

Lewisite

or to be technical
"Beta-chlorvinylidichlorarsine"

GUILTY!

We have received the following letter:

"In the heading of your column 'Lewisite', haven't you misspelled the chemical name—shouldn't it be 'Beta-chlorvinylidichlorarsine?'"

Very truly yours,

DUNLOP TIRE & RUBBER
GOODS COMPANY, LTD.

(Signed) C. C. Wimperley,
Ass't. Advertising Mgr.

"He that errs in so considerable a passage, may well be suspected to have committed many gross errors through the whole history."

— Miguel de Cervantes.

Hm-Hm-Hm-Hm

GOLDEN SILENCE

Gladstone Murray's statement that if he were given the task of starting radio afresh, he would begin by trying to guarantee the solace of some silence, as quoted by Frank Chamberlain, in "Saturday Night", May 22, recalls an incident of which Jack (Treasure Trail) Murray was the hero. It was a good many years ago, and CHML, Hamilton had a frequency which successfully prevented anyone in Hamilton from listening to Amos 'n Andy on WBEN, Buffalo. So Jack found a sponsor who paid dollars and cents for the station to leave the air for the 15 minutes duration of the Amos 'n Andy program. Sorry, Bill Murray, your namesake beat you to the punch.

Hm-Hm-Hm-Hm

FOREGOES HOLIDAY

Gabriel Heatter, Mutual Commentator, has decided, so says a press release, to forego his usual 2-weeks vacation, in anticipation of a forthcoming European invasion.

Attaboy, Gabe. They'll need you to blow your horn.

Hm-Hm-Hm-Hm

WHAT'S WRONG DEPT.

Isn't it about time the Canadian government took a hand in a situation where the musical profession is dominated by an American union to such an extent that if Canadian musicians kicked over the traces, the Canadian Broadcasting Corporation would be compelled to fashion its program set-up without the fine American shows which are the spice of the schedules?

This Thing Called Service

They tell a story about early motoring days, when a gas station operator anxious to steal a march on the boys across the street, started the revolutionary practice of filling his customers' radiators for nothing, when they came in to get their tanks filled. The service station across the road found that his competitor's enterprise was costing him business, so he followed suit, and went one better, giving their windshields the once-over too.

This criss-cross service idea developed until, when gasoline rationing began, you could be sure of getting, free gratis and for nothing, a check-up on your car, a shoe-shine, two balloons and maybe a couple of molars filled, every time you drove in for five gallons of gas.

Competitive service is the keynote of competitive business, and to it this continent owes the high living standards it enjoys.

But let's look at the thing honestly.

When Bill Beasley at the gas station polishes the windshield on our car, is it because he is afraid the dirty glass will cause us to become involved in a fatal accident, get ourselves killed and leave our wife and seventeen children to starve? This is the effect of what he is doing. But isn't the truth of the matter simply that Bill cleans our windshield because he knows damn well that if he doesn't, we'll soon find someone who will and buy our gas from him. This is the way private competitive enterprise functions, and we believe it to be preferable to, as well as more effective than the alternative of the rigorous regulations preferred by the authoritarians in all their alleged reforms.

Business today, whether a corner cigar store or a steel mill, a railroad or a radio station, can only survive by doing everything possible to please the customers so that that they will come back for more.

The leader of the C.C.F. says it is questionable in his mind whether the private radio stations are rendering a community service commensurate with their increased earnings.

We would reply to Mr. Coldwell that his allegation is contradictory, because if, as he claims, the private stations' earnings have increased over the past few years (and there is surely no restriction on business progress) then we would say that they must be rendering an increased service, because the only possible foundation for growth of revenue is the clear indication to advertisers and their agencies that more people are being attracted to the stations' wave-lengths to hear their sales messages and buy their wares.

Probably the most vital "service" rendered by a station in wartime is the news broadcast.

Since hostilities began, an ever-growing number of stations have gone to the expense of installing teletypes in order that they may be able to serve their listeners by keeping them perpetually posted on the changing international scene. Many of the private stations are sending out the news as frequently as every hour of the broadcast day.

Mr. Coldwell will pucker his mouth and point out that newscasts are extremely profitable to the stations, which is of course quite true. But the revenue the stations are deriving directly and indirectly from this highly important public service, far from being the desecration Mr. Coldwell would appear to believe, is only the logical sequence of a service well rendered — and the reward is well merited at that. In days gone by, people found their news in the columns of the papers, and merchants sought to invite their business with advertisements interspersed between the news stories. Today the public gets its news from the radio, and the merchant has naturally swung to the new medium too.

It is unnecessary to elaborate on what private radio has done in the war. A letter from the chairman of the National Finance Committee (see page 6) is only one tangible piece of evidence. The work of the private stations in fostering talent, which task Mr. Coldwell would have us believe is a myth, is a matter of such everyday routine with the operators that they have never bothered — wrongly we are convinced — to shout it from the housetops. A few photographs and news items to be found in this issue on the topic of talent do not begin to paint the true picture, and should be regarded simply as samples of what all stations are doing because it is a normal and necessary part of their operation.

The fact of the matter is that Mr. Coldwell, neither in his early days as a school teacher, nor latterly, since he has espoused politics and the cause of the C.C.F. as his career, cannot have come in very close contact with the practical side of business. In fact private enterprise is a thing of repugnance to him. He would favor general nationalization all round.

Just now he is dividing his attention between radio and the Aluminum Company. Are the nationalization ideals he is hoping to bring to life in these two enterprises born of a sincere belief that here are two industries which because of their individual and peculiar short-comings need nationalizing for the good of Canada? Or does he see in them two stepping stones, which the light of current events has brilliantly illuminated in the public spectrum, on which he may find foothold as he pursues his so successful political career? Frankly we believe the latter.

Richard S. Lewis.

Managing Editor

Manitoba Schools' Orchestra



Since 1931, CKY, Winnipeg, has broadcast a series of concerts of the Manitoba Schools' Orchestra prior to and including the Easter Concert.



*Remember me
Sir?*

*I used to be
one of your salesmen*

Representing

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

"I'm in Signals now, using radio day and night. It's tough going, sometimes . . . lonely, too! And what a grand feeling it is to turn on the radio and hear a friendly voice . . . to keep in touch.

"I'll be coming in to see you, one of these days - asking for my old job back. There's a wife waiting for me, and a baby I haven't seen yet - it'll be up to me to earn a living for the three of us. So I'm hoping my old job will be **THERE** when I come back - that, even if my old customers have forgotten **ME**, they'll still remember **YOU**, and what you sell.

"So don't let 'em forget us, Sir - I'm counting on you to keep in touch. Radio's doing such a swell job over here, that I'm betting it would do an equally fine one for business at home. Think it over, won't you - I believe there is no better way of "keeping in touch" than by radio.

You have a name, a product, and a goodwill that you want to hold. Then keep yourself before your buying public regularly, intimately, pleasingly — by Radio. The goodwill you hold in a wartime TODAY is accumulated for a peacetime TOMORROW. May we call on you and talk it over?

Stovin & Wright

RADIO STATION REPRESENTATIVES

MONTREAL • TORONTO • WINNIPEG

The Canadian Broadcaster

Vol. 2, No. 5

May, 1943

R. G. LEWIS & COMPANY

104 Richmond Street W., Toronto, Ontario

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

Managing Editor, Richard G. Lewis

Art Editor, Grey Harkley

Unfinished Business

Probably one of the greatest contributions to the whole advertising set-up in Canada is the Analysis of Circulation (Canadian Media) published by the Association of Canadian Advertisers, known as the A.C.A. Blue Book, and offered to those interested at \$15 a copy.

The book consists of a "Detailed Analysis . . . Summary of Circulations and Relative Data concerning the principal advertising media in Canada."

It is well worth a radio man's time and money to examine this work even if all that he learns from it is that there is astonishingly more data on publications than on the broadcast medium. If his examination leads him to feel a trifle piqued because he appears as a "minority medium", and he then proceeds to delve further until it becomes evident that the publishers have included all the radio data that is available, and that any part of radio matter can only be laid at the door of the radio industry for not supplying it, then maybe he will have shed his short pants in any truth, because then we would cast aside the old excuse — "we are *with a young industry*", and get on with the job.

It was at the Canadian Association of Broadcasters' General Meeting in February of this year that the "Stabilization of Rate Structures" problem, postponed from the year before, finally bore fruit in the form of an actual decision to do something about it, and now, as we stand on the threshold of the second half of 1943, after the lapse of a six month period during which the allies have driven the Axis hordes completely out of Africa, we are led to understand that new rate cards are practically off the press.

The private broadcasters have combined to the point where they speak as one man when the issue is the Nationalization Bogey. Now if they will adopt the same "each-for-each" stand in relation to the *business* of broadcasting, which, the CBC notwithstanding, has been proven to be the only basis for its progress, if the stations would think a little more along institutional lines and so encourage their association to relinquish its policy of looking at each problem and then taking a firm stand on both sides of it, then, when advertising in general is being discussed, this greater instrument of publicity the world has ever known, might find itself quenching its thirst on something better than the rear faucet, and then, when the ACA publishes its next Blue Book, it would feel *compelled* to place the broadcast medium where it belongs — at the head of the class.

Happy Gang Anniversary

June 12th, the sixth anniversary of the "Happy Gang" was celebrated with a super-program and an address by Mr. C. R. Vint, president of Colgate-Palmolive-Peet, its sponsor.

This program is carried on the National Network, and stations over whose facilities it is aired combined with Spitzer and Mills, the agency concerned, in a wide variety of promotions.

About a month ago a quite elaborate booklet was issued by the sponsor entitled "What Folks Think About The Happy Gang". This book contained samples of some of the thousands of letters of appreciation which have been mailed in to the program, with accent on "Smiles in troublous times", and also a large number of letters from officials of a great many war and other charities, expressing their organizations' appreciation for the many ways in which the program has helped them.

The Petrillo Picture

A storm of protest has arisen as a result of J. C. Petrillo's demand that manufacturers of transcriptions do not permit the use of transcriptions, commercial or library, by stations which are not deemed by the AF of M to be hiring a quota of musicians satisfactory to the union.

Neville Miller, president of the National Association of Broadcasters, Washington, is quoted as saying that if the manufacturers of machines are to be made responsible for preventing their use by anyone not maintaining a quota of hand labor, American progress, based on science and invention, will be frustrated.

The matter has been referred by the American transcription companies to the conciliation service of the Dept. of Labor, and if conciliation does not result, and, according to an NAB Bulletin, there is no indication that it will, the likelihood seems to be that "there will be a prompt certification of the problem to the War Labor Board.

Sell SASKATCHEWAN

Through the ALL-CANADA Western Group

EFFECTIVE COVERAGE —
ECONOMICAL COST!



Moose Jaw — CHAB

Prince Albert — CKBI

Regina — CKCK

Regina — CJRM
THE SASKATCHEWAN FARMER STATION

Exclusive Representatives

ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



You don't need a Microscope
to find the quality in

DOMINION
DUOPHONIC
TRANSCRIPTIONS !

From the first note to the last word,
it's quality all the way.

Dominion made "spots" and programs help scores of businesses daily throughout the whole of Canada.

DOMINION BROADCASTING
COMPANY
4 ALBERT ST. TORONTO

RCA PRESIDENT URGES CO-OPERATION

In Vancouver

CKWX

Is the dominant station
Night and Day
Having as many programs
With ratings of 5.0*
Or better than all other
Vancouver stations together.

*Elliott-Haynes Ratings.



Frank H. Ephraim, Manager



"If we do not merge or combine broadcasting and manufacturing (of radio sets), we can at least set up a liaison between them", said Mr. E. C. Grimley, president of RCA Victor Co. Ltd., delivering his report in Toronto on May 27th as retiring president of the Radio Manufacturers Association of Canada.

At the close of his report, Mr.

Grimley said: "Very few of us (manufacturers) have been or are financially interested in the broadcasting branch of radio."

He reminded the meeting that their interests as radio manufacturers are bound very closely with those of the broadcasters, and he urged them to keep themselves abreast of trends in the system of broadcasting, quality of programs and broadcasting service.

He recommended that they establish some relations or liaison with the Canadian Association of Broadcasters. "I know," he said that recent efforts in this direction in connection with our own broadcast program did not meet with success, nevertheless I believe that they will soon recognize that they have many interests in common with us manufacturers. The immediate post-war period will see important allotments of frequencies, power and other rights that must be obtained from the government. The Government's policy on these matters will have an influence on the whole nature of our industry."

Earlier in his report, the retiring president of the Association told the membership that wartime research in the field of radio is going to add to peacetime living, television and radio generated heat, as well as wood, metal and fabric processed by radio waves for everyday use.

"In 1940," he said, "the volume of the radio industry (sets, tubes, parts, communication equipment and all associated with it) reached a high of about 35 million dollars. It has now grown," he said, "so that at the time of this report we are producing at the rate of over 100 million dollars a year."

Stand Up and Speak

C. W. (Bill) Wright, partner in the firm of Stovin & Wright, Chairman of the Speakers' Division of the Toronto Victory Loan Committee in all four campaigns, and who for many years has conducted the Wright Course in Public Speaking in connection with the Advertising and Sales Club of Toronto, has written a comprehensive treatise on all phases of speech technique, called "How To Speak In Public".

The book, which the author describes as having been written for the average man making the average speech, deals with all phases of oratory with a comprehensive chapter on microphone technique, both radio and public address.

This work has been accepted for publication by the Crown Publishing Company, New York, and will be released for public sale Sept. 15.

The Canadian Broadcaster has been promised an opportunity of reading this work in manuscript form in order that a review of it may be included in an early issue.

When the Same Old Story is Still TERRIFIC NEWS

YEAR IN, year out, CKAC Montreal shows, with every monthly survey, such supremacy in evening, whole family, coverage that many advertisers take for granted the splendid results they are getting from Canada's busiest station.

But to the new advertiser it's all terrific news. It's exciting to watch CKAC showmanship work for you — to see your program running with the winners.

The latest Elliott-Haynes survey shows CKAC carrying 8 of the first 10 evening shows!

And how evening, whole family coverage counts in French Canada, where families are large and the hearth is the centre of social life! Where they listen to radio half again as much as in English-speaking homes! And, incidentally, where earnings are at an all-time high!

CKAC

COLUMBIA BROADCASTING SYSTEM MONTREAL

Representatives—Canada:
C. W. Wright, Victory Building, Toronto, Ont.
United States:
Joseph H. McGillvra

Radio Man Is Honored

Kenneth Leigh-Smith, who during the past few years has appeared on many radio dramas presented from Montreal over the National networks has graduated from McGill University with the highest standing in Electrical Engineering. He has been awarded the British Association's Gold Medal and also 1st Prize offered by the Montreal Light, Heat and Power Company. Now a Sub-Lt. in the R.C.N.V.R. overseas, on loan to the Royal Navy, he is the son of Ernie Smith, Sales Promotion Director of Radio Station CFCF, Montreal.

Call ALBERTA

Via the ALL-CANADA Western Group

for Maximum Coverage and Listener Interest choose

"THE FOOTHILLS NETWORK"



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

Exclusive Representatives

ALL-CANADA RADIO FACILITIES Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



100 WATTS
630 Kcls.

Offering

CONTINUOUS PUBLIC SERVICE
to a
WORTHWHILE
WESTERN ONTARIO
AUDIENCE

JOHN BEARDALL
MANAGER-OWNER
STUDIOS IN THE WM PITT HOTEL

BILL BORRETT

CHNS · HALIFAX

says

that, with the exception of 'Fibber McGee and Molly', The Cote Glee Club is - but let's tell it in Bill's own words; says Bill:

"Some time ago we inaugurated a prestige programme for one of our important local sponsors. This programme, featuring THE COTE GLEE CLUB, was an instant success. We were not greatly surprised, therefore, when the Elliott-Haynes survey gave it a rating of 30.6—second only to "Fibber McGee and Molly".

As you know, Halifax, since the war has expanded into one of the great Allied ports, a population cross-section of vast numbers combining people from every part of Canada, the United States, and other Allied Nations. I feel, therefore, that this 30.6 rating is a true barometer of THE COTE GLEE CLUB'S popularity throughout North America".

THE COTE GLEE CLUB is a modern male choir of professional singers trained and directed by the eminent arranger and conductor, Emile Cote. It's repertoire includes modern songs of today and the old favorites of yesterday. It's an integral part of Lang-Worth Planned Program Service.

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

Two Programs that Have Clicked in Canada

Ask All-Canada to audition
them for you!

Here are Two NBC Package Shows that
have *Proven* Their Selling Power!



Arlene Francis (Betty) and Carl Frank (Bob)

BETTY AND BOB

Wherever Canadian listeners have heard this great program, the response has been tremendous!

"Betty and Bob"—"ordinary folk who lead extraordinary lives"—is tops in serial drama.

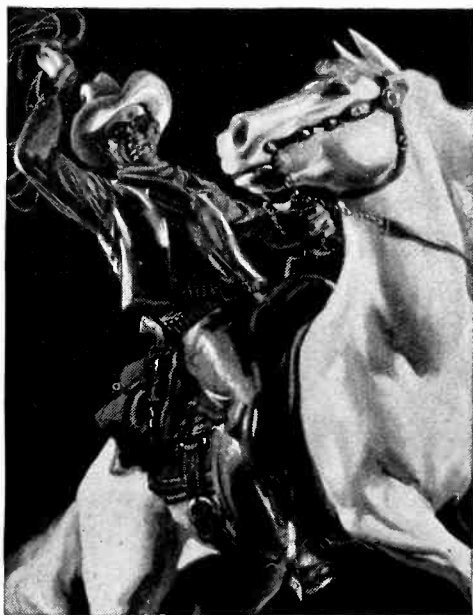
Here's proof: "The program has continued to maintain and increase its popularity amongst all classes . . . Today 'Betty and Bob' enjoy the true friendship of more families than any of the other serials featured over our stations VONF and VONH. There is no need to emphasize the good work this splendid program is doing for both the Sponsor and ourselves, the record speaks for itself."—Gordon D. Halley, Assistant General Manager, Broadcasting Corporation of Newfoundland.

A complete merchandising program is available. "Betty and Bob" is arranged for 390 quarter-hour episodes for 5-a-week broadcast.

The LONE RANGER

One of the most famous and best-liked characters ever created. Millions of listeners, readers, and moviegoers know and follow the adventures of the LONE RANGER. You can capitalize on this ready-made interest by bringing him to radio listeners in *your* territory.

The LONE RANGER lends itself to promotion and merchandising in every field. Here is a program with a guaranteed audience right from the first broadcast—and it'll keep attracting new listeners with each show! Arranged for half-hour broadcasts with a sufficient number of programs for continuous broadcasting on long term schedules.



Ask ALL-CANADA RADIO FACILITIES, Ltd. for auditions
and rates on these and other NBC Recorded Programs.

NBC Radio Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CAL.



SPONSORS HIGH SCHOOL READING CONTEST

CKGB, Timmins, has just completed a Reading Contest for representatives of all departments and every form of the Timmins High School. Two students appeared before the microphone every Wednesday night to read essays especially prepared by their teachers, subjects being the stories of prominent Canadians and the contributions they have made to the development and progress of Canada. Each student selected received \$5 in cash, and an opportunity of going on the air. The series took 10 fifteen minute broadcasts and was well received.

WANTS INDEPENDENT NET PACKAGE SHOWS FOR LOAN

After the war Canada should have two networks—one composed of CBC and its affiliates and the other made up entirely of privately-owned stations, Joseph Sedgwick, K.C., told the Waterloo North Progressive Conservative Association in Kitchener, Ontario, on May 27th.

The arrangement, he said, would assure Canadians of hearing both sides of any controversial question, and at the same time eliminate much of the criticism over government use of radio.

Mr. Sedgwick pointed out that the CBC now exercises control over even the privately owned stations, and to interfere with them more than at present would deprive them of the right to present a program as they rather than Ottawa saw fit.

The speaker contrasted Canada's partially government - controlled radio to radio in the United States where there is no license fee of any kind and no government control of what is broadcast.

He stated that nowhere in the world has radio made the same progress as in the States, and nowhere do programs have the same merit. To people advocating a more stringent government control, he said he has never known of any instance where a government agency has been able to advance and keep pace with private enterprise.

"The freedom of the independent stations to program as they like, to permit whom they will to speak as it may suit them and not Ottawa, is something valuable and something we should retain," he said.

COMMENDS PRIVATE RADIO

In a letter to Glen Bannerman, president of the Canadian Association of Broadcasters, Mr. G. W. Spinney, chairman of the National War Finance Committee, expresses his appreciation to the association for its "many contributions to the Fourth Victory Loan."

"I have been very impressed," he writes, "with the importance of the part played by the local radio stations in the activities of the Units. It is quite evident that the radio stations have given our Committees the fullest co-operation."



We believe we are the only station in the world after which mothers name their babies.

One of CFBG's youngest inhabitants is

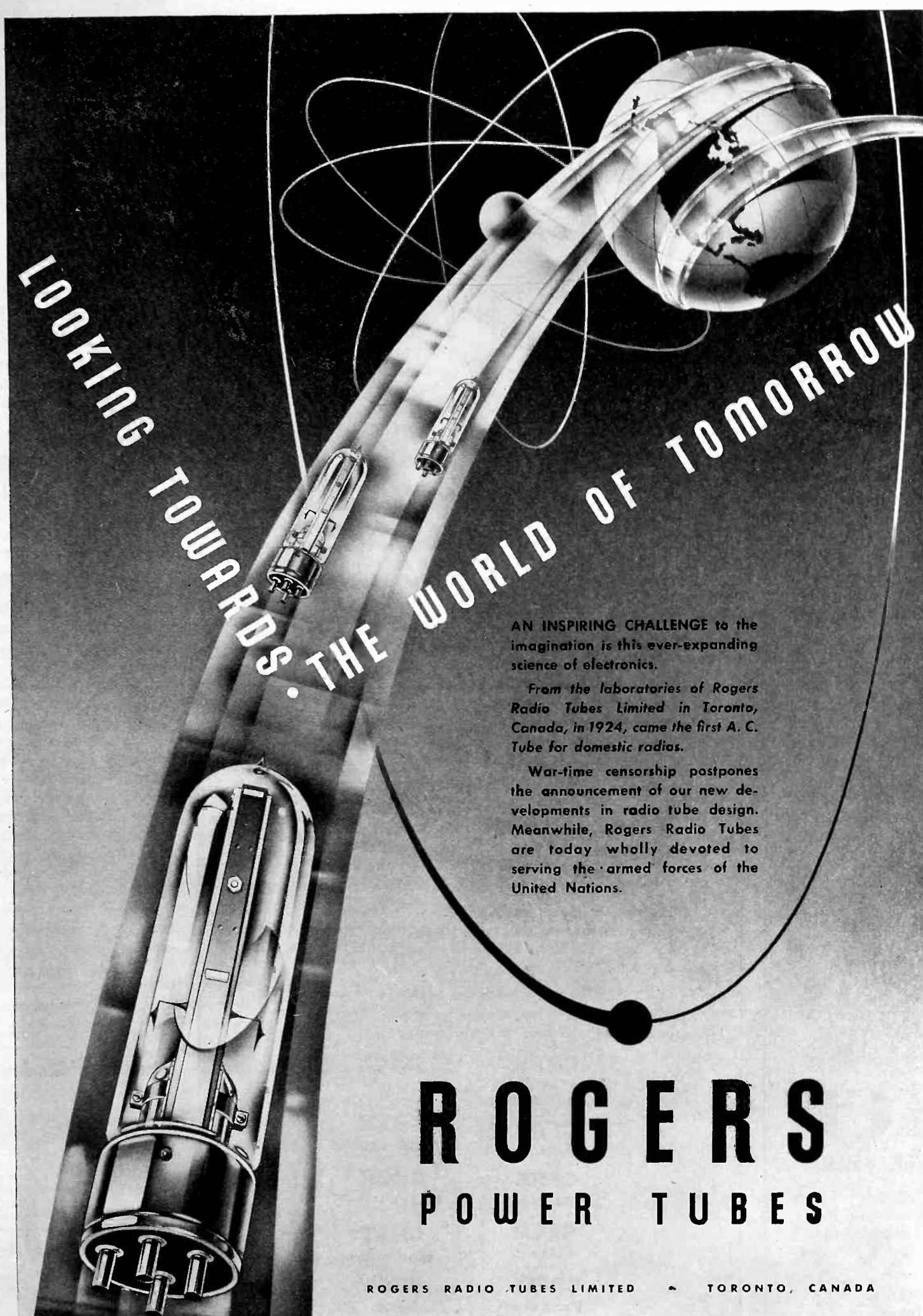
MASTER
CLARENCE
FRASER
GORDON
P "

Not Guilty!

*We could give you the last name if we had to.

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

VOICE OF THE MIGHTY PEACE



LOOKING TOWARDS THE WORLD OF TOMORROW

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

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

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

ROGERS

POWER TUBES

ROGERS RADIO TUBES LIMITED • TORONTO, CANADA

TAKE A TIP FROM THE MAN WHO KNOWS

The local merchant is a down-to-earth business man whose cash register tells him day by day exactly what his advertising is doing and which medium is producing satisfactory results.

When a local advertiser therefore renews a contract or increases his advertising in any medium he sets a seal of approval on its ability to produce. And that is precisely the position enjoyed by CKCH, where, despite local rate increases, more time than ever has been reserved for sponsored broadcasts.

CKCH offers complete coverage of the French homes of the Ottawa Valley and enjoys a proven audience preference in this market. The recently increased power of 250 watts is strengthening this preference with its greater clarity of reception.

Follow the leadership of the man on the spot and when advertising to the quarter million French people in the Ottawa market use

CKCH

OTTAWA - HULL

TORONTO OFFICE:

D. L. BOUFFORD
112 Yonge St. AD. 7468

MONTREAL OFFICE:

RADIO REPRESENTATIVES Ltd.
Dominion Square Bldg. HA. 7811

UNITED STATES OFFICES:

HOWARD H. WILSON COMPANY
Chicago, New York, San Francisco
Hollywood, Seattle

U. S. Rubber Goodwill Rates One and One Half Million Iron Men

By ALBERT SHEA

Though it hasn't a single rubber tire or hot water bottle for sale to the American public, during the next twelve months the U.S. Rubber Company will spend about one and a half million dollars on a series of radio programs. Since May 23rd, this company has been treating listeners all over America to a weekly concert of the Philharmonic Orchestra over the full CBS network, and all they can hope to get for it is a raft of thank-you mail from music lovers!

The use of radio by advertisers during the past twenty years has followed a winding, or perhaps we should say circular path.

During the early twenties there was a lot of hesitation about using radio for "direct sales talks", and in the U.S., the Department of Commerce actually forbade direct advertising. The commercial part of radio programs was restricted to the name and a brief description of the sponsoring company at the opening and close of the broadcast. Coming into the thirties, radio dropped its shyness, and became bold as brass in its appeals to listeners. Many thought the bounds of good taste were being overstepped, and rumblings of public

protest led the networks and the National Association of Broadcasters to engage in self regulation in order to prevent public disfavor from developing into a major earthquake that would shake the foundations of the promising young business. The success of this self-regulating system is proved by the fact that to the north and to the south of the invisible border sponsored programs rate an amazing preference among listeners over the sustained variety.

Today, wartime, with shortages becoming progressively more serious, poses a subtle and complicated problem for the advertiser and his agency.

In the face of inability to supply domestic demands, goodwill must be maintained, and the company or brand name kept fresh in the public's mind.

In this sellers' market, advertisers have found it prudent to remember that buyers are bound to have their innings, and to gear their operations accordingly. Radio is stepping into the breach by reverting to the early policy in which the emphasis was entirely on goodwill. The public has need of news of the war, and entertainment and diver-



Featured in CHML Victory Loan Boxing Show

sion to help face the pressure of wartime working and living. The radio station is the counter over which the advertiser dispenses this enlightenment and entertainment, accepting in return the listener's goodwill as ample repayment. Both public and advertiser leave the counter mutually satisfied with the relationship the transaction has established. Proof of this is an increase in radio advertising expenditures by American automobile manufacturers of 15% last year over the preceding year, and this increase comes at a time when the advertiser has no product whatever to offer the public, and during which these same manufacturers reduced their newspaper advertising by approximately 50%.

In a rapidly changing world, adaptability is essential to survival. Radio's ability to serve as a goodwill builder when selling is at low pressure bodes well for its return to peacetime merchandising. The use of radio as a goodwill emissary by major advertisers is one of the sadly few steps that are being taken to prepare for the peacetime economy. These are the men who will be able to do their share in relieving the employment problem when Johnny comes marching home. While others are busy patching and repairing their neglected public fronts, advertisers who are keeping themselves and their wares fresh in the public mind with goodwill broadcasting will be immediately open for business when Corporal Hitler feeds the crows.

Students' Radio Survey

300 students of Michigan State College show a student preference for the following types of program in decreasing order of preference: popular music, plays, classical music, variety shows, quiz programs, talks.

Two-Time Author

Major William C. Borrett, Managing Director of CHNS, Halifax, whose book, "Tales Told Under The Old Town Clock" was such a success, both as a publishing project and as a means of raising funds for war victims, has written another book, the name of which he has omitted to disclose to us, but which is now in course of publication.

GOOD POSITION
Apply
RADIO REPRESENTATIVES LTD.
Toronto Montreal

Position is important in radio . . . whether it is your announcement or program, you always consider your COPY, your STATION and your POSITION on its schedule.

Good stations know the good positions on their schedules for reaching any specific audience. These stations' representatives have this information.

CKPR
Fort William
& Port Arthur

CFQC
Saskatoon

CFRN
Edmonton

CFCN
Calgary

CKMO
Vancouver

CKCL
Toronto

CHLN
Three Rivers

CKCH
Ottawa - Hull

CHLT
Sherbrooke

CKCV
Quebec

Radio Representatives Limited
TORONTO AND MONTREAL

Citation for Service

CHML, Hamilton, Ontario, has been selected by The Canadian Broadcaster for this Citation for Service to its community for the Johnny Greco Gloves Contest and Victory Loan Boxing Show, which were responsible for the sale of bonds to the value of \$1,571,450.00 to 19,738 subscribers in Hamilton and district in the 4th Victory Loan Campaign.

Kenneth D. Soble, secured the gloves, autographed, which were worn by Johnny Greco when the Canadian private soldier beat Cleo Shans, of California, in Madison Square Gardens New York City.

During the Victory Loan Campaign, CHML undertook to promote a Boxing Show in the Hamilton Municipal Pool, admission being by invitations which were obtainable by showing proof of purchase of a Victory Bond. The services of Jackie Callura, World's Featherweight Champion, were secured as referee for the eight event card.

A draw was arranged in connection with the show, the winner to choose between the Greco Gloves and \$100 donated by the station.

Of the 25,000 contest forms issued, returns amounted to 19,738 (nearly 80%), and the accompanying bond orders or proofs of purchase totalled \$1,571,450.00.

To promote the idea CHML used primarily its own wave length — spot announcements, flashes and sports programs in particular. These radio promotions were supplemented by considerable newspaper lineage, purchased by the station, window displays in space donated by local merchants, the use of the station's mobile unit, and personal contact. In addition, the station operated a booth in the G. W. Robinson Company Limited Department Store for two weeks prior to the event.

For this contribution to its community, in time and in effort, The Canadian Broadcaster hands CHML this "Citation for Service".

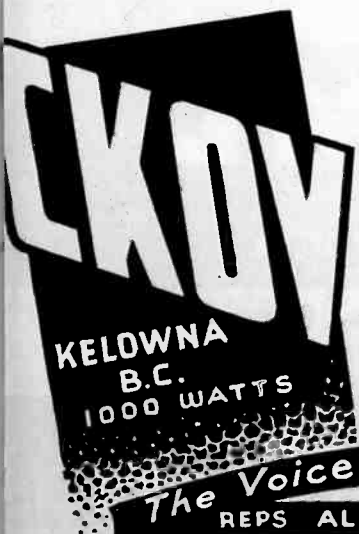
**INDEPENDENT SURVEYS★,
MONTH IN AND MONTH
OUT, SHOW TREASURE
TRAIL TO HAVE A NA-
TIONAL ENGLISH RATING
OF 26.6 - ONE MILLION
FOUR HUNDRED THOU-
SAND LISTENERS EVERY
WEEK! IT WOULD TAKE
NINETY - EIGHT MAPLE
LEAF GARDENS, PACKED
TO CAPACITY, TO HOLD
THAT AUDIENCE. IT IS
THE LARGEST RADIO AUD-
IENCE LISTENING TO ANY
CANADIAN PRODUCED
BROADCAST. PUT YOUR
SHOW IN THE TOP BRA-
KET. LET US DO THE PRO-
DUCING. WE HAVE OTHER
TOP RANK SHOWS ON
THE AIR, AND WE CAN
BUILD ONE FOR YOU!**

★Elliott-Haynes Surveys.

If it's
**THE LISTENERS'
CHOICE**

you'll hear it on

CKOV



NOW IS THE TIME

for all good men

By HORACE N. STOVIN
(Stovin & Wright, Radio Representatives)

Private enterprise will play its part in the post-war whirlpool. That's taken for granted. Here a prominent man in private radio pleads for action NOW, and offers a basis on which to start work.

Sixty per cent of manufacturers feel they can reconvert to peacetime production without having to lay off workers, according to a report of the United States Chamber of Commerce, and sixty-seven per cent say they expect to employ at least as many as at present after the war.

In Canada plans have been laid for post-war Social Security and improved Health Insurance, and so far that is where it ends.

These plans are based on government initiative and government funds, but to secure the thousand odd million dollars a year they will need, it is simply taken for granted that domestic production, distribution and consumption on the greatest scale the world has ever known will be maintained by private enterprise, co-operating with labor. Inflation and "millennial" devices apart, there is no other foundation on which the new social security can be safely built.

In the United States, the essential role of private enterprise in the reconstruction period has received much more attention than in Canada, and it is the purpose of this article to open up some constructive channels of thought, some intelligent thinking — not just of principles and policies—but of facts and cases, towards bettering the lives and lots of every man, woman and child in Canada.

Industrial expansion in these war years has far exceeded what could have been expected in many more years of peaceful growth.

Some seven hundred thousand more people are employed today than in 1939, and about the same number are in the armed forces. Many who have enlisted have been released by their employers on a "leave-of-absence" basis. Where replacements have been necessary, the substituting employee has been engaged on a "duration" basis. Refitting these temporary workers into the peacetime jig-saw is only one puzzle which will have to be solved. And this solution will have to be found, not only for the sake of the men and women directly affected, but for the salvation of the country's whole economic structure.

Then, not all those who have enlisted are on a "leave-of-absence" basis . . . for many the armed

forces provided the first steady job. These too private enterprise is presumably expected to absorb, and again, this absorption must be arranged both for these boys' sakes and for the sake of the country as a whole.

Continuing employment will also have to be found for those now engaged in essential war industry, and this group numbers a cool million.

Following the war there will be, without question, a need for repairs and replacements; new radios, new cars, more homes, new furniture, clothing; there will be a tremendous stampede for currently unobtainable comforts and luxuries. The magnitude of presently curtailed purchasing power at the war's end is recognized. Private enterprise is bound to undertake re-tooling, re-organization, manufacture and distribution of consumer goods on its own when that day comes. But without pre-arrangement it will be difficult if not impossible to avoid an interim period of inactivity for an important percentage of labor.

As has been said in the first paragraph of this article, "sixty per cent of manufacturers feel they can reconvert to peacetime production without having to lay off workers." This is encouraging information — except for the remaining 40%.

These are just some of the problems which private enterprise, working in co-operation with government departments, might well examine today, against tomorrow, when, working in co-operation with labor, they will be expected to present their solutions, for the good of Canada.

Expert opinion is agreed that the Income Tax and Excess Profits Tax in Canada have now reached the maximum point consistent with return; in other words, if they are further increased there is practical certainty of declining yield. Particularly in the case of businesses established in or following the term during which profits were established, and of those concerns at a low profit ebb in that period, there is no opportunity or provision for reserves adequate to support full scale employment during the transition from a war to a peacetime economy.

Unemployment has but one perfect remedy — opportunity of employment. Even though, in the transition period, idle citizens are saved by the unemployment insurance scheme from privation, nevertheless, as typical Canadians, they will obviously be unhappy and restless. The immediate need is not the vague promise of a bright tomorrow. It is plan and action, assuring opportunities of gainful employment in the era that is ahead.

The Solution

Private enterprise, co-operating with government, can go far to ensure this employment opportunity by the immediate establishment of a special sinking fund.

First let the government mark a concession or easement in the Excess Profit Taxes, and let private enterprise match this concession on a concrete basis. Then let both contributions be left on deposit with the government.

This process would not decrease the funds available to the government. In fact the plan would actually provide additional funds. In cases where it would drain surpluses otherwise threatening inflation, it would have a further advantage.

For example, Firm A, having agreed to match the concession with equal deposit, is accorded a 10% rebate on its Excess Profits Tax. Both amounts are recorded in a special post-war re-establishment account. The government, having the use of the money, undertakes to pay the current rate of bond interest on the combined deposits and to make this available to Firm A in some suitable form within an agreed upon time following the cessation of hostilities.

The deposit so established would be earmarked for the absorption of those temporarily employed in the war to release man-power for the forces, those in essential war work, those who on demobilization have no jobs to which to return, and also the men and women released from war-time production lines.

In the 1943-44 budget, the estimated revenue from Excess Profits Taxes is placed at 550 million dollars. Made effective now, it is clear that easement credits plus the matching deposits, would establish a

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. BORZETT, Director

fund ensuring the immediate liquidation of an important part of the unemployment threat in the transition period.

Such a definite and specific provision would have an immediate beneficial effect. With the scheme as now suggested involving some tax concessions and requiring some corresponding deposit, each concern would be specifically under obligation to plan, for the re-adjustment period, the employment of labor in excess of previous normal requirements, the funds being available in the sinking fund duly established for that purpose.

With this obligation and its assured financing — none of it an extra or future charge on the taxpayer — it would be imperative for private enterprise to explore immediately the prospects for post-war expansion in terms of products, markets and distribution.

The scope of the plan should embrace (and it should be open to) businesses both large and small. In enterprises where the Income Tax alone applies, there should be no bar to active participation.

This is a practical proposal. If it has flaws, they have yet to be discovered. Here is the beginning of a foundation on which to build a structure of the kind which may very well avert a post-war crisis.

Theories abound; plans grow on trees. The need now is for action.



KNIGHTS OF RHYTHM

A regular feature on CHAB, Moose Jaw, sponsored by Army & Navy Department Stores.

Some Signal

When a Department of Munitions Stenog donned the dictaphone phones, she reached for a record put on the machine. Then she bolt upright and her ribs went alternately sweet and sour, for the phones brought her voices and the latest song-hits!

The experimental division of the Army Signal Corps found that the motor wasn't working at proper speed and the governor had gone out of kilter. The mercury switch controlling the speaking device was acting as a rectifier, altering the current and behaving something like the crystal in a crystal radio set, and bringing in the clear signal of station CKCH, Ottawa-Hull, from across the Ottawa River!

If you tried for a hundred years, and the Signals men, you couldn't make the dictaphone do it again.

Local Talent on CJOR

Currently featured on CJOR, Vancouver, sustaining programs using local talent include "Radio Rascals" swing program; Cardo Smalley and Laddie Watkis, violin and piano; "Moonlight Cocktail" vocal ensemble (also heard on North-West Electric's "Songs of Freedom"); "At Eventide"; Fred Hill (tenor) with Jackie Williamson (vibraphone) and Ray Norris (electric guitar); orchestras include Dal Richards (Hotel Vancouver); Ole Olsen (Commodore Cabaret); The Embassadors (Embassy Ballroom).

We have established an agency arrangement with the publishers of ENCYCLOPAEDIA BRITANNICA, and will be glad to receive inquiries. Cash or terms.

Book Dept.
CANADIAN BROADCASTER

Europe Writes to the BBC

(Condensed from "London Calling")

That radio has a meaning beyond our comprehension is made evident by letters that have reached the BBC — often through very indirect channels — from various European countries.

There follow extracts from some of these letters.

"We cling to their voices like drowning men clutching at a life-belt. God grant that that last hope of salvation, the short wave radio set may be spared to us in our life of misery." — *France*

"We often listen to England in order to hear the language, then it feels as if we are nearer to you." — *Denmark*

"As regards the news bulletin which you broadcast on Sunday at 10 a.m., I have pleasure in telling you that everyone to whom I mentioned it knew about it already. It is a fact (I can assure you of it) that 99% of the Spanish listeners take the BBC." — *Spain*

"Do you know what I enjoy most in your broadcasts? It is Big Ben! There is no better propaganda. These beautiful tones express everything that is good in England. Big Ben gives me confidence in the British nation. Big Ben is my best friend." — *Stockholm*

The BBC *Radio Belgique* broadcast some time ago a message in French saying among other things that a son was born to a certain Mr. X. The same evening, the grandfather in Belgium was disturbed by 42 telephone calls and visits to tell him of the event. The first to give him the news, hardly ten minutes after the broadcast, was an 11-year-old youth who had jumped on his bicycle in order to give the information as quickly as possible. — *Belgium*

"The BBC Broadcasts are not only popular but as essential to the people as their daily bread. People who were almost too poor to buy bread now have a radio. They need it." — *Czechoslovakia*

30 CANADIAN STATIONS HAVE THESE SHOWS



BIG TIME PROGRAMS

Ready for You to Broadcast!

30 Canadian stations now have some of radio's finest programs—ready to put on the air for you!

Through NBC Thesaurus — the Treasure House of Recorded Programs—you can pick big-time shows that are exactly suited to your needs in length, frequency, and cost.

These great shows include names like Sammy Kaye, Horace Heidt, Xavier Cugat, Vincent Lopez, and

others. You can get such famous programs as "Church in the Wildwood," Norman Cloutier's "Memorable Music," Allen Roth's "Symphony of Melody," "Novatime" with Ted Steele, and many more!

The list goes on and on! It's one of radio's best and largest selections of great shows—ready to do a great selling job for you. Get in touch today with any of the 30 Canadian stations that offer NBC Thesaurus.

NBC THESAURUS Available for Sponsorship On These Thirty Canadian Stations

- CKX Brandon, Manitoba
- CFAC Calgary, Alberta
- CJCA Edmonton, Alberta
- CKPR Fort William, Ontario
- CFNB Fredericton, N. B.
- CHNS Halifax, N. S.
- CKOC Hamilton, Ontario
- CKOV Kelowna, B. C.
- CKWS Kingston, Ontario
- CJKL Kirkland Lake, Ontario
- CJOC Lethbridge, Alberta
- CFPL London, Ontario
- CFCF Montreal, Quebec
- CFCH North Bay, Ontario
- CHOV Pembroke, Ontario

- CHEX Peterborough, Ontario
- CKCK Regina, Saskatchewan
- CKRN Rouyn, Quebec
- CFQC Saskatoon, Saskatchewan
- CJIC Sault Ste. Marie, Ontario
- CHLT Sherbrooke, Quebec
- CKSO Sudbury, Ontario
- CJCB Sydney, N. S.
- CKGB Timmins, Ontario
- CFRB Toronto, Ontario
- CJAT Trail, B. C.
- CJOR Vancouver, B. C.
- CJVI Victoria, B. C.
- CKY Winnipeg, Manitoba
- CKLW Windsor, Ontario

Also—VOCM St. John's, N. F.



NBC THESAURUS—A Treasure House of Recorded Programs

Radio-Recording Division • National Broadcasting Company
New York • Washington, D. C. • Chicago • Hollywood, Calif.



BRITISH UNITED PRESS expands again!

New Radio Feature Added

"VITAMINS FOR VICTORY"

Newsorthy as a raid on Berlin

Saleable as a cut of prime beef

Opens An Entirely New Market of Radio
Advertisers for B.U.P. Client Stations

B. U. P.
EASTERN RADIO WIRE
from Halifax, N.S. to
Windsor, Ontario
NOW 24 HOURS DAILY

BRITISH UNITED PRESS

HEAD OFFICE
231 St. James Street
M O N T R E A L

New Ballot System Measures Radio Penetration

"To what radio stations do you and your family listen? How many days, and how many evenings a week do you listen?"

Approximately 25,000 persons in a cross-section of 6,500 Ontario homes answered these questions during the past month, determining the coverage of individual radio stations within the province, and those other stations penetrating the province from without.

This project has been carried out by Elliott-Haynes researchers, using the mail balloting technique as formulated and applied in the United States by the Columbia Broadcasting System. Under this method, ballots are mailed out to representative families in all communities, and these ballots are designed so that respondents may list: (1) all radio stations heard, and (2) the extent to which they are listened to during the daytime and evening. Gift-premiums are enclosed with the ballots, as compensation for the time spent by the respondents in completing and returning their ballots; this use of premiums and an adequate mail follow-up assures a return in excess of 70% of the ballots mailed out. This high percentage return is a further assurance of maintaining the exact cross-section.

One of the greatest advantages of this technique of studying station coverage, is that all segments of the population have equal opportunity of representation: thus, the farmer in an isolated rural community, and the miner in the far northern outskirts of the province, cast their ballot in the same manner as the business executive of the city. Close control is maintained on returns, in order that each community and each country secure ballot representation in proportion to their populations.

Returns on this survey are now in the process of tabulation, and results will be available in another few weeks. It will then be possible to secure coverage maps and data on all stations in Ontario, in addition to those outside stations penetrating the Ontario markets.

The Elliott-Haynes organization plans on extending this coverage study to other provinces of the Dominion later in the year.

CKCL DEVELOPS LOCAL TALENT

Three years ago CKCL, Toronto, in an effort to uncover latent local talent, instituted the "CKCL Workshop", to instruct and give practical experience in radio dramatics to amateur actors.

Howard Milsom, director of the Workshop group and himself a discoverer of CKCL's, has been successful in developing many of these amateurs to the point where they have been acceptable for professional radio work.

Artists who emanate from these classes are not held exclusively for CKCL's use, and many of their names are now on the regular casting lists both of the CBC and the commercial producers.

Milsom, besides working extensively as a free-lance actor is now CKCL's Dramatic Director, and in view of the present manpower shortage has extended his work for this station in the field of talent discovery. He has just opened a production office at 14 McCaul St., Toronto.

Three months ago CKCL instituted its "Junior Workshop" along similar lines.

The adult class is heard on the air Tuesdays at 7:30 p.m., and the "Juniors" have been assigned the same period Saturday evenings.

CJCA

IN EDMONTON—"Crossroads of the World"

Thank you, Mr. Bracken

NATURALLY, we at CJCA have no political leanings whatsoever. But we're happy that the national leader of one of Canada's political groups had this to say to Canadian Press about his recent trip: "Edmonton is the busiest city in Canada . . . the new country opened up by the Alaska Highway and the air route to Alaska presents great possibilities . . . there are many coal deposits in Alberta still to be tapped . . . extensive search is being made for oil . . . informed important new wells brought in at Norman . . . there are agricultural possibilities along the southern section of Alaska Highway . . . Edmonton has assumed the dimensions of a boomtown, and the great air development there will make the city centre of a great international route after the War".

CJCA IS THE DAILY SHOPPING GUIDE
IN THIS BOOMING TERRITORY



CWACS RUN CKCK, REGINA

As part of a recruiting drive, the CWAC completely took over CKCK, Regina, from 6:30 a.m. till midnight Saturday, May 29th. Besides "managing" the station throughout, the women in khaki presented at least 4 programs dealing with the women's army activities. Warm appreciation was expressed by the authorities for CKCK's co-operation in this elaborate publicity gesture.

May Beam Booze Broadcasts Towards Canada

Over the protests of two members of the Legislative Council, legislation authorizing the formation of a broadcasting company at Hamilton, Bermuda, was passed last month at the closing session of the Bermuda Parliament. Objections were raised on the grounds that it would permit the sending of liquor advertisements towards Canada. While such advertising was not

exactly 'rum-running' " opponents declared, "it could be called 'broadcasting-running'."

The measure gives a group of Bermudans exclusive broadcasting privileges for 10 years. The proposed station is expected to pick up BBC programs from London and rebroadcast them by long-wave for the United States.

John Tregale ..

Reg Beattie ..

ACTION REPRESENTATIVES

for an

ACTION STATION

CKOC Hamilton

.. *The All-Canada Station* ..

Contact
BRITISH COLUMBIA
 Through the ALL-CANADA Western Group
EFFICIENT COVERAGE OF B.C.'s BUSIEST MARKETS

Kamloops	CFJC
Kelowna	CKOV
Trail	CJAT
Vancouver	CKWX
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 TORONTO ONT.
 MONTH 1943

**AUTHENTIC
 RELIABLE and
 CONTINUOUS since 1940**

CBC News Contracts

According to the statement made by Dr. James S. Thomson, CBC General Manager, before the parliamentary radio committee, the Corporation has purchased rights to the British United Press foreign service for \$25,000, while the foreign and domestic news of the Canadian Press and Associated Press were purchased for \$40,000.

This arrangement has now been approved by Order-in-Council.

Division of CP's \$40,000 is, we are informed, as follows:

\$28,000 to CP for their domestic and foreign services, including Reu-

ter's, and \$12,000 to Associated Press.

British United Press receives \$25,000 for its foreign news.

Retail Business Up in April

Retail sales in April were 11% over March and 8% over April last year. Radio and electrical shops declined 14% and hardware dropped 5%. Men's specialty shops remained the same while women's did 17% more business. Shoe store sales increased 17%. This information was disclosed in the A.C.A. News Bulletin for June 17th.

Accent on Youth

CJCA, the station whose amateur contest discovered the voice of Georgia Dey, has always had a definite policy in connection with the development of local talent, which is finding expression on the Edmonton station in a wide variety of ways.

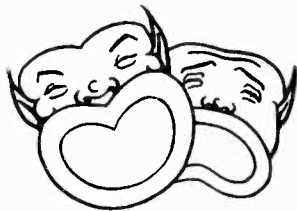
CJCA Players not only bring local thespians to the mike but give local writers an opportunity to have their scripts broadcast. This group presented a number of special shows for the 4th Victory Loan and is already preparing a new series for the fall.

The "Youth Panel" is a teen-age YMCA - YWCA group which conducts weekly round-table discussions. "Young Edmonton" features High School news and presents High School Talent.

Goodwill in The Kootenays

The Industrial Relations Division of the Consolidated Mining and Smelting Co., Trail, B.C., has undertaken "Kootenay Family Almanac" on CJAT, to develop pride in Trail as an industrial city, to build esprit de corps among its employees and to foster goodwill for the company throughout the Kootenays.

The program delves into the past, present and future of the Kootenays, and is personalized with news of births, deaths and the doings of the people who are listening.



THE SHOW'S THE THING

Yes, whether you're using Morning Monologues, Midday Musicales or Midnight Mysteries, your problem is to attract and hold the maximum possible audience.

It is our job to plan, write and produce programs which will accomplish all this.

RAI PURDY PRODUCTIONS

37 Bloor Street West

Toronto

CBC Status for Private Stations

After some not inconsiderable exchange of communications, Dr. MacNamara, Director of National Selective Service, has ruled that employees of private radio stations will receive the same consideration as CBC men insofar as the regulations respecting the compulsory transfer of labor are concerned. This means that at the present time it will not be necessary for radio men to register with the Department of National Selective Service. Those who have already registered are advised that no further action is necessary.

Commenting on the decision, Glen Bannerman, CAB president, said that this decision is a complete reversal of the original ruling that exemption from registration was only applicable to CBC men.

Representations were made to Dr. MacNamara by the CAB management, we are informed, drawing his attention to the contribution of private radio to the various loan campaigns and other war endeavors, and it was pointed out to him that it would be physically impossible for the private stations to continue with the full co-operation they have been giving if already reduced staffs were further depleted.



Back Talk

206,000 regular CKCR listeners* answer you back in sales.

That's the kind of back-talk CKCR sponsors find easy to take.

Ask Your Agency

**In the primary area only.*

REPRESENTATIVES
STOVIN & WRIGHT

IT'S NOT FREE

... no sir, you ave to pay for your time on our station, but it IS Saskatchewan's greatest radio bargain. We cover southern Saskatchewan like a tent and, what's more, command southern Saskatchewan's greatest listening audience. Like a few facts? Please write.

CKCK

REGINA, SASK.

620 Kilocycles

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



SERENADE IN WHITE

"Serenade in White" is a weekly feature on CJOR, Vancouver, sponsored by Nelsons Laundry. Artists are Fred McDowell, Julietta and Annifred White.

Would Bar Contests

The Manitoba Conference of the United Church, held recently in Winnipeg, passed a resolution to the effect that the CBC should eliminate from its radio programs the so-called contests sharing the health or similar commercial programs.

BUSINESS

UNITED DRUG CO. — started spot announcement campaign for Bisma-Rex (stomach powder) June 1st on 39 Canadian Stations. Campaign includes special store displays and package envelopes. Release is through Ronald's Advertising Agency, Toronto.

MASSEY-HARRIS CO. LTD. is presenting Gordon Sinclair in 10-minute shots 5 a week over CKPC, Brantford, as the "Wandering Reporter in Brantford." Human interest interviews and stories about Massey-Harris workers and how the "busiest little city in Canada" is meeting wartime transportation and other problems. Released through Cockfield Brown, Toronto.

WILLIAM WRIGLEY JUNIOR CO. LTD.: 30 minutes Fridays, 9 - 9:30 p.m. — "Wrigley Air Band" directed by Eric Wild. Vocalists — Pat Bailey, Charles Jordan and "The 4 Musical Flavors". Each program tied in with a war service. CFRB, Toronto; CHML, Hamilton; C F C F, Montreal; CKCO, Ottawa. Release through J. Walter Thompson, Toronto.

20 Year Club

CBC's first claimant to membership in H. V. Kaltborn's 20 year club is J. T. (Jack) Carlyle, assistant traffic manager in the National Office, Toronto, who on June 1st, 1923 was loaned from the office of the CNR's vice-president to that company's newly-formed radio department.

Another member of this club is Horace N. Stovin, of Stovin & Wright, who was accepted as a member early this year.

"with all our good wishes" to

CLAIR CHAMBERS



After two years with us at CKCW, Clair Chambers leaves to become manager of CKSO in Sudbury. We congratulate him on his appointment. In the time that he has been with CKCW we have learned to like him personally and respect his ability.

That's why we are using this space to introduce Clair Chambers to the advertising men, agency men and time buyers with whom he will be doing business. We recommend him as a man, thoroughly capable of looking after your radio advertising needs. To CLAIR CHAMBERS "the best of luck" from all the staff of

**CKCW
MONCTON**

F. A. LYNDS, Manager



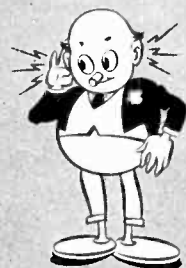
... better 3 ways!

- Scored edges are easier to insert in typewriter or mailing machine.
- Wider gumming shoulders on flap and seams add strength and security.
- Smartly streamlined. No points. All curves. As modern as the machines that make them.

Globe Envelopes can be ordered through the Supplies Dept. of The Canadian Broadcaster.



**MANITOBA'S
FRIENDLY
STATION**



**CJRC
WINNIPEG**

High spot on the dial in this important Canadian market centre

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

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



Hey there, Alkali Ike, it's —
MEATLESS TUESDAY

You knew that, didn't you, Alki old boy? Sure you did, but you also knew that meatless Tuesdays are followed by Hungry Wednesdays.

When the war is over and meatless Tuesdays are a thing of the past, industry will be frantically looking around for yesterday's customers. And where will they be?

It is far-sighted to think ahead... to see to it that yesterday's customers, whom you are unable to serve today, will come back into the fold tomorrow... when the war is won and the problems of peace confront us.

BROADCAST ADVERTISING KEEPS THEM REMEMBERING



INDEPENDENTLY OPERATED FOR THE GOOD OF THE LISTENER

**10,000 WATTS
 860 KCLS.**

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