

CANADIAN BROADCASTER

VOLUME 3 NUMBER 7

JULY 8TH, 1944

Now TWICE EACH
MONTH
10c a copy — \$2.00 a year

The Case For Canadian Talent

The theory that Canadian radio talent has not as much on the ball United States musicians, actors and other entertainers is at least partially exploded every time the American networks descend on the Dominion, and return home with one of our artists to enrich their own ways at our expense. No one can argue against such occurrences, for they are fact. No one can blame such artists for deserting their own country, for the opportunities so offered cannot be disregarded. Neither could we want it otherwise. There can be no success without progress, and it so happens that the epitome of radio ambition is attainable only in Hollywood or New York.

Two things concern us mightily, however, and they are these.

In the first place, why is it that artists who have been just moderately successful at home, can soar overnight to top-line billings as soon as they cross the border? Secondly, what is Canadian radio doing—whether the Canadian Broadcasting Corporation or the private stations—have in readiness an army of reinforcements, with which to replace these entertainers when they are lost to this country?

The answer to the first question is to be found in one word—“publicity.”

Those charged with promotion in this industry seem afraid to go to the deep end lest the artist should read and believe his own press notices. It is true that in many cities the press appears narrow and bigoted in its refusal to publicize its competitor, the broadcasting station, but does the broadcaster furnish the press with pungent material, justifying with “must”? It may be an astonishing thought, but American newspapers have no greater love for their microphonic enemies than we have their Canadian counterpart. Yet highly skilled technicians in the publicity craft keep the printed media supplied with an incessant stream of live copy, some of which cannot but stick. After all, newspapers, like radio stations, subsist on public service, and it is the task of the radio industry to furnish copy, so potent that the papers must print it or else submit to the clamors of an outraged public who demand this news under threat of cancelled subscriptions.

To turn out this kind of material, it will be necessary for the radio authorities to adjust their thinking. They must make up their minds, once and for all, that while talent obviously cannot be heard without the facilities the industry supplies, no broadcasting station or network of broadcasting stations can ever be greater than the material and the talent broadcasts. After all, isn't talent all the “stock” a station has in which to “trade”?

Question number two—what is Canadian radio doing to replace lost talent with new?

The answer is, of course, almost the same as the previous one. Not enough time is spent telling the world that Joe Doakes, the commercial nouncer, once used to umpire professional baseball, or that the leading character in the soap program, is really happily married and has three sons overseas. This, of course, brings up the same old problem of the press, but actually radio does not need the press any worse than the press needs radio. Think it over this way. If radio used its own sources to publicize its own talent, interestingly as well as adroitly, radio talent would become much more pregnant copy to the press, which in turn, might find itself forced to sit up and take more notice.

Radio has a legitimate beef that talent is not too interested in the business of broadcasting; but before it can do anything about it, it shouldn't radio give talent the same consideration as a horseman gives the horse that bears his colors. A jockey can't possibly win fame and fortune for his owner unless he has something to sit on besides a chair.

Richard S. Lewis.

Managing Editor

THOSE “DAYTIME SERIALS” House Committee Recalls Sedgwick

At the June 21st session of the Radio Committee there was a discussion of the daytime serial programs. Joseph Sedgwick, K.C., CAB general counsel, was questioned on this topic by several of the committeemen.

Answering a question by Mr. Hansell, relative to criticism of the type of program, Mr. Sedgwick pointed out that so much is said against them that a word of praise to which they are entitled should be stated.

“Until the serial programs were put on the air in the daytime”, he pointed out, “radio stations had no daytime audience, practically none. Radio listening is a habit. In order to get people to listen habitually day after day, the producers of the daytime dramatic serials adopted the same tactics as were adopted many years before by the magazine publisher, that is they serialized their story instead of putting it all in one issue so that it will keep people anxious to get the next issue.”

“Whether you like the soap programs or not” he continued, “is of course a matter of individual taste. The fact is that they have contributed to good radio broadcasting because they have created audiences.”

In answer to a question the CAB counsel expressed the belief that “they have made us all cleaner”. Amplifying his claim that they have built audience he continued by pointing out that “sandwiched between these programs there are educational and sometimes political and other broadcasts which command quite a tremendous audience that they could not have got for themselves. The serializing of these stories has created a daytime audience which is available for all those who want to get the ear of the public,” he declared. “It is available for the government in its wartime programs. It is available for those who have a political or an economic message. It is available for what we think is a better program, good music and so on.”

Mr. M. F. Coldwell, CCF leader, told the committee that he disliked the programs himself and that he had asked people how they liked them and they generally reported unfavorably.

Continuing, Sedgwick explained to the committee that the people who sponsor these programs spend

millions of dollars on radio entertainment. “They are wrong as to some part of their expenditures”, he said, “but they are not constantly wrong, and unless they had a large audience they would not continue. “I may say to you, Mr. Coldwell, that the same people who put on some of the soap operas are also responsible for the *Lux Radio Theatre*.”

“That is quite different”, commented the CCF leader.

“It is the same people”, the witness insisted, “and if they found they could get an equally large audience for a broadcast of chamber music they would put that on.”

Sedgwick then pointed out that it is axiomatic in the show business that if everybody is praising your entertainment, something must be wrong with it. “It is only the knocks and the boosts that make you know that you are right”, he declared. “Anything that satisfies everybody is wrong. Unanimity is a bad frame of mind. So far as independent operators are concerned all programs are made possible by the advertiser's dollar, Mr. Toscanini's program as well as the soap program.”

Asked by the socialist leader if there were large profits being made by private radio stations, the CAB counsel said he did not know what was meant by “large profits”, but stated that, as is generally the case with industry today, the profits were reasonably good. He thought though that the excess profits tax was such that some stations were unable to provide for adequate reserves.

Following the questioning, the committee was called into secret session by chairman A. A. McCann, to discuss “important” matters.

Private Network

Recalled to Ottawa June 21st, Joseph Sedgwick, K.C., was questioned by the members of the House of Commons Radio Committee on various items relating to the brief he presented some weeks ago.

Sedgwick reiterated his previous plea for a private network operating competitively with the CBC network, and urged that control of radio should be exercised by an impartial judicial body similar to the Board of Transport Commissioners which controls the railroads, both government and privately owned.



① The two seasons of extreme heat and cold



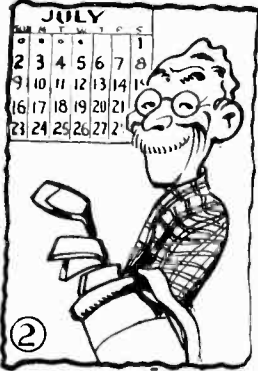
⑦ Reputedly the wisest man who ever lived, there were 1000 reasons to think otherwise!



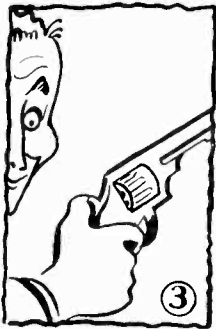
⑧ The two names of one of Dickens' best-loved characters

Famous S & W's

How many of them can You identify?



② Two divisions of the week



③ This famous revolver is an S. & W.



④ Overindulgence in 13 makes you this!



⑤ The two fisherman's winds



⑥ The famous toast (not Melba)

Summer-time—it's hot—you're thinking of a well-earned vacation—perhaps your mind is not very concerned at the moment with what radio can do for you and your business.

If so, this message—dressed up in more or less amusing style—is what you have been waiting for.

No matter WHAT your radio problems—even the question of whether radio is the right medium for you—you will find us ready to take all the worry off your shoulders and do a good job for you.

People DO listen to the radio in summer-time—in this year of invasion day-to-day news, even more than usual. The same radio that informs, entertains and amuses the public can also carry your message, and it does so with ever-increasing effectiveness.



⑨ Associated with night and morning



⑩ "Oh Caledonia, S— and W—"



⑪ The — and w— of your briny gargle



⑫ Milton's great line "They also serve who only — and w—"



⑬ The traditional beverage of Scotland

Answers

- 1 (Summer & Winter)
- 2 (Sundays & Weekdays)
- 3 (Smith & Wesson)
- 4 (Sader & Wisser)
- 5 (South & West)
- 6 (Sweethearts & Wives)
- 7 (Solomon & Wives)
- 8 (Sam & Weller)
- 9 (Sleep & Wake)
- 10 (Stern & Wild)
- 11 (Salt & Water)
- 12 (Stand & Wait)
- 13 (Scotch & Water)
- 14 (Your Standby, S— & W— wherever radio is discussed.)

14 STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

MONTREAL

TORONTO

WINNIPEG

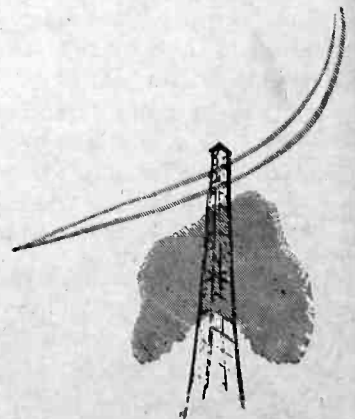
- CJOR Vancouver
- CFPR Prince Rupert
- CKLN Nelson
- CJGX Yorkton
- CKX Brandon

- CFAR Flin Flon
- CKY Winnipeg
- CJRL Kenora
- CKLW Windsor
- CFPL London

- CKCR Kitchener
- CHML Hamilton
- CHPS Parry Sound
- CFOS Owen Sound
- CHOV Pembroke

- CFBR Brockville
- CKCO Ottawa
- CKAC Montreal
- CHGB Ste. Anne de la Pocatiere
- CJBR Rimouski

- CKCW Moncton
- CHSJ Saint John



The CANADIAN BROADCASTER

Vol. 3, No. 7 July 8, 1944

Published Twice a Month by
R. G. LEWIS & COMPANY
371 Bay St.,
Toronto 1

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

Managing Editor Art Editor
Richard G. Lewis Grey Harkley

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

What Price Tomorrow?

The powers who preside over Canadian radio, private and otherwise, seem determined to sit back and wait for the two major developments in the industry—television and frequency modulation—to take root and grow up in the United States, hoping that a few tubers will thrust themselves under the "invisible Border" to spring up in Canada for Canadians to reap some of the fruits. This being the case, it is about time that some of radio's brighter lights, those who are just beginning to find foothold on the ether, did what they could to stir the mighty ones into action.

If the present state of affairs is allowed to persist, young men and women are going to find themselves deprived of the careers they are beginning to map out for themselves today, because "the boss" never got around to making some militant gesture against the government's refusal to join with Uncle Sam in the spade-work he is doing in these important fields. The war is not going to be over in many months, when, in the United States, F.M. and Television outlets will be popping up all over the country? Blandly the C B C says there will be no FM or Television outlet in Canada for at least a year after the war ends.

Thanks to the vicious monopoly it enjoys, the CBC does not have to worry about listeners. What does it care if its whole public has required television receiving sets by that time? Supposing it has become thoroughly accustomed to listening to American television or F.M. stations, whose owners are right



Give the little lady a big hand !!

now showing the foresight to climb on the new bandwagon? There is a wealth of opportunity with any new invention for people who do not insist on betting only the favorites.

The danger already exists because, according to a bulletin of FM Broadcasters Inc., "Half of the 7,854 square mile area which St. Lawrence Broadcasting Corporation of Ogdensburg, New York, proposes to provide with FM service extends into Canada. Of the 350,000 persons estimated within the entire area, 200,000 are residents of the Dominion.

The government broadcasting machine will never take really progressive forward strides because it lacks the incentive of competition. Sufficient revenue to exist — in a sort of way — is assured it by the Broadcasting Act but the Broadcasting Act does *not* insure jobs for those who are to be cut off by apathetic industry.

Stork Market

Announcements of the arrival of "radio's youngest sound effect" have been sent out by Howard Clark, manager of CJRL, Kenora, in the shape of Bruce Allen Clark, who weighed on June 22nd, at 6 lbs., 8 ozs. Irene and Bruce are reported doing well; Pop Howard is now out of danger.

News Editor

Logan Stewart has been appointed news editor of CHML, Hamilton.

An American by birth, and with varied experience in the radio business, he was among the first group of Americans to enlist in the Canadian forces before America entered the war, and, after three years overseas with the Canadian army, received his discharge on medical grounds. He is planning to become a Canadian citizen.

Did you know?

CJIC
SAULT STE. MARIE, ONT.

*The Hub
Of the Great Lakes*

Is the only Canadian Station heard in this part of Ontario, and offers advertisers a monthly payroll of over one million dollars. Can you afford to overlook this important market.

National Representatives

J. L. ALEXANDER

Toronto • Montreal

CHML

**MEANS
BUSINESS**

Custom Built

USE

DOMINION

"Duophonic"

TRANSCRIPTIONS

for

**FAITHFUL
SOUND
PERSPECTIVE**

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



**NEWS BEATS
WHEN THEY
COUNT**

**B.U.P.
LEADS
in
HOME
and
FOREIGN
NEWS**

Half an hour to an hour ahead on the Saskatchewan elections throughout the evening . . . and more than an hour ahead in conceding the result.

33 minutes ahead on the Marianas attack.

**A FAST
ACCURATE
SERVICE**

is a tradition with the

B. U. P.

and an Asset to its clients

HEAD OFFICE:

231 St. James St.
MONTREAL

ONTARIO PANORAMA

Program Brings Press and Radio Together

Something more than a successful commercial signed off for the current season when Willard's Chocolates Ltd., closed off "Ontario Panorama" for the summer.

Built up on what started as a CFRB sustaining program, by Cockfield Brown & Co., Ltd. for their client, Willards, this program performed a unique function in that it fostered understanding between radio and the gentlemen of the press.

A formidable array of prominent Toronto newspapermen formed a regular panel of speakers on the series, and each week three guests appeared to implement the efforts of the regulars.

These guests included stars from the world of entertainment, authors, specialists like a weatherman, a fire marshall and a press photographer. But more significant, as we see it, was the featuring of an Ontario weekly newspaper publisher on each program. From St. Mary's and Jarvis, from Wiarton and Dundalk, from Cobourg and Stouffville came publishers from towns where no radio station exists. They said their piece on the air, and it was well heralded beforehand in their own papers; then they went home and wrote about a thrilling experience.

The "Stouffville Tribune's" publisher Mr. Gill Purcell, spoke about "The Canadian Press On Invasion Coverage". In the next issue of his paper he wrote a story under the head "Tribune on Air With

Donald Duck". He wrote about meeting and working with Jim Hunter and J. V. McAree, Gordon Sinclair and Alan Savage. He went with pleasant thoughts about radio and radio people, and they—well they parted with a "S'long Gill. It was nice meeting you." Back home the folks were listening—and how, and in his "Tribune" story Gill wrote "Judging from the scores of people who have mentioned our broadcast, we had a big audience, and the reception was reported as perfect."

Yes, "Ontario Panorama" was something more than a successful commercial, and Mr. C. S. Spooner, president of Willards Chocolate Ltd rendered a service to press and radio, rivals in the field of free enterprise, yet tied together by the bond of being the two great media of expression. Through Mr. Spooner and his program radiomen and newspapermen have come to know each other, newspapermen have sent out their voices on radio's waves; have returned home to tell their readers about the experience.

Mr. Spooner of Willards Chocolates Ltd., Bert Powell and Alan Savage of Cockfield Brown & Co., Ltd., Wes. McKnight and the production staff of CFRB, as well as the journalists and broadcasters whose voices were heard on the series have opened up a road, a road of almost unprecedented teamwork between Canadian press and Canadian radio.



"ONTARIO PANORAMA"

Pictured above are some of the participants in this past season's radio success, "Ontario Panorama". Off the top they are (1) "Cy" Strange, announcer, at left; Gordon Sinclair, erstwhile roving reporter for the "Toronto Star", who acts as emcee; (2) J. V. McAree, of Globe & Mail "Fourth Column" fame; (3) Jim Hunter, "Toronto Telegram Talking Reporter", at left, interview the night's guest, the Ontario Fire Marshall; (4) "Wally" Armour, CFRB Musical Director presides at the piano while (5) Quentin McLean does likewise at the organ; finally (6) Thomas Richard Hent (we know his right name but won't spill), caustic columnist of the "Toronto Telegram", is caught by the camera looking acrid, a reasonable facsimile. Photograph unavailable—Roly Young, movie columnist for the "Globe & Mail" who also held forth among the regulars.



Veteran of news beats across Canada, Sam Ross has returned to the Pacific coast to become Director of News and Special Events at Vancouver's CKWX. Twenty-three years in news equipped Ross for his new post in service to British Columbia listeners. For the last three years he has been in Toronto, where he organized and directed Press News Limited, radio subsidiary of the Canadian Press, which brings news from all corners of the world by direct wire into the news room at CKWX—your favorite Vancouver station.

Frank H. Elphick-Manager

In keeping with its ideal of complete news coverage and service to B.C. listeners

CKWX

Announces Appointment of

**SAM
ROSS . . .**



**DIRECTOR of NEWS
AND
SPECIAL EVENTS**



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.

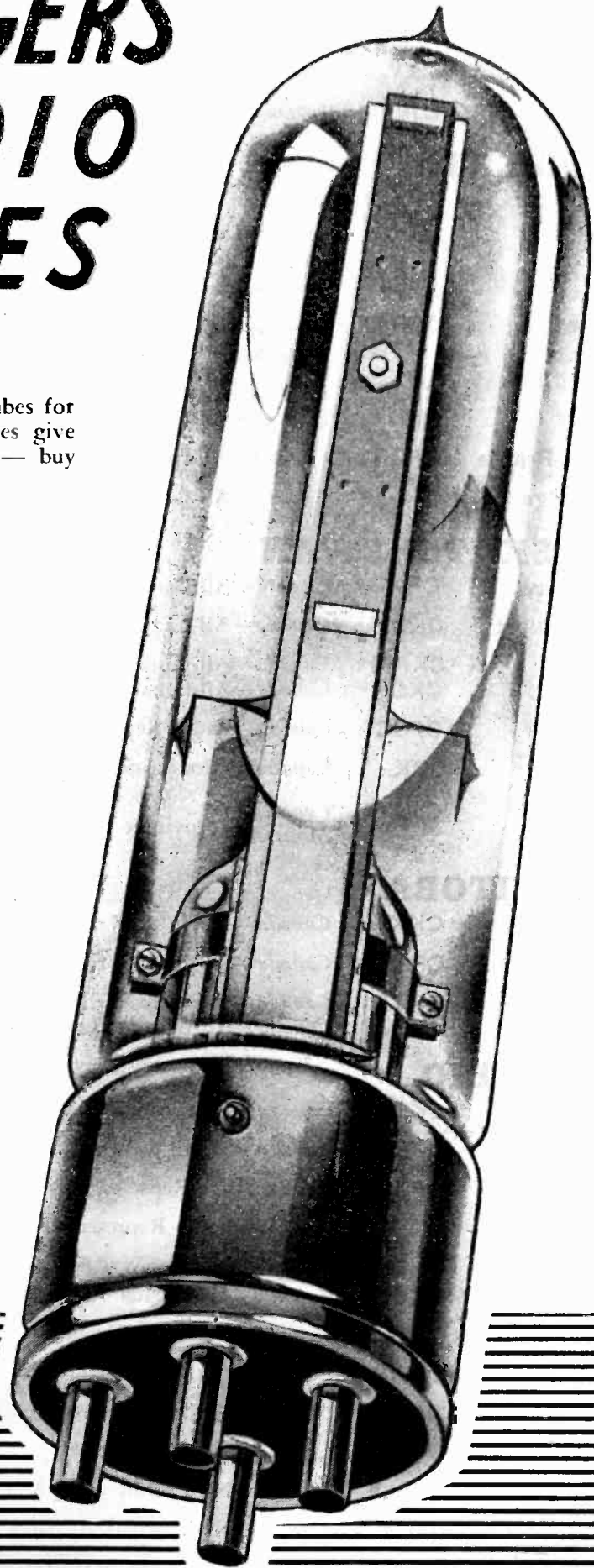
**A-F Power Amplifier and Modulator—
Class B**

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 ELECTRONIC TUBES, LIMITED
TORONTO CANADA

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

● BRITISH COLUMBIA

Chilliwack	CHWK*	Canada—No Exclusive Reps.
Kamloops	CFJC*	Canada—All-Canada Radio Facilities
Kelowna	CKOV*	Canada—All-Canada Radio Facilities
Nelson	CKLN	Canada—Stovin & Wright
Prince Rupert	CFPR	Canada—Stovin & Wright
Trail	CJAT*	Canada—All-Canada Radio Facilities
Vancouver	CBR	Canadian Broadcasting Corporation
	CJOR*	Canada—Stovin & Wright
	CKMO*	Canada—Radio Representatives Ltd.
	CKWX*	Canada—All-Canada Radio Facilities
Victoria	CJVI*	Canada—All-Canada Radio Facilities

● ALBERTA

Calgary	CFAC*	Canada—All-Canada Radio Facilities
	CFCN*	Montreal } Radio Representatives Ltd.
		Toronto }
	CJCJ	Canada—No Exclusive Reps.
Edmonton	CFRN*	Montreal } Radio Representatives Ltd.
		Toronto }
	CJCA*	Canada—All-Canada Radio Facilities
	CKUA	Does not sell time.
Grande Prairie	CFGP*	Canada—All-Canada Radio Facilities
Lethbridge	CJOC*	Canada—All-Canada Radio Facilities

● SASKATCHEWAN

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

● MANITOBA

Brandon	CKX*	Canada—Stovin & Wright
Flin Flon	CFAR*	Canada—Stovin & Wright
Winnipeg	CKY*	Canada—Stovin & Wright
	CKRC*	Canada—All-Canada Radio Facilities

● ONTARIO

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

Parry Sound	CHPS	Canada—Stovin & Wright
Pembroke	CHOV*	Canada—Stovin & Wright
Peterborough	CHEX	Canada—Natl. Broadcast Sales
Port Arthur	CFPA†	Canada—Natl. Broadcast Sales
St. Catharines	CKTB*	Canada—J. L. Alexander
Sault Ste. Marie	CJIC*	Canada—J. L. Alexander
Stratford	CJCS*	Canada—All-Canada Radio Facilities
Sudbury	CKSO*	Toronto—All-Canada Radio Facilities
Timmins	CKGB*	Canada—Natl. Broadcast Sales
Toronto	CBL	Canadian Broadcasting Corporation
	CJBC	Canadian Broadcasting Corporation
	CFRB*	Montreal—All-Canada Radio Facilities
	CKCL*	Montreal—Radio Representatives Ltd.
Windsor	CKLW*	Canada—Stovin & Wright
Wingham	CKNX*	Canada—J. L. Alexander

● QUEBEC

Amos	CHAD	Canada—Natl. Broadcast Sales
Chicoutimi	CBJ	Canadian Broadcasting Corporation
Hull	CKCH*	Toronto—D. L. Boufford
		Montreal—Radio Representatives Ltd.
Montreal	CBF	Canadian Broadcasting Corporation
	CBM	Canadian Broadcasting Corporation
	CFCF*	Toronto—All-Canada Radio Facilities
	CHLP*	Toronto—J. L. Alexander
	CKAC*	Toronto—Stovin & Wright
New Carlisle	CHNC*	Canada—All-Canada Radio Facilities.
Quebec	CBV	Canadian Broadcasting Corporation
	CHRC*	Canada—No Exclusive Reps.
	CKCV*	Canada—Radio Representatives Ltd.
Rimouski	CJBR*	Toronto—Stovin & Wright
		Montreal—All-Canada Radio Facilities
Rouyn	CKRN*	Canada—Natl. Broadcast Sales
Ste Anne de la Pocatiere	CHGB	Canada—Stovin & Wright
Sherbrooke	CHLT*	Canada—Radio Representatives Ltd.
Trois Rivieres	CHLN*	Canada—Radio Representatives Ltd.
Val d'Or	CKVD	Canada—Natl. Broadcast Sales

● NEW BRUNSWICK

Campbellton	CKNB	Canada—All-Canada Radio Facilities
Fredericton	CFNB*	Canada—All-Canada Radio Facilities
Moncton	CKCW*	Canada—Stovin & Wright
St. John	CHSJ*	Canada—Stovin & Wright
Sackville	CBA	Canadian Broadcasting Corporation

● NOVA SCOTIA

Antigonish	CJFX	Canada—J. L. Alexander
Halifax	CHNS*	Canada—All-Canada Radio Facilities
Sydney	CJCB*	Canada—All-Canada Radio Facilities
Wolfville	CKIC	Does not sell time
Yarmouth	CJLS	Canada—All-Canada Radio Facilities

● PRINCE EDWARD ISLAND

Charlottetown	CFCY*	Canada—All-Canada Radio Facilities
Summerside	CHGS	Canada—No Exclusive Reps.

● NEWFOUNDLAND

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

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

† Under Construction.

More Hope than Charity

A COLUMN OF CONSTRUCTIVE DESTRUCTION
by Elda Hope

he invasion is on"

the wee small hours of June 6th, the awaited news fell on the ears of all listened to their radios. There is no particularly startling in this piece of information, but have we stopped to consider the people who made it possible? News, announcers and commentators full-time jobs—and then some—and tasks were performed to perfection. The whole world received the news split seconds after it happened. That was that.

the voice that broke the great news to us was that of Willson Woodside, from in Canada; Andrew Cowan described what he saw from a vessel taking actual part in the troop movement across the channel; John Kannawin told his story of a port on the south-east coast of England. One of his remarks describing the magnitude of the raid was: "When thousands of planes were in the sky, wasn't room for even the birds."

Matthew Halton accompanied the first invasion troops to France and, immediately upon his return to England, added to his reporting laurels with his eye-witness accounts. There were numerous other names: Powell and Ouimet, and, of course, Stursberg reporting from Italy, to mention nothing of the men who staff the news services whose constant flow of information is maintained by the joint resources of radio and the press. And right here at the moment, let's not forget our own announcers and engineers. Their's was a straight 24-hours-a-day job, and they were in there doing their thing all the time.

Even though we had awaited D-Day for months, when it came, it was still a bit of a surprise; not hectic or hysterical, but spontaneously humbling.

The thing that impressed me greatly—unexpectedly—was the number of messages offered publicly, and broadcast for us to hear. We might have read about it in a newspaper, but it would have been just a type and nothing more, compared to the warmth of those sincerely spoken words.

The gigantic power of radio took on a new light, as in London King George stepped to the microphone and urged his people to prayer; never before, to my knowledge, has an entire nation gone down on its knees as it did at President Roosevelt's invitation, broadcast from Washington, this amazing D-Day.

As we listened and followed, did we stop to think of the millions of people, in all corners of the world, who would be listening, and listening with the same surging zeal as you and me.

I wondered what it would have been like to have radio to humble the whole decent world to one thought . . . one hope . . . one and the same instant.

An especially impressive service came from a Presbyterian Church in Ottawa. The ministers who prayed spoke briefly and appropriately. There were similar services everywhere.

Commercial radio was largely forgotten. Every religious denomination was represented in God's great auditorium, the St. Gabriel Heatter devoted the major part of his time to prayer; Lowell Thomas led in like manner.

D-Day passed, but as long after as the following Sunday, the thought carried over in many of the big-time network commercials. Percy Faith opened his Coca-Cola show with the soloist singing the "Halleluia"; on the Philco "Hall of

Fame", Paul Whiteman accompanied Hi-Lo-Jack and the Dame in "The Lord's Prayer"; Gracie Fields, for Chase and Sanborn sang it too, and by the way, did you know that "The Lord's Prayer" is reputed to be Gracie's number 1 request, when she is entertaining the troops? On Bayer's, "Album of Familiar Music" Frank Munn sang the "Airman's Prayer". Pond's "John & Judy" featured a prayer read by Alan King in the role of the curate of the church attended by the Kendall family of the program.

It was all so timely and moving; Bert Pearl stepping from his "Happy Gang" character to ask help to a background of Kay Stokes' organ music; Eddie Allen's rendition of the much sung "Lord's Prayer" at the same program's close.

Somehow or other, looking back on it all, it was not so surprising . . . just the right thing happening at the right time. Yet, if I'd thought about the likely reaction before it all happened, I think I would have expected some sort of jubilant rejoicing . . . perhaps a little overdone as radio has been known to do. I think I thought I'd be jubilant myself. But reactions are unpredictable; certainly I'd never have believed I'd be writing this kind of column.

Directors' Guild

Co-operation is the keynote in the formation of the Radio Directors' Guild of Montreal, which aims at the promotion of better broadcasting practice and more harmonious relationship between producers, unions, stations and agencies.

Application has been made to the Quebec government for a provincial charter, and in the meantime the guild is being steered in its early stages by a provisional board consisting of: Paul L'Anglais, Radio Programme Producers; Wilf Charland, Whitehall Broadcasting Co.; Paul Corbeil, CKAC, Montreal; Omer Renaud, CBC Montreal; Olivier Carignan, Canadian Advertising Agency Ltd.; Marcel Provost, Radiomonde.

Summer Show for Willards

Replacing Willard's "Ontario Panorama" during the summer months, Roly Young, "Globe and Mail" Movie columnist, is being heard Tuesdays 7.30 to 7.45 p.m. (EWT) on CFRB, Toronto, in news, views and reviews of the show world — "Roly Young's Show Shop".

Well-known as a critic of theatrical and cinematic entertainment, may we hope that Roly Young, on this series, will give radio the benefit of his knowledge and fill the dire need for some candid criticism of Canadian radio offerings.

Release of this program is through Cockfield Brown, Toronto.

NEXT ISSUE—JULY 22

A GALAXY OF STARS
FOR YOUR SUMMER PROGRAMMES

Through World Transcriptions radio stations now have access to the greatest array of quality talent available today . . . artists whose appeal is accepted and applauded by everyone everywhere . . . artists in all fields of popular entertainment.

Enquire today about the World Library. How it can help you to effectively build and hold Summer audiences. How it can help your Summer sales.

WBS
WORLD BROADCASTING SYSTEM
LIBRARY SERVICE
DISTRIBUTED IN CANADA BY

Artists listed around the record:

- CHARLIE BARNET
- DOROTHY LAMOUR
- PHIL HANNA
- KENNY BAKER
- SONG SPINNERS
- DAVID ROSE
- CHARLIE SPIVAK
- WOODY HERMAN
- LARRY ADLER
- JERRY WALD
- THE ANDREWS SISTERS
- DICK HAYNES
- MITCH AYRES
- CARMEN CAVALLERO
- THE COLLINGBAND
- JIMMY DORSEY
- DOROTHY KIRSTEN
- MACHITO
- JOSEF MARAIS
- LIONEL HAMPTON
- JOHNNY LONG
- HORLICK
- NARRET ELLINGTON
- DUKE ELLINGTON
- DICK KUHN
- GLEN GRAY

Northern Electric
COMPANY LIMITED
A NATIONAL ELECTRICAL SERVICE

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

PINCH-HITS FOR "INFO PLEASE"

STARS OF HEINZ "VACATION SERENADE"



Wilfred Pelletier

Rose Bampton

Channing Pollock

Monday, July 17, at 9.30 p.m. H. J. Heinz' "Information Please" will be relieved for an eight weeks period with Heinz "Vacation Serenade."

Described in press releases as "gay melodic programs of light concert music", the programs will feature the 33-piece orchestra of Wilfred Pelletier whose musical career went from assistant chorusmaster of the Montreal Opera to conductor of the Metropolitan Opera. He will be assisted by Rose Bampton, his wife, leading soprano of the Met., and under the title of "Pack Up Your Troubles" short inspirational talks will be delivered by Channing Pollock, grand old man of the American theatre.

The program, an emanation of "Blue" will reach Canada over a network of Canadian stations.

Marathon Writer

Paul Gelinax, publicity director for CKAC, Montreal, and one of the most prolific script writers in the business, has turned out 429 half-hour radio programs in 16 months.

Scripts include 340 five-a-weekers called "Sans Cérémonie", 38 offerings of "La Veillée de Ramsay", 26 half-hours of "Le Tourbillon de la Gaite" for Buckley's, and 25 programs along musical quiz lines called "La Boite à Musique".

Joins CBC

Gordon Cook, formerly CKCK announcer, has joined the Toronto announcing staff of CBC, Toronto. A Moose Jaw boy and formerly a school teacher, Cook took up radio a little over a year ago.

Radio SOS

Not many Sundays ago, CKOC, was able to render to its many Hamilton listeners a signal service, saving them from loss of property, life even, when every home using United Gas and Fuel gas was endangered, because a breakdown in the plant caused a reduction in pressure which could have resulted in gas jets going out without being turned off, with chances of explosion or asphyxiation.

CKOC responded to the gas company's request to broadcast frequent announcements asking people to refrain from using any gas appliances until they were told over the air that it was all right to do so.

The success of the station's efforts to avert any mishap were clearly indicated by the land office business done by Hamilton restaurants that night, when half Hamilton, acceding to the request not to light gas stoves, paraded down town for dinner.

French Show

A French version of B.A. Oil's "Fighting Navy" will be launched on the entire French Network, July 9 at 7.30 p.m. under the title "Les Gars de la Marine". The program will be produced by Paul L'Anglais of Radio Programme Producers, in Montreal for J. Walter Thompson Co., Ltd.

How They Stand

The following appeared in the current Elliott-Haynes Reports as the top 1 national programs. The first figure following the name is the E-H Rating; the second is the change from the previous month.

DAYTIME		
English		
They Tell Me	17.6	-2.4
Soldier's Wife	16.7	- .0
Big Sister	16.6	- .0
Happy Gang	15.4	-1.4
Road of Life	13.7	- .2
Vic and Sade	13.1	-1.0
Ma Perkins	12.5	- .3
Lucy Linton	11.0	-1.5
Pepper Young	10.4	-1.0
Women of America	10.1	- .8
French		
Quelles Nouvelles	31.7	-2.1
Jueneuse Dorée	29.6	- .5
Joyeux Troubadours	27.5	- .6
La Rue Principale	23.8	+1.7
Grand Soeur	21.4	- .7
Metairie Rancourt	19.0	- .8
Tante Lucie	19.0	+2.0
Quart d'heure Detente	18.5	+1.0
Pierre Guerin	18.4	- .4
Madeleine et Pierre	16.8	+ .8

(Note: In future the current daytime ratings will appear in the first issue of each month and the night time figures in the second.)

Fishing News

A new series of fifteen minute programs for sportsmen and fishermen has started on Vancouver CKWX. The program is conducted by "Spent Spinner" who has built a column in a Vancouver daily which attracts wide interest among sportsmen. At present on a sustaining basis, the program is being offered for sponsorship.

Canadians Spearheaded Invasion

—And It's Still A Canadian Story

DAY AND NIGHT, Canadians fight in the bloody fields of Normandy. Day and night, folks at home listen for word of their heroic boys whose blazing assault General Montgomery styled "unequaled on the British front."

Hour by hour, the story speeds over Canada's largest radio news network—the 38* stations served by PRESS NEWS. This great Canadian story, written by Canadian war correspondents in the field with the fighting men, is part of a service which covers the world for Canada.

PRESS NEWS, through its exclusive Associated Press and Reuters channels, gave Canadian radio stations the first word of the Normandy invasion with the German bulletin at 12.38 a.m. June 6—five minutes ahead of any other service. The official flash was laid down to stations from coast to coast at 3.32 a.m.—in the same minute it was announced at Allied Headquarters.

But PRESS NEWS went farther: it was a Canadian story. From the beachhead came Ross Munro's first story, only operational dispatch in the first 24 hours from any correspondent with the land forces.

A dozen other stories from Munro and Bill Stewart chattered on PRESS NEWS teletypes before the first competitive story from the Canadian front arrived toward the end of the third day.

PRESS NEWS has been widely congratulated for its inva-

sion-flash beat and for many other spot news beats. But it is especially proud of this tribute to its day-to-day coverage of Canadians at war from one of its client stations:

The work done by Ross Munro in reporting the invasion of France is outstanding and, without detracting from the smart reporting of his fellow newsmen, we would appreciate if you would extend to him our congratulations . . .

Munro's dispatch about the first eleven days of the Canadian 3rd Division is outstanding and . . . it would make up to him for eleven days of hell to know that the radio world thinks very highly of him . . .

Bill Stewart's stories on the reaction of the French population were tops and Allan Nickleson's naval stories gave newscasts something more than general statements . . .

Our heartiest congratulations on a good job well done.

PRESS NEWS adds its own thanks to three fine fellows and grand writers and to the others of the Canadian Press group of 12 Canadian correspondents on the war fronts.

PRESS NEWS

METROPOLITAN BUILDING

TORONTO

*38 and more coming.

WHAT DO THEY HEAR WHEN THEY LISTEN?

Walter Elliott, of Elliott-Haynes Ltd., Discusses The Ups and Downs of Sponsor Identification

How many sets are turned on at the time of a given program? What percentage of these sets are tuned to that specific show? These are obviously the two fundamental sets of figures on which listenership measurement is based. But the third set of figures, the figures which disclose the percentage of listeners who have been successfully exposed to the advertising content of the program, and who are able to say, when asked unexpectedly, what product the program sells — the "Sponsor Identification Index" — it has come to be called in trade argon — can give a better indication of what happens when they listen than all the other figures put together.

In this article I shall endeavor to show just what causes the "Sponsor Identification Index" to rise and fall; also I shall attempt to point out certain pitfalls showing when the S. I. R. does not give, a complete picture.

Generally speaking the "Sponsor Identification Index" is one of the principal pieces of evidence of a successful program. If a show has a high index in this respect, it means that more people identify the product advertised, but a low index does not necessarily mean that the show is not doing an effective job, for other factors may contribute to this rating.

One factor which tends to raise his index is the age of the program. A program which has been on the air under the same sponsorship for years naturally has listeners who are far more familiar with the advertising as well as the entertainment content.

The trick of tying in the name of the product with the name of the program always influences sponsor identification on an upward curve. For example, very few people refer

to "The Radio Theatre"; they know the Monday night offering as "Lux Radio Theatre"; Certainly Lux owes its high "Sponsor Identification Rating" at least partially to this factor.

Then there is the point of identifying a show, not with an individual star but with the product, or the sponsoring company.

In this regard we find that the Jack Benny, Fibber McGee and Charlie McCarthy programs are better known under these titles than they are as the "Grape Nuts Show", the "Johnson's Wax Program" or the "Chase & Sanborn Show". "Lux Radio Theatre" and "Wrigley's Treasure Trail" on the other hand point up the product and company rather than the entertainers, with the result that these two programs invariably head the list for sponsor identification.

Programs which are used to promote the sale of more than one product tend to confuse listeners, advertisingly speaking, for the obvious reason.

Generally speaking, higher rated programs and the more popular rated programs carry higher identification indices. At the same time there is a tendency for a lower identification rating for programs of the "Whodunnit" mystery type, because the listener's attention is so intense and his concentration on the plot so keen that the commercial provides a momentary relaxation from the tension, like the platitudes of the chorus in a Greek play, without inviting listenership. The placement of the commercial in these programs is of prime importance.

Certainly sponsor identification is the keynote of commercial success of the show. Yet care must be exercised lest an erroneous impression be gained from these intrigu-

ing figures.

A show such as Cashmere Bouquet's "Musical Mailbox" may enjoy a sponsor identification rating as high as 58. This program is directed to women who are the main customers for the product, and we find a high identification among the ladies and an exceptionally low one among men listeners, which means that Cashmere Bouquet is reaching its potential market. But if the reverse were the case, and the high identification figure was provided mainly by the men, it would be time to reformulate the program so that it would be heard where it would do the most good in spite of the high identification the surveys show.

STANLEY CLIFTON
 Stan. Clifton, chief engineer of CFQC since its beginning in 1923, died suddenly in the early morning of June 29th.
 Mr. Clifton was well-known in radio circles throughout the Dominion, and will be widely mourned.



"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

630 Kcs.

Serving

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

JOHN BEARDALL
 Mgr.-Owner

Radio Director Honored

Fred McDowell, Radio Director of Stewart-Lovick Agency, was the recent recipient of a picture plaque from the British Columbia and Yukon Division of Canada's National War Finance Committee. The presentation was made in the Agency's office, with members of the staff on hand to witness the event.

For each of the last three bond drives, Mr. McDowell has produced a "Bond Band Wagon" show for presentation at industrial plants throughout the Vancouver area. According to L. F. Worsey, organizer of the Payroll Section, Natl. War Finance Committee, "outstanding results have been achieved."



These two pictures look alike. Yet one is from the brush of a Master—the other a copy by one of his pupils. Only an expert can select the one that is worth the money.

YOUR RADIO PROGRAM in the Province of Quebec also needs an expert. Whether in French or English, it must be geared to the preferences, the thinking and the understanding of its audience. It looks simple to transfer or translate an English program for Quebec Province. Yet it may be, and often is, an entire waste of money and effort. Handled, however, by experts who specialize on both French and English radio for Quebec, radio shows greater listener-interest than in any other province. May we discuss your radio questions with you?



RADIO PROGRAMME PRODUCERS
 MONTREAL CANADA

From
LONDON to OWEN SOUND
 it's
 The Voice of Mid-Western Ontario
 that
 COVERS THE GROUND
CKNX
 1000 Watts WINGHAM, ONT. 920 Kcs.
 Representatives
J. L. ALEXANDER
 TORONTO: 100 Adelaide St. W. • MONTREAL: 1117 St. Catherine W.
 An Independently Operated Station



RESEARCH

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.

Sun Life Bldg. **ELLIOTT-HAYNES** Bank of Commerce Bldg.
MONTREAL LIMITED TORONTO

Agencies!
Sept. is on its way!

IN a very short time, the Fall Programs will begin.

We can secure better talent value, and give you superb production, and it costs you nothing.

Two Three very excellent shows are ready to sell... many more can be built to your own specifications.

"Ask Adaskin"

JOHN ADASKIN PRODUCTIONS

TELEPHONES
 OFFICE ELGIN 9296
 NIGHTS KENWOOD 4346

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

CKCK JAM SESSIONS



A super-action shot showing a bunch of the young folks watching one of the champion couples in action at a CKCK Jam Session.

The walls of the city hall auditorium have resounded to many sober expressions of divergent faiths, political creeds and other adult topics. Never before, however, have they echoed to anything as strictly youthful and vivacious as the Saturday afternoon swing sessions sponsored by radio station CKCK for Regina's young people.

Once a week the bobby sock brigade are strictly on their own and how they love it! In a city where teen-age amusement is practically negligible, something of this sort was long overdue.

No admission is charged and early in the afternoon any curious adult (and judging by gallery attendance there are many) may follow the trail of long bobs, torso length sweaters, crew hair-cuts and rolled-up trouser cuffs to the auditorium. Once there, for more than an hour they vie with each other in the weird and wonderful gyrations of approved jitterbug dancing.

During the course of the program other youthful talent is unearthed as musicians and singers with Dinah Shore and Frank Sinatra potentialities come forward to delight the audience with ad lib recitals.

Adult spectators have been particularly struck with the orderliness and good behavior of the young people. There is no rowdiness of any kind. In fact the concentration on the faces of the dancers is something to behold, and indicates just how seriously they take the occasion. Parents need have no fears in allowing the young people to take in this weekly jam session. In fact many an inferiority complex may be destroyed by these uninhibited get-togethers with others of the same age. Gregarious youth must have its fling. They are certainly getting it literally in Regina on Saturday afternoons.

Admirers of youth, while envying their boundless energy, applaud most heartily this opportunity for teen-agers to gather and enjoy life as only a teen-ager can. There are too few amusements in the average city of today, strictly young in flavor and as healthy and

innocent as parents would wish for their impressionable offspring.

Veterans All

A recent manpower survey, conducted by the Department of Labor uncovered the fact that all of the nine men on the staff of CJGX, Yorkton, Sask., are wearing buttons that designate them as veterans. Six of them have been honorably discharged from the armed forces during the present war and three saw service in the 1914-1918 conflict.

Recent additions to the CJGX staff are Omar Blondahl, announcer, who was formerly at CKRC, Winnipeg, and Murray Gould who becomes studio engineer, after service with the Signal Corps.

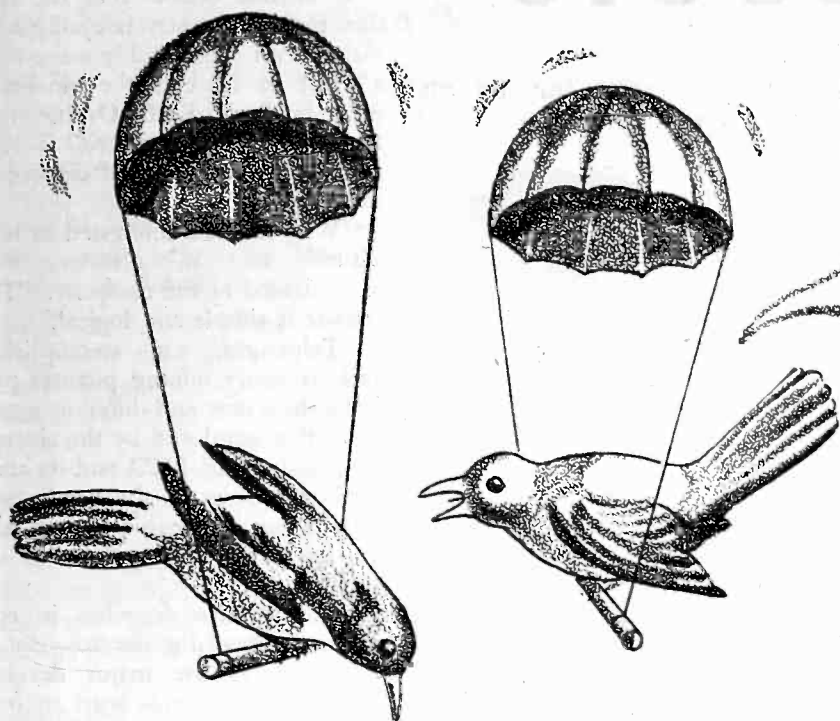
Radio Talk

Coverage, methods of determining "circulation", recognized rating of various types of program, variation between day and night audiences and many other features of radio advertising were covered by Don Laws, commercial manager of CJOR, Vancouver in a luncheon address to the Vancouver Board of Trade (Advertising Group) recently.

In avoiding any semblance of trying to "hog the show" for his own particular medium, says the "Tear-Sheet", Don made out a strong case for radio advertising.

MANPOWER AVAILABLE

THIS IS AN OFFER of intelligent, co operative service to help you in your advertising or radio business. In return I ask an opportunity to progress into a more responsible position. Experience: two radio stations — announcing, writing and selling; banking, school teaching. Education: Senior Matriculation, First Class Teacher's Certificate; one year course in Psychology, University of Toronto. 21 years old, militarily exempt. Apply Employment and Selective Service Office, 174 Spadina Ave. Refer to File J823M.



THIS HERE IS WINDSOR. WE JUST PASSED THE RADIO STATION. LOOKS LIKE A LIVE TOWN. WHAT DO YOU SAY WE LOOK FOR A TREE AND SETTLE DOWN ?

WISE BIRDS NEVER PASS UP WINDSOR

Hub of the Empire's automotive industry—starting point of mechanized equipment, corvette engines, naval tankers, harbor tugs and a wide list of other tools for our fighting men—Windsor stands today as one one of the world's busiest production centres.

The highest per capita wages in Canada are keeping retail sales on a better than average plane. That's why wise advertisers never pass up Windsor.

Through CKLW you get the extra attention that comes from home town intimacy—plus a solid coverage of the always prosperous Essex Peninsula.

No matter where you look you won't find a better bet than Windsor. As for your Fall sales plans, we'll be glad to discuss them with you at any time.

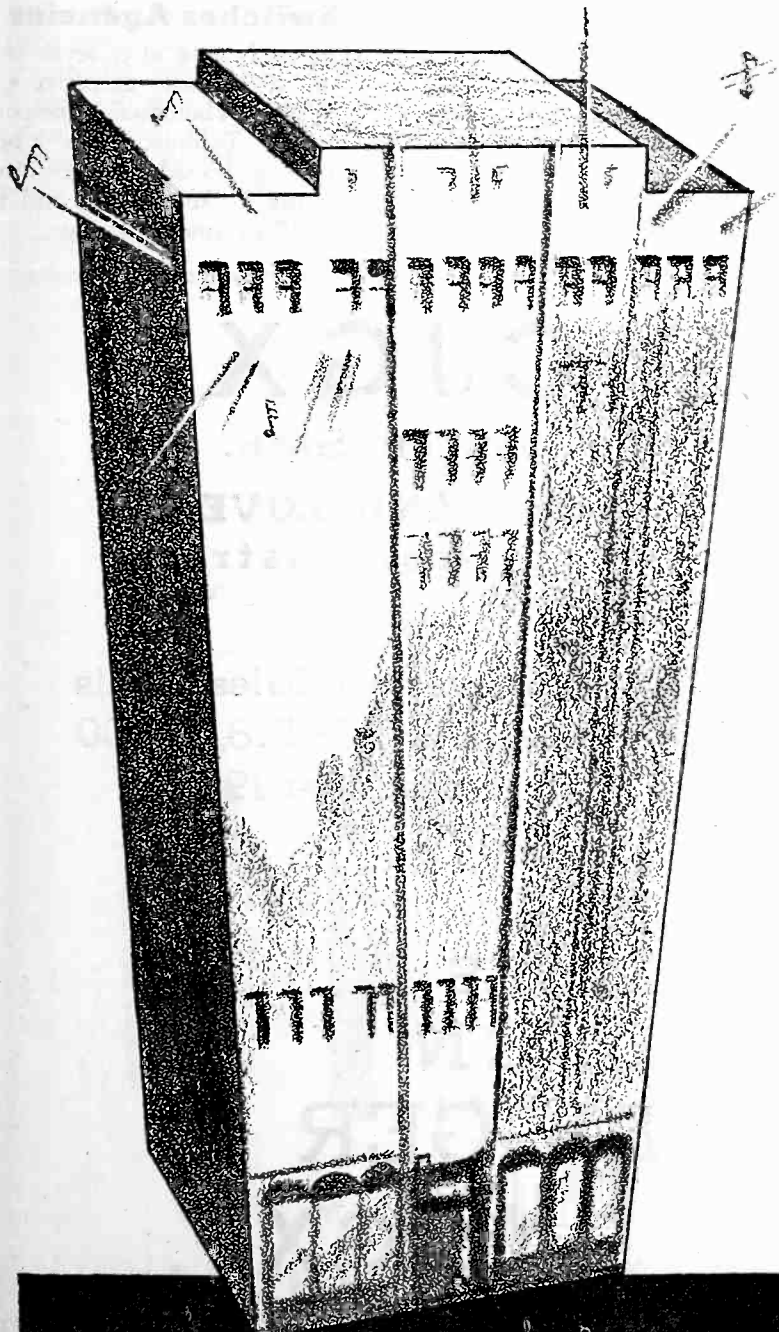
Wise birds . . .

5000 WATTS—800 Kc.
22 HOURS DAILY

Representatives: STOVIN & WRIGHT



CANADIAN BROADCASTING CORPORATION
MUTUAL BROADCASTING SYSTEM
MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS



"MIO FIGLIO LUCIO"

by Giuseppe Agostini

These Agostinis really go for each other in a big way. Recently Lucio wrote for us an appreciation of his Dad. Now Poppa comes back at Junior with this.

In a recent issue of CANADIAN BROADCASTER there appeared an article, written by a talented young Canadian conductor and arranger, in which the musician-author went to great lengths to describe his father. What the young man said about his Dad was not always complimentary—in fact, his Dad suspects that the son took shelter in the knowledge that, at thirty, boys are too big to spank. But the son, who naturally knows where the Agostini paternal skeleton is buried, did tell the truth in most respects. To-day, I'd like to write about my son, Lucio.

Being a father to a prodigy is more than a mere job of work. In my case, I started my musical career in Pesaro, Italy, with a little Brass Band. In Lucio's case, the little fellow started out a musician and remains one to this day — and he needs no fatherly publicity to establish the fact that he's a *good* musician. That circumstance pretty well shows itself when you turn on your radio or visit your neighborhood movie—for Lucio to-day does more arranging for radio than any man in Canada, plus turning out batches of musical scores for the movies.

But what I started out to say was that the job of fathering a genius is something that takes a little doing. My son says that I've lost most of my hair. That is true. I tore most of it out by the handful while struggling through his first music lessons with him. My palms are calloused, too. They should be, for between trying to make a living with my hands, playing clarinet, I had to use my hands for double duty; tanning the hide of a son who didn't want to be a genius. But to-day the spankings show to good effect, and if I had known what good results they would bring, I'd have certainly included an extra thrashing at noon instead of just two a day, morning and evening.

You see, I'm proud of my son. We don't agree maybe about the character of a piece of music, or about what's good to eat—but we do share a mutual respect, and, believe me, in my early fifties, I'm happy to consider that Lucio to-day is a far greater musician than his father could ever have imagined.

I like to watch him conduct and I like to listen to what comes out of his facile pen in the arranging line. I like to see how other musicians respect him and look up to his talent. It makes me feel that I'm a rich man—blessed with a problem child who turned out to be a great artist.

And I like to consider that I've played a big share in moulding this young man. There's very little a father gets out of fatherhood save the reflected glory his children's achievements provide, but in Lucio I feel that I've been repaid one hundredfold for all the effort I put into his upbringing and his musical education.

What my son wrote about me took the facetious vein mainly. But he was good enough to say, in finale, "It's a lot of fun being the son of the great Giuseppe Agostini."

And let me say, Lucio, figlio mio, it's a lot of fun and a privilege being your father.

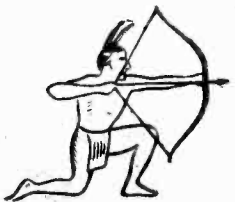
Ball & Chain

Good wishes of the industry go out to Les Horton, chief engineer at CKOC, Hamilton, who was married at St. Andrew's Presbyterian Church, Hamilton, June 21st.

Monday, June 26th marked the nuptials of André Daveluy, sales promotion and personnel manager of CKAC, Montreal, to his former secretary, Miss Paulette Cloutier. The marriage was solemnized at St. Denis Church, Montreal. Mrs. Daveluy will in future concern herself entirely with the Daveluy home.

The Rains Came—

And to-day, farmers of Northern Alberta are smiling at one of the biggest crop prospects in years! That means money for goods and services — YOUR money if you sell them over.



EDMONTON

CFRN ALTA.

"The Community Station with the National Reputation"

RKO Enters Television

If anyone doubts that the motion picture industry is eyeing television with considerably more than a glint in his eye, the announcement by Radio Keith Orpheum of the formation of the RKO Television Corporation should dispose of the question.

"Why is RKO interested in television? asks an attractive brochure issued by the company. "The answer is simple and logical.

"Television, an accomplished fact, is really talking pictures projected by a new and different means from that employed by the cinema. The business of RKO and its affiliated companies is the production, distribution and exhibition of talking pictures. The parallel is obvious.

The brochure describes in considerable detail the development of television as the major development it is, and ends with an invitation "to advertisers, advertising agencies and all those commercially interested in television to enquire as to how this Company may be of specific service at this time.

Switches Agencies

Gilbert Nunns, after seven years as an accountant executive with J. Walter Thompson Company, Limited, Toronto, has been carrying on his advertising career from the Locke Johnson and Co. Ltd. offices since July 1st.



Special Delivery

Kellogg's "*Histoires d'Amour*" got away from the script and Sita Riddez and Jacques Auger, two of French radio's pulsingest heart-throbs, nearly jumped out of their shoes, when in the midst of one of those "*L'amour toujours l'amour*" scenes, the studio door opened to admit Papa Joseph Devasp, latest addition to the building's elevator operating staff, who remarked blandly but loudly "I got a letter here for Mr.——".

CJGX

YORKTON, SASK.

**Centres AND COVERS
No. 5 Crop District**

In 1943—

Grain and Livestock Sales in this area exceeded \$73,518,594.00
—a 25% increase over 1942.

And—

1944
LOOKS
EVEN
BIGGER

CJGX

YORKTON, SASK.

"Western Canada's Farm Station"

Member of the Dominion Network.

SEE STOVIN & WRIGHT

CBC Hampered By Press Silence Weir Says Corporation Will Publish Paper

That lack of publicity by the press of Canada will eventually force the CBC into publication of a national organ of its own, was the statement of E. A. Weir, CBC Commercial Manager, when he appeared recently before the House Committee on Broadcasting.

"Single line, two, three wordings of the most important and expensive programs, whether commercial or sustaining, as now appear in the daily papers, give listeners the idea of the importance of national radio programs", he said. "It is well-known that in certain sections of Canada", he added, "there are tacit understandings by the various newspapers that as little prominence as possible shall be given to radio."

Stating that the CBC does not blame the publishers, he dubbed them short-sighted in their day-to-day treatment of radio, and their failure to give any publicity to the sustaining programs the CBC produces at such great expense.

"Eventually", he declared, "this situation must lead to the issuance of a national publication by the CBC itself, in order that listeners will be able to follow regularly and understand the importance of the great variety of programs and ex-

penditures which are being made by the CBC."

Mr. Weir answered criticisms of the Periodical Press Association who made representations to the committee that the commercial operation of the CBC, operating with immunity from taxation, was unfair to publishers, especially inasmuch as income from commercials far exceeded the amount suggested in the Aird Report. He pointed out that when the Aird Commission quoted the income from this source (\$700,000), it was prefaced with the words "At the beginning". He declared that added demands for more and more costly service had changed the picture.

Radio Refinement

Mr. M. F. Coldwell, CCF national leader and a member of the Radio Committee expressed the view that "soap shows" are degrading and thoroughly bad from that point of view.

In reply, Mr. Sedgwick pointed out that the surveys indicate that people want them, and that they had contributed greatly to making the public radio conscious. "I prefer", he said with a smile, "to refer to them as 'Daytime Dramatic Programs'."

"quotes"

Speaking for the government, several years ago, Hon. C. D. Howe, under whose jurisdiction the CBC is administered stated it was not the intention of the Canadian Broadcasting Corporation to "obtain an annual revenue of over \$500,000 from commercial sources." Previous statements to this effect had been made by the chairman and the general manager of this publicly-owned network. Yet today a perusal of the annual report for 1943 shows that for that year ended March 31, the corporation's revenue from commercial advertising was approximately 2.5 millions, a very material increase over the amount stipulated by Mr. Howe and his associates in the administration of the CBC

—Guelph Mercury

"30"

The efforts of the private radio station owners in Canada to strip the CBC of its powers have failed, after a fairly concerted attack on the "monopolist" symptoms detected by the guileless messengers from the independent corporations.

Virtually every reason but the right one was offered by the private interests to have their privileges extended at the CBC's expense. Behind everything was of course the simple desire to make more profit.

—Gloucester Bay Gazette

"30"

"It is true that there are special radio correspondents in the field. They do not concern themselves very much with 'spot' news—they leave the hard work to newspapermen. They send 'background' material, human-interest sketches, speculation and that sort of thing. And, usually, by the time one hears it on the air one has read it, or could have read it, hours earlier in the newspapers, written by newspaper correspondents with those 'speedy facilities' at their service."

—Ottawa Journal

"30"

Announcers have their own peculiar way of impressing themselves on the public. Some are most ostentatious, leaving the impression that they themselves are personally fighting the battles, step by step, wrestling victory from defeat and giving their all. It sounds very grim, until they turn and extend birthday congratulations to somebody in High River or Trochu in exactly the same profound chest tones. Blest are the announcers who tell their story in plain Canadian, simply and clearly, without too much dramatics. And doubly blest are those who content themselves with place names that sound as they are printed.

—High River Times

"30"

Once again striking evidence of the priority given by the Canadian Broadcasting Corporation to political propaganda over announcements of relatively high news value was given yesterday on the 1 p.m. broadcast. When people were expecting, with baited breath, something about the progress of the attack on Cherbourg, also news of the reported greatest naval battle in history between Americans and Japanese, the first and primary news was about Prime Minister King and the dollar value of the baby bonus plan of the government.

—St. Catharines Standard

"30"

Canada needs the inspiration and the spiritual refreshment which art alone can give it. "Where there is no vision, the people perish". At present, in matters of art, we are one of the most backward countries in the world, far behind peoples whom we look upon as half civilized. If our Canadian civilization were to be destroyed tomorrow, it would not leave a single object behind it to tell future ages that the Canadians were more than a nation which bought and sold, lived and died, ate and drank and slept. Is art in Canada always to be the possession of a few, imported by them from other and more spiritually alive nations? Or are we going to produce something of our own? If the latter is our decision, we should begin to encourage our artists now.

—Peterborough Examiner



Local Library Service

If you live in the listening area of CJAT, Trail, B.C., you never know when you are going to turn on your radio and hear your own voice or that of a favorite aunt, uncle or cousin coming at you from the loud speaker.

Over a year ago, the Kootenay station began building a library of local talent.

Local artists and entertainers of all kinds were invited to rehearse and audition their three best selections for recording. Music was supplied by Trail's High School Orchestra of 45 students.

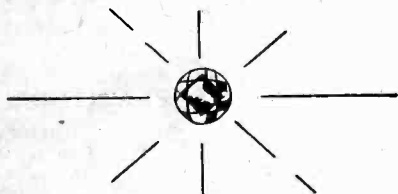
During the year the library has grown to the point where it now contains several hundred selections, indexed and catalogued like a regular library service, and has made it necessary to enlarge the CJAT plant with an auxiliary control room and new studio to take care of the terrific volume of instantaneous recording for this unusual venture.

Ask Walter Dales, CJAT manager, how it works, and he will tell you it is the best steady audience builder he has struck.

New York Rep

George T. Hopewell, Publishers Representative has added the Canadian Broadcaster to his list of publications and will be American representative of this paper as from July 1st.

"THE VOICE
OF
MANITOBA"



CJAT

WINNIPEG
15,000 WATTS

EXCLUSIVE REPRESENTATIVE - H. N. STOVIN

TORONTO

WINNIPEG

MONTREAL

BUSINESS

THOS. J. LIPTON LTD.: will resume "THE LIPTONAIRES", 15 minutes 5 a week Trans-Canada Network, augmented with further stations, opening October 2. French version is also starting in the fall on French network. Dates not yet available. Vickers and Benson Ltd., Toronto.

* * *

WILLARDS CHOCOLATES LTD.: replacing "ONTARIO PANORAMA" for the summer with "ROLY YOUNG'S SHOW SHOP", 15 minutes one a week on CFRB, Toronto, through Cockfield Brown, Toronto.

* * *

CHAS. E. HIRES CO., LTD.: 1 minute transcribed spots on a limited list of Ontario stations for 13 weeks from July 3rd. Product—Hires Root Beer. Cockfield Brown, Toronto.

* * *

DEPT OF MUNITIONS & SUPPLY: has released 42 spots to practically all stations on Gasoline conservation through MacLaren Advertising.

* * *

PROCTOR & GAMBLE CO.: OF CANADA LTD.: renewing 4 French network programs: "QUELLES NOUVELLES" (Barsalou Soap) 5 a week through Compton Advertising, New York, "LA RUE PRINCIPALE" (Oxydol) 5 a week through Dancer-Fitzgerald-Sample, Chicago; "VIE DE FAMILLE" (Chipso and Camay) 5 a week through Pedlar, Ryan and

CFGP
1000 WATTS
TEETHING TROUBLES OVER!
FATHER AND CHILD DOING WELL
USUAL CROP "SPOTS" EXPECTED.
LOVING ENQUIRIES TO
CFGP
GRANDE PRAIRIE ALBERTA
All-Canada in Canada
Weed & Co. in U.S.A.
VOICE OF THE MIGHTY PEACE

Lusk, New York; "METROPOLE" (Ivory Soap) 5 a week through Compton Advertising, New York. Renewals are for 52 weeks on CBF, Montreal; CBJ Chicoutimi; CBV Quebec.

Reorganizes Newsroom

Sam Ross, who took over the news department at CKWX May 12th, has added two experienced news men to his staff, Earl Smith and J. E. "Red" Graeme.

Smith joins the Vancouver station after newspaper experience commencing with a job on the old "Toronto Globe", while still at High School, and including the "Toronto Globe & Mail", "Toronto Evening Telegram" and the "Toronto Star". He was recruited by the Wartime Prices & Trade Board in 1943 to handle publicity service to all media including radio, and has now gone to Vancouver to devote his whole time to broadcasting.

Graeme was born at Colpoys, Ontario, lived in Kamloops and Calgary before going to the United States to join the Marine Corps. After his discharge he played semi-pro and professional baseball until a pulled shoulder muscle cut short his diamond career. He joined the staff of Canadian Press in 1930 and did reporting and editing in the Vancouver Bureau, until he joined the "Vancouver Sun". He went to CKWX June 15th.

Radio Diagnosis

Activities of the recently formed Committee on Commercial Continuity (CANADIAN BROADCASTER, JUNE 24) are gathering momentum fast, and it now appears that the committee's activities will have a considerably broader scope than originally intended.

Renamed the Commercial Radio Research Committee, this organization is starting its work by contacting station managers and announcers, getting their views on commercial continuities as they are now used, and asking for suggested improvements in current practice which should better the standing of stations with listeners and advertisers. Listeners are to be contacted also to make their opinions available.

Essentially, we are told, this committee is not planning to act as the self appointed mentor or censor of radio broadcasting. It's present concern is to gather information, to prepare facts from the opinions collected, and then to hand on these opinions to agencies, advertisers and broadcasters for use as they see fit.

Tours North

The Alaskan Wing, Air Transport Command, U.S. Army Air Forces recently conducted a press tour of American defence installations in Northern Canada and Alaska. T. H. Mansell, news editor for CFRN Edmonton was one of the party which visited Fort Nelson, Watson Lake, and Whitehorse in Canada, and Fairbanks, Helena and Nome in Alaska. This is the first time any representative of a radio station has visited these bases in the north country on a conducted tour.



SUGGESTION BOX

Before the Radio Commission goes into private session to deliberate on its deliberations, wouldn't it be a swell idea if they all went home and listened to the radio for a day.

* * *

REVELATION

Recent contacts convince us that station sales managers can read and write.

* * *

PUBLICITY

Now that he has gone to New York and there is little likelihood of its doing him any good, Canadian national magazines seem to be tumbling over themselves writing biographies of Alan Young, now heard on NBC Wednesdays at 9 p.m. (EWT).

* * *

OPPOSITION

When you watch two competitors vieing with one another for business, each trying to outdo the other in service rendered, it makes you think maybe free enterprise isn't such a bad idea after all.

* * *

POWER OF THE PRESS

With almost every paper of any importance stumping against them, the CCF swept to power in Saskatchewan in something resembling an avalanche. Makes you wonder if free radio should continue making time available to its bitterest enemy.

* * *

CANDID

Actors and artists and poets and such
Never say nothing and never say much.
People who do things exceed my endurance—
God for a man who solicits insurance!
— Dorothy Parker

* * *

PLATITUDE

Sometimes it isn't so much a case of who is going to scoop whom, but who's going to get paid for it.

* * *

TESTIMONIAL

Mr. M. J. Coldwell's harsh opinion of "soap programs", expressed so volubly to his fellow Radio Committee men suggests that those Canadians who do not share his views—and there are 8 provinces besides Saskatchewan—probably derive a great deal of pleasure from this form of entertainment.

* * *

THOUGHT FOR TO-DAY

And now we can quit bragging about D-Day and start working for V-Day.

* * *

PUNCH-LINE

Applications for new licenses for radio stations and transfers of old ones, after being recommended by the CBC Board of Governors, are handed on to the Minister of National War Services, Hon. L. R. LaFleche for ratification.
And Howe!

Be Ready...

WITH THAT NEW PROGRAM FOR FALL

Hear

the best transcribed features for your new fall schedule:

- "HOLLYWOOD RADIO THEATRE"
- "KORN KOBBLERS"
- "DEAREST MOTHER"
- "BEYOND REASONABLE DOUBT"
- "ROBIN HOOD"
- "IMPERIAL LEADER"
- "VOICES OF YESTERDAY"



FOR SHOWS THAT SELL

write — wire — phone

Exclusive Radio Features

LIMITED

14 McCaul Street

TORONTO 2

NOT QUITE SO MUCH, BUT TWICE AS OFTEN.



FROM now on your Canadian Broadcaster will reach you twice as often—mailed the first and third Wednesday of each month.



If you find our paper interesting you'll want to make sure you receive every issue.



You can do this by pinning a \$2.00 bill, check or money order to the address label from this copy . . . and, we suggest, a good time to do it would be **RIGHT NOW.**



Advertisers are entitled to a free copy of course.

DEPARTMENT 71
CANADIAN BROADCASTER
371 BAY STREET
TORONTO



The
DRIVE IS ON!

Longer than any living Canadian can remember, logging, one of Canada's basic industries, has woven itself into the history and legend of the country.

This was the first Canadian business, and Canadian business today, has taken up the torch from hardy lumberjacks who years ago started blazing the trail to the freedom they craved, through the densest bush.

CFRB, the Voice of Free Enterprise, is pledged to keep this trail open.



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JOSEPH HERSHEY MCGILLVRA
New York San Francisco Chicago

ALL-CANADA RADIO FACILITIES LTD.
Montreal