manager of Press News, has left the news service to become director of news and special events at CKWX, Vancouver. He is being replaced by Charles B. Edwards, who will act as manager and secretary of Press News Ltd. R. W. "Bob" Clarke becomes news editor of Press News.

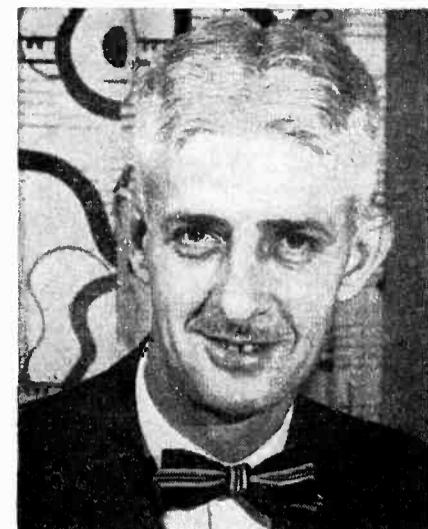
Harry Witton, formerly at CFOS, Owen Sound, has joined the announcing staff of CKSO, Sudbury. Romaine LeClair, new to radio, has joined CKSO as announcer and continuity writer.

R. J. Tate, chief engineer for CFAR, Flin Flon during the past four years, assumed the position of chief engineer at CFJC, Kamloops, B.C., April 1st.

W. L. "Bill" Taylor, of the Montreal office of Radio Representatives Ltd., has been transferred to the Toronto office of the same organization. His activities will continue to be in the sales branch of the business.

D. R. P. Coats, who left his position as manager of CKY (Winnipeg) Public Relations 2½ years ago to join the RCAF, has received his discharge, and has returned to his former post, including that of editor of "Manitoba Calling." Wilf Carpenter, who carried on Coats' work in his absence, remains on the CKY executive staff.

G. B. Quinney, formerly production manager at CKRM, Regina, is now manager of station CFAR, Flin Flon, Man., where he succeeds Roy A. Wright. Information as to Mr. Wright's new location has not yet reached us.



ALEX SHERWOOD

of Standard Radio has recently opened a New York branch office at 1 East 54th Street, from which he will in future be servicing Canadian subscribers to Standard Program Library.

Smith Hawker

The death has been reported of Smith Hawker, supervising operator of the CBO, Ottawa, transmitter at Hawthorn for the last ten years. Mr. Smith's death occurred in an Ottawa hospital, following a three weeks' illness. He was 63.

Coming to Canada from Lancashire, England, in 1912, he started his career in radio when he became employed with the old CNR station in Ottawa.

Rai PURDY PRODUCTIONS

Creators of
Fine
Commercial
Programs

37 Bloor Street West
Toronto



OUR business is increasing every month!

Do Advertisers use

CGFP

for sentimental reasons, or because they get results?

The ONLY station that can ALWAYS be heard in the Peace River country is

CGFP

P. S. Results count
No surveys needed.

*

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

VOICE OF THE MIGHTY PEACE

**"Information Please"
To Broadcast From
Toronto**

"Information Please," which has helped to raise millions of dollars for America's war loan campaigns, will travel to Canada to aid the Sixth Victory Loan Drive. The broadcast will originate in Massey Hall, Toronto, Monday, May 1st.

The three regular experts, Oscar Levant, Franklin P. Adams and John Kieran, will make the trip with Quizmaster Clifton Fadiman and Producer Dan Golenpaul.

The guest expert May 1 will be Lester B. Pearson, Minister-Counselor of the Canadian Legation in Washington. Pearson is former Canadian Under Secretary of State for External Affairs.

This program is the first time "Information Please" has originated in Canada. Announcer Ben Grauer also will be heard from Toronto.

Horizontal Emcee

Paul L'Anglais, head of Radio Programme Producers, Montreal, has been De Milleing the French Lux Radio Theatre from his bed.

Suffering a broken ankle in a skiing accident, followed by complications, the popular French Canadian producer, whose French equivalent of the Hollywood productions are the radio event of the week in French Canada, succeeded in contributing his part of the program, without the air audience knowing that he was lying in bed several miles from the studio.

* * *

Warden Praises Jail Airings

Praising the MBS series, "St. Quentin on the Air," Warden Clinton T. Duffy told listeners to a recent broadcast that these shows are a definite factor in rehabilitation of the inmates who work on the shows.

"The decided change in the attitude of present day society to the inmates of a penal institution helps us build these men for the future," he said. "By allowing the men to participate, they regain self-esteem lost when they entered the prison."



Hon. Colin Gibson delivers a "Parliament Hill" address to his constituents, over CHML, Hamilton.

Greetings To Gillin

Most Canadian broadcasters know Johnny Gillin, Jr., Beau Brummel of American radio, president of WOW, Omaha, and regular guest at the CAB Conventions.

On April 2nd, WOW quietly celebrated its 21th birthday, and is now well started on "its 22nd year of usefulness."



INFORMATION PLEASE

May we, in all sincerity, ask a question? The minutes of the House Committee on Radio Broadcasting, now in session (page 137 Appendix C), show CBC revenue from commercial broadcasting as \$2,489,224.01, and then "Deduct Agency Commissions \$457,980.45." Agency commissions in radio are 15%. 15% of \$2,489,224.01 is \$373,383.60, or in other words \$84,596.85 less than the amount shown as commission. Cash discounts are not granted in the broadcasting business, and even if they were, this amount is the equivalent of a further 3.4%. We are casting no aspersions, but if another cost is included in this amount, we believe it is up to the CBC to say so.

* * *

HEADLINE

"All-Canada Meet Held By Baptists."

—:Toronto Telegram.

Advt. on page 19.

* * *

SORRY TO PART

To those who regret that Canadian radio is losing its number 1 comedian, when Alan Young passes on to wider fields to conquer, we would suggest that it would be a true cause for regret if Canadian radio could find no one to take his place.

* * *

CONTRIBUTED

If Moses had been a committee, the Israelites would still be in Egypt.

* * *

PAN MAIL

Sir: I am getting a little tired of your assiduous attempts to sell private enterprise in general on the idea that if radio is nationalized, other industries will follow suit. If they nationalize the broadcasting business, or burn it at the stake, it won't make a bit of difference to me.

—:Insurance.

Maybe you're right, brother, but how about TCA?

* * *

QUID PRO QUO

Now that the editor of "Saturday Night" has become a governor of the CBC, wouldn't it be an idea if they let Frank Chamberlain's radio column in that paper appear weekly instead of fortnightly... or vice versa?

* * *

WHAT'S WRONG WITH THIS?

"I want you to forget all about my product" the sponsor told the producer. "Just concentrate on a bang-up 30 minutes of entertainment, and the advertising will take care of itself."

* * *

VICTORY LOAN

The Victory Loan problem seems to be solved with the answer to the question "Am I worth dying for?"

* * *



Hollywood Radio Theatre

Greatest transcribed show ever produced. Brightest of stars from stage and screen. Stories by world-famous authors. These 52 half-hour programs are doing a bang-up job for Canadian and American sponsors and can do the same for you.

•

Korn Cobblers

A bright, cheery musical show, spiced with amusing banter, now on over 150 American and Canadian stations. If a mixed audience is your market, cash in on the Korn Cobblers. — 65 quarter-hours.

•

Robin Hood

Thrilling, action-packed adventures of Robin Hood and his famous band of merry men. Childhood's immortal story. Educational, entertaining, tops for young audiences. 52 quarter-hours.

Dearest Mother

True to life story of a young girl's struggle for happiness. Thrilling, dramatic love story for women listeners. Entertainment that sells! Several markets still available for this 143 quarter-hour, recorded serial. Terrific merchandising set-up and sponsor tie-in.

•

Beyond Reasonable Doubt

A new, superbly produced mystery serial. The thrilling, exciting, action-packed adventures of Stephen Moore, brilliant Criminal Attorney, in his search to prove innocent a beautiful, young woman accused of murder. 78 quarter-hours of fine entertainment, starring Arlene Francis, David Ross, Frank Lovejoy, and Nick Dawson.

•

Imperial Leader

The dramatized story of Freedom's Champion—Winston Churchill — thrilling, exciting, and educational, a great show for children, and truly entertaining for adults. 52 quarter-hours of the story behind this man of the century.

•

Voices of Yesterday

Unique series, built on "March of Time" lines, brings back "in person" the actual recorded voices of the past. Dramatized events in the lives of famous personalities. A highly educational and entertaining show of 52 quarter-hour stories.

For Audition Samples, Write

EXCLUSIVE RADIO FEATURES LTD.

14 McCaul St.

TORONTO

**GREAT NEWS
ON THE RADIO
THIS MORNING,
MR. WILLIS...**

**YES, WE SHOULD HAVE
A PROGRAMME RIGHT NOW
TO WARM UP OUR
PEACE-TIME BUSINESS!**



Don't wait till Surrender Day... start talking to your customers NOW!

RIGHT NOW, while factories are furiously turning out the war materials needed to bring victory, publicity programmes should be paving the way for successful resumption of peacetime business.

For peacetime industry must run in full gear if private enterprise is to cope with the gigantic process of demobilizing armed forces and war work. And peace industry means the requirements of Mr. Watts the retailer and Mr. and Mrs. Jones the consumer.

Don't wait till Surrender Day to rush out to them with your merchandizing plans. Avoid the rush. *Start talking to them now!*

Keep them thinking about your name—your products. Talk about your plans, your improvements, your part in peace as

well as in war. But *talk to them—NOW!*

Tell them through the medium of a friendly, human voice—through radio. Through the facilities of 27 "All-Canada" stations from coast to coast you can pick your territory, your time, your type of programme. A key station in any market you wish to reach.

Check with your nearest "All-Canada" office. Your "All-Canada" man can give competent advice on any problem affecting radio. He can help plan your programme or help you select from the most complete transcription library in Canada. Ask your agency for a recommendation.



Call the ALL-CANADA MAN



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



FIRST THE TRAIL BLAZERS

First the trail blazers set forth to survey their new country—to pave the way for Canada's first industry, the fur trade.

On these beginnings has grown up Canadian Business, operating under a system of healthy competition, striving to maintain the highest living standards the world has ever known.

CFRB, the "Voice of Free Enterprise" believes that freedom is Canada's birth-right, and is pledged to fight for the survival of the system with every means within its reach.



REPRESENTATIVES
JOSEPH HERSHY McGILLVRA
New York San Francisco Chicago

ALL-CANADA RADIO FACILITIES LTD.
Montreal